

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		
	Filing Date		
	First Named Inventor	Dwight MARCUS	
	Art Unit		
	Examiner Name		
	Attorney Docket Number	243449.000083	

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	2	6199076	B1	2001-03-06	Logan et al.	
	3	6317784	B1	2001-11-13	Mackintosh et al.	
	4	8875185	B2	2014-10-28	Marcus	
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	1	20030040917	A1	2003-02-27	Fiedler	

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2	20020019858	A1	2002-02-14	Kaiser et al.
3	20040025180	A1	2004-02-05	Begeja et al.

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CERTIFICATION STATEMENT

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

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

OR

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

See attached certification statement.

The fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☒ A certification statement is not submitted herewith.

SIGNATURE

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

Signature	/Louis J. DeJuidice - 47,522/	Date (YYYY-MM-DD)	2021-11-18
Name/Print	Louis J. DeJuidice	Registration Number	47522

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
NTECH PROPERTIES, INC.

Customer No. 06980

Application No.: To Be Assigned

Confirmation No.: To Be Assigned

Filed: Concurrently Herewith

Art Unit: To Be Assigned

For: METHOD AND APPARATUS FOR
EFFICIENT, ENTERTAINING
INFORMATION DELIVERY

Examiner: To Be Assigned

INFORMATION DISCLOSURE STATEMENT (IDS)

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

Pursuant to 37 C.F.R. §§1.56, 1.97 and 1.98, the attention of the United States Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08a. It is respectfully requested that the information be expressly considered during the prosecution of the above-identified application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

This Information Disclosure Statement accompanies the new patent application submitted herewith.

Copies of the references listed on the attached PTO/SB/08a are not being provided. These references were previously cited by either the Applicant and/or the Examiner in the earlier **U.S. Patent Application No. 15/131,873 filed on April 18, 2016**, which are relied upon under 35 U.S.C. §120.

In accordance with 37 C.F.R. §1.97(g), the filing of this Information Disclosure Statement shall not be construed as a representation that a search has been made. In accordance with 37 C.F.R. §1.97(h), the filing of this Information Disclosure Statement shall not be construed to be an admission that the information cited in this Information Disclosure Statement is, or is considered to be, material to the patentability as defined in 37 C.F.R. §1.56(b).

It is submitted that the Information Disclosure Statement is in compliance with 37 C.F.R. §1.98, and the Examiner is respectfully requested to consider the listed references.

Dated: November 18, 2021

Respectfully Submitted,

/Louis J. DelJuidice – 47,522/

Louis J. DelJuidice

Registration No.: 47,522

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Application Number	To Be Assigned
Filing Date	Concurrently Herewith
First Named Inventor	Dwight MARCUS
Title	METHOD AND APPARATUS FOR EFFICIENT, ENTERTAINING INFORMATION DELIVERY
Art Unit	To Be Assigned
Examiner Name	To Be Assigned
Attorney Docket Number	243449.000083

SIGNATURE of Applicant or Patent Practitioner

Signature	/Louis J. DelJuidice - 47,522/	Date (Optional)	November 18, 2021
Name	Louis J. DelJuidice	Registration Number	47522
Title (if Applicant is a juristic entity)	Attorney for Applicant		
Applicant Name (if Applicant is a juristic entity)	NTECH Properties, Inc.		

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SIGNATURE of Applicant for Patent

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Signature

Date (Optional)

6.11.21

Name

DNIGHT MARCUS

Title

CEO, NTECH / INVENTOR

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METHOD AND APPARATUS FOR EFFICIENT, ENTERTAINING INFORMATION DELIVERY

CROSS REFERENCE TO RELATED APPLICATIONS

[0001] This application is a continuation of U.S. Patent Application No. 15/131,873 filed April 18, 2016, which is a continuation of U.S. Patent Application No. 14/494,110 filed September 24, 2014, now U.S. Patent No. 9,317,597 issued April 19, 2016, which is a continuation of 13/195,709 filed August 1, 2011, now U.S. Patent No. 8,875,185 issued October 28, 2014, which is a continuation of U.S. Patent Application No. 10/874,819, filed June 23, 2004, which claims benefit of U.S. Provisional Patent Application No. 60/482,597 filed June 24, 2003.

[0002] This application hereby also incorporates by reference the disclosures of U.S. Patent Application No. 09/896,838 filed June 29, 2001; U.S. Patent Application No. 09/953,569 filed September 13, 2001; U.S. Patent Application No. 09/953,086 filed September 10, 2001; and U.S. Patent No. 6,032,156 filed April 1, 1998.

[0003] The entire contents of all of the foregoing patents and applications are hereby incorporated by reference herein for all purposes.

FIELD OF THE INVENTION

[0004] The present invention relates to the field of information delivery, and in particular to a method and apparatus for efficient, entertaining information delivery.

BACKGROUND OF THE INVENTION

[0005] Typical information delivery systems (e.g., the World Wide Web, video on demand, television, etc.) provide information to users inefficiently. Some systems deliver information in a rigid, non-searchable manner that limits the ability of a user to retrieve information of interest to the user. Other systems allow a more flexible search for specific information, but the search is generally performed in a non-entertaining manner and typically requires the user to examine and select from a list of retrieved, potentially relevant items. This problem can be better understood by a review of prior art information delivery systems.

Television Delivery of Information

[0006] One of the most commonly used information delivery system is television. A user selects a channel and information is delivered to their speakers and/or screens. Some means of transmitting the information include broadcast, cable and satellite communications. Channel programming is varied. Some channels carry a specific type of programming (e.g., the History Channel or the Movie Channel) and others carry a mix of programming. However, a user has very little control over what information is presented at a specific time. The user's only control is to change channels. If programming content desired by the user is not currently being delivered by one of the available channels, the user is unable to do anything to prompt delivery of the desired content.

Video on Demand

[0007] Video on demand (VOD) enhances the user's ability to control the content of the information delivered by the system. In a VOD system, the user is able to select desired content from a list of available content. The selected program is retrieved by the system and sent to the user. However, VOD systems typically do not provide users with an efficient or entertaining interface for requesting information. A user must search through and select from a list of available content.

World Wide Web

[0008] The world wide web is another system for delivering a wide variety of information to system users. Typically, a user locates desired information by typing in a web address, performing a search or following links. This method is similar to the VOD method in that the user has more control over what content is delivered. However, in both systems, information retrieval is inefficient and non-entertaining.

SUMMARY OF THE INVENTION

[0009] Embodiments of the present invention are directed to a method and apparatus for efficient, entertaining information delivery. In one embodiment, information is partitioned into clips. Clips are selected for a user and packaged

together for presentation to the user in an entertaining manner. In one embodiment, the clips are selected and packaged together in accordance with a template. In another embodiment, information about the user is used to select clips. In one embodiment, clips are associated with headers. One type of header is a content header that describes the content of the clip. Other headers describe aesthetic qualities of a clip. In one embodiment, the clip headers contain both content and aesthetic information.

[0010] In one embodiment, a user is presented with a stream of information comprised of clips of information assembled for the user. The user may select a clip to retrieve additional information related to the clip. In one embodiment, the selected clip is a portion of a program (e.g., a television show, a movie, a song, an advertisement, etc.) and the additional information is a larger clip of the program and/or the entire program. In one embodiment, selections made by the user are monitored and used in association with templates to determine which clips will be selected and how they will be presented to the user in the stream of information in the future.

[0011] In one embodiment, clips are provided to the user at no cost. In another embodiment, the user pays to view certain clips. In one embodiment, the user pays through a debit to an account (similar to ordering a pay-per-view event). In another embodiment, the user pays by viewing other clips and/or information (e.g., an advertisement). In another embodiment, advertisers pay to have information inserted into the information packaged for streaming to a user, thereby subsidizing the user's information retrieval experience.

BRIEF DESCRIPTION OF THE DRAWINGS

[0012] These and other features, aspects and advantages of the present invention will become better understood with regard to the following description, appended claims and accompanying drawings where:

[0013] Figure 1 is a flow diagram of the process of delivering information in accordance with one embodiment of the present invention;

[0014] Figure 2 is a block diagram of an information display in accordance with one

embodiment of the present invention; and

[0015] Figure 3 is a data flow diagram in accordance with one embodiment of the present invention.

DETAILED DESCRIPTION OF THE INVENTION

[0016] The invention is a method and apparatus for efficient, entertaining information delivery. In the following description, numerous specific details are set forth to provide a more thorough description of embodiments of the invention. It is apparent, however, to one skilled in the art, that the invention may be practiced without these specific details. In other instances, well known features have not been described in detail so as not to obscure the invention.

[0017] In one embodiment, information is partitioned into clips. Clips are selected for a user and packaged together for presentation to the user in an entertaining manner. In one embodiment, the clips are selected and packaged together in accordance with a template. In another embodiment, information about the user is used to select clips. In one embodiment, clips are associated with headers. One type of header is a content header that describes the content of the clip. Other headers describe aesthetic qualities of a clip. In one embodiment, the clip headers contain both content and aesthetic information.

[0018] In one embodiment, a user is presented with a stream of information comprised of clips of information assembled for the user. The user may select a clip to retrieve additional information related to the clip. In one embodiment, the selected clip is a portion of a program (e.g., a television show, a movie, a song, an advertisement, etc.) and the additional information is a larger clip of the program and/or the entire program. In one embodiment, selections made by the user are monitored and used in association with templates to determine which clips will be selected and how they will be presented to the user in the stream of information in the future.

[0019] Figure 1 illustrates the process of delivering information in accordance with one embodiment of the present invention. At block 100, user information is collected. The user information collected varies amongst embodiments. For example, one

embodiment collects demographic information (e.g., sex, age, race, geographic location, education level, etc.) about a user as well as information regarding the user's interests and prior history of interaction with the system.

[0020] At block 110, the user information is used in combination with templates to select and package the information for delivery to the user. In one embodiment, the templates are used to connect clips in an appealing manner. In another embodiment, the clips also assist in selecting the information (e.g., by placing length and/or style limitations on which clips are eligible to be incorporated at a specific location). In one embodiment, the information is packaged by concatenating clips together to form a stream of data. For example, the clips are media clips and the information is delivered as an observable stream of media (e.g., video and/or audio).

[0021] At block 120, the information is delivered to the user. At block 130, the user selects a clip. For example, the user may be interested in learning more about a product displayed in a 6 second clip. At block 140, more information related to the selected clip is retrieved. In the example above, a longer, more detailed ad for the product is retrieved. In another embodiment, the selected clip is a portion of a media program (e.g., a movie or show) and the entire media program is retrieved.

[0022] Figure 2 illustrates an information display in accordance with one embodiment of the present invention. The display area 200 is partitioned into a current viewing area 210 and a menu of options area 220. The current viewing area 210 is used to display information the user is currently focusing on. This information may be a continuous program (e.g., a movie or show), or it may be a stream of short previews and/or ads. In one embodiment, the menu of options area 220 may be used as a traditional menu that allows the user to exercise control over what information is delivered.

[0023] In another embodiment, the menu of options area 220 is partitioned into a plurality of mini-display regions 230. In one embodiment, once a clip has displayed in the current viewing area 210, the clip continues to display in one of the mini-display regions 230. In one embodiment, the clip replays in a loop in the mini-display region 230 until it is replaced or selected. In another embodiment, a representation of the clip is displayed in the mini-display region 230 until it is replaced.

[0024] In one embodiment, clips cycle through the mini-display regions 230 so that the most recently displayed clip is in a first mini-display region and the least recently displayed clip is in a second mini-display region. When a new clip is moved to the menu of options area 220, the least recently displayed clip is replaced by the second least recently displayed clip in the corresponding mini-display region, and other clips are similarly moved to new mini-display regions until the old most recent clip is replaced by the new most recent clip. In another embodiment, the new most recent clip simply replaces the least recently displayed clip in the corresponding mini-display region.

[0025] In another embodiment, each mini-display region 230 displays a separate stream of information retrieved for a user. For example, one mini-display region may stream sports-related content while another streams content related to nostalgic ads from the '70's and 80's. In one embodiment, the user controls what content is delivered to each mini-display region by selecting from a list of general categories or channels. In another embodiment, the content delivered to each mini-display region is altered by the user's selections from that and/or other mini-display regions.

[0026] In one embodiment, the user selects information for display in the current viewing area 210 by selecting a clip either from a stream of clips delivered to the current viewing area 210 or to one of the mini-display regions 230. In one embodiment, the user has the ability to hide or display the menu of options area 220. Thus, a user can select a movie for viewing by selecting a clip of the movie from a stream of clips and then view the movie using the entire display area 200.

[0027] In one embodiment, clips are provided to the user at no cost. In another embodiment, the user pays to view certain clips. In one embodiment, the user pays through a debit to an account (similar to ordering a pay-per-view event). In another embodiment, the user pays by viewing other clips and/or information (e.g., an advertisement). In another embodiment, advertisers pay to have information inserted into the information packaged for streaming to a user, thereby subsidizing the user's information retrieval experience.

[0028] One example of methods, apparatus and systems, suitable for implementing the invention, is set forth in the Appendix attached hereto and which is specifically

incorporated by reference herein.

[0029] Thus, a method and apparatus for efficient, entertaining information deliver is described in conjunction with one or more specific embodiments. It will be apparent from the foregoing that, while particular forms of the invention have been illustrated and described, various alternatives, modifications and variations can be made without departing from the spirit and scope of the invention. Accordingly, the invention is intended to embrace all such alternatives, modifications and variations and it is not intended that the invention be limited, except as by the appended claims.

CLAIMS

What is claimed is:

1. A method of delivering one or more media clips to a user, comprising:
 - collecting user information including demographic information, one or more interests of the user, and a prior history of interacting with prior media clips; and
 - delivering the one or more media clips to the user based on the collected user information, wherein the one or more media clips are concatenated together.
2. The method of claim 1, further comprising:
 - selecting a media clip from the one or more media clips, wherein the selected media clip is related to a product; and
 - delivering an advisement clip detailing the product to the user.
3. The method of claim 1, further comprising:
 - selecting a media clip from the one or more media clips, wherein the selected media clip is a part of a second media clip; and
 - delivering the second media clip to the user.
4. The method of claim 2, further comprising:
 - providing an information display and partitioning the information display to comprise:
 - a first viewing area;
 - a plurality of mini-display regions;
 - playing, in the first viewing area of the information display, the selected media clip; and
 - playing, in the plurality of mini-display regions of the information display, the selected media clip when the first viewing area is simultaneously playing the advisement clip.

5. The method of claim 3, further comprising:

providing an information display and partitioning the information display to comprise:

a first viewing area;

a plurality of mini-display regions;

playing, in the first viewing area of the information display, the selected media clip; and

playing, in the plurality of mini-display regions of the information display, the selected media clip when the first viewing area is simultaneously playing the second media clip.

6. The method of claim 1, wherein each of the one or more media clips is associated with a header including both content information and aesthetic information for the each of the one or more media clips.

ABSTRACT

Embodiments of the present invention are directed to a method and apparatus for efficient, entertaining information delivery. In one embodiment, information is partitioned into clips. Clips are selected for a user and packaged together for presentation to the user in an entertaining manner. In one embodiment, the clips are selected and packaged together in accordance with a template. In another embodiment, information about a user is used to select clips. In one embodiment, a user is presented with a stream of information comprised of clips of information assembled for the user. The user may select a clip to retrieve additional information related to the clip. In one embodiment, the selected clip is a portion of a program (e.g., a television show, a movie, a song, an advertisement, etc.) and the additional information is a larger clip of the program and/or the entire program.

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.

DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76)

Title of
Invention

METHOD AND APPARATUS FOR EFFICIENT, ENTERTAINING INFORMATION DELIVERY

As the below named inventor, I hereby declare that:

This declaration
is directed to:

☐

The attached application, or

☒

United States application or PCT international application number 15/131,873

filed on 04-18-2016

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

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

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

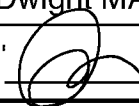
WARNING:

Petitioner/applicant is cautioned to avoid submitting personal information in documents filed in a patent application that may contribute to identity theft. Personal information such as social security numbers, bank account numbers, or credit card numbers (other than a check or credit card authorization form PTO-2038 submitted for payment purposes) is never required by the USPTO to support a petition or an application. If this type of personal information is included in documents submitted to the USPTO, petitioners/applicants should consider redacting such personal information from the documents before submitting them to the USPTO. Petitioner/applicant is advised that the record of a patent application is available to the public after publication of the application (unless a non-publication request in compliance with 37 CFR 1.213(a) is made in the application) or issuance of a patent. Furthermore, the record from an abandoned application may also be available to the public if the application is referenced in a published application or an issued patent (see 37 CFR 1.14). Checks and credit card authorization forms PTO-2038 submitted for payment purposes are not retained in the application file and therefore are not publicly available.

LEGAL NAME OF INVENTOR

Inventor: Dwight MARCUS

Date (Optional) : May 9, 2016

Signature: 

Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form or must have been previously filed. Use an additional PTO/AIA/01 form for each additional inventor.

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. 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 1 minute to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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

Electronic Patent Application Fee Transmittal

Application Number:

Filing Date:

Title of Invention:

METHOD AND APPARATUS FOR EFFICIENT, ENTERTAINING INFORMATION DELIVERY

First Named Inventor/Applicant Name:

Dwight MARCUS

Filer:

Louis J. DeJuidice/Eileen Herring

Attorney Docket Number:

243449.000083

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
UTILITY FILING FEE (ELECTRONIC FILING)	4011	1	80	80
UTILITY SEARCH FEE	2111	1	350	350
UTILITY EXAMINATION FEE	2311	1	400	400

Pages:

Claims:

Miscellaneous-Filing:

Petition:

Patent-Appeals-and-Interference:

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				830

Electronic Acknowledgement Receipt

EFS ID:	44313077
Application Number:	17529374
International Application Number:	
Confirmation Number:	1017
Title of Invention:	METHOD AND APPARATUS FOR EFFICIENT, ENTERTAINING INFORMATION DELIVERY
First Named Inventor/Applicant Name:	Dwight MARCUS
Customer Number:	6980
Filer:	Louis J. DelJuidice/Eileen Herring
Filer Authorized By:	Louis J. DelJuidice
Attorney Docket Number:	243449.000083
Receipt Date:	18-NOV-2021
Filing Date:	
Time Stamp:	10:14:12
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	\$830
RAM confirmation Number	E2021AHA14550381
Deposit Account	201507
Authorized User	Eileen Herring

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

37 CFR 1.16 (National application filing, search, and examination fees)

37 CFR 1.17 (Patent application and reexamination processing fees)

37 CFR 1.19 (Document supply fees)
 37 CFR 1.20 (Post Issuance fees)
 37 CFR 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	Application Data Sheet	ADS_2021-11-18_243449-000083.PDF	1256419	no	9
			15c8cb7969aa849e2928aa7fffc2b5151005493b		
Warnings:					
Information:					
2	Drawings-only black and white line drawings	Drawings_2021-11-18_243449-000083.PDF	1777063	no	3
			943a3f91e9c3ee97566d318c1160df56d02ee00b		
Warnings:					
Information:					
3	Information Disclosure Statement (IDS) Form (SB08)	IDS_2021-11-18_243449-000083.PDF	1034460	no	4
			69207b9ddcf9bd6c4b50d73540b13ecc3c3e0617		
Warnings:					
Information:					
4	Letter specifying the conditions for filing under 37CFR1.97	IDS-Ltr_2021-11-18_249489-000083.pdf	23915	no	2
			903944456d51bc15db6c2e9c08c489f89a5f9e4e		
Warnings:					
Information:					
5	Power of Attorney	POA_2021-11-18_243449-000083.PDF	313105	no	2
			84c4796a6d686d1ab8bb43704494eea1e82fb3e8		
Warnings:					
Information:					
6		Specification_2021-11-18_243449-000083.pdf	53055	yes	10
			8153ae6b3afb7aba3579343dab877b369cfe2905		
	Multipart Description/PDF files in .zip description				
	Document Description	Start	End		

TikTok Ex 1008, Page 23 of 132

	Specification	1	7
	Claims	8	9
	Abstract	10	10

Warnings:

Information:

7	Oath or Declaration filed	Declaration_2021-11-18_243449-000083.PDF	484520	no	1
			0466c0c0e88c6fa611815adb18ec09447ee523a6		

Warnings:

Information:

8	Fee Worksheet (SB06)	fee-info.pdf	44247	no	2
			e6eb4cecb0fc405ffe5601f19e4eb9e3f5b7fa79		

Warnings:

Information:

Total Files Size (in bytes):			4986784
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This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	243449.000083
		Application Number	
Title of Invention	METHOD AND APPARATUS FOR EFFICIENT, ENTERTAINING INFORMATION DELIVERY		
The application data sheet is part of the provisional or nonprovisional application for which it is being submitted. The following form contains the bibliographic data arranged in a format specified by the United States Patent and Trademark Office as outlined in 37 CFR 1.76. This document may be completed electronically and submitted to the Office in electronic format using the Electronic Filing System (EFS) or the document may be printed and included in a paper filed application.			

Secrecy Order 37 CFR 5.2:

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

Inventor Information:

Inventor	1				Remove	
Legal Name						
Prefix	Given Name	Middle Name	Family Name	Suffix		
	Dwight		MARCUS			
Residence Information (Select One) • US Residency Non US Residency Active US Military Service						
City	Ojai	State/Province	CA	Country of Residence	US	
Mailing Address of Inventor:						
Address 1	c/o NTECH PROPERTIES, INC.					
Address 2	4347 RAYTHEON ROAD					
City	OXNARD	State/Province	CA			
Postal Code	93033	Country	US			
All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the Add button. Add						

Correspondence Information:

Enter either Customer Number or complete the Correspondence Information section below. For further information see 37 CFR 1.33(a).	
☐ An Address is being provided for the correspondence Information of this application.	
Customer Number	6980
Email Address	IPServicesNYC@troutman.com
Add Email Remove Email	

Application Information:

Title of the Invention	METHOD AND APPARATUS FOR EFFICIENT, ENTERTAINING INFORMATION DELIVERY		
Attorney Docket Number	243449.000083	Small Entity Status Claimed	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	3	Suggested Figure for Publication (if any)	

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	243449.000083
		Application Number	
Title of Invention	METHOD AND APPARATUS FOR EFFICIENT, ENTERTAINING INFORMATION DELIVERY		

Filing By Reference:

Only complete this section when filing an application by reference under 35 U.S.C. 111(c) and 37 CFR 1.57(a). Do not complete this section if application papers including a specification and any drawings are being filed. Any domestic benefit or foreign priority information must be provided in the appropriate section(s) below (i.e., "Domestic Benefit/National Stage Information" and "Foreign Priority Information").

For the purposes of a filing date under 37 CFR 1.53(b), the description and any drawings of the present application are replaced by this reference to the previously filed application, subject to conditions and requirements of 37 CFR 1.57(a).

Application number of the previously filed application	Filing date (YYYY-MM-DD)	Intellectual Property Authority or Country

Publication Information:

☐ Request Early Publication (Fee required at time of Request 37 CFR 1.219)

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

Representative Information:

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

Please Select One:	☒ Customer Number	☐ US Patent Practitioner	☐ Limited Recognition (37 CFR 11.9)
Customer Number	6980		

Domestic Benefit/National Stage Information:

This section allows for the applicant to either claim benefit under 35 U.S.C. 119(e), 120, 121, 365(c), or 386(c) or indicate National Stage entry from a PCT application. Providing benefit claim information in the Application Data Sheet constitutes the specific reference required by 35 U.S.C. 119(e) or 120, and 37 CFR 1.78.

When referring to the current application, please leave the "Application Number" field blank.

Prior Application Status	Pending	Remove	
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)
	Continuation of	15131873	2016-04-18

Application Data Sheet 37 CFR 1.76		Attorney Docket Number		243449.000083	
		Application Number			
Title of Invention		METHOD AND APPARATUS FOR EFFICIENT, ENTERTAINING INFORMATION DELIVERY			

Prior Application Status		Patented		Remove	
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
15131873	Continuation of	14494110	2014-09-23	9317597	2016-04-19
Prior Application Status		Patented		Remove	
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
14494110	Continuation of	13195709	2011-08-01	8875185	2014-10-28
Prior Application Status		Abandoned		Remove	
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)		
13195709	Continuation of	10874819	2004-06-23		
Prior Application Status		Expired		Remove	
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)		
10874819	Claims benefit of provisional	60482597	2003-06-24		
Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the Add button.					Add

Foreign Priority Information:

This section allows for the applicant to claim priority to a foreign application. Providing this information in the application data sheet constitutes the claim for priority as required by 35 U.S.C. 119(b) and 37 CFR 1.55. When priority is claimed to a foreign application that is eligible for retrieval under the priority document exchange program (PDX)ⁱ the information will be used by the Office to automatically attempt retrieval pursuant to 37 CFR 1.55(i)(1) and (2). Under the PDX program, applicant bears the ultimate responsibility for ensuring that a copy of the foreign application is received by the Office from the participating foreign intellectual property office, or a certified copy of the foreign priority application is filed, within the time period specified in 37 CFR 1.55(g)(1).

Remove			
Application Number	Country ⁱ	Filing Date (YYYY-MM-DD)	Access Code ⁱ (if applicable)
Additional Foreign Priority Data may be generated within this form by selecting the Add button.			
Add			

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	243449.000083
		Application Number	
Title of Invention	METHOD AND APPARATUS FOR EFFICIENT, ENTERTAINING INFORMATION DELIVERY		

☐ This application (1) claims priority to or the benefit of an application filed before March 16, 2013 and (2) also contains, or contained at any time, a claim to a claimed invention that has an effective filing date on or after March 16, 2013.

NOTE: By providing this statement under 37 CFR 1.55 or 1.78, this application, with a filing date on or after March 16, 2013, will be examined under the first inventor to file provisions of the AIA.

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	243449.000083
		Application Number	
Title of Invention	METHOD AND APPARATUS FOR EFFICIENT, ENTERTAINING INFORMATION DELIVERY		

Authorization or Opt-Out of Authorization to Permit Access:

When this Application Data Sheet is properly signed and filed with the application, applicant has provided written authority to permit a participating foreign intellectual property (IP) office access to the instant application-as-filed (see paragraph A in subsection 1 below) and the European Patent Office (EPO) access to any search results from the instant application (see paragraph B in subsection 1 below).

Should applicant choose not to provide an authorization identified in subsection 1 below, applicant **must opt-out** of the authorization by checking the corresponding box A or B or both in subsection 2 below.

NOTE: This section of the Application Data Sheet is **ONLY** reviewed and processed with the **INITIAL** filing of an application. After the initial filing of an application, an Application Data Sheet cannot be used to provide or rescind authorization for access by a foreign IP office(s). Instead, Form PTO/SB/39 or PTO/SB/69 must be used as appropriate.

1. Authorization to Permit Access by a Foreign Intellectual Property Office(s)

A. Priority Document Exchange (PDX) - Unless box A in subsection 2 (opt-out of authorization) is checked, the undersigned hereby **grants the USPTO authority** to provide the European Patent Office (EPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), the State Intellectual Property Office of the People's Republic of China (SIPO), the World Intellectual Property Organization (WIPO), and any other foreign intellectual property office participating with the USPTO in a bilateral or multilateral priority document exchange agreement in which a foreign application claiming priority to the instant patent application is filed, access to: (1) the instant patent application-as-filed and its related bibliographic data, (2) any foreign or domestic application to which priority or benefit is claimed by the instant application and its related bibliographic data, and (3) the date of filing of this Authorization. See 37 CFR 1.14(h)(1).

B. Search Results from U.S. Application to EPO - Unless box B in subsection 2 (opt-out of authorization) is checked, the undersigned hereby **grants the USPTO authority** to provide the EPO access to the bibliographic data and search results from the instant patent application when a European patent application claiming priority to the instant patent application is filed. See 37 CFR 1.14(h)(2).

The applicant is reminded that the EPO's Rule 141(1) EPC (European Patent Convention) requires applicants to submit a copy of search results from the instant application without delay in a European patent application that claims priority to the instant application.

2. Opt-Out of Authorizations to Permit Access by a Foreign Intellectual Property Office(s)

☐ A. Applicant **DOES NOT** authorize the USPTO to permit a participating foreign IP office access to the instant application-as-filed. If this box is checked, the USPTO will not be providing a participating foreign IP office with any documents and information identified in subsection 1A above.

☐ B. Applicant **DOES NOT** authorize the USPTO to transmit to the EPO any search results from the instant patent application. If this box is checked, the USPTO will not be providing the EPO with search results from the instant application.

NOTE: Once the application has published or is otherwise publicly available, the USPTO may provide access to the application in accordance with 37 CFR 1.14.

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	243449.000083
		Application Number	
Title of Invention	METHOD AND APPARATUS FOR EFFICIENT, ENTERTAINING INFORMATION DELIVERY		

Applicant Information:

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

Applicant	1	Remove
If the applicant is the inventor (or the remaining joint inventor or inventors under 37 CFR 1.45), this section should not be completed. The information to be provided in this section is the name and address of the legal representative who is the applicant under 37 CFR 1.43; or the name and address of the assignee, person to whom the inventor is under an obligation to assign the invention, or person who otherwise shows sufficient proprietary interest in the matter who is the applicant under 37 CFR 1.46. If the applicant is an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest) together with one or more joint inventors, then the joint inventor or inventors who are also the applicant should be identified in this section. Clear		
☒ Assignee	Legal Representative under 35 U.S.C. 117	Joint Inventor
Person to whom the inventor is obligated to assign.		Person who shows sufficient proprietary interest
If applicant is the legal representative, indicate the authority to file the patent application, the inventor is:		
Name of the Deceased or Legally Incapacitated Inventor:		
If the Applicant is an Organization check here. ☒		
Organization Name	NTECH PROPERTIES, INC.	
Mailing Address Information For Applicant:		
Address 1	4347 RAYTHEON ROAD	
Address 2		
City	OXNARD	State/Province
Country	US	Postal Code
Phone Number		Fax Number
Email Address		
Additional Applicant Data may be generated within this form by selecting the Add button. Add		

Assignee Information including Non-Applicant Assignee Information:

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

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	243449.000083
		Application Number	
Title of Invention	METHOD AND APPARATUS FOR EFFICIENT, ENTERTAINING INFORMATION DELIVERY		

Assignee	1		
Complete this section if assignee information, including non-applicant assignee information, is desired to be included on the patent application publication. An assignee-applicant identified in the "Applicant Information" section will appear on the patent application publication as an applicant. For an assignee-applicant, complete this section only if identification as an assignee is also desired on the patent application publication.			
			Remove
If the Assignee or Non-Applicant Assignee is an Organization check here.			☒
Organization Name	NTECH PROPERTIES, INC.		
Mailing Address Information For Assignee including Non-Applicant Assignee:			
Address 1	4347 RAYTHEON ROAD		
Address 2			
City	OXNARD	State/Province	CA
Country ⁱ	US	Postal Code	93033
Phone Number		Fax Number	
Email Address			
Additional Assignee or Non-Applicant Assignee Data may be generated within this form by selecting the Add button.			Add

Signature:

NOTE: This Application Data Sheet must be signed in accordance with 37 CFR 1.33(b). However, if this Application Data Sheet is submitted with the **INITIAL** filing of the application and either box A or B is **not** checked in subsection 2 of the "Authorization or Opt-Out of Authorization to Permit Access" section, then this form must also be signed in accordance with 37 CFR 1.14(c).

This Application Data Sheet **must** be signed by a patent practitioner if one or more of the applicants is a **juristic entity** (e.g., corporation or association). If the applicant is two or more joint inventors, this form must be signed by a patent practitioner, **all** joint inventors who are the applicant, or one or more joint inventor-applicants who have been given power of attorney (e.g., see USPTO Form PTO/AIA/81) on behalf of **all** joint inventor-applicants.

See 37 CFR 1.4(d) for the manner of making signatures and certifications.

Signature	/Louis J. DeJuidice - 47,522/		Date (YYYY-MM-DD)	2021-11-18
First Name	Louis	Last Name	DeJuidice	Registration Number
				47522
Additional Signature may be generated within this form by selecting the Add button.				Add

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	243449.000083
		Application Number	
Title of Invention	METHOD AND APPARATUS FOR EFFICIENT, ENTERTAINING INFORMATION DELIVERY		

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

Privacy Act Statement

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

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

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

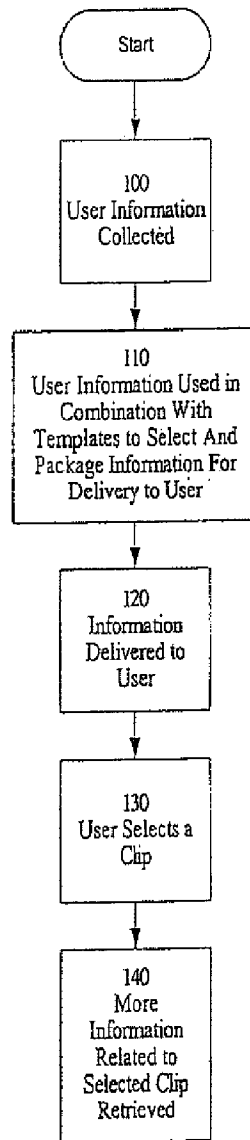


Figure 1

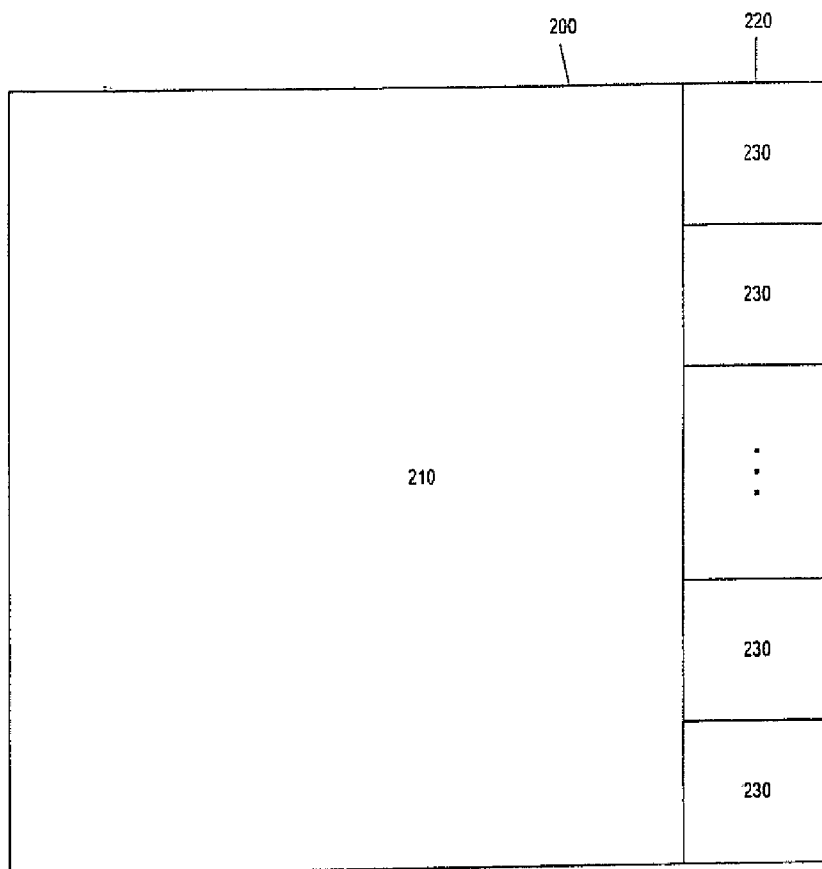


Figure 2

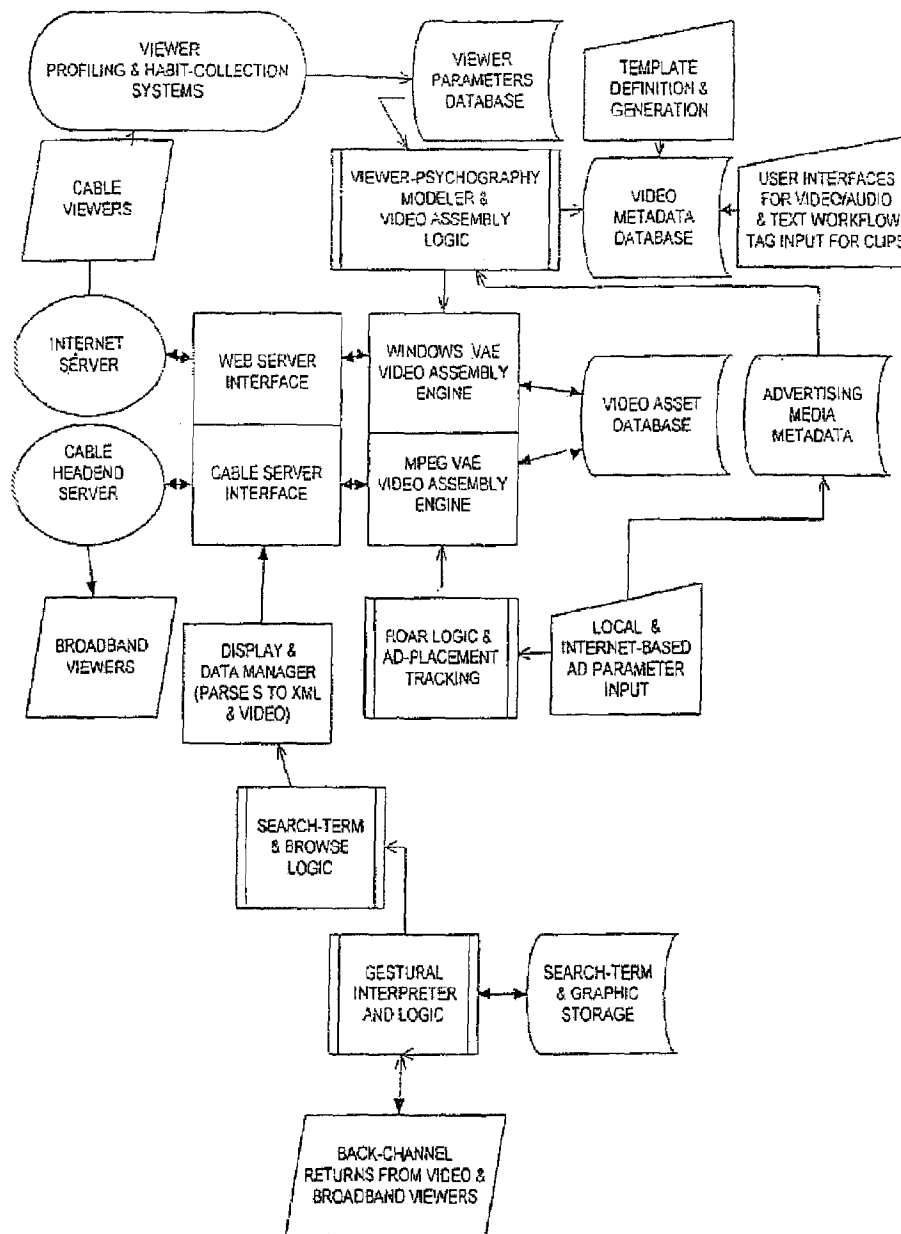


Figure 3

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875						Application or Docket Number 17/529,374				
APPLICATION AS FILED - PART I										
(Column 1)		(Column 2)		SMALL ENTITY		OR OTHER THAN SMALL ENTITY				
FOR	NUMBER FILED	NUMBER EXTRA	RATE(\$)	FEE(\$)		RATE(\$)	FEE(\$)			
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	80		N/A				
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A	350		N/A				
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	400		N/A				
TOTAL CLAIMS (37 CFR 1.16(j))	6	minus 20 = *	x 50 =	0.00	OR					
INDEPENDENT CLAIMS (37 CFR 1.16(h))	1	minus 3 = *	x 240 =	0.00						
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			0.00						
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0.00						
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	830		TOTAL				
APPLICATION AS AMENDED - PART II										
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY		OR OTHER THAN SMALL ENTITY		
AMENDMENT A		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)	ADDITIONAL FEE(\$)
	Total (37 CFR 1.16(i))	*	Minus	**	=	x	=	OR	x	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x	=	OR	x	=
	Application Size Fee (37 CFR 1.16(s))							OR		
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	
AMENDMENT B		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)	ADDITIONAL FEE(\$)
	Total (37 CFR 1.16(i))	*	Minus	**	=	x	=	OR	x	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x	=	OR	x	=
	Application Size Fee (37 CFR 1.16(s))							OR		
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.										



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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
17/529,374	11/18/2021	3638	830	243449.000083	6	1

CONFIRMATION NO. 1017

FILING RECEIPT

6980
TROUTMAN PEPPER HAMILTON SANDERS LLP
600 PEACHTREE ST NE
STE 3000
ATLANTA, GA 30308



0000000130156249

Date Mailed: 12/02/2021

Receipt is acknowledged of this non-provisional utility 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 FIRST INVENTOR, 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 corrected Filing Receipt, including a properly marked-up ADS showing the changes with strike-through for deletions and underlining for additions. If you received a "Notice to File Missing Parts" or other Notice requiring a response for this application, please submit any request for correction 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 provided that the request is grantable.

Inventor(s)

Dwight MARCUS, Ojai, CA;

Applicant(s)

NTECH PROPERTIES, INC., Oxnard, CA;

Assignment For Published Patent Application

NTECH PROPERTIES, INC., OXNARD, CA

Power of Attorney: The patent practitioners associated with Customer Number 6980

Domestic Priority data as claimed by applicant

This application is a CON of 15/131,873 04/18/2016 PAT 11184686
which is a CON of 14/494,110 09/23/2014 PAT 9317597
which is a CON of 13/195,709 08/01/2011 PAT 8875185
which is a CON of 10/874,819 06/23/2004 ABN
which claims benefit of 60/482,597 06/24/2003

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

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

Permission to Access Application via Priority Document Exchange: Yes

Permission to Access Search Results: Yes

Applicant may provide or rescind an authorization for access using Form PTO/SB/39 or Form PTO/SB/69 as appropriate.

If Required, Foreign Filing License Granted: 12/01/2021

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 17/529,374**

Projected Publication Date: 03/10/2022

Non-Publication Request: No

Early Publication Request: No

**** SMALL ENTITY ****

Title

METHOD AND APPARATUS FOR EFFICIENT, ENTERTAINING INFORMATION DELIVERY

Preliminary Class

040

Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications: No

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,

page 2 of 4

this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4258).

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Title 37, Code of Federal Regulations, 5.11 & 5.15

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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).

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
17/529,374	11/18/2021	Dwight MARCUS	243449.000083

CONFIRMATION NO. 1017

PUBLICATION NOTICE



OC000000132369491

6980
TROUTMAN PEPPER HAMILTON SANDERS LLP
600 PEACHTREE ST NE
STE 3000
ATLANTA, GA 30308

Title:METHOD AND APPARATUS FOR EFFICIENT, ENTERTAINING INFORMATION DELIVERY

Publication No.US-2022-0078531-A1

Publication Date:03/10/2022

NOTICE OF PUBLICATION OF APPLICATION

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

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

The publication process established by the Office does not provide for mailing a copy of the publication to applicant. A copy of the publication may be obtained from the Office upon payment of the appropriate fee set forth in 37 CFR 1.19(a)(1). Orders for copies of patent application publications are handled by the USPTO's Public Records Division. The Public Records Division can be reached by telephone at (571) 272-3150 or (800) 972-6382, by facsimile at (571) 273-3250, by mail addressed to the United States Patent and Trademark Office, Public Records Division, Alexandria, VA 22313-1450 or via the Internet.

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

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

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/529,374	11/18/2021	Dwight MARCUS	243449.000083	1017
6980	7590	11/17/2022	EXAMINER	
TROUTMAN PEPPER HAMILTON SANDERS LLP			MENDOZA, JUNIOR O	
600 PEACHTREE ST NE			ART UNIT	PAPER NUMBER
STE 3000			2423	
ATLANTA, GA 30308			NOTIFICATION DATE	DELIVERY MODE
			11/17/2022	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):

jim.schutz@troutman.com
patents@troutman.com
ryan.schneider@troutman.com

Office Action Summary

Application No.

17/529,374

Applicant(s)

MARCUS, Dwight

Examiner

JUNIOR O MENDOZA

Art Unit

2423

AIA (FITF) 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 11/18/2021.

☐ 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) 1-6 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) 1-6 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 11/18/2021 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)

3) ☐ Interview Summary (PTO-413)

Paper No(s)/Mail Date ____.

2) ☒ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b)

4) ☐ Other: ____.

Paper No(s)/Mail Date ____.

DETAILED ACTION

Notice of Pre-AIA or AIA Status

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

Double Patenting

2. The nonstatutory double patenting rejection is based on a judicially created doctrine grounded in public policy (a policy reflected in the statute) so as to prevent the unjustified or improper timewise extension of the “right to exclude” granted by a patent and to prevent possible harassment by multiple assignees. A nonstatutory double patenting rejection is appropriate where the conflicting claims are not identical, but at least one examined application claim is not patentably distinct from the reference claim(s) because the examined application claim is either anticipated by, or would have been obvious over, the reference claim(s). See, e.g., *In re Berg*, 140 F.3d 1428, 46 USPQ2d 1226 (Fed. Cir. 1998); *In re Goodman*, 11 F.3d 1046, 29 USPQ2d 2010 (Fed. Cir. 1993); *In re Longi*, 759 F.2d 887, 225 USPQ 645 (Fed. Cir. 1985); *In re Van Ornum*, 686 F.2d 937, 214 USPQ 761 (CCPA 1982); *In re Vogel*, 422 F.2d 438, 164 USPQ 619 (CCPA 1970); *In re Thorington*, 418 F.2d 528, 163 USPQ 644 (CCPA 1969).

A timely filed terminal disclaimer in compliance with 37 CFR 1.321(c) or 1.321(d) may be used to overcome an actual or provisional rejection based on nonstatutory double patenting provided the reference application or patent either is shown to be commonly owned with the examined application, or claims an invention made as a result of activities undertaken within the scope of a joint research agreement. See

MPEP § 717.02 for applications subject to examination under the first inventor to file provisions of the AIA as explained in MPEP § 2159. See MPEP § 2146 *et seq.* for applications not subject to examination under the first inventor to file provisions of the AIA. A terminal disclaimer must be signed in compliance with 37 CFR 1.321(b).

The USPTO Internet website contains terminal disclaimer forms which may be used. Please visit www.uspto.gov/patent/patents-forms. The filing date of the application in which the form is filed determines what form (e.g., PTO/SB/25, PTO/SB/26, PTO/AIA/25, or PTO/AIA/26) should be used. A web-based eTerminal Disclaimer may be filled out completely online using web-screens. An eTerminal Disclaimer that meets all requirements is auto-processed and approved immediately upon submission. For more information about eTerminal Disclaimers, refer to www.uspto.gov/patents/process/file/efs/guidance/eTD-info-I.jsp.

3. **Claim 1-3 and 6** is rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1 and 5 of U.S. Patent No. 11,184,686. Although the claims at issue are not identical, they are not patentably distinct from each other because claims 1-3 and 6 of the instant application is a broader version of the patentable scope already patented by claims 1 and 5 of U.S. Patent No. 11,184,686.

Claims 4 and 5 are rejected on the ground of nonstatutory double patenting as being unpatentable over claim 1 of U.S. Patent No. 11,184,686 in view of Kikinis et al. (Pub No US 2002/0166122). Although the claims at issue are not identical, they are not patentably distinct from each other because claim 1 of the instant application is a

broader version of the patentable scope already patented by claim 1 of U.S. Patent No. 11,184,686, except for playing, in the plurality of mini-display regions, the second media clip when the first viewing area is simultaneously playing the clip.

Nevertheless, in a similar field of endeavor Kikinis discloses playing, in the plurality of mini-display regions (e.g. image area 205A-X), the second media clip when the first viewing area is simultaneously playing the clip (Paragraphs [0027]-[0029] figure 2; displaying window 101 displaying the currently tuned channel while simultaneously displaying individual image area 205A-X. Wherein the individual image areas 205A-X contain thumbnail video streams of real-time programming for the selected channel; paragraph [0030]).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify claim 1 of U.S. Patent No. 11,184,686, by specifically providing the elements mentioned above, as taught by Kikinis, for the predictable result of reviewing other selectable content available to the user for selection (Kikinis – paragraph [0030]).

4. **Claim 1-3 and 6** is rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1, 8, 9 and 15 of U.S. Patent No. 9,317,597. Although the claims at issue are not identical, they are not patentably distinct from each other because claims 1-3 and 6 of the instant application is a broader version of the patentable scope already patented by claims 1, 8, 9 and 15 of U.S. Patent No. 9,317,597.

Claims 4 and 5 are rejected on the ground of nonstatutory double patenting as being unpatentable over claim 1 of U.S. Patent No. 9,317,597 in view of Kikinis et al. (Pub No US 2002/0166122). Although the claims at issue are not identical, they are not patentably distinct from each other because claim 1 of the instant application is a broader version of the patentable scope already patented by claim 1 of U.S. Patent No. 9,317,597, except for playing, in the plurality of mini-display regions, the second media clip when the first viewing area is simultaneously playing the clip.

Nevertheless, in a similar field of endeavor Kikinis discloses playing, in the plurality of mini-display regions (e.g. image area 205A-X), the second media clip when the first viewing area is simultaneously playing the clip (Paragraphs [0027]-[0029] figure 2; displaying window 101 displaying the currently tuned channel while simultaneously displaying individual image area 205A-X. Wherein the individual image areas 205A-X contain thumbnail video streams of real-time programming for the selected channel; paragraph [0030]).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify claim 1 of U.S. Patent No. 9,317,597, by specifically providing the elements mentioned above, as taught by Kikinis, for the predictable result of reviewing other selectable content available to the user for selection (Kikinis – paragraph [0030]).

5. **Claim 1-3 and 6** is rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1, 8, 9 and 15 of U.S. Patent No. 8,875,185. Although the claims at issue are not identical, they are not patentably distinct from each other because claims 1-3 and 6 of the instant application is a broader version of the patentable scope already patented by claims 1, 8, 9 and 15 of U.S. Patent No. 8,875,185.

Claims 4 and 5 are rejected on the ground of nonstatutory double patenting as being unpatentable over claim 1 of U.S. Patent No. 8,875,185 in view of Kikinis et al. (Pub No US 2002/0166122). Although the claims at issue are not identical, they are not patentably distinct from each other because claim 1 of the instant application is a broader version of the patentable scope already patented by claim 1 of U.S. Patent No. 8,875,185, except for playing, in the plurality of mini-display regions, the second media clip when the first viewing area is simultaneously playing the clip.

Nevertheless, in a similar field of endeavor Kikinis discloses playing, in the plurality of mini-display regions (e.g. image area 205A-X), the second media clip when the first viewing area is simultaneously playing the clip (Paragraphs [0027]-[0029] figure 2; displaying window 101 displaying the currently tuned channel while simultaneously displaying individual image area 205A-X. Wherein the individual image areas 205A-X contain thumbnail video streams of real-time programming for the selected channel; paragraph [0030]).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify claim 1 of U.S. Patent No. 8,875,185, by

specifically providing the elements mentioned above, as taught by Kikinis, for the predictable result of reviewing other selectable content available to the user for selection (Kikinis – paragraph [0030]).

Claim Rejections - 35 USC § 112

6. The following is a quotation of the first paragraph of 35 U.S.C. 112(a):

(a) IN GENERAL.—The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same, and shall set forth the best mode contemplated by the inventor or joint inventor of carrying out the invention.

The following is a quotation of the first paragraph of pre-AIA 35 U.S.C. 112:

The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same, and shall set forth the best mode contemplated by the inventor of carrying out his invention.

7. **Claims 4 and 5** are rejected under 35 U.S.C. 112(a) or 35 U.S.C. 112 (pre-AIA), first paragraph, as failing to comply with the written description requirement. The claim(s) contains subject matter which was not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor or a joint inventor, or for applications subject to pre-AIA 35 U.S.C. 112, the inventor(s), at the time the application was filed, had possession of the claimed invention.

Regarding **claim 4**, while the specification as originally filed teaches that the clips may comprise advertisements (Paragraphs [0010] [0018]), there is nothing on the original disclosure of the instant application that provides support for “**playing, in the plurality of mini-display regions of the information display, the selected media clip** when the first viewing area **is *simultaneously* playing the advisement clip**”, as required by claim 4. Therefore, the examiner notes that claim 4 fails to comply with the written description requirement.

Regarding **claim 5**, while the specification as originally filed teaches that the additional clip may comprise a larger clip of the program from the selected portion clip (Paragraph [0018]), there is nothing on the original disclosure of the instant application that provides support for “**playing, in the plurality of mini-display regions of the information display, the selected media clip** when the first viewing area **is *simultaneously* playing the second media clip**”, as required by claim 5. Therefore, the examiner notes that claim 5 fails to comply with the written description requirement.

Claim Rejections - 35 USC § 102

8. In the event the determination of the status of the application as subject to AIA 35 U.S.C. 102 and 103 (or as subject to pre-AIA 35 U.S.C. 102 and 103) is incorrect, any correction of the statutory basis for the rejection will not be considered a new ground of rejection if the prior art relied upon, and the rationale supporting the rejection, would be the same under either status.

9. The following is a quotation of the appropriate paragraphs of pre-AIA 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.

10. **Claims 1 and 6** are rejected under pre-AIA 35 U.S.C. 102(b) as being anticipated by Marcus (Patent No US 6,032,156). Hereinafter, referenced as Marcus.

Regarding **claim 1**, Marcus discloses a method of delivering one or more media clips to a user (Figure 6), comprising:

collecting user information including demographic information (Col. 3 line 66 – col 4 line 19; demographics of the target audience), one or more interests of the user (Col. 10 lines 10-21; viewer information may include preference information for the viewer), and a prior history of interacting with prior media clips (Col. 10 lines 10-21; viewer information may include the history of items viewed by the viewer);

and delivering the one or more media clips to the user based on the collected user information, wherein the one or more media clips are concatenated together (Col. 13 lines 23-45, co. 14 lines 13-34 figures 5 and 6; assembling 615 a concatenated stream of clips for a user based on the viewer information characteristics).

Regarding **claim 6**, Marcus discloses the method of claim 1; moreover, Marcus discloses that each of the one or more media clips is associated with a header (e.g. header 110) including both content information (Col. 3 lines 7-8 figure 2; content tags

120 contain information identifying content of the clips) and aesthetic information for the each of the one or more media clips (Col. 3 lines 34-46, col. 13 lines 45-53, col. 14 lines 25-32; video clip information may include parameters such as aesthetic features).

Claim Rejections - 35 USC § 103

11. In the event the determination of the status of the application as subject to AIA 35 U.S.C. 102 and 103 (or as subject to pre-AIA 35 U.S.C. 102 and 103) is incorrect, any correction of the statutory basis for the rejection will not be considered a new ground of rejection if the prior art relied upon, and the rationale supporting the rejection, would be the same under either status.

12. The following is a quotation of pre-AIA 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, 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 negated by the manner in which the invention was made.

13. **Claims 2 and 3** are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Marcus in view of Mackintosh et al. (Patent No US 6,317,784). Hereinafter, referenced as Mackintosh.

Regarding **claim 2**, Marcus discloses the method of claim 1; moreover, Marcus discloses the media clips (Col. 13 lines 23-45, co. 14 lines 13-34 figures 5 and 6;

assembling 615 a concatenated stream of clips for a user based on the viewer information characteristics).

However, it is noted that Marcus is silent to explicitly disclose selecting a media clip from the one or more media clips, wherein the selected media clip is related to a product; and delivering an advisement clip detailing the product to the user.

Nevertheless, in a similar field of endeavor Mackintosh discloses selecting a media clip from the one or more media clips, wherein the selected media clip is related to a product (e.g. advertisements); and delivering an advisement clip detailing the product to the user (Col. 16 lines 9-37 figure 7; delivering advertisement to users, e.g. McDonalds advertisement, Sony advertisement, etc.).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Marcus by specifically providing the elements mentioned above, as taught by Mackintosh, for the predictable result of generating profit from delivery of advertisement content to multiple viewers.

Regarding **claim 3**, Marcus discloses the method of claim 1; moreover, Marcus discloses the media clips (Col. 13 lines 23-45, co. 14 lines 13-34 figures 5 and 6; assembling 615 a concatenated stream of clips for a user based on the viewer information characteristics).

However, it is noted that Marcus is silent to explicitly disclose selecting a media clip from the one or more media clips, wherein the selected media clip is a part of a second media clip; and delivering the second media clip to the user (Col. 16 lines 9-37

figure 7; delivering advertisement to users, e.g. McDonalds advertisement, Sony advertisement, etc.).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Marcus by specifically providing the elements mentioned above, as taught by Mackintosh, for the predictable result of generating profit from delivery of advertisement content to multiple viewers

14. **Claims 4 and 5** are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Marcus and Mackintosh in view of Kikinis et al. (Pub No US 2002/0166122). Hereinafter, referenced as Kikinis.

Regarding **claim 4**, Marcus discloses the method of claim 2; however, it is noted that Marcus is silent to explicitly disclose providing an information display and partitioning the information display to comprise: a first viewing area; a plurality of mini-display regions; playing, in the first viewing area of the information display, the selected media clip; and playing, in the first viewing area the advisement clip.

Nevertheless, in a similar field of endeavor Mackintosh discloses providing an information display and partitioning the information display to comprise: a first viewing area (Col. 12 lines 55-63, col. 13 lines 4-15 figure 7 and 12; window 302/526 display content currently being played in a larger screen area);

a plurality of mini-display regions (Col. 15 line 15- col. 16 line 23 figures 7 and 12; sliding history window 306/525 comprising sub-windows 525a for the five most recently displayed clips in chronological order);

playing, in the first viewing area of the information display, the selected media clip (Col. 12 lines 55-63, col. 13 lines 4-15 figure 7 and 12; playing Fleetwood Mac in window 302/526);

and displaying, in the plurality of mini-display regions of the information display (e.g. sub-windows 525a), the selected media clip when the first viewing area is simultaneously playing the advisement clip (Col. 12 lines 55-63, col. 13 lines 4-15 figure 7 and 12; window 302/526 display content currently being played in a larger screen area).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Marcus by specifically providing the elements mentioned above, as taught by Mackintosh, for the predictable result of presenting multiple clip information to the user in order to allow the user to navigate amongst them.

However, it is noted that Marcus and Mackintosh are silent to explicitly disclose playing, in the plurality of mini-display regions, the second media clip when the first viewing area is simultaneously playing the clip.

Nevertheless, in a similar field of endeavor Kikinis discloses playing, in the plurality of mini-display regions (e.g. image area 205A-X), the second media clip when the first viewing area is simultaneously playing the clip (Paragraphs [0027]-[0029] figure 2; displaying window 101 displaying the currently tuned channel while simultaneously displaying individual image area 205A-X. Wherein the individual image areas 205A-X

contain thumbnail video streams of real-time programming for the selected channel; paragraph [0030]).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Marcus and Mackintosh by specifically providing the elements mentioned above, as taught by Kikinis, for the predictable result of reviewing other selectable content available to the user for selection (Kikinis – paragraph [0030]).

Regarding **claim 5**, Marcus, Mackintosh and Kikinis disclose all the limitations of claim 5; therefore, claim 5 is rejected for the same reasons stated in claim 4.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to JUNIOR O MENDOZA whose telephone number is (571)270-3573. The examiner can normally be reached Mon-Fri 11 am - 8 pm.

Examiner interviews are available via telephone, in-person, and video conferencing using a USPTO supplied web-based collaboration tool. To schedule an interview, applicant is encouraged to use the USPTO Automated Interview Request (AIR) at <http://www.uspto.gov/interviewpractice>.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Benjamin Bruckart can be reached on 571-272-3982. The fax phone

number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of published or unpublished applications may be obtained from Patent Center. Unpublished application information in Patent Center is available to registered users. To file and manage patent submissions in Patent Center, visit: <https://patentcenter.uspto.gov>. Visit <https://www.uspto.gov/patents/apply/patent-center> for more information about Patent Center and <https://www.uspto.gov/patents/docx> for information about filing in DOCX format. For additional questions, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/JUNIOR O MENDOZA/
Primary Examiner, Art Unit 2423

<i>Notice of References Cited</i>	Application/Control No. 17/529,374		Applicant(s)/Patent Under Reexamination MARCUS, Dwight	
	Examiner JUNIOR O MENDOZA		Art Unit 2423	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
*	A	US-6317784-B1	11-2001	Mackintosh; Gregory B.	H04L65/764	348/E7.063
*	B	US-6032156-A	02-2000	Marcus; Dwight	G11B27/031	715/201
*	C	US-8875185-B2	10-2014	Marcus; Dwight	G06Q20/123	725/44
*	D	US-11184686-B2	11-2021	Marcus; Dwight	H04N21/25891	1/1
*	E	US-20020166122-A1	11-2002	Kikinis, Dan	H04N21/234363	725/56
*	F	US-9317597-B2	04-2016	Marcus; Dwight	G06Q30/0273	1/1
	G					
	H					
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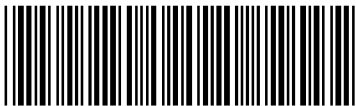
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	Examiner JUNIOR O MENDOZA	Art Unit 2423

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Symbol	Date	Examiner

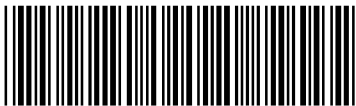
US Classification - Searched*			
Class	Subclass	Date	Examiner

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Search Notes		
Search Notes	Date	Examiner
EAST text search (US-PGPUB, USPAT, USOCR, EPO, JPO, IBM_TDB)	11/10/2022	JM
Double Patenting Search	11/10/2022	JM
Inventor Search	11/10/2022	JM
Google Patents Search	11/10/2022	JM
H04N21/8549 G06F16/738 G06Q30/0273 G06Q30/02 H04N7/17318 H04N21/25883 H04N21/25891 H04N21/4312 H04N21/4314 H04N21/4722 H04N21/812 G06Q20/123 Plus Text Search	11/10/2022	JM

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner
All	Claim Language Search (US-PGPUB,USPAT)	11/10/2022	JM

/JUNIOR O MENDOZA/ Primary Examiner, Art Unit 2423	
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)

Application Number

Filing Date

First Named Inventor

Dwight MARCUS

Art Unit

Examiner Name

Attorney Docket Number

243449.000083

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Examiner Initial*	Cite No	Patent Number	Kind Code ¹	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	6032156	A	2000-02-29	Marcus	
	2	6199076	B1	2001-03-06	Logan et al.	
	3	6317784	B1	2001-11-13	Mackintosh et al.	
	4	8875185	B2	2014-10-28	Marcus	
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	1	20030040917	A1	2003-02-27	Fiedler	

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2	20020019858	A1	2002-02-14	Kaiser et al.
3	20040025180	A1	2004-02-05	Begeja et al.

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First Named Inventor	Dwight MARCUS
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Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

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The fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☒ A certification statement is not submitted herewith.

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

Signature	/Louis J. DeJuidice - 47,522/	Date (YYYY-MM-DD)	2021-11-18
Name/Print	Louis J. DeJuidice	Registration Number	47522

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clips prior history and demographic



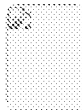
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 Images
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About 4,950 results (0.51 seconds)

www.google.com/patents/US9612995

Video viewer targeting based on preference similarity



Grant · Filed May 19, 2011 · Issued Apr 4, 2017 · Jason LOPATECKI · Adobe Systems Incorporated

Presentation of a video clip is made to persons having a high probability of viewing the clip. A database containing viewers of previously offered video ...

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www.google.com/patents/US20110225608

Video Viewer Targeting based on Preference Similarity



App. · Filed May 19, 2011 · Published Sep 15, 2011 · Jason LOPATECKI · Lopatecki Jason

Presentation of a video clip is made to persons having a high probability of viewing the clip. A database containing viewers of previously offered video ...

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www.google.com/patents/US8577996

Method and apparatus for tracing users of online video web ...



Grant · Filed Sep 17, 2008 · Issued Nov 5, 2013 · John Hughes · Tremor Video, Inc.

Frameworks described in the prior art enable collection of application events ... With this aim, the analyzer 220 maintains a history file of the video IDs ...

[Overview](#) · [Related](#) · [Discuss](#)

www.google.com/patents/US20110029666

Method and Apparatus for Passively Monitoring Online Video ...



App. · Filed Oct 14, 2010 · Published Feb 3, 2011 · Jason LOPATECKI · Lopatecki Jason

Furthermore, a viewership demographics report is generated by analyzer 220. ... adjusting a bit rate for streaming or downloading the video prior to playing ...

[Overview](#) · [Related](#) · [Discuss](#)

www.google.com/patents/US20070239785

Media distribution system for distributing media that ...



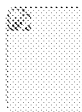
App. · Filed Apr 2, 2007 · Published Oct 11, 2007 · Jefferson Duncombe · Duncombe Jefferson D

A media distribution system includes a plurality of media clips that each includes at least one media personality. A media classification file defines a ...

[Overview](#) · [Related](#) · [Discuss](#)

www.google.com/patents/US9277257

Automatic video service actions based on social networking ...



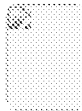
Grant · Filed Nov 3, 2014 · Issued Mar 1, 2016 · Yousef Wasef Nijim · Cox Communications, Inc.

An affinity mapping service system allowing a video service provider to ... also store information associated with the user's viewing history, demographic ...

[Overview](#) · [Related](#) · [Discuss](#)

www.google.com/patents/WO2001017250A9?cl=en

Method and apparatus for delivery of targeted video programming



App. · Filed Aug 31, 2000 · Published Sep 12, 2002 · Labeeb K Ismail · Labeeb K Ismail

These companies collect other demographic information also about the people they monitor for the generation of the sample. These samples give valuable ...

[Overview](#) · [Related](#) · [Discuss](#)www.google.com/patents/US20140125753**Methods and systems for transmitting video messages to ...**

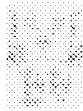
App · Filed May 10, 2013 · Published May 8, 2014 · Anthony Rossano · Anthony Rossano

Optionally, the user is charged for providing the video to the recipient ... user's demographics, purchase history, peers or celebrity recommendations ...

[Overview](#) · [Related](#) · [Discuss](#)www.google.com/patents/US9032435**Ad selection and next video recommendation in a video ...**

Grant · Filed Aug 3, 2012 · Issued May 12, 2015 · Peter E. Sargent · Hulu, LLC

In a streaming video system, a method determining a sequence of video programs ... a demographic profile of the anonymous user based on the session history.

[Overview](#) · [Related](#) · [Discuss](#)www.google.com/patents/US20090156170**Methods and systems for transmitting video messages to ...**

App · Filed Dec 12, 2008 · Published Jun 18, 2009 · Anthony Rossano · Anthony Rossano

Videos can be recommended to the user based on the user's demographics, purchase history, peers or celebrity recommendations and/or using collaborative ...

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1 2 3 4 5 6 7 8 9 10 Next

78261, Texas · Based on your past activity · [Update location](#)[Help](#) · [Send feedback](#) · [Privacy](#) · [Terms](#)

Bibliographic Data

Application No: 17/529,374

Foreign Priority claimed: ☐ Yes ☒ No

35 USC 119 (a-d) conditions met: ☐ Yes ☒ No ☐ Met After Allowance

Verified and Acknowledged: /JUNIOR O MENDOZA/

Examiner's Signature

Initials

Title:

METHOD AND APPARATUS FOR EFFICIENT, ENTERTAINING
INFORMATION DELIVERY

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
11/18/2021	725	2423	243449.000083
RULE			

APPLICANTS

NTECH PROPERTIES, INC., Oxnard, CA,

INVENTORS

Dwight MARCUS, Ojai, CA, UNITED STATES

CONTINUING DATA

This application is a CON of 15131873 04/18/2016 PAT 11184686

15131873 is a CON of 14494110 09/23/2014 PAT 9317597

14494110 is a CON of 13195709 08/01/2011 PAT 8875185

13195709 is a CON of 10874819 06/23/2004ABN

10874819 has PRO of 60482597 06/24/2003

FOREIGN APPLICATIONS

IF REQUIRED, FOREIGN LICENSE GRANTED**

12/01/2021

**** SMALL ENTITY ****

STATE OR COUNTRY

UNITED STATES

ADDRESS

TROUTMAN PEPPER HAMILTON SANDERS LLP

600 PEACHTREE ST NE

STE 3000

ATLANTA, GA 30308

UNITED STATES

FILING FEE RECEIVED

\$830

PE2E SEARCH - Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
L259	1	"17529374"	(US-PGPUB; USPAT; USOCR; EPO; JPO; IBM_TDB)	OR	ON	ON	2022/11/08 05:10 PM
L260	9	("20020019858" "20030040917" "20040025180" "6032156" "6199076" "6317784" "8875185" "9317597").PN.	(US-PGPUB; USPAT; USOCR; EPO; JPO; IBM_TDB)	OR	ON	ON	2022/11/08 05:10 PM
L261	26	at&t.as. AND sentiment	(US-PGPUB; USPAT; USOCR; EPO; JPO; IBM_TDB)	OR	ON	ON	2022/11/09 01:23 PM
L262	3	at&t.as. AND sentiment SAME (ad advertis\$6 commercial)	(US-PGPUB; USPAT; USOCR; EPO; JPO; IBM_TDB)	OR	ON	ON	2022/11/09 01:23 PM
L263	140	clip with playlist and length and @rlad<="20030624"	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB)	OR	ON	ON	2022/11/09 04:56 PM
L264	163	(H04N21/8549 or G06F16/738 or G06Q30/0273 or G06Q30/02 or H04N7/17318 or H04N21/25883 or H04N21/25891 or H04N21/4312 or H04N21/4314 or H04N21/4722 or H04N21/812 or G06Q20/123).cpc. and @rlad<="20030624" and royalt\$4 same revenue	(US-PGPUB; USPAT; USOCR)	OR	ON	ON	2022/11/09 04:56 PM
L265	163	(H04N21/8549 or G06F16/738 or G06Q30/0273 or G06Q30/02 or H04N7/17318 or H04N21/25883 or H04N21/25891 or H04N21/4312 or H04N21/4314 or H04N21/4722 or H04N21/812 or G06Q20/123).cpc. and @rlad<="20030624" and royalt\$4 same revenue	(US-PGPUB; USPAT; USOCR)	OR	ON	ON	2022/11/10 04:36 PM
L266	38	(marcus and dwight).in. and clip same (template playlist)	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB)	OR	ON	ON	2022/11/10 04:36 PM

L267	2	"11,184,686".pn.	(US-PGPUB; USPAT; USOCR; EPO; JPO; IBM_TDB)	OR	ON	ON	2022/11/10 04:58 PM
L268	2	"9,317,597".pn.	(US-PGPUB; USPAT; USOCR; EPO; JPO; IBM_TDB)	OR	ON	ON	2022/11/10 05:03 PM
L269	1	"8,875,185".pn.	(US-PGPUB; USPAT; USOCR; EPO; JPO; IBM_TDB)	OR	ON	ON	2022/11/10 05:07 PM
L270	14	("6816628" "20040231003" "20090013347" "20090298418" "20080066111" "20080115169" "7911497" "20020049978").PN.	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB)	OR	ON	ON	2022/11/10 05:10 PM
L271	3	(clip AND demographic AND history AND interest AND (advertis\$6 commercial)).clm.	(US-PGPUB; USPAT; USOCR)	OR	ON	ON	2022/11/10 05:16 PM
L273	1	(clip AND demographic AND history AND interest AND aesthetic).clm.	(US-PGPUB; USPAT; USOCR)	OR	ON	ON	2022/11/10 05:17 PM
L274	43	((("MARCUS") near3 ("Dwight"))).INV.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2022/11/10 05:17 PM
L275	22	((("MARCUS") near3 ("Dwight"))).INV. AND NTECH.as.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2022/11/10 05:17 PM
L276	1	clip WITH playlist SAME (demographic history) AND @rlad<="20030624"	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB)	OR	ON	ON	2022/11/10 05:18 PM
L277	172	("5708767" "6282549" "6304898" "6385306" "6453355" "5924105" "6434550" "6507841" "20070079327" "5532735" "6229524" "6691954" "7000242" "5664227" "5821945" "5874986" "5999985" "6324512" "6460075" "6477565" "6385619" "20020152477" "6810526" "20020052747" "20020100046" "6496857" "6751776" "6233389" "6353825" "20050076378" "5614940" "6961954" "5996007" "6393054" "6389467" "5864366" "6092107" "6477707" "6411952" "20010013123" "20020138843" "20	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB)	OR	ON	ON	2022/11/10 05:18 PM

		050028194" "20050278741" "6345279" "6363380" "6061056" "20050076357" "6493688" "5710591" "6098082" "6289346" "20010049826" "6671715" "5835087" "7178107" "7130790" "6526580" "7006881" "5999173" "5835667" "6166735" "6324338" "5805763" "6038296" "6236395" "6243676" "5734893" "20040117831" "20080120345" "6188398" "6956573" "20020093591" "20020173964" "6564263" "6970915" "20020152464" "20050223408" "6298482" "6678890").P N.					
L278	49	(marcus and dwight).in. and clip	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB)	OR	ON	ON	2022/11/10 05:21 PM
L279	36	("5132992" "6813775" "6144702" "7024677" "6760916" "5253275" "6002720" "5550863" "6760916" "20020087976" "7130831" "7380262" "20060184982" "7603684" "20010056577" "6032156").PN.	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB)	OR	ON	ON	2022/11/10 05:22 PM

PE2E SEARCH - Search History (Interference)

There are no Interference searches to show.

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 17/529,374	Filing Date 11/18/2021	☐ To be Mailed
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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 \$50 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 = *		x \$240 =	
☐ 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

	(Column 1)		(Column 2)	(Column 3)	RATE (\$)	ADDITIONAL FEE (\$)
AMENDMENT	05/17/2023		CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	
	Total (37 CFR 1.16(i))	* 6	Minus	** 20	= 0	x \$40 = 0
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0	x \$192 = 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			CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	
	Total (37 CFR 1.16(i))	*	Minus	**	=	x \$0 =
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x \$0 =
	☐ 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.						PSS
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".						/LATORIA M JORDAN/
*** 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.						

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

In re Patent Application of: Dwight MARCUS	Customer No.: 06980
Application No.: 17/529,374	Confirmation No.: 1017
Filing Date: November 18, 2021	Art Unit: 2423
For: METHOD AND APPARATUS FOR EFFICIENT, ENTERTAINING INFORMATION DELIVERY	Examiner: MENDOZA, JUNIOR O.

RESPONSE TO NON-FINAL OFFICE ACTION

Mail Stop Amendment
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Commissioner:

This is in response to the Final Office Action dated November 17, 2022.

Amendments to the Claims begin on page 2.

Remarks begin on page 5.

A 3 month extension of time is hereby petitioned for, with the required fees submitted herewith. Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, to Deposit Account 201507 associated with Customer No. 06980 and please credit any excess fees to such deposit account.

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method of delivering one or more media clips to a user, comprising:
~~collecting user information including demographic information, one or more interests of the user, and a prior history of interacting with prior media clips; and~~
 delivering the one or more media clips to the user ~~based on the collected user information~~, wherein the one or more media clips are concatenated together;
selecting a media clip from the one or more media clips, wherein the selected media clip is related to a product; and
delivering an advertisement clip detailing the product to the user.

2. (Cancelled).

3. (Currently Amended) ~~The method of claim 1, further comprising:~~ A method of delivering one or more media clips to a user, comprising:
delivering the one or more media clips to the user, wherein the one or more media clips are concatenated together;
 selecting a media clip from the one or more media clips, wherein the selected media clip is a part of a second media clip; and
 delivering the second media clip to the user.

4. (Currently Amended) The method of claim ~~[[2]]~~ 1, further comprising:
 providing an information display and partitioning the information display to comprise:
 a ~~first~~ first viewing area; and
 a plurality of mini-display regions;
 playing, in the first viewing area of the information display, the selected media clip; ~~and~~
playing, in the first viewing area of the information display, the advertisement clip;
and
 playing, in the plurality of mini-display regions of the information display, the selected media clip ~~when the first viewing area is simultaneously playing the advisement clip.~~

5. (Currently Amended) The method of claim 3, further comprising:

providing an information display and partitioning the information display to comprise:

a ~~first~~ first viewing area; and

a plurality of mini-display regions;

playing, in the first viewing area of the information display, the selected media clip; ~~and~~

playing, in the first viewing area of the information display, the advertisement clip;
and

playing, in the plurality of mini-display regions of the information display, the selected media clip ~~when the first viewing area is simultaneously playing the second media clip.~~

6. (Original) The method of claim 1, wherein each of the one or more media clips is associated with a header including both content information and aesthetic information for the each of the one or more media clips.

7. (New) A method of delivering one or more media clips to a user, comprising:

delivering the one or more media clips to the user, wherein the one or more media clips are concatenated together;

providing an information display and partitioning the information display to comprise:

a first viewing area; and

a plurality of mini-display regions;

playing, in the first viewing area of the information display, a first media clip from the one or more media clips;

delivering a second media clip to the user;

playing, in the first viewing area of the information display, the second media clip; and

playing, in one of the plurality of mini-display regions of the information display, the selected first media clip.

REMARKS

Reconsideration of the Application is respectfully requested.

I. Status of the Claims

Claims 1-5 were pending. By the present Response, claim 2 is cancelled, 3-5 are currently amended, and claim 7 is newly added. Claims 4-5 are amended to correct a typographical error. Support for the amendments can be found in the originally filed application, for example, in Paras. [0010], [0018], and [0021]-[0026] of the published Specification (“Specification”). Applicant respectfully submits that no new matter is added. Applicant is not conceding that the subject matter encompassed by the claims prior to this Amendment is unpatentable over the art cited by the Examiner.

Upon amendments, claims 1, 3-7 are pending.

II. Double Patenting

Claim 1-3 and 6 are rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1 and 5 of U.S. Pat. No. 11,184,686. Claims 4 and 5 are rejected on the ground of nonstatutory double patenting as being unpatentable over claim 1 of U.S. Patent No. 11,184,686 in view of US Pat. Pub. No. 2002/0166122 to Kikinis et al. (“Kikinis”). Claim 1-3 and 6 are rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1, 8, 9 and 15 of U.S. Patent No. 9,317,597. Claims 4 and 5 are rejected on the ground of nonstatutory double patenting as being unpatentable over claim 1 of U.S. Pat. No. 9,317,597 in view of Kikinis. Claim 1-3 and 6 are rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1, 8, 9 and 15 of U.S. Pat. No. 8,875,185. Claims 4 and 5 are rejected on the ground of nonstatutory double patenting as being unpatentable over claim 1 of U.S. Patent No. 8,875,185 in view of Kikinis.

While Applicant respectfully disagrees, Applicant respectfully requests these rejections be held in abeyance until the claims are deemed allowable over the other rejections.

III. Rejections under 35 USC § 112

Claims 4 and 5 are rejected under 35 USC 112(a) or 35 USC 112 (pre-AIA), first paragraph, as allegedly failing to comply with the written description requirement.

Applicant respectfully disagrees. Without acquiescing thereto, and solely in the interest of expediting the prosecution of the present application, Applicant has amended claims 4 and 5 to remove reference to the term “simultaneous”.

Upon amendments, the rejections under 35 USC § 112 are either overcome or moot. Withdrawal of the rejections is respectfully requested.

IV. Rejections under 35 U.S.C. §§ 102 and 103

Claims 1 and 6 are rejected under pre-AIA 35 U.S.C. 102(b) as being anticipated by US Pat. No. 6,032,156 to Marcus. Claims 2 and 3 are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Marcus in view of US Pat. No. 6,317,784 to Mackintosh et al. (“Mackintosh”). Claims 4 and 5 are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Marcus and Mackintosh in view of Kikinis.

Without acquiescing to the propriety of the Office’s previous rejections, and solely in the interest of expediting prosecution of the present application, the subject matter of claim 2 has been incorporated into claim 1, thus rendering the alleged anticipation rejection by Marcus moot. Withdrawal of the rejections under 35 U.S.C. 102 are respectfully requested.

As acknowledged by the Office on p. 11 of the Office Action, Marcus is silent regarding “selecting a media clip from the one or more media clips, wherein the selected media clip is related to a product; and delivering an advisement clip detailing the product to the user” as recited in original claim 2 and now in amended claim 1 and “selecting a media clip from the one or more media clips, wherein the selected media clip is a part of a second media clip; and delivering the second media clip to the user” as recited in original and amended claim 3. Applicant respectfully submits that Mackintosh, as well as the rest of the cited art, fails to resolve these deficiencies in Marcus.

Mackintosh discloses that clicking on a window in a history bar “bring[s] up the information for that selection. For example, in the embodiment illustrated in FIG. 7, history window 306 shows the five most recent tracks played.... If, for example, the listener wanted to obtain additional information about the Beatles selection that was being played, the user may

simply click on the Beatles window and that information can be displayed on data window 302.” See Mackintosh, Col. 16, lines 10-21.

Regarding amended claim 1, there is no disclosure or suggestion that the additional or supplemental information in Mackintosh is an advertisement clip, as recited. Rather, if anything, the advertisements cited by the Office, “e.g. McDonalds advertisement, Sony advertisement, etc.” on p. 11 of the Office Action, correspond to “a media clip” recited in claim 1. Applicant respectfully notes that “a media clip” and “an advertisement clip” refer to differently recited clips. Mackintosh provides various examples of supplemental information when broadcast material is an advertising spot, e.g., “electronic or virtual coupons” (Col. 11, lines 20-21), “a coupon that is.... printed” (Col. 11, lines 23-24) “a special alphanumeric code” (Col. 11, line 25), or “contest materials” (Col. 11, line 29), none of which suggest the need for or benefit of a second advertisement clip. Thus, even if Mackintosh suggested that the media clip could be an advertisement clip, Mackintosh fails to disclose or suggest a second advertisement clip.

Thus, Marcus in view of Mackintosh fails to disclose or suggest “selecting a media clip from the one or more media clips, wherein the selected media clip is related to a product; and delivering an advertisement clip detailing the product to the user” as recited in amended claim 1. As Kikinis, whether alone or in combination with the other cited art, does nothing to resolve these deficiencies, claim 1 is patentable over the prior art of record.

Regarding amended claim 3, it is patentable for similar reasons as discussed above with respect to amended claim 1. Claim 3 recites that “the selected media clip is a part of a second media clip”. Even if one of the advertisements of Mackintosh discussed in Col. 16, lines 14-17, could be considered the “selected media clip” or the “second media clip”, there is no disclosure or suggestion that the advertisement is “part of” another media clip, as recited. Again, as discussed above with respect to amended claim 1, Mackintosh provides no indication or suggestion that the additional or supplemental information be another media clip, of which the selected media clip is a part of.

Accordingly, Marcus in view of Mackintosh fails to disclose or suggest “selecting a media clip from the one or more media clips, wherein the selected media clip is a part of a second media clip; and delivering the second media clip to the user” as recited in amended claim 3. As Kikinis, whether alone or in combination with the other cited art, does nothing to resolve these deficiencies, claim 3 is patentable over the prior art of record.

Dependent claims are patentable at least by virtue of their respective dependencies on an allowable claim and/or for further features recited therein. Accordingly, Applicant submits that claims 1 and 3-6 are allowable.

Specifically regarding claims 4-5, Applicant respectfully submits that there would be no reason to modify Marcus in view of Mackintosh in the manner described in the Office Action because the windows in the history bar Mackintosh are specifically used “to bring up information for that selection”, not to play a different media clip in the same “first viewing area”, as recited, and additionally playing the selected media clip “in the plurality of mini-display regions of the information display”, as also recited. Thus, absent the benefit of Applicants’ own disclosure, there is no suggestion to modify Marcus in view of Mackintosh to arrive at what is claimed.

Further, even if there were a reason to modify Marcus in view of Mackintosh (which Applicant disagrees with, as discussed above), Applicant respectfully submits that Kikinis is non-analogous art to the presently claimed disclosure. Kikinis is concerned solely with the use of computer screen space for the static presentation and discovery of media assets. Usually, the assets themselves were not displayed, but text and still images of the referenced media. This electronic programming guide (EPG) usage runs contrary to the spirit of the present disclosure.

At the time of original filing of the present disclosure, there was a strong interest in interactive program guides to aid overburdened consumers of media to discover and filter potential offerings of interest. The present disclosure ran contrary to that interest in passive index-style discovery. The present disclosure integrates discovery into the process of active consumption of audio and video streams of content.

The present disclosure enables streams of potential content to be filtered in real- or near-real-time to allow the presentation of potentially relevant content to a user based non their stored profile, viewing/listening history, and/or stated desires as expressed by an active query. This last sub-category of media filtration most closely hews to the intent of Kikinis but is still distinctly different in that search results, in accordance with the present disclosure, are presented at all times as part of an ongoing media stream.

Accordingly, Applicant submits that a person or ordinary skill in the art would not look to EPGs, which are static, in the context of the present disclosure, which improves the search process in dynamic audio and/or video streams for consumer consumption. For these additional reasons,

Kikinis fails to resolve the deficiencies of Marcus in view of Mackintosh with respect to claims 4 and 5, and claims 4-5 are allowable.

V. New Claim

With this Response, Applicant adds claim 7. Applicant respectfully submits that claim recites no new matter and highlights other novel features of the present disclosure. For example, Applicant respectfully submits that claim 7 incorporates similar features as discussed above, such as:

playing, in the first viewing area of the information display, a first media clip from the one or more media clips;
delivering a second media clip to the user[.]

Applicant respectfully submits that Mackintosh fails to disclose or render obvious the above-recited features of claim 7 for similar reasons as described regarding claims amended claims 1 and 3. Furthermore, Applicant submits that the references of record, whether alone or in combination, also fail to disclose or suggest:

playing, in the first viewing area of the information display, a first media clip from the one or more media clips; ...
playing, in the first viewing area of the information display, the second media clip; and
playing, in one of the plurality of mini-display regions of the information display, the selected first media clip[.]

as recited in claim 7 and similarly recited in dependent claims 4 and 5 for reasons discussed above. Applicant respectfully requests that claim 7 be allowed.

CONCLUSION

It is believed the application is now in condition for allowance. The Examiner is respectfully requested to contact the undersigned if there are any remaining issues which can be resolved by a Supplemental or Examiner's Amendment.

Dated: 05/17/2023

Respectfully Submitted,

/Scott T. Denion/

Scott T. Denion

Registration No. 76,757

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Attorneys/Agents for Applicant

Customer No. 06980

Electronic Patent Application Fee Transmittal

Application Number:	17529374			
Filing Date:	18-Nov-2021			
Title of Invention:	METHOD AND APPARATUS FOR EFFICIENT, ENTERTAINING INFORMATION DELIVERY			
First Named Inventor/Applicant Name:	Dwight MARCUS			
Filer:	Scott Thomas Denion/Eileen Carney			
Attorney Docket Number:	243449.000083			
Filed as Small Entity				
Filing Fees for Utility under 35 USC 111(a)				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension - 3 months with \$0 paid	2253	1	592	592
Miscellaneous:				
Total in USD (\$)				592

Electronic Acknowledgement Receipt

EFS ID:	48019280
Application Number:	17529374
International Application Number:	
Confirmation Number:	1017
Title of Invention:	METHOD AND APPARATUS FOR EFFICIENT, ENTERTAINING INFORMATION DELIVERY
First Named Inventor/Applicant Name:	Dwight MARCUS
Customer Number:	6980
Filer:	Scott Thomas Denion/Eileen Carney
Filer Authorized By:	Scott Thomas Denion
Attorney Docket Number:	243449.000083
Receipt Date:	17-MAY-2023
Filing Date:	18-NOV-2021
Time Stamp:	16:57:44
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	\$592
RAM confirmation Number	E20235GG58235061
Deposit Account	201507
Authorized User	Eileen Carney

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

37 CFR 1.16 (National application filing, search, and examination fees)

37 CFR 1.17 (Patent application and reexamination processing fees)

37 CFR 1.19 (Document supply fees)
37 CFR 1.20 (Post Issuance fees)
37 CFR 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		NFOAR_AF_2023-05-17_243449-000083.pdf	55874	yes	9
			07f1f556f3038513d3e6b09acdb02d1954c640fb		
	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Amendment/Request for Reconsideration-After Non-Final Rejection		1	1	
	Claims		2	3	
	Applicant Arguments/Remarks Made in an Amendment		4	9	
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	38374	no	2
			87b6df5cb2299d58d66b4c05d45b990aeaa c1b5b		
Warnings:					
Information:					
Total Files Size (in bytes):			94248		

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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.



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/529,374	11/18/2021	Dwight MARCUS	243449.000083	1017
6980	7590	09/13/2023	EXAMINER	
TROUTMAN PEPPER HAMILTON SANDERS LLP			MENDOZA, JUNIOR O	
600 PEACHTREE ST NE			ART UNIT	PAPER NUMBER
STE 3000			2424	
ATLANTA, GA 30308			NOTIFICATION DATE	DELIVERY MODE
			09/13/2023	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):

jim.schutz@troutman.com
ryan.schneider@troutman.com
uspatentmail@troutman.com

DETAILED ACTION

Notice of Pre-AIA or AIA Status

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

Response to Arguments

2. Applicant's arguments filed 05/17/2023 have been fully considered but they are not persuasive.

Although a new ground of rejection has been provided since the features of the now cancelled claim 2 were rolled up into the independent claim, a response is considered necessary for several of applicant's arguments since the previously reference will continue to be used to meet the claimed limitations.

Regarding **claims 1 and 3**, applicant argues that Marcus in view of Mackintosh do not teach the rolled up features of now cancelled claim 2, since the supplemental information in Mackintosh is not an advertisement clip, and nothing in the reference points out to the need or benefit of a second advertisement clip; remarks pages 6-7.

However, the examiner respectfully disagrees with the applicant. In response to applicant's arguments against the references individually, one cannot show nonobviousness by attacking references individually where the rejections are based on combinations of references. See In re Keller, 642 F.2d 413, 208 USPQ 871 (CCPA 1981); In re Merck & Co., 800 F.2d 1091, 231 USPQ 375 (Fed. Cir. 1986).

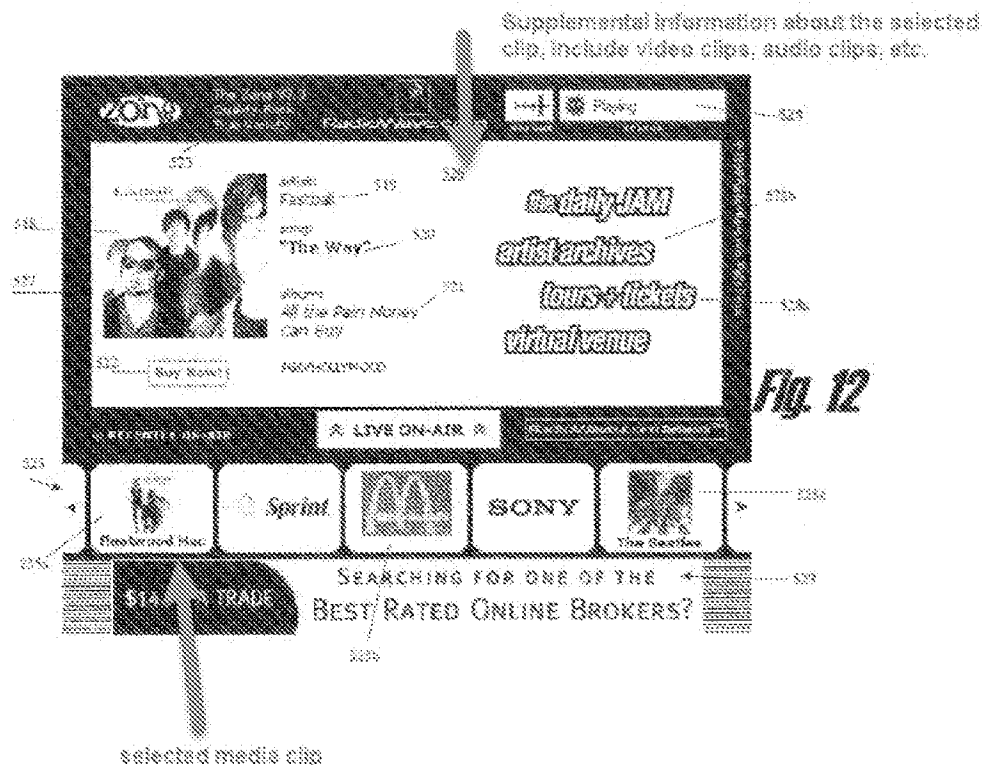
In this case, Mackintosh discloses window 302/526 displaying content currently being played, wherein while the content being played refers to radio content segments, the disclosure may be also implemented with television video broadcast segments, col. 5 lines 12-15, col. 6 lines 25-30 and col. 19 lines 5-7, figure 7 and 12. Additionally, the content segments may include advertisement content, e.g. McDonald's, Sony, Fleetwood Mac Album, comprising video clips, audio clips, etc. about the content; col. 2 lines 59-67, col. 10 lines 30-63, figures 7 and 12.

The examiner notes that one of ordinary skill in the art would recognize that the advertised content, e.g. McDonald's, Fleetwood Mac Album, shown in the recent sub-window 525a related to previously advertised products reasonably read on the claimed "media clip related to a product" or a "media clip that is part of a second media clip".

Wherein as newer segments (e.g. secondary video clip) are played in the main window 305, the history information sliding history window 306/525 is updated. In other words, the segment that just finished playing in 302/526 is moved to most recent sub-window 525a in the sliding history window 306/525, bumping the previous history one slot down in the chronological order of played segments; col. 23 lines 7-25 figures 7 and 12.

Mackintosh clearly teaches that the history bar can allow the user to retrieve supplemental information about or pertaining to a previous segment that had

been broadcast; col. 3 lines 41-50 figures 7 and 12. In other words, the user may click on the Fleetwood Mac (i.e. selected media clip) and retrieve the supplemental information 526 (e.g. advertisement clip detailing the product) pertaining to that previous segment.



Additionally, the applicant argues that a media clip and an advertisement clip refer to different recited clips (remarks page 6). However, it is noted that independent claim 3 does not even use the argued language, claim 3 actually claims that the media clip is part of the second clip, e.g. advertisement. Moreover, the examiner notes that the claims are broad in scope and fail to

explicitly and positively recite that these claimed clips are distinct from each other, as argued by the applicant.

In fact, the disclosure of the instant applications teaches otherwise, and clearly defines that the menu options area 220 comprises mini-display regions 230 of the recently displayed clip in viewing area 210; paragraphs [0023] [0024] figure 2. Wherein the user selects information for display in the current viewing area 210 by selecting a clip from one or the mini-display regions 230; paragraph [0026]; similar to the teachings of Mackintosh.

Therefore, Marcus in view of Mackintosh clearly teach the claimed elements of independent claims 1 and 3, as currently claimed. The applicant is invited to differentiate the invention from the teachings of the cited references by further amending the scope of the claimed invention.

Regarding **claims 4-5 and 7**, applicant argues that Kikinis is non-analogous art to the presently claimed disclosure; remarks page 7.

However, the examiner respectfully disagrees with the applicant. In response to applicant's argument that Kikinis is nonanalogous art, it has been held that a prior art reference must either be in the field of the inventor's endeavor or, if not, then be reasonably pertinent to the particular problem with which the inventor was concerned, in order to be relied upon as a basis for rejection of the claimed invention. See In re Oetiker, 977 F.2d 1443, 24 USPQ2d 1443 (Fed. Cir. 1992).

In this case, the examiner notes that Kikinis is related to the analogous art of content distribution, e.g. A/V television content, and how to present the available content to the user (Figure 2). Additionally, the examiner notes that Kikinis was merely introduced to show that it was well-known in the art at the time of the invention to present “playing” mini video windows, such as 205A-X, which not only contain thumbnail pictures but thumbnail video streams of real-time programming for the selected channel; paragraph [0030]. All for the predictable result of reviewing other selectable content available to the user for selection by previewing the video image (Kikinis – paragraph [0030]).

Additionally, nothing in the disclosure of Kikinis would explicitly or implicitly discourage one of ordinary skill in the art from implementing the disclosed teachings of Kikinis along with the disclosure of the Marcus and Mackintosh references. Therefore, Kikinis is analogous to the art and directly relevant to the claimed features, as noted on the instant office action.

Double Patenting

3. The nonstatutory double patenting rejection is based on a judicially created doctrine grounded in public policy (a policy reflected in the statute) so as to prevent the unjustified or improper timewise extension of the “right to exclude” granted by a patent and to prevent possible harassment by multiple assignees. A nonstatutory double patenting rejection is appropriate where the conflicting claims are not identical, but at least one examined application claim is not patentably distinct from the reference

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claim(s) because the examined application claim is either anticipated by, or would have been obvious over, the reference claim(s). See, e.g., *In re Berg*, 140 F.3d 1428, 46 USPQ2d 1226 (Fed. Cir. 1998); *In re Goodman*, 11 F.3d 1046, 29 USPQ2d 2010 (Fed. Cir. 1993); *In re Longi*, 759 F.2d 887, 225 USPQ 645 (Fed. Cir. 1985); *In re Van Ornum*, 686 F.2d 937, 214 USPQ 761 (CCPA 1982); *In re Vogel*, 422 F.2d 438, 164 USPQ 619 (CCPA 1970); *In re Thorington*, 418 F.2d 528, 163 USPQ 644 (CCPA 1969).

A timely filed terminal disclaimer in compliance with 37 CFR 1.321(c) or 1.321(d) may be used to overcome an actual or provisional rejection based on nonstatutory double patenting provided the reference application or patent either is shown to be commonly owned with the examined application, or claims an invention made as a result of activities undertaken within the scope of a joint research agreement. See MPEP § 717.02 for applications subject to examination under the first inventor to file provisions of the AIA as explained in MPEP § 2159. See MPEP § 2146 *et seq.* for applications not subject to examination under the first inventor to file provisions of the AIA. A terminal disclaimer must be signed in compliance with 37 CFR 1.321(b).

The USPTO Internet website contains terminal disclaimer forms which may be used. Please visit www.uspto.gov/patent/patents-forms. The filing date of the application in which the form is filed determines what form (e.g., PTO/SB/25, PTO/SB/26, PTO/AIA/25, or PTO/AIA/26) should be used. A web-based eTerminal Disclaimer may be filled out completely online using web-screens. An eTerminal Disclaimer that meets all requirements is auto-processed and approved immediately upon submission. For more information about eTerminal Disclaimers, refer to www.uspto.gov/patents/process/file/efs/guidance/eTD-info-I.jsp.

4. **Claims 1, 3 and 7** is rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1 and 5 of U.S. Patent No. 11,184,686. Although the claims at issue are not identical, they are not patentably distinct from each other because claims 1, 3 and 7 of the instant application is a broader version of the patentable scope already patented by claims 1 and 5 of U.S. Patent No. 11,184,686.

Claims 4 and 5 are rejected on the ground of nonstatutory double patenting as being unpatentable over claim 1 of U.S. Patent No. 11,184,686 in view of Kikinis et al. (Pub No US 2002/0166122). Although the claims at issue are not identical, they are not patentably distinct from each other because claim 1 of the instant application is a broader version of the patentable scope already patented by claim 1 of U.S. Patent No. 11,184,686, except for playing, in the plurality of mini-display regions, the second media clip when the first viewing area is simultaneously playing the clip.

Nevertheless, in a similar field of endeavor Kikinis discloses playing, in the plurality of mini-display regions (e.g. image area 205A-X), the second media clip when the first viewing area is simultaneously playing the clip (Paragraphs [0027]-[0029] figure 2; displaying window 101 displaying the currently tuned channel while simultaneously displaying individual image area 205A-X. Wherein the individual image areas 205A-X contain thumbnail video streams of real-time programming for the selected channel; paragraph [0030]).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify claim 1 of U.S. Patent No. 11,184,686, by

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specifically providing the elements mentioned above, as taught by Kikinis, for the predictable result of reviewing other selectable content available to the user for selection (Kikinis – paragraph [0030]).

5. **Claims 1, 3 and 7** is rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1, 8, 9 and 15 of U.S. Patent No. 9,317,597. Although the claims at issue are not identical, they are not patentably distinct from each other because claims 1, 3 and 7 of the instant application is a broader version of the patentable scope already patented by claims 1, 8, 9 and 15 of U.S. Patent No. 9,317,597.

Claims 4 and 5 are rejected on the ground of nonstatutory double patenting as being unpatentable over claim 1 of U.S. Patent No. 9,317,597 in view of Kikinis et al. (Pub No US 2002/0166122). Although the claims at issue are not identical, they are not patentably distinct from each other because claim 1 of the instant application is a broader version of the patentable scope already patented by claim 1 of U.S. Patent No. 9,317,597, except for playing, in the plurality of mini-display regions, the second media clip when the first viewing area is simultaneously playing the clip.

Nevertheless, in a similar field of endeavor Kikinis discloses playing, in the plurality of mini-display regions (e.g. image area 205A-X), the second media clip when the first viewing area is simultaneously playing the clip (Paragraphs [0027]-[0029] figure 2; displaying window 101 displaying the currently tuned channel while simultaneously

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displaying individual image area 205A-X. Wherein the individual image areas 205A-X contain thumbnail video streams of real-time programming for the selected channel; paragraph [0030]).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify claim 1 of U.S. Patent No. 9,317,597, by specifically providing the elements mentioned above, as taught by Kikinis, for the predictable result of reviewing other selectable content available to the user for selection (Kikinis – paragraph [0030]).

6. **Claims 1, 3 and 7** is rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1, 8, 9 and 15 of U.S. Patent No. 8,875,185. Although the claims at issue are not identical, they are not patentably distinct from each other because claims 1, 3 and 7 of the instant application is a broader version of the patentable scope already patented by claims 1, 8, 9 and 15 of U.S. Patent No. 8,875,185.

Claims 4 and 5 are rejected on the ground of nonstatutory double patenting as being unpatentable over claim 1 of U.S. Patent No. 8,875,185 in view of Kikinis et al. (Pub No US 2002/0166122). Although the claims at issue are not identical, they are not patentably distinct from each other because claim 1 of the instant application is a broader version of the patentable scope already patented by claim 1 of U.S. Patent No.

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8,875,185, except for playing, in the plurality of mini-display regions, the second media clip when the first viewing area is simultaneously playing the clip.

Nevertheless, in a similar field of endeavor Kikinis discloses playing, in the plurality of mini-display regions (e.g. image area 205A-X), the second media clip when the first viewing area is simultaneously playing the clip (Paragraphs [0027]-[0029] figure 2; displaying window 101 displaying the currently tuned channel while simultaneously displaying individual image area 205A-X. Wherein the individual image areas 205A-X contain thumbnail video streams of real-time programming for the selected channel; paragraph [0030]).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify claim 1 of U.S. Patent No. 8,875,185, by specifically providing the elements mentioned above, as taught by Kikinis, for the predictable result of reviewing other selectable content available to the user for selection (Kikinis – paragraph [0030]).

Claim Rejections - 35 USC § 103

7. In the event the determination of the status of the application as subject to AIA 35 U.S.C. 102 and 103 (or as subject to pre-AIA 35 U.S.C. 102 and 103) is incorrect, any correction of the statutory basis for the rejection will not be considered a new ground of rejection if the prior art relied upon, and the rationale supporting the rejection, would be the same under either status.

8. The following is a quotation of pre-AIA 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, 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 negated by the manner in which the invention was made.

9. **Claims 1, 3 and 6** are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Marcus (Patent No US 6,032,156) in view of Mackintosh et al. (Patent No US 6,317,784). Hereinafter, referenced as Marcus and Mackintosh, respectively.

Regarding **claim 1**, Marcus discloses a method of delivering one or more media clips to a user (Figure 6), comprising:

delivering the one or more media clips to the user, wherein the one or more media clips are concatenated together (Col. 13 lines 23-45, co. 14 lines 13-34 figures 5 and 6; assembling 615 a concatenated stream of clips for a user based on the viewer information characteristics).

However, it is noted that Marcus is silent to explicitly disclose selecting a media clip from the one or more media clips, wherein the selected media clip is related to a product; and delivering an advisement clip detailing the product to the user.

Nevertheless, in a similar field of endeavor Mackintosh discloses selecting a media clip from the one or more media clips (e.g. sliding history window 306/525), wherein the selected media clip is related to a product (e.g. advertisements); and delivering an advisement clip (e.g. supplemental content in main window 302/526) detailing the product to the user (Col. 16 lines 9-37 figure 7; delivering advertisement to users, e.g. McDonald's advertisement, Sony advertisement, etc. Wherein the history bar can allow the listener or user to retrieve supplemental information about or pertaining to a previous segment that had been broadcast; col. 3 lines 41-50 figures 7 and 12. In other words, the user may click on the Fleetwood Mac (i.e. selected media clip) and retrieve the supplemental information 526 (e.g. advertisement clip detailing the produce) pertaining to that previous segment).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Marcus by specifically providing the elements mentioned above, as taught by Mackintosh, for the predictable result of generating profit from delivery of advertisement content to multiple viewers.

Regarding **claim 3**, Marcus discloses a method of delivering one or more media clips to a user (Figure 6), comprising:

delivering the one or more media clips to the user, wherein the one or more media clips are concatenated together (Col. 13 lines 23-45, co. 14 lines 13-34 figures 5

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and 6; assembling 615 a concatenated stream of clips for a user based on the viewer information characteristics).

However, it is noted that Marcus is silent to explicitly disclose selecting a media clip from the one or more media clips, wherein the selected media clip is a part of a second media clip; and delivering the second media clip to the user (Col. 16 lines 9-37 figure 7; delivering advertisement to users, e.g. McDonald's advertisement, Sony advertisement, etc.).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Marcus by specifically providing the elements mentioned above, as taught by Mackintosh, for the predictable result of generating profit from delivery of advertisement content to multiple viewers

Regarding **claim 6**, Marcus and Mackintosh disclose the method of claim 1; moreover, Marcus discloses that each of the one or more media clips is associated with a header (e.g. header 110) including both content information (Col. 3 lines 7-8 figure 2; content tags 120 contain information identifying content of the clips) and aesthetic information for the each of the one or more media clips (Col. 3 lines 34-46, col. 13 lines 45-53, col. 14 lines 25-32; video clip information may include parameters such as aesthetic features).

10. **Claims 4, 5 and 7** are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Marcus and Mackintosh in view of Kikinis et al. (Pub No US 2002/0166122). Hereinafter, referenced as Kikinis.

Regarding **claim 4**, Marcus and Mackintosh disclose the method of claim 1; however, it is noted that Marcus is silent to explicitly disclose providing an information display and partitioning the information display to comprise: a first viewing area; and a plurality of mini-display regions; playing, in the first viewing area of the information display, the selected media clip; playing, in the first viewing area of the information display, the advertisement clip; and displaying, in the plurality of mini-display regions of the information display, the selected media clip.

Nevertheless, in a similar field of endeavor Mackintosh discloses providing an information display and partitioning the information display to comprise: a first viewing area (Col. 12 lines 55-63, col. 13 lines 4-15 figure 7 and 12; window 302/526 display content currently being played in a larger screen area);

and a plurality of mini-display regions (Col. 15 line 15- col. 16 line 23 figures 7 and 12; sliding history window 306/525 comprising sub-windows 525a for the five most recently displayed clips in chronological order);

playing, in the first viewing area of the information display, the selected media clip (Col. 12 lines 55-63, col. 13 lines 4-15 figure 7 and 12; display content currently being played; e.g. Fleetwood Mac in window 302/526);

playing, in the first viewing area of the information display, the advertisement clip (Col. 12 lines 55-63, col. 13 lines 4-15 figure 7 and 12; display content currently being played; e.g. McDonalds);

and displaying, in the plurality of mini-display regions of the information display (e.g. sub-windows 525a), the selected media clip (Col. 12 lines 55-63, col. 13 lines 4-15 figure 7 and 12; window 302/526 display content currently being played in a larger screen area, which is later moved to the sliding history window 306/525 comprising sub-windows 525a for the five most recently displayed clips in chronological order).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Marcus by specifically providing the elements mentioned above, as taught by Mackintosh, for the predictable result of presenting multiple clip information to the user in order to allow the user to navigate amongst them.

However, it is noted that Marcus and Mackintosh are silent to explicitly disclose that the displayed plurality of mini-display regions (Col. 15 line 15- col. 16 line 23 figures 7 and 12; sliding history window 306/525) comprises playing, in the plurality of mini-display regions, the second media clip.

Nevertheless, in a similar field of endeavor Kikinis discloses that the displayed plurality of mini-display regions (e.g. image area 205A-X) comprises playing, in the plurality of mini-display regions, the selected media clip (Paragraphs [0027]-[0029] figure 2; displaying window 101 displaying the currently tuned channel while simultaneously displaying individual image area 205A-X. Wherein the individual image areas 205A-X contain thumbnail video streams of real-time programming for the selected channel; paragraph [0030]).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Marcus and Mackintosh by specifically providing the elements mentioned above, as taught by Kikinis, for the predictable result of reviewing other selectable content available to the user for selection (Kikinis – paragraph [0030]).

Regarding **claim 5**, Marcus, Mackintosh and Kikinis disclose all the limitations of claim 5; therefore, claim 5 is rejected for the same reasons stated in claim 4.

Regarding **claim 7**, Marcus, Mackintosh and Kikinis disclose all the limitations of claim 7; therefore, claim 7 is rejected for the same reasons stated in claims 3 and 5.

Conclusion

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.

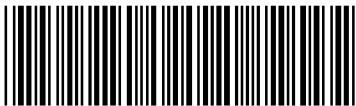
Any inquiry concerning this communication or earlier communications from the examiner should be directed to JUNIOR O MENDOZA whose telephone number is (571)270-3573. The examiner can normally be reached Mon-Fri 10am-6pm EST..

Examiner interviews are available via telephone, in-person, and video conferencing using a USPTO supplied web-based collaboration tool. To schedule an interview, applicant is encouraged to use the USPTO Automated Interview Request (AIR) at <http://www.uspto.gov/interviewpractice>.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jefferey Harold can be reached on (571)272-7519. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of published or unpublished applications may be obtained from Patent Center. Unpublished application information in Patent Center is available to registered users. To file and manage patent submissions in Patent Center, visit: <https://patentcenter.uspto.gov>. Visit <https://www.uspto.gov/patents/apply/patent-center> for more information about Patent Center and <https://www.uspto.gov/patents/docx> for information about filing in DOCX format. For additional questions, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/JUNIOR O MENDOZA/
Primary Examiner, Art Unit 2424

Search Notes 	Application/Control No. 17/529,374	Applicant(s)/Patent Under Reexamination MARCUS, Dwight
	Examiner JUNIOR O MENDOZA	Art Unit 2424

CPC - Searched*		
Symbol	Date	Examiner

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

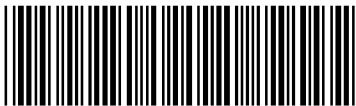
US Classification - Searched*			
Class	Subclass	Date	Examiner

* See search history printout included with this form or the SEARCH NOTES box below to determine the scope of the search.

Search Notes		
Search Notes	Date	Examiner
Updated EAST text search (US-PGPUB, USPAT, USOCR, EPO, JPO, IBM_TDB)	09/07/2023	JM
Double Patenting Search	09/07/2023	JM
Inventor Search	11/10/2022	JM
Google Patents Search	09/07/2023	JM
H04N21/8549 G06F16/738 G06Q30/0273 G06Q30/02 H04N7/17318 H04N21/25883 H04N21/25891 H04N21/4312 H04N21/4314 H04N21/4722 H04N21/812 G06Q20/123 Plus Text Search	09/07/2023	JM

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner
All	Claim Language Search (US-PGPUB, USPAT)	09/07/2023	JM

/JUNIOR O MENDOZA/ Primary Examiner, Art Unit 2423	
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<i>Search Notes</i> 	Application/Control No. 17/529,374	Applicant(s)/Patent Under Reexamination MARCUS, Dwight
	Examiner JUNIOR O MENDOZA	Art Unit 2424

/JUNIOR O MENDOZA/ Primary Examiner, Art Unit 2423	
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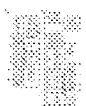
(concatenate clips advertisement);

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Browser based multi-clip video editing

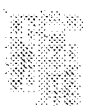


US • [US2016117582](#) • David Pous Lerman • Day Media, Inc.

Priority 2015-04-20 • Filed 2017-01-06 • Granted 2019-04-10 • Published 2012-04-10

Embodiments of the present invention provide a manipulation facility within a browser environment. Without limitation, the clip may be a video clip. An editing tool may be adapted to associate a first and second clip in association with the manipulation facility.

Browser based video editing



US • [US7822822](#) • David Pous Lerman • Videogig, Inc.

Priority 2015-04-20 • Filed 2017-01-06 • Granted 2016-10-05 • Published 2010-10-05

Embodiments of the present invention provide for a clip manipulation facility within a browser environment. Without limitation, the clip may be a video clip. An editing tool may be adapted to alter the appearance of a clip associated with the manipulation facility.

Video editing with timeline representations



US • [US7762819](#) • David Pous Lerman • Videogig, Inc.

Priority 2015-04-20 • Filed 2017-01-06 • Granted 2016-08-03 • Published 2010-08-03

Embodiments of the present invention provide browser-based clip manipulation methods and systems for rendering and editing a clip. Without limitation, the clip may be a video clip. The clip manipulation facility is associated with at least one editing function, where the editing function is ...

Fantasy sports integration with video content



US • [US2016015282](#) • David S. Thompson • Clip Engine LLC

Priority 2015-03-22 • Filed 2016-09-07 • Granted 2016-09-13 • Published 2016-09-13

Fantasy sports information may be integrated with video content of games or sporting events. An example technique includes determining one or more athletes on a roster of a fantasy sports team of a user, receiving video content of a game or sporting event, and identifying at least one athlete of ...

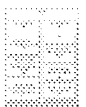
Method and system for efficient streaming video dynamic rate adaptation

WO US CA • [CA2675282](#) • Kevin J. Ma • Azuki Systems, Inc.

Priority 2009-03-23 • Filed 2010-03-23 • Granted 2013-09-24 • Published 2010-09-24

A streaming media system employs dynamic rate adaptation. The method includes a file format compatible with legacy HTTP infrastructure to deliver media over a persistent connection. The method further includes the ability for legacy client media players to dynamically change the encoded delivery ...

Highly interactive fantasy sports interleaver



US • [US2017007232A1](#) • David S. Thompson • David S. Thompson

Priority 2016-09-22 • Filed 2016-11-20 • Published 2017-03-16

A fantasy sports interleaver may include a video segmenting device to create a plurality of video clips, a clip annotator to associate each of the plurality of video clips with at least one of achievement of an athlete, and an interleaver to associate and transmit at least some of the plurality of ...

Interaction interleaver

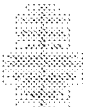


US • [US11281920B2](#) • David S. Thompson • David S. Thompson

Priority 2016-09-22 • Filed 2016-11-13 • Granted 2022-04-05 • Published 2020-04-05

A fantasy sports interleaver may include a video segmenting device to create a plurality of video clips, a clip annotator to associate each of the plurality of video clips with at least one of achievement of an athlete, and an interleaver to associate and transmit at least some of the plurality of ...

Method and apparatus for creation, distribution, assembly and verification of ...



US • [US11115726B2](#) • Dwight Marcus • Nitel Properties, Inc.

Priority 2000-09-08 • Filed 2017-01-23 • Granted 2021-09-07 • Published 2021-09-07

A method and apparatus for creation, distribution, assembly and verification of media, including one embodiment, media is transmitted to a receiver where the receiver assembles the media into programming. In another embodiment, media is transmitted to the receiver from a plurality of sources. In a ...

Fantasy sports integration with video content



US • [US2013851281](#) • David S. Thompson • David S. Thompson

Priority 2013-05-22 • Filed 2014-11-21 • Granted 2016-09-22 • Published 2015-09-22

Fantasy sports information may be integrated with video content of games or sporting events. An example technique includes determining one or more athletes on a roster of a fantasy sports team of a user, receiving video content of a game or sporting event, and identifying at least one athlete of ...

Methods and systems for creating, combining, and sharing time-constrained ...



WO 6P US 6A • [US2017066882](#) • Tristan Cameron Snell • Snakt, Inc.

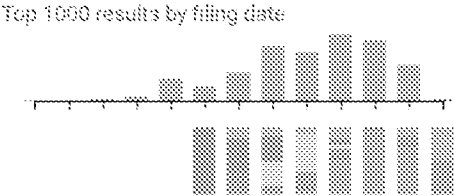
Priority 2013-06-05 • Filed 2018-08-02 • Granted 2020-07-07 • Published 2020-07-07

A method includes displaying, by a video display device, to a user of a client device, a broadcast of an audiovisual data feed. The method includes receiving, by the client device, an identification of a portion of the audiovisual data feed. The method includes generating, by the client device, a ...

Next

> >>

More than 100,000 results



Relative count of top 5 values

Assignees	Inventors	CPCs
 Facebook, Inc.		6
 Kodi Guides, Inc.		1
 Google Inc.		1
 APT Intellectual Property I, L P.		1
 Qualcomm Incorporated		1
Expand		

PE2E SEARCH - Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
L280	49	(marcus and dwight).in. and clip	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB)	OR	ON	ON	2023/09/07 04:50 PM
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		US-5576844-\$.DID. OR US-5580054-\$.DID. OR US-5616876-\$.DID. OR US-5633726-\$.DID. OR US-5634020-\$.DID. OR US-5644686-\$.DID. OR US-5659539-\$.DID. OR US-5659793-\$.DID. OR US-5680639-\$.DID. OR US-5687331-\$.DID. OR US-5689641-\$.DID. OR US-5713021-\$.DID. OR US-5721815-\$.DID. OR US-5721878-\$.DID. OR US-5729471-\$.DID. OR US-5748187-\$.DID. OR US-5748956-\$.DID. OR US-5751883-\$.DID. OR US-5752029-\$.DID. OR US-5754851-\$.DID. OR US-5765164-\$.DID. OR US-5781730-\$.DID. OR US-5799150-\$.DID. OR US-5799282-\$.DID. OR US-5819286-\$.DID. OR US-5826102-\$.DID. OR US-5852435-\$.DID. OR US-5861880-\$.DID. OR US-5864682-\$.DID. OR US-5870030-\$.DID. OR US-291999D-\$.DID. OR US-5864868-\$.DID. OR US-5875305-\$.DID. OR US-5949951-\$.DID. OR US-5966121-\$.DID. OR US-5999909-\$.DID. OR US-6002720-\$.DID. OR US-6293868-\$.DID. OR US-6032156-\$.DID. OR US-6144702-\$.DID. OR US-6154771-\$.DID. OR US-6314451-\$.DID. OR US-6317761-\$.DID. OR US-6317784-\$.DID. OR US-6320495-\$.DID. OR US-6379251-\$.DID. OR US-6456981-\$.DID. OR US-6760916-\$.DID. OR US-6764395-\$.DID. OR US-6813775-\$.DID. OR US-6883000-\$.DID. OR US-7617190-\$.DID. OR US-7877676-\$.DID. OR US-7937582-\$.DID. OR US-8386588-\$.DID. OR US-7024677-\$.DID. OR US-7130831-\$.DID. OR US-7380262-\$.DID. OR					
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L285	22	0916" "20020087976" "7130831" "7380262" "20060184982" "7603684" "20010056577" "6032156").PN. (((("MARCUS") near3 ("Dwight"))).INV. AND NTECH.as.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2023/09/07 10:49 PM
L286	140	clip with playlist and length and @rlad<="20030624"	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; IBM_TDB)	OR	ON	ON	2023/09/07 10:55 PM

PE2E SEARCH - Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
N246	10	(clip same (template playlist) same concatenat\$4).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2023/09/07 10:55 PM
N247	40	(clip same (template playlist) same frame).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2023/09/07 10:55 PM
N248	31	(marcus and dwight).in. and clip same (template playlist)	(US-PGPUB; USPAT)	OR	ON	ON	2023/09/07 10:55 PM

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 17/529,374	Filing Date 11/18/2021	☐ To be Mailed
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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 \$50 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 = *		x \$240 =	
☐ 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

	(Column 1)		(Column 2)	(Column 3)	RATE (\$)	ADDITIONAL FEE (\$)
AMENDMENT	02/13/2024		CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	
	Total (37 CFR 1.16(i))	* 16	Minus	** 20	= 0	x \$40 = 0
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0	x \$192 = 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			CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	
	Total (37 CFR 1.16(i))	*	Minus	**	=	x \$0 =
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x \$0 =
	☐ 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.						LIE
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".						/PEARLIE A FENNEL/
*** 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.						

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.

REQUEST FOR CONTINUED EXAMINATION(RCE)TRANSMITTAL **(Submitted Only via EFS-Web)**

Application Number	17/529,374	Filing Date	2021-11-18	Docket Number (if applicable)	17/529,374	Art Unit	2424
First Named Inventor	Dwight MARCUS			Examiner Name	JUNIOR O MENDOZA		

This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application.

Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application. The Instruction Sheet for this form is located at WWW.USPTO.GOV

SUBMISSION REQUIRED UNDER 37 CFR 1.114

Note: If the RCE is proper, any previously filed unentered amendments and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s).

☐ Previously submitted. If a final Office action is outstanding, any amendments filed after the final Office action may be considered as a submission even if this box is not checked.

☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on _____

☐ Other _____

☒ Enclosed

☒ Amendment/Reply

☐ Information Disclosure Statement (IDS)

☐ Affidavit(s)/ Declaration(s)

☒ Other

Extension of Time (two months)

MISCELLANEOUS

☐ Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of months _____. (Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(i) required)

☐ Other _____

FEES

The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed.

☒ The Director is hereby authorized to charge any underpayment of fees, or credit any overpayments, to Deposit Account No 201507

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

☒ Patent Practitioner Signature

☐ Applicant Signature

Signature of Registered U.S. Patent Practitioner			
Signature	/Scott T. Denion/	Date (YYYY-MM-DD)	2024-02-13
Name	Scott T. Denion	Registration Number	76757

This collection of information is required by 37 CFR 1.114. 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.

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

Privacy Act Statement

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

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

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Dwight MARCUS

Correspondence No.: 06980

Application No.: 17/529,374

Confirmation No.: 1017

Filing Date: November 18, 2021

Art Unit: 2424

For: METHOD AND APPARATUS FOR
EFFICIENT, ENTERTAINING
INFORMATION DELIVERY

Examiner: MENDOZA, JUNIOR O.

**RESPONSE TO FINAL OFFICE ACTION AND REQUEST FOR CONTINUED
EXAMINATION**

Mail Stop RCE
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Commissioner:

This is in response to the Final Office Action dated September 13, 2023. Applicant concurrently submits herewith a Request for Continued Examination (RCE).

Amendments to the Claims begin on page 2.

Remarks begin on page 6.

A two-month extension of time is hereby petitioned for. To the extent necessary, an additional extension of time is hereby petitioned for. Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, to Deposit Account 201507 associated with Customer No. 06980 and please credit any excess fees to such deposit account.

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method of delivering one or more media clips to a user, comprising:
 - delivering the one or more media clips to the user, wherein the one or more media clips are concatenated together;
 - selecting a media clip from the one or more media clips, wherein the selected media clip is **a video or audio clip** related to a product; and
 - delivering an advertisement clip, **longer than the video or audio clip**, detailing the product to the user.
2. (Cancelled).
3. (Currently Amended) A method of delivering one or more media clips to a user, comprising:
 - delivering the one or more media clips to the user, wherein the one or more media clips are concatenated together;
 - selecting a media clip from the one or more media clips, wherein the selected media clip is a **part of a second media clip portion of an entire media program**; and
 - delivering the **entire media program** ~~second media clip~~ to the user.
4. (Previously Presented) The method of claim 1, further comprising:
 - providing an information display and partitioning the information display to comprise:
 - a first viewing area; and
 - a plurality of mini-display regions;
 - playing, in the first viewing area of the information display, the selected media clip;
 - playing, in the first viewing area of the information display, the advertisement clip; and
 - playing, in the plurality of mini-display regions of the information display, the selected media clip.
5. (Previously Presented) The method of claim 3, further comprising:
 - providing an information display and partitioning the information display to comprise:
 - a first viewing area; and

a plurality of mini-display regions;
playing, in the first viewing area of the information display, the selected media clip;
playing, in the first viewing area of the information display, the advertisement clip; and
playing, in the plurality of mini-display regions of the information display, the selected media clip.

6. (Original) The method of claim 1, wherein each of the one or more media clips is associated with a header including both content information and aesthetic information for the each of the one or more media clips.

7. (Currently Amended) A method of delivering one or more media clips to a user, comprising:
delivering the one or more media clips to the user, wherein the one or more media clips are concatenated together;
providing an information display and partitioning the information display to comprise:
a first viewing area; and
a plurality of mini-display regions;
playing, in the first viewing area of the information display, a first media clip from the one or more media clips;
delivering a second media clip to the user;
playing, in the first viewing area of the information display, the second media clip; and
playing, in one of the plurality of mini-display regions of the information display, the selected first media clip **in a loop**.

8. (New) The method of claim 1, further comprising:
collecting user information including at least one of demographic information, one or more interests of the user, or a prior history of interacting with prior media clips, wherein the delivering the one or more media clips to the user is based on the collected user information.

9. (New) The method of claim 8, further comprising:

selecting and packaging the one or more media clips in accordance with a template, wherein the selected and packaged one or more media clips are the one or more clips that are delivered to the user.

10. (New) The method of claim 3, further comprising:

collecting user information including at least one of demographic information, one or more interests of the user, or a prior history of interacting with prior media clips, wherein the delivering the one or more media clips to the user is based on the collected user information.

11. (New) The method of claim 10, further comprising:

selecting and packaging the one or more media clips in accordance with a template, wherein the selected and packaged one or more media clips are the one or more clips that are delivered to the user.

12. (New) The method of claim 7, further comprising:

collecting user information including at least one of demographic information, one or more interests of the user, or a prior history of interacting with prior media clips, wherein the delivering the one or more media clips to the user is based on the collected user information.

13. (New) The method of claim 12, further comprising:

selecting and packaging the one or more media clips in accordance with a template, wherein the selected and packaged one or more media clips are the one or more clips that are delivered to the user.

14. (New) The method of claim 1, further comprising:

providing a viewing area, wherein the advertisement clip is played in the viewing area;
providing a plurality of mini-display regions;
after the advertisement clip is played in the viewing area, displaying a representation of the advertisement clip in a first mini-display region of the plurality the mini-display regions;
playing, in the first viewing area, a second media clip; and

after the second media clip is played in the viewing area:

displaying a representation of the second media clip in the first mini-display region of the plurality the mini-display regions; and

displaying a representation of the advertisement clip in a second mini-display region of the plurality the mini-display regions.

15. (New) The method of claim 3, further comprising:

providing a viewing area, wherein the full media program is played in the viewing area;

providing a plurality of mini-display regions;

after the full media program is played in the viewing area, displaying a representation of the full media program in a first mini-display region of the plurality the mini-display regions;

playing, in the first viewing area, a second media clip; and

after the second media clip is played in the viewing area:

displaying a representation of the second media clip in the first mini-display region of the plurality the mini-display regions; and

displaying a representation of the full media program in a second mini-display region of the plurality the mini-display regions.

16. (New) The method of claim 7, further comprising, after the second media clip is played in the first viewing area of the information display:

playing, in the one of the plurality of mini-display regions of the information display, the second media clip in a loop; and

playing, in another one of the plurality of mini-display regions of the information display, the selected first media clip in a loop.

17. (New) The method according to claim 3, wherein the entire media program is a movie or a show.

REMARKS

Reconsideration of the Application is respectfully requested.

I. Status of the Claims

Claims 1-7 were originally pending. By the present Response, claim 2 is cancelled, claims 1, 3, and 7 are currently amended, and claims 8-17 are newly added. Support for the amendments can be found in the originally filed application, for example, in Paras. [0021]-[0023] of the published Specification (“Specification”). Applicant respectfully submits that no new matter is added. Applicant is not conceding that the subject matter encompassed by the claims prior to this Amendment is unpatentable over the art cited by the Examiner.

Upon amendments, claims 1 and 3-17 are pending.

II. Double Patenting

Claim 1, 3 and 7 are rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1 and 5 of U.S. Pat. No. 11,184,686. Claims 4 and 5 are rejected on the ground of nonstatutory double patenting as being unpatentable over claim 1 of U.S. Patent No. 11,184,686 in view of US Pat. Pub. No. 2002/0166122 to Kikinis et al. (“Kikinis”). Claim 1, 3 and 7 are rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1, 8, 9 and 15 of U.S. Patent No. 9,317,597. Claims 4 and 5 are rejected on the ground of nonstatutory double patenting as being unpatentable over claim 1 of U.S. Pat. No. 9,317,597 in view of Kikinis. Claim 1, 3, and 7 are rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1, 8, 9 and 15 of U.S. Pat. No. 8,875,185. Claims 4 and 5 are rejected on the ground of nonstatutory double patenting as being unpatentable over claim 1 of U.S. Patent No. 8,875,185 in view of Kikinis.

While Applicant respectfully disagrees, Applicant again respectfully requests these rejections be held in abeyance until the claims are deemed allowable over the other rejections.

III. Rejections under 35 U.S.C. § 103

Claims 1, 3 and 6 are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over US Pat. No. 6,032,156 to Marcus in view of US Pat. No. 6,317,784 to Mackintosh et al.

(“Mackintosh”). Claims 4, 5 and 7 are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Marcus and Mackintosh in view of Kikinis.

Without acquiescing to the propriety of the Office’s previous rejections, and solely in the interest of expediting prosecution of the present application, claims 1, 3 and 7 have been amended. Specifically, Applicant respectfully submits that the prior art of record, whether alone or in combination, fails to disclose suggest at least:

selecting a media clip from the one or more media clips,
wherein the selected media clip is a video or audio clip related to a product; and
delivering an advertisement clip, longer than the video or audio clip, detailing the product to the user[.]

as recited in amended claim 1 (emphasis added),

selecting a media clip from the one or more media clips,
wherein the selected media clip is a portion of an entire media program; and
delivering the entire media program to the user[.]

as recited in amended claim 3 (emphasis added), and

playing, in one of the plurality of mini-display regions of the information display, the selected first media clip in a loop[.]

as recited in amended claim 7 (emphasis added).

Regarding claim 1, Marcus as modified by Mackintosh discloses a sliding history window 306/525 and supplemental information in a main window 302/526, as discussed in Mackintosh at Col. 16, lines 1-37. Applicant respectfully notes that the history window merely displays a “history of advertising or other tracks included in the broadcast material”. See Mackintosh at Col. 16, lines 5-6. In contrast, amended claim 1 recites “wherein the selected media clip is a video or audio clip related to a product”. Thus, Marcus as modified by Mackintosh is deficient at least because the combination fails to disclose or suggest (1) a “selected media clip” that is “a video or audio clip related to a product” and (2) “delivering an advertisement clip, longer than the video or audio clip”.

Therefore, even if Marcus could be modified with Mackintosh (which Applicant is not conceding), the resulting combination would still fail to disclose or suggest at least: “wherein the selected media clip is a video or audio clip related to a product” and “delivering an advertisement clip, longer than the video or audio clip”, as recited in claim 1, because neither Marcus nor

Mackintosh discloses or suggests providing an audio or video clip that is selected which results in an advertisement (which is longer than the selected clip) being delivered. That is, the proposed combination of references based on Marcus fails to show, describe or suggest all claimed features.

Regarding claim 3, Marcus as modified by Mackintosh discloses a sliding history window 306/525 and supplemental information in a main window 302/526, as discussed in Mackintosh at Col. 16, lines 1-37. Applicant respectfully notes that the history window merely displays a “history of advertising or other tracks included in the broadcast material”. See Mackintosh at Col. 16, lines 5-6. In contrast, amended claim 3 recites “wherein the selected media clip is a part of an entire media program”. Thus, Marcus as modified by Mackintosh is deficient at least because the combination fails to disclose or suggest (1) a “selected media clip” that is “a portion of an entire media program” and (2) “delivering the entire media program” to a user.

Therefore, even if Marcus could be modified with Mackintosh (which Applicant is not conceding), the resulting combination would still fail to disclose or suggest at least: “wherein the selected media clip is a portion of an entire media program” and “delivering the entire media program to the user”, as recited in claim 3, because neither Marcus nor Mackintosh discloses or suggests providing a portion of a media program that is selected, which results in an entire media program being delivered to a user. That is, the proposed combination of references based on Marcus fails to show, describe or suggest all claimed features.

Regarding claim 7, Marcus as modified by Mackintosh and Kikinis discloses image areas 205A-X that contain thumbnail video streams, as discussed in Kikinis at Para. [0030]. Applicant respectfully notes that the thumbnail video streams are of “real-time programming of selected channels”. In contrast, amended claim 7 recites “playing, in one of the plurality of mini-display regions of the information display, the selected first media clip in a loop”. Thus, Marcus as modified by Mackintosh is deficient at least because the combination fails to disclose or suggest playing the selected first media clip in a loop.

Therefore, even if Marcus could be modified with Mackintosh and Kikinis (which Applicant is not conceding), the resulting combination would still fail to disclose or suggest at least: “playing, in one of the plurality of mini-display regions of the information display, the selected first media clip in a loop”, as recited in claim 7, because neither Marcus nor Mackintosh nor Kikinis discloses or suggests playing the selected first media clip in a loop

in a mini-display region. That is, the proposed combination of references based on Marcus fails to show, describe or suggest all claimed features.

For at least these reasons, Applicant respectfully submits that independent claims 1, 3 and 7 are patentable. Dependent claims are patentable at least by virtue of their respective dependencies on an allowable claim and/or for further features recited therein. Accordingly, Applicant submits that claims 1 and 3-16 are allowable.

IV. New Claims

With this Response, Applicant adds claims 8-17. Applicant respectfully submits that the claims recite no new matter and highlights other novel features of the present disclosure. Applicant respectfully submits that claims 8-17 are patentable at least by virtue of their respective dependencies and/or for the additional features recited therein. Accordingly, Applicant respectfully requests that claims 8-17 be allowed.

CONCLUSION

It is believed the application is now in condition for allowance. The Examiner is respectfully requested to contact the undersigned if there are any remaining issues which can be resolved by a Supplemental or Examiner's Amendment.

Dated: February 13, 2024

Respectfully Submitted,

/Scott T. Denion/

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ELECTRONIC ACKNOWLEDGEMENT RECEIPT

APPLICATION #
17/529,374

RECEIPT DATE / TIME
02/13/2024 03:58:57 PM Z ET

ATTORNEY DOCKET #
243449.000083

Title of Invention

METHOD AND APPARATUS FOR EFFICIENT, ENTERTAINING INFORMATION DELIVERY

Application Information

APPLICATION TYPE	Utility - Nonprovisional Application under 35 USC 111(a)	PATENT #	-
CONFIRMATION #	1017	FILED BY	Eileen Carney
PATENT CENTER #	64308831	FILING DATE	11/18/2021
CUSTOMER #	6980	FIRST NAMED INVENTOR	Dwight MARCUS
CORRESPONDENCE ADDRESS	-	AUTHORIZED BY	Scott Denion

Documents

TOTAL DOCUMENTS: 4

DOCUMENT	PAGES	DESCRIPTION	SIZE (KB)
RCE_2024-02-13_243449-000083.pdf	3	Request for Continued Examination (RCE)	84 KB
Warning: This is not a USPTO supplied RCE fillable form. Data in the form cannot be automatically loaded to other USPTO systems.			
FOAR-RCE_AF_2024-02-12_243449-000083.pdf	9	-	54 KB
FOAR-RCE_AF_2024-02-12_243449-000083-RCEX.pdf	(1-1) 1	Request for Continued Examination (RCE)	19 KB
FOAR-RCE_AF_2024-02-12_243449-000083-CLM.pdf	(2-5) 4	Claims	28 KB
FOAR-RCE_AF_2024-02-	(6-9) 4	Applicant Arguments/Remarks	35 KB

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REM.pdf

Made in an Amendment

Digest

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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 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.



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CORRESPONDENCE ADDRESS	-	FIRST NAMED INVENTOR	Dwight MARCUS

Payment Information

PAYMENT METHOD DA / 201507	PAYMENT TRANSACTION ID E20242CG00099149	PAYMENT AUTHORIZED BY Eileen Carney
PRE-AUTHORIZED ACCOUNT 201507	PRE-AUTHORIZED CATEGORY 37 CFR 1.16 (National application filing, search, and examination fees); 37 CFR 1.17 (Patent application and reexamination processing fees); 37 CFR 1.19 (Document supply fees); 37 CFR 1.20 (Post Issuance fees); 37 CFR 1.21 (Miscellaneous fees and charges)	

FEE CODE	DESCRIPTION	ITEM PRICE(\$)	QUANTITY	ITEM TOTAL(\$)
2252	EXTENSION FOR RESPONSE WITHIN SECOND MONTH -	256.00	1	256.00
2801	REQUEST FOR CONTINUED EXAMINATION (RCE) - 1ST REQUEST (SEE 37 CFR 1.114)	544.00	1	544.00
TOTAL AMOUNT:				\$800.00

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TikTok Ex. 1008, Page 131 of 132

described in MPEP 503.

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