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June 10, 2011

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Commissioner for Patents
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Presented for filing is a new patent application claiming priority from a provisional patent application of:

Applicant: DAVID STROBER

Title: PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE

Assignee:

Enclosed are the following papers, including those required to receive a filing date under 37 C.F.R. § 1.53(b):

	Pages
Specification	16
Claims	8
Abstract	1
Declaration	[To be Filed at a Later Date]
Drawing(s)	9

Enclosures:

— Application Data Sheet, 4 pages.
— New disclosure information, including:
Information disclosure statement, 1 pages.
PTO-1449, 2 pages.
References, 16 items.

Applicant claims small entity status. See 37 CFR 1.27.

Basic Filing Fee			$82
Search Fee			$270
Examination Fee			$110
Total Claims 43	over 20	**23 x $26**	$598

Independent Claims 7	over 3	**4 x $110**	$440
Fee for Multiple Dependent claims			$0
Fee for each additional 50 pages of Specification and Drawings over 100 34(total pages)*.75 = 26 - 100/50 = 0 x			$0
Total Filing fee			$1500

The filing fee in the amount of $1500 is being paid concurrently herewith on the Electronic Filing System (EFS) by way of Deposit Account authorization. Please apply all charges or credits to Deposit Account No. 06-1050, referencing Attorney Docket No. 30160-0002001.

If this application is found to be incomplete, or if a telephone conference would otherwise be helpful, please call the undersigned at (212) 765-5070.

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26211
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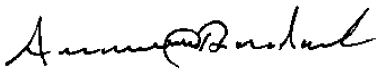
Respectfully submitted,



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PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE

CROSS-REFERENCE TO RELATED APPLICATION(S)

This application claims the benefit of priority of U.S. Provisional Patent Application No. 61/477,998, filed on April 21, 2011.

BACKGROUND

This disclosure relates to play control of content on a display device. Such display devices include, for example, television displays used by consumers in their home for viewing videos and other media that are either provided from the Web or previously stored. In particular, the disclosure relates to the creation, storage, manipulation and access of media playlists used in conjunction with display devices and control of the display devices.

Web media often is played on computers rather than television displays. Although it is known to connect a computer to a television set in order to watch Web media, it is difficult to control such a system within the typical scenario for television watching where the viewer is positioned some distance from the television. Furthermore, although a wireless device can enable the user to control the television from a distance, it can be difficult to view a web browser display on the television set and may interfere with normal television program viewing by other persons.

Given the desire to watch various World Wide Web media on a family's primary television set, and to control this operation from the comfort of one's couch, there is a need to operate a television set or other display remotely from a personal computing device, such as a mobile phone. It also is desirable to allow a user to perform a general Web search to locate and capture Web media, and to control a television or other display remotely using the personal computing device.

SUMMARY

Various aspects of the invention are set forth in the claims.

For example, according to one aspect, a system for presenting and controlling content on a display device includes a network, a server system coupled to the network and comprising one or more servers, a display device coupled to the network and having a display, and a personal computing device operable to transmit a first message according to a specified format over the network to the server system. The server system stores an association between the personal computing device and the display device. The first message identifies user-selected content and a media player to play the content. The server system is operable, in response to receiving the first message from the personal computing device, to provide to the display device a second message identifying the user-selected content and the media player to play the content. In response to receiving the second message, the display device is operable to obtain a first media player needed to play the content, to load the media player and to present the content on the display.

In some implementations, the display device is operable, in response to receiving the second message, to obtain the first media player from the content provider only if the first media player is not already loaded in the display device.

In some implementations, the personal computing device is operable to transmit a message according to a specified format over the network to the server system. The message can include a command for controlling playing of the content on the display device. The server system is operable, in response to receiving the message, to convert the command into a corresponding command recognizable by the media player if the command received from the personal computing device is not recognizable by the media player. The server system is operable to provide to the display device a message that includes the corresponding command, and the display device is operable, in response to receiving the message from the server system, to execute the command.

In some implementations, the personal computing device is, for example, a mobile phone, and the display device is a television set. Other personal computing devices or display devices can be used in other implementations. The network can include, for example, the Internet.

In some implementations, the server system stores a look-up table that includes a synchronization code uniquely associated with the display device. A message from the personal computing device can include the synchronization code, and in response to

receiving the message from personal computing device, the server system can use the synchronization code and the look-up table to identify the display device on which the content is to be played. The synchronization code can be different from an IP address associated with the display device and/or a media access control address associated with the display device.

In various implementations, the system can facilitate allowing a personal computing device to be used to select different content to be played on a remote display even if different media players are required to present the different content. The system also can allow the user to control how the content is displayed on the display device using the personal computing device. For example, user-initiated play commands can be passed from the user's personal computing device, through the server system, to the display device.

Other aspects, features and advantages will be apparent from the following detailed description, the accompanying drawings, and the claims.

BRIEF DECSRIPTION OF THE DRAWINGS

FIG. 1 is a block diagram illustrating an example of a system according to the invention.

FIG. 2 illustrates various details of the flow of information and signals according to some implementations.

FIG. 3 illustrates an example of a transmission code incorporated into a message from a personal computing device.

FIG. 4 illustrates an example of a look-up table that forms part of a server system.

FIG. 5 illustrates an example of entries in a universal API adapter.

FIG. 6 is a flow chart showing steps for display device to load a video player and video.

FIG. 7A illustrates an example of a display device including a synchronization code.

FIG. 7B illustrates an example of a synchronization code look-up table.

FIGS. 8-13 illustrate examples of various scenarios in which the invention can be used.

FIGS. 14A through 14E illustrate examples of display screens that may appear on a user's personal computing device in accordance with the invention.

FIG. 15 illustrates further information that can be stored in the look-up table in the server system.

DETAILED DESCRIPTION

As shown in FIG. 1, a system 10 facilitates synchronizing a connection between two or more devices 20, 22 connected to the Internet 21 or other computer network. The connection is designed to be made by a first device (e.g., a personal computing device) 20 that acts as a controller and a second device (e.g., a television set 22 with a display 23) that acts as a receiver to play content selected by a user of the first device and to respond to commands that originate at the personal computing device. The personal computing device 20 is operable to display an application or web site that contains information and links to content providers 30 on the Internet 21. The television set 22 is operable to link back to a server system 24 from which the television set receives commands. When a user makes a selection using the personal computing device 20 for particular content to be displayed on the television display 23, a signal is sent through the Internet (or other network) 21 to the server system 24. A corresponding command signal then is passed along to the connected television set 22, which acts on a transmission code contained within the signal and performs specified commands. For example, in some scenarios, the command instructs the television set 22 to access a content provider 30 through the Internet 21, load a specific media player, load the media player-specific content (e.g., a video) and play the content on the television display 23. The user can use the personal computing device 20 to control how the content is played on the television display 23. The user may subsequently visit the same or another Web site using the personal computing device 20 to select different content (e.g., a second video) to be played on the television display 23. In that case, another signal would be sent through the server system 24 to the television set 22. A transmission code associated with this command signal instructs the television set 22 to load a new media player (if needed) over the Internet and to load the specified video file to be played on the display 23. Thus, the system 10 allows a personal computing device 20 to be used to select different content to

be played on a remote display 23 even if different media players are required for the different content. The user also can control how the content is displayed (e.g., play, pause, stop, rewind, fast forward, etc.) on the display 23 using the personal computing device 20. The user-initiated play commands are passed from the user's personal computing device 20, through the server system 24, to the television set 22.

Although the following detailed discussion describes videos as an example of the type of content to be played on the display 23, the system 10 can be used for other types of content as well. Thus, depending on the implementation, the content may include one or more of the following: video, audio, interactive video game, streaming media, multimedia, images, slides (e.g., a PowerPoint presentation) or other types of dynamic content. Furthermore, in the following discussion, it is assumed that the personal computing device 20 is a mobile phone that includes a display, an internal microprocessor or other processing circuitry, a keypad, keyboard, touchscreen, mouse, trackball, or other device to receive user selections and other input, and a transceiver to establish communications to the Internet 21 or other communications networks. More generally, however, the personal computing device 20 can be any type of handheld or other Internet-enabled personal computing device, including personal computers, e-books, kiosks, tablets, smart phones, media players, and motion and touch sensory interfaces. In some cases, input from the user can be received in forms other than tactile input (e.g., acoustic or speech).

FIG. 2 illustrates further details of the flow of information and signals according to some implementations. The personal computing device (e.g., mobile phone) 20 is operable to display an application or web site that contains information and links to content providers 30 on the Internet 21. The user operates the mobile phone 20 so as to start the application or access the web site (block 100). In some implementations, a logo appears on the mobile phone's display. By selecting the logo, the user causes a menu to expand and present various options. The options can include, for example: (i) add new content to a playlist, (ii) play a listed item on a secondary device, (iii) play a listed item on the mobile phone 20. If the user selects to add new content to the playlist, the user is presented with a screen that allows him to enter user-defined search parameters or o select predefined search parameters to request video data. The search parameters are sent

from the mobile phone 20 as part of a request for video data that satisfy the search parameters (block 102). The request is transmitted via the Internet 21 and through the server system 24 to the appropriate content provider web site. In response, the content provider 30 provides metadata (e.g., titles, links to the videos) for one or more video files that satisfy the search parameters (block 104). The metadata can be provided to the mobile phone 20, for example, in the form of an XML data file. Upon receiving the data file, the mobile phone 20 displays a list of one or more videos based on the information received from the content provider 30 (block 106).

If desired, the user can take one of several actions, including selecting one of the videos from the displayed list to be played on the television display 23 or initiating a command with respect to a video that already has been loaded to the television set 22 (block 108). The mobile phone 20 then formats and transmits a message to the server system 24 (block 110). The message from the mobile phone 20 contains a transmission code that includes data regarding the user information (e.g., user identification or account number), the secondary display it wants to connect to (e.g., television set 22 with display 23), the location and name of the media player for the selected video, the command (e.g., play, pause, rewind, etc.), and the video file to be acted upon. An example of the format of a transmission code from the mobile phone 20 to the server system 24 is illustrated in FIG. 3. Different formats and/or different information may be appropriate for other implementations.

The message from the mobile phone 20 is transmitted over the Internet 21 and is received by the server system 24 (block 112). Based on information in the message from the mobile phone 20, the server system 24 verifies that the user has an account (block 114), and the contents of the message, as well as the date and time of receipt of the message, are added to a personal computing device database 32 (block 116) which forms part of a switchboard 28. In general, all messages from a particular user's personal computing device 20 are stored in the database 32 corresponding to an account for the particular user. Thus, the database 32 stores a record of all messages received from a user's personal computing device 20, as well as the user's identification, an indication of the target device 22, an identification of the media player that is required for the selected video, and an identification of the selected video.

The switchboard 28 also includes a look-up table 34 that stores a correspondence between a particular personal computing device (such as mobile phone 20) and target devices (e.g., the television set 22) to which the user command is directed. An example of the look-up table 28 is illustrated in FIG. 4. In this example, it is assumed that, at most, a single connection is established at any given time between a particular mobile phone and a display device. However, as explained below, other scenarios are also possible to establish group connections (e.g., multiple mobile phones connected to the same display device). The server system 24 performs a target verification (block 118), which includes checking whether a connection to a particular display device already is established for the mobile phone 20 and, if so, checking the identification of the display device. During the target verification, if the look-up table indicates that there is no connection established between the mobile phone 20 and a particular display device, then the server system 24 sends a message to the mobile phone 20 to prompt the user to identify the device on which the video is to be displayed.

A user can identify the device on which the video is to be displayed in one of several ways, depending on the implementation. In some implementations, the user can select the display device from a list of devices displayed on the mobile phone 20. The list can include a field populated with names or identifications of display devices that previously have been initialized for connection. Alternatively, the user can select the display device by entering a synchronization code uniquely associated with the particular display device. As illustrated in FIG. 7A, the synchronization code 48 can be displayed, for example, on a splash page of the display device as text on the screen or as an image such as a QR code and can be entered into the mobile phone 20, for example, manually by the user or by scanning the code into the mobile phone. The code can be scanned, for example, using optical scanning or RFID techniques. Preferably, the synchronization code is different from the IP address associated with the device 22. The IP address also can be different from the media access control (MAC) address associated with the device 22. For example, in some implementations, the synchronization code is generated randomly and assigned to the display device 22 each time it connects to the server system 24. Thus, a particular display device 22 may have an IP address, a MAC address, a web or browser cookie, and a synchronization code ("sync code") assigned to it at any given

time. This information can be stored, for example, in a look-up table in the server system 24. An example of entries in such a look-up table are illustrated in FIG. 7B.

Once the synchronization code is entered into, or captured by, the mobile phone 20, it is sent from the mobile phone 20 to the server system 24, which stores the information in the look-up table 36 so as to establish a connection between the mobile phone 20 and the display device 22 through the server system 24.

Once a connection is established between the mobile phone 20 and the display device 22, signals sent from the mobile device 20 to its associated database 32 are copied to a database 34 associated with the target device (e.g., television set 24) based on the correspondence between the mobile device and the target device listed in the look-up table 36 (block 122). Thus, the database 32 entries associated with a particular display device (e.g., television set 24) provide a record of the messages received for that display device, as well as an indication of the identification of the device that sent each message, an indication of the media player required to play the video, and an indication of the selected video.

In the illustrated implementation, the command in the transmission code (see FIG. 3) contains a JavaScript reference to control the media player needed to play the selected video. Various types of video players may use different JavaScript commands to control their respective playback. Therefore, in the illustrated implementation, a universal adapter 26 is provided to interpret and convert a standard or universal command (e.g., play, pause, etc.) into the specific command recognized by the media player. Each time a signal is received from the mobile device 20, the API adapter 26 checks and identifies the specific media player that is being requested. Based on this information, the system loads the appropriate set of protocols or application programming interfaces (APIs) from its library and converts the incoming commands from the mobile device 20 into the correct JavaScript (or other programming) code used by the target device 22 to control the specific player (block 120). The server system 24 then copies the converted version of the message to the database 34 associated with the target device 22, as indicated above in connection with block 122.

The universal adapter 26 can be implemented, for example, as a look-up table. Examples of entries in such a look-up table are illustrated in FIG. 5. Thus, for a universal

command "New Video," the universal adapter 26 provides the corresponding command for each of several specific media players (e.g., "yt_loadVideo" for YouTube). Similarly, for a universal command "Pause," the universal adapter 26 provides the corresponding command for each of several specific media players (e.g., "pauseVideo" for Ted.com). Other universal commands and the corresponding command(s) for one of more media players also can be stored by the universal adapter 26.

The display device 22 periodically checks the entries in the database 34 to determine if there are any new messages/commands directed to it (block 124). For example, in some implementations, the display device 22 polls the associated database 34 at some predetermined time interval. In some implementations, instead of the display device 22 periodically checking whether there are any messages for it in the database 34, the server system 24 can push the messages to the display device 22. In any event, the system is arranged so that the display device 22 receives the messages intended for it.

When the display device 22 receives a message from the server system 24 (block 126), the display device executes the message (block 128). In some cases, the media player required to play the video indicated in the message is not presently loaded in the display device 22. For example, the received command may be to "play" a particular video. As indicated by FIG. 6, if the media player needed to play the video is not already loaded in the display device 22, the display device 22 requests and obtains a copy of the appropriate media player 40 and a copy of the video file 42 from a content provider 30, loads the media player and then presents the video on the display 23 (FIG. 2, block 130). Likewise, as indicated by FIG. 6, if the appropriate media player already is loaded in the display device, but the particular video is not, then the display device 22 requests and obtains a copy of the video file 42 from the content provider 30 and proceeds to play the video. To allow the display device 22 to switch between different video players (i.e., to load and unload different video players), a software program can be stored on the display device and/or the web site to establish a secure connection back to the server system 24.

Once the video is playing on the display device 22, the user of the mobile phone 20 can control the playing of the video by entering appropriate commands (e.g., pause, fast forward, rewind, stop, play, etc.) through the mobile phone. Each command is incorporated into a message including a transmission code (FIG. 3) as described above.

The message is transmitted to the server system 24, which copies the message into database entries associated with the particular display device 22 (i.e., after performing any conversion of the command by the API adapter 26). Once the message is retrieved by or sent to the display device 22, the display device proceeds to execute the command.

The system and methods described here allow a user of a mobile phone or other personal computing device to create a playlist based on videos (or other types of content) from multiple sources and to play back each video using a single interface that can be used to control different media players.

As mentioned above, the system and methods described above also can be used with types of content other than video. In that case, different types of user-initiated commands may be available to control the content displayed on the display 23. For example, for interactive video games, the user-initiated commands can include control commands appropriate for the particular game.

Although the implementation of FIG. 1 illustrates the display device 22 as a television set with a display screen 23, other types of display devices can be used as well (e.g., a laptop or personal computer).

The systems and methods can be used in various scenarios to play back videos (or other content). Examples of several scenarios that can be implemented using the system described above are described in the following paragraphs. For example, a first scenario involves a single user's smartphone connecting to a single display device (FIG. 8). In this scenario, the user turns on, for example, her display device (e.g., personal computer with a display monitor), opens up a browser and accesses a website associated with the server system 24. The user then clicks on a link that launches the software program to establish a secure connection back to the server system 24. The software program opens a splash page (see FIG. 14A), and a sync-code is displayed on the monitor. The user then opens the appropriate application on her smartphone. In the smartphone application, the user accesses a "Connect" screen from which he can select one of several listed display devices (see FIG. 14B). Alternatively, the user can enter the sync-code displayed on the computer monitor (see FIG. 14B). The user then clicks on a SEND button which causes a message including the sync-code to be sent the server system 24. In response, the server system 24 establishes a connection between the user's smartphone and the selected

display device through a look-up table as described above with respect to FIG. 4. The user can use a search tool in the smartphone application to find a video. In response to the search, a list of videos satisfying the search appears on the smartphone (see FIG. 14C). When the user selects a video from the list displayed on the smartphone, the information is provided through the server system 24 to the personal computer. In some implementations, a pop-up window may appear on the smartphone listing one or more options for the user to take regarding the selected video. Such options can include, for example, play the video on the selected display device (e.g., the personal computer), play the video on the smartphone, or add the video to the playlist on the smartphone. If the user chooses to have the video played on the display device (e.g., the personal computer), the personal computer obtains a copy of the required video player and the selected video from an appropriate content provider over the Internet and begins to play the video on the monitor as described previously. In some implementations, a message is displayed on the user's smartphone indicating that the selected video is playing and providing additional information about the selected video (see FIG. 14D). The user can control playing of the video (e.g., pause, fast forward, rewind, play, etc.) from her smartphone.

A second scenario involves saving a selected video to a playlist on a single user's smartphone, and subsequently playing the video on a display device (FIG. 9). In this scenario, the user opens the appropriate application on his smartphone and searches for videos using the search tool displayed in the application. When a list of videos is displayed on the smartphone in response to the search request, the user selects one or more videos to add to his playlist. At that time, or at a later time, the user can connect to a display device through the server system 24. To do so, the user opens the playlist on his smartphone and selects a video. The information is provided through the server system 24 to the display device, which obtains a copy of the required video player and the selected video from an appropriate content provider over the Internet and begins to play the video. The user can control playing of the video (e.g., pause, fast forward, rewind, play, etc.) from his smartphone.

A third scenario involves multiple users' smartphones and a single display device (FIG. 10). For example, a user may want to share and watch videos with a group of friends watching together on a single display device. In this situation, the user can access

the application or web site to set up a group and serve as the moderator for the group. The user then can send out a request to other members of the group, or other users can send a request to the moderator to join the group. Users can search for other users based, for example, on username or from a contact list. The moderator then can select a user in the group to control the display device. FIG. 14E illustrates an example of a screen on the user's smartphone that allows the user to connect with other users to form a group and to select which member of the group controls the display device (e.g., by selecting a member of the group from the list "Me, Guest 1, Guest 2, . . ." near the top of the screen). Alternatively, the moderator can set it up so that control is passed to each member of the group in turn automatically, or so that the next turn can be determined by consensus of the entire group, via some form of voting. Regardless of who has control of the display device 22, each user in the group retains control of his own smartphone. The look-up table 36 in the server system 24 stores the connections established between the personal computing devices of the users in the group and the display device (see FIG. 15).

A fourth scenario involves one user's smartphone and multiple display devices (FIG. 11). In this example, a user opens the application on his smartphone to establish a connection to a first display device and then repeats the process for multiple display devices. A list of devices that the user's smartphone is connected to is displayed on the smartphone. The user can choose to control all devices simultaneously or one at a time. To do so, the user selects from the list the display device(s) he wants to control. The user then can search for videos using his smartphone. In response to the user selecting a particular video, the selected video is played on the selected display device(s).

A fifth scenario involves multiple users' smartphones and multiple connected display devices (FIG. 12). For example, a user may want to share and watch videos with a group of friends, who may be in different locations each of which has a separate display device. Each user establishes a connection from her smartphone to the display device where she is located. One of the users uses the application or web site to establish a group, with the user who establishes the group serving as the group moderator. The user can send out a request to other users to join the group or other users can send a request to the moderator to join the group. In some implementations, users can search for other users based on username or from a contact list. The moderator chooses which member of

the group has control of the display device. Alternatively, the moderator can set it up control is passed to each member of the group in turn automatically, or so that the next turn can be determined by consensus of the entire group, via some form of voting. The signal sent from the smartphone of the group member who has control is sent (via the server system 24) to all display devices within the group. Regardless of which group member has control of the display devices, each user retains control of her own smartphone. The look-up table 36 in the server system 24 stores the connections established between the personal computing devices of the users in the group and the display devices (see FIG. 15).

A sixth scenario involves sharing video links and a playlist (FIG. 13). For example, a user within a group can share a video playlist and video links via an Instant messaging system built-in to the application. Users also can post video links or a video playlist to third-party web sites (e.g., social networking sites). Other users can view the video link and playlist within the application. When a video from the list is selected, it plays on the selected device.

The system and methods can be used by a wide variety of users in addition to individual viewers. For example, companies that provide on-line video platforms that host videos for other individuals or companies can obtain useful advantages by integrating the platforms with the server system 24. Programming hooks can be created in the API so that the on-line video platform's media player can communicate with the server system 24. When media player commands for an on-line video platform are added to the system 24, the media player's API is placed in an API library and is stored in the API adapter 26. The on-line video platform can then offer customers the ability to add videos to their own mobile web sites that are enabled to operate with the server system 24.

The system and methods also can be used by content providers. For example, the content provider may want to deliver its media on-line. The content provider can use an on-line video platform that is enabled to operate with the server system 24. In some implementations, the content provider is allowed to add links to videos for that web site (i.e., mobile site or an application). The link facilitates synchronization to the secondary

device 22 (e.g., a television set) and allows the end-user to load and control the video on the secondary device.

As used in this disclosure, terms such as "first," "second," etc. with respect to the messages are used simply as labels to distinguish the various messages from one another. Such terms do not imply that there cannot be any other messages prior to the first message or that there cannot be other messages between the first and second messages.

Implementations of the subject matter and the operations described in this specification can include digital electronic circuitry, or in computer software, firmware, or hardware, including the structures disclosed in this specification and their structural equivalents, or in combinations of one or more of them. Implementations of the subject matter described in this specification can include one or more computer programs, i.e., one or more modules of computer program instructions, encoded on computer storage medium for execution by, or to control the operation of, data processing apparatus. Alternatively or in addition, the program instructions can be encoded on an artificially-generated propagated signal, e.g., a machine-generated electrical, optical, or electromagnetic signal that is generated to encode information for transmission to suitable receiver apparatus for execution by a data processing apparatus. A computer storage medium can be, or can be included in, a computer-readable storage device, a computer-readable storage substrate, a random or serial access memory array or device, or a combination of one or more of them. Moreover, while a computer storage medium is not a propagated signal, a computer storage medium can be a source or destination of computer program instructions encoded in an artificially-generated propagated signal. The computer storage medium can also be, or be included in, one or more separate physical components or media (e.g., multiple CDs, disks, or other storage devices).

The operations described in this specification can include operations performed by a data processing apparatus on data stored on one or more computer-readable storage devices or received from other sources. The term "data processing apparatus" encompasses all kinds of apparatus, devices, and machines for processing data, including by way of example a programmable processor, a computer, a system on a chip, or multiple ones, or combinations, of the foregoing. The apparatus and execution

environment can realize various different computing model infrastructures, such as web services, distributed computing and grid computing infrastructures.

A computer program (also known as a program, software, software application, script, or code) can be written in any form of programming language, including compiled or interpreted languages, declarative or procedural languages, and it can be deployed in any form, including as a stand-alone program or as a module, component, subroutine, object, or other unit suitable for use in a computing environment. A computer program may, but need not, correspond to a file in a file system. A program can be stored in a portion of a file that holds other programs or data (e.g., one or more scripts stored in a markup language document), in a single file dedicated to the program in question, or in multiple coordinated files (e.g., files that store one or more modules, sub-programs, or portions of code). A computer program can be deployed to be executed on one computer or on multiple computers that are located at one site or distributed across multiple sites and interconnected by a communication network.

Processors suitable for the execution of a computer program include, by way of example, both general and special purpose microprocessors, and any one or more processors of any kind of digital computer. Generally, a processor will receive instructions and data from a read-only memory or a random access memory or both. Elements of a computer include a processor for performing actions in accordance with instructions and one or more memory devices for storing instructions and data.

Generally, a computer will also include, or be operatively coupled to receive data from or transfer data to, or both, one or more mass storage devices for storing data, e.g., magnetic, magneto-optical disks, or optical disks. However, a computer need not have such devices. Moreover, a computer can be embedded in another device, e.g., a mobile telephone, a personal digital assistant (PDA), a mobile, audio or video player, a game console, a Global Positioning System (GPS) receiver, or a portable storage device (e.g., a universal serial bus (USB) flash drive), to name just a few. Devices suitable for storing computer program instructions and data include all forms of non-volatile memory, media and memory devices, including by way of example semiconductor memory devices, e.g., EPROM, EEPROM, and flash memory devices; magnetic disks, e.g., internal hard disks or removable disks; magneto-optical disks; and CD-ROM and DVD-ROM disks. The

processor and the memory can be supplemented by, or incorporated in, special purpose logic circuitry.

Although this specification contains many specific implementation details, these should not be construed as limitations on the scope of any inventions or of what may be claimed, but rather as descriptions of features specific to particular implementations of particular inventions. Certain features that are described in this specification in the context of separate implementations can also be implemented in combination in a single implementation. Conversely, various features that are described in the context of a single implementation can also be implemented in multiple implementations separately or in any suitable subcombination. Moreover, although features may be described above as acting in certain combinations and even initially claimed as such, one or more features from a claimed combination can in some cases be excised from the combination, and the claimed combination may be directed to a subcombination or variation of a subcombination.

Similarly, while operations are depicted in the drawings in a particular order, this should not be understood as requiring that such operations be performed in the particular order shown or in sequential order, or that all illustrated operations be performed, to achieve desirable results. In certain circumstances, multitasking and parallel processing may be advantageous. Moreover, the separation of various system components in the implementations described herein and the attachments hereto should not be understood as requiring such separation in all implementations, and it should be understood that the described program components and systems can generally be integrated together in a single software product or packaged into multiple software products.

Thus, although particular implementations have been described, other implementations are within the scope of the claims.

What is claimed is:

1. A server system for controlling presentation of content on a display device, the server system comprising one or more servers, the server system storing a relationship between a personal computing device and a display device, wherein the server system is operable, in response to receiving from the personal computing device a message including a command for controlling the playing of the specified content and further identifying a media player for playing the specified content, to convert the command into a corresponding command recognizable by the media player if the command received from the personal computing device is not recognizable by the media player, and to provide a further message to the display device, wherein the further message includes the corresponding command and identifies the specified content and the media player.

2. The server system of claim 1 including a look-up table to store the relationship between the personal computing device and the display device.

3. The server system of claim 1 including a look-up table storing a listing of commands that can be received in messages from the personal computing device and a listing of corresponding commands recognizable by the media player.

4. The server system of claim 1 including a look-up table storing a listing of commands that can be received in messages from the personal computing device and a listing of corresponding commands each of which is recognizable by at least one of a plurality of media players.

5. The server system of claim 1 operable to convert an command from the personal computing device into corresponding programming code used by the display device to control the media player.

6. The server system of claim 5 wherein the command from the personal computing device specifies one of the following actions to be performed with respect to playing of the content by the display device: pause, stop, rewind or fast forward.

7. The server system of claim 1 operable to receive another message from the personal computing device, wherein the other message includes a command to control the playing of the specified content on the display device, wherein in response to receiving the other message, the server system converts the command in the other message into a second corresponding command recognizable by the media player and provides an additional message to the display device, wherein the additional message includes the second corresponding command.

8. The server system of claim 1 including a look-up table that includes a synchronization code uniquely associated with the display device, wherein the message from the personal computing device includes the synchronization code, and wherein in response to receiving the message from personal computing device, the server system uses the synchronization code and the look-up table to identify the display device that is to receive the further message including the corresponding command.

9. The server system of claim 8 wherein the synchronization code is different from an IP address associated with the display device.

10. The server system of claim 8 wherein the synchronization code is different from a MAC address associated with the display device.

11. The server system of claim 8 operable to assign a randomly generated synchronization code to the display device each time the display device connects to the server system.

12. The server system of claim 1 operable to receive the message from the personal computing device over the Internet and operable to provide the further message to the display device over the Internet.

13. An apparatus for presenting content, the apparatus comprising a display device including a display, wherein the display device is operable, in response to receiving a message to play specified content, to obtain a first media player needed to play the content, to load the media player and to present the content on the display, wherein the message identifies the content and the media player.

14. The apparatus of claim 13 wherein the display device is operable to obtain the media player from a content provider over the Internet in response to receiving the message.

15. The apparatus of claim 14 wherein the display device is operable to obtain a copy of the content from the content provider over the Internet in response to receiving the message.

16. The apparatus of claim 13 wherein the display device is operable to obtain and load the media player only if the media player is not already loaded in the display device.

17. The apparatus of claim 13 wherein the display device is operable, in response to receiving a further message to play different content that requires a second media player different from the first media player, to obtain the second media player, to load the second media player and to present the different content on the display, wherein the further message identifies the different content and the second media player.

18. The apparatus of claim 13 wherein the content comprises a video.

19. The apparatus of claim 13 wherein the content comprises dynamic content.

20. The apparatus of claim 13 wherein the display device comprises a television set.

21. The apparatus of claim 13 wherein the display device comprises a laptop or personal computer.

22. A personal computing device comprising:

a transceiver to establish connections to a network;

means for receiving user input; and

processing circuitry to process incoming and outgoing communications and user input;

wherein the personal computing device is operable, in response to user input identifying or selecting content to be played on a display device, to transmit a message according to a specified format over the network to a server system, the message identifying: the content identified or selected by the user, the display device on which the content is to be played, and a media player to play the content, and

wherein the personal computing device is operable to control the playing of the content on the display device based on user-selected commands transmitted to the server system from the personal computing device.

23. The personal computing device of claim 22 wherein the personal computing device is a mobile phone.

24. The personal computing device of claim 22 wherein the message further includes a command to control presentation of the content on the display device.

25. The personal computing device of claim 24 wherein the command specifies one of the following actions to be performed with respect to the playing of the content by the display device: pause, stop, rewind or fast forward.

26. The personal computing device of claim 22 wherein the display device is identified in the message according to a synchronization code that is different from an IP address associated with the display device.

27. The personal computing device of claim 22 wherein the display device is identified in the message according to a synchronization code that is different from a MAC address associated with the display device.

28. The personal computing device of claim 22 wherein the content is a video.

29. The personal computing device of claim 22 wherein the content is an interactive video game.

30. A system for presenting and controlling content on a display device, the system comprising:

a network;

a server system coupled to the network and comprising one or more servers;

a display device coupled to the network and having a display;

a personal computing device operable to transmit a first message according to a specified format over the network to the server system, the first message identifying: user-selected content and a media player to play the content;

wherein the server system stores an association between the personal computing device and the display device, and wherein the server system is operable, in response to receiving the first message from the personal computing device, to provide to the display device a second message identifying the user-selected content and the media player to play the content; and

wherein, in response to receiving the second message, the display device is operable to obtain a first media player needed to play the content, to load the media player and to present the content on the display.

31. The system of claim 30 wherein:

the personal computing device is operable to transmit a third message according to a specified format over the network to the server system, the third message comprising a command for controlling playing of the content on the display device,

the server system is operable, in response to receiving the third message, to convert the command into a corresponding command recognizable by the media player if the command received from the personal computing device is not recognizable by the media player and to provide a fourth message to the display device, wherein the fourth message includes the corresponding command, and

the display device is operable, in response to receiving the fourth message, to execute the command.

32. The system of claim 31 wherein the command from the personal computing device specifies one of the following actions to be performed by the display device with respect to playing of the content: pause, stop, rewind or fast forward.

33. The system of claim 30 wherein the display device is operable, in response to receiving the second message, to obtain the first media player from a content provider if the first media player is not already loaded in the display device.

34. The system of claim 30 wherein the display device is operable, in response to receiving the second message, to obtain a copy of the content from the content provider over the network.

35. The system of claim 30 wherein the display device is identified in the first message according to a synchronization code that is different from an IP address associated with the display device.

36. The system of claim 30 wherein the display device is identified in the first message according to a synchronization code that is different from a MAC address associated with the display device.

36. The system of claim 30 wherein the user-selected content is a video.

37. The system of claim 30 wherein the user-selected content is an interactive video game.

38. The system of claim 30 wherein the first message further identifies a display device on which the content is to be played.

39. The system of claim 30 wherein the network comprises the Internet.

40. An automated method of controlling presentation of content on a display device, the method comprising:

receiving a message from a personal computing device, the message including a command for controlling the presentation of specified content and further identifying a media player for playing the specified content,

in response to receiving the message, converting the command into a corresponding command recognizable by the media player; and

providing a further message to the display device, wherein the further message includes the corresponding command and identifies the specified content and the media player.

41. An automated method of presenting content on a display device, the method comprising:

receiving at the display device a message to play specified content, the message identifying the specified content and a media player to play the content;

obtaining over the Internet the media player needed to play the specified content;

loading the media player in the display device; and

presenting the specified content on the display device.

42. A method of controlling content to be presented on a display device, the method comprising:

receiving, in a personal computing device, user input specifying content to be played on display device; and

in response to receiving the user input, transmitting, from the personal computing device, a message according to a specified format over a network to a server system, the message identifying: the user-specified content, a display device on which the content is to be played, and a media player to play the content.

43. The method of claim 42 including:

receiving, in the personal computing device, a user-specified command; and

transmitting to the server system from the personal computing device the user-specified command to control playing of the content on the display device.

ABSTRACT OF THE DISCLOSURE

A system for presenting and controlling content on a display device includes a network, a server system coupled to the network and comprising one or more servers, a display device coupled to the network and having a display, and a personal computing device operable to transmit a first message according to a specified format over the network to the server system. The server system stores an association between the personal computing device and the display device. The first message identifies user-selected content and a media player to play the content. The server system is operable, in response to receiving the first message from the personal computing device, to provide to the display device a second message identifying the user-selected content and the media player to play the content. In response to receiving the second message, the display device is operable to obtain a first media player needed to play the content, to load the media player and to present the content on the display.

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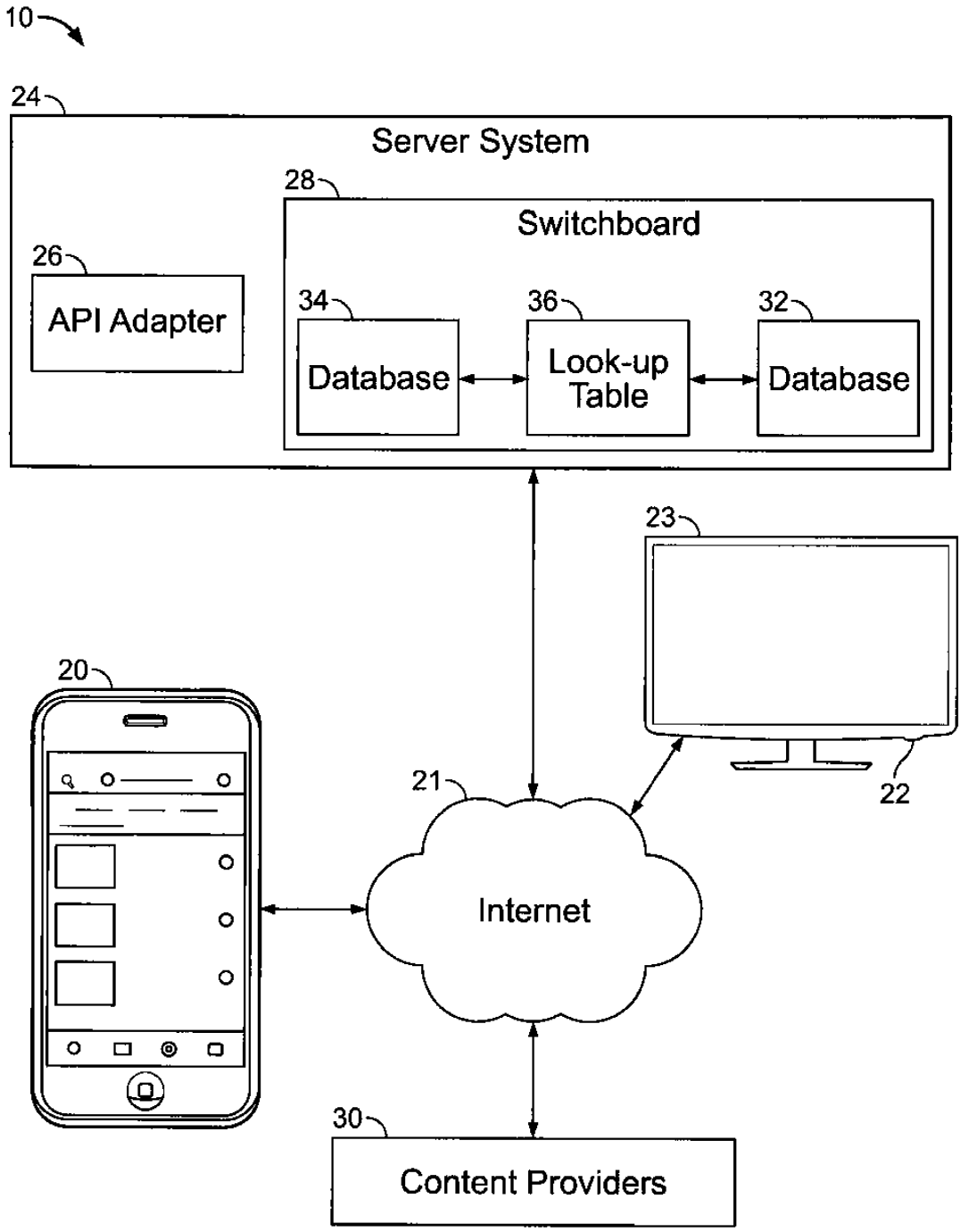

10
24
Server System
28
Switchboard
26
API Adapter
34
Database
36
Look-up Table
32
Database
23
22
20
21
Internet
30
Content Providers

FIG. 1

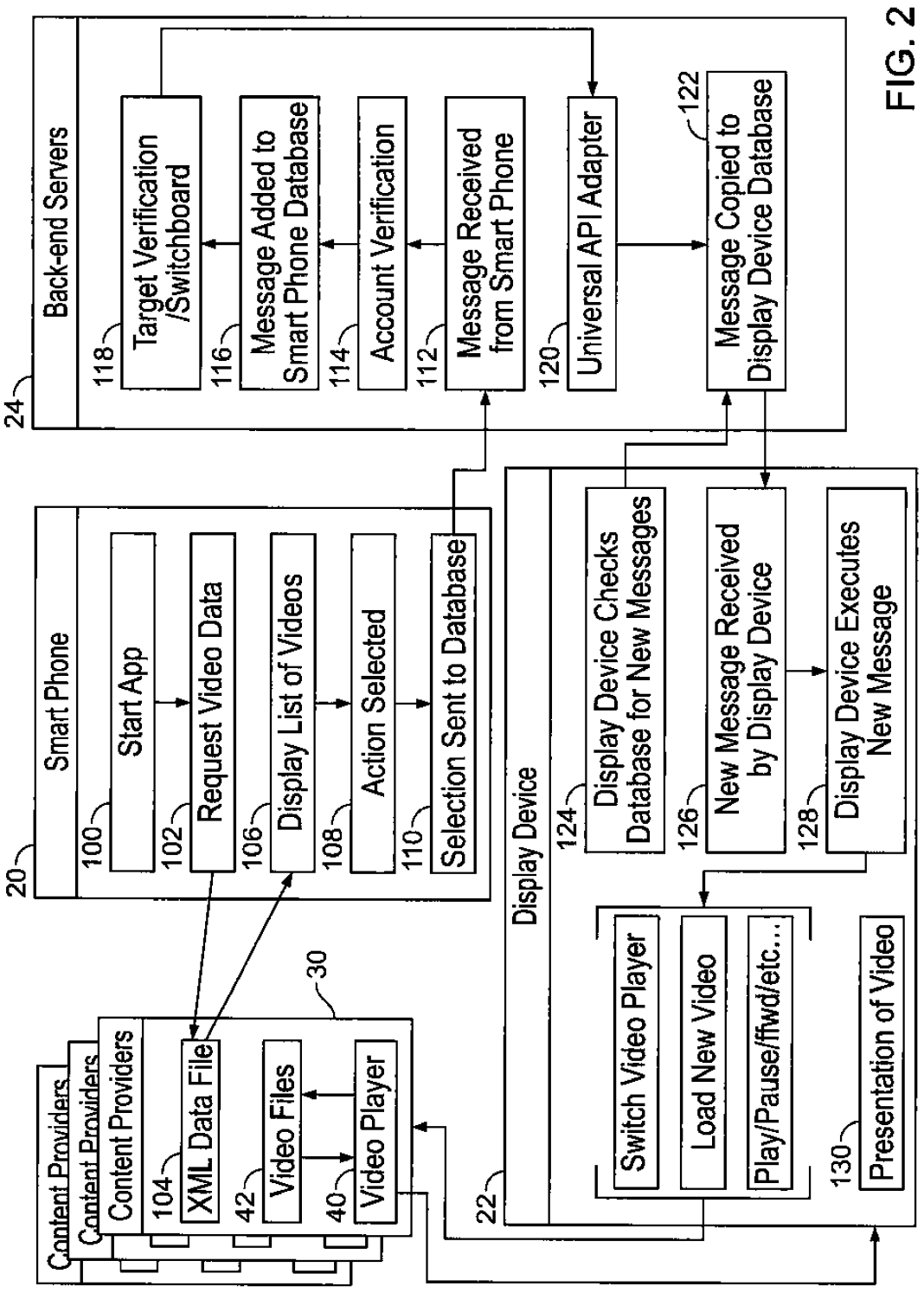

Back-end Servers
24
Target Verification /Switchboard
118
Message Added to Smart Phone Database
116
Account Verification
114
Message Received from Smart Phone
112
Universal API Adapter
120
Message Copied to Display Device Database
122
Smart Phone
20
Start App
100
Request Video Data
102
Display List of Videos
106
Action Selected
108
Selection Sent to Database
110
Display Device
Display Device Checks Database for New Messages
124
New Message Received by Display Device
126
Display Device Executes New Message
128
Switch Video Player
Load New Video
Play/Pause/ffwd/etc...
Presentation of Video
130
22
30
Content Providers
Content Providers
Content Providers
XML Data File
104
Video Files
42
Video Player
40

FIG. 2

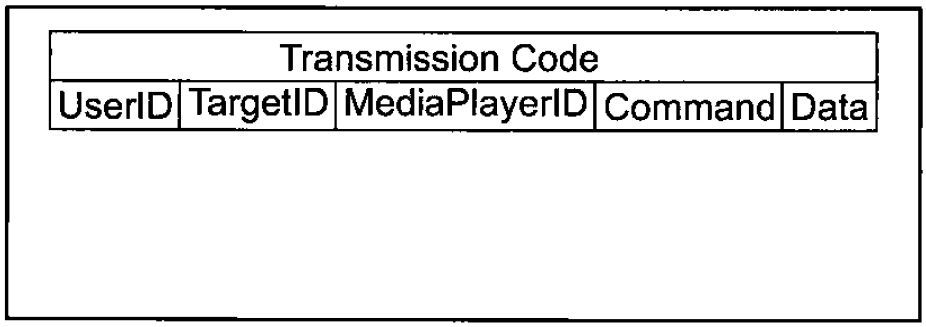


FIG. 3

Single Connection Look-up Table	
Display Device	User - Smartphone
2	A
1	C
3	D
4	B

FIG. 4

26

Universal API Adapter		
Universal Command	MediaPlayerID	Specific Player Command
New Video	YouTube	yt_loadVideo
	Ted.com	getVideo
	Vimeo	loadNewVideo
Pause	YouTube	yt_pauseVideo
	Ted.com	pauseVideo
	Vimeo	pause

FIG. 5

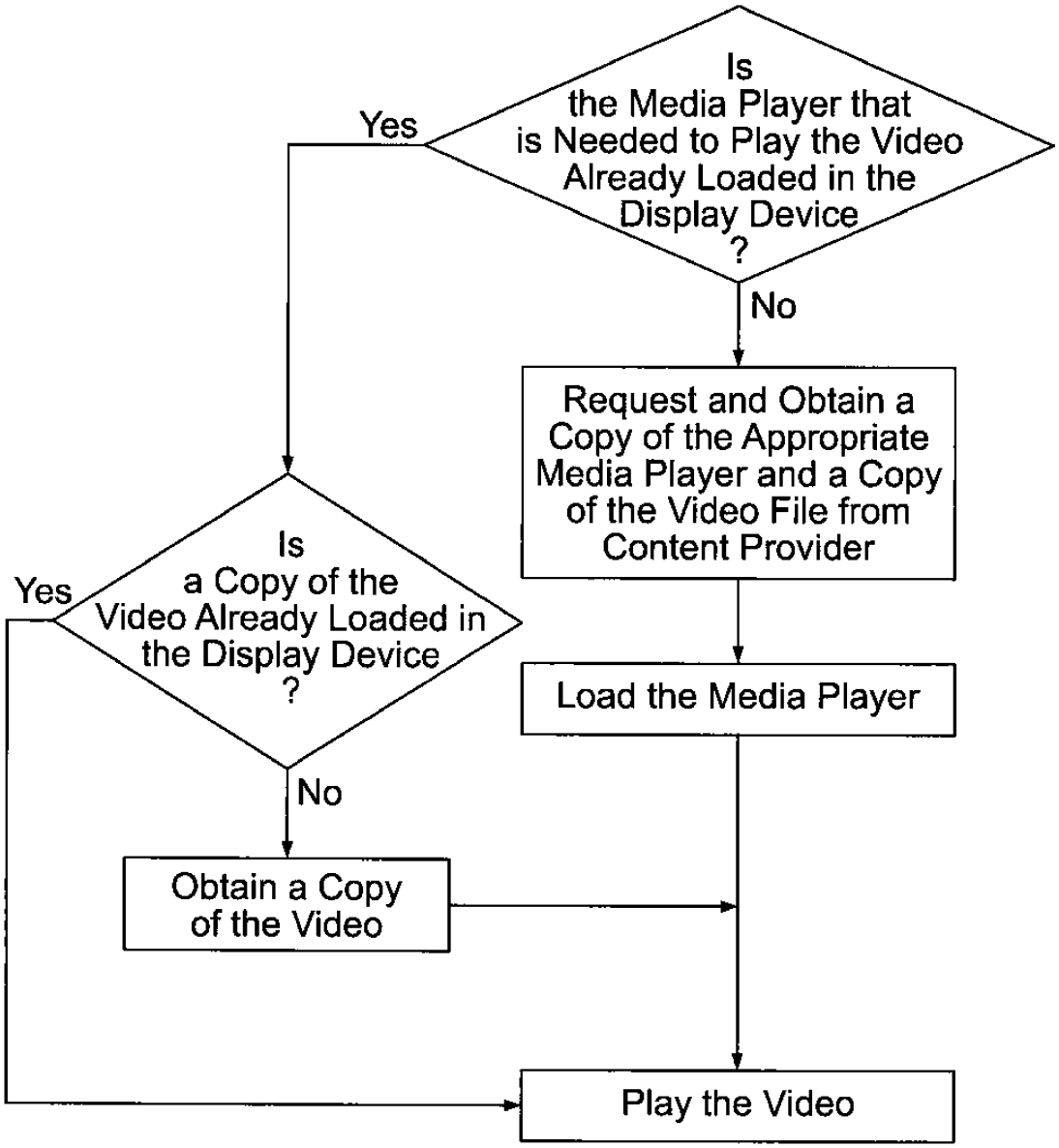


FIG. 6

ALTICE EXHIBIT 1172
Page 32 of 479

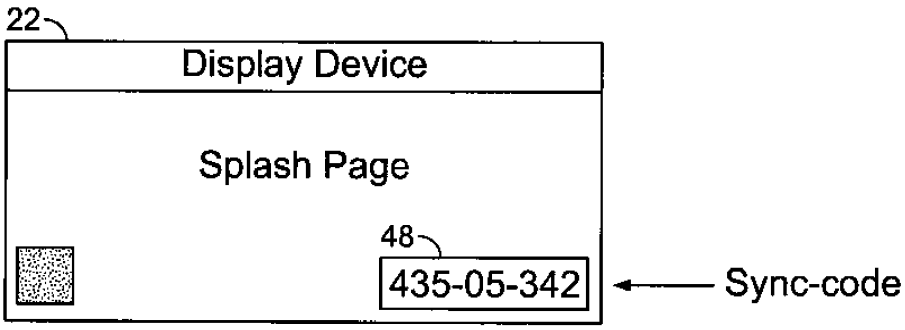


FIG. 7A

Sync-code Look-up Table		
IP Address	Cookie	Sync-code
169.343.231.234	erjg988dhuj	435-05-342

FIG. 7B

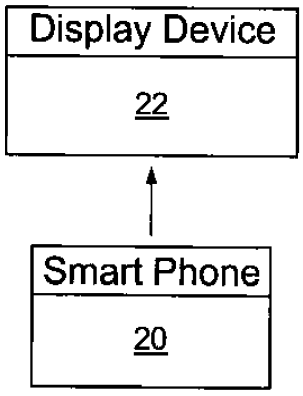
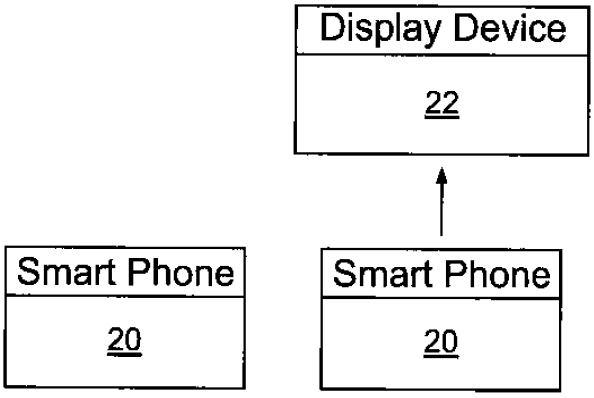


FIG. 8



(A) (B)

FIG. 9

ALTICE EXHIBIT 1172
Page 33 of 479

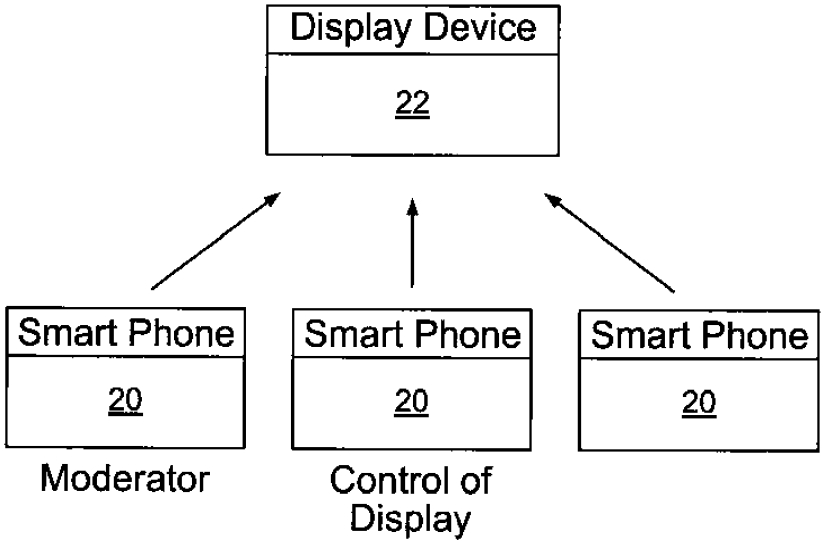


FIG. 10

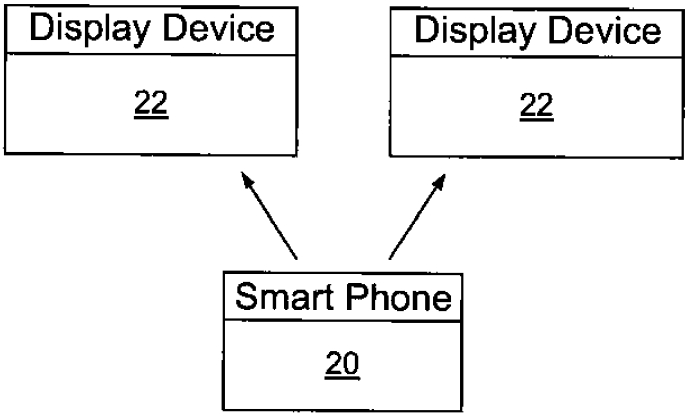


FIG. 11

ALTICE EXHIBIT 1172
Page 34 of 479

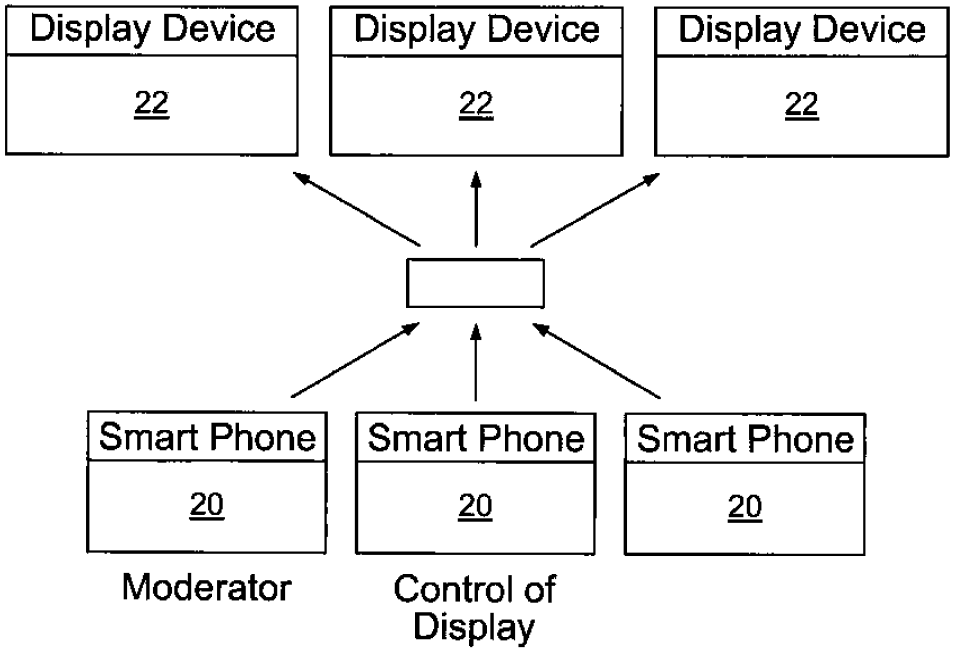


FIG. 12

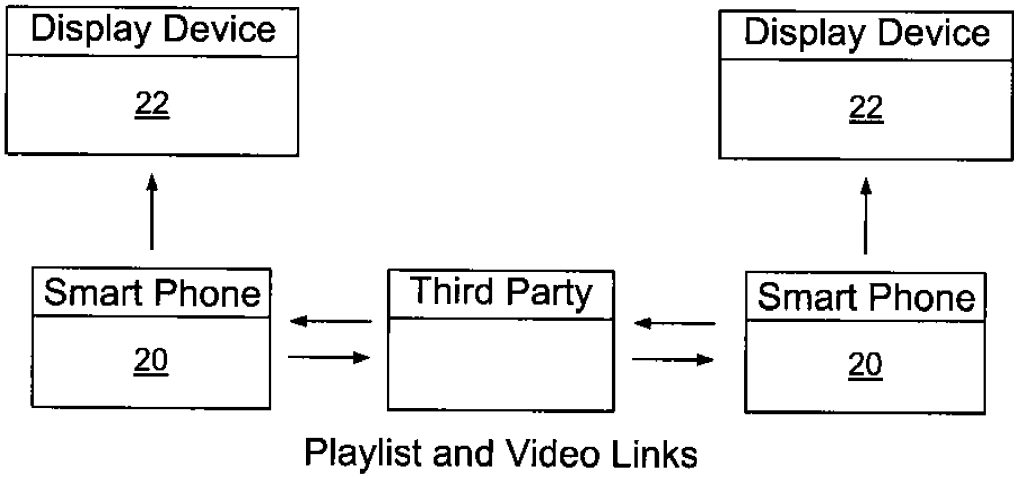


FIG. 13

ALTICE EXHIBIT 1172
Page 35 of 479

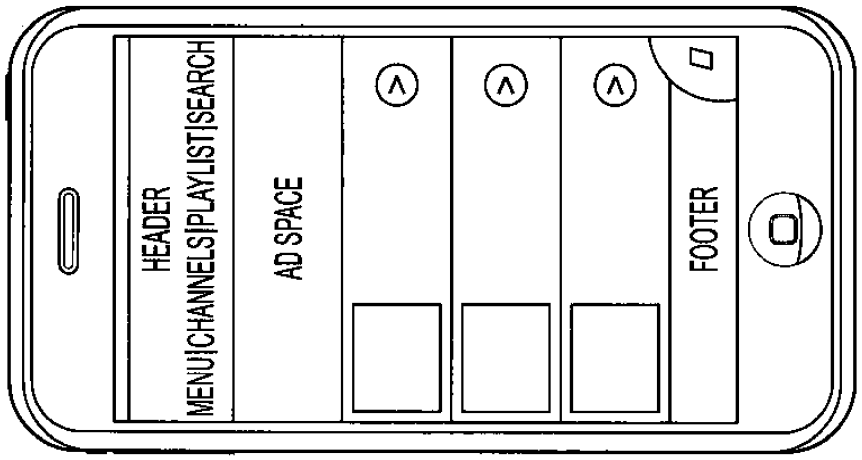


FIG. 14C

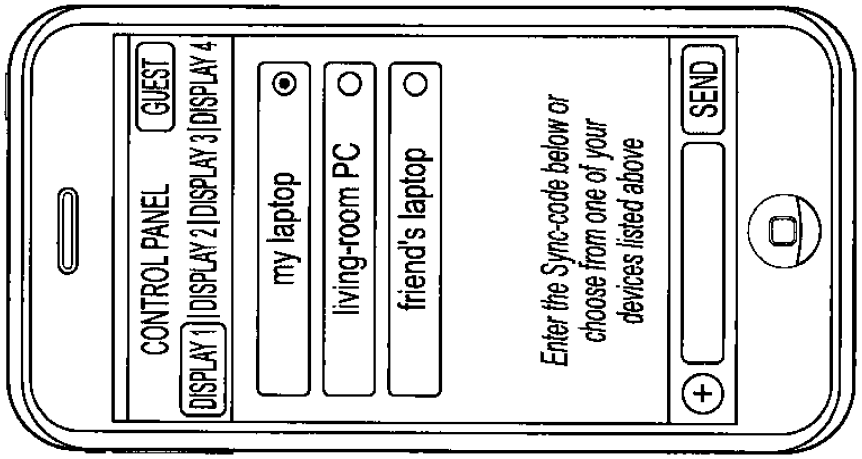


FIG. 14B

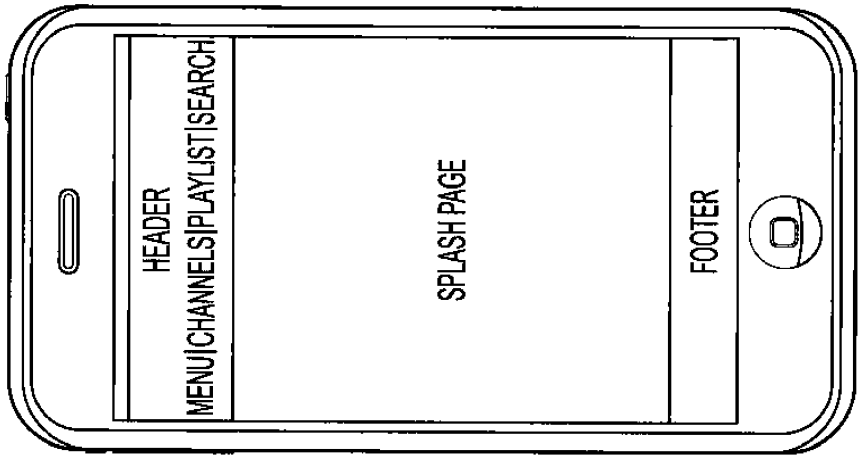


FIG. 14A

Group Connection Look-up Table		
Display Device	Group	User - Smartphone
2	X	A",C*,D
1,3	Y	B"*,E

" = Group Moderator,
* = Control of Display Device

FIG. 15

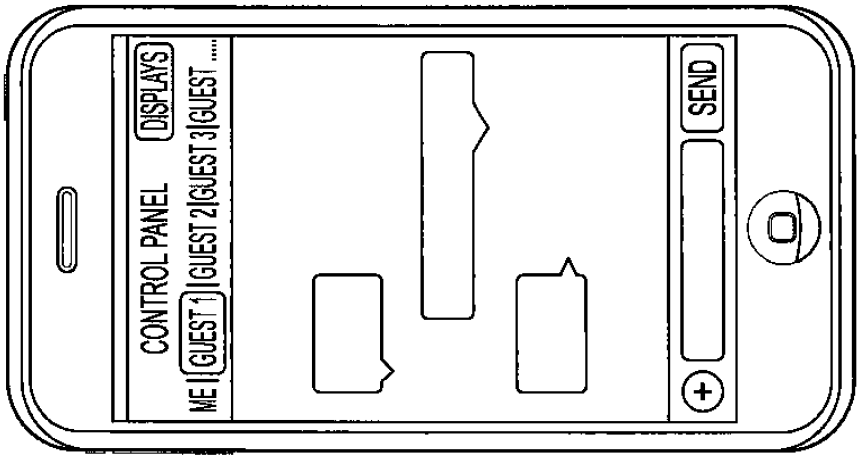


FIG. 14E

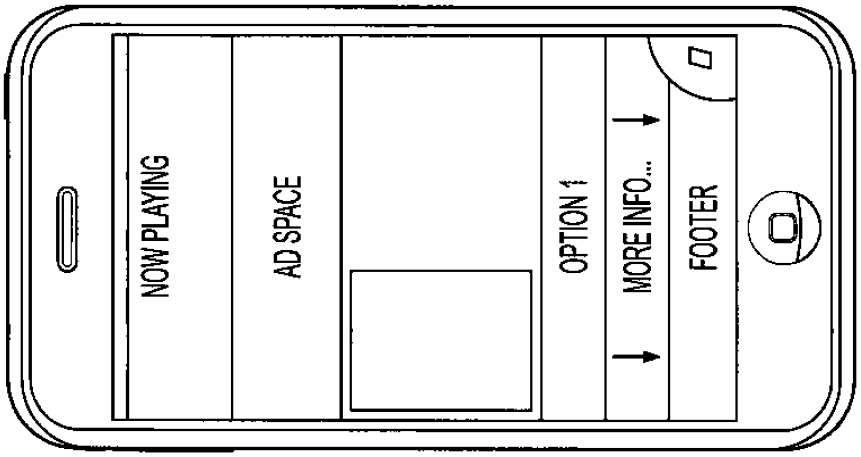


FIG. 14D

ALTICE EXHIBIT 1172
Page 37 of 479

Electronic Patent Application Fee Transmittal					
Application Number:					
Filing Date:					
Title of Invention:	PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE				
First Named Inventor/Applicant Name:	David Strober				
Filer:	Samuel Borodach/Paula Romeo				
Attorney Docket Number:	30160-0002001				
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	82	82
Utility Search Fee		2111	1	270	270
Utility Examination Fee		2311	1	110	110
Pages:					
Claims:					
Claims in excess of 20		2202	23	26	598
Independent claims in excess of 3		2201	4	110	440
Miscellaneous-Filing:					

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
		Total in USD ($)		**1500**

ALTICE EXHIBIT 1172
Page 39 of 479

Electronic Acknowledgement Receipt	
EFS ID:	10278988
Application Number:	13157821
International Application Number:	
Confirmation Number:	8023
Title of Invention:	PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE
First Named Inventor/Applicant Name:	David Strober
Customer Number:	26211
Filer:	Samuel Borodach/Devon Weide
Filer Authorized By:	Samuel Borodach
Attorney Docket Number:	30160-0002001
Receipt Date:	10-JUN-2011
Filing Date:	
Time Stamp:	15:37:08
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	$1500
RAM confirmation Number	1859
Deposit Account	061050
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)

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Information:					
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2		301600002001IDS.pdf	65939 355aaac1bb8eeb773e6e29880ea85bd4afbe938c	yes	3
	Multipart Description/PDF files in .zip description				
	Document Description		**Start**	**End**	
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	Information Disclosure Statement (IDS) Form (SB08)		2	3	
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3	Foreign Reference	301600002001ref1.pdf	1381320 6cd204ebfbe316b75b1cc1db5336ede21835ba7e	no	44
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ALTICE EXHIBIT 1172
Page 41 of 479

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Warnings:					
Information:					

17	Non Patent Literature	301600002001Ref15.pdf	407681 74ae7913ad18c3f37eee5547bd2d0e141dc43264	no	15
Warnings:					
Information:					
18	Non Patent Literature	301600002001Ref16.pdf	397484 9e0ca1357923ac2b3619b7f1c1df751d304ba31c	no	8
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19		301600002001application.pdf	759832 65afe390c4059d1182f5868b5800d30a8a23ea90	yes	36

Multipart Description/PDF files in .zip description

Document Description	Start	End
Transmittal of New Application	1	2
Specification	3	18
Claims	19	26
Abstract	27	27
Drawings-only black and white line drawings	28	36

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20	Fee Worksheet (SB06)	fee-info.pdf	37973 4009530e002b29fdca244dd2435f0d90110d8fcb	no	2
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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	30160-0002001
	Application Number	
Title of Invention	Play Control of Content on A Display Device	

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.
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Applicant 1

Applicant Authority ◉ Inventor ○ Legal Representative under 35 U.S.C. 117 ○ Party of Interest under 35 U.S.C. 118

Prefix	Given Name	Middle Name	Family Name	Suffix
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Application Information:

Title of the Invention	Play Control of Content on A Display Device		
Attorney Docket Number	30160-0002001	**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)	9	**Suggested Figure for Publication (if any)**	

EFS Web 2.2.2

ALTICE EXHIBIT 1172
Page 45 of 479

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	30160-0002001
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Title of Invention	Play Control of Content on A Display Device	

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Prior Application Status	Pending		Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
	non provisional of	61477998	2011-04-21

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First Name	Samuel	Last Name	Borodach	Registration Number	38388

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Applicant	: David Strober	Art Unit	: Unknown
Serial No.	:	Examiner	: Unknown
Filed	: June 10, 2011		
Title	: PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE		

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

INFORMATION DISCLOSURE STATEMENT

Please consider the references listed on the enclosed PTO-1449 form. Foreign patent documents and non-patent literature are enclosed; cited U.S. patents and patent application publications will be provided on request.

English-language abstracts are included for listed references 12-15.

This statement is being filed with the application. Apply any charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: 6/10/11

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Substitute Form PTO-1449 (Modified) U.S. Department of Commerce Patent and Trademark Office	Attorney Docket No. 30160-0002001	Application No.
Information Disclosure Statement by Applicant (Use several sheets if necessary) (37 CFR §1.98(b))	Applicant David Strober	
	Filing Date June 10, 2011	Group Art Unit

U.S. Patent Documents

Examiner Initial	Desig. ID	Document Number	Publication Date	Patentee	Class	Subclass	Filing Date If Appropriate
	1	7058356	06/06/2006	Slotznick			
	2	7835505	11/16/2010	Toyama et al.			
	3	7849485	12/07/2010	Paik et al.			
	4	2006/0083194	04/20/2006	Dhrimaj et al.			
	5	2006/0203758	09/14/2006	King Tee et al.			
	6	2007/0202923	08/30/2007	Jung et al.			
	7	2008/0155600	06/26/2008	Klappert et al.			
	8	2009/0228919	09/10/2009	Zott et al.			
	9	2010/0137028	06/03/2010	Farris et al.			
	10	2010/0205628	08/12/2010	Davis et al.			
	11	2011/0030020	02/03/2011	Halttunen			

Foreign Patent Documents or Published Foreign Patent Applications

Examiner Initial	Desig. ID	Document Number	Publication Date	Country or Patent Office	Class	Subclass	Translation Yes	Translation No
	12	CN101534449	09/16/2009	China				
	13	CN101577650	11/11/2009	China				
	14	CN101778198	07/14/2010	China				
	15	CN101815073	08/25/2010	China				
	16							

Other Documents (include Author, Title, Date, and Place of Publication)

Examiner Initial	Desig. ID	Document
	17	Hachman, M., "Snapstick's Media Streaming App/Box: Hands On," www.pcmag.com/article2/0,2817,2375455,00.asp, 2 pages, (January 8, 2011).
	18	Dolcourt, J., CES: Snapstick takes on Apple TV, Google TV," http://news.cnet.com/8301-17938_105-20025100-1.html, 3 pages, (December 9, 2010).
	19	Shaivitz, M., "The Web to Your TV, With a Flick of a Wrist? Slapstick Says Yes," http://techcocktail.com/the-web-to-our-tv-with-a-flick-of-a-wrist-slapstick-says-yes-2010-12, 2 pages, (December 10, 2010).
	20	Snapstick – Home, "Snapstick," http://www.snapstick.com/, 2 pages, printed on 3/2/2011.

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Information Disclosure Statement by Applicant (Use several sheets if necessary) (37 CFR §1.98(b))	Applicant David Strober	
	Filing Date June 10, 2011	Group Art Unit

Other Documents (include Author, Title, Date, and Place of Publication)		
Examiner Initial	Desig. ID	Document
	21	Paul, I., Hands On: YouTube Leanback, PCWORLD, http://www.pcworld.com/article/200769/hands_on_youtube_leanback.html, 3 pages, (July 9, 2010).
	22	Using AirPlay, Article HT4437, http://support.apple.com/kb/HT4437, 3 pages, (April 18, 2011).
	23	Cheng, J., "Stream AirPlay video to regular TV? Apple might make it happen," http://arstechnica.com/apple/news/2011/03/stream-airplay-video-to-a-regular-tv-apple-migh..., 1 page, printed on 6/7/2011.
	24	"Using the Play To feature to stream media," http://windows.microsoft.com/en-US/windows7/using-the-play-to-feature-to-stream-media, 3 pages, printed on 6/7/2011.
	25	"YouTube – Leanback," http://www.youtube.com/t/leanback, 1 page, printed on 6/7/2011.
	26	"Yahoo!7 TV Guide for iPhone, iPod touch and iPad on the iTunes App Store," http://itunes.apple.com/au/app/yahoo-7-tv-guide/id42471992?mt=8, 2 pages, printed on 6/7/2011.
	27	Hu, C., et al., "Mobile Media Content Sharing in UPnP-Based Home Network Environment," Journal of Information Science and Engineering 24, 1753-1769. (2008).
	28	Fallahkhair, S., et al., "Dual Device User interface Design for Ubiquitous Language Learning: Mobile Phone and Interactive Television (iTV)," Proceedings of the 2005 IEEE Int'l Workshop on Wireless an Mobile Technologies in Education, 8 pages, 2005.

Examiner Signature	Date Considered
EXAMINER: Initials citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

Substitute Disclosure Form (PTO-1449)

Dual Device User Interface Design for Ubiquitous Language Learning: Mobile Phone and Interactive Television (iTV)

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Abstract

In this paper we describe the design and development of a system that facilitates language learning from a combination of two devices, interactive television (iTV) and mobile phone. We present a number of requirements for technologies to support informal language learning based on theories of language learning, theories of formal and informal learning, our own studies of adult language learners and the affordances of iTV as a medium to support learning. We describe TAMALLE (Television and Mobile phone Assisted Language Learning Environment), , a prototype system based on these requirements and discuss some of the user interface design issues that arise in the context of cross platform dual device systems for ubiquitous learning.

1. Introduction

The possibility of using "non-desktop" technologies for supporting learning opens up a wide variety of activities and interactions for learners. The potential for technologies such as mobile devices (m-learning) and interactive television (t-learning) for learning has provided a new direction for research in the field of educational technology. In particular, designing for these new technologies has thrown up a number of design challenges associated not only with the physical and functional limitations of these devices, but also with the effective implementation of new learning paradigms - situated, collaborative, life-long, personalized and contextual [1,2,3].

"Beyond the desktop" technologies are currently being harnessed to support these learning paradigms. However each technology has distinct characteristics that facilitate some types of use and hamper others. For example, whilst mobile device afford a wide variety of personal activities and learning on move, they are less powerful for enabling learning from authentic and immersive content. In contrast, television provides rich multimedia presentation of authentic and immersive content that is constantly renewed. Programmes such as news, soap-operas and documentaries have the potential to enhance language learners' experience by showing the target language, culture and context of use. However, iTV does not naturally provide facilities for personalised learning or learning on the move in the way that mobile devices do. Designing in order to take advantage of what each device does best is the primary focus to the TAMALLE project.

Despite Robertson et al's pioneering CHI paper discussing coordinated iTV and PDA interaction [4], little is known about dual device interaction in general or about such interaction in the context of educational technology applications in particular. In this paper we concentrate on the design and development of the interfaces for a dual device system for informal language learning. The system aims to capitalise on the strengths of two specialised technologies, iTV and mobile phones, which tend to be used in different settings and at different times. We first briefly overview the existing literature on mobile and iTV technologies for language learning. We then discuss briefly the first stage of the project, learner-centred negotiation of requirements, for developing ubiquitous language learning, which led us to the design and development of the TAMALLE system, whose technical architecture is sketched. The interfaces for the two devices are then described.

2. Mobile technologies for language learning

The potential value of learning via mobile devices or m-learning has been widely realised [5, 6]. Mobile devices enhance learning experiences by enabling communications, learning on the move, and on an "anytime and anywhere" basis [7]. For language learning in particular this realisation also holds true. Second Language learners currently are often to be found with a pocket dictionary or a personal vocabulary book. As a result several researchers have

Proceedings of the 2005 IEEE International Workshop on Wireless and Mobile Technologies in Education (WMTE'05)
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ALTICE EXHIBIT 1172
Page 52 of 479

begun to investigate the potential of mobile devices for language teaching [8, 9, 10, 11].

Godwin-Jones points out how mobile and wireless technologies could provide an opportunity for language and cultural learning. He describes a project to develop wireless system called RAFT that can be used on student's field trip. RAFT helps an individual to store and retrieve information regarding their field trip on their handheld mobile device and to share it with other learners. Although RAFT was not specifically designed for language learning, its developers suggest that it could be used for cultural and language learning by learners who are on a trip abroad, e.g. to conduct interviews with native speakers, and to share it with other learners [10].

The AD-HOC project aims to develop mobile language learning environment to facilitate 'learning on demand' for European travellers who want to acquire language skill in order to communicate with local people. The AD-HOC system acts as a tutor to teach linguistic and cultural knowledge through the use of multiple media presentations (e.g. text, sound, picture and video). The language learning environment offers representations of contextualised, authentic, real life situations for different level of competency and within different thematic fields (e.g. business travel, travelling of young people, etc.).The underpinning pedagogical principle of the AD-HOC project is self-directed learning [8].

The M-learn project is concerned to develop a mobile learning system for young adults (16-24) in order to teach some aspects of literacy and numeracy, and to involve them in the development of their lifelong learning [12].

The mobile language learning system, designed in Finland [9], delivers lessons using sound and text to teach grammar and vocabulary. It tracks the learner's progress and integrates voice technology for user interaction.

BBC Worldwide provides an English language teaching service via mobile phone in China. Learners receive a daily text message on their mobile containing a phrase in English together with the Chinese translation. A range of topics are covered (e.g. sport, business, lifestyle, etc.). The idea behind the system is to provide an opportunity for busy learners on the move to learn authentic spoken English [13].

A project conducted in Taiwan developed a mobile-based (PDA) interactive language learning environment for elementary school children learning English as a second language. The activities aimed to help students to learn listening, reading and writing skills. For example, a scenario to teach words related to images showing a body parts provides a word's pronunciations and spelling when the image is clicked by the user. Evaluation showed a positive response from learners and indicates that the use of mobile devices can significantly increase student motivation and interest [11].

The Speak My Speak project is investigating the use of SMS (Short Messaging Service) as a communication tool between adult English language learners and native English tutors. They conclude that using SMS in language learning is feasible and promising students did reflect on texts sent and received, and were active in constructing the content of communication [14].

MobiLearn software provides a mobile phrase book in different languages for pocket PC. The main aims of the software are to provide a list of common words and phrases, to enable learners to bookmark their required words and phrases for easy access, to hear pronunciations and to test their knowledge through a number of quizzes provided.

The INLET project (Lingua) developed an innovative mobile phone support system to encourage tourists to learn Greek language at the Athens Olympic Games 2004 [15]. The system provided a number of facilities for learning useful Greek phrases in a just-in-time manner. Language categories judged most beneficial for tourists were developed as follows: "basic" (e.g. greeting, numbers, basic words), "where" (e.g. phrases for asking direction, going by bus, taxi and trains), "when" (e.g. asking times, today, now, tomorrow), "Olympic Sport" (games name, athletics, fencing, etc.) and "buying" (asking price, money, expressions like expensive, cheap, etc.). Users, recruited at the airport in many cases, were able to register for SMS messages to be sent to their mobile phones freely and regularly containing useful phrases. They also could request SMS translations of other languages into Greek.

3. (I) TV for language learning

ITV is a new media technology that has great promise for language learning [16, 17, 18]. Before turning to interactive TV it is worth considering television which itself is *already* a powerful learning environment for language learners. Television offers a rich multimedia experience, where learners can immerse themselves in authentic materials from the target language and culture. This material may well be engaging in itself, with up-to-date ever-changing content displaying a range of speakers and contexts. Many television shows constitute important cultural events in their own right providing a shared reference for people sharing or aspiring to share a culture. In its non-interactive state, it clearly affords watching, reading and listening, making it an excellent medium for learners to practice comprehension skills and also to acquire background cultural knowledge.

Comprehension of spoken material is strongly supported. Sherrington [19], exploring the potential of conventional television for language teaching, notes that a number of listening skills can easily be practised via television, including recognising and understanding:

- Segmental and supra-segmental features
- Vocabulary items, short phrases and longer segments of speech
- Syntactic structures
- Varieties of speech, such as registers and dialects
- Discourse patterns
- Pragmatically determined features

Lonergan points out the benefits of viewing TV programmes in the target language, particularly TV's multimedia aspect: "the suitability of television as a medium for bringing a living language to learners is undoubted. The dynamic combination of sound and vision can bring an air of reality into the classroom. The wealth of visual information available can convey the atmosphere of another culture, can show paralinguistic aspect of communication; the techniques of television can present material to learners in ways quite beyond the resources of the language teacher" [20].

One disadvantage of TV broadcast over video or DVD is its "non-interruptible quality" where it restricts learners from replaying the information available [21, p.3]. Broady points out that one of the problems associated with target language TV is that the foreign language learners are not aware of the required background knowledge – something she refers to as "cultural knowledge" - that needs to be acquired in order to understand the programme. She discusses the notion that a situation can be misunderstood by non-French viewers when the accompanying image does not support interpretations of the "verbal input" in watching a French News channel. She further argues: "because it [television] conveys 'real' language used by 'real' people in 'real' situation, it is generally perceived as motivating and interesting by learners. Yet this very cultural authenticity can render it frustratingly obscure. But is this a 'real' problem?". She latter mentions that "non-native viewers are not the only ones whose understanding is impaired when picture and commentary do not correspond closely: it happens to native viewers too." [21, p.4]. One problem that non-native speakers sometimes have is that they "often lack the confidence…and assume that they need to understand every word. With such strategy, the richness of authentic television are likely to remain buried." [21, p.5]. For this reason, a number of researchers attempt to develop "viewing strategies" that could be used by learners when watching authentic television. These strategies explain how to maximize comprehension of foreign TV viewing [22].

Several projects [23, 24, 25] have analyzed the use of TV with first language subtitles (L1 subtitling) and second language subtitles (L2 subtitling), as an aid to comprehension, retention of second language vocabulary and improving reading skills. One such study suggests that even TV with an L2 audio track and L1 subtitling could lead to incidental second language learning [22]. Fridman argues for closed captioned videos as powerful tools for improving vocabulary and reading comprehension skills for EFL learners. Bean & Wilson report the motivating influence of captioned television, and positive attitudes on the part of learners toward this medium [26]. Neuman and Koskinen suggest [27] that captioned television can be used as an effective instructional tool in learning vocabulary and concepts. Koskinen et al. studied the effect of captioned television on incidental vocabulary acquisition by adult ESL learners. They assessed vocabulary knowledge of viewers who watched TV with and without captions, identifying "a statistically significant difference in favour of captioned TV" and "a positive relationship between oral English language competency and vocabulary learning". The participants with higher levels of oral proficiency learned more than less proficient subjects [24, p.368].

Borras and Lafayette investigated the effect of L2 subtitles on comprehension and reading skills. They compared the performance of learners who had used video with and without subtitles. The result clearly favoured the subtitle option and they conclude that "when learning from 'authentic video' in a multimedia environment, having the opportunity to see and control subtitles, as opposed to not having that opportunity, result in both better comprehension and subsequent better use of the foreign language" [28, p.82].

Digital television adds a new dimension to learning from the TV by multiplying available channels [22, 29]. However, this is an increase in the quantity of available material rather than a change in the type of affordance provided by the medium. It is essentially more of the same. Digital interactive television (iTV) offers genuinely new ways of using the television set. Interactivity adds new facilities for information retrieval and communications [30]. With interactivity viewers could:

I. Select from alternative audio/ video streams
II. Make their own choice amongst subtitling or captioning options
III. View supplementary information on screen – to access before, during or after a broadcast
IV. Use communication tools such as chat /email.

The functionality provided by iTV is similar to that provided by the Internet, but it is displayed on the

familiar TV screen. Despite the fact that current levels of interactivity are relatively limited, constrained by the components of the iTV set up, i.e. the set-top box and its software, the on-screen display and the remote control, the potential is clearly vast.

4. Learners' requirements

To inform the design of the iTV language learning system, we conducted three focus group studies to investigate the approaches that a number of independent adult language learners have adopted towards their language learning and their attitudes towards a range of technologies including iTV and mobile phones [1, 2, 36]. A set of general requirements emerged:

- Support informal learning rather than formal
- Support learning in context
- Support learning while immersing into the environment
- Support learning from engaging and authentic materials
- Support learning on move (anytime and anywhere basis)
- Support learners understanding by scaffolding
- Support learners in creating and managing their own personal knowledge and sphere
- Provide a support for just-in-time learning
- Support learning in an unobtrusive fashion (by not introducing a new device or imposing educational materials on fellow viewers)

5. Prototype description

The prototype of dual device language learning support system via iTV and mobile phones (TAMALLE) was designed based on the requirements outlined in Section 4. TAMALLE is an informal language learning environment that has dual interfaces across iTV and mobile phones and can support learning from authentic television programmes such as news, soap-opera, documentaries, etc. A dual language learning sphere on both iTV and mobile phone devices allows learners to incorporate edutainment with their language learning experiences. To this end, the system provides support for comprehension of specific language items for viewers as they watch a foreign language television programme that is pitched at a level slightly above their current level of language competence. These language items can be incorporated by learners into their learning sphere, which is also accessible via their mobile phone.

TAMALLE is also a context aware system, in that the mobile sphere supports learning in the context of the TV programme. The television provides authentic materials and a context for learning. The mobile can scaffold learners' understanding of the programme by enabling them to access the summary of programme as well as difficult language items, such as vocabulary, phrases, etc that may appear inside a programme. These language items can be accessed prior to, during and after the show. Learners are also enabled to add, search and remove these language items from/into their personal spheres. Even without television, the mobile is still useful as tool for learning a new language items and as a tool for managing personal knowledge.

Annotation based support is provided to scaffold difficult language items and culturally specific knowledge that helps learners in understanding the programme while watching. If more unknown terms were found, the TAMALLE dictionary could help to check meaning and giving examples. Section 5.1 discusses the technical architecture of TAMALLE and section 5.2 describes TAMALLE dual interfaces.

5.1. Dual device architecture

We have investigated two possible end-to-end solutions based on a multi-tier client/server architecture consisting of the broadcast-end tier, the back-end tier and front-end tier for developing the language learning service.

One solution is to develop a learning management system that can be located in the broadcast-end or back-end tier. This learning management system provides content to both set top box and mobile devices and also holds learning content or learning objects in a database on the back-end tier (MySQL). In the front-end tier we have the set top box and WAP enabled mobile devices. Two way communications can be established between set top box and back-end tier through telephone modem, ADSL or broadband cable, while mobile phone devices communicate with the back-end tier through the WAP protocol. For interactive SMS messaging, we can use SMS gateway providers; the one that we are using in UK is SMS2mail provider. This architecture is illustrated in Figure 1 and for TAMALLE development we used this architecture.

An alternative solution is to use Digital Video Broadcasting (DVB), Java enterprise solution and Bluetooth [31]. The language learning content and mainstream television programme can be encoded and multiplexed before being broadcast via the DVB stream. The learning content will be retrieved by a client based Java application located in an MHP based set top box that also provides the API required for content retrieval and presentation to the mobile devices.

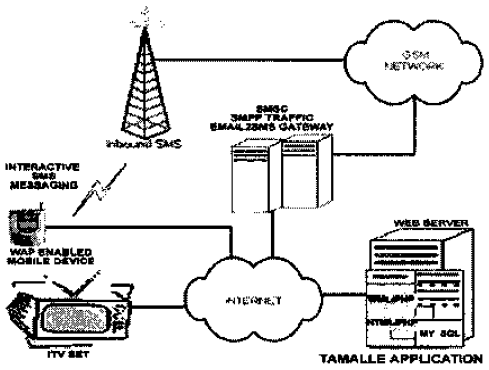

Figure 1: TAMALLE dual device architecture

5.2. Dual device interface

Our design of the prototype interface had five aims:

I. to use the specialised device most suitable for the learning task in question;
II. to use the appropriate physical characteristics and learning affordances of each device both alone and in combination;
III. to support individuals as well as group of learners who may or may not be interested in learning;
IV. to allocate learning content to a device that will be most suitable for providing a particular mode of presentation;
V. to provide consistency in terms of look (navigations, icons, words) and feel (learning tasks, activities and contents) across dual devices to ease the learnability of the overall system.

ITV was combined with mobile phones rather than other portable devices, such as laptops or PDA. Viewers are already using mobile device to interact with iTV applications, i.e. SMS voting, playing along a quiz show. Mobile phones could play the role of a companion device that has some specialised features [32], which may offer more personalised learning materials for people who are sharing the television.

Technically both iTV and the mobile are capable of displaying and manipulating learning materials, which in this case are television programmes and accompanying textual annotations or other information. However, each device is different in terms of their strength. It becomes clear that we need to study the capability of each device for supporting a learning task. For example, television is more appropriate for delivering picture, videos and audio materials, especially in combination. Mobile phones are suitable for displaying text and some graphics. Thus in our dual device scenario, iTV is preferred for taking care of presentation of videos, photos, spoken and textual materials where the mobile phones augment that with more textual information and annotations.

There are other issues concerning the physical characteristics and limitations of each device, such as screen size, resolution and memory capabilities, which constrain the user interactions possible. ITV users are limited to a menu-style interface with navigation and action carried out via the remote control or in some cases with an infrared keyboard. The remote control offers interaction via coloured key (red, green, yellow and blue); numbered keys (0-9), arrow keys (up/down, right/left) and an OK action button. The screen interface is similarly constrained. We followed guidelines developed by the BBC to decide about factors such as font style, size, contrast and positioning [33, 30].

Interaction styles with mobile phones are also limited in various ways: small screens (i.e. amount of data that can be displayed on one screen, as well as the size and placement of graphical, textual elements and navigations), soft key use (soft keys for selection and navigations are different in many phones) and memory constraints [37]. In designing TAMALLE, these constraints are tackled mainly by simplifying navigation, making navigation controls very salient and minimising the navigation depth. This is in keeping with the "simple and shallow" notion that requires minimizing the number of screens while keeping an appropriate amount of scrolling, balancing breadth and depth, therefore improving the usability and learnability of overall system [34].

In the following section we describe the main functionalities of TAMALLE and show how these are displayed and used on iTV and mobile phones. Four types of functionality are described: 1) scaffolding difficult language items, 2) scaffolding overall understanding, 3) just-in-time scaffolding and 4) managing personal learning sphere.

The TAMALLE application on the iTV side is activated by using the conventional "call to action", i.e. pressing the red button on the remote control, while watching a programme. From this point the viewer sees the news streamed into the TAMALLE application. Login is offered but not obligatory for non-personalised services. The broadcast programme appears reduced on the right side of the screen with interactivity on the left. For mobile use, learners are required to use a WAP enabled mobile phones to connect to the TAMALLE mobile application. Both interfaces are illustrated in Figure 2.

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ALTICE EXHIBIT 1172
Page 56 of 479

Figure 2: TAMALLE main menu

5.2.1. Just-in-time scaffolding. The system provides just-in-time help for difficult cultural or language items as they appear in the programme. By pressing "Words in Action" from the TAMALLE main menu the just-in-time support will be activated providing textual annotation similar to subtitles on the television screen. The individual items may explicate a word (e.g. Tory = Conservative) or identify a scene or individual (This is 10 Downing St – the Prime Minister's residence). The reason that our design locates the call-to-action dialogue on the iTV side rather than the phone is due to the fact that this just-in-time scaffolding will be only beneficial during the programme show time and not before and after. However, a mobile can augment just-in-time support while watching with other fellow viewers who may not be interested in learning a language. The learner may not want to impose annotations on everyone in the room. In this case, they can send a text message to service whose number is displayed briefly on the television screen to get just-in-time scaffolding on their mobile phone (see Figure 3).

Figure 3: Just-in-time scaffolding

5.2.2. Scaffolding difficult language items. Difficult or unusual language items from the dialogue or commentary will be transcribed for TAMALLE viewers. Viewers who are logged in may select "Recommended Words" to see a list of language items with explanation that can also be added to their personal learning sphere (My TAMALLE), which is also accessible via mobile phone (see Figure 4). The main interaction with the TAMALLE application on the iTV side is by remote control, with the red key taking them to the home page, the yellow key leading to the previous page, and the blue key to exit the application. The arrow keys move the selection up and down the list, while the Select key allows adding a chosen word to a learner's personal sphere. On the mobile interface, a selected word is highlighted and could be added by pressing the handset's select key.

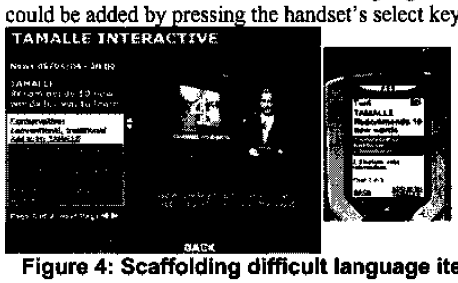

Figure 4: Scaffolding difficult language item

5.2.3. Scaffolding overall understanding. The viewer's overall understanding will be improved by providing a summary of programme content. This will differ according to genre, with the news being summarised as headlines, a drama as a brief plot summary and so on. This is accessed via "Summary/Digest" on the main menu.

This is augmented by an on-screen dictionary. In the following screenshot, a news digest is provided on the left hand side of TAMALLE iTV application, activated by the green button on the remote control. The mobile phone version also provides a link to a programme summary that can be accessible before, during or after the show and on move. Again this is augmented by a dictionary.

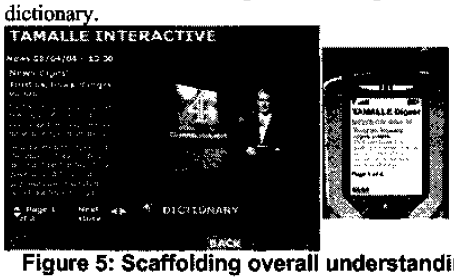

Figure 5: Scaffolding overall understanding

5.2.4. Managing personal learning sphere. The system enables learners to manage their personal "learning sphere," accessible via iTV and mobile interface. The recommended words can be added to a personal vocabulary list for later practice. Learners can view all their saved language items from the main menu. They can also search for specific language items and remove those no longer wanted. Figure 6 shows "My TAMALLE" on both iTV and mobile device.

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ALTICE EXHIBIT 1172
Page 57 of 479

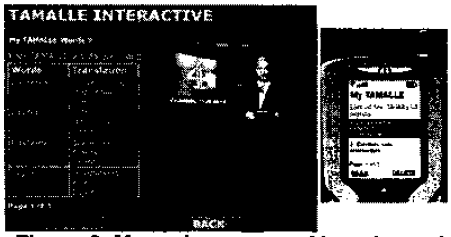

Figure 6: Managing personal learning sphere

6. Discussion

In this section we explain some of the reasoning behind the design decisions. Simplicity and consistency were our ultimate criteria in designing TAMALLE. Simplicity is imposed by the constraints of the two devices, while consistency, both internal and external, will make for ease of use and learnability. To this end, the mobile phone version of the system can follow the conventions of the phone on which it is viewed.

This design solution is not the only one possible: another team could start with similar requirements and ends up with quite a different set of choices for functionality and interaction design. The chosen design was very much influenced by the research of Al-Seghayer [35] who demonstrates significant improvements in language comprehension and incidental learning where a combination of media - audio, annotated text and video - were used.

For navigation and function activation, the iTV system has been designed to make user interactions as simple as possible using appropriate coloured and numbered keys of the remote control. Each menu item also has a numerical label allocated to it, giving an alternative selection mechanism. The navigation throughout the system is also consistent using coloured controls at the bottom of each page: Home (red), Back (yellow), Exit (blue). From the mobile phone interface the learners can move up and down the list of menu options using the direction keys and use the right and left soft key to choose a required option. The back button in mobile interface is consistent throughout the pages and always takes the learner to the previous page.

Media choice may also be worth commenting on. The justification for providing text annotations for just-in-time support was research by Koskinen et al. showing that combined video and textual annotation of spoken language in a from of subtitle or closed caption could aid learning vocabulary, improving listening, comprehension and reading skills [27, 24].

The decision of whether to display video on the mobile phone, on the other hand, was based on our understanding of the affordances of the device. Despite the fact that, with the advent of the DVB-H standard, television can also be viewed on mobile phone screens, the physical limitations make this a much less attractive option for providing all the TAMALLE functionalities required for language learning. Television clearly affords watching more than the mobile phone. People already have a very well established relationship with their television set, which we have chosen not to disrupt. Television is the device of choice for viewing broadcast video, while the mobile phone, on the other plays the role of a companion device that is also functional as a stand-alone to support learning on the move.

7. Conclusions and further work

The TAMALLE design responds to the requirements we derived from multiple sources. Learning from engaging, up-to-date and authentic materials that are of intrinsic interest to language learners is enabled. Learning in context is made possible, with rich multimedia content providing a comprehensible setting for the new language. Learning on the move is supported, while the leisure use of television is respected. Learners can also choose to take advantage of one device without the other. The scaffolding learning opportunities can aid in acquiring lexicon items and to improve learner's comprehension and listening skills. The textual annotations can facilitate just-in-time support for learning cultural specific knowledge and difficult language items. Finally, TAMALLE supports learners in creating and managing their own personal language knowledge accessible in anytime and anywhere basis.

However, the design of TAMALLE as a dual device learning service raises a number of questions to be addressed in further research. A first question regards the source and nature of the support material. Ideally we would have liked to find guidance in the language teaching literature on selecting individual words or phrases for attention. However, little practical guidance is available to help us make a reasoned choice. Without such rules or guidelines, automating the functionality of TAMALLE, which would be necessary if it is to be widely used and sustainable, will not be possible. In addition, it may well be useful to tailor this support material to the learner's level of competence, motivation, experience and so on. We are currently conducting experiments with language learners to try to derive guidelines in this area.

A second set of issue is concern with the methodology to evaluate the dual interface devices such as TAMALLE and its implications for learning. At the moment we are considering evaluating the system in terms of its usability but will need to develop new techniques tailored to the dual device scenario.

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Applicant(s)

David Strober, Rye, NY;

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Domestic Priority data as claimed by applicant

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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 AssetsControl, 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).

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 13/157,821

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY FEE($)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	82		N/A	
SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	270		N/A	
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	110		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	44 minus 20 =	* 24	x 26 =	624	OR		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	7 minus 3 =	* 4	x 110 =	440			
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $270 ($135 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	1526		TOTAL	

APPLICATION AS AMENDED - PART II

AMENDMENT A

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY ADDITIONAL FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE($)
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))									
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
					TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

AMENDMENT B

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) 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))									
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.

ALTICE EXHIBIT 1172
Page 63 of 479

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
13/157,821	06/10/2011	David Strober	30160-0002001

CONFIRMATION NO. 8023

26211
FISH & RICHARDSON P.C. (NY)
P.O. BOX 1022
MINNEAPOLIS, MN 55440-1022

FORMALITIES LETTER

OC000000048352182

Date Mailed: 06/24/2011

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).

- The oath or declaration is missing.
  A properly signed oath or declaration in compliance with 37 CFR 1.63, identifying the application by the above Application Number and Filing Date, is required.
  Note: If a petition under 37 CFR 1.47 is being filed, an oath or declaration in compliance with 37 CFR 1.63 signed by all available joint inventors, or if no inventor is available by a party with sufficient proprietary interest, is required.

The applicant needs to satisfy supplemental fees problems indicated below.

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

- A surcharge (for late submission of filing fee, search fee, examination fee or 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.

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

To: PATDOCTC@fr.com,,
From: PAIR_eOfficeAction@uspto.gov
Cc: PAIR_eOfficeAction@uspto.gov
Subject: Private PAIR Correspondence Notification for Customer Number 26211

Jun 24, 2011 05:29:56 AM

Dear PAIR Customer:

FISH & RICHARDSON P.C. (NY)
P.O. BOX 1022
MINNEAPOLIS, MN 55440-1022
UNITED STATES

The following USPTO patent application(s) associated with your Customer Number, 26211 , have new outgoing correspondence. This correspondence is now available for viewing in Private PAIR.

The official date of notification of the outgoing correspondence will be indicated on the form PTOL-90 accompanying the correspondence.

Disclaimer:
The list of documents shown below is provided as a courtesy and is not part of the official file wrapper. The content of the images shown in PAIR is the official record.

Application	Document	Mailroom Date	Attorney Docket No.
13157821	APP.FILE.REC	06/24/2011	30160-0002001
	NTC.MISS.PRT	06/24/2011	30160-0002001

To view your correspondence online or update your email addresses, please visit us anytime at https://sportal.uspto.gov/secure/myportal/privatepair.

If you have any questions, please email the Electronic Business Center (EBC) at EBC@uspto.gov with 'e-Office Action' on the subject line or call 1-866-217-9197 during the following hours:

Monday - Friday 6:00 a.m. to 12:00 a.m.

Thank you for prompt attention to this notice,

UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION INFORMATION RETRIEVAL SYSTEM

Independent Claims 7	over 3	**4 x $110**	$440
Fee for Multiple Dependent claims			$0
Fee for each additional 50 pages of Specification and Drawings over 100			$0
34(total pages)*.75 = 26 - 100/50 = 0 x			
Total Filing fee			$1500

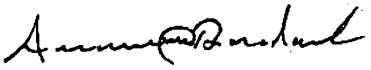
The filing fee in the amount of $1500 is being paid concurrently herewith on the Electronic Filing System (EFS) by way of Deposit Account authorization. Please apply all charges or credits to Deposit Account No. 06-1050, referencing Attorney Docket No. 30160-0002001.

If this application is found to be incomplete, or if a telephone conference would otherwise be helpful, please call the undersigned at (212) 765-5070.

Please direct all correspondence to the following:

26211
PTO Customer Number

Respectfully submitted,



Samuel Borodach
Reg. No. 38,388
Enclosures
SXB/ptr
30617580.doc

06/22/2011 MNGUYEN 00000005 061050 13157821
01 FC:2202 26.00 DA

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: David Strober	Art Unit	: Unknown
Serial No.	: 13/157,821	Examiner	: Unknown
Filed	: June 10, 2011	Conf. No.	: 8023

Title : PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE

MAIL STOP MISSING PARTS
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO NOTICE TO FILE MISSING PARTS OF APPLICATION

In response to the Notice to File Missing Parts of Application under 37 CFR §1.53(b) mailed June 24, 2011, applicant claims small entity status (see 37 CFR §1.27) and submits herewith the following:

☒ Payment of the surcharge of $65 for late filing of the basic filing fee and/or declaration;

☒ A Combined Declaration and Power of Attorney in compliance with 37 CFR §1.63;

☒ Please charge Deposit Account No. 06-1050 the total amount of $65;

It is understood that this perfects the application and no additional papers or filing fees are required. Please apply any other charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: 8/24/11

Samuel Borodach
Reg. No. 38,388

Customer Number 26211
Fish & Richardson P.C.
Telephone: (212) 765-5070
Facsimile: (877) 769-7945

30632921.doc

COMBINED DECLARATION AND POWER OF ATTORNEY

As a below named inventor, I hereby declare that:

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

I believe I am the original, first and sole inventor (if only one name islisted below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE, the specification of which:

[] is attached hereto.
[X] was filed on June 10, 2011 as Application Serial No. 13/157,821.
[] was described and claimed in PCT International Application No. _____ filed on _____ and as amended under PCT Article 19 on _____.

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

I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT International filing date of the continuation-in-part application.

I hereby claim the benefit under Title 35, United States Code, §119(e)(1) of any United States provisional application(s) listed below:

U.S. Serial No.	Filing Date	Status
61/477,998	April 21, 2011	Pending

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

U.S. Serial No.	Filing Date	Status

I hereby claim foreign priority benefits under Title 35, United States Code, §119 of any foreign application(s) for patent or inventor's certificate or of any PCT international application(s) designating at least one country other than the United States of America listed below and have also identified below any foreign application for patent or inventor's certificate or any PCT international application(s) designating at least one country other than the United States of America filed by me on the same subject matter having a filing date before that of the application(s) of which priority is claimed:

Country	Application No.	Filing Date	Priority Claimed
			[] Yes [] No
			[] Yes [] No

Combined Declaration and Power of Attorney

I hereby appoint the following attorneys and/or agents to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith: **all attorneys and/or patent agents associated with PTO Customer No. 26211.**

Direct all telephone calls to SAMUEL BORODACH at telephone number (212) 765-5070.

Direct all correspondence to the following:

26211
PTO Customer Number

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

Full Name of Inventor: DAVID STROBER

Inventor's Signature: _____ Date: 2/20/11

Residence Address: Rye, NY
Citizenship: U.S.
Post Office Address: 6 Davis Avenue B22
Rye, NY 10580

30621079.doc

Electronic Patent Application Fee Transmittal	
Application Number:	13157821
Filing Date:	10-Jun-2011
Title of Invention:	PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE
First Named Inventor/Applicant Name:	David Strober
Filer:	Samuel Borodach/Paula Romeo
Attorney Docket Number:	30160-0002001
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	65	65
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
		Total in USD ($)		**65**

Electronic Acknowledgement Receipt	
EFS ID:	10802477
Application Number:	13157821
International Application Number:	
Confirmation Number:	8023
Title of Invention:	PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE
First Named Inventor/Applicant Name:	David Strober
Customer Number:	26211
Filer:	Samuel Borodach/Paula Romeo
Filer Authorized By:	Samuel Borodach
Attorney Docket Number:	30160-0002001
Receipt Date:	24-AUG-2011
Filing Date:	10-JUN-2011
Time Stamp:	13:40:49
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	$65
RAM confirmation Number	19676
Deposit Account	061050
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)

ALTICE EXHIBIT 1172
Page 73 of 479

1		301600002001responsemissingparts.pdf	63632 20e8f3ad51e2c9b169a80a10d3413e88448cccec	yes	3

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	3

Warnings:

Information:

2	Fee Worksheet (SB06)	fee-info.pdf	29994 8ce0304f9cef1be74a8a8dc93ce158b2c650c5db	no	2

Warnings:

Information:

Total Files Size (in bytes):	93626

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.

ALTICE EXHIBIT 1172
Page 74 of 479

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 13/157,821

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY FEE($)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	82		N/A	
SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	270		N/A	
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	110		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	44 minus 20 =	* 24	x 26 =	624	OR		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	7 minus 3 =	* 4	x 110 =	440			
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $270 ($135 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	1526		TOTAL	

APPLICATION AS AMENDED - PART II

AMENDMENT A

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY ADDITIONAL FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE($)
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))									
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
					TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

AMENDMENT B

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) 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))									
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.

ALTICE EXHIBIT 1172
Page 75 of 479

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
13/157,821	06/10/2011	2628	1591	30160-0002001	44	7

CONFIRMATION NO. 8023

UPDATED FILING RECEIPT

26211
FISH & RICHARDSON P.C. (NY)
P.O. BOX 1022
MINNEAPOLIS, MN 55440-1022

OC000000049598860

Date Mailed: 09/01/2011

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**

Applicant(s)

David Strober, Rye, NY;

Power of Attorney: The patent practitioners associated with Customer Number 26211

Domestic Priority data as claimed by applicant

This appln claims benefit of 61/477,998 04/21/2011

Foreign Applications (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see http://www.uspto.gov for more information.)

If Required, Foreign Filing License Granted: 06/22/2011

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 13/157,821**

Projected Publication Date: 10/25/2012

Non-Publication Request: No

Early Publication Request: No
**** SMALL ENTITY ****

Title

PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE

Preliminary Class

345

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

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PATENT APPLICATION INFORMATION RETRIEVAL SYSTEM

ALTICE EXHIBIT 1172
Page 79 of 479

What is claimed is:

1. A server system for controlling presentation of content on a display device, the server system comprising one or more servers, the server system storing a relationship between a personal computing device and a display device, wherein the server system is operable, in response to receiving from the personal computing device a message including a command for controlling the playing of the specified content and further identifying a media player for playing the specified content, to convert the command into a corresponding command recognizable by the media player if the command received from the personal computing device is not recognizable by the media player, and to provide a further message to the display device, wherein the further message includes the corresponding command and identifies the specified content and the media player.

2. The server system of claim 1 including a look-up table to store the relationship between the personal computing device and the display device.

3. The server system of claim 1 including a look-up table storing a listing of commands that can be received in messages from the personal computing device and a listing of corresponding commands recognizable by the media player.

4. The server system of claim 1 including a look-up table storing a listing of commands that can be received in messages from the personal computing device and a listing of corresponding commands each of which is recognizable by at least one of a plurality of media players.

5. The server system of claim 1 operable to convert an command from the personal computing device into corresponding programming code used by the display device to control the media player.

6. The server system of claim 5 wherein the command from the personal computing device specifies one of the following actions to be performed with respect to playing of the content by the display device: pause, stop, rewind or fast forward.

7. The server system of claim 1 operable to receive another message from the personal computing device, wherein the other message includes a command to control the playing of the specified content on the display device, wherein in response to receiving the other message, the server system converts the command in the other message into a second corresponding command recognizable by the media player and provides an additional message to the display device, wherein the additional message includes the second corresponding command.

8. The server system of claim 1 including a look-up table that includes a synchronization code uniquely associated with the display device, wherein the message from the personal computing device includes the synchronization code, and wherein in response to receiving the message from personal computing device, the server system uses the synchronization code and the look-up table to identify the display device that is to receive the further message including the corresponding command.

9. The server system of claim 8 wherein the synchronization code is different from an IP address associated with the display device.

10. The server system of claim 8 wherein the synchronization code is different from a MAC address associated with the display device.

11. The server system of claim 8 operable to assign a randomly generated synchronization code to the display device each time the display device connects to the server system.

12. The server system of claim 1 operable to receive the message from the personal computing device over the Internet and operable to provide the further message to the display device over the Internet.

13. An apparatus for presenting content, the apparatus comprising a display device including a display, wherein the display device is operable, in response to receiving a message to play specified content, to obtain a first media player needed to play the content, to load the media player and to present the content on the display, wherein the message identifies the content and the media player.

14. The apparatus of claim 13 wherein the display device is operable to obtain the media player from a content provider over the Internet in response to receiving the message.

15. The apparatus of claim 14 wherein the display device is operable to obtain a copy of the content from the content provider over the Internet in response to receiving the message.

16. The apparatus of claim 13 wherein the display device is operable to obtain and load the media player only if the media player is not already loaded in the display device.

17. The apparatus of claim 13 wherein the display device is operable, in response to receiving a further message to play different content that requires a second media player different from the first media player, to obtain the second media player, to load the second media player and to present the different content on the display, wherein the further message identifies the different content and the second media player.

18. The apparatus of claim 13 wherein the content comprises a video.

19. The apparatus of claim 13 wherein the content comprises dynamic content.

20. The apparatus of claim 13 wherein the display device comprises a television set.

21. The apparatus of claim 13 wherein the display device comprises a laptop or personal computer.

22. A personal computing device comprising:

a transceiver to establish connections to a network;

means for receiving user input; and

processing circuitry to process incoming and outgoing communications and user input;

wherein the personal computing device is operable, in response to user input identifying or selecting content to be played on a display device, to transmit a message according to a specified format over the network to a server system, the message identifying: the content identified or selected by the user, the display device on which the content is to be played, and a media player to play the content, and

wherein the personal computing device is operable to control the playing of the content on the display device based on user-selected commands transmitted to the server system from the personal computing device.

23. The personal computing device of claim 22 wherein the personal computing device is a mobile phone.

24. The personal computing device of claim 22 wherein the message further includes a command to control presentation of the content on the display device.

25. The personal computing device of claim 24 wherein the command specifies one of the following actions to be performed with respect to the playing of the content by the display device: pause, stop, rewind or fast forward.

26. The personal computing device of claim 22 wherein the display device is identified in the message according to a synchronization code that is different from an IP address associated with the display device.

27. The personal computing device of claim 22 wherein the display device is identified in the message according to a synchronization code that is different from a MAC address associated with the display device.

28. The personal computing device of claim 22 wherein the content is a video.

29. The personal computing device of claim 22 wherein the content is an interactive video game.

30. A system for presenting and controlling content on a display device, the system comprising:

a network;

a server system coupled to the network and comprising one or more servers;

a display device coupled to the network and having a display;

a personal computing device operable to transmit a first message according to a specified format over the network to the server system, the first message identifying: user-selected content and a media player to play the content;

wherein the server system stores an association between the personal computing device and the display device, and wherein the server system is operable, in response to receiving the first message from the personal computing device, to provide to the display device a second message identifying the user-selected content and the media player to play the content; and

wherein, in response to receiving the second message, the display device is operable to obtain a first media player needed to play the content, to load the media player and to present the content on the display.

31. The system of claim 30 wherein:

the personal computing device is operable to transmit a third message according to a specified format over the network to the server system, the third message comprising a command for controlling playing of the content on the display device,

the server system is operable, in response to receiving the third message, to convert the command into a corresponding command recognizable by the media player if the command received from the personal computing device is not recognizable by the media player and to provide a fourth message to the display device, wherein the fourth message includes the corresponding command, and

the display device is operable, in response to receiving the fourth message, to execute the command.

32. The system of claim 31 wherein the command from the personal computing device specifies one of the following actions to be performed by the display device with respect to playing of the content: pause, stop, rewind or fast forward.

33. The system of claim 30 wherein the display device is operable, in response to receiving the second message, to obtain the first media player from a content provider if the first media player is not already loaded in the display device.

34. The system of claim 30 wherein the display device is operable, in response to receiving the second message, to obtain a copy of the content from the content provider over the network.

35. The system of claim 30 wherein the display device is identified in the first message according to a synchronization code that is different from an IP address associated with the display device.

36. The system of claim 30 wherein the display device is identified in the first message according to a synchronization code that is different from a MAC address associated with the display device.

37

36. The system of claim 30 wherein the user-selected content is a video.

38

37. The system of claim 30 wherein the user-selected content is an interactive video game.

39

38. The system of claim 30 wherein the first message further identifies a display device on which the content is to be played.

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39. The system of claim 30 wherein the network comprises the Internet.

41

40. An automated method of controlling presentation of content on a display device, the method comprising:

receiving a message from a personal computing device, the message including a command for controlling the presentation of specified content and further identifying a media player for playing the specified content,

in response to receiving the message, converting the command into a corresponding command recognizable by the media player; and

providing a further message to the display device, wherein the further message includes the corresponding command and identifies the specified content and the media player.

42

41. An automated method of presenting content on a display device, the method comprising:

receiving at the display device a message to play specified content, the message identifying the specified content and a media player to play the content;

obtaining over the Internet the media player needed to play the specified content;

loading the media player in the display device; and

presenting the specified content on the display device.

ALTICE EXHIBIT 1172
Page 86 of 479

43

42. A method of controlling content to be presented on a display device, the method comprising:

receiving, in a personal computing device, user input specifying content to be played on display device; and

in response to receiving the user input, transmitting, from the personal computing device, a message according to a specified format over a network to a server system, the message identifying: the user-specified content, a display device on which the content is to be played, and a media player to play the content.

Rule 126

44 43

43. The method of claim 42 including:

receiving, in the personal computing device, a user-specified command; and

transmitting to the server system from the personal computing device the user-specified command to control playing of the content on the display device.

ALTICE EXHIBIT 1172
Page 87 of 479

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	2	2002/0120666 A1	08/2002	Landsman et al.			
	3	2002/0129102 A1	09/2002	Landsman et al.			
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	24	7,440,972 b2	10/2008	Oetzel, Kenneth G.			
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	45	www.vbulletin.com, Best way to generate Random, Unique ID's, Internet Archive Wayback Machine, January 16, 2009.
	46	Official communication from the USPTO in Serial No. 13/245,001, dated December 8, 2011.
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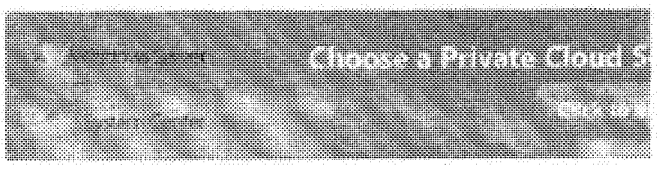

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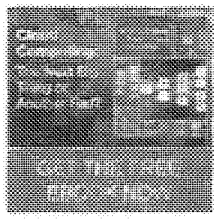

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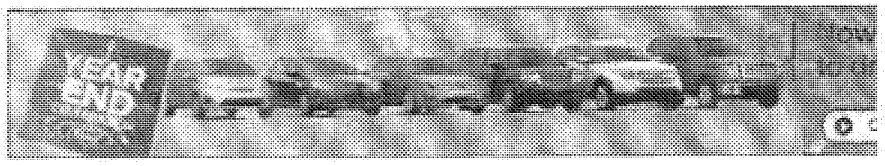

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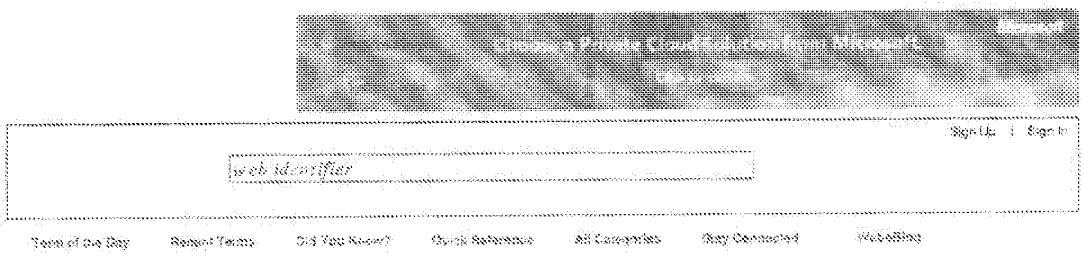
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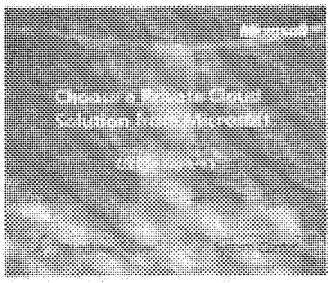

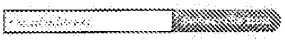

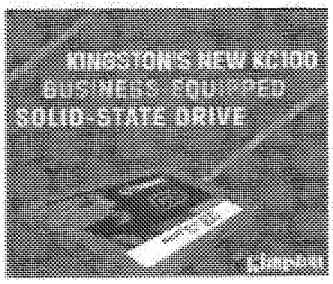
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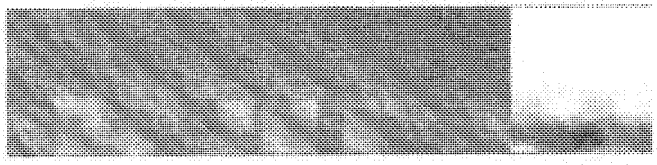

user session

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(1) The session of activity that a user with a unique IP address spends on a Web site during a specified period of time. The number of user sessions on a site is used in measuring the amount of traffic a Web site gets. The site administrator determines what the time frame of a user session will be (e.g., 30 minutes). If the visitor comes back to the site within that time period, it is still considered one user session because any number of visits within that 30 minutes will only count as one session. If the visitor returns to the site after the allotted time period has expired, say an hour from the initial visit, then it is counted as a separate user session.

Contrast with unique visitor, hit, click-through and page view, which are all other ways that site administrators measure the amount of traffic a Web site gets.

(2) The period of time a user interfaces with an application. The user session begins when the user accesses the application and ends when the user quits the application.

Previous Term Next Term

Related Terms

user »
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session cookie »
returning sessions »
session controller »
WSP »
Application Session Controller »
session border controller »
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Pronounced as separate letters, CPU is the abbreviation for central processing unit. The CPU is the brains of the computer.

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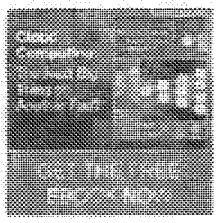

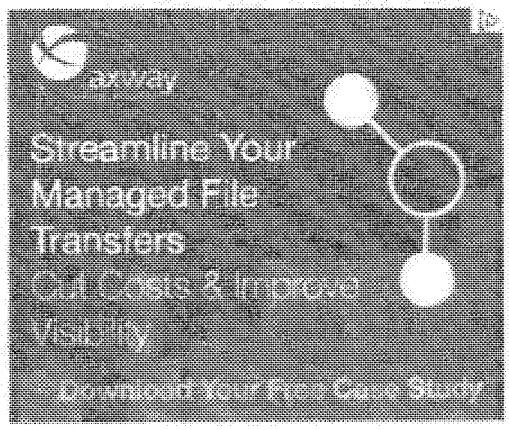

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View Full Version : Best way to generate Random, Unique Session ID's

Lorddraco98 Mon 2nd Dec '02, 9:08pm

I'm working on building a user object for a website I'm working on. In the user object, userid and sessionid must be stored into a cookie and then sent to the user. The userid and sessionid along with info about the user(IP, username, etc) are inserted into a MySQL DB. I'm looking for a way to generate a random, unique sessionid that PHP can make, store in the DB, insert into that cookie, and can also use to look up a user in the DB. So what's the best way to generate a random, unique session ID with PHP??

Gamefreak Wed 4th Dec '02, 4:47pm

use the function uniqid(val$)

the val$ can be blank, but if you put something in there it will have that val$ in the id. After you do that, then put the result through md5(), it will give you good session ids.

Scott MacVicar Wed 4th Dec '02, 8:19pm

Originally posted by Lorddraco98
I'm working on building a user object for a website I'm working on. In the user object, userid and sessionid must be stored into a cookie and then sent to the user. The userid and sessionid along with info about the user(IP, username, etc) are inserted into a MySQL DB. I'm looking for a way to generate a random, unique sessionid that PHP can make, store in the DB, insert into that cookie, and can also use to look up a user in the DB. So what's the best way to generate a random, unique session ID with PHP?? just try and shove as much random stuff into md5, I use the following

```
md5(uniqid(microtime()) . $_SERVER['REMOTE_ADDR'] . $_SERVER['HTTP_USER_AGENT']);
```

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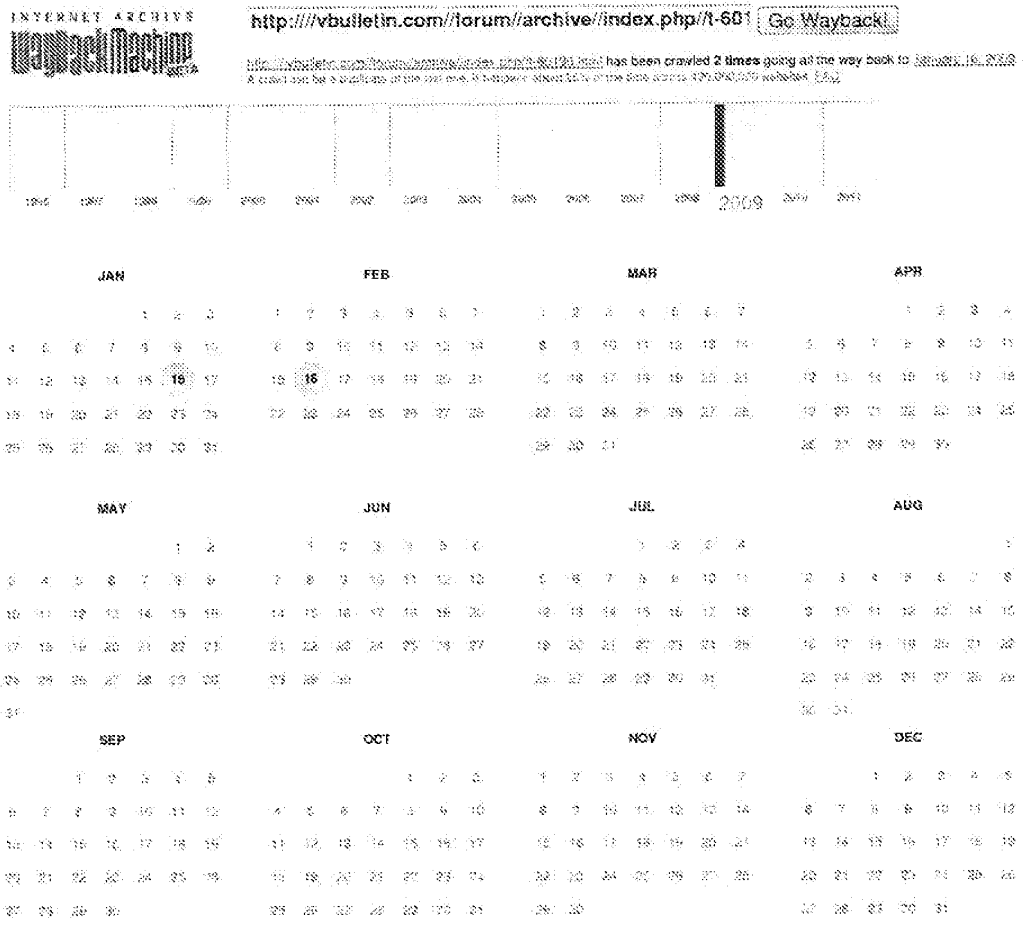

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/245,001	09/26/2011	David Strober	30160-0002002	4575

26211 7590 12/08/2011
FISH & RICHARDSON P.C. (NY)
P.O. BOX 1022
MINNEAPOLIS, MN 55440-1022

EXAMINER	
HEFFINGTON, JOHN M	
ART UNIT	PAPER NUMBER
2172	

NOTIFICATION DATE	DELIVERY MODE
12/08/2011	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):

PATDOCTC@fr.com

Office Action Summary	Application No.	Applicant(s)	
	13/245,001	STROBER, DAVID	
	Examiner	Art Unit	
	JOHN HEFFINGTON	2172	

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

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

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

Status

1)☒ Responsive to communication(s) filed on *26 September 2011*.

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

3)☐ 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.

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

Disposition of Claims

5)☒ Claim(s) *1-27* is/are pending in the application.

5a) Of the above claim(s) _____ is/are withdrawn from consideration.

6)☐ Claim(s) _____ is/are allowed.

7)☒ Claim(s) *1-27* is/are rejected.

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

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

Application Papers

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

11)☒ The drawing(s) filed on *26 September 2011* is/are: a)☒ accepted or b)☐ objected to by the Examiner.

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

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

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

Priority under 35 U.S.C. § 119

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

a)☐ All b)☐ Some * c)☐ None of:

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

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

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

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

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date *9/26/11*.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

This action is in response to the original filing dated 26 September 2011. Claims 1-27 are pending and have been considered below.

Claim Rejections - 35 USC § 101

1. 35 U.S.C. 101 reads as follows:

> Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

Claims 12-21 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter. Claims 12-21 are drawn to a system. The claimed system does not exclude a system composed entirely of software. Software per se is none of a process, machine, manufacture or composition of matter, and, therefore is not a statutory category of invention.

Claim Rejections - 35 USC § 102

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

3. Claims 1-10, 12-26 are rejected under 35 U.S.C. 102(e) as being anticiptated by Schwartz et al. (US 2011/00600998 A1).

ALTICE EXHIBIT 1172
Page 105 of 479

Claim 1. Schwartz discloses a machine-implemented method of controlling presentation of video content on a display device, the method comprising:

a. receiving, in a server system, one or more signals from a personal computing device, the one or more signals specifying a video file to be acted upon and identifying a media player for playing the video content (paragraph 0095 [In an embodiment, the application 10 may be a self-contained software application for a personal computer, a laptop personal computer, a PDA, a mobile phone and/or another computing device which is capable of running software applications.], paragraph 0097 [The media content may be and/or may have image content, audio content, video content and/or the like.], paragraph 0114 [The application 10 may have a media server component 100 which may transfer the media content to one or more of the media destinations 21,22,23 in the network 20.], paragraph 0137 [The media server component 100 may receive request messages from the target rendering device which may request the transcoded, reformatted and/or repurposed internet media content. The request messages from the target rendering device may request specific portions of the transcoded, reformatted and/or repurposed internet media content.], paragraph 0156 [The media capabilities

ALTICE EXHIBIT 1172
Page 106 of 479

of the media library may specify the media which is compatible with the associated media player and/or which is appropriate for use with the associated media management application.]),

b. the one or more signals further including a command for controlling the presentation of the video content on the display device (paragraph 0137 [The media server component 100 may receive request messages from the target rendering device which may request the transcoded, reformatted and/or repurposed internet media content. The request messages from the target rendering device may request specific portions of the transcoded, reformatted and/or repurposed internet media content.]),

c. converting, by the server system, the command into corresponding programming code used by the display device to control the media player (paragraph 0122 [As a result, the one or more media content objects may be requested, may be retrieved, may be transcoded, may be reformatted, and/or may be repurposed for transfer to the portable media playback device.]); and

d. storing, in a database associated with the server system, a message for transmission to or retrieval by the display device (paragraph 0156 [One or more of the media destinations may be, for example, a media library, a local media server and/or a media storage device

ALTICE EXHIBIT 1172
Page 107 of 479

to which the media content object may be downloaded, copied and/or stored. The media library may be associated with a media player and/or a media management application. The media capabilities of the media library may specify the media which is compatible with the associated media player and/or which is appropriate for use with the associated media management application.]), wherein

e. the message specifies the video file to be acted upon, identifies the media player for playing the video content (paragraph 0156 [One or more of the media destinations may be, for example, a media library, a local media server and/or a media storage device to which the media content object may be downloaded, copied and/or stored. The media library may be associated with a media player and/or a media management application. The media capabilities of the media library may specify the media which is compatible with the associated media player and/or which is appropriate for use with the associated media management application.]), and

f. includes the corresponding programming code used by the display device to control the media player in accordance with the command (paragraph 0122 [As a result, the one or more media content objects may be requested, may be retrieved, may be transcoded, may be

ALTICE EXHIBIT 1172
Page 108 of 479

reformatted, and/or may be repurposed for transfer to the portable media playback device.], paragraph 0271 [As generally shown at step 725, the application 10 may determine a subset of the identified media content objects which may be suitable for transmittal to and/or rendering by the selected media destination. For example, the application 10 may use user preferences, user input, properties of the identified media content objects and/or the media capabilities of the media destinations to determine the subset of the identified media content objects which may be suitable for transmittal to and/or rendering by the selected media destination.]).

Claim 2. Schwartz discloses the method of claim 1 and Schwartz further discloses:

a. checking, in the server system, the identity of the media player identified in the one or more signals from the personal computing device paragraph 0156 [The media capabilities of the media library may specify the media which is compatible with the associated media player and/or which is appropriate for use with the associated media management application.]);
b. loading an appropriate set of protocols or application programming interfaces from a library based on the identity of the media player (paragraph 0120 [The

ALTICE EXHIBIT 1172
Page 109 of 479

DDC component 110 may exchange protocol messages with the portable media playback devices to determine the capabilities of the portable media playback devices and/or other properties of the portable media playback devices.]); and

c. converting the command from the personal computing device into a corresponding JavaScript code used by the display device to control the media player (paragraph 0141 [The scripts and/or the active objects may include, for example, JavaScript,]).

Claim 3. Schwartz discloses the method of claim 1 and Schwartz further discloses converting the command into corresponding programming code used by the display device to control the media player includes using information in a look-up table (paragraph 0116 [The DDC component 110 may consult additional sources, such as, for example, a capabilities database to determine the capabilities and/or the additional capabilities of the available rendering devices.]).

Claim 4. Schwartz discloses the method of claim 3 and Schwartz further discloses the command contained in the one or more signals from the personal computing device is in

ALTICE EXHIBIT 1172
Page 110 of 479

the form of a universal command (paragraph 0122 [As a result, the one or more media content objects may be requested, may be retrieved, may be transcoded, may be reformatted, and/or may be repurposed for transfer to the portable media playback device.]), and wherein the look-up table stores a plurality of specific commands, each of which represents, respectively, a corresponding command for a particular media player (paragraph 0116 [The DDC component 110 may consult additional sources, such as, for example, a capabilities database to determine the capabilities and/or the additional capabilities of the available rendering devices.]).

Claim 5. Schwartz discloses the method of claim 1 and Schwartz further discloses the command contained in the one or more signals from the personal computing device is in the form of a universal command (paragraph 0122 [As a result, the one or more media content objects may be requested, may be retrieved, may be transcoded, may be reformatted, and/or may be repurposed for transfer to the portable media playback device.]), and wherein converting the command includes selecting from among a plurality of specific commands, each of which represents, respectively, a corresponding command for a particular media player (paragraph 0116 [The DDC component 110 may consult additional sources, such as, for example, a capabilities

ALTICE EXHIBIT 1172
Page 111 of 479

database to determine the capabilities and/or the additional capabilities of the available rendering devices.]).

Claim 6. Schwartz discloses the method of claim 1 and Schwartz further discloses the universal command represents an instruction to play the video content, to stop playing the video content or to pause playing the video content (paragraph 0119 [The rendering control instructions may correspond to the playback controls, such as, for example, "Play," "Pause," "Stop," "Rewind," "Fast Forward," "Seek to a specific time," "Volume Up," "Volume Down," "Skip to the next media content object," "Skip to the previous media content object", "Jump to a specified media content object," and/or other playback controls known to one having ordinary skill in the art.]).

Claim 7. Schwartz discloses the method of claim 1 and Schwartz further discloses the video content is an interactive video game (paragraph 0100 [The media destinations 21,22,23 may be, for example, available rendering devices to which media content may be sent; ... a portable gaming device]).

Claim 8. Schwartz discloses the method of claim 1 and Schwartz further discloses the video content is streaming media (paragraph 0097 [The media content may be

ALTICE EXHIBIT 1172
Page 112 of 479

and/or may have image content, audio content, video content and/or the like. … The media content sites may provide the media content to the application 10 using well-known internet delivery protocols, such as, for example, Hypertext Transfer Protocol ("HTTP"), Real Time Streaming Protocol ("RTSP"),]).

Claim 9. Schwartz discloses the method of claim 1 and Schwartz further discloses: receiving, in the server system, a code from the personal computing device, wherein the code is uniquely associated with the display device on which the video content is to be played (paragraph 0156 [The media capabilities of the media library may specify the media which is compatible with the associated media player and/or which is appropriate for use with the associated media management application.]); and storing in the server system a record establishing a connection between the personal computing device and the display device based on the code (paragraph 0036 [In an embodiment, the method has the step of displaying a visual representation for each of a plurality of rendering devices connected to the network wherein the terminal concurrently displays the first webpage, the first set of symbolic representations and the visual representation for each of the plurality of rendering devices.]).

ALTICE EXHIBIT 1172
Page 113 of 479

Claim 10. Schwartz discloses the method of claim 9 and Schwartz further discloses the code is different from an IP address associated with the display device and is different from a MAC address associated with the display device (paragraph 0120 [The DDC component 110 may exchange protocol messages with the portable media playback devices to determine the capabilities of the portable media playback devices and/or other properties of the portable media playback devices. The other properties may be, for example, a manufacturer name, a model number, a description, a graphic representation, and/or like properties of the portable media playback devices.]).

Claim 12 discloses a system for controlling playing of video content on a display device similar to the machine-implemented method of claim 1 and is rejected with the same rational. Schwartz further discloses a first database storing a relationship between a personal computing device and the display device (paragraph 0116 [devices. The DDC component 110 may consult additional sources, such as, for example, a capabilities database to determine the capabilities and/or the additional capabilities of the available rendering devices.], paragraph 0156 [The media capabilities of the media library may specify the media which is compatible with the associated media player and/or which is appropriate for use with

ALTICE EXHIBIT 1172
Page 114 of 479

the associated media management application.]). Claims 13, 14, 15, 17, 18, 19, 20, 21 are similarly rejected with the same rational as claims 2, 4, 5, 6, 7, 8, 9, 10.

Claim 16. Schwartz discloses the system of claim 15 and Schwartz further discloses the server system is operable to convert the universal command by selecting from among the plurality of specific commands stored in the look-up table (paragraph 0116 [The DDC component 110 may consult additional sources, such as, for example, a capabilities database to determine the capabilities and/or the additional capabilities of the available rendering devices.], paragraph 0119 [The rendering control instructions may correspond to the playback controls, such as, for example, "Play," "Pause," "Stop," "Rewind," "Fast Forward," "Seek to a specific time," "Volume Up," "Volume Down," "Skip to the next media content object," "Skip to the previous media content object", "Jump to a specified media content object," and/or other playback controls known to one having ordinary skill in the art.], paragraph 0122 [As a result, the one or more media content objects may be requested, may be retrieved, may be transcoded, may be reformatted, and/or may be repurposed for transfer to the portable media playback device.]).

ALTICE EXHIBIT 1172
Page 115 of 479

Claim 23. Schwartz discloses an automated machine-implemented method of presenting video content on a display device, the method comprising:

a. retrieving, by the display device, first information that specifies a first video file to be acted upon, that identifies a first media player for playing the first video file, and that indicates corresponding programming code used by the display device to control the first media player in accordance with a first command (paragraph 0095 [In an embodiment, the application 10 may be a self-contained software application for a personal computer, a laptop personal computer, a PDA, a mobile phone and/or another computing device which is capable of running software applications.], paragraph 0097 [The media content may be and/or may have image content, audio content, video content and/or the like.], paragraph 0114 [The application 10 may have a media server component 100 which may transfer the media content to one or more of the media destinations 21,22,23 in the network 20.], paragraph 0122 [As a result, the one or more media content objects may be requested, may be retrieved, may be transcoded, may be reformatted, and/or may be repurposed for transfer to the portable media playback device.], paragraph 0137 [The media server component 100 may receive request messages from the target rendering device which may request the transcoded, reformatted and/or

ALTICE EXHIBIT 1172
Page 116 of 479

repurposed internet media content. The request messages from the target rendering device may request specific portions of the transcoded, reformatted and/or repurposed internet media content.], paragraph 0156 [The media capabilities of the media library may specify the media which is compatible with the associated media player and/or which is appropriate for use with the associated media management application.]);

b. obtaining, by the display device, over the Internet the first media player for playing the first video file, loading the first media player in the display device (paragraph 0004 [Some media content types may require the user to obtain and/or install an associated media player application and/or a plug-in program, but typically the associated media player application and/or the plug-in program are also available at no cost to the user. Thus, media content sites provide the user with a convenient means to access internet media content and to use the internet media content within the webpages provided by the websites.]);

c. executing the first command with respect to the first video file using the first media player (paragraph 0122 [As a result, the one or more media content objects may be requested, may be retrieved, may be

ALTICE EXHIBIT 1172
Page 117 of 479

transcoded, may be reformatted, and/or may be repurposed for transfer to the portable media playback device.]);

d. subsequently retrieving, by the display device, second information that specifies a second video file to be acted upon, that identifies a second media player for playing the second video file, and that indicates corresponding programming code used by the display device to control the second media player in accordance with a second command; obtaining, by the display device, over the Internet the second media player for playing the second video file; loading the second media player in the display device; and executing the second command with respect to the second video file using the second media player (paragraph 0204 [The controls presented in the workspace area may enable the user 40 to save the playlist, play and/or listen to music associated with the playlist using the device which hosts the application 10, and/or redirect the music associated with the playlist to a rendering device in the home network.], paragraph 0234 [FIG. 10 generally illustrates the symbolic representations 315 for the identified media content objects of webpage tabs 360 in an embodiment of the present invention. The symbolic representations 315 for the identified media content objects of the webpage tabs 360 may be displayed in the workspace area 325. As known to one having ordinary skill in the art, the webpage tabs 360 may

ALTICE EXHIBIT 1172
Page 118 of 479

enable the webpages corresponding to the webpage tabs 360 to be open simultaneously in the user interface 300.]).

Claim 24. Schwartz discloses the method of claim 23 and Schwartz further discloses the display device comprises a television set with a display screen (paragraph 0024 [The home network may have various rendering devices, such as, for example, networked stereos, televisions,]).

Claim 25. Schwartz discloses the method of claim 23 and Schwartz further discloses the display device comprises a laptop or personal computer (paragraph 0024 [The home network may have various rendering devices, such as, for example, networked stereos, televisions, personal computers,]).

Claim 26. Schwartz discloses the method of claim 23 and Schwartz further discloses each of the first and second commands represents an instruction to play the respective video file, to stop playing the respective video file or to pause playing the respective video file (paragraph 0119 [The rendering control instructions may correspond to the playback controls, such as, for example, "Play," "Pause," "Stop," "Rewind," "Fast Forward," "Seek to a specific time," "Volume Up," "Volume Down," "Skip to the next media content object," "Skip to the previous media content object", "Jump to a specified media content object," and/or

ALTICE EXHIBIT 1172
Page 119 of 479

other playback controls known to one having ordinary skill in the art.]).

Claim Rejections - 35 USC § 103

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

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

5. Claims 11, 22 are rejected under 35 U.S.C. 103(a) as being unpatentable over Schwartz et al. (US 2011/00600998 A1) in view of www.vbulletin.com (Best way to generate Random, Unique Session ID's), hereinafter referred to as vbulletin.

Claim 11. Schwartz discloses the method of claim 9 and Schwartz further discloses "In an embodiment, the method has the step of displaying page selection controls which indicate that multiple webpages are available in a current web browsing session wherein the page selection controls enable the user to select any of the multiple webpages for display and further wherein one or more of the symbolic representations depict additional media content objects associated with a second webpage which is one of the multiple webpages wherein the second webpage is a different webpage than the first webpage." (paragraph 0064). Schwartz does not disclose assigning a

ALTICE EXHIBIT 1172
Page 120 of 479

randomly generated code to the display device each time the display device connects to the server system, as disclosed in the claims. However, in the same field of invention, vbulletin discloses “Best way to generate Random, Unique Session ID’s” (title). Therefore, considering the teachings of Schwartz and vbullettin, it would have been obvious to one having ordinary skill in the art at the time of the invention to add assigning a randomly generated code to the display device each time the display device connects to the server system to the teachings of Schwartz. One would have been motivated to add assigning a randomly generated code to the display device each time the display device connects to the server system to the teachings of Schwartz to ensure that each user is assigned a unique session ID such that there is no conflicting user sessions from different users.

Claim 22 discloses a system for controlling playing of video content on a display device similar to the machine-implemented method of claim 11 and is rejected with the same rational.

6. Claim 27 is rejected under 35 U.S.C. 103(a) as being unpatentable over Schwartz et al. (US 2011/00600998 A1).

Claim 27. Schwartz discloses the method of claim 23, but Schwartz does not disclose the display device checks whether the respective media player needed to play the particular video file already is loaded in the display device before obtaining a copy of the

ALTICE EXHIBIT 1172
Page 121 of 479

media player over the Internet, as disclosed in the claims. However, Schwartz discloses "Some media content types may require the user to obtain and/or install an associated media player application and/or a plug-in program, but typically the associated media player application and/or the plug-in program are also available at no cost to the user. Thus, media content sites provide the user with a convenient means to access internet media content and to use the internet media content within the webpages provided by the websites." (paragraph 0004), "The internal list may include portable media playback devices which are not currently connected to and/or available to the application 10. For example, the internal list may include portable media playback devices which have previously been connected to the application 10, which have been configured by the user 40, and/or which are otherwise known to the application 10." (paragraph 0121). Therefore, considering the teachings of Schwartz, it would have been obvious to one having ordinary skill in the art at the time of the invention to add the display device checks whether the respective media player needed to play the particular video file already is loaded in the display device before obtaining a copy of the media player over the Internet to the teachings of Schwartz. One would have been motivated to add the display device checks whether the respective media player needed to play the particular video file already is loaded in the display device before obtaining a copy of the media

ALTICE EXHIBIT 1172
Page 122 of 479

player over the Internet to the teachings of Schwartz in order to provide users with a convenient means to access internet media content.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to JOHN HEFFINGTON whose telephone number is (571)270-1696. The examiner can normally be reached on 8:30 am to 5:30 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Boris M. Pesin can be reached on 571-272-4070. 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). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

JMH
11/20/11
/Boris Pesin/

ALTICE EXHIBIT 1172
Page 123 of 479

Supervisory Patent Examiner, Art Unit 2172

ALTICE EXHIBIT 1172
Page 124 of 479

Notice of References Cited	Application/Control No. 13/245,001	Applicant(s)/Patent Under Reexamination STROBER, DAVID	
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	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Ask Search Internet Search, session identifier random
	V	Webopedia computer dictionary, session cookie
	W	Webopedia computer dictionary, web identifier
	X	Webopedia computer dictionary, user session

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
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Notice of References Cited	Application/Control No. 13/245,001	Applicant(s)/Patent Under Reexamination STROBER, DAVID	
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Information Disclosure Statement by Applicant (Use several sheets if necessary)	Applicant David Strober	
(37 CFR §1.98(b))	Filing Date September 26, 2011	Group Art Unit

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ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /J.H./

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PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE

CROSS-REFERENCE TO RELATED APPLICATION(S)

This application is a continuation of U.S. Application No. 13/157,821, filed on June 10, 2011, which in turn claims the benefit of priority of U.S. Provisional Patent Application No. 61/477,998, filed on April 21, 2011.

BACKGROUND

This disclosure relates to play control of content on a display device. Such display devices include, for example, television displays used by consumers in their home for viewing videos and other media that are either provided from the Web or previously stored. In particular, the disclosure relates to the creation, storage, manipulation and access of media playlists used in conjunction with display devices and control of the display devices.

Web media often is played on computers rather than television displays. Although it is known to connect a computer to a television set in order to watch Web media, it is difficult to control such a system within the typical scenario for television watching where the viewer is positioned some distance from the television. Furthermore, although a wireless device can enable the user to control the television from a distance, it can be difficult to view a web browser display on the television set and may interfere with normal television program viewing by other persons.

Given the desire to watch various World Wide Web media on a family's primary television set, and to control this operation from the comfort of one's couch, there is a need to operate a television set or other display remotely from a personal computing device, such as a mobile phone. It also is desirable to allow a user to perform a general Web search to locate and capture Web media, and to control a television or other display remotely using the personal computing device.

SUMMARY

Various aspects of the invention are set forth in the claims.

For example, according to one aspect, a system for presenting and controlling content on a display device includes a network, a server system coupled to the network and comprising one or more servers, a display device coupled to the network and having a display, and a personal computing device operable to transmit a first message according to a specified format over the network to the server system. The server system stores an association between the personal computing device and the display device. The first message identifies user-selected content and a media player to play the content. The server system is operable, in response to receiving the first message from the personal computing device, to provide to the display device a second message identifying the user-selected content and the media player to play the content. In response to receiving the second message, the display device is operable to obtain a first media player needed to play the content, to load the media player and to present the content on the display.

In some implementations, the display device is operable, in response to receiving the second message, to obtain the first media player from the content provider only if the first media player is not already loaded in the display device.

In some implementations, the personal computing device is operable to transmit a message according to a specified format over the network to the server system. The message can include a command for controlling playing of the content on the display device. The server system is operable, in response to receiving the message, to convert the command into a corresponding command recognizable by the media player if the command received from the personal computing device is not recognizable by the media player. The server system is operable to provide to the display device a message that includes the corresponding command, and the display device is operable, in response to receiving the message from the server system, to execute the command.

In some implementations, the personal computing device is, for example, a mobile phone, and the display device is a television set. Other personal computing devices or display devices can be used in other implementations. The network can include, for example, the Internet.

In some implementations, the server system stores a look-up table that includes a synchronization code uniquely associated with the display device. A message from the personal computing device can include the synchronization code, and in response to

receiving the message from personal computing device, the server system can use the synchronization code and the look-up table to identify the display device on which the content is to be played. The synchronization code can be different from an IP address associated with the display device and/or a media access control address associated with the display device.

In various implementations, the system can facilitate allowing a personal computing device to be used to select different content to be played on a remote display even if different media players are required to present the different content. The system also can allow the user to control how the content is displayed on the display device using the personal computing device. For example, user-initiated play commands can be passed from the user's personal computing device, through the server system, to the display device.

Other aspects, features and advantages will be apparent from the following detailed description, the accompanying drawings, and the claims.

BRIEF DECSRIPTION OF THE DRAWINGS

FIG. 1 is a block diagram illustrating an example of a system according to the invention.

FIG. 2 illustrates various details of the flow of information and signals according to some implementations.

FIG. 3 illustrates an example of a transmission code incorporated into a message from a personal computing device.

FIG. 4 illustrates an example of a look-up table that forms part of a server system.

FIG. 5 illustrates an example of entries in a universal API adapter.

FIG. 6 is a flow chart showing steps for display device to load a video player and video.

FIG. 7A illustrates an example of a display device including a synchronization code.

FIG. 7B illustrates an example of a synchronization code look-up table.

FIGS. 8-13 illustrate examples of various scenarios in which the invention can be used.

FIGS. 14A through 14E illustrate examples of display screens that may appear on a user's personal computing device in accordance with the invention.

FIG. 15 illustrates further information that can be stored in the look-up table in the server system.

DETAILED DESCRIPTION

As shown in FIG. 1, a system 10 facilitates synchronizing a connection between two or more devices 20, 22 connected to the Internet 21 or other computer network. The connection is designed to be made by a first device (e.g., a personal computing device) 20 that acts as a controller and a second device (e.g., a television set 22 with a display 23) that acts as a receiver to play content selected by a user of the first device and to respond to commands that originate at the personal computing device. The personal computing device 20 is operable to display an application or web site that contains information and links to content providers 30 on the Internet 21. The television set 22 is operable to link back to a server system 24 from which the television set receives commands. When a user makes a selection using the personal computing device 20 for particular content to be displayed on the television display 23, a signal is sent through the Internet (or other network) 21 to the server system 24. A corresponding command signal then is passed along to the connected television set 22, which acts on a transmission code contained within the signal and performs specified commands. For example, in some scenarios, the command instructs the television set 22 to access a content provider 30 through the Internet 21, load a specific media player, load the media player-specific content (e.g., a video) and play the content on the television display 23. The user can use the personal computing device 20 to control how the content is played on the television display 23. The user may subsequently visit the same or another Web site using the personal computing device 20 to select different content (e.g., a second video) to be played on the television display 23. In that case, another signal would be sent through the server system 24 to the television set 22. A transmission code associated with this command signal instructs the television set 22 to load a new media player (if needed) over the Internet and to load the specified video file to be played on the display 23. Thus, the system 10 allows a personal computing device 20 to be used to select different content to

be played on a remote display 23 even if different media players are required for the different content. The user also can control how the content is displayed (e.g., play, pause, stop, rewind, fast forward, etc.) on the display 23 using the personal computing device 20. The user-initiated play commands are passed from the user's personal computing device 20, through the server system 24, to the television set 22.

Although the following detailed discussion describes videos as an example of the type of content to be played on the display 23, the system 10 can be used for other types of content as well. Thus, depending on the implementation, the content may include one or more of the following: video, audio, interactive video game, streaming media, multimedia, images, slides (e.g., a PowerPoint presentation) or other types of dynamic content. Furthermore, in the following discussion, it is assumed that the personal computing device 20 is a mobile phone that includes a display, an internal microprocessor or other processing circuitry, a keypad, keyboard, touchscreen, mouse, trackball, or other device to receive user selections and other input, and a transceiver to establish communications to the Internet 21 or other communications networks. More generally, however, the personal computing device 20 can be any type of handheld or other Internet-enabled personal computing device, including personal computers, e-books, kiosks, tablets, smart phones, media players, and motion and touch sensory interfaces. In some cases, input from the user can be received in forms other than tactile input (e.g., acoustic or speech).

FIG. 2 illustrates further details of the flow of information and signals according to some implementations. The personal computing device (e.g., mobile phone) 20 is operable to display an application or web site that contains information and links to content providers 30 on the Internet 21. The user operates the mobile phone 20 so as to start the application or access the web site (block 100). In some implementations, a logo appears on the mobile phone's display. By selecting the logo, the user causes a menu to expand and present various options. The options can include, for example: (i) add new content to a playlist, (ii) play a listed item on a secondary device, (iii) play a listed item on the mobile phone 20. If the user selects to add new content to the playlist, the user is presented with a screen that allows him to enter user-defined search parameters or o select predefined search parameters to request video data. The search parameters are sent

from the mobile phone 20 as part of a request for video data that satisfy the search parameters (block 102). The request is transmitted via the Internet 21 and through the server system 24 to the appropriate content provider web site. In response, the content provider 30 provides metadata (e.g., titles, links to the videos) for one or more video files that satisfy the search parameters (block 104). The metadata can be provided to the mobile phone 20, for example, in the form of an XML data file. Upon receiving the data file, the mobile phone 20 displays a list of one or more videos based on the information received from the content provider 30 (block 106).

If desired, the user can take one of several actions, including selecting one of the videos from the displayed list to be played on the television display 23 or initiating a command with respect to a video that already has been loaded to the television set 22 (block 108). The mobile phone 20 then formats and transmits a message to the server system 24 (block 110). The message from the mobile phone 20 contains a transmission code that includes data regarding the user information (e.g., user identification or account number), the secondary display it wants to connect to (e.g., television set 22 with display 23), the location and name of the media player for the selected video, the command (e.g., play, pause, rewind, etc.), and the video file to be acted upon. An example of the format of a transmission code from the mobile phone 20 to the server system 24 is illustrated in FIG. 3. Different formats and/or different information may be appropriate for other implementations.

The message from the mobile phone 20 is transmitted over the Internet 21 and is received by the server system 24 (block 112). Based on information in the message from the mobile phone 20, the server system 24 verifies that the user has an account (block 114), and the contents of the message, as well as the date and time of receipt of the message, are added to a personal computing device database 32 (block 116) which forms part of a switchboard 28. In general, all messages from a particular user's personal computing device 20 are stored in the database 32 corresponding to an account for the particular user. Thus, the database 32 stores a record of all messages received from a user's personal computing device 20, as well as the user's identification, an indication of the target device 22, an identification of the media player that is required for the selected video, and an identification of the selected video.

The switchboard 28 also includes a look-up table 34 that stores a correspondence between a particular personal computing device (such as mobile phone 20) and target devices (e.g., the television set 22) to which the user command is directed. An example of the look-up table 28 is illustrated in FIG. 4. In this example, it is assumed that, at most, a single connection is established at any given time between a particular mobile phone and a display device. However, as explained below, other scenarios are also possible to establish group connections (e.g., multiple mobile phones connected to the same display device). The server system 24 performs a target verification (block 118), which includes checking whether a connection to a particular display device already is established for the mobile phone 20 and, if so, checking the identification of the display device. During the target verification, if the look-up table indicates that there is no connection established between the mobile phone 20 and a particular display device, then the server system 24 sends a message to the mobile phone 20 to prompt the user to identify the device on which the video is to be displayed.

A user can identify the device on which the video is to be displayed in one of several ways, depending on the implementation. In some implementations, the user can select the display device from a list of devices displayed on the mobile phone 20. The list can include a field populated with names or identifications of display devices that previously have been initialized for connection. Alternatively, the user can select the display device by entering a synchronization code uniquely associated with the particular display device. As illustrated in FIG. 7A, the synchronization code 48 can be displayed, for example, on a splash page of the display device as text on the screen or as an image such as a QR code and can be entered into the mobile phone 20, for example, manually by the user or by scanning the code into the mobile phone. The code can be scanned, for example, using optical scanning or RFID techniques. Preferably, the synchronization code is different from the IP address associated with the device 22. The IP address also can be different from the media access control (MAC) address associated with the device 22. For example, in some implementations, the synchronization code is generated randomly and assigned to the display device 22 each time it connects to the server system 24. Thus, a particular display device 22 may have an IP address, a MAC address, a web or browser cookie, and a synchronization code ("sync code") assigned to it at any given

time. This information can be stored, for example, in a look-up table in the server system 24. An example of entries in such a look-up table are illustrated in FIG. 7B.

Once the synchronization code is entered into, or captured by, the mobile phone 20, it is sent from the mobile phone 20 to the server system 24, which stores the information in the look-up table 36 so as to establish a connection between the mobile phone 20 and the display device 22 through the server system 24.

Once a connection is established between the mobile phone 20 and the display device 22, signals sent from the mobile device 20 to its associated database 32 are copied to a database 34 associated with the target device (e.g., television set 24) based on the correspondence between the mobile device and the target device listed in the look-up table 36 (block 122). Thus, the database 32 entries associated with a particular display device (e.g., television set 24) provide a record of the messages received for that display device, as well as an indication of the identification of the device that sent each message, an indication of the media player required to play the video, and an indication of the selected video.

In the illustrated implementation, the command in the transmission code (see FIG. 3) contains a JavaScript reference to control the media player needed to play the selected video. Various types of video players may use different JavaScript commands to control their respective playback. Therefore, in the illustrated implementation, a universal adapter 26 is provided to interpret and convert a standard or universal command (e.g., play, pause, etc.) into the specific command recognized by the media player. Each time a signal is received from the mobile device 20, the API adapter 26 checks and identifies the specific media player that is being requested. Based on this information, the system loads the appropriate set of protocols or application programming interfaces (APIs) from its library and converts the incoming commands from the mobile device 20 into the correct JavaScript (or other programming) code used by the target device 22 to control the specific player (block 120). The server system 24 then copies the converted version of the message to the database 34 associated with the target device 22, as indicated above in connection with block 122.

The universal adapter 26 can be implemented, for example, as a look-up table. Examples of entries in such a look-up table are illustrated in FIG. 5. Thus, for a universal

command "New Video," the universal adapter 26 provides the corresponding command for each of several specific media players (e.g., "yt_loadVideo" for YouTube). Similarly, for a universal command "Pause," the universal adapter 26 provides the corresponding command for each of several specific media players (e.g., "pauseVideo" for Ted.com). Other universal commands and the corresponding command(s) for one of more media players also can be stored by the universal adapter 26.

The display device 22 periodically checks the entries in the database 34 to determine if there are any new messages/commands directed to it (block 124). For example, in some implementations, the display device 22 polls the associated database 34 at some predetermined time interval. In some implementations, instead of the display device 22 periodically checking whether there are any messages for it in the database 34, the server system 24 can push the messages to the display device 22. In any event, the system is arranged so that the display device 22 receives the messages intended for it.

When the display device 22 receives a message from the server system 24 (block 126), the display device executes the message (block 128). In some cases, the media player required to play the video indicated in the message is not presently loaded in the display device 22. For example, the received command may be to "play" a particular video. As indicated by FIG. 6, if the media player needed to play the video is not already loaded in the display device 22, the display device 22 requests and obtains a copy of the appropriate media player 40 and a copy of the video file 42 from a content provider 30, loads the media player and then presents the video on the display 23 (FIG. 2, block 130). Likewise, as indicated by FIG. 6, if the appropriate media player already is loaded in the display device, but the particular video is not, then the display device 22 requests and obtains a copy of the video file 42 from the content provider 30 and proceeds to play the video. To allow the display device 22 to switch between different video players (i.e., to load and unload different video players), a software program can be stored on the display device and/or the web site to establish a secure connection back to the server system 24.

Once the video is playing on the display device 22, the user of the mobile phone 20 can control the playing of the video by entering appropriate commands (e.g., pause, fast forward, rewind, stop, play, etc.) through the mobile phone. Each command is incorporated into a message including a transmission code (FIG. 3) as described above.

The message is transmitted to the server system 24, which copies the message into database entries associated with the particular display device 22 (i.e., after performing any conversion of the command by the API adapter 26). Once the message is retrieved by or sent to the display device 22, the display device proceeds to execute the command.

The system and methods described here allow a user of a mobile phone or other personal computing device to create a playlist based on videos (or other types of content) from multiple sources and to play back each video using a single interface that can be used to control different media players.

As mentioned above, the system and methods described above also can be used with types of content other than video. In that case, different types of user-initiated commands may be available to control the content displayed on the display 23. For example, for interactive video games, the user-initiated commands can include control commands appropriate for the particular game.

Although the implementation of FIG. 1 illustrates the display device 22 as a television set with a display screen 23, other types of display devices can be used as well (e.g., a laptop or personal computer).

The systems and methods can be used in various scenarios to play back videos (or other content). Examples of several scenarios that can be implemented using the system described above are described in the following paragraphs. For example, a first scenario involves a single user's smartphone connecting to a single display device (FIG. 8). In this scenario, the user turns on, for example, her display device (e.g., personal computer with a display monitor), opens up a browser and accesses a website associated with the server system 24. The user then clicks on a link that launches the software program to establish a secure connection back to the server system 24. The software program opens a splash page (see FIG. 14A), and a sync-code is displayed on the monitor. The user then opens the appropriate application on her smartphone. In the smartphone application, the user accesses a "Connect" screen from which he can select one of several listed display devices (see FIG. 14B). Alternatively, the user can enter the sync-code displayed on the computer monitor (see FIG. 14B). The user then clicks on a SEND button which causes a message including the sync-code to be sent the server system 24. In response, the server system 24 establishes a connection between the user's smartphone and the selected

display device through a look-up table as described above with respect to FIG. 4. The user can use a search tool in the smartphone application to find a video. In response to the search, a list of videos satisfying the search appears on the smartphone (see FIG. 14C). When the user selects a video from the list displayed on the smartphone, the information is provided through the server system 24 to the personal computer. In some implementations, a pop-up window may appear on the smartphone listing one or more options for the user to take regarding the selected video. Such options can include, for example, play the video on the selected display device (e.g., the personal computer), play the video on the smartphone, or add the video to the playlist on the smartphone. If the user chooses to have the video played on the display device (e.g., the personal computer), the personal computer obtains a copy of the required video player and the selected video from an appropriate content provider over the Internet and begins to play the video on the monitor as described previously. In some implementations, a message is displayed on the user's smartphone indicating that the selected video is playing and providing additional information about the selected video (see FIG. 14D). The user can control playing of the video (e.g., pause, fast forward, rewind, play, etc.) from her smartphone.

A second scenario involves saving a selected video to a playlist on a single user's smartphone, and subsequently playing the video on a display device (FIG. 9). In this scenario, the user opens the appropriate application on his smartphone and searches for videos using the search tool displayed in the application. When a list of videos is displayed on the smartphone in response to the search request, the user selects one or more videos to add to his playlist. At that time, or at a later time, the user can connect to a display device through the server system 24. To do so, the user opens the playlist on his smartphone and selects a video. The information is provided through the server system 24 to the display device, which obtains a copy of the required video player and the selected video from an appropriate content provider over the Internet and begins to play the video. The user can control playing of the video (e.g., pause, fast forward, rewind, play, etc.) from his smartphone.

A third scenario involves multiple users' smartphones and a single display device (FIG. 10). For example, a user may want to share and watch videos with a group of friends watching together on a single display device. In this situation, the user can access

the application or web site to set up a group and serve as the moderator for the group. The user then can send out a request to other members of the group, or other users can send a request to the moderator to join the group. Users can search for other users based, for example, on username or from a contact list. The moderator then can select a user in the group to control the display device. FIG. 14E illustrates an example of a screen on the user's smartphone that allows the user to connect with other users to form a group and to select which member of the group controls the display device (e.g., by selecting a member of the group from the list "Me, Guest 1, Guest 2, . . ." near the top of the screen). Alternatively, the moderator can set it up so that control is passed to each member of the group in turn automatically, or so that the next turn can be determined by consensus of the entire group, via some form of voting. Regardless of who has control of the display device 22, each user in the group retains control of his own smartphone. The look-up table 36 in the server system 24 stores the connections established between the personal computing devices of the users in the group and the display device (see FIG. 15).

A fourth scenario involves one user's smartphone and multiple display devices (FIG. 11). In this example, a user opens the application on his smartphone to establish a connection to a first display device and then repeats the process for multiple display devices. A list of devices that the user's smartphone is connected to is displayed on the smartphone. The user can choose to control all devices simultaneously or one at a time. To do so, the user selects from the list the display device(s) he wants to control. The user then can search for videos using his smartphone. In response to the user selecting a particular video, the selected video is played on the selected display device(s).

A fifth scenario involves multiple users' smartphones and multiple connected display devices (FIG. 12). For example, a user may want to share and watch videos with a group of friends, who may be in different locations each of which has a separate display device. Each user establishes a connection from her smartphone to the display device where she is located. One of the users uses the application or web site to establish a group, with the user who establishes the group serving as the group moderator. The user can send out a request to other users to join the group or other users can send a request to the moderator to join the group. In some implementations, users can search for other users based on username or from a contact list. The moderator chooses which member of

the group has control of the display device. Alternatively, the moderator can set it up control is passed to each member of the group in turn automatically, or so that the next turn can be determined by consensus of the entire group, via some form of voting. The signal sent from the smartphone of the group member who has control is sent (via the server system 24) to all display devices within the group. Regardless of which group member has control of the display devices, each user retains control of her own smartphone. The look-up table 36 in the server system 24 stores the connections established between the personal computing devices of the users in the group and the display devices (see FIG. 15).

A sixth scenario involves sharing video links and a playlist (FIG. 13). For example, a user within a group can share a video playlist and video links via an Instant messaging system built-in to the application. Users also can post video links or a video playlist to third-party web sites (e.g., social networking sites). Other users can view the video link and playlist within the application. When a video from the list is selected, it plays on the selected device.

The system and methods can be used by a wide variety of users in addition to individual viewers. For example, companies that provide on-line video platforms that host videos for other individuals or companies can obtain useful advantages by integrating the platforms with the server system 24. Programming hooks can be created in the API so that the on-line video platform's media player can communicate with the server system 24. When media player commands for an on-line video platform are added to the system 24, the media player's API is placed in an API library and is stored in the API adapter 26. The on-line video platform can then offer customers the ability to add videos to their own mobile web sites that are enabled to operate with the server system 24.

The system and methods also can be used by content providers. For example, the content provider may want to deliver its media on-line. The content provider can use an on-line video platform that is enabled to operate with the server system 24. In some implementations, the content provider is allowed to add links to videos for that web site (i.e., mobile site or an application). The link facilitates synchronization to the secondary

device 22 (e.g., a television set) and allows the end-user to load and control the video on the secondary device.

As used in this disclosure, terms such as "first," "second," etc. with respect to the messages are used simply as labels to distinguish the various messages from one another. Such terms do not imply that there cannot be any other messages prior to the first message or that there cannot be other messages between the first and second messages.

Implementations of the subject matter and the operations described in this specification can include digital electronic circuitry, or in computer software, firmware, or hardware, including the structures disclosed in this specification and their structural equivalents, or in combinations of one or more of them. Implementations of the subject matter described in this specification can include one or more computer programs, i.e., one or more modules of computer program instructions, encoded on computer storage medium for execution by, or to control the operation of, data processing apparatus. Alternatively or in addition, the program instructions can be encoded on an artificially-generated propagated signal, e.g., a machine-generated electrical, optical, or electromagnetic signal that is generated to encode information for transmission to suitable receiver apparatus for execution by a data processing apparatus. A computer storage medium can be, or can be included in, a computer-readable storage device, a computer-readable storage substrate, a random or serial access memory array or device, or a combination of one or more of them. Moreover, while a computer storage medium is not a propagated signal, a computer storage medium can be a source or destination of computer program instructions encoded in an artificially-generated propagated signal. The computer storage medium can also be, or be included in, one or more separate physical components or media (e.g., multiple CDs, disks, or other storage devices).

The operations described in this specification can include operations performed by a data processing apparatus on data stored on one or more computer-readable storage devices or received from other sources. The term "data processing apparatus" encompasses all kinds of apparatus, devices, and machines for processing data, including by way of example a programmable processor, a computer, a system on a chip, or multiple ones, or combinations, of the foregoing. The apparatus and execution

environment can realize various different computing model infrastructures, such as web services, distributed computing and grid computing infrastructures.

A computer program (also known as a program, software, software application, script, or code) can be written in any form of programming language, including compiled or interpreted languages, declarative or procedural languages, and it can be deployed in any form, including as a stand-alone program or as a module, component, subroutine, object, or other unit suitable for use in a computing environment. A computer program may, but need not, correspond to a file in a file system. A program can be stored in a portion of a file that holds other programs or data (e.g., one or more scripts stored in a markup language document), in a single file dedicated to the program in question, or in multiple coordinated files (e.g., files that store one or more modules, sub-programs, or portions of code). A computer program can be deployed to be executed on one computer or on multiple computers that are located at one site or distributed across multiple sites and interconnected by a communication network.

Processors suitable for the execution of a computer program include, by way of example, both general and special purpose microprocessors, and any one or more processors of any kind of digital computer. Generally, a processor will receive instructions and data from a read-only memory or a random access memory or both. Elements of a computer include a processor for performing actions in accordance with instructions and one or more memory devices for storing instructions and data.

Generally, a computer will also include, or be operatively coupled to receive data from or transfer data to, or both, one or more mass storage devices for storing data, e.g., magnetic, magneto-optical disks, or optical disks. However, a computer need not have such devices. Moreover, a computer can be embedded in another device, e.g., a mobile telephone, a personal digital assistant (PDA), a mobile, audio or video player, a game console, a Global Positioning System (GPS) receiver, or a portable storage device (e.g., a universal serial bus (USB) flash drive), to name just a few. Devices suitable for storing computer program instructions and data include all forms of non-volatile memory, media and memory devices, including by way of example semiconductor memory devices, e.g., EPROM, EEPROM, and flash memory devices; magnetic disks, e.g., internal hard disks or removable disks; magneto-optical disks; and CD-ROM and DVD-ROM disks. The

processor and the memory can be supplemented by, or incorporated in, special purpose logic circuitry.

Although this specification contains many specific implementation details, these should not be construed as limitations on the scope of any inventions or of what may be claimed, but rather as descriptions of features specific to particular implementations of particular inventions. Certain features that are described in this specification in the context of separate implementations can also be implemented in combination in a single implementation. Conversely, various features that are described in the context of a single implementation can also be implemented in multiple implementations separately or in any suitable subcombination. Moreover, although features may be described above as acting in certain combinations and even initially claimed as such, one or more features from a claimed combination can in some cases be excised from the combination, and the claimed combination may be directed to a subcombination or variation of a subcombination.

Similarly, while operations are depicted in the drawings in a particular order, this should not be understood as requiring that such operations be performed in the particular order shown or in sequential order, or that all illustrated operations be performed, to achieve desirable results. In certain circumstances, multitasking and parallel processing may be advantageous. Moreover, the separation of various system components in the implementations described herein and the attachments hereto should not be understood as requiring such separation in all implementations, and it should be understood that the described program components and systems can generally be integrated together in a single software product or packaged into multiple software products.

Thus, although particular implementations have been described, other implementations are within the scope of the claims.

What is claimed is:

1. A machine-implemented method of controlling presentation of video content on a display device, the method comprising:

receiving, in a server system, one or more signals from a personal computing device, the one or more signals specifying a video file to be acted upon and identifying a media player for playing the video content, the one or more signals further including a command for controlling the presentation of the video content on the display device,

converting, by the server system, the command into corresponding programming code used by the display device to control the media player; and

storing, in a database associated with the server system, a message for transmission to or retrieval by the display device, wherein the message specifies the video file to be acted upon, identifies the media player for playing the video content, and includes the corresponding programming code used by the display device to control the media player in accordance with the command.

2. The method of claim 1 including:

checking, in the server system, the identity of the media player identified in the one or more signals from the personal computing device;

loading an appropriate set of protocols or application programming interfaces from a library based on the identity of the media player; and

converting the command from the personal computing device into a corresponding JavaScript code used by the display device to control the media player.

3. The method of claim 1 wherein converting the command into corresponding programming code used by the display device to control the media player includes using information in a look-up table.

4. The method of claim 3 wherein the command contained in the one or more signals from the personal computing device is in the form of a universal command, and wherein the look-up table stores a plurality of specific commands, each of which represents, respectively, a corresponding command for a particular media player.

5. The method of claim 1 wherein the command contained in the one or more signals from the personal computing device is in the form of a universal command, and wherein converting the command includes selecting from among a plurality of specific commands, each of which represents, respectively, a corresponding command for a particular media player.

6. The method of claim 1 wherein the universal command represents an instruction to play the video content, to stop playing the video content or to pause playing the video content.

7. The method of claim 1 wherein the video content is an interactive video game.

8. The method of claim 1 wherein the video content is streaming media.

9. The method of claim 1 including:

receiving, in the server system, a code from the personal computing device, wherein the code is uniquely associated with the display device on which the video content is to be played; and

storing in the server system a record establishing a connection between the personal computing device and the display device based on the code.

10. The method of claim 9 wherein the code is different from an IP address associated with the display device and is different from a MAC address associated with the display device.

11. The method of claim 9 including assigning a randomly generated code to the display device each time the display device connects to the server system.

12. A system for controlling playing of video content on a display device, the system comprising:

a server system;

a first database storing a relationship between a personal computing device and the display device; and

a second database;

wherein the server system is operable to receive one or more signals from a personal computing device, the one or more signals specifying a video file to be acted upon and identifying a media player for playing the video content, the one or more signals further including a command for controlling the presentation of the video content on the display device,

the server system being operable to convert the command into corresponding programming code used by the display device to control the media player;

the server system being further operable to store in the second database a message for transmission to or retrieval by the display device, wherein the message specifies the video file to be acted upon, identifies the media player for playing the video content, and includes the corresponding programming code used by the display device to control the media player in accordance with the command.

13. The system of claim 12 including:

a library storing protocols or application programming interfaces,

wherein the server system is operable to check the identity of the media player identified in the one or more signals from the personal computing device, load an appropriate set of protocols or application programming interfaces from the library based on the identity of the media player, and convert the command from the personal computing device into a corresponding programming code used by the display device to control the media player.

14. The system of claim 12 including:

a look-up table storing a plurality of commands each of which is for a particular type of media player,

wherein the server system is operable to convert the command into corresponding programming code used by the display device to control the media player based on information in the look-up table.

15. The system of claim 12 wherein the command contained in the one or more signals from the personal computing device is a universal command, and wherein the look-up table stores a correspondence between the universal command and a plurality of specific commands, each of which is for a particular media player.

16. The system of claim 15 the server system is operable to convert the universal command by selecting from among the plurality of specific commands stored in the look-up table.

17. The system of claim 12 wherein the universal command represents an instruction to play the video content, to stop playing the video content or to pause playing the video content.

18. The system of claim 12 wherein the video content is an interactive video game.

19. The system of claim 12 wherein the video content is streaming media.

20. The system of claim 12 wherein the server system is operable to receive a code from the personal computing device, wherein the code is uniquely associated with the display device on which the video content is to be played, the server system further being operable to store the record establishing a connection between the personal computing device and the display device based on the code.

21. The system of claim 20 wherein the code is different from an IP address associated with the display device and is different from a MAC address associated with the display device.

22. The system of claim 20 wherein the server system is operable to assign a randomly generated code to the display device each time the display device connects to the server system.

23. An automated machine-implemented method of presenting video content on a display device, the method comprising:

retrieving, by the display device, first information that specifies a first video file to be acted upon, that identifies a first media player for playing the first video file, and that indicates corresponding programming code used by the display device to control the first media player in accordance with a first command;

obtaining, by the display device, over the Internet the first media player for playing the first video file;

loading the first media player in the display device;

executing the first command with respect to the first video file using the first media player;

subsequently retrieving, by the display device, second information that specifies a second video file to be acted upon, that identifies a second media player for playing the second video file, and that indicates corresponding programming code used by the display device to control the second media player in accordance with a second command;

obtaining, by the display device, over the Internet the second media player for playing the second video file;

loading the second media player in the display device; and

executing the second command with respect to the second video file using the second media player.

24. The method of claim 23 wherein the display device comprises a television set with a display screen.

25. The method of claim 23 wherein the display device comprises a laptop or personal computer.

26. The method of claim 23 wherein each of the first and second commands represents an instruction to play the respective video file, to stop playing the respective video file or to pause playing the respective video file.

27. The method of claim 23 wherein the display device checks whether the respective media player needed to play the particular video file already is loaded in the display device before obtaining a copy of the media player over the Internet.

ABSTRACT OF THE DISCLOSURE

A system for presenting and controlling content on a display device includes a network, a server system coupled to the network and comprising one or more servers, a display device coupled to the network and having a display, and a personal computing device operable to transmit a first message according to a specified format over the network to the server system. The server system stores an association between the personal computing device and the display device. The first message identifies user-selected content and a media player to play the content. The server system is operable, in response to receiving the first message from the personal computing device, to provide to the display device a second message identifying the user-selected content and the media player to play the content. In response to receiving the second message, the display device is operable to obtain a first media player needed to play the content, to load the media player and to present the content on the display.

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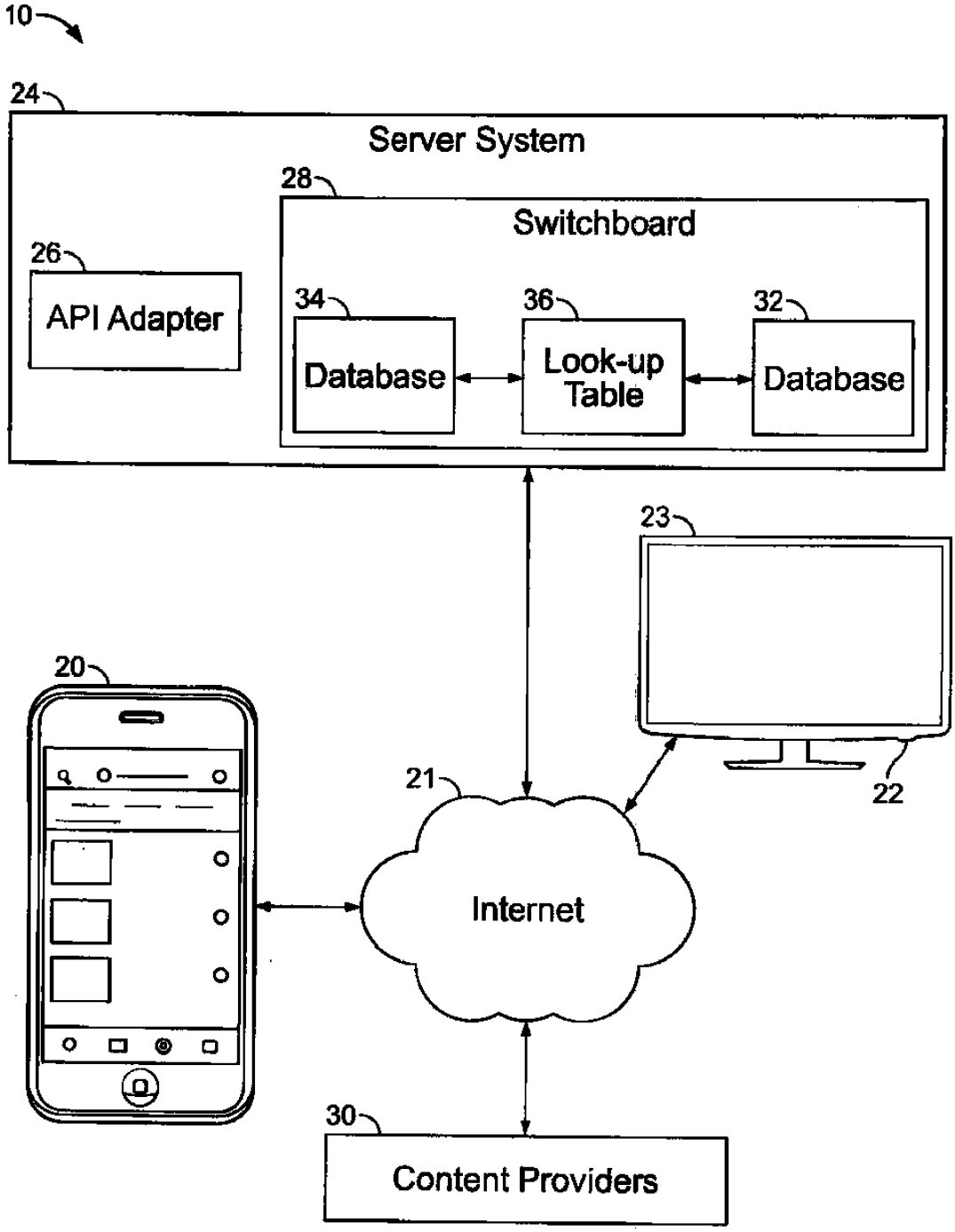

10
24
Server System
28
Switchboard
26
API Adapter
34
Database
36
Look-up Table
32
Database
23
22
20
21
Internet
30
Content Providers

FIG. 1

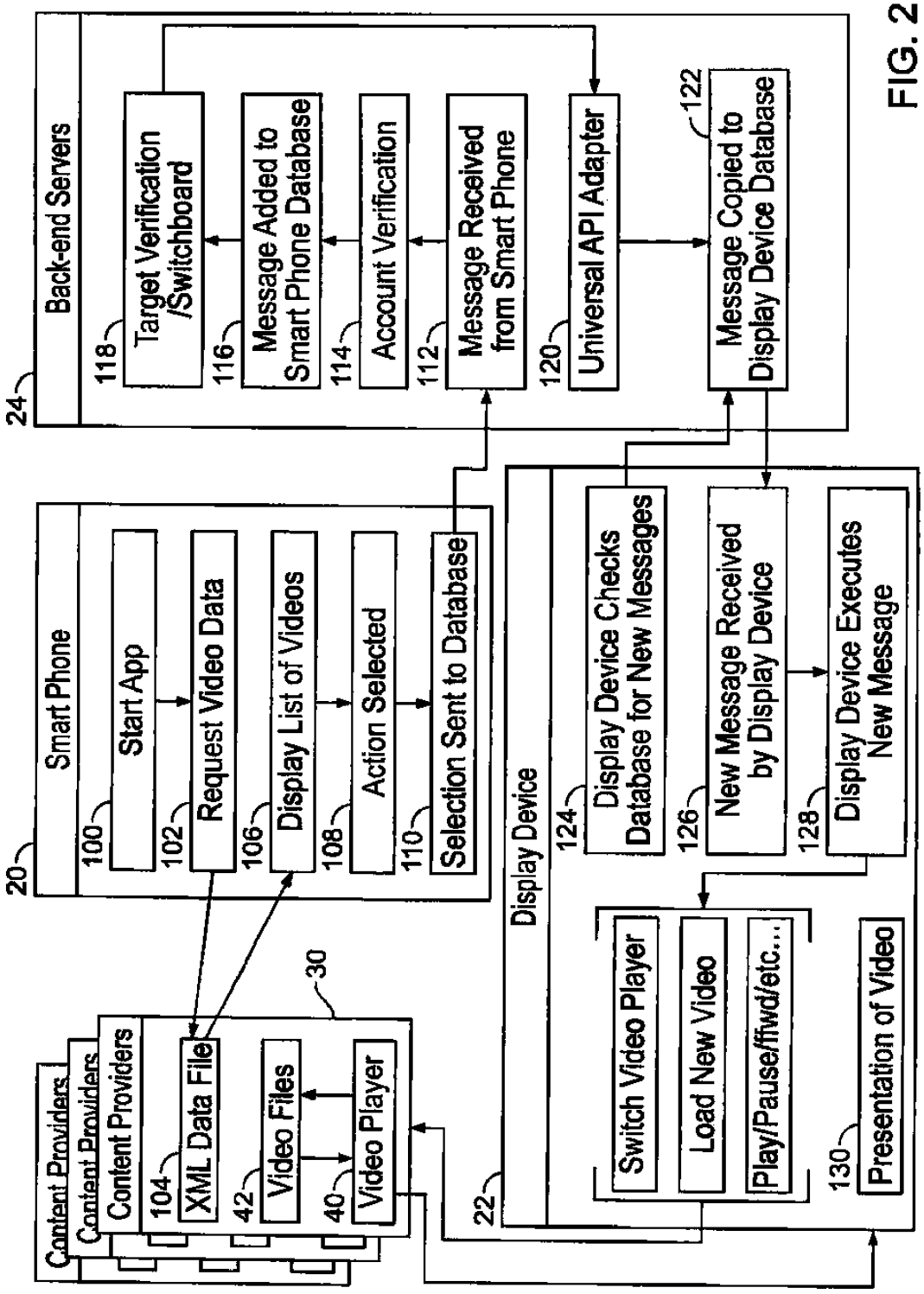

Back-end Servers
24
Target Verification /Switchboard
118
Message Added to Smart Phone Database
116
Account Verification
114
Message Received from Smart Phone
112
Universal API Adapter
120
Message Copied to Display Device Database
122
Smart Phone
20
Start App
100
Request Video Data
102
Display List of Videos
106
Action Selected
108
Selection Sent to Database
110
Display Device
Display Device Checks Database for New Messages
124
New Message Received by Display Device
126
Display Device Executes New Message
128
Switch Video Player
Load New Video
Play/Pause/ffwd/etc...
Presentation of Video
130
22
30
Content Providers
Content Providers
Content Providers
XML Data File
104
Video Files
42
Video Player
40

FIG. 2

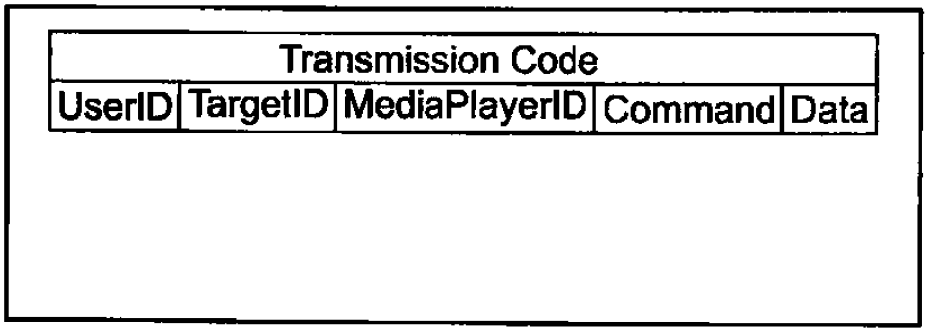


FIG. 3

Single Connection Look-up Table	
Display Device	User - Smartphone
2	A
1	C
3	D
4	B

FIG. 4

26

Universal API Adapter		
Universal Command	MediaPlayerID	Specific Player Command
New Video	YouTube	yt_loadVideo
	Ted.com	getVideo
	Vimeo	loadNewVideo
Pause	YouTube	yt_pauseVideo
	Ted.com	pauseVideo
	Vimeo	pause

FIG. 5

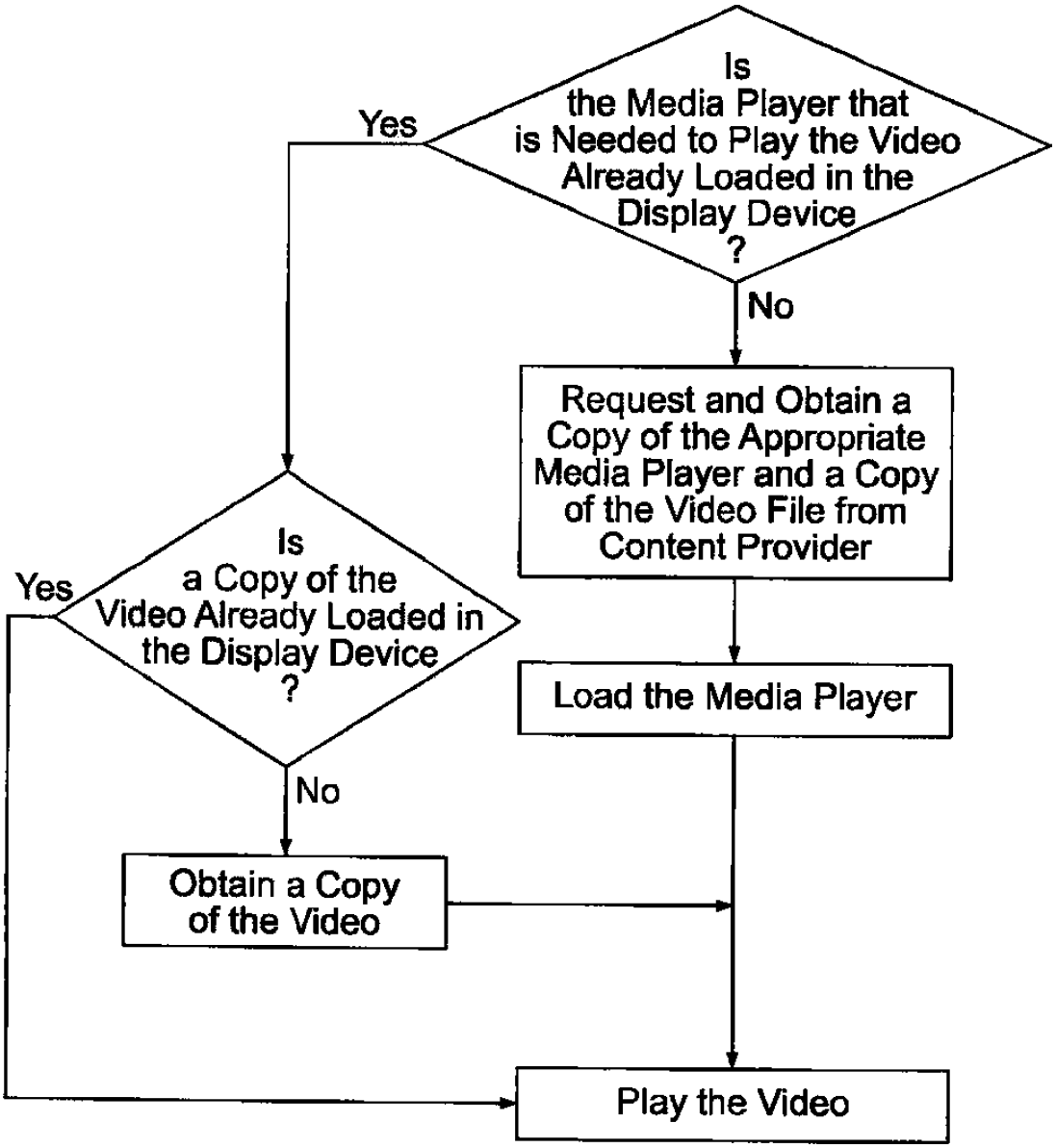


FIG. 6

ALTICE EXHIBIT 1172
Page 156 of 479

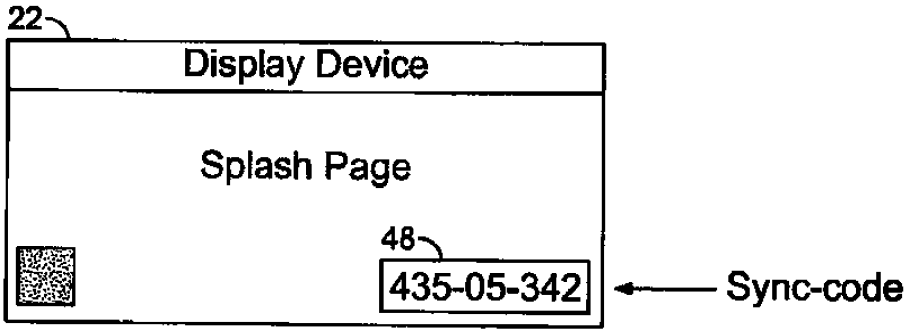


FIG. 7A

Sync-code Look-up Table		
IP Address	Cookie	Sync-code
169.343.231.234	erjg988dhuj	435-05-342

FIG. 7B

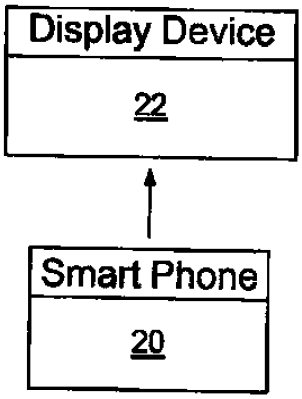
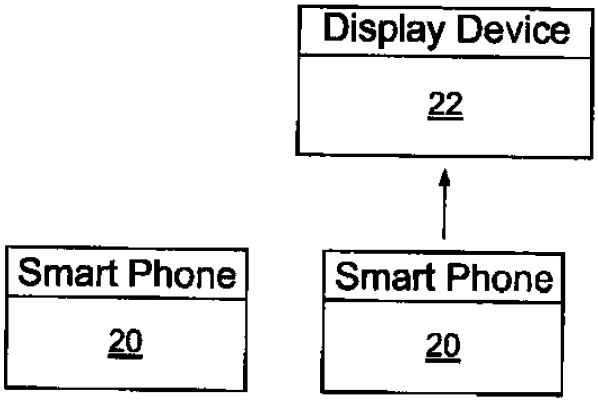


FIG. 8



(A) (B)

FIG. 9

ALTICE EXHIBIT 1172
Page 157 of 479

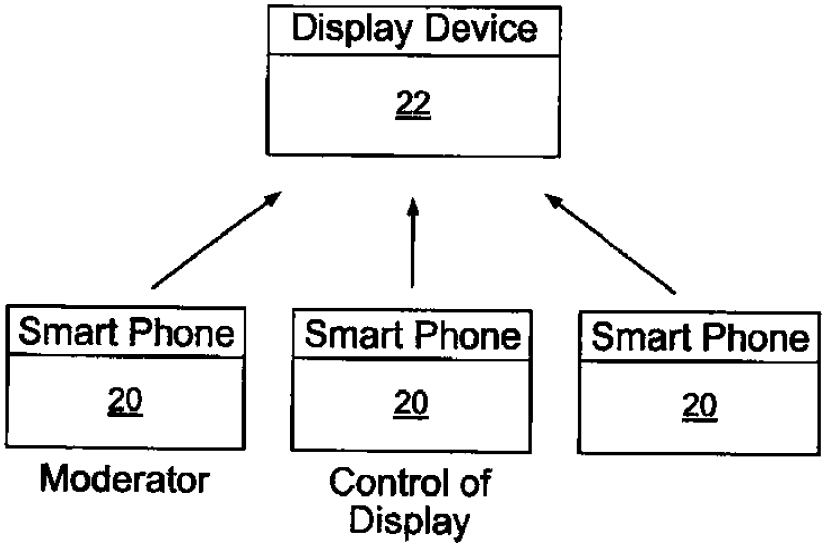


FIG. 10

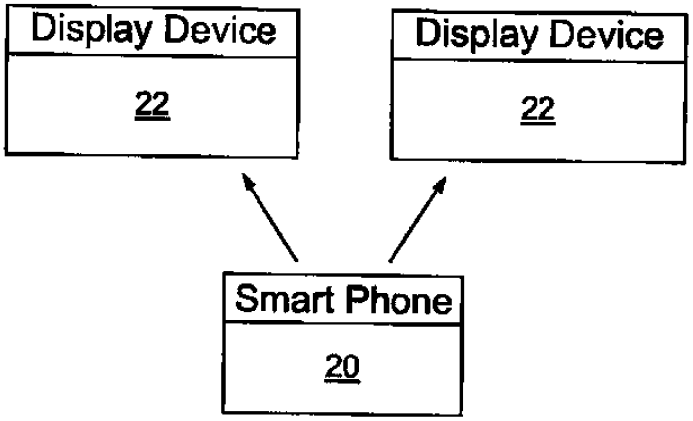


FIG. 11

ALTICE EXHIBIT 1172
Page 158 of 479

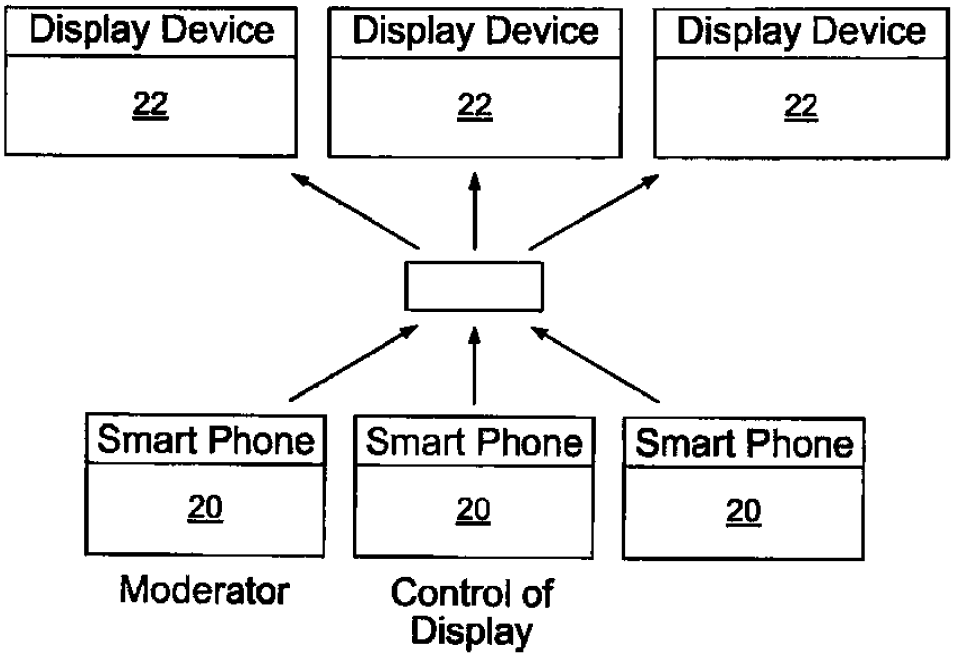


FIG. 12

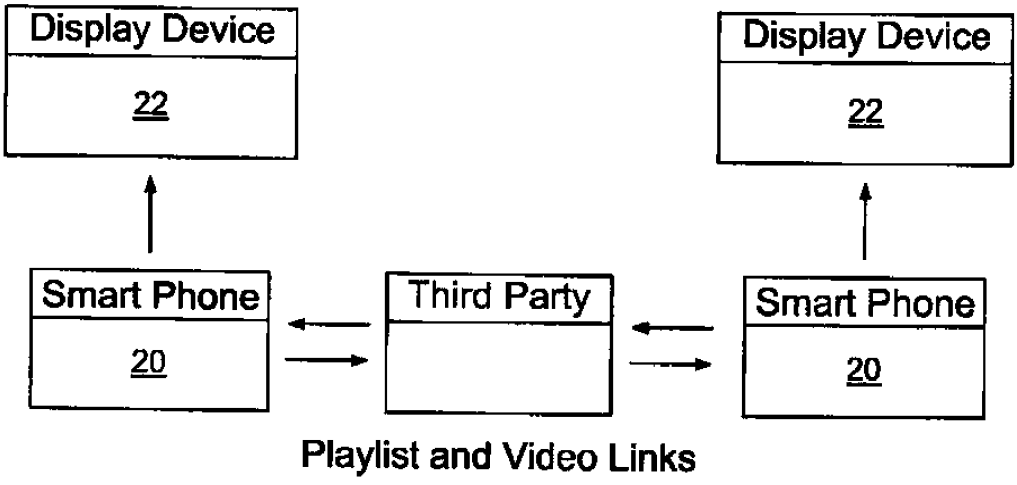


FIG. 13

ALTICE EXHIBIT 1172
Page 159 of 479

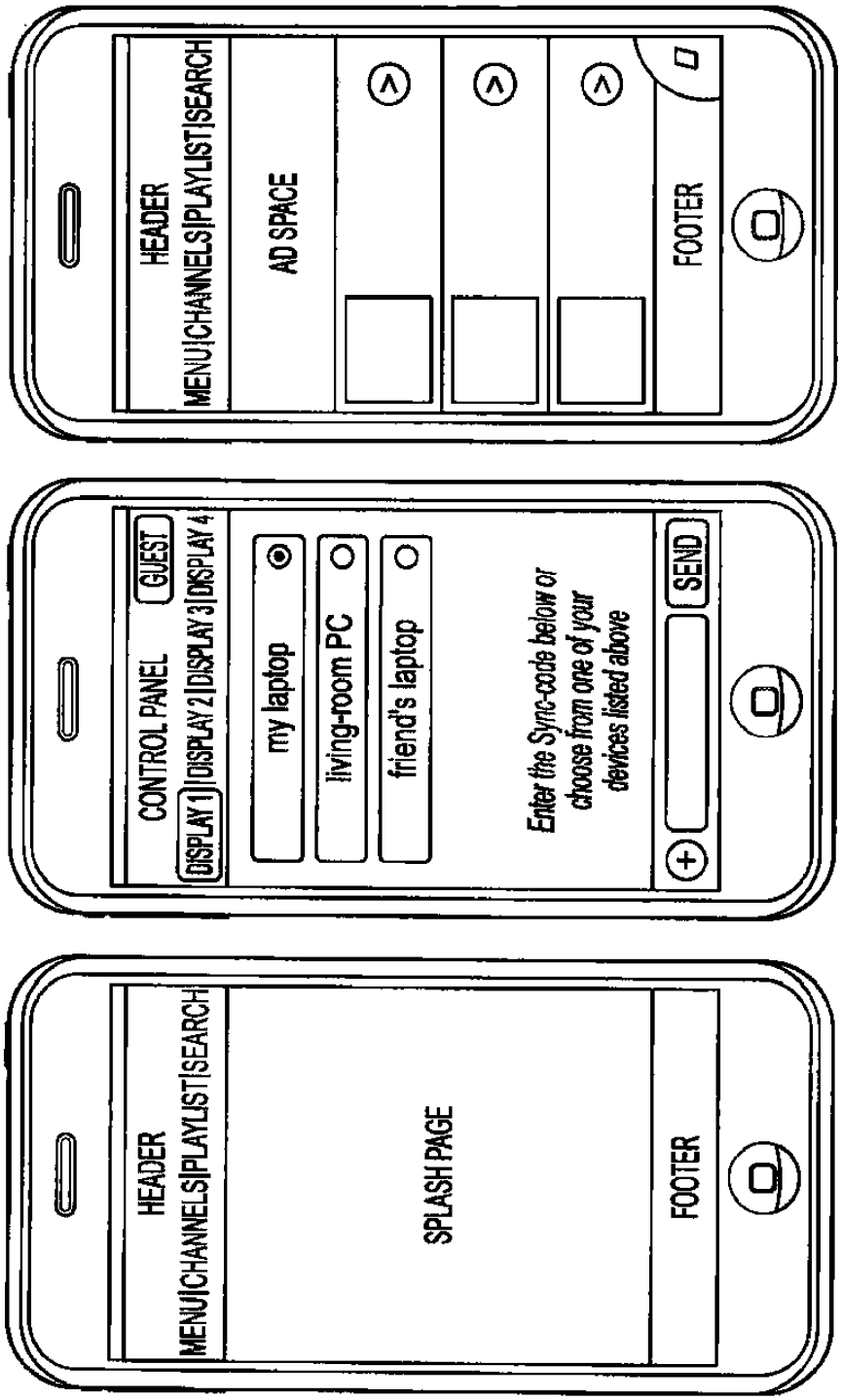


FIG. 14A

FIG. 14B

FIG. 14C

Group Connection Look-up Table		
Display Device	Group	User - Smartphone
2	X	A",C*,D
1,3	Y	B"*,E

" = Group Moderator,
* = Control of Display Device

FIG. 15

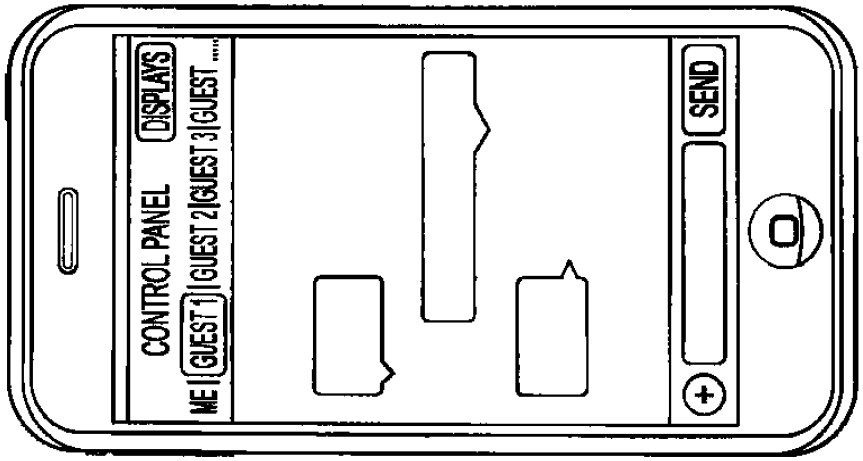


FIG. 14E

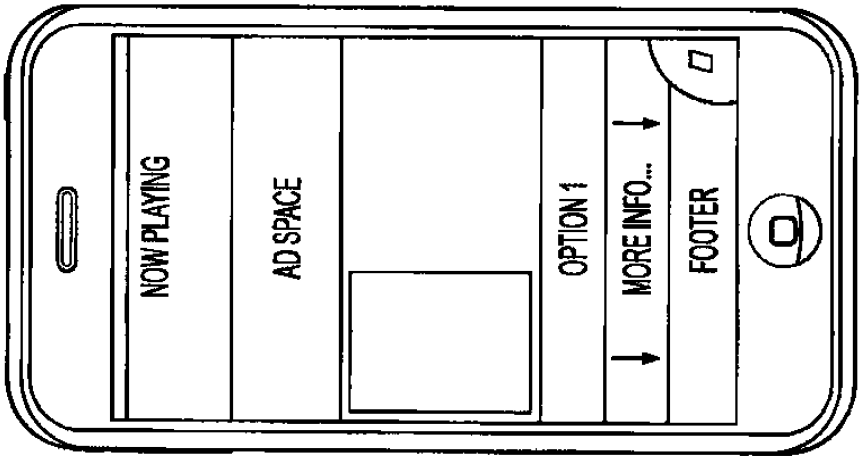


FIG. 14D

Electronic Acknowledgement Receipt	
EFS ID:	11607290
Application Number:	13157821
International Application Number:	
Confirmation Number:	8023
Title of Invention:	PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE
First Named Inventor/Applicant Name:	David Strober
Customer Number:	26211
Filer:	Samuel Borodach/Paula Romeo
Filer Authorized By:	Samuel Borodach
Attorney Docket Number:	30160-0002001
Receipt Date:	13-DEC-2011
Filing Date:	10-JUN-2011
Time Stamp:	15:53:38
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		301600002001IDS.pdf	839395 862cb3ddf2e1ec2af14a8b8d8219999e2fe95c49	yes	4

	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Transmittal Letter		1	1	
	Information Disclosure Statement (IDS) Form (SB08)		2	4	
Warnings:					
Information:					
2	Non Patent Literature	301600002001Ref1.pdf	250451 eb2f7ae80844d3f2b3b3f1c3485fb2a8a2fd0969	no	1
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Information:					
3	Non Patent Literature	301600002001Ref2.pdf	519262 8a788940840e4f7edd0b1495240b7be4b1da01fb	no	3
Warnings:					
Information:					
4	Non Patent Literature	301600002001Ref3.pdf	470279 916bc7244fbda2f2640166798815fddcafbd777c	no	3
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Information:					
5	Non Patent Literature	301600002001Ref4.pdf	548428 14ddeca3b24eb74da0997a06f419f00b50cbd34e	no	3
Warnings:					
Information:					
6	Non Patent Literature	301600002001Ref5.pdf	207258 78f74b24fc29b07874c872030c8a2fcf9c12b183	no	1
Warnings:					
Information:					
7	Non Patent Literature	301600002001Ref6.pdf	148320 0b58b5fc876916b48909eb3b04be5c5f8d86886d	no	1
Warnings:					
Information:					
8	Non Patent Literature	301600002001Ref7.pdf	954577 292648b670c22f49337ae7fca1f395841ef39909	no	27
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9	Non Patent Literature	301600002001Ref8.pdf	255704 87059fc3a9fdeb7bc46d6a39f8fbdaad4df24466	no	32
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: David Strober	Art Unit	: Unknown
Serial No.	: 13/157,821	Examiner	: Unknown
Filed	: June 10, 2011	Conf. No.	: 8023
Title	: PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE		

MAIL STOP AMENDMENT
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P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Please consider the references listed on the enclosed PTO-1449 form. Copies of any non-U.S. patent literature and the references listed under the heading "Other Documents" are enclosed. Copies of cited U.S. patents and patent application publications will be provided on request.

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Respectfully submitted,

Date: December 13, 2011

/Samuel Borodach/
Samuel Borodach
Reg. No. 38,388

Customer Number 26211
Fish & Richardson P.C.
Telephone: (212) 765-5070
Facsimile: (877) 769-7945

30656155.doc

Substitute Form PTO-1449 (Modified)	U.S. Department of Commerce Patent and Trademark Office	Attorney Docket No. 30160-0002001	Application No. 13/157,821
Information Disclosure Statement by Applicant (Use several sheets if necessary) (37 CFR §1.98(b))		Applicant David Strober	
		Filing Date June 10, 2011	Group Art Unit

U.S. Patent Documents

Examiner Initial	Desig. ID	Document Number	Publication Date	Patentee	Class	Subclass	Filing Date If Appropriate
	1	2011/0296465	Dec 1, 2011	Krishnan et al.			
	2						
	3						
	4						
	5						
	6						
	7						
	8						
	9						
	10						
	11						

Foreign Patent Documents or Published Foreign Patent Applications

Examiner Initial	Desig. ID	Document Number	Publication Date	Country or Patent Office	Class	Subclass	Translation Yes	Translation No
	12							
	13							
	14							
	15							
	16							

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	18	
	19	
	20	

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EFS ID:	12135925
Application Number:	13157821
International Application Number:	
Confirmation Number:	8023
Title of Invention:	PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE
First Named Inventor/Applicant Name:	David Strober
Customer Number:	26211
Filer:	Samuel Borodach/Paula Romeo
Filer Authorized By:	Samuel Borodach
Attorney Docket Number:	30160-0002001
Receipt Date:	22-FEB-2012
Filing Date:	10-JUN-2011
Time Stamp:	16:59:55
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		301600002001IDS.pdf	371921 2375e687fcf4f940bcba0203284aa4b4f9bf4ae7	yes	2

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	Document Description	**Start**	**End**
	Transmittal Letter	1	1
	Information Disclosure Statement (IDS) Form (SB08)	2	2
Warnings:			
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: David Strober	Art Unit	:
Serial No.	: 13/157,821	Examiner	:
Filed	: June 10, 2011	Conf. No.	: 8023
Title	: PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE		

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

INFORMATION DISCLOSURE STATEMENT

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This statement is being filed before the receipt of a first Office Action on the merits.

Please apply any necessary charges or credits to Deposit Account 06-1050, referencing the above attorney docket number.

Respectfully submitted,

Date: February 22, 2012

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/157,821	06/10/2011	David Strober	30160-0002001

CONFIRMATION NO. 8023

PUBLICATION NOTICE

26211
FISH & RICHARDSON P.C. (NY)
P.O. BOX 1022
MINNEAPOLIS, MN 55440-1022

OC00000057298771

Title:PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE

Publication No.US-2012-0272147-A1
Publication Date:10/25/2012

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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.

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Application	Document	Mailroom Date	Attorney Docket No.
13157821	NTC.PUB	10/25/2012	30160-0002001

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Substitute Disclosure Form	U.S. Department of Commerce Patent and Trademark Office	Attorney Docket No. 30160-0002001	Application No. 13/157,821
Information Disclosure Statement by Applicant (Use several sheets if necessary) (37 CFR §1.98(b))		Applicant David Strober	
		Filing Date June 10, 2011	Group Art Unit

U.S. Patent Documents

Examiner Initial	Desig. ID	Document Number	Publication Date	Patentee	Class	Subclass	Filing Date If Appropriate
	1	2010/0027974 A1	02/04/2010	Ansari			
	2	2005/0034151 A1	02/10/2005	Abramson			
	3	2007/0288715 A1	12/13/2007	Boswell et al.			
	4	2008/0077526 A1	03/27/2008	Arumugam			
	5	2003/0142127 Al	07/2003	Markel, Steven O.			
	6	2003/0182663 Al	09/2003	Gudorf et al.			
	7	2004/0008972 A1	01/2004	Haken, Jack E.			
	8	2004/0268451 Al	12/2004	Robbin et al.			
	9	2004/0268224 Al	12/2004	Balkus et al.			
	10	2006/0200832 Al	09/2006	Dutton, Faron			
	11	2006/0263038 Al	11/2006	Gilley, Thomas S.			
	12	2006/0265657 Al	11/2006	Gilley, Thomas S			
	13	2007/0050054 Al	03/2007	Sambandam Guruparan et al.			
	14	2007/0055986 Al	03/2007	Gilley et al.			
	15	2007/0083540 Al	04/2007	Gundla et al.			
	16	2007/0112785 Al	05/2007	Murphy et al.			
	17	2008/0034394 Al	02/2008	Jacobs et al.			
	18	2008/0140849 Al	06/2008	Collazo, Caesar			
	19	2008/0187279 Al	08/2008	Gilley et al.			
	20	2008/0189617 Al	08/2008	Covell et al.			
	21	7,433,922 B2	10/2008	Engstrom, G. Eric			
	22	7,453,454 B2	11/2008	Allen et al.			

Examiner Signature	Date Considered
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Information Disclosure Statement by Applicant (Use several sheets if necessary) (37 CFR §1.98(b))		Applicant David Strober	
		Filing Date June 10, 2011	Group Art Unit

U.S. Patent Documents

Examiner Initial	Desig. ID	Document Number	Publication Date	Patentee	Class	Subclass	Filing Date If Appropriate
	23	2008/0301737 A1	12/2008	Hjelmeland Almas et al.			
	24	2009/0049373 A1	02/2009	Sharma et al.			
	25	2009/0094331 A1	04/2009	Nobori et al.			
	26	2009/0164641 A1	06/2009	Rogers et al.			
	27	2009/0254827 A1	10/2009	Gonze et al.			
	28	2009/0259944 A1	10/2009	Wu, Shu-Chih			
	29	2009/0282470 A1	11/2009	Yang et al.			
	30	2010/0094728 A1	04/2010	Denning et al.			
	31	2010/0138746 A1	06/2010	Zarom, Rony			
	32	2010/0174993 A1	07/2010	Pennington et al.			
	33	2010/0198860 A1	08/2010	Burnett et al.			
	34	7,774,708 B2	08/2010	Bell et al.			
	35	7,814,144 B2	10/2010	Koyama et al.			
	36	2010/0283586 A1	11/2010	Ikeda et al.			
	37	2010/0313135 A1	12/2010	Johnson et al.			
	38	2010/0325552 A1	12/2010	.Sloo et al.			
	39	2011/0007901 A1	01/2011	Ikeda et al.			
	40	2011/0014972 A1	01/2011	Herrmann et al.			
	41	2011/0035692 A1	02/2011	Sandone et al.			
	42	2011/0125594 A1	05/2011	Brown et al.			
	43	2011/0161396 A1	06/2011	Filbrich et al.			
	44	2011/0156879 A1	06/2011	Matsushita et al.			

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Information Disclosure Statement by Applicant (Use several sheets if necessary)		Applicant David Strober	
(37 CFR §1.98(b))		Filing Date June 10, 2011	Group Art Unit

U.S. Patent Documents

Examiner Initial	Desig. ID	Document Number	Publication Date	Patentee	Class	Subclass	Filing Date If Appropriate
	45	2011/0228768 A1	09/2011	Gelter et al.			
	46	2011/0231565 A1	09/2011	Gelter et al.			
	47	2011/0289419 A1	11/2011	Yu et al.			
	48	8,086,679 B2	12/2011	Nobori et al.			
	49	2011/0296454 A1	12/2011	Xiong et al.			
	50	2012/0072846 A1	03/2012	Curtis, Scott			
	51	8,171,507 B2	05/2012	Hironaka et al.			
	52	2012/0110464 A1	05/2012	Chen et al.			
	53	2012/0166560 A1	06/2012	Nobori et al.			
	54	2012-0272148 A1	10/2012	Strober			

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EFS ID:	14650688
Application Number:	13157821
International Application Number:	
Confirmation Number:	8023
Title of Invention:	PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE
First Named Inventor/Applicant Name:	David Strober
Customer Number:	26211
Filer:	Samuel Borodach/Paula Romeo
Filer Authorized By:	Samuel Borodach
Attorney Docket Number:	30160-0002001
Receipt Date:	09-JAN-2013
Filing Date:	10-JUN-2011
Time Stamp:	12:00:34
Application Type:	Utility under 35 USC 111(a)

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1		301600002001IDS.pdf	2860180 a35891c09e1c2b358c32da862cb54887fb241cc9	yes	4

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Transmittal Letter	1	1
	Information Disclosure Statement (IDS) Form (SB08)	2	4
Warnings:			
Information:			
	Total Files Size (in bytes):	2860180	

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Applicant	: David Strober	Art Unit	:
Serial No.	: 13/157,821	Examiner	:
Filed	: June 10, 2011	Conf. No.	: 8023
Title	: PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE		

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Item 54 on the form 1449 is a published continuation application that claims priority from the present application. The Examiner may wish to review other parts of the file history for that application. It is understood that the file history is available on-line via the USPTO's PAIR system. However, if the Examiner wishes hard copies of any parts of the file history, kindly contact the undersigned representative.

This statement is being filed before the receipt of a first Office Action on the merits. Please apply any necessary charges or credits to Deposit Account 06-1050, referencing the above attorney docket number.

Respectfully submitted,

Date: January 9, 2013

/Samuel Borodach/
Samuel Borodach
Reg. No. 38,388

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Telephone: (212) 765-5070
Facsimile: (877) 769-7945

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HEFFINGTON, JOHN M	
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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.

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Office Action Summary	Application No. 13/157,821	Applicant(s) STROBER, DAVID	
	Examiner JOHN HEFFINGTON	Art Unit 2172	AIA (First Inventor to File) Status No

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

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE *3* MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

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

Status

1)☒ Responsive to communication(s) filed on *10 June 2011*.

☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

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

3)☐ 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.

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

Disposition of Claims

5)☒ Claim(s) *1-43* is/are pending in the application.

5a) Of the above claim(s) _____ is/are withdrawn from consideration.

6)☐ Claim(s) _____ is/are allowed.

7)☒ Claim(s) *1-43* is/are rejected.

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

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

* If any claims have been determined allowable, 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.

Application Papers

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

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

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

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

Priority under 35 U.S.C. § 119

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

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)).

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

Interim copies:

a)☐ All b)☐ Some c)☐ None of the: Interim copies of the priority documents have been received.

Attachment(s)

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

2) ☒ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date *6/10/11,12/13/11,2/22/12,1/9/13*.

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

4) ☐ Other: _____.

DETAILED ACTION

This action is in response to the original filing dated 10 June 2011. Claims 1-43 are pending and have been considered below.

Claim Objections

1. Claims after claims 36 are objected to because of the following informalities: the claim after claim 36 is also numbered 36, therefore the claims after claim 36 are 1 number off. Appropriate correction is required.

Claim Rejections - 35 USC § 101

2. 35 U.S.C. 101 reads as follows:

> Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

Claims 1-12 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter. Paragraph 0050 of Applicant's specification discloses "Implementations of the subject matter and the operations described in this specification can include digital electronic circuitry, or in computer software, firmware, or hardware, including the structures disclosed in this specification and their structural equivalents, or in combinations of one or more of them." Software per se is none of a process, machine, manufacture or composition of matter, and therefore is not a statutory category of invention.

ALTICE EXHIBIT 1172
Page 180 of 479

Claim Rejections - 35 USC § 103

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

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

4. Claims 1-10, 12-39, 41 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hjelmeland Almas et al. (US 2008/0301737 A1) in view of Getchius (US 2012/0110074 A1).

Claim 1. Hjelmeland discloses a server system for controlling presentation of content on a display device,

a. the server system comprising one or more servers "The communications network 102 includes a server 108 (or servers) for managing information. " (paragraph 0058),

a. the server system storing a relationship between a personal computing device and a display device "According to another aspect, the step of logically associating the portable communication device and the television includes storing a unique identifier associated with the television and the mobile telephone in a remote server." (paragraph 0016), "An exemplary method of use in accordance with the invention is illustrated in FIG. 6. It is assumed for purposes of this method that the user's

ALTICE EXHIBIT 1172
Page 181 of 479

mobile telephone 10 and television 104 and/or coupler device 106 are logically associated." (paragraph 0092), wherein

b. the server system is operable, in response to receiving from the personal computing device a message including a command for controlling the playing of the specified content "In addition, any number of commands, state variables, semaphores or messages may be added to the logical flow for purposes of enhanced utility, accounting, performance, measurement, troubleshooting, and the like." (paragraph 0072), "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075) and further

c. identifying a media player for playing the specified content "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075), and further

d. identifying a media player for playing the specified content "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075), and

e. to provide a further message to the display device "In addition, any number of commands, state variables, semaphores or messages

ALTICE EXHIBIT 1172
Page 182 of 479

may be added to the logical flow for purposes of enhanced utility, accounting, performance, measurement, troubleshooting, and the like." (paragraph 0072), "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075) and further

f. identifying a media player for playing the specified content "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075), wherein

g. the further message includes the corresponding command and identifies the specified content and the media player "In addition, any number of commands, state variables, semaphores or messages may be added to the logical flow for purposes of enhanced utility, accounting, performance, measurement, troubleshooting, and the like." (paragraph 0072), "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075) and further

h. identifying a media player for playing the specified content "Tracking connection type and/or device type may assist in making

ALTICE EXHIBIT 1172
Page 183 of 479

content recommendations for which the user's device can receive and/or play back." (paragraph 0075).

Hjelmeland does not disclose to convert the command into a corresponding command recognizable by the media player if the command received from the personal computing device is not recognizable by the media player, as disclosed in the claims. However, in the same field of invention, Getchius discloses "Generally, the content once accessed and received by a podcatcher active on a receiving device, is executed with a media player, audio player, video player, web-based content aggregator or the like. Any means of enabling the delivery and execution of streamed and/or non-streamed content is relevant to the exemplary embodiments presented herein." (paragraph 0016), "The content as transferred results in execution of a media player, i.e., the media player compatible for playback of the content via the device 700 according to the received data format. The video content may also be accompanied by a message 705 indicating details regarding the video content--i.e., profile data, metadata, etc. As the content is automatically executed/played upon completion of or during download, the user may pause, forward, rewind or stop execution at their own discretion using control buttons 707." (paragraph 0045). Therefore, considering **the teachings of** Hjelmeland and

ALTICE EXHIBIT 1172
Page 184 of 479

Getchius, it would have been obvious to one having ordinary skill in the art at the time of the invention to **add** to convert the command into a corresponding command recognizable by the media player if the command received from the personal computing device is not recognizable by the media player **to the teachings** of Hjelmeland. One would have been motivated to **add** to convert the command into a corresponding command recognizable by the media player if the command received from the personal computing device is not recognizable by the media player **to the teachings** of Hjelmeland in order to improve the system by making the system more flexible and easier to operate by the user.

Claim 2. Hjelmeland and Getchius disclose the server system of claim 1 and Hjelmeland further discloses a look-up table to store the relationship between the personal computing device and the display device "The television field 112 may include an IP address associated with the user's television or television service provider. One of ordinary skill in the art will readily appreciate that these examples are exemplary in nature and in no way intended to limit scope of the present invention. " (paragraph 0068), "The method of claim 10, wherein the step of logically associating the portable communication device and the television includes storing a unique identifier associated with the television in a memory of the portable communication device." (claim 12).

ALTICE EXHIBIT 1172
Page 185 of 479

Claim 3. Hjelmeland and Getchius disclose the server system of claim 1 and Hjelmeland further discloses a look-up table storing a listing of commands that can be received in messages from the personal computing device and a listing of corresponding commands recognizable by the media player "In addition, any number of commands, state variables, semaphores or messages may be added to the logical flow for purposes of enhanced utility, accounting, performance, measurement, troubleshooting, and the like." (paragraph 0072.

Claim 4. Hjelmeland and Getchius disclose the server system of claim 1 and Hjelmeland further discloses a look-up table storing a listing of commands that can be received in messages from the personal computing device and a listing of corresponding commands each of which is recognizable by at least one of a plurality of media players "In addition, any number of commands, state variables, semaphores or messages may be added to the logical flow for purposes of enhanced utility, accounting, performance, measurement, troubleshooting, and the like." (paragraph 0072), "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075).

ALTICE EXHIBIT 1172
Page 186 of 479

Claim 5. Hjelmeland and Getchius disclose the server system of claim 1 and Hjelmeland further discloses operable to convert an command from the personal computing device into corresponding programming code used by the display device to control the media player "In addition, any number of commands, state variables, semaphores or messages may be added to the logical flow for purposes of enhanced utility, accounting, performance, measurement, troubleshooting, and the like." (paragraph 0072), "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075).

Claim 6. Hjelmeland and Getchius disclose the server system of claim 5 and Getchius further discloses "The content as transferred results in execution of a media player, i.e., the media player compatible for playback of the content via the device 700 according to the received data format. The video content may also be accompanied by a message 705 indicating details regarding the video content--i.e., profile data, metadata, etc. As the content is automatically executed/played upon completion of or during download, the user may pause, forward, rewind or stop execution at their own discretion using control buttons 707." (paragraph 0045). Therefore, considering the **teachings of** Hjelmeland and Getchius, it would have been obvious to

ALTICE EXHIBIT 1172
Page 187 of 479

one having ordinary skill in the art at the time of the invention to **add** the command from the personal computing device specifies one of the following actions to be performed with respect to playing of the content by the display device: pause, stop, rewind or fast forward **to the teachings of** Hjelmeland and Getchius with the same motivation use in claim 1.

Claim 7. Hjelmeland and Getchius disclose the server system of claim 1 and Hjelmeland further discloses operable to receive another message from the personal computing device, wherein the other message includes a command to control the playing of the specified content on the display device, wherein in response to receiving the other message, the server system converts the command in the other message into a second corresponding command recognizable by the media player and provides an additional message to the display device, wherein the additional message includes the second corresponding command "In addition, any number of commands, state variables, semaphores or messages may be added to the logical flow for purposes of enhanced utility, accounting, performance, measurement, troubleshooting, and the like." (paragraph 0072), "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075).

ALTICE EXHIBIT 1172
Page 188 of 479

Claim 8. Hjelmeland and Getchius disclose the server system of claim 1 and Hjelmeland further discloses a look-up table that includes a synchronization code uniquely associated with the display device, wherein the message from the personal computing device includes the synchronization code, and wherein in response to receiving the message from personal computing device, the server system uses the synchronization code and the look-up table to identify the display device that is to receive the further message including the corresponding command "According to another aspect, the step of logically associating the portable communication device and the television includes storing a unique identifier associated with the television and the mobile telephone in a remote server." (paragraph 0016), "An exemplary method of use in accordance with the invention is illustrated in FIG. 6. It is assumed for purposes of this method that the user's mobile telephone 10 and television 104 and/or coupler device 106 are logically associated." (paragraph 0092).

Claim 9. Hjelmeland and Getchius disclose the server system of claim 8 and Hjelmeland further discloses the synchronization code is different from an IP address associated with the display device "The television field 112 may include an IP address associated with the user's television or television service provider. One of ordinary skill in the art will readily appreciate that these examples are exemplary in nature and in no

ALTICE EXHIBIT 1172
Page 189 of 479

way intended to limit scope of the present invention. “ (paragraph 0068).

Claim 10. Hjelmeland and Getchius disclose the server system of claim 8 and Hjelmeland further discloses the synchronization code is different from a MAC address associated with the display device "The television field 112 may include an IP address associated with the user's television or television service provider. One of ordinary skill in the art will readily appreciate that these examples are exemplary in nature and in no way intended to limit scope of the present invention. “ (paragraph 0068).

Claim 12. Hjelmeland and Getchius disclose the server system of claim 1 and Hjelmeland further discloses operable to receive the message from the personal computing device over the Internet and operable to provide the further message to the display device over the Internet "Audiovisual content may be received in other manners, such as by podcasts, Internet downloads, etc. Accordingly, media content and media content recommendations may relate to any mobile media format or content type including, but not limited to, mobile television, mobile radio, internet radio channels, podcasts, RSS feeds, Internet webpages, video clips,

ALTICE EXHIBIT 1172
Page 190 of 479

audio clips, audio books, animations, ring tones, commercials and so forth. “ (paragraph 0039).

Claim 13. Hjelmeland discloses an apparatus for presenting content, the apparatus comprising a display device including a display, wherein the display device is operable, in response to receiving a message to play specified content "As stated above, the television 104 and the mobile telephone 10 may be communicatively coupled through the shared server 108. Generally, the server 108 maintains a channel recommendation support function 110. Referring to FIG. 4, the channel recommendation support function (CRSF) 110 may include an exemplary database 200 that includes a plurality of fields to support content recommendation among user's and associated contacts. “ (paragraph 0066).

Hjelmeland does not disclose to obtain a first media player needed to play the content, to load the media player and to present the content on the display, wherein the message identifies the content and the media player, as disclosed in the claims. However, in the same field of invention, Getchius discloses “Generally, the content once accessed and received by a podcatcher active on a receiving device, is executed with a media player, audio player, video player, web-based content aggregator or the like. Any

ALTICE EXHIBIT 1172
Page 191 of 479

means of enabling the delivery and execution of streamed and/or non-streamed content is relevant to the exemplary embodiments presented herein." (paragraph 0016), "The content as transferred results in execution of a media player, i.e., the media player compatible for playback of the content via the device 700 according to the received data format. The video content may also be accompanied by a message 705 indicating details regarding the video content--i.e., profile data, metadata, etc. As the content is automatically executed/played upon completion of or during download, the user may pause, forward, rewind or stop execution at their own discretion using control buttons 707." (paragraph 0045). Therefore, considering the teachings of Hjelmeland and Getchius, it would have been obvious to one having ordinary skill in the art at the time of the invention to **add** to obtain a first media player needed to play the content, to load the media player and to present the content on the display, wherein the message identifies the content and the media player **to the teachings of** Hjelmeland. One would have been motivated to **add** to obtain a first media player needed to play the content, to load the media player and to present the content on the display, wherein the message identifies the content and the media player **to the teachings of** Hjelmeland in order to improve the system by making the system more flexible and easier to operate by the user.

ALTICE EXHIBIT 1172
Page 192 of 479

Claim 14. Hjelmeland and Getchius disclose the apparatus of claim 13 and Getchius further discloses "In step 405, an application is pushed by the content delivery platform to a determined recipient user device. The pushed application provides an indicator representing the content for which the user device is to receive from the content delivery platform 103--the indicator being pushed prior to pushing of the actual content. Also, as mentioned previously, the application for providing said indicator may also have associated therewith profile information, such as in the form of a certain schema syntax or metadata that is descriptive of the intended content to ultimately be downloaded/pushed to the device." (paragraph 0040), "Generally, the content once accessed and received by a podcatcher active on a receiving device, is executed with a media player, audio player, video player, web-based content aggregator or the like. Any means of enabling the delivery and execution of streamed and/or non-streamed content is relevant to the exemplary embodiments presented herein." (paragraph 0016), "The content as transferred results in execution of a media player, i.e., the media player compatible for playback of the content via the device 700 according to the received data format. The video content may also be accompanied by a message 705 indicating details regarding the video content--i.e.,

ALTICE EXHIBIT 1172
Page 193 of 479

profile data, metadata, etc. As the content is automatically executed/played upon completion of or during download, the user may pause, forward, rewind or stop execution at their own discretion using control buttons 707." (paragraph 0045). Therefore, considering the teachings of Hjelmeland and Getchius, it would have been obvious to one having ordinary skill in the art at the time of the invention to **add** the display device is operable to obtain the media player from a content provider over the Internet in response to receiving the message **to the teachings of** Hjelmeland and Getchius with the same motivation as claim 13.

Claim 15. Hjelmeland and Getchius disclose the apparatus of claim 14 and Hjelmeland further discloses the display device is operable to obtain a copy of the content from the content provider over the Internet in response to receiving the message "Audiovisual content may be received in other manners, such as by podcasts, Internet downloads, etc. Accordingly, media content and media content recommendations may relate to any mobile media format or content type including, but not limited to, mobile television, mobile radio, internet radio channels, podcasts, RSS feeds, Internet webpages, video clips, audio clips, audio books, animations, ring tones, commercials and so forth. " (paragraph 0039).

ALTICE EXHIBIT 1172
Page 194 of 479

Claim 16. Hjelmeland and Getchius disclose the apparatus of claim 13 and Getchius further discloses "In step 405, an application is pushed by the content delivery platform to a determined recipient user device. The pushed application provides an indicator representing the content for which the user device is to receive from the content delivery platform 103--the indicator being pushed prior to pushing of the actual content. Also, as mentioned previously, the application for providing said indicator may also have associated therewith profile information, such as in the form of a certain schema syntax or metadata that is descriptive of the intended content to ultimately be downloaded/pushed to the device." (paragraph 0040), "Generally, the content once accessed and received by a podcatcher active on a receiving device, is executed with a media player, audio player, video player, web-based content aggregator or the like. Any means of enabling the delivery and execution of streamed and/or non-streamed content is relevant to the exemplary embodiments presented herein." (paragraph 0016), "The content as transferred results in execution of a media player, i.e., the media player compatible for playback of the content via the device 700 according to the received data format. The video content may also be accompanied by a message 705 indicating details regarding the video content--i.e.,

ALTICE EXHIBIT 1172
Page 195 of 479

profile data, metadata, etc. As the content is automatically executed/played upon completion of or during download, the user may pause, forward, rewind or stop execution at their own discretion using control buttons 707." (paragraph 0045). Therefore, considering the teachings of Hjelmeland and Getchius, it would have been obvious to one having ordinary skill in the art at the time of the invention to **add** the display device is operable to obtain and load the media player only if the media player is not already loaded in the display device **to the teachings of** Hjelmeland and Getchius with the same motivation as claim 13.

Claim 17. Hjelmeland and Getchius disclose the apparatus of claim 13 and Getchius further discloses "Generally, the content once accessed and received by a podcatcher active on a receiving device, is executed with a media player, audio player, video player, web-based content aggregator or the like. Any means of enabling the delivery and execution of streamed and/or non-streamed content is relevant to the exemplary embodiments presented herein." (paragraph 0016), "The content as transferred results in execution of a media player, i.e., the media player compatible for playback of the content via the device 700 according to the received data format. The video content may also be accompanied by a message 705 indicating details regarding the video content--i.e., profile

ALTICE EXHIBIT 1172
Page 196 of 479

data, metadata, etc. As the content is automatically executed/played upon completion of or during download, the user may pause, forward, rewind or stop execution at their own discretion using control buttons 707." (paragraph 0045). Therefore, considering the teachings of Hjelmeland and Getchius, it would have been obvious to one having ordinary skill in the art at the time of the invention to **add** the display device is operable, in response to receiving a further message to play different content that requires a second media , player different from the first media player, to obtain the second media player, to load the second media player and to present the different content on the display, wherein the further message identifies the different content and the second media player **to the teachings of** Hjelmeland and Getchius with the same motivation as claim 13.

Claim 18. Hjelmeland and Getchius disclose the apparatus of claim 13 and Hjelmeland further discloses the content comprises a video "Audiovisual content may be received in other manners, such as by podcasts, Internet downloads, etc. Accordingly, media content and media content recommendations may relate to any mobile media format or content type including, but not limited to, mobile television, mobile radio, internet radio channels, podcasts, RSS feeds, Internet webpages, video clips, audio clips, audio books, animations, ring tones, commercials and so forth. " (paragraph 0039).

ALTICE EXHIBIT 1172
Page 197 of 479

Claim 19. Hjelmeland and Getchius disclose the apparatus of claim 13 and Hjelmeland further discloses the content comprises dynamic content "Audiovisual content may be received in other manners, such as by podcasts, Internet downloads, etc. Accordingly, media content and media content recommendations may relate to any mobile media format or content type including, but not limited to, mobile television, mobile radio, internet radio channels, podcasts, RSS feeds, Internet webpages, video clips, audio clips, audio books, animations, ring tones, commercials and so forth. " (paragraph 0039).

Claim 20. Hjelmeland and Getchius disclose the apparatus of claim 13 and Hjelmeland further discloses the display device comprises a television set "According to another aspect, the step of logically associating the portable communication device and the television includes storing a unique identifier associated with the television and the mobile telephone in a remote server." (paragraph 0016), "An exemplary method of use in accordance with the invention is illustrated in FIG. 6. It is assumed for purposes of this method that the user's mobile telephone 10 and television 104 and/or coupler device 106 are logically associated." (paragraph 0092).

ALTICE EXHIBIT 1172
Page 198 of 479

Claim 21. Hjelmeland and Getchius disclose the apparatus of claim 13 and Hjelmeland further discloses the display device comprises a laptop or personal computer "Further, the I/O interface(s) 42 may serve to connect the mobile telephone 10 to a personal computer or other device via a data cable. " (paragraph 0053), "The mobile telephone 10 also may include one or more local wireless interfaces (indicated generally as wireless interface 52), such as an infrared transceiver and/or an RF adapter, e.g., a Bluetooth adapter, WLAN adapter, Ultra-Wideband (UWB) adapter and the like, for establishing communication with an accessory, a hands free adapter, e.g., a headset that may audibly output sound corresponding to audio data transferred from the portable communication device 10 to the adapter, another mobile radio terminal, a computer, a television, a coupler device or any other electronic device. " (paragraph 0055).

Claim 22. Hjelmeland discloses a personal computing device comprising: a transceiver to establish connections to a network; means for receiving user input; and processing circuitry to process incoming and outgoing communications and user input; wherein

a. the personal computing device is operable, in response to user input identifying or selecting content to be played on a display device, to transmit a message according to a specified format over the network to a server system "The

ALTICE EXHIBIT 1172
Page 199 of 479

server 108 may store information transmitted from one or more of the various components of the systems 100 (e.g., mobile telephones 10A and 10B, television 104, coupler device 106, etc.). In addition, upon request or at predetermined times, the server 108 may download the stored information to one ore more of the various system components." (paragraph 0061), "In addition, any number of commands, state variables, semaphores or messages may be added to the logical flow for purposes of enhanced utility, accounting, performance, measurement, troubleshooting, and the like." (paragraph 0072),

b. the message identifying "In addition, any number of commands, state variables, semaphores or messages may be added to the logical flow for purposes of enhanced utility, accounting, performance, measurement, troubleshooting, and the like." (paragraph 0072):

c. the content identified or selected by the user, the display device on which the content is to be played "Audiovisual content may be received in other manners, such as by podcasts, Internet downloads, etc. Accordingly, media content and media content recommendations may relate to any mobile media format or content type including, but not limited to, mobile

ALTICE EXHIBIT 1172
Page 200 of 479

television, mobile radio, internet radio channels, podcasts, RSS feeds, Internet webpages, video clips, audio clips, audio books, animations, ring tones, commercials and so forth. " (paragraph 0039), and wherein

d. the personal computing device is operable to control the playing of the content on the display device based on user-selected commands transmitted to the server system from the personal computing device "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075).

Hjelmeland does not disclose a media player to play the content, as disclosed in the claims. However, in the same field of invention, Getchius discloses "Generally, the content once accessed and received by a podcatcher active on a receiving device, is executed with a media player, audio player, video player, web-based content aggregator or the like. Any means of enabling the delivery and execution of streamed and/or non-streamed content is relevant to the exemplary embodiments presented herein." (paragraph 0016), "The content as transferred results in execution of a media player, i.e., the media player compatible for playback of the content via the device 700 according to the received data format. The video content may

ALTICE EXHIBIT 1172
Page 201 of 479

also be accompanied by a message 705 indicating details regarding the video content--i.e., profile data, metadata, etc. As the content is automatically executed/played upon completion of or during download, the user may pause, forward, rewind or stop execution at their own discretion using control buttons 707." (paragraph 0045). Therefore, considering **the teachings of** Hjelmeland and Getchius, it would have been obvious to one having ordinary skill in the art at the time of the invention to **add** a media player to play the content **to the teachings** of Hjelmeland. One would have been motivated to **add** a media player to play the content **to the teachings** of Hjelmeland in order to improve the system by making the system more flexible and easier to operate by the user.

Claim 23. Hjelmeland and Getchius discloses the personal computing device of claim 22 and Hjelmeland further discloses the personal computing device is a mobile phone "According to another aspect, the step of logically associating the portable communication device and the television includes storing a unique identifier associated with the television and the mobile telephone in a remote server." (paragraph 0016).

Claim 24. Hjelmeland and Getchius discloses the personal computing device of claim 22 and Getchius further discloses "Generally, the content once accessed and received by a podcatcher active on a receiving device, is

ALTICE EXHIBIT 1172
Page 202 of 479

executed with a media player, audio player, video player, web-based content aggregator or the like. Any means of enabling the delivery and execution of streamed and/or non-streamed content is relevant to the exemplary embodiments presented herein." (paragraph 0016), "The content as transferred results in execution of a media player, i.e., the media player compatible for playback of the content via the device 700 according to the received data format. The video content may also be accompanied by a message 705 indicating details regarding the video content--i.e., profile data, metadata, etc. As the content is automatically executed/played upon completion of or during download, the user may pause, forward, rewind or stop execution at their own discretion using control buttons 707." (paragraph 0045). Therefore, considering **the teachings of** Hjelmeland and Getchius, it would have been obvious to one having ordinary skill in the art at the time of the invention to **add** the message further includes a command to control presentation of the content on the display device **to the teachings** of Hjelmeland and Getchius with the same motivation as claim 22.

Claim 25. Hjelmeland and Getchius discloses the personal computing device of claim 24 and Getchius further discloses "Generally, the content once accessed and received by a podcatcher active on a receiving device, is executed with a media player, audio player, video player, web-

ALTICE EXHIBIT 1172
Page 203 of 479

based content aggregator or the like. Any means of enabling the delivery and execution of streamed and/or non-streamed content is relevant to the exemplary embodiments presented herein." (paragraph 0016), "The content as transferred results in execution of a media player, i.e., the media player compatible for playback of the content via the device 700 according to the received data format. The video content may also be accompanied by a message 705 indicating details regarding the video content--i.e., profile data, metadata, etc. As the content is automatically executed/played upon completion of or during download, the user may pause, forward, rewind or stop execution at their own discretion using control buttons 707." (paragraph 0045). Therefore, considering **the teachings of** Hjelmeland and Getchius, it would have been obvious to one having ordinary skill in the art at the time of the invention to **add** the command specifies one of the following actions to be performed with respect to the playing of the content by the display device: pause, stop, rewind or fast forward **to the teachings** of Hjelmeland and Getchius with the same motivation as claim 22.

Claim 26. Hjelmeland and Getchius discloses the personal computing device, of claim 22 and Hjelmeland further discloses the display device is identified in the message according to a synchronization code that is different from an IP address associated with the display device "According to another aspect, the step of logically

ALTICE EXHIBIT 1172
Page 204 of 479

associating the portable communication device and the television includes storing a unique identifier associated with the television and the mobile telephone in a remote server." (paragraph 0016), "An exemplary method of use in accordance with the invention is illustrated in FIG. 6. It is assumed for purposes of this method that the user's mobile telephone 10 and television 104 and/or coupler device 106 are logically associated." (paragraph 0092).

Claim 27. Hjelmeland and Getchius discloses the personal computing device of claim 22 and Hjelmeland further discloses the display device is identified in the message according to a synchronization code that is different from a MAC address associated with the display device "The television field 112 may include an IP address associated with the user's television or television service provider. One of ordinary skill in the art will readily appreciate that these examples are exemplary in nature and in no way intended to limit scope of the present invention. " (paragraph 0068).

Claim 28. Hjelmeland and Getchius discloses the personal computing device of claim 22 and Hjelmeland further discloses the content is a video "Audiovisual content may be received in other manners, such as by podcasts, Internet

ALTICE EXHIBIT 1172
Page 205 of 479

downloads, etc. Accordingly, media content and media content recommendations may relate to any mobile media format or content type including, but not limited to, mobile television, mobile radio, internet radio channels, podcasts, RSS feeds, Internet webpages, video clips, audio clips, audio books, animations, ring tones, commercials and so forth. “ (paragraph 0039).

Claim 29. Hjelmeland and Getchius discloses the personal computing device of claim 22 and Hjelmeland further discloses the content is an interactive video game

"Audiovisual content may be received in other manners, such as by podcasts, Internet downloads, etc. Accordingly, media content and media content recommendations may relate to any mobile media format or content type including, but not limited to, mobile television, mobile radio, internet radio channels, podcasts, RSS feeds, Internet webpages, video clips, audio clips, audio books, animations, ring tones, commercials and so forth. “ (paragraph 0039), “The mobile telephone 10 may be configured to transmit, receive and process data, such as text messages (e.g., a short message service (SMS) formatted message), electronic mail messages, multimedia messages (e.g., a multimedia messaging service (MMS) formatted message), image files, video files, audio files, ring tones, streaming audio, streaming video and so forth. Processing

ALTICE EXHIBIT 1172
Page 206 of 479

such data may include storing the data in the memory 18, executing applications to allow user interaction with data, displaying video and/or image content associated with the data, broadcasting audio sounds associated with the data and so forth." (paragraph 0056).

Claim 30. Hjelmeland discloses a system for presenting and controlling content on a display device, the system comprising:

a. a network; a server system coupled to the network and comprising one or more servers "The communications network 102 includes a server 108 (or servers) for managing information. " (paragraph 0058);
b. a display device coupled to the network and having a display; a personal computing device "According to another aspect, the step of logically associating the portable communication device and the television includes storing a unique identifier associated with the television and the mobile telephone in a remote server." (paragraph 0016), "An exemplary method of use in accordance with the invention is illustrated in FIG. 6. It is assumed for purposes of this method that the user's mobile telephone 10 and television 104 and/or coupler device 106 are logically associated." (paragraph 0092)

ALTICE EXHIBIT 1172
Page 207 of 479

c. operable to transmit a first message according to a specified format over the network to the server system, the first message identifying: user-selected content message including a command for controlling the playing of the specified content "In addition, any number of commands, state variables, semaphores or messages may be added to the logical flow for purposes of enhanced utility, accounting, performance, measurement, troubleshooting, and the like." (paragraph 0072), "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075) and

d. a media player to play the content "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075); wherein

e. the server system stores an association between the personal computing device and the display device "According to another aspect, the step of logically associating the portable communication device and the television includes storing a unique identifier associated with the television and the mobile telephone in a remote server." (paragraph 0016), "An exemplary method of use in accordance with the invention is illustrated in FIG. 6. It is assumed for purposes of this method that the user's

ALTICE EXHIBIT 1172
Page 208 of 479

mobile telephone 10 and television 104 and/or coupler device 106 are logically associated." (paragraph 0092), and wherein

f. the server system is operable, in response to receiving the first message from the personal computing device, to provide to the display device a second message identifying the user-selected content and the media player to play the content "In addition, any number of commands, state variables, semaphores or messages may be added to the logical flow for purposes of enhanced utility, accounting, performance, measurement, troubleshooting, and the like." (paragraph 0072), "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075).

Hjelmeland does not disclose in response to receiving the second message, the display device is operable to obtain a first media player needed to play the content, to load the media player and to present the content on the display, as disclosed in the claims. However, in the same field of invention, Getchius discloses "Generally, the content once accessed and received by a podcatcher active on a receiving device, is executed with a media player, audio player, video player, web-based content aggregator or the like. Any means of enabling the delivery and execution of streamed and/or non-streamed content is relevant to the exemplary embodiments

ALTICE EXHIBIT 1172
Page 209 of 479

presented herein." (paragraph 0016), "The content as transferred results in execution of a media player, i.e., the media player compatible for playback of the content via the device 700 according to the received data format. The video content may also be accompanied by a message 705 indicating details regarding the video content--i.e., profile data, metadata, etc. As the content is automatically executed/played upon completion of or during download, the user may pause, forward, rewind or stop execution at their own discretion using control buttons 707." (paragraph 0045). Therefore, considering **the teachings of** Hjelmeland and Getchius, it would have been obvious to one having ordinary skill in the art at the time of the invention to **add** in response to receiving the second message, the display device is operable to obtain a first media player needed to play the content, to load the media player and to present the content on the display **to the teachings** of Hjelmeland. One would have been motivated to **add** in response to receiving the second message, the display device is operable to obtain a first media player needed to play the content, to load the media player and to present the content on the display **to the teachings** of Hjelmeland in order to improve the system by making the system more flexible and easier to operate by the user.

Claim 31. Hjelmeland and Getchius disclose the system of claim 30 and Hjelmeland further discloses: the personal computing device is operable to transmit a third message

ALTICE EXHIBIT 1172
Page 210 of 479

according to a specified format over the network to the server system, the third message comprising a command for controlling playing of the content on the display device, the server system is operable, in response to receiving the third message, to convert the command into a corresponding command recognizable by the media player if the command received from the personal computing device is not recognizable by the media player and to provide a fourth message to the display device, wherein the fourth message includes the corresponding command, and the display device is operable, in response to receiving the fourth message, to execute the command "In addition, any number of commands, state variables, semaphores or messages may be added to the logical flow for purposes of enhanced utility, accounting, performance, measurement, troubleshooting, and the like." (paragraph 0072), "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075).

Claim 32. Hjelmeland and Getchius disclose the system of claim 31 and Getchius further discloses "The content as transferred results in execution of a media player, i.e., the media player compatible for playback of the content via the device 700 according to the received data format. The video content may also be accompanied by a message 705 indicating details regarding the video content--i.e.,

ALTICE EXHIBIT 1172
Page 211 of 479

profile data, metadata, etc. As the content is automatically executed/played upon completion of or during download, the user may pause, forward, rewind or stop execution at their own discretion using control buttons 707." (paragraph 0045). Therefore, considering **the teachings of** Hjelmeland and Getchius, it would have been obvious to one having ordinary skill in the art at the time of the invention to **add** the command from the personal computing device specifies one of the following actions to be performed by the display device with respect to playing of the content: pause, stop, rewind or fast forward **to the teachings** of Hjelmeland and Getchius with the same motivation as claim 30.

Claim 33. Hjelmeland and Getchius disclose the system of claim 30 and Getchius further discloses "In step 405, an application is pushed by the content delivery platform to a determined recipient user device. The pushed application provides an indicator representing the content for which the user device is to receive from the content delivery platform 103--the indicator being pushed prior to pushing of the actual content. Also, as mentioned previously, the application for providing said indicator may also have associated therewith profile information, such as in the form of a certain schema syntax or metadata that is descriptive of the intended content to ultimately be downloaded/pushed to the

ALTICE EXHIBIT 1172
Page 212 of 479

device." (paragraph 0040), "Generally, the content once accessed and received by a podcatcher active on a receiving device, is executed with a media player, audio player, video player, web-based content aggregator or the like. Any means of enabling the delivery and execution of streamed and/or non-streamed content is relevant to the exemplary embodiments presented herein." (paragraph 0016), "The content as transferred results in execution of a media player, i.e., the media player compatible for playback of the content via the device 700 according to the received data format. The video content may also be accompanied by a message 705 indicating details regarding the video content--i.e., profile data, metadata, etc. As the content is automatically executed/played upon completion of or during download, the user may pause, forward, rewind or stop execution at their own discretion using control buttons 707." (paragraph 0045). Therefore, considering the teachings of Hjelmeland and Getchius, it would have been obvious to one having ordinary skill in the art at the time of the invention to **add** the display device is operable, in response to receiving the second message, to obtain the first media player from a content provider if the first media player is not already loaded in the display device **to the teachings of** Hjelmeland with the same motivation as claim 30.

ALTICE EXHIBIT 1172
Page 213 of 479

Claim 34. Hjelmeland and Getchius disclose the system of claim 30 and Hjelmeland further discloses the display device is operable, in response to receiving the second message, to obtain a copy of the content from the content provider over the network "Audiovisual content may be received in other manners, such as by podcasts, Internet downloads, etc. Accordingly, media content and media content recommendations may relate to any mobile media format or content type including, but not limited to, mobile television, mobile radio, internet radio channels, podcasts, RSS feeds, Internet webpages, video clips, audio clips, audio books, animations, ring tones, commercials and so forth. " (paragraph 0039).

Claim 35. Hjelmeland and Getchius disclose the system of claim 30 and Hjelmeland further discloses the display device is identified in the first message according to a synchronization code that is different from an IP address associated with the display device "According to another aspect, the step of logically associating the portable communication device and the television includes storing a unique identifier associated with the television and the mobile telephone in a remote server." (paragraph 0016), "An exemplary method of use in accordance with the invention is illustrated in FIG. 6. It is assumed for purposes of this method that the user's mobile telephone 10 and television 104

ALTICE EXHIBIT 1172
Page 214 of 479

and/or coupler device 106 are logically associated." (paragraph 0092).

Clam 36. Hjelmeland and Getchius disclose the system of claim 30 and Hjelmeland further discloses the display device is identified in the first message according to a synchronization code that is different from a MAC address associated with the display device "According to another aspect, the step of logically associating the portable communication device and the television includes storing a unique identifier associated with the television and the mobile telephone in a remote server." (paragraph 0016), "An exemplary method of use in accordance with the invention is illustrated in FIG. 6. It is assumed for purposes of this method that the user's mobile telephone 10 and television 104 and/or coupler device 106 are logically associated." (paragraph 0092).

Claim 36. Hjelmeland and Getchius disclose the system of claim 30 and Hjelmeland further discloses the user-selected content is a video "Audiovisual content may be received in other manners, such as by podcasts, Internet downloads, etc. Accordingly, media content and media content recommendations may relate to any mobile media format or content type including, but not limited to, mobile television, mobile

ALTICE EXHIBIT 1172
Page 215 of 479

radio, internet radio channels, podcasts, RSS feeds, Internet webpages, video clips, audio clips, audio books, animations, ring tones, commercials and so forth. “ (paragraph 0039).

Claim 37. Hjelmeland and Getchius disclose the system of claim 30 and Hjelmeland further discloses the user-selected content is an interactive video game "Audiovisual content may be received in other manners, such as by podcasts, Internet downloads, etc. Accordingly, media content and media content recommendations may relate to any mobile media format or content type including, but not limited to, mobile television, mobile radio, internet radio channels, podcasts, RSS feeds, Internet webpages, video clips, audio clips, audio books, animations, ring tones, commercials and so forth. “ (paragraph 0039), “The mobile telephone 10 may be configured to transmit, receive and process data, such as text messages (e.g., a short message service (SMS) formatted message), electronic mail messages, multimedia messages (e.g., a multimedia messaging service (MMS) formatted message), image files, video files, audio files, ring tones, streaming audio, streaming video and so forth. Processing such data may include storing the data in the memory 18, executing applications to allow user interaction with data, displaying video and/or image content associated with the data,

ALTICE EXHIBIT 1172
Page 216 of 479

broadcasting audio sounds associated with the data and so forth." (paragraph 0056).

Claim 38. Hjelmeland and Getchius disclose the system of claim 30 and Hjelmeland further discloses the first message further identifies a display device on which the content is to be played "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075).

Claim 39. Hjelmeland and Getchius disclose the system of claim 30 and Hjelmeland the network comprises the Internet "Audiovisual content may be received in other manners, such as by podcasts, Internet downloads, etc. Accordingly, media content and media content recommendations may relate to any mobile media format or content type including, but not limited to, mobile television, mobile radio, internet radio channels, podcasts, RSS feeds, Internet webpages, video clips, audio clips, audio books, animations, ring tones, commercials and so forth. " (paragraph 0039).

Claim 41. Hjelmeland discloses an automated method of presenting content on a display device, the method comprising: receiving at the display device a message to play specified content, the message identifying the specified content and a media player

ALTICE EXHIBIT 1172
Page 217 of 479

to play the content "As stated above, the television 104 and the mobile telephone 10 may be communicatively coupled through the shared server 108. Generally, the server 108 maintains a channel recommendation support function 110. Referring to FIG. 4, the channel recommendation support function (CRSF) 110 may include an exemplary database 200 that includes a plurality of fields to support content recommendation among user's and associated contacts. " (paragraph 0066).

Hjelmeland does not disclose obtaining over the Internet the media player needed to play the specified content; loading the media player in the display device; and presenting the specified content on the display device, as disclosed in the claims. However, in the same field of invention, Getchius discloses "Generally, the content once accessed and received by a podcatcher active on a receiving device, is executed with a media player, audio player, video player, web-based content aggregator or the like. Any means of enabling the delivery and execution of streamed and/or non-streamed content is relevant to the exemplary embodiments presented herein." (paragraph 0016), "The content as transferred results in execution of a media player, i.e., the media player compatible for playback of the content via the device 700 according to the received data format. The video content may

ALTICE EXHIBIT 1172
Page 218 of 479

also be accompanied by a message 705 indicating details regarding the video content--i.e., profile data, metadata, etc. As the content is automatically executed/played upon completion of or during download, the user may pause, forward, rewind or stop execution at their own discretion using control buttons 707." (paragraph 0045). Therefore, considering the teachings of Hjelmeland and Getchius, it would have been obvious to one having ordinary skill in the art at the time of the invention to **add** obtaining over the Internet the media player needed to play the specified content; loading the media player in the display device; and presenting the specified content on the display device **to the teachings of** Hjelmeland. One would have been motivated to **add** obtaining over the Internet the media player needed to play the specified content; loading the media player in the display device; and presenting the specified content on the display device **to the teachings of** Hjelmeland in order to improve the system by making the system more flexible and easier to operate by the user.

Claim Rejections - 35 USC § 102

5. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

ALTICE EXHIBIT 1172
Page 219 of 479

6. Claims 40, 42, 43 are rejected under 35 U.S.C. 102(b) as being anticipated by Hjelmeland Almas et al. (US 2008/0301737 A1).

Claim 40. Hjelmeland discloses an automated method of controlling presentation of content on a display device, the method comprising:

a. receiving a message from a personal computing device, the message including a command for controlling the presentation of specified content and further identifying a media player for playing the specified content "In addition, any number of commands, state variables, semaphores or messages may be added to the logical flow for purposes of enhanced utility, accounting, performance, measurement, troubleshooting, and the like." (paragraph 0072), "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075),

b. in response to receiving the message, converting the command into a corresponding command recognizable by the media player "In addition, any number of commands, state variables, semaphores or messages may be added to the logical flow for purposes of enhanced utility, accounting, performance, measurement, troubleshooting, and the like." (paragraph 0072), "Tracking connection type and/or device type may assist in making

ALTICE EXHIBIT 1172
Page 220 of 479

content recommendations for which the user's device can receive and/or play back." (paragraph 0075); and

c. providing a further message to the display device "In addition, any number of commands, state variables, semaphores or messages may be added to the logical flow for purposes of enhanced utility, accounting, performance, measurement, troubleshooting, and the like." (paragraph 0072), "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075), wherein

d. the further message includes the corresponding command and identifies the specified content and the media player "In addition, any number of commands, state variables, semaphores or messages may be added to the logical flow for purposes of enhanced utility, accounting, performance, measurement, troubleshooting, and the like." (paragraph 0072), "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075).

Claim 42. Hjelmeland discloses a method of controlling content to be presented on a display device, the method comprising:

ALTICE EXHIBIT 1172
Page 221 of 479

a. receiving, in a personal computing device, user input specifying content to be played on display device "In addition, any number of commands, state variables, semaphores or messages may be added to the logical flow for purposes of enhanced utility, accounting, performance, measurement, troubleshooting, and the like." (paragraph 0072), "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075); and

b. in response to receiving the user input, transmitting, from the personal computing device, a message according to a specified format over a network to a server system "In addition, any number of commands, state variables, semaphores or messages may be added to the logical flow for purposes of enhanced utility, accounting, performance, measurement, troubleshooting, and the like." (paragraph 0072), "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075),

c. the message identifying: the user-specified content, a display device on which the content is to be played, and a media player to play the content "In addition, any number of commands, state variables, semaphores or messages may be added to the logical flow for

ALTICE EXHIBIT 1172
Page 222 of 479

purposes of enhanced utility, accounting, performance, measurement, troubleshooting, and the like." (paragraph 0072), "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075).

Claim 43. Hjelmeland discloses the method of claim 42 and Hjelmeland further discloses receiving, in the personal computing device, a user-specified command; and transmitting to the server system from the personal computing device the user-specified command to control playing of the content on the display device "In addition, any number of commands, state variables, semaphores or messages may be added to the logical flow for purposes of enhanced utility, accounting, performance, measurement, troubleshooting, and the like." (paragraph 0072), "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075).

7. Claim 11 is rejected under 35 U.S.C. 103(a) as being unpatentable over Hjelmeland Almas et al. (US 2008/0301737 A1) in view of Getchius (US 2012/0110074 A1) and further in view of Carter (US 2011/0202466 A1).

ALTICE EXHIBIT 1172
Page 223 of 479

Claim 11. Hjelmeland and Getchius disclose the server system of claim 8 but do not disclose operable to assign a randomly generated synchronization code to the display device each time the display device connects to the server system, as disclosed in the claims. However, in the same field of invention, Carter discloses "There are basically two sorts of IP addresses, the dynamic IP address which belongs to an Internet Service Provider (ISP) who typically attributes these addresses randomly to its customers, usually the moment they switch on." (paragraph 0124, item 6). Therefore, considering the teachings of Hjelmeland, Getchius and Carter, it would have been obvious to one having ordinary skill in the art at the time of the invention to **add** operable to assign a randomly generated synchronization code to the display device each time the display device connects to the server system **to the teachings of** Hjelmeland and Getchius. One would have been motivated to **add** operable to assign a randomly generated synchronization code to the display device each time the display device connects to the server system **to the teachings of** Hjelmeland and Getchius in order to reserve the total number of IP addresses being used at any one time.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to JOHN HEFFINGTON whose telephone number is (571)270-1696. The examiner can normally be reached on 8:30 am to 5:30 pm.

ALTICE EXHIBIT 1172
Page 224 of 479

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Boris M. Pesin can be reached on 571-272-4070. 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). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

JMH
6/15/13
/Boris Pesin/
Supervisory Patent Examiner, Art Unit 2172

ALTICE EXHIBIT 1172
Page 225 of 479

Notice of References Cited	Application/Control No. 13/157,821	Applicant(s)/Patent Under Reexamination STROBER, DAVID	
	Examiner JOHN HEFFINGTON	Art Unit 2172	Page 1 of 8

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2002/0075332 A1	06-2002	GEILFUSS et al.	345/859
*	B	US-2002/0120666 A1	08-2002	Landsman et al.	709/200
*	C	US-2002/0129102 A1	09-2002	Landsman et al.	709/203
*	D	US-2002/0133518 A1	09-2002	Landsman et al.	707/513
*	E	US-2002/0198778 A1	12-2002	Landsman et al.	705/14
*	F	US-2003/0004804 A1	01-2003	Landsman et al.	705/14
*	G	US-2003/0005000 A1	01-2003	Landsman et al.	707/513
*	H	US-2003/0018885 A1	01-2003	Landsman et al.	713/2
*	I	US-2003/0023488 A1	01-2003	Landsman et al.	705/14
*	J	US-2003/0028565 A1	02-2003	Landsman et al.	707/513
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*		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. 13/157,821	Applicant(s)/Patent Under Reexamination STROBER, DAVID	
	Examiner JOHN HEFFINGTON	Art Unit 2172	Page 2 of 8

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*	C	US-2004/0088728 A1	05-2004	Shimizu, Seiya	725/089
*	D	US-2004/0268224 A1	12-2004	Balkus et al.	715/500.1
*	E	US-2004/0268451 A1	12-2004	Robbin et al.	999/999.999
*	F	US-2005/0144305 A1	06-2005	Fegan et al.	709/231
*	G	US-2006/0098624 A1	05-2006	Morgan et al.	370/352
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Notice of References Cited	Application/Control No. 13/157,821	Applicant(s)/Patent Under Reexamination STROBER, DAVID	
	Examiner JOHN HEFFINGTON	Art Unit 2172	Page 3 of 8

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Notice of References Cited	Application/Control No. 13/157,821	Applicant(s)/Patent Under Reexamination STROBER, DAVID	
	Examiner JOHN HEFFINGTON	Art Unit 2172	Page 4 of 8

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Notice of References Cited	Application/Control No. 13/157,821	Applicant(s)/Patent Under Reexamination STROBER, DAVID	
	Examiner JOHN HEFFINGTON	Art Unit 2172	Page 5 of 8

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Notice of References Cited	Application/Control No. 13/157,821	Applicant(s)/Patent Under Reexamination STROBER, DAVID	
	Examiner JOHN HEFFINGTON	Art Unit 2172	Page 6 of 8

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Notice of References Cited	Application/Control No. 13/157,821	Applicant(s)/Patent Under Reexamination STROBER, DAVID	
	Examiner JOHN HEFFINGTON	Art Unit 2172	Page 7 of 8

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Notice of References Cited	Application/Control No. 13/157,821	Applicant(s)/Patent Under Reexamination STROBER, DAVID	
	Examiner JOHN HEFFINGTON	Art Unit 2172	Page 8 of 8

U.S. PATENT DOCUMENTS

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Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13157821	STROBER, DAVID
	Examiner	Art Unit
	JOHN HEFFINGTON	2172

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
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☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

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Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13157821	STROBER, DAVID
	Examiner	Art Unit
	JOHN HEFFINGTON	2172

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
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EAST Search History

EAST Search History (Prior Art)

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ALTICE EXHIBIT 1172
Page 236 of 479

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ALTICE EXHIBIT 1172
Page 237 of 479

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ALTICE EXHIBIT 1172
Page 238 of 479

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EAST Search History (Interference)

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Substitute Form PTO-1449 (Modified)	U.S. Department of Commerce Patent and Trademark Office	Attorney Docket No. 30160-0002001	Application No. 13/157,821
Information Disclosure Statement by Applicant (Use several sheets if necessary) (37 CFR §1.98(b))		Applicant David Strober	
		Filing Date June 10, 2011	Group Art Unit

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Examiner Signature	/John Heffington/	Date Considered	06/15/2013

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	35							
	36							
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Other Documents (include Author, Title, Date, and Place of Publication)

Examiner Initial	Desig. ID	Document
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	41	Webopedia computer dictionary, session cookie, printed on 11/19/11.

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Other Documents (include Author, Title, Date, and Place of Publication)		
Examiner Initial	Desig. ID	Document
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CONFIRMATION NO. 8023

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13/157,821	06/10/2011	715	2172	30160-0002001

APPLICANTS
David Strober, Rye, NY;

**** CONTINUING DATA ***************************
This appln claims benefit of 61/477,998 04/21/2011

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

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Foreign Priority claimed ☐ Yes ☑ No 35 USC 119(a-d) conditions met ☐ Yes ☑ No Verified and Acknowledged /JOHN M HEFFINGTON/ Examiner's Signature	☐ Met after Allowance Initials	STATE OR COUNTRY	SHEETS DRAWINGS	TOTAL CLAIMS	INDEPENDENT CLAIMS
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TITLE

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	No._____ for following:	☐ 1.17 Fees (Processing Ext. of time)
		☐ 1.18 Fees (Issue)
		☐ Other _____
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ALTICE EXHIBIT 1172
Page 245 of 479

Substitute Disclosure Form	U.S. Department of Commerce Patent and Trademark Office	Attorney Docket No. 30160-0002001	Application No. 13/157,821
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(37 CFR §1.98(b))		Filing Date June 10, 2011	Group Art Unit

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ALTICE EXHIBIT 1172
Page 246 of 479

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Examiner Initial	Desig. ID	Document Number	Publication Date	Country or Patent Office	Class	Subclass	Translation Yes	Translation No
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Other Documents (include Author, Title, Date, and Place of Publication)

Examiner Initial	Desig. ID	Document
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Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13157821	STROBER, DAVID
	Examiner	Art Unit
	JOHN HEFFINGTON	2172

CPC- SEARCHED		
Symbol	Date	Examiner

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner
715	716	6/15/13	JMH

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Search Notes	Date	Examiner
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	892	06/21/2013	30160-0002001
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Information Disclosure Statement by Applicant (Use several sheets if necessary)		Applicant David Strober	
(37 CFR §1.98(b))		Filing Date June 10, 2011	Group Art Unit 2172

U.S. Patent Documents

Examiner Initial	Desig. ID	Document Number	Publication Date	Patentee	Class	Subclass	Filing Date If Appropriate
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Examiner Initial	Desig. ID	Document
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13/736,590	01/08/2013	David Stuebe	30160-0002003	6845

26211 7590 10/25/2013
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EXAMINER	
HEFFINGTON, JOHN M	

ART UNIT	PAPER NUMBER
2172	

NOTIFICATION DATE	DELIVERY MODE
10/25/2013	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):

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Office Action Summary	Application No. 13/736,590	Applicant(s) STROBER, DAVID	
	Examiner JOHN HEFFINGTON	Art Unit 2172	AIA (First Inventor to File) Status No

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

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

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

Status

1)☒ Responsive to communication(s) filed on *31 July 2013*.

☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

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

3)☐ 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.

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

Disposition of Claims

5)☒ Claim(s) *2-31* is/are pending in the application.

5a) Of the above claim(s) _____ is/are withdrawn from consideration.

6)☐ Claim(s) _____ is/are allowed.

7)☒ Claim(s) *2-31* is/are rejected.

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

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

* If any claims have been determined allowable, 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.

Application Papers

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

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

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

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

Priority under 35 U.S.C. § 119

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

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)).

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

Attachment(s)

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

2) ☐ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date _____

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

4) ☐ Other: _____

1. The present application is being examined under the pre-AIA first to invent provisions.

DETAILED ACTION

This action is in response to the amendment filed 31 July 2013. Claim 1 has been canceled. Claims 2-9, 11, 12, 14, 25-28 have been amended. Claim 31 has been added. Claims 2-31 are pending and have been considered below.

Response to Arguments

2. Applicant's arguments with respect to claims 14, 25, 28, 31 have been considered but are moot because the arguments do not apply to any of the references being used in the current rejection.

3. Applicant's arguments filed 21 July 2013 have been fully considered but they are not persuasive. Claim 28 is amended and is similar to claim 31, except that instead of a "synchronization code," it recites "information based on a unique identification associated with the content presentation device." Hjelmeland discloses "According to another aspect, the step of logically associating the portable communication device and the television includes storing a unique identifier associated with the television and the mobile telephone in a remote server." (paragraph 0016). Hjelmeland clearly discloses a unique identification, i.e. a unique identifier, Associated with the content presentation device, i.e. the television.

ALTICE EXHIBIT 1172
Page 255 of 479

Claim Rejections - 35 USC § 103

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

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

5. Claims 2-5, 7-12, 25-31 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hjelmeland Almas et al. (US 2008/0301737 A1) in view of Vestergaard et al. (US 2002/0146122 A1) and further in view of Southwood et al. (US 2006/0062544 A1).

Claim 1. Canceled.

Claim 31. Hjelmeland discloses a method of controlling presentation of content on a content presentation device that loads anyone of a plurality of different media players, the method comprising:

a. receiving, in a server system, one or more messages from a personal computing device that is separate from the server system and separate from the content presentation device "In addition, the user may also transmit "orders" through the user's mobile telephone 10 to the television 104 through the server 108." (paragraph 0098), wherein

b. the one or more messages, taken together, include information associated with a synchronization code assigned to the content presentation device "According

ALTICE EXHIBIT 1172
Page 256 of 479

to another aspect, the step of logically associating the portable communication device and the television includes storing a unique identifier associated with the television and the mobile telephone in a remote server." (paragraph 0016),

c. specify a file to be acted upon "The term 'channel' will be used to broadly mean any one of multiple broadcast services that may be received by the electronic equipment. … As will be appreciated, each channel delivers corresponding audiovisual content." (paragraph 0038), "Audiovisual content may be received in other manners, such as by podcasts, Internet downloads, etc. Accordingly, media content and media content recommendations may relate to any mobile media format or content type including, but not limited to, … video clips, … ." (paragraph 0039), "In addition, the user may also transmit "orders" through the user's mobile telephone 10 to the television 104 through the server 108. An exemplary "order" includes requesting the server to search for channels having a certain type of programming. … Accordingly, when the user is on his or her way home from work, a request is made to the server to queue comedy channels on the television for viewing when the user gets home." (paragraph 0098), and

ALTICE EXHIBIT 1172
Page 257 of 479

d. include an action control command for presentation of the content on the content presentation device by the particular media player "Accordingly, when the user is on his or her way home from work, a request is made to the server to queue comedy channels on the television for viewing when the user gets home." (paragraph 0098),

e. using the information associated with the synchronization code to store a record establishing an association between the personal computing device and the content presentation device "According to another aspect, the step of logically associating the portable communication device and the television includes storing a unique identifier associated with the television and the mobile telephone in a remote server." (paragraph 0016);

f. identifying, by the server system, programming code corresponding to the action control command "The server 108 may store information transmitted from one or more of the various components of the systems 100 (e.g., mobile telephones 10A and 10B, television 104, coupler device 106, etc.). In addition, upon request or at predetermined times, the server 108 may download the stored information to one ore more of the various system components." (paragraph 0061), "Accordingly, when the user is on his or her way home from work, a request is made to the server to queue comedy channels on the

ALTICE EXHIBIT 1172
Page 258 of 479

television for viewing when the user gets home. When the user gets home and turns on the television with his mobile telephone, the television will have comedy recommendations available to the user based on the order message." (paragraph 0098), wherein

g. the programming code is for controlling presentation of the content by the content presentation device using the particular media player "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075);

h. using the particular media player to execute the programming code with respect to the file "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075), "Accordingly, when the user is on his or her way home from work, a request is made to the server to queue comedy channels on the television for viewing when the user gets home. When the user gets home and turns on the television with his mobile telephone, the television will have comedy recommendations available to the user based on the order message." (paragraph 0098).

ALTICE EXHIBIT 1172
Page 259 of 479

Hjelmeland does not disclose identify a particular media player for playing content from the file, as disclosed in the claims. However, in the same field of invention, Vestergaard discloses "For example, in applying the invention to a MacIntosh.TM. environment, it may be necessary to download the media player separately rather than integral with the downloaded media file. In such a case, the decryption engine can be configured to automatically launch the external player without having a decrypted copy of the media file stored locally." (paragraph 0053), "MPE files 110 is also playable on Macintosh.TM. computers (Mac). Although the Macintosh does not support Windows-compatible executables directly, the same MPE files 110 accessible on a Windows platform can also be accessed on the Mac. On the Mac, MPE files 110 require that a player (such as the Destiny Media Player) be installed prior to playing the MPE files 110. This does represent a lower level of accessibility than on a Windows platform, but preserves the accessibility of any MPE file 110 across Windows, Mac, and in future Linux, PalmOS, and other platforms without an unmanageable proliferation of formats. As many competing DRM solutions do not support the Macintosh at all, the system of the invention has a comparatively, very high level of accessibility on that platform." (paragraph 0178), "Automatically determined and supported ID3 tags associated with

ALTICE EXHIBIT 1172
Page 260 of 479

each MPE files 110 further reinforce branding by allowing compatible players to associate the file clearly with the artist or within the genre appropriate to the content." (paragraph 0188). Therefore, considering the **teachings of** Hjelmeland and Vestergaard, it would have been obvious to one having ordinary skill in the art at the time of the invention to **add** identify a particular media player for playing content from the file **to the teachings of** Hjelmeland. One would have been motivated to **add** identify a particular media player for playing content from the file **to the teachings of** Hjelmeland in order to make the system of Hjelmeland more flexible by allowing the user to access a single media file with a compatible player.

Hjelmeland and Vestergaard do not disclose the action control command being independent of the particular media player, as disclosed in the claims. However, in the same field of invention, Southlake discloses "Regardless of the protocol, the network interface 182 is configured to receive programming commands as described above as well as streaming video and other content. … This allows programming commands to be sent to the set top box, as described above with regard to FIG. 10. Accordingly, the set top box 180 is capable of communicating using any layer 4 protocol such as … RTP (real time protocol) for media player. The controller 184 is similar to the controller 90 described above, namely it is capable of receiving

ALTICE EXHIBIT 1172
Page 261 of 479

generic programming commands and converting them to native commands of a target programming device 12. With this embodiment, the controller 184 can be programmed to include the native commands of numerous programming devices. … The set top box also includes addition al hard wire ports 188a and 188b for providing commands, streaming video and other data and content to the programming device and/or a display device 16." (paragraph 0047). Therefore, considering the **teachings of** Hjelmeland, Vestergaard and Southwood, it would have been obvious to one having ordinary skill in the art at the time of the invention to **add** the action control command being independent of the particular media player **to the teachings of** Hjelmeland and Vestergaard. One would have been motivated to **add** the action control command being independent of the particular media player **to the teachings of** Hjelmeland and Vestergaard in order to make the system more efficient by allowing a single media player to be used to play multiple multimedia formats.

Hjelmeland does not disclose obtaining, by the content presentation device, the particular media player, wherein the particular media player is obtained over a network from a content provider; loading the particular media player in the content presentation device, as disclosed in the claims. However, in the same field of invention, Vestergaard discloses "The process comprises two phases. During the first phase, the Content Owner 132 interacts with the MPE Servers 134 and the

ALTICE EXHIBIT 1172
Page 262 of 479

distribution server 136 to encrypted content into an MPE file 110 and to make listings of it available on the distribution server 136. In the second phase, the Consumer 130 interacts with the MPE Servers 134 and the distribution server 136 to identify and download the desired content, to preview it, then to decrypt it if he so desires." (paragraph 0090). Therefore, considering the **teachings of** Hjelmeland, Vestergaard and Southwood, it would have been obvious to one having ordinary skill in the art at the time of the invention to **add** obtaining, by the content presentation device, the particular media player, wherein the particular media player is obtained over a network from a content provider; loading the particular media player in the content presentation device **to the teachings of** Hjelmeland, Vestergaard and Southwood. One would have been motivated to **add** obtaining, by the content presentation device, the particular media player, wherein the particular media player is obtained over a network from a content provider; loading the particular media player in the content presentation device **to the teachings of** Hjelmeland, Vestergaard and Southwood in order to make the system more efficient by providing for the user to have to access a central distribution point to access media files.

Claim 2. Hjelmeland, Vestergaard and Southwood disclose the method of claim 31 and Hjelmeland further discloses the file stores audio content "Audiovisual content may be received in other manners, such as by podcasts, Internet downloads, etc. Accordingly, media content and media content

ALTICE EXHIBIT 1172
Page 263 of 479

recommendations may relate to any mobile media format or content type including, but not limited to, mobile television, mobile radio, internet radio channels, podcasts, RSS feeds, Internet webpages, video clips, audio clips, audio books, animations, ring tones, commercials and so forth." (paragraph 0039).

Claim 3. Hjelmeland, Vestergaard and Southwood disclose the method of claim 31 and Hjelmeland further discloses the file stores video content "Audiovisual content may be received in other manners, such as by podcasts, Internet downloads, etc. Accordingly, media content and media content recommendations may relate to any mobile media format or content type including, but not limited to, mobile television, mobile radio, internet radio channels, podcasts, RSS feeds, Internet webpages, video clips, audio clips, audio books, animations, ring tones, commercials and so forth." (paragraph 0039).

Claim 4. Hjelmeland, Vestergaard and Southwood disclose the method of claim 31 and Hjelmeland further discloses the file stores multimedia content "Audiovisual content may be received in other manners, such as by podcasts, Internet downloads, etc. Accordingly, media content and media content recommendations may relate to any mobile media format or content type including, but not limited to, mobile television,

ALTICE EXHIBIT 1172
Page 264 of 479

mobile radio, internet radio channels, podcasts, RSS feeds, Internet webpages, video clips, audio clips, audio books, animations, ring tones, commercials and so forth." (paragraph 0039).

Claim 5. Hjelmeland, Vestergaard and Southwood disclose the method of claim 31 and Hjelmeland further discloses the file stores images "Audiovisual content may be received in other manners, such as by podcasts, Internet downloads, etc. Accordingly, media content and media content recommendations may relate to any mobile media format or content type including, but not limited to, mobile television, mobile radio, internet radio channels, podcasts, RSS feeds, Internet webpages, video clips, audio clips, audio books, animations, ring tones, commercials and so forth." (paragraph 0039).

Claim 7. Hjelmeland, Vestergaard and Southwood disclose the method of claim 31 and Hjelmeland further discloses the file stores elements of interactive content "The mobile telephone may also be used to modify the look of the menu on the television." (paragraph 0099).

Claim 8. Hjelmeland, Vestergaard and Southwood disclose the method of claim 31 and Hjelmeland further discloses loading, by the server system, a set of protocols or application programming interfaces from a library based on the identity of the particular

ALTICE EXHIBIT 1172
Page 265 of 479

media player "Accordingly, media content and media content recommendations may relate to any mobile media format or content type including, but not limited to, mobile television, mobile radio, internet radio channels, podcasts, RSS feeds, Internet webpages, video clips, audio clips, audio books, animations, ring tones, commercials and so forth." (paragraph 0039), "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075).

Claim 9. Hjelmeland, Vestergaard and Southwood discloses the method of claim 31 and Hjelmeland further discloses obtaining programming code corresponding to the action control command includes accessing a look-up table (Figure 4).

Claim 10. Hjelmeland, Vestergaard and Southwood discloses the method of claim 9 and Hjelmeland further discloses the look-up table stores a plurality of specific commands, each of which represents, respectively, a command for a different media player and each of which corresponds to the action control command "The database 200 generally is capable of storing information allowing the user to view multimedia channels based on preferences determined from the user's mobile telephone habits and/or habits of the user's contacts." (paragraph 0069), "When the method is adapted to provide

ALTICE EXHIBIT 1172
Page 266 of 479

media content recommendations for media other than or in addition to television channels, the users may be referred to as media or content consumers and the monitoring of viewing patterns may be referred to as monitoring content selection behavior." (paragraph 0073), "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075).

Claim 11. Hjelmeland, Vestergaard and Southwood discloses the method of claim 31 and Hjelmeland further discloses the action control command represents an instruction to play the content, to stop playing the content or to pause playing the content command "The mobile telephone 10 may include dedicated keys that comprise a portion of the keypad 16 to generate remote control commands for reception by a device to be controlled (e.g., a television, stereo, video player, audio player, etc.). Additionally, conventional mobile telephone keys may be used to generate remote control commands for reception by the device to be controlled." (paragraph 0045), "In general, the system 100 allows the various components that have the proper authorization to communicate with each other, as described below. For example, assuming mobile telephone 108 is associated with television 104 or vice versa, the mobile telephone 108 and the television 104

ALTICE EXHIBIT 1172
Page 267 of 479

may communicate with each other through the server 108, directly through an infrared interface or other suitable interface (e.g., Bluetooth), and/or through the coupler device 106." (paragraph 0057), "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075).

Claim 12. Hjelmeland, Vestergaard and Southwood discloses the method of claim 31 and Hjelmeland further discloses the synchronization code is uniquely associated with the content presentation device on which the content is to be played "According to another aspect, the step of logically associating the portable communication device and the television includes storing a unique identifier associated with the television and the mobile telephone in a remote server." (paragraph 0016).

Claim 25. Hjelmeland discloses a method of controlling presentation of content on a content presentation device that loads anyone of a plurality of different media players, the method comprising:

a. receiving, in a server system, a first message from a personal computing device that is separate from the server system and separate from the content presentation device "In addition, the user may also transmit

ALTICE EXHIBIT 1172
Page 268 of 479

"orders" through the user's mobile telephone 10 to the television 104 through the server 108." (paragraph 0098), wherein

b. the first message includes information based on a synchronization code assigned to the content presentation device "According to another aspect, the step of logically associating the portable communication device and the television includes storing a unique identifier associated with the television and the mobile telephone in a remote server." (paragraph 0016);

c. using the information based on the synchronization code that is received in the server system to store a record establishing an association between the personal computing device and the content presentation device "logically associating a portable communication device and a television by initiating the logical association by the portable communication device;" (paragraph 0014), "According to another aspect, the step of logically associating the portable communication device and the television includes storing a unique identifier associated with the television and the mobile telephone in a remote server." (paragraph 0016);

d. receiving, in the server system, a second message from the personal computing device, the second message specifying a file to be acted upon, including an action control command for presentation of the content on the content presentation device by the particular media player, identifying, **by the server**

ALTICE EXHIBIT 1172
Page 269 of 479

system, programming code corresponding to the action control command "The term 'channel' will be used to broadly mean any one of multiple broadcast services that may be received by the electronic equipment. … As will be appreciated, each channel delivers corresponding audiovisual content." (paragraph 0038), "Audiovisual content may be received in other manners, such as by podcasts, Internet downloads, etc. Accordingly, media content and media content recommendations may relate to any mobile media format or content type including, but not limited to, … video clips, … ." (paragraph 0039), "In addition, the user may also transmit "orders" through the user's mobile telephone 10 to the television 104 through the server 108. An exemplary "order" includes requesting the server to search for channels having a certain type of programming. … Accordingly, when the user is on his or her way home from work, a request is made to the server to queue comedy channels on the television for viewing when the user gets home." (paragraph 0098); wherein

e. the programming code is for controlling presentation of the content by the content presentation device using the particular media player "In addition, the user may also transmit "orders" through the user's mobile

ALTICE EXHIBIT 1172
Page 270 of 479

> telephone 10 to the television 104 through the server 108. An exemplary "order" includes requesting the server to search for channels having a certain type of programming. … Accordingly, when the user is on his or her way home from work, a request is made to the server to queue comedy channels on the television for viewing when the user gets home." (paragraph 0098).

Hjelmeland does not disclose identifying a particular media player for playing content from the file, as disclosed in the claims. However, in the same field of invention, Vestergaard discloses "For example, in applying the invention to a MacIntosh.TM. environment, it may be necessary to download the media player separately rather than integral with the downloaded media file. In such a case, the decryption engine can be configured to automatically launch the external player without having a decrypted copy of the media file stored locally." (paragraph 0053), "MPE files 110 is also playable on Macintosh.TM. computers (Mac). Although the Macintosh does not support Windows-compatible executables directly, the same MPE files 110 accessible on a Windows platform can also be accessed on the Mac. On the Mac, MPE files 110 require that a player (such as the Destiny Media Player) be installed prior to playing the MPE

ALTICE EXHIBIT 1172
Page 271 of 479

files 110. This does represent a lower level of accessibility than on a Windows platform, but preserves the accessibility of any MPE file 110 across Windows, Mac, and in future Linux, PalmOS, and other platforms without an unmanageable proliferation of formats. As many competing DRM solutions do not support the Macintosh at all, the system of the invention has a comparatively, very high level of accessibility on that platform." (paragraph 0178), "Automatically determined and supported ID3 tags associated with each MPE files 110 further reinforce branding by allowing compatible players to associate the file clearly with the artist or within the genre appropriate to the content." (paragraph 0188). Therefore, considering the **teachings of** Hjelmeland and Vestergaard, it would have been obvious to one having ordinary skill in the art at the time of the invention to **add** identifying a particular media player for playing content from the file **to the teachings of** Hjelmeland. One would have been motivated to **add** identifying a particular media player for playing content from the file **to the teachings of** Hjelmeland in order to make the system of Hjelmeland more flexible by allowing the user to access a single media file with a compatible player.

Hjelmeland and Vestergaard do not disclose **the action control command being independent of the particular media player**, as disclosed in the claims. However, in the same field of invention, Southwood discloses "Regardless of the protocol,

ALTICE EXHIBIT 1172
Page 272 of 479

the network interface 182 is configured to receive programming commands as described above as well as streaming video and other content. … This allows programming commands to be sent to the set top box, as described above with regard to FIG. 10. Accordingly, the set top box 180 is capable of communicating using any layer 4 protocol such as … RTP (real time protocol) for media player. The controller 184 is similar to the controller 90 described above, namely it is capable of receiving generic programming commands and converting them to native commands of a target programming device 12. With this embodiment, the controller 184 can be programmed to include the native commands of numerous programming devices. … The set top box also includes addition al hard wire ports 188a and 188b for providing commands, streaming video and other data and content to the programming device and/or a display device 16." (paragraph 0047). Therefore, considering the **teachings of** Hjelmeland, Vestergaard and Southwood, it would have been obvious to one having ordinary skill in the art at the time of the invention to **add the action control command being independent of the particular media player to the teachings of** Hjelmeland and Vestergaard. One would have been motivated to **add the action control command being independent of the particular media player to the teachings of** Hjelmeland and Vestergaard in order to

ALTICE EXHIBIT 1172
Page 273 of 479

make the system more efficient by allowing a single media player to be used to play multiple multimedia formats.

Hjelmeland does not disclose obtaining, by the content presentation device, the particular media player, wherein the particular media player is obtained over a network from a content provider; loading the particular media player in the content presentation device; and using the particular media player to execute the programming code with respect to the file, as disclosed in the claims. However, in the same field of invention, Vestergaard discloses "For example, in applying the invention to a MacIntosh.TM. environment, it may be necessary to download the media player separately rather than integral with the downloaded media file. In such a case, the decryption engine can be configured to automatically launch the external player without having a decrypted copy of the media file stored locally." (paragraph 0053), "The process comprises two phases. During the first phase, the Content Owner 132 interacts with the MPE Servers 134 and the distribution server 136 to encrypted content into an MPE file 110 and to make listings of it available on the distribution server 136. In the second phase, the Consumer 130 interacts with the MPE Servers 134 and the distribution server 136 to identify and download the desired content, to preview it, then to decrypt it if he so desires." (paragraph 0090), "MPE files 110

is also playable on Macintosh.TM. computers (Mac). Although the Macintosh does not support Windows-compatible executables directly, the same MPE files 110 accessible on a Windows platform can also be accessed on the Mac. On the Mac, MPE files 110 require that a player (such as the Destiny Media Player) be installed prior to playing the MPE files 110. This does represent a lower level of accessibility than on a Windows platform, but preserves the accessibility of any MPE file 110 across Windows, Mac, and in future Linux, PalmOS, and other platforms without an unmanageable proliferation of formats. As many competing DPM solutions do not support the Macintosh at all, the system of the invention has a comparatively, very high level of accessibility on that platform." (paragraph 0178), "Automatically determined and supported ID3 tags associated with each MPE files 110 further reinforce branding by allowing compatible players to associate the file clearly with the artist or within the genre appropriate to the content." (paragraph 0188). Therefore, considering the **teachings of** Hjelmeland, Vestergaard and Southwood, it would have been obvious to one having ordinary skill in the art at the time of the invention to **add** obtaining, by the content presentation device, the particular media player, wherein the particular media player is obtained over a network from a content provider; loading the particular media player in the content presentation device; and

ALTICE EXHIBIT 1172
Page 275 of 479

using the particular media player to execute the programming code with respect to the file **to the teachings of** Hjelmeland, Vestergaard and Southwood. One would have been motivated to **add** obtaining, by the content presentation device, the particular media player, wherein the particular media player is obtained over a network from a content provider; loading the particular media player in the content presentation device; and using the particular media player to execute the programming code with respect to the file **to the teachings of** Hjelmeland, Vestergaard and Southwood in order to make the system more efficient by providing for the user to have to access a central distribution point to access media files.

Claim 26. Hjelmeland, Vestergaard and Southwood discloses the method of claim 31 and Vestergaard further "Clicking on the "Play" button will play the Preview section 124, allowing the Content Owner 132 to test and edit the Preview section 124. While the Preview section 124 is playing, this button reads "Stop", and clicking on it will stop the playback." (paragraph 0142),. Therefore, considering the teachings of Hjelmeland, Vestergaard and Southwood, it would have been obvious to one having ordinary skill in the art at the time of the invention to add receiving, in the server system, a **further** message from the personal computing device, the **further** message including a second action control command; identifying second programming code corresponding to the second action control command, wherein the second programming code is for controlling presentation of the content by the content presentation device using the

ALTICE EXHIBIT 1172
Page 276 of 479

particular media player; and using the particular media player to execute the second programming code with respect to the file to the teachings of Hjelmeland, Vestergaard and Southwood. One would have been motivated to add receiving, in the server system, a **further** message from the personal computing device, the **further** message including a second action control command; identifying second programming code corresponding to the second action control command, wherein the second programming code is for controlling presentation of the content by the content presentation device using the particular media player; and using the particular media player to execute the second programming code with respect to the file to the file to the teachings of Hjelmeland, Vestergaard and Southwood in order to improve the system by making the system more flexible and easier to operate by the user.

Claim 27. Hjelmeland, Vestergaard and Southwood disclose the method of claim 31 and Hjelmeland further discloses: "An example technique for determining patterns of interest is to monitor the content that the users have a propensity to make. For example, monitoring of user behavior may reveal that a viewer or viewers have a pattern (e.g., "modus operandi") when making channel selection, such as selecting from only a few channels from a larger number of available channels when attempting to find content of interest. … Other observable behavior may include observing the types of channel selections that the users make based on the time of day

ALTICE EXHIBIT 1172
Page 277 of 479

and/or day of the week." (paragraph 0077). That is, Claim 27 discloses a "further" iteration of Claim 31, but adding no different limitations. Paragraph 0077 of Hjelmeland discloses that the user can have varied interests and select a plurality of different channels at different times that correspond to those interests. Therefore, considering the teachings of Hjelmeland, Vestergaard and Southwood, it would have been obvious to one having ordinary skill in the art at the time of the invention to add receiving, in the server system, a **further** message from the personal computing device, the **further** message specifying a second file to be acted upon, identifying a second media player for playing second content from the second file, and including a second action control command for presentation of the second content on the content presentation device by the second media player; identifying second programming code corresponding to the second action control command, wherein the second programming code is for controlling presentation of the second content by the content presentation device using the second media player; obtaining, by the content presentation device, the second media player, wherein the second media player is obtained over a network from a second content provider; loading the second media player in the content presentation device; and using the second media player to execute the second programming code corresponding to the second action control command with respect to the second file to the teachings of Hjelmeland, Vestergaard and Southwood. One would have been motivated to add receiving, in the server system, a **further** message from the personal computing device, the **further** message specifying a second file to be acted upon, identifying a second media player for playing second content from the

ALTICE EXHIBIT 1172
Page 278 of 479

second file, and including a second action control command for presentation of the second content on the content presentation device by the second media player; identifying second programming code corresponding to the second action control command, wherein the second programming code is for controlling presentation of the second content by the content presentation device using the second media player; obtaining, by the content presentation device, the second media player, wherein the second media player is obtained over a network from a second content provider; loading the second media player in the content presentation device; and using the second media player to execute the second programming code corresponding to the second action control command with respect to the second tile to the teachings of Hjelmeland, Vestergaard and Southwood in order to improve the system by making the system more flexible and easier to operate by the user.

Claims 28, 29, 30 discloses a machine-implemented method similar to the method claims of claims 31, 9, 10 and are rejected with the same rationale.

6. Claims 14-18, 20-23 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hjelmeland Almas et al. (US 2008/0301737 A1) in view of Vestergaard et al. (US 2002/0146122 A1).

Claim 14. A system for controlling playing of content on a content presentation device that loads anyone of a plurality of different media players, the system comprising:

ALTICE EXHIBIT 1172
Page 279 of 479

a. a server system "In addition, the user may also transmit "orders" through the user's mobile telephone 10 to the television 104 through the server 108." (paragraph 0098);

b. a database storing a relationship between a personal computing device and the content presentation device based on a synchronization code assigned by the server system to the content presentation device and received by the server system in a message generated by the personal computing device "logically associating a portable communication device and a television by initiating the logical association by the portable communication device;" (paragraph 0014), "According to another aspect, the step of logically associating the portable communication device and the television includes storing a unique identifier associated with the television and the mobile telephone in a remote server." (paragraph 0016), wherein

c. the personal computing device is separate from the server system and separate from the display device (Figure 3); and wherein

d. the server system is configured to receive one or more messages generated by the personal computing device "In addition, the user may also transmit "orders" through the user's mobile telephone 10 to the television 104 through the server 108.",

ALTICE EXHIBIT 1172
Page 280 of 479

e. the one or more messages, **taken together**, **specify** a file to be acted upon "The term 'channel' will be used to broadly mean any one of multiple broadcast services that may be received by the electronic equipment. … As will be appreciated, each channel delivers corresponding audiovisual content." (paragraph 0038), "Audiovisual content may be received in other manners, such as by podcasts, Internet downloads, etc. Accordingly, media content and media content recommendations may relate to any mobile media format or content type including, but not limited to, … video clips, … ." (paragraph 0039), "In addition, the user may also transmit "orders" through the user's mobile telephone 10 to the television 104 through the server 108. An exemplary "order" includes requesting the server to search for channels having a certain type of programming. … Accordingly, when the user is on his or her way home from work, a request is made to the server to queue comedy channels on the television for viewing when the user gets home." (paragraph 0098), and

f. **include** an action control command for controlling playing of the content on the content presentation device by the particular media player "Accordingly, when the user is on his or her way home from work, a

ALTICE EXHIBIT 1172
Page 281 of 479

request is made to the server to queue comedy channels on the television for viewing when the user gets home." (paragraph 0098);

g. one or more computer-readable media storing instructions that when executed by the server system, cause the server system to identify programming code corresponding to the action control command, "The server 108 may store information transmitted from one or more of the various components of the systems 100 (e.g., mobile telephones 10A and 10B, television 104, coupler device 106, etc.). In addition, upon request or at predetermined times, the server 108 may download the stored information to one ore more of the various system components." (paragraph 0061), "Accordingly, when the user is on his or her way home from work, a request is made to the server to queue comedy channels on the television for viewing when the user gets home. When the user gets home and turns on the television with his mobile telephone, the television will have comedy recommendations available to the user based on the order message." (paragraph 0098) wherein

h. the programming code is for controlling presentation by the particular media player of the content by the content presentation device "Tracking connection type and/or device type may assist in making

ALTICE EXHIBIT 1172
Page 282 of 479

content recommendations for which the user's device can receive and/or play back." (paragraph 0075);

i. the server system being further configured to store information for transmission to or retrieval by the content presentation device "The server 108 may store information transmitted from one or more of the various components of the systems 100 (e.g., mobile telephones 10A and 10B, television 104, coupler device 106, etc.). In addition, upon request or at predetermined times, the server 108 may download the stored information to one ore more of the various system components." (paragraph 0061), "In addition, the user may also transmit "orders" through the user's mobile telephone 10 to the television 104 through the server 108." (paragraph 0098), wherein

j. the information specifies the file to be acted upon "Audiovisual content may be received in other manners, such as by podcasts, Internet downloads, etc. Accordingly, media content and media content recommendations may relate to any mobile media format or content type including, but not limited to, … video clips, … ." (paragraph 0039), and

k. includes the corresponding programming code to control playing of the content on the content presentation device by the particular media player in accordance with the action control command, wherein the content presentation device uses

the particular media player to execute the programming code with respect to the file "In addition, the user may also transmit "orders" through the user's mobile telephone 10 to the television 104 through the server 108. An exemplary "order" includes requesting the server to search for channels having a certain type of programming. … Accordingly, when the user is on his or her way home from work, a request is made to the server to queue comedy channels on the television for viewing when the user gets home." (paragraph 0098).

Hjelmeland does not disclose **identify** a particular media player for playing content from the file, the information identifies the particular media player for playing the content, **the content presentation device obtains the particular media player over a network from a content provider and loads the particular media player in the content presentation device if the particular media player is not already loaded in the content presentation device**, as disclosed in the claims. However, in the same field of invention, Vestergaard discloses "For example, in applying the invention to a MacIntosh.TM. environment, it may be necessary to download the media player separately rather than integral with the downloaded media file. In such a case, the decryption engine can be configured to automatically launch the external player without having a decrypted copy of the media file stored

ALTICE EXHIBIT 1172
Page 284 of 479

locally." (paragraph 0053), "The process comprises two phases. During the first phase, the Content Owner 132 interacts with the MPE Servers 134 and the distribution server 136 to encrypted content into an MPE file 110 and to make listings of it available on the distribution server 136. In the second phase, the Consumer 130 interacts with the MPE Servers 134 and the distribution server 136 to identify and download the desired content, to preview it, then to decrypt it if he so desires." (paragraph 0090), "MPE files 110 is also playable on Macintosh.TM. computers (Mac). Although the Macintosh does not support Windows-compatible executables directly, the same MPE files 110 accessible on a Windows platform can also be accessed on the Mac. On the Mac, MPE files 110 require that a player (such as the Destiny Media Player) be installed prior to playing the MPE files 110. This does represent a lower level of accessibility than on a Windows platform, but preserves the accessibility of any MPE file 110 across Windows, Mac, and in future Linux, PalmOS, and other platforms without an unmanageable proliferation of formats. As many competing DRM solutions do not support the Macintosh at all, the system of the invention has a comparatively, very high level of accessibility on that platform." (paragraph 0178), "Automatically determined and supported ID3 tags associated with

ALTICE EXHIBIT 1172
Page 285 of 479

each MPE files 110 further reinforce branding by allowing compatible players to associate the file clearly with the artist or within the genre appropriate to the content." (paragraph 0188). Therefore, considering the **teachings of** Hjelmeland and Vestergaard, it would have been obvious to one having ordinary skill in the art at the time of the invention to **identify** a particular media player for playing content from the file, the information identifies the particular media player for playing the content, **the content presentation device obtains the particular media player over a network from a content provider and loads the particular media player in the content presentation device if the particular media player is not already loaded in the content presentation device to the teachings of** Hjelmeland. One would have been motivated to **add identify** a particular media player for playing content from the file, the information identifies the particular media player for playing the content, **the content presentation device obtains the particular media player over a network from a content provider and loads the particular media player in the content presentation device if the particular media player is not already loaded in the content presentation device to the teachings of** Hjelmeland in order to make the system of Hjelmeland more flexible by allowing the user to access a single media file with a compatible player.

Claim 15. Hjelmeland and Vestergaard disclose the system of claim 14 and Hjelmeland further discloses the file stores audio content "Audiovisual content may be received in other manners, such as by podcasts, Internet

ALTICE EXHIBIT 1172
Page 286 of 479

downloads, etc. Accordingly, media content and media content recommendations may relate to any mobile media format or content type including, but not limited to, mobile television, mobile radio, internet radio channels, podcasts, RSS feeds, Internet webpages, video clips, audio clips, audio books, animations, ring tones, commercials and so forth." (paragraph 0039).

Claim 16. Hjelmeland and Vestergaard disclose the system of claim 14 and Hjelmeland further discloses the file stores video content "Audiovisual content may be received in other manners, such as by podcasts, Internet downloads, etc. Accordingly, media content and media content recommendations may relate to any mobile media format or content type including, but not limited to, mobile television, mobile radio, internet radio channels, podcasts, RSS feeds, Internet webpages, video clips, audio clips, audio books, animations, ring tones, commercials and so forth." (paragraph 0039).

Claim 17. Hjelmeland and Vestergaard disclose the system of claim 14 and Hjelmeland further discloses the file stores multimedia content "Audiovisual content may be received in other manners, such as by podcasts, Internet downloads, etc. Accordingly, media content and media content recommendations may relate to any mobile media format or content

ALTICE EXHIBIT 1172
Page 287 of 479

type including, but not limited to, mobile television, mobile radio, internet radio channels, podcasts, RSS feeds, Internet webpages, video clips, audio clips, audio books, animations, ring tones, commercials and so forth." (paragraph 0039).

Claim 18. Hjelmeland and Vestergaard disclose the system of claim 14 and Hjelmeland further discloses the file stores images "Audiovisual content may be received in other manners, such as by podcasts, Internet downloads, etc. Accordingly, media content and media content recommendations may relate to any mobile media format or content type including, but not limited to, mobile television, mobile radio, internet radio channels, podcasts, RSS feeds, Internet webpages, video clips, audio clips, audio books, animations, ring tones, commercials and so forth." (paragraph 0039).

Claim 20. Hjelmeland and Vestergaard disclose the system of claim 14 and Hjelmeland further discloses the file stores elements of interactive content "According to another aspect, a keypad is coupled to the controller, wherein the keypad is adapted for receiving user input to select a recommended channel." (paragraph 0012).

ALTICE EXHIBIT 1172
Page 288 of 479

Claim 21. Hjelmeland and Vestergaard disclose the system of claim 14 and Hjelmeland further discloses a library storing protocols or application programming interfaces, wherein the server system is configured to load a set of protocols or application programming interfaces from a library based on the identity of the particular media player "In addition, any number of commands, state variables, semaphores or messages may be added to the logical flow for purposes of enhanced utility, accounting, performance, measurement, troubleshooting, and the like." (paragraph 0072), "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075).

Claim 22. Hjelmeland and Vestergaard discloses the system of claim 14 and Hjelmeland further discloses a look-up table storing a plurality of specific commands, each of which represents, respectively, a command for a different media player and each of which corresponds to the action control command "In addition, any number of commands, state variables, semaphores or messages may be added to the logical flow for purposes of enhanced utility, accounting, performance, measurement, troubleshooting, and the like." (paragraph 0072), "Tracking connection type and/or device type may assist in making content recommendations for which the user's device can receive and/or play back." (paragraph 0075) and

ALTICE EXHIBIT 1172
Page 289 of 479

wherein the server system is configured to obtain the programming code corresponding to the action control command by accessing a look-up table (Figure 4).

Claim 23. Hjelmeland and Vestergaard discloses the system of claim 14 and Hjelmeland further discloses the synchronization code is uniquely associated with the content presentation device on which the content is to be played "According to another aspect, the step of logically associating the portable communication device and the television includes storing a unique identifier associated with the television and the mobile telephone in a remote server," (paragraph 0016).

7. Claim 6 is rejected under 35 U.S.C. 103(a) as being unpatentable over Hjelmeland Almas et al. (US 2008/0301737 A1) in view of Vestergaard et al. (US 2002/0146122 A1) and Southwood et al. (US 2006/0062544 A1) and further in view of Castano (US 2010/0208136 A1).

Claim 6. Hjelmeland, Vestergaard and Southwood disclose the method of claim 31 but do not disclose the file stores slides, as disclosed in the claims. However, in the same field of invention, Castano discloses "A television according to claim 2, wherein the downloaded additional application program instructions enable the television to function as a slide show presentation device." (Claim 4). Therefore, considering the teachings of

Hjelmeland, Vestergaard, Southwood and Castano, it would have been obvious to one having ordinary skill in the art at the time of the invention to add the file stores slides to the teachings of Hleimeland, Vestergaard and Southwood. One would have been motivated to add the file stores slides to the teachings of Hleimeland, Vestergaard and Southwood in order to make the system more useful by adding the flexibility to use multiple types of media contents.

8. Claim 13 is rejected under 35 U.S.C. 103(a) as being unpatentable over Hjelmeland Almas et al. (US 2008/0301737 A1) in view of Vestergaard et al. (US 2002/0146122 A1) and Southwood et al. (US 2006/0062544 A1) and further in view of Carter (US 2011/0202466 A1).

Claim 13. Hjelmeland, Vestergaard and Southwood disclose the method of claim 12 but do not disclose assigning a synchronization code includes assigning a randomly generated code to the content presentation device each time the content presentation device connects to the server system, as disclosed in the claims. However, in the same field of invention, Carter discloses discloses "There are basically two sorts of IP addresses, the dynamic IP address which belongs to an Internet Service Provider (ISP) who typically attributes these addresses randomly to its customers, usually the moment they switch on." (paragraph 0124, item 6). Therefore, considering the teachings of Hjelmeland, Vestergaard, Southwood and Carter, it would have been obvious to one

ALTICE EXHIBIT 1172
Page 291 of 479

having ordinary skill in the art at the time of the invention to add assigning a synchronization code includes assigning a randomly generated code to the content presentation device each time the content presentation device connects to the server system to the teachings of Hjelmeland, Vestergaard and Southwood. One would have been motivated to add assigning a synchronization code includes assigning a randomly generated code to the content presentation device each time the content presentation device connects to the server system to the teachings of Hjelmeland, Vestergaard and Southwood in order to reserve the total number of IP addresses being used at any one time.

9. Claim 19 is rejected under 35 U.S.C. 103(a) as being unpatentable over Hjelmeland Almas et al. (US 2008/0301737 A1) in view of Vestergaard et al. (US 2002/0146122 A1) and further in view of Castano (US 2010/0208136 A1).

Claim 19. Hjelmeland and Vestergaard disclose the system of claim 14 but do not disclose the file stores slides, as disclosed in the claims. However, in the same field of invention, Castano discloses "A television according to claim 2, wherein the downloaded additional application program instructions enable the television to function as a slide show presentation device." (Claim 4). Therefore, considering the teachings of Hjelmeland, Vestergaard and Castano, it would have been obvious to one having ordinary skill in the art at the time of the invention to add the file stores slides to the teachings of Hjelmeland and

ALTICE EXHIBIT 1172
Page 292 of 479

Vestergaard. One would have been motivated to add the file stores slides to the teachings of Hjelmeland and Vestergaard in order to make the system more useful by adding the flexibility to use multiple types of media contents.

10. Claim 24 is rejected under 35 U.S.C. 103(a) as being unpatentable over Hjelmeland Almas et al. (US 2008/0301737 A1) in view of Vestergaard et al. (US 2002/0146122 A1) and further in view of Carter (US 2011/0202466 A1).

Claim 24. Hjelmeland and Vestergaard disclose the system of claim 23 but do not disclose the server system is configured to assign as a synchronization code a randomly generated code each time the content presentation device connects to the server system, as disclosed in the claims. However, in the same field of invention, Carter discloses discloses "There are basically two sorts of IP addresses, the dynamic IP address which belongs to an Internet Service Provider (ISP) who typically attributes these addresses randomly to its customers, usually the moment they switch on." (paragraph 0124, item 6). Therefore, considering the teachings of Hjelmeland and Vestergaard and Carter, it would have been obvious to one having ordinary skill in the art at the time of the invention to add the server system is configured to assign as a synchronization code a randomly generated code each time the content presentation device connects to the server system to the teachings of Hjelmeland and Vestergaard. One would have been motivated to add the server system is configured to assign as a

ALTICE EXHIBIT 1172
Page 293 of 479

synchronization code a randomly generated code each time the content presentation device connects to the server system to the teachings of Hjelmeland and Vestergaard in order to reserve the total number of IP addresses being used at any one time.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to JOHN HEFFINGTON whose telephone number is (571)270-1696. The examiner can normally be reached on 8:30 am to 5:30 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Boris M. Pesin can be reached on 571-272-4070. 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). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

JMH

ALTICE EXHIBIT 1172
Page 294 of 479

10/17/13
/Boris Pesin/

Supervisory Patent Examiner, Art Unit 2172

ALTICE EXHIBIT 1172
Page 295 of 479

Notice of References Cited	Application/Control No. 13/736,590	Applicant(s)/Patent Under Reexamination STROBER, DAVID	
	Examiner JOHN HEFFINGTON	Art Unit 2172	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2002/0146122 A1	10-2002	Vestergaard et al.	380/231
*	B	US-2003/0131251 A1	07-2003	Fetkovich, John E.	713/193
*	C	US-2006/0062544 A1	03-2006	Southwood et al.	386/046
*	D	US-2007/0150963 A1	06-2007	Lee et al.	726/027
*	E	US-2008/0301737 A1	12-2008	Hjelmeland Almas et al.	725/61
*	F	US-2012/0110074 A1	05-2012	Getchius, Jeffrey M.	709/204
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

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

Electronic Patent Application Fee Transmittal	
Application Number:	13157821
Filing Date:	10-Jun-2011
Title of Invention:	PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE
First Named Inventor/Applicant Name:	David Strober
Filer:	Samuel Borodach/Maryann White
Attorney Docket Number:	30160-0002001
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:				
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:	17324056
Application Number:	13157821
International Application Number:	
Confirmation Number:	8023
Title of Invention:	PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE
First Named Inventor/Applicant Name:	David Strober
Customer Number:	26211
Filer:	Samuel Borodach/Maryann White
Filer Authorized By:	Samuel Borodach
Attorney Docket Number:	30160-0002001
Receipt Date:	05-NOV-2013
Filing Date:	10-JUN-2011
Time Stamp:	20:18:12
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	$90
RAM confirmation Number	6839
Deposit Account	061050
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)	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		30160-0002001IDS.pdf	160222 fb1ce00b2849e4731ec3d071258c63c6556c44f8	yes	2
	Multipart Description/PDF files in .zip description				
	Document Description		**Start**	**End**	
	Transmittal Letter		1	1	
	Information Disclosure Statement (IDS) Form (SB08)		2	2	
Warnings:					
Information:					
2	Other Reference-Patent/App/Search documents	NPL1.pdf	2650027 a8e18911251153 4d91442b1460edb2814b3f6082	no	44
Warnings:					
Information:					
3	Fee Worksheet (SB06)	fee-info.pdf	30276 3f8ab73203847ec7bb00b5febf75340f1938254e	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	2840525		

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<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

Applicant	: David Strober	Art Unit	: 2172
Serial No.	: 13/157,821	Examiner	: John M. Heffington
Filed	: June 10, 2011	Conf. No.	: 8023
Title	: PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE		

MAIL STOP AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Please consider the references listed on the enclosed PTO-SB-08 or Disclosure Form. A copy of the item listed under the heading "Other Documents" is enclosed; copies of listed U.S. patents and patent application publications will be provided on request.

This statement is being filed after a first Office action on the merits, but before receipt of a final Office action or a Notice of Allowance. The fees in the amount of $90 in payment of the fee of 37 CFR §1.17(p) are being paid concurrently herewith. In addition, please apply any other necessary charges or credits to Deposit Account 06-1050, referencing the above attorney docket number.

Respectfully submitted,

Date: Novmeber 5, 2013

/Samuel Borodach/
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: David Strober	Art Unit	: 2172
Serial No.	: 13/157,821	Examiner	: John M. Heffington
Filed	: June 10, 2011	Conf. No.	: 8023
Title	: PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE		

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

AMENDMENT IN REPLY TO ACTION OF JUNE 21, 2013

Please amend the above-identified application as follows:

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1 - 43. (Canceled)

44. (New) A method of controlling presentation of content on a content presentation device that loads any one of a plurality of different media players, the method comprising:

receiving, in a server system, one or more messages from a personal computing device that is separate from the server system and separate from the content presentation device, wherein the one or more messages, taken together, (i) include information associated with a unique identification code assigned to the content presentation device, (ii) specify a file to be acted upon, (iii) identify a particular media player for playing content from the specified file wherein the media player is a computer application operable to present content and control presentation of the content, (iv) identify a location of the particular media player, and (v) include an action control command for presentation of the content on the content presentation device by the particular media player, the action control command being independent of the particular media player;

using the information associated with the unique identification code to store a record establishing an association between the personal computing device and the content presentation device; and

identifying, by the server system, programming code corresponding to the action control command, wherein the programming code is for controlling presentation of the content by the content presentation device using the particular media player,

wherein, based on information received or retrieved from the server system, the content presentation device uses the particular media player to execute the programming code with respect to the file.

ALTICE EXHIBIT 1172
Page 303 of 479

45. (New) The method of claim 44 further including loading the particular media player in the content presentation device prior to executing the programming code with respect to the file.

46. (New) The method of claim 44 wherein the unique identification code represents a QR code obtained by the personal computing device.

47. (New) The method of claim 44 wherein identifying programming code corresponding to the action control command includes accessing a look-up table.

48. (New) The method of claim 47 wherein the look-up table stores a plurality of specific commands, each of which represents, respectively, a command for a different media player and each of which corresponds to the action control command.

49. (New) A method of controlling presentation of content on a content presentation device that loads any one of a plurality of different media players, the method comprising:

receiving, in a server system, one or more messages from a personal computing device that is separate from the server system and separate from the content presentation device, wherein the one or more messages, taken together, (i) include information associated with a unique identification code assigned to the content presentation device, (ii) specify a file to be acted upon, (iii) identify a particular media player for playing content from the file wherein the media player is a computer application operable to present content and control presentation of the content, and (iv) include an action control command for presentation of the content on the content presentation device by the particular media player, the action control command being independent of the particular media player;

using the information associated with the unique identification code to store a record establishing an association between the personal computing device and the content presentation device;

loading, by the server system, a set of protocols or application programming interfaces from a library based on the identity of the particular media player; and

identifying, based on the set of protocols or application programming interfaces, programming code corresponding to the action control command, wherein the programming

code is for controlling presentation of the content by the content presentation device using the particular media player;

wherein, based on information received or retrieved from the server system, the content presentation device uses the particular media player to execute the programming code with respect to the file.

50. (New) The method of claim 49 wherein collectively the one or more messages further include information indicating a location of the particular media player.

51. (New) The method of claim 49 further including loading the particular media player in the content presentation device prior to executing the programming code with respect to the file.

52. (New) The method of claim 49 wherein the unique identification code represents a QR code obtained by the personal computing device.

53. (New) A system for controlling playing of content on a content presentation device that loads any one of a plurality of different media players, the system comprising:

a server system;

a database storing a relationship between a personal computing device and the content presentation device based on an identification code assigned by the server system to the content presentation device and received by the server system in a message generated by the personal computing device, wherein the personal computing device is separate from the server system and separate from the display device; and

wherein the server system is configured to receive one or more messages generated by the personal computing device, the one or more messages, taken together, (i) specify a file to be acted upon, (ii) identify a particular media player for playing content from the file wherein the media player is a computer application operable to present content and control presentation of the content, (iii) identify a location of the particular media player, and (iv) include an action control command for controlling playing of the content on the content presentation device by the particular media player; and

ALTICE EXHIBIT 1172
Page 305 of 479

one or more computer-readable media storing instructions that when executed by the server system, cause the server system to identify programming code corresponding to the action control command, wherein the programming code is for controlling presentation by the particular media player of the content by the content presentation device;

the server system being further configured to store information for transmission to or retrieval by the content presentation device, wherein the information specifies the file to be acted upon, identifies the particular media player for playing the content, and includes the corresponding programming code to control playing of the content on the content presentation device by the particular media player in accordance with the action control command,

wherein, based on information received or retrieved from the server system, the content presentation device is operable to use the particular media player to execute the programming code with respect to the file.

54. (New) The system of claim 53 wherein the content presentation device is operable to load the particular media player in the content presentation device if the particular media player is not already loaded in the content presentation device.

55. (New) The system of claim 53 wherein the content presentation device is operable to load the particular media player prior to executing the programming code with respect to the file.

56. (New) The system of claim 53 wherein the unique identification code represents a QR code obtained by the personal computing device.

57. (New) The system of claim 53 the server system includes a look-up table that is accessed to identify the programming code corresponding to the action control command.

58. (New) The system of claim 57 wherein the look-up table stores a plurality of specific commands, each of which represents, respectively, a command for a different media player and each of which corresponds to the action control command.

59. (New) A system for controlling playing of content on a content presentation device that loads any one of a plurality of different media players, wherein each media player is a

ALTICE EXHIBIT 1172
Page 306 of 479

computer application operable to present content and to control the presentation of content, the system comprising:

a server system;

a database storing a relationship between a personal computing device and the content presentation device based on an identification code assigned by the server system to the content presentation device and received by the server system in a message generated by the personal computing device, wherein the personal computing device is separate from the server system and separate from the display device; and

wherein the server system is configured to receive one or more messages generated by the personal computing device, the one or more messages, taken together, (i) specify a file to be acted upon, (ii) identify a particular media player for playing content from the file wherein the media player is a computer application operable to present content and control presentation of the content, and (iii) include an action control command for controlling playing of the content on the content presentation device by the particular media player; and

one or more computer-readable media storing instructions that when executed by the server system, cause the server system to load a set of protocols or application programming interfaces from a library based on the identity of the particular media player, and identify, based on the set of protocols or application programming interfaces, programming code corresponding to the action control command, wherein the programming code is for controlling presentation of the content by the content presentation device using the particular media player,

the server system being further configured to store information for transmission to or retrieval by the content presentation device, wherein the information specifies the file to be acted upon, identifies the particular media player for playing the content, and includes the corresponding programming code to control playing of the content on the content presentation device by the particular media player in accordance with the action control command,

wherein, based on information received or retrieved from the server system, the content presentation device is operable to use the particular media player to execute the programming code with respect to the file.

60. (New) The system of claim 59 wherein collectively the one or more messages further include information indicating a location of the particular media player.

61. (New) The system of claim 59 wherein the unique identification code represents a QR code.

REMARKS

Claims 1 - 43 are canceled without prejudice.

Claims 44 – 61 are added. Support for the newly added claims can be found throughout the Specification as originally filed. No new matter is introduced by the amendments.

Independent claim 44, for example, recites a method of controlling presentation of content on a content presentation device that loads any one of a plurality of different media players. The method includes receiving, in a server system, one or more messages from a personal computing device that is separate from the server system and separate from the content presentation device. The one or more messages, taken together, (i) include information associated with a unique identification code assigned to the content presentation device, (ii) specify a file to be acted upon, (iii) identify a particular media player for playing content from the specified file, (iv) identify a location of the particular media player, and (v) include an action control command for presentation of the content on the content presentation device by the particular media player, where the action control command is independent of the particular media player.

The method of claim 44 further recites using the information associated with the unique identification code to store a record establishing an association between the personal computing device and the content presentation device, and identifying programming code corresponding to the action control command, wherein the programming code is for controlling presentation of the content by the content presentation device using the particular media player. Based on information received or retrieved from the server system, the content presentation device uses the particular media player to execute the programming code with respect to the file.

ALTICE EXHIBIT 1172
Page 309 of 479

The cited references and other art of record do not teach or render obvious the subject matter of claim 44.

For example, US 2008/0301737 (Hjelmeland) describes a system in which a mobile telephone 10 and television 104 communicate with each other through a server 108 (par. 0057). See FIG. 3, reproduced below. The server can store information transmitted from the mobile phone and can download the stored information to the television (par. 0061).

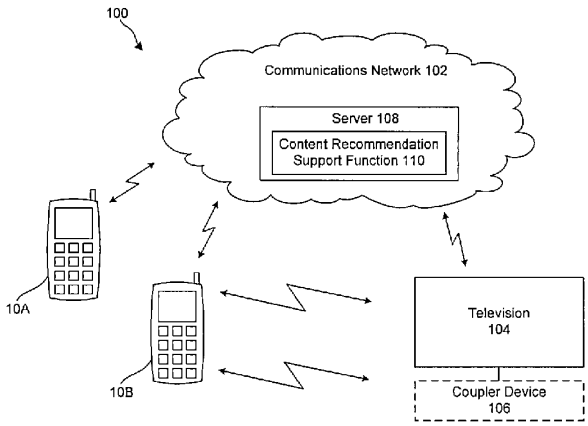

FIG. 3

According to Almas, individual or group user activity can be monitored to find patterns in media viewed or accessed by the users (par. 0074). Recommendations can be provided to a particular user (*e.g.*, by displaying the recommended tv channels on the mobile phone or on the tv) (pars. 0082, 0088, 0094). The user then can select one of the recommended tv channels using the mobile phone (par. 0095).

Almas does not, however, teach or suggest that the server system receives one or more messages from the mobile phone that, taken together, (i) include information associated with a unique identification code assigned to the content presentation device, (ii) specify a file to be acted upon, (iii) identify a particular media player for playing content from the specified file wherein the media player is a computer application operable to present content and control presentation of the content, (iv) identify a location of the particular media player, and (v) include an action control command for presentation of the content on the content presentation device by the particular media player, as recited in claim 44.

Almas does describe that a user can transmit an "order" through the user's mobile phone to the television set through the server. In particular, Almas states (par. [0098]):

> In addition, the user may also transmit "orders" through the user's mobile telephone 10 to the television 104 through the server 108. An exemplary "order" includes requesting the server to search for channels having a certain type of programming. For example, after a difficult day at work, the user may desire to watch a channel that will make the user laugh. Accordingly, when the user is on his or her way home from work, a request is made to the server to queue comedy channels on the television for viewing when the user gets home. When the user gets home and turns on the television with his mobile telephone, the television will have comedy recommendations available to the user based on the order message.

Thus, the "order" from the user's mobile device requests that the server 108 search for channels having a certain type of programming. The "order" *received by the server* 108 does not "specify a file to be acted upon" Indeed, the whole point of Almas is to provide recommendations to the user, on the assumption that the user *does not know* which particular channel (or content) is available and, therefore, the messages from the user do not "specify" a particular file. Further, "order" received by the server 108 does not "identify a particular media player for playing content from the specified file wherein the media player is a computer application operable to present content and control presentation of the content," and does not "identify a location of the particular media player," as recited in claim 44.

US 2012/0110074 (Getchius), which describes a way of facilitating automatic execution of content by a user device (par. 0003), fails to cure the deficiencies of Almas. According to Getchius, actual execution of a message is performed on demand. In particular, execution is triggered automatically by user activation of an indicator that is rendered to the display of a user device resulting from an application being pushed to the device by the content delivery platform (par. 0046). As described by Getchius, a push module 207 pushes content from a content delivery platform 103 in response to a schedule (par. 0025). An application is pushed by the content delivery platform 103 to the user device. The application provides an indicator

representing content that the user device is to receive, and the user must push the indicator in order to receive the content (par. 0040). Activation of the indicator triggers or signals the content delivery platform to deliver the content to the user device (par. 0041). The content then is executed, *e.g.*, by a media player on the user device (par. 0045).

The mere mention of a "media player" by Getchius, however, fails to provide the necessary basis for modifying Almas so as to obtain the subject matter of claim 44. There is simply nothing in Getchius that describes a method of controlling presentation of content on a content presentation device "that loads any one of a plurality of different media players," and Getchius fails to teach the features of claim 44 missing from Almas.

Thus, even if Almas somehow were modified in view of Getchius, that would not have resulted in, or otherwise rendered obvious, the subject matter of claim 44. The other references of record also do not sure the deficiencies of the combination of Almas and Getchius. A contrary conclusion would be precisely the type of improper hindsight that the MPEP and courts have warned against. *See, e.g.*, MPEP §2142 ("Impermissible hindsight must be avoided"). Thus, claim 44 and its dependent claims should be allowed.

Independent claim 49 should be allowed for reasons similar to those discussed above. Further claim 49 recites "loading . . . a set of protocols or application programming interfaces from a library based on the identity of the particular media player" and "identifying, *based on the set of protocols or application programming interfaces*, programming code corresponding to the action control command, wherein the programming code is for controlling presentation of the content by the content presentation device using the particular media player." These features also are not described or suggested by the references of record. Accordingly, claim 49 and its dependent claims should be allowed.

Independent claim 53 is directed to a "system for controlling playing of content on a content presentation device that loads any one of a plurality of different media players" and recites features similar to those discussed above with respect to claim 44. Claim 53 and its dependent claims should, therefore, be allowed for reasons similar to those discussed above.

Likewise independent claim 59 is directed to a "system for controlling playing of content on a content presentation device that loads any one of a plurality of different media players" and

ALTICE EXHIBIT 1172
Page 312 of 479

recites features similar to those discussed above with respect to claim 49. Claim 59 and its dependent claims should, therefore, be allowed for reasons similar to those discussed above.

The various dependent claims also recite additional language that renders them independently patentable.

Conclusion

It is believed that all of the pending claims have been addressed. However, the absence of a reply to a specific rejection, issue or comment does not signify agreement with or concession of that rejection, issue or comment. In addition, because the arguments made above may not be exhaustive, there may be reasons for patentability of any or all pending claims (or other claims) that have not been expressed. Finally, nothing in this paper should be construed as an intent to concede any issue with regard to any claim, except as specifically stated in this paper, and the amendment of any claim does not necessarily signify concession of unpatentability of the claim prior to its amendment.

The fees for the Petition for Extension of Time fee are being paid concurrently herewith. In addition, please apply any other necessary charges or credits to Deposit Account 06-1050, referencing the above attorney docket number.

Respectfully submitted,

Date: December 23, 2013

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30773441.doc

Electronic Patent Application Fee Transmittal	
Application Number:	13157821
Filing Date:	10-Jun-2011
Title of Invention:	PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE
First Named Inventor/Applicant Name:	David Strober
Filer:	Samuel Borodach/Maryann White
Attorney Docket Number:	30160-0002001

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:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Extension - 3 months with $0 paid	2253	1	700	700

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
		Total in USD ($)		**700**

Electronic Acknowledgement Receipt	
EFS ID:	17739374
Application Number:	13157821
International Application Number:	
Confirmation Number:	8023
Title of Invention:	PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE
First Named Inventor/Applicant Name:	David Strober
Customer Number:	26211
Filer:	Samuel Borodach/Maryann White
Filer Authorized By:	Samuel Borodach
Attorney Docket Number:	30160-0002001
Receipt Date:	23-DEC-2013
Filing Date:	10-JUN-2011
Time Stamp:	12:36:12
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	$700
RAM confirmation Number	16662
Deposit Account	061050
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)	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		30160-0002001RESP.pdf	131889 2b97c7780bcf3edae9c3562e8d063c8ea03dcfc2	yes	12

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Amendment/Req. Reconsideration-After Non-Final Reject	1	1
	Claims	2	7
	Applicant Arguments/Remarks Made in an Amendment	8	12

Warnings:

Information:

2	Fee Worksheet (SB06)	fee-info.pdf	30407 97e04aea000a94006000ea35136798eb1e60db89	no	2

Warnings:

Information:

Total Files Size (in bytes):	162296

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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.

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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.

PTO/SB/06 (09-11)
Approved for use through 1/31/2014. OMB 0651-0032
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 13/157,821	Filing Date 06/10/2011	☐ To be Mailed

ENTITY: ☐ LARGE ☒ SMALL ☐ MICRO

APPLICATION AS FILED – PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =	
☐ 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).			
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT	12/23/2013	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 18	Minus	** 20	= 0	X $40 =	0
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0	X $210 =	0
	☐ Application Size Fee (37 CFR 1.16(s))						
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
						TOTAL ADD'L FEE	0

AMENDMENT		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=	X $ =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	X $ =	
	☐ Application Size Fee (37 CFR 1.16(s))						
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
						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 number found in the appropriate box in column 1.

LIE
/DAVID SASFAI/

This collection of information is required by 37 CFR 1.16. 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, 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.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: David Strober	Art Unit	: 2172
Serial No.	: 13/157,821	Examiner	: John M. Heffington
Filed	: June 10, 2011	Conf. No.	: 8023
Title	: PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE		

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

AMENDMENT

Please amend the application as follows.

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1 - 43. (Canceled)

44. (Previously presented) A method of controlling presentation of content on a content presentation device that loads any one of a plurality of different media players, the method comprising:

receiving, in a server system, one or more messages from a personal computing device that is separate from the server system and separate from the content presentation device, wherein the one or more messages, taken together, (i) include information associated with a unique identification code assigned to the content presentation device, (ii) specify a file to be acted upon, (iii) identify a particular media player for playing content from the specified file wherein the media player is a computer application operable to present content and control presentation of the content, (iv) identify a location of the particular media player, and (v) include an action control command for presentation of the content on the content presentation device by the particular media player, the action control command being independent of the particular media player;

using the information associated with the unique identification code to store a record establishing an association between the personal computing device and the content presentation device; and

identifying, by the server system, programming code corresponding to the action control command, wherein the programming code is for controlling presentation of the content by the content presentation device using the particular media player,

wherein, based on information received or retrieved from the server system, the content presentation device uses the particular media player to execute the programming code with respect to the file.

45. (Previously presented) The method of claim 44 further including loading the particular media player in the content presentation device prior to executing the programming code with respect to the file.

46. (Previously presented) The method of claim 44 wherein the unique identification code represents a QR code obtained by the personal computing device.

47. (Previously presented) The method of claim 44 wherein identifying programming code corresponding to the action control command includes accessing a look-up table.

48. (Previously presented) The method of claim 47 wherein the look-up table stores a plurality of specific commands, each of which represents, respectively, a command for a different media player and each of which corresponds to the action control command.

49. (Previously presented) A method of controlling presentation of content on a content presentation device that loads any one of a plurality of different media players, the method comprising:

receiving, in a server system, one or more messages from a personal computing device that is separate from the server system and separate from the content presentation device, wherein the one or more messages, taken together, (i) include information associated with a unique identification code assigned to the content presentation device, (ii) specify a file to be acted upon, (iii) identify a particular media player for playing content from the file wherein the media player is a computer application operable to present content and control presentation of the content, and (iv) include an action control command for presentation of the content on the content presentation device by the particular media player, the action control command being independent of the particular media player;

using the information associated with the unique identification code to store a record establishing an association between the personal computing device and the content presentation device;

loading, by the server system, a set of protocols or application programming interfaces from a library based on the identity of the particular media player; and

identifying, based on the set of protocols or application programming interfaces, programming code corresponding to the action control command, wherein the programming code is for controlling presentation of the content by the content presentation device using the particular media player;

wherein, based on information received or retrieved from the server system, the content presentation device uses the particular media player to execute the programming code with respect to the file.

50. (Previously presented) The method of claim 49 wherein collectively the one or more messages further include information indicating a location of the particular media player.

51. (Previously presented) The method of claim 49 further including loading the particular media player in the content presentation device prior to executing the programming code with respect to the file.

52. (Previously presented) The method of claim 49 wherein the unique identification code represents a QR code obtained by the personal computing device.

53. (Currently amended) A system for controlling playing of content on a content presentation device that loads any one of a plurality of different media players, the system comprising:

a server system including at least one processor;

a database storing a relationship between a personal computing device and the content presentation device based on an identification code assigned by the server system to the content presentation device and received by the server system in a message generated by the personal

computing device, wherein the personal computing device is separate from the server system and separate from the display device; and

wherein the server system is configured to receive one or more messages generated by the personal computing device, the one or more messages, taken together, (i) specify a file to be acted upon, (ii) identify a particular media player for playing content from the file wherein the media player is a computer application operable to present content and control presentation of the content, (iii) identify a location of the particular media player, and (iv) include an action control command for controlling playing of the content on the content presentation device by the particular media player; and

one or more computer-readable media storing instructions that when executed by the server system, cause the server system to identify programming code corresponding to the action control command, wherein the programming code is for controlling presentation by the particular media player of the content by the content presentation device;

the server system being further configured to store information for transmission to or retrieval by the content presentation device, wherein the information specifies the file to be acted upon, identifies the particular media player for playing the content, and includes the corresponding programming code to control playing of the content on the content presentation device by the particular media player in accordance with the action control command,

wherein, based on information received or retrieved from the server system, the content presentation device is operable to use the particular media player to execute the programming code with respect to the file.

54. (Previously presented) The system of claim 53 wherein the content presentation device is operable to load the particular media player in the content presentation device if the particular media player is not already loaded in the content presentation device.

55. (Previously presented) The system of claim 53 wherein the content presentation device is operable to load the particular media player prior to executing the programming code with respect to the file.

56. (Previously presented) The system of claim 53 wherein the unique identification code represents a QR code obtained by the personal computing device.

57. (Previously presented) The system of claim 53 the server system includes a look-up table that is accessed to identify the programming code corresponding to the action control command.

58. (Previously presented) The system of claim 57 wherein the look-up table stores a plurality of specific commands, each of which represents, respectively, a command for a different media player and each of which corresponds to the action control command.

59. (Previously presented) A system for controlling playing of content on a content presentation device that loads any one of a plurality of different media players, wherein each media player is a computer application operable to present content and to control the presentation of content, the system comprising:

a server system;

a database storing a relationship between a personal computing device and the content presentation device based on an identification code assigned by the server system to the content presentation device and received by the server system in a message generated by the personal computing device, wherein the personal computing device is separate from the server system and separate from the display device; and

wherein the server system is configured to receive one or more messages generated by the personal computing device, the one or more messages, taken together, (i) specify a file to be acted upon, (ii) identify a particular media player for playing content from the file wherein the media player is a computer application operable to present content and control presentation of the content, and (iii) include an action control command for controlling playing of the content on the content presentation device by the particular media player; and

one or more computer-readable media storing instructions that when executed by the server system, cause the server system to load a set of protocols or application programming interfaces from a library based on the identity of the particular media player, and identify, based

on the set of protocols or application programming interfaces, programming code corresponding to the action control command, wherein the programming code is for controlling presentation of the content by the content presentation device using the particular media player,

the server system being further configured to store information for transmission to or retrieval by the content presentation device, wherein the information specifies the file to be acted upon, identifies the particular media player for playing the content, and includes the corresponding programming code to control playing of the content on the content presentation device by the particular media player in accordance with the action control command,

wherein, based on information received or retrieved from the server system, the content presentation device is operable to use the particular media player to execute the programming code with respect to the file.

60. (Previously presented) The system of claim 59 wherein collectively the one or more messages further include information indicating a location of the particular media player.

61. (Previously presented) The system of claim 59 wherein the unique identification code represents a QR code.

REMARKS

The undersigned attorney thanks the Examiner for the telephone call on May 6, 2014, during which the Examiner proposed that the following actions be taken to place the application in condition for allowance:

- Amend claim 53 to recite that the server system includes "at least one processor."
- Submit a terminal disclaimer to obviate a possible obviousness-type double patenting rejection with respect to claims of US Patent No. 8,356,251.[1]

As suggested by the Examiner, claim 53 is amended and a terminal disclaimer is being submitted. Accordingly, applicant respectfully requests allowance of the application.

Please apply any charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: May 9, 2014

/Samuel Borodach/
Samuel Borodach
Reg. No. 38,388

Customer Number 26211
Fish & Richardson P.C.
Telephone: (212) 765-5070
Facsimile: (877) 769-7945

30835886.doc

[1] The Examiner stated that it was unnecessary to file a terminal disclaimer to obviate a potential obviousness-type double patenting rejection with respect to the allowed claims of pending US Application No. 13/736,590.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor	:	David Strober	Art Unit	:	2172
Serial No.	:	13/157,821	Examiner	:	John M. Heffington
Filed	:	June 10, 2011	Conf. No.	:	8023
Title	:	PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE			

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

TERMINAL DISCLAIMER UNDER 37 C.F.R. §§ 3.73(b) AND 1.321(c)

Pursuant to 37 C.F.R. § 3.73(b), TOUCHSTREAM TECHNOLOGIES, INC., a corporation, certifies that it is the assignee of the entire right, title, and interest in the present application (a 100% ownership interest) by virtue of an assignment from the inventor(s) of the present patent application. The assignment was recorded in the Patent and Trademark Office at Reel 027688, Frame 0951 on February 10, 2012.

To the best of undersigned's knowledge and belief, title is in the assignee identified above.

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

Pursuant to 37 C.F.R. § 1.321(c), and to obviate a double patenting rejection, the assignee identified above hereby disclaims, except as provided below, the terminal part of the statutory term of any patent granted on the instant application that would extend beyond the expiration date of the full statutory term of **U.S. Patent No. 8,356,251**. The assignee hereby agrees that any patent granted on the instant application shall be enforceable only for and during such period that it is commonly owned with **U.S. Patent No. 8,356,251**.

The assignee identified above does not disclaim any terminal part of any patent granted on the present application that would extend to the expiration date of the full statutory term of **U.S. Patent No. 8,356,251** in the event that **U.S. Patent No. 8,356,251** later: expires for failure to pay a maintenance fee, is held unenforceable, is found invalid by a court of competent jurisdiction, is statutorily disclaimed in whole or terminally disclaimed under 37 C.F.R. § 1.321, has all claims cancelled by a reexamination certificate, is reissued, or is otherwise terminated prior to expiration of its full statutory term. The full statutory term of any patent includes any

term adjustment as defined in 35 U.S.C. § 154 and § 173. Assignee herein does not disclaim or otherwise affect any part of **U.S. Patent No. 8,356,251**.

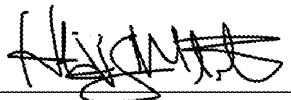
This disclaimer runs with any patent granted on the above application and is binding upon the grantee, its successors or assigns.

The fees in the amount of $160 are being paid concurrently herewith under 37 C.F.R. § 1.20(d). In addition, please apply any other necessary charges or credits to Deposit Account 06-1050, referencing the above attorney docket number.

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

TOUCHSTREAM TECHNOLOGIES, INC.

Date: 05/09/14



HERB MITSCHELE

Title: CEO

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P.O. Box 1022
Minneapolis, Minnesota 55440-1022
United States of America
Telephone: (212) 765-5070
Facsimile: (877) 769-7945

30835380.doc

Electronic Patent Application Fee Transmittal	
Application Number:	13157821
Filing Date:	10-Jun-2011
Title of Invention:	PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE
First Named Inventor/Applicant Name:	David Strober
Filer:	Samuel Borodach/Maryann White
Attorney Docket Number:	30160-0002001
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:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
Statutory or Terminal Disclaimer	1814	1	160	160
		Total in USD ($)		**160**

Electronic Acknowledgement Receipt	
EFS ID:	18993283
Application Number:	13157821
International Application Number:	
Confirmation Number:	8023
Title of Invention:	PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE
First Named Inventor/Applicant Name:	David Strober
Customer Number:	26211
Filer:	Samuel Borodach/Maryann White
Filer Authorized By:	Samuel Borodach
Attorney Docket Number:	30160-0002001
Receipt Date:	09-MAY-2014
Filing Date:	10-JUN-2011
Time Stamp:	16:46:14
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	$160
RAM confirmation Number	3110
Deposit Account	061050
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)	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		30160-0002001AMENDMENT.pdf	103338 237a20879e883d4bf55545821088ee71e7d058f7	yes	8
	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Supplemental Response or Supplemental Amendment		1	1	
	Claims		2	7	
	Applicant Arguments/Remarks Made in an Amendment		8	8	
Warnings:					
Information:					
2	Terminal Disclaimer Filed	30160-0002001TD.pdf	44534 de2e172bf793588a7202da5854b0043850e8b902	no	2
Warnings:					
Information:					
3	Fee Worksheet (SB06)	fee-info.pdf	30140 ef137a8b0473b2238709237c15383384888940c	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	178012		

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.

Application Number	Application/Control No.	Applicant(s)/Patent under Reexamination	
	13/157,821	STROBER, DAVID	

Document Code - DISQ	Internal Document – DO NOT MAIL

TERMINAL DISCLAIMER	☒ APPROVED	☐ DISAPPROVED
Date Filed : 5/9/14	This patent is subject to a Terminal Disclaimer	

Approved/Disapproved by:

Lawana Hixon

U.S. Patent and Trademark Office

PTO/SB/06 (09-11)
Approved for use through 1/31/2014. OMB 0651-0032
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 displays a valid OMB control number.

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 13/157,821	Filing Date 06/10/2011	☐ To be Mailed

ENTITY: ☐ LARGE ☒ SMALL ☐ MICRO

APPLICATION AS FILED – PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =	
☐ 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).			
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT	05/09/2014	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 18	Minus	** 44	= 0	X $40 =	0
	Independent (37 CFR 1.16(h))	* 4	Minus	*** 7	= 0	X $210 =	0
	☐ Application Size Fee (37 CFR 1.16(s))						
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
						TOTAL ADD'L FEE	0

AMENDMENT		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=	X $ =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	X $ =	
	☐ Application Size Fee (37 CFR 1.16(s))						
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
						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 number found in the appropriate box in column 1.

LIE
/DORIS ISAAC/

This collection of information is required by 37 CFR 1.16. 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, 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.

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.
13/157,821	06/10/2011	David Strober	30160-0002001	8023

26211 7590 05/23/2014
FISH & RICHARDSON P.C. (NY)
P.O. BOX 1022
MINNEAPOLIS, MN 55440-1022

EXAMINER	
HEFFINGTON, JOHN M	
ART UNIT	PAPER NUMBER
2172	

NOTIFICATION DATE	DELIVERY MODE
05/23/2014	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):

PATDOCTC@fr.com

Office Action Summary	Application No. 13/157,821	Applicant(s) STROBER, DAVID	
	Examiner JOHN HEFFINGTON	Art Unit 2172	AIA (First Inventor to File) Status No

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

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE *3* MONTHS FROM THE MAILING DATE OF THIS COMMUNICATION.

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

Status

1)☒ Responsive to communication(s) filed on *5/9/14*.

☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

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

3)☐ 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.

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

Disposition of Claims*

5)☒ Claim(s) *44-61* is/are pending in the application.

5a) Of the above claim(s) _____ is/are withdrawn from consideration.

6)☐ Claim(s) _____ is/are allowed.

7)☒ Claim(s) *44-61* is/are rejected.

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

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

* If any claims have been determined allowable, 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.

Application Papers

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

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

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

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

Priority under 35 U.S.C. § 119

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

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)).

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

Attachment(s)

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

2) ☒ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b) Paper No(s)/Mail Date *11/5/13*.

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

4) ☐ Other: _____.

1. The present application is being examined under the pre-AIA first to invent provisions.

DETAILED ACTION

This action is in response to the amendment filed 9 May 2014. Claim 53 has been amended. Claims 1-43 have been canceled. Claims 44-61 are pending and have been considered below.

Claim Rejections - 35 USC § 101

2. 35 U.S.C. 101 reads as follows:

> Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

Claims 59-61 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter. The claims are directed to a system. Applicant's specification does not describe a system in such a way as to exclude a system consisting of software per se. Software per se is none of a process, machine, manufacture or composition of matter and is, therefore not a statutory category of invention.

Allowable Subject Matter

3. Claims 44-58 are allowed.

ALTICE EXHIBIT 1172
Page 337 of 479

Conclusion

4. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to JOHN HEFFINGTON whose telephone number is (571)270-1696. The examiner can normally be reached on 8:30 am to 5:30 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Boris M. Pesin can be reached on 571-272-4070. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

ALTICE EXHIBIT 1172
Page 338 of 479

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). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

JMH
5/18/14

/BORIS PESIN/

Supervisory Patent Examiner, Art Unit 2172

ALTICE EXHIBIT 1172
Page 339 of 479

Notice of References Cited	Application/Control No. 13/157,821	Applicant(s)/Patent Under Reexamination STROBER, DAVID	
	Examiner JOHN HEFFINGTON	Art Unit 2172	Page 1 of 5

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-5,613,137 A	03-1997	Bertram et al.	710/1
*	B	US-5,875,311 A	02-1999	Bertram et al.	710/305
*	C	US-6,181,713 B1	01-2001	Patki et al.	370/474
*	D	US-6,252,889 B1	06-2001	Patki et al.	370/474
*	E	US-2002/0021289 A1	02-2002	Combs et al.	345/173
*	F	US-2002/0034193 A1	03-2002	Patki et al.	370/474
*	G	US-2002/0083147 A1	06-2002	Ripperger, Kurt G.	709/213
*	H	US-2003/0071792 A1	04-2003	Safadi, Reem	345/169
*	I	US-2003/0208765 A1	11-2003	Urdang et al.	725/90
*	J	US-2004/0056837 A1	03-2004	Koga et al.	345/156
*	K	US-2004/0049743 A1	03-2004	Bogward, Glenn Rolus	715/531
*	L	US-6,756,965 B2	06-2004	Combs et al.	345/156
*	M	US-2005/0012723 A1	01-2005	Pallakoff, Matt	345/173

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. 13/157,821	Applicant(s)/Patent Under Reexamination STROBER, DAVID	
	Examiner JOHN HEFFINGTON	Art Unit 2172	Page 2 of 5

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2005/0055716 A1	03-2005	Louie et al.	725/058
*	B	US-2005/0149970 A1	07-2005	Fairhurst et al.	725/047
*	C	US-2005/0192096 A1	09-2005	Maehiro, Kazutoyo	463/037
*	D	US-6,978,424 B2	12-2005	Safadi, Reem	715/765
*	E	US-7,114,173 B2	09-2006	Urdang et al.	725/88
*	F	US-2007/0052868 A1	03-2007	Chou et al.	348/734
*	G	US-2007/0089147 A1	04-2007	Urdang et al.	725/090
*	H	US-2007/0156855 A1	07-2007	Johnson, Moses	709/219
*	I	US-2007/0157089 A1	07-2007	Van Os et al.	715/702
*	J	US-2007/0152980 A1	07-2007	Kocienda et al.	345/173
*	K	US-2007/0152978 A1	07-2007	Kocienda et al.	345/173
*	L	US-2008/0040758 A1	02-2008	Beetcher et al.	725/81
*	M	US-2008/0178198 A1	07-2008	Gauba, Ravi	719/320

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. 13/157,821	Applicant(s)/Patent Under Reexamination STROBER, DAVID	
	Examiner JOHN HEFFINGTON	Art Unit 2172	Page 3 of 5

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2008/0216001 A1	09-2008	Ording et al.	715/763
*	B	US-2008/0250190 A1	10-2008	JOHNSON, BRIAN	711/103
*	C	US-2008/0307315 A1	12-2008	Sherman et al.	715/744
*	D	US-7,509,588 B2	03-2009	Van Os et al.	715/835
*	E	US-2009/0077467 A1	03-2009	ADAPPA et al.	715/719
*	F	US-2009/0177989 A1	07-2009	Ma et al.	715/766
*	G	US-2009/0259969 A1	10-2009	Pallakoff, Matt	715/808
*	H	US-7,614,070 B2	11-2009	Urdang et al.	725/90
*	I	US-7,689,931 B2	03-2010	Koga et al.	715/812
*	J	US-2010/0081375 A1	04-2010	Rosenblatt et al.	455/41.1
*	K	US-2010/0127847 A1	05-2010	Evans et al.	340/461
*	L	US-2010/0180307 A1	07-2010	Hayes et al.	725/51
*	M	US-7,878,904 B2	02-2011	Maehiro, Kazutoyo	463/37

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

Notice of References Cited	Application/Control No. 13/157,821	Applicant(s)/Patent Under Reexamination STROBER, DAVID	
	Examiner JOHN HEFFINGTON	Art Unit 2172	Page 4 of 5

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	Examiner JOHN HEFFINGTON	Art Unit 2172	Page 5 of 5

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

Substitute Disclosure Form / U.S. Department of Commerce Patent and Trademark Office	Attorney Docket No.	Application No.
Information Disclosure Statement by Applicant (Use several sheets if necessary) (37 CFR §1.98(b))	30160-0002001	13/157,821
	Applicant: David Strober	
	Filing Date: June 10, 2011	Group Art Unit: 2172

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Examiner Initial	Desig. ID	Document Number	Publication Date	Patentee	Class	Subclass	Filing Date If Appropriate
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Examiner Initial	Desig. ID	Document Number	Publication Date	Country or Patent Office	Class	Subclass	Translation Yes	Translation No
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Other Documents (include Author, Title, Date, and Place of Publication)

Examiner Initial	Desig. ID	Document
	17	US Patent and Trademark Office, Official communication in US Patent Application Serial No. 13/736,590 (dated October 25, 2013).
	18	
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Examiner Signature	Date Considered
/John Heffington/	05/18/2014

EXAMINER: Initials citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Substitute Disclosure Form

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /J.H./

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13157821	STROBER, DAVID
	Examiner	Art Unit
	JOHN HEFFINGTON	2172

CPC- SEARCHED		
Symbol	Date	Examiner
G06F3/0487	5/18/14	JMH

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner
715	716	6/15/13	JMH
715	718, 736, 738, 740, 756, 835	5/18/14	JMH

SEARCH NOTES		
Search Notes	Date	Examiner
EAST Search	6/15/13	JMH
EAST Search	5/4/14 - 5/18/14	JMH
Keyword search G06F3 0484, 04842, 0487, 04886	5/18/14	JMH

INTERFERENCE SEARCH			
US Class/ CPC Symbol	US Subclass / CPC Group	Date	Examiner
	PG-PUB and Patent text search, see interference search printout.	5/18/14	JMH

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13157821	STROBER, DAVID
	Examiner	Art Unit
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✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
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☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

CLAIM		DATE								
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Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
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	Examiner	Art Unit
	JOHN HEFFINGTON	2172

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
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☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

CLAIM		DATE								
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EAST Search History

EAST Search History (Prior Art)

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ALTICE EXHIBIT 1172
Page 349 of 479

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ALTICE EXHIBIT 1172
Page 351 of 479

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ALTICE EXHIBIT 1172
Page 352 of 479

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ALTICE EXHIBIT 1172
Page 353 of 479

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S22	2	(G06F3/0487).cpc. and (synchroniz$3 or sync) and video and @AD<"20110610"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2014/05/18 22:14
S23	480	(G06F3/0482 or G06F3/0487 or G06F3/04886).cpc. and (synchroniz$3 or sync) and video and @AD<"20110610"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2014/05/18 22:15
S24	271	(G06F3/0482 or G06F3/0487 or G06F3/04886).cpc. and (synchroniz$3 or sync) and video and (tv or television) and @AD<"20110610"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2014/05/18 22:15
S25	24	(G06F3/0482 or G06F3/0487 or G06F3/04886).cpc. and ((synchroniz$3 or sync) same (tv or television)) and video and @AD<"20110610"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2014/05/18 22:17
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ALTICE EXHIBIT 1172
Page 354 of 479

		"20110161396" | "20120166560" | "20110030020" | "7058356" | "20100281042" | "7424718" | "20020198778" | "20050144305" | "20060101098" | "20110060998" | "7440972" | "20090164641" | "20040008972" | "20060265657" | "20070083540" | "20100137028" | "20060101098" | "20070094408" | "20080126943" | "20080270881" | "20110231566" | "20020133518" | "20030028565" | "20080028037" | "20110107227" | "20110138354" | "20110214148" | "7330875" | "20110296465" | "20100138746" | "20070112785" | "20080140849" | "20110035692" | "20070288715" | "7835505" | "20020129102" | "20030018885" | "20080028037" | "20080267369" | "7330875" | "7769827" | "20030004804" | "20110090898" | "7424718" | "20080189617" | "20090259944" | "20120072846" | "20060200832" | "20060263038" | "20090049373" | "20100198860" | "20110228768" | "20060203758" | "20090228919" | "20030004804" | "20030028565" | "20110090898" | "20110107227" | "20110231265" | "20020120666" | "20030005000" | "20080270881" | "20110231265" | "7769827" | "20030142127" | "20100094728" | "20080187279" | "20110231565" | "7814144" | "20080077526" | "20080155600" | "20020075332" | "20020133518" | "20050144305" | "20030018885" | "20030193520" | "20060098624" | "20080267369" | "20100265939" | "20100174993" | "20110289419" | "20070050054" | "20080301737" | "20090254827" | "20100283586" | "20110007901" | "20110125594" | "20110156879" | "8086679" | "7849485" | "20020198778" | "20040088728" | "20060098624" | "7440972" | "20020129102" | "20100281042" | "20040268451" | "20100325552" | "20120110464" | "7433922" | "7774708" | "20070055986" | "20080034394" | "20090094331" | "20110296454" | "8171507").PN.				

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S27	1	(G06F3/0487).cpc. and (synchroniz$3 or sync) and video and @AD<"20110610"	USPAT; UPAD	ADJ	ON	2014/05/18 22:16
S28	188	(G06F3/0482 or G06F3/0487 or G06F3/04886).cpc. and (synchroniz$3 or sync) and video and @AD<"20110610"	USPAT; UPAD	ADJ	ON	2014/05/18 22:16
S29	11	(G06F3/0482 or G06F3/0487 or	USPAT;	ADJ	ON	2014/05/18

ALTICE EXHIBIT 1172
Page 355 of 479

		G06F3/04886).cpc. and ((synchroniz$3 or sync) same (tv or television)) and video and @AD<"20110610"	UPAD			22:19
S30	17	((compatible or appropriate or correct or compliant or applicable or suitable or right or acceptable or permitted) with player with (media or online or on$1line or digital or program or application or download$3 or down$1load$3 or install$3 or installation)) and (G06F3/0484.cpc. or G06F/304842.cpc. or G06F3/04886.cpc.) and @AD<"20110421"	USPAT; UPAD	ADJ	ON	2014/05/18 22:25
S31	684	((compatible or appropriate or correct or compliant or applicable or suitable or right or acceptable or permitted) with player with (media or online or on$1line or digital or program or application or download$3 or down$1load$3 or install$3 or installation)) and (locat$3 near3 (player or media$1player)) and @AD<"20110421"	USPAT; UPAD	ADJ	ON	2014/05/18 22:26
S32	130	(((compatible or appropriate or correct or compliant or applicable or suitable or right or acceptable or permitted) with player with (media or online or on$1line or digital or program or application or download$3 or down$1load$3 or install$3 or installation)) same ((locat$3 or find$3) near3 (player or media$1player))) and @AD<"20110421"	USPAT; UPAD	ADJ	ON	2014/05/18 22:27

5/18/2014 11:28:58 PM
C:\Users\jheffington\Documents\OA Folders\13157821\13157821 SearchHistory 5-4-2014.wsp

ALTICE EXHIBIT 1172
Page 356 of 479

To: PATDOCTC@fr.com,,
From: PAIR_eOfficeAction@uspto.gov
Cc: PAIR_eOfficeAction@uspto.gov
Subject: Private PAIR Correspondence Notification for Customer Number 26211

May 23, 2014 05:40:16 AM

Dear PAIR Customer:

FISH & RICHARDSON P.C. (NY)
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UNITED STATES

The following USPTO patent application(s) associated with your Customer Number, 26211 , have new outgoing correspondence. This correspondence is now available for viewing in Private PAIR.

The official date of notification of the outgoing correspondence will be indicated on the form PTOL-90 accompanying the correspondence.

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Application	Document	Mailroom Date	Attorney Docket No.
13157821	CTFR	05/23/2014	30160-0002001
	892	05/23/2014	30160-0002001
	1449	05/23/2014	30160-0002001

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Thank you for prompt attention to this notice,

UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION INFORMATION RETRIEVAL SYSTEM

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor	:	David Strober	Art Unit	:	2172
Serial No.	:	13/157,821	Examiner	:	John M. Heffington
Filed	:	June 10, 2011	Conf. No.	:	8023
Title	:	PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE			

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

AMENDMENT IN REPLY TO ACTION OF MAY 23, 2014

Please consider the following reply.

Amendments to the claims:

List of claims (replacing prior versions).

1 - 43. (Canceled)

44. (Previously presented) A method of controlling presentation of content on a content presentation device that loads any one of a plurality of different media players, the method comprising:

receiving, in a server system, one or more messages from a personal computing device that is separate from the server system and separate from the content presentation device, wherein the one or more messages, taken together, (i) include information associated with a unique identification code assigned to the content presentation device, (ii) specify a file to be acted upon, (iii) identify a particular media player for playing content from the specified file wherein the media player is a computer application operable to present content and control presentation of the content, (iv) identify a location of the particular media player, and (v) include an action control command for presentation of the content on the content presentation device by the particular media player, the action control command being independent of the particular media player;

using the information associated with the unique identification code to store a record establishing an association between the personal computing device and the content presentation device; and

identifying, by the server system, programming code corresponding to the action control command, wherein the programming code is for controlling presentation of the content by the content presentation device using the particular media player,

wherein, based on information received or retrieved from the server system, the content presentation device uses the particular media player to execute the programming code with respect to the file.

45. (Previously presented) The method of claim 44 further including loading the particular media player in the content presentation device prior to executing the programming code with respect to the file.

46. (Previously presented) The method of claim 44 wherein the unique identification code represents a QR code obtained by the personal computing device.

47. (Previously presented) The method of claim 44 wherein identifying programming code corresponding to the action control command includes accessing a look-up table.

48. (Previously presented) The method of claim 47 wherein the look-up table stores a plurality of specific commands, each of which represents, respectively, a command for a different media player and each of which corresponds to the action control command.

49. (Previously presented) A method of controlling presentation of content on a content presentation device that loads any one of a plurality of different media players, the method comprising:

receiving, in a server system, one or more messages from a personal computing device that is separate from the server system and separate from the content presentation device, wherein the one or more messages, taken together, (i) include information associated with a unique identification code assigned to the content presentation device, (ii) specify a file to be acted upon, (iii) identify a particular media player for playing content from the file wherein the media player is a computer application operable to present content and control presentation of the content, and (iv) include an action control command for presentation of the content on the content presentation device by the particular media player, the action control command being independent of the particular media player;

using the information associated with the unique identification code to store a record establishing an association between the personal computing device and the content presentation device;

loading, by the server system, a set of protocols or application programming interfaces from a library based on the identity of the particular media player; and

identifying, based on the set of protocols or application programming interfaces, programming code corresponding to the action control command, wherein the programming code is for controlling presentation of the content by the content presentation device using the particular media player;

wherein, based on information received or retrieved from the server system, the content presentation device uses the particular media player to execute the programming code with respect to the file.

50. (Previously presented) The method of claim 49 wherein collectively the one or more messages further include information indicating a location of the particular media player.

51. (Previously presented) The method of claim 49 further including loading the particular media player in the content presentation device prior to executing the programming code with respect to the file.

52. (Previously presented) The method of claim 49 wherein the unique identification code represents a QR code obtained by the personal computing device.

53. (Previously presented) A system for controlling playing of content on a content presentation device that loads any one of a plurality of different media players, the system comprising:

a server system including at least one processor;

a database storing a relationship between a personal computing device and the content presentation device based on an identification code assigned by the server system to the content presentation device and received by the server system in a message generated by the personal computing device, wherein the personal computing device is separate from the server system and separate from the display device; and

wherein the server system is configured to receive one or more messages generated by the personal computing device, the one or more messages, taken together, (i) specify a file to be acted upon, (ii) identify a particular media player for playing content from the file wherein the media player is a computer application operable to present content and control presentation of the content, (iii) identify a location of the particular media player, and (iv) include an action control command for controlling playing of the content on the content presentation device by the particular media player; and

one or more computer-readable media storing instructions that when executed by the server system, cause the server system to identify programming code corresponding to the action control command, wherein the programming code is for controlling presentation by the particular media player of the content by the content presentation device;

the server system being further configured to store information for transmission to or retrieval by the content presentation device, wherein the information specifies the file to be acted upon, identifies the particular media player for playing the content, and includes the corresponding programming code to control playing of the content on the content presentation device by the particular media player in accordance with the action control command,

wherein, based on information received or retrieved from the server system, the content presentation device is operable to use the particular media player to execute the programming code with respect to the file.

54. (Previously presented) The system of claim 53 wherein the content presentation device is operable to load the particular media player in the content presentation device if the particular media player is not already loaded in the content presentation device.

55. (Previously presented) The system of claim 53 wherein the content presentation device is operable to load the particular media player prior to executing the programming code with respect to the file.

56. (Previously presented) The system of claim 53 wherein the unique identification code represents a QR code obtained by the personal computing device.

57. (Previously presented) The system of claim 53 the server system includes a look-up table that is accessed to identify the programming code corresponding to the action control command.

58. (Previously presented) The system of claim 57 wherein the look-up table stores a plurality of specific commands, each of which represents, respectively, a command for a different media player and each of which corresponds to the action control command.

59. (Currently amended) A system for controlling playing of content on a content presentation device that loads any one of a plurality of different media players, wherein each media player is a computer application operable to present content and to control the presentation of content, the system comprising:

a server system including at least one processor;

a database storing a relationship between a personal computing device and the content presentation device based on an identification code assigned by the server system to the content presentation device and received by the server system in a message generated by the personal computing device, wherein the personal computing device is separate from the server system and separate from the display device; and

wherein the server system is configured to receive one or more messages generated by the personal computing device, the one or more messages, taken together, (i) specify a file to be acted upon, (ii) identify a particular media player for playing content from the file wherein the media player is a computer application operable to present content and control presentation of the content, and (iii) include an action control command for controlling playing of the content on the content presentation device by the particular media player; and

one or more computer-readable media storing instructions that when executed by the server system, cause the server system to load a set of protocols or application programming interfaces from a library based on the identity of the particular media player, and identify, based on the set of protocols or application programming interfaces, programming code corresponding

to the action control command, wherein the programming code is for controlling presentation of the content by the content presentation device using the particular media player,

the server system being further configured to store information for transmission to or retrieval by the content presentation device, wherein the information specifies the file to be acted upon, identifies the particular media player for playing the content, and includes the corresponding programming code to control playing of the content on the content presentation device by the particular media player in accordance with the action control command,

wherein, based on information received or retrieved from the server system, the content presentation device is operable to use the particular media player to execute the programming code with respect to the file.

60. (Previously presented) The system of claim 59 wherein collectively the one or more messages further include information indicating a location of the particular media player.

61. (Previously presented) The system of claim 59 wherein the unique identification code represents a QR code.

REMARKS

The applicant thanks the Examiner for allowing claims 44-58.

The Office rejected claims 59-61 under 35 U.S.C. §101. Claim 59 is amended, as discussed with the Examiner by phone on May 27, 2014, to recite "a server system including at least one processor." Accordingly, claims 59-61 should now be in condition for allowance.

It is believed that all of the pending claims have been addressed. However, the absence of a reply to a specific rejection, issue or comment does not signify agreement with or concession of that rejection, issue or comment. In addition, because the arguments made above may not be exhaustive, there may be reasons for patentability of any or all pending claims (or other claims) that have not been expressed. Finally, nothing in this paper should be construed as an intent to concede any issue with regard to any claim, except as specifically stated in this paper, and the amendment of any claim does not necessarily signify concession of unpatentability of the claim prior to its amendment.

Please apply any necessary charges or credits to Deposit Account 06-1050, referencing the above attorney docket number.

Respectfully submitted,

Date: May 29, 2014

/Samuel Borodach/
Samuel Borodach
Reg. No. 38,388

Customer Number 26211
Fish & Richardson P.C.
Telephone: (212) 765-5070
Facsimile: (877) 769-7945

30838191.doc

Electronic Acknowledgement Receipt	
EFS ID:	19163934
Application Number:	13157821
International Application Number:	
Confirmation Number:	8023
Title of Invention:	PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE
First Named Inventor/Applicant Name:	David Strober
Customer Number:	26211
Filer:	Samuel Borodach/Maryann White
Filer Authorized By:	Samuel Borodach
Attorney Docket Number:	30160-0002001
Receipt Date:	29-MAY-2014
Filing Date:	10-JUN-2011
Time Stamp:	18:39:13
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		30160-0002001RESP.pdf	81467 d42a0393bf9be3ab2c4033c57096f6f496a5a364	yes	8

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Response After Final Action	1	1
	Claims	2	7
	Applicant Arguments/Remarks Made in an Amendment	8	8
Warnings:			
Information:			
	Total Files Size (in bytes):	81467	

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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
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PTO/SB/06 (09-11)
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 13/157,821	Filing Date 06/10/2011	☐ To be Mailed

ENTITY: ☐ LARGE ☒ SMALL ☐ MICRO

APPLICATION AS FILED – PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =	
☐ 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).			
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT	05/29/2014	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 18	Minus	** 44	= 0	X $40 =	0
	Independent (37 CFR 1.16(h))	* 4	Minus	*** 7	= 0	X $210 =	0
	☐ Application Size Fee (37 CFR 1.16(s))						
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
						TOTAL ADD'L FEE	0

AMENDMENT		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=	X $ =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	X $ =	
	☐ Application Size Fee (37 CFR 1.16(s))						
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
						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 number found in the appropriate box in column 1.

LIE
/PAMELA YOUNG/

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26211 7590 07/08/2014
FISH & RICHARDSON P.C. (NY)
P.O. BOX 1022
MINNEAPOLIS, MN 55440-1022

EXAMINER	
HEFFINGTON, JOHN M	
ART UNIT	PAPER NUMBER
2172	

DATE MAILED: 07/08/2014

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/157,821	06/10/2011	David Strober	30160-0002001	8023

TITLE OF INVENTION: PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE

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	10/08/2014

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)

26211 7590 07/08/2014
FISH & RICHARDSON P.C. (NY)
P.O. BOX 1022
MINNEAPOLIS, MN 55440-1022

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

Certificate of Mailing or Transmission
I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (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.
13/157,821	06/10/2011	David Strober	30160-0002001	8023

TITLE OF INVENTION: PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE

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	10/08/2014

EXAMINER	ART UNIT	CLASS-SUBCLASS
HEFFINGTON, JOHN M	2172	715-716000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).
- ❑ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
- ❑ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list
(1) The names of up to 3 registered patent attorneys or agents OR, alternatively,
(2) The name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.
1 _____
2 _____
3 _____

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE (B) RESIDENCE: (CITY and STATE OR COUNTRY)

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

4a. The following fee(s) are 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 — 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.
- ❑ Applicant asserting small entity status. See 37 CFR 1.27 — 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.
- ❑ Applicant changing to regular undiscounted fee 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. _____

PTOL-85 Part B (10-13) Approved for use through 10/31/2013. OMB 0651-0033 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

ALTICE EXHIBIT 1172
Page 370 of 479

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.
13/157,821	06/10/2011	David Strober	30160-0002001	8023

26211 7590 07/08/2014
FISH & RICHARDSON P.C. (NY)
P.O. BOX 1022
MINNEAPOLIS, MN 55440-1022

EXAMINER	
HEFFINGTON, JOHN M	

ART UNIT	PAPER NUMBER
2172	

DATE MAILED: 07/08/2014

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.

Notice of Allowability	Application No. 13/157,821	Applicant(s) STROBER, DAVID	
	Examiner JOHN HEFFINGTON	Art Unit 2172	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 *the After Final Amendment filed 29 May 2014*.
   ☐ 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 *44-61*. 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 _____
3. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
4. ☒ Interview Summary (PTO-413), Paper No./Mail Date *20140626* .
5. ☒ Examiner's Amendment/Comment
6. ☒ Examiner's Statement of Reasons for Allowance
7. ☐ Other _____.

/BORIS PESIN/
Supervisory Patent Examiner, Art Unit 2172

1. The present application is being examined under the pre-AIA first to invent provisions.

EXAMINER'S AMENDMENT

2. 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 Samuel Borodach on 26 June 2014.

The application has been amended as follows:

Claim 57. The system of claim 53 wherein the server system includes a look-up table that is accessed to identify the programming code corresponding to the action control command.

3. The following is an examiner's statement of reasons for allowance: Independent claims 44, 49, 53, 59 are allowable over the prior art of record, specifically, the prior art of record fails to disclose the specific limitations of the claims in the claimed combination without using impermissible hindsight.

The respective dependent claims add further limitations to the allowable subject matter of the independent claims and are, therefore, allowable over the prior art of record.

ALTICE EXHIBIT 1172
Page 374 of 479

Specifically, the prior art fails to clearly teach or fairly suggest the combination of elements as recited in the claims.

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.”

Any inquiry concerning this communication or earlier communications from the examiner should be directed to JOHN HEFFINGTON whose telephone number is (571)270-1696. The examiner can normally be reached on 8:30 am to 5:30 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner’s supervisor, Boris M. Pesin can be reached on 571-272-4070. 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). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

ALTICE EXHIBIT 1172
Page 375 of 479

JMH
6/26/14

/BORIS PESIN/
Supervisory Patent Examiner, Art Unit 2172

ALTICE EXHIBIT 1172
Page 376 of 479

Examiner-Initiated Interview Summary	Application No.	Applicant(s)	
	13/157,821	STROBER, DAVID	
	Examiner	Art Unit	
	JOHN HEFFINGTON	2172	

All participants (applicant, applicant's representative, PTO personnel):

(1) *JOHN HEFFINGTON*. (3)_____.

(2) *Samuel Borodach*. (4)_____.

Date of Interview: *26 June 2014*.

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: *57*.

Identification of prior art discussed: *No prior art discussed*.

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...)

Applicant's representative authorized the examiner to add the term "wherein" between "The system of claim 53" and "the server system … ," in an Examiner Amendment in order to put the claims in condition for allowance .

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

	/BORIS PESIN/ Supervisory Patent Examiner, Art Unit 2172

Notice of References Cited	Application/Control No. 13/157,821	Applicant(s)/Patent Under Reexamination STROBER, DAVID	
	Examiner JOHN HEFFINGTON	Art Unit 2172	Page 1 of 6

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-5,613,137 A	03-1997	Bertram et al.	710/1
*	B	US-5,875,311 A	02-1999	Bertram et al.	710/305
*	C	US-6,181,713 B1	01-2001	Patki et al.	370/474
*	D	US-6,252,889 B1	06-2001	Patki et al.	370/474
*	E	US-2002/0021289 A1	02-2002	Combs et al.	345/173
*	F	US-2002/0034193 A1	03-2002	Patki et al.	370/474
*	G	US-2002/0083147 A1	06-2002	Ripperger, Kurt G.	709/213
*	H	US-2003/0071792 A1	04-2003	Safadi, Reem	345/169
*	I	US-2003/0208765 A1	11-2003	Urdang et al.	725/90
*	J	US-2004/0056837 A1	03-2004	Koga et al.	345/156
*	K	US-2004/0049743 A1	03-2004	Bogward, Glenn Rolus	715/531
*	L	US-6,756,965 B2	06-2004	Combs et al.	345/156
*	M	US-2005/0012723 A1	01-2005	Pallakoff, Matt	345/173

FOREIGN PATENT DOCUMENTS

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

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	bing search q=mobile+server+television+control&q 6-26-2014
	V	bing search q=phone+server+television+control&qs 6-26-2014
	W	bing search q=phone+server+television+control+me 6-26-2014
	X	bing search q=mobile+server+television+control+m 6-26-2014

*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. 13/157,821	Applicant(s)/Patent Under Reexamination STROBER, DAVID	
	Examiner JOHN HEFFINGTON	Art Unit 2172	Page 2 of 6

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2005/0055716 A1	03-2005	Louie et al.	725/058
*	B	US-2005/0149970 A1	07-2005	Fairhurst et al.	725/047
*	C	US-2005/0192096 A1	09-2005	Maehiro, Kazutoyo	463/037
*	D	US-6,978,424 B2	12-2005	Safadi, Reem	715/765
*	E	US-7,114,173 B2	09-2006	Urdang et al.	725/88
*	F	US-2007/0052868 A1	03-2007	Chou et al.	348/734
*	G	US-2007/0089147 A1	04-2007	Urdang et al.	725/090
*	H	US-2007/0156855 A1	07-2007	Johnson, Moses	709/219
*	I	US-2007/0157089 A1	07-2007	Van Os et al.	715/702
*	J	US-2007/0152980 A1	07-2007	Kocienda et al.	345/173
*	K	US-2007/0152978 A1	07-2007	Kocienda et al.	345/173
*	L	US-2008/0040758 A1	02-2008	Beetcher et al.	725/81
*	M	US-2008/0178198 A1	07-2008	Gauba, Ravi	719/320

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
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	S					
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*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
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	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. 13/157,821	Applicant(s)/Patent Under Reexamination STROBER, DAVID	
	Examiner JOHN HEFFINGTON	Art Unit 2172	Page 3 of 6

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2008/0216001 A1	09-2008	Ording et al.	715/763
*	B	US-2008/0250190 A1	10-2008	JOHNSON, BRIAN	711/103
*	C	US-2008/0307315 A1	12-2008	Sherman et al.	715/744
*	D	US-7,509,588 B2	03-2009	Van Os et al.	715/835
*	E	US-2009/0077467 A1	03-2009	ADAPPA et al.	715/719
*	F	US-2009/0177989 A1	07-2009	Ma et al.	715/766
*	G	US-2009/0259969 A1	10-2009	Pallakoff, Matt	715/808
*	H	US-7,614,070 B2	11-2009	Urdang et al.	725/90
*	I	US-7,689,931 B2	03-2010	Koga et al.	715/812
*	J	US-2010/0081375 A1	04-2010	Rosenblatt et al.	455/41.1
*	K	US-2010/0127847 A1	05-2010	Evans et al.	340/461
*	L	US-2010/0180307 A1	07-2010	Hayes et al.	725/51
*	M	US-7,878,904 B2	02-2011	Maehiro, Kazutoyo	463/37

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
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Notice of References Cited	Application/Control No. 13/157,821	Applicant(s)/Patent Under Reexamination STROBER, DAVID	
	Examiner JOHN HEFFINGTON	Art Unit 2172	Page 4 of 6

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2011/0084900 A1	04-2011	Jacobsen et al.	345/156
*	B	US-7,949,606 B1	05-2011	Sweet, William	705/52
*	C	US-7,956,846 B2	06-2011	Ording et al.	345/173
*	D	US-2011/0239119 A1	09-2011	Phillips et al.	715/731
*	E	US-2011/0314386 A1	12-2011	JEONG et al.	715/741
*	F	US-8,230,360 B2	07-2012	Ma et al.	715/810
*	G	US-8,250,608 B2	08-2012	Hayes et al.	725/51
*	H	US-8,255,968 B2	08-2012	Louie et al.	725/133
*	I	US-8,316,308 B2	11-2012	Sherman et al.	715/744
*	J	US-8,344,870 B2	01-2013	Evans et al.	340/461
*	K	US-8,373,660 B2	02-2013	Pallakoff, Matt	345/163
*	L	US-8,418,084 B1	04-2013	Tischer, Steven N.	715/863
*	M	US-2013/0250181 A1	09-2013	Zhang et al.	348/734

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
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*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

Notice of References Cited	Application/Control No. 13/157,821	Applicant(s)/Patent Under Reexamination STROBER, DAVID	
	Examiner JOHN HEFFINGTON	Art Unit 2172	Page 5 of 6

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*	B	US-2014/0033198 A1	01-2014	Umapathy et al.	717/176
*	C	US-8,659,553 B1	02-2014	Chan et al.	345/169
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	Examiner JOHN HEFFINGTON	Art Unit 2172	Page 6 of 6

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*	C	US-8,745,388 B2	06-2014	Kanungo, Rajesh	713/168
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13157821	STROBER, DAVID
	Examiner	**Art Unit**
	JOHN HEFFINGTON	2172

CPC							
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G06F		3	/	01		I	2013-01-01
H04N		21	/	40		I	2013-01-01
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CPC Combination Sets							
Symbol					**Type**	**Set**	**Ranking**	**Version**
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/JOHN HEFFINGTON/ Examiner.Art Unit 2172	6/26/2014	**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	18	
/BORIS PESIN/ Supervisory Patent Examiner.Art Unit 2172	06/27/2014	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	1

U.S. Patent and Trademark Office — Part of Paper No. 20140626

ALTICE EXHIBIT 1172
Page 384 of 479

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13157821	STROBER, DAVID
	Examiner	**Art Unit**
	JOHN HEFFINGTON	2172

US ORIGINAL CLASSIFICATION		INTERNATIONAL CLASSIFICATION	
CLASS	SUBCLASS	CLAIMED	NON-CLAIMED
715	740	G 0 6 F 3 / 00 (2006.0)	

CROSS REFERENCE(S)					
CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)				
715	718	736	738	756	835

/JOHN HEFFINGTON/ Examiner.Art Unit 2172	6/26/2014	**Total Claims Allowed:**	
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/BORIS PESIN/ Supervisory Patent Examiner.Art Unit 2172	06/27/2014	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	1

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ALTICE EXHIBIT 1172
Page 385 of 479

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13157821	STROBER, DAVID
	Examiner	**Art Unit**
	JOHN HEFFINGTON	2172

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
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/JOHN HEFFINGTON/ Examiner.Art Unit 2172	6/26/2014	**Total Claims Allowed:**	
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/BORIS PESIN/ Supervisory Patent Examiner.Art Unit 2172	06/27/2014	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	1

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Part of Paper No. 20140626

ALTICE EXHIBIT 1172
Page 386 of 479

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	13157821	STROBER, DAVID
	Examiner	Art Unit
	JOHN HEFFINGTON	2172

CPC- SEARCHED		
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G06F3/0487	5/18/14	JMH
G06F3/0487	6/26/14	JMH

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
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715	718, 736, 738, 740, 756, 835	5/18/14	JMH
715	718, 736, 738, 740, 756, 835	6/26/14	JMH

SEARCH NOTES		
Search Notes	Date	Examiner
EAST Search	6/15/13	JMH
EAST Search	5/4/14 - 5/18/14	JMH
Keyword search G06F3 0484, 04842, 0487, 04886	5/18/14	JMH
EAST Search	6/26/14	JMH
Keyword search G06F3 0484, 04842, 0487, 04886	6/26/14	JMH
NPL Search	6/26/14	JMH

INTERFERENCE SEARCH			
US Class/ CPC Symbol	US Subclass / CPC Group	Date	Examiner
	PG-PUB and Patent text search, see interference search printout.	5/18/14	JMH

INTERFERENCE SEARCH			
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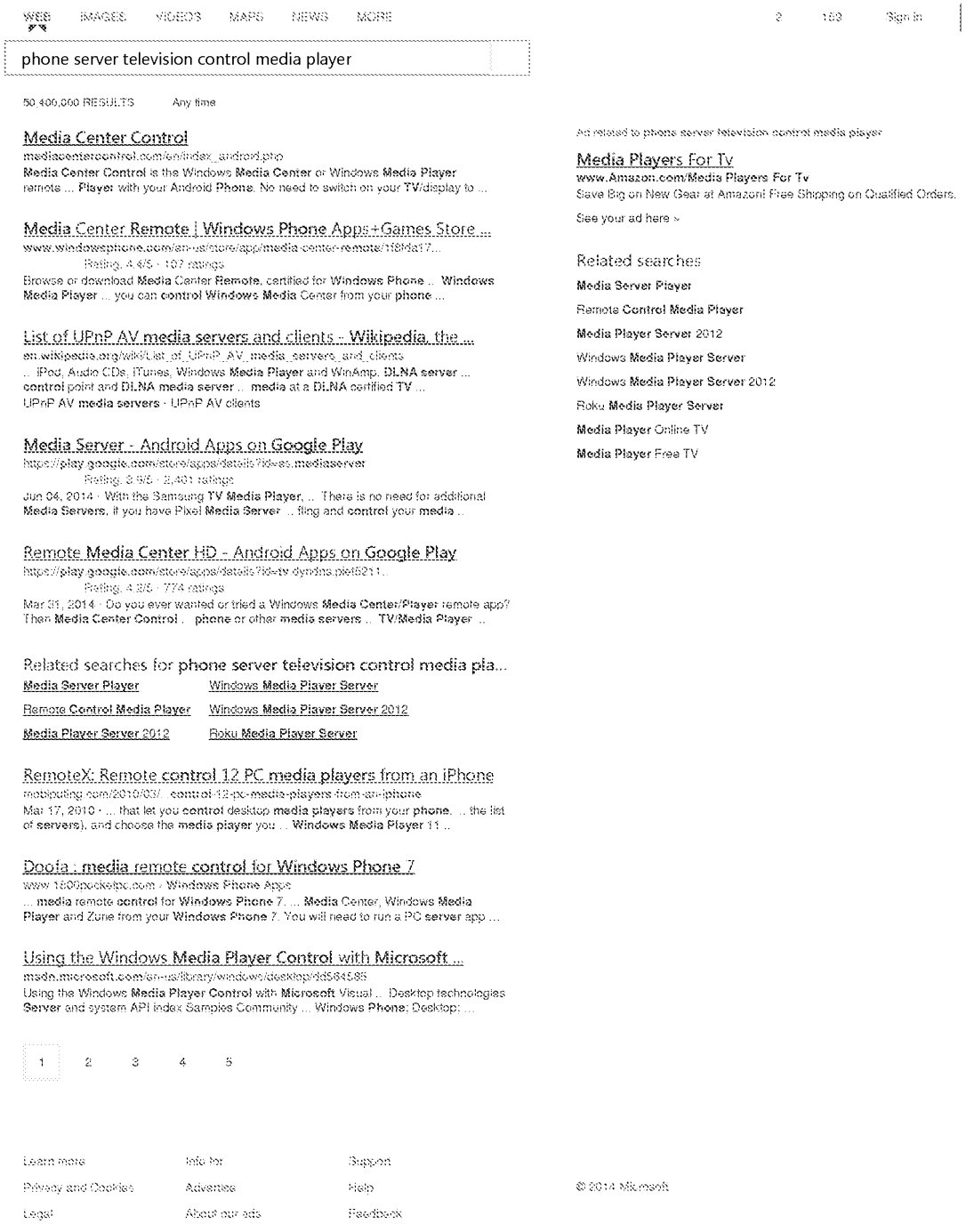

ALTICE EXHIBIT 1172
Page 389 of 479

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	1	13/157821.app.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2013/06/15 11:44
S2	38	heffington.xa.	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2013/06/15 11:49
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ALTICE EXHIBIT 1172
Page 390 of 479

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ALTICE EXHIBIT 1172
Page 391 of 479

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ALTICE EXHIBIT 1172
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ALTICE EXHIBIT 1172
Page 393 of 479

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ALTICE EXHIBIT 1172
Page 394 of 479

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S24	271	(G06F3/0482 or G06F3/0487 or G06F3/04886).cpc. and (synchroniz$3 or sync) and video and (tv or television) and @AD<"20110610"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2014/05/18 22:15
S25	24	(G06F3/0482 or G06F3/0487 or G06F3/04886).cpc. and ((synchroniz$3 or sync) same (tv or television)) and video and @AD<"20110610"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2014/05/18 22:17
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ALTICE EXHIBIT 1172
Page 395 of 479

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S34	274	((compatible or appropriate or correct or compliant or applicable or suitable or right or acceptable or permitted) with player with (media or online or on$1line or digital or program or application or download$3 or down$1load$3 or install$3 or installation)) and @PD>"20140523"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2014/06/26 10:18
S35	60	((compatible or appropriate or correct or compliant or applicable or suitable or right or acceptable or permitted) with player	US-PGPUB; USPAT; FPRS;	ADJ	ON	2014/06/26 10:20

ALTICE EXHIBIT 1172
Page 396 of 479

		with (media or online or on$1line or digital or program or application or download$3 or down$1load$3 or install$3 or installation)) and @PD>"20140523" and @AD<"20110610"	EPO; JPO; DERWENT; IBM_TDB			
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S37	293	(((compatible or appropriate or correct or compliant or applicable or suitable or right or acceptable or permitted) with player with (media or online or on$1line or digital or program or application or download$3 or down$1load$3 or install$3 or installation)) same (locat$3 near3 (player or media$1player))) and @AD<"20110421"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2014/06/26 10:35
S38	329	(((compatible or appropriate or correct or compliant or applicable or suitable or right or acceptable or permitted) with player with (media or online or on$1line or digital or program or application or download$3 or down$1load$3 or install$3 or installation)) same ((locat$3 or find$3) near3 (player or media$1player))) and @AD<"20110421"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2014/06/26 10:35
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ALTICE EXHIBIT 1172
Page 397 of 479

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ALTICE EXHIBIT 1172
Page 398 of 479

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EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S27	1	(G06F3/0487).cpc. and (synchroniz$3 or sync) and video and @AD<"20110610"	USPAT; UPAD	ADJ	ON	2014/05/18 22:16
S28	188	(G06F3/0482 or G06F3/0487 or G06F3/04886).cpc. and (synchroniz$3 or sync) and video and @AD<"20110610"	USPAT; UPAD	ADJ	ON	2014/05/18 22:16
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S31	684	((compatible or appropriate or correct or compliant or applicable or suitable or right or acceptable or permitted) with player with (media or online or on$1line or digital or program or application or download$3 or down$1load$3 or install$3 or installation)) and (locat$3 near3 (player or media$1player)) and @AD<"20110421"	USPAT; UPAD	ADJ	ON	2014/05/18 22:26
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S48	1	(G06F3/0487).cpc. and (synchroniz$3 or sync) and video and @AD<"20110610"	USPAT; UPAD	ADJ	ON	2014/06/26 10:31

S49	194	(G06F3/0482 or G06F3/0487 or G06F3/04886).cpc. and (synchroniz$3 or sync) and video and @AD<"20110610"	USPAT; UPAD	ADJ	ON	2014/06/26 10:31
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6/26/2014 12:04:06 PM
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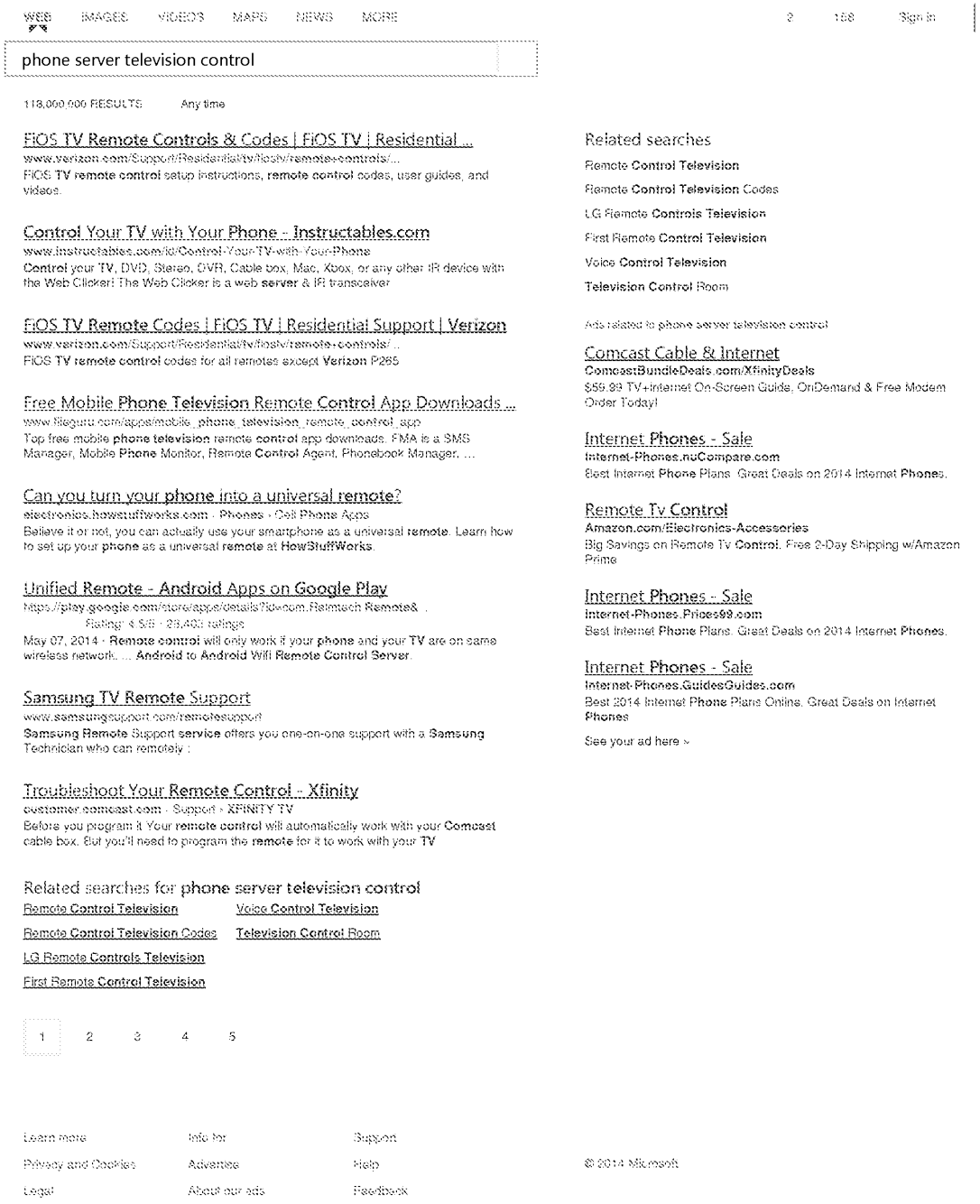
ALTICE EXHIBIT 1172
Page 400 of 479



ALTICE EXHIBIT 1172
Page 401 of 479

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Mar 31, 2013 - A Mobile Remote's sub-application optimized for ASUS CUBE with Google TV. This sub-application provides a cozy way to pair, control, and navigate the ..
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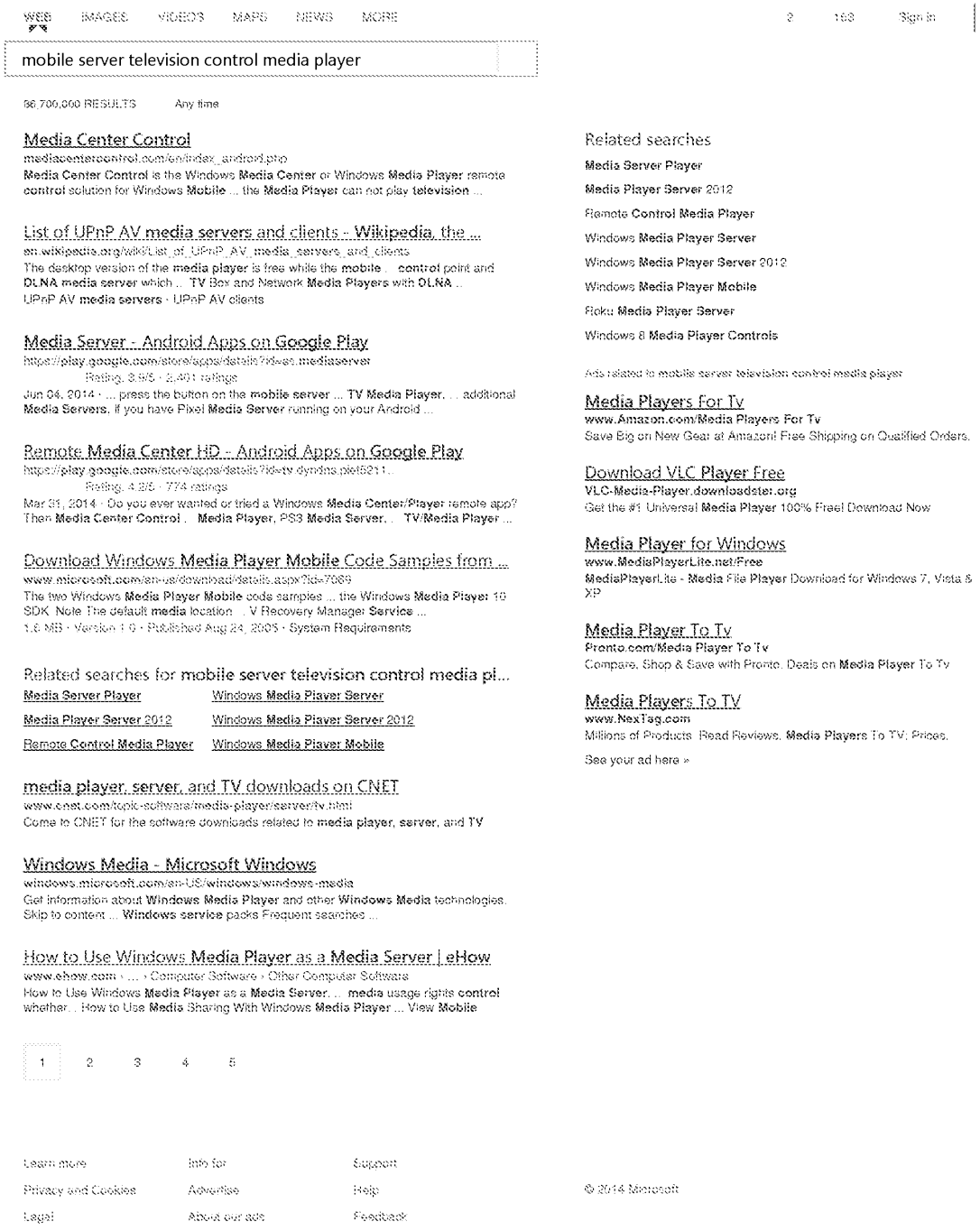

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List of UPnP AV media servers and clients - Wikipedia, the ...
en.wikipedia.org/wiki/List_of_UPnP_AV_media_servers_and_clients
The desktop version of the **media player** is free while the **mobile** ... **control** point and **DLNA media server** which ... TV Box and Network **Media Players** with **DLNA** ...
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Media Server - Android Apps on Google Play
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1.8 MB · Version: 1.0 · Published: Aug 24, 2005 · System Requirements

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Page 403 of 479

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Application	Document	Mailroom Date	Attorney Docket No.
13157821	NOA	07/08/2014	30160-0002001
	INTV.SUM.EX	07/08/2014	30160-0002001
	892	07/08/2014	30160-0002001

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PATENT APPLICATION INFORMATION RETRIEVAL SYSTEM

Substitute Disclosure Form	U.S. Department of Commerce Patent and Trademark Office	Attorney Docket No. 30160-0002001	Application No. 13/157,821
Information Disclosure Statement by Applicant (Use several sheets if necessary)		First Named Inventor David Strober	
(37 CFR §1.98(b))		Filing Date June 10, 2011	Group Art Unit 2172

U.S. Patent Documents

Examiner Initial	Desig. ID	Document Number	Publication Date	Patentee	Class	Subclass	Filing Date If Appropriate
	1	2010/094900	Apr 15, 2010	Hughes			
	2	2009/100477	Apr 16, 2009	Jeffs			

Foreign Patent Documents or Published Foreign Patent Applications

Examiner Initial	Desig. ID	Document Number	Publication Date	Country or Patent Office	Class	Subclass	Translation Yes	Translation No
	3	2008/070050	6.12.2008	WIPO				

Other Documents (include Author, Title, Date, and Place of Publication)

Examiner Initial	Desig. ID	Document

Examiner Signature	Date Considered
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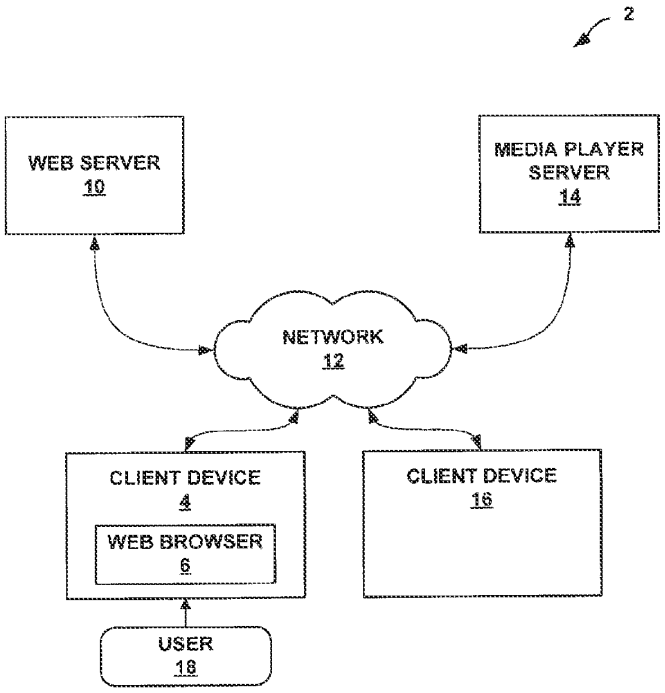
[Continued on next page]

(54) Title: AUTOMATIC CONFIGURATION OF EMBEDDED MEDIA PLAYER



(57) Abstract: In general, techniques are described of automatically configuring an embedded media player. For example, a user interface such as a web page or a user interface of a media player may include an embedded media file that is to be presented. In addition, the user interface may display an input mechanism that offers a user the opportunity to present a higher-quality version of the media file. When a client device receives the user interface and a user interacts with the input mechanism, a specialized media player is automatically downloaded to the client device. The specialized media player then automatically downloads a higher-quality version of the media file and begins playing the higher-quality version of the media file automatically. The specialized media player may obtain the higher-quality version of the media file using peer-to-peer or other download acceleration techniques.

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AUTOMATIC CONFIGURATION OF EMBEDDED MEDIA PLAYER

[0001] This application claims the benefit of U.S. Provisional Application Serial No. 60/868,446, filed December 4, 2006, the entire content of which is incorporated herein by reference.

TECHNICAL FIELD

[0002] The invention relates to computer networks, and, in particular to the use of media players on computer devices.

BACKGROUND

[0003] The World Wide Web allows a user to access a resource (e.g., browse to a web page) that contains embedded media. Such embedded media may include audio media, video media, photographs, drawings, and so on. Streaming technology enables a web browser to start presenting the media before the web browser finishes downloading all of the media. For example, a web browser may begin playing a video stream before the web browser downloads all of the video data.

SUMMARY

[0004] In general, the invention is directed to techniques of automatically configuring a media player embedded within a network resource. For example, a user interface, such as a web page may identify a media file that is to be presented as part of the web page. The web browser may use a user interface of a media player to present the identified media file as part of the web page. In this way, a media file may be "embedded" within the web page. In addition, a user interface such as the web page or a user interface of a media player, may display an input mechanism, such as a, for example, a link or button that offers a user the opportunity to present a higher-quality version of the media file. The input mechanism may be, for example, a link, a button, a drop down menu, a field, and the like. When a user downloads the web page to a client device and interacts with

the input mechanism, such as, for example, by clicking a link or button, a specialized media player is automatically configured on the client device. For example, if the specialized media player is not installed on the client device, the specialized media player may be downloaded and installed. The specialized media player then automatically downloads a higher-quality version of the media file and begins playing the higher-quality version of the media file automatically. The higher-quality version of the media file may be obtained from a different network resource. The specialized media player may obtain the higher-quality version of the media file, for example, using peer-to-peer or other static or streaming download acceleration techniques.

[0005] In one embodiment, a method comprises presenting a user interface, such as, for example, a web page with a client device. The web page identifies a media file that is to be presented as part of the web page. In addition, the user interface such as a web page or the user interface for a media player, includes an input mechanism, for example, a link or button that offers a user an opportunity to experience a version of the media file that has higher quality than the media file. The method also comprises automatically configuring a media player on the client device when the user selects such an option by interacting with the input mechanism by for example, clicking a link or button. In addition, the method comprises automatically obtaining the higher-quality version of the media file using the media player. Further, the method comprises automatically presenting the higher-quality version of the media file using the user interface of the media player.

[0006] In another embodiment, a system comprises a client device to present a user interface, such as, for example a web page. The web page identifies a media file that is to be presented as part of the web page. In addition, the user interface, such as a web page or the user interface of a media player includes an input mechanism, such as, for example, a link or button, that offers a user an opportunity to experience a version of the media file that has higher quality than the media file. The client device automatically configures a media player on the client device when the user selects such an option by interacting with the input mechanism by for example, clicking a link or button and the client device automatically obtains

the higher-quality version of the media file using the media player. The client device automatically presents the higher-quality version of the media file using the user interface of the media player.

[0007] In another embodiment, a computer-readable medium comprises instructions. The instructions cause a programmable processor to present a user interface, such as, for example a web page with a client device. The web page identifies a media file that is to be presented as part of the web page. In addition, the user interface such as the web page or the user interface of a media player, includes an input mechanism, such as, for example, a link or button, that offers a user an opportunity to experience a version of the media file that has higher quality than the media file. The instructions also cause the processor to automatically configure a media player on the client device when the user selects such an option by interacting with the input mechanism by, for example, clicking a link or button. In addition, the instructions cause the processor to automatically obtain the higher-quality version of the media file using the media player. The instructions also cause the processor to automatically present the higher-quality version of the media file using the user interface of the media player.

[0008] The details of one or more embodiments of the invention are set forth in the accompanying drawings and the description below. Other features, objects, and advantages of the invention will be apparent from the description and drawings, and from the claims.

BRIEF DESCRIPTION OF DRAWINGS

[0009] FIG. 1 is a block diagram illustrating an exemplary system in which a media player is automatically configured on a client device.

[0010] FIG. 2 is a flowchart illustrating an exemplary operation of a system in which a media player is automatically configured on a client device.

[0011] FIG. 3 is a screen illustration showing an exemplary user interface.

[0012] FIG. 4 is a screen illustration showing an exemplary user interface in which a media player presents a higher-quality version of a media file.

DETAILED DESCRIPTION

[0013] FIG. 1 is a block diagram illustrating an exemplary system 2 in which a media player is automatically configured on a client device 4. Client device 4 may be a personal computer, a gaming platform, a mobile telephone, a personal digital assistant, a handheld computer, a mainframe computer, a network workstation, television set top box, or otherwise.

[0014] For purposes of example, the techniques will be described with respect to web pages, although the techniques may be applied to other types of network resources. Initially, a user 18 of client device 4 may request that a web browser 6 on client device 4 present a web page provided by a web server 10. In response to the request from user 18, web browser 6 may send a request to web server 10 via a network 12. Network 12 may be a wide-area network such as the Internet, a local-area network (LAN), or otherwise. The request may be a Hyper-Text Transfer Protocol (HTTP) request, a HTTP Security (HTTPS) request, or otherwise. In response to the request from web browser 6, web server 10 may send to web browser 6 a response that includes the requested web page. Upon receiving the web page, web browser 6 may render and present the web page.

[0015] The web page may identify a media file that is to be presented as part of the web page. The web page may identify the media file using Hypertext Markup Language tags. For example, a web page regarding a product for sale may include text describing the product along with tags that identify an audio or video file that shows the product in operation.

[0016] In addition to the embedded media file, a user interface, such as, for example, a web page or a user interface of a media player may also include an input mechanism, such as, for example, a link or button that offers user 18 an opportunity to experience a higher-quality version of the media file. The input mechanism may be, for example, a link, a button, a drop down menu, a field, and the like. For example, the input mechanism may include the text "Click here to see this video is High-Definition." The input mechanism may take the form of text, a graphic, or otherwise. In some example embodiments, where the input mechanism is a link or button, user 18 may select the link or button by positioning a cursor over the link or button with a mouse, trackball, or other pointing device and

clicking a button. Alternatively, user 18 may select the link or button using keyboard instructions.

[0017] The input mechanism may specify a Universal Resource Locator of a media player server 14. Thus, when user 18 interacts with the input mechanism to select the higher-quality version of the media file, by for example, clicking on a link or button, web browser 6 sends a request via network 12 to media player server 14. In response to the request from web browser 6, media player server 14 determines whether a media player that is capable of downloading and playing a higher-quality version of the media file embedded on the web page is installed on client device 4 and configured to operate as a plug-in with web browser 6. If media player server 14 determines that such a media player is installed on client device 4, media player server 14 sends a redirect message to web browser 6. The redirect message instructs web browser 6 to automatically send a request for the higher-quality version of the media file to a server on network 12 that provides some or all of the higher-quality version of the media file. For example, media player server 14 may send a HTTP redirect message to web browser 6. Subsequently, the media player requests the higher-quality version of the media file and may begin presenting the higher-quality version of the media file. In some instances, the media player may open a new window to play the higher-quality version of the media file. For instance, the new window may occupy the entire screen. The higher-quality version of the media file may have a higher resolution or size, include less compression, have a higher number of frames per second, and so on. For example, a higher-quality version of a video file may have a resolution comparable to that of video on a high-definition television.

[0018] In some embodiments, the media player may begin to download the higher-quality version of the media file as soon as web page is first loaded on client device 4. In other words, the media player loaded on client device 4 may scan the web page, identify tags that identify the higher-quality media file, and "pre-fetch" the higher-quality version of the media file before user 18 interacts with the input mechanism to select the higher quality version of the media file. In this way, the media player may present the higher-quality version of the media file more quickly

in the event user 18 interacts with the input mechanism to select the higher quality version of the media file.

[0019] On the other hand, if media player server 14 determines a media player that is capable of downloading and playing the higher-quality version of the media file is not installed on client device 4 or configured to operate as a plug-in with web browser 6, media player server 14 may automatically configure the media player on client device 4. For example, media player server 14 may send one or more installation files to client device 4. When client device 4 receives the installation files, client device 4 may prompt user 18 to indicate whether the user consents to the installation of the media player. For instance, client device 4 may automatically launch an installation wizard that prompts user 18 to agree to an end-user license agreement. In some example embodiments, the wizard may also prompt user 18 to provide an email address, to check boxes regarding consumer interests, and so on. If user 18 indicates that it does not consent to the installation of the media player, the media player is not installed in on client device 4. Otherwise, the media player server 14 automatically installs and configures the media player on client device 4. In this way, web browser 6 is not redirected to a separate web page from which user 18 may select a link to download a media player. Rather, the web browser 6 may continue to present the same web page. Thus, after user 18 interacts with the input mechanism to select a higher quality version of the media file, by for example selecting a link or button, the only action required by user 18 to view the higher quality version of the media file is providing an indication of consent to the installation of the media player.

[0020] After the media player is installed on client device 4, the media player may automatically begin downloading the higher-quality version of the media file. To download the higher-quality version of the media file, the media player may use one or more download acceleration techniques. For example, the media player may use a peer-to-peer technology to download the higher-quality version of the media file. When the media player uses a peer-to-peer technology to download a file, the media player downloads all or portions of the file from one or more peer nodes (e.g., other client devices). For instance, the media player may use "swarming" technology provided by Swarmcast, Inc. of Minneapolis, Minnesota.

In general, the media player initiates a "swarming" download by sending a request to a server that is an initial source of the higher-quality version of the media file. For instance, the media player may send a request to web server 10. In response to the request, the server sends a first section of the media file to the media player. However, rather than sending the entire media file to the media player, the server breaks the media file into small sections and begins sending some of these sections to the media player. Meanwhile, a second client device 16 may begin its download process by also contacting the server. The server then sends client device 16 sections of the media file, but sections that are different than the sections sent to client device 4. Simultaneously, client device 4 may begin sending some of the sections of the media file it received to client device 16 and client device 16 may begin sending to client device 4 some of the sections of the media file it has already received. In this way, media players on both client device 4 and client device 16 may begin playing the media file faster than if either of client device 4 or client device 16 had downloaded the media file exclusively from web server 16.

[0021] Otherwise stated, "swarming" may be described as a network encoding method of using a computer for transferring data. This method comprises sending a request for data from a requesting computer to a targeted computer system. In addition, the method comprises accessing at the targeted computer system a look-up list to identify other computers that have previously requested and downloaded at least a portion of the requested data. The method also includes sending requests to the identified computers, wherein upon receiving the requests the identified computers have received different partial portions of the requested data and independently encoding the different partial portions of the data at the identified computers in response to the requests. Furthermore, the method includes sending the encoded different partial portions of the data from the identified computers to the requesting computer and completing the download of the remaining portions of the data with the identified computers. The method also includes receiving, with the requesting computer, the different partial portions of the encoded data from at least two of the sending computers. In addition, the method includes decoding the received encoded data to recreate the requested data from the different partial portions and saving the requested data in memory. This process of downloading

files using "swarming" technology is described in greater detail in U.S. patent 7,277,950 entitled "APPARATUS, METHOD AND SYSTEM FOR AN ACKNOWLEDGEMENT INDEPENDENT EQUALIZED DATA PACKET TRANSFER MECHANISM OVER A PEER TO PEER NETWORK," the entire content of which is hereby incorporated by reference.

[0022] Other exemplary peer-to-peer technologies include receiving data over multiple channels in parallel with data order prioritization. A more complete description of this technology is described in co-pending U.S. patent application 10/788,695 entitled "PARALLEL DATA TRANSFER OVER MULTIPLE CHANNELS WITH DATA ORDER PRIORITIZATION," the entire content of which is hereby incorporated by reference.

[0023] The media player may download the entire higher-quality version of the media file and then begin to present the higher-quality version. Alternatively, the media player may begin presenting the higher-quality version while client device 4 is still receiving the higher-quality version. In some instances, the media file may include an advertisement prior to the actual media file. For example, the media player may present a commercial advertisement first and then present a requested video.

[0024] After the media player begins downloading the higher-quality version of a video file, the media player may open a new window in web browser 6 that appears in front of the window of web browser 6 that presents the web page. The new browser window may present the video file along with one or more buttons to control the presentation (e.g., play, pause, rewind, fast-forward, etc.). This new browser window may occupy the entire viewable area of a computer or television monitor. The web page in the existing window of web browser 6 may remain the same. Because the web page in the existing window may remain the same, user 18 may use the web page in the existing window to easily navigate to other web pages or to interact with the input mechanism to select another web page that offers the opportunity to experience a higher-quality version of another media file.

[0025] This invention may provide one or more advantages. For example, the invention may provide a superior experience for users. For example, a media player may be automatically installed and configured without required that the user

navigate to a separate web page. When a user is required to navigate to a separate web page, the user may lose interest and navigate away from the web page. Consequently, a provider of the web page may lose business and/or advertising revenue. Furthermore, because the media player may utilize one or more download acceleration techniques, the media player may download a higher-quality version of a media file in an equivalent amount of time that it may take to download a lower-quality version of the media file. In addition, the higher-quality version of the media file may provide a more compelling experience for the user. As a result, the user may stay longer at the web page and may be more likely to purchase a product from the web page.

[0026] FIG. 2 is a flowchart illustrating an exemplary operation of a system in which a media player is automatically configured on a client device. Initially, user 18 may request a network resource user interface, e.g., a web page (30). For example, user 18 may enter a universal resource locator (URL) of the web page in an address bar of web browser 6 or may use web browser 6 to interact with an input mechanism to select a URL of the web page. User 18 may interact with an input mechanism to select the URL of the web page by, for example, selecting a link or button that points to the URL of the web page. Web browser 6 may then send a request for the web page to web server 10 (32). In response to the request, web server 10 may send the requested web page to web browser 6 and the web browser may receive the web page (34). The web page includes one or more tags that identify a media file that is to be presented as part of the web page. For example, the identified media file may be a Flash Video file playable by a Flash Video player available from Abode Systems Inc. of San Jose, California, a QuickTime video file playable by a QuickTime video player available from Apple Computer of Cupertino, California, or otherwise.

[0027] After receiving the web page, user 18 may interact with the input mechanism on a user interface, such as a web page, or a user interface of a media player to offer the user the opportunity to experience (e.g., view, hear, etc.) the media file in "High-Definition" (36). User 18 may interact with the input mechanism on a user interface, such as a web page, or a user interface of a media player by for example, selecting a link or button on the web page or in the user

interface of the media player that offers the user the opportunity to experience the media file in "High-Definition." In an exemplary embodiment, where the input mechanism comprises a link or button on a user interface such as a web page or a user interface of the media player, when user 18 selects the link or button, web browser 6 sends a request to media player server 14 (38). In response to the request, media player server 14 determines whether a media player capable of downloading and presenting the "high definition" version of the media file is installed on client device 4 (40). If the media player is already installed on client device 4 ("YES" of 40), media player server 14 sends a redirection message to web browser 6 (42). The redirection message causes web browser 6 to send a new request to a location where media player may download and play a high definition version of the media file (48). Alternatively, if the media player is not yet installed on client device 4 ("NO" of 40), media player 14 automatically transfers one or more installation files to client device 4 (44). Client device 4 may optionally confirm that user 18 would like to install the media player. If so, client device 4 executes the installation files and installs the media player (46). After the media player is installed, the media player may download and play a high definition version of the media file (48).

[0028] FIG. 3 is a screen illustration showing an exemplary user interface 50. User interface 50 includes a media file 52 and some text describing the media file. In addition, user interface 50 includes a link or button 54 with the caption "Click here to view this video in High Definition!" When a user selects link or button 54, the media player may be automatically configured on the client device and the media player may begin to present a higher-quality version of media file 52.

[0029] FIG. 4 is a screen illustration showing an exemplary user interface 60 in which a media player presents a higher-quality version of a media file 62. As illustrated in the example of FIG. 4, the higher-quality version of media file 62 may be larger. The example of FIG. 4 also illustrates that interface 50 may remain in the background while the media player presents higher-quality version of the media file 62.

[0030] Various embodiments of the invention have been described. These and other embodiments are within the scope of the following claims.

CLAIMS:

1. A method comprising:

presenting a user interface with a client device, wherein the user interface includes an embedded media file that is to be presented, and wherein the user interface includes an input mechanism that offers a user an opportunity to experience a version of the embedded media file that has higher quality than the media file embedded within the user interface;

automatically configuring a media player on the client device when the user interacts with the input mechanism to select the version of the embedded media file that has higher quality that the embedded media file;

automatically obtaining the higher-quality version of the media file using the media player; and

automatically presenting the higher-quality version of the media file using the media player.

2. The method of claim 1, wherein presenting a user interface comprises presenting a web page with a web browser.

3. The method of claim 1, wherein presenting a user interface comprises presenting a user interface of the media player executing on the client device.

4. The method of claim 1, wherein an input mechanism comprises at least one of a link and button.

5. The method of claim 1, wherein automatically configuring a media player comprises:

sending an installation file to the client device; and

executing the installation file to install the media player.

6. The method of claim 1, wherein the method further comprises:

determining, with a media player server, whether the media player is configured on the client device; and

redirecting the client device to a location where the higher-quality version of the media file is obtainable.

7. The method of claim 6, wherein the method further comprises downloading the higher-quality version with the media player before the user interacts with the input mechanism.

8. The method of claim 1, wherein automatically obtaining and presenting the higher-quality version comprises downloading the higher-quality version from a plurality of peer nodes.

9. The method of claim 8, wherein downloading the higher-quality version from a plurality of peer nodes comprises receiving data over multiple channels in parallel with data order prioritization.

10. The method of claim 8, wherein downloading the higher-quality version from a plurality of peer nodes comprises:

sending a request for data from the client device to a targeted computer system;

accessing at the targeted computer system a look-up list to identify other computers that have previously requested and downloaded at least a portion of the requested data;

sending requests to the identified computers, wherein upon receiving the requests the identified computers have received different partial portions of the requested data;

independently encoding the different partial portions of the data at the identified computers in response to the requests;

sending the encoded different partial portions of the data from the identified computers to the client device and completing the download of the remaining portions of the data with the identified computers;

receiving, with the client device, the different partial portions of the encoded data from at least two of the sending computers;

decoding the received encoded data to recreate the requested data from the different partial portions; and

saving the requested data in memory.

11. The method of claim 1, wherein presenting the higher-quality version comprises opening a new window to present the higher-quality version.

12. The method of claim 2, wherein the web page includes text.

13. A system comprising:

a client device to present a user interface, wherein the user interface includes an embedded media file that is to be presented, and wherein the user interface includes an input mechanism that offers a user an opportunity to experience a version of the media file that has higher quality than the embedded media file;

wherein the client device automatically configures a media player on the client device when the user interacts with the input mechanism to select the version of the embedded media file that has higher quality than the embedded media file;

wherein the client device automatically obtains the higher-quality version of the media file using the media player; and

wherein the client device automatically presents the higher-quality version of the media file using the media player.

14. The system of claim 13, wherein the user interface includes a web page presented by a web browser.

15. The system of claim 13, wherein the user interface includes a user interface of the media player executing on the client device.

16. The system of claim 13, wherein the input mechanism comprises at least one of a link and button.

17. The system of claim 13, wherein the client device automatically configures a media player by receiving an installation file from a media player server and executing the installation file to install the media player.

18. The system of claim 13, wherein the client device automatically obtains the higher-quality version of the media file by downloading the higher-quality version of the media file from a plurality of peer nodes.

19. The system of claim 13, wherein the client device automatically obtains the higher quality version of the media file by downloading the higher-quality version from a plurality of peer nodes over multiple channels in parallel with data order prioritization.

20. A computer-readable medium comprising instructions, the instructions causing a programmable processor to:

present a user interface with a client device, wherein the user interface includes an embedded media file that is to be presented, and wherein the user interface includes an input mechanism that offers a user an opportunity to experience a version of the embedded media file that has higher quality than the embedded media file;

automatically configure a media player on the client device when the user interacts with the input mechanism to select the version of the embedded media file that has a higher quality than the embedded media file;

automatically obtain the higher-quality version of the media file using the media player; and

automatically present the higher-quality version of the media file using the media player.

21. A method comprising:

presenting a web page with a client device, wherein the web page identifies an embedded media file that is to be presented as part of the web page, and wherein the web page includes a link that offers a user an opportunity to experience a version of the embedded media file that has higher quality than the embedded media file;

automatically configuring a media player on the client device when the user selects the link;

automatically obtaining the higher-quality version of the media file using the media player; and

automatically presenting the higher-quality version of the media file using the media player.

22. A system comprising:

a client device to present a web page, wherein the web page identifies a media file that is to be presented as part of the web page, and wherein the web page includes a link that offers a user an opportunity to experience a version of the media file that has higher quality than the media file;

wherein the client device automatically configures a media player on the client device when the user selects the link;

wherein the client device automatically obtains the higher-quality version of the media file using the media player; and

wherein the client device automatically presents the higher-quality version of the media file using the media player.

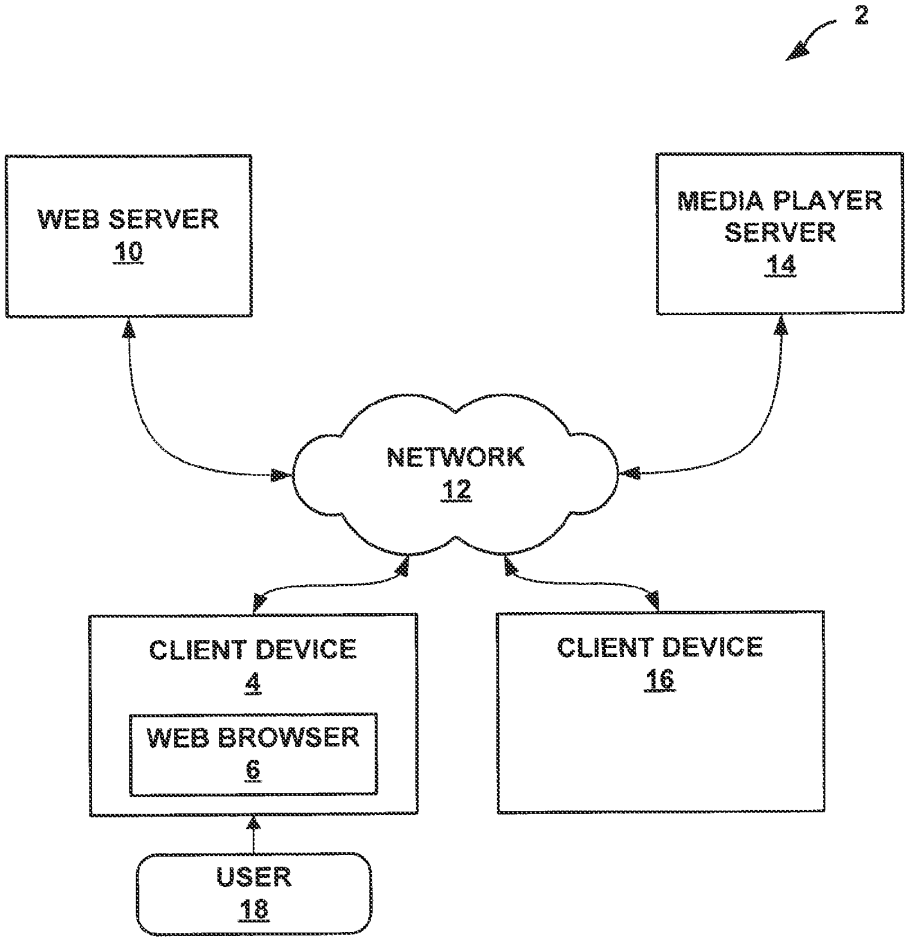

FIG. 1

ALTICE EXHIBIT 1172
Page 424 of 479

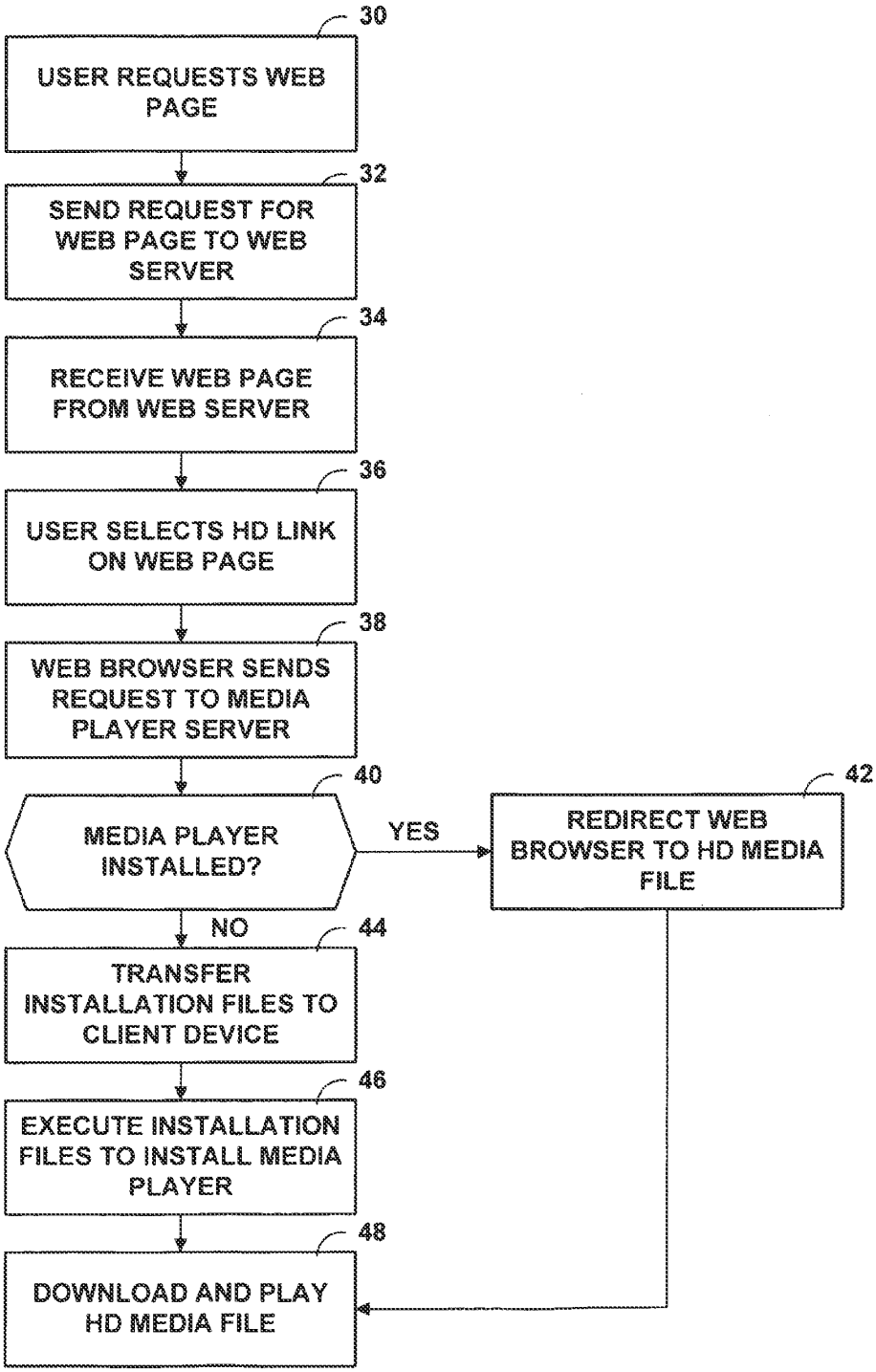
30
USER REQUESTS WEB PAGE
32
SEND REQUEST FOR WEB PAGE TO WEB SERVER
34
RECEIVE WEB PAGE FROM WEB SERVER
36
USER SELECTS HD LINK ON WEB PAGE
38
WEB BROWSER SENDS REQUEST TO MEDIA PLAYER SERVER
40
MEDIA PLAYER INSTALLED?
YES
42
REDIRECT WEB BROWSER TO HD MEDIA FILE
NO
44
TRANSFER INSTALLATION FILES TO CLIENT DEVICE
46
EXECUTE INSTALLATION FILES TO INSTALL MEDIA PLAYER
48
DOWNLOAD AND PLAY HD MEDIA FILE

FIG. 2

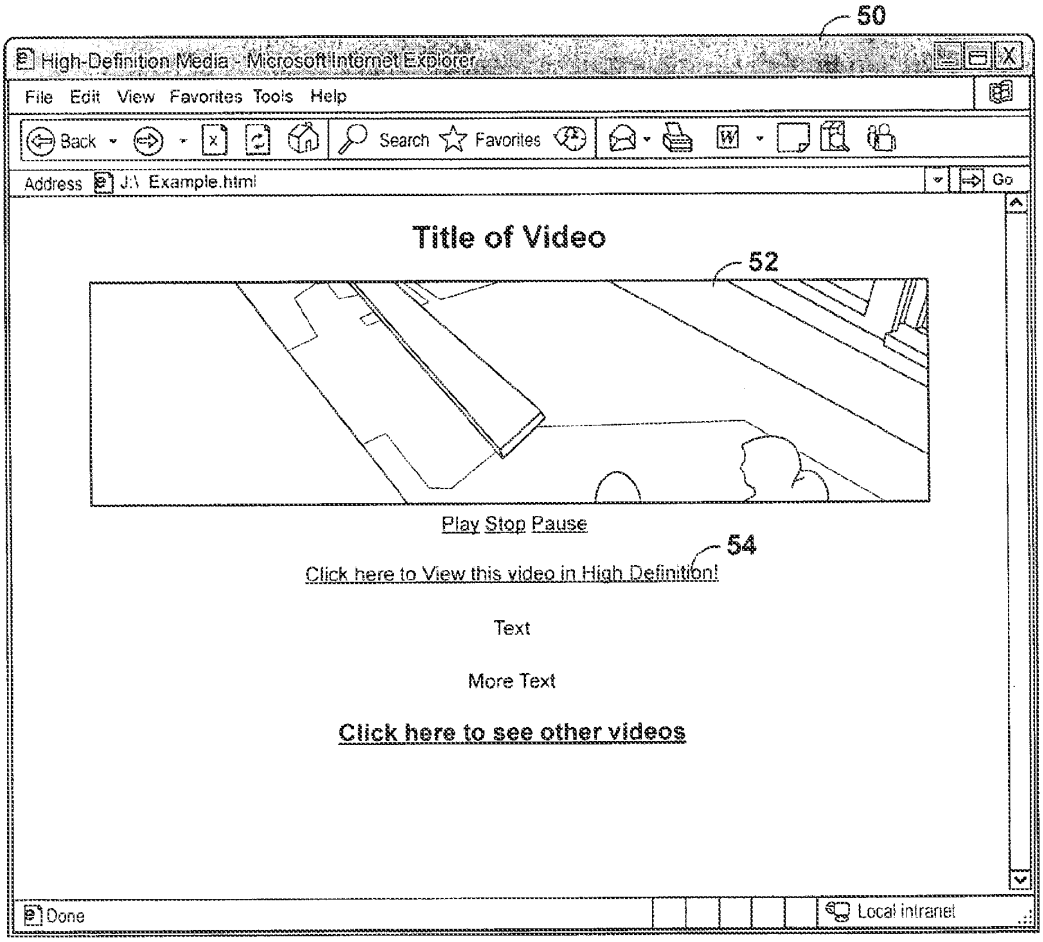
50
High-Definition Media - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back
Search
Favorites
Address J:\ Example.html
Go
Title of Video
52
Play Stop Pause
54
Click here to View this video in High Definition!
Text
More Text
Click here to see other videos
Done
Local intranet

FIG. 3

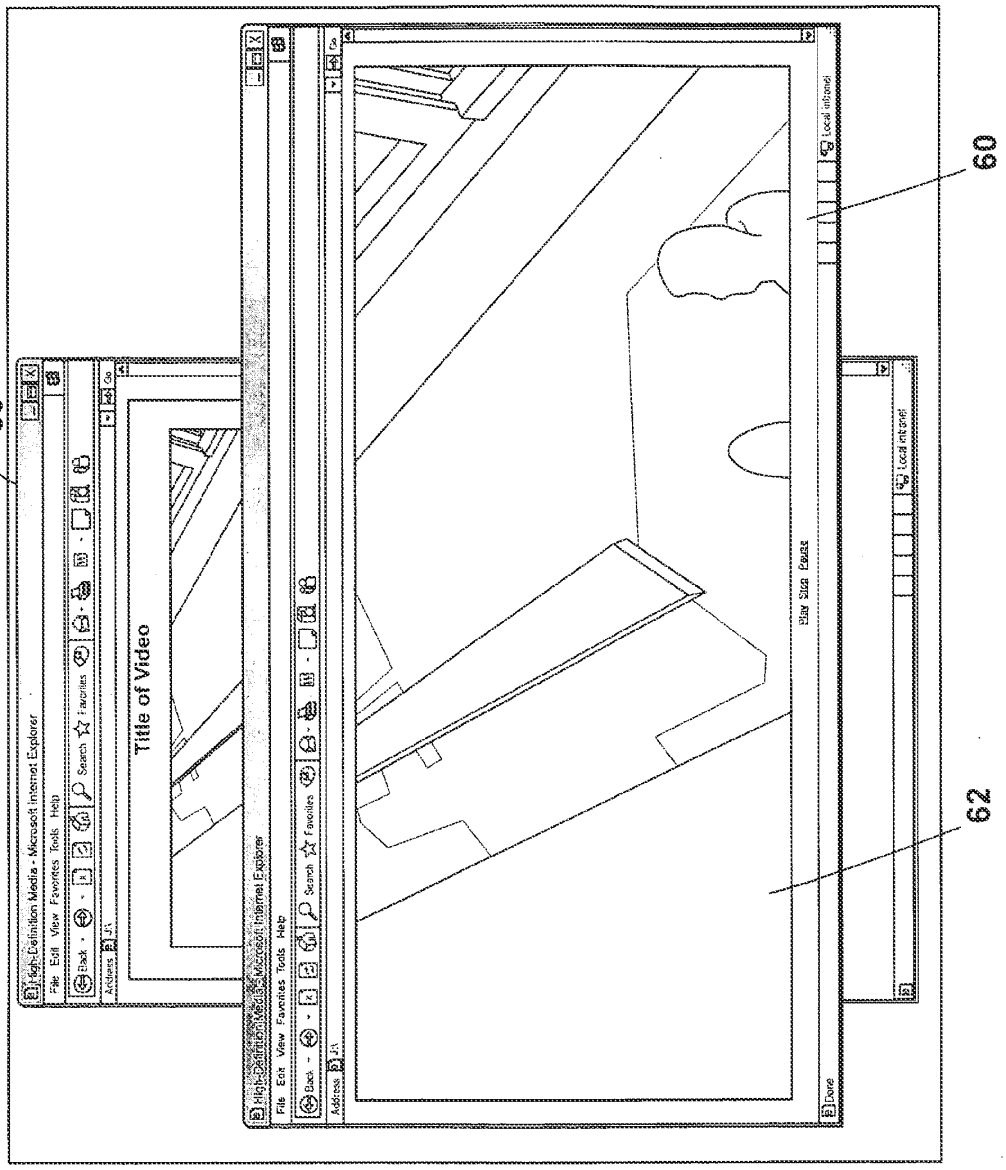

FIG. 4

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
12 June 2008 (12.06.2008)

PCT

(10) International Publication Number
WO 2008/070050 A3

(51) International Patent Classification:
G06F 17/30 (2006.01) *G06F 9/445* (2006.01)
H04L 29/06 (2006.01)

(21) International Application Number:
PCT/US2007/024791

(22) International Filing Date:
4 December 2007 (04.12.2007)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/868,446 4 December 2006 (04.12.2006) US

(71) Applicant *(for all designated States except US)*: **SWARMCAST, INC.** [US/US]; 212 2nd St. SE, Suite 128, Minneapolis, MN 55414 (US).

(72) Inventors; and

(75) Inventors/Applicants *(for US only)*: **CHAPWESKE, Justin, F.** [US/US]; 1668 Rosehill Circle, Lauderdale, MN 55108 (US). **MCKINLEY, Christopher** [US/US]; 3329 17th Ave. S. Apt. 2, Minneapolis, MN 55407 (US).

(74) Agent: **SIEFFERT, Kent, J.**; Shumaker & Sieffert, P.A., 1625 Radio Drive, Suite 300, Woodbury, MN 55125 (US).

(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, PL,

[Continued on next page]

(54) Title: AUTOMATIC CONFIGURATION OF EMBEDDED MEDIA PLAYER

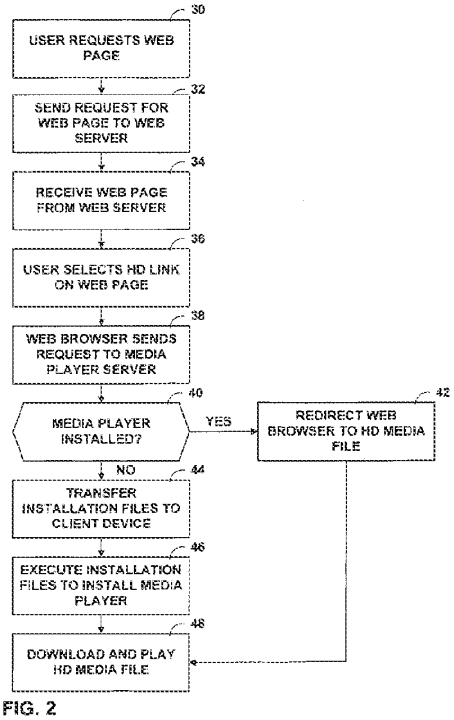

FIG. 2

(57) Abstract: In general, techniques are described of automatically configuring an embedded media player. For example, a user interface such as a web page or a user interface of a media player may include an embedded media file that is to be presented. In addition, the user interface may display an input mechanism that offers a user the opportunity to present a higher-quality version of the media file. When a client device receives the user interface and a user interacts with the input mechanism, a specialized media player is automatically downloaded to the client device. The specialized media player then automatically downloads a higher-quality version of the media file and begins playing the higher-quality version of the media file automatically. The specialized media player may obtain the higher-quality version of the media file using peer-to-peer or other download acceleration techniques.

WO 2008/070050 A3

PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

Published:

with international search report

(88) Date of publication of the international search report:
21 August 2008

INTERNATIONAL SEARCH REPORT

International application No
PCT/US2007/024791

A. CLASSIFICATION OF SUBJECT MATTER
INV. G06F17/30 H04L29/06 G06F9/445

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
G06F H04L

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)
EPO-Internal, INSPEC, WPI Data

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	"GET A MAC - WATCH THE TV ADS" TV ADVERTISEMENTS WEBPAGE OF APPLE COMPUTER INC., [Online] 3 May 2006 (2006-05-03), pages 1-2, XP002482272 Retrieved from the Internet: URL:http://web.archive.org/web/20060503182919/http://www.apple.com/getamac/ads/> [retrieved on 2008-05-29] the whole document -/--	1-8, 11-18, 20-22

[X] Further documents are listed in the continuation of Box C. [X] See patent family annex.

* Special categories of cited documents :

"A" document defining the general state of the art which is not considered to be of particular relevance
"E" earlier document but published on or after the international filing date
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
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"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.
"&" document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
30 May 2008	11/06/2008

Name and mailing address of the ISA/	Authorized officer
European Patent Office, P.B. 5818 Patentlaan 2 NL - 2280 HV Rijswijk Tel. (+31-70) 340-2040, Tx. 31 651 epo nl, Fax: (+31-70) 340-3016	Laurentowski, A

Form PCT/ISA/210 (second sheet) (April 2005)

INTERNATIONAL SEARCH REPORT

International application No
PCT/US2007/024791

C(Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 03/093990 A (HEWLETT PACKARD DEVELOPMENT CO [US]) 13 November 2003 (2003-11-13) abstract; figures 1-4 page 1, lines 12-22 page 3, lines 4-6 page 3, line 28 - page 4, line 7 page 5, lines 3-20 page 7, line 4 - page 8, line 30 page 10, line 20 - page 11, line 27	1-8, 11-18, 20-22
X	HOLLIMAN M ET AL: "Improving Media Services on P2P Networks" IEEE INTERNET COMPUTING, IEEE SERVICE CENTER, NEW YORK, NY, US, vol. 6, no. 1, 1 January 2002 (2002-01-01), pages 73-77, XP011094114 ISSN: 1089-7801	1-8, 11-18, 20-22
Y	page 74, left-hand column, line 32 - page 75, left-hand column, line 9 page 75, left-hand column, last paragraph - page 77, paragraph CONCLUSIONS figure 3	9,10,19
Y	US 2004/172476 A1 (CHAPWESKE JUSTIN F [US]) 2 September 2004 (2004-09-02) abstract	9,19
Y	STUTZBACH D ET AL: "The scalability of swarming peer-to-peer content delivery" PROCEEDINGS OF NETWORKING 2005 - THE 4TH INTERNATIONAL IFIP-TC6 NETWORKING CONFERENCE, LECTURE NOTES IN COMPUTER SCIENCE, SPRINGER-VERLAG, vol. 3462, 2005, pages 15-26, XP009100830 ISBN: 3-540-25809-4 abstract; figure 1 pages 16-19, paragraphs 2,2.1,2.2	10
A	KOMAN R.: "The Swarmcast Solution" OPENP2P.COM WEBSITE, O'REILLY & ASSOCIATES INC., [Online] 2 June 2001 (2001-06-02), pages 1-3, XP002482273 Retrieved from the Internet: URL:http://web.archive.org/web/20010602220626/http://www.openp2p.com/pub/a/p2p/2001/05/24/swarmcast_beta.html> [retrieved on 2008-05-26] pages 2-3	10

Form PCT/ISA/210 (continuation of second sheet) (April 2005)

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No
PCT/US2007/024791

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
WO 03093990 A	13-11-2003	AU 2003223765 A1	17-11-2003
		EP 1499966 A2	26-01-2005
		JP 2005531049 T	13-10-2005
		US 2003204843 A1	30-10-2003
US 2004172476 A1	02-09-2004	NONE	

Form PCT/ISA/210 (patent family annex) (April 2005)

Electronic Patent Application Fee Transmittal	
Application Number:	13157821
Filing Date:	10-Jun-2011
Title of Invention:	PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE
First Named Inventor/Applicant Name:	David Strober
Filer:	Samuel Borodach/Maryann White
Attorney Docket Number:	30160-0002001
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:				
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:	20291222
Application Number:	13157821
International Application Number:	
Confirmation Number:	8023
Title of Invention:	PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE
First Named Inventor/Applicant Name:	David Strober
Customer Number:	26211
Filer:	Samuel Borodach/Maryann White
Filer Authorized By:	Samuel Borodach
Attorney Docket Number:	30160-0002001
Receipt Date:	30-SEP-2014
Filing Date:	10-JUN-2011
Time Stamp:	17:43:08
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	$90
RAM confirmation Number	8146
Deposit Account	061050
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 1.21 (Miscellaneous fees and charges)	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		30160-0002001IDS.pdf	160026 84a2981b22c569d9e27eebc815d1f0f3365fd783	yes	2
	Multipart Description/PDF files in .zip description				
	Document Description		**Start**	**End**	
	Transmittal Letter		1	1	
	Information Disclosure Statement (IDS) Form (SB08)		2	2	
Warnings:					
Information:					
2	Foreign Reference	WO2008070050.pdf	24432528 4624e5cc4e482d4b2e45a0d208238c63ca8402a8	no	27
Warnings:					
Information:					
3	Fee Worksheet (SB06)	fee-info.pdf	30278 9cc689a29599ef0330d4b376ef4477e8af60e039	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	24622832		

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<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	:	David Strober	Art Unit	:	2172
Serial No.	:	13/157,821	Examiner	:	John M. Heffington
Filed	:	June 10, 2011	Conf. No.	:	8023
Title	:	PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE			

MAIL STOP ISSUE FEE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Please consider the references listed on the enclosed Disclosure Form. Copies of any listed foreign patent documents are enclosed; copies of any listed U.S. patents and patent application publications will be provided on request.

This statement is being filed after a Notice of Allowance, but before payment of the issue fee. Each item of information in this information disclosure statement was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this information disclosure statement. See 37 CFR 1.97(e)(1). The fees in the amount of $90 under 37 CFR §1.17(p) are being paid concurrently herewith. In addition, please apply any other necessary charges or credits to Deposit Account 06-1050, referencing the above attorney docket number.

Respectfully submitted,

Date: September 30, 2014

/Samuel Borodach/
Samuel Borodach
Reg. No. 38,388

Customer Number 26211
Fish & Richardson P.C.
Telephone: (212) 765-5070
Facsimile: (877) 769-7945

30857506.doc

PRINTER RUSH

(PTO ASSISTANCE)

Application:	13157821	**Examiner:**	HEFFINGTON	**GAU:**	2172
From:	Natarsha Horne	**Location:**	RTFM	**Creation Date:**	10/01/2014

Tracking #: Week Date:

DOC CODE	DOC DATE	MISCELLANEOUS
[ ] 1449		[ ] Continuing Data
[X] IDS	09/30/2014	[ ] Foreign Priority
[ ] CLM		[ ] Document Legibility
[ ] IIFW/FWCLM		[ ] Fees
[ ] SRFW		[ ] Petition (TC)
[ ] DRW		[ ] Other
[ ] OATH		
[ ] 312		
[ ] SPEC		

[RUSH] Message:

Please respond to the 9/30/2014, IDS

Thank You
NYH

[XRUSH] Response:

Initials: _____

Examiner: PUBS contacts - for DESIGNS: Don Fairchild, 703-756-1566; for ALL OTHER files: Bernadette Queen, 703-756-1565.
NOTE: This form will be included as part of the official USPTO record with the response document coded as XRUSH.
REV: Oct 11

ALTICE EXHIBIT 1172
Page 438 of 479

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor	:	David Strober	Art Unit	:	2172
Serial No.	:	13/157,821	Examiner	:	John M. Heffington
Filed	:	June 10, 2011	Confirmation No.	:	8023
			Notice of Allowance Date: July 8, 2014		

Title : PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE

MAIL STOP ISSUE FEE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REPLY TO NOTICE OF ALLOWANCE

In response to the Notice of Allowance mailed July 8, 2014, enclosed is a completed Part B - Fee(s) Transmittal.

The issue fee in the amount of $480 is being paid with this reply on the Electronic Filing System. Apply those fees and any other necessary charges or credits to Deposit Account 06 1050, referencing the above attorney docket number.

CONSIDERATION OF PREVIOUSLY-FILED IDS

An Information Disclosure Statement (IDS) was filed on September 30, 2014. Applicant respectfully requests that the Examiner provide an initialed copy of the form 1449 indicating the Examiner's consideration of the information contained in the IDS.

COMMENTS ON EXAMINER'S REASONS FOR ALLOWANCE

It is recognized that in accordance with M.P.E.P. § 1302.14, the Examiner's reasons for allowance need not set forth all of the details as to why the claims are allowed. In the above-referenced application, it is not conceded that the Examiner's stated reasons for allowance are the only reasons for which the claims are allowable. The Examiner's reasons for allowance indicate that particular claim elements are not disclosed or suggested by the prior art of record, yet the claims may be patentable for other reasons as well, including the inventive combination of all of the recited claim elements. It is not conceded that the specific limitations identified by the Examiner are necessary to distinguish the art of record or to satisfy the requirements of 35 U.S.C. § 112. Moreover, the Examiner does not assert, and it would not be conceded, that the Examiner's reasons have any bearing on the patentability of claims in any other applications directed to the disclosed subject matter.

In addition, each dependent claim stands on its own and may be allowable on its own merits. In particular, each dependent claim may be allowable on the basis of a combination of some of the features recited in the dependent claim and its base claim(s), which combination of features may not include all of the limitations identified in the Examiner's reasons for allowance.

Respectfully submitted,

Date: October 8, 2014

/Samuel Borodach/
Samuel Borodach
Reg. No. 38,388

Customer Number 26211
Fish & Richardson P.C.
Telephone: (212) 765-5070
Facsimile: (877) 769-7945

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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
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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)
26211 7590 07/08/2014

FISH & RICHARDSON P.C.
P.O. BOX 1022
MINNEAPOLIS, MN 55440-1022

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/157,821	06/10/2011	David Strober	30160-0002001	8023

TITLE OF INVENTION: PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	$480	$0		$480	10/08/2014

EXAMINER	ART UNIT	CLASS-SUBCLASS
HEFFINGTON, JOHN M.	2172	715-716000

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 Fish & Richardson P.C.
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
Touchstream Technologies, Inc.

(B) RESIDENCE: (CITY and STATE OR COUNTRY)
New York, NY

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

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

[X] 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 in the amount of the fee(s) is enclosed.
[ ] Payment by credit card. Form PTO-2038 is attached.
[X] The Director is hereby authorized to charge the required fee(s), or credit any overpayment, to Deposit Account Number 06-1050

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

[ ] Applicant certifying micro entity status. See 37 CFR 1.29 — **NOTE**: Absent a valid certification of Micro Entity Status (see form PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.

[ ] Applicant asserting small entity status. See 37 CFR 1.27. — **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.

[ ] Applicant changing to regular undiscounted fee status. — **NOTE**: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

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NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature /Samuel Borodach/ Date October 8, 2014

Typed or printed name Samuel Borodach Registration No. 38,388

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ALTICE EXHIBIT 1172
Page 441 of 479

Electronic Patent Application Fee Transmittal	
Application Number:	13157821
Filing Date:	10-Jun-2011
Title of Invention:	PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE
First Named Inventor/Applicant Name:	David Strober
Filer:	Samuel Borodach/Maryann White
Attorney Docket Number:	30160-0002001
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:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Utility Appl Issue Fee	2501	1	480	480
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
			Total in USD ($)	**480**

Electronic Acknowledgement Receipt	
EFS ID:	20360884
Application Number:	13157821
International Application Number:	
Confirmation Number:	8023
Title of Invention:	PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE
First Named Inventor/Applicant Name:	David Strober
Customer Number:	26211
Filer:	Samuel Borodach/Joe Farrell
Filer Authorized By:	Samuel Borodach
Attorney Docket Number:	30160-0002001
Receipt Date:	08-OCT-2014
Filing Date:	10-JUN-2011
Time Stamp:	13:38:07
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	$480
RAM confirmation Number	9833
Deposit Account	061050
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)

1	Issue Fee Payment (PTO-85B)	30160-0002001RNOA.pdf	179459 28c170a21a5b0a608a17b5e3a0173e96e137d273	no	3
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30379 e0e699dddcf58f3d699641a95ec551a4e309d97f	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	209838		

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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.

PRINTER RUSH

(PTO ASSISTANCE)

Application:	13157821	**Examiner:**	HEFFINGTON	**GAU:**	2172
From:	Natarsha Horne	**Location:**	RTFM	**Creation Date:**	10/01/2014

Tracking #: Week Date:

DOC CODE	DOC DATE	MISCELLANEOUS
[ ] 1449		[ ] Continuing Data
[X] IDS	09/30/2014	[ ] Foreign Priority
[ ] CLM		[ ] Document Legibility
[ ] IIFW/FWCLM		[ ] Fees
[ ] SRFW		[ ] Petition (TC)
[ ] DRW		[ ] Other
[ ] OATH		
[ ] 312		
[ ] SPEC		

[RUSH] Message:

Please respond to the 9/30/2014, IDS

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NYH

[XRUSH] Response:

The IDS filed 9/30/2014 has been considered.

JMH

Initials: _____

Examiner: PUBS contacts - for DESIGNS: Don Fairchild, 703-756-1566; for ALL OTHER files: Bernadette Queen, 703-756-1565.
NOTE: This form will be included as part of the official USPTO record with the response document coded as XRUSH.
REV: Oct 11

ALTICE EXHIBIT 1172
Page 446 of 479

Substitute Disclosure Form	U.S. Department of Commerce Patent and Trademark Office	Attorney Docket No. 30160-0002001	Application No. 13/157,821
Information Disclosure Statement by Applicant (Use several sheets if necessary)		First Named Inventor David Strober	
(37 CFR §1.98(b))		Filing Date June 10, 2011	Group Art Unit 2172

U.S. Patent Documents

Examiner Initial	Desig. ID	Document Number	Publication Date	Patentee	Class	Subclass	Filing Date If Appropriate
	1	2010/094900	Apr 15, 2010	Hughes			
	2	2009/100477	Apr 16, 2009	Jeffs			

Foreign Patent Documents or Published Foreign Patent Applications

Examiner Initial	Desig. ID	Document Number	Publication Date	Country or Patent Office	Class	Subclass	Translation Yes	Translation No
	3	2008/070050	6.12.2008	WIPO				

Other Documents (include Author, Title, Date, and Place of Publication)

Examiner Initial	Desig. ID	Document

Examiner Signature	Date Considered
/John Heffington/	10/29/2014

EXAMINER: Initials citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Substitute Disclosure Form

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /J.H./

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13157821	STROBER, DAVID
	Examiner	Art Unit
	JOHN HEFFINGTON	2172

CPC- SEARCHED		
Symbol	Date	Examiner
G06F3/0487	5/18/14	JMH
G06F3/0487	6/26/14	JMH

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
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715	716	6/15/13	JMH
715	718, 736, 738, 740, 756, 835	5/18/14	JMH
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SEARCH NOTES		
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EAST Search	6/15/13	JMH
EAST Search	5/4/14 - 5/18/14	JMH
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NPL Search	6/26/14	JMH
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INTERFERENCE SEARCH			
US Class/ CPC Symbol	US Subclass / CPC Group	Date	Examiner
	PG-PUB and Patent text search, see interference search printout.	5/18/14	JMH

INTERFERENCE SEARCH			
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EAST Search History

EAST Search History (Prior Art)

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ALTICE EXHIBIT 1172
Page 450 of 479

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ALTICE EXHIBIT 1172
Page 451 of 479

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ALTICE EXHIBIT 1172
Page 452 of 479

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ALTICE EXHIBIT 1172
Page 453 of 479

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ALTICE EXHIBIT 1172
Page 454 of 479

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ALTICE EXHIBIT 1172
Page 455 of 479

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ALTICE EXHIBIT 1172
Page 456 of 479

		or installation)) and @PD>"20140523"				
S35	60	((compatible or appropriate or correct or compliant or applicable or suitable or right or acceptable or permitted) with player with (media or online or on$1line or digital or program or application or download$3 or down$1load$3 or install$3 or installation)) and @PD>"20140523" and @AD<"20110610"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2014/06/26 10:20
S36	0	((compatible or appropriate or correct or compliant or applicable or suitable or right or acceptable or permitted) with player with (media or online or on$1line or digital or program or application or download$3 or down$1load$3 or install$3 or installation)) and (locat$3 near3 (player or media$1player)) not S35 and @PD>"20140523" and @AD<"20110610"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2014/06/26 10:29
S37	293	(((compatible or appropriate or correct or compliant or applicable or suitable or right or acceptable or permitted) with player with (media or online or on$1line or digital or program or application or download$3 or down$1load$3 or install$3 or installation)) same (locat$3 near3 (player or media$1player))) and @AD<"20110421"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2014/06/26 10:35
S38	329	(((compatible or appropriate or correct or compliant or applicable or suitable or right or acceptable or permitted) with player with (media or online or on$1line or digital or program or application or download$3 or down$1load$3 or install$3 or installation)) same ((locat$3 or find$3) near3 (player or media$1player))) and @AD<"20110421"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2014/06/26 10:35
S39	6155	(715/718 or 715/736 or 715/738 or 715/740 or 715/756 or 715/835).ccls. and @AD<"20110610"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2014/06/26 10:35
S40	180	(G06F3/0487).cpc. and @AD<"20110610"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2014/06/26 10:35
S41	488	(G06F3/0482 or G06F3/0487 or G06F3/04886).cpc. and (synchroniz$3 or sync) and video and @AD<"20110610"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2014/06/26 10:35
S42	276	(G06F3/0482 or G06F3/0487 or G06F3/04886).cpc. and (synchroniz$3 or sync) and video and (tv or television) and @AD<"20110610"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2014/06/26 10:35
S43	24	(G06F3/0482 or G06F3/0487 or	US-PGPUB;	ADJ	ON	2014/06/26

ALTICE EXHIBIT 1172
Page 457 of 479

		G06F3/04886).cpc. and ((synchroniz$3 or sync) same (tv or television)) and video and @AD<"20110610"	USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB			10:35
S44	230	("20070202923" | "20100205628" | "20030023488" | "20030193520" | "20080008439" | "20100265939" | "20110060998" | "20110138354" | "20110214148" | "20020075332" | "20030023488" | "20040088728" | "20110231566" | "20090282470" | "20100313135" | "20030182663" | "20040268224" | "7453454" | "20050034151" | "20100027974" | "20060083194" | "20020120666" | "20030005000" | "20070094408" | "20080008439" | "20110014972" | "20110161396" | "20120166560" | "20110030020" | "7058356" | "20100281042" | "7424718" | "20020198778" | "20050144305" | "20060101098" | "20110060998" | "7440972" | "20090164641" | "20040008972" | "20060265657" | "20070083540" | "20100137028" | "20060101098" | "20070094408" | "20080126943" | "20080270881" | "20110231566" | "20020133518" | "20030028565" | "20080028037" | "20110107227" | "20110138354" | "20110214148" | "7330875" | "20110296465" | "20100138746" | "20070112785" | "20080140849" | "20110035692" | "20070288715" | "7835505" | "20020129102" | "20030018885" | "20080028037" | "20080267369" | "7330875" | "7769827" | "20030004804" | "20110090898" | "7424718" | "20080189617" | "20090259944" | "20120072846" | "20060200832" | "20060263038" | "20090049373" | "20100198860" | "20110228768" | "20060203758" | "20090228919" | "20030004804" | "20030028565" | "20110090898" | "20110107227" | "20110231265" | "20020120666" | "20030005000" | "20080270881" | "20110231265" | "7769827" | "20030142127" | "20100094728" | "20080187279" | "20110231565" | "7814144" | "20080077526" | "20080155600" | "20020075332" | "20020133518" | "20050144305" | "20030018885" | "20030193520" | "20060098624" | "20080267369" | "20100265939" | "20100174993" | "20110289419" | "20070050054" | "20080301737" | "20090254827" | "20100283586" | "20110007901" | "20110125594" | "20110156879" | "8086679" | "7849485" | "20020198778" | "20040088728" | "20060098624" | "7440972" |	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2014/06/26 10:35

ALTICE EXHIBIT 1172
Page 458 of 479

		"20020129102" | "20100281042" | "20040268451" | "20100325552" | "20120110464" | "7433922" | "7774708" | "20070055986" | "20080034394" | "20090094331" | "20110296454" | "8171507").PN.				
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S46	44	(S37 or S38 or S39 or S40 or S41 or S42 or S43 or S44 or S45) and @PD>"20140523" and @AD<"20110610"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2014/06/26 10:35
S47	44	(S37 or S38 or S39 or S40 or S41 or S42 or S43 or S44 or S45) not S35 and @PD>"20140523" and @AD<"20110610"	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	ADJ	ON	2014/06/26 10:36

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S27	1	(G06F3/0487).cpc. and (synchroniz$3 or sync) and video and @AD<"20110610"	USPAT; UPAD	ADJ	ON	2014/05/18 22:16
S28	188	(G06F3/0482 or G06F3/0487 or G06F3/04886).cpc. and (synchroniz$3 or sync) and video and @AD<"20110610"	USPAT; UPAD	ADJ	ON	2014/05/18 22:16
S29	11	(G06F3/0482 or G06F3/0487 or G06F3/04886).cpc. and ((synchroniz$3 or sync) same (tv or television)) and video and @AD<"20110610"	USPAT; UPAD	ADJ	ON	2014/05/18 22:19
S30	17	((compatible or appropriate or correct or compliant or applicable or suitable or right or acceptable or permitted) with player with (media or online or on$1line or digital or program or application or download$3 or down$1load$3 or install$3 or installation)) and (G06F3/0484.cpc. or G06F/304842.cpc. or G06F3/04886.cpc.) and @AD<"20110421"	USPAT; UPAD	ADJ	ON	2014/05/18 22:25
S31	684	((compatible or appropriate or correct or compliant or applicable or suitable or right or acceptable or permitted) with player with (media or online or on$1line or digital or program or application or download$3 or down$1load$3 or install$3 or installation)) and (locat$3 near3 (player or media$1player)) and @AD<"20110421"	USPAT; UPAD	ADJ	ON	2014/05/18 22:26
S32	130	(((compatible or appropriate or correct or compliant or applicable or suitable or right or acceptable or permitted) with player with (media or online or on$1line or digital or program or application or download$3 or down$1load$3 or install$3 or installation))	USPAT; UPAD	ADJ	ON	2014/05/18 22:27

		same ((locat$3 or find$3) near3 (player or media$1player))) and @AD<"20110421"				
S48	1	(G06F3/0487).cpc. and (synchroniz$3 or sync) and video and @AD<"20110610"	USPAT; UPAD	ADJ	ON	2014/06/26 10:31
S49	194	(G06F3/0482 or G06F3/0487 or G06F3/04886).cpc. and (synchroniz$3 or sync) and video and @AD<"20110610"	USPAT; UPAD	ADJ	ON	2014/06/26 10:31
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S51	18	((compatible or appropriate or correct or compliant or applicable or suitable or right or acceptable or permitted) with player with (media or online or on$1line or digital or program or application or download$3 or down$1load$3 or install$3 or installation)) and (G06F3/0484.cpc. or G06F/304842.cpc. or G06F3/04886.cpc.) and @AD<"20110421"	USPAT; UPAD	ADJ	ON	2014/06/26 10:31
S52	691	((compatible or appropriate or correct or compliant or applicable or suitable or right or acceptable or permitted) with player with (media or online or on$1line or digital or program or application or download$3 or down$1load$3 or install$3 or installation)) and (locat$3 near3 (player or media$1player)) and @AD<"20110421"	USPAT; UPAD	ADJ	ON	2014/06/26 10:31
S53	130	(((compatible or appropriate or correct or compliant or applicable or suitable or right or acceptable or permitted) with player with (media or online or on$1line or digital or program or application or download$3 or down$1load$3 or install$3 or installation)) same ((locat$3 or find$3) near3 (player or media$1player))) and @AD<"20110421"	USPAT; UPAD	ADJ	ON	2014/06/26 10:31
S54	10	(S48 or S49 or S50 or S51 or S52 or S53) and @PD>"20140523" and @AD<"20110610"	USPAT; UPAD	ADJ	ON	2014/06/26 10:32

10/29/2014 12:51:12 PM
C:\Users\jheffington\Documents\OA Folders\13157821\13157821 SearchHistory 10-29-2014.wsp

ALTICE EXHIBIT 1172
Page 460 of 479

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Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/157,821	06/10/2011	David Strober	30160-0002001	8023

26211 7590 11/06/2014

FISH & RICHARDSON P.C. (NY)
P.O. BOX 1022
MINNEAPOLIS, MN 55440-1022

EXAMINER	
HEFFINGTON, JOHN M	
ART UNIT	PAPER NUMBER
2172	

NOTIFICATION DATE	DELIVERY MODE
11/06/2014	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):

PATDOCTC@fr.com

Corrected Notice of Allowability	**Application No.** 13/157,821	**Applicant(s)** STROBER, DAVID	
	Examiner JOHN HEFFINGTON	**Art Unit** 2172	**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 *the Printer Query filed 10/01/2014*.
   ☐ 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 *44-61*. 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 9/30/14
3. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
4. ☐ Interview Summary (PTO-413), Paper No./Mail Date _____ .
5. ☐ Examiner's Amendment/Comment
6. ☐ Examiner's Statement of Reasons for Allowance
7. ☐ Other _____.

/BORIS PESIN/
Supervisory Patent Examiner, Art Unit 2172

To: PATDOCTC@fr.com,,
From: PAIR_eOfficeAction@uspto.gov
Cc: PAIR_eOfficeAction@uspto.gov
Subject: Private PAIR Correspondence Notification for Customer Number 26211

Nov 06, 2014 05:40:20 AM

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P.O. BOX 1022
MINNEAPOLIS, MN 55440-1022
UNITED STATES

The following USPTO patent application(s) associated with your Customer Number, 26211 , have new outgoing correspondence. This correspondence is now available for viewing in Private PAIR.

The official date of notification of the outgoing correspondence will be indicated on the form PTOL-90 accompanying the correspondence.

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Application	Document	Mailroom Date	Attorney Docket No.
13157821	1449	11/06/2014	30160-0002001
	NOA	11/06/2014	30160-0002001

To view your correspondence online or update your email addresses, please visit us anytime at https://sportal.uspto.gov/secure/myportal/privatepair.

If you have any questions, please email the Electronic Business Center (EBC) at EBC@uspto.gov with 'e-Office Action' on the subject line or call 1-866-217-9197 during the following hours:

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Alexandria, Virginia 22313-1450
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APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/157,821	12/02/2014	8904289	30160-0002001	8023

26211 7590 11/12/2014

FISH & RICHARDSON P.C. (NY)
P.O. BOX 1022
MINNEAPOLIS, MN 55440-1022

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 254 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):

David Strober, Rye, NY;

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.

To: PATDOCTC@fr.com,,
From: PAIR_eOfficeAction@uspto.gov
Cc: PAIR_eOfficeAction@uspto.gov
Subject: Private PAIR Correspondence Notification for Customer Number 26211

Nov 13, 2014 01:15:39 PM

Dear PAIR Customer:

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Application	Document	Mailroom Date	Attorney Docket No.
13157821	ISSUE.NTF	11/12/2014	30160-0002001

To view your correspondence online or update your email addresses, please visit us anytime at https://sportal.uspto.gov/secure/myportal/privatepair.

If you have any questions, please email the Electronic Business Center (EBC) at EBC@uspto.gov with 'e-Office Action' on the subject line or call 1-866-217-9197 during the following hours:

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PATENT APPLICATION INFORMATION RETRIEVAL SYSTEM

PTO/SB/80 (11-08)
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POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

I hereby appoint:

☑ Practitioners associated with the Customer Number: 149550

OR

☐ Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number	Name	Registration Number

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(b) to:

☑ The address associated with Customer Number: 149550

OR

☐ Firm or Individual Name			
Address			
City		State	Zip
Country			
Telephone		Email	

Assignee Name and Address:

Touchstream Technologies, Inc.
79 Madison Avenue
New York, NY 10016

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

Signature		Date	7-7-2017
Name	Herb Mitschele	Telephone	310-383-3383
Title	CEO, Touchstream Technologies, Inc.		

This collection of information is required by 37 CFR 1.31, 1.32 and 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.**

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PTO/SB/96 (07-09)
Approved for use through 07/31/2012. OMB 0651-0031
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STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: TOUCHSTREAM TECHNOLOGIES, INC.

Application No./Patent No.: 8,904,289 Filed/Issue Date: 12-02-2014

Titled: PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE

TOUCHSTREAM TECHNOLOGIES, INC. , a CORPORATION

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

states that it is:

1. ☒ the assignee of the entire right, title, and interest in;

2. ☐ an assignee of less than the entire right, title, and interest in (The extent (by percentage) of its ownership interest is _____ %); or

3. ☐ the assignee of an undivided interest in the entirety of (a complete assignment from one of the joint inventors was made)

the patent application/patent identified above, by virtue of either:

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 027688 , Frame 0951 , or for which a copy therefore is attached.

OR

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.

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.

☐ Additional documents in the chain of title are listed on a supplemental sheet(s).

☒ As required by 37 CFR 3.73(b)(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.

_____ 7/20/17

Signature Date

Herb Mitschele CEO

Printed or Typed Name Title

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.**

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Electronic Acknowledgement Receipt	
EFS ID:	29854666
Application Number:	13157821
International Application Number:	
Confirmation Number:	8023
Title of Invention:	PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE
First Named Inventor/Applicant Name:	David Strober
Customer Number:	26211
Filer:	Keith Joshua Bae/Traci Burke
Filer Authorized By:	Keith Joshua Bae
Attorney Docket Number:	30160-0002001
Receipt Date:	21-JUL-2017
Filing Date:	10-JUN-2011
Time Stamp:	13:34:17
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	Power of Attorney	TSTH_277743_Executed_Pre_AIA_POA.pdf	122307 ae647458d79be6f4275623be73be946b61cf83c3	no	1

Warnings:

Information:					
2	Assignee showing of ownership per 37 CFR 3.73	TSTH_Executed_Statement_373b.pdf	100650 5077f981f42b4f611d7acfb98561006fc7fb7e56	no	1
Warnings:					
Information:					
		Total Files Size (in bytes):	222957		

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

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United States Patent and Trademark Office
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Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/157,821	06/10/2011	David Strober	30160-0002001

CONFIRMATION NO. 8023

POA ACCEPTANCE LETTER

149550
SHOOK, HARDY & BACON LLP
(Touchstream Technologies, Inc.)
2555 GRAND BLVD
KANSAS CITY, MO 64108-2613

OC000000093140612

Date Mailed: 08/01/2017

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 07/21/2017.

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.

Questions about the contents of this notice and the requirements it sets forth should be directed to the Office of Data Management, Application Assistance Unit, at **(571) 272-4000** or **(571) 272-4200** or **1-888-786-0101**.

/dgela/

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/157,821	06/10/2011	David Strober	30160-0002001

CONFIRMATION NO. 8023

POWER OF ATTORNEY NOTICE

26211
FISH & RICHARDSON P.C. (NY)
P.O. BOX 1022
MINNEAPOLIS, MN 55440-1022

OC000000093140573

Date Mailed: 08/01/2017

NOTICE REGARDING CHANGE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 07/21/2017.

- The Power of Attorney to you in this application has been revoked by the assignee who has intervened as provided by 37 CFR 3.71. Future correspondence will be mailed to the new address of record(37 CFR 1.33).

Questions about the contents of this notice and the requirements it sets forth should be directed to the Office of Data Management, Application Assistance Unit, at **(571) 272-4000** or **(571) 272-4200** or **1-888-786-0101**.

/dgela/

To: IPDOCKET@SHB.COM,IPRCDKT@SHB.COM,tquick@shb.com
From: PAIR_eOfficeAction@uspto.gov
Cc: PAIR_eOfficeAction@uspto.gov
Subject: Private PAIR Correspondence Notification for Customer Number 149550

Aug 01, 2017 03:55:07 AM

Dear PAIR Customer:

SHOOK, HARDY & BACON LLP
(Touchstream Technologies, Inc.)
2555 GRAND BLVD
KANSAS CITY, MO 64108-2613
UNITED STATES

The following USPTO patent application(s) associated with your Customer Number, 149550 , have new outgoing correspondence. This correspondence is now available for viewing in Private PAIR.

The official date of notification of the outgoing correspondence will be indicated on the form PTOL-90 accompanying the correspondence.

Disclaimer:
The list of documents shown below is provided as a courtesy and is not part of the official file wrapper. The content of the images shown in PAIR is the official record.

Application	Document	Mailroom Date	Attorney Docket No.
13157821	N570	08/01/2017	30160-0002001
	N570	08/01/2017	30160-0002001

To view your correspondence online or update your email addresses, please visit us anytime at https://sportal.uspto.gov/secure/myportal/privatepair.

If you have any questions, please email the Electronic Business Center (EBC) at EBC@uspto.gov with 'e-Office Action' on the subject line or call 1-866-217-9197 during the following hours:

Monday - Friday 6:00 a.m. to 12:00 a.m.

Thank you for prompt attention to this notice,

UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION INFORMATION RETRIEVAL SYSTEM

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**

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 Southern District of New York on the following

☐ Trademarks or ☑ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO.	DATE FILED	U.S. DISTRICT COURT
1:17-CV-06247	8/17/2017	Southern District of New York

PLAINTIFF	DEFENDANT
Touchstream Technologies, Inc.	Vizbee, Inc.

	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1	8,356,251	1/15/2013	Touchstream Technologies, Inc.
2	8,782,528	7/15/2014	Touchstream Technologies, Inc.
3	8,904,289	12/2/2014	Touchstream Technologies, Inc.
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		
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE

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**

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 the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE
S/Ruby J. Krajick	s/K.Mango	1/27/2020

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

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

TOUCHSTREAM TECHNOLOGIES, INC. Plaintiff, -against- VIZBEE, INC. Defendant.	:	Case No. 1:17-cv-6247-PGG-KNF

STIPULATION OF DISMISSAL WITH PREJUDICE

Pursuant to Fed. R. Civ. P. 41(a)(1)(A), Plaintiff Touchstream Technologies, Inc. and Defendant Vizbee, Inc. hereby stipulate that all claims and counterclaims asserted by the Parties against one another in this Action shall be, and hereby, are dismissed WITH PREJUDICE, with each Party to bear its own costs, expenses, and attorneys' fees.

Dated: January 24, 2020

/s/

Paul B. Keller
Michael Samalin
Michelle Wang
James Reed
Norton Rose Fulbright US LLP
1301 Avenue of the Americas
New York, New York 10019-6022
Tel: (212) 318-3000
Fax: (212) 318-3400
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james.reed@nortonrosefulbright.com

Counsel for Plaintiff Touchstream Technologies, Inc.

Respectfully submitted:

/s/

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TMahmood@goodwinlaw.com

Counsel for Defendant Vizbee, Inc.

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**

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 Western District of Texas, Waco Division on the following

☐ Trademarks or ☑ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO.	DATE FILED	U.S. DISTRICT COURT
6:21-cv-569	June 4, 2021	for the Western District of Texas, Waco Division

PLAINTIFF	DEFENDANT
Touchstream Technologies, Inc.	Google LLC

	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
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CLERK	(BY) DEPUTY CLERK	DATE

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Copy 2—Upon filing document adding patent(s), mail this copy to Director **Copy 4—Case file copy**

AO 120 (Rev. 08/10)

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Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	

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Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy

The United States Patent and Trademark Office
PATENT TRIAL AND APPEAL BOARD

A petition has been filed in Patent Number 8,904,289, Application Number 13/157,821 on April 8, 2022.

The Case Number is IPR2022-00794.

To view the documents filed in this petition, go to https://ptab.uspto.gov.

Use the Search PTAB tab and enter the Patent Number or the Trial or Case Number and select the Search button.

Questions regarding this notice should be directed to the Patent Trial and Appeal Board at 571-272-7822.