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June 06, 2023

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APPLICATION NUMBER: ***11/736,544***
FILING DATE: ***April 17, 2007***
PATENT NUMBER: ***7861260***
ISSUE DATE: ***December 28, 2010***

UNITED STATES PATENT AND TRADEMARK OFFICE
DEPARTMENT OF COMMERCE

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PTO/SB/05 (02-07)
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UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No.	14-TV1
First Inventor	Shkedi, Roy
Title	Targeted television advertisements based on online behavior
Express Mail Label No.	Filed through EFS - 4/17/2007

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

1. ☑ **Fee Transmittal Form** (e.g., PTO/SB/17)
   (Submit an original and a duplicate for fee processing)
2. ☑ **Applicant claims small entity status.**
   See 37 CFR 1.27.
3. ☑ **Specification** [*Total Pages* 45]
   Both the claims and abstract must start on a new page
   (For information on the preferred arrangement, see MPEP 608.01(a))
4. ☑ **Drawing(s)** (*35 U.S.C. 113*) [*Total Sheets* 18]
5. **Oath or Declaration** [*Total Sheets* 2]
   a. ☑ Newly executed (original or copy)
   b. ☐ A copy from a prior application (37 CFR 1.63(d))
   (for continuation/divisional with Box 18 completed)
   i. ☐ DELETION OF INVENTOR(S)
   Signed statement attached deleting inventor(s) name in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).
6. ☐ **Application Data Sheet.** See 37 CFR 1.76
7. ☐ **CD-ROM or CD-R** in duplicate, large table or Computer Program *(Appendix)*
   ☐ Landscape Table on CD
8. **Nucleotide and/or Amino Acid Sequence Submission**
   (if applicable, items a. – c. are required)
   a. ☐ Computer Readable Form (CRF)
   b. Specification Sequence Listing on:
      i. ☐ CD-ROM or CD-R (2 copies); or
      ii. ☐ Paper
   c. ☐ Statements verifying identity of above copies

ADDRESS TO: **Commissioner for Patents**
P.O. Box 1450
Alexandria VA 22313-1450

ACCOMPANYING APPLICATION PARTS

9. ☑ **Assignment Papers** (cover sheet & document(s))
   Name of Assignee AlmondNet, Inc.
10. ☑ **37 CFR 3.73(b) Statement** *(when there is an assignee)* ☑ **Power of Attorney**
11. ☐ **English Translation Document** *(if applicable)*
12. ☑ **Information Disclosure Statement** (PTO/SB/08 or PTO-1449)
    ☑ Copies of citations attached
13. ☐ **Preliminary Amendment**
14. ☐ **Return Receipt Postcard** (MPEP 503)
    (*Should be specifically itemized)*
15. ☐ **Certified Copy of Priority Document(s)**
    (if foreign priority is claimed)
16. ☐ **Nonpublication Request** under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or equivalent.
17. ☐ Other:

18. If a CONTINUING APPLICATION, *check appropriate box, and supply the requisite information below and in the first sentence of the specification following the title, or in an Application Data Sheet under 37 CFR 1.76:*

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No.: .....

Prior application information: *Examiner* _____ *Art Unit:* _____

19. CORRESPONDENCE ADDRESS

☑ The address associated with Customer Number: 26362 ***OR*** ☐ Correspondence address below

Name					
Address					
City		State		Zip Code	
Country		Telephone		Email	

Signature	/Louis J. Hoffman/	Date	April 17, 2007
Name (Print/Type)	Louis J. Hoffman, P.C.	Registration No. (Attorney/Agent)	38,918

This collection of information is required by 37 CFR 1.53(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**
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DECLARATION FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63)

☑ Declaration Submitted With Initial Filing *OR* ☐ Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)

Attorney Docket Number	14-TV1
First Named Inventor	Shkedi, Roy
COMPLETE IF KNOWN	
Application Number	NEW APPLICATION
Filing Date	April 17, 2007
Art Unit	n/a
Examiner Name	n/a

I hereby declare that:

Each inventor's residence, mailing address, and citizenship are as stated below next to their name.

I believe the inventor(s) named below to be the original and first inventor(s) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

Targeted television advertisements based on online behavior

(Title of the Invention)

the specification of which

☑ is attached hereto

OR

☐ was filed on (MM/DD/YYYY) ☐ as United States Application Number or PCT International Application Number ☐ and was amended on (MM/DD/YYYY) ☐ (if applicable).

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

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached? YES	NO
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

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

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DECLARATION — Utility or Design Patent Application

Direct all correspondence to:	☑ The address associated with Customer Number:	26362	OR ☐	Correspondence address below

Name		
Address		
City	State	ZIP
Country	Telephone	Email

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.

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

NAME OF SOLE OR FIRST INVENTOR:	☐ A petition has been filed for this unsigned inventor
Given Name (first and middle [if any])	Family Name or Surname
Roy	Shkedi

Inventor's Signature	Date
Roy Shkedi	April 13, 2007

Residence: City	State	Country	Citizenship
New York	New York	USA	IL

Mailing Address: c/o AlmondNet, Inc.; 134 Spring Street, Suite 302

City	State	Zip	Country
New York	New York	10012	USA

☐ Additional inventors or a legal representative are being named on the _____ supplemental sheet(s) PTO/SB/02A or 02LR attached hereto.

PTO/SB/96 (09-06)
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STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: AlmondNet, Inc.

Application No./Patent No.: New Application Filed/Issue Date: April ~~13~~ 17, 2007

Entitled: Targeted television advertisements based on online behavior

AlmondNet, Inc., a Delaware corporation
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☑ the assignee of the entire right, title, and interest; or

2. ☐ an assignee of less than the entire right, title and interest
(The extent (by percentage) of its ownership interest is_____ %)

in the patent application/patent identified above by virtue of either:

A. ☑ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

OR

B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

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

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

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

☐ Additional documents in the chain of title are listed on a supplemental sheet.

☑ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

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

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

Roy Shkedi	April 13, 2007
Signature	Date
Roy Shkedi	(212) 219-5070
Printed or Typed Name	Telephone Number
CEO - AlmondNet, Inc.	
Title	

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

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ASSIGNMENT

FOR VALUE RECEIVED, I, the named inventor of the below-referenced patent application, sell, assign, and transfer to AlmondNet, Inc., a Delaware Corporation, and any successor, assign, legal representative, or designated nominee ("Assignee"), the entire right, title, and interest, for all countries, in and to certain inventions relating to: "Targeted Television Advertisements Based on Online Behavior," described in a U.S. utility patent application filed April 17, 2007, and all the rights and privileges under all Letters Patent that may be granted for those inventions, including any regular applications and continuations, continuations-in-part, and divisions thereof, and reissue patents or applications thereof, and any foreign counterparts or international applications related to those inventions.

I request that all patents for the inventions be issued to Assignee.

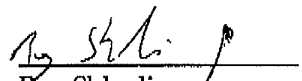
I agree that, when requested, I will, without charge to Assignee but at Assignee's expense, sign all papers, take all rightful oaths, and do all acts that may be necessary, desirable, or convenient for securing and maintaining patents for the inventions in all countries and for vesting title to such patents in Assignee.

I authorize and empower Assignee to invoke and claim, for any application for patent or other form of protection for the inventions filed by Assignee, the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention that may be substituted for it, and to invoke and claim such right of priority without further written or oral authorization from me.

I consent that a copy of this assignment shall be deemed a full legal and formal equivalent of any assignment, consent to file, or like document that may be required in any country for any purpose and more particularly in proof of the right of Assignee to claim the benefit of the right of priority provided by the International Convention for the Protection of Industrial Property, as amended, or by any convention that may be substituted for it.

I represent and covenant with Assignee that the rights and property conveyed by this Assignment are free and clear of any encumbrance, and that I have full right to convey those rights and property.

Agreed:



Roy Shkedi at New York, New York, April 13, 2007.

PTO/SB/81 (01-08)
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POWER OF ATTORNEY and CORRESPONDENCE ADDRESS INDICATION FORM

Application Number	NEW APPLICATION
Filing Date	~~April 13, 2007~~ April 17, 2007
First Named Inventor	Shkedi, Roy
Title	Targeted television advertisements
	based on online behavior
Examiner Name	n/a
Attorney Docket Number	14-TV1

I hereby revoke all previous powers of attorney given in the above-identified application.

I hereby appoint:

☑ Practitioners associated with the Customer Number: 26362

OR

☐ Practitioner(s) named below:

Name	Registration Number

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

Please recognize or change the correspondence address for the above-identified application to:

☑ The address associated with the above-mentioned Customer Number:

OR

☐ The address associated with Customer Number: 26362

OR

☐ Firm or Individual Name					
Address					
City		State		Zip	
Country					
Telephone		Email			

I am the:

☐ Applicant/Inventor.

☑ Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96)

SIGNATURE of Applicant or Assignee of Record

Signature	Roy Shkedi	Date	April 13, 2007
Name	Roy Shkedi	Telephone	(212) 219-5070
Title and Company	CEO - AlmondNet, Inc.		

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

☐ *Total of _____ forms are submitted.

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR

Applicant: Roy Shkedi

BACKGROUND

[0001] The field of the present invention relates to online access and targeted delivery of advertisements. In particular, television advertisements are targeted based on observed online (i.e., Internet) behavior of a television viewer without employing personally identifiable information.

[0002] Some of the terms used in the present disclosure or appended claims are defined as follows.

[0003] Television provider (TVP) – an entity that provides television service to a subscriber or user via any suitable transmission medium, including but not limited to coaxial cable, fiber-optical cable, network cable, phone line, satellite transmission, or VHF or UHF transmission.

[0004] Internet service provider (ISP; equivalently, an online access provider) – an entity that provides online access to a subscriber or user via any suitable transmission medium, including but not limited to coaxial cable, fiber-optical cable, network cable, phone line, satellite transmission, wireless transmission (e.g., WiMax, WiFi, other IEEE 802 wireless protocols, etc.), or VHF or UHF transmission. The online access enables the subscriber to access the Internet and its myriad online sites, or to access any future network successor to the Internet.

[0005] Set-top box (STB) - a device that connects a television and a signal source. The STB receives an incoming signal, extracts content from the received signal, and transmits the extracted content to the television to be presented to a viewer. The signal source can be a computer network cable (e.g., an Ethernet or other transmission-speed cable), a satellite dish, a coaxial cable connected to a cable television system, a telephone line or digital subscriber line (DSL), a wireless network connection, an antenna (VHF, UHF, digital, or other), or another suitable signal source. The content can include, but is not limited to, video (which often can include an audio portion),

audio, Internet web pages, interactive games, or other content. An STB may or may not include a dedicated television tuner. Despite its name, an STB need not be physically located on top of a television set literally. Under current technology, STBs often are located physically adjacent to the television set, such as in a media cabinet or the like, but it is not even necessary that the STB be located in proximity to the television. Nor is it necessary that the STB be a box, literally. Rather, a STB might be implemented, for example, as a circuit board, integrated circuit, set of integrated circuits, or software that is physically integrated with another "box," such as the television, a cable or other connection, a computer, or a building equipment or junction box, which also has other functions, or without being housed in any "box" at all.

[0006] Digital video recorder (DVR, alternatively personal video recorder or PVR) - a device that stores video content in a digitally encoded format on a digital storage medium, such as a hard drive, and enables playback of the stored content. A DVR can comprise a stand-alone unit connected to a television, an STB, or a signal source, or the DVR can comprise software that programs a computer to perform DVR storage and playback functions.

[0007] Video-on-Demand (VOD) - a system that allows users to select and view video content delivered from a signal source in response to a request from the user. Typically, the requested video content can be viewed at a time of the user's own choosing and can be paused, rewound, or fast-forwarded as desired by the user. A VOD system can "stream" the content (enabling viewing of portions of a requested item of video content while other portions are still being delivered from the signal source), or the VOD system can "download" the content and allow viewing only after a complete item is delivered from the signal source. Some VOD systems allow users to select and watch video content over a network as part of an interactive television system.

[0008] Interactive Television (interactive TV, iTV, idTV, or ITV) – any television system that enables a viewer to interact with video content delivered to a television. Interactive television can include, but is not limited to, access to Web sites through TV "crossover links," electronic mail and online chat, online commerce, or enhanced graphics (relative to standard television offerings).

[0009] Internet Protocol Television (IPTV) – a system wherein television content is delivered via a computer network using Internet Protocol (IP). For residential users, IPTV is often provided in conjunction with Video on Demand and can also be bundled with Internet services such as Internet access and Voice-over-IP (VoIP). Commercial bundling of IPTV, VoIP, and Internet access is sometimes referred to in the industry as a "triple play." Additional telecommunications services (e.g., mobile voice or data service) can be added, yielding a "quadruple play" and so forth. IPTV typically is supplied by a broadband service provider using a closed network infrastructure. IPTV also can be provided over the Internet or other publicly accessible computer network, in which case it might be referred to as Internet TV or TV-over-Internet. IPTV also can be used to deliver video or other content over a corporate LAN or other business network.

[0010] Online user interface device – any user interface device used to access a remote network such as the Internet, including but not limited to a cell phone or mobile handset, a personal digital assistant (PDA), or a networked computer (desktop, workstation, notebook, laptop, or other).

[0011] Online access device – any device used to connect an online user interface device to a remote network such as the Internet, including but not limited to a modem, a wired or wireless router, a wireless access point, a wired network adapter (e.g., Ethernet adapter), a wireless network adapter (e.g., IEEE 802.11, ED-VO, EDGE, HSPA, CDMA, GSM, or other), or an optical fiber based network adapter (e.g., a network interface unit or optical network terminal). Different types of online access devices can and sometimes are combined into a single unit (e.g., a modem that also functions as a router for a LAN). An online user interface device and an online access device can be, and sometimes are, combined into a single unit (e.g., a computer with a built-in Ethernet adapter, wireless adapter, or modem).

[0012] Router – any device that acts as a junction between networks, to buffer and transfer data between or among them. For example, a router can be employed to connect a local area network (LAN) to the Internet, thereby enabling online user interface devices connected to the LAN to share a connection to the Internet through the router. The router receives data from devices on the LAN and transmits them to the

Internet directed to their corresponding destinations, and receives data from the Internet and directs them to the corresponding devices on the LAN.

[0013] Modem – a device that enables online access by a user by acting as an interface between the online access provider's network transmission system and the user's computer or other online user interface device. Modems vary according to the type of provider network transmission system. Unless a specific type of modem is specified, the term "modem" shall encompass telephone modems, cable modems, DSL modems, wireless modems, satellite modems, or modems for providing online access to any other suitable network transmission system.

[0014] Cable modem - a type of modem that enables digital data transmission over cable television infrastructure. Cable modems are primarily used to deliver broadband Internet access using modulation frequencies that are not used for traditional television transmission.

[0015] Asymmetric Digital Subscriber Line (ADSL, or often DSL) - a data communications technology that enables faster data transmission over a copper telephone line than a conventional modem can provide. ADSL data transmission employs frequencies that typically are not used for voice transmission, usually frequencies beyond the range of normal human hearing (higher than about 20kHz). Propagation of such high-frequency signals over standard copper telephone lines typically is poor, typically limiting the use of DSL to distances less than about 5 km. Once the signal reaches the telephone company's nearest central office (CO), the ADSL signal is stripped off and routed into a conventional data network, while any voice-frequency signal is routed into the conventional telephone network. That arrangement enables a single telephone line to be used for both data transmission and telephone calls simultaneously.

[0016] DSL modem – an ADSL transceiver, also known as an ADSL modem, used to connect one or more computers to a phone line to use an ADSL service. A DSL modem also can be referred to as a remote ADSL termination unit (ATU-R). An ADSL modem can also be configured to act as a router, managing the connection and sharing of the ADSL service with multiple computer or other networked devices. Such a combined device can be referred to as a DSL modem/router or similar terminology.

[0017] Digital Subscriber Line Access Multiplexer (DSLAM) – a device enabling high-speed connections between telephone lines and a computer network such as the Internet. Typically it is located at a telephone company central office (CO) and connects multiple Digital Subscriber Lines (DSLs) to a computer network, typically the Internet, using a suitable multiplexing technique.

[0018] Cable Modem Termination System (CMTS) – equipment typically found in a cable company's headend that is used to provide data communication over the cable television infrastructure, thereby enabling the cable company to offer services such as broadband Internet access or VoIP to its subscribers. To provide high-speed data services (i.e., broadband access), a cable company typically connects its headend to the Internet using high capacity data links, directly or through a network service provider. On the subscriber side of the headend, the CMTS enables data communication with each subscriber's cable modem. Various CMTSs are capable of serving different cable modem population sizes, which can range from 4,000 cable modems to 150,000 or more. A given cable company headend may have only a few CMTSs, or a dozen or more, depending on the size of the cable modem population serviced by that headend.

[0019] Dynamic Host Configuration Protocol (DHCP) – a system that automatically assigns Internet Protocol addresses (IP addresses), subnet masks, default routers, and other IP parameters, which are required for proper routing of data transmissions to or from a particular device connected to the network. The assignment usually occurs when a DHCP-configured computer, modem, router, or other device boots up or regains connectivity to the network. The DHCP client (i.e., DHCP software resident in the computer) sends out a query requesting a response from a DHCP server on the network. The query is typically initiated immediately after booting up and before the client initiates any IP-based communication with other hosts. The DHCP server then replies to the client with its assigned IP address, subnet mask, domain name server (DNS), and default gateway information (referred to as "stateful" assignment). The assignment of the IP address usually expires after a predetermined period of time, at which point the DHCP client and server renegotiate a new IP address from the DHCP server's predefined pool of IP addresses. Because, under DHCP, the IP address of a

given computer varies over time, various network-related functions are more difficult. For example, configuring firewall rules to allow access to or from a machine that receives its IP address via DHCP is more complicated because the IP address varies from time to time. Network administrators typically must enable access to an entire remote DHCP subnet for a particular TCP/UDP port. Such complications arise in other instances as well. Many residential routers and firewalls are configured in the factory to act as DHCP servers for home networks. A computer can also be used as a DHCP server. Internet Service Providers (ISPs) generally use DHCP to assign individual IP addresses to subscribers. DHCPv6, which is the Dynamic Host Configuration Protocol for Internet Protocol Version 6 (IPv6), enables local generation of IP addresses (i.e., "stateless" assignment). Although such stateless address auto-configuration of IPv6 substantially eliminates a prime motivation for DHCP in IPv4, DHCPv6 can still be used to statefully assign addresses if needed or desired by a network administrator. DHCPv6 can also be used to distribute information that is not otherwise discoverable, e.g., the domain name server.

[0020] Behavioral targeting – the delivery of specific advertisements to a subscriber, the advertisements being selected on the basis of activity of the subscriber, typically recent activity, including but not limited to: online searches conducted by the subscriber; content accessed by the subscriber online or on television; online advertisements viewed, clicked on, or otherwise accessed by the subscriber; online shopping or purchases made by the subscriber; and any other form of previous subscriber activity.

[0021] Central Ad Server (CAS) – a computer server that manages delivery of online advertisements to visitors of online sites. A local ad server can be typically run by a single online publisher to serve ads to visitors of websites of that publisher's Internet domains, or by a single advertiser to serve ads into ad space acquired by the advertiser on various other websites. A third-party or remote ad server typically is remotely located and delivers advertisements of various advertisers to visitors of websites of multiple domains owned by multiple publishers. The remote ad server acts as a central conduit for delivering advertisements, enabling advertisers and publishers to track the distribution of their online advertisements and to control the rotation and distribution of their advertisements across the Internet from one location. The advertisements can be

stored on the CAS for later delivery, can be transmitted to the CAS and then delivered from the CAS upon receiving an ad request, or can be delivered from another source in response to an ad request received and routed by the CAS. Examples of third-party ad servers include DoubleClick's DART for Publishers central ad server (also known as DFP) and DoubleClick's DART for Advertisers central ad server (also known as DFA).

[0022] Profile provider – An entity that collects profile information that is used to target advertisements. In the context here, the profile provider cooperates with a CAS, which receives all or part of the collected profile information from the profile provider for use in targeting TV advertisements. User profile information derived from online activity can include observed online behavior of a user accessing the Internet or demographic information collected from a user accessing the Internet. Examples of profile providers can include, but are not limited to, any entity that owns or uses: (1) a visited Internet site server; (2) a server delivering content, images, audio, video, text, or any combination directed to an online user interface device (such as a computer or other online interface device) via an online access device (such as a modem or router), either directly or indirectly (e.g., via a redirect); (3) a server delivering an ad to an online user interface device via an online access device on behalf of an advertiser or an ad network; (4) a server recording an activity conducted from an online user interface device such as a click on an ad or a link to an ad, a viewing of an ad, a click on a link to particular content, a search, a request for product information, receipt of particular content, a product purchase, a telephone call made, or any other selected and definable user activity; or (5) a server facilitating instant messages or any other kind of communication on behalf of the user. Another example of a profile provider is: (6) a company sponsoring and having access to a computer program located on the user's computer or other online user interface device that can observe the user's online activity (with the user's permission), such as a browser toolbar or desktop search software. A profile provider, broadly, can be: (7) any entity able to collect behavioral profiles (observed online activity) or demographic profiles (provided by the user), preferably for purposes here including the IP address used when the profile was observed or collected and the date and time the profile was observed or collected, regardless of whether or not the entity collected a given profile directly through contact with the user's computer or indirectly from another entity such as those listed in this paragraph. In some cases, a

user's online activity will result in direct contact between the online user interface device via an online access device and the profile provider, e.g., if the profile provider is an online commerce site, the user makes a purchase at the site, and the online commerce site generates a profile for that user. In other instances there may be no direct contact between the profile provider and the user, e.g., if the user makes a purchase at an online commerce site that in turn reports information pertaining to the user to the profile provider. In some situations, also, a profile provider might also own or otherwise control a CAS, in which case user profiles can be immediately available to the CAS without need for transmission between separate entities.

[0023] Profiles or partial profiles provided by a profile provider to a CAS can contain any quantity of profile information, such as, in one example, just an online access IP address used by a person at the time his profile was collected and the identity of the profile provider. The IP address can be provided by the profile provider itself or might be obtained by the CAS when a user engages in any online activity or provides an item of demographic information and is redirected by a profile provider to the CAS. In another example, a profile can be more extensive and can include demographic or behavioral information, such as an extensive browsing history, shipping or purchase histories, content viewed, and other information concerning the user's characteristics or the user's activities. Although the profile provider is an entity, many or most of the actions attributed to the profile provider are actually performed by equipment under the administrative control of the profile provider, such as computers, servers, software running on those computers or servers, network connection hardware or software, or other equipment. Such actions may still be characterized as being performed "by the profile provider," whether performed automatically, semi-automatically, or manually.

[0024] Personally Identifiable Information (PII) – information that can be used to identify a specific person, including but not limited to: name, Social Security number (SSN), date of birth, street address, email address, static IP address (if any), phone number (home, work, wireless), financial account numbers (bank accounts, credit accounts, or any other financial data), driver's license number, vehicle registration number, vehicle license number, facial photographs, fingerprints, handwriting or signature, or any other information that can assist in identifying a specific person.

[0025] Non-Personally-Identifiable Information (non-PII) – information about a person that typically cannot be used to specifically identify that person, including but not limited to: city, state, or country of residence, age, gender, race, ethnicity, school or workplace (if sufficiently large), salary or income, hobbies, dynamically assigned IP addresses, online sites visited, online searches conducted, or other information that is useful to know about a person but done not by itself allow one knowing the information to identify the particular person.

[0026] Cookie – a text file placed on a user's computer by a server that also serves content to the user's computer using browser software. The cookie typically can be read or altered only by a server operating under the same Internet domain as the server that originally placed the cookie. The cookie file can be used to identify a computer that has already been in contact with the same domain and can also be used to store PII or non-PII pertaining to a user of that computer. In a first example, a cookie can store non-PII such as previous searches conducted at the site, or pages viewed or visited at the site, by the computer user. In a second example, a cookie can be used to store a username used by the user to access a site, customized preferences of the user, or various pieces of PII. It should be noted that a cookie file can also be created, altered, or deleted by software located on the user's computer.

[0027] Television advertisement (TV ad) – a full screen video ad, a partial screen video ad, a banner ad, a text ad, an audio ad, or any other form of advertisement suitable for delivery to and visual or audible presentation by a television set.

[0028] Various systems are used currently for targeting advertisements based on user/viewer/customer behavior. Many of these rely on the collection of personally identifiable information (PII) to enable correlation of the person exhibiting the behavior and advertisements targeted at that person. There are some examples wherein advertisements can be targeted without collecting PII, but in such examples it is typically the case that the medium of the behavior and that of the advertisement are the same. For example, many grocery stores hand out so-called "club cards" that need not be linked to PII. A shopper presents the card at checkout to receive various discounts, thereby allowing the store to link the list of purchased items to the card. As the system "learns" the shopper's purchasing habits, the system begins issuing coupons targeted

at purchases that the shopper has made previously or that the system predicts the shopper may wish to make based on past purchases. In another example, online advertisements are readily targeted based on an Internet user's online activities without using PII. The use of cookies enables an ad server to recognize an Internet site visitor who has been previously presented with ads by the ad server or who has conducted searches or accessed content at sites linked to the ad server. The ad server can target future advertising to the site visitor based on that previous activity. A user who has searched for airline tickets to southern California on an online travel site, for instance, can later receive targeted online advertisements for Disneyland, delivered perhaps while visiting some other online site, to the user's computer from an ad server that collected the user's search information from the online travel site.

[0029] It becomes more difficult to avoid the use of PII when it is desired to target advertising in one medium based on activity in another. Various schemes currently are implemented, under development, or being considered wherein PII is used, e.g., to target television advertisements based on a viewer's online behavior. Some of those schemes involve agreements or alliances among television providers, online access providers, online search portals, or online sites. The PII has typically been required to make the connection between the different media, because different devices are typically employed to access each one.

[0030] A significant shortcoming of many such cross-media ad-targeting systems is the need to use PII to target advertisements delivered in one medium based on user behavior in another medium. Battelle (John Battelle, The Search, Portfolio, New York, 2005) describes the delivery of personalized ads to a DVR based on observed online behavior of the DVR user (conducted searches, sites visited, etc., including PII) when he or she was using a personal computer for online access and further describes financially rewarding the user for watching the ad (e.g., by reducing the fee for the TV service or by offering "free" TV service). However, many consumers object to the merging or correlation of personally identifiable information and online behavior. Financial incentives such as free or reduced-fee games, screen-savers, content, or Internet access in return for information useful for targeting ads requiring collection and use of PII and data pertaining to online behavior generally have not proven to be

attractive to the public in the past. Such combining of PII with online behavior data has proven particularly unattractive to consumers having larger incomes, who advertisers are especially interested in reaching.

[0031] An example of a cross-media ad-targeting system, planned to be implemented as a result of an announced alliance between Google and BSkyB, is a system wherein BSkyB can use searches conducted by their subscribers on the BSkyB Internet search portal to deliver targeted ads to the DVR's of those same subscribers. BSkyB already has PII pertaining to its television subscribers, so linking search results from its own search portal site may not seem too alarming to its subscribers. Nevertheless, PII is still required to target the television advertisements. However, many and perhaps most search sites and content sites accessed online are not owned or controlled by television service providers. In addition, many and perhaps most search sites and content sites do not typically collect PII to identify those users who access them online.

[0032] It is therefore desirable to provide systems and methods for delivering targeted television advertisements to users or viewers based on their online behavior (searches performed, sites visited, online ads viewed, an so on), but without using PII to link the television viewer to his or her online activity.

SUMMARY

[0033] In a method for delivering targeted television advertisements based on online behavior, IP addresses indicating online access devices and IP addresses indicating television set-top boxes are electronically associated, for a multitude of users. Using user profile information derived from online activity from one of the online access IP addresses, a television advertisement is selected, such as by using behavioral targeting or demographic information, and automatically directed to the set-top box indicated by the set-top IP address associated with that online access IP address. Preferably neither the user profile information nor the electronic association of online access and set-top box IP addresses includes personally identifiable information.

[0034] Objects and advantages pertaining to delivery of targeted television advertisements based on online behavior may become apparent upon referring to the exemplary embodiments illustrated in the drawings and disclosed in the following written description and/or claims.

BRIEF DESCRIPTION OF THE DRAWINGS

[0035] Figs. 1-5 and 6A-6C illustrate schematically a system for targeting television advertisements based on online behavior in which online access and television service are provided by a common provider.

[0036] Figs. 7-11 and 12A-C illustrate schematically a system for targeting television advertisements based on online behavior in which online access and television service are provided by different providers.

[0037] Figs. 13 and 14 illustrate schematically a system for targeting television advertisements based on online behavior in which online access is provided by a mobile device.

[0038] The embodiments shown in the figures are exemplary and should not be construed as limiting the scope of the present disclosure and/or appended claims.

DETAILED DESCRIPTION OF EXEMPLARY EMBODIMENTS

[0039] In the following disclosure and appended claims, the term "user" shall be construed as one or more persons receiving online access or television service at a delivery end-point within a household, office, business, or other site or establishment served by an online access provider or television service provider. Thus, delivery of a television ad to "the user" based on access of an online site by "the user" might involve a single person, or one person might access the online site while the corresponding television ad might be delivered to another person in the household, office, business, or other site or establishment. The delivery end-point may be one television set or multiple sets of a given user; likewise, online access may involve one or more computers or other online interface devices of a given user. In some instances, a business having multiple physical locations may be served by separate online or television services, but in other instances, a business may have an internal LAN or WAN that extends service provided to multiple physical locations. Also, some computers and televisions are portable, and can access the service provided from remote locations. Accordingly, the term "user" is intended to refer to that person or those persons who receive the provided services and does not require a fixed or single location in such instances.

[0040] In the disclosed exemplary systems and methods for delivering targeted television advertisements based on online behavior, IP addresses indicating online access devices and IP addresses indicating television set-top boxes are electronically associated, for a multitude of users. Using user profile information derived from online activity from one of the online access IP addresses, a television advertisement is selected, such as by using behavioral targeting or demographic information, and automatically directed to the set-top box indicated by the set-top IP address associated with that online access IP address. Preferably neither the user profile information nor the electronic association of online access and set-top box IP addresses includes personally identifiable information. The online access and set-top box IP addresses can be electronically associated for many or all of the users of the multitude before directing television ads to any of the multitude of users. Alternatively, online access and set-top box IP addresses can be electronically associated for one or a few of a

multitude of users at any given time as needed for directing television ads to users, with additional IP addresses electronically associated at later times for directing other television ads to additional users.

[0041] In an exemplary system for serving targeted television advertisements based on a user's online behavior, the user receives both television service and Internet access from a common service provider that acts as both an internet service provider and a television provider. Accordingly, such a provider entity can be referred to as ISP/TVP. The basic layout of this scenario is illustrated schematically in Fig. 1, wherein online access device 32, online user interface device 34, set-top box 36, and television 38 are associated with a user 30. In some instances online access device 32 and online user interface device 34 are integrated in a single unit, while in other instances they comprise separate units. Likewise, in some instances set-top box 36 and television 38 are integrated in a single unit, while in other instances they comprise separate units. The common service provider 20 can offer Internet access via any suitable online access device 32 (a modem, router, or network adapter suitable for connecting to cable, DSL, wireless, satellite, Ethernet, or any other transmission system) along with the television service provided through set-top box 36 (STB 36). For purposes of the subsequent discussion, online access device 32 shall be described and shown in the figures as a modem and online user interface device 34 shall be described and shown in the figures as a computer separate from modem 32. These descriptions shall not be construed as limiting the scope of the present disclosure or appended claims.

[0042] Many users of online access service (i.e., subscribers) are not provided with a static IP address; instead a dynamic IP address (designated as IP_{modem} in the figures) is allocated to the user's modem 32 for online access, typically through DHCP. The online access IP address is allocated by the Cable Modem Termination System (CMTS) if ISP/TVP 20 is a cable company, whereas the online access IP address is allocated by the Digital Subscriber Line Access Multiplexer (DSLAM) if ISP/TVP 20 is a phone company. Other types of online access providers allocate dynamic IP addresses in a similar manner using analogous equipment. It is to the modem IP address (i.e., the online access IP address) that traffic from a remote network is routed to the modem 32

and hence to other devices sharing the modem connection to the remote network; the modem IP address is the only address "seen" by the remote network. The dynamically assigned online access IP address is replaced after some time interval by another IP address allocated to modem 32. ISP/TVP 20 transmits (as in Fig. 2) to a Central Ad Server (CAS 40), or perhaps to multiple CASs, the online access IP addresses of a multitude of users along with corresponding pseudonyms or aliases associated with the IP addresses, e.g., user XY123 is connected to the Internet through a modem 32 that is assigned IP address aaa.bbb.ccc.ddd. Each online access IP address and its associated pseudonym can be transmitted to the CAS 40 immediately upon its allocation or reallocation by ISP/TV 20, which could be advantageous in sending TV ads to the user's STB quickly. Alternatively, online access IP addresses and the corresponding pseudonyms can be transmitted periodically to CAS 40 at any necessary or desirable time interval. The pseudonyms and online access IP addresses are non-PII. The multitude of users can be any set made up of a large number of users and does not necessarily include every user having online access or television service through a particular company or provider. For example, the system described can operate only with respect to a subset of users, such as those users who have capabilities needed to implement this system (e.g., suitable hardware, software, operating system, etc.), those who have done some sort of subscription, or those selected based on criteria as to which operation of the system is considered desirable, less expensive to implement, or profitable. For example, those users might be chosen that have STBs with an operating system, software, or hardware capable of receiving the software required to accept TV ads from a CAS. In any event, the fact that other users may exist as to which the system does not operate is not intended to negate the advantages of the system as to those users for which the system does operate.

[0043] Because the user pseudonym and online access IP address are associated with the modem 32, multiple computers or other devices sharing the modem connection for online access will share the online access IP address and the user pseudonym. When the user's STB 36 is used to access a web-based server (for accessing an online programming guide, for example, through the cable television transmission system or through a connection to the Internet), ISP/TVP 20 additionally transmits (as in Fig. 2) to the CAS 40 the IP address allocated to the STB (designated as IP_{STB} in the figures) and

associates it with the pseudonym previously associated with the user's modem 32, e.g., user XY123 has an STB at IP address eee.fff.ggg.hhh in addition to a modem for online access at IP address aaa.bbb.ccc.ddd. The association of the user's online access IP address (i.e., modem IP address) and the user's STB IP address at CAS 40 constitutes non-PII. ISP/TVP 20 knows the IP address of STB 36 because the web based server accessed by STB 36 is typically operated by ISP/TVP 20. If STB 36 has its own modem (an increasingly common scenario as the transition is made from IPv4 to IPv6), the IP address of STB 36 is allocated by ISP/TVP 20 via the CMTS or DSLAM or other similar system, typically using DHCP. Alternatively, in the event that STB 36 accesses the web-based server via a connection 35 to the same modem 32 that provides the user's online access (as in Fig. 3), STB 36 will have reported to CAS 40 the same IP address that was reported for the user's online access modem 32. In all of those cases, the CAS 40 can now associate the IP address for the user's online access (modem 32) with an IP address for the user's STB 36, and the association is not PII.

[0044] ISP/TVP 20 reports to CAS 40 that user XY123 is accessing the Internet using online access IP address aaa.bbb.ccc.ddd and has STB 36 using STB IP address eee.fff.ggg.hhh. These associations can be stored on CAS 40, or only by ISP/TVP 20, as desired. If user XY123 engages in online activity from IP address aaa.bbb.ccc.ddd (for example, accessing an online site 50, as in Fig. 4), then online site 50 can electronically communicate (as in Fig. 5) an indication of the user's online activity to CAS 40, which in turn can cause a television advertisement to be directed to the STB IP address that is associated with online IP address aaa.bbb.ccc.ddd. In this example the online site 50 acts as a profile provider. Without relying on PII, CAS 40 knows that IP address aaa.bbb.ccc.ddd is associated with user XY123 and that user XY123 has a set-top box with IP address eee.fff.ggg.hhh, and CAS 40 causes the television advertisement to be directed to IP address eee.fff.ggg.hhh that indicates STB 36 (as in Figs. 6A-6C). In some implementations, the television advertisements are delivered to STB 36 using an ad server controlled by ISP/TVP 20, using either an IP-based protocol (an example of which is shown in the referenced figures) or a television delivery system (e.g., a dedicated cable advertisement channel). In one such implementation, that ad server report to CAS 40 the user pseudonym (XY123) and CAS 40 provides that ad server with TV ads targeting user XY123 based on profile information collected from IP

addresses reported by ISP/TVP 20 as belonging to XY123. In another such implementation, that ad server reports the IP addresses used by each of a multitude of users of Internet services provided by ISP/TVP 20 along with the times and dates that those addresses were used, and CAS 40 provides that ad server with TV ads targeting each of the multitude of Internet users based on profile information received from the reported IP addresses at the corresponding reported times and dates. Personal privacy is maintained in these implementations because (1) no PII is used by CAS 40 in these implementations, and (2) although ISP/TVP 20 has the capacity to identify the users, the ad server of ISP/TVP 20 does not learn the profile information collected for and received by CAS 40.

[0045] The particular television advertisement thus directed typically is selected for delivery to the user's STB 36 based on the user's online behavior (e.g., merely accessing the online site 50, viewing a particular web page, performing a particular search, clicking on a particular link or ad, online shopping or purchases, or other activity). Information about observed online behavior (i.e., indications of online activity) or collected demographic information can be used by the CAS or by the profile provider to direct a targeted TV ad. In the latter case, the CAS has just the IP address of the profiled user and the identity of the profile provider but not the observed online behavior or demographic information collected by the profile provider, so the CAS can direct a TV ad to the user merely by enabling the profile provider to arrange for the delivery of a targeted TV ad based on the observed online behavior or demographic information available to the profile provider. Examples of profile providers are given above.

[0046] The profile provider (such as the proprietor of online site 50) can send an electronic communication to the CAS, preferably automatically such as by having the profile provider's server pre-programmed to send such electronic communication, which electronic communication contains information that the CAS will use in causing a selected TV ad to be transferred to the STB at the proper time. The electronic communication received by the CAS contains information derived from the interaction of the user with an online site (i.e., online activity), which can be online site 50 or another online site for which the profile provider has access to data about user interactions. The electronic communication can take a variety of forms, including: (1)

an indicator of the TV ad that should be shown, such as an URL or ad title given by the profile provider to retrieve the correct TV ad from the profile provider's ad server, or even the actual TV ad; (2) an indicator of information about the user (likely not PII), such as (a) an IP address pointing to the user, preferably with time and date of visits; (b) a description of profile information about the user, or (c) a code or keyword used by the profile provider to fetch a visitor's profile from a database; or (3) an indicator describing user activity, such as a code or keyword indicating (a) certain categories of users, such as users likely interested in mortgages or users likely interested in travel, etc., or (b) more simply, what the visitor searched for on the online site, such as "car insurance." The electronic communication can be sent for each instance of a user interacting with the online site, or a list can be created and transmitted containing information about a number of user contacts. The electronic communication can include any combination of items 1-3 above; for example, a list of visitor IP addresses (preferably with date/time of visits) can be usefully paired with an indicator, in the form of a URL or code, identifying specific TV ads that the profile provider would like to deliver to each of the listed visitors.

[0047] Once requested, the television advertisement can be transmitted to the user's STB in a variety of ways. The advertisement can be previously stored on the CAS and transmitted directly from the CAS to the user's STB (Fig. 6A). The advertisement stored on the CAS can be transmitted from the accessed online site, from another online site, or from another ad server and stored on the CAS as part of the transmission request from the accessed online site, and then transmitted to the user's STB. The advertisement can be transmitted directly to the user's STB from the accessed online site (Fig. 6B) or from another online site or ad server 60 (Fig. 6C). The user's STB can be instructed by the CAS to retrieve the advertisement directly from the accessed site, from the CAS, from another online site, or from another ad server, using for example the URL given to the CAS by the profile provider. In any of those alternatives, the television advertisement need not be transmitted directly to the STB; instead it can be transmitted through one or more intermediate servers (i.e., a server hosted by an ISP, cable company, or telecommunications company, for example). The television advertisement can be streamed or otherwise delivered in real time, or it can be delivered to the user's STB or an associated DVR for later viewing.

[0048] As IP address are dynamically assigned and reassigned, ISP/TVP 20 reports updated online access and STB IP addresses to CAS 40 (as in Fig. 2). The IP addresses and their associated pseudonyms can be transmitted to the CAS 40 immediately upon allocation or reallocation by ISP/TV 20, or can be transmitted periodically to CAS 40 at any necessary or desirable time interval (fixed or variable). Although assignment of a pseudonym associated with both the online access IP address and the STB IP address can facilitate delivery of television ads to STB 36 based on the user's online behavior (via modem 32), it is not necessary. All that is required is an association between the online access IP address and the STB IP address to enable delivery of television ads based on the user's online activities without relying on PII.

[0049] In another exemplary system for serving targeted television advertisements based on a user's online behavior, the user need not receive both television service and Internet access from a common service provider. The basic layout for such a system is illustrated schematically in Fig. 7, with modem 32 connected to Internet service provider (ISP) 22 for providing online access, and STB 36 connected to television provider (TVP) 24 for providing television service. Again, modem 32 and computer 34 are described as examples of online access and interface devices, respectively; the use of these specific examples shall not be construed as limiting the scope of the present disclosure or appended claims. An online access IP address is assigned to modem 32 as described above. In cases where the user's STB 36 can also obtain online access via the same IP address as the user's online access (i.e., via modem 32), that common IP address comprises the electronic association that can be used to perform targeted television advertising without requiring PII. That case can occur by connecting STB 36 to the user's modem 32 via connection 35, in addition to connecting STB 36 to TVP 24. For example, STB 36 can be connected to a local area network (LAN) that shares device 32 for online access. In such an arrangement, network traffic is routed to a common IP address (i.e., the IP address of modem 32) for STB 36 and other devices connected to the LAN. The user can receive online access from any online service provider via any suitable modem 32 (for cable, DSL, wireless, satellite, or any other transmission system) or other suitable online access device and can receive television service from any suitable television service provider through STB 36. The term

"common IP address" denotes the IP address of a modem or other online access device to which remote network traffic is routed for each of multiple devices sharing a common connection to the remote network through that modem, e.g., the IP address of a modem connecting to the Internet a router in a local area network (LAN) would constitute the common IP address for multiple devices connected to the LAN for online access, even though those multiple devices typically also have individual IP addresses assigned by the router for routing traffic within the LAN. An online site or server accessed by any one of the multiple devices only "sees" the common IP address (the modem IP address).

[0050] In an exemplary implementation, a user's STB 36 can periodically contact a CAS 40 (or multiple CASs) via the IP address of the user's modem 32 that is common to STB 36 (as in Fig. 8). The common IP address is dynamically assigned by ISP 22 to the user's modem 32 or other online access equipment. Modem 32 can include a router to route network traffic properly among the user's computer (or computers or other devices) 34 and the user's STB 36. Alternatively, a separate router can be employed, or computer 34 or STB 36 or television 38 can include routing functions, for properly routing network traffic passing through modem 32, with STB 36 providing routing functions or being connected to the separate router, to computer 34, or to television 38 as appropriate. STB 36 reports the common IP address to CAS 40 with which it is in contact. However, STB 36 itself might not know the common IP address it is using, because it communicates through modem 32. In such circumstances, STB 36 nevertheless can report the common IP address to CAS 40 simply by initiating communication through modem 32 to CAS 40, thereby enabling CAS 40 to extract the common IP address from the communication. The common IP address enables delivery of television ads to STB 36 based on access of an online site via the common IP address (or based on other user profile information derived from online activity observed as originating from the online access IP address of modem 32, i.e., from the common IP address). The existence of the common IP address associates the online access IP address and the set-top box IP address. Again, this does not constitute PII. The time interval for the periodic contact of the STB and the CAS can be set to any appropriate time period, e.g., every five minutes, every hour, or at some other necessary or desirable time interval. The time interval can be selected to be

commensurate with a typical or average time interval for dynamic reassignment of the online access IP address by the user's Internet Service Provider. The selected time interval can be made adjustable if needed or desired. Alternatively or additionally, the contact between the STB and the CAS may not be set to occur at a fixed time interval but rather irregularly, such as instances where it is triggered by dynamic reassignment of the online access IP address by the ISP.

[0051] When a user engages in online activity (for example, accessing online site 50, as in Fig. 9), user profile information derived from the user's online activity from the online access IP address can be delivered electronically to CAS 40 (from the accessed site 50 as in Fig. 10, or from another profile provider), which in turn can cause a targeted television advertisement to be directed to the user's STB, if there is an STB IP address associated with the online access IP address. In the example shown in Fig. 9, online site 50 acts as a profile provider, and the user's online access IP address (the common IP address), from which the online site was accessed by the user, is included with the electronic delivery. CAS 40 causes the television advertisement to be directed to STB 36 at the common IP address (as in Figs. 11A-11C), in accordance with the alternative methods for delivery of the TV ad discussed herein in connection with Figs. 6A-6C. The particular television advertisement thus transmitted typically is selected for delivery to the user's STB 36 based on the user's online behavior (examples of various sorts of online behavior, or demographic information provided or determined online, are discussed above). The accessed online site 50 transmitting the electronic communication (examples of which are listed above) can be any profile provider, or any profile provider having access to information about user activity with respect to online site 50 can transmit the electronic communication (examples of alternative types of profile providers are also given above).

[0052] The television ad can be directed to the STB that most recently reported to CAS 40 as the common IP address the online access IP address from which online site 50 was accessed. In that case, the IP addresses can already be associated when the user profile information is used or the association can be created when the user profile is received or afterwards. Or the television ad can be directed to the STB that next reports that IP address to CAS 40 as the common IP address. In that case, the IP

addresses might not be associated until the STB and CAS 40 are next in communication with each other and the STB IP address is received by CAS 40. Associations between STBs and online access IP addresses could be stored for future usage or could be created in real-time when a STB communicates with a CAS to receive TV ads and not stored for future usage (i.e., the association is dropped as soon as the TV ads are delivered to the STB). If the periodic contact interval is sufficiently small relative to the typical or average time interval between reallocation of IP addresses, then it is likely that those two IP addresses will be the same and that the television ad will be directed to the correct STB. There will be a small fraction of television ads that are misdirected, if the online access IP address is reassigned between the accessing of the online site (i.e., deriving the user profile information) and the relied-upon contact between the user's STB and the CAS (i.e., associating the IP addresses). That fraction can be reduced by reducing the periodic time interval between STB reports of its common IP address to the CAS or configuring the STB to report changes to the common IP address (i.e., to enable updating of the association between the IP addresses). Associations between online access and STB IP addresses can be stored for future use, or the IP addresses can be associated in real-time only when an STB communicates with a CAS to receive TV ads and not stored for future use (e.g, the association can be purged upon directing the TV ads to the STB).

[0053] Instead of relying on or waiting for contact from the STB reporting its common IP address to one or more CASs, the online site accessed by the user could instead query one or more CASs to find an STB with a common IP address matching the online access IP address from which the online site was accessed. If a matching STB IP address is found, a request is transmitted to the corresponding CAS to transmit a television advertisement to the STB. If the query, match, and request are completed sufficiently quickly, then the probability can be kept low that a television ad will be directed to the wrong STB.

[0054] In another exemplary implementation, the user's STB 36 can be assigned an identifier, which need not include PII. Such an identifier can be permanently or temporarily assigned to STB 36. Examples of such identifiers could include an equipment serial number or a portion thereof, a device MAC address or a portion

thereof, a username, a pseudonym, a confirmation number, a tag, or any other identifying code or data element. The CAS can place an identifier on the STB the first time it is in contact with the STB and read or amend the identifier every time afterwards the STB and the CAS are in contact. Such an identifier is an analogy of a "cookie" used by online servers to recognize visitors' computers. The identifier can include the IP address the STB is using when in contact with the CAS, so the next time the CAS and the STB are in contact, the CAS could compare the IP address then used by the STB with the previous IP address used by the STB without looking in a database. From a privacy perspective, there is an advantage to using an identifier placed by the CAS on the STB, because it enables the user to control the identifier from user's TV screen and set privacy settings to match user preference. A user may, for example, erase the identifier, alter the identifier to inform the CAS the next time it is in communication with the STB that the user is not interested in targeted ads, interested only in ads targeting online behavior from the last seven days, interested in ads in certain categories only, or interested in all types of ads except for certain excluded categories (e.g., adult content). In addition to reporting the common IP address to CAS 40, STB 36 can also report the identifier. When an online site 50 is accessed from the common IP address, online site 50 requests that a television advertisement be transmitted to the STB having the common IP address. The identifier of the STB most recently reporting the common IP address before the request is compared to the identifier of the STB that next reports that IP address to CAS 40 after the request. If the compared identifiers match, then it is nearly certain that the STB corresponds to the same user online access IP address from which online site 50 was accessed and the television advertisement is correctly directed. If a unique identifier is used (such as a complete MAC address or a complete device serial number) then misdirecting the television ad is virtually impossible. Even if the identifier is not unique (e.g., a partial MAC address or serial number, or a simple four-digit number), it is still highly unlikely that a given IP address would be reallocated between STB's that happen to have the same identifier. Use of an identifier can enable accurate directing of television ads to the correct STB while requiring the STB to report its IP address to the CAS less frequently, reducing network traffic and other resource requirements.

[0055] In another exemplary implementation, instead of reporting the common IP address of STB 36 to CAS 40 relatively frequently, STB 36 can be configured to store its common IP addresses and corresponding times and dates that each of the addresses is assigned to modem 32 (and hence also to the LAN to which the STB 36 is connected). The common IP address can be periodically sampled and the sampling stored (e.g., every 1, 5, or 10 minutes, or some other suitable interval), or the specific times and dates of IP address reassignments can be stored with the corresponding IP addresses. STB 36 can be configured to periodically (e.g., every 4, 6, 12, or 24 hours, or some other suitable time interval) report to CAS 40 all of the common IP addresses assigned to modem 32 and the corresponding dates and times they were used for some preceding span of time (e.g., 1, 7, 14, 30, or 90 days, or some other suitable interval). Alternatively, the common IP address can be stored on the STB as part of a cookie or tag set and subsequently read or reset by CAS 40. CAS 40 also can be configured to receive IP addresses and corresponding access times and dates for all visitors to an online site 50 that wishes to deliver television advertisements based on online user behavior. Online site 50 periodically reports to CAS 40 (as in Fig. 10) all IP addresses from which the online site was accessed during some preceding period, along with the corresponding times and dates. The frequency and time periods of the online site's reporting can be similar to those of the STB reporting, or they can differ substantially, as needed or desired. The two lists (one from the online site, one from the STB) of IP addresses are compared, and delivery of a television advertisement is requested if any matches are found, i.e., whenever it is found that the STB was connected to a modem that was assigned an IP address at a time and date when the online site was accessed from that IP address. Such cross-matching ensures accurate delivery of the television advertisement and requires substantially less communication between the STB and the CAS.

[0056] The common IP addresses (and corresponding times and dates) can be stored on the CAS. Alternatively, privacy can be enhanced in this implementation by storing the common IP addresses (and corresponding times and dates) locally on the STB, instead of on the CAS, so the only device that monitors the different IP addresses assigned to the same access device is the STB. If stored, whether on the STB, on the CAS, or elsewhere, the list of common IP addresses can be purged. Purging of the IP

addresses can be done periodically, at any suitable time interval, and can be manual or automated. Similarly, the list of online access IP address (and corresponding times and dates) from which an online site has been access can be purged. The STB can be employed to set privacy options, thereby enabling the user to control at least partly if and how TV advertisements are targeted. For example, the user might choose whether or not, or for how long, the CAS or STB will record and retain the IP addresses assigned to the user's modem, or can choose to erase all presently stored IP address data.

[0057] Typically a router does not provide the IP address of the cable, DSL, or other modem to the computer(s) or device(s) connected to it or to a LAN managed by it. STB 36 requires this information to store it for later reporting to CAS 40. One method for enabling this functionality includes providing an Internet server (perhaps as part of CAS 40, or perhaps an independent server) that receives periodic requests from STB 36 and replies to STB 36 with the common IP address (i.e., the IP address of modem 32, through which STB 36 is provided with online access). Any other method for monitoring the common IP address can be employed, including configuring the modem 32 to directly report its IP address to STB 36. STB 36 periodically monitors the IP address of the modem 32 at a selected time interval (described above), and stores the modem IP address (i.e., the common IP address) and the corresponding times and dates each common IP address was allocated to the user's modem.

[0058] In any embodiment or implementation in which STB 36 reports IP address data to CAS 40 (either stored on STB 36 or for storage at CAS 40), that communication can be achieved in several ways. STB 36 can report the common IP address through the online access modem 32. Alternatively, STB 36 can report to CAS 40 through a dedicated upstream data channel 37 that is part of the television system (as in Fig. 12). The reported IP address data need not be transmitted directly to CAS 40; instead it can be transmitted to an intermediate server (e.g., hosted by an ISP, cable company, or telecom company).

[0059] It should be noted that some STBs have a dedicated modem and typically would not need to obtain online access through the user's online access modem to deliver television service to the user. However, other functionality of an STB includes,

or is expected to include, delivery of audio, video, images, and other content from a user's computer 34 or other networked devices to the user's television 38. To provide that functionality, STB 36 must be connected to the same LAN or router as the user's computer(s), even if the STB has its own modem. Although using its own modem for most of its functions, such an STB would still have additional online access through the user's online access modem 32, enabling the user's online access and STB to have a dynamically assigned common IP address (as described above). The STB can report the common online access IP address through the online access modem 32 at the common IP address or through the STB's dedicated modem at its own IP address. The television advertisement transmitted to the STB can be received through the online access modem 32 at the common IP address or can be received through the STB's dedicated modem at its own IP address (if, for example, the CAS is provided with the STB modem IP address along with the common IP address).

[0060] However the user's online access and STB IP addresses are electronically associated, the association can be maintained even if the online user interface device 34 is a mobile device (e.g., an Internet-enabled cell phone, handset, PDA, or laptop computer) that is intermittently disconnected from modem 32 and is connected to the Internet through another connection (e.g., another LAN, a wireless hotspot, or a cell phone network, as in Figs. 13 or 14). When connected to the Internet through modem 32 (as in Figs. 1 or 7), online sites visited using such a mobile device 34 can request delivery of television advertisements to STB 36 in any of the ways described above. Mobile device 34 can be programmed to store, in much the same manner as described above for STB 36, its online access IP addresses and the corresponding dates and times when disconnected from modem 32 and connected to the Internet by another connection (i.e., when "roaming"). When mobile device 34 is later reconnected to modem 32, those stored roaming online access IP addresses, along with the corresponding dates and times, can be transmitted to CAS 40 as described previously. Television advertisements can be directed to STB 36 based on matches found between the roaming online access IP addresses (and dates and times) from mobile device 34 and online access IP addresses (and dates and times) reported by online site 50 to CAS 40 for visits to online site 50.

[0061] Furthermore, the selected television advertisements can be directed to STB 36 even after a mobile device 34 is disconnected from modem 32 and begins accessing the Internet through roaming online access IP addresses. A tag or cookie placed on mobile device 34 (or stored in a database elsewhere, such as on CAS 40, by CAS 40, or somewhere accessible on STB 36 or its associated LAN), which tag or cookie can include online access IP addresses (and corresponding dates and times) of modem 32 or STB 36. Those IP addresses (and dates and times) can be reported to CAS 40 by mobile device 34 while roaming (following a redirect from visited online site 50 for example), and a television advertisement can be directed to STB 36 (using the IP address reported by the roaming mobile device 34) at the request of online site 50. Because a new IP address might be assigned to modem 32 and STB 36 after roaming device 34 is disconnected from modem 32, an identifier for STB 36 (as described earlier) can be employed to verify that the television advertisement is directed to the correct STB. The identifier can be stored on mobile device 34 as part of the cookie or tag.

[0062] However the user's online access and STB IP addresses are electronically associated, the STB can be configured to filter the targeted television advertisements based on user preferences. For example, a user might program the STB to reject certain ad categories (e.g., women's clothing, or health ads) and accept certain other ad categories (e.g., automobile ads, electronic equipment ads, or travel ads). The filtering can be configured as "opt in" (i.e., receive ads only in selected categories) or "opt out" (i.e., receive ads in all but selected categories). In another example, a user might filter ads based on how long ago an online site was visited; e.g., the user might choose to accept ads only from Internet sites visited in the last seven days. Such filtering or preference data can be applied before or after an ad is selected to be transmitted. The STB can be configured to notify the CAS or the online site to prevent selection, or transmission, of the television advertisement, or the STB can accept the advertisement but then not display it to the user. In an exemplary implementation, such user preference or filtering information can be stored in the STB as part of a cookie or tag set and subsequently read or amended by the CAS. User preference or filtering information can be stored in any suitable location or format.

[0063] In another implementation, no software is required to be installed on the mobile device, only cookies are placed on the device, which makes implementation in the market much simpler. Once a STB is confirmed to have been using a certain IP address at a certain date and time (for example by having a uniquely tagged STB consecutively communicate with the CAS using the same IP address or by the STB reporting the common IP address recorded by it as used by the online access device), the CAS database can be searched to find all the computers, mobile devices, and other STBs that used the same IP address at the same date and time, and those will be assumed to be devices that are part of the same household and using the same LAN. Then, an association or link is created among the devices, by linking the device identifiers or tags with the STB's identifier in the CAS database or by placing linking codes or information identifying the linked devices within the identifiers (cookies) of each of the devices along with the date and time the association was created. The association is kept for no more then a pre-determined period of time (such as seven days), to ensure that the delivered TV ads will be based only on online activity of those people that live in the house and not on online activity of people that happened to use the house's LAN only once, such as houseguests.

[0064] Once the association is created, profile information (both behavioral and demographic) collected about the computers and mobile devices before and after the association was created could be used to target ads to the STB, regardless of the IP addresses used by the computers and mobile devices (such as cell phones) to access the web at the time the profiles were collected.

[0065] For example, consider a common scenario where a laptop, used both at home and in the office, is linked to a home STB as a result of it being used at home. The day after the association was created, the laptop is taken to work, where it is used to visit a home mortgage site (using a different LAN or online access device than the one used at home). The home mortgage site redirects the laptop to the CAS along with a request to transmit a mortgage-related TV ad from one of the site's advertisers to the laptop user. The CAS, reading its own cookie that was placed on the laptop, checks its database and finds that the laptop is linked to a certain STB. In the evening, when the

laptop user returns home and turns on the TV, the user will see the mortgage-related TV ad, even if the user left the laptop at work that day.

[0066] In another example, suppose a laptop user using a laptop at work one morning views a home mortgage advertiser's ad, before any association between the laptop and a home STB is created. When the mortgage advertiser ad server redirects the laptop to the CAS with a request to transmit a TV advertisement to the user, the CAS places a cookie on the laptop, or reads its own cookie if it encountered the laptop before. The CAS, finding no association between the laptop and a STB, stores the IP address used to view the advertiser's online ad, the CAS cookie used to mark the laptop, the date and time the ad was viewed, and a link (e.g., a URL) to the advertiser's TV ad. In the afternoon, suppose the laptop user returns home with the laptop. When the user accesses the Internet via the home's LAN with the laptop, suppose the user visits a travel site interested in delivering travel-related TV ads to the user from the site's advertisers. When the travel site redirects the laptop to the CAS, the CAS reads its own cookie and records the IP address used by the laptop to access the travel site, the CAS cookie used to mark the laptop, the date and time the site was visited, and links to TV ads (sold by the site to its travel advertisers). Next, the home STB is in contact with the CAS in the evening to check whether there are any TV ads available for its user. The CAS then uniquely identifies the STB using a tag it previously placed on the STB and recognizes that the STB is using the same IP address as the STB did several days ago. The CAS checks which profile providers were visited by computers and mobile devices using the same IP address since the STB's last contact. The CAS finds the laptop visit to the travel site using the common IP address. The CAS further finds the laptop's view of the online mortgage advertiser's ad, using the cookie used by the CAS to mark the laptop. The CAS can then redirect the STB to fetch the mortgage TV ad, using the link provided by the mortgage advertiser (despite the fact that the online mortgage ad was viewed by the laptop before making the association with the home STB) and redirect the STB to fetch the travel TV ads from the links provided by the travel site.

[0067] An Internet site can determine in one of several ways which CAS to contact to arrange for targeted delivery of television advertisements to a visitor of the online site:

[0068] (i) Each ISP (or ISP/TVP) has a block of IP addresses from which it dynamically allocates IP addresses to users using DHCP. Based on the online access IP address of a visitor to the site, an Internet site can determine which ISP the visitor is using to access the site. The site can then transmit a request to the correct CAS for that ISP. The request could be transmitted by redirecting the user to the correct CAS, for example.

[0069] (ii) The CAS or the CAS owner can transmit to participating Internet sites a file that includes a list of online access IP addresses that the CAS currently recognizes. Updated files can be transmitted at suitable intervals. An Internet site can receive such files from multiple CASs, and according to the information in the files can determine the proper CAS from which to request that an ad be served to the Internet site visitor.

[0070] (iii) The Internet site can request ads from all or most major CASs, relying on the probability that at least one of them may have registered the IP address allocated to the site visitor by the ISP that provides the site visitor's online access. If that is the case, that CAS can transmit to the Internet site a confirmation that the CAS recognizes the site visitor's online access IP address. The Internet site can deliver its request by redirecting a visitor to all or most major ISPs that operate a CAS, for example, or by sending all or most of the major CAS servers a file with the IP addresses and corresponding times and dates of visitors to the site.

[0071] The CAS that receives a request to deliver a television ad to an Internet site visitor might already have electronically associated an STB IP address with the visitor's online access IP address. If not, the CAS can store the site visitor's online IP address, the identity of the requesting Internet site, and the time and date of the visit to the Internet site. If the site visitor's STB later accesses the Internet server and the ISP/TVP transmits the site visitor's STB IP address to the CAS, the CAS can then arrange delivery of requested television ads. Or if the site visitor's STB reports a common IP address that matches the site visitor's IP address, the CAS can then arrange delivery of requested television ads.

[0072] Although the CAS is described as an entity separate from the profile provider, it could well be owned by or otherwise controlled by the profile provider. For example, if a profile provider is an online site (a large site such as Google could be a good example),

in that implementation no redirect (or other inter-party communication) to the CAS will be required because the CAS is the server collecting the profile on behalf of the online site. For example, Google's CAS could collect the IP addresses of users who search on Google, what those users search for, at what times and dates the searches took place, and possibly the Google cookies used to mark those users' computers. Due to the very large amount of profile information about so many people accumulated by Google, the Google CAS could be used to serve TV ads to STBs. An STB communicates with the Google CAS to check whether a STB user has used another computer or mobile device to search on Google (the Google CAS uses the STB's common IP address to find those other computers or mobile devices, as explained above), and if Google finds such searches were made, it arranges for delivery of targeted TV ads, sold by Google to its advertisers, to the STB of users who made such searches.

[0073] As a security precaution, many residential or home office network routers are set by default to block access from the Internet to devices connected to router. In this default mode, television advertisements can be transmitted to the STB through the modem/router only upon if an initiated request is transmitted by the STB. The STB can be configured to query the CAS periodically for television ads awaiting transmission to the STB, and in response the CAS can either transmit the ad or direct the STB to retrieve the ad from the accessed online site or from another online site or ad server. Alternatively, enabling "Port Forwarding" on the router would allow direct access from the Internet to a STB connected to the Internet through the modem/router, thereby enabling the CAS or online site to transmit, at its own initiative, an advertisement to the STB.

[0074] However the transmission of the advertisement is initiated, and whatever the source of the transmitted advertisement, the STB can save the advertisement (in its own memory or storage or in a DVR) for viewing at a later time by the user (perhaps repeatedly), or the advertisement can be presented in "real-time" or "streaming" format. The advertisement (stored or real-time) can be presented independently, or can be integrated into other television content. Any suitable procedures for transmitting the targeted television advertisement to the online user's STB can be employed.

[0075] An online site or other profile provider can provide to the CAS a profile of a visitor, in return for a fixed payment or a commission based on revenue generated by a television advertisement transmitted to the profiled visitor. In such a case the transmission request received by the CAS from the profile provider includes the visitor's profile (searches performed, pages viewed, provided demographic attributes, etc.; typically not PII). The CAS can match the profile with one or more other television advertisements to be delivered to the visitor's STB (in addition to those requested by the online site). Such additional ads can be sold by the CAS or by another party, and can be transmitted directly from the CAS or pulled by the STB from another site or ad server to which the CAS redirects the STB.

[0076] As described previously herein, it is often the case that more than one computer or other online user interface device is connected to the Internet through a single modem or router, and all devices sharing that connection will appear to an online site to be connected through the same IP address at any given time. For example, in a home scenario, a parent and a child in the same household might each use their own computer to access the Internet, with the parent visiting sites pertaining to news or finance and the child visiting sites pertaining to pop music or television. (The same is true in a business setting, where many computers may access websites through a common modem or router.) Each such site visited by any person on the LAN reports to the CAS the IP addresses and corresponding times and dates of each of those visits (which are the same at any given time for both computers). The STB in the same household reports to the CAS the common IP address used for online access. The CAS can now match the STB to the various sites visited. Television advertisements can be selected based not only on requests made by the visited sites (as already described) but also on content being viewed on the television when the TV advertisement is delivered. For example, if programming is being viewed on the television that is typically targeted at adults (e.g., news, financial reports, or adult drama) then television advertisements requested by the news or finance online sites are presented. Alternatively, if programming is being viewed on the television that is more typically targeted at children or teenagers, then television advertisements requested by the pop music or fashion online sites are presented. Both types of ads can be directed to the STB and stored for later viewing (during viewing of suitable

television content) or can be directed to the STB and viewed as the suitable television content is viewed. The same discrimination between types of sites visited using multiple online access devices can be employed regardless of whether the computers in the household are fixed or mobile devices, through the techniques discussed previously herein.

[0077] In another implementation, the CAS arranges for delivery of TV ads to the STB along with associated television program targeting criteria, such as targeted age (kid, teen, adult, or senior), targeted gender, or type of content (travel, finance, news, or other subjects). The STB chooses the TV program within which to serve each of the delivered ads based on comparing the television program targeting criteria to actual program characteristics. Program characteristics can be ascertained by virtue of their being included in the electronic TV guide available to the STB or sent with the program as accompanying embedded data, for example, using known or later-discovered techniques. In a variation, when the STB delivers a television program to the user, or when the television program is about ready to show an advertisement, the STB can connect with the CAS and report to the CAS the identity of the viewed program, and the CAS can respond with an instruction identifying which of the ads stored in the STB (previously delivered from the CAS to the STB) should be delivered during the viewed program, based on comparing the characteristics of the program being viewed with the targeting criteria.

[0078] The television advertisements directed to users' set-top boxes at the request of a profile provider can come from a variety of sources. In one example, a given profile provider can request that the CAS direct an advertisement to the user's STB from (or on behalf of) the profile provider itself (if, for example, the profile provider is an online advertiser site interested in delivering TV ads to people that visited its online site) or from (or on behalf of) a related site (perhaps a site in the same Internet domain as the given profile provider). In that example, the proprietor of the CAS, as the facilitator of the targeted TV ad delivery based on the online site visit, can receive a payment from the profile provider. The CAS proprietor can keep a share of revenue as a commission and pay the TVP for the ad space (except in the case where the CAS proprietor owns the ad space). The TVP can either retain the entire amount paid by the CAS proprietor,

if the TVP owns the TV ad space within which the TV ad was delivered, or the TVP can pay some or all of the amount paid by the CAS proprietor to another entity such as a TV broadcasting network, if the TVP does not own the ad space. In the case where the STB is provided by a third party other than the TVP (such as a service provider like Tivo), the STB provider can arrange with content owners (such as a TV broadcasting network) to have the service provider's STBs replace broadcasted TV ads with targeted TV ads, where a targeted TV ad is available, and the service provider and the TV broadcasting network can share the revenue with the CAS proprietor as discussed above. In some cases, the CAS can be owned by a TVP, an ISP, an STB provider, an online site, a TV ad space owner, or a TV content provider, in which case the payments will be divided in accordance to the respective roles. In general, a payment from a TV advertiser is used to pay the TV ad space owner and the entities facilitating the delivery of the targeted TV ad.

[0079] In another example, the online site or other profile provider can request that an ad from another advertiser of its own choosing be directed to the user's STB to whom the online site has sold an amount of television advertising space. The online site generates a new revenue stream by selling TV ads to its advertisers, where the TV ads are delivered to members of the online site's audience while they watch TV. In that example the online site can collect a revenue amount from the site-chosen advertiser while paying the CAS, ISP, TVP, ISP/TVP, or TV ad space owner in return for assisting to facilitate delivery to the STB of the ad provided by the site-chosen advertiser.

[0080] In another example, the profile provider provides a profile to the CAS in return for a payment triggered (1) every time the provided profile (whether including behavioral or demographic data) is used to deliver a TV ad, (2) when a TV ad that has been delivered using the provided profile generates revenues, or (3) simply on account of delivery of the profile without regard to whether, how often, or how effectively it is used.

[0081] The TV advertisement itself can be sold by the CAS, ISP, TVP, ISP/TVP, STB provider, TV ad space owner, or any third party such as a re-seller or a firm that represents ad space owners or profile providers and sells to advertisers. In that example the profile provider can collect a revenue amount from any of the entities benefiting from the delivery of the TV ad based on the profile provided by the profile

provider, including the TV ad space owner, STB provider, CAS, ISP, TVP, ISP/TVP, or a third party selling the targeted ad space. The profile provider, re-seller, or the other advertisers can also pay a revenue amount to the CAS, ISP, TVP, or ISP/TVP in return for directing the ad to the STB.

[0082] The systems and methods disclosed herein can be used to generate revenue in a variety of ways for various of the involved entities, not limited to the examples given here, that fall within the scope of the present disclosure or appended claims. It should be noted that the terms "pay," "collect," "receive," and so forth, when referring to revenue amounts, can denote actual exchanges of funds or can denote credits or debits to electronic accounts, especially automatic payment implemented with computer tracking. The terms can apply whether the payments are characterized as commissions, royalties, referral fees, holdbacks, overrides, purchase-resales, or any other compensation arrangements giving net results of split advertising revenues as stated above. Payment can occur either immediately, such as through micro-payment transfers, periodically, such as daily, weekly, or monthly, or upon accumulation of payments from multiple events totaling above a threshold amount. The systems and methods disclosed herein can be implemented with any suitable accounting modules or subsystems for tracking such payments or receipts of funds.

[0083] The systems and methods disclosed herein can be implemented as general or special purpose computers or other programmable hardware devices programmed through software or as hardware or equipment "programmed" through hard wiring, or a combination of the two. Computer programs or other software, if used, can be implemented in temporary or permanent storage or in replaceable media, such as by including programming in microcode, object-oriented code, web-based or distributed software modules that operate together, RAM, ROM, CD-ROM, DVD-ROM, hard drives, thumb drives, flash memory, optical media, magnetic media, semiconductor media, or any future storage alternatives.

[0084] It is intended that equivalents of the disclosed exemplary embodiments and methods shall fall within the scope of the present disclosure and/or appended claims. It is intended that the disclosed exemplary embodiments and methods, and equivalents thereof, may be modified while remaining within the scope of the present disclosure or

appended claims. For example, where the term “product” is used in connection with a shopping or purchase request, the product can be a physical product, intangible product, or a service.

[0085] For purposes of the present disclosure and appended claims, the conjunction “or” is to be construed inclusively (e.g., “a dog or a cat” would be interpreted as “a dog, or a cat, or both”; e.g., “a dog, a cat, or a mouse” would be interpreted as “a dog, or a cat, or a mouse, or any two, or all three”), unless: (i) it is explicitly stated otherwise, e.g., by use of “either…or,” “only one of…,” or similar language; or (ii) two or more of the listed alternatives are mutually exclusive within the particular context, in which case “or” would encompass only those combinations involving non-mutually-exclusive alternatives. For purposes of the present disclosure or appended claims, the words “comprising,” “including,” and “having,” and variants thereof, shall be construed as open ended terminology, with the same meaning as if the phrase “at least” were appended after each instance thereof.

CLAIMS

What is claimed is:

1. A computer-implemented method comprising:
   (a) electronically associating online access IP addresses and received set-top box IP addresses for each of a multitude of users; and
   (b) using user profile information derived from online activity from a first one of the online access IP addresses to automatically cause a first television advertisement to be directed to the set-top box indicated by the set-top box IP address associated with the first online access IP address.

2. The method of Claim 1 wherein neither the user profile information in part (b) nor the association between the first online access IP address and its associated set-top box IP address includes personally identifiable information.

3. The method of Claim 1
   (i) further comprising using user profile information derived from online activity from a second one of the online access IP addresses to automatically cause a second television advertisement to be directed to the set-top box indicated by the set-top box IP address associated with the second online access IP address.
   (ii) wherein which television advertisement is delivered to which set-top box depends on differences between the online activities from the first and second online access IP addresses, respectively.

4. The method of Claim 3 wherein neither the user profile information in part (i) nor the association between the second online access IP address and its associated set-top box IP address includes personally identifiable information.

5. The method of Claim 1 further comprising storing electronic associations between the online access IP addresses and the received set-top box IP addresses.

6. The method of Claim 1 wherein the online activity comprises requesting a search.

7. The method of Claim 1 wherein the first television advertisement is caused to be directed to the set-top box upon first being contacted by the set-top box after the user profile information is derived.

8. The method of Claim 1 wherein the first television advertisement is selected from among a plurality of possible television advertisements based on the user profile information derived from the online activity from the first online access IP address.

9. The method of Claim 8 wherein the first television advertisement is selected based at least partly on demographic or behavioral attributes included in the user profile information.

10. The method of Claim 1 wherein the first television advertisement is selected based at least partly on the basis of television content viewed at the time the first television advertisement is to be presented by the set-top box.

11. The method of Claim 1 wherein the online access and set-top box IP addresses are both received from a service provider that provides both online access and television service to each of the multitude of users.

12. The method of Claim 11 wherein the association of the online access and set-top box IP addresses of each user is based on at least a pseudonym assigned to the associated IP addresses of that user.

13. The method of Claim 11 wherein part (a) comprises the act of storing the online access IP addresses and the set-top box IP addresses, and further comprising updating at least one of the received online access IP addresses or at least one of the received set-top box addresses.

14. The method of Claim 1 wherein the association of the online access and set-top box IP addresses of each user is based on a common IP address to which network traffic is routed for both the online access device and set-top box of that user.

15. The method of Claim 14 wherein the common IP address is an IP address dynamically assigned to a modem or router used by the user for online access and connected to the user's set-top box.

16. The method of Claim 14 further comprising:
    (i) receiving an identifier corresponding to the set-top box of the user; and
    (ii) causing the television advertisement to be transmitted only if directed to the set-top box corresponding to the identifier.

17. The method of Claim 14 wherein part (a) comprises the act of storing the common IP address, and further comprising updating the common IP address of the user.

18. The method of Claim 14 wherein part (a) comprises the act of storing the common IP address, and further comprising periodically updating the common online access and set-top box IP address of the user.

19. The method of Claim 14 wherein:
    (i) the user profile information in part (b) includes a list of online access IP addresses corresponding to specific online activities and times and dates corresponding to each of the online activities; and
    (ii) the television advertisement is caused to be directed to the set-top box of one of the users only if any of the listed online access IP addresses corresponding to the specific online activities and the corresponding dates and times of the online activities match the common IP address assigned to that user and the date and time corresponding thereto.

20. The method of Claim 19 wherein part (a) comprises the act of storing the common IP address and dates and times corresponding thereto, and further comprising periodically updating (i) the common IP address and times and dates corresponding thereto or (ii) the list of online access IP addresses corresponding to specific online activities and time and dates corresponding to each of the online activities.

21. The method of Claim 1 wherein the first television advertisement is received at a central ad server and directed to the set-top box.

22. The method of Claim 1 wherein part (b) comprises directing instructions to a profile provider, to an online site, or to an ad server to direct the first television advertisement to the set-top box.

23. The method of Claim 1 wherein part (b) comprises directing instructions to the set-top box to retrieve the first television advertisement from a profile provider, from an online site, or from a central ad server.

24. The method of Claim 1 wherein the first television advertisement is caused to be directed only in response to a request for advertisements originating from the user's set-top box.

25. The method of Claim 1 wherein the first television advertisement can be directed without a request for advertisements originating from the user's set-top box.

26. The method of Claim 1 wherein the online access IP address of each user is an IP address associated with a modem or router used by that user for online access.

27. The method of Claim 1 wherein only advertisements satisfying criteria selected by each user are directed to the set-top box of that user.

28. The method of Claim 1 further comprising receiving a revenue amount as a result of directing the advertisement.

29. The method of Claim 1 further comprising paying a revenue amount to a profile provider as a result of using the user profile information in part (b).

30. A computer-implemented method comprising electronically delivering, to a server that electronically associates a multitude of online access IP addresses and IP addresses indicating corresponding television set-top boxes, user profile information derived from online activity from a first online access IP address, as a result of which a first selected television advertisement can be directed to the set-

top box indicated by the set-top box IP address associated with the first online access IP address.

31. The method of Claim 30 wherein neither the user profile information nor the association between the first online access IP address and its associated set-top box IP address includes personally identifiable information.

32. The method of Claim 30 further comprising electronically delivering, to the server, user profile information derived from online activity from a second one of the online access IP addresses, as a result of which a second television advertisement, different from the first television advertisement, can be directed to the set-top box indicated by the set-top box IP address associated with the second online access IP address, wherein which television advertisement is to be delivered to which set-top box depends on differences between the online activities from the first and second IP addresses, respectively.

33. The method of Claim 32 wherein neither the user profile information derived from the online activity from the second online access IP address nor the association between the second online access IP address and its associated set-top box IP address includes personally identifiable information.

34. The method of Claim 30 further comprising receiving a revenue amount from a proprietor of the server as a result of the electronic delivering act.

35. The method of claim 30 further comprising receiving a revenue amount as a result of the electronic delivering act, wherein the revenue amount is received in response to each instance in which revenue is generated as a result of displaying the selected television advertisement on the set-top box associated with the first online access IP address.

36. The method of Claim 30 further comprising electronically identifying the first television advertisement for subsequent direction to the set-top box.

37. The method of Claim 36 wherein the first television advertisement is selected based at least partly on a specific search request, which request has originated from the online access IP address.

38. The method of Claim 36 wherein the first television advertisement is selected based at least partly on demographic or behavioral attributes included in the derived user profile information.

39. The method of Claim 36 further comprising receiving a revenue amount from a provider of the television advertisement as a result of electronically delivering the user profile information.

40. The method of claim 39 wherein the revenue amount is received from an advertiser that has contracted to display a TV ad to persons who have characteristics contained in the user profile information.

41. The method of Claim 30 further comprising electronically delivering the first television advertisement to the server for subsequent direction to the set-top box.

42. The method of Claim 30 further comprising directing the television advertisement to the set-top box in response to instructions received from the server.

43. The method of claim 30 wherein (i) the step of electronically delivering user profile information comprises delivering the first user online access IP address.

44. A computer-implemented method of operating an Internet site comprising electronically delivering user profile information derived from online activity on the Internet site from a first online access IP address, as a result of which: (a) a server, which electronically associates a multitude of online access IP addresses and IP addresses indicating corresponding television set-top boxes, causes direction of a select television advertisement to the set-top box indicated by the set-top box IP address associated with the first online access IP address, and (b) a revenue amount is received.

45. The method of Claim 44 wherein the user profile information derived from the online activity from the first online access IP address does not include personally identifiable information.

46. The method of Claim 45 wherein the user profile information derived from the online activity comprises an indication of a search request originating from the first online access IP address.

47. The method of Claim 45 wherein the user profile information derived from the online activity comprises demographic attributes collected through the Internet site from the first online access IP address.

48. The method of claim 44 wherein (i) the step of electronically delivering user profile information derived from the online activity comprises delivering a first user online access IP address; (ii) the selection of a television advertisement to be delivered to the STB associated with the first user online access IP address is performed by the online site; and (iii) the selection of a television advertisement is based on user profile information not delivered by the site.

49. The method of claim 44 wherein the step of electronically delivering user profile information derived from the online activity comprises redirecting a user accessing the site from the first online access IP address.

50. The method of claim 44 wherein the revenue amount of part (b) is received from an advertiser that has contracted with the proprietor of the Internet site to display a TV ad to an audience of the Internet site.

51. The method of claim 44 wherein the revenue amount of part (b) is received in response to each instance in which revenue is generated as a result of displaying the select television advertisement on the set-top box associated with the first online access IP address.

ABSTRACT

In a method for delivering targeted television advertisements based on online behavior, IP addresses indicating online access devices and IP addresses indicating television set-top boxes are electronically associated for a multitude of users. Using user profile information derived from online activity from one of the online access IP addresses, a television advertisement is selected, such as by using behavioral targeting or demographic information, and automatically directed to the set-top box indicated by the set-top IP address associated with that online access IP address. Preferably neither the user profile information nor the electronic association of online access and set-top box IP addresses includes personally identifiable information.

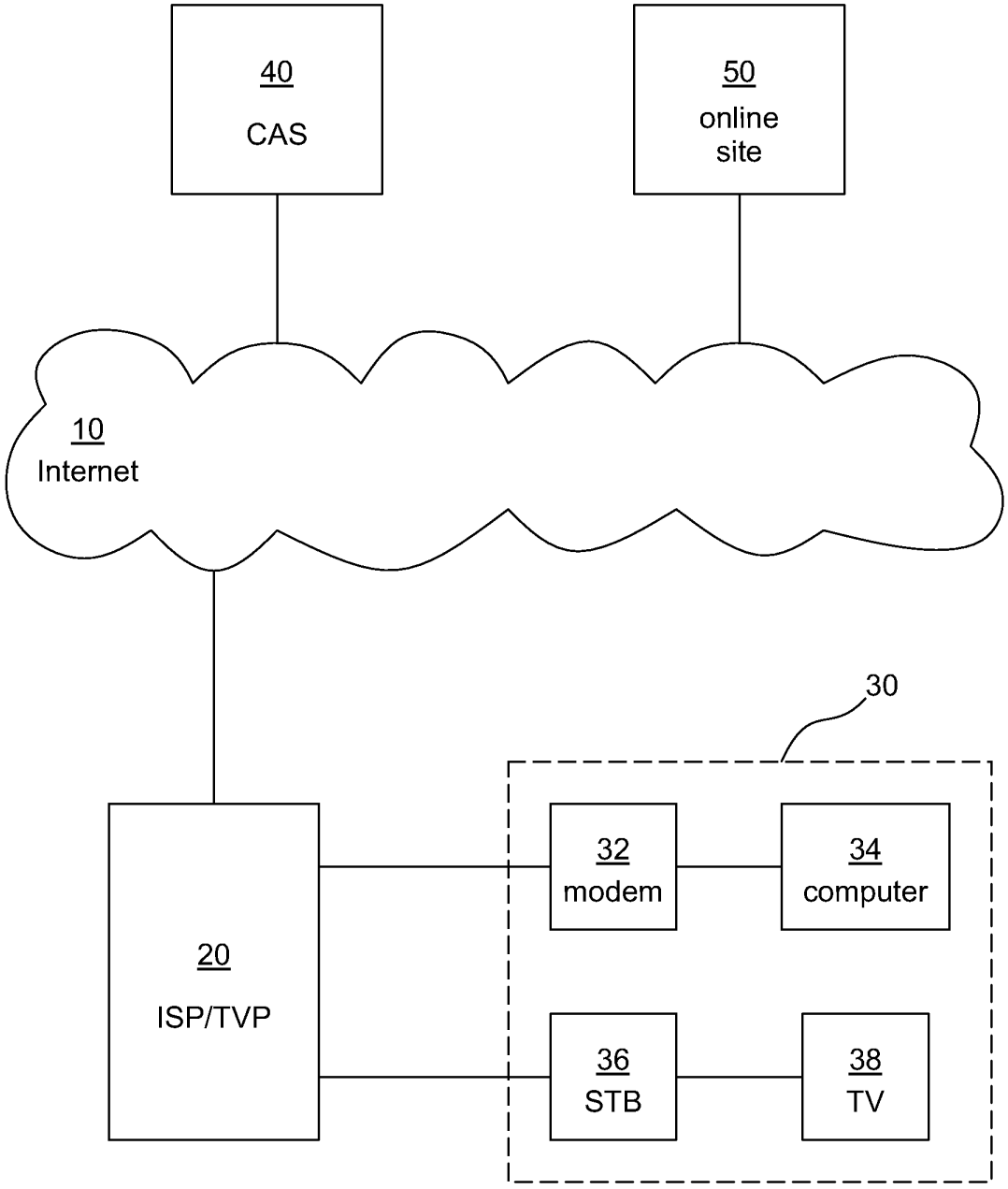
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FIG. 1

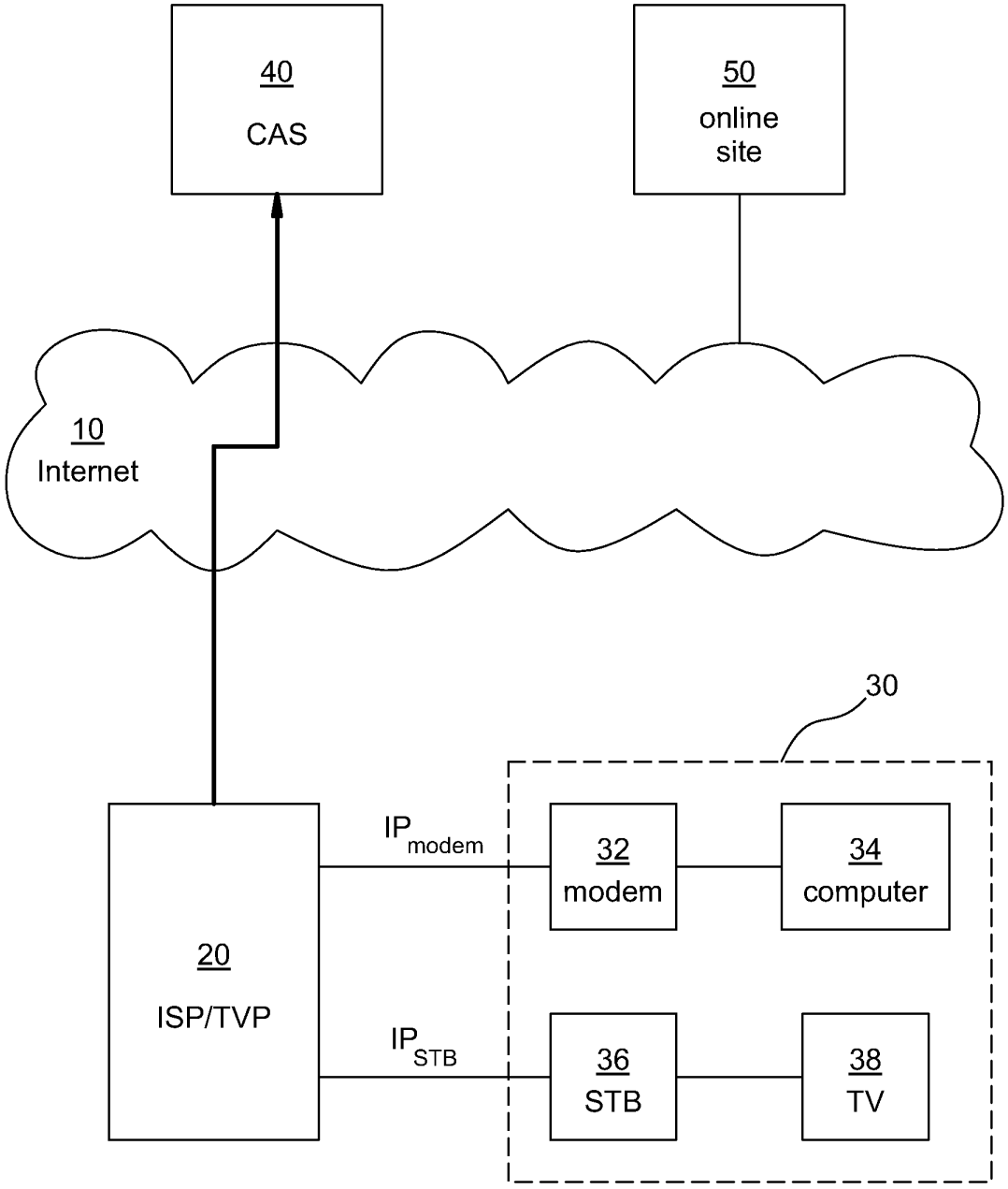
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FIG. 2

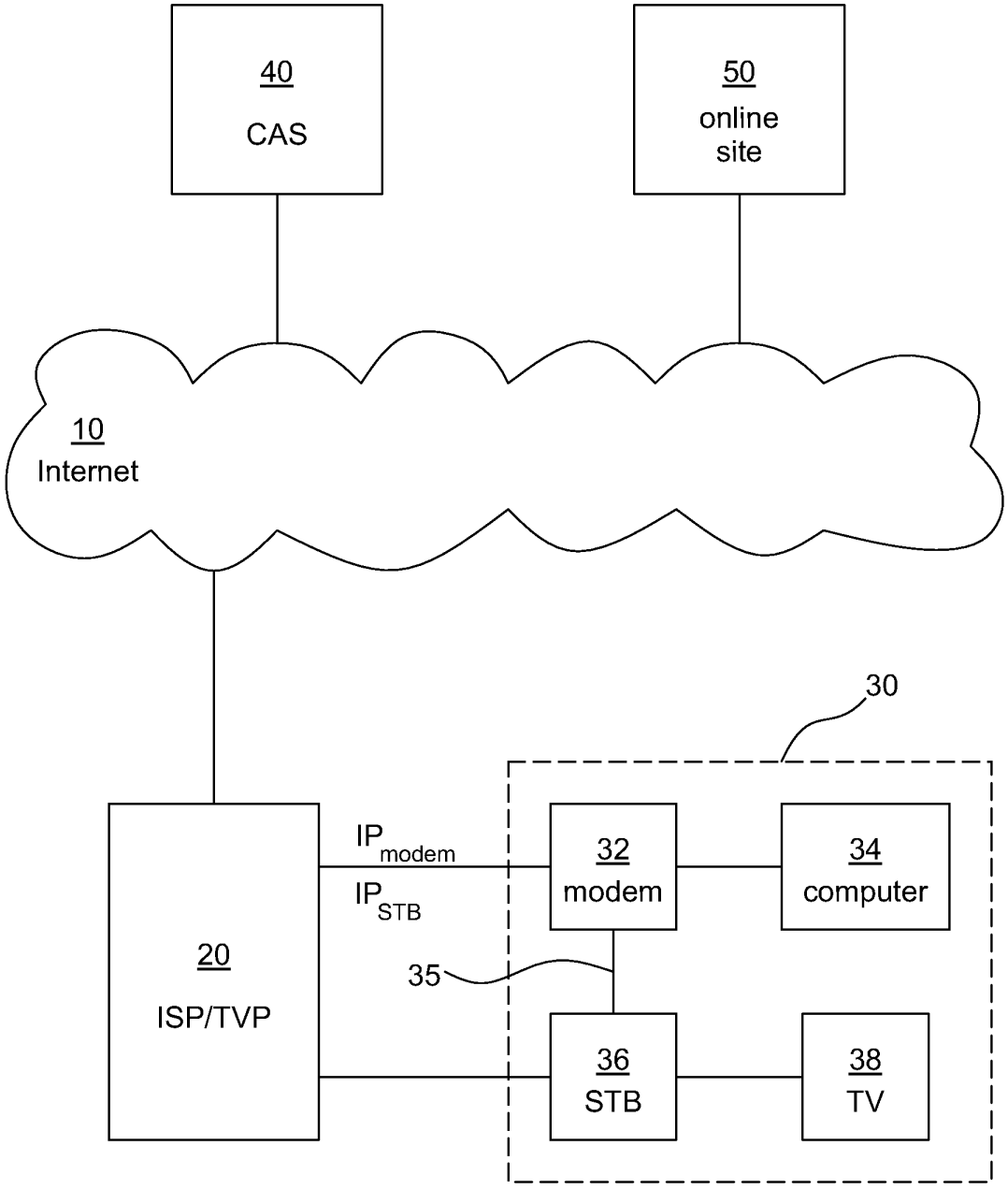
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FIG. 3

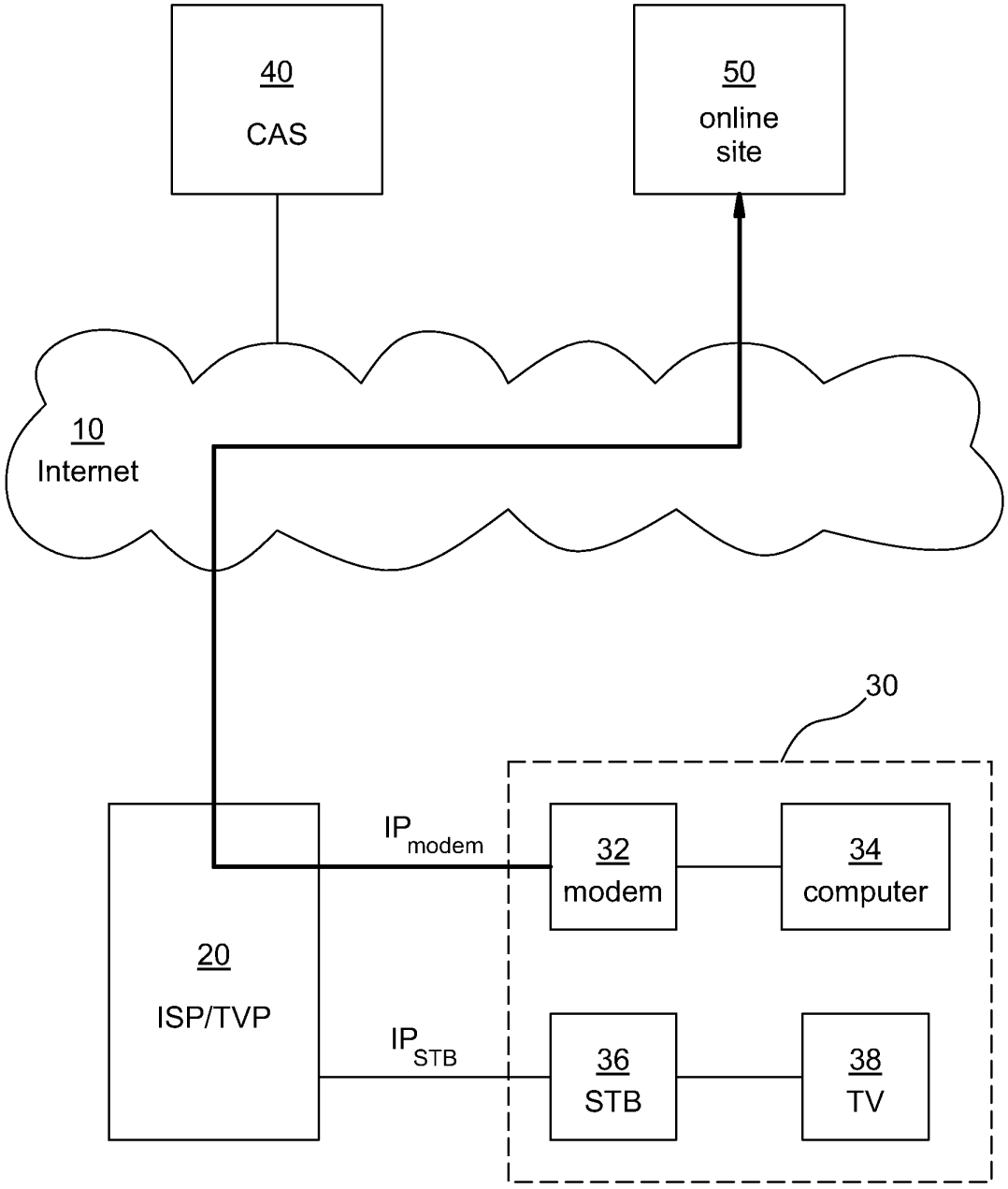
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FIG. 4

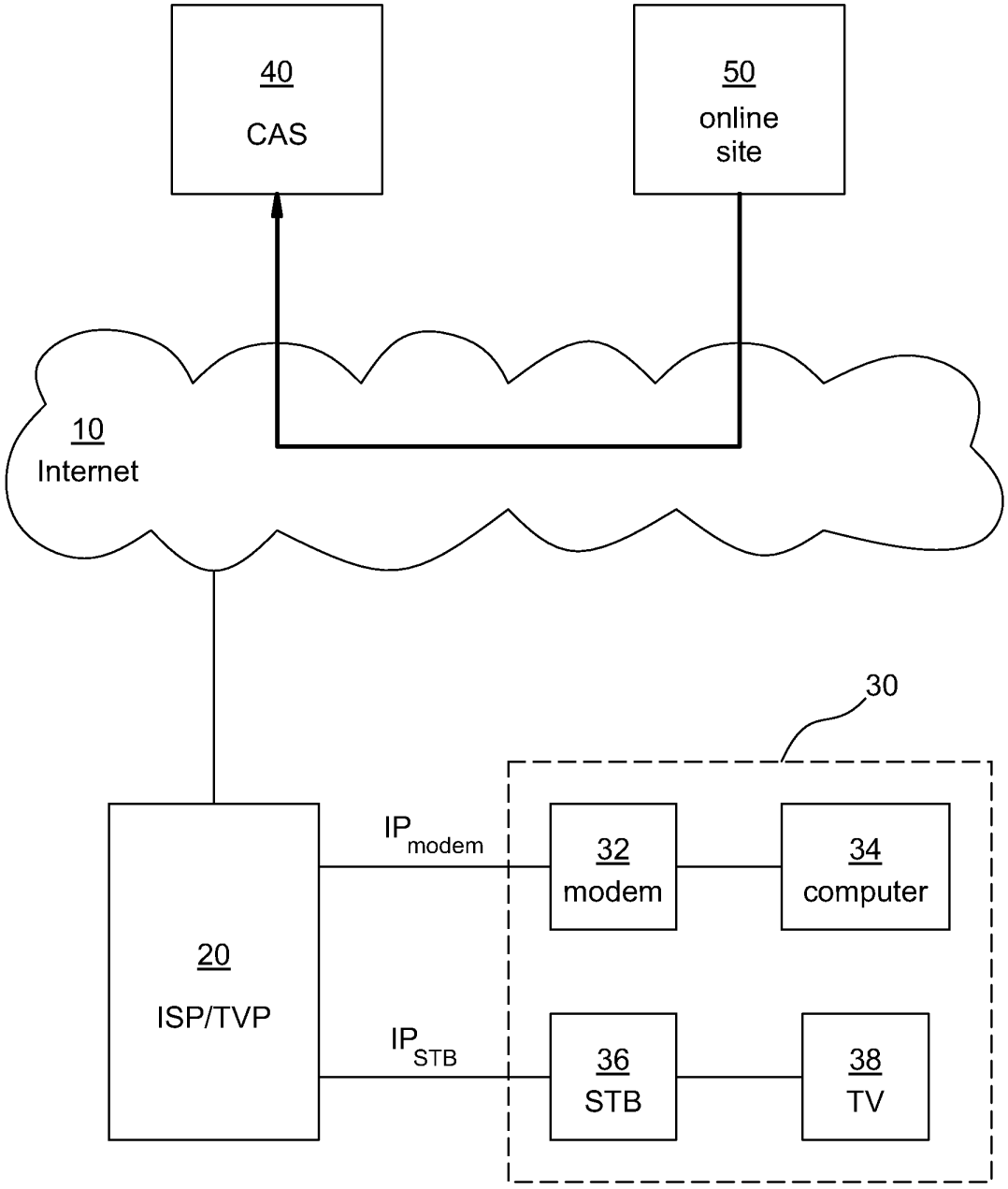
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FIG. 5

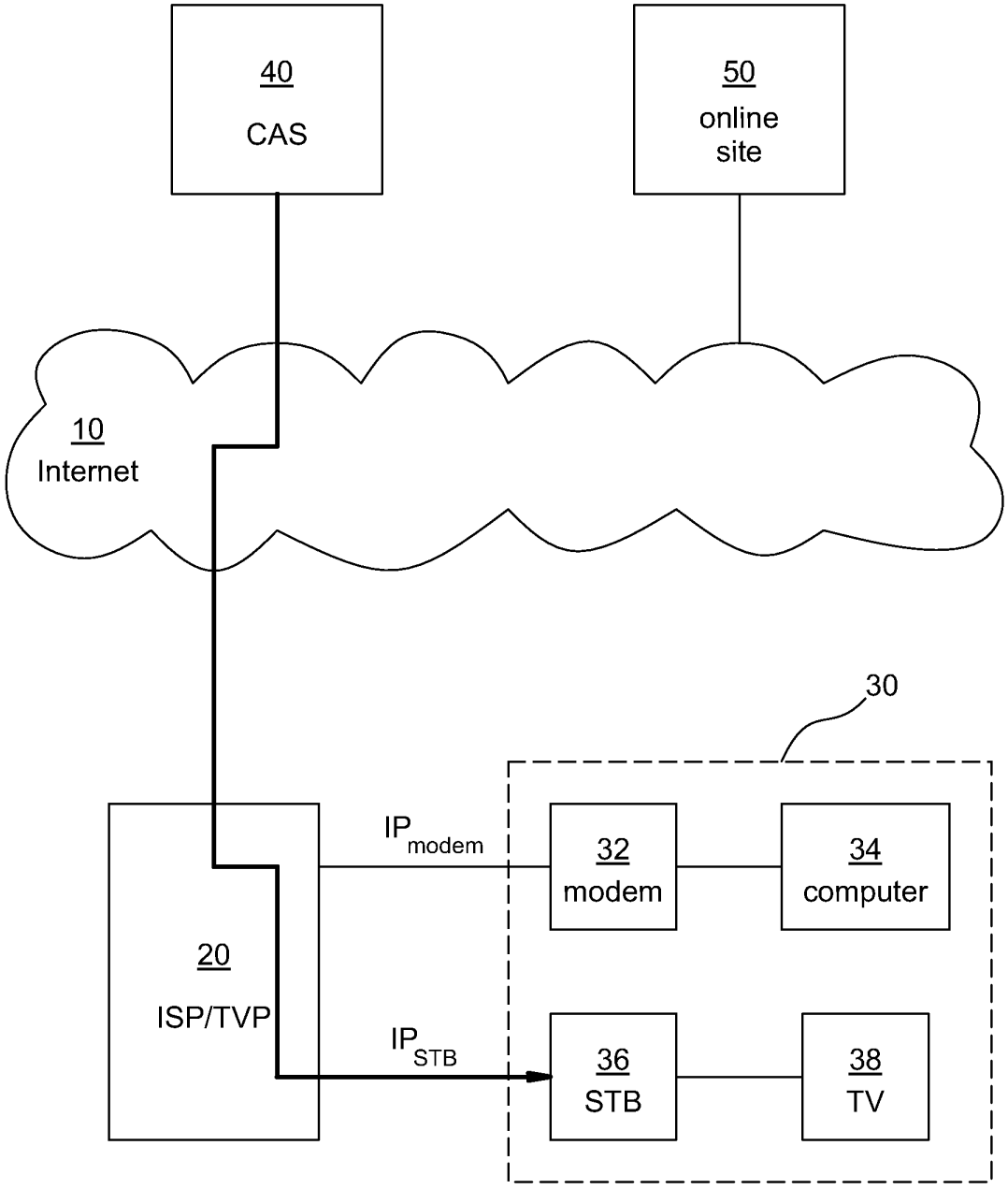
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FIG. 6A

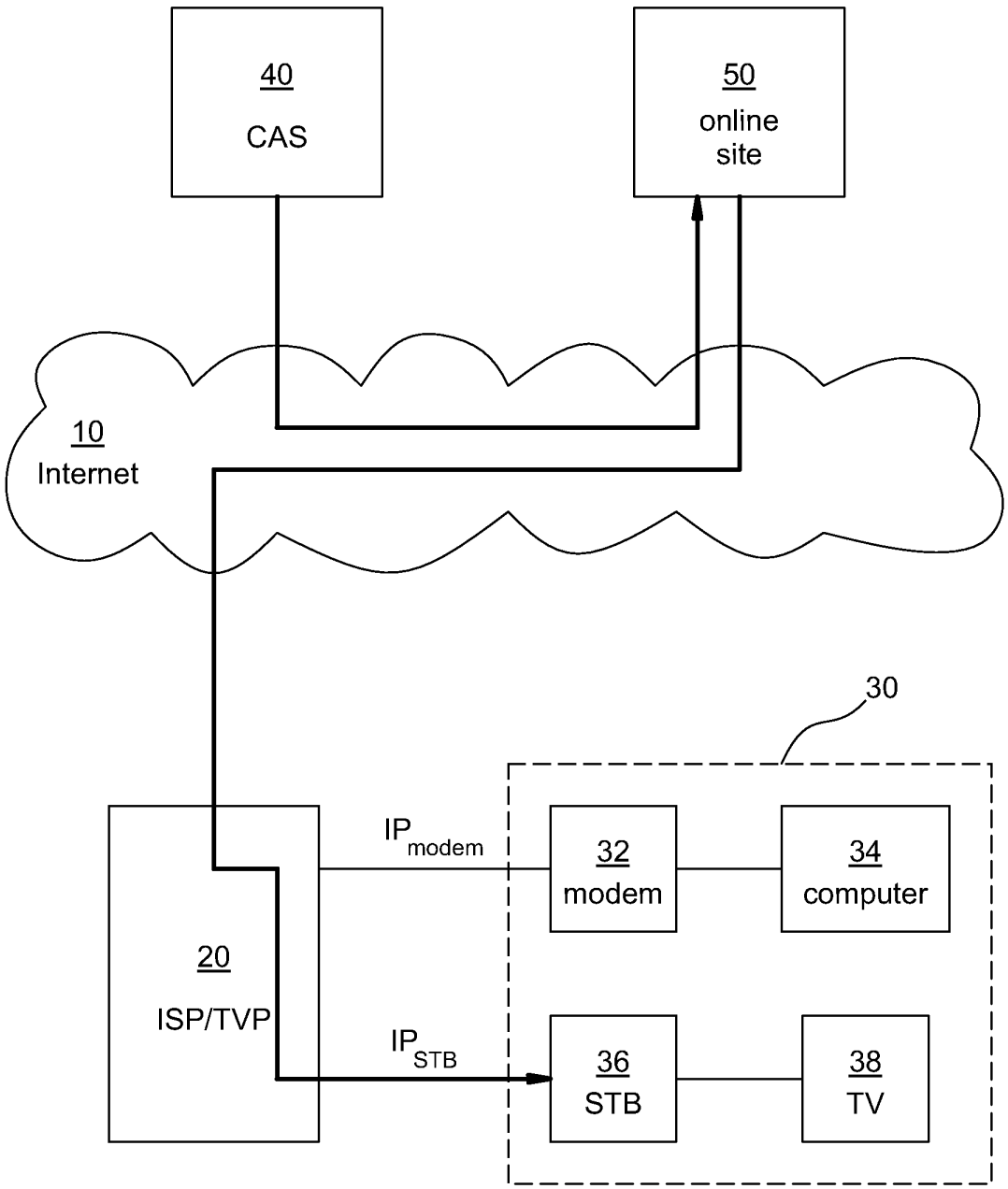
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FIG. 6B

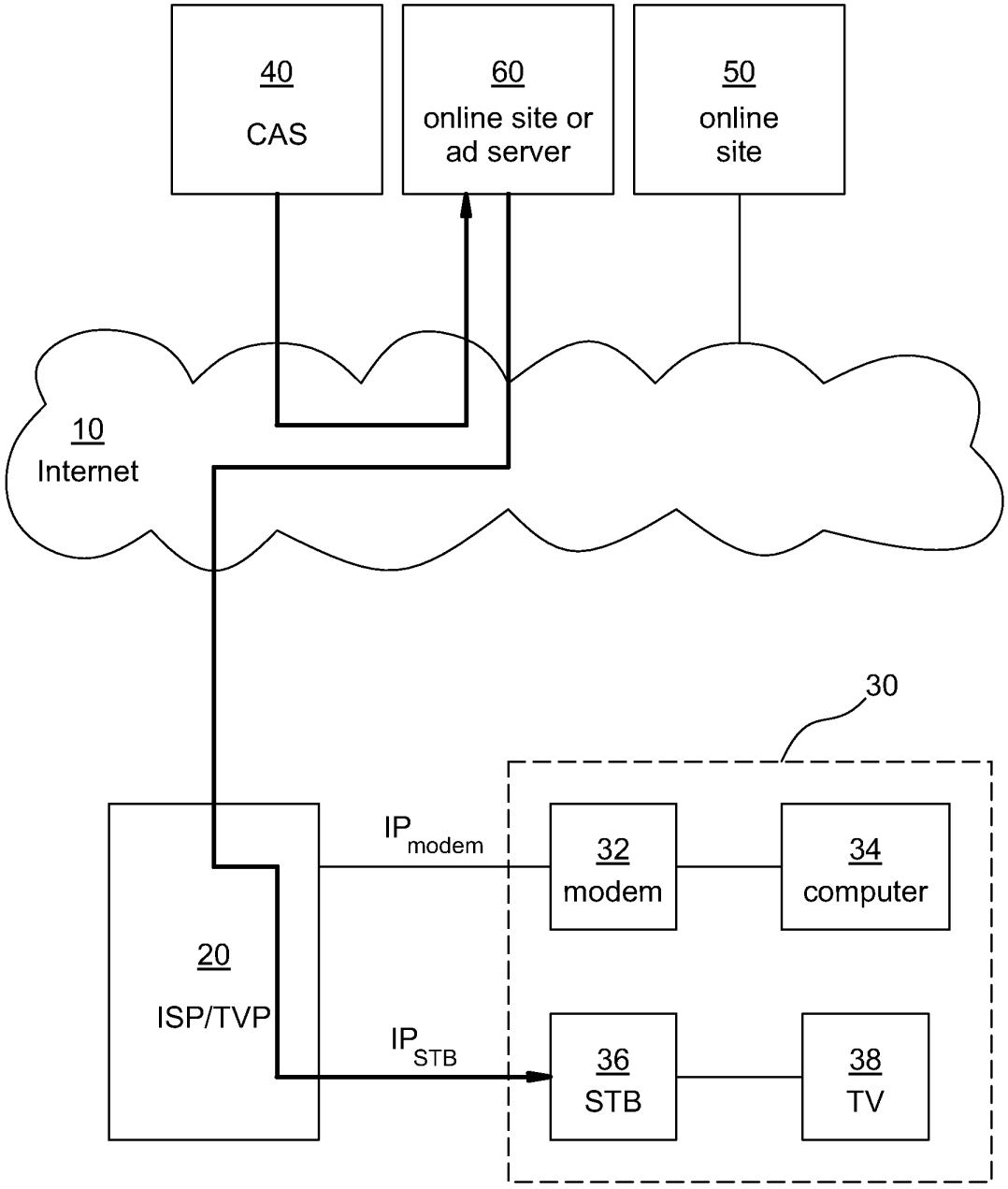
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FIG. 6C

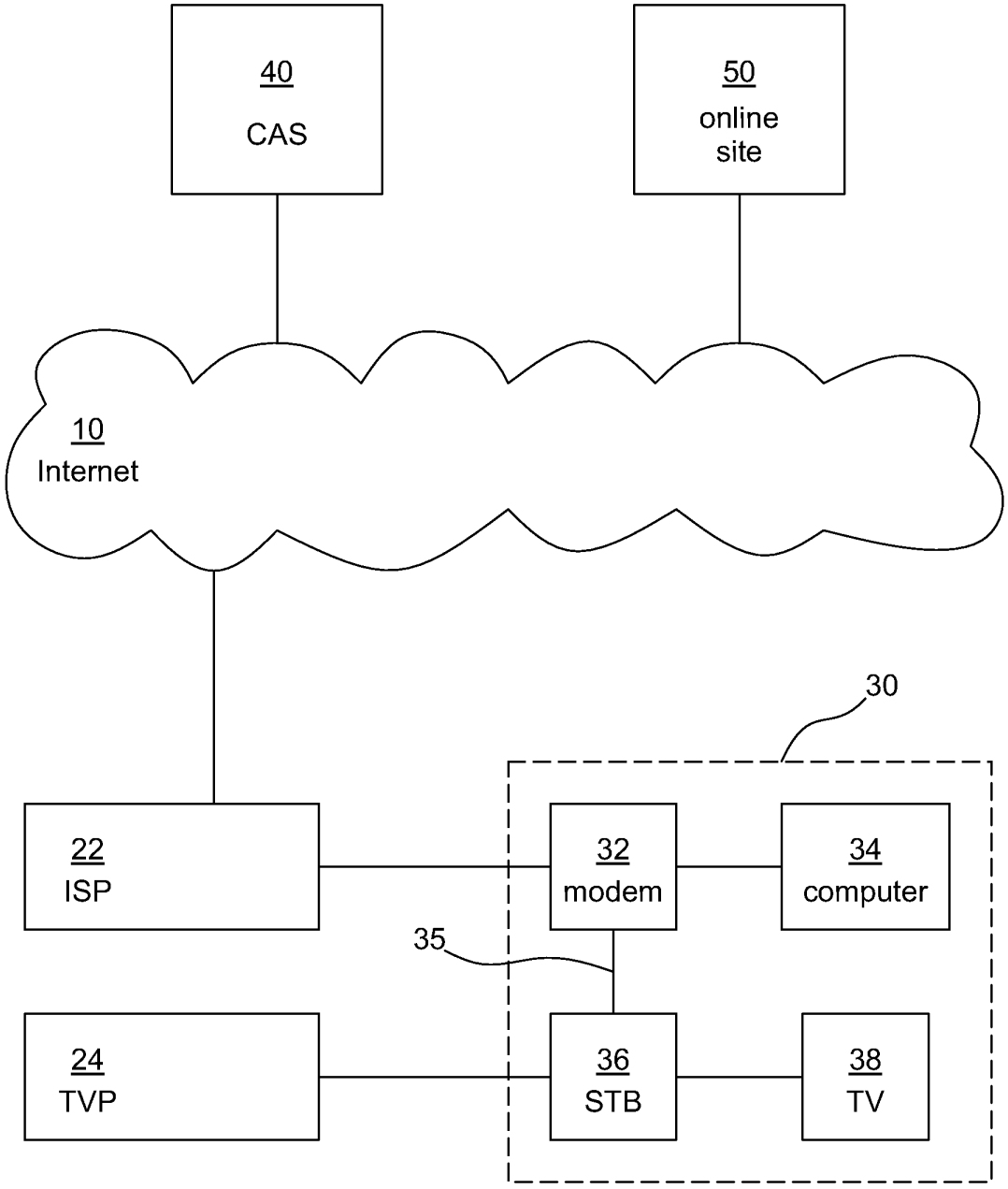
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FIG. 7

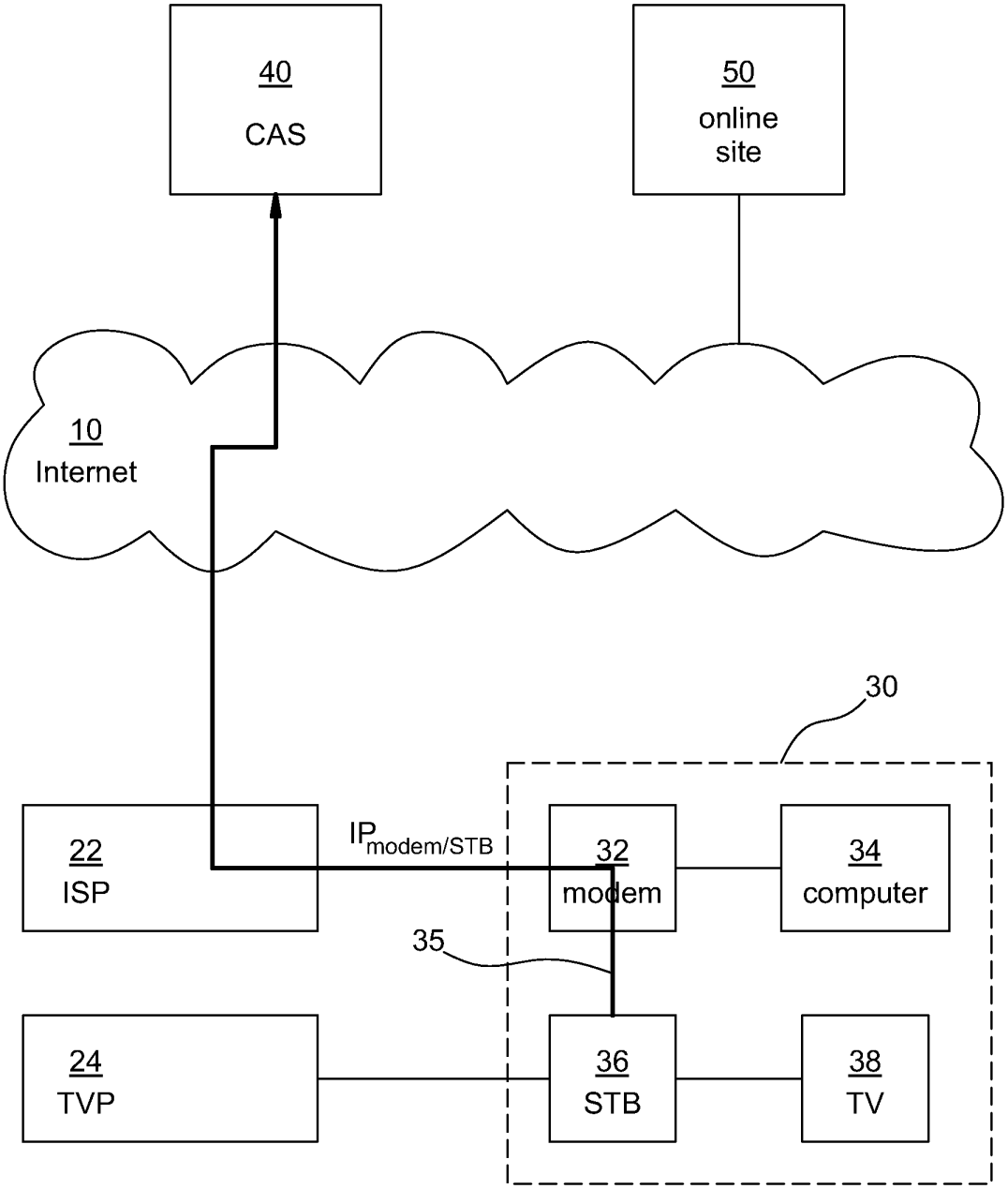
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FIG. 8

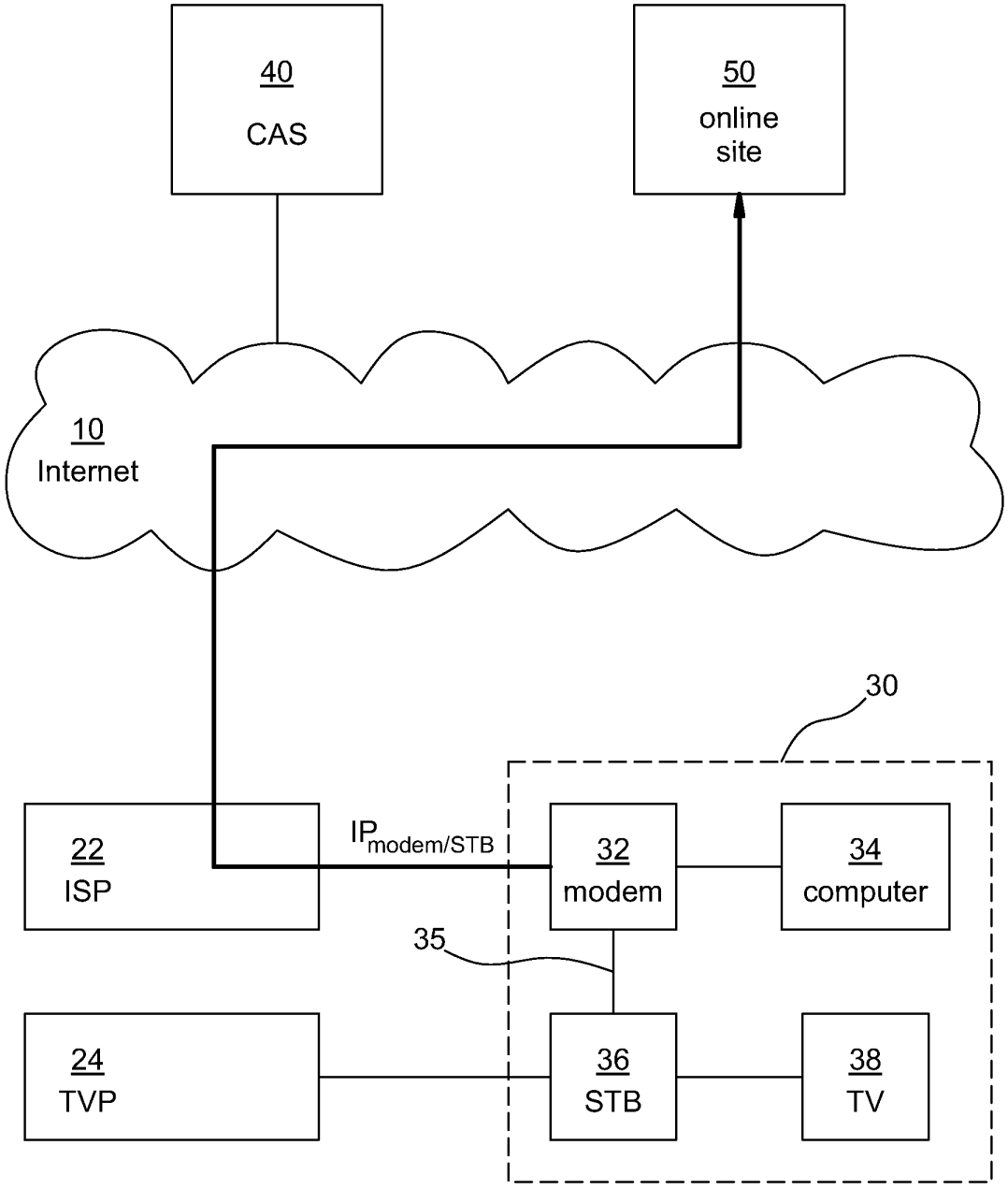
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FIG. 9

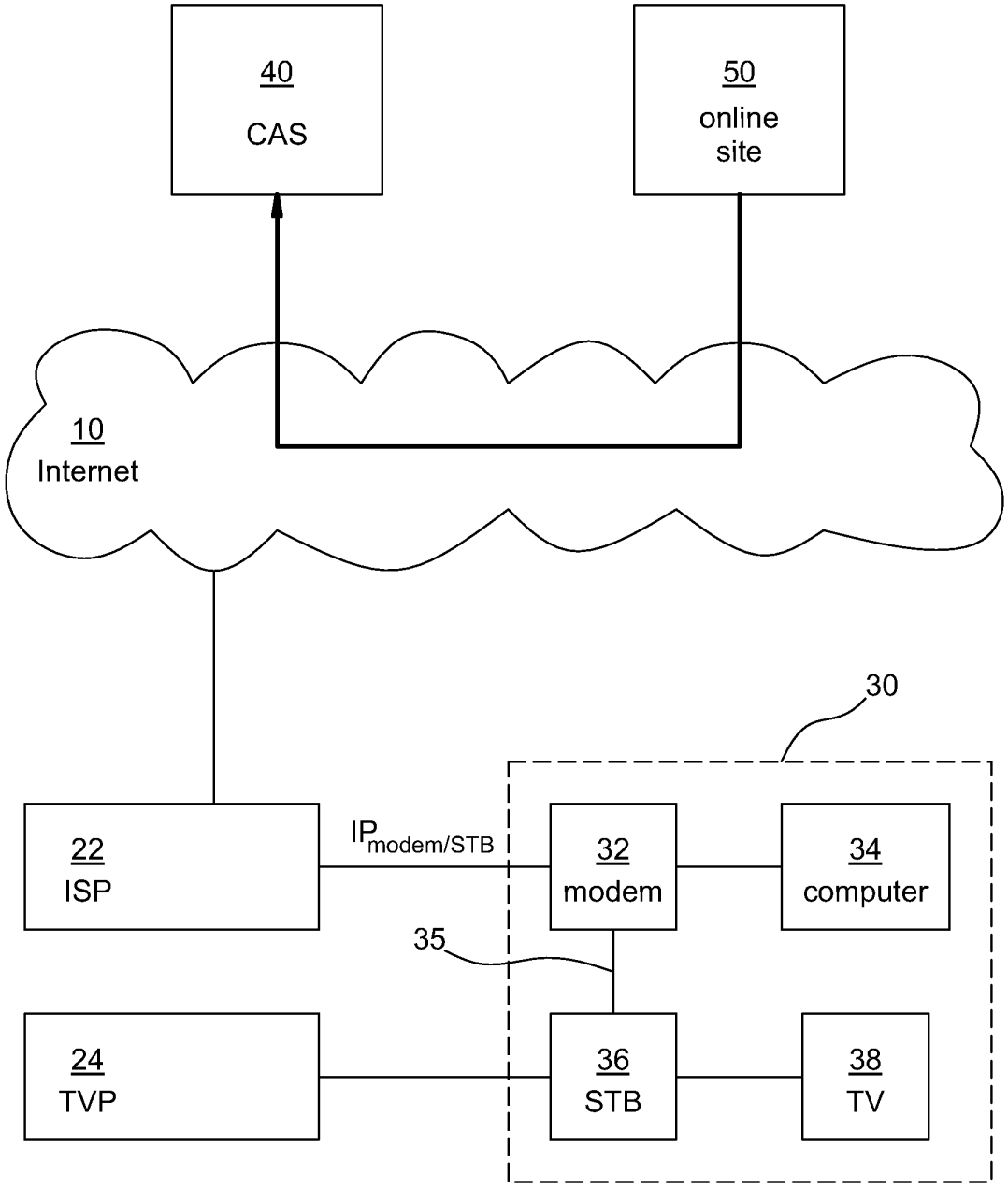
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FIG. 10

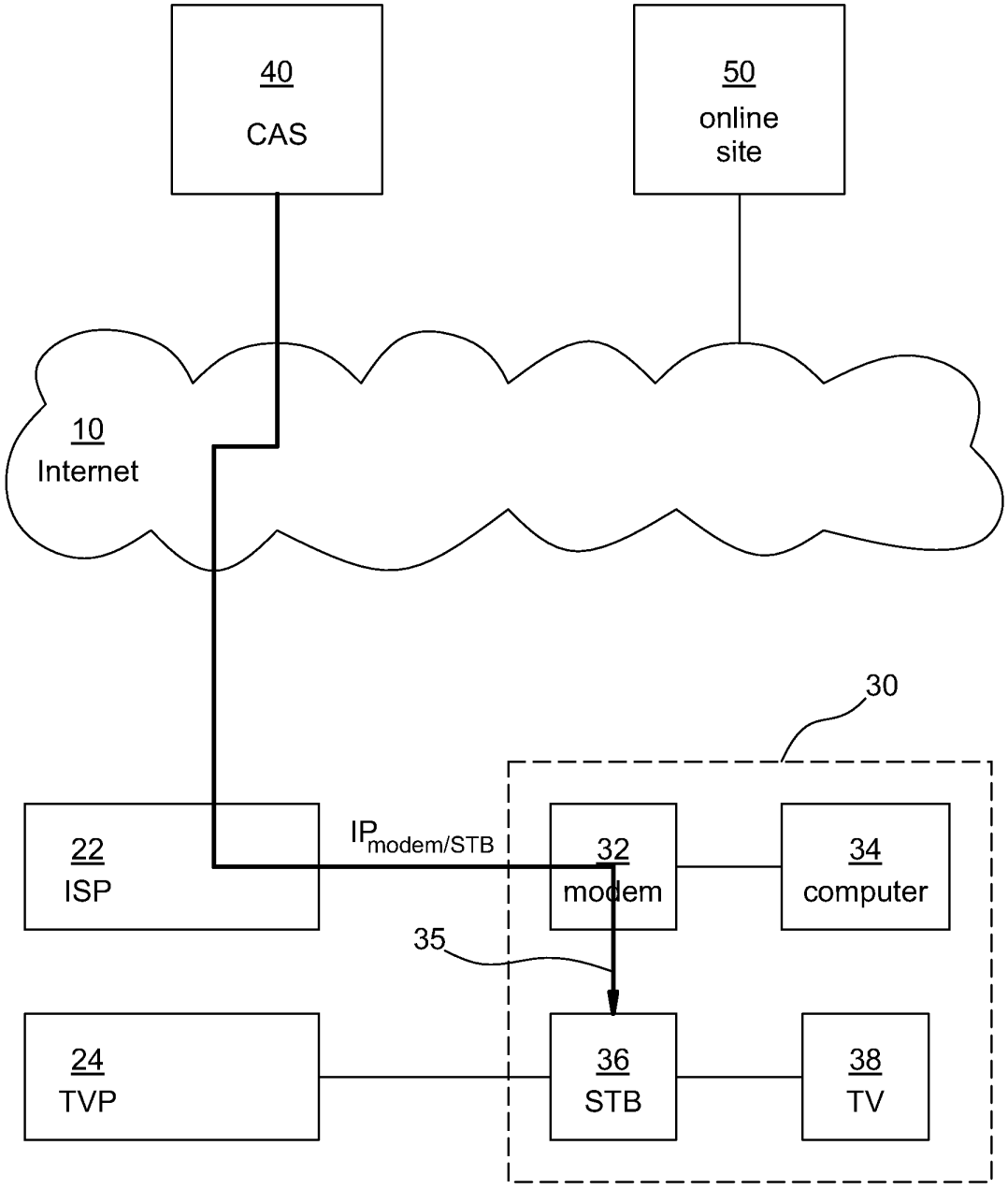
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FIG. 11A

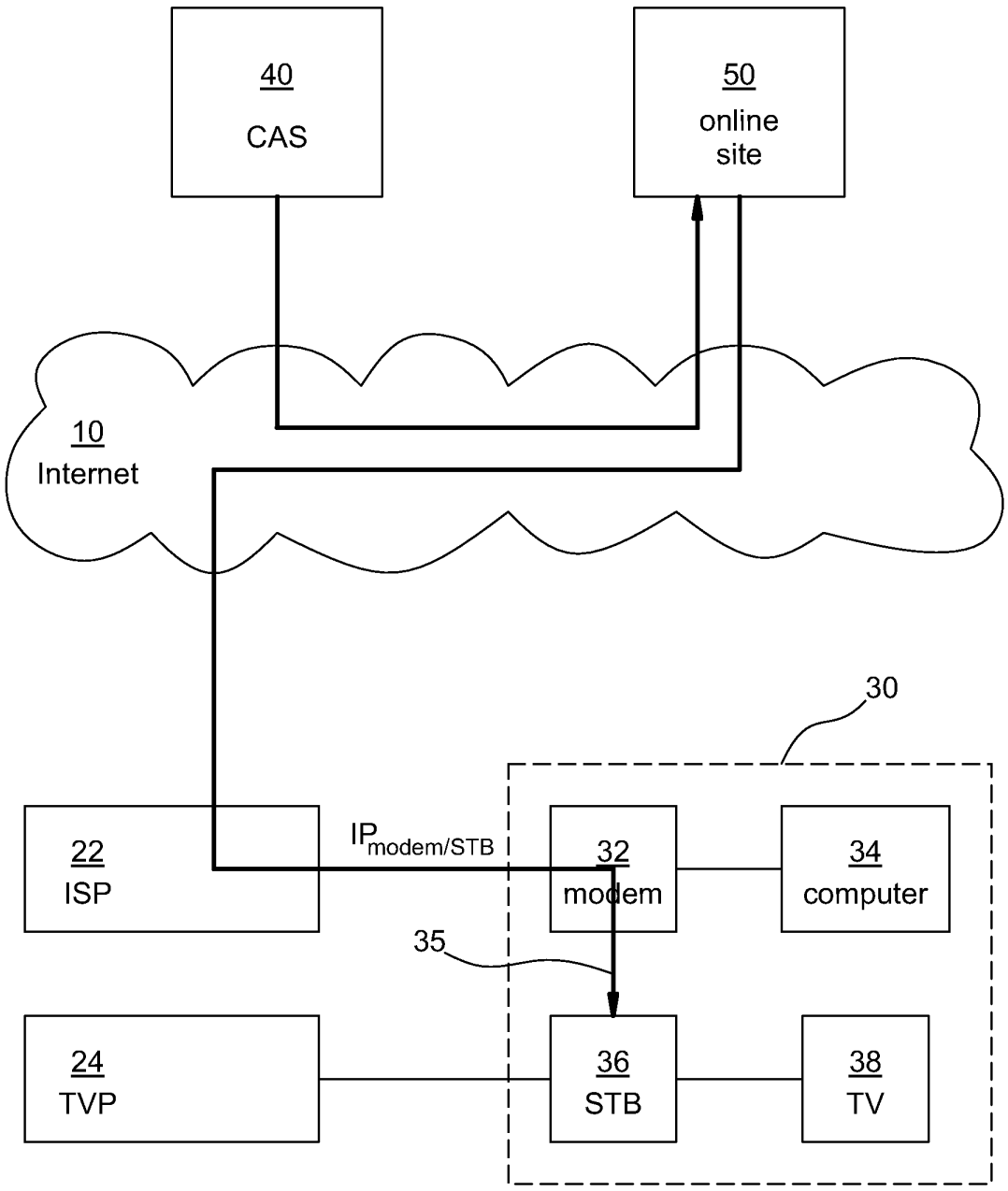
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FIG. 11B

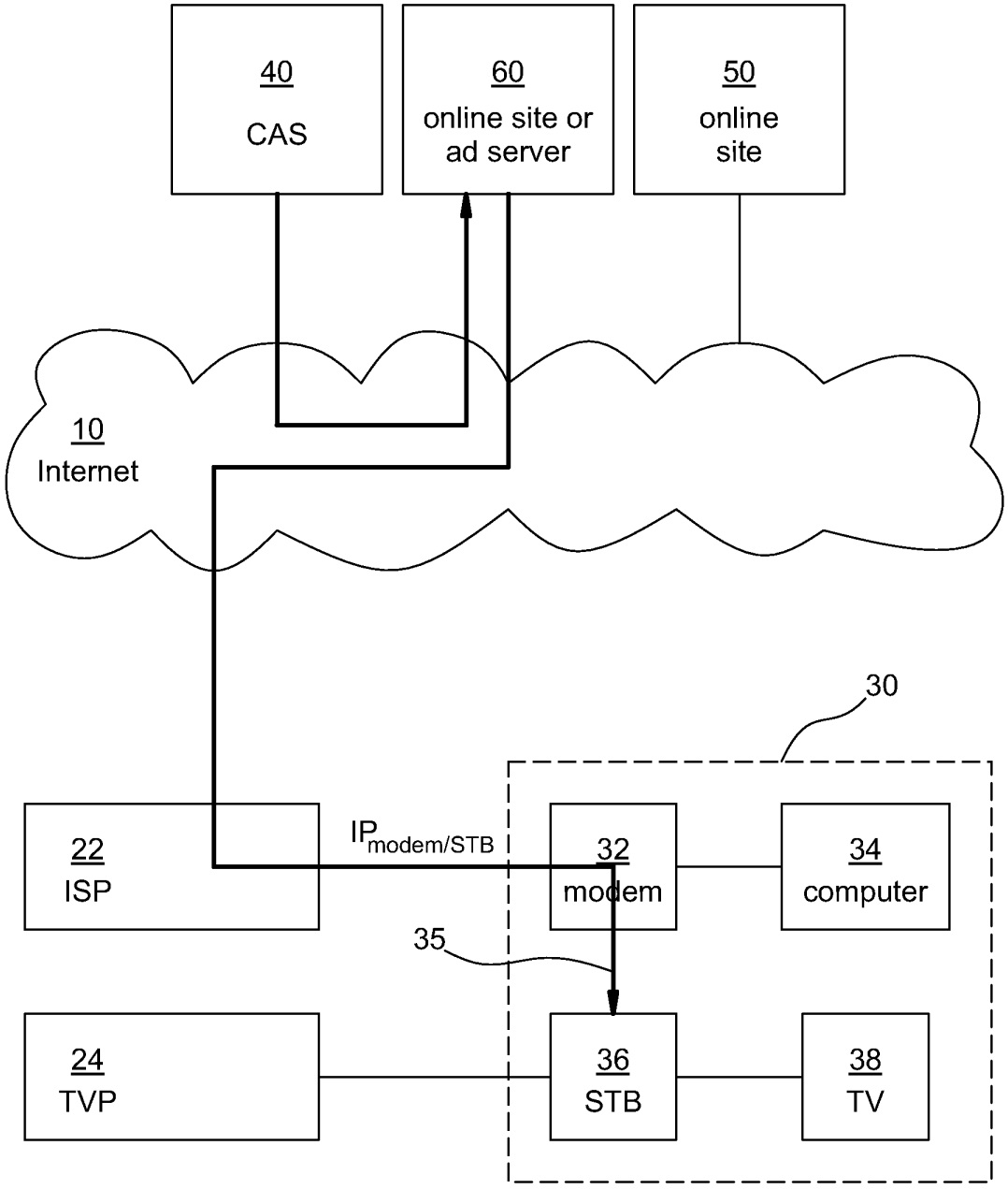
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FIG. 11C

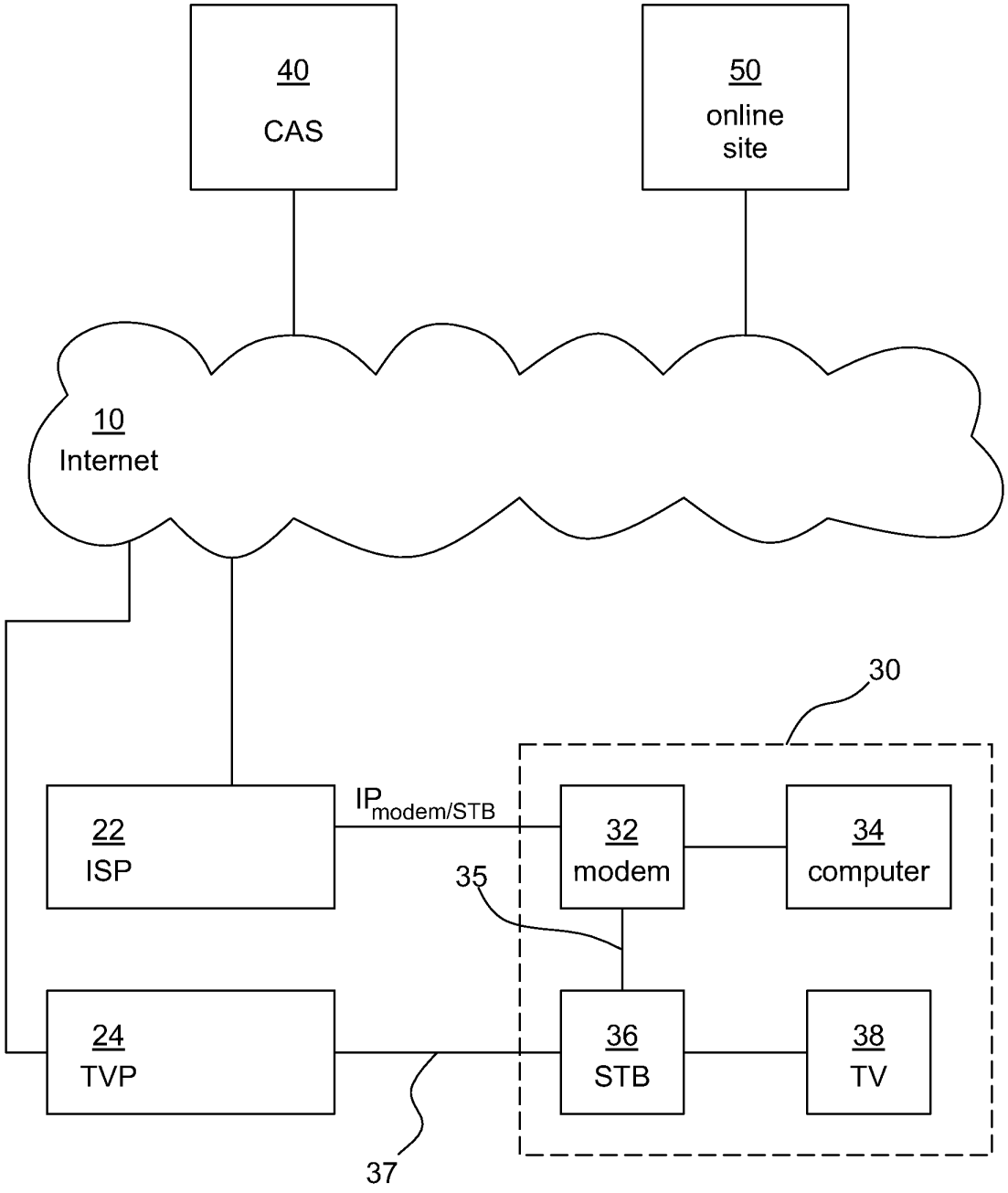
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FIG. 12

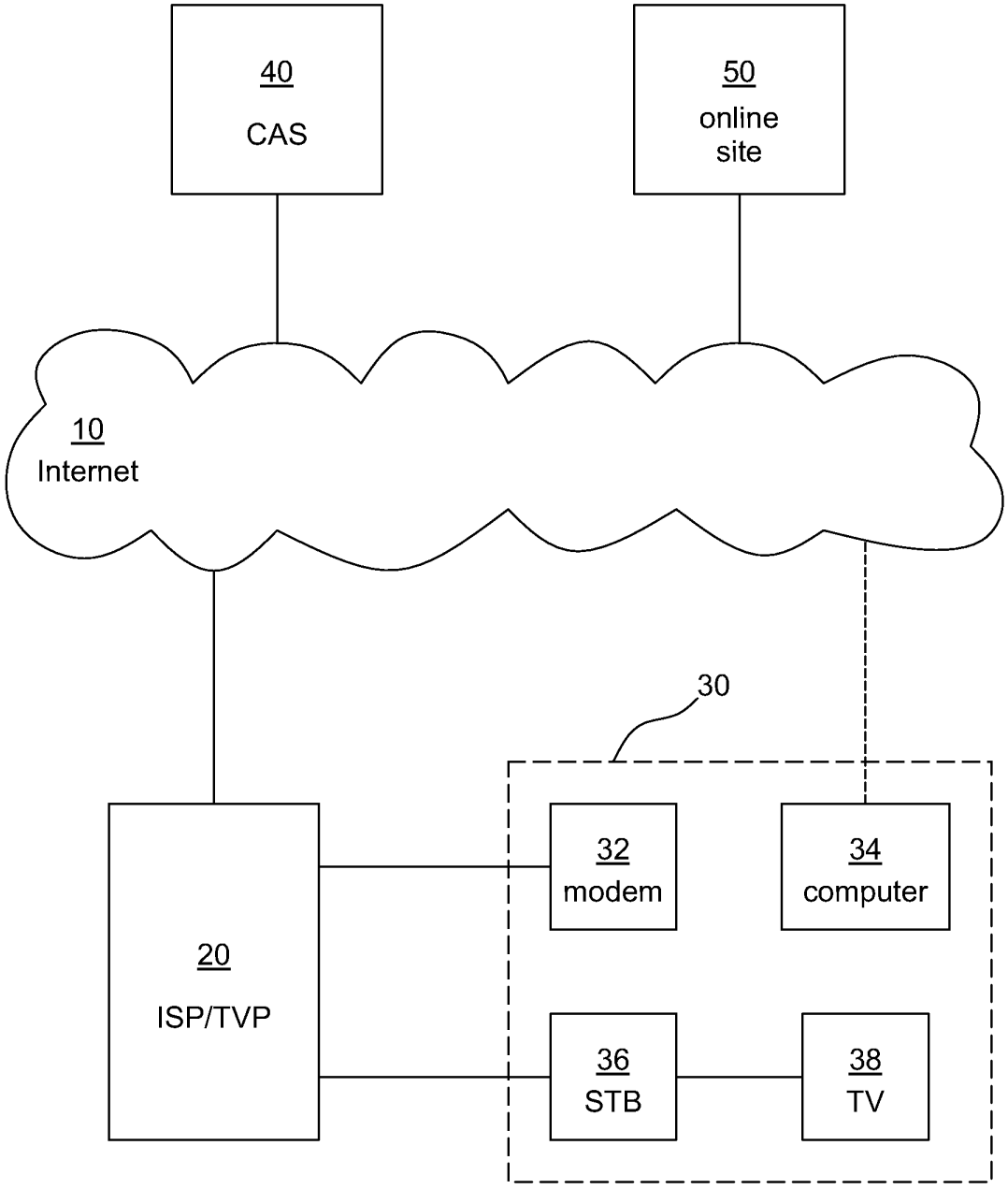
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FIG. 13

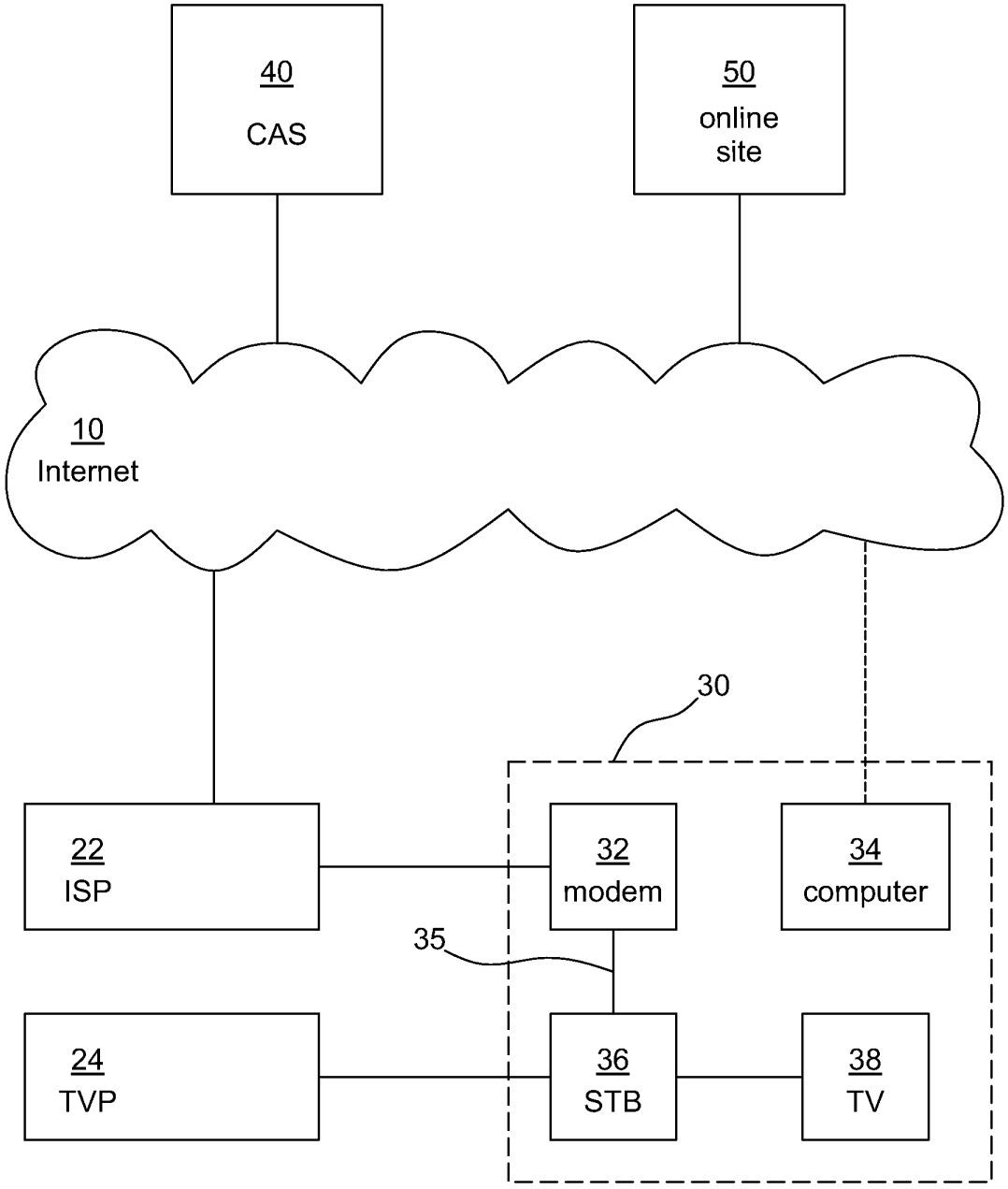
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FIG. 14

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Roy Shkedi	Art Unit	:	_____
Serial No.	:	10/996,491	Examiner	:	_____
Filed	:	04/17/2007			
Title	:	Targeted Television Advertisements Based on Online Behavior			

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

INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on form PTO/SB/08A attached to this document. Pursuant to Office rules, copies of the U.S. Patent references are not included.

Assignee also wishes to advise the Examiner of the existence of three other pending applications that it owns, namely application Serial Nos. 10/996,491, filed November 24, 2004, 11/099,861, filed April 6, 2005, and 11/479,832, filed June 30, 2006.

If the Examiner has any questions concerning these matters, please contact assignee's undersigned attorney.

Respectfully submitted,

ALMONDNET INC.
by its attorney

Dated: April 17, 2007

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918
LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
Phoenix, Arizona 85028
(480) 948-3295

PTO/SB/08A (09-06)
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 7

Complete if Known	
Application Number	NEW APPLICATION
Filing Date	April 17, 2007
First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-TV1

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US- 20020032603	03-14-2002	Yeiser	
		US- 20020059602	05-16-2002	Macrae, et al.	
		US- 20020104086	08-01-2002	Tomsen, et al.	
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		US- 20040010546	01-15-2004	Klug, et al.	
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		US- 20040123314	06-24-2004	Bova	
		US- 20050076393	04-07-2005	Sussman	
		US- 20050165638	07-28-2005	Piller	

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]-Number[4]-Kind Code[5] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]

Examiner Signature		Date Considered	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 2 of 7

Complete if Known	
Application Number	NEW APPLICATION
Filing Date	April 17, 2007
First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-TV1

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US- 20050177420	08-11-2005	Tanahashi	
		US- 5978013	11-02-1999	Jones, et al.	
		US- 6055573	04-25-2000	Gardenswartz, et al.	
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		US- 6832207	12-14-2004	Shkedi	
		US- 6925440	08-02-2005	Shkedi	
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		US- 7072853	07-04-2006	Shkedi	
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		US- 5848396	12-08-1998	Gerace	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 3 of 7

Complete if Known	
Application Number	NEW APPLICATION
Filing Date	April 17, 2007
First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-TV1

U. S. PATENT DOCUMENTS

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		US- 5105184	04-14-1992	Pirani, et al.	
		US-			
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		WO2005046237	05-19-2005	Gutta, et al.		

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Sheet 4 of 7

Complete if Known	
Application Number	NEW APPLICATION
Filing Date	April 17, 2007
First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-TV1

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[2]
		Engage Technologies, Inc.; Form S-1A; filed with the SEC; pp. 36-50; July 19, 1999.	
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		Battelle, John; "The Search - How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture"; pp. 167-171; 2005.	
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Examiner Signature		Date Considered	

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Sheet 5 of 7

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Application Number	NEW APPLICATION
Filing Date	April 17, 2007
First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-TV1

NON PATENT LITERATURE DOCUMENTS

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Sheet 6 of 7

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First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-TV1

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		Grant, Peter; "To Ward Off New Competitors, Comcast Builds a Mini Internet"; Wall Street Journal online; October 13, 2005.	
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Sheet 7 of 7

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Application Number	NEW APPLICATION
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First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-TV1

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		Grant, Peter and Marr, Merissa; "Comcast Nears Pact With Disney To Offer ABC Shows On Demand"; The Wall Street Journal Online; November 21, 2006.	
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(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

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8 November 2004 (08.11.2004)

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(71) Applicant *(for all designated States except US)*: **KONINKLIJKE PHILIPS ELECTRONICS, N.V.** [NL/NL]; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).

(71) Applicant *(for AE only)*: **U.S. PHILIPS CORPORATION** [US/US]; 1251 Avenue of the Americas, New York, NY 10020 (US).

(72) Inventors; and

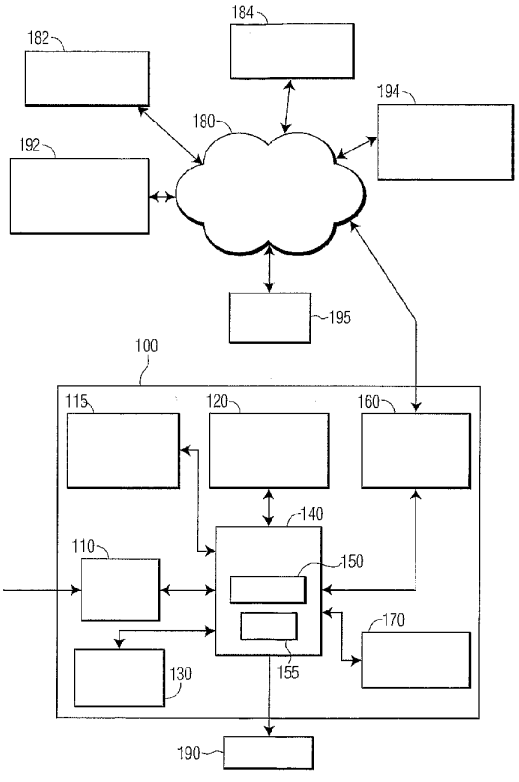
(75) Inventors/Applicants *(for US only)*: **GUTTA, Srinivas** [NL/NL]; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL). **MEULEMAN, Petrus, G.** [NL/NL]; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL). **VERHAEGH, Wilhelmus , F.J.** [NL/NL]; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).

(74) Common Representative: **KONINKLIJKE PHILIPS ELECTRONICS, N.V.**; c/o THORNE, Gregory L., P.O. Box 3001, Briarcliff Manor, NY 10510-8001 (US).

(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM,

[Continued on next page]

(54) Title: PROVIDING ADDITIONAL INFORMATION



(57) Abstract: Commercials (200) such as television commercials are augmented by obtaining additional information (300) regarding an advertised product or service from a remote server (182, 184, 192, 194, 195) via a computer network (180) such as the Internet. Commercials are identified and descriptive information is extracted (170). The descriptive information may indicate, e.g., the type of commercial. A user provides preferences (400, 500) regarding commercials via an interface. The preferences may indicate a desired level of detail (500) for the additional information. For commercials whose descriptive information corresponds with the user preference, the computer network is searched to located additional information, e.g., in the form of a web page or link (300). The additional information may relate to promotions, availability, and specifications of an advertised product or service.

WO 2005/046237 A1

TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

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Declarations under Rule 4.17:

— *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii)) for the following designations AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW, ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG)*

— *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii)) for all designations*

Published:

— *with international search report*

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

PROVIDING ADDITIONAL INFORMATION

The invention relates generally to television and commercials and, more particularly, to a method and apparatus for providing additional information to a user, such as web page information, regarding the product or service advertised in a commercial.

Advertisers use commercials to generate interest among potential consumers. They are usually displayed or played on TV or radio during the breaks of regular programs. Advertisements also pop up on the web as we navigate through the Internet. During the commercial, some producers provide the price of the product, and information for ordering the product, such as a telephone number for a mail order product. However, in most cases, commercials do not provide much specific information regarding an advertised product or service, for example, such as where the product or service can be purchased, the price, and the availability of the product or service. Commercials may avoid giving specific information because the same commercial is typically broadcast nationally and therefore cannot provide information that may be location-specific. Moreover, it would be expensive to modify the commercials for limited-time promotions.

Accordingly, it would be desirable to provide a method and apparatus for augmenting the information that is provided by a commercial that addresses the above and other issues.

In a particular aspect of the invention, a method is provided for obtaining information to augment commercials in a data stream. The method includes obtaining preference information from at least one user via a user interface, extracting descriptive information from commercials in the data stream, and determining, for each of the commercials, whether the extracted descriptive information corresponds with the preference information. Responsive to the determining step, the method further includes locating information from an external source, such as a server, via a computer network regarding at least one of the commercials whose extracted descriptive information corresponds with the preference information.

A related apparatus and program storage device are also provided.

In the drawings:

Fig. 1 illustrates an embodiment of an apparatus for obtaining information to augment commercials;

Fig. 2 illustrates an example commercial;

Fig. 3 illustrates an example display of information from a computer network that augments the commercial of Fig. 2;

Fig. 4 illustrates an example user interface for entering commercial preferences;

Fig. 5 illustrates an example user interface for selecting information detail; and

Fig. 6 illustrates an embodiment of a method for obtaining information to augment commercials.

In all the Figures, corresponding parts are referenced by the same reference numerals.

Fig. 1 illustrates an embodiment of an apparatus for obtaining information to augment commercials. In one possible approach, the invention is implemented using components within a television set-top box receiver that receives a television signal and outputs a signal for display on a television. However, the invention is generally applicable to any type of device that receives video and/or audio programs. For example, the invention may be implemented in a computer that receives video programs from a network such as the Internet, e.g., by downloading, streaming or broadcasting, such as webcasting. The video programs typically include an audio track although this is not required. Moreover, the invention can be used with audio-only programs such as those provided via the Internet, e.g., as webcasts, or via radio broadcasts, including terrestrial and satellite radio broadcasts.

In one approach, the receiver 100 demultiplexes and decodes the received programs at a demultiplexer/decoder 110. The programs may be provided in a digital or analog multiplex that is transmitted by cable, satellite, or terrestrial broadcast, for example. Generally, one of the programs is decoded based on a channel selection made by the user/viewer via a user interface 130. The decoded program may be communicated to a display device 190 via a CPU 140, which includes a working memory 150, or stored locally for subsequent display, e.g., at a video storage device 115. In one possible design, the working memory 150 is a program storage device that stores software that is executed by the CPU 140 to achieve the functionality described herein. However, resources for storing and processing instructions such as software to achieve the desired functionality may be provided using any known techniques.

A commercial extracter 170 scans the data stream carrying the selected video program to identify the location of commercials in the data stream, and to extract descriptive information from the commercials. This may be achieved using various techniques. For

example, U.S. patent app. no. 09/945,871 to Agnihotri et al., published March 13, 2003 as US 2003/0050926, entitled "Method of using transcript information to identify and learn commercial portions of a program" and incorporated herein by reference, discusses a method for using transcript information, such as the closed-caption signal, to identify and learn commercial portions of a program. U.S. patent 6,469,749 to Dimitriva et al., issued October 22, 2002, entitled "Automatic signature-based spotting, learning and extracting of commercials and other video content", incorporated herein by reference, identifies segments in a video signal that are likely to be associated with a commercial. The extracted descriptive information could include the type of commercial – slow vs, fast; and category of commercial, such as a specific category of products or services, e.g., automobiles, restaurants, movies, etc. The user provides preference information, e.g., preferences, via a user interface 130 regarding characteristics of commercials in which the user is interested, as discussed further below. The extracted descriptive information of each commercial is compared to the preference information to determine if they correspond. For example, if the commercial has the word "coffee" spoken by an announcer, as determined by an audio-to-text conversion, a correspondence may exist when the user has expressed a preferences for coffee or coffee houses or a similar category of products, e.g., hot drinks, drinks with caffeine, or breakfast foods. Various artificial intelligence techniques may be used to determine whether the descriptive information of a commercial corresponds with the user preferences. If there is such a correspondence, an agent 155 is triggered, e.g., by implementing appropriate software in the CPU 140, to use a computer network interface 160 to obtain additional information regarding the commercial from an external source such as at least one remote server via a remote computer network 180 such as the Internet. Agent technology is well established and numerous techniques are available for locating information on the web or other computer networks. The additional information, as well as the commercial, may be stored at a commercial information storage device 120 such as a hard disk.

Various information sources communicate via the computer network 180. These may include servers provided by the advertisers for the commercials. For example, an advertiser "A" server 182 may provide information regarding a product or service "A", while an advertiser "B" server 184 may provide information regarding a product or service "B". The advertiser servers 182, 184 may be operated on behalf of an entity such as the manufacturer or producer

of an advertised product or service, an advertising agency, or other intermediary.

Additionally, in another option, entities that supply the products or services that are advertised in the commercials may provide information such as availability and pricing. For example, a product/service supplier "X" server 192 and a product/service supplier "Y" server 194 may be used. These are examples only. Additional servers may be employed, and one or more servers may consolidate information from other servers. For example, a product/supplier server may have information regarding different geographically dispersed locations such as individual retail stores in a chain of such stores where the advertised product or service can be purchased.

The agent 155 can obtain information from the network 180 in different ways. In one possible approach, the agent 155 provides information identifying the product or service "A" that was advertised in the commercial to the advertiser "A" server 182. In response, the advertiser "A" server 182 returns information such as specifications of the product or service, warranty information, a user's manual, health and safety warnings, pricing and special promotions, user testimonials, and the like, as applicable. Different information would be provided depending on the type of product, e.g., food vs. a household appliance. For example, the agent may identify the product as "Java brand coffee", in which case the advertiser "A" server 182 may be operated on behalf of the Java brand company. The agent 155 may use intelligence that allows it to locate a specific advertiser's server based on the product name. The intelligence may be provided locally to the agent 155 or receiver 100 and/or at a location in the remote network 180. For example, the agent may connect to a specified agent server 195 that processes the agent's information to locate the associated server of the advertiser or product/service supplier. For instance, if the agent 155 provides the information "Java brand coffee" to the agent server 195, the agent server 195 may use a lookup table to identify the manufacturer, e.g., "General Coffee Corp." and an associated URL of a web page that provide appropriate information to return to the agent 155. The web page may be provided by the advertiser "A" or "B" servers 182, 184, for example.

In another approach, the agent 155 provides information identifying the product or service "A" that was advertised in the commercial to one of the product/service supplier server 192, 194, along with information identifying the user's location, such as zip code or street address. This may be achieved directly or by using the agent server 195 as discussed above. For instance, if

the agent 155 provides the information "Java brand coffee," the agent server 195 may use a lookup table to identify the product supplier, e.g., "A&P Grocery Stores" and an associated URL of a web page that provides appropriate information to return to the agent 155. The web page may be provided by the product/service supplier "X" or "Y" servers 192, 194, for example. The product/service supplier "X" server 192, for instance, may provide information regarding a retail grocery store at which the product/service can be purchased, driving directions and driving time, store hours, distance from the user's home, and so forth. The product/service supplier "X" server 192 may access inventory information to inform the agent of whether the advertised product is in stock. Information regarding the availability of products at a retail store can be maintained using a computerized inventory system. Similarly, the product/service supplier "X" server 192 may access scheduling information to inform the agent 155 of when an appointment for a service, such as for car repair or hair cutting, is available. Note that preferred product/service suppliers may be identified based on a fee agreement so that their information is provided to the user via the agent.
Note that the configuration shown in Fig. 1 is an example only. Moreover, the various components that store and process information need not be distinct components but their functions can be combined and carried out by common processing and storage elements.

Fig. 2 illustrates an example commercial 200 that is displayed on the display 190. The commercial advertises a product with the slogan "Buy Java brand coffee". Assuming the extracted descriptive information of the commercial corresponds with the user preferences, the agent 155 may be triggered to locate information via the network 180 to augment the commercial. The located information may be displayed as the display 300 of Fig. 3.

Fig. 3 illustrates an example display of information from a computer network that augments the commercial of Fig. 2. Here, the information that is returned includes the message that "Java brand coffee is on sale for $2.99 per pound at stores A and B, which are at distances of 1 and 2 miles, respectively, from the user's home or other location. The information may be displayed in the form of one or more HTML web pages on the display 190, for example. A link to one or more web sites may be provided that the user can select to obtain further information. It is also possible for the agent 155 to receive the additional information regarding a commercial in the form of a multimedia file so that the information is provided in an entertaining video/audio presentation. Note that the agent 155 may locate

information on the advertised product/service from competing entities, such as different grocery stores, so that the user can comparison shop. Different entities may be promoted over others based on fee agreements.

The additional information regarding a commercial that may be provided to the user includes: price of the product/service, ordering information for mail orders, where the product or service can be purchased, price, financing/credit terms, availability of the product or service, schedule availability for services such as car repair, hair cutting, dentist office visits, etc., colors/patterns/styles, special promotions being offered by a retail store or by the manufacturer, dates of promotions, distance from user's home to closest retail store with driving directions, identity of the manufacturer and place of manufacture, service information such as maintenance and cleaning requirements, warranty information, health/safety warnings, return policy, product/service ratings, and product/service reviews.

Fig. 4 illustrates an example user interface 400 for entering commercial preferences. The user interface 400 allows the user to enter preference information regarding characteristics of commercials in which the user is interested. Characteristics that are undesired can be indicated as well. A degree of interest or disinterest can also be indicated. The user may optionally provide weights indicating the relative importance of various characteristics of the commercials.

For example, the user may enter preferences by commercial type, keyword, music, performer, and sample. The commercial type or category may be a tempo or energy level of the commercial, such as slow, medium or fast, or a type of product or service, e.g., automobiles, clothing, food, restaurants and movies, for instance. The keyword can be one or more keywords identifying a product or service of interest, e.g., "Mercedes Benz" or "coffee", for instance. Text can be obtained from the commercials by converting an audio portion of the commercials to text, or by using the closed caption text, and using any type of text matching technique. The music can be a music track in the commercial, such as the name of a song or musical group. The music can be matched to the preferences by converting the words, if any, to text and performing a text comparison to a library of songs, or by matching the notes to a song library, or by other known techniques. See, e.g., H. Harb et al., A Query By Example Music Retrieval Algorithm, Maths-Info Dept., Ecole Centrale de Lyon, France, http://citeseer.je.nec.com/583447.html (2001).

The performer can be the name of a performer such as an actor that is in the commercial. The performer can be recognized if the name is spoken and converted to text, or is indicated in the closed caption text. Or, to detect an actor in a commercial, one can use face recognition. Recognition of people via faces is well known in the art. To recognize a face, the user has to first give a sample image of the face, and the system needs to be trained. Once it is trained, it can detect and recognize faces in a commercial. See, e.g., Srinivas Gutta and Harry Wechsler, Face Recognition Using Hybrid Classifiers, Pattern Recognition, Vol. 30, No. 4. (1997), incorporated herein by reference.

The sample can be examples of commercials (video and/or audio samples) that the user has identified in the past as being of interest. If the user provides samples of commercials, then the system first extracts descriptive information about the commercial then formats the descriptive information to fill the user interface. For example, the user may use an interface to designate, over a period of days, for instance, commercials that the user likes. The identified commercials can be stored and analyzed, such as by analyzing their closed caption data or by converting the audio to text. Artificial intelligence techniques are used to determine, e.g., which words are important and classify the commercials accordingly. For example, a commercial for a car can be analyzed to obtain the model name and manufacturer, type of background music played, if any, as well as characteristics of the commercial such as its pace, e.g., fast paced or slow paced. The information from the various identified commercials can be aggregated and averaged over time to determine the user's preferences.

Generally, any type of available artificial intelligence can be used for providing the user preference information and the descriptive information from the commercials, and determining whether there is a correspondence.

Fig. 5 illustrates an example user interface 500 for selecting information detail. The interface 500 allows the user to select a level of detail, or amount of information, regarding the information that is located to augment the commercial. For example, if the advertised product is an automobile, a basic level of detail may provide overview information such as base price, available body styles, mileage, etc. The moderate level of detail may provide further information such as important safety and convenience features. The detailed level of detail may provide further information such as optional equipment and prices, and warranty details. Or, the level of detail may be provided on a 1 to 5 scale, where 5 represent the most detail.

Various other criteria can be entered by the user to customize the display of information. For example, the user may designate preferred product/service suppliers and a maximum distance that the user is willing to travel so that locations outside this distance are not displayed to the user.

Fig. 6 illustrates an embodiment of a method for obtaining information to augment commercials. At block 600 ("obtain user preferences"), the user preferences are obtained regarding desired or undesired characteristics of the commercials. At block 610 ("scan data stream to detect commercials"), the received data stream (e.g., video and/or audio data stream) is scanned to detect all commercials in the data stream. The system may continuously scan the video and/or audio content for commercials. If a commercial is detect (block 620 – "commercial detected?"), then descriptive information about the commercial is extracted (block 630 – "extract descriptive information"), and it is determined whether the extracted descriptive information matches or otherwise corresponds with the user preference information (block 640 - "descriptive information corresponds with user preferences?"). If no commercial is detected (block 620), or the extracted descriptive information does not correspond with the user preference information (block 640), the data stream continues to be scanned (block 610).

If there is a correlation (block 640), then additional information about the commercial is searched for from a remote server via a computer network 180 such as the web. In particular, the agent 155 locates information via the computer network 180 to augment the commercial (block 650 – "location information via computer network"). As discussed previously, relevant information that may be retrieved includes the stores at which the product is sold, discounts offered, the expiration date of the discounts, price, warranty information, manufacturer information, how far the store is from the user's location, return information, product ratings, product reviews, etc. At block 660 ("display and/or store information and/or link"), the retrieved information and/or a link to the information may be displayed and/or stored. For example, the retrieved information may be displayed to the user as a link such as a hyperlink, or it could automatically create a web page and store it, e.g., at the commercial information storage device 120, along with the commercial, or provide it for viewing on a dynamically-created commercial channel.

While there has been shown and described what are considered to be preferred embodiments of the invention, it will, of course, be understood that various modifications and changes in form or detail could readily be made without departing from the spirit of the invention. It is therefore intended that the invention not be limited to the exact forms described and illustrated, but should be construed to cover all modifications that may fall within the scope of the appended claims.

CLAIMS:

1. A method for obtaining information to augment commercials in a data stream, comprising:

obtaining preference information from at least one user via a user interface (130, 400, 500);

extracting descriptive information from commercials (200) in the data stream;

determining, for each of the commercials, whether the extracted descriptive information corresponds with the preference information; and

responsive to the determining step, locating information from an external source via a computer network (180) regarding at least one of the commercials whose extracted descriptive information corresponds with the preference information.

2. The method of claim 1, wherein:

the external source comprises at least one server (182, 184, 192, 194, 195).

3. The method of claim 1, wherein:

the data stream comprises at least one video program.

4. The method of claim 1, wherein:

the data stream comprises at least one audio program.

5. The method of claim 1, further comprising:

displaying the located information to the at least one user on a display device (190).

6. The method of claim 1, further comprising:

displaying a link to the located information to the at least one user on a display device (190).

7. The method of claim 1, further comprising:

storing the located information on a storage device (120) for subsequent retrieval by the at least one user.

8. The method of claim 1, wherein:

the located information comprises information regarding a product or service advertised in the at least one of the commercials whose extracted descriptive information corresponds with the preference information.

9. The method of claim 1, further comprising:

scanning the video stream to detect the commercials;

wherein the extracting descriptive information step is performed for commercials detected in the scanning step.

10. The method of claim 1, wherein:

the obtaining preference information step comprises obtaining a user input (500) indicating an amount of information that is desired to be obtained from the external source for the at least one of the commercials whose extracted descriptive information corresponds with the preference information.

11. The method of claim 1, wherein:

the obtaining preference information step comprises obtaining information (400) identifying at least one category of commercials.

12. The method of claim 1, wherein:

the obtaining preference information step comprises obtaining information (400) identifying at least one music track.

13. The method of claim 1, wherein:

the obtaining preference information step comprises obtaining information (400) identifying at least one performer.

14. The method of claim 1, wherein:

the obtaining preference information step comprises identifying at least one sample commercial by the at least one user via the user interface (400), and extracting descriptive information from the at least one sample commercial.

15. The method of claim 1, wherein:

the obtaining preference information step comprises obtaining at least one keyword from the at least one user via the user interface (400);

the extracting descriptive information step comprises extracting text from the commercials; and.

the extracted descriptive information corresponds with the preference information when the extracted text corresponds with the at least one keyword.

16. The method of claim 15, wherein:

the extracting text from the commercials comprises extracting text from closed captioned data of the commercials.

17. The method of claim 15, wherein:

the extracting text from the commercials comprises converting an audio portion of the commercials to text.

18. An apparatus for obtaining information to augment commercials in a data stream, comprising:

means (130, 400, 500) for obtaining preference information from at least one user;

means (170) for extracting descriptive information from commercials (200) in the data stream;

means (140) for determining, for each of the commercials, whether the extracted descriptive information corresponds with the preference information; and

means (155), responsive to the determining step, for locating information from an external source via a computer network (180) regarding at least one of the commercials whose extracted descriptive information corresponds with the preference information.

19. The apparatus of claim 18, wherein:

the external source comprises at least one server (182, 184, 192, 194, 195).

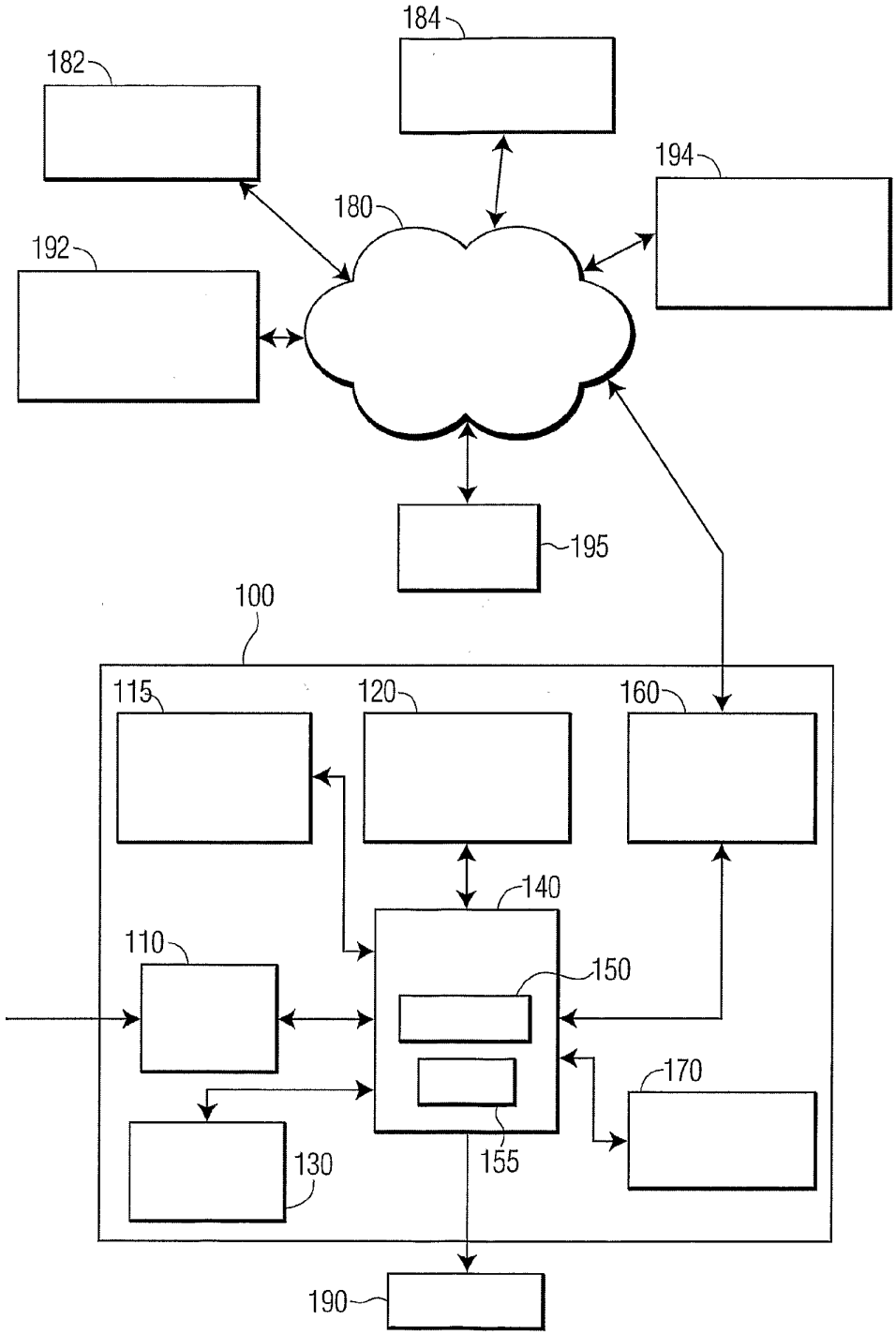
20. A program storage device tangibly embodying a program of instructions executable by a machine to perform a method for obtaining information to augment commercials in a data stream, the method comprising:

obtaining preference information from at least one user via a user interface (130, 400, 500);

extracting descriptive information (170) from commercials (200) in the data stream;

determining, for each of the commercials, whether the extracted descriptive information corresponds with the preference information; and

responsive to the determining step, locating information (300) from an external source via a computer network (180) regarding at least one of the commercials whose extracted descriptive information corresponds with the preference information.


184
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155
190

FIG. 1

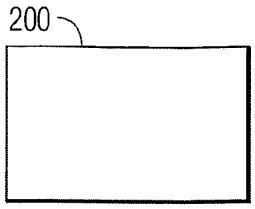

FIG. 2

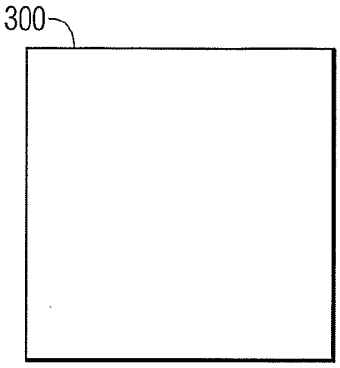

FIG. 3

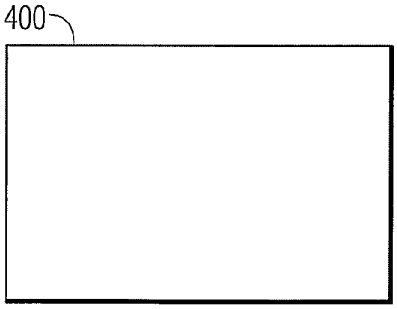

FIG. 4

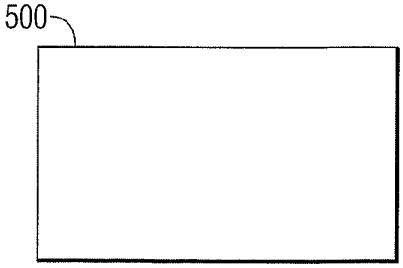

FIG. 5

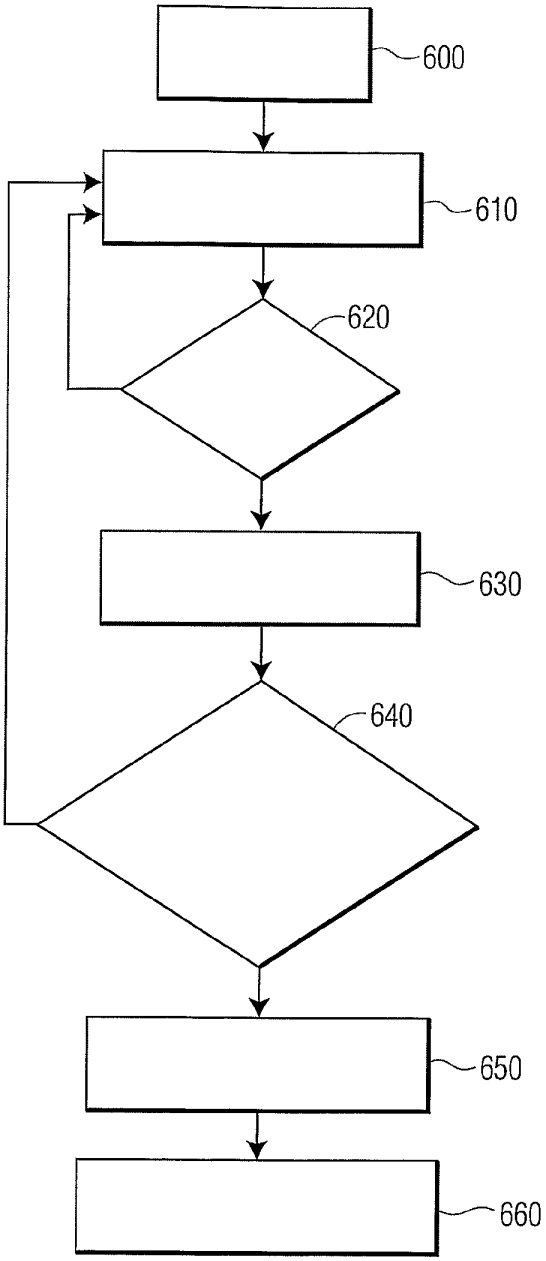

FIG. 6

INTERNATIONAL SEARCH REPORT

International Application No
PCT/IB2004/052338

A. CLASSIFICATION OF SUBJECT MATTER
IPC 7 H04N7/173 H04N5/76

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
IPC 7 H04N

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)
EPO-Internal

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 01/15036 A (DIGITAL CONVERGENCE COM INC) 1 March 2001 (2001-03-01)	1-8,10, 12-14, 18-20
Y	page 4, line 2 - line 11 page 7, line 9 - line 10 page 16, line 10 - line 30 page 19, line 4 - line 9 page 19, line 22 - page 20, line 2 page 20, line 10 - page 21, line 17; figure 14 page 34, line 28 - page 35, line 2 page 35, line 6 - line 13 page 36, line 11 - line 14 page 39, line 10 - line 13 page 42, line 15 - line 18; figure 29	9,11, 15-17

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[X] Further documents are listed in the continuation of box C.

[X] Patent family members are listed in annex.

° Special categories of cited documents :

"A" document defining the general state of the art which is not considered to be of particular relevance

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"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

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"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.

"&" document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
21 January 2005	27/01/2005

Name and mailing address of the ISA	Authorized officer
European Patent Office, P.B. 5818 Patentlaan 2 NL – 2280 HV Rijswijk Tel. (+31–70) 340–2040, Tx. 31 651 epo nl, Fax: (+31–70) 340–3016	Dockhorn, H

Form PCT/ISA/210 (second sheet) (January 2004)

INTERNATIONAL SEARCH REPORT

International Application No
PCT/IB2004/052338

C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2003/050926 A1 (AGNIHOTRI LALITHA ET AL) 13 March 2003 (2003-03-13) cited in the application	9,11, 15-17
A	abstract paragraphs '0018!, '0019!, '0036!	1,18,20
A	US 2003/163816 A1 (GUTTA ET AL) 28 August 2003 (2003-08-28) paragraph '0007! paragraph '0019!	1,18,20
A	US 2003/037041 A1 (HERTZ FREDERICK S M) 20 February 2003 (2003-02-20) paragraphs '0015!, '0016!	1,18,20

Form PCT/ISA/210 (continuation of second sheet) (January 2004)

INTERNATIONAL SEARCH REPORT

Information on patent family members

International Application No
PCT/IB2004/052338

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ENGAGE INC
S-1/A filed on 07/19/1999

As filed with the Securities and Exchange Commission on July 19, 1999

Registration No. 333-78015

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

AMENDMENT NO. 5

to

FORM S-1

REGISTRATION STATEMENT

UNDER

THE SECURITIES ACT OF 1933

ENGAGE TECHNOLOGIES, INC.

(Exact name of registrant as specified in its charter)

Delaware	7372	04-3281378
(State or other jurisdiction of incorporation or organization)	(Primary Standard Industrial Classification Code Number)	(I.R.S. Employer Identification Number)

Engage Technologies, Inc.
100 Brickstone Square
Andover, MA 01810 (978) 684-3884
(Address, including zip code, and telephone number, including area code, of registrant's principal executive offices)

Paul L. Schaut
President and Chief Executive Officer
Engage Technologies, Inc.
100 Brickstone Square
Andover, MA 01810 (978) 684-3884
(Name, address, including zip code, and telephone number, including area code, of agent for service)

. the purchasing and other activities of users while at a Web site; and

. the responses of visitors to specific advertisements and promotions.

While the Internet offers the opportunity to collect a wide variety of information that could be used to improve audience targeting, Web users are increasingly concerned about the potential for loss or abuse of their privacy. Although Web site visitors can obtain significant benefits from a Web publisher's or merchant's ability to personalize content and target e-commerce offerings based on the user's tastes and preferences, many consumers do not want specific identifiable information about themselves, such as their name, home or e-mail address, made available to third parties.

To balance the desires of marketers and consumers, there is a need for a solution that will enable Internet marketers to tailor offerings effectively to each user while at the same time preserving the privacy and anonymity available to individuals on the Internet.

The Engage Solution

Engage provides products and services that enable customers to create and use profiles of individual Web visitors to target advertisements, content and e-commerce offerings.

The following table shows the products and services offered by Engage:

Products and Services	Description	Benefits
Profiling		
Engage Knowledge Data Service(1)	Service providing real-time access to database of anonymous global profiles of Web users	Allows targeted online advertising, content and e-commerce offerings, which can improve response rates, brand awareness and customer loyalty and reduce marketing costs
Engage ProfileServer	Software to create and deliver site-specific local profiles of Web users	Permits customization of interest categories to track preferences specific to the customer's business. Can be used alone or together with profiles delivered as part of the Engage Knowledge data service
Advertising Management		
Accipiter AdManager	Automated online advertising delivery and management software	Automates online advertising management for Web sites, including scheduling, targeting and serving of ads and reporting of campaign results
Accipiter AdBureau	Outsourced online advertising management service using AdManager technology	Delivers the capabilities of Accipiter Admanager without requiring the customer to make the investment needed to create an advertising management infrastructure
Web Site Traffic Measurement, Auditing and Analysis		
I/PRO NetLine Service	Outsourced Web site traffic measurement and analysis service	Enables Web sites to better understand user traffic and behavior and thereby improve their Web sites
Nielsen I/PRO I/Audit Services	Outsourced service providing audits of site traffic and ad campaign results	Allows media sellers to prove Web site traffic volume and campaign results to media buyers
I/PRO Research Services	Custom consulting services providing audience behavior analysis	Provides customized analysis and interpretation of visitor behavior to help customers formulate their Web strategies
Engage DecisionSupportServer	Site-based data warehouse software for audience analysis	Allows customers to perform sophisticated analysis of the behavior and profiles of their Web site visitors
Engage Knowledge Research Services(2)	Consulting services based on global profile database	Allows customers to gain valuable market research by analyzing Web-wide user behavior, interest trends and patterns across the Engage Knowledge data service

(1) Currently being tested with customers and expected to be implemented on a commercial basis in July 1999.
(2) Expected to be introduced in July 1999.

An Engage profile is an anonymous collection of information about an individual Web user's consumer interests, demographic characteristics and geographic location. These profiles are developed through a combination of a user's browsing behavior on participating sites on the Internet and information the user has voluntarily declared at these sites, such as information provided on an online registration form. Each anonymous profile omits information that would permit the personal identification of the user, such as name, address and e-mail address.

Based on its proprietary technology, Engage has built a database containing more than 30 million anonymous consumer profiles, which it has created from data drawn from multiple, diverse Web sites. Customers can use these profiles to target relevant advertisements, content and e-commerce offerings to individual Web users based on each user's particular preferences, demographic characteristics and geographic location.

Engage's profiling technology can create local and global user profiles. Local profiles, which are created and maintained by Engage's customers, contain data derived from the customer's own Web site and typically map preferences based on particular interest categories designed by the customer and demographic characteristics. Global profiles, which are compiled from data contributed to the centralized Engage Knowledge database from the Web sites of all participating Engage customers, are provided to customers on a subscription basis and provide a broader and more detailed description of users' interests. These global profiles do not contain personally identifiable information of individual users, such as name, home or e-mail address, IP address or domain name.

Each Engage global profile contains a series of numerical scores reflecting each Web user's inferred preference level in hundreds of standard categories and subcategories, such as books, business, computers, fashion, sports and travel as well as demographic and geographic information. Categories can be further customized to meet the needs of a specific customer or market. Engage software uses sophisticated proprietary algorithms and methodologies to continuously update and refine these global profiles based on a visitor's browsing behavior across multiple Web sites, including pages selected by the user, the duration of the user's visits and the responses of the user to specific advertisements and promotions. Engage global profiles also incorporate anonymous demographic and geographic information reported voluntarily by a visitor, such as data from an onsite registration form.

When a user visits a Web site of any customer subscribing to the Engage Knowledge data service, Engage matches that visitor with his or her profile in the global profile database. The profile is transmitted in real-time to the subscribing Engage Knowledge customer site, which can then use the profile to target advertisements, content and e-commerce offerings to that visitor. Based on past user behavior at other Web sites, an Engage customer can determine the interests and tailor the experience of even first-time visitors to its Web site.

Engage believes that its profiling technology provides a significantly more meaningful picture of Web user preferences than other available targeting solutions because:

. Engage builds and constantly updates its profiles based on a user's Web browsing behavior, resulting in more detailed and current profiles than could be created with registration or other declared data only;

. Engage profiles classify visitor information across hundreds of interest categories and subcategories, allowing Web publishers, advertisers and merchants to identify more precisely their target audience;

. Engage global profiles are developed from data gathered from many diverse Web sites, generating more detailed and comprehensive information about Web users than could be gathered from any single site; and

. The Engage Knowledge database currently contains more than 30 million user profiles, enabling the use of targeting applications for a significant proportion of Web site visitors.

Engage believes, based on preliminary results of a study conducted for Engage by a market research organization, Ipsos-ASI, that the use of Engage profiles to target advertisements can achieve click-through rates greater than those achieved by untargeted advertisements. Click-through rates represent the proportion of viewers who click on an advertisement. Engage also believes, based on this study, that the use of Engage profiles to target advertisements on Web pages whose content is unrelated to the advertisement can achieve click-through rates comparable to those achieved by the targeting of advertisements based on the content of the Web page.

Engage profiles are designed to work with other Engage applications, third- party software or customers' internally developed solutions, allowing customers flexibility as the uses of profiling and related applications develop and evolve.

The following is an example of what a portion of an anonymous user profile might contain:

Anonymous Web User Profile--ID#: 23987CKF87E99

Interest Categories	Score(1)
Automobile	.75
Automobile--Auto Types--Sport Utility Vehicle	.73
Automobile--Type of Need--Accessories	.23
Entertainment	.35
Entertainment--Music	.35
Entertainment--Music--Classical	.21
Fashion	.39
Fashion--Footwear	.26
Fashion--Business Clothing	.38
Major Events	.44
Major Events--Move within State	.44
Money & Finance	.64
Money & Finance--Type of Need--Online Banking	.59
Money & Finance--Investment Types--IRA/401K	.34
Response Tendency	.81
Response Tendency--Commerce	.60
Response Tendency--Commerce--Online Purchases	.76
Demographic Data	
Gender--Female	.91
Age--35-44 years	.75
Geographic Data	
Metro Statistical Areas (MSA)--Atlanta, GA	.97

(1)Interest level, based on a scale from 0 to 1.00.

Building upon its profiling capabilities, Engage offers the following profile-based marketing solutions:

Targeted Delivery of Advertising

Engage's advertising management software and services allow Web publishers and advertising networks to target advertising campaigns using either local profiles or global profiles from the Engage Knowledge data service. Engage also offers a turnkey outsourced advertising management service that allows Web sites to gain the advantage of profile-based advertising without making a significant upfront investment of cash and personnel. By allowing advertisers to target advertisements based not only on the content of the Web page being viewed, but also on the visitor's profile, these advertising solutions are designed to enable Web publishers and advertising networks to sell more of their advertising inventory and to allow advertisers to improve their return on investment. Engage's advertising management products, when used in conjunction with its profiling products and services, can schedule and serve advertisements in real-time while simultaneously optimizing the impact of a message by, for example, showing a minivan advertisement to a visitor interested in family subjects and a sport utility vehicle advertisement to an outdoor enthusiast. In addition, if it is known that a user is a likely minivan buyer, specific ads can be served when the visitor is in an unrelated site or section of a site.

Targeted Delivery of Content and Commerce Offerings

Engage's profiling software and global profiles allow Web publishers and merchants to customize the content of Web pages and target e-commerce offerings and promotions based on each individual user's interests. By providing Web site visitors information that is more relevant to them, Web publishers and merchants can strengthen visitor loyalty and increase the likelihood that a visitor will stay at the site and make a purchase. A Web site focusing on music can dynamically alter a Web page to present, for example, a special offer on a jazz CD only to those visitors whose profiles indicate strong interests in jazz and offer a different promotion to visitors with classical music interests.

Web Site Traffic Measurement, Auditing and Analysis

Engage's analysis and traffic measurement products and services allow Web publishers and merchants to collect, manage and analyze data about visitors and their behavior. By analyzing how users behave and react to specific advertising, pages or specific content areas, Web publishers can better understand their visitors and improve the effectiveness of their Web sites. Engage offers a range of solutions, from a basic outsourced reporting service to sophisticated software enabling analysis of large amounts of data. Engage also offers a comprehensive range of auditing services, including total site traffic audits and internal reporting verification. Engage's auditing services allow Web publishers to provide advertising buyers with the standardized verification from an independent third party that these buyers increasingly require before they will purchase Internet advertising inventory.

Strategy

Our objective is to enhance our position as a leading provider of profile- based Internet marketing solutions for Web publishers, advertisers and merchants. Our strategy to achieve this objective includes the following key elements:

Establish Engage as a Recognized Brand for Internet Profiling

We believe that we have the opportunity to establish Engage as the recognized brand for profile-based marketing solutions on the Internet. To capitalize on this opportunity, we are creating a family of "Engage-enabled" products and services that incorporate our profiling technology to serve a broad array of customer targeting needs on the Internet. Expanding from the initial use of our profiling technology in targeting the delivery of advertisements through our Accipiter advertisement management software, we plan to integrate our profiling technology with our I/PRO market intelligence services so that customers can better measure and analyze audience

behavior at their Web sites. We also plan to develop solutions that will allow Web publishers, advertisers and merchants to more effectively reach customers in specific markets, such as automotive and retail and other industry-specific markets. By implementing our solutions across a broad spectrum of customers and customer applications, we will seek to establish our profiling technology as the most widely-used platform for the targeting of advertisements, content and e-commerce offerings on the Web.

Offer Multiple Products Based on Open Standards

We offer multiple products and services based on open standards that facilitate the use of Engage's solutions with third-party applications. For example, our customers can use Engage Knowledge to target advertisements in conjunction with either our own Accipiter products or advertising management software provided by other vendors. By enabling customers to choose applications from third-party vendors, we believe we will be able to broaden the market for Engage-enabled solutions and increase the quantity and quality of the profiles compiled in the Engage Knowledge database.

[Graphic consists of a box at bottom labelled "Engage profiles" with arrows immediately above it pointing upward at a box labelled "Engage or Third-Party Applications" and within this box are subheadings labelled "Advertising Delivery", "Content Publishing" and "E-Commerce Server". This box has arrows immediately above it pointing toward three boxes labelled "Targeted Ad", "Personalized Content" and "Customized Offer".]

Continue to Enhance Engage Global Profile Database

Each user visit to the Web site of a participating subscriber to the Engage Knowledge data service contributes to the depth of the global profile database and enhances its value to all customers. We will continue to increase the quality and usefulness of Engage Knowledge profiles by:

. expanding the number of consumer profiles through an increase in our installed base of subscribers and contributors to the Engage Knowledge data service;

. developing new profiling algorithms to glean additional knowledge about Web users from data compiled for each profile; and

. refining our interest categories and subcategories to provide more detailed and market-specific user profiles.

Focus on Specific Markets

We plan to develop and sell specific Internet marketing solutions for different markets. We are initially focusing on Web publishers and advertising networks that derive revenue from advertising on the Web. For this market, we are enhancing our Accipiter advertising management software and services to allow Web publishers and advertising networks to use global profiles to optimize utilization of their advertising space. In addition, we will seek to increase our customers' advertising revenue by allowing them to offer a new program to advertisers in which an advertiser will pay for the delivery of advertising impressions only to those Web site visitors whose Engage profile matches designated criteria. Our fees for this program will consist of a portion of the advertising revenue generated when one of our profiles is used.

We also plan to focus on the automotive and retail and other industry- specific markets. For each market, we plan to develop and market tailored versions of our Engage Knowledge database that will measure interest levels in categories specific to those markets. For the automobile market, we will work with key automotive sites to capture specific and detailed information about automotive users presently in the purchase cycle and to provide manufacturers the ability to study consumer preferences for specific automobiles or features. For the retail market, we will continue to refine geographic-targeting

capabilities so that national retailers can address specific needs and preferences within each local audience through the Internet.

We also will aggressively pursue distribution arrangements with companies that install and integrate hardware and software systems for third parties and with independent software vendors who can deploy our profiling technologies for specific markets. Through these indirect channels, we will seek to extend the deployment of Engage technology and expand our customer base.

Offer Family of Engage Products and Services

We will seek to increase our sales to our installed base of customers by offering a range of software and services that utilize common Engage profiling technology. For example, if a customer uses Accipiter AdManager software to deliver Web advertisements, we will seek to sell a subscription to the Engage Knowledge data service to enable the customer to improve advertising response rates and brand awareness. We may also offer the customer a subscription to our I/PRO services to measure and better understand visitor behavior. Using our complementary line of software and services, a customer can rely upon Engage Knowledge profiles to perform a wide range of functions and thus avoid the time and expense otherwise required to collect, process and store large volumes of user data multiple times for multiple functions.

Maintain Position as Advocate for Internet Privacy

We believe that concerns about loss of privacy are increasingly important to Internet users and therefore have designed the Engage Knowledge database with the goal of being a leader in the protection of the privacy of individuals. We have been an active participant in the establishment of technology, industry and regulatory frameworks for Internet privacy and plan to continue to be aggressive in promoting our commitment to privacy.

Expand into International Markets

We currently market our products and services worldwide through a sales office in London, our U.S. headquarters and through a joint venture in Japan established with Sumitomo in July 1998. In addition, we plan to open an office in Germany in 1999. As of April 30, 1999, we had 22 customers in Europe and seven elsewhere outside the United States. We plan to expand our penetration of the international market primarily through joint ventures with partners abroad.

Products and Services

Engage offers a range of software and services that enable Web publishers, advertisers and merchants to target and deliver advertisements, content and e- commerce offerings to their audiences and to measure their effectiveness.

Engage Knowledge Data Service

The Engage Knowledge data service uses a database which contains user profiles collected from participating sites across the Web. Engage's database has been designed to create, refine and deliver millions of profiles in real- time to meet the demands of multiple Web sites. The global profiles used in the delivery of the Engage Knowledge data service omit personally identifiable information of individual users such as name, home or e-mail address, IP address or domain name. The database assigns a computer-generated identifier to distinguish each Web visitor. This identifier is currently stored as a browser cookie on the Web user's computer. This Engage Knowledge identifier is correlated with site-specific identifiers using a proprietary technique called "dual blind" identification. This technique protects the privacy of the individual because the participating Web site cannot access the Engage Knowledge identifier and Engage does not maintain any personally identifiable information that may have been gathered at the Web site.

Engage Knowledge global profiles contain a series of numerical ranking codes, as well as demographic and geographic information, with

scores that indicate the level of the consumer's interest in a category or the accuracy of a demographic or geographic attribute. The categories are hierarchical, with the top level representing a broad interest area such as "Books", and lower levels representing increased specificity, such as "Children's Books". Engage also maintains demographic and geographic information for each profile by using computer algorithms that infer demographic characteristics or geographic locations based on Web browsing behavior at participating sites and by using declared information reported voluntarily by the visitor, such as data provided by a user on an online registration form. Engage does not retain any of the personally identifiable information that may have been provided on the registration form, and therefore the identity of the Web user cannot be derived from the information contained in the global profile. Each Web page at a customer site is classified to indicate the interest categories that will be attributed to visitors to that page.

When a user visits a Web site of any customer subscribing to the Engage Knowledge data service, Engage matches that visitor to his or her profile in the global profile database. The profile is then transmitted in real-time to the subscribing Engage Knowledge customer site, which can then use the profile to target advertisements, content and e-commerce offerings to that visitor.

As a Web visitor browses through any Engage-enabled Web site, Engage's software dynamically updates and refines the profile of that visitor based on the recency, frequency and duration of the consumer's browsing behavior in each interest category. The Engage Knowledge database can be integrated with third- party data sources, such as geographic databases, to further enhance the consumer profiles. Unlike profiles based solely on static registration data, Engage Knowledge profiles are constantly changing to more accurately reflect the current interests of an individual.

Engage Knowledge profiles can be used to enhance third-party software applications by providing targeting capabilities. These applications include advertising management, content delivery and e-commerce offerings. Engage provides software tools and services to facilitate the integration of Engage Knowledge profiles with these third-party applications.

An Engage Knowledge subscription is combined with a license to the Engage software modules necessary to identify visitors, collect and transfer behavior records and access profile information. Periodic subscriptions are usually offered on a quarterly basis and the fees vary depending on traffic to the customer's site and the application with which the service is used. Engage expects that fees in the future will also vary based on the number of profiles used. Engage believes that most customers will contribute their clickstream data to the Engage Knowledge data service in exchange for reduced subscription rates and to enhance the quality of future global profiles. Although data contribution is not required, customers who do not contribute their site clickstream data to Engage Knowledge are required to pay significantly higher fees for use of the Engage Knowledge profiles. Monthly fees can range from a few thousand dollars for a low volume Web site to hundreds of thousands of dollars for a large customer with multiple Web sites.

In March 1999, Engage introduced GeoKnowledge, a data service that features multiple types of geographic data combined with profiles from the Engage Knowledge database.

As of April 30, 1999, Engage had implemented the Engage Knowledge data service with customers on a test basis. Engage expects to implement the Engage Knowledge data service on a commercial basis in July 1999.

Engage ProfileServer

Engage ProfileServer software collects Web visitor behavior data at the customer's Web site and declared user information reported voluntarily by a visitor to create and deliver profiles of individual Web site visitors. The system enables customers to create their own local profile database, which is maintained at the customer's site, and to use these local profiles to target advertisements, content and e-commerce offerings. The ProfileServer system

permits customers to customize the interest categories in the local profiles so that they track preferences specific to the customer's market. For example, a clothing retailer could create size and style subcategories. Customers can also use the system to collect proprietary user data, including identifying information supplied voluntarily by visitors to their sites. The local databases created with ProfileServer, which do not become part of the Engage Knowledge database, can be used by customers either alone or in conjunction with the Engage Knowledge data service.

ProfileServer is offered to customers under perpetual or annual subscription licenses with fees that vary based on the volume of visitor activity on the customer's sites. ProfileServer software typically ranges in price from $12,000 for a basic configuration at a small Web site to up to $100,000 for a complete feature installation at a high volume site.

Online Advertising Systems and Services

Engage's Accipiter ad management systems and services are designed to manage and deliver advertising and direct marketing promotions on individual Web sites and networks of Web sites.

Accipiter AdManager. Accipiter AdManager automates online advertising management for Web sites by scheduling and targeting ads, automatically rotating ad inventory and generating up-to-the-minute, customized reports. AdManager tracks all active advertising campaigns and Web site visitors and optimizes scheduling of advertisements in real-time to ensure that each campaign is delivered on schedule to qualified visitors or to the specified content areas of a site.

AdManager allows sites to deliver relevant advertising to individual visitors using a wide range of targeting criteria, including:

. Engage global and local profiles;

. area of content that a visitor is viewing;

. geographic location of users;

. key-word or key-phrase searches; and

. time of day or day of week.

AdManager provides versatile easy-to-use scheduling features. Advertisements within a campaign can be scheduled by the total number of impressions or clicks, by specific time frames specified by the advertiser or any combination of counts and date ranges. The campaign reservation system can lock in portions of available inventory for upcoming campaigns.

Customers can access a variety of reports to see how well a campaign is performing. Reports can detail, for example, how many impressions and clicks were generated both from the entire site and by each ad and advertiser. AdManager also enables customers to securely assign access privileges for specific functions or information to a variety of users at different levels from different organizations. For example, a single system can provide different levels of access to advertising agencies, web site advertising sales representatives, and third party advertising sales representatives. AdManager can be distributed across multiple servers to expand ad serving capacity and provide high availability to handle the volume requirements of the largest Web sites.

AdManager is offered to customers under perpetual licenses or annual subscription licenses, with fees that vary based on the number of advertisements served. A typical AdManager installation ranges in cost from $12,000 to more than $100,000, with an additional monthly fee for access to the Engage Knowledge database.

Accipiter AdBureau. Accipiter AdBureau is Engage's turnkey, outsourced advertisement management service based on AdManager technology. By subscribing to AdBureau, a customer can obtain the advertisement management capabilities of AdManager without the need to invest in on-site and management hardware, server and administrative software or databases.

AdBureau is marketed primarily to start-up and mid-sized Web sites, as well as advertising networks. AdBureau is offered to customers under an annual agreement providing for fees based on the number of advertisements served, with a $3,500 one-time set up fee and monthly fees based on the number of advertisments

served, ranging from $1,000 per month for the smallest Web sites to more than $15,000 per month for high volume sites.

Web Site Traffic Measurement, Auditing and Analysis

Engage offers products and services that provide Web site traffic measurement and analysis and verification of site traffic and advertising results. Through its I/PRO services, Engage currently measures over seven billion page views per month across over 350 Web sites.

I/PRO NetLine. I/PRO NetLine is an outsourced traffic measurement service that continuously measures Web site traffic and delivers results on a daily basis to the customer. This service enables customers to access reports immediately, combine data from multiple sites and standardize information for meaningful comparisons. I/PRO provides a wide range of standard reports and enables users to customize their reports and the data to be tracked. I/PRO provides standard reports that contain key data about traffic at a Web site, including information about the number of users to visit a Web site, the duration of user visits and the most frequently visited pages of the site. Customized reports can include information regarding specific pages, directories and clicks and other in depth data. I/PRO NetLine is priced based on the volume of traffic at the sites being measured and the number of reports that are requested, and fees typically range from $2,500 to $5,000 per month. I/PRO also offers extensive support by professional service account managers and custom research capabilities.

Engage plans to offer I/PRO NetLine in conjunction with Engage Knowledge services for global audience analysis. Using profile information from the Engage Knowledge database, customers of I/PRO NetLine will be able to customize reports to include more detailed and comprehensive user information, which will enhance the I/PRO NetLine traffic measurement service.

Nielsen I/PRO I/Audit. Nielsen I/PRO I/Audit outsourced services include audits of circulation on total audience, specific advertisements or advertising campaigns, internal management systems and co-operative marketing arrangements. Nielsen I/PRO I/Audit verifies information directly at the specific Web site rather than relying on a sample from a panel or other indirect methods. Engage believes that I/PRO was the first company to offer Web site specific audits of Web site traffic and advertising campaigns. Engage believes that over 70% of the 50 most visited sites currently use Nielsen I/PRO I/Audit. Nielsen I/PRO I/Audit reports are guaranteed to be delivered within ten days of I/PRO's receipt of the necessary data. Nielsen I/PRO I/Audit services are priced based on the volume of traffic at the sites being audited and fees typically range from $2,000 to $4,000 per month. I/PRO has a co-branding and reselling agreement with Nielsen Media Research and pays royalties to Nielsen on sales of I/PRO services.

I/PRO Research Services. I/PRO offers custom consulting services to help clients meet their Web marketing goals. These services combine analysis of Web audience data with customized research. Consultants produce in-depth reports and detailed analyses that allow customers to measure audience behavior, monitor results against strategic objectives and more effectively manage their Web strategies. Clients contract for research services on a project basis or at a stated daily rate.

Engage DecisionSupportServer. Engage DecisionSupportServer is a data warehouse management and analysis solution that is implemented at the customer's site. DecisionSupportServer supports a complex, visitor-focused marketing analysis of Web site usage details and profiles. Web marketers can monitor standard Web site usage and visitor reports or use Engage's Web marketing analysis application to answer critical and sophisticated business questions about visitors, their behavior and their profiles. For example, a marketer could configure DecisionSupportServer to determine the percentage of a Web site's repeat visitors who initially visited the Web site from the major portal sites and who have an interest in sports. DecisionSupportServer can be used in conjunction with a variety of decision support applications from Business Objects and other

data warehousing vendors. In addition, customers with unique requirements can retain professional services from Engage or one of its system integration partners to customize the data warehouse.

Engage DecisionSupportServer is offered to customers under perpetual licenses or annual subscriptions with fees that vary based on the volume of visitor activity on the customer's sites. Engage customizes and operates DecisionSupportServer in-house for specific market segments and customer- specific analytic consulting engagements. The license fee for DecisionSupportServer typically ranges from $40,000 to more than $100,000.

Engage Knowledge Research Services. Engage plans to offer Engage Knowledge Research Services, consisting of custom analysis, research and consulting services that use information contained in Engage's profile database. Using this service, customers can obtain analysis of Web-wide user behavior to identify emerging trends.

Consulting, Maintenance and Support Services

Engage offers comprehensive services and product support to its customers. Engage's service and support organization, consisting of 46 service professionals as of April 30, 1999, assists customers in implementing, administering and maintaining Engage products and services.

Professional Services. Engage's team of service professionals provides customers with consulting services, project implementation and integration services and training. Engage's service professionals assist customers with strategic site assessments and deployment planning in order to optimize each customer's use of Engage products. These professionals also help customers implement Engage products and integrate them into the customer's existing technology infrastructure. Engage's professional services are generally billed at a daily rate for each consultant employed on a project.

Maintenance and Support Services. Engage provides maintenance and support services to customers pursuant to annual maintenance agreements. These services include software version updates and maintenance, as well as telephone and on- site support. Engage provides regular functional releases to its customers, as well as maintenance releases as needed. Engage offers a variety of support services, including "help desk" telephone support on a 14 hours per day, five days per week basis and a dedicated technical support Web site on a 24 hours per day, seven days per week basis. Engage's maintenance and support activities are supplemented by training programs for customers, including introductory training courses for new users and custom designed seminars for experienced users of Engage products.

Engage's annual fees for maintenance and support services are based on a percentage of the list price for the customer's software license fee, typically ranging from 18% to 25%. To date, substantially all of Engage's customers have entered into maintenance contracts.

Customers

Engage licenses its software products to Web publishers and merchants for use at their Web sites. Engage also offers customers outsourced services through its AdBureau advertising management service and its I/PRO NetLine traffic measurement service. Engage had approximately 300 customers as of April 30, 1999, including the following customers:

Advertising Management Solutions (1)	Profiling Solutions (2)	Web Site Traffic Measurement, Auditing and Analysis (3)
	Digital Entertainment Network	Chicago Tribune
1+1	Drug Emporium	Dell
AdSmart	Lycos	Macromedia
CNET	Magnitude Network	MediaOne
Lycos	National Computer Board (Singapore)	News Corporation (Fox)
LookSmart	Net.genesis	Quokka Sports
Microsoft	Planet Direct	Road Runner
Naspers	Theglobe.com	Weather.com
National Westminster Bank (XCo)	TicketMaster	WhoWhere
Sumitomo	Ulysses (MusicLand)	USA Today
WebTV		

(1) Includes customers of Engage as of April 30, 1999 that each accounted for an aggregate of $75,000 or more of revenue to Engage during the period from the beginning fiscal 1998 through the end of the first nine months of fiscal 1999.
(2) Includes customers of Engage as of April 30, 1999 that each accounted for an aggregate of $20,000 or more of revenue to Engage during the period from the beginning fiscal 1998 through the end of the first nine months of fiscal 1999.
(3) Includes customers of Engage as of April 30, 1999 that each accounted for an aggregate of $63,000 or more of revenue to Engage in calendar year 1998.

Customer Case Studies

The following customer case studies illustrate the selection, use and implementation of Engage products and services by three customers that Engage believes represent typical customers for its products.

Ancestry.com -- Profile Based Advertising and Analysis

Ancestry.com, an affiliate of CMGI, is a comprehensive genealogy resource on the Web, providing users with a large online repository of family and historic data. Site visitors have free access to genealogical records online. For a nominal fee, subscribers have complete access to the site's 1,500 databases.

Ancestry.com needed a set of integrated tools for the analysis of Web traffic collected at its site, user profiling and ad management to enhance the online experience for site visitors and to increase the effectiveness of promotions and advertising at its site. Specifically, the site wanted to understand more about its visitors, convert unregistered visitors to registered visitors and deliver personalized advertising to its online audience. Ancestry.com installed Engage Accipiter AdManager advertising management software to serve online ads and intends to deliver personalized offers through Engage ProfileServer. To expand its targeting capabilities beyond site-specific customer information, the site has also subscribed to the Engage Knowledge data service. In addition, Ancestry.com is installing Engage DecisionSupportServer, Engage's strategic market intelligence tool, to analyze the collected local profile data, and uses the Nielsen I/PRO I/Audit services for third-party verification of its site traffic data.

Through the use of Engage products and services, Ancestry.com will own a growing proprietary database of local user profiles which it expects will enable it to better understand the behavioral patterns of its online visitors. Ancestry.com plans to use the Engage Knowledge data service to deliver targeted advertising to its online audience.

Ticketmaster -- Profile Based Targeting of Electronic Commerce and Content

Ticketmaster Online is an automated ticketing services company. Ticketmaster uses Engage ProfileServer to personalize online retailing based on declared profiles and to target advertising based on both declared and observed behavior online. In July 1998, Ticketmaster was seeking to address the personalization requirements of its MyTicketmaster site, and needed a solution that permitted profiles to drive other vendors' personalization applications. Ticketmaster selected Engage because it offered application-independent profiling technology that could meet its targeting requirements. Engage worked with Ticketmaster to integrate a third party's content management application with Engage's ProfileServer software. Ticketmaster currently

has plans to integrate another third party's advertising managment system. Engage ProfileServer software captures registration details at the MyTicketmaster area of the site and the clickstream behavior of visitors throughout its site. Engage ProfileServer creates user profiles based on declared and behavior data and maintains them in a centralized proprietary repository for visitor data. In addition, Ticketmaster installed Engage's DecisionSupportServer strategic market intelligence tool to analyze the collected data.

With its growing proprietary database of local user profiles, Ticketmaster expects to be able to enhance the online experience of its repeat site visitors by recommending events and providing customized offers that appeal to them individually, thereby increasing the revenue potential of its site.

Weather.com -- Web Site Traffic Measurement, Auditing and Analysis

Weather.com is the online arm of The Weather Channel. Weather.com uses I/PRO NetLine to increase advertising revenue, to make resource allocation decisions and to drive strategic partnerships. By understanding the total circulation of different areas of the site, weather.com is able to charge a premium for high traffic areas. I/PRO NetLine reports user requests for weather information by zip codes allowing weather.com to sell these impressions as highly targeted advertising opportunities at a premium. I/PRO NetLine's ability to report activity at the most detailed level facilitates resource allocation decisions by allowing weather.com to understand the resources required to maintain different parts of its site and the revenue each part generates. Weather.com also uses I/PRO NetLine to help assess the opportunities for marketing relationships that will increase traffic at its site and to monitor the performance of these arrangements on an ongoing basis.

Weather.com also subscribes to the monthly Nielsen I/PRO I/Audit. The audit report is used in sales presentations to existing and new advertisers to prove traffic volumes and campaign results.

Sales and Marketing

United States

Our sales and marketing strategy in the United States is to sell:

. directly to prominent Web publishers, large advertisers and Web site networks;

. through original equipment manufacturer, reseller and co-marketing arrangements to reach other customers; and

. through Web design and systems integration firms.

As of April 30, 1999, our sales and marketing organization consisted of 66 employees. Our field sales organization is supported by sales representatives and systems engineers located throughout the United States. Sales representatives handle incoming calls, help generate qualified leads and generally advance the sales process. Systems engineers provide comprehensive pre-sales technical services and support, including creating and delivering technical and architectural presentations, product demonstrations and product training, as well as post-sales telephone support, problem escalation management, patch distribution and publication of technical notes. Our sales and marketing employees are located in Andover, Massachusetts; Raleigh, North Carolina; Redwood City, California; and San Francisco, California.

The sales teams for our Accipiter ad management systems and I/PRO services are organized as dedicated groups focused on sales in specific geographic regions. A subset of the sales force for Engage Knowledge and Engage profiling products are targeted to specific industry groups, thereby enabling them to develop an in-depth understanding of the evolving needs of a particular industry and the Web publishers, advertising networks and Web sites focused on that industry. In addition, each sales force identifies cross-selling opportunities for other Engage products.

An important element of our sales strategy is to form business relationships with third parties to assist us in marketing and selling our

products. We will seek to enter into original equipment manufacturer relationships that permit us to embed our software products within products sold by other vendors, such as e-commerce and Web serving software and hardware systems. In addition, some of our indirect sales channels will consist of either reseller arrangements, in which our partner resells and possibly customizes our products, or co-marketing arrangements, in which we will work together with our partner to promote and generate sales referrals for each others' respective products. We also expect to develop relationships with Internet systems integrators who often recommend advertising and marketing management and other Internet solutions to their clients as part of their design, procurement and deployment work.

To support our sales efforts and actively promote the Engage brand, we conduct comprehensive marketing programs, including public relations, print advertisements, online advertisements, seminars, trade shows and ongoing customer communications programs.

International

We maintain a sales office in London and expect to open an additional office in Germany in 1999. We intend to expand our operations outside the United States primarily by partnering with locally-based third parties, including entering into joint ventures and distribution arrangements. We have formed a joint venture for the Japanese market with Sumitomo Corporation. As part of this joint venture, Sumitomo markets a Japanese language version of Engage software products and the Engage Knowledge data service throughout Japan.

Privacy

The Web offers the potential for privacy by allowing parties to communicate one-to-one without knowing each others' identity. However, Web users are increasingly concerned about privacy and the ability of third parties to gather personal data about them from their activities on the Web. For this reason, the Engage Knowledge global database of profiles does not store personal information of individual users such as name, home or e-mail address, IP address or domain name.

We maintain this level of privacy through a proprietary methodology known as "dual blind" identification. We assign an anonymous numerical identifier to each Web visitor and match this "blind" identifier only with information relating to online usage of a specific computer and do not store or otherwise use any personally identifying information. This identifier is currently stored as a browser cookie on the Web user's computer. Each Web visitor also is assigned a different identifier for each Engage-enabled Web site visited. This technique is known as "dual blind" identification because a Web site does not have access to the Engage Knowledge identifier and cannot correlate the information it may have with information from other Web sites. Conversely, we do not maintain any information identifying particular users that a Web site may have correlated with a visitor's local Web site identifier.

We also protect Web user privacy by contractually prohibiting Web sites subscribing to Engage Knowledge from using global profiles other than for the purpose of tailoring the experience of the visitor. Customers may not store the information, correlate it to personal information or use it to try to infer the physical identity of the visitor. In addition, since October 1998, Engage has required all contributors to Engage Knowledge to post a privacy policy statement on their Web sites disclosing that the site provides non-personally identifiable information to Engage. The policy statement must include a link to the Engage Web site where a Web user may opt out of the Engage Knowledge database by clicking on a link that automatically replaces the Engage Knowledge identifier on the user's computer. We believe that these protections and our dual blind identification technology are essential to allow sites to responsibly use global anonymous profiles for their own enterprise applications.

We actively participate in the development of privacy standards for the Internet and are a key contributor to industry groups that are developing industry standards for privacy. For example, we are a co-author of several of the specifications of the World Wide Web Consortium's Platform for Privacy Preferences Project, supported by AOL/Netscape, AT&T, IBM, Microsoft and others, which seeks to

develop an industry standard that will allow Web users to express their privacy preferences about the type and amount of information they are willing to share with Web applications. We believe our products will support the standards that are ultimately produced by this project. We have also authored a proposed protocol for the distribution of privacy labels for Web cookies as part of privacy standards developed by the Internet Engineering Task Force. We are a participant on the board of advisors of TRUSTe, of which we are a corporate sponsor. TRUSTe is a non-profit organization with the goal of promoting the adoption of fair information practices on the Web through a program which permits Web sites to display a seal representing compliance with TRUSTe privacy guidelines. Engage is also a member of the Online Privacy Alliance, which is an organization dedicated to improving the protection of individuals' privacy online through self regulatory efforts. We actively monitor proposed privacy laws and regulations and seek to comply with all applicable privacy requirements, both in the United States and throughout the world.

Operating Infrastructure

Engage's operating infrastructure has been designed to support the combined volumes of its largest Web site customers. Engage's data center operations are provided by NaviSite, an affiliate of CMGI, and are located in Andover, Massachusetts. Engage's infrastructure is designed for maximum reliability, including redundant network access, backup power pools and advanced network security. NaviSite provides comprehensive facilities management services, including monitoring and support 24 hours per day, seven days per week.

Engage operations are run by a variety of Sun Enterprise servers of various sizes to support its AdBureau and Engage Knowledge operations. All of Engage's production data is archived nightly to offline, offsite storage.

NaviSite's facilities are powered by multiple uninterruptible power supplies and contain smoke and heat detection, fire suppression, fluid detection and other disaster protection systems. Engage's data center operations are controlled using strict password management and physical security measures.

Intellectual Property

We have filed for patents covering our profiling algorithm and our dual- blind methodology for protecting end-user privacy. The profiling algorithm patent application covers the process and algorithm for creating user interest profiles from behavioral data. The dual-blind methodology patent application covers the process of identifying visitors uniquely at each Web site while maintaining a central database of cross-referenceable identifiers and allowing Web sites to access globally-derived data only via their local identifier. There can be no assurance that any of our patent applications will be granted. Even if they are granted, these patents may be successfully challenged by others or invalidated.

The Engage Knowledge database contains detailed information about millions of Web users. We believe we have rights to this database's entire data content, all records and all derived information from the database as a whole, all updating routines and quality assurance processes and all underlying data warehousing technology. However, there can be no assurance that any patent, trade secret or other intellectual property protection will be available for such information.

We rely upon a combination of patent, trade secret, copyright and trademark laws to protect our intellectual property. We also limit access to and distribution of our proprietary information. However, the steps we take to protect our intellectual property may not be adequate to deter misappropriation of our proprietary information. In addition, we may be unable to detect unauthorized uses of and take appropriate steps to enforce our intellectual property rights.

Although we believe that our services and products do not infringe on the intellectual property rights of others, we are subject to the risk that such a claim may be asserted against us in the future.

Competition

The market for Internet marketing solutions, including consumer profiling, online advertising services and systems, and Web site

traffic analysis is new, rapidly evolving and intensely competitive. Engage expects competition to increase both from existing competitors and new market entrants for various components of its services. Engage competes primarily on the basis of its product features and performance, such as its scalable, application-independent technology and the anonymity and quality of its global database of profiles, level of service and, to a lesser extent, on price.

Profiling Solutions

Engage competes directly with providers of profiling technology, such as Personify, and indirectly with applications that include more limited profiling capability integrated into their solution, such as BroadVision and Vignette. NetGravity, through a partnership with Aptex and MatchLogic, and businesses that offer cash or other incentives to users to voluntarily provide profile data have indicated their intent to compete in the global profiling solutions market. Engage also competes with companies such as DoubleClick and MatchLogic that have the ability to aggregate large quantities of customer behavior data across the Web.

Online Advertising Systems and Services

The primary competitors to Engage's Accipiter AdManager software are providers of ad serving systems, such as NetGravity and Real Media. In the outsourced ad serving market, Engage's Accipiter AdBureau service competes with providers of ad serving services, such as those offered by Adforce and DoubleClick.

Web Site Traffic Measurement, Auditing and Analysis

The primary competitors for I/PRO's NetLine Web measurement service and the Engage DecisionSupportServer product are companies offering outsourced solutions or software solutions, such as Accrue, Andromedia, net.Genesis and WebTrends. Nielsen I/PRO I/Audit service competes with auditing services from ABC Interactive, BPA and PricewaterhouseCoopers.

Many of Engage's current competitors, as well as a number of potential new competitors, have longer operating histories, greater name recognition and substantially greater financial, technical and marketing resources than Engage. Engage's current and potential competitors also may have more extensive customer bases and larger proprietary databases. In addition, current and potential competitors have established or may establish cooperative relationships among themselves or with third parties to more effectively distribute their products or to enhance their product and service offerings.

In addition to these current and potential commercial competitors, Engage also faces competition from the internal capabilities of some potential customers. Some of the largest Web publishers use internally developed interactive marketing solutions rather than the commercial solutions offered by Engage and its competitors. There can be no assurance that Engage will be able to compete successfully with these internally developed solutions.

Increased competition may result in price reductions, reduced gross margins and loss of market share, any of which could have a material adverse effect on Engage's business, financial condition and results of operations. There can be no assurance that Engage will be able to compete successfully against existing or potential competitors or that competitive pressures will not have a material adverse effect on Engage's business, financial condition and results of operations.

Employees

As of April 30, 1999, Engage had 209 employees and 40 contractors. Employees included 57 in development, 63 in customer support and operations, 66 in selling and marketing, and 23 in administration. Of these, 203 employees were located in the United States and 6 in Europe. Included in the 40 contractors are 11 offshore contract developers in India.

Engage believes that its future success is dependent on attracting and retaining highly skilled engineering, sales and marketing, and

Behavioral Matchmaking, Part 3: GPS and Behavioral Targeting

By Andy Chen

November 24, 2004

In "Minority Report," Tom Cruise's character walks into a Gap store. The retailer, using a "futuristic" technology, identifies him and intelligently presents customized offers to him as he comes into the store. I remember this scene vividly because of what it represents for the future of advertising and marketing.

Is this advertising possible in the real world? Perhaps, if you mix the global positioning system (GPS) with behavioral targeting.

If you're not familiar with GPS, you should be. This technology may ultimately reshape the advertising landscape (and many other communication-based industries) as it nurtures the platform which could, when behavioral targeting is applied, allow true ubiquitous and relevant messaging to be delivered to consumers.

GPS is not just a technology used by governmental military operations or consumer direction-assistant devices found at local electronic stores. It can potentially broaden the definition and application of behavioral targeting and revolutionize the concept of marketing as a whole.

How, you ask? Say "hello" to GPS, the ultimate behavioral targeting platform. And if you're just tuning in to the series, check out parts one and two.

Marginal Prophecy or Near-Future Reality?

Consumers' multitasking behavior isn't news to those of us in the interactive marketing industry. Hundreds of research pieces validate the increasing percentage of consumers who watch TV, surf the Internet, glance at the newspapers, IM their friends, and talk on their mobile phones -- all at the same time.

OK, maybe I'm exaggerating, but you get my point. Technological advancements in the communication industries have quantum-leaped us into an age of unparalleled media consumption and a state of "MADDness" (media attention deficit disorder).

Despite all these behavioral changes and chaotic multitasking movements, one fact remains true: All our activities still take place at a physical location, regardless of the virtual potentials "The Matrix" demonstrates. No matter how many transactions we do online, we still go to the supermarket to buy groceries, go to stores to check out the sales, and go to the movies and restaurants with friends. We still travel from point A to point B. Online is simply another dimension of life experience.

A few mobile carriers in the U.S. have already launched location-based advertising using actual signal locations of subscribers' handsets, but currently there's no actual linkage between offline locations and online behaviors. Behavioral targeting promises the effective delivery of offers based on the audience online. Why not combine it with the GPS system offline to create the ultimate audience-based advertising opportunity?

An Audience-Centric View

Although today's advertising techniques have redefined the way marketers communicate with consumers, we could do better. There's no need to limit your advertising by media silos or by individual placements. One of behavioral targeting's main strengths is it takes away the fixation of content-based relevance in online advertising and focuses on a target-based platform.

Content-based advertising further continues marketers' traditional obsession with editorial adjacency (equated to premium cost due to higher perceived relevance). Audience-based advertising, however, focuses on advertising delivery according to the target's location and movement. In other words, really understanding the audience in every possible way.

Understanding the audience is key to marketing success. Kmart is considering launching a credit card to its customers to ultimately build a customer database. It hasn't been able to build this database so far because many shoppers pay in cash. Many other retailers (e.g., supermarkets) already have this type of tracking in place to monitor what items consumers buy and purchase frequency to understand their customers.

We've already seen mobile-based advertising emerge. But what if we can marry consumers' offline and online activities? Using the satellite tracking systems, combined with online behavior data, marketers could provide the currently missing link between online and off- and gain a holistic understanding of who their customers really are.

What Does It Mean for Online Media?

GPS represents much more than just a literal technology gimmick; it symbolically represents a tectonic shift in how we view and conduct advertising and marketing.

Like behavioral targeting, GPS is target- rather than place-based. Messaging delivery is based on target consumers (their whereabouts, behaviors, and patterns of media consumption). As Bill Gossman, CEO of Revenue Science, eloquently said in his recent article, "The limitation of a quality place-based inventory makes it nearly impossible to achieve broad, high-quality reach." The collaborative use of behavioral targeting and GPS will significantly affect marketers and their continuous effort to improve dialogue with consumers.

We're on the verge of a media revolution, with both behavioral targeting and GPS adoption. As more mobile phones become WAP (define) and GPS enabled (as seen in Asia and Europe), advertising will reach the new height most marketers have been dreaming of.

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—Walter Isaacson
CEO of the Aspen Institute; former editor of *Time*; former CEO of CNN

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Bestselling author of *All Marketers Are Liars* and *Purple Cow*

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"Battelle has done two things with this book. He's figured out why search is so damned important to the future of everything digital. Even more impressive, he's actually managed to turn the subject into a compelling analog story."
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"A must-read for anyone endeavoring to understand one of the most important trends of this generation: organizing the world's information and making it universally accessible."
—Mary Meeker
Managing director and Internet analyst, Morgan Stanley

"A terrific book. *The Search* makes clear that despite the many losers over the years and the few still-standing winners, the search industry remains at a very early stage of development. Searching is fine, but actually discovering answers will be even better."
—L. Gordon Crovitz
Senior vice president, Dow Jones and Company; president, electronic publishing group

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JOHN BATTELLE

The Search

How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture

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John Battelle

cofounding editor of *Wired* and founder of *The Industry Standard*

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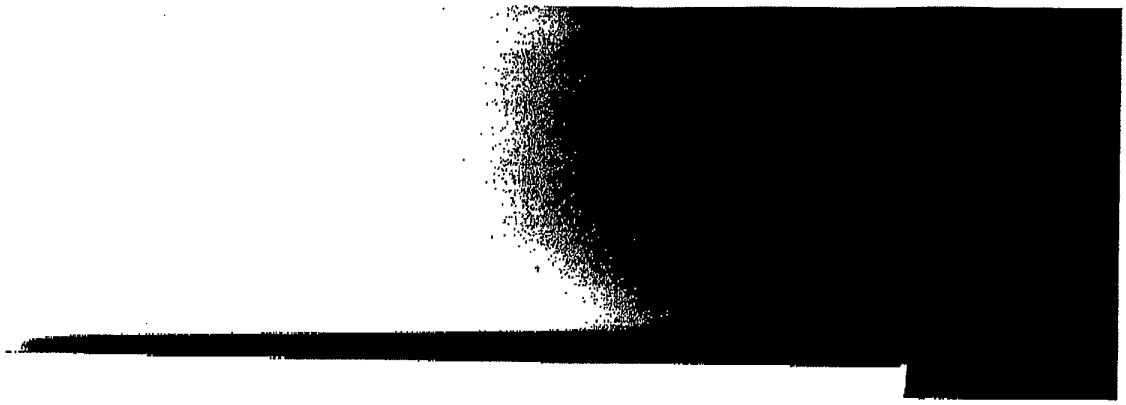

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emplified by the yellow pages or classified section of local newspapers. Initially, the marketers most driven to this new approach were large innovators like Amazon and small-business owners like Moncrief. And as paid search matures and the model begins to evolve, we can see outlines of a much larger shift occurring in the marketing business, a shift that is still in its early stages.

"The last bastion of unaccountable spending in corporate America." That's what Google CEO Eric Schmidt called corporate marketing when we last spoke. Google, of course, specializes in marketing that is entirely accountable—you pay only when someone clicks on your ad. Compared with the unpredictable and untraceable value of a magazine ad or television spot, search looks pretty damn compelling. But at the end of the day, three lines of text sitting next to a set of results is a meager way to declare your brand or inform a consumer about your new products or services. Clearly, there is room for both kinds of advertising—intent based and content based. But what if the two were to merge?

Before you dismiss the idea as mere speculation, let me lay out a scenario in which such a beast exists for the medium of television. First, imagine that a majority of households have a digital video recorder (DVR) of one kind or another (such a situation is predicted to occur within five years, according to Forrester Research). Further, imagine that this DVR has a search history of everything you've watched and are planning to watch (this is already done by most DVRs). Further still, imagine that this history is—with your tacit approval—blended with an edited profile of your online searching habits, forging a marketing précis of your likes and dislikes, your wants and needs (doing this is a matter of a marketing deal between DVR providers and search engines). Perhaps you use Google Desktop Search, or A9, or Ask, or Yahoo—it matters little; all of them can create such a profile already.

Now, let's set this scenario in motion. Let's say you are a young father-to-be. It's nine P.M. and your wife has settled, uncomfortably, onto her favorite couch. Clearing her throat, she politely reminds

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you that you've been a bit distant lately, that you haven't done a hell of a lot to help her around the house. You cringe. She continues: she's eight months pregnant, for God's sake, and when are you going to get around to reading that copy of *What to Expect When You're Expecting* that she left none-too-subtly in your briefcase six months ago?

Now, you're in your den, avoiding dealing with the sheer terror of becoming a father by checking your e-mail for the tenth time in so many minutes, but a pang of guilt finally reaches your irresponsible heart. So you start searching the Web, trying to get smart quickly. You Google "pregnancy baby" and head to the first link, Babycenter.com, where you read up on the eighth month. You then find a link to an article that lists ten things you can do to be a better husband. The fourth suggestion reminds you to read the books your wife has purchased, so you head to Amazon and buy another copy of *What to Expect When You're Expecting*, as you left the one your wife gave you next to the Gideon Bible on your last business trip.

"I'll read it, I promise," you tell your wife, and then add, "I'm on Babycenter right now, in fact." Pleasantly startled, your wife springs off the sofa—well, lumbers, perhaps—and peers over your shoulder. In a flash of inspiration, you intuit that there might be something you could watch together on TV that relates to the whole parenting thing. "Let's see if there's anything on TV that might be good," you say.

You click over to your TiVo home page, which lets you manage your television service much as you manage your weblog reading—through a search-based interface. You search for "parent childbirth newborn" or something like that and find that there are five shows in the next week that focus on the course of pregnancy, three of which are on the Learning Channel. You tell TiVo to record them all, noting that the first one will be available to download tonight, in half an hour, no less.

In the background of your computer, as you jump from site to site and page to page, several marketing-related actions are occurring. A cookie set by your local cable company notes that you've visited several sites that trigger marketing potentials—Amazon.com, TiVo.com, and Babycenter.com, all sites that indicate significant intent to purchase products or services. You've also alerted the system that you intend to download five new programs, and the system takes note of content tags associated with those programs, cross-referencing them with your recent search history.

The cable cookie shares this information with a marketing application running in the background of your computer, perhaps as part of that Google Desktop Search (GDS) program you downloaded last year. Alerted by the marketing potential that your recent surfing has created, GDS instantly uploads new tags to Google's central advertising marketplace—a marketplace that looks and works an awful lot like AdWords right now (for a refresher on that, head to Chapter 6).

Up on Google's ad marketplace, millions of similar potentials are aggregated and presented to hundreds of thousands of advertisers for sale in a modified real-time auction. Most of those advertisers have preset their spending levels, demographic preferences, and most important, intent-based targeting profiles. In the time it takes for an average Google search to finish—less than a second—several advertisements have already been sold against each of the five programs you've selected.

Half an hour later, you and your wife turn on your television to catch the Learning Channel show. As it starts, a small box appears on the bottom of the screen, alerting you to several advertisements that have appeared in your feed. You know that should you decide to watch them, your local cable bill will be reduced by a buck or so (or alternatively, you've selected the programming option that gives you free cable, but requires that you review ads at preset intervals). No matter, that's not really the reason you might want to pause the show and check out the ads. Turns out you rather like watching them, as they are often extremely relevant to your wants and needs, not to mention informative, linked as they are to robust Web sites

and interactive features. So you pause the show, hit the ADS button, and scan the commercials.

Only they're not just commercials; they're offers as well. The first is from Gerber for a free month's supply of formula. (Pass; you and your wife have agreed that breast-feeding is the way to go.) Next up is a Pampers ad offering a free box of diapers. (Sure, why not? You accept that one, clicking the box that allows the system to send your details to the Pampers marketing machine.) Then comes the killer ad: "Click here for $50 off a Peg Perego Stroller. Ships in 24 hours!" *Huh?* you think to yourself. That's the one your wife said was the Mercedes of strollers. Maybe you can afford one after all.

"Honey," you begin. "What do you think? Should we go for it?" Her eyes light up (you had said no to this exact request twice—*$300 for a fucking stroller?!!* were your exact words) and you click to accept the offer. Your wife snuggles into your side, pleased that for once, her husband actually gets it. You return to the program, and . . . *scene!*

Is such a scenario possible? While the details will inevitably vary, I honestly think this scenario is not only plausible; it's inevitable. And it is the infrastructure of paid search as we understand it today that will make it all happen.

Now, look at this from the advertisers' standpoint. For an advertiser like Peg Perego, such a scenario not only makes television advertising affordable; it turns the medium into a *new sales channel.* Instead of buying time on the Learning Channel on Mondays at eight P.M. (a content-attached purchase), Peg Perego will buy direct access to the intentions you have declared through a blend of your search history and your television watching habits. Once it is satisfied that you are a potentially high-value customer, it will then push advertising offers down the cable line to your DVR.

The beauty of this scenario lies in how it changes the economic model of marketing. First of all, Peg Perego has never been a television advertiser, because the medium has never lent itself to a high enough return on investment—the company relies mostly on word of mouth and distribution through a network of retail outlets for its

sales. But because it can identify exactly who its customers might be, on the basis of intent, it can change its model completely, and view a marketing investment in television to be, well, not a marketing investment at all, but rather—this is worth stating again—a new sales channel.

This in turn means that tens of thousands of marketers who otherwise may never have considered television a viable medium will soon see it as such. In the near future, it's quite possible that researchers tracking advertising by medium will have to fold television revenues into interactive—they'll often be one and the same.

That is the magic of intent-based marketing—it shifts marketing dollars from the unknown to the knowable. As Tim Armstrong, VP of advertising at Google, puts it, "search turns a cost center into a profit center."

I asked Armstrong what he thinks marketing will look like in ten years. His answer: "If you can imagine ten years from now every major and small advertiser with a totally digitized marketing asset set, so everything they can market is digitized with attributes against that—and they have hundreds of inbound and outbound feeds, and hundreds of places that either accept those feeds or pull them in. So in the future I think marketers are going to be agnostic about where their offers end up; they're going to be driven by the ROI [return on investment]. And I think most of the publishers on the Web [and think of the Web as including television] and most of the major other players on the Web are going to be able to put offers in front of people at exactly the right time. I think a lot of people today think Google and Overture when they think of ROI advertising. I'd like to think that in ten years they'd think only about Google, but more likely there will be ad systems in the back and tools that track ROI and conversions across multiple platforms and media. Advertising will be mostly margin driven."

Think about that for a minute. The entire foundation of marketing—$100 billion industry driving, well, nearly every business on this planet—is shifting, slowly but surely, to a new model, one informed

BSkyB in Google link-up

Print

By Andrew Edgecliffe-Johnson, Media Editor
Published: December 6 2006 14:01 | Last updated: December 6 2006 20:44

The partnership will at first see Google provide its user-generated video, e-mail, search and targeted advertising tools to customers of BSkyB's five-month-old broadband internet service – the first licensing of the video tools Google bought when it acquired YouTube for $1.65bn in October.

The companies plan to extend the partnership to BSkyB's core television platform, however, by replacing traditional 30-second television adverts with targeted commercials stored on hard drives in BSkyB's set-top boxes.

Google's AdSense technology, which brings up adverts relevant to search terms of users, would be deployed alongside BSkyB's knowledge of its customers' profiles and interests.

"This is a really, really big deal for us," said Eric Schmidt, Google's chairman and chief executive. "If it works, it will become our most lucrative deal from the get-go."

Neither company would confirm the financial terms but BSkyB is thought to be in position to take the lion's share of the revenues.

James Murdoch, BSkyB chief executive, said he was not changing the company's earnings guidance to investors but Mr Schmidt said: "It should be net positive for Sky." Mr Murdoch said the "multi-year" alliance was structured as a revenue share. BSkyB would contribute to the "substantial engineering resources" Google would commit to the alliance and towards the cost of the storage and capacity consumed by its customers' activities.

Mr Schmidt said Google had chosen the UK as a "test bed" because of fast broadband speeds and high broadband penetration. "Britain is ahead. They have so much bandwidth it changes the definition of how people use Google." The UK market, already 15 to 16 per cent of Google's revenues, was "exploding".

For BSkyB, the alliance should help distinguish its service from competitors in the UK's broadband market and expand its small advertising revenues.

Mr Murdoch said BSkyB expected broadband to provide income from communications including internet phone calls; subscription revenues; and services including advertising.

FT VIEW

The alliance comes as traditional broadcasters are looking for ways to regain younger audiences lost to social networking and user-generated content sites, and fits with BSkyB's previous moves to differentiate itself from rivals such as **NTL** and **BT Group** in the fast-converging media and communications industry.

The fact that no figures have been disclosed may be significant. BSkyB has no doubt paid for the privilege of having Google handle the "back end" of email, search and video management, but the revenues may be small at first. BSkyB will feel it has struck a marketing coup, however.

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Business

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Google moves into TV ads with BSkyB deal

· Broadcaster to use email and net phone technology
· Video-sharing website will provide access to YouTube

Richard Wray, communications editor
Thursday December 7, 2006
The Guardian

Google is looking to move into television advertising through a tie-up with BSkyB, announced yesterday, that will see the broadcaster use the company's technology for a suite of new broadband services.

In the first such deal for Google, the Californian firm will provide BSkyB with technology so it can offer email and internet telephony to customers of its fledgling broadband product. Google, which paid $1.65bn (£840m) for YouTube in October, is also licensing its video search and sharing technology, which Sky will use to set up its own user-generated content site.

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Sports shoe feud that keeps on running

Google will also operate the search engine on BSkyB's new broadband website, sharing advertising revenues with the broadcaster, as it does for other internet firms such as AOL. The two companies are also exploring "future forms of web, TV and mobile advertising", Google said.

The company, which dominates the lucrative search advertising market, is already experimenting with newspaper, magazine and radio advertising in the United States, using its technology to sell adverts in the so-called offline world.

Under the BSkyB deal, Google will be able to move into TV advertising. Google is looking to use information about viewing habits, which can be obtained through the broadcaster's set-top boxes, to produce more targeted TV advertising. Eventually, marketing experts could tailor campaigns to specific viewers, even storing adverts on the set-top box itself.

James Murdoch, BSkyB's chief executive, said the rise of broadband made the traditional way of thinking about advertising redundant. "The weird thing about the media market is people have thought about it in two halves: online and TV. The truth is, in a connected market, everything is connected," he said.

Google is also working with Sky to explore the potential of using advertising on mobile phones. The tie-up will go some way towards filling the gap that opened up last month when its rival Yahoo! secured a crucial deal with Vodafone. From next year Vodafone's British customers will be able to get discounts in return for accepting adverts, sourced by Yahoo!, on their mobiles.

The tie-up with Sky will also see Google provide a suite of applications for Sky's broadband service including a Sky-labelled version of Google's email product, an online calendar and an instant messaging package. The two firms are also looking to provide an internet telephony service - using technology known as VoIP - which could provide customers with free phone calls.

Sky will also use Google's video content technology to launch a YouTube-like service that will allow people to edit, send and share their own video content. Sky, which hopes for 3 million broadband customers by 2010, intends to run the service both on the internet and mobile phones.

"We have been looking for a partner to take the innovation that we have done on our own site and extend it to broadband customers," said Google's chairman and chief executive, Eric Schmidt. The deal is not exclusive and Google is looking for other media partners.

Google's troubled arch-rival Yahoo!, meanwhile, announced a wholesale reorganisation as it struggles to cope with a dwindling share in advertising and a plunging share price. Yahoo! said its chief operating officer was leaving and its business would be realigned into three groups: audience, advertising and technology.

Terry Semel, chief executive, promised swifter decision-making and greater focus. Yahoo!'s market value has shrunk by 30% this year amid criticism of its rambling diversification. A leaked internal memo last month warned that the firm had a "peanut butter" approach of spreading a thin layer of investment across a plethora of areas with little overall strategy.

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The New Behavioral Wunder

By Andy Chen

April 11, 2007

From the first time its international expansion was mentioned nearly two years ago, behavioral targeting has gone a long way in its growth outside the U.S. market.

Revenue Science secured credibility and recognition in the U.K. Tacoda announced and launched an international expansion plan. And a number of large ad networks such as Advertising.com and Blue Lithium have all leveraged the increasing growth of this advanced data-based targeting platform to establish themselves in Europe's blossoming online market.

It is no wonder then that Europe, the second largest online advertising marketing in the world (after the US), would adopt behavioral targeting.

WunderLOOP, a company headquartered in Luxembourg with its head office in Germany, is one of the newer players in the behavioral targeting space to gain attention in Europe. Chaired by Michael Kleindl, co-founder and former CEO of AdLink, a large pan-European ad network, WunderLOOP recently announced the formation of its advisory board, which consisted of industry heavyweights across agencies, publishers, and business consultancies. The company has naturally raised a few eyebrows of those who religiously follow the development of behavioral targeting.

The Wunder That Makes You Wonder

To put the company in perspective, it's best to mention WunderLOOP is financially backed by Niklas Zennstrom (founder of KaZaa, Skype, and most recently, Joost); Howard Hartenbaum (Forbes Midas List venture capitalist of the year 2006); and other well-known investment figures.

With such prominent backers, one has to wonder just exactly what WunderLOOP offers that's attracted such robust support.

The company recently launched Wunderloop Connect, a self-service ad exchange for behavioral targeting-based online advertising. The firm claims this will be the first time behavioral targeting technology has been made openly available to all publishers who want to join the network, rather than a selected few titles.

Media buyers will be able to use the exchange to buy ad inventory in numbers, with user profile details. Publishers who take part and provide inventory will be able to determine criteria, how data are collected, and whether it is shared with other Connect members. They can also set the value of their users allowing them to maximize returns and control whether they accept a deal with an advertiser.

The Growing Need of Integrated Targeting

What sets WunderLOOP apart from the rest of the behavioral targeting vendors is its claim to be the leading provider (and certainly one of the first) of integrated behavioral targeting software and services.

The company's unique dynamic, real-time technology allows publishers, ISPs, advertisers and site owners to deliver relevant and real-time advertising, content and offers across all forms of digital media including Web sites, e-mail, mobile services and IPTV (can you say "Joost"?)

Since 2004, the industry has anticipated the possibilities of extending behavioral targeting beyond the means of online as a natural evolution to consumer's changing media consumption behaviors. Although it's taken over three years for behavioral targeting to be included in online planners' vocabularies, it seems the time has come for this platform to make a big push towards adoption as European online maturity reaches a new height.

What Does This Mean For Online Media?

Omniture announced its acquisition of Touch Clarity a few weeks ago, marking a first in the industry: effectively combine

Web analytics and behavioural targeting to deliver automatic revenue and profit uplift "the online business optimization platform."

With next-generation TV tracking companies such as Backchannelmedia in the US, interaction and measurement on tradition channels are taken to a hitherto unseen level. This means behavioral targeting will have to expand outside its online domain to quickly embrace all Internet-enabled channels to truly understand consumers' complete behaviors across media.

Whether behavioral targeting will evolve into a cost-per-unique model or be "traded like a stock exchange" as WunderLOOP Chairman Michael Kleindl puts it, remains to be seen. But rest assured, as new digital channels such as IPTV, mobile, and others continue to proliferate and expand, WunderLOOP is well positioned to lead the industry to this promised land of cross-media consumption.

Behavioral targeting is as much about prediction and anticipation as it is about reaction and solution. Not only is targeting about integrating the front and back of data sources, the race is now on to converge horizontal channels to deliver the ultimate behavioral targeting solution.

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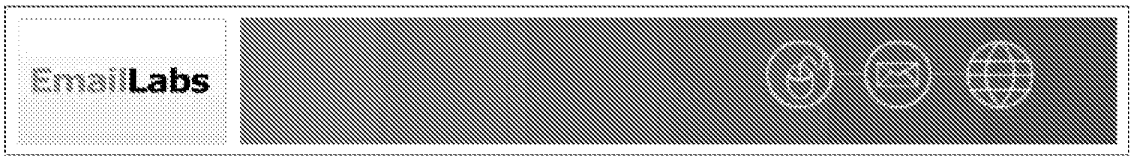

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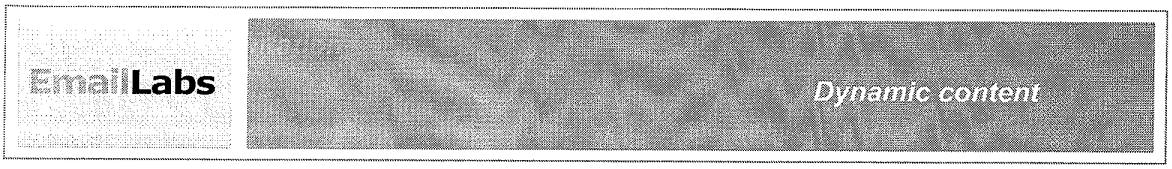

NetZero Launches Ad-Backed Access Service

By

October 20, 1998
Startup operation NetZero Inc. launched a free Internet access service backed by highly targeted ads in an on-screen window that can't be closed.

The company has funding from idealab Capital Partners, the venture capital arm of Bill Gross's idealab incubator. Other Idealab companies include GoTo.com, CitySearch and eToys.

To subscribe to NetZero, users must complete a profile that captures their interests and demographic data. NetZero's patent-pending zCast software automatically refines the profile by continuously monitoring online behavior, facilitating the delivery of precisely targeted ads.

The zCast software provides Dynamic Targeting--a system that generates geographic, demographic, psychographic and behavioral information in real time.

NetZero will provide free Internet access via a local dial-up account and an email account for each individual user in a household, a business or at specific location, such as a school or public library.

"Listeners and viewers don't pay for radio or network TV, and there's absolutely no reason to pay for Internet access," said Ronald T. Burr, CEO of NetZero.

"Where banner advertising is hit or miss at best, NetZero delivers ads users actually want to see. . . This is a huge breakthrough, especially for local advertisers, who have yet to see the interactive medium work for them," he said.

Strategic partners include AGIS in Detroit and NetGravity in San Mateo, CA. AGIS is providing the backbone infrastructure; NetGravity will deploy exclusive ad server software for NetZero.

On the desktop, zCast opens the AdVantage Window, a movable, 1-inch-by 3-inch portion of an 800 x 600 display that continuously delivers high-quality, 30-second ads in sync with the user's profile, interests and online behavior. The subscriber can move the AdVantage Window to a preferred location on the screen, but cannot close it. Controls on the AdVantage Window enable subscribers to bookmark an ad, scroll forward and backward, and print coupons or other promotional offers.

Because the AdVantage Window operates independently of both content and the browser, ads can be targeted to a specific URL. American Airlines, for example, can now display its ad before NetZero subscribers who visit any travel site.

For precise local market targeting, NetZero said it can drill down to within a five- to seven-mile radius of the subscriber, by using the three-digit dialup phone prefix to create a geographic profile.

NetZero said it designed its system and software to disassociate the subscriber's information from his or her identity, for privacy purposes. NetZero, a member of TRUSTe, said it will not sell its list of subscribers or otherwise provide individual subscriber data to any third party.

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Nissan, BellSouth, Music Blvd. Among Latest Advertisers to Sign Up With NetZero

New Advertising-Driven, Free Internet Access Service Hits the 50,000-Subscriber Mark; Site On Track to 75 Million Impressions Fastest-Growing Internet Access Provider In History

WESTLAKE VILLAGE, Calif. (November 16, 1998) -- Advertisers and users continue to flock to NetZero, Inc., the new advertising-driven free ISP. Launched last month, NetZero is quickly forging ahead toward its goal of shattering monthly access fee barriers and redefining Internet advertising with targeting capabilities not previously seen in any medium -- TV, radio or the Net.

Advertisers taking advantage of NetZero's highly refined targeting ability include Nissan, the Japanese automaker; BellSouth, a telecommunications company serving the southeast; Music Boulevard, the popular online music destination; TheTrip.com, a complete online travel guide; Capital One, a leading consumer credit card company; and BizTravel, an online business travel service. NetZero's patent-pending zCast™ software provides Dynamic Targeting™ -- an exclusive system that generates geographic, demographic, psychographic and behavioral information in real time.

Users are also taking to NetZero, with 50,000 subscribers enrolling since the service launched in late October. By the end of November, the NetZero site is expected to generate 75 million impressions per month. At this rate, the company would rank among the top 50 sites by impressions, according to NetRatings Inc.'s most recent report.

NetZero provides free Internet access via a local dial-up account and an e-mail account for each individual user in a household, a business or at a specific location, such as a school or public library. To subscribe to NetZero, users must complete a profile that captures interests and demographic data (available at http://www.netzero.net). The zCast software automatically refines the profile by continuously monitoring online behavior, thereby facilitating the delivery of precisely targeted advertising.

"We've developed enormous momentum and demonstrated that users find tremendous value in our service -- and major national advertisers likewise are convinced that our approach to real-time targeting does indeed have the potential to redefine online advertising," said Ronald T. Burr, chief executive officer, NetZero, Inc. "Our model of free service and highly targeted delivery of advertising benefits both subscribers and advertisers, and, like radio and network TV, literally 'frees' the medium."

On the desktop, zCast opens the AdVantage Window™, a movable, 1-inch-by 3-inch portion of an 800 x 600 display that continuously delivers high-quality, 30-second ads in sync with the user's profile, interests and online behavior. Unlike banner ads, which are tied to specific Web sites, the AdVantage Window delivers personalized ads directly to the subscriber -- and NetZero even provides unique "URL targeting." For the first time ever, it's possible to deliver the ability to display ads triggered by visits to specific Web sites. The subscriber can move the AdVantage Window to a preferred location on the screen, but cannot close it.

NetZero is a member of TRUSTe, an independent, non-profit, privacy initiative that requires participating Web sites to disclose their online information gathering and dissemination practices to consumers.

About NetZero, Inc.

NetZero is the first company to provide consumers nationwide completely free Internet access while offering advertisers the most sophisticated targeting capabilities available today. Using the widely accepted model of commercially supported network television and radio, NetZero's revenue is generated entirely through advertising. With headquarters in Westlake Village, Calif., NetZero, Inc. is funded by Idealab Capital Partners, and maintains strategic alliances with AGIS, NetGravity, and GoTo.com.

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LookSmart and NetZero Extend and Enhance Winning Partnership

Leading Search Infrastructure Company and the Nation's Largest Free Internet Access Provider Continue to Meet the Needs of Users and Advertisers

Leading Search Infrastructure Company and the Nation's Largest Free Internet Access Provider Continue to Meet the Needs of Users and Advertisers

SAN FRANCISCO--(BUSINESS WIRE)--Feb. 9, 2000--LookSmart (Nasdaq:LOOK), a global leader of Internet search infrastructure, and NetZero, Inc. (Nasdaq:NZRO), the nation's largest provider of free Internet access based on number of registered users, today announced that they have extended the length and scope of their strategic partnership.

As part of the 12-month agreement, LookSmart will continue to provide its search and directory services on NetZero's start page, including a collection of over 1.5 million high-quality URLs organized into more than 100,000 categories. With access to NetZero's more than 3 million registered users, the partnership enables LookSmart to reach one of the largest and fastest-growing customer bases on the Internet.

LookSmart's search and directory service reaches over 45 million people a month -- nearly 70 percent of all Internet users in the United States -- through LookSmart's partner sites.

Under the new partnership, the two companies plan to explore ways to enhance NetZero's precision targeting capabilities by combining LookSmart's strength in content targeting with NetZero's proprietary zCast technology. zCast enables NetZero to deliver highly targeted advertising to its users based on their online surfing habits as well as demographic, psychographic and geographic profiles.

"It's clear that the free ISP model is working and that NetZero is the leader in this space," said Evan Thornley, CEO of LookSmart. "LookSmart is delighted to contribute to this success by providing a high quality search experience for NetZero users and to help NetZero explore opportunities to maximize the monetization of its advertising inventory.

"The extension of this relationship demonstrates the value that LookSmart's search infrastructure provides for key partners."

"We're very excited about our renewed relationship with LookSmart, and we look forward to working together to augment and enhance our product offerings," said Mark R. Goldston, NetZero chairman and CEO.

"LookSmart has been a valuable business partner and will continue to play a key role in helping us provide a superior user experience on our start page while creating value for our advertisers."

In NetZero's ongoing effort to maintain a cutting-edge, user-friendly online environment, it will soon launch a redesigned start page that will offer NetZero users a variety of new services and features that will continue to utilize LookSmart's search and directory service.

About LookSmart
LookSmart (Nasdaq:LOOK) is a global leader of Internet search infrastructure, dedicated to helping the world find useful stuff quickly. LookSmart's search and directory service reaches over 45 million people a month -- nearly 70 percent of all Internet users in the U.S. -- through LookSmart's partner sites.

LookSmart has launched web sites for the United States, the United Kingdom, Canada, Australia, the Netherlands, Singapore, Malaysia and New Zealand; built directories for 17 countries, including, Japan, Korea, Mexico, and Brazil; and has directories for another four countries in development.

LookSmart's search solutions include a collection of over 1.5 million high quality URLs organized into more than 100,000 categories.

LookSmart currently provides its search solutions to leading Internet portals, ISPs and Web sites including The Microsoft Network, Netscape Netcenter, Time Warner Inc., Excite@Home, Sony, British Telecom, US West, AltaVista, NetZero, over 370 Internet Service Providers and 600,000 Web sites.

Through its partnership with Cox Interactive Media, LookSmart also offers one of the largest collections of quality local Web content in more than 70 U.S. markets. The company is headquartered in San Francisco and can be contacted at 415/348-7000 or visited at www.looksmart.com.

About NetZero
NetZero is pioneering a new Internet service model that provides consumers with free access to the Internet while offering online advertisers an effective way to target those users. NetZero offers consumers free and unlimited nationwide Internet access, free e-mail and easy-to-use navigational tools.

The ZeroPort, a central feature of the NetZero service, is a persistent on-screen device providing users with instant "speed dial" to © key sites on the Internet for functions such as shopping, auctions, music and other services. Users can even access essential features such as search, e-mail and browse without having to launch their browser.

Customized information such as stocks, news and sports can also be delivered directly to the desktop through The ZeroPort. NetZero offers advertisers unique one-to-one targeting capabilities using its proprietary zCast(TM) technology, which gives the company the ability to track users throughout their online experience.

Between its Oct. 1998 launch and early Jan. 2000, over 3 million users registered for NetZero's Internet access service. NetZero offers its service in more than 2,000 cities across the United States. More information about the company is available at www.netzero.net.

This announcement may contain forward-looking statements that involve risks and uncertainties. Actual results may differ materially from the results predicted and reported results should not be considered as an indication of future performance. The potential risks and uncertainties include, among others, NetZero's unproven business model and limited operating history; the company's ability to grow its user base, generate advertising revenues and decrease telecommunications costs; the effects of competition for users and advertisers; the loss of key customers; technological problems or developments; and governmental regulation. More information about potential factors that could affect the company's business and financial results is included in the company's Form 10-Q and other filings with the Securities and Exchange Commission (http://www.sec.gov) including (without limitation) information under the captions "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors."

Note to Editors: NetZero®, Defenders of the Free World(TM), the NetZero logo, zCast(TM), The ZeroPort(TM) and NZTV(TM) are trademarks of NetZero, Inc. All other names are trademarks and/or registered trademarks of their respective owners.

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2007 LookSmart, Ltd.

Press Releases

NetZero Guarantees Increase in Web Site Traffic for New Advertisers

A Leading Free Internet Provider Introduces Innovative CyberYieldÂ™ Measurement Tool to Record the Effectiveness of Advertisements

In a move that simultaneously emphasizes the effectiveness of Web advertising while broadening the definition of success in the online medium, NetZero, Inc. (Nasdaq:NZRO), a leading provider of advertising- and commerce-supported Internet access, today launched an innovative program guaranteeing a 33 percent increase in Web site traffic for certain new advertisers who qualify for the program.

NetZero's proprietary, patent-pending zCast technology allows it to track Internet usage of its users while maintaining the privacy of their personal information. This technology enables the company to monitor the increased visits to an advertiser's site during their NetZero ad campaign, giving the advertiser a valuable tool to evaluate the effectiveness of their campaign.

The increase in traffic will be measured by NetZero's exclusive CyberYield™ methodology, which compares Web site traffic during a NetZero advertising campaign to the four-week period before the campaign began. The 33 percent increase in Web site traffic guarantee is subject to restrictions, but will apply to campaigns from certain new advertisers that begin between Oct. 1 and Dec. 31, 2000. If the increase is not realized during that period, NetZero will give the advertiser an additional 33 percent of purchased impressions spread over the following month.

"The Internet industry has long used click yield as a measure of an ad campaign's effectiveness. This ignores all of the additional traffic that is generated by the campaign," said Mark R. Goldston, chairman and CEO, NetZero. "Many users visit the sites later by typing in a web site's URL rather than clicking on the banner ad when it appears. Similarly, you may be driving down a road and see a billboard for a certain store, but chances are you aren't going to change your route and immediately drive to the store. However, the next time you are in the area or heading to the mall, you'll remember to go in and check out the store you saw advertised on the billboard. That is what brand advertising is all about. In Internet parlance, the user did not "click" on the roadside billboard - but that doesn't mean the ad did not work. This same methodology applies to radio, TV and print advertising as well.

"With our technology, we can now show more fully the impact of an ad campaign by measuring the number of visits to an advertised site before and during a campaign," Goldston continued. "In addition, we can continue this monitoring and show the carry-over impact of the campaign even after it has run its course. Our CyberYield measurements tell us that, in most cases, site traffic will level off after the campaign at a higher rate than before. This is a breakthrough in terms of advertising measurement - it gives advertisers something they have always wanted to measure but could not achieve in either TV, radio, print, outdoor or Internet advertising."

"We want to demonstrate that online advertising with NetZero works, and that because of this breakthrough, online advertising itself has come of age, " said Michael Mathieu, NetZero's vice

president of national sales. "We are so confident in the impact of advertising on NetZero that we are willing to back up our pledge with a guarantee."

"The percentage we chose for our guarantee is not arbitrary," stated Rusty Taragan, general manager of CyberTarget, NetZero's market research division. "After reviewing reports from past campaigns, we found that 90 percent of those advertisers experienced at least a 33 percent increase in Web site traffic, and many realized gains that were substantially higher than that. We want to demonstrate to advertisers and the industry at large - with hard numbers - that online advertising is both cost-effective and just plain effective."

About NetZero, Inc.

NetZero, Inc. is a leading provider of advertising- and commerce-supported Internet access offering a broad range of interactive marketing, research and measurement solutions. NetZero offers consumers free access to the Internet, free e-mail and customizable navigation tools that provide "speed dial" to key sites on the Internet. Through proprietary technologies, NetZero offers advertisers unique targeting capabilities through numerous online advertising and sponsorship channels. The company's CyberTarget division offers marketers and advertisers mass-scale, online market research and measurement services. NetZero is a Cisco Powered Network, providing its access services to over 5 million registered users in more than 4,000 cities across North America. For more information, please visit www.netzero.net. To obtain a CD, please call 1-800-DEFENDER.

This announcement may contain forward-looking statements that involve risks and uncertainties. Actual results may differ materially from the results predicted. The potential risks and uncertainties include, among others, the effect of competition in the area of online advertising and advertising measurement tools; NetZero's ability to maintain a user base sufficient to make its measurement tools effective; the ability of NetZero to operate its CyberTarget division successfully and to use CyberYield effectively; the ability of CyberTarget to develop, market and sell products and services; technological problems or developments; and governmental regulation. More information about potential factors that could affect the company's business and financial results is included in the company's Form 10-K and other filings with the Securities and Exchange Commission (http://www.sec.gov) including (without limitation) information under the captions "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors." NetZero®, Defenders of the Free World™, the NetZero® logo, zCast™, NZTV™, CyberTarget™ and The ZeroPort™ are trademarks of NetZero, Inc. All other names are trademarks and/or registered trademarks of their respective owners.

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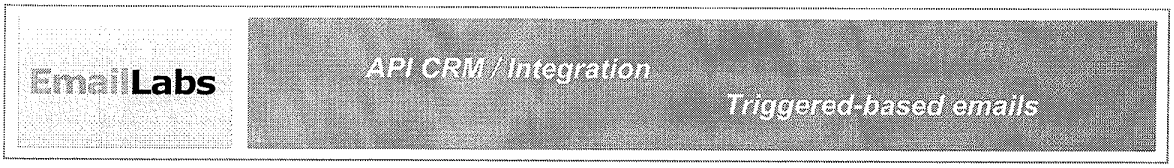

NetZero to Launch Mobile Ad Platform

By Christopher Saunders

March 29, 2001
Internet service provider NetZero is striking into new territory, announcing plans to roll out a wireless advertising system that will incorporate location targeting and rich media.

The system, which the Westlake Village, Calif.-based ISP is calling "HardCell," is based on a mobile platform designed by telecom technology giant QUALCOMM, and will enable marketers to send targeted advertisements via programs on mobile devices -- similar to the way Conducent, Radiate and EverAd imbed ads in PC applications.

HardCell is based on QUALCOMM's Binary Runtime Environment for Wireless platform, or BREW, which supports several mobile interfaces, including QUALCOMM's Code Division Multiple Access, or CDMA -- a major domestic standard for current and "third generation" high-speed wireless communications.

Using the platform, NetZero said its HardCell system would be able to target and deliver ads into applications running on BREW-enabled CDMA mobile devices, enabling application publishers to start collect ad revenues.

Most interesting, however, is that the platform's specifications theoretically enable advertisers to design and distribute rich media ads -- though what a user actually would see is based on the capabilities of their wireless device. The ads also can be targeted by geography -- down to city or regional area, NetZero said.

As the thinking goes, consumers gain by receiving relevant advertising with various calls to action, including clicking on the ad to open the advertiser's mobile Web site, initiating a call, or opting in to receive information via email or SMS text messaging.

NetZero didn't disclose its plan for how the inventory was to be sold, or when it actually plans to roll out the service, though the company's executives said they plan to target mobile ads using the same sort of targeting technology it uses in its ad-sponsored free ISP service.

Aside from that, however, there seems to be little explanation of why NetZero is embarking on an undertaking so different from its existing capabilities as a free and subscription-based ISP.

And while the company didn't disclose the cost, the venture certainly appears risky. Static wireless advertising (much less full-blown, location-based, rich media ads) is still very much a medium still in its developmental years, and lags well behind online advertising, which has been around for more than five years, and is still facing numerous problems.

Nevertheless, NetZero's chairman and chief executive Mark Goldston categorized the effort as in keeping with the company's core vision of providing Internet marketing services, and extends it to what he said is a promising new area.

"Since NetZero was founded, it has developed innovative technologies that have helped marketers and advertisers more effectively reach online consumers," Goldston said. "The development of HardCell marks the first time the company will have the opportunity to extend its targeting technology to mobile devices, which we believe is a key growth market."

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180SOLUTIONS LAUNCHES ALL-IN-ONE ONLINE AD SOLUTION - *METRICSDIRECT* OUTPERFORMS CONVENTIONAL COST-PER-CLICK MODELS

MetricsDirect Delivers Targeted and Timely Search Results to O o ver 30 M illion Online Consumers ? Boosts Advertiser Return on Investment Up To 500%

Bellevue, WA and New York, NY March 30, 2004 180solutions, Inc., a leader in online search marketing services , today announced the launch of MetricsDirect TM , a division of 180solutions focused entirely on the needs of online advertisers. MetricsDirect, an online search marketing service, enables advertisers to deliver online marketing messages to the most appropriate consumers at the most appropriate times. MetricsDirect provides advertisers with a keyword solution that addresses the grievances, including poor visibility and unmeasured value, expressed by many advertisers using conventional online ad models.

In related news, 180solutions today launched Zango TM a search assistant application that works in conjunction with the MetricsDirect search marketing service. The Zango application identifies comparative products and merchants, and alerts consumers to options beyond the results delivered from a typical search query. Zango reveals goods and services, presented by MetricsDirect advertisers, that either do not appear in traditional search listings or appear but do not take searchers to a targeted page within a merchant's site. Currently, 6,000 advertisers have access to over 30 million consumers using the search assistant application. For more information, please visit http://www.zango.com.

MetricsDirect presents a two-pronged solution for online advertisers. First, an account management team works with advertisers to create a targeted campaign within all budget levels. Next, the company delivers marketing messages using the Zango search assistant application enabling advertisers to reach the most appropriate user at the most appropriate time.

For example, Loanbright, a mortgage and financial services company, achieved a more cost-effective campaign using MetricsDirect's Cost-per-Visitor (CPV) model than the traditional Cost-per-Click (CPC) approach. Over the last 18 months, search marketing providers using a CPC model delivered a cost per acquired customer of $9.58 for Loanbright, whereas MetricsDirect's CPV model lowered the cost to $4.50 per acquired customer. MetricsDirect delivers a more cost-effective result based on the way it connects advertisers to consumers. Traditional CPC search models offer online consumers an advertising link or listing within a search results page. MetricsDirect supplements the search results page and delivers consumers directly to an advertiser's Website that is most relevant to their search. As a result, MetricsDirect eliminates the need for click-throughs to generate site visitors.

MetricsDirect's Service Level Agreement, 2-4-1 , has contributed significantlyto the company's 90% advertiser retention rate. 2-4-1 ensures that advertisers' phone calls and emails are returned within 2 hours, pricing proposals are responded to within 4 hours, and that all new campaigns are active within1 business day.

Measurement Equals Results
In order for advertisers to save time, maximize their marketing budgets and assess the lifetime value of their customers, the MetricsDirect account management team guides advertisers through a process to optimize their online campaigns. Account managers direct advertisers towards the most effective keyword selection/bidding/pricing, user frequencies and track customer acquisition and overall campaign success.

No longer will advertisers have to fight for attention, said Keith Smith, CEO and Founder, 180solutions. MetricsDirect challenges conventional approaches to online advertising by placing the reigns of reach and frequency in the advertisers' hands. This delivery platform lets advertisers reach their audience in the most pragmatic way by delivering the consumer directly to their product page. MetricsDirect is focused solely on advertiser success which has resulted in a greater than 90 percent retention rate and more than 6,000 extremely satisfied customers.

Additionally, 180solutions closed a significant investment exclusively from Spectrum Equity Investors. The funds will be used to foster MetricsDirect's growth by furthering relationships with online advertisers and pursuing strategic acquisition opportunities.

For more information on MetricsDirect, visit www.metricsdirect.com.

About 180solutions, Inc.
180solutions, Inc., headquartered in Bellevue , WA , is a leader in online search marketing services. The company delivers highly relevant offers and information to consumers engaged in search-related shopping activities. For more information, visit www.180solutions.com.

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The Man Who Can Save Advertising

With technology that targets TV ads by neighborhood and even household, Seth Haberman is rescuing the 30-second spot from certain oblivion.

By Paul Keegan
November 1, 2004

BUSINESS 2.0 MAGAZINE

(Business 2.0) – In a darkened conference room, shades drawn, a group of executives from the venerable New York advertising agency Foote Cone & Belding are watching a TV spot for Bermuda tourism. With its cheesy music and generic shots of kids splashing around in the water ("This is really cool!"), the ad is precisely the kind of banal irritation that millions of viewers would never think twice about banishing to oblivion with a digital recorder—the device now sending shock waves across the $60 billion television advertising industry and fueling speculation that the demise of the mass-market 30-second TV ad is finally at hand.

Not that the baseball-cap-and-flip-flop-wearing creative types gathered here are eager to publicly discuss this or the many other troubling developments besetting their industry. Ad agencies are being squeezed for profits by their parent companies. Clients are paying them less to offset the higher prices broadcast networks are charging for delivering smaller audiences. The Internet continues to siphon off business—Web advertising jumped by 20 percent last year, to $7.2 billion, while spending for TV ads remained flat. And now couch potatoes across America are zapping their little masterpieces with impunity. TiVo-like digital video recorders, currently in 6 percent of U.S. households, are expected to reach 33 percent penetration in the next four years now that cable companies are building them into their digital set-top boxes.

What nobody here wants to admit—what one veteran adman privately calls the elephant in the room—is that all these problems stem from a single unpleasant fact: Madison Avenue is stuck in a 1950s time warp. While the era of mass media has long since departed—just glance at the hundreds of cable channels and thousands of special-interest magazines if you require proof—most ad agencies still operate the same way they did during the Eisenhower administration: Toss a single TV spot at millions of random viewers in the hope that a small fraction might be interested in that new Chevrolet or life insurance from Prudential. Compared with the intricate marketing science available to advertisers today, the 30-second TV ad remains an astoundingly dumb, blunt instrument.

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Sitting at the head of the conference table is a quiet, curly-haired 44-year-old man in sneakers, rumpled shirt, and khakis who wonders why this has to be so. Seth Haberman has already revolutionized the media business once by inventing the technology that allowed the editing of film on a computer instead of strips of celluloid—an achievement that won him an Academy Award in 1987. Five years ago he started a New York company called Visible World to invent something even more earthshaking: a video production and distribution technology that would give advertisers the staggering reach of television but add the precise targeting ability of direct mail and the instant-updating capacity of the Internet. He hoped to invent, in other words, the holy grail of advertising.

The Bermuda spot ends, and a series of drop-down menus appears on the screen requesting information that Haberman believes will solve the biggest problem with TV ads—their lack of relevance to the viewer. Haberman directs a colleague to insert data into the menus, specifying a target audience—in this case, young singles living in Manhattan's upper west side. Now the ad plays again. The squealing tykes and their parents disappear, replaced by attractive young people frolicking on a tropical island—scuba diving, smooching in the pool, riding mopeds. A tagline at the end suggests buying a ticket from Planetarium Travel on W. 81st St. and flying from LaGuardia for $446 before the sale ends in nine days. (You can see how it works for yourself at www.business2.com/marketing.)

Lynne Seid, the president of FCB, turns in her swivel chair and gives her team a wide-eyed look. The demo is primitive, Haberman concedes, but the possibilities are endless. Instead of making a single ad, the agency can now create its 30-second stories as a sequence of swappable components using Visible World software. The file is then sent to servers, already installed at Comcast's cable centers, which instantly assemble hundreds or even thousands of different versions of the ad and send them to particular groups of viewers. The ads can be updated or modified automatically, just like a website. "In the winter, an airline ad could say, 'It's 52 degrees warmer in Miami today,'" Haberman tells the group. "Or an ad for a limited-edition Volkswagen Beetle could say there are only 392 cars left, creating a sense of urgency."

The tools are ready now, he says, and blue-chip advertisers like Bank of America, Ford, and United Airlines have already used them to target campaigns at precise geographic areas, reaching a potential audience of 25 million through Comcast and consortiums of other cable operators that license Haberman's technology. In an early test in Los Angeles just before Mother's Day in 2002, 1-800-Flowers says it doubled its orders when elaborate floral arrangements costing as much as $493 were pitched to viewers in upper-income areas while $20 budget bouquets were hawked to poorer sections of town.

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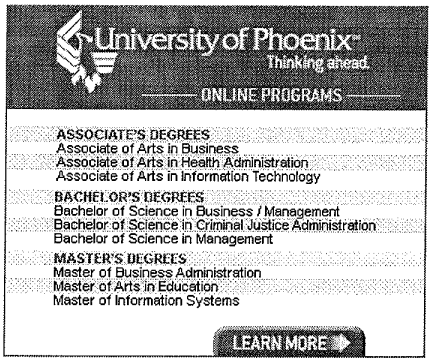

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Comcast says it can direct ads to narrow zones of 1,000 to 20,000 homes in a growing number of cities, including Boston, Chicago, Dallas, Detroit, Miami, and Philadelphia. But to Haberman, that's just the beginning. Within the next two years, he hopes to offer advertisers the ultimate prize: targeting ads to individual households based on criteria such as age, marital status, favorite leisure activities, preferred airlines, and credit cards—though, understandably, this very notion raises delicate privacy issues that have yet to be negotiated.

Exciting as Haberman's technology is, broad deployment will require some fundamental shifts in the way two enormous industries—advertising and television—do business. And even then, it remains to be seen whether targeted TV ads will be compelling enough to make people take their thumbs off the fast-forward button. But a growing number of Madison Avenue executives have emerged from Haberman's demo saying that their world has just changed forever. "We were all totally blown away," Seid says after the meeting. "This is the beginning of the era that everybody's been talking about since the Internet became viable—when one-to-one marketing invades major media like TV. It's a seminal moment."

Visible World's offices are tucked into a nondescript industrial building near Manhattan's West Side Highway. The company has 28 employees and occupies one floor that seems mostly deserted. Annual revenue is less than $10 million, and Visible World has yet to turn a profit. "I didn't think it would take so long to catch on," Haberman says, sitting in his small office. "I thought it was so self-evident. When you look at it, you get it."

The idea behind Visible World was born in the early 1980s, when Haberman was helping to build Prodigy, the first online service for consumers. A 1981 graduate of Columbia with a bachelor's in physics and computer science, he used his training in artificial intelligence to automate the creation of editorial content—searching Associated Press reports for baseball scores, for example—and wondered why the same techniques couldn't be applied to advertising. Why couldn't Campbell's Soup show ads of somebody snuggling up to a bowl of hot soup the moment snow started falling?

But he didn't begin to explore the idea seriously until 1999, by which time he was a leading expert in computerized video editing; his nonlinear editing technology had become the industry standard in software made by big firms like Adobe, Avid Technologies, and Microsoft. Haberman suddenly found himself with time on his hands when he and his two partners sold their company, Montage Group, to Pinnacle Systems of Mountain View, Calif., for $3.7 million. Since the Internet couldn't yet deliver moving pictures with any reliability, he ignored the prevailing dotcom mania and set about trying to breathe new life into the old-fashioned TV commercial. "I didn't know anything about advertising or cable," he admits. So he bought books with titles like Modern Cable Television Technology and underlined passages as though he were cramming for a big exam.

It took just one meeting with an advertising agency, however, to realize that his biggest obstacles were not technological but cultural and psychological. "Someone said, 'Oh, that's database marketing,'" Haberman recalls, laughing. "I didn't realize there's a stratification in the world of advertising between direct-marketing people and general advertisers that's greater than serfs and knights. Database marketers are really looked down upon." So he changed a few words in his business plan, replacing phrases like "direct marketing" with "customized creative expressions," and agencies suddenly became enthused.

With encouragement from major players like the late Jay Chiat of TBWA\Chiat\Day, by 2000 Haberman had raised $20 million from a group of investors that included Grey Global Group, Reuters Venture Capital, and WPP. But then the recession of 2001 knocked the advertising industry for a loop. As ad spending dropped and layoffs became widespread, the industry retrenched and nobody was in the mood to hear about a crazy new idea challenging the very concept of the all-purpose, mass-market TV ad. "When people have all this cultural muscle memory, it's very hard to change it," Haberman says.

But as the advertising industry began emerging from its recession last year, it was hard to ignore how much the media world had changed. While TV remains the best way to reach the masses—the average American spends four hours a day in front of the tube but less than 30 minutes online—those audiences have become so fragmented that it's difficult for advertisers to spend enormous sums without knowing more precisely who's seeing their spots. American Express, for instance, has reduced its TV ad budget by almost two-thirds since 1994, while investing more heavily in Web-oriented campaigns like the recent "Superman" series, starring Jerry Seinfeld. In September, Mitsubishi Motors canceled its entire $120 million prime-time broadcast network budget in favor of more targeted media like cable channels, magazines, and the Internet.

Recognizing this trend—and noticing the success of trials like the 1-800-Flowers campaign—Comcast thought that becoming a leader in targeted TV advertising might increase the flow of advertising dollars, which today represents only about 6 percent of its revenue. That was Haberman's big break. By signing a two-year multimillion-dollar contract with the nation's largest cable provider, with 21 million subscribers, Visible World suddenly became the leading tech vendor for targeted TV advertising, well ahead of competitors like OpenTV of San Francisco, Invidi of Princeton, N.J., and Navic of Needham, Mass.

About the same time, Visible World got another infusion of cash when several of its original investors—and new ones including Comcast and a former advertising executive named Bill Katz—chipped in a total of $8 million. Katz became the company's chief evangelist on Madison Avenue when he also signed on as an adviser to Visible World earlier this year, shortly after leaving his post as chief executive of BBDO New York.

In August, Katz invited June Blocklin of Young & Rubicam to drop by. Her firm had recently finished a major project for AT&T that required the agency to manually create dozens of versions of a TV spot reflecting the wide variety of rates the company was offering across the country. The process was long, arduous—and, it turns out, unnecessary. "When I saw the demo," Blocklin says, "my reaction was, 'Wow, I coulda had a V-8!'" Haberman's concept, so obvious to him five years ago, was finally catching on.

Now that foreheads are being slapped from one end of Madison Avenue to the other, Haberman finds himself navigating the byzantine culture of another multibillion-dollar industry—television. But unlike the ad business, the world of TV is already going through massive upheavals as the nation's biggest media and technology companies battle to control the various rivers of entertainment—soon to be a major flood—flowing into America's living rooms.

Regardless of what the electronic hearth of the future ultimately looks like, whether it's based on set-top boxes, PCs, videogame consoles, or another yet-to-be-invented gadget, Haberman is hedging his bets by saying that his technology is "channel-agnostic" and works not only through cable wires but also over

broadcast networks, satellites, and broadband Internet connections.

Broadcasting appears to be a tough sell because, without a pipe into the living room, the networks can't target ads geographically or by household. But Visible World recently cut a licensing deal with Fox Broadcasting that allows ads to be customized in many other ways. The spots can change instantly based on the Dow Jones Industrial Average, a competitor's sale, or any other factor. Dell, for example, could program its ads to adjust automatically depending on what products are selling on its website and gauge each ad's effectiveness by flashing special toll-free phone numbers on the screen. Under the terms of the contract, advertisers pay Visible World each time an ad is run using its servers.

But the Fox deal illustrates the catch-22 that Haberman finds himself in as he pushes for wide deployment of his technology. Cable companies can target ads all the way down to the household level, but they have a very limited inventory of ad space to sell—only about 90 seconds per hour. The networks have the content that attracts advertisers and lots of airtime to hawk—about 10 minutes per hour—but they can't offer geographic or household targeting. Clearly, the two sides need each other. Haberman can only do his best to convince them that giving advertisers the ability to target their ads will be in everybody's best interests.

It would appear that cable companies have the advantage at this early stage, since they can offer ad targeting right now. But Comcast has a catch-22 of its own. Since the company derives roughly 94 percent of its revenue from subscribers, it has little choice but to keep them happy by offering TiVo-like recorders in their new set-top boxes. On the other hand, now that the subscriber markets are saturated, the company needs to bring in more ad revenue to keep growing. Worse, that limited inventory of 90 seconds per hour is considered something of a ghetto—populated as it is by Joe's Pizza and 1-800-RIP-OFF! ambulance-chasing lawyers—that typically scares away national advertisers.

So why would an advertiser buy an ad in TV's shadier precincts from a cable company that's encouraging its subscribers to skip over the ad anyway? The answer, Comcast hopes, is the latest advertising buzzword: relevance. If ads are made more relevant, the theory goes, viewers will put down the remote. The chance to target ads will attract a classier group of clients and gentrify the neighborhood, Comcast believes. Hence, its ambitious goal to double its ad revenue to $2 billion by 2007.

One advertiser who buys this argument is Jerry Dow, head of worldwide advertising for United Airlines. In March he became so excited during Haberman's demo that he interrupted the meeting to call his ad agency, Fallon Worldwide. At the time, Fallon was in the final stages of planning a Chicago-area campaign to introduce Ted, United's new friendlier, folksier airline. Within a month, people in Schaumburg, Ill., began seeing arch, ironic ads for Ted's flights to Las Vegas that featured groovy lounge music accompanying words on a yellow screen: "Viva Las Schaumburg. Doesn't quite have the same ring to it." Residents of Arlington Heights, Wilmington, and 15 other Chicago suburbs got their own versions.

There's no way to measure the effectiveness of these particular ads, Dow says, but he considers the experiment a smart investment in learning how to use a new technology that may soon be indispensable. "If we appear next to a pizza ad, so be it," he says. "It feels like the early days of the Internet. You've got this new tool, and you're not completely sure where it's gonna go. But you know that you need to pay attention to it because it's going to be big."

The promise of relevance is expected to become even more critical during the next several years as cable operators begin asking subscribers to upgrade to video-on-demand as another key source of revenue. Though the technology is marketed for its convenience—instead of recording Everybody Loves Raymond, you can just order it whenever you want—many viewers will no doubt enjoy the ability to fast-forward through the ads.

Trying to put a positive spin on this inevitable next step, cable operators argue that it's a rich opportunity for advertisers to "move out of the 30-second world," in the words of Hank Oster, senior vice president of Comcast Spotlight, the firm's ad sales division. "If you're watching a football game, you might get a prompt to see the all-new Chevy Suburban. Then you could go to a special GM channel and watch the ad anytime."

Hmmm. No wonder Madison Avenue prefers to pretend it's still the 1950s, when our choice was to sit through the ads—or, heaven forbid, get up off the couch and change the channel. But Haberman believes that just as technology is creating huge problems for TV advertisers, it can also provide a solution. By far the best way to get us to watch ads, he believes, is to target each one of us with a customized spot of our own.

Back in the Visible World conference room, the demo is nearly over and FCB staffers want to know when companies will be able to direct ads to specific households. The Bermuda spot, for example, incorporated data about the average age of children in the household as well as favorite TV shows and recreational activities like scuba diving, tennis, and golf. "Technically, we can do it today," Haberman says. "We're starting trials this fall, and it should be widely available in 18 to 24 months."

The executives, art directors, and media buyers look at one another and nod, impressed. Somebody says it reminds him of the futuristic film Minority Report, in which Tom Cruise walks past electronic billboards that call out his name and offer a dizzying assortment of products tailored to his tastes.

Such speculation makes Oster, the Comcast Spotlight executive, extremely nervous. "The fact that Seth says that in 18 months we can go to the household set-top box and address 'Bob' by name doesn't mean it's going to happen," he says. "Privacy laws are very specific—we are not able to take that list of subscribers and target them by name. We're still at least 36 months from being able to do that, and I'm not even saying that the privacy issues will be resolved in 36 months."

Forrester analyst Eric Schmitt is even more pessimistic, calling Haberman's timetable "science fiction"—primarily because he believes that consumers will object. "Ninety percent of the revenue from cable companies comes from subscribers, and they're not about to jeopardize that by selling ads to individual households to squeeze a few more percentage points of ad revenue."

But Haberman insists that privacy concerns can be assuaged in a variety of ways. Subscribers might voluntarily provide personal information through their set-top boxes. Or cable companies will simply deliver ads to particular subscribers without revealing their identities, functioning like the post office delivering a direct-mail solicitation from Sony based on a registration card you filled out—or on the reams of information collected on each of us by Acxiom, Experian, and other giant data-mining companies routinely used by direct marketers. "Sony says to the cable operator, 'I want you to deliver a message to this person, and you

make sure it gets into their mailbox,'" Haberman says. "That's the best way to think about how cable works."

Several of Visible World's competitors are taking a somewhat different approach, exploring interactive advertising as the best way to pitch consumers directly while also learning about their habits and tastes. That's the promise of the Internet, of course, but Haberman is convinced that advertising is like any other form of storytelling and really works only when the audience is in a passive, receptive state. "The reason we can cry over a play or movie or a story is because we're willing to sublimate our own narrow beliefs for the reality that someone else is creating," he says. "The minute I start saying, 'I want him to do this,' that reality disappears."

Even if Haberman is wrong and interactive TV eventually becomes the norm, he's in no mood to wait around. It's already taken five years for him to convince the advertising and television industries of the power of his idea, he says, so he's ready to sell Visible World to the highest bidder or go public as soon as targeted TV advertising takes off, with Visible World one of the leading technology providers. "Even if we only get 10 percent of the new business and make our nickel," he says, "we're a huge company."

The FCB meeting ends, and Haberman shakes hands with Seid and her staffers at the elevators. She's eager to get back to the office and start planning how to use the new technology. "It's the future of advertising," she says. Exactly when that future arrives will depend on how long it takes Haberman to drag the rest of Madison Avenue—kicking and screaming, if necessary—into the information age.

The Competition: Three That Are Taking Another Approach

Visible World isn't the only company gunning to create targeted TV advertising. But its biggest rivals are bypassing cable servers to focus on software for the set-top box.

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informitv

20 February 2005

Visible World targets advertising industry

Visible World, which has developed technology to support targeted advertising, is featured as 'idea of the week' in The Sunday Times business section.

The idea of addressable advertising is not new, and Visible World has been around for a while. The company has developed 'intelliSpot' software that allows a television advertisement to be customised. Different versions of spot ads can be triggered by audience demographics, programme content, geographic location, time of day, or other dynamic variables. The system generates and distributes dynamic adverts automatically.

The company claims that it offers benefits to consumers as well as advertisers, by making commercials more relevant to their needs.

The Sunday Times says Seth Haberman, the founder of Visible World, says the New York based company is keen to expand internationally by finding an infrastructure partner.

"Mass audiences are not mass any more," says Haberman. The challenge for advertisers is to understand how to make television advertisements relevant to the customers they want to reach, and to connect with a broad television audience.

www.visibleworld.com

http://informitv.com/articles/2005/02/20/visibleworldtargets/

DOWJONES
VentureWire Alert
--- Tuesday, March 29, 2005

venture market summary

BY VENTUREWIRE STAFF REPORTERS

Advertisers are perennially looking for better ways to target television viewers than the traditional commercial that sends a message to a blank audience with no regard except for the programming involved. Even worse, interactive technology allowing the viewer to fast forward through commercials or watch programming on demand without advertising has caused a conundrum for advertisers. But that technology in digital set-top boxes is also allowing advertisers to target viewers more specifically, and start-ups like Invidi Technologies are poised to capitalize.

Investors seem to be very receptive to the technology developed by Invidi, which just closed a $16 million Series B round after targeting $12 million. The company raised a Series A of $12 million less than a year ago. Invidi is pitching its technology to cable operators and satellite providers whose set-top boxes give them direct access to viewers. The company plans to distribute specialized commercials directly to the viewer's set-top box, targeting individuals in each household according to their geographical location and programming that they watch.

Of course, while the commercials are supposed to be better targeted and more relevant to households, there isn't any guarantee that viewers won't fast forward through the commercials if they have the ability to do so through a digital video recorder like TiVo. Still, Invidi hopes that its technology will make commercials more relevant so that TV viewers won't be inclined to fast forward through them. Several other venture-backed start-ups, such as Visible World and Navic Networks, are also addressing targeted television advertising each

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Search giants court TiVo

By Stefanie Olsen
http://news.com.com/Search+giants+court+TiVo/2100-1041_3-5673225.html

Story last modified Mon Apr 18 13:02:31 PDT 2005

TiVo is in talks with Internet search giants Google and Yahoo over a possible deal aimed at bridging television and the Web, CNET News.com has learned.

The talks are still fluid and could result in a number of outcomes, two sources familiar with the negotiations said.

One scenario that's been discussed would see TiVo partner with Google or Yahoo on a new service that would let consumers search for videos on the Web and then watch them on their television sets, according to one person with knowledge of the talks, who spoke on condition of anonymity.

News.context

What's new:
Digital video recorder company TiVo is talking with Internet search giants Google and Yahoo about a possible deal aimed at bridging television and the Web, CNET News.com has learned.

Bottom line:
A partership between TiVo and a major Internet search engine would offer expansion opportunities for both. TiVo has long talked about becoming the "Google of TV," and Google and Yahoo are investing heavily in video services.

More stories on this topic

A second person familiar with the talks said TiVo has held talks with both Google and Yahoo about a potential equity investment, including the possibility of an outright acquisition. Any deal would likely be exclusive, this source said, Nothing has been finalized, however, and the talks could yet fall apart.

"A deal to cooperate could happen quickly, but then the details would have to be worked out," the first source said. "The search companies need to work with companies like TiVo because they have access to the living room, and they own a television interface."

A TiVo representative declined to comment for this report. Jennifer Feikin, director of Google Video, said she could not comment on any TiVo talks at this time. Yahoo spokeswoman Kathryn Kelly said the company does not comment on rumors and speculation.

A partnership between TiVo and a major Internet search engine would offer expansion opportunities for

both. TiVo has long talked about becoming the "Google of TV," eventually enabling its 3 million subscribers to search for and watch any broadcast or broadband media. Though TiVo opened the door for video downloads straight from the Web, it does not yet offer such a feature.

Meanwhile, Google and Yahoo are investing heavily in video services.

Google this week began soliciting video submissions to its searchable broadcast archives, inviting small and major producers alike to host or sell playback of their work using its servers. The project builds on Google Video, the company's latest experimental work to archive closed captioning of broadcast television shows and make their content searchable. The beta project launched earlier this year, but it has yet to allow people to watch video clips.

Yahoo this year also launched a searchable video archive.

Both search giants have for now focused on PCs and the Web, but ultimately, industry observers believe, their plans will involve porting Web video clips to the television, which generally offers viewers a better video experience.

Google and Yahoo are in such fierce competition that neither wants to let the other land a deal with TiVo that might provide an edge. That could strengthen TiVo's hand at the negotiating table, one source said.

Though details have yet to be worked out, a number of possibilities have been put on the table, sources familiar with the talks said.

For example, a TiVo deal might allow Google or Yahoo users to find video files on the Web and then watch them on their televisions. Web surfers might provide some personal information, including their TiVo serial box number, in order to download video directly to their TiVo box. A credit card number might also be required, if the video had an associated fee. TiVo would collect a share of the fees from either customer payment or from advertising-supported video.

Such a Yahoo or Google deal would be attractive to TiVo because it would promote TiVo's service among a broad audience, potentially selling more set-top boxes that are broadband-enabled. Right now, the company has an estimated 300,000 customers using its broadband-connected boxes, versus close to 3 million using a dialup connection that wouldn't allow for a Web to television service.

"A big user interface extension"

Mike Homer, a former TiVo board member who still serves as a consultant for the company, said he did not have specific knowledge of a pending deal with Google or Yahoo. Nevertheless, he said a collaboration between TiVo and a Web search engine in that class would be a win for both.

"You can think of this as a big user interface extension," he said. "It makes a lot of sense, and you could almost claim that it is totally necessary...it's a no-brainer."

To be sure, there will be many issues to iron out before successfully transferring Web video to the television. TiVo will likely have to expand its storage capabilities. The quality of Web video must improve for television viewing. And bandwidth capabilities in homes must expand, among other considerations.

More problematic, however, are copyright issues that need to be ironed out with broadcasters and content producers, as well as the inevitable pushback from television networks and cable companies. Cable companies, for example, are reluctant to abandon control of their distribution channel to consumers by allowing in millions of new feeds of content.

Any new Web-based video service TiVo develops will also face some stiff competition. Companies such as Akimbo, Brightcove.com and iFilm.com want to help give independent videos new distribution onto the television. Akimbo, whose set-top box lets people watch thousands of shows from the Internet on their television set, hopes to eventually partner with cable companies or set-top-box manufacturers to plug in its service similar to that of TiVo's. The difference in the two strategies is that TiVo does not want to license or own the content it distributes, at least for now. And Akimbo has yet to develop a substantial subscriber base.

TiVo has long been seen as a takeover candidate, given its relatively small size, lack of profits and its ambitions to challenge television and cable industry giants. Among its chief attractions is its brand, which is to DVRs, or digital video recorders, what Xerox is to copiers. Apple Computer, Sony and Comcast have all been mentioned as potential suitors, although no offers for the company have been confirmed.

TiVo's courting of Internet search engines comes as the company's fortunes are reviving, thanks to a recent deal with cable giant Comcast that would see the DVR-maker co-develop a version of its video recording service that Comcast would offer as an option to its 21.5 million cable subscribers.

Setting itself apart

The Google alliance would be the latest in TiVo's efforts to create new services to differentiate itself from a crowding DVR market.

TiVo has been developing what it calls its Tahiti strategy for nearly two years. Services being developed as part of the strategy aim to make Internet content available to TiVo DVR subscribers on their television. Initial efforts include: making movies and trailers downloadable to a TiVo recorder from an Internet-connected PC; buying products through the TiVo interface; and searching local movie theater listings.

Synergies between the Web search giants and TiVo could include transferring the multibillion-dollar pay-for-performance advertising model from the Web to television. Last year, TiVo's president said the company was developing a technology infrastructure that would enable content owners to pay for exposure in search results for video. Google and Yahoo both specialize in the same business, but for the Web.

TiVo has also made content on its recorders available on PCs through its TiVoToGo service.

TiVo has become especially aggressive recently in efforts to develop new services as competition has increased in the DVR market. New Tahiti services are expected to become available throughout the year, Chief Executive Mike Ramsay said earlier this year at the Consumer Electronics Show in Las Vegas.

The CEO's visions for such efforts are so ambitious that he expects the model where Internet-related content is played on televisions to challenge the broadcast television industry in the next 10 years.

The DVR pioneer has to have such grand visions for its service, otherwise it risks being lost in the woods

as other companies try to pick off customers. The biggest threat to its business involves TiVo's largest customer, DirecTV.

The satellite service operator accounts for more than half of TiVo's subscribers. DirecTV said it would use software developer NDS as a second supplier for DVR technology. DirecTV has not turned on features beyond TiVo's core DVR service, such as Home Media features, to the chagrin of DirecTV TiVo subscribers.

In addition, a DVR feature is at the heart of Microsoft's Windows XP Media Center Edition, and satellite service company EchoStar Communications also features a DVR in its set-top boxes.

Comcast also launched a DVR feature for its cable service, which was a blow to TiVo's efforts to woo the leading cable company in the United States. However, in a coup, TiVo managed to ink a distribution deal that will kick in with the first of their co-developed products in mid- to late-2006 and will use the TiVo brand.

Despite the addition of Comcast as a partner, TiVo has been developing new features and advertising methods to again set itself apart from the television industry.

"There are those out there who think that DVR is the endgame," Ramsay said at CES earlier this year. "DVR is not the endgame, it's just the beginning."

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Subject: BusinessWeek June 28, 2005 - Invidi Technologies' CEO David Downey explains how his company's system work

BusinessWeek online

JUNE 28, 2005

NEWSMAKER Q&A

This Ad's for You -- Just You

Invidi Technologies' CEO David Downey explains how his company's system sends viewers targeted commercials based on their TV usage

Do consumers plagued by incessant TV, radio, outdoor, and Internet ads hate advertising, or do they just hate advertising that's irrelevant to them? That's what cable operators are going to find out as they start testing software designed by Princeton (N.J.) company Invidi Technologies (see BW, 7/04/05, "Cable's Big Bet On Hyper-Targeting").

Invidi says its system will allow a company -- say Procter & Gamble (PG) -- to buy 30 seconds of ad time on a cable system and be certain that an ad for Secret antiperspirant goes, for example, to an audience that is 95% female, while an ad for P&G's Fixodent denture adhesive goes to viewers 55 and older.

BEHAVIORAL APPROACH. Invidi is confident that its software can anonymously profile households based on the "clickstream" of the remote control. An Invidi-armed digital cable box monitors the TV viewer by his or her remote-control choices and makes assumptions after about 20 to 25 clicks about the TV watcher's gender with about 95% accuracy. When age and pastimes are part of the targeting as well, accuracy drops to 75%.

Because Invidi is compatible with digital cable set-top boxes, it's the first system that can be rolled out on a nearly national scale that can target and profile consumers based on the programming they watch. Other systems exist that target viewers based on Zip code, for example, but Invidi's is the first to do it according to TV-watching behavior.

Time Warner (TWX) will first test the system in its laboratories in Colorado. Then, probably by yearend, it expects to test the system in a metropolitan city market. Comcast (CMCSA) plans a trial in 2006 in both a lab setting and households.

Invidi Technologies CEO and President David Downey recently spoke with *BusinessWeek* Marketing Editor David Kiley about the way the system works and the potential it has for catching on nationally. Edited excerpts of their conversation follow:

Q: Your system seems very "Big Brotherish." How can people be sure their TV-viewing patterns won't be monitored in a way that violates privacy?

A: The data is collected as bits in a digital stream and is never matched to the address of the house or the serial number of the cable box. We have been very careful about that, because, naturally, we don't want to set off any alarm bells with consumers. The cable companies want this technology, but not at the expense of people canceling their cable subscriptions.

Q: Does this work like Internet cookies [small files that Web sites place on a visitor's computer to track how often you visit a site, among other things]?
A: No. Internet cookies sit on your computer hard drive and wait for you to come back. That's not how this works. We monitor [a randomly chosen] 5% of a cable system's audience all the time. When a commercial break is coming up, the system looks at the 5% -- and the 5% changes all the time -- and their set-top boxes "vote" in a way automatically for which one of maybe five or six ads gets downloaded to that TV.

The cable system might have a Revlon ad, which will get sent not only to that portion of the 5% we are monitoring who match Revlon's desired profile, say women 18-34, but to all the households in the system where we detect a woman of the same profile is most likely watching [based on data collected and stored in our database and data stored in the cable set-top box in a given household. By collecting and storing the data from the changing 5% we are always monitoring, the 5% we are linked to at any one time accurately triggers the right ad to the whole cable system.]

A Home Depot (HD) ad in the same break might be directed by the same method to go to the households in which a man 34-50 is watching.

Q: So, if a remote control has gone from MTV to *Buffy The Vampire Slayer* to *Real World*, etc., your system figures a woman in that age bracket is watching?
A: That's oversimplified, but you have the right idea.

Q: Will people have a chance to opt out of this if they want?
A: You'd have to ask the cable companies who are our clients. The hope is that consumers will actually want to opt in. If cable companies can earn more ad revenue, cable bills may stay low or even go lower. And we think that if ads are better targeted to be more relevant, and fewer ads waste the time of fewer consumers, then everybody wins.

Q: What is the biggest benefit of this system?
A: For advertisers, it's being able to send ads to people who would have an interest in seeing that particular ad. The biggest reason consumers skip ads when they have the chance is that too few of the people seeing a particular ad care about the product. If I don't have a dog, why do I want to see a pet food commercial?

If I am a man, I don't care about seeing a perfume ad. I skip that. And when consumers get trained to skip most advertising, they miss ads that are really relevant to them. Advertisers are very concerned about the level at which consumers are ignoring and avoiding their messages.

Edited by Patricia O'Connell

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JULY 4, 2005

MARKETING

Cable's Big Bet On Hyper-Targeting

Time Warner will test new software that sends different ads to different viewers

Imagine the scene. You're relaxing at home, engrossed in the flickering images on your big-screen TV. Ahhh, nothing like really great programming. Except in this case, it's not a show that's got your attention; it's a 30-second commercial.

Preposterous? Cable operators hope not. With their small, hard-to-measure audiences, cable companies and channels haven't commanded anywhere near the ad revenue of the networks. Now they're starting to fight back. Time Warner Cable Inc. (TWX) will soon begin testing a system designed by software firm Invidi Technologies Inc. that uses the digital set-top cable box to track what each TV in any house has on. It's expected to go into a household test by yearend, with other cable companies following in 2006. By analyzing where a viewer channel surfs, Invidi says the system can figure out the age, gender, and probable interests of the viewer. Most important, the system then matches TV ads to the consumer based on what might actually interest them.

That's a long way from merely trying to match ads to TV programs that seem likely to attract consumers an advertiser desires. If a 50-year-old father and his 14-year-old daughter each tuned into a *Seinfeld* rerun on different TV sets, for example, Invidi's system would send each a different ad during the same commercial break. The father might see a pitch for after-shave lotion while his daughter would see one for acne medicine. If this experiment in hyper-targeting works, it could spread fast. As the share of cable TV households with digital set-top boxes rather than analog boxes rises from 38% at the end of 2004 to nearly 100% by 2007 as part of federal law to make all TV digital, operators such as Time Warner and Comcast Corp. (CMCSA) hopes to make consumer sharp-shooting commonplace.

Advertisers have long been looking for a better way to measure and track TV viewing than the ratings from Nielsen Media Research that are used to set ad rates. The payoff could be big for cable operators. They get only about 30% of TV ad revenues despite having 48% of prime-time viewers because so many cable channels have minuscule viewerships, making it hard to set ad rates. If Invidi works, viewers might actually watch more commercials rather than zipping past them. That's something advertisers would likely pay a premium for. "Not wasting consumers' time is the new currency," says Invidi CEO David Downey.

While some are nervous about the Big Brotherish nature of having a TV that watches back, Invidi says the process is anonymous -- viewing patterns are not matched to addresses. Still, privacy watchdogs are wary. "It does tip my creepy meter," says Marc Rotenberg, executive director of Electronic Privacy Information Center, a nonprofit research center. But Rotenberg concedes that technology to make consumer profiling anonymous on the Net and through digital cable has grown fast.

GOOD GUESSER

This is how the system works: Invidi's software allows the cable company to constantly and anonymously monitor viewers and their channel surfing to build a database of digital profiles. It takes about 30 hours to detect the makeup of a household -- say, frat house, vs. nuclear family -- and store it, and about 25 clicks of the remote to tell who's clicking. Based on that information, the cable box determines if the viewer is a man, woman, teen -- or if they're, say, a likely pet owner. Invidi then adds in income assumptions gleaned from each viewer's Zip Code. The cable boxes digitally "vote" for which ad gets downloaded and triggers the same ads to all the matching profiles in the cable system. Invidi says its tests show the system predicts gender correctly about 95% of the time. Age plus gender accuracy is about 75% accurate. Not perfect, but that's about six times more accurate than current targeting, notes Tim Hanlon, vice-president/director for emerging contacts at Starcom MediaVest Group who has seen the system demonstrated.

Cable companies are out to boost that accuracy even further. Right now, they earn only about $20 per thousand viewers on average for a 30-second commercial, compared with closer to $25 for broadcasters. But "our advertisers have told us they'll pay as much as 10 times more for this kind of hyper-targeting," says Comcast Spotlight Inc. President Charles Thurston, whose company will test Invidi's software next year. "If the targeting is 10 times better than today, that price is not out of the realm of possibility," says Betsy Lazar, General Motors Corp.'s (GM) director for advertising and media operations. And instead of selling one commercial per ad break, cable companies could sell six, though each would be reaching a much smaller group.

Advertisers such as GM are obsessed with better targeting, partly to reach TiVo-wielding viewers who skip ads. GM's latest tactic: telescoping, in which it creates spots specially for TiVo-equipped homes that flash an icon over a Cadillac ad, for example, indicating that a longer Caddy "film" is available in the video-on-demand menu. GM says 10% to 25% of viewers have been clicking on the longer ads. GM execs think coupling that strategy to Invidi's system could boost results.

Other marketers are eyeing the new technology as well. David Verklin, CEO of Carat North America and an adviser to Invidi, says clients, including Pfizer (PFE), Hyundai, and Orbitz, (CD) are interested. Orbitz Chief Marketing Officer Randy Wagner says reaching consumers with ads that they won't skip is a priority. She likens the goal to Amazon.com's strategy of recommending products based on past purchases. "It's so relevant, it feels like a service instead of selling," says Wagner.

The real test for Invidi will be if it can sell the system to the broadcast networks. Hyper-targeting consumers who are watching a relatively small cable show is fine, but what advertisers really want is to use this technology on big prime-time programs. For ABC (DIS) or CBS (VIA) to offer advertisers the option, however, they'll have to go through cable operators, who own the set-top boxes. That may be unsettling for network execs, but demand from advertisers is likely to drive cooperation. "It would be significant if we could just slice off consumers over 50 in any program for pharmaceutical companies," says David Poltrack, CBS' executive vice-president for research and planning. Note to couch potatoes: The boob tube is about to get a whole lot smarter.

By David Kiley in New York

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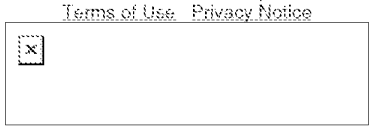

Financial News

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AP

Comcast, Cox Buy Interactive TV Company
Wednesday July 13, 11:59 am ET

Comcast, Cox Buy Developer of Interactive TV Software Through Joint Venture

NEW YORK (AP) -- Comcast Corp. and Cox Communications said Wednesday that they acquired a developer of interactive television software called MetaTV through their TV Works joint venture.

The cable companies were both MetaTV investors before the acquisition. The companies did not disclose financial terms of the purchase in a news release.

ADVERTISEMENT Comcast is the majority owner of TV Works, also called Double C Technologies, while privately held Cox holds a minority investment. The companies formed the business earlier this year to buy interactive television patents and license agreements from Liberate Technologies.

TV Works hired all of MetaTV's employees, who will continue to be based in Mill Valley, Calif., the companies said. The company will continue to develop interactive applications for digital cable, including programs that can be integrated into products made by GuideWorks, a joint venture between Comcast and Gemstar-TV Guide International Inc.

MetaTV's applications are currently used by several cable operators for information, games, caller ID and customer service features, the companies said. Its software is already included in a Comcast system used in Washington state and Cox's iTV service in Florida.

Comcast shares fell 18 cents to $30.68 in midday trading on the Nasdaq.

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07/18/2005

TiVo Launches New Interactive Advertising Technology

General Motors and The WB Television Network are the First to Use TiVo 's New Advertising Features

July 18, 2005 - ALVISO, CA --- TiVo Inc. (NASDAQ: TIVO), the creator and leader in advertising solutions and television services for digital video recorders (DVRs), today launched its next generation interactive advertising technology solution with advertising campaigns from General Motors and The WB Television Network, two of the world's foremost brands.

The new features build on the history of innovative advertising solutions developed by TiVo and integrate client feedback received over the past three years . These features include:

- Enabling advertisers to insert a customized call to action or branded "tag" in their commercial, replacing the generic ad tags previously used by TiVo's advertising clients;
- Ensuring advertisers' traditional TV spots will be more visible in TiVo homes, whether viewed in normal play or fast forward mode;
- Enhance the TiVo customer's experience by allowing them to select the tag and "telescope" from the traditional 30-second ad while pausing their program to view long-form content, requests for information, or recording opportunities which will enhance the viewing experience;
- Providing a dvertisers with the ability to receive leads directly from their TV spots, with the viewer's consent, so advertisers can track leads to conversion and ensure a qualified return on investment;
- Additional data for advertisers to gain a better understanding of the effectiveness of TiVo's proprietary tagging feature, the strength of their creative executions, and the efficacy of their television media buying strategy.

TiVo's new advertising t echnology is designed so that TiVo subscribers retain control over their viewing experience, while giving advertisers new tools to engage interested consumers.

David Courtney, Executive Vice President, CFO, and head of TiVo's media and advertising services business, commented, "TiVo's proprietary advertising technology presents a real opportunity for advertisers to enhance the effectiveness of traditional television advertising. Our platform enables advertisers to reach an attractive demographic . Launching with established advertising partners like GM and The WB Network is a validation of TiVo's success and leadership in the interactive advertising space. We are pleased that these corporations have been working with TiVo for so long and are the first advertisers to capitalize on this new feature set."

As part of this announcement, General Motors , the world's largest automaker and a long-time TiVo advertiser, will extend its partnership with TiVo and will be the first car manufacturer to use TiVo's new customized tags for its OnStar, GMC, Chevrolet, and Saturn brands. Using TiVo's new tagging technology, viewers will be able to instantly access additional promotional footage and request information directly from GM.

GM's General Director, Advertising and Media Operations, Betsy Lazar said, "Having worked on various interactive advertising campaigns with TiVo over a number of years, we have had great success. We look forward to our potential customers having the ability to learn about our product in more detail than ever before. This is a step forward in allowing consumers to shop and discover the GM portfolio of products in a revolutionary new way."

In addition, The WB Television Network will be TiVo's first television network partner to utilize the new TiVo custom record tags. The network will use the new technology in conjunction with promotional spots for upcoming WB shows. By pressing the green thumbs-up button on their TiVo remote, viewers will be able to record a single episode or

the show's full season on their TiVo.

The WB Television Network's Co-President of Marketing, Lew Goldstein, said, "Our viewers are younger and eagerly adapt themselves to new technologies. TiVo's advertising technology gives them added convenience and greater flexibility when deciding what content they would like to record . It also gives us the opportunity to remind our audience when to tune in to catch their favorite WB shows ."

"With our partners' feedback, we have worked continuously to develop a leading ad platform that is relevant and exciting for TiVo subscribers and at the same time makes it valuable for advertisers," said Courtney. "The advertising industry is ever-changing, and TiVo is uniquely positioned to lead the industry by continuing our history of innovation."

According to Mr. Courtney, "Companies today are spending an estimated $60 billion a year on broadcast advertising. Ours is the only DVR to effectively enhance traditional TV advertising via a branding and direct response platform. Existing TiVo advertisers are already well ahead of the competition, learning about what type of content consumers will voluntarily view, how their traditional television media is consumed in a DVR home and what types of interactive advertising features can enhance their advertising messages as the technology develops."

TiVo's partnerships with service providers such as Comcast and DIRECTV, along with its loyal customers, provide a solid platform for advertisers to reach television viewers.

Comcast, the nation's largest cable television provider, announced earlier in the quarter that it would deploy TiVo's innovative advertising platform on Comcast's existing DVRs beginning next year. In addition, TiVo announced the signing of a new services agreement with DIRECTV, extending the companies' prior services agreement.

About General Motors Corporation

General Motors Corp. (NYSE: GM), the world's largest automaker, has been the global industry sales leader since 1931. Founded in 1908, GM today employs about 321,000 people around the world. It has manufacturing operations in 32 countries and its vehicles are sold in 200 countries. In 2004, GM sold nearly 9 million cars and trucks globally, up 4 percent and the second-highest total in the company's history. GM's global headquarters are at the GM Renaissance Center in Detroit. More information on GM can be found at www.gm.com.

About the WB Television Network

The WB Television Network, launched by Warner Bros., the Tribune Co. and Jamie Kellner on January 11, 1995 , currently has national coverage reaching 93% of U.S. households. It is best known for its hit shows including "One Tree Hill," "7th Heaven," "Everwood," "Gilmore Girls," "Reba," "Smallville," "What I Like About You," "Dawson's Creek," "Felicity" and "Buffy the Vampire Slayer."

About TiVo Inc.
Founded in 1997, TiVo (NASDAQ: TIVO) pioneered a brand new category of products with the development of the first commercially available digital video recorder (DVR). Sold through leading consumer electronic retailers, TiVo has developed a brand which resonates boldly with consumers as providing a superior television experience. Through agreements with leading satellite and cable providers, TiVo also integrates its full set of DVR service features into the set-top boxes of mass distributors. TiVo's DVR functionality and ease of use, with such features as Season Pass™ recordings and WishList® searches, has elevated its popularity among consumers and has created a whole new way for viewers to watch television. With a continued investment in its patented technologies, TiVo is revolutionizing the way consumers watch and access home entertainment. Rapidly becoming the focal point of the digital living room, TiVo's DVR is at the center of experiencing new forms of content on the TV, such as broadband delivered video, music and photos. With innovative features such as, TiVoToGo™ and online scheduling, TiVo is expanding the notion of consumers experiencing "TiVo, TV your way." The TiVo® service is also at the forefront of providing innovative marketing solutions for the television industry, including a unique platform for advertisers and audience measurement research. The company is based in Alviso, Calif.

This release contains certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements relate to, among other things, TiVo's business, services, business development, strategy, customers or other factors that may affect future earnings or financial results. Forward-looking statements generally can be identified by the use of forward-looking terminology such as, "believe," "expect," "may," "will," "intend," "estimate," "continue," or similar expressions or the negative of those terms or expressions. Such statements involve risks and uncertainties, which could cause actual results to vary materially from those expressed in or indicated by the forward-looking statements. Factors that may cause actual results to differ materially include delays in development, competitive service offerings and lack of market acceptance, as well as the "Factors That May Affect Future Operating Results." More information on potential factors that could affect the Company's financial results

is included from time to time in the Company's public reports filed with the Securities and Exchange Commission, including the Company's Annual Report on Form 10-K for the fiscal year ended January 31, 2004, and the Quarterly Reports on Form 10Q for the period(s) ended April 30, 2004, July 31, 2004, October 31, 2004, filed with the Securities and Exchange Commission. We caution you not to place undue reliance on forward-looking statements, which reflect an analysis only and speak only as of the date hereof. TiVo disclaims any obligation to update these forward-looking statements.

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Cable Stitches

To Ward Off New Competitors, Comcast Builds a Mini Internet

The Threat of Being Bypassed Prompts Talks With Google About Investment in AOL

Watching 'Lost' on an iPod

By PETER GRANT
Staff Reporter of THE WALL STREET JOURNAL
October 13, 2005

Here's one reason why the nation's largest cable company needs to reinvent itself: CBS is developing an online service for people to watch as an alternative to the early evening news.

"We call that the cable bypass," said Leslie Moonves, co-president of CBS's parent, Viacom Inc., at a recent investor conference.

Just 10 years ago, the cable industry had a virtual monopoly on the $56 billion market for piping TV into subscribers' homes. Now, a host of new technologies is threatening that business. In addition to battling the old enemy of satellite TV, cable operators are up against Internet companies, telephone operators and even television programmers, who, in various ways, are exploring how to sell TV to consumers. Their efforts suggest the possibility that soon, consumers will be able to watch whatever they want, when they want, without the help of the local cable company.

To protect its turf, cable giant Comcast Corp. has 400 software engineers building what amounts to a TV version of the Internet, stocked with movies, archived television programs and other interactive features, including a search function. Now, to push into the online-video business, among other reasons, the company is in talks with Google Inc. about teaming up to buy a stake in the Web operations of Time Warner Inc.'s America Online. (See related article.)

Internet-based technologies loom as an enormous threat to cable. Phone giants SBC Communications Inc. and Verizon Communications Inc. for example, are planning to use them to offer consumers a cornucopia of movies and TV shows that can be watched at any time.

Program owners are also getting in on the act. ESPN, the sports network owned by Walt Disney Co., is talking to consumer-electronics manufacturers about developing a set-top box that would show college-football games not available on cable or satellite. As was announced yesterday, users of Apple Computer Inc.'s new video iPod will be able to watch five shows from Disney's ABC unit, including "Desperate Housewives" and "Lost," for $1.99 a pop. America Online is airing two original reality series, "The Biz" and "Project Freshman."

Brian L. Roberts

Brian Roberts, the chief executive officer of Comcast, is betting he can replicate enough of these newfangled services to prevent cable subscribers from defecting. One big advantage is Comcast's longstanding relationships with Disney, Viacom, Time Warner and other leading programmers. But he acknowledges that a major cultural shift is necessary. "We're genetically re-engineering ourselves," he says.

Already Comcast offers more on-demand programs and movies than most other cable operators, including 250 free movies, 500 music videos and 300 kids shows. In sports, it has NFL Replay, which shows highlights from football games played any given week. That's not counting the scores of shows available at any time from standard cable networks such as A&E, Oxygen and MTV. Comcast says it expects to have 10,000 programs available, up from 3,500 today, although the company won't give a timetable.

For now, many programmers say they're not planning to compete with the cable systems -- which are still the biggest pipeline into viewers' homes. Some are helping Comcast move into a high-tech future.

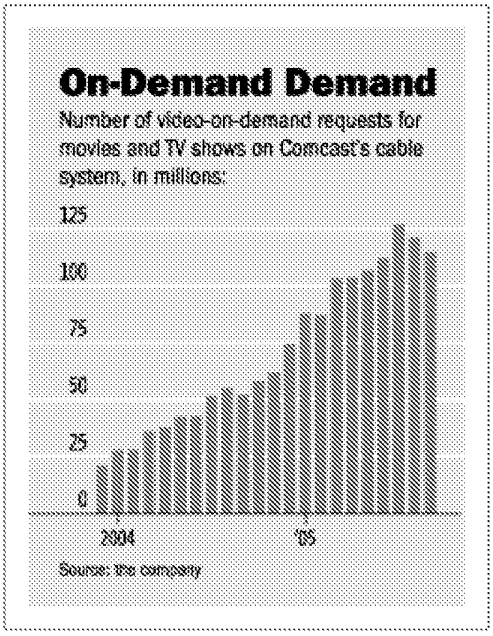
E.W. Scripps Co. provides material for the home page of Comcast's high-speed Internet service. Subscribers can click on scenes from shows about kitchen design, bedroom makeovers and growing cabbages that appear on Scripps's HGTV and Food Network. "We think first about how we can super-serve our partners who helped us develop these brands in the first place," says John Lansing, president of Scripps Networks.

But advocates of new TV-distribution technologies question how long programmers will stay loyal to the cable giants. Offering programs and movies on the Web, which is open to all, will be "too compelling from a content owner's perspective," compared with being enclosed within Comcast's proprietary system, argues Jeremy Allaire, founder of Brightcove Inc., a company that helps businesses put TV programs online.

Investors haven't shown much confidence in Comcast's strategy for fending off new competitors. At 4 p.m. on the Nasdaq Stock Market, Comcast's shares were down 40 cents at $27.92, close to the stock's 52-week low.

Last year, the company tried to buy Disney, largely for the trove of material it would have brought to Comcast's on-demand network. The deal collapsed because of negative reactions from Comcast investors and Disney's board.

More pointedly, investors worry that Comcast can't sustain growth in its core television business, which last year was responsible for $12.9 billion of $20.3 billion in revenue. Comcast has reported no cable-TV subscriber growth this year. Investors also worry about the cost of building these new technologies, especially in an industry notorious for spending billions on infrastructure.



In the 1990s, Comcast was happy to follow the lead of Time Warner, Cox Communications Inc. and other cable operators when it came to technology. Mr. Roberts acknowledges he was reluctant to make big bets for fear of making mistakes. The company, for example, was more than a year behind Time Warner in offering subscribers a digital video recorder. "Pioneers are the ones who get the arrows in their backs," Mr. Roberts liked to say.

Taking the Lead

Today, Cox and Time Warner are also working on ways to beef up their interactive TV offerings. Cox subscribers in northern Virginia will soon be able to check the local weather at any time, for example. But Comcast has taken a lead role in some areas. Compared with other operators, Comcast has more free on-demand content and is moving faster to switch subscribers from analog to digital signals, even though the transition won't be completed for years.

Comcast was vaulted into being a market leader largely by its 2002 acquisition of AT&T Broadband, which made it the country's largest cable operator with over 21 million subscribers in 35 states. For two years after the deal, Comcast's priority was integrating the companies. With that work mostly done, its focus has shifted to technology.

Dave Fellows, Comcast's chief technology officer, convinced Mr. Roberts to sign off on a plan that would transform Comcast's network into one run almost entirely on Internet technology. That would allow phone, broadband and TV services to travel over the same cable wires, making it easier to combine features, such as giving subscribers the ability to record shows from a Web site.

Another problem: Comcast's network is divided among 4,500 transmission centers, known as "head ends," which have limits on how much programming they can store. Partly to overcome this, Mr. Fellows is overseeing the development of a national fiber-optic network connecting 45 major cities. Comcast has leased 19,000 miles of cable from Level 3 Communications Inc. for $100 million. In the next few years, when programs are stored centrally, Comcast will have a virtually unlimited ability to store video data, matching phone companies' promised offerings.

To fill these new pipes, Comcast is building a library of shows and movies through deals with established programmers such as Discovery Communications Inc. and Viacom's MTV. It's also trying to lure viewers by pitching services only available from Comcast. Its Irving, Texas, system, for example, will show 25 high-school football games this season. The Philadelphia system is testing an on-demand real-estate service that enables viewers to participate in virtual tours.

Comcast has also rolled out an on-demand dating service featuring singles in eight cities. It dispatches production crews to bars, college campuses and even street corners where they convince singles to tape descriptions of their romantic aspirations. The segments are searchable by gender and age. One event the company sponsored at M&T Bank Stadium in Baltimore earlier this year attracted thousands and kept seven production crews busy.

Comcast is also pouring money into new technology to allow subscribers to search through its television-program library. Just 18 months ago, Comcast's interactive TV guide consisted of little more than a grid showing channels and times on a tan background. About one-third of the screen was an ad. Unlike other guides, viewers couldn't watch shows while browsing through the grid.

Comcast has added that feature, dropped the ad, expanded the grid and organized on-demand offerings under headings such as movies, news, kids and teens and lifestyle.

Last year, Comcast paid $250 million for a majority stake in the on-screen guide business of Gemstar-TV Guide International Inc. Gemstar, which publishes TV Guide magazine, is 41%-owned by News Corp. Renamed GuideWorks, the on-screen unit now employs 160 of Comcast's new software engineers. Its $26 million research budget is more than double what Gemstar-TV Guide was spending.

Search Technology

A soon-to-be released version of Comcast's interactive guide borrows from the experience of navigating the Internet. When the TV is turned on, most viewers will see a home page with choices, including "On Demand" or "Main Menu." A group of four screens will show what's happening on different channels.

Comcast executives acknowledge that their search technology is still limited. You can't pick the channels airing on the four screens -- technicians in Comcast's Denver network center control what's appearing. Typing names of shows using a remote is awkward.

In future versions, GuideWorks is looking at ways to recommend shows based on a favorites list. Comcast subscribers may also be able to do keyword searches for TV shows on their computers and have the results communicated to their TVs. Comcast won't say when this could be available.

Earlier this year, Comcast cut a deal with Motorola Inc. which gives Comcast more control over the development of its set-top box. The company has also acquired two software companies and cut a deal with TiVo Inc. to customize its digital video recorder service for Comcast subscribers.

Write to Peter Grant at peter.grant@wsj.com

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11/28/2005

TiVo Announces First Advertising Search Product For Television

Offering Will Allow Viewers to Seek Ads that Provide Relevant Product Information

Interpublic Media, OMD, Starcom Mediavest Group and The Richards Group to Participate in Development Along with Comcast Spotlight

ALVISO, CA — November 28, 2005 — TiVo Inc. (NASDAQ: TIVO), the creator and a leader in advertising solutions and television services for digital video recorders (DVRs), today announced that it plans to offer the first television-based advertising search solution in Spring 2006. Leveraging TiVo's television search capabilities that enhance the TV viewing experience, the new product will deliver relevant, targeted advertising to subscribers that want to view particular advertising categories.

Leading media and advertising agencies including Interpublic Media, OMD, Starcom Mediavest Group and The Richards Group, as well as Comcast Spotlight, the advertising sales division of Comcast Cable, have worked with TiVo to provide their expertise in the development of this revolutionary product. Agency research and development techniques will contribute in determining relevant categories of interest, such as automotive, travel, telecommunications, and consumer packaged goods, as well as determine relevant pricing models.

Today television advertising is almost entirely delivered when adjacent to mass programming. For the first time, advertisers will have the ability to deliver television advertising, on demand and targeted to consumers, without the limitations of traditional television media placement. Advertisers will be able to reach viewers in the market for a certain product or service. Ads will be delivered to subscribers who can conduct a search for a product by category or associated with keywords, utilizing the same revolutionary keyword search techniques offered with internet advertising, resulting in increased relevancy for the consumer, as well as efficient, measurable results for the advertiser.

This new advertising approach presents an opportunity for TiVo® service subscribers to search for relevant information on products or services that match their needs. The heightened viewer experience that the new offering is intended to provide will deliver non-intrusive, relevant, interactive advertising, on a opt-in basis. TiVo subscribers, if they choose to use the search capability, will retain control over their viewing experience through the creation of a viewer contributed profile via the set-top box that will enable them to receive advertisements based on their interests.

"TiVo is once again introducing to the TV landscape a new and innovative advertising solution that is intended to deliver an even better viewing experience for subscribers," said Tom Rogers, President and CEO of TiVo. "TiVo intends to capture the best of the Internet advertising model and create a unique advertising product for the television medium that will provide measurable results. TiVo is committed to working with our advertisers, their agencies and our cable partners to develop new and innovative advertising solutions," said Davina Kent, Vice President, National Advertising Sales.

"We recognize that consumer media usage is changing and are committed to seeking out opportunities, like the new search product to be offered by TiVo, to continue to deliver our clients with maximum return on investment in their media choices," said Mark Rosenthal, Chairman and CEO, Interpublic Media, which oversees Interpublic's worldwide media operations, including Initiative, MAGNA Global, Universal McCann and a number of leading specialist media agencies . "In the rapidly evolving era of permission based marketing the ability for consumers to deliberately seek out long-form advertising is a huge boon for both advertisers and viewers."

"The new TiVo application will provide both a needed platform for consumers to seek out relevant, searchable commercial content and an environment for advertisers to engage highly desirable and motivated consumers," said Tracey Scheppach, Vice President, Video Innovations Director at Starcom, a division of Starcom MediaVest Group. "It's the first of its kind in the industry, and a platform that is clearly needed in this challenging

advertising marketplace."

OMD Digital's U.S. Director, Sean Finnegan said, "This product represents the next iteration of search and we look forward to continuing to work with TiVo to further innovate on new advertising models for the television. Through initial conversations with our clients, we have seen much interest in TiVo's advertising solutions and believe that through further development, we will have the opportunity to reach target audiences in a more relevant and engaging manner."

"The Richards Group is intent on delivering the most innovative and creative solutions to our clients," said Larry Spiegel, Principal, The Richards Group. "We believe that TiVo's new search advertising product is the right solution to ensure that our client's brands are seen by the highest-value customers."

"Comcast Spotlight is thrilled to be working with TiVo and the advertising community on this exciting new product offering," said Charlie Thurston, President of Comcast Spotlight.

TiVo launched a successful interactive direct response advertising program in August, where subscribers were given the opportunity to respond to a customized call to action or branded "tag" in select commercial spots. TiVo's new search advertising product allows advertisers to further engage their target consumers with the benefits of the television experience.

TiVo's relationships with service providers such as Comcast, DirecTV, Cablevision, Cebridge Connections and the National Cable Television Cooperative, along with its loyal customer base, provides advertisers a solid platform to reach TiVo's highly valuable and passionate subscribers.

About TiVo Inc.
Founded in 1997, TiVo (NASDAQ: TIVO) pioneered a brand new category of products with the development of the first commercially available digital video recorder (DVR). Sold through leading consumer electronic retailers, TiVo has developed a brand which resonates boldly with consumers as providing a superior television experience. Through agreements with leading satellite and cable providers, TiVo also integrates its full set of DVR service features into the set-top boxes of mass distributors. TiVo's DVR functionality and ease of use, with such features as Season Pass™ recordings and WishList® searches, has elevated its popularity among consumers and has created a whole new way for viewers to watch television. With a continued investment in its patented technologies, TiVo is revolutionizing the way consumers watch and access home entertainment. Rapidly becoming the focal point of the digital living room, TiVo's DVR is at the center of experiencing new forms of content on the TV, such as broadband delivered video, music and photos. With innovative features such as, TiVoToGo™ and online scheduling, TiVo is expanding the notion of consumers experiencing "TiVo, TV your way." The TiVo® service is also at the forefront of providing innovative marketing solutions for the television industry, including a unique platform for advertisers and audience measurement research. The company is based in Alviso, Calif.

This release contains certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements relate to, among other things, TiVo's business, services, business development, strategy, customers or other factors that may affect future earnings or financial results. Forward-looking statements generally can be identified by the use of forward-looking terminology such as, "believe," "expect," "may," "will," "intend," "estimate," "continue," or similar expressions or the negative of those terms or expressions. Such statements involve risks and uncertainties, which could cause actual results to vary materially from those expressed in or indicated by the forward-looking statements. Factors that may cause actual results to differ materially include delays in development, competitive service offerings and lack of market acceptance, as well as the "Factors That May Affect Future Operating Results." More information on potential factors that could affect the Company's financial results is included from time to time in the Company's public reports filed with the Securities and Exchange Commission, including the Company's Annual Report on Form 10-K for the fiscal year ended January 31, 2004, and the Quarterly Reports on Form 10Q for the period(s) ended April 30, 2004, July 31, 2004, October 31, 2004, filed with the Securities and Exchange Commission. We caution you not to place undue reliance on forward-looking statements, which reflect an analysis only and speak only as of the date hereof. TiVo disclaims any obligation to update these forward-looking statements.

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12/01/2005

TiVo Begins Rollout Of Online Services Now Accessible Directly On The TV

Discover New Music, Buy Movie Tickets, Enjoy Podcasts, and View Shared Photos from Your TV

Alviso, CA. — December 1, 2005 —TiVo Inc. (NASDAQ: TIVO), the creator of and a leader in television services for digital video recorders (DVR), announced today the rollout of a host of new online services that deliver timely entertainment and information directly to the television set. Now, TiVo subscribers with a TiVo® Series2™ DVR connected to their home network will find accessing local movie listings and tickets, discovering music, listening to podcasts, and even viewing shared Yahoo! Photos plus their local traffic and weather as convenient and easy as using their TiVo® remote.

"TiVo forever changed the way people watch TV, making it easy to find and record your favorite programs," said Tom Rogers, President and CEO, TiVo Inc. "Now we're extending that ease-of-use to enable our subscribers to easily discover and enjoy online services directly on their television sets."

"We are excited to partner with TiVo to bring Yahoo!'s leading Internet services to consumers on their TVs," said Marco Boerries, senior vice president of the connected life business unit, Yahoo!. "Yahoo! is dedicated to extending our services beyond the desktop to give our millions of users access to their content and information, whenever and however they want it."

Starting today TiVo will begin the rollout to subscribers with a broadband-connected Series2™ DVR. The new features are included as part of the standard TiVo® service.

TiVo has partnered with leaders in broadband services, like Yahoo!, Fandango, and Live365 to ensure the best content as well as the ease and convenience subscribers expect from the TiVo® service. With the initial set of services, subscribers will enjoy all this right from their TV:

- View both their own photo slideshows and those shared by friends with Yahoo! Photos, the world's most popular online photo service.
- Check local weather and traffic from Yahoo!
- Browse movie information in the living room to discover what's playing at local theaters and buy advance tickets from Fandango, the nation's largest movie ticketing service.
- Discover great new music on Live365, the largest Internet radio network, offering hundreds of stations in every genre and format, new and old, from all over the world.
- Listen to thought-provoking and entertaining talk shows with the new Podcast feature.

"We're thrilled to be working with TiVo," says Art Levitt, President and CEO of Fandango. "With this exciting new collaboration, consumers can make their moviegoing decisions from the comfort of their living room s . This alliance furthers our goal of ubiquitous consumer access and to help make the moviegoing experience as easy and convenient as possible."

"TiVo and Live365 represent a great combination," added David Porter, GM of Business Development for Live365. "Both services give people the ability to take control of their media, tuning into what they want and even discovering something new. We're pleased to be part of this inaugural online services rollout."

Subscribers can learn more about these features and sign up for the priority list found at www.tivo.com/online to ensure the features are delivered to their boxes as soon as possible.

For more information, including information on where TiVo can be purchased, please visit

www.tivo.com.

About Yahoo!
Yahoo! Inc. is the No. 1 Internet brand globally and the most trafficked Internet destination worldwide. Yahoo! provides online products and services essential to consumers' lives, and offers a full range of tools and marketing solutions for businesses to connect with Internet users around the world. Yahoo! is headquartered in Sunnyvale , Calif.

About Fandango
Fandango, the nation's largest movie ticketing service, sells tickets to approximately 13,000 screens and 1,100 theaters (nearly 70 percent of theaters in the U.S. enabled for remote ticketing) and to four out of the five largest U.S. theater circuits (according to National Association of Theater Owners, June 2005). A consortium of the nation's largest theater chains (including Regal Entertainment Group, Carmike Cinemas, Cinemark, Loews Cineplex Entertainment and Century Theatres, among others), Fandango sells tickets to more screens than all of its competitors combined. One of the Web's top movie destinations (according to Nielsen//NetRatings), Fandango allows moviegoers to quickly select a film, plan where and when to see it, read reviews, view trailers and buy tickets up to 45 days in advance. Fandango is available at www.fandango.com, 1-800-FANDANGO and via your wireless device at mobile.fandango.com.

About Live365
With thousands of stations and 3m monthly listeners, Live365 is the largest internet radio network, offering listeners an unparalleled choice in music and other audio content. Live365 differs from other music and radio services in that it allows people to create a playlist from their *own* music collection and share it with others through free, radio-style streaming. Live365 also provides best-of-class steaming and advertising services for a wide range of professional clients. Stations can be accessed on live365.com, Apple iTunes, Windows Media Player and a growing number of home and mobile devices. Launched in July 1999, Live365 is the winner of the People's Voice at the Webby Awards for Best Music Site (2001, 2002) and Best Radio Site (2004).

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UPDATE 1-Comcast, Time Warner Cable hopeful on network DVRs

Thu Mar 30, 2006 9:23 PM ET

advertisement

(Adds more comment from Time Warner Cable)

NEW YORK, March 30 (Reuters) - Comcast Corp. (CMCSA.O: Quote, Profile, Research) and Time Warner Cable on Thursday threw their support behind fellow cable operator Cablevision's (CVC.N: Quote, Profile, Research) plan to offer a digital video recording service that can replace DVR boxes.

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Hollywood studios to offer digital movies for sale
UPDATE 1-Comcast, Time Warner Cable hopeful on network DVRs

The proposed new service will allow cable TV subscribers to record programs on Cablevision Systems Corp.'s network servers, which could do away with the need for digital video recorder boxes made by companies like Cisco Systems Inc.'s (CSCO.O: Quote, Profile, Research) Scientific-Atlanta and by TiVo Inc. (TIVO.O: Quote, Profile, Research) .

Cablevision said on Monday the service it called RS-DVR (remote-storage digital video recorder) would help cut costs, such as for installing and repairing DVR boxes.

"It's a great idea. I applaud it," Comcast Chief Operating Officer Stephen Burke said at the Bank of America Media, Telecommunications and Entertainment Conference.

He and John Martin, chief financial officer of Time Warner Inc.'s (TWX.N: Quote, Profile, Research) Time Warner Cable, told the conference the cable industry was watching Cablevision's trial service and would likely follow suit if it proved successful.

One uncertainty is reaction to Cablevision's service by the TV networks, which have bristled at some of the cable industry's previous attempts to record shows on their systems before negotiating new broadcasting rights.

Cablevision argues nothing will be recorded on its network unless the viewer orders it from the remote control -- an important difference from other failed experiments.

Earlier controversies had centered on Time Warner Cable's aborted Maestro service, which had proposed to automatically store programs on its network so viewers could order up just about any show that had been previously broadcasted.

The TV networks had argued that Maestro infringed on their copyrights, unless Time Warner Cable planned to pay networks more for the privilege.

"Our lawyers say Cablevision is on very firm footing so long as it's fair use (by the customer)," said Comcast's Burke.

He said a network recording service would help cable companies compete against satellite TV

operators such as DirecTV (DTV.N: Quote, Profile, Research) and EchoStar (DISH.O: Quote, Profile, Research), which cannot cut the cost of the DVR box out of their pricing structure.

"If it happens, which I predict it will, I'm sure the rest of the industry will follow," Burke said.

The major TV networks have not publicly commented on Cablevision's plan.

Martin declined to comment on the legality of Cablevision's plan, but said Time Warner Cable's infrastructure had the capability to roll out a network DVR service.

"So if over time, this proves legal and if over time, this proves to be something that consumers want to do, we have the ability to bring that to them and that's what I think is sort of exciting and important," Martin said.

"So I'd say: stay tuned on this one."

Time Warner Cable began to test a service called "Start Over" in November that allows viewers who miss part of a live program to start from the beginning if the show is still in progress. Martin said Start Over was a network DVR concept that could be broadened out.

Cablevision said it plans to test the RS-DVR in its Long Island, New York, market for 60 days. It will require little more than a software download directly to existing cable set top boxes.

Cablevision said it is likely to introduce the service to its estimated 2.1 million digital cable subscribers later this year.

A spokeswoman for Scientific-Atlanta, which makes DVR boxes for Cablevision, said, "We still believe in the DVR. Consumers want to have the box in their homes."

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05/08/2006

TIVO LAUNCHES TELEVISION'S NEW ADVERTISING SEARCH PRODUCT

TiVo® Product Watch™ Allows Advertisers to Connect with "In Market" Consumers

More than 100 Leading Brands to Participate in Initial Launch

ALVISO, CA ---- May 08, 2006 ---- TiVo Inc. (NASDAQ: TIVO), the creator and leader in advertising solutions and television services for digital video recorders (DVRs), today launched its new advertising search product named 'TiVo Product Watch' which offers advertisers an innovative new way to reach TiVo subscribers who are actively looking for products ("In Market") with advertising content and information. At launch, TiVo Product Watch will deliver targeted, relevant advertising content, from more than 70 advertisers and 100 leading brands, from up to five different product categories including Automotive, Entertainment, Financial, Lifestyles, and Travel and Leisure.

TiVo subscribers will be able to create searches and select advertising content, ranging from one minute to 60 minutes, from any of the five different product categories of interest and have it delivered directly to their Now Playing section of the TiVo service. TiVo Product Watch will also offer subscribers the ability to create a search based on their favorite brands. TiVo viewers will be able to subscribe to a brand and opt-in to receive video content directly from that company on an ongoing basis.

For the more than 4.4 million TiVo subscribers, TiVo Product Watch is yet another new service that enhances their viewing experience by providing searchable advertising and content in highly valued consumer categories. For advertisers, TiVo Product Watch capitalizes on TiVo's award-winning television search capabilities to deliver relevant, targeted product videos to TiVo's millions of subscribers and in particular "In Market" consumers who are more likely to make purchasing decisions. Moreover, the service uses the technology and easy-to-use consumer experience that is unique to TiVo to deliver advertising in an entertaining, creative and informative format.

"Bringing to market the innovative TiVo Product Watch solution is another powerful example of TiVo's ability to lead the industry and distinguish the TiVo service from generic DVRs in the marketplace," said Tom Rogers, President and CEO of TiVo. "TiVo Product Watch will, for the first time, enable TV viewers to get commercial information about a product they are interested, when they want it, rather than through traditional TV advertising, where a viewer has no control of what ad comes on when they are watching a program. TiVo is committed to creating advertising products that deliver real, relevant results for our advertising partners while at the same time enhancing the TV experience for subscribers."

"We are pleased to launch TiVo Product Watch with more than 100 participating brands," said Davina Kent, Vice President, National Advertising Sales, TiVo. "Delivering informative and entertaining advertising content to consumers that have already expressed an interest in a brand or category is another important and valuable step forward in our efforts to help our advertising partners reach consumers that are 'in Market'."

At launch, General Motors, Sony Pictures, Lending Tree and Kraft Foods will be included as the premium advertisers for their respective advertising categories. The content that will be made available to TiVo subscribers will be informative and entertaining, leveraging the advertising industry's new approach to content. Examples of content range from cooking demonstrations from Kraft Foods, to understanding the impact of different types of mortgages from Lending Tree, to behind the scenes movie trailers from Sony Pictures and new automotive features and aesthetic options from General Motors.

Starcom MediaVest Group, MindShare, Cmedia, BrightLine Partners, Interpublic Group, OMD, and The Richards Group partnered with TiVo to help recruit advertisers and develop pricing. These agencies, along with Comcast Spotlight, the advertising sales division of Comcast Cable, provided advice concerning the product and its pricing model, which will be based on a cost per download and set-up fee.

"The current advertising market recognizes that consumers are in control, actively engaging the content that they want, when and where they want to view it," said Starcom USA VP/Video Innovation Director Tracey Scheppach. "TiVo Product Watch is a great advance in the market in that it injects brands into the consumer-controlled viewing experience, allowing people to directly search and access ad messages that inform, entertain and empower them."

"TiVo Product Watch provides a unique opportunity to engage consumers who are actively seeking out information about our client's products and services," said Jason Maltby, President/Co-executive Director of National Broadcast for MindShare, one of the nation's leading media services agencies. "We find it a particularly useful tool as it helps us understand how TiVo users interact with commercial messages on an opt-in basis. This is valuable information as we struggle with how to engage early-adopters who demonstrate a high propensity for commercial avoidance."

"We are in a video era where consumers not only expect choice and control, but demand it," said Jen Soch, Vice President --- Associate Director of Advanced TV, MediaVest USA . "By providing a platform for consumers to customize their viewing experience, TiVo Product Watch meets the needs of both. Consumers can seek content relevant to them, and marketers benefit because they are providing valuable information when and how they want it."

"With 39 percent of consumers expected to have a DVR by 2010, it's our top priority to stay on top of this emerging technology," said Michelle Cardinal, CEO and Founder, Cmedia. "We've been diligently working on providing innovative marketing solutions with media providers like TiVo that are on the cutting edge of interactive marketing for our clients. This means more ways to reach our target consumers and more opportunities for them to respond and purchase our products. We couldn't be more thrilled with the partnership."

"For our participating clients, Reebok and AXE, this service presents an opportunity to more deeply connect with target audiences by leveraging clever, entertaining branded content that reinforces viewers' motivation to buy these products," said Jacqueline Corbelli, CEO, BrightLine Partners. "Perhaps most exciting is TiVo's unique brand-subscription feature that offers an opportunity to build viewer loyalty and motivate serial engagement with ad messaging."

TiVo launched the interactive direct response advertising program last year, where subscribers were given the opportunity to respond to a customized call to action or branded "tag" in select commercial spots. TiVo Product Watch advertising product allows advertisers to further engage their target consumers with the benefits of the television experience.

About TiVo Inc.
Founded in 1997, TiVo (NASDAQ: TIVO) pioneered a brand new category of products with the development of the first commercially available digital video recorder (DVR). Sold through leading consumer electronic retailers, TiVo has developed a brand which resonates boldly with consumers as providing a superior television experience. Through agreements with leading satellite and cable providers, TiVo also integrates its full set of DVR service features into the set-top boxes of mass distributors. TiVo's DVR functionality and ease of use, with such features as Season Pass™ recordings and WishList® searches, has elevated its popularity among consumers and has created a whole new way for viewers to watch television. With a continued investment in its patented technologies, TiVo is revolutionizing the way consumers watch and access home entertainment. Rapidly becoming the focal point of the digital living room, TiVo's DVR is at the center of experiencing new forms of content on the TV, such as broadband delivered video, music and photos. With innovative features, such as TiVoToGo™ transfers and online scheduling, TiVo is expanding the notion of consumers experiencing "TiVo, TV your way.®" The TiVo® service is also at the forefront of providing innovative marketing solutions for the television industry, including a unique platform for advertisers and audience measurement research. The company is based in Alviso , Calif.

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05/10/2006

TIVO AND BRIGHTCOVE PARTNER TO DELIVER BROADBAND CONTENT TO TIVO SUBSCRIBERS

ALVISO, CA — May 10, 2006 — TiVo Inc. (NASDAQ: TIVO), the creator of and a leader in television services for digital video recorders (DVR), and Brightcove, an Internet TV pioneer, today announced an agreement that will enable broadband video published through Brightcove to be distributed directly to TiVo subscriber set top boxes.

"TiVo has revolutionized television viewing and Brightcove is bringing about major changes in consumer viewing of broadband-delivered video," said Tom Rogers, President and CEO of TiVo. "Through this new partnership the process of delivering Internet based video to TiVo users will be significantly facilitated."

Under terms of the agreement, Brightcove and TiVo will phase in a number of content partners and new downloading capabilities for a number of possible content partners of TiVo's going forward. The partnership will provide a method for almost any publisher of broadband video using Brightcove's Internet TV services to distribute content to TiVo subscribers. It also opens the possibility of monetizing the distribution through advertising, subscription plans, or pay-per-view. Initially, all content will be offered for free to TiVo subscribers and may carry advertising within the content.

"TiVo has been a powerful factor increasing consumer choice and control over television viewing experiences. The Brightcove partnership will further empower consumers by allowing TiVo subscribers to find broadband video content via their TiVo or PC and send that content directly to their TiVo box where they can view it whenever they choose," said Jeremy Allaire, founder and CEO of Brightcove. "TiVo subscribers will gain access to the largest, most powerful content platform ever offered — the Internet. If it's on Brightcove, you'll be able to watch it on your TV using your TiVo box."

As part of this agreement, TiVo and Brightcove will work together over the coming months to add additional partners for the distribution of their broadband video content to TiVo subscribers.

Broadband video content from Brightcove will be made available to any TiVo® Series2™ DVR connected to the Internet. TiVo subscribers will be able to discover this content directly in the TiVo Central content management area on the TiVo box.

About Brightcove
Brightcove is an open Internet TV service that empowers video producers and programmers to build broadband businesses while giving viewers more choices and control over their use of video and television. Founded by Internet pioneer Jeremy Allaire in 2004 and based in Cambridge , Massachusetts , Brightcove is a private company led by a management team that includes senior executives from Allaire, Macromedia, ATG, Comcast, Lycos, News Corp., MediaVest, and Discovery Networks.

About TiVo Inc.
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marketing solutions for the television industry, including a unique platform for advertisers and audience measurement research. The company is based in Alviso , Calif.

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This release contains certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements relate to, among other things, TiVo's service and marketing plans, future pricing strategies, and other factors that could affect future results. Forward-looking statements generally can be identified by the use of forward-looking terminology such as, "believe," "expect," "may," "will," "intend," "estimate," "continue," or similar expressions or the negative of those terms or expressions. Such statements involve risks and uncertainties, which could cause actual results to vary materially from those expressed in or indicated by the forward-looking statements. Factors that may cause actual results to differ materially include delays in product development, competitive service offerings and lack of market acceptance, as well as the other potential factors described under "Factors That May Affect Future Operating Results" in TiVo's public reports filed with the Securities and Exchange Commission, including tTiVo's Annual Report on Form 10-K for the fiscal year ended January 31, 2006. TiVo cautions you not to place undue reliance on forward-looking statements, which reflect an analysis only and speak only as of the date hereof. TiVo disclaims any obligation to update these forward-looking statements.

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05/11/2006

TIVO DEBUTS NEW LEXUS CAR CONFIGURATION APPLICATION

Customize the Lexus ES 350, View Detailed Photos, and Find a Dealer - All from Your TV!

Offering Enhances TiVo's Advertising Product Portfolio and Increases Consumer Engagement

Alviso, CA. --- May 11, 2006 --- TiVo Inc. (NASDAQ: TIVO), the creator and a leader in advertising solutions and television services for digital video recorders (DVRs), today unveiled the first advertiser custom application, the Lexus Car Configuration Tool, that will be integrated into a Showcase on the TiVo® service. Adding to TiVo's advertising product portfolio, the custom application provides advertisers with increased consumer engagement through unique interactive elements and an increased response rate over traditional campaigns.

"Delivering the first advertiser custom application on TiVo boxes allows us to further our lead in the industry in providing interactive and integrated advertising solutions through the television," said Davina Kent, Vice President, National Advertising Sales, TiVo. "TiVo is committed to developing products and partnering with innovative advertisers to deliver relevant, interactive advertising that enhances the overall entertainment experience for TiVo subscribers. It is through TiVo's unique technology that consumers have the ability to spend as much time as they choose to with an advertisement, while ensuring that they do not miss a second of their programming."

Through a complete integration with TiVo's advertising products, this new custom application will now let TiVo subscribers with a broadband-connected TiVo® Series2™ DVR customize the new 2007 Lexus ES 350, learn more about Lexus' newest model, experience an ES 350 photo slideshow, request a dealer contact to schedule a test drive, and locate the Lexus dealer closest to their home, all from the comfort of their living room.

"We're thrilled to expand our advertising relationship with TiVo, making it more convenient than ever for consumers to learn about the new Lexus ES 350," said Deborah Meyer, Lexus vice president of marketing. "TiVo gives their subscribers the opportunity to control their media, allowing them to tune into what they want, when they want and helping them to discover something new. We believe that TiVo interactive advertising allows us to reach consumers in an innovative and unique way."

For more information, including where TiVo can be purchased, please visit http://www.tivo.com/.

About TiVo Inc.
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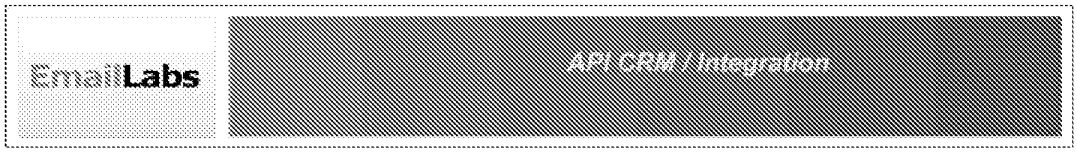

BMW Uses TiVo Technology to Improve Product Placement

By Kevin Newcomb

June 21, 2006

BMW this week became the first advertiser to use TiVo's new interactive advertising features within a program, embedding interactive tags into an episode of Speed Network's Test Drive series featuring its new M line of cars.

"These tags give BMW the opportunity to reach out and connect with viewers during the actual BMW M Edition of Test Drive program itself -- a time of peak engagement with the brand," Janice Suter, associate media director at Omnicom's GSD&M, BMW's interactive agency of record, told ClickZ. "The nature of Speed's Test Drive series, particularly the BMW edition, really made the idea to tag in-program a no-brainer. You just can't get any more relevant than that."

The tags, first introduced last August, appear at the top of the screen during certain advertisements to allow the viewer to pause live TV and get more information about a product. Advertisers have used the tags in commercials to offer more information or coupons by mail, or to encourage viewers to record a certain show.

This is the first time an advertiser has used the tags within a TV show. They appear during a few different points of the Test Drive episode that features BMW's M line, offering users the chance to sign up to receive a brochure, help them find a nearby dealer, or let them watch an exclusive product video for the new M line of cars. BMW is also using tags in commercials to remind viewers to record the Test Drive episodes featuring BMW.

"The tags work with our commercial inventory to add depth and a richer brand experience for viewers who opt-in. The ability to measure viewership and interaction with the BMW brand is extremely valuable to us as it provides insight into the behavior of consumers who now have more control than ever over their television viewing," Suter said.

In addition to helping BMW's messaging breaking out of the :30 spot, the tags give more measurable results for product placement initiatives, she said.

"Product placement has been a challenge to figure out from a *value* perspective due to the many variables involved. We've got proprietary tools in place to valuate product placement, but these in-program tags will generate concrete data, giving us a more accurate ROI overall," Suter said.

Several brands have used the tags inside advertisements in the past year, including automaker GM, The WB network, and E-Trade.

Other big brands testing the TiVo waters include Chrysler and 20th Century Fox. Last month, Interpublic committed millions in the first TiVo upfront deal for its clients, which include Sony, Intel, Johnson & Johnson and Microsoft.

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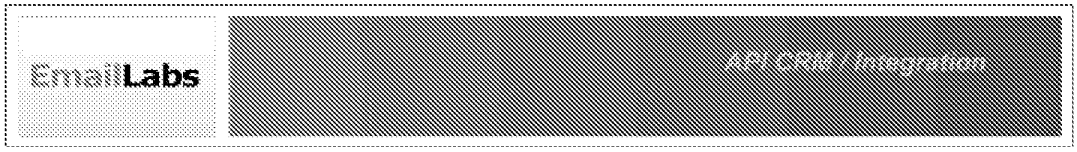

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November 14, 2006

New TiVo Feature Lets Families Share Videos On TV Via the Web

By NICK WINGFIELD
November 14, 2006; Page D1

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Watching television and watching Web video have been separate activities, usually occurring in different rooms of the house on different devices. Now the two are starting to blur together in ways that may ultimately make it hard to distinguish between them.

The latest push is by **TiVo** Inc., the company that pioneered the digital video recorder, or DVR, a device that made it easy to record "The Sopranos" and other programs from cable and other traditional sources of television. The Alviso, Calif., company today unveiled several new features designed to enhance the array of content available to TiVo users to download from the Internet for playback on television sets. The new options include a home movie service, through which users can create an Internet "channel" that automatically broadcasts clips of kids' birthday parties and other movies over the Internet to family and friends with TiVo recorder boxes.

The new TiVo capabilities are another step in the direction of the long ballyhooed convergence between television and the Internet. Cable giant **Comcast** Corp. recently launched a Web site called Ziddio where it solicits homemade videos, with the intention of putting the most popular on its cable video-on-demand service for television subscribers. **Apple Computer** Inc. in the first quarter of next year plans to begin selling a product tentatively called iTV that plays movies, TV shows and other content downloaded from the Internet on television sets in living rooms.

TiVo is seeking to make its product more Internet-savvy as its faces stiff competition from cable and satellite companies in the market for DVRs. TiVo has been steadily losing share in that market to its much larger rivals, but it believes it can stay relevant if it keeps a technological edge on competitors. Helping users tap the huge growth in Internet video is one way it hopes to do that.

TiVo executives say its users over time won't be able to tell whether video recorded on the device

has come from conventional TV or off the Internet. "My kids don't know the difference between broadcast and cable channels," says Tom Rogers, chief executive of TiVo.

For now at least, the content available to TiVo users is much thinner than what they can get on the airwaves and cable. TiVo today plans to announce a new batch of partners including **CBS** Corp., **Reuters Group** PLC, Forbes magazine and others, which will make news and entertainment programs available for downloading onto TiVos. The partners join **New York Times** Co., National Basketball Association and a handful of others that joined the company's Internet video downloading service, dubbed TiVoCast, earlier this year. The service doesn't cost users a fee beyond the $12.95 a month that TiVo already charges most customers to get updated television listings and other features.

TiVo has developed software that will let users download video from sites like Google Video for playback on TiVo recorders, though they will first have to download it to their PCs for translation into a video format that is compatible with the devices. The company also has cut a deal with the talent and literary agency International Creative Management through which the agency's roster of actors and directors will recommend films, television shows and Internet videos that users can then easily record onto their devices. TiVo said it wasn't ready yet to announce the names of celebrities that will create "guru guides" for TiVo.

In addition, TiVo is opening up its devices to amateur videos through a relationship with One True Media Inc., an Internet start-up that operates a Web service designed to help users easily edit their raw footage into slick home movies. Starting early next year, users of One True Media, which charges customers $3.99 a month to share their videos with others over the Internet, will be able to create their own online channels to which TiVo members can subscribe.

Anytime the creator of the channel on One True Media adds another video, the clip will be sent over the Internet to all of the subscribers. Mark Moore, chief executive of One True Media, says most of the video shot by its subscribers is high-enough quality to look good on televisions. Televisions, Mr. Moore says, are getting "closer and closer to the Internet."

Still, some analysts doubt Internet video will end up being compelling enough to draw significant numbers of users away from conventional television in the near term. Brian Wieser, director of industry analysis at Magna Global, says conventional television viewing still dwarfs the amount of time people spend watching Web video, and is likely to continue doing so for years even with the growth in content online.

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Tivo Broadens CBS Offerings, Adds Web-to-TV Services

By Kate Kaye

November 15, 2006
Further melding the worlds of online and offline media, Tivo has formed deals with CBS Interactive, Reuters, Forbes and others to distribute broadband content via its DVRs. The TiVoCast service will add CBS Interactive's made-for-Web shows from its innertube site, CBS.com, and CBSNews.com to current offerings from The New York Times, Heavy, iVillage, CNET and others. The firm will also offer its subscribers the ability to transfer other online video to TV, view and share home videos through the system, and will provide show recommendations from celebrities.

"With the accelerating rate of change being what it is," said CBS Spokesperson Dana McClintock, Tivo is one of many CBS distribution partner companies. Though he wouldn't go into detail, he added the network has more media integration plans. "We have some other ideas along those lines," he said.
In the initial stage, said McClintock, there won't be advertising sold directly around the CBS content; however, "as our relationship with Tivo grows it will be headed in that direction," he said. CBS aligned with Tivo in September to provide CBS SportsLine Fantasy Football scores, stats and highlights through the DVR system.

The broadcaster began distributing sitcoms "Two and a Half Men" and "How I Met Your Mother" through Yahoo about a year ago. Today Yahoo visitors can view exclusive video and interviews from the network's news magazine show "60 Minutes." CBS even made video clips promoting its shows accessible through Bluetooth-enabled cell phones, smart phones and PDAs in August.

Tivo has also added shows from diabetes-oriented program producer dLife, upscale community TV network Plum TV and multi-platform short film network Nano, as well as travel and lifestyle programs from Forbes, and Reuters shows like "Reuters Technology Week."

Users of the new TiVo Desktop Plus 2.4 software will be able to browse, transfer and watch online content like video podcasts, music videos and user-generated content, even if that content was not originally available in a format that's displayable on TV. The software, which has a one-time cost of $24.95, will support video content downloaded to PCs running Windows XP in QuickTime, Windows Media Video, and MPEG-4. Subscribers to Tivo's 2.3 version can upgrade at no charge to the new software.

Another just-announced partnership with One True Media will allow broadband-connected TiVo Series2 and 3 subscribers to upload their own videos to the One True Media site, edit them online, and distribute them via Tivo using a unique channel code others can access. One True Media charges a $3.99 per month to use its service.

Enhancing its current recommendation service, the DVR company will also add program recommendations from actors and directors through a new relationship with talent and literary agency International Creative Management.

In May, Tivo announced a non-exclusive deal with video distribution network Brightcove to serve up Web video to TiVo Series2 DVR subscribers.

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November 21, 2006

Comcast Nears Pact With Disney To Offer ABC Shows On Demand

By PETER GRANT and MERISSA MARR
November 21, 2006; Page B4

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Cable giant **Comcast** Corp., which for more than two years has been seeking prime-time television programs to offer on its video-on-demand service, is about to land one of its biggest prizes: a deal with **Walt Disney** Co. for such shows as "Desperate Housewives" and "World News with Charles Gibson," people familiar with the matter say.

The deal is part of an anticipated content transaction that Comcast and Disney may sign as early as today that covers much of the panorama of the rapidly changing digital landscape. The broader deal includes Comcast's purchase of Disney's broadcast and cable programming, including ABC, ESPN, and the Disney Channel, for more than $1 billion a year. It also gives Comcast rights to use Disney promotional content on its high-speed Internet portal.

The highlight of the move is the programming that Disney has agreed to contribute to Comcast's video-on-demand service, which enables subscribers to watch thousands of programs and movies at any time with the ability to fast forward, reverse and pause the action. In recent years, Comcast, the country's largest cable operator, with more than 24 million subscribers, has invested heavily on a bet that the service will head off challenges to cable from other technologies that give viewers more control, such as TiVo-like digital-video recorders, iPods and Internet TV.

Until recently, one of the big holes in Comcast's strategy has been the reluctance of major entertainment companies to make prime-time TV content available on demand. The Disney deal is the latest sign companies are coming around to Comcast's view of the world.

The deal also is a consolation for Comcast, which made an ill-fated effort to takeover Disney in 2004, largely to acquire Disney's content for its video-on-demand service.

Under the deal, ABC will make "Lost" and "Desperate Housewives" available on-demand for free,

along with two other new prime-time shows to be agreed upon in the future by Comcast and Disney, people familiar with the matter said. A wide range of programming from such Disney cable networks as ESPN, the Disney Channel and Toon Disney will be available on demand for the first time.

Disney movies will be made available for a fee on Comcast's on-demand service for the first time, including "Pirates of the Caribbean: Dead Man's Chest" and "The Guardian."

Comcast and other cable operators have been pressuring Hollywood studios to make movies available on demand at the same time they are released for DVD sales. Studios have resisted this pressure for fear of hurting their DVD businesses. Disney has agreed to release some of its movies to Comcast as early as 15 days after the release to retail stores, people familiar with the deal say, making it one of the earliest on-demand release dates.

Initially, the ABC on-demand content will be available only in those markets in which Disney owns the ABC station. Other affiliate owners have been concerned that offering prime-time shows on demand would cut into the audience of the programs during their regularly scheduled hours, eating into their ad revenue.

Citing similar reasons, broadcast networks such as ABC initially were reluctant to do on-demand deals for prime-time content. As consumers began using other new technologies, such as TiVos, to watch TV on their own schedules, networks began to see the value in on demand, especially as the TV industry became more sophisticated in rating the shows and inserting advertising.

Disney is the third major network to make some of its prime-time content available to Comcast's on demand service. CBS did so a year ago, and NBC followed in March. Both of them initially charged viewers 99 cents to view an episode. In September, CBS changed its strategy and began making the content available for free with inserted advertising.

Write to Peter Grant at peter.grant@wsj.com[1] and Merissa Marr at merissa.marr@wsj.com[2]

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November 28, 2006 10:30 a.m. EST

TiVo to Insert Ads At End of Programs

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A WALL STREET JOURNAL ONLINE NEWS ROUNDUP
November 28, 2006 10:30 a.m.

TiVo Inc. announced a new service that will let marketers place ads at the end of recorded programs and track how many people watch them.

The company, which makes digital video recorders, said Tuesday it would insert the ads after a television show has played, when there is nothing left to fast-forward, offering a way for advertisers to reach audiences who record shows and are more likely to skip through traditional commercials.

Tivo, based in Alviso, Calif., said the new ad scheme, dubbed "Program Placement," will allow advertisers to purchase ads against specific shows, the way they do on traditional television. Companies that have already signed up for ads include Burger King Corp., **General Motors** Corp. and **MasterCard** Inc., TiVo said.

With the growth in popularity of DVRs, advertisers and television networks have become increasingly worried that most viewers skip through commercials. TiVo said it will give marketers in the new program access to its audience measurement data, so they'll be able to track how many viewers play the ads at the end of the program.

In other news, on Monday a federal judge in Texas rejected the request of **EchoStar Communications** Corp. for a new trial in its patent dispute with TiVo, which won an $89.6 million jury verdict earlier this year.

Last month, the U.S. Court of Appeals for the Federal Circuit gave EchoStar the go-ahead to continue providing its digital video recorder service while the appeal is pending. The court had said EchoStar showed it had a chance to win and would be hurt if it was forced to shut down the service during the appeal.

4/17/2007

In his ruling, U.S. District Judge David Folsom said EchoStar failed to raise any new legal issues that would justify a new trial. In April, a jury determined that EchoStar violated a TiVo patent for technology that lets users record one TV program while watching another.

EchoStar spokeswoman Kathie Gonzalez said the ruling is another step in a lengthy legal process -- and the next step will be a federal appeals court in Washington D.C., that specializes in patent law.

Write to the Online Journal's editors at newseditors@wsj.com[1]

URL for this article:
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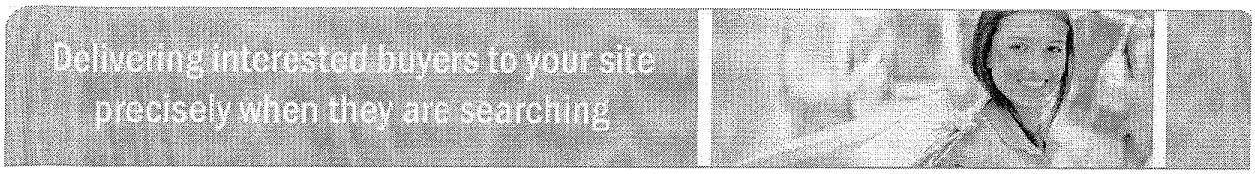
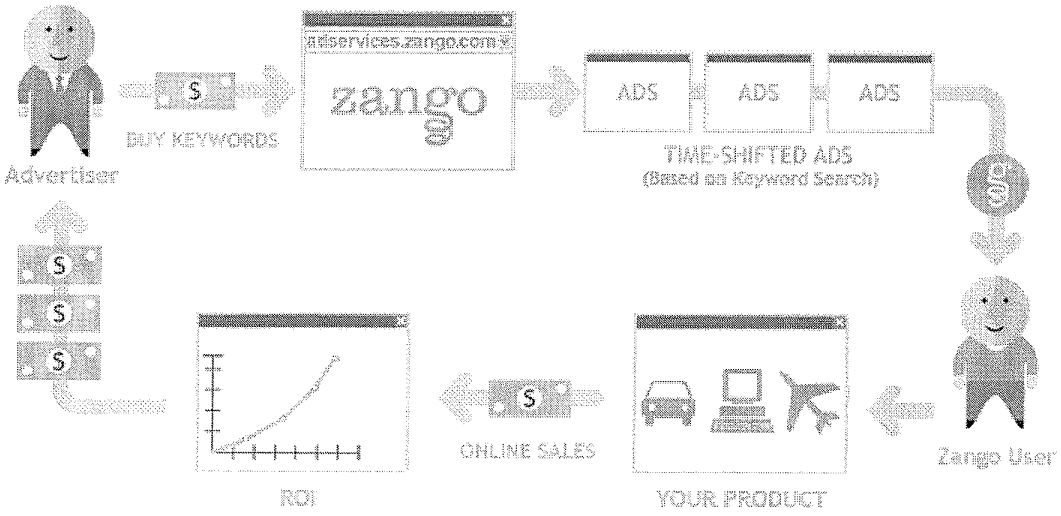


What is Zango Online Advertising?

With Zango, advertisers get access to one of the world's largest online advertising networks. Zango provides advertisers with an outstanding return on investment through it's vast targeted search advertising network and proprietary Time Shifted Advertising[SM].

How Does Zango Work?

Zango enables you to connect with consumers when they are actively searching for your products or services online. Your ad is activated by a consumer's keyword or website URL search and is delivered via a webpage to consumers who are members of the Zango network.



Who Sees My Ads?

Over 20 million Zango users have online access to a huge catalog of free ad-supported games, videos, emoticons, greeting cards, plus other creative and practical online tools. Your ads are shown to this vast audience which is 100% opt-in. All Zango members must agree to see relevant ads in exchange for getting thousands of free videos, hundreds of games, movies and software applications.

Because Zango members have chosen to view ads in exchange for valued free content, they're receptive to seeing ads that are relevant to their online product search. Click here to see our consumer opt-in process.

Audience Demographics	
Data From July 2006	
Gender	
Male	59%
Female	41%
Age	
Mean Age	28
25-44 years old	37%
45-65 years old	25%
Education - Some college or higher	65%
Median Household Income	$50,000

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Based on Survey Results

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NETZERO JUNO

Targeting

NetZero and Juno's sophisticated targeting capabilities enable advertisers to hit an exact audience of qualified consumers.

Advertisers can reach members according their surfing behaviors via:

- **Targeted Ad Networks** - Reach members with banners and pop-ups (in real-time) as they visit a selected URL category
- **Active Shopper Profiles** - Categorize members who visited a selected URL category (in the last 30/60 days) into a set and target them at any time with a wide variety of advertising placements
- **Keyword Search** - Send banners and pop-ups to members as they type a specified term into any search engine

One advertiser 'owns' each URL category or keyword to ensure total coverage for the advertiser and eliminate competing messages. NetZero and Juno offer over 90,000 URLs and 100 URL categories to guarantee that the advertiser reaches members at all relevant sites.

Advertisers can also target members according to their Member Profile selections:

Sample of Member Profile Selects

- Address
- Gender
- Income
- Occupation
- Ethnic Group
- Age
- Education
- Hobbies/Interests/Activities
- Vehicle Ownership

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February 06, 2007

Visible World Offers 'Any Screen' Solution for Customized Video Advertising

By Anuradha Shukla, TMCnet Contributing Editor

Visible World, a video advertising technology and services company, announced Monday that it is the first company to enable on-the-fly customization of video advertising on any screen - from TV to PC to mobile.

The company's integrated multi-platform solution has been embraced by over125 blue chip advertisers to deliver dynamic, mass customized video advertising. These advertisers include Subaru of America, Wendy's and Comcast.

Advertisers can use Visible World to target, tailor, monitor and actively change television ads within seconds on any television outlet in the country - local and network, broadcast and cable. The Visible World's IntelliSpot Dashboard enables the advertisers to electronically create, customize, deliver, and monitor intelligent video spots.

Since the Dashboard allows the advertisers to edit their content on-the-fly, the advertising creative automatically updates anywhere and anytime it runs to reflect the time, location, and context in which it appears. Visible World's end-to-end IntelliSpot solution (logic-driven creative tools, intelligent delivery network, web-based campaign management tools) can enhance the entire advertising cycle. This results in delivering a more relevant, engaging, and personalized experience for the consumer.

"Visible World has managed to combine the emotional power of video advertising with sophisticated targeting capabilities to make every message relevant to every audience member," said Tim Mahoney, senior vice president and CMO of Subaru of America, in a press release.

He continued: "With Visible World, we have been able to change our spots on an ongoing basis to better optimize our offers in particular locations. It helps us get more value out of the ad buy by ensuring that each of our markets receives the most appropriate ad for that area."

The intelligent distribution technology from the Visible World provides coverage to every television household in the United States today, either via direct distribution or partners.

Advertisers, agencies and media companies can leverage this unparalleled reach to immediately capitalize on the message optimization and targeting capabilities of IntelliSpot. The company is also working with the leading publishers, ad networks, portals to extend the same level of ad targeting to its customers on the Web and within wireless devices.

Seth Haberman, founder and CEO of Visible World, believes advertisers today want to increase their global brand control and ad consistency while enabling greater flexibility and targeting.

"Our solution allows advertisers to create and deliver highly relevant, data-driven messages to individual households in a seamless, cost-efficient way. It empowers advertisers to stay current and meaningful, even in a constantly changing environment," he concluded.

Visible World provides a complete, cross-platform solution for electronically creating, delivering, and monitoring dynamically customized video ads within any media plan.

Don't forget to check out TMCnet's White Paper Library, which provides a selection of in-depth information on relevant topics affecting the IP Communications industry. The library offers white papers, case studies and other documents which are free to registered users.

Anuradha Shukla is a contributing editor for TMCnet, covering call centers, CRM and information technology. To see more of her articles, please visit her columnist page.

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TiVo, Amazon to Deliver Web Video to TV Sets

By PUI-WING TAM

February 7, 2007; Page B3

TiVo Inc. and Amazon.com Inc. are joining to help bring movies and television shows from the Internet to TV sets, in the latest move to bring online video into consumers' living rooms.

In a deal announced today, TiVo and Amazon announced a new way for consumers to watch movies and TV shows downloaded from Amazon's Unbox service on their TV sets via their TiVo digital-video recorders. Under the program, TiVo subscribers can rent and purchase TV shows and movies from networks and studios such as CBS Corp. and Viacom Inc.'s Paramount Pictures, among others.

The offering, called Amazon Unbox on TiVo, is the latest step by TiVo -- which pioneered the DVR but now faces a slew of new rivals -- to blur together watching TV with watching Web video. In the past, these had been largely separate activities, usually occurring in different rooms of the house on different devices, such as a TV set and a personal computer. In November, TiVo moved to close that gap by introducing several new features to enhance the array of content available to TiVo users to download from the Internet for playback on TV sets.

"It's the single biggest issue people have asked us about -- when does this content get to the television set?" said Tom Rogers, TiVo's CEO.

The agreement also raises the profile of Amazon's Unbox service, giving its consumers more options of where they can watch the content they downloaded. Amazon Unbox, one of several initiatives that the Internet retailer has launched in recent months to try to increase its growth, has had a relatively lukewarm reception since its debut in September.

TV episodes will sell for $1.99 and movies for $9.99-$14.99; movies will rent for $1.99 and up. Amazon will store all bought videos for future access.

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	2/9
Amazon.com Inc. (AMZN)	
PRICE	38.72
CHANGE	-0.38
	2/9
CBS Corp. Cl B (CBS)	
PRICE	31.68
CHANGE	-0.41
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PRICE	40.38
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The Web drives an advertising boom without the need for agencies

By Louise Story
Thursday, February 8, 2007

NEW YORK: The Internet has allowed consumers to trade stocks without using high-priced brokers and let travelers book flights directly from airlines.

Now it may free advertisers to make their own television commercials without going through a traditional ad agency.

Several companies are offering automated ad creation over the Internet and, in some cases, ad placement services that all advertisers can use to more finely direct their marketing. Advertisers use the new sites to select from commercial footage and customize campaigns with a few clicks of the mouse and little human interaction, often for a low flat fee.

"When people say, 'you're commoditizing creative,' well, sure we are," said Jordan Zimmerman, chairman of Zimmerman Advertising in Fort Lauderdale, Florida, who calls the automated service "a virtual advertising agency."

"But we're really doing it with excellent work," he said.

The new systems threaten some of the roles that advertising agencies have traditionally played. National advertisers, mainly in the retail, real estate and auto industries, are using the systems to make their messages more relevant on the local level.

They can automatically add names of local sales agents or dealership addresses, and they can change the content of the ad, depending on where it is showing, to appeal to various demographic groups. Among the companies that have used the services are Wendy's, Ford, Coldwell Banker and Warner Independent Pictures.

Zimmerman, an advertising agency that is part of Omnicom Group, is selling stock advertising and online buying for television, the Internet, print publications, radio, direct mail and in-store ads.

The automated system they are offering to advertisers, called Pick-n-Click, is currently available only for automotive advertisers. It has 150,000 components — like voice-overs, video footage and text options.

AutoNation, a franchise group of 331 car dealers, has signed on as a customer. Zimmerman plans to expand the site's ad offerings to other retail areas, like home furnishings, in the next few months.

Visible World, based in New York, introduced a product this week that allows advertisers to create thousands of custom versions of television commercials. The company also plans to add online and mobile video ads to its system soon. And Spot Runner, an online ad agency based in Los Angeles that has been offering to make local television commercials for $499, plans to branch into automated radio and Internet ad development this year.

Interest in these systems is being driven, in part, by the increased use of customization in traditional

media like television. Advertisers are increasingly interested in taking what they have learned in the online world about custom marketing and applying it in the off-line world.

"If there's a man and a woman watching television in two different houses and you are Procter & Gamble, it would be more efficient to show one of them an ad for a Gillette's men's razor and the other a woman's ad," said Mark Read, director of strategy at WPP Group, an advertising holding company that has invested in Visible World and Spot Runner. "In the scenario when you run the woman's ad in both houses, you've got half the efficiency."

To customize ads, the companies, to a varying degree, link postal codes with census and other third-party data to develop local demographic profiles, isolating viewers more finely than typical cable operators.

Visible World has an extensive system in place, running a distribution network through media partners and using the partners' routers to steer versions of ads to different parties. Visible World works at the household level by using information from cable set-top boxes.

The result is that Visible World can automatically run ads in Spanish when its databases determine that is appropriate or can send more youth-focused ads where younger people are likely to be watching.

Another company, OpenTV, a part of Kudelski Group, a digital security company based in Switzerland, is delivering multiple versions of ads to cable set-top boxes in partnership with a cable operator and uses viewer data to decide which ad to show.

Invidi Technologies, a company based in Princeton, New Jersey, has developed an ad system that uses remote- control behavior and other viewer actions to guess which member of a given household is tuned in.

In addition to tailoring ads to consumers, the new systems allow advertisers to modify their ads at the last minute by logging in online.

"You find out at 10 p.m. your competitor is running an intense sale on something," said Michael Goldberg, chief marketing officer for Zimmerman. "You can go into your arsenal of work and select something to combat that and program it to run the next day — all in five minutes."

The Web interfaces eliminate the need for advertisers to call or meet with ad agencies to fashion or tinker with their ads.

But humans are not entirely removed from the process. They are still involved in shooting the footage for the campaign options online and managing the new sites, among other tasks.

The New York Times

Notes:

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The New World of Desktop Advertising

By Daniel Todd, Zango

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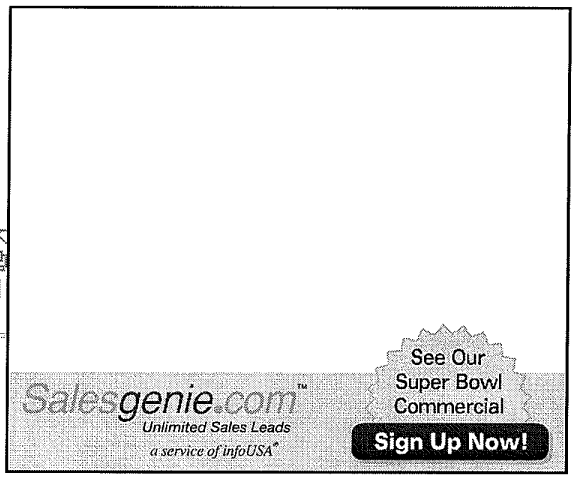
March 28th, 2007



Today Microsoft rules the desktop, but Google and Yahoo!, among others, are invading the software giant's turf as the role of desktop advertising as a unique vehicle for digital marketers continues to grow. This article surveys the current state of online advertising, explains the key concepts behind it, and offers predictions on its increasing influence and impact upon the Web 2.0 economy.

Overview of the Current State of Online Advertising

Most online advertising can be categorized as either (1) Branding or (2) Direct marketing.

Brand advertisers want maximum reach to get their messages out to as many people as possible. These advertisers gravitate to the most trafficked sites on the web such as Yahoo!, MSN and AOL. But as is the case with advertisers who utilize traditional media, brand advertisers on the Internet find that it's hard to quantify — digital marketing's specialty — return on investment (ROI). Another problem is that purchasing ad space on many highly trafficked Web sites is expensive.

Advertisers conducting direct marketing campaigns, on the other hand, want to reach buyers at the moment of purchase. Online advertising's most successful direct marketing vehicle to date is paid search through Google, Yahoo! and other engines. Online advertisers have also traditionally turned to Web sites that focus on specific subjects such as health or finance to reach a target audience potentially interested in their product or service.

Direct marketing still works for many advertisers on non-contextual sites because the Web site has to drop the price and their return is

very small. This means that the direct market must work with a large quantity of these sites to obtain any scale which increases overhead and administrative burden. Desktop advertising, which was singled out as "the next step in advertising" by PayPal co-founder Max Levchin, in a September 10, 2006 article in the *San Jose Mercury News*, not only provides an excellent ROI, but it also allows for a significant scale that allows the direct marketer to focus on.

Desktop advertising has emerged as a highly-effective online advertising vehicle, and is proving to be a strong direct response tactic, but also one with significant and scalable branding opportunities. The earliest concept of desktop advertising was to provide a consumer with some goods or services and then show them a steady stream of ads in exchange for their "eyeballs." Many of the earliest desktop advertising companies were started at the height of the Internet bubble (late 1990s). Companies such as Free PC and Freei gave away personal computers and Internet connectivity to anyone who promised to view ads.

But there were problems with these early desktop advertising models. First, there was the promise of tracking, but very little was available, so advertisers had no idea if their ads were working or not. Second, the ads were random, not keyword-based, contextual or behavioral. As a result, viewers tended to tune them out. From an economic perspective, this business model simply didn't work.

After the Internet bubble burst, a few desktop advertising companies turned to software economics. They realized that by purchasing a computer game or utility tool for $50,000, they could maintain a fixed cost structure, whether the software was downloaded one million times or 10 million times. In the desktop advertising instance, the business could leverage an investment in content that consumers want and then give it to them in exchange for ad views.

This new strategy has enabled some desktop advertising companies to survive and position themselves to thrive in the Web 2.0 economy. Today the most successful desktop advertising companies focus on delivering the right message to the right consumer at the right time. In other words, they seek to influence the buyer at the exact moment of potential purchase. This approach is driven by five key concepts:

Concept #1 – Give People What They Want: Valuable Content for Free

Of the accidentialy released web-search data from 650,000 of AOL's customers last year, researchers found that the most commonly used word in 17.15 million separate searches was "free." For example, as a *Wall Street Journal* article stated, people most often search for free

pictures and music.

Desktop advertising is built on the simple concept that people want free content. By providing sought-after content for free, desktop advertising can deliver as much value to ad viewers as it provides to advertisers — if it is done correctly. Users love this model because they don't have to pay for high-quality content. This model also generates a high rate of ROI for advertisers, which allows desktop advertising companies to return more value to the consumer by investing in better content. It's a win-win for everyone.

Concept #2 – Time Shifted Advertising

In the first generation of desktop advertising, ads were shown at the same time that the consumer viewed or downloaded the content. The new emerging model of desktop advertising has adopted the concept of time-shifting.

With time-shifted advertising, the consumer does not watch ads at the time of download or even when they are playing a game or viewing content. Instead, a small software program is downloaded to their computer after full-disclosed notice and consumer consent. The program waits until the user is in shopping mode and either initiates a search query or browses a Web site with a contextual tie to a relevant keyword.

Then the program displays ads that are relevant to the search or Web site. The biggest advantage of this approach is that the user doesn't get interrupted while playing their game, viewing a video or downloading a new tool. The advertising doesn't interrupt the flow of their activities, but rather enhances another activity sometime in the future.

Concept #3 – Deep Linking for Contextual Relevancy

Another problem with the old model of desktop advertising is that it focused on randomly generated banner or pop-up ads that are disconnected from the consumer's interests. One minute you're playing a game, and the next minute you're looking at a message for home mortgages.

The newest generation of desktop advertising not only links ads to user activities, but it also brings up the most "beneficial" page for any given search term or Web site. For example, if a consumer searches on "Bahamas cruise," they will be brought to the advertiser's specific Web page with Bahamas cruise offers instead of a general travel home page.

This way the consumer doesn't have to click through multiple pages to

buy or browse for what they want. The web page comes up as a full browser window, so there's no disruption to the original search screen. This kind of "deep linking" to pages that specifically match a consumer's interests will lead to a significant increase in sales.

Concept #4 – Discovery and Filtering

Many users want to be able to find unique and interesting information (hence the popularity of search engines), but according to JupiterResearch, less than 25 percent of users are interested in providing personalized information. As such, using usage data to customize and help increase relevant content and advertising's discovery is critical as the scale of content reaches the massive scale of the Internet.

The key is using technology to filter through the options. Many users prefer to have some amount of anonymous behavioral and usage data tracked (such as a past history of purchases and downloads) so that their future experience is more customized. Consider the Amazon.com strategy of recording a consumer's past purchases. Amazon.com founder Jeff Bezos said in *Wired Magazine*, January 2005, "We not only help readers find books, we also help books find readers, with personalized recommendations based on the patterns we see." Smart desktop advertising software may be able to determine the particular likes and dislikes of a given consumer. By filtering on these preferences and then targeting ads to them for similar products, services, content, etc., desktop advertising can offer consumers a new level of personalization on the Internet, while cross-selling for advertisers.

In this way, users will allow companies to use their actual historical behavior. This will be of far more value then the current way advertisers utilize Internet cookies.

Concept #5 – Clear Consent and Notice

Today, many consumers are confused about the privacy implications of desktop advertising, just as they viewed browser cookies with suspicion a few years ago. Desktop advertising is fully noticed and consented and it offers users a legitimate trade-off in value — valuable, focused content in exchange for highly relevant keyword, contextual and behavioral ad views. In many ways, the model is similar to network television before the advent of cable and digital video recorders. People agreed to watch TV advertising because they didn't have to pay for high-quality content. The truth is that people are becoming more sophisticated about the consent issue on the Internet, and they recognize the value they can get out of giving their consent to legitimate advertising. The bottom line: clear notice and consent

processes are paramount to the success of a desktop advertising business.

In contrast to desktop advertising is adware and spyware. Adware is fully noticed and consented, but it delivers non-contextual ads in the form of pop-ups or banners. Spyware is an illegitimate and illegal activity that is not consented to by the user.

Predictions

Over the next 12 to 24 months, desktop advertising will have an increasing influence on the recent flood of Web 2.0 businesses. Many of these businesses have attracted millions of users without any clear plans on how to make money. Most Web 2.0 businesses allow users to create, tag, rank, modify, upload and in many other ways effect online content, but few if any have created a model that unifies the interests of advertisers, publishers, content creators and consumers into a true Content Economy. This increasing diversity of content on the Internet will allow desktop advertising companies to sponsor a near unlimited amount of content, increasing consumer access to unique and cool online material.

A second near term prediction is that international advertising on the Internet is going to become more significant. Desktop advertising is well positioned to serve this cross-border market since it offers the ability to serve contextual ads for different languages and products using a single technology infrastructure.

Looking ahead to the next 3-5 years, we can easily imagine a time when people won't be using traditional search engines or Web browsers anymore. As we spend more of our lives online and as the Internet merges into the computer, the artificial lines between the network and the desktop will be erased. A user will simply type or speak a word or phrase and their computer will automatically search for whatever it is they want. Similarly, desktop advertising will simply become part of the ever-present backdrop of being online.

But to support the development of high-quality software and other content, desktop advertising needs to be valuable, which means maximizing ad-to-purchase conversion opportunity. This leads to my next prediction, which is greater acceptance of privacy-friendly, anonymous tracking of user behavior. Desktop advertising will also layer in new ad formats to increase revenues over time.

Finally, it is easy to see that consumers will have a greater understanding of desktop advertising in the not-so-distant future. The popular media has had a huge influence on this industry segment by scaring people about spyware and other illegitimate models. Let's not

forget that Overture, now Yahoo! Search Marketing, the pioneer of paid search, was condemned in 1998 and 1999 as being bad for consumers and privacy. But just a few short years later, Google capitalized on the eventual consumer acceptance of paid search advertising, and now has market capitalization of more than $100 billion.

Conclusion

Today paid search makes up around 41 percent of all online advertising revenues. Those revenues are derived from less than five percent of overall page views that are in the low single digits. If desktop advertising can bring relevant paid search capabilities and economics to the other 90+ percent of page views, it's a huge opportunity for advertisers and will increase consumer access to new and unique content. Look for developments in desktop advertising that will accelerate the shift toward the new business model of exchanging high-quality content in return for ad views.

Daniel Todd is president and co-founder of Zango, an online media company. Through its products – Zango and Hotbar – the company is arguably the largest desktop advertising company in the world. Daniel can be reached at dant@zango.com.

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Application Number:	
Filing Date:	
Title of Invention:	TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR
First Named Inventor/Applicant Name:	Roy Shkedi
Filer:	Louis J. Hoffman/Donald Hertz
Attorney Docket Number:	14-TV1
Filed as Small Entity	

Utility Filing Fees

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
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Utility filing Fee (Electronic filing)	4011	1	75	75
Utility Search Fee	2111	1	250	250
Utility Examination Fee	2311	1	100	100
Pages:				
Claims:				
Claims in excess of 20	2202	31	25	775
Miscellaneous-Filing:				
Petition:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
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Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
		Total in USD ($)		**1200**

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Information:					
6		Specification_FINAL.pdf	137382	yes	45

Multipart Description/PDF files in .zip description

Document Description	Start	End
Specification	1	37
Claims	38	44
Abstract	45	45

Warnings:					
Information:					
7	Drawings	Figures_FINAL.pdf	150919	no	18
Warnings:					
Information:					

8	Information Disclosure Statement (IDS) Filed	IDS_cover_FINAL.pdf	56203	no	1
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
9	Information Disclosure Statement (IDS) Filed	IDS_PTO-SB-08A_FINAL.pdf	311885	no	7
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
10	Foreign Reference	WO05046237.pdf	822260	no	21
Warnings:					
Information:					
11	NPL Documents	Engage_S1A_pp36-50.pdf	151937	no	16
Warnings:					
Information:					
12	NPL Documents	Chen_BehaveMatchmakingPart3.pdf	89121	no	2
Warnings:					
Information:					
13	NPL Documents	Battele_reference.pdf	398691	no	5
Warnings:					
Information:					
14	NPL Documents	BSkyB_in_Google_link-up.pdf	83383	no	1
Warnings:					
Information:					
15	NPL Documents	Google_moves_into_TV.pdf	345951	no	3
Warnings:					
Information:					

16	NPL Documents	Chen_NewBehaveWunder.pdf	82335	no	2
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17	NPL Documents	clickz_netzero-98-10-20.pdf	151318	no	1
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18	NPL Documents	irconnect-98-11-16.pdf	206847	no	2
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19	NPL Documents	shareholder_netzero-00-02-09.pdf	152146	no	2
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20	NPL Documents	irconnect-2000.pdf	201244	no	3
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21	NPL Documents	clickz_netzero-01-03-29.pdf	155719	no	1
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22	NPL Documents	zango-04-03-30.pdf	115238	no	2
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23	NPL Documents	CNNMoney-04-11-01.pdf	493680	no	4
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24	NPL Documents	Informitv-05-02-20.pdf	48841	no	1
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25	NPL Documents	VentureWireAlert-05-03-29.pdf	53811	no	1
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26	NPL Documents	Newscom-05-04-18.pdf	45250	no	4
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27	NPL Documents	BusweekOnline-05-06-28.pdf	47147	no	2
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28	NPL Documents	BusweekOnline-05-07-04.pdf	46297	no	3
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29	NPL Documents	YahooNews-05-07-13.pdf	56321	no	1
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30	NPL Documents	Tivo-com-05-07-18.pdf	76638	no	3
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31	NPL Documents	WSJ_Comcast-05-10-13.pdf	68031	no	3
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32	NPL Documents	Tivo-com-05-11-28.pdf	71740	no	2
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33	NPL Documents	Tivo-com-05-12-01.pdf	74978	no	2
Warnings:					
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34	NPL Documents	Reuters-com-06-03-30.pdf	71594	no	2
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35	NPL Documents	Tivo-com-06-05-08.pdf	84815	no	2
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36	NPL Documents	Tivo-com-06-05-10.pdf	62938	no	2
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37	NPL Documents	Tivo-com-06-05-11.pdf	76147	no	2
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Information:					
38	NPL Documents	Clickz_BMW-06-06-21.pdf	80589	no	1
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39	NPL Documents	WSJ-06-11-14.pdf	164003	no	2
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40	NPL Documents	Clickz_Tivo-06-11-15.pdf	84362	no	1
Warnings:					
Information:					
41	NPL Documents	WSJ-06-11-21.pdf	147511	no	2
Warnings:					
Information:					
42	NPL Documents	WSJ-06-11-28.pdf	106103	no	2
Warnings:					
Information:					

43	NPL Documents	zango-2007.pdf	266593	no	2
Warnings:					
Information:					
44	NPL Documents	untd-netzero-2007.pdf	145055	no	1
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Information:					
45	NPL Documents	tmcnet-07-02-06.pdf	275207	no	2
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Information:					
46	NPL Documents	WSJ_07-02-07.pdf	97823	no	3
Warnings:					
Information:					
47	NPL Documents	IntlHeraldTrib-07-02-08.pdf	247796	no	2
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Information:					
48	NPL Documents	dmnews-07-03-28.pdf	419074	no	6
Warnings:					
Information:					
49	Fee Worksheet (PTO-06)	fee-info.pdf	8510	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	7472124		

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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 NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
11/736,544	04/17/2007	2614	1200	14-TV1	51	3

CONFIRMATION NO. 3977

26362
LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
Phoenix, AZ85028

FILING RECEIPT

Date Mailed: 05/03/2007

Receipt is acknowledged of this regular Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. 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 mail to the Commissioner for Patents P.O. Box 1450 Alexandria Va 22313-1450. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).**

Applicant(s)

Roy Shkedi, New York, NY;

Assignment For Published Patent Application

AlmondNet, Inc.

Power of Attorney: The patent practitioners associated with Customer Number 26362

Domestic Priority data as claimed by applicant

Foreign Applications

If Required, Foreign Filing License Granted: 05/02/2007

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US11/736,544**

Projected Publication Date: To Be Determined - pending completion of Corrected Papers

Non-Publication Request: No

Early Publication Request: No

** SMALL ENTITY **

Title

TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR

Preliminary Class

370

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

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

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Title 35, United States Code, Section 184

Title 37, Code of Federal Regulations, 5.11 & 5.15

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

The grant of a license does not in any way lessen the responsibility of a licensee for the security of the subject matter as imposed by any Government contract or the provisions of existing laws relating to

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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).

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Roy Shkedi	Art Unit	:	2614
Serial No.	:	11/736,544	Examiner	:	_____
Filed	:	04/17/2007			
Title	:	Targeted television advertisements based on online behavior			

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

CORRECTION OF APPLICATION PAPERS

Dear Sir:

In response to the Notice to File Corrected Application Papers dated 05/03/2007, please amend the above named application as set forth herein below.

Amendments to the Specification begin on page 2 of this paper.

Remarks begin on page 3 of this paper.

AMENDMENT TO THE SPECIFICATION

Please amend ¶ [0036] as follows.

[0036] ~~Figs. 7-11 and 12A-C~~ Figs. 7-10, 11A-11C, and 12 illustrate schematically a system for targeting television advertisements based on online behavior in which online access and television service are provided by different providers.

REMARKS

It is asserted in the Notice to File Corrected Application Papers that replacement drawings are required, because the Figures are incorrectly numbered (specifically Figs. 12A-12C).

It is respectfully submitted that the numbering of the Figures is correct. The error is in the specification, specifically at ¶ [0036], which incorrectly refers to "Figs. 7-11 and 12A-12C…". The specification has been amended at ¶ [0036] to correctly refer to "Figs. 7-10, 11A-11C, and 12…". It is therefore respectfully submitted that the drawings are properly numbered, and that the specification, as amended, properly refers to the drawings.

In view of the above, it is submitted that the application papers are now corrected, and that the application is ready for examination.

Respectfully submitted,

ALMONDNET, INC.
by its attorney

Dated: May 9, 2007

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard
Suite 2100
Phoenix, Arizona 85028
(480) 948-3295

Electronic Acknowledgement Receipt

EFS ID:	1759843
Application Number:	11736544
International Application Number:	
Confirmation Number:	3977
Title of Invention:	TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-TV1
Receipt Date:	09-MAY-2007
Filing Date:	17-APR-2007
Time Stamp:	15:49:04
Application Type:	Utility

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)	Multi Part /.zip	Pages (if appl.)
1	Applicant Response to Pre-Exam Formalities Notice	07-05-09-Resp_to_NtcMissParts.pdf	22638	no	3
Warnings:					

Information:	
Total Files Size (in bytes):	22638

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New Applications Under 35 U.S.C. 111
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National Stage of an International Application under 35 U.S.C. 371
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New International Application Filed with the USPTO as a Receiving Office
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APPLICATION NUMBER	FILING OR 371 (c) DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
11/736,544	04/17/2007	Roy Shkedi	14-TV1

CONFIRMATION NO. 3977

FORMALITIES LETTER

26362
LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
Phoenix, AZ 85028

Date Mailed: 05/03/2007

NOTICE TO FILE CORRECTED APPLICATION PAPERS

Filing Date Granted

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

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

- Replacement drawings in compliance with 37 CFR 1.84 and 37 CFR 1.121(d) are required. The drawings submitted are not acceptable because:
    - More than one figure is present and each figure is not labeled "Fig." with a consecutive Arabic numeral (1, 2, etc.) or an Arabic numeral and capital letter in the English alphabet (A, B, etc.)(see 37 CFR 1.84(u)(1)). See Figure(s) 12A-C. A brief description of the several views of the drawings (see 37 CFR 1.74) should be added or amended to correspond to the corrected numbering of the figures. See also 37 CFR 1.77(b)(7).

Applicant is cautioned that correction of the above items may cause the specification and drawings page count to exceed 100 pages. If the specification and drawings exceed 100 pages, applicant will need to submit the required application size fee.

Replies should be mailed to: Mail Stop Missing Parts
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P.O. Box 1450
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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

11/736,544

APPLICATION AS FILED – PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY RATE ($)	SMALL ENTITY FEE ($)		OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY FEE ($)
BASIC FEE (37 CFR 1.16(a), (b), or (c))				75			
SEARCH FEE (37 CFR 1.16(k), (i), or (m))				250			
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))				100			
TOTAL CLAIMS (37 CFR 1.16(i))	51 minus 20 =	31	X 25=	775	OR	X 50=	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3 minus 3 =		X 100=			X 200=	
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 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))			N/A			N/A	
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	1200		TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT A		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE ($)	SMALL ENTITY ADDITIONAL FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=	x =		OR	x =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x =		OR	x =	
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					N/A		OR	N/A	
						TOTAL ADD'T FEE		OR	TOTAL ADD'T FEE	

AMENDMENT B		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)	OR	RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=	x =		OR	x =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x =		OR	x =	
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					N/A		OR	N/A	
						TOTAL ADD'T FEE		OR	TOTAL ADD'T 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".
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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.**

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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
11/736,544	04/17/2007	2614	1200	14-TV1	51	3

CONFIRMATION NO. 3977

UPDATED FILING RECEIPT

26362
LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
Phoenix, AZ85028

Date Mailed: 05/16/2007

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Applicant(s)

Roy Shkedi, New York, NY;

Assignment For Published Patent Application

AlmondNet, Inc.

Power of Attorney: The patent practitioners associated with Customer Number 26362

Domestic Priority data as claimed by applicant

Foreign Applications

If Required, Foreign Filing License Granted: 05/02/2007

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US11/736,544**

Projected Publication Date: 10/23/2008

Non-Publication Request: No

Early Publication Request: No

** SMALL ENTITY **

Title

TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR

Preliminary Class

370

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.

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Title 35, United States Code, Section 184

Title 37, Code of Federal Regulations, 5.11 & 5.15

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Roy Shkedi	Art Unit	:	2614
Serial No.	:	11/736,544	Examiner	:	_____
Filed	:	04/17/2007			
Title	:	Targeted Television Advertisements Based on Online Behavior			

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

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on form PTO/SB/08A attached to this document. Pursuant to Office rules, copies of the U.S. Patent references are not included.

Assignee also wishes to advise the Examiner of the existence of two other recently filed pending applications that it owns, namely application Serial Nos. 11/763,286, filed June 14, 2007, and 11/765,433, filed June 19, 2007, and the references cited therein.

If the Examiner has any questions concerning these matters, please contact assignee's undersigned attorney.

Respectfully submitted,

ALMONDNET INC.
by its attorney

Dated: July 2, 2007

/Louis J. Hoffman/
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PTO/SB/08A (04-07)
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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 2

Complete if Known	
Application Number	11/736,544
Filing Date	04/17/2007
First Named Inventor	Shkedi, Roy
Art Unit	2614
Examiner Name	
Attorney Docket Number	14-TV1

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US- 5933811	08/03/1999	Angles, et al.	
		US- 6385592	05/07/2002	Angles, et al.	
		US- 7013290	03/14/2006	Ananian	
		US- 20020082910	06/27/2002	Kontogouris	
		US- 20050165644	07/28/2005	Beyda, et al.	
		US- 20060116924	06/01/2006	Angles, et al.	
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FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]-Number[4]-Kind Code[5] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]

Examiner Signature		Date Considered	

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This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours 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, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 2 of 2

Complete if Known	
Application Number	11/736,544
Filing Date	April 17, 2007
First Named Inventor	Shkedi, Roy
Art Unit	2614
Examiner Name	
Attorney Docket Number	14-TV1

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[2]
		"Medio Systems to Launch Mobile Performance Ad Network - Search and recommendation technologies propel advancements in mobile advertising", article from Mobilestreams website, March 19, 2007.	
		HUNT, TIMOTHY J., "Moving Target", Financial Post, October 1, 2000.	

Examiner Signature		Date Considered	

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

1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached.

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news item

3/19/2007

Medio Systems to Launch Mobile Performance Ad Network - Search and recommendation technologies propel advancements in mobile advertising.

Medio Systems, Inc.

(Seattle – Mar. 19, 2007)

Medio Systems, Inc., the leading provider of mobile search and advertising solutions, today announced the launch of its performance-based Medio MobileNow™ Ad Network. Enabling advertisers to target potentially millions of mobile consumers with pay-per-click ads, the MobileNow Ad Network, a part of Medio's complete mobile search ecosystem, will also generate new revenues for participating wireless operators and off-deck mobile properties.

The precision ad targeting that powers the Medio MobileNow Ad Network is based on the same technological advances that drive the search experience for Medio's current partners—top wireless operators like T-Mobile, TELUS Mobility and Amp'd Mobile—through hosted white-label search and recommendation technologies that deliver highly relevant answers rather than lists of links.

The MobileNow Ad Network will initially drive ad placement on the search results pages of Amp'd Mobile, as well as Medio's off-deck mobile network. Several advertising partnerships with other wireless operators are expected to become public in the next 90 days, increasing Medio's search advertising reach to a leading position in the North American mobile market.

The MobileNow Ad Network uses proprietary technologies that intelligently determine ad relevance through search behavior, click-through history, user demographics, geography and in-depth behavioral trending analysis to deliver the most useful ad messages to each mobile consumer. To ensure precise ad targeting and the consistent delivery of mobile ad campaigns, Medio has deeply integrated the RelevanceServer contextual ad

platform that it received as part of last year's acquisition of WebRelevance, Inc. Ads will be priced and served by auction and advertisers will pay only when consumers click on their messages.

"Mobile search is a unique advertising platform where advertisers can reach consumers who are actively looking for their services and ready to transact at that moment," says Omar Tawakol, chief advertising officer for Medio Systems.

"By providing consumers a click-saving experience that returns actionable answers matched with highly relevant ad messages, the Medio MobileNow Ad Network can drive a much higher ROI for advertisers."

The Medio MobileNow Ad Network includes features to meet the marketing objectives of a wide variety of mobile advertisers:

Classic direct-response ads with "respond now" objectives, such as buying flowers with a phone call.

Targeted sales for mobile content providers, including downloadable content such as ringtones, games and wallpaper.

Relevant traffic for independent mobile sites.

Branding within a search context, such as advertising a new movie when someone searches for a film star's wallpaper.

Driving Pay Per Call for local advertisers. Together with Ingenio, Inc., Medio also announced today a partnership to feature Ingenio Pay Per Call® listings within the Medio MobileNow Ad Network, which will enable both national and local marketers to run effective mobile campaigns and only pay when a consumer initiates a call to the advertised business from their mobile phone.

To support the MobileNow Ad Network, Medio also announced today Gary Bembridge, former National Sales Director at MSN, to be Head of US Advertising Sales. "By offering a full range of options for nearly every marketing contingency, we are confident that the Medio MobileNow Ad Network will help grow the mobile ad market." said Bembridge.

Leading market researchers agree that mobile search and

advertising are ready for substantial growth. Piper Jaffray projects that global mobile search revenues will generate $11 billion by 2008. Research firm Informa Telecoms & Media forecasts worldwide spending on cell phone advertising could reach more than $11 billion annually by 2011.

"By applying its deep expertise in data mining and analytics, Medio can intelligently serve the most targeted ads to help us drive higher sales of much sought-after downloadable content, such as ringtones and wallpaper." says McPhail Hunt, EVP at Mobile Streams. "This 'just-in-time' targeted advertising gets our products in front of the right audience at a time when they are most ready to take action. We are excited at the potential of our campaigns with Medio."

Advertisers can streamline their mobile buy with the Medio MobileNow Ad Network, with their ads reaching qualified audiences on participating operators' decks—utilizing the synergy of Medio's proven mobile search solution to enter the "walled gardens" of mobile—as well as across Medio's network of independent off-deck mobile sites.

"The key to effective pay-per-click mobile advertising will be the speed with which users find relevant results and associated advertising. The Medio MobileNow Ad Network meets both criteria, at significant scale," said Mike McSherry, Senior Vice President of Emerging Technologies for Amp`d Mobile. "On the mobile phone, relevant advertising is considered content and we are excited to be the first operator to launch this partnership with Medio."

In addition to bringing enhanced revenue to operators, Medio will share ad revenues with participating independent mobile site owners, creating new incremental revenue streams from serving targeted ads. At no risk or cost, and with minimal setup, Medio will handle ad sales, process targeted ad delivery and offer online reports. Mobile site owners can also participate as MobileNow advertisers, driving additional content revenue through traffic growth.

Advertisers and mobile site owners can participate in the Medio MobileNow Ad Network via an intuitive online interface, making it easy to start an ad campaign, submit creative, configure ad serving, track campaign performance and generate revenue reports at www.mediomobilenow.com.

Medio Systems, Inc. (www.medio.com) is the leading provider of mobile search and advertising solutions that help mobile operators implement the best customer experience and allow advertisers to reach their intended target audiences. Created specifically for mobile, Medio Mobile Search combines an intuitive, effortless user interface with powerful recommendation and personalization technologies.

Pay Per Call is a registered trademark of Ingenio, Inc.

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17/7/129 (Item 2 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
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13135708 (THIS IS THE FULLTEXT)
Moving target: I didn't used to be overly concerned about Internetprivacy. Then I got an unsettling phone call from a group that seemed to bewatching my online movements. Suddenly, I was scared. How much did theyknow? How did they know it? And why were th
J. TIMOTHY HUNT
FINANCIAL POST, p48
October 01, 2000

My partner Morley and I have recently been thinking about taking atrip to Chicago.

One Saturday afternoon as we started making plans, Morley got on theInternet and surfed over to www.lyricopera.org to see what the Lyric Operaof Chicago might be planning for next season. The upcoming productionsincluded a rarely performed Verdi opera about Attila the Hun, a newoperatic version of The Great Gatsby, as well as a brace of the usualToscas and Rigolettos. After a few minutes of nosing about the site, heturned off our computer and the two of us went to the backyard to do somegardening.

An hour later, the phone rang and Morley went to answer it. After a fewmoments, he came back out onto the deck with a puzzled expression. "Thestrangest thing just happened," he said. "That was the Chicago Lyric Opera.They asked for me by name and said that they saw I had been to theirwebsite."

"Are you serious?"

"Yeah, he said his name was Bob and he told me about some special offersfor out-of-towners. I said I'd call him back."

"You must have filled out a registration form or something while you wereonline," I said.

Morley shook his head. "No, I didn't. I just looked at their schedule,checked some ticket prices and left. So how did this guy know I had justbeen to his website? And how did he know my name and phone number?"

Very good questions indeed.

Over the past few months I had noticed numerous provocative reports aboutthe death of Internet privacy -- reports I had simply chalked up to a mediapenchant for hyperbole and sensationalism. But until this call from Bob atthe Lyric Opera of Chicago, I had never had any personal cause for concern.Now I was scared. If the Lyric Opera could so easily monitor our Internetactivity for its telemarketing efforts, then other organizations -- oneswith deeper pockets, greater technical sophistication and, perhaps, moresinister motives -- could do the same. What do they know about me?

Setting myself on a quest nearly as epic as Parsifal's search for the HolyGrail, I vowed to discover what personal information of ours might beleaking into cyberspace. I also wanted to find out about the technicalwizardry that could explain how a guy named Bob at the Lyric Opera couldpossibly pick up a phone and call us after we merely glanced at his website.

My search started when a friend suggested I get in touch withCalifornia-based software developer and Web publisher Steve Gibson, who isa strident critic of the "Little Brothers" -- marketing companies whosurreptitiously monitor Internet users to create detailed consumerprofiles. He wasn't at all surprised when I told him my tale. "GeorgeOrwell missed the date by 16 years, but he sure got the concept right,"said Gibson.

I asked him how it was possible for an organization to call me on thetelephone after a peek at its website. Without the slightest hesitation,Gibson said it was something anyone with an online presence could do byemploying the services of a company like DoubleClick Inc., an advertisingagency that makes use of a simple piece of Web technology called cookies.

To understand what a cookie is and how it works, Gibson told me it'shelpful to realize that a fundamental principle of the Internet is that itis "stateless." This means that every file request on the Internet standson its own. In other words, you ask for a file by using its universalresource locator, or URL (for instance, www.nationalpostbusiness.com); theserver sends the file; the connection between your two computers is broken.End of story.

"The file you just accessed, however, can itself contain many more URLs,"said Gibson. "Once your browser reads the first file, it then launches morerequests to get all the various pieces that will continue fleshing out theWeb page -- things like logos, pictures, sounds and little animated thingsjumping around." Since the connection is stateless, he added, "the serverdoesn't need to remember what happened with the previous request to servicea new one."

Operating in a stateless environment is a lot like being married to anamnesiac: namely, it's difficult to have a meaningful relationship withsomeone who can't recall anything about you. In such a marriage, life mightbe easier if a husband with amnesia could hang a sign around his spouse'sneck that said: "I am your wife. We've been married for seven years. Myfavourite colour is blue and I just spoke to you five minutes ago about ourrose bushes." That way she wouldn't have to introduce herself and getreacquainted every time she walks into a room.

And so it is with the Internet. Without the ability to keep some sort ofhistory of a user's past actions or preferences, it is difficult forwebsites to offer users a convenient way to shop online or receivepersonalized content such as local team scores or weather. Beginning in1996 with Navigator 2.0, Netscape tackled this problem by inventing"cookies," small text files that Web servers can deposit on your harddrive. Just like that sign on the amnesiac's wife, cookies help a server"remember" who you are. (Microsoft's Internet Explorer becamecookie-capable shortly thereafter, with IE 3.0.)

"It's a bit of technology that had a really good purpose in thebeginning," said Gibson. "People were still anonymous because the servercould only see that a serial number was marching around its website. Nowanonymity began to break down when someone realized that if you have a Webpage and it asks for an advertisement that comes from a third server, thatthird server can also drop a cookie. And this is what Netscape neverintended."

To ensure privacy, cookies were designed so that it is impossible for asite to read a cookie it did not generate itself. Therefore, Joe's websitecan't tell if you've been to Sam's website. But if Debbie pays a fee toboth Joe and Sam to let her advertise on their Web pages, Debbie -- a thirdparty with whom you have no relationship -- now has the ability to knowabout every visit you make to either Joe or Sam. And the more sites sheadvertises on, the more places she can track you.

Internet advertisers such as DoubleClick, Engage, 24/7 Media, MatchLogic,AdForce, NetGravity and AdKnowledge have this tracking capability becausethey take advantage of a piece of the Internet URL request called "httpreferrer." When a Web browser requests all the different parts and piecesthat make a Web page look nice, the http referrer code basically says "ohand by the way, this is the page that I am requesting this for." Theinformation that is passed to a company like

DoubleClick in the httpreferrer field is the thing that helps them keep track of where you are andwhat you're looking at.

"But there's a bigger problem," said Gibson. "If you fill out a form onthe Web, say to join a newsletter or something, the information you filledinto these blanks is tagged on the end of the URL that requests the nextpage. It's called a URL tail. That information -- which might include yourfirst name, last name, phone number or anything else -- is also sent to thethird party advertiser. And it's this aggregation of personal informationin a piecemeal fashion, a little bit at a time over several years, thatallows companies like DoubleClick to build up a stunningly comprehensiveprofile on you. Suddenly, all your anonymity is gone."

I returned to the Lyric Opera site looking for traces of DoubleClick andits ilk, but found that the its Web pages were totally devoid of any sortof third-party advertising. Perplexed, I sought the advice of JasonCatlett, president of Junkbusters Corp. Catlett is a computer scientistwith a Ph.D. in data mining and one of North America's leading experts ontechnology, marketing and privacy. I asked him if the Lyric Opera couldpossibly be employing an even stealthier technology.

"Oh, yes. Certainly," said Catlett. "Anyone who surfs around widely on theInternet will have been picked up by Web bugs. There are hundreds ofthousands, if not millions, on the Web now and their number is increasingenormously."

Web bugs? Catlett told me that these are invisible surveillance devicesused by government and big business to monitor the Internet. "Web bugs canbe used to track your movements on pages that contain every kind ofinformation, including health, medical and sexual topics," he said. "It'sfrightening."

The controversy surrounding Web bugs centres on the fact that they arevirtually undetectable by the average person. Savvy Web users know thatwhenever they see a banner ad on their screen they are being tracked by anadvertiser, but Web bugs effectively conceal any trace of monitoring.

But what exactly is a Web bug? Despite its insidious moniker, a Web bug issimply a 1-pixel GIF -- a graphic image so tiny that it's essentially thesmallest dot possible on your computer screen. The Internet advertisingcommunity prefers to call them more palatable names like "1-by-1 GIFs" and"invisible GIFs," but whatever the name, Web bugs behave the same as anyother piece of third-party Internet advertisement. Every time you visit asite with a Web bug, the tiny GIF acts just like a regular banner ad. Eventhough you usually can't see it, that one pixel can "talk" to a cookie onyour computer and it can report back to home base.

Catlett is correct that Web bugs are ubiquitous. You can find them on thewebsites of E*TRADE, Quicken, FedEx, American Express, Intel, Metamucil,Microsoft and thousands of others. Drug companies such as Glaxo WellcomeInc. and Pfizer Inc. use them, as well as KwikMed, Inc., a major onlinedispenser of Viagra. A visit to the Web Bug Search Page(http://www.tiac.net/users/smiths/privacy/wbfind.htm) helped me locate81,494 Web bugs from DoubleClick, 51,254 from Extreme Tracking, 4,439 fromPointClick. And these were only three of the companies that place Web bugs.There are at least 20 more.

Yet even though they seem to be crawling everywhere, in most cases, Webbugs are nothing to be afraid of. More often than not, they are simplyemployed as a tool to determine how visitors use a particular site.Advertising agencies use 1-by-1 GIFs to help their clients betterunderstand the effectiveness of advertising campaigns. By employing Webbugs in conjunction with normal banner ads, they have the ability to telltheir clients not only how many customers clicked on a particularadvertisement, but also how many requested further information andprecisely how many times a particular ad resulted in a sale.

Agencies say they make these tracking GIFs invisible not to conceal anysort of covert monitoring program, but just to avoid bothering the user.Privacy advocates, however, say that users would rather be bothered. In theU.S., Web bugs are currently the subject of several lawsuits and a privacyinitiative by the government. For example, in June, the Clintonadministration had to order its drug policy office to stop usingDoubleClick Web bugs on its anti-drug site, Freevibe.com.

Recently, Canada leapfrogged ahead of the U.S. in terms of online privacy.Last spring, Human Resources minister Jane Stewart let it slip that fivegovernment departments were compiling a massive Big Brother-like databaseof Canadian taxpayers. Predictably, citizens across the country reactedwith outrage. After 68,000 people demanded to see their personal files,Ottawa passed Bill C-6, the Personal Information Protection and ElectronicDocuments Act. Starting January 1, 2001, no organization will be able tocollect, use or pass on any personal information about you without firstobtaining your express consent. At first the law will only apply tofederally regulated organizations such as banks and telephone companies,but by 2002 the health industry will have to comply and by 2004 allbusinesses that collect and share personal information will have to followsuit.

Fortified with my wealth of new knowledge, I called the Lyric Opera andasked to speak to Bob. He wasn't in, so I explained the situation to hissupervisor and asked him how the opera would know that my partner waslooking at its website. "I don't retrieve information from the Internetmyself," he said, "but as far as I know, we get our Internet informationrequests from people who visit the site and leave their names and personalinformation. Did he give us his name and phone number?"

"No, he just went to your site, looked at it, and left. An hour later ourphone rang and Bob says he saw that Morley had stopped by the site. Doesthe Lyric Opera employ the use of cookies or Web bugs?" I asked.

The supervisor had no idea. He suggested that I contact Judy in marketingand relations. He gave me her number. I called but she wasn't in. I left amessage.

One of Steve Gibson's biggest battles lately has been over a class ofsurveillance software he has christened "spyware," which has nothing to dowith cookies or Web bugs. It's real software that gets installed on yoursystem -- largely without your consent or knowledge -- to operate secretlyin the background and report on you whenever you browse the Internet. Someof the most common examples of spyware include the advertising, monitoringand profiling software from Aureate/Radiate, Conducent and TSAdbot.

Companies like Aureate (recently renamed Radiate) pay software developersto allow their spyware to be installed at the same time as the developer'sown products -- sort of like a Greek in a Trojan Horse. Once this spywareis on your system, it can communicate with its home office and supplyinformation useful for targeted advertising. And you rarely know it'sthere. Spyware deliberately hides in your computer and tries to goundetected. For example, Aureate avoids slipping messages out of yourcomputer if there is no mouse or keyboard activity. It takes thisprecaution so that users won't notice their modem lights flashing andwonder what in hell is going on.

Usually spyware comes as a part of "freeware," free software programsdownloaded from the net. For instance, there are about 300 applications inall that install the Aureate tracker, including Go!Zilla, CuteFTP,GetRight, and BuddyPhone. But commercial software can also harbour thesespies. This spring, beta testers for Sierra's real-time strategy game Ground Control became upset when they learned that Sierra piggybacked Aureate along with the software they were testing. Assuming the worst,

users inflamed chatroom discussions with accusations that Aureate was transmitting informationsuch as e-mail addresses, passwords and hard drive contents.

Steve Gibson calmed most of Ground Control users' fears by assuring themthat he found no evidence to suggest Aureate had the ability to inventorythe contents of a user's system, nor was it able to transmit personal orprivate data. "However," he told them, "this is not to say that I think theAureate system is either benign or desirable. I continue to feel that it isneither." Gibson despises spyware because he feels companies like Aureateprofit from valuable information that has essentially been stolen fromunsuspecting users. In fact, he has such an intense antipathy for spywarethat he wrote a special program to detect and remove it. Gibson's softwareis called OptOut and he gives it away for free at http://grc.com.

"OptOut was originally meant to attack companies like Aureate/Radiate,Conducent, GoHip and so forth," he said. "What happened though, just in thelast four months of my really raising the level of attention and all thepress that was generated, every one of these companies has cleaned up itsact dramatically. They now all offer removers for their own technology andit is really no longer necessary for there to be a third-party solution tothis."

Gibson suggested that one of the best things I could do to protect myselffrom unwanted surveillance is to install an outbound blocking firewall onmy PC. In the digital world, a firewall is a program that protects yourcomputer from hackers and other malicious intruders. Traditionally,firewalls have concentrated on keeping outsiders from getting in, butrecently the paradigm has shifted. "Security is dealing with externalintrusion," said Gibson. "Privacy is dealing with internal extrusion."

He recommended I download ZoneAlarm 2.1, a free personal firewall fromZoneLabs (http://www.zonelabs.com). The price was right, but Gibson wasmaking me so paranoid, I made sure to check reviews in several computermagazines to convince myself that it was a safe and dependable product.(For the record, PC Magazine called it "an innovative program with powerfulfeatures," and Computer Shopper assured me it compared quite well with thecommercial products in both effectiveness and features.)

As a firewall, ZoneAlarm stands metaphorically as the bouncer at yourcomputer's front door, interrogating and frisking everyone who tries to getin or out. It also installs an ominous red and green blinking icon in thelower right-hand of your screen that flashes whenever Internet activity isdetected.

My lights were flashing constantly -- even when I wasn't using theInternet. Since I have a cable modem, I'm essentially always online. Everytime ZoneAlarm caught a program on my computer sneaking messages onto theInternet, a sort of cartoon dialogue balloon would pop up and identify theculprit and ask for my permission to let it pass. To my great surprise, mychequebook program, Quicken, and a game called The Sims were constantlytrying to access the Internet while I was using other applications. Theprogram that ZoneAlarm caught the most, however, was RealJukebox, a freemusic player from RealNetworks. So it got me wondering: if I wasn't usingQuicken, The Sims or RealJukebox, why were they trying to phone home?

I phoned cybersleuth Richard M. Smith, the chief technology officer forthe Privacy Foundation, a Denver-based non-profit organization for researchand education on privacy issues. I sought him out because Smith is one ofthe folks who publicly accused RealNetworks of a gross invasion of hisprivacy. In October 1999, Smith discovered that RealJukebox was sendinginformation to RealNetworks about the music CDs he was listening to, alongwith a unique player ID number that personally identified him. By

using asoftware program called a "packet sniffer" that kept a careful logof thestream of data flowing out of his computer, Smith documented that, on adaily basis, RealJukebox was sending information back to headquarters abouthow he was using the product, how many songs he had recorded on his harddrive, the type of portable MP3 player he owned and his music preferences.

"It was just way too talkative," said Smith.

RealNetworks' RealDownload, along with it subsidiary NetZip's DownloadDemon and Netscape's SmartDownload, also gave Smith, Gibson and otherprivacy experts real headaches this past year. All these programs are freeutilities that are supposed to make downloading files from the Interneteasier. They also come with privacy statements that claim they will notsend or receive personal information about you. Just as Richard Smith didwith RealJukebox, Steve Gibson stuck a packet sniffer on his computer totest these three download programs and found a few surprises.

"EVERY TIME you use one of these utilities to download ANY FILE fromANYWHERE on the Internet," Gibson wrote in his hypercapitalized style tohis coterie of loyal users, "the complete URL address of the file, alongwith a UNIQUE ID TAG that has been assigned to YOUR machine, and -- in thecase of Netscape's SmartDownload only -- YOUR computer's individualInternet IP address, is immediately transmitted to the program's publisher.This allows a database of your entire, personal, file download history tobe assembled and uniquely associated with your individual computer ... forwhatever purpose the program's publishers may have today, or tomorrow."

On November 1, 1999, The New York Times printed a story aboutRealNetworks' alleged privacy leaks, creating such a public embarrassmentfor the company that it amended its privacy policy that very day. The newprivacy statement, however, did not stop Steve Gibson from his continuedcriticism of RealNetworks and its monitoring practices. "You read theseprivacy statements and it's like, 'Oh this is anonymous! We're notcollecting personally identifiable information!'" said Gibson. "Bullshit.They're watching you. This is big business. This is money."

ot amused by this kind of talk, on July 17 RealNetworks' lawyers sentGibson a threatening letter demanding that he immediately publish aretraction to his "false and inflammatory statements (that) make itdifficult for consumers to make educated and informed choices aboutproducts....RealNetworks does not track any individual's use ofRealDownload, does not create profiles of RealDownload customers and doesnot transmit any unique ID when a customer downloads files usingRealDownload."

In the face of RealNetworks' insistence that he was absolutely wrong,Gibson re-examined his findings and caught something that he had missedbefore: namely, that his exact personal name and private e-mail addresswere being sent back to RealNetworks whenever he downloaded a file. "When Iconfronted RealNetworks with this," said Gibson, "they explained that itwas due to the fact that I had purchased a product from them in the past,and the cookie my system had received during the purchase was beingreturned to them. That certainly makes file downloads seem far less'anonymous' than RealNetworks continues to allege."

Judy in marketing and relations at the Lyric Opera of Chicago called meback. She was extremely cordial and willing to help, but after talking toGibson, Catlett and Smith, my paranoia levels had started to max out. "Sohow do you do it?" I asked her with a tinge of hysteria in my voice. "Doyou drop cookies on my hard drive? Do you have an arrangement withDoubleClick? Where do you stick your Web bugs? How do you know what I'mdoing on my computer?"

Judy paused and said, "I ... I don't know. I'm the wrong person to ask.You could check with a gentleman named Paul in our ticket department. He'son vacation now until next week, but I'll give you his number."

I was starting to realize that perhaps the bigger question here is not somuch how companies are able to monitor us all on the Internet, but why theywould want to do it in the first place. In gumshoe terms, they had themeans and the opportunity, but what's the motive?

"Most of the time the Orwellian picture of Big Brother isn't a good matchbecause it's not the state that's tracking you, it's a business," saidDavid Jones, president of Electronic Frontier Canada. "Although peoplemight find it intrusive, the companies that are tracking you are not doingit to be evil. They're driven by the profit motive. They're doing it tosell you a product or they're trying to target an audience."

To get a better understanding of the profit motive behind all this datamining and customer profiling, I decided to learn more about DoubleClick,which dominates the online advertising market. In size alone, DoubleClicktruly is a monster. At last count, the company had 1,981 employees in 23countries and 5,461 advertisers. Currently, DoubleClick serves about twobillion ads a day on the Internet -- a number that is growing byapproximately 50% every quarter.

DoubleClick reported US$238 million of revenue in the first half of theyear 2000 and had a market cap of US$5 billion as of early September. Icontacted Wendy Muller, managing director of DoubleClick Canada, and askedher where all that money was coming from. "We make money two ways," shesaid. "Number one, we do it the same way you guys at the National Post do,which is you sell ad space on your websites on a cost per thousand basis.The impressions of Web users you sell to advertisers are deeply targetedbecause you use a piece of software called DART. And we do the same thing.The second way we make money is if people want to licence the DARTsoftware, they pay us a licensing fee and a user fee and we deliver the adsfor them.

DART, which stands for Dynamic Advertising Reporting and Targeting, is thesoftware developed by DoubleClick that delivers somewhere between 60% to70% of all online ads in Canada. It rapidly matches advertiser-selectedtarget profiles with individuals. Muller took pains to point out that sincemy own publication licenses DART from DoubleClick, I was in no position tothrow stones.

DART figures out how to deliver all those targeted advertisements bymaintaining a massive list of IP addresses. Every time you log onto theInternet, you Internet service provider (ISP) tags you with a new Internetprotocol address. This is a unique string of numbers that identifies yourcomputer in cyberspace. Your ISP owns a block of these addresses, andgrants you one when you come online. It's like going to the theatre. Youare given a specific seat number. If a stranger approached you and asked tosee your ticket, he wouldn't know your name or your income or your creditcard number, but he would know where you were and what time you were there.And as far as targeted advertising is concerned, that's sometimes enough.

Through DART, DoubleClick has logged the physical location of millions ofIP addresses. "There are probably eight or nine thousand networks thatwe've mapped since the beginning of the company," said Muller. "It's notvery often that when somebody comes online that we cannot identify wheretheir dialup is. In some cases we will know the particular company they arecoming from and we've individually mapped all the universities, so we'llknow if you're coming in from the University of Western Ontario and not theUniversity of Toronto."

DoubleClick can make a lot of assumptions about you simply from your

IPaddress. If it's 2:30 in the afternoon and you're logging on from theUniversity of Toronto, there's a good chance that you're a Canadian between18 to 25 years old, but that's about it. What DoubleClick can do to learnmore about a user is drop a cookie on that particular computer and trackthe user's activity.

Muller said, "Where it started to get confusing for everybody was theywent, 'Well, you put a cookie on top of my IP address, so you must knowthat I'm Wendy Muller.' Well we don't because you're going to have adifferent cookie and a different IP address when you're at work versushome, right? So I don't know your e-mail address. I don't know whetheryou're a boy or a girl. I have no idea what your household income is. Icertainly don't know your credit card number. The reason DART was set upwas to control the frequency of ads so that we wouldn't keep bombardingpeople with the same ad again and again and again.

But as I found out earlier, cookies absolutely give DoubleClick theability to collect a staggering amount of personal information about you.In fact, DoubleClick says in its privacy statement that if you responded toan ad and voluntarily provided personal information (by filling out asurvey or purchase form, for example), DoubleClick says it can collect thatinformation "on behalf of the advertiser." Also, if at any time you havespecifically agreed to receive personally tailored ads, DoubleClick willmake use of whatever personal information it has on you.

"So Wendy," I said. "Does that mean you're keeping a dossier on me?"

"No, we don't," said Muller. "At this point, personally identifiableinformation is only good if people want that collected about them and theywant to be marketed to. But eventually, people will want it. When we godown the road towards wireless, for example, they're going to say 'I wantyou at all times to know where I am.'"

Earlier this year, DoubleClick was pummelled in the media for pushing theworld prematurely in this direction. The company had revealed its plan totrack consumers' movements online and to attach that data to people's realnames and addresses. The outcry was swift and hysterical and DoubleClickseemingly backed down. In June, however, DoubleClick purchased AbacusDirect Corp., a direct marketer that keeps a database of the names,addresses and spending habits of 90% of American households. USA TODAYclaims that, in fact, DoubleClick now tracks Web users by name and addressas they move from one website to the next -- a claim which DoubleClickdenies.

"It's a complicated issue," said Muller. "Sometimes a little bit ofknowledge becomes a scary thing and people jump to the wrong conclusions.All we're looking at is the effectiveness of our ads. Our clients want toknow whether they're working. People need to take the time to understandthis. The reality is, we wouldn't be the leaders in the world without beingable to show people exactly what we're doing. It's not voodoo and it's notanything to be scared about."

Earlier, Richard Smith from the Privacy Foundation reluctantly conceded tome that companies like DoubleClick are probably not compiling thecomprehensive dossiers that people like Steve Gibson and Jason Catlettclaim. "In reality, they're probably only getting snippets of what you do,"he said, then quickly added, "But I still would be concerned about it."Electronic Frontier Canada's David Jones said, "I think it is certainlywrong to think of this as a sort of mass conspiracy or Big Brother trackingyour every move. That is unrealistic. I think with these companies, it'sworthwhile to understand they don't really care at all about your personallife. They deal in probabilities: are you more likely or less likely to buysomething? They don't actually care about you as an individual."

The thing Jones finds the most frustrating about the whole loss-of-privacyissue is not the actions of the folks doing the snooping, but the actionsof ordinary people who squander their right to privacy. Instead ofsafeguarding who gets hold of their personal information, a great manyfolks give out their name, address, phone number and e-mail address to anysweepstakes, battery club or air miles scheme that comes along.

Jones calls this the Privacy Paradox. In poll after poll, the majority ofCanadians say that the thing they worry about most with informationtechnology is the erosion of their privacy, and yet at least 60% ofCanadian households have an Air Miles card -- a blatant marketing profiletool that studies show only gives users the equivalent of a one percentdiscount on purchases. "They talk about Big Brother," said Jones. "But whenpush comes to shove, people sell their personal information for next tonothing."

And even though Forrester Research reports that it's safer to use a creditcard on the Internet than give it to a waiter in a restaurant, peopleroutinely think twice before charging a purchase online, but never hesitateto divulge all sorts of private information simply because a form on a Webpage requests it. I've done it a hundred times. You've done it, too. Admitit.

"So to coin a phrase," said Jones, "the public gets the privacy that itdeserves. If you're happy to have an Air Miles card and you're happy tofill out a form at Radio Shack every time you buy batteries, well fine.You're an adult. You made your choice. You can also complain about yourloss of privacy, but I won't have a lot of sympathy for you."

Although I was becoming calmer, I was still concerned about what secretsmy computer might be giving away. After all, ZoneAlarm was still flashinglike crazy.

I called up Toronto-based journalist and computer buff Craig Saila to askif he would come over and look at my computer and root out any gremlins Imight be harbouring on my hard drive. Saila, who is also an advisory boardmember of the New Media Institute, an organization which offers programs inelectronic commerce, readily agreed to help me, and the following Sundayafternoon, rode over to my house on his bike. He wore hospital scrubs andhad his hair in a ponytail.

"You've got a firewall, which is really good," he said after taking mymouse for a test drive. "But your browser is probably your biggest problem.It doesn't matter which version it is, whether it's Internet Explorer orNetscape, there's a lot of holes in the browser itself." Keeping yourbrowser up-to-date, he told me, is your best defence against people whoexploit these weak spots.

Since I use Internet Explorer, Saila went to the Microsoft Windows Updatepage. Although I was using the latest version, I had not installed twocritical security patches that had recently been posted. One patch that Iwas missing would prevent someone from dropping a Java applet on my harddrive that could allow a hacker to read, write or delete files on mycomputer.

Saila assured me that my copies of Quicken and The Sims, so eager to geton the Internet, were more than likely not doing any more harm thanchecking for software updates. When I told him about my experience with theLyric Opera of Chicago, he seemed equally skeptical that there had been anyhanky-panky. "The only thing I can think of that happened is that maybe youwent to the site before and registered your information in the past."

Hmm. I never thought about that. I told him about Steve Gibson's theoryabout the opera possibly using DoubleClick and Jason Catlett's theory aboutWeb bugs, but Saila didn't think so. "If you registered at their site andthey slapped a little cookie on you with random numbers and then you wentback to their site last week and they were able to identify that

cookiewith your name in their own personal database so they could then send offan e-mail to someone who picked up the phone and called you -- that seemsway too labour intensive."

Still, how could it have been otherwise? There was no other explanation.

I went back to the Lyric Opera website one more time and had my browser"view/source" so I could inspect the HTML code of every single page. Theywere ridiculously simple: very basic HTML programming. No third-partyserver links, no cookie crumbs, no 1-pixel GIFs, no advertisements.

I phoned Paul, the Opera's director of ticketing services. He was backfrom vacation and was very concerned that I was concerned. Paul wasfamiliar with the company's website and was quick to assure me that theOpera had no way of monitoring any of the site's visitors. "I would know ifwe had that capability," he said, "but we can't do anything thatsophisticated. It's probably something we'd love to do."

He asked me if Morley had filled out the mailing list form on the sitelast week before he got the call. I assured him he had not. Then he askedme if we had ever received a brochure from the Lyric Opera. I vaguelyremembered receiving one a long time ago.

"Well that explains it," he said. With a few clicks of his keyboard, helocated Morley on his database. "Do you guys live in Toronto? I'm justchecking something here. Right. He was added on March 25, 1999. He was anInternet mailing list add. That's how he came on our site. We have acampaign going right now with telemarketers who have the ability to sellsubscriptions over the phone. They would have extracted his name from ourdatabase based on the fact that he once had some Web activity. We're at theend of the campaign, so they would be dealing with out-of-town individuals."

I admitted that it was a possibility that Morley had given them all hisinformation 18 months ago and just forgot about it. Apparently, it was acomplete coincidence that minutes after he got off the computer, thetelemarketer called and said the fateful words: "I see you've been to ourwebsite."

"We're delighted that happened by the way," Paul added.

As for me, I had learned too much in the past week to be delighted. ThoughI was wrong about what the Lyric Opera was up to, I did discover that I wasindeed being monitored -- and by a lot of organizations. But none of themwere doing it in the sinister way I had imagined. I also realized somethingelse: as far as privacy is concerned, Morley and I are our own worstenemies. Over the years, we've brainlessly given out so much privateinformation, we can't even recall when, where or to whom we gave it. DavidJones was right, we are getting the privacy we deserve.

I apologized to the Lyric Opera and in January we will be going to Chicagoto hear Samuel Ramey sing the role of Attila the Hun. But while I'm away, Ithink I'll unplug my computer.

TAMING THE COOKIE MONSTERS

HOW TO MAKE THE WEB'S TINY VISITORS WORK FOR YOU

Cookies are small text files made up of a serial number and the URL of thesite you visited as well as some internal codes that indicate the pages onthe site you have accessed. It's easy to peek at your cookies: InternetExplorer stores them on your hard drive in the c:/windows/cookiessubdirectory; Netscape Navigator puts them in a file called cookies.txt.They look very innocuous. For example, here is a cookie National Postdropped on my computer after I visited its website:

SITESERVER ID=4c36707924ff556a7adb920 068ccedab nationalpost.com/ 0642859008 31887777 1490244288 29286847 *

Both Netscape Communicator and Internet Explorer have the ability

toprompt you every time a site sends you a cookie or to stop acceptingcookies altogether. Unfortunately, most commercial sites today heavily relyon cookies -- and some sites won't work at all without them -- so managingcookies with these features is often a huge inconvenience or complete wasteof time. And be aware, even if you decide to turn off cookies, all the oldcookies you have on your system will still remain active. You need todelete them by hand.

Instead of using your browser to block cookies, consider getting a utilitysuch as Cookie Crusher, Cookie Cutter, IEClean or NSClean to regularlyremove cookies from your hard drive. For the ultra-paranoid, tools such asFreedom (www.zeroknowledge.com) and The Rewebber (www.rewebber.com) cantotally mask your identity so sites can't figure out who you are no matterhow many cookies they drop on you.

THANKS BUT NO THANKS, DOUBLECLICK

YOU CAN OPT OUT OF PERSONALIZED ADS -- BUT DO YOU WANT TO?

DoubleClick believes its use of cookies to glean information about yoursurfing habits and personal preferences contributes to your "positive Webexperience" -- and in some ways it does. DoubleClick gives its clients theability to show you an ad that you actually might be interested in, as wellas install a "frequency cap" on that ad's presentation. "If a consumerhasn't responded to an ad after seeing it three or four times, there is avery strong likelihood that they are never going to respond to it," saysDoubleClick's Jennifer Blum. Jeez, if onlyadvertisers could do that with TVcommercials ...

DoubleClick realizes, however, there are those among us who would rathernot receive personally targeted ads. Although DoubleClick will try to talkyou out of it, it will let you completely opt out of receiving its cookiesby, um, tagging you with another cookie.

You can receive a "blank" or "opt out" cookie from DoubleClick by going tohttp://www.doubleclick.com/privacy_policy/privacy.htm and following thedirections there. Installing the opt-out cookie is like getting theimmunity necklace on Survivor: it repels any of DoubleClick's futureadvances and prevents it from being able to associate any data with yourbrowser or you individually.

What you won't see are fewer ads, though.

"I get these e-mails from people who have opted out, saying: 'I'm stillseeing ads! I opted out. Why am I still seeing ads?'" says Blum. "Well, youare always going to see ads. It is what keeps the Web free to consumers. Sowhen you opt out, the big difference is that you're just going to seerandom ads or the same ad over and over again. To us, you'll just look likeevery single person that has ever opted out."

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First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
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1	Information Disclosure Statement (IDS) Filed	07-07-02-IDS_cover.pdf	56360	no	1
Warnings:					

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4/17/07

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PATENT APPLICATION FEE DETERMINATION RECORD
Substitute for Form PTO-875

11/736,544

APPLICATION AS FILED – PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY RATE ($)	SMALL ENTITY FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY FEE ($)
BASIC FEE (37 CFR 1.16(a), (b), or (c))				75			
SEARCH FEE (37 CFR 1.16(k), (l), or (m))				250			
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))				100			
TOTAL CLAIMS (37 CFR 1.16(i))	51 minus 20 =	31	X 25=	775	OR	X 50=	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3 minus 3 =		X 100=			X 200=	
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 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))			N/A			N/A	
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	1200		TOTAL	

APPLICATION AS AMENDED – PART II

5-9-07

AMENDMENT A	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE ($)	SMALL ENTITY ADDITIONAL FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	*	Minus	**	=	x =		OR	x =	
Independent (37 CFR 1.16(h))	*	Minus	***	=	x =		OR	x =	
Application Size Fee (37 CFR 1.16(s))									
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					N/A		OR	N/A	
					TOTAL ADD'T FEE		OR	TOTAL ADD'T FEE	

AMENDMENT B	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)	OR	RATE ($)	ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	*	Minus	**	=	x =		OR	x =	
Independent (37 CFR 1.16(h))	*	Minus	***	=	x =		OR	x =	
Application Size Fee (37 CFR 1.16(s))									
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					N/A		OR	N/A	
					TOTAL ADD'T FEE		OR	TOTAL ADD'T 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".
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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.**

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

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/736,544	04/17/2007	Roy Shkedi	14-TV1	3977

26362 7590 08/18/2009

LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
Phoenix, AZ 85028

EXAMINER	
EKPO, NNENNA NGOZI	
ART UNIT	PAPER NUMBER
2425	

NOTIFICATION DATE	DELIVERY MODE
08/18/2009	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):

Louis@valuablepatents.com
donald@valuablepatents.com
shaelyn@valuablepatents.com

Office Action Summary	Application No.	Applicant(s)	
	11/736,544	SHKEDI, ROY	
	Examiner	Art Unit	
	NNENNA N. EKPO	2425	

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

Period for Reply

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

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

Status

1)☐ Responsive to communication(s) filed on _____.

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

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

Disposition of Claims

4)☒ Claim(s) 1-51 is/are pending in the application.

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

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) 1-51 is/are rejected.

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

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

Application Papers

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

10)☒ The drawing(s) filed on 04/17/2007 is/are: a)☒ accepted or b)☐ objected to by the Examiner.

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

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

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

Priority under 35 U.S.C. § 119

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

a)☐ All b)☐ Some * c)☐ None of:

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

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

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

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

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date 04/17/2007, 07/02/2007.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

Information Disclosure Statement

1. The references listed in the Information Disclosure Statement filed on April 17, 2007 and July 04, 2007 has been considered by the examiner (see attached PTO-1449 form).

Double Patenting

2. Claims 1-51 are provisionally rejected on the ground of nonstatutory obviousness-type double patenting as being unpatentable over claims 1-49 of copending Application No. 11/968,117. Although the conflicting claims are not identical, they are not patentably distinct from each other because the claims are directed to targeted advertisement based on online behavior.

This is a provisional obviousness-type double patenting rejection because the conflicting claims have not in fact been patented.

Note: The "provisional" double patenting rejecting should continue to be made by the examiner in each application as long as there are conflicting claims in more than one application unless that "provisional" double patenting rejection is the only rejection remaining in at least one of the application. See MPEP 804.

Claim Rejections - 35 USC § 102

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

> A person shall be entitled to a patent unless –
>
> (e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the

applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

3. **Claims 1-11, 14-16, 19 and 21-51** are rejected under 35 U.S.C. 102(e) as being anticipated by Haeuser et al. (U.S. Publication No. 2007/0294721).

Regarding **claims 1 and 30**, Haeuser et al. discloses a computer-implemented method comprising:

(a) electronically associating online access IP addresses and received set-top box IP addresses for each of a multitude of users (see paragraph 0060); and

(b) using user profile information derived from online activity from a first one of the online access IP addresses to automatically cause a first television advertisement to be directed to the set-top box indicated by the set-top box IP address associated with the first online access IP address (see paragraphs 0046-0048).

Regarding **claim 44**, Haeuser et al. discloses a computer-implemented method of operating an Internet site comprising electronically delivering user profile information derived from online activity on the Internet site from a first online access IP address, as a result of which:

(a) a server, which electronically associates a multitude of online access IP addresses and IP addresses indicating corresponding television set-top boxes (see paragraph 0060), causes direction of a select television advertisement to the set-top box indicated by the set-top box IP address associated with the first online access IP

address (see paragraphs 0046-0048), and (b) a revenue amount is received (see paragraphs 00026 and 0030).

Regarding **claims 2 and 31**, Haeuser et al. discloses everything claimed as applied above (*see claims 1 and 30*). The method wherein neither the user profile information in part (b) nor the association between the first online access IP address and its associated set-top box IP address includes personally identifiable information (see paragraph 0043).

Regarding **claims 3 and 32**, Haeuser et al. discloses everything claimed as applied above (*see claims 1 and 30*). The method of (i) further comprising using user profile information derived from online activity from a second one of the online access IP addresses to automatically cause a second television advertisement to be directed to the set-top box indicated by the set-top box IP address associated with the second online access IP address (see paragraphs 0054-0056).

(ii) wherein which television advertisement is delivered to which set-top box depends on differences between the online activities from the first and second online access IP addresses, respectively (see paragraph 0056).

Regarding **claims 4 and 33**, Haeuser et al. discloses everything claimed as applied above (*see claims 3 and 32*). The method wherein neither the user profile information in part (i) nor the association between the second online access IP address

and its associated set-top box IP address includes personally identifiable information (see paragraph 0061).

Regarding **claim 5**, Haeuser et al. discloses everything claimed as applied above (*see claim 1*). The method further comprising storing electronic associations between the online access IP addresses and the received set-top box IP addresses (see paragraph 0060).

Regarding **claim 6**, Haeuser et al. discloses everything claimed as applied above (*see claim 1*). The method wherein the online activity comprises requesting a search (see paragraphs 0016 and 0034).

Regarding **claim 7**, Haeuser et al. discloses everything claimed as applied above (*see claim 1*). The method wherein the first television advertisement is caused to be directed to the set-top box upon first being contacted by the set-top box after the user profile information is derived (see paragraphs 0054 and 0056).

Regarding **claim 8**, Haeuser et al. discloses everything claimed as applied above (*see claim 1*). The method wherein the first television advertisement is selected from among a plurality of possible television advertisements based on the user profile information derived from the online activity from the first online access IP address (see paragraphs 0042-0043).

Regarding **claim 9**, Haeuser et al. discloses everything claimed as applied above (*see claim 8*). The method wherein the first television advertisement is selected based at least partly on demographic or behavioral attributes included in the user profile information (see paragraph 0037).

Regarding **claim 10**, Haeuser et al. discloses everything claimed as applied above (*see claim 1*). The method wherein the first television advertisement is selected based at least partly on the basis of television content viewed at the time the first television advertisement is to be presented by the set-top box (see paragraphs 0014 and 0046).

Regarding **claim 11**, Haeuser et al. discloses everything claimed as applied above (*see claim 1*). The method wherein the online access and set-top box IP addresses are both received from a service provider that provides both online access and television service to each of the multitude of users (see fig. 1 and paragraph 0038).

Regarding **claim 14**, Haeuser et al. discloses everything claimed as applied above (*see claim 1*). The method wherein the association of the online access and set-top box IP addresses of each user is based on a common IP address to which network traffic is routed for both the online access device and set-top box of that user (see paragraph 0027).

Regarding **claim 15**, Haeuser et al. discloses everything claimed as applied above (*see claim 14*). The method wherein the common IP address is an IP address dynamically assigned to a modem or router used by the user for online access and connected to the user's set-top box (see paragraphs 0019-0020).

Regarding **claim 16**, Haeuser et al. discloses everything claimed as applied above (*see claim 14*). The method further comprising:(i) receiving an identifier corresponding to the set-top box of the user (see paragraph 0027); and

(ii) causing the television advertisement to be transmitted only if directed to the set-top box corresponding to the identifier (see paragraph 0046).

Regarding **claim 19**, Haeuser et al. discloses everything claimed as applied above (*see claim 14*). The method wherein:(i) the user profile information in part (b) includes a list of online access IP addresses corresponding to specific online activities and times and dates corresponding to each of the online activities (see paragraphs 0028, 0038); and

(ii) the television advertisement is caused to be directed to the set-top box of one of the users only if any of the listed online access IP addresses corresponding to the specific online activities and the corresponding dates and times of the online activities match the common IP address assigned to that user and the date and time corresponding thereto (see paragraphs 0050, 0068).

Regarding **claim 21**, Haeuser et al. discloses everything claimed as applied above (*see claim 1*). The method wherein the first television advertisement is received at a central ad server and directed to the set-top box (see fig. 3, paragraphs 0053-0056).

Regarding **claim 22**, Haeuser et al. discloses everything claimed as applied above (*see claim 1*). The method wherein part (b) comprises directing instructions to a profile provider, to an online site, or to an ad server to direct the first television advertisement to the set-top box (see paragraph 0056).

Regarding **claim 23**, Haeuser et al. discloses everything claimed as applied above (*see claim 1*). The method wherein part (b) comprises directing instructions to the set-top box to retrieve the first television advertisement from a profile provider, from an online site, or from a central ad server (see paragraph 0056).

Regarding **claim 24**, Haeuser et al. discloses everything claimed as applied above (*see claim 1*). The method wherein the first television advertisement is caused to be directed only in response to a request for advertisements originating from the user's set-top box (see paragraphs 0013, 0063).

Regarding **claim 25**, Haeuser et al. discloses everything claimed as applied above (*see claim 1*). The method wherein the first television advertisement can be directed without a request for advertisements originating from the user's set-top box (see paragraphs 0056, 0063).

Regarding **claim 26**, Haeuser et al. discloses everything claimed as applied above (*see claim 1*). The method wherein the online access IP address of each user is an IP address associated with a modem or router used by that user for online access (see paragraph 0019).

Regarding **claim 27**, Haeuser et al. discloses everything claimed as applied above (*see claim 1*). The method wherein only advertisements satisfying criteria selected by each user are directed to the set-top box of that user (see paragraphs 0056).

Regarding **claim 28**, Haeuser et al. discloses everything claimed as applied above (*see claim 1*). The method further comprising receiving a revenue amount as a result of directing the advertisement (see paragraphs 0026 and 0030).

Regarding **claim 29**, Haeuser et al. discloses everything claimed as applied above (*see claim 1*). The method further comprising paying a revenue amount to a

profile provider as a result of using the user profile information in part (b) (see paragraphs 0026 and 0030).

Regarding **claim 34**, Haeuser et al. discloses everything claimed as applied above (*see claim 30*). The method further comprising receiving a revenue amount from a proprietor of the server as a result of the electronic delivering act (see paragraphs 0026 and 0030).

Regarding **claim 35**, Haeuser et al. discloses everything claimed as applied above (*see claim 30*). The method further comprising receiving a revenue amount as a result of the electronic delivering act, wherein the revenue amount is received in response to each instance in which revenue is generated as a result of displaying the selected television advertisement on the set-top box associated with the first online access IP address (see paragraphs 0026 and 0030).

Regarding **claim 36**, Haeuser et al. discloses everything claimed as applied above (*see claim 30*). The method further comprising electronically identifying the first television advertisement for subsequent direction to the set-top box (see paragraph 0056).

Regarding **claim 37**, Haeuser et al. discloses everything claimed as applied above (*see claim 36*). The method wherein the first television advertisement is selected

based at least partly on a specific search request, which request has originated from the online access IP address (see paragraphs 0016, 0034).

Regarding **claim 38**, Haeuser et al. discloses everything claimed as applied above (*see claim 36*). The method wherein the first television advertisement is selected based at least partly on demographic or behavioral attributes included in the derived user profile information (see paragraph 0037).

Regarding **claim 39**, Haeuser et al. discloses everything claimed as applied above (*see claim 36*). The method further comprising receiving a revenue amount from a provider of the television advertisement as a result of electronically delivering the user profile information (see paragraphs 00026 and 0030).

Regarding **claim 40**, Haeuser et al. discloses everything claimed as applied above (*see claim 39*). The method wherein the revenue amount is received from an advertiser that has contracted to display a TV ad to persons who have characteristics contained in the user profile information (see paragraphs 00026, 0030, 0041, 0061).

Regarding **claim 41**, Haeuser et al. discloses everything claimed as applied above (*see claim 30*). The method further comprising electronically delivering the first television advertisement to the server for subsequent direction to the set-top box (see paragraph 0056).

Regarding **claim 42**, Haeuser et al. discloses everything claimed as applied above (*see claim 30*). The method further comprising directing the television advertisement to the set-top box in response to instructions received from the server (see paragraph 0056).

Regarding **claim 43**, Haeuser et al. discloses everything claimed as applied above (*see claim 30*). The method wherein (i) the step of electronically delivering user profile information comprises delivering the first user online access IP address (see paragraph 0027).

Regarding **claim 45**, Haeuser et al. discloses everything claimed as applied above (*see claim 44*). The method wherein the user profile information derived from the online activity from the first online access IP address does not include personally identifiable information (see paragraph 0043).

Regarding **claim 46**, Haeuser et al. discloses everything claimed as applied above (*see claim 45*). The method wherein the user profile information derived from the online activity comprises an indication of a search request originating from the first online access IP address (see paragraph 0046).

Regarding **claim 47**, Haeuser et al. discloses everything claimed as applied above (*see claim 45*). The method wherein the user profile information derived from the online activity comprises demographic attributes collected through the Internet site from the first online access IP address (see paragraphs 0037, 0039, 0042, 0044).

Regarding **claim 48**, Haeuser et al. discloses everything claimed as applied above (*see claim 44*). The method wherein (i) the step of electronically delivering user profile information derived from the online activity comprises delivering a first user online access IP address (see paragraph 0065); (ii) the selection of a television advertisement to be delivered to the STB associated with the first user online access IP address is performed by the online site (see paragraph 0043); and (iii) the selection of a television advertisement is based on user profile information not delivered by the site (see paragraph 0056).

Regarding **claim 49**, Haeuser et al. discloses everything claimed as applied above (*see claim 44*). The method wherein the step of electronically delivering user profile information derived from the online activity comprises redirecting a user accessing the site from the first online access IP address (see paragraph 0065).

Regarding **claim 50**, Haeuser et al. discloses everything claimed as applied above (*see claim 44*). The method wherein the revenue amount of part (b) is received

from an advertiser that has contracted with the proprietor of the Internet site to display a TV ad to an audience of the Internet site (see paragraphs 00026 and 0030).

Regarding **claim 51**, Haeuser et al. discloses everything claimed as applied above (*see claim 44*). The method wherein the revenue amount of part (b) is received in response to each instance in which revenue is generated as a result of displaying the select television advertisement on the set-top box associated with the first online access IP address (see paragraphs 00026, 0030 and fig. 3).

Claim Rejections - 35 USC § 103

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

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

Claim 12 is rejected under 35 U.S.C. 103(a) as being unpatentable over Haeuser et al. (U.S. Publication No. 2007/0294721) in view of Calamera et al. (U.S. Patent No. 6,463,533).

Regarding **claim 12**, Haeuser et al. discloses everything claimed as applied above (*see claim 11*). However, Haeuser et al. is silent as to wherein the association of the online access and set-top box IP addresses of each user is based on at least a pseudonym assigned to the associated IP addresses of that user.

Calamera et al. discloses wherein the association of the online access and set-top box IP addresses of each user is based on at least a pseudonym assigned to the associated IP addresses of that user (see col. 6, lines 47-59).

Therefore, it would have been obvious to a person of ordinary skill in the art the time the invention was made to modify the system and method of Haeuser et al.'s invention to include wherein the association of the online access and set-top box IP addresses of each user is based on at least a pseudonym assigned to the associated IP addresses of that user as taught by Calamera et al. in order to be computationally intractable, or at least impracticable, to decrypt the alias to determine the identification code (see col. 6, lines 58-59).

5. **Claims 13, 17, 18 and 20** are rejected under 35 U.S.C. 103(a) as being unpatentable over Haeuser et al. (U.S. Publication No. 2007/0294721) in view of Bhatt et al. (U.S. Publication No. 2003/0187949).

Regarding **claim 13**, Haeuser et al. discloses everything claimed as applied above (*see claim 11*). Haeuser et al. discloses wherein part (a) comprises the act of storing the online access IP addresses and the set-top box IP addresses (see figs. 2 and 3).

However, Haeuser et al. fails to specifically disclose updating at least one of the received online access IP addresses or at least one of the received set-top box addresses.

Bhatt et al. discloses updating at least one of the received online access IP addresses (see paragraph 0025, lines 1-10) or at least one of the received set-top box addresses.

Therefore, it would have been obvious to a person of ordinary skill in the art the time the invention was made to modify the system and method of Haeuser et al.'s invention to include updating at least one of the received online access IP addresses as taught by Bhatt et al. for the advantage of permitting internet services to be provided to the user based on the geographic location of the user (see paragraph 0025, lines 8-10).

Regarding **claim 17**, Haeuser et al. discloses everything claimed as applied above (*see claim 14*). However, Haeuser et al. fails to specifically disclose the method wherein part (a) comprises the act of storing the common IP address, and further comprising updating the common IP address of the user.

Bhatt et al. discloses the method wherein part (a) comprises the act of storing the common IP address, and further comprising updating the common IP address of the user (see paragraph 0025, lines 1-4).

Therefore, it would have been obvious to a person of ordinary skill in the art the time the invention was made to modify the system and method of Haeuser et al.'s invention to include the act of storing the common IP address, and further comprising updating the common IP address of the user as taught by Bhatt et al. for the advantage of permitting internet services to be provided to the user based on the geographic location of the user (see paragraph 0025, lines 8-10).

Regarding **claim 18**, Haeuser et al. discloses everything claimed as applied above (*see claim 14*). However, Haeuser et al. fails to specifically disclose the method wherein part (a) comprises the act of storing the common IP address, and further comprising periodically updating the common online access and set-top box IP address of the user.

Bhatt et al. discloses the method wherein part (a) comprises the act of storing the common IP address, and further comprising periodically updating the common online access and set-top box IP address of the user (see paragraph 0025).

Therefore, it would have been obvious to a person of ordinary skill in the art the time the invention was made to modify the system and method of Haeuser et al.'s invention to include the act of storing the common IP address, and further comprising periodically updating the common online access and set-top box IP address of the user as taught by Bhatt et al. for the advantage of permitting internet services to be provided to the user based on the geographic location of the user (see paragraph 0025, lines 8-10).

Regarding **claim 20**, Haeuser et al. discloses everything claimed as applied above (*see claim 19*). Haeuser et al. discloses (i) the common IP address and times and dates corresponding thereto (see paragraphs 0028, 0038) or (ii) the list of online access IP addresses corresponding to specific online activities and time and dates corresponding to each of the online activities (see paragraphs 0050, 0068).

However, Haeuser et al. fails to specifically disclose wherein part (a) comprises the act of storing the common IP address and dates and times corresponding thereto, and further comprising periodically updating.

Bhatt et al. discloses (a) comprises the act of storing the common IP address and dates and times corresponding thereto, and further comprising periodically updating (see paragraph 0025).

Therefore, it would have been obvious to a person of ordinary skill in the art the time the invention was made to modify the system and method of Haeuser et al.'s invention to include the act of storing the common IP address, and further comprising periodically updating the common online access and set-top box IP address of the user as taught by Bhatt et al. for the advantage of permitting internet services to be provided to the user based on the geographic location of the user (see paragraph 0025, lines 8-10).

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to NNENNA N. EKPO whose telephone number is (571)270-1663. The examiner can normally be reached on M-F.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Brian T. Pendleton can be reached on 571-272-7527. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Nnenna N. Ekpo/
Patent Examiner
August 5, 2009.

/Brian T. Pendleton/
Supervisory Patent Examiner, Art Unit 2425

Notice of References Cited	Application/Control No. 11/736,544	Applicant(s)/Patent Under Reexamination SHKEDI, ROY	
	Examiner NNENNA N. EKPO	Art Unit 2425	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2007/0294721	12-2007	Haeuser et al.	725/34
*	B	US-6,463,533	10-2002	Calamera et al.	713/163
*	C	US-2003/0187949	10-2003	Bhatt et al.	709/218
	D	US-			
	E	US-			
	F	US-			
	G	US-			
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	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

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

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

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11736544	SHKEDI, ROY
	Examiner	Art Unit
	NNENNA N EKPO	2425

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

CLAIM		DATE								
Final	Original	08/05/2009								
	1	✓								
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	20	✓								
	21	✓								
	22	✓								
	23	✓								
	24	✓								
	25	✓								
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	27	✓								
	28	✓								
	29	✓								
	30	✓								
	31	✓								
	32	✓								
	33	✓								
	34	✓								
	35	✓								
	36	✓								

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11736544	SHKEDI, ROY
	Examiner	**Art Unit**
	NNENNA N EKPO	2425

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

CLAIM		DATE								
Final	Original	08/05/2009								
	37	✓								
	38	✓								
	39	✓								
	40	✓								
	41	✓								
	42	✓								
	43	✓								
	44	✓								
	45	✓								
	46	✓								
	47	✓								
	48	✓								
	49	✓								
	50	✓								
	51	✓								

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11736544	SHKEDI, ROY
	Examiner	Art Unit
	NNENNA N EKPO	2425

SEARCHED			
Class	Subclass	Date	Examiner

SEARCH NOTES		
Search Notes	Date	Examiner
Inventor Name Search	08/03/2009	Nnenna Ekpo
NPL Search: google	08/03/2009	Nnenna Ekpo
EAST Text Search	08/03-05/2009	Nnenna Ekpo
PLUS Search	08/05/2009	Nnenna Ekpo

INTERFERENCE SEARCH			
Class	Subclass	Date	Examiner

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CONFIRMATION NO. 3977

SERIAL NUMBER	FILING or 371(c) DATE RULE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
11/736,544	04/17/2007	370	2425	14-TV1

APPLICANTS
Roy Shkedi, New York, NY;

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

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

** **IF REQUIRED, FOREIGN FILING LICENSE GRANTED** ** ** SMALL ENTITY **
05/02/2007

Foreign Priority claimed ☐ Yes ☑ No 35 USC 119(a-d) conditions met ☐ Yes ☑ No Verified and Acknowledged /NNENNA NGOZI EKPO/ Examiner's Signature	☐ Met after Allowance Initials	STATE OR COUNTRY	SHEETS DRAWINGS	TOTAL CLAIMS	INDEPENDENT CLAIMS
		NY	18	51	3

ADDRESS

LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
Phoenix, AZ 85028
UNITED STATES

TITLE

TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR

FILING FEE RECEIVED		
1200	FEES: Authority has been given in Paper No._____ to charge/credit DEPOSIT ACCOUNT No._____ for following:	☐ All Fees ☐ 1.16 Fees (Filing) ☐ 1.17 Fees (Processing Ext. of time) ☐ 1.18 Fees (Issue) ☐ Other _____ ☐ Credit

BIB (Rev. 05/07).

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	24	Shkedi-Roy$.in.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 10:45
S2	23	(target$3) with (ad$1 advertis$5 commercial) same (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal") same ("ip address" "internet protocol address")	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 13:39
S3	2	"5933811".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:16
S4	2	"6385592".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:17
S5	3	"7013290".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:17
S6	2	"20020082910"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:18
S7	2	"20050165644"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:19

S8	2	"20060116924"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:20
S9	10859	(on adj2 line web internet "www" "world wide web" "world-wide-web") with (protocol$3) same (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal")	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:46
S10	111	S9 same (profil$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:47
S11	74208	"705"/$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:47
S12	21570	"725"/$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:47
S13	95242	S11 or S12	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:47
S14	1968	S9 and S13	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:48
S15	676	S14 and (profil$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:48

S16	2575	(internet "www" "world wide web" "world-wide-web" web adj2 site page) with (address$3 "ip address" "ip addresses" "ip addressing" "internet protocol address" "internet-protocol address") same (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal") with (address$3 "ip address" "ip addresses" "ip addressing" "internet protocol address" "internet-protocol address")	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 10:17
S17	6	(internet "www" "world wide web" "world-wide-web" web adj2 site page) with (address$3 "ip address" "ip addresses" "ip addressing" "internet protocol address" "internet-protocol address") same (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal") with (address$3 "ip address" "ip addresses" "ip addressing" "internet protocol address" "internet-protocol address") same ((target$3) near3 (ad$1 advertis$5 commercial$1))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 10:18
S18	4351	(online internet "www" "world wide web" "world-wide-web" web adj2 site page) same ((target$3) near3 (advertis$5 commercial$1))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 10:36
S19	74270	"705"/$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 10:36
S20	21588	"725"/$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 10:36

S21	95322	S19 or S20	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 10:36
S22	2123	S18 and S21	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 10:36
S23	747	S22 and ((internet address $3) near4 (protocol$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 10:37
S24	623	S23 and (@rlad<"20070417" @ad<"20070417")	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 10:37
S25	2	"20080259906" and (stor$3) with (electronic)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 12:16
S26	2	"20080259906" and (stor$3) same (electronic)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 12:17
S27	2	"20080259906" and (stor$3) same (electronic) same (address$2)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 12:17
S28	1	"20070294721" and (stor$3 memory) same (address$3) same ("set-top box")	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 12:25

S30	1	"20070294721" and (advertis $5) same (select$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 13:43
S31	1	"20070294721" and (advertis $5) same (select$3) same (target$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 13:49
S32	1	"20070294721" and ("iptv") same (provider server)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 14:02
S33	1	"20070294721" and (stor$3 memory) same (updat$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 14:39
S36	2	"20070294721" and (set-top box) same (request$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 16:02
S38	1	"20070294721" and (modem $1 router$1) and (address $3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 16:36
S40	1	"20070294721" and (bill$3) and (provid$3 server$1)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 17:20
S41	1	"20070294721" and (bill$3) same (provid$3 server$1)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 17:20

S42	2	"20070294721" and ((user $1 viewer$1 subscriber$1 customer$1 client$1) near3 (profile habit)) same (address$2 identi$2)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 09:35
S43	1	"20070294721" and ((user $1 viewer$1 subscriber$1 customer$1 client$1) near3 (profile habit)) same (quer $3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 09:47
S44	1	"20070294721" and ("iptv" internet) same (target)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 10:14
S45	2	"20040141724"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 11:26
S47	4	("AVHDD" "AUDIO/VIDEO HARD DISK DRIVE") SAME (BACK$UP)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 12:08
S48	4	"2001024562"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 12:12
S49	4	"2001024562"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 12:12

S51	9993	(on$line ((web) near3 (page site)) internet "www" "world wide web" "world-wide-web") same ((internet) near3 (protocol$3 address $2)) same (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal") same ((internet) near3 (protocol$3 address $2))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 13:13
S52	53	(on$line ((web) near3 (page site)) internet "www" "world wide web" "world-wide-web") same ((internet) near3 (protocol$3 address $2)) same (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal") same ((internet) near3 (protocol$3 address $2)) same (pseudonym$3 alias ananym anonym)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 13:17
S53	449	(on$line ((web) near3 (page site)) internet "www" "world wide web" "world-wide-web") same ((internet) near3 (protocol$3 address $2)) same (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal") same ((internet) near3 (protocol$3 address $2)) and (pseudonym$3 alias ananym anonym)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 13:23
S54	68	(on$line ((web) near3 (page site)) internet "www" "world wide web" "world-wide-web") same ((internet) near3 (protocol$3 address $2)) same (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal") same ((internet) near3 (protocol$3 address $2)) and (pseudonym$3 ananym anonym)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 13:23

S55	8	(on$line ((web) near3 (page site)) internet "www" "world wide web" "world-wide-web") same ((internet) near3 (protocol$3 address $2)) same (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal") same ((internet) near3 (protocol$3 address $2)) same (pseudonym$3 ananym anonym nick $1name$1)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 13:29
S56	0	(on$line ((web) near3 (page site)) internet "www" "world wide web" "world-wide-web") same ((internet) near3 (protocol$3 address $2)) same (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal") same ((internet) near3 (protocol$3 address $2)) same (pseudonym$3 ananym anonym nick $1name$1) and (target$3) same (advertis$5 commercial $1)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 13:37
S57	32	(on$line ((web) near3 (page site)) internet "www" "world wide web" "world-wide-web") same ((internet) near3 (protocol$3 address $2)) same (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal") same ((internet) near3 (protocol$3 address $2)) and (pseudonym$3 ananym anonym nick $1name$1) and (target$3) same (advertis$5 commercial $1)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 13:37
S58	0	((internet) near3 (protocol $3 address$2)) same (pseudonym$3 ananym anonym nick$1name$1 alias $2) same (target$3) same (advertis$5 commercial$1)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 13:56

S59	49	((internet) near3 (protocol $3 address$2)) same (pseudonym$3 ananym anonym nick$1name$1 alias $2) and (target$3) same (advertis$5 commercial$1)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 13:56
S60	0	"20070294721" and (updat $3) same (address$2)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 14:14
S61	1	"20070294721" and ("iptv" internet) same (address$2)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 14:34
S64	1	"20070294721" and (set-top box) same (address$2)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 14:52
S65	226	(stor$3 memory save) same ("ip-address" "internet protocol address" "internet-protocol address") same (up dat4)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 15:20
S66	45	(stor$3 memory save) same ("ip-address" "internet protocol address" "internet-protocol address") same (up dat4) and (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal")	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 15:21
S67	8	(stor$3 memory save) with ("ip-address" "internet protocol address" "internet-protocol address") same (up dat4) with ("ip-address" "internet protocol address" "internet-protocol address") and (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal")	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 15:25

8/5/2009 4:40:48 PM
C:\Documents and Settings\nekpo\My Documents\EAST\Workspaces\11736544.wsp

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Roy Shkedi	Art Unit	:	_____
Serial No.	:	10/996,491	Examiner	:	_____
Filed	:	04/17/2007			
Title	:	Targeted Television Advertisements Based on Online Behavior			

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

INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on form PTO/SB/08A attached to this document. Pursuant to Office rules, copies of the U.S. Patent references are not included.

Assignee also wishes to advise the Examiner of the existence of three other pending applications that it owns, namely application Serial Nos. 10/996,491, filed November 24, 2004, 11/099,861, filed April 6, 2005, and 11/479,832, filed June 30, 2006.

If the Examiner has any questions concerning these matters, please contact assignee's undersigned attorney.

Respectfully submitted,

ALMONDNET INC.
by its attorney

Dated: April 17, 2007

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918
LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
Phoenix, Arizona 85028
(480) 948-3295

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /N.E./

CONSIDERED: /N.E./

11736544 - GAU: 2425

PTO/SB/08A (09-06)
Approved for use through 03/31/2007. OMB 0651-0031
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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 7

Complete if Known	
Application Number	NEW APPLICATION
Filing Date	April 17, 2007
First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-TV1

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US- 20020032603	03-14-2002	Yeiser	
		US- 20020059602	05-16-2002	Macrae, et al.	
		US- 20020104086	08-01-2002	Tomsen, et al.	
		US- 20020120933	08-29-2002	Knudson, et al.	
		US- 20020120935	08-29-2002	Huber, et al.	
		US- 20020194604	12-19-2002	Sanchez, et al.	
		US- 20030051242	03-13-2003	Donnelly	
		US- 20030126597	07-03-2003	Darby, et al.	
		US- 20030135853	07-17-2003	Goldman, et al.	
		US- 20030145323	07-31-2003	Hendricks, et al.	
		US- 20030208756	11-06-2003	Macrae, et al.	
		US- 20030208758	11-06-2003	Schein, et al.	
		US- 20030226141	12-04-2003	Krasnow, et al.	
		US- 20040003406	01-01-2004	Billmaier	
		US- 20040010546	01-15-2004	Klug, et al.	
		US- 20040107437	06-03-2004	Reichardt, et al.	
		US- 20040123314	06-24-2004	Bova	
		US- 20050076393	04-07-2005	Sussman	
		US- 20050165638	07-28-2005	Piller	

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]-Number[4]-Kind Code[5] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]

Examiner Signature		Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. [1] Applicant's unique citation designation number (optional). [2] See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. [3] Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). [4] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [5] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [6] Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours 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, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /N.E./

CONSIDERED: /N.E./

11736544 - GAU: 2425

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(Use as many sheets as necessary)

Sheet 2 of 7

Complete if Known	
Application Number	NEW APPLICATION
Filing Date	April 17, 2007
First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-TV1

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US- 20050177420	08-11-2005	Tanahashi	
		US- 5978013	11-02-1999	Jones, et al.	
		US- 6055573	04-25-2000	Gardenswartz, et al.	
		US- 6189008	02-13-2001	Easty, et al.	
		US- 6216129	04-10-2001	Eldering	
		US- 6490587	12-03-2002	Easty, et al.	
		US- 6832207	12-14-2004	Shkedi	
		US- 6925440	08-02-2005	Shkedi	
		US- 6973436	12-06-2005	Shkedi	
		US- 7072853	07-04-2006	Shkedi	
		US- 7092926	08-15-2006	Cerrato	
		US- 7152237	12-19-2006	Flickinger, et al.	
		US- 6157946	12-05-2000	Itakura, et al.	
		US- 5809242	09-15-1998	Shaw, et al.	
		US- 6026368	02-15-2000	Brown, et al.	
		US- 5948061	09-07-1999	Merriman, et al.	
		US- 6073241	06-06-2000	Rosenberg, et al.	
		US- 5855008	12-29-1998	Goldhaber, et al.	
		US- 5848396	12-08-1998	Gerace	

FOREIGN PATENT DOCUMENTS

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Examiner Signature		Date Considered	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 3 of 7

Complete if Known	
Application Number	NEW APPLICATION
Filing Date	April 17, 2007
First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-TV1

U. S. PATENT DOCUMENTS

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		US- 5105184	04-14-1992	Pirani, et al.	
		US-			
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		WO2005046237	05-19-2005	Gutta, et al.		

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 4 of 7

Complete if Known	
Application Number	NEW APPLICATION
Filing Date	April 17, 2007
First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-TV1

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[2]
		Engage Technologies, Inc.; Form S-1A; filed with the SEC; pp. 36-50; July 19, 1999.	
		Chen, Andy; “Behavioral Matchmaking, Part 3: GPS and Behavioral Targeting”; from website http://www.clickz.com; November 24, 2004.	
		Battelle, John; "The Search - How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture"; pp. 167-171; 2005.	
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		Chen, Andy; “The New Behavioral Wunder”; from webpage http://www.clickz.com; April 11, 2007.	
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 5 of 7

Complete if Known	
Application Number	NEW APPLICATION
Filing Date	April 17, 2007
First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-TV1

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[2]
		Saunders, Christopher; "NetZero to Launch Mobile Ad Platform"; from website www.clickz.com; March 29, 2001.	
		"180Solutions Launches All-In-One Online Ad Solution - Metricsdirect Outperforms Conventional Cost-Per-Click Models"; from www.zango.com; March 30, 2004.	
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		"TiVo Launches New Interactive Advertising Technology"; press release from www.tivo.com; July 18, 2005.	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 6 of 7

Complete if Known	
Application Number	NEW APPLICATION
Filing Date	April 17, 2007
First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-TV1

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Examiner Initials*	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[2]
		Grant, Peter; "To Ward Off New Competitors, Comcast Builds a Mini Internet"; Wall Street Journal online; October 13, 2005.	
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 7 of 7

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Application Number	NEW APPLICATION
Filing Date	April 17, 2007
First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-TV1

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		Grant, Peter and Marr, Merissa; "Comcast Nears Pact With Disney To Offer ABC Shows On Demand"; The Wall Street Journal Online; November 21, 2006.	
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Examiner Signature	/Nnenna Ekpo/	Date Considered	08/05/2009

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Sheet 1 of 2

Complete if Known	
Application Number	11/736,544
Filing Date	04/17/2007
First Named Inventor	Shkedi, Roy
Art Unit	2614
Examiner Name	
Attorney Docket Number	14-TV1

U. S. PATENT DOCUMENTS

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		US- 5933811	08/03/1999	Angles, et al.	
		US- 6385592	05/07/2002	Angles, et al.	
		US- 7013290	03/14/2006	Ananian	
		US- 20020082910	06/27/2002	Kontogouris	
		US- 20050165644	07/28/2005	Beyda, et al.	
		US- 20060116924	06/01/2006	Angles, et al.	
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Sheet 2 of 2

Complete if Known	
Application Number	11/736,544
Filing Date	April 17, 2007
First Named Inventor	Shkedi, Roy
Art Unit	2614
Examiner Name	
Attorney Docket Number	14-TV1

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		"Medio Systems to Launch Mobile Performance Ad Network - Search and recommendation technologies propel advancements in mobile advertising", article from Mobilestreams website, March 19, 2007.	
		HUNT, TIMOTHY J., "Moving Target", Financial Post, October 1, 2000.	

Examiner Signature	/Nnenna Ekpo/	Date Considered	08/05/2009

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From: PAIR_eOfficeAction@uspto.gov
Cc: PAIR_eOfficeAction@uspto.gov
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Aug 18, 2009 05:45:42 AM

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Application	Document	Mailroom Date	Attorney Docket No.
11736544	CTNF	08/18/2009	14-TV1
	892	08/18/2009	14-TV1
	1449	08/18/2009	14-TV1
	1449	08/18/2009	14-TV1

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UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION INFORMATION RETRIEVAL SYSTEM

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit:	:	2425
Serial No.	:	11/736,544	Examiner:	:	Ekpo, Nnenna Ngozi
Filing Date	:	04/17/2007			
Title	:	Targeted Television Advertisements Based on Online Behavior			

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Filed via EFS - February 18, 2020

RESPONSE TO OFFICE ACTION

Dear Sir:

In response to the office action dated August 18, 2009, please enter the below amendments. Reexamination and reconsideration under 37 C.F.R. § 1.111, on the basis of the below remarks, is hereby respectfully requested.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 22 of this paper.

An Information Disclosure Statement (IDS) is submitted concurrently within the time period set forth in 37 C.F.R. § 1.97(c), along with the fee required under 37 C.F.R. § 1.17(p).

The application as originally filed included 51 claims, 3 of which were independent claims. The application as amended includes 152 claims, 4 of which are independent claims. Accordingly, the fees for 101 additional claims and one additional independent claim are submitted concurrently.

Assignee requests a three-month extension of time and submits the corresponding extension fee.

AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

1. **(currently amended)** A computer-implemented method comprising:
   (a) for each of a multitude of users, electronically associating an online access IP address[[es]] of the user and ~~received~~ a set-top box IP address[[es]] of that user based on a common IP address, wherein network traffic is routed via the common IP address to both an online user interface device and a set-top box of that user; ~~for each of a multitude of users;~~ and
   (b) using user profile information derived from online activity from a first online user interface device via a first one of the online access IP addresses of the multitude of users, [[to]] automatically causing [[cause]] a first television advertisement to be directed to a set-top box for presentation via that set-top box, selectively, wherein the set-top box is indicated by the set-top box IP address associated with the first online access IP address.
2. **(original)** The method of Claim 1 wherein neither the user profile information in part (b) nor the association between the first online access IP address and its associated set-top box IP address includes personally identifiable information.
3. **(currently amended)** The method of Claim 1
   (i) further ~~comprising~~ comprising, using user profile information derived from online activity from a second online user interface device via a second one of the online access IP addresses of the multitude of users, [[to]] automatically causing [[cause]] a second television advertisement to be directed to a second set top box for presentation via that set-top box, selectively, wherein the second set-top box is indicated by the set-top box IP address associated with the second online access IP address, ~~address.~~
   (ii) wherein which television advertisement is ~~delivered to~~ directed to or presented via which set-top box depends on differences between the online activities from the first and second online user interface devices, ~~access IP addresses,~~ respectively.

4. **(original)** The method of Claim 3 wherein neither the user profile information in part (i) nor the association between the second online access IP address and its associated set-top box IP address includes personally identifiable information.
5. **(currently amended)** The method of Claim 1 further comprising storing electronic associations between the online access IP addresses and the ~~received~~ set-top box IP addresses.
6. **(original)** The method of Claim 1 wherein the online activity comprises requesting a search.
7. **(original)** The method of Claim 1 wherein the first television advertisement is caused to be directed to the set-top box upon first being contacted by the set-top box after the user profile information is derived.
8. **(currently amended)** The method of Claim 1 wherein the first television advertisement is selected from among a plurality of possible television advertisements based at least in part on the user profile information derived from the online activity from the first online access IP address.
9. **(original)** The method of Claim 8 wherein the first television advertisement is selected based at least partly on demographic or behavioral attributes included in the user profile information.
10. **(currently amended)** The method of Claim 1 wherein the first television advertisement is selected from among a plurality of possible television advertisements based at least ~~partly~~ in part on the ~~basis of~~ television content viewed at the time the first television advertisement is to be presented by the set-top box.

11 – 14. **(cancelled)**

15. **(currently amended)** The method of ~~Claim 14~~ Claim 1 wherein the common IP address is an IP address dynamically assigned to a modem or router used by the user for online access and connected to the user's set-top box.
16. **(currently amended)** The method of ~~Claim 14~~ Claim 1 further comprising:
    (i) receiving an identifier corresponding to the set-top box of the user; and

(ii) causing the television advertisement to be transmitted only if directed to the set-top box corresponding to the identifier.

17. **(currently amended)** The method of ~~Claim 14~~ Claim 1 wherein part (a) comprises the act of storing the common IP address, and further comprising updating the common IP address of the user.

18. **(currently amended)** The method of ~~Claim 14~~ Claim 1 wherein part (a) comprises the act of storing the common IP address, and further comprising periodically updating the common ~~online access and set-top box~~ IP address of the user.

19. **(currently amended)** The method of ~~Claim 14~~ Claim 1 wherein:

(i) the user profile information in part (b) includes a list of online access IP addresses corresponding to specific online activities and times and dates corresponding to each of the online activities; and

(ii) the television advertisement is caused to be directed to the set-top box of one of the users only if any of the listed online access IP addresses corresponding to the specific online activities and the corresponding dates and times of the online activities match the common IP address assigned to that user and the date and time corresponding thereto.

20. **(original)** The method of Claim 19 wherein part (a) comprises the act of storing the common IP address and dates and times corresponding thereto, and further comprising periodically updating (i) the common IP address and times and dates corresponding thereto or (ii) the list of online access IP addresses corresponding to specific online activities and time and dates corresponding to each of the online activities.

21. **(original)** The method of Claim 1 wherein the first television advertisement is received at a central ad server and directed to the set-top box.

22. **(original)** The method of Claim 1 wherein part (b) comprises directing instructions to a profile provider, to an online site, or to an ad server to direct the first television advertisement to the set-top box.

23. **(original)** The method of Claim 1 wherein part (b) comprises directing instructions to the set-top box to retrieve the first television advertisement from a profile provider, from an online site, or from a central ad server.

24. **(original)** The method of Claim 1 wherein the first television advertisement is caused to be directed only in response to a request for advertisements originating from the user's set-top box.

25. **(original)** The method of Claim 1 wherein the first television advertisement can be directed without a request for advertisements originating from the user's set-top box.

26. **(original)** The method of Claim 1 wherein the online access IP address of each user is an IP address associated with a modem or router used by that user for online access.

27. **(original)** The method of Claim 1 wherein only advertisements satisfying criteria selected by each user are directed to the set-top box of that user.

28. **(original)** The method of Claim 1 further comprising receiving a revenue amount as a result of directing the advertisement.

29. **(original)** The method of Claim 1 further comprising paying a revenue amount to a profile provider as a result of using the user profile information in part (b).

30. **(currently amended)** A computer-implemented method comprising:

(a) automatically electronically delivering[[,]] electronic user profile information to a computer system that includes a server that electronically associates, for each of a multitude of users, an online access IP address[[es]] of the user and a set-top box IP address[[es]] of that user based on a common IP address, ~~indicating corresponding television set-top boxes,~~

(b) wherein network traffic is routed via the common IP address for both an online user interface device and a set-top box of that user,

(c) wherein delivered user profile information of a first user of the multitude of users (i) is derived from online activity of the first user from a first online user interface device via a first online access IP address[[,]] and (ii) includes

identification of the first online access IP address and the time and date of the online activity,

(d) as a result of which delivery, a first ~~selected~~ television advertisement can be directed to [[the]] a set-top box for presentation via that set-top box, selectively, wherein the set-top box is indicated by the set-top box IP address ~~associated~~ that the server associates with the first online access IP address.

31. **(currently amended)** The method of Claim 30 wherein neither the user profile information delivered in part (a) nor the association between the first online access IP address and its associated set-top box IP address includes personally identifiable information.

32. **(cancelled)**

33. **(currently amended)** The method of Claim [[32]] 133 wherein neither the user profile information delivered in part (a) ~~derived from the online activity from the second online access IP address~~ nor the association between the second online access IP address and its associated set-top box IP address includes personally identifiable information.

34. **(currently amended)** The method of Claim 30 further comprising receiving a revenue amount from a proprietor of the computer system as a result of the electronic delivering act.

35. **(currently amended)** The method of claim 30 further comprising receiving a revenue amount as a result of the electronic delivering act, wherein the revenue amount is received in response to each instance in which revenue is generated as a result of ~~displaying~~ presenting the selected television advertisement [[on]] via the set-top box indicated by the set-top box IP address associated with the first online access IP address.

36. **(cancelled)**

37. **(currently amended)** The method of Claim [[36]] 128 wherein the first television advertisement is selected based at least partly on a specific search request, which request has originated from the first online user interface device. ~~online access IP address.~~

38. **(currently amended)** The method of Claim [[36]] 128 wherein the first television advertisement is selected based at least partly on demographic or behavioral attributes included in the derived user profile information.

39. **(original)** The method of Claim 36 further comprising receiving a revenue amount from a provider of the television advertisement as a result of electronically delivering the user profile information.

40. **(currently amended)** The method of Claim [[39]] 129 wherein the revenue amount is received from an advertiser that has contracted to display a TV ad to persons who have characteristics contained in the user profile information.

41. **(currently amended)** The method of Claim 30 further comprising electronically delivering the first television advertisement to the ~~server~~ computer system for subsequent direction to the set-top box.

42. **(currently amended)** The method of Claim 30 further comprising directing the television advertisement to the set-top box in response to instructions received from the ~~server~~ computer system.

43. **(currently amended)** The method of Claim 30 wherein (i) the step of ~~electronically~~ delivering user profile information comprises delivering the first user online access IP address.

44 – 45. **(cancelled)**

46. **(currently amended)** The method of Claim [[45]] 153 wherein the user profile information derived from the online activity comprises an indication of a search request originating from the online user interface device of the first user. ~~first online access IP address.~~

47. **(currently amended)** The method of Claim [[45]] 153 wherein the user profile information derived from the online activity comprises demographic attributes collected through [[the]] an Internet site accessed with the online user interface device of the first user. ~~from the first online access IP address.~~

48. **(currently amended)** The method of claim [[44]] 153 wherein (i) the step of ~~electronically~~ delivering electronic user profile information derived from the online activity comprises delivering [[a]] the first user online access IP address; ~~(ii)~~

~~the selection of a television advertisement to be delivered to the STB associated with the first user online access IP address is performed by the online site; and (iii)~~ and (ii) the selection of a television advertisement is based on user profile information that is not delivered to the computer system. ~~by the site.~~

49. **(currently amended)** The method of claim [[44]] 134 wherein the step of ~~electronically~~ delivering electronic user profile information derived from the online activity comprises redirecting ~~a user~~ the first user's online user interface device during the first user's accessing [[the]] of an online site [[from]] via the first online access IP address.

50. **(currently amended)** The method of claim [[44]] 154 wherein the revenue amount ~~of part (b)~~ is received from an advertiser that has contracted ~~with the proprietor of the Internet site~~ to display a TV ad to an audience of [[the]] an Internet site.

51. **(currently amended)** The method of claim [[44]] 154 wherein the revenue amount ~~of part (b)~~ is received in response to each instance in which revenue is generated as a result of displaying the ~~select~~ selected television advertisement [[on]] via the set-top box indicated by the set-top box identifier associated with the online user interface device identifier of the first user's online user interface device. ~~associated with the first online access IP address.~~

52. **(new)** The method of Claim 1 wherein the first online access IP address and the common IP address are the same.

53. **(new)** The method of Claim 1 wherein the first online access IP address and the common IP address differ.

54. **(new)** The method of Claim 53 wherein the first online access IP address and the set-top box IP address are associated based on online access by the first user's online user interface device via a second online access IP address.

55. **(new)** The method of Claim 54 wherein the second online access IP address and the common IP address are the same.

56. **(new)** The method of Claim 53 wherein the first online access IP address and the set-top box IP address are associated based on a correlation between the common

IP address and an online user interface device identifier that indicates the user's online user interface device.

57. **(new)** The method of Claim 56 wherein the online user interface device identifier includes a cookie.

58. **(new)** The method of Claim 56 wherein the online user interface device identifier includes a tag.

59. **(new)** The method of Claim 1 wherein the set-top box is further indicated by a set-top box identifier that includes a device serial number or a portion thereof.

60. **(new)** The method of Claim 1 wherein the set-top box is further indicated by a set-top box identifier that includes a device MAC address or a portion thereof.

61. **(new)** The method of Claim 1 wherein the set-top box is further indicated by a set-top box identifier that includes a username, a pseudonym, or a confirmation number.

62. **(new)** The method of Claim 1 wherein the common IP address is determined by matching the first online access IP address with a set-top box IP address used by a uniquely identified set-top box both before and after the online activity occurs.

63. **(new)** The method of Claim 1 wherein the first online access IP address and the set-top box IP address are associated before the online activity occurs.

64. **(new)** The method of Claim 1 wherein the first online access IP address and the set-top box IP address are not associated until after the online activity occurs.

65. **(new)** The method of Claim 1 further comprising automatically deriving the user profile information from the online activity performed from the first online access IP address.

66. **(new)** The method of Claim 1 further comprising automatically selecting the first television advertisement based on the user profile information.

67. **(new)** The method of Claim 1 wherein:

    (i) the method is performed by an entity that operates independently of a provider of television service to each of the multitude of users through the corresponding set-top box; and

(ii) the first television advertisement is caused to be directed in part (b) without transmitting user online behavioral profile information to the provider of television service.

68. **(new)** The method of Claim 67 wherein the online access and set-top box IP addresses are associated in part (a), and the first television advertisement is caused to be directed in part (b), without receiving personally identifiable information from the provider of television service.

69. **(new)** A computer-implemented method comprising:

(a) for each of a multitude of users, electronically associating an online user interface device identifier, which indicates an online user interface device of the user, and a set-top box identifier, which indicates a set-top box of that user, which electronic association is based on a common IP address, wherein network traffic is routed via the common IP address to both the online user interface device and the set-top box of that user; and

(b) using user profile information derived from online activity from the online user interface device of a first user of the multitude of users via a first online access IP address, automatically causing a first television advertisement to be directed to a set-top box for presentation via that set-top box, selectively, wherein the set-top box is indicated by the set-top box identifier associated with the online user interface device identifier of the first user's online user interface device.

70. **(new)** The method of Claim 69 wherein the first online access IP address and the common IP address are the same.

71. **(new)** The method of Claim 69 wherein the first online access IP address and the common IP address differ.

72. **(new)** The method of Claim 71 wherein the online user interface device identifier and the set-top box identifier are associated based on online access by the first user's online user interface device via a second online access IP address.

73. **(new)** The method of claim 72 wherein the second online access IP address and the common IP address are the same.

74. **(new)** The method of Claim 69 wherein the online user interface device identifier includes a cookie.

75. **(new)** The method of Claim 69 wherein the set-top box identifier includes a device serial number or a portion thereof.

76. **(new)** The method of Claim 69 wherein the set-top box identifier includes a device MAC address or a portion thereof.

77. **(new)** The method of Claim 69 wherein the set-top box identifier includes a username, a pseudonym, or a confirmation number.

78. **(new)** The method of Claim 69 wherein the online user interface device identifier includes a tag.

79. **(new)** The method of Claim 69 wherein the online user interface device identifier includes the first online access IP address.

80. **(new)** The method of Claim 69 wherein the set-top box identifier includes the common IP address.

81. **(new)** The method of claim 69 wherein the set-top box identifier includes at least a portion of the common IP address.

82. **(new)** The method of claim 69 wherein the set-top box identifier includes a set-top box IP address.

83. **(new)** The method of Claim 69 wherein the common IP address is determined by matching the first online access IP address with a set-top box IP address used by a uniquely identified set-top box both before and after the online activity occurs.

84. **(new)** The method of Claim 69 wherein the online user interface device identifier and the set-top box identifier are associated before the online activity occurs.

85. **(new)** The method of Claim 69 wherein the online user interface device identifier and the set-top box identifier are not associated until after the online activity occurs.

86. **(new)** The method of Claim 69 further comprising automatically deriving the user profile information from the online activity performed from the first online access IP address.

87. **(new)** The method of Claim 69 further comprising automatically selecting the first television advertisement based on the user profile information.

88. **(new)** The method of Claim 69 wherein neither the user profile information in part (b) nor the association between the online user interface device identifier and the set-top box identifier includes personally identifiable information.

89. **(new)** The method of Claim 69 wherein:

(i) the method is performed by an entity that operates independently of a provider of television service to each of the multitude of users through the corresponding set-top box; and

(ii) the first television advertisement is caused to be directed in part (b) without transmitting user online behavioral profile information to the provider of television service.

90. **(new)** The method of Claim 89 wherein the online user interface device identifier and the set-top box identifier are associated in part (a), and the first television advertisement is caused to be directed in part (b), without receiving personally identifiable information from the provider of television service.

91. **(new)** The method of Claim 69

(i) further comprising, using user profile information derived from online activity from the online user interface device of a second user of the multitude of users via a second online access IP address, automatically causing a second television advertisement to be directed to a second set-top box for presentation via that set-top box, selectively, wherein the second set-top box is indicated by the set-top box identifier associated with the online user interface device identifier of the second user's online user interface device,

(ii) wherein which television advertisement is directed to or presented via which set-top box depends on differences between the online activities from the online user interface devices of the first and second users, respectively.

92. **(new)** The method of Claim 91 wherein neither the user profile information in part (i) nor the association between the second online user interface device identifier

and its associated set-top box identifier includes personally identifiable information.

93. **(new)** The method of Claim 69 wherein the online activity comprises requesting a search.

94. **(new)** The method of Claim 69 wherein the first television advertisement is caused to be directed to the set-top box upon first being contacted by the set-top box after the user profile information is derived.

95. **(new)** The method of Claim 69 wherein the first television advertisement is selected from among a plurality of possible television advertisements based at least in part on the user profile information derived from the online activity from the first online access IP address.

96. **(new)** The method of Claim 95 wherein the first television advertisement is selected based at least partly on demographic or behavioral attributes included in the user profile information.

97. **(new)** The method of Claim 69 wherein the first television advertisement is selected from among a plurality of possible television advertisements based at least in part on the television content viewed at the time the first television advertisement is to be presented by the set-top box.

98. **(new)** The method of Claim 69 wherein the common IP address is an IP address dynamically assigned to a modem or router used by the user for online access and connected to the user's set-top box.

99. **(new)** The method of Claim 69 further comprising:
    (i) receiving an identifier corresponding to the set-top box of the user; and
    (ii) causing the television advertisement to be transmitted only if directed to the set-top box corresponding to the identifier.

100. **(new)** The method of Claim 69 wherein part (a) comprises the act of storing the common IP address, and further comprising updating the common IP address of the user.

101. **(new)** The method of Claim 69 wherein part (a) comprises the act of storing the common IP address, and further comprising periodically updating the common IP address of the user.

102. **(new)** The method of Claim 69 wherein:

(i) the user profile information in part (b) includes a list of online access IP addresses corresponding to specific online activities and times and dates corresponding to each of the online activities; and

(ii) the television advertisement is caused to be directed to the set-top box of one of the users only if any of the listed online access IP addresses corresponding to the specific online activities and the corresponding dates and times of the online activities match the common IP address assigned to that user and the date and time corresponding thereto.

103. **(new)** The method of Claim 102 wherein part (a) comprises the act of storing the common IP address and dates and times corresponding thereto, and further comprising periodically updating (i) the common IP address and times and dates corresponding thereto or (ii) the list of online access IP addresses corresponding to specific online activities and time and dates corresponding to each of the online activities.

104. **(new)** The method of Claim 69 wherein the first television advertisement is received at a central ad server and directed to the set-top box.

105. **(new)** The method of Claim 69 wherein part (b) comprises directing instructions to a profile provider, to an online site, or to an ad server to direct the first television advertisement to the set-top box.

106. **(new)** The method of Claim 69 wherein part (b) comprises directing instructions to the set-top box to retrieve the first television advertisement from a profile provider, from an online site, or from a central ad server.

107. **(new)** The method of Claim 69 wherein the first television advertisement is caused to be directed only in response to a request for advertisements originating from the user's set-top box.

108. **(new)** The method of Claim 69 wherein the first television advertisement can be directed without a request for advertisements originating from the user's set-top box.
109. **(new)** The method of Claim 69 wherein the online access IP address of each user is an IP address associated with a modem or router used by that user for online access.
110. **(new)** The method of Claim 69 wherein only advertisements satisfying criteria selected by each user are directed to the set-top box of that user.
111. **(new)** The method of Claim 69 further comprising receiving a revenue amount as a result of directing the advertisement.
112. **(new)** The method of Claim 69 further comprising paying a revenue amount to a profile provider as a result of using the user profile information in part (b).
113. **(new)** The method of Claim 30 wherein automatically electronically delivering comprises redirecting the user's online user interface device to a server of the computer system.
114. **(new)** The method of Claim 30 wherein the first online access IP address and the common IP address are the same.
115. **(new)** The method of Claim 30 wherein the first online access IP address and the common IP address differ.
116. **(new)** The method of Claim 115 wherein the first online access IP address and the set-top box IP address are associated based on online access by the user's online user interface device via a second online access IP address.
117. **(new)** The method of Claim 116 wherein the second online access IP address and the common IP address are the same.
118. **(new)** The method of Claim 115 wherein the first online access IP address and the set-top box IP address are associated based on a correlation between the common IP address and an online user interface device identifier that indicates the user's online user interface device.
119. **(new)** The method of Claim 118 wherein the online user interface device identifier includes a cookie.

120. **(new)** The method of Claim 118 wherein the online user interface device identifier includes a tag.
121. **(new)** The method of Claim 118 wherein the set-top box is further indicated by a set-top box identifier that includes a device serial number or a portion thereof.
122. **(new)** The method of Claim 118 wherein the set-top box is further indicated by a set-top box identifier that includes a device MAC address or a portion thereof.
123. **(new)** The method of Claim 118 wherein the set-top box is further indicated by a set-top box identifier that includes a username, a pseudonym, or a confirmation number.
124. **(new)** The method of Claim 30 wherein the common IP address is determined by matching the first online access IP address with a set-top box IP address used by a uniquely identified set-top box both before and after the online activity occurs.
125. **(new)** The method of Claim 30 wherein the first online access IP address and the set-top box IP address are associated before the online activity occurs.
126. **(new)** The method of Claim 30 wherein the first online access IP address and the set-top box IP address are not associated until after the online activity occurs.
127. **(new)** The method of Claim 30 further comprising automatically deriving the user profile information from the online activity from the first online access IP address.
128. **(new)** The method of Claim 30 further comprising automatically selecting the first television advertisement based on the user profile information.
129. **(new)** The method of Claim 30 further comprising automatically receiving a revenue amount as a result of direction of the first television advertisement.
130. **(new)** The method of Claim 129 further comprising automatically selecting the first television advertisement based on the user profile information.
131. **(new)** The method of Claim 30 wherein:
    (i) the method is performed by an entity that operates independently of a provider of television service to each of the multitude of users through the corresponding set-top box; and

(ii) the first television advertisement can be directed in part (d) without transmitting or causing to be transmitted user online behavioral profile information to the provider of television service.

132. **(new)** The method of Claim 131 wherein the online access and set-top box IP addresses are associated in part (a), and the first television advertisement can be directed in part (d), without receiving personally identifiable information from the provider of television service.

133. **(new)** The method of Claim 30

(e) wherein delivered user profile information of a second user of the multitude of users (i) is derived from online activity of the second user from a second online user interface device via a second online access IP address and (ii) includes identification of the second online access IP address and the time and date of the online activity,

(d) as a result of which delivery, a second television advertisement, different from the first television advertisement, can be directed to a second set-top box for presentation via that set-top box, selectively, wherein the second set-top box is indicated by the set-top box IP address that the server associates with the second online access IP address, for selective presentation via that set-top box,

(f) wherein which television advertisement is directed to or presented via which set-top box depends on differences between the online activities from the first and second online user interface devices, respectively.

134. **(new)** A computer-implemented method comprising:

(a) automatically electronically delivering electronic user profile information to a computer system that includes a server that electronically associates, for each of a multitude of users, an online user interface device identifier, which indicates an online user interface device of the user, and a set top box identifier, which indicates a set-top box of that user, which electronic association is based on a common IP address,

(b) wherein network traffic is routed via the common IP address for both the online user interface device and the set-top box of that user,

(c) wherein delivered user profile information of a first user of the multitude of users (i) is derived from online activity of the first user from the first user's online user interface device via a first online access IP address and (ii) includes identification of the first online IP address and the time and date of the online activity,

(d) as a result of which delivery, a first television advertisement can be directed to a set-top box for presentation via that set-top box, selectively, wherein the set-top box is indicated by the set-top box identifier that the server associates with the online user interface device identifier of a first user's online user interface device.

135. **(new)** The method of Claim 134 wherein automatically electronically delivering comprises redirecting the user's online user interface device to the computer system.

136. **(new)** The method of Claim 134 wherein the first online access IP address and the common IP address are the same.

137. **(new)** The method of Claim 134 wherein the first online access IP address and the common IP address differ.

138. **(new)** The method of Claim 137 wherein the online user interface device identifier and the set-top box identifier are associated based on online access by the user's online user interface device via a second online access IP address.

139. **(new)** The method of claim 138 wherein the second online access IP address and the common IP address are the same.

140. **(new)** The method of Claim 134 wherein the online user interface device identifier includes a cookie.

141. **(new)** The method of Claim 134 wherein the set-top box identifier includes a device serial number or a portion thereof.

142. **(new)** The method of Claim 134 wherein the set-top box identifier includes a device MAC address or a portion thereof.

143. **(new)** The method of Claim 134 wherein the set-top box identifier includes a username, a pseudonym, or a confirmation number.

144. **(new)** The method of Claim 134 wherein the online user interface device identifier includes a tag.
145. **(new)** The method of Claim 134 wherein the online user interface device identifier includes the first online access IP address.
146. **(new)** The method of Claim 134 wherein the set-top box identifier includes the common IP address.
147. **(new)** The method of claim 134 wherein the set-top box identifier includes at least a portion of the common IP address.
148. **(new)** The method of Claim 134 wherein the set-top box identifier includes a set-top box IP address.
149. **(new)** The method of Claim 134 wherein the common IP address is determined by matching the first online access IP address with a set-top box IP address used by a uniquely identified set-top box both before and after the online activity occurs.
150. **(new)** The method of Claim 134 wherein the online user interface device identifier and the set-top box identifier are associated before the online activity occurs.
151. **(new)** The method of Claim 134 wherein the online user interface device identifier and the set-top box identifier are not associated until after the online activity occurs.
152. **(new)** The method of Claim 134 further comprising automatically deriving the user profile information from the online activity performed from the first online access IP address.
153. **(new)** The method of Claim 134 further comprising automatically selecting the first television advertisement based on the user profile information.
154. **(new)** The method of Claim 134 further comprising automatically receiving a revenue amount as a result of direction of the first television advertisement.
155. **(new)** The method of Claim 154 further comprising automatically selecting the first television advertisement based on the user profile information.
156. **(new)** The method of Claim 134 wherein neither the user profile information delivered in part (a) nor the association between the online user interface device

identifier and the set-top box identifier includes personally identifiable information.

157. **(new)** The method of Claim 134 wherein:

(i) the method is performed by an entity that operates independently of a provider of television service to each of the multitude of users through the corresponding set-top box; and

(ii) the first television advertisement can be directed in part (d) without transmitting user online behavioral profile information to the provider of television service.

158. **(new)** The method of Claim 157 wherein the online user interface device identifier and the set-top box identifier are associated in part (a), and the first television advertisement can be directed in part (d), without receiving personally identifiable information from the provider of television service.

159. **(new)** The method of Claim 134

(e) wherein delivered user profile information of a second user of the multitude of users (i) is derived from online activity of the second user from the second user's online user interface device via a second online access IP address and (ii) includes identification of the second online access IP address and the time and date of the online activity,

(d) as a result of which delivery, a second television advertisement, different from the first television advertisement, can be directed to a second set-top box for presentation via that set-top box, selectively, wherein the second set-top box is indicated by the set-top box identifier that the server associates with the second online user interface device identifier of the second user's online user interface device, for selective presentation via that set-top box,

(f) wherein which television advertisement is directed to or presented via which set-top box depends on differences between the online activities from the first and second online user interface devices, respectively.

160. **(new)** The method of Claim 159 wherein neither the user profile information delivered in part (a) nor the association between the second online user interface

device identifier and its associated set-top box identifier includes personally identifiable information.

REMARKS

Claims 1-10, 15-31, 33-35, 37-43, and 46-160 are pending; claims 1, 30, 69, and 134 are independent claims. Claims 1, 3, 5, 8, 10, 15-19, 30, 31, 33-35, 37, 38, 40-43, and 46-51 have been amended. Claims 52-160 have been added. Claims 11-14, 32, 36, 44, and 45 have been cancelled without prejudice. Assignee respectfully requests reexamination and reconsideration of the application.

Double Patenting

Claims 1-51 have been provisionally rejected on the ground of non-statutory obviousness-type double patenting as being unpatentable over claims 1-49 of copending application Serial No. 11/968,177.

Assignee respectfully requests withdrawal of the rejection if it is the only rejection remaining in the application, because the referenced application has not yet been patented. No admission is intended, and none should be inferred, that the claims of the instant application are not patentably distinct from the referenced claims of the other application.

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

Claims 1-11, 14-16, 19, and 21-51 stand rejected under 35 U.S.C. § 102(e) as anticipated by Haeuser (U.S. Pub. App. 2007/0294721). Claim 12 stands rejected under 35 U.S.C. § 103(a) as unpatentable over Haeuser in view of Calamera (U.S. Patent 6,463,533). Claims 13, 17, 18, and 20 stand rejected under 35 U.S.C. § 103(a) as unpatentable over Haeuser in view of Bhatt (U.S. Pub. App. 2003/0187949).

Assignee respectfully submits that claims 1-10, 15-31, 33-35, 37-43, and 46-160 patentably distinguish over Haeuser, Calamera, and Bhatt for the reasons explained in the following subsections.

Claims 1 and 30

Each of independent claims 1 and 30 has been amended to include the limitation that the association between online access and set-top box IP addresses is "based on a common IP address, wherein network traffic is routed via the common IP address for both an online user interface device and a set-top box" for each user. That limitation appeared originally in dependent claim 14, which has been cancelled and its limitations

added to claim 1. The common IP address enables direction of a television advertisement for presentation to a set-top box of the user based on the user's profile information.

The office action asserts (regarding claim 14; bottom of page 6) that Haeuser discloses the "common IP address" limitation, specifically at Hauser's ¶ [0027]. Assignee respectfully traverses that assertion. The cited paragraph merely states that online access and set-top box may each use an IP address, but it does not disclose that they share a common IP address. Haeuser nowhere discloses an embodiment in which online access and a set-top box share a common IP address. Fig. 1 of Haeuser clearly shows user set-top boxes 116 and 124 connected to access network 166 (operated by a television provider), and computer 168 *connected separately* to public network 112 (*e.g.*, the Internet). Such a configuration would prevent them from sharing an IP address.

According to *Richardson v. Suzuki Motor Co.*, 868 F.2d 1226, 1236, 9 U.S.P.Q.2d 1913, 1920 (Fed. Cir. 1989), which is quoted in the MPEP § 2131, to anticipate a claim, "Every element of the claimed invention must be literally present, *arranged as in the claim*" (emphasis added). *Richardson* goes on to state, "The identical invention must be shown *in as complete detail as is contained in the patent claim*" (emphasis added).

Haeuser does not disclose all limitations of claims 1or 30 and so cannot support a rejection under 35 U.S.C. § 102. Assignee respectfully requests withdrawal of the rejection.

Neither Calamera nor Bhatt remedy the deficiency of Haeuser. The fact that Haeuser, Calamera, and Bhatt do not disclose all elements of claims 1 and 30 precludes a proper obviousness rejection under 35 U.S.C. § 103. It has long been the law that, to support an obviousness rejection, the proposed combination must teach or suggest *each and every claim feature*. See, e.g., *In re Royka*, 490 F.2d 981, 180 U.S.P.Q. 580, 583 (C.C.P.A. 1974) (to establish *prima facie* obviousness of a claimed invention, all the claim features must be taught or suggested by the prior art); *In re Saether*, 492 F.2d 849, 852, 181 U.S.P.Q. 36, 39 (C.C.P.A. 1974) (combination or modification cannot render the claimed invention obvious if it does not teach a claim limitation; all claim limitations must be given weight and effect *vis á vis* the patentability of the claims).

That law remains applicable today, even after *KSR Int'l Co. v. Teleflex Inc.*, 550 U.S. 398 (2007). See MPEP 2143.03 (reviewed online today) ("All words in a claim must be considered in judging the patentability of that claim against the prior art") (citing *In re Wilson*, 424 F.2d 1382, 1385, 165 U.S.P.Q. 494, 496 (C.C.P.A. 1970)). Indeed, as the Patent Office's Board of Patent Appeal and Interferences has confirmed post-*KSR*, a proper obviousness determination requires that "an examiner must make a searching comparison of the claimed invention – *including all its limitations* – with the teaching of the prior art." *In re Wada*, Appeal 2007-3733 (PTO Bd. App. 2008), citing *In re Ochiai*, 71 F.3d 1565, 1572 (Fed. Cir. 1995) (emphasis in original) ("obviousness requires a suggestion of all limitations in a claim") (citing *CFMT, Inc. v. Yieldup Int'l Corp.*, 349 F.3d 1333, 1342 (Fed. Cir. 2003)); see also *Abbott Laboratories v. Sandoz, Inc.*, No. 05 C 5373, 2007 WL 1549498 (N.D. Ill. May 24, 2007) (court's pre-*KSR* analysis need not be reconsidered because an element was missing from the prior art; KSR did not obviate the need to demonstrate the presence of all claim limitations in the prior art), *aff'd on other grounds*, 566 F.3d 1282 (Fed. Cir. 2009); *see also KSR* ("*there must be some articulated reasoning* with some rational underpinning to support the legal conclusion of obviousness") (emphasis added).

Even if properly combined, Haeuser, Calamera, and Bhatt do not disclose, teach, or suggest all elements and limitations of claims 1 and 30. There is no teaching suggestion, motivation, or articulated reasoning, absent the disclosure of the instant application, to use a common IP address shared by an online user interface device and a set-top box to direct television advertisements to a set-top box based on online behavior. The combination of Haeuser, Calamera, and Bhatt is therefore insufficient to establish *a priori* obviousness or to maintain an obviousness rejection of the claims.

An International Preliminary Report on Patentability was received for counterpart international application PCT/US2008/055298. There, the IPEA found both novelty and inventive step satisfied for, *inter alia*, original claim 14, which included the limitation that an association between an online user interface device identifier and a set-top box identifier is "based on a common IP address, wherein network traffic is routed via the common IP address for both an online user interface device and a set-top

box" for each user, which limitation has been incorporated into independent claims 1 and 30.

Other amendments of claims 1 and 30 are proposed to clarify wording without substantially altering scope or adding new matter. The phrase "for each of a multitude of multitude of users" has been moved, and the phrase "of the user" added in several places to emphasize that the electronic associations are established on a user-by-user basis. An online user interface device is now recited to make more clear how the user profile information is generated. The phrase "directed to a set-top box for presentation via that set-top box, selectively," is now recited to describe direction of the television advertisement to make clear that the television advertisement is not broadcast universally for presentation to all users.

Claims 69 and 134

Independent claims 69 and 134 parallel but generalize claims 1 and 30, respectively, in that more general identifiers replace the IP addresses for associating a user's online user interface device and set-top box. Support for the amendment can be found in the original specification, *e.g.*, at ¶¶ [0046], [0054], [0061], [0063], [0065], and [0066]. Each of claims 69 and 134, however, includes the same limitation discussed above, namely that an association between an online user interface device identifier and a set-top box identifier is "based on a common IP address, wherein network traffic is routed via the common IP address for both the online user interface device and the set-top box" for each user. The common IP address enables direction of a television advertisement for presentation to a set-top box of the user based on the user's profile information.

It is respectfully submitted that claims 69 and 134 are patentable, for reasons parallel to those given above.

Claims 2, 4, 31, 33, 67, 68, 88-90, 92, 131, 132, 156-158, and 160

Each of dependent claims 2, 4, 31, 33, 67, 68, 88-90, 92, 131, 132, 156-158, and 160 includes the limitations that (i) no online behavioral profile information is given to a television service provider, and/or (ii) no personally identifiable information is received from a television provider. That limitation is supported, *inter alia*, at ¶ [0044] of

the original specification and in original claims 2 and 4. The segregation of online profile information from personally identifiable information – one category of information is in the hands of one actor and the other category of information is in the hands of the other – maintains user privacy when targeting television advertisements based on online behavior.

The office action asserts (regarding claims 2 and 4; page 4) that Haeuser discloses those limitations, specifically at ¶¶ [0043] and [0061]. Assignee respectfully traverses that assertion. Paragraph [0043] of Haeuser mentions phone calls placed to or received from Scotland as an example of profile information used to target a television advertisement. Paragraph [0061] mentions subscriber account information (including a location associated with the account) and phone call data as examples of online profile data. Those are examples of personally identifiable information (*e.g.*, the user's telephone number, account information, or location), in direct contradiction of the limitations of claims 2, 4, 31, 33, 67, 68, 88-90, 92, 131, 132, 156-158, and 160, which demand that the profile provider NOT have such data. An electronic search of the text of Haeuser fails to find the words "privacy," "personally," or "identifiable." Haeuser cannot reasonably be construed as disclosing any restrictions on transmitting or receiving profile information or personally identifiable information.

Haeuser's methods and system include a single entity that provides both online access and television service to a user and therefore has complete access to both online profile information and personally identifiable information for a given user. It is such encompassing knowledge that enables Haeuser's methods and systems. Modification of Haeuser to meet the limitations of claims 2, 4, 31, 33, 67, 68, 88-90, 92, 131, 132, 156-158, or 160 therefore would fundamentally alter the principles of operation of the disclosed embodiments and render them unsuitable for their intended purpose. See *In re Ratti*, 270 F.2d 810, 123 U.S.P.Q. 349 (C.C.P.A. 1959) and *In re Gordon*, 733 F.2d 900, 221 U.S.P.Q. 1125 (Fed. Cir. 1984), both quoted in the MPEP at § 2143.01. For those reasons, Haeuser cannot establish *a priori* obviousness of claims 2, 4, 31, 33, 67, 68, 88-90, 92, 131, 132, 156-158, or 160, alone or in combination with any other reference.

The encompassing knowledge that enables Haeuser's methods and systems is anathema to users of online access services and online privacy advocates. Segregation of online profile information from personally identifiable information is a fundamental goal of online privacy, and the instant application contrasts sharply with Haeuser by disclosing methods and systems that enable targeting television advertisements based on online behavior without contradicting that fundamental goal. That new and useful result is a signal indicator of patentability of claims 2, 4, 31, 33, 67, 68, 88-90, 92, 131, 132, 156-158, and 160. *In re Wright*, 268 F.2d 757, 122 U.S.P.Q. 522 (C.C.P.A. 1959).

Again, Haeuser does not disclose all limitations of claims 2, 4, 31, 33, 67, 68, 88-90, 92, 131, 132, 156-158, or 160 and so cannot support a rejection under 35 U.S.C. § 102. Assignee respectfully requests withdrawal of the rejection.

Neither Calamera nor Bhatt remedy the deficiency of Haeuser, thereby precluding a proper obviousness rejection under 35 U.S.C. § 103 (as discussed above). Even if properly combined, Haeuser, Calamera, and Bhatt do not disclose, teach, or suggest all elements and limitations of claims 2, 4, 31, 33, 67, 68, 88-90, 92, 131, 132, 156-158, or 160. The combination of Haeuser, Calamera, and Bhatt is therefore insufficient to establish *a priori* obviousness or to maintain a rejection under 35 U.S.C. § 103 of the pending claims.

In the International Preliminary Report on Patentability received in counterpart international application PCT/US2008/055298, the IPEA found both novelty and inventive step satisfied by, *inter alia*, original claims 2 and 4, which recite privacy restrictions similar to those discussed above; the essence of those limitations variously appear in dependent claims 2, 4, 31, 33, 67, 68, 88-90, 92, 131, 132, 156-158, and 160.

Other dependent claims

Dependent claims 3, 5, 8, 10, 15-19, 31, 33-35, 37, 38, 40-43, and 46-51 have been amended for consistency with amended claims 1 and 30. New dependent claims 52-68, 70-133, and 135-160 have been added. The amendments introduce no new matter.

Claims 3, 5-10, 15-29, and 52-66 are dependent on claim 1. Claims 34, 35, 37-43, 114-130, and 133 are dependent on claim 30. Claims 70-87, 91, and 93-112 are dependent on claim 69. Claims 46-51 and 135-155 and 159 are dependent on claim 134. Assignee

respectfully requests withdrawal of the rejections of those dependent claims, for the reasons given above.

Conclusion

In view of the above, assignee respectfully submits that claims 1-10, 15-31, 33-35, 37-43, and 46-160 are in condition for allowance and respectfully requests reconsideration of the rejections. Allowance of claims 1-10, 15-31, 33-35, 37-43, and 46-160 at an early date is earnestly solicited.

Respectfully submitted,
ALMONDNET, INC.
by its attorney

Dated: February 18, 2010

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Electronic Patent Application Fee Transmittal

Application Number:	11736544
Filing Date:	17-Apr-2007
Title of Invention:	TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR
First Named Inventor/Applicant Name:	Roy Shkedi
Filer:	Louis J. Hoffman/Donald Hertz
Attorney Docket Number:	14-TV1

Filed as Small Entity

Utility under 35 USC 111(a) Filing Fees

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
Claims in excess of 20	2202	101	26	2626
Independent claims in excess of 3	2201	1	110	110
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Extension - 3 months with $0 paid	2253	1	555	555
Miscellaneous:				
			Total in USD ($)	**3291**

Electronic Acknowledgement Receipt	
EFS ID:	7041904
Application Number:	11736544
International Application Number:	
Confirmation Number:	3977
Title of Invention:	TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
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Attorney Docket Number:	14-TV1
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Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)

1	Amendment/Req. Reconsideration-After Non-Final Reject	10-02-18-AlmondNet-TV1-RTOA1.pdf	135990 5bd02d18b8d3af272fa7f3f68318757e78c55be2	no	28
Warnings:					
Information:					
2	Fee Worksheet (PTO-875)	fee-info.pdf	33445 6c2630f9d9f7d215f38fd20d1b59cfd559678b7c	no	2
Warnings:					
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		Total Files Size (in bytes):	169435		

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.

Form PTO-1449 (Modified)
List of Patents and Publications For Information Disclosure Statement

Page 1 of 3

Serial No.:	11/736,544
Applicant:	Shkedi, Roy
Filed:	04/17/2007
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	30	20080040742	02/14/2008	Howcroft et al.	

Examiner: _____ Date Considered: _____

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

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Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
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Examiner Initials		Document Number	Publication Date	Country	Name of Patentee	Translation Yes No
	42	KR10-0793513	01/03/2008	Korea	ICU Research and Industrial Cooperation Group - ETRI	YES
	43	JP2007-274246	10/18/2007	Japan	Casio Computer Co. Ltd.	YES

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OTHER ART

Examiner Initials	Item	Author Title Date Pertinent Pages Etc.
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Examiner: _____ Date Considered: _____

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

KR Examined Patent Publication(B1)

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Agent	JANG, Seong Ku | KIM, Won Joon
Inventor	KIM, Munchurl | Kim, Munjo | Lee, Hee Kyung | Lee Han Kyu
Right Holder	ICU RESEARCH AND INDUSTRIAL COOPERATION GROUP | Electronics and Telecommunications Research Institute
Examiner	Su-Seop Kim
Title of Invention	SYSTEM AND METHOD FOR OFFERING TARGET AD SERVICE OF ANYTIME METADATA FORMAT BY OFFERING CUSTOMIZED AD CONTENTS ACCORDING TO USER PROFILE IN COMMUNICATION NETWORK

Abstract

The invention relates to the natural disposition the user profile which reasons the user profile through broadcasting program viewing data transmitted in the terminal by using the user profile deduction algorithm, and is inferred. And the invention for the thing, for giving one's service the targeting advertisement assorting the adervertisement contents standardized to ENI time meta data with the terminal this comprises the inference engine, which reasons the user profile the profile deduction algorithm is used the feature vector value about broadcasting program viewing data extracted with the user terminal is provided and the selection means, which assorts the preference value about the inferred user profile and the administration means, which acquires ID of the adervertisement contents corresponding to the selected preference value through the meta data database and the streaming means which the adervertisement contents corresponding to ID is out drawn from the adervertisement contents DB by using ID of the obtained adervertisement contents and it gives one's service through the communications network in the user terminal. Therefore, the advertisement service advertisement is organized however in consideration of the audience rating of the time slot at the direction broadcasting environment has the effect that the disadvantage of the adervertisement contents consumption environment can be over gotten.

Representative drawing

Fig. 1

Keyword(s)

The targeting advertisement service, the communications network, and the terminal.

Description

■ Brief explanation of the drawing

Figure 1 is a block diagram for the targeting advertisement service system at the communications network according to the invention

Figure 2 is a detail flow chart about the target advertising method at the communications network according to the invention.

The description > of the denotation about the main part of < drawing.

101: user terminal 1011: setting unit.

1013: extracting unit 1015: transmission unit.

1017: receiver 1019: decoding unit.

1021: renderer 103: targeting advertisement service server.

1031: receiver 1033: reasoning part.

1035: screening device 1037: string part.

1039: transmission unit 1041: administration unit.

105: adervertisement contents DB 107: meta data database.

S1: communications network.

▩ Background Art

The invention relates to the targeting advertisement service system at the communications network and method thereof. And more specifically, by using the user profile deduction algorithm, the user profile is reasoned through broadcasting program viewing data transmitted in the terminal. It is the inferred user profile to the natural disposition about system and the method thereof for giving one's service the adervertisement contents standardized to ENI time (Anytime) meta data with the terminal.

As is known before, the advertisement service mode had been being included of the enterprise is the public relation brochure and label the mode, and the decoy mode or the display panel and outdoor advertisement facility use mode, including, the various mode including the shear etc by using the television, radio, newspaper, the mass media including the job etc. Enterprise is the public relation brochure and label the mode unilaterally unilaterallies the specific advertisement to the unspecified individuals the offer (supply). Era flowed and the targeting advertisement servicing scheme appeared in after when the communications network and internet using were generalized.

It explicits, this targeting advertisement service inputs the preference about the specific advertisement including the profile information of the user oneself and advertising model and the advertisement type, preferred the advertising good etc. Service can be offered to the natural disposition. Inputted.

But it organizes advertisement in consideration of the audience rating of the time slot at the one-way broadcasting environment and the existing targeting advertisement service arbitrarily offers the advertisement service to user. It makes to bring about the indifference of the user about advertisement and the advertizing effect lows and the advertisement service at this kind of direction broadcasting environment cannot obtain the advertisement gains.

In order to solve to Lee ReoHa, the targeting advertisement service can be offered to the bidirectional broadcast environment but it has to troublesome in a , moreover, the user side. The problem of the possibility that the personal information is flown out highing and having many influences on the violationa of private life because its own personal information has to be transmitted with the system server side is had.

▩ Technical Task

Thus, the invention provides the targeting advertisement service system at the communications network which contrives in order to solve the above-described problem, and the purpose reasons the user profile through broadcasting program viewing data transmitted in the terminal by using the user profile deduction algorithm, and can give one's service the adervertisement contents standardized the inferred user profile to the natural disposition to ENI time meta data with the terminal and the method thereof.

The targeting advertisement service system at the communications network in the invention for achieving this purpose comprises the inference engine, which reasons the user profile the profile deduction algorithm is used the feature vector value about broadcasting program viewing data extracted with the user terminal is provided and the selection means, which assorts the preference value about the inferred user profile and the administration means, which acquires ID of the adervertisement contents corresponding to the selected preference value through the meta data database and the streaming means which the adervertisement contents corresponding to ID is out drawn from the adervertisement contents DB by using ID of the obtained adervertisement contents and it gives one's service through the communications network in the user terminal.

And the target advertising method at the communications network in the invention for achieving the above-described purpose comprises the first process, which reasons the user profile the profile deduction algorithm is used the feature vector value about broadcasting program viewing data extracted with the user terminal is provided and the second process, assorting the preference value about the inferred user profile and the third process, acquiring ID of the adervertisement contents corresponding to the selected preference value through the meta data database and the fourth process which the adervertisement contents corresponding to ID is out drawn from the adervertisement contents DB by using ID of the obtained adervertisement contents and it gives one's service through the communications network in the user terminal.

▩ Structure & Operation of the Invention

Hereinafter, in the working example of the present invention, a plurality of can exist. And it particularly explains for the referring to the figure desirable working example which it hereinafter appends. The object of the present invention, and feature and advantages are understood well through this working example if a person skilled in the art of this technical field.

Figure 1 is a block diagram for the targeting advertisement service system at the communications network according to the invention. The user terminal (101) and targeting advertisement service server (103), the advertisement contents database (DataBase, DB) (105),

and the meta data database (107) is included.

The user terminal (101) comprises interior, the setting unit (1011), and extracting unit (1013) and with the transmission unit (1015), with the receiver (1017), with the decoding unit (1019), the renderer (1021) the wired terminal (the computer having for example, the network connection function) or the wireless terminal (for example, the cellular phone, PCS, PDA, IMT-2000, smart phone).

The setting unit (1011) establishes the communications connection with the targeting advertisement service server (103) through the communications network (S1) (for example, the communications network, the broadcast network, or the communications broadcasting interconnected network). The connection information that it was connected is offered to the extracting unit (1013).

After it is provided the connection information that the communications network was connected from the setting unit (1011) and the extracting unit (1013) is activated, when user uses the terminal (101) and the TV broadcast is watched, after TV viewing data including the audition start time of the program title, broadcasting start time, broadcast end time, program channel, program genre, user about the TV broadcast, watched the audition stop time of user etc. is obtained from the electronic program guide, the feature vector for reasoning the profile of user by using the broadcasting program viewing data (for example, TV viewing data) obtained is extracted and it offers to the transmission unit (1015).

The transmission unit (1015) offers the feature vector which is extracted with the extracting unit (1013) and is offered through the communications network (S1) to the targeting advertisement service server (103).

It receives a message the adervertisement contents from the targeting advertisement service server (103) through the communications network (S1) and the receiver (1017) offers to the decoding unit (1019).

It decodes the adervertisement contents offered from the receiver (1017) and the decoding unit (1019) offers to the renderer (1021).

It lets be rendered the adervertisement contents offered from the decoding unit (1019) and the renderer (1021) outputs so that user watch through the output mean (it is not illustrated).

The targeting advertisement service server (103) comprises with the receiver (1031), with the reasoning part (1033), with the screening device (1035), with the administration unit (1041), with the streaming part (1037), the transmission unit (1039) the block connected through the communications network (S1) to the user terminal (101).

It receives a message the feature vector offered through the communications network (S1) from the user terminal (101) and the receiver (1031) offers to the reasoning part (1033).

It reasons the profile (for example, the nature / age / time slot) of the user which uses the user terminal (101) by using the profile deduction algorithm offered from the receiver (1031) and the reasoning part (1033) offers the inferred result to the screening device (1035).

The screening device (1035) interior includes the advertising model according to profile, type, and the table about the preference value about product. And the information is arranged to the descending order while the profile (the nature / age / time slot) much information exists in coupon. Moreover, it draws out the advertising model, arranged in the time to analyze the profile time slot of the user which is inferred with the reasoning part (1033) and is offered and be equivalent type, and the preference value about product and the screening device (1035) offers to the administration unit (1041). And it copes with the preference value and the screening device (1035) offers ID of the adervertisement contents offered from the administration unit (1041) to the streaming part (1037).

As the block which the administration unit (1041) manages meta data with the ENI time, ID of the adervertisement contents which meta data saved in the meta data database (107) is to referred in order to obtain ID of the adervertisement contents corresponding to the advertising model, offered from the screening device (1035) type, and the preference value about product and is equivalent is out drawn and it offers to the screening device (1035).

By using ID of the adervertisement contents offered from the screening device (1035), it draws out the adervertisement contents corresponding to ID from the adervertisement contents DB (105) and the streaming part (1037) offers to the transmission unit (1039).

The transmission unit (1039) transmits the adervertisement contents offered from the streaming part (1037) through the communications network (S1) in the user terminal (101).

The adervertisement contents DB (105) stores the adervertisement contents especially classified the advertising model, type, and the preference about product. Because of being in TV especially classified the advertising model, type, and the preference about product, the meta data database (107) stores time meta data.

It specifically explains with reference to the flowchart of fig. 2 based on the above-described configuration than the target advertising method at the communications network according to the present invention.

Firstly, the user terminal (101) and targeting advertisement service server (103) are with the communications network (S1) interconnection. And the setting unit (1011) establishes the communications connection with the targeting advertisement service server (103) in this state within the user terminal (101) through the communications network (S1) (S201). The set up information that it was connected is offered to the extracting unit (1013).

After it is provided the connection information that the communications network was connected from the setting unit (1011) and the

extracting unit (1013) activates, when user uses the terminal (101) and the TV broadcast is watched, TV viewing data including the audition start time of the program title, broadcasting start time, broadcast end time, program channel, program genre, user about the TV broadcast, watched the audition stop time of user etc. is obtained from the electronic program guide (S203).

Next, it extracts the feature vector for reasoning the profile of user by using TV viewing data obtained and the extracting unit (1013) offers to the transmission unit (1015) (S205).

Here, as the information which the feature vector reasons the profile of user, it is classified as the preference considering the preference, which, considers the audition collection of genre the preference, considering hour of looking and listening of genre average hour of looking and listening, and hour of looking and listening of channel.

That is, the plant consumption / whole genre plant consumption of the preference = specific genre considering the audition collection of 1. genre

2. Hour of looking and listening / whole genre consumed time of the preference = specific genre considering hour of looking and listening of genre.

3. Average hour of looking and listening = specified period hour of looking and listening / specified period total time.

4. It is classified as hour of looking and listening / whole channel consumed time of the preference = special channel considering hour of looking and listening of channel.

The transmission unit (1015) offers the feature vector which is extracted with the extracting unit (1013) and is offered through the communications network (S1) within the targeting advertisement service server (103) to the receiver (1031) (S207).

It receives a message the feature vector offered through the communications network (S1) from the user terminal (101) and the receiver (1031) offers within the targeting advertisement service server (103) to the reasoning part (1033) (S209).

It reasons the profile (for example, the nature / age / time slot) of the user which uses the user terminal (101) by using the profile deduction algorithm offered from the receiver (1031) and the reasoning part (1033) offers the inferred result to the screening device (1035) (S211).

The screening device (1035) interior includes the advertising model according to profile, type, and the table about the preference value about product. And the information is arranged to the descending order while the profile (the nature / age / time slot) much information exists in coupon (S213).

For example, after it divides based on the specific duration into the several aliquot and the time slot much viewing preference of the user about the specific duration is examined a day, the most high advertising model, type, and the items about product are arranged in the most high viewing preference time slot to the table. The advertising model, in which preference most lows in the most low viewing preference time slot type, and the items about product are arrayed to the descending order in the table.

In this way, in the arranged state, it draws out the advertising model, arranged in the time to analyze the profile time slot of the user which is inferred with the reasoning part (1033) and is offered and be equivalent type, and the preference value about product and the screening device (1035) offers to the administration unit (1041) (S215).

It draws out ID of the adervertisement contents (S217) which refers to meta data saved in the meta data database (107) in order to obtain ID of the adervertisement contents corresponding to the advertising model, offered from the screening device (1035) type, and the preference value about product and is equivalent and the administration unit (1041) offers to the screening device (1035) (S219).

It copes with the preference value and the screening device (1035) offers ID of the adervertisement contents offered from the administration unit (1041) to the streaming part (1037) (S221).

By using ID of the adervertisement contents offered from the screening device (1035), it draws out the adervertisement contents corresponding to ID from the adervertisement contents DB (105) (S223) and the streaming part (1037) offers to the transmission unit (1039) (S225).

The transmission unit (1039) transmits the adervertisement contents offered from the streaming part (1037) through the communications network (S1) within the user terminal (101) in the receiver (1017) (S227).

It receives a message the adervertisement contents from the targeting advertisement service server (103) through the communications network (S1) and the receiver (1017) offers to the decoding unit (1019) (S229).

It decodes the adervertisement contents offered from the receiver (1017) and the decoding unit (1019) offers to the renderer (1021) (S231).

It lets be rendered the adervertisement contents offered from the decoding unit (1019) and it reproduces so that user watch through the output mean (it is not illustrated) and the renderer (1021) outputs (S233).

Therefore, by using the user profile deduction algorithm, the user profile is reasoned through TV viewing data transmitted in the

terminal. The adervertisement contents, standardized the inferred user profile to the natural disposition to ENI time meta data in other words, the targeting advertisement is one's service given with the user terminal. In that way advertisement is organized in consideration of the audience rating of the time slot at the direction broadcasting environment and the advertisement service however arbitrarily can get over the disadvantage of the adervertisement contents consumption environment to user.

Moreover, the thing which in advance can block up the damage according to the personal information outflow, and its own personal information of the explicit preference input of the user for being provided the targeting advertisement contents service at the bidirectional broadcasting environment is transmitted with the server side it troublesomes anytime and anywhere gives one's service the advertisement hiting for its own profile are made possible. And because the adervertisement contents service possibles, the advertizing effect can be increased for the consumer having in advertiser, oneself concern, the high advertisement gains can be obtained.

In the meantime, the soft user authority setting toward the contents use of the contents writing boundary line can be permitted and the various contents advertisement service is possibled. And service is possibled. And makes something as meta-data in order to be encrypted with the various cryptographic tool the program or the algorithm which safely ***s moreover, this adervertisement contents is equipped to the specific instrument and it records in the mountable recording medium and it can use.

Moreover, the invention it begins in the thought and patent claim as the right of the present invention are equipped with all matters that can include the arbitrary deformation using general principleses, and usage and/or adaptation, and are included within the limit of the patent claim coming under to the range of the public notice or the conventional operation and is moreover attached as the matter escaping from the description of this specification in the business field in which the invention belongs.

■ Effects of the Invention

As described above, the adervertisement contents, standardized to the invention relates to the natural disposition the user profile which reasons the user profile through TV viewing data transmitted in the terminal by using the user profile deduction algorithm, and is inferred explained to ENI time meta data in other words, the targeting advertisement is one's service given with the user terminal. In that way advertisement is organized in consideration of the audience rating of the time slot at the direction broadcasting environment and the advertisement service however arbitrarily can get over the disadvantage of the adervertisement contents consumption environment to user.

Moreover, the thing which in advance can block up the damage according to the personal information outflow, and its own personal information of the explicit preference input of the user for being provided the targeting advertisement contents service at the bidirectional broadcasting environment is transmitted with the server side it troublesomes anytime and anywhere gives one's service the advertisement hiting for its own profile are made possible. And because the adervertisement contents service possibles, the advertizing effect can be increased for the consumer having in advertiser, oneself concern, the high advertisement gains can be obtained.

In the meantime, it has the effect that the soft user authority setting toward the contents use of the contents writing boundary line can be permitted and the various contents advertisement service is possibled. And service is possibled. And makes something as meta-data in order to be encrypted with the various cryptographic tool the program or the algorithm which safely ***s moreover, this adervertisement contents is equipped to the specific instrument and it records in the mountable recording medium and it can use.

Scope of Claims

■ Claim 1:

The targeting advertisement service system at the communications network the system giving one's service the targeting advertisement through the communications network in the user terminal, and including the inference engine reasoning the user profile, the selection means assorting the preference value about the inferred user profile as described above, the administration means acquiring ID of the adervertisement contents corresponding to the selected preference value as described above through the meta data database, and the streaming means by the feature vector value about broadcasting program viewing data extracted with the user terminal being provided and using the profile deduction algorithm. The streaming means the adervertisement contents corresponding to ID is out drawn from the adervertisement contents DB by using ID of the obtained adervertisement contents as described above and it gives one's service through the communications network in the user terminal.

■ Claim 2:

The targeting advertisement service system at the communications network including the configuration method, the extracting means extracting the feature vector about broadcasting program viewing data, the transmission means section transmitting a message the extracted feature vector as described above, and the receiving means receiving a message the adervertisement contents through the communications network, the decrypting mean decoding the received adervertisement contents as described above, and the rendering tool as to the first claim. The configuration method the user terminal establishes the communications connection at system. As to the, the decoded adervertisement contents as described above is be rendered let and outputted.

■ Claim 3:

The targeting advertisement service system at the communications network, wherein the feature vector as to claim 2 the preference considering the preference, considering the audition collection of the genre about the TV broadcast the preference, considering hour of looking and listening of genre average hour of looking and listening, and hour of looking and listening of channel.

■ Claim 4:

The targeting advertisement service system at the communications network, wherein the selection means as to the first claim the advertising model according to the user profile, type, and the preference value about product are arrayed and it stores.

■ Claim 5:

The target advertising method at the communications network the method for giving one's service the targeting advertisement through the communications network, the broadcast network, or the communications broadcasting interconnected network in the user terminal, and including the first process reasoning the user profile, the second process assorting the preference value about the inferred user profile as described above, the third process acquiring ID of the adervertisement contents corresponding to the selected preference value as described above through the meta data database, and the fourth process by the feature vector value about broadcasting program viewing data extracted with the user terminal being provided and using the profile deduction algorithm. The fourth process the adervertisement contents corresponding to ID is out drawn from the adervertisement contents DB by using ID of the obtained adervertisement contents as described above and it gives one's service through the communications network in the user terminal.

■ Claim 6:

The target advertising method at the communications network, wherein the feature vector as to claim 5 the preference considering the preference, considering the audition collection of the genre about the TV broadcast the preference, considering hour of looking and listening of genre average hour of looking and listening, and hour of looking and listening of channel.

■ Claim 7:

The target advertising method at the communications network, wherein the preference value selection at the second process as to claim 5 the advertising model according to the user profile, type, and the preference value about product are arrayed and it stores selection.

Drawing

■ Fig. 1

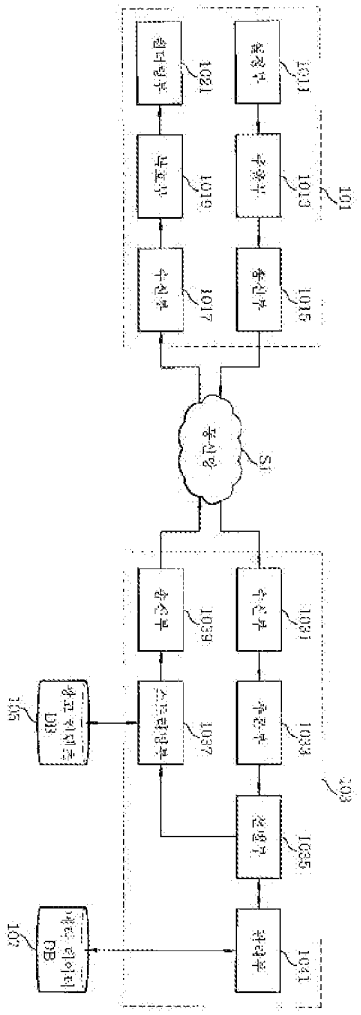
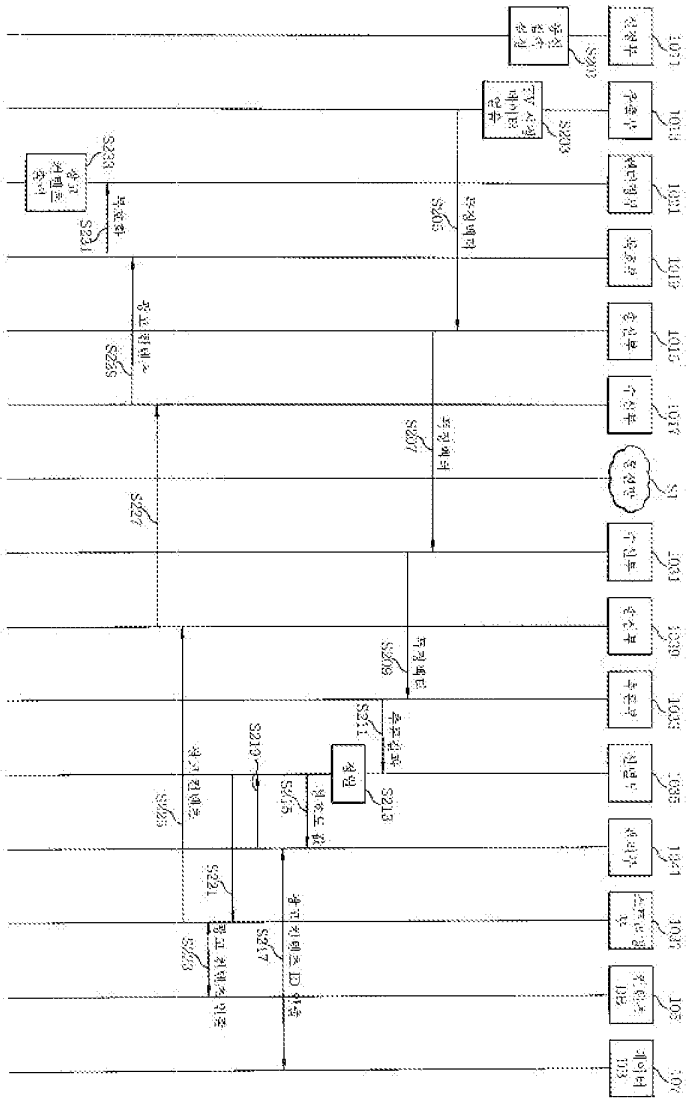

101
1011
1013
1015
1017
1019
1021
S1
103
1031
1033
1035
1037
1039
1041
105
107

Fig. 2



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2006.11.10	Request for Prior ArtSearch	Received
2006.12.05	Report of Prior Art Search	Received
2007.03.21	Notification of change of applicant's information	Received
2007.04.23	Notice of Submission of Opinion	completion of dispatch
2007.06.20	Request for Extension of Designated Period	Received
2007.07.23	Submission of opinion	Received
2007.11.26	Written Decision on Registration	completion of dispatch
2007.12.24	Notification of change of applicant's information	Received
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[Detailed Description of the Invention]
[Field of the Invention]
[0001]
This invention relates to the receiver which can receive the information transmitted via broadcast and a communication network, respectively.
[Background of the Invention]
[0002]
In recent years, providing with information other than broadcast collectively the televiewer who is viewing and listening to broadcast is performed. In the receiver corresponding to ground digital broadcasting, the information concerning a program is acquirable from a website via a communication network. As such information, it considers showing advertisement data more positively. This is because it can count upon sale of more goods by increasing more the opportunity for a televiewer to look at an advertisement.
[0003]
It is desired for the advertisement data shown to a televiewer to be suitable for the televiewer. a certain grade from the program in which the televiewer is viewing and listening to such advertisement data, its personal information (for example, a hobby and taste), etc. -- it can guess appropriately. There is also a thing which chooses automatically the program considered to suit a televiewer like the conventional technology indicated, for example to the patent documents 1, and makes it view and listen to it from this. However, the televiewer who views and listens to a program, i.e., the user of a receiver, is not necessarily one person. Two or more persons can view and listen to the program same together. When showing the advertisement data considered to be more certainly suitable in showing televiewer-oriented advertisement data since it is such, it is thought important to take into consideration that two or more persons can view and listen to a program.
[Patent documents 1] JP,2005-236353,A
[Patent documents 2] JP,2002-315023,A
[Patent documents 3] JP,2003-296268,A
[Patent documents 4] JP,2005-142975,A
[Description of the Invention]
[Problem(s) to be Solved by the Invention]
[0004]
There is SUBJECT of this invention in the user who can view and listen to broadcast providing the receiver which can present more certainly plurality and the advertisement data considered to be suitable for the user who is viewed and listening to broadcast even if it exists.
[Means for Solving the Problem]
[0005]
A receiver of the 1st mode of this invention makes information advertisement data for users who are viewing and listening to broadcast on the assumption that information transmitted via

broadcast and a communication network is receivable, respectively, An advertising display means which acquires advertisement data selected based on a user whom data communication devices receivable via a communication network, a user recognition means to recognize a user considered to view and listen to broadcast, and a user recognition means have recognized by data communication devices and on which it is displayed is provided.
[0006]
A receiver of the 2nd mode in composition in the 1st mode of the above in addition, according to a program, Provide further a history preserving means which saves viewing history information which shows a user whom a user recognition means has recognized at the time of broadcast of this program, and an advertising display means, Advertisement data which a user whom a user recognition means has recognized makes acquire by data communication devices with reference to viewing history information which a history preserving means saved when it exists, plurality and is chosen.
[0007]
The above-mentioned advertising display means refers to viewing history information which a history preserving means saved, What a user recognition means chooses for advertisement data made to acquire by data communication devices based on a user who specified and this specified the highest user of probability that was viewed and listening to a program under viewing and listening in the past now in plurality and a user who recognizes is desirable.
[0008]
A program of this invention carries a function for realizing a means with which a receiver of the 1st mode of the above was provided.
[Effect of the Invention]
[0009]
This invention recognizes the user considered to view and listen to broadcast, chooses advertisement data based on the recognized user, and acquires and displays selected advertisement data via a communication network. By recognizing a user, the advertisement data which is actually viewing and listening or is considered to be suitable for the high user of a possibility of viewed and listening can be more certainly chosen now. For this reason, the user who can view and listen to broadcast can show plurality and the user who is viewing and listening to the advertisement data which can expect the high solicitation effect though it exists.
[0010]
When the viewing history information which shows the user who has recognized at the time of broadcast of the program is saved according to a program, viewing history information comes to show which user is viewing and listening to which program by what kind of frequency (probability). The difference of the grade of how between the users who are viewing and listening to be pleasing, and the degree of the concentration in viewing and listening can be more correctly guessed now. From this, when two or more users have been recognized, the user who can expect in it that the solicitation effect is the highest can be specified more as high degree of accuracy. As a result, the advertisement data which can expect the high solicitation effect can be more certainly shown now to a user also under the situation where two or more users are viewing and listening.
[Best Mode of Carrying Out the Invention]
[0011]
Hereafter, the suitable embodiment of this invention is described in detail, referring to drawings. The lineblock diagram of the receiver according [drawing 1] to this embodiment and drawing 2

are the figures explaining the network system with which the receiver can acquire information.
[0012]
It assumes connecting the receiver to a CATV network, as shown in drawing 2. the broadcasting station (CATV station) 200 which broadcasts by transmitting a broadcasting signal to the CATV network -- plurality -- it is connected. Each CATV station 200 provides the service which transmits the advertisement data 201 entrusted from the store 210 a contract of was made according to the demand from a receiver end. The receiver by this embodiment is realized as what performs viewing and listening of the broadcasting signal transmitted from such CATV station 200, and presentation of advertisement data. It is a thing on condition of this using with the network system by which one or more CATV stations 200 were connected to the CATV network. Data broadcasting is included in broadcast which the CATV station performs.
[0013]
It may be made to acquire the advertisement data 201 from a Web page by transmitting the information for acquiring it, including URL etc., by data broadcasting etc. Or it transmits by a channel for exclusive use etc., the advertisement data which should be shown by a receiver end is chosen, and it may be made to show.
[0014]
The tuner 101 for receiving the broadcasting signal of the channel set up out of the broadcast transmitted to the CATV network, as the receiver is shown in drawing 1, The decoder 102 which decodes the broadcasting signal which the tuner 101 received, The image output unit 103 for outputting an image, and the ad message indicator 104 on which the video signal sent from the image output unit 103 is displayed and the television (TV) indicator 105, CPU106 which controls the whole receiver, and program ROM107 which stored the program which the CPU106 executes, and various control data, Work RAM108 which the CPU106 uses for a work, and the memory 109 used for storing of various data, The camera part 110 for photoing the user who is viewing and listening, and the image recognition section 111 for recognizing the user reflected to the taken image of the camera part 110, It has composition provided with the switch part 112 which has various switches, and the communication apparatus (cable modem) 113 for performing bidirectional communication through a CATV network. Although not illustrated in particular, the voice output part for outputting the receive section for receiving the signal transmitted from the remote control device (henceforth a "remote control" and brief sketch) and a sound, etc. are carried.
[0015]
The user who may use a receiver is made to register the personal information (viewer information). He stores the registered viewer information in the viewer information table D1, and is trying to save it in the memory 109. The memory 109 of a hard disk drive, etc. is nonvolatile, for example.
[0016]
Drawing 3 is a figure explaining the composition of the viewer information stored in the viewer information table. As shown in the drawing 3, viewer information comprises two or more data in which sex, age, and a hobby are shown. The "father", a "mother", a "son", and a "daughter" of the notation in a figure are identification information which constitutes viewer information actually and which shows uniquely the user to whom the viewer information expresses. Input of the viewer information and registration are performed by operating the switch part 112 or operating a remote control. In particular the kind or number of data items that require an input as viewer information are not limited.

[0017]
recognition of the user by the image recognition section 111 is performed using facial recognition art in the form where those who have been reflected to the taken image check any of the users who registered viewer information they are, using well-known art. When it has been recognized as only those who have not registered viewer information being reflected to the taken image by that cause, it is considered that nobody is viewing and listening to broadcast.
[0018]
The user by whom viewer information was registered cannot necessarily recognize correctly from the viewer information. There is individual difference in the size of a figure or the body, and features. The combination of the user who registered viewer information is not necessarily the combination of the user who can say that there is a clear difference visually from viewer information. Since it is such, it is made to learn for every user who registered viewer information, and can be made to enable it to recognize each user correctly in this embodiment. Not using image recognition art, it may be made to perform a user's recognition using another art. For example, a user may be made to perform user recognition using the IC tag built in the always carried thing.
[0019]
It is viewing and listening to a program or the user who can view and listen can be specified by making the above user recognition perform to the image recognition section 111 at any time. CPU106 considers from this that such a user is a televiewer, and the advertisement data 201 considered to be suitable for the user is required and acquired to CATV station 200 via the communication apparatus 113. The acquired advertisement data 201 is saved in the memory 109, is sent to the performance output unit 103, and is displayed on the ad message indicator 104. In order to show the advertisement data 201 considered to be suitable for the user who made it such and has recognized, the higher solicitation effect can be realized more certainly.
[0020]
The user whom the image recognition section 111 recognizes is not necessarily one person. Two or more users can be recognized. He is trying to generate and save from this the viewing history information (it calls the following "viewing-and-listening recorded information") which shows a user's (televiewer) number of times (number of times of viewing and listening of the program) to which it was viewed and listened, and which has been recognized for every program at the time of broadcast (viewing and listening) of the program in this embodiment. For [the] preservation, viewing-and-listening recorded information database (DB) D2 are built on the memory 109.
[0021]
Drawing 4 is a figure explaining the data configuration of the viewing-and-listening recorded information DB. The viewing-and-listening recorded information saved at the information database D2, The day of the week which broadcast the number of the channel which broadcast the program, and its program as shown in drawing 4, It has the composition of having the viewing-and-listening start time (broadcast start time) of the program, its finish time, a program name, the tag data stored in the metadata received at the time of the program broadcast, and a televiewer statistical data. A televiewer statistical data summarizes the number of times (number of times of viewing and listening) the user has been recognized to be during broadcast of the target program for every user by whom viewer information was registered into the viewer information table D1. By storing such viewing-and-listening recorded information in the viewing-and-listening recorded information database (the following "information database" and brief sketch) D2, it can grasp easily which user has most number of times of viewing and

listening, i.e., is the probability of viewing and listening to the program high?, for every program. It is because it is thought that this has the high consciousness that it will view and listen to the program as a user with much number of times of viewing and listening, and time to see the ad message indicator 104 (drawing 2) located near the TV indicator 105 can also be expected to become longer if it is a high user of such consciousness. Otherwise, the date which started accumulation of viewing-and-listening recorded information, the days which performed the accumulation, and its number of weeks are stored in the information database D2.

[0022]

CPU106 extracts the viewing-and-listening recorded information corresponding to the program under broadcast from the information database D2 now, when the user whom the image recognition section 111 has recognized is plurality, A user with the highest probability of viewing and listening to the program in the recognized user is specified, the advertisement data 201 considered to be suitable for the user who specified is acquired, and it is made to display on the ad message indicator 104. The advertisement data 201 considered to be more effective for the user considered that the consciousness which is going to view and listen to a program more is high by that cause is displayed. As a result, though two or more users are viewing and listening, since the advertisement data 201 which can be expected that the solicitation effect is high will be shown to the user considered that the solicitation effect is the highest in it, realizing the high solicitation effect certainly can be expected. The display of the advertisement data 201 carries out the screen separation of the TV indicator 105, for example, and it may be made to display both a program and the advertisement data 201 on the indicator 105.

[0023]

Operation of CPU106 on which recognizes the user who is viewing and listening to a program as mentioned above henceforth with reference to the various flow charts shown in drawing 5 - drawing 9, and the more suitable advertisement data 201 is displayed is explained in detail. Operation of CPU106 is realized because the CPU106 reads and executes the program stored in program ROM107.

[0024]

Drawing 5 - drawing 7 are the flow charts of whole processing. With reference to introduction drawing 5 - drawing 7, operation of CPU106 is explained in detail. The whole processing extracts the main processings in connection with this invention performed after the injection of a power supply, and shows the flow.

[0025]

First, in Step 401, it initializes by the injection of a power supply. In the following step 402, current time (power turn start time) and a date are acquired, and a viewing-and-listening channel number, i.e., the channel number set as the tuner 101, is acquired, for example from a built-in hard timer at the following step 403. After the acquisition shifts to Step 403a.

[0026]

In Step 403a, a user is made to recognize to the image recognition section 111, and the recognition data in which the recognition result is shown is acquired. In continuing Step 404, a program name and tag data are acquired and advertising message data acquisition processing for acquiring the advertisement data 201 from CATV station 200 is performed at the following step 405. After the execution shifts to Step 406.

[0027]

The above-mentioned program name is acquirable by referring to EPG (electronic program guide), for example by the viewing-and-listening channel number and a present date. Tag data

are acquired from the formal metadata transmitted to a program by giving. If a user's recognition is directed to the image recognition section 111 from CPU106, it will make photography by the camera part 110 perform, will acquire a taken image, and will recognize the user reflected to the taken image by the facial recognition art for the taken image.
[0028]
In Step 406, it is judged whether the channel change was directed. Since it is reported that the channel change was directed from the switch part 112 or the receive section when a user operates the switch part 112 or a remote control and specifies another channel, a judgment serves as YES and shifts to Step 407. When that is not right, a judgment serves as NO and shifts to Step 410. Detailed explanation is omitted from the contents of processing of Steps 407-409 being fundamentally [as the above-mentioned steps 403, 404, and 405] the same respectively. After performing advertising message data acquisition processing at Step 409, it shifts to Step 410.
[0029]
In Step 410, it is judged whether the electric power switch was turned off. the electric power switch -- a power supply -- an ON state -> power supply -- an OFF state and a power supply -- an OFF state -> power supply -- an ON state and ** -- it is for making it carry out corresponding inner any they are to the state at the time of operation. When a user operates [this] the electric power switch, after a judgment serving as YES and acquiring current time as power OFF finish time at Step 411, it shifts to Step 412 of drawing 6. When that is not right, a judgment serves as NO and shifts to Step 419 of drawing 7.
[0030]
In Step 412, search for extracting the acquired viewing-and-listening channel number, a day of the week, power turn start time (viewing-and-listening start time), power OFF finish time (viewing-and-listening finish time), a program name, and the viewing-and-listening recorded information specified with tag data from the information database D2 is performed. In the following step 413, it is judged whether the viewing-and-listening recorded information existed in the database D2. When the viewing-and-listening recorded information exists, a judgment serves as YES and shifts to Step 414. When that is not right, a judgment serves as NO and shifts to Step 417.
[0031]
The data of each item it is supposed that was acquired at the above-mentioned step 412 is acquired by performing Steps 402, 403, 404, 407, 408, and 411 or 421a. All the data of each item used for search of the database D2 is acquired at the end.
[0032]
In Step 414, the televiewer statistical data in the viewing-and-listening recorded information found in the database D2, For every user changed that is, recognized by the image recognition section 111 according to the user recognized at the end, the number of times of viewing and listening is **********ed, and the statistical data after the change is newly stored in the database D2. After making the TV section 101, i.e., a tuner, the decoder 102, the image output unit 103, the ad message indicator 104, and the TV indicator 105 turn off at Step 415 and making the camera part 110 turn off at the following step 416 after that, a series of processings are ended.
[0033]
On the other hand, in Step 417, reservation, i.e., a record, is added for empty area to the information database D2. In continuing Step 418, viewing-and-listening recorded information with the data of each item used for search of the database D2 at Step 412 is newly generated, and it is stored in the database D2. It shifts to the above-mentioned step 415 after that. The televiewer

statistical data in the newly generated viewing-and-listening recorded information sets the number of times of viewing and listening to 1 for every user recognized at the end by the image recognition section 111.
[0034]
Renewal of viewing-and-listening recorded information which was mentioned above, or generation is performed even if it responds to broadcast of a channel change or a program. the time changed into the channel of the program which viewed and listened to viewing-and-listening start time -- or it is the time which broadcast of the program started, and viewing-and-listening finish time is the time changed into another channel from the channel, the time which made the power supply turn off, or the time which the broadcast ended. However, it is the actual condition which is performed for the purpose that change of a channel checks the program currently broadcast by the channel, in many cases. Thereby, a channel change is repeated extremely for a short time in many cases. From this, it is made to perform renewal of the viewing-and-listening recorded information accompanying a channel change, or generation by checking whether the channel change for viewing and listening to the program which wishes to view and listen has been performed. Before broadcast of the program was completed, for example, a change of a channel to which a change of a channel was not made beyond as for predetermined time was made time long in comparison repeatedly, but the check. It can consider making it perform whether there are some which set up conditions which the time rate set up between them said that the very high channel existed [else], and fulfill them in the set-up conditions.
[0035]
In Step 419 of drawing 7 which serves as NO and shifts, the judgment of Step 410 of drawing 5 points to the image recognition section 111, makes a user recognize, and acquires the recognition data in which the recognition result is shown. In continuing Step 420, it is judged whether the recognized televiewer had change. When it seems that the user who has not been recognized till then has been recognized or the user recognized till then is no longer recognized, a judgment serves as YES and shifts to Step 421. In not being those any, either, a judgment serves as NO and shifts to Step 422.
[0036]
In Step 421, the user recognized is specified now as a recognition televiewer who is a televiewer who shall be under viewing and listening of a program. A program name and tag data are acquired in the following step 421a, and advertising message data acquisition processing is performed in the following step 421b. After the execution shifts to Step 422, and reads the advertisement data (inside of a figure "ad message information", and notation) 201 stored in the memory 109. The read advertisement data 201 is outputted to the image output unit 103, and it is made to display on the ad message indicator 104 in Step 423 which shifts to the next. It returns to Step 406 of drawing 5 after that.
[0037]
thus, change (a channel change.) of the program to which it views and listens in this embodiment Or or it produces by the end of broadcast, according to a recognition televiewer's change, he acquires the advertisement data 201 from CATV station 200 at any time, and is trying to display the advertisement data 201 on the ad message indicator 104. He is trying for this to present the advertisement data 201 considered that the solicitation effect is the highest according to the user who is viewing and listening.
[0038]

Drawing 8 is a flow chart of advertising message data acquisition processing. The acquisition processing is processing for acquiring the required advertisement data 201 from CATV station 200 performed by Steps 405 and 409 or 421b. Next, with reference to drawing 8, the acquisition processing is explained in detail.

[0039]

First, in Step 700, the user whom the image recognition section 111 has recognized at the end judges whether it is plurality. When the image recognition section 111 recognizes two or more users at the end, a judgment serves as YES and it shifts to Step 701, and when that is not right, a judgment serves as NO and shifts to Step 704.

[0040]

The viewing-and-listening channel number acquired like the above-mentioned step 412 in Step 701, Search for extracting a day of the week, power turn start time (viewing-and-listening start time), power OFF finish time (viewing-and-listening finish time), a program name, and the viewing-and-listening recorded information specified with tag data from the information database D2 is performed. In the following step 702, it is judged whether the viewing-and-listening recorded information existed in the database D2. When the viewing-and-listening recorded information exists, a judgment serves as YES and it shifts to Step 703, and when that is not right, a judgment serves as NO and shifts to Step 707.

[0041]

In Step 703, a user with most number of times of viewing and listening is chosen in the user recognized now with reference to the televiewer statistical data in the viewing-and-listening recorded information found in the database D2. In continuing Step 704, a user's selected viewer information is read from the viewer information table D1 (drawing 3), and the data of the hobby is extracted. In Step 705 which shifts to the next, download of the advertisement data (inside of a figure "advertising message data" and notation) 201 specified from the data and the acquired tag data is required of CATV station 200 via the communication apparatus 113. After performing the demand, it shifts to Step 706, it waits for the communication apparatus 113 to receive the advertisement data 201 downloaded from CATV station 200 by the demand, and after making the memory 109 memorize the advertisement data 201 which it received, a series of processings are ended.

[0042]

On the other hand, Step 707 which the judgment of the above-mentioned step 702 serves as NO, and shifts requires download of the advertisement data 201 specified with tag data from CATV station 200. It shifts to the above-mentioned step 706 after that.

[0043]

Download of the advertisement data 201 is required now from CATV station 200 which has transmitted the program under viewing and listening. The advertisement data 201 which requires download is specified, for example for every program (tag data) and hobby with reference to the table showing the storing position (for example, URL) of the advertisement data 201 considered to be suitable. Although such a table may be distributed to each receiver from CATV station 200, the target data for advertisement data 201 specific is transmitted to the CATV station 200 side from a receiver end, and it may be made to make the advertisement data 201 choose. The rule for determining a priority in two or more users recognized is prepared, and it may be made to make the hobby of a user with the highest priority reflect in download of the advertisement data 201 in accordance with the rule in the above-mentioned step 707. When the judgment of the above-mentioned step 700 is set to NO and shifts to Step 704, the user of one person recognized is

treated as a user selected at Step 703.
[0044]
Drawing 9 is a flow chart of advertisement schedule display processing. This display processing is processing for showing the advertisement data 201 automatically to the user who is near the receiver performed with a certain time interval, while the power supply is come by off. Next, with reference to drawing 9, the display processing is explained in detail.
[0045]
First, in Step 801, point to the image recognition section 111, a user is made to recognize, and the recognition data in which the recognition result is shown is acquired. In continuing Step 802, it is judged whether the recognized televiewer (user) exists. When such a televiewer does not exist, a judgment serves as NO and ends a series of processings here. When that is not right, a judgment serves as YES and shifts to Step 803.
[0046]
In Step 803, it is judged whether the advertisement data 201 which is the target of a display exists in the memory 201. When such advertisement data 201 does not exist, a judgment serves as NO and shifts to Step 806. By a judgment serving as YES, reading the advertisement data 201 from the memory 109 at Step 804, and outputting the advertisement data 201 to the graphic display device 103 at the following step 805, when that is not right, After making it display on the ad message indicator 104, a series of processings are ended.
[0047]
time to decide the display of the advertisement data 201 with the advertisement data 201, or predetermined time -- it carries out. If which time of them passes, CPU106 will make the TV section turn off and will terminate the display of the advertisement data 201.
[0048]
Current time is acquired in Step 806. The information database D2 is searched with the following step 807 using the acquired current time, and the current time extracts the viewing-and-listening recorded information used as viewing-and-listening start time and the viewing-and-listening time which is the time zones during viewing-and-listening finish time. In Step 808 which shifts to the next, if the viewing-and-listening recorded information currently extracted exists, the prediction ranking according to the probability (number of times of viewing and listening) of the viewing and listening will be become final and conclusive among the users who had viewed and listened to the past current time to a program from the televiewer statistical data in the viewing-and-listening recorded information. After the decision shifts to Step 809. In particular when viewing-and-listening recorded information is not able to be extracted at Step 807, it is not illustrating, but a series of processings are terminated here.
[0049]
In Step 809, it is judged whether a user in agreement exists by comparing from the user of the higher rank of prediction ranking who had the recognized user become final and conclusive. When the user who gets blocked and is in agreement when what prediction ranking was assigned in the recognized user is exists, a judgment serves as YES and shifts to Step 810. When that is not right, a judgment serves as NO and ends a series of processings here.
[0050]
The above-mentioned collation is terminated when it is able to check that what prediction ranking was assigned in the recognized user is. This is because the user with the highest probability of having viewed and listened to a program in current time in the past in the recognized user is considered that the solicitation effect is the highest.

[0051]
In Step 810, the viewer information of the user who was in agreement is read from the viewer information table D1, and the data in which the hobby is shown is acquired. In continuing Step 811, download of the advertisement data 201 specified with the data of the acquired hobby is required of CATV station 200 via the communication apparatus 113. It shifts to Step 812 after that, and after storing the advertisement data 201 which the communication apparatus 113 receives by the demand memory 109n, a series of processings are ended.
[0052]
Thus, on condition that the user who has recognized exists and the user who was viewing and listening to a program under a present situation in the past in the user exists, the advertisement data 201 for a display is prepared for the memory 109. When the advertisement data 201 stored in the memory 109 is required of CATV station 200 at the above-mentioned step 803 from this and the target user has recognized this time also, he is trying to judge with YES. Thereby, it makes the advertisement data 201 stored in the memory 109 the presentation to the user who considers a suitable thing. In order to show such advertisement data 201 automatically, also while the power supply is turned off, the receiver operates as a medium for an advertisement with the high solicitation effect.
[0053]
The receiver of this embodiment has the composition of having connected the display made into the ad message indicator 104 to one receiver, as shown in drawing 2, but it may build the receiver which applied this invention from more devices. The composition which realizes the receiver with one device may be adopted.
[0054]
Even if two or more recognized users exist, they are carrying out fundamentally paying attention to the one user, but paying attention to two or more users' combination, it may be made to perform selection of the advertisement data 201 considered to be suitable for a user. In that case, as long as two or more users' age is near, it may be made to choose the high advertisement data 201 of a suitable possibility for the person of the age, for example. Since it is such, various modification can be performed in selection of the advertisement data 201.
[0055]
A program which realizes a receiver which was mentioned above may be made to record on recording media, such as CD-ROM, DVD, or a memory card, and may be distributed. It may be made to distribute a part or all of the program via communication networks, such as a CATV network or a public network. When it is made such, the user can make this invention apply to the device by loading to the data processing device etc. which acquired the program and carry an existing receiver or broadcast wave receiving function. This to a recording medium may be what can access the device which distributes a program.
[Brief Description of the Drawings]
[0056]
[Drawing 1]It is a lineblock diagram of the receiver by this embodiment.
[Drawing 2]A receiver is a figure explaining the network system which can acquire information.
[Drawing 3]It is a figure explaining the composition of the viewer information stored in the viewer information table.
[Drawing 4]It is a figure explaining the data configuration of the viewing-and-listening recorded information DB.
[Drawing 5]It is a flow chart of whole processing.

[Drawing 6]It is a flow chart of whole processing (continuation 1).
[Drawing 7]It is a flow chart of whole processing (continuation 2).
[Drawing 8]It is a flow chart of advertising message data acquisition processing.
[Drawing 9]It is a flow chart of advertisement schedule display processing.
[Description of Notations]
[0057]
101 Tuner
102 Decoder
103 Image output unit
104 Ad message indicator
105 TV indicator
106 CPU
107 Program ROM
108 Work RAM
109 Memory
110 Camera part
111 Image recognition section
112 Switch part
113 Communication apparatus

CLAIMS

[Claim(s)]
[Claim 1]
In a receiver which can receive information transmitted via broadcast and a communication network, respectively,
Data communication devices receivable via said communication network by making into said information advertisement data for users who are viewing and listening to said broadcast,
A user recognition means to recognize a user considered to view and listen to said broadcast,
An advertising display means which acquires advertisement data selected based on a user whom said user recognition means has recognized by said data communication devices and on which it is displayed,
A providing receiver.
[Claim 2]
A history preserving means which saves viewing history information which shows a user whom said user recognition means has recognized at the time of broadcast of this program according to a program is provided further,
Said advertising display means chooses advertisement data which a user whom said user recognition means has recognized makes acquire by said data communication devices with reference to viewing history information which said history preserving means saved when it exists, plurality and,
The receiver according to claim 1 characterized by things.
[Claim 3]
Said advertising display means refers to viewing history information which said history preserving means saved, Said user recognition means chooses advertisement data which specifies the highest user of probability that was viewing and listening to a program under viewing and

listening in the past, and is made to acquire by said data communication devices based on a user who this specified now in plurality and a user who recognizes,
The receiver according to claim 2 characterized by things.
[Claim 4]
In a program which a receiver which can receive information transmitted via broadcast and a communication network, respectively is made to execute,
A data communication facility receivable via said communication network by making into said information advertisement data for users who are viewing and listening to said broadcast,
User recognizing ability which recognizes a user considered to view and listen to said broadcast,
An advertising display function which acquires advertisement data selected based on a user who has recognized with said user recognizing ability by said data communication facility and on which it is displayed,
A program for making it realize.

[Translation done.]

NEWS.COM http://www.news.com/

Free ISP NetZero beefs up ad services

By Erich Luening
http://www.news.com/Free-ISP-NetZero-beefs-up-ad-services/2100-1023_3-241067.html

Story last modified Wed Jan 02 16:43:56 PST 2002

Free Internet service provider NetZero is acquiring technology to broaden its services.

The company today said it has agreed to buy start-up Simpli.com in a stock swap worth $23 million. Simpli's technology allows customers to monitor Web surfers' interests and preferences by analyzing keywords, click-through data and consumer choices.

NetZero offers advertising and commerce-supported Internet access, providing interactive marketing, research and measurement applications. It will use Simpli's technology to strengthen its consumer-targeting technology and research capabilities.

While free ISPs such as NetZero have been successful in attracting millions of customers, they're still far from being profitable, analysts say.

"A deal like this is the only way NetZero can add more value to their product," said Bruce Kasrel, an analyst with Forrester Research. "Something like Simpli.com gives them better targeting features for their customers. But it still doesn't help them with the bad business situation they're in. They still have to pay $5 to $7 per customer to maintain their infrastructure."

Under the terms of the agreement, NetZero also gave 2.5 million shares to the Providence, R.I.-based start-up. The purchase is expected to be completed during the third quarter of 2000, the company said in a statement.

The company has 2.96 million registered users, according to a recent report from Goldman Sachs. The investment firm expects NetZero to top 4 million registered users by year-end.

NetZero competes with free ISP Freei.net, which recently unveiled plans to go public.

Freei.net has about 1.1 million active subscribers. It offers service around the United States, and recently added a Singapore-based joint venture to its portfolio.

Free ISPs have sunk roots into the Internet culture over the past six months. Where NetZero was once an oddity online, now Yahoo, Excite@Home, AltaVista and even Kmart are giving away Net connections.

All of the companies are hoping to make money through advertisements that are kept at the top of subscribers' screens as long as the subscribers are online. The services track their movements to target these advertisements to individual interests.

NetZero earlier this year signed an advertising deal with General Motors worth more than $100 million over four years. Analysts expect the company to ink similar deals later this year.

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Ad-targeting system monitors your interests with ISP's help

By Brian Bergstein
AP Technology Writer

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As Internet advertising is increasingly precisely targeted to meet consumers' presumed desires, the trick for advertisers is to sniff out people's interests and needs without riling their privacy defenses.

Silicon Valley startup NebuAd Inc. believes it has reached this balance with a new ad-serving system - even though its system of peering inside Internet traffic might seem ominous.

NebuAd's system is designed to improve on Web sites' long-standing practice of dropping tiny tracking files known as cookies on visitors' computers. When those cookies indicate enough about a Web surfer's interests, related ads can be made to appear.

But the fact that you visited a site doesn't say as much about your interests as knowing what you did there and afterward. Did you read several articles or quit halfway through one? Did you leave the site to research the topic further on a search engine?

To glean those deeper insights, NebuAd installs equipment inside the facilities of Internet service providers (ISPs), which see everything their customers do online. NebuAd's boxes examine many of the sites people visit, what they do there and what they hunt for on search engines.

While some tracking mechanisms can ferret out an interest in travel or the outdoors, NebuAd says it can tell whether you are in the market for a trip to the south of France or snowboarding gear.

The company won't say how many carriers or advertisers it works with, though CEO Bob Dykes said Internet providers representing millions of customers run NebuAd's system to let it gather information. In return, they get a share of the revenue from advertising NebuAd places.

The only ISP known to be working with NebuAd is Monroe, La.-based CenturyTel Inc., which has 530,000 broadband subscribers scattered throughout the country. NebuAd says some of the largest ISPs are at least testing the service.

Aspects of NebuAd's technique are already in play. For example, besides cookies, many online retailers deploy "clickstream analysis" tools that monitor what customers do on a given site - what they browse, what they read, which items they put in their shopping carts but fail to buy.

As a much wider-ranging eye in the sky, NebuAd could pique more worries about privacy. And its creators have taken steps to mitigate them.

Advertisement

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Dykes pledges his company never creates a database that could leak or be subpoenaed. It doesn't compile lists of sites that people have visited or what they did online.

Instead, its system works somewhat like a huge set of meters: one measuring interest in travel to the south of France, another tallying curiosity about snowboarding, and so on and on and on. Whenever you do something online that is thought to reveal heightened or diminished interest in a subject NebuAd tracks, the meter ticks up or down.

The system measures interest in at least 800 marketing categories, Dykes said. But it is blind to online behaviors that indicate bedroom proclivities or medical conditions, because NebuAd doesn't take sex-related ads or promotions for what Dykes calls "sensitive drugs."

NebuAd also doesn't read e-mails or postings on social networking sites, which should help keep it out of privacy storms like the one that erupted last month on Facebook.

Also, while NebuAd follows users closely enough to match ads to their interests, Dykes said the company doesn't keep identifying information on them as individual people, even a numeric Internet Protocol address.

Once grabbed from an ISP's network, such details are fed into a cryptographic system known as a one-way hash, producing a string of code that supposedly cannot be reversed to identify a consumer. NebuAd's servers - and snoops, presumably - see only the hash codes.

"All they really have is (the equivalent of) a dot on a grid somewhere that says, 'It's time to get an ad to this dot,'" said Larry Ponemon, a privacy consultant who has advised NebuAd.

If that does not reassure consumers, Dykes said NebuAd requires ISPs to ask their customers whether they want to opt out.

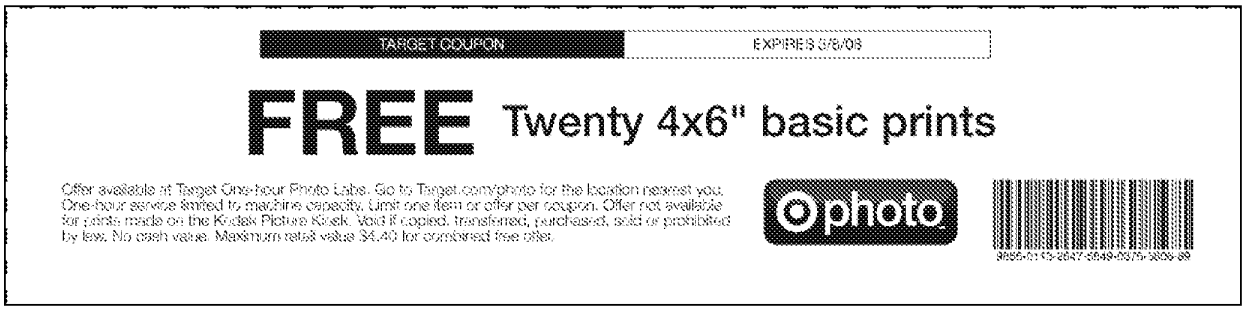
However, that could prove contentious. Pam Dixon, director of the World Privacy Forum, said NebuAd should instead use an opt-in mechanism - automatically excluding anyone who doesn't sign up. She said even if a marketing profile is anonymous, someone might be able to tie it to an individual Web user, if its details were as richly detailed as NebuAd indicates.

"For this particular business model ... it's got to be opt-in, because people's expectation of privacy is that this isn't happening," Dixon said.

The degree to which this privacy equation has been managed will likely be key for NebuAd.

In the company's favor, its unusual approach to gathering data could deliver better insights than traditional cookie-based systems, including those run by such powerful players as Yahoo Inc., Time Warner Inc.'s AOL, Microsoft Corp. or DoubleClick Inc., which Google

Advertisement



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Inc. hopes to buy.

Cookie networks capture information more sporadically, which is one reason "behavioral targeting" accounts for just 3 percent of spending on online advertising in the United States, according to eMarketer, a research group.

"No one has to go to every Web site, and everyone can turn off cookies, but everyone has to use an ISP to get online," said David Hallerman, a senior analyst for eMarketer.

NebuAd's system would be far less valuable, however, if not enough ISPs join the network. ISPs could get skittish if a privacy outcry erupted, justifiable or not.

"There may not be a real privacy violation, but if the individual thinks there is, then there is a problem," Hallerman said.

NebuAd also has to compete for advertising dollars increasingly being thrown at search engine result pages, where people often provide awfully clear signals about their consuming interests.

However, Tom Soevyn, CEO of Focalex Inc., a marketing agency that places ads with NebuAd, says NebuAd's system appears more cost-effective than search engine marketing, partly because it puts ads on multiple kinds of sites.

"When I've run on some of the ad networks I've had horrible results," Soevyn said. While his tests with NebuAd are still in "early stages," he added, "it seems to be working pretty well. ... We'll keep our fingers crossed."

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Watching What You See on the Web

New Gear Lets ISPs Track Users and Sell Targeted Ads; More Players, Privacy Fears

By BOBBY WHITE
December 6, 2007; Page B1

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CenturyTel Inc., a Monroe, La., phone company that provides Internet access and long-distance calling services, is facing stiff competition from cellphone companies and cable operators. So to diversify, it's getting into the online-advertising business.

And not just any online advertising. The technology it's using could change the way the $16.9 billion Internet ad market works, bringing in a host of new players -- and giving consumers fresh concerns about their privacy.

NebuAd's 'deep-packet inspection box' tracks users' online moves.

CenturyTel's system allows it to observe and analyze the online activities of its Internet customers, keeping tabs on every Web site they visit. The equipment is made by a Silicon Valley start-up called NebuAd Inc. and installed right into the phone company's network. NebuAd takes the information it collects and offers advertisers the chance to place online ads targeted to individual consumers. NebuAd and CenturyTel get paid whenever a consumer clicks on an ad.

This technique -- called behavioral targeting -- is far more customized than the current method of selling ads online. Today, it's an imperfect process: companies such as Revenue Science Inc. and Tacoda Inc., which was recently bought by **Time Warner** Inc., contract with Web sites to monitor which consumers visit them, attaching "cookies," or small pieces of tracking data, to visitors' hard drives so they are recognized when they return. The targeting firms feed the data to Web site owners, who use it to charge premium rates for customized ads. But the information is limited, since the tracking companies can't monitor all of the sites an individual visits.

The newer form of behavioral targeting involves placing gear called "deep-packet inspection boxes" inside an Internet provider's network of pipes and wires. Instead of observing only a select number of Web sites, these boxes can track all of the sites a consumer visits, and deliver far more detailed information to potential advertisers.

Until now, the booming online ad market has been dominated by the likes of **Google** Inc. and **Microsoft** Corp. and small techie advertising shops such as Right Media Inc. and AdECN Inc. But new companies are rushing in. Both wireless and wireline Internet-access providers such as CenturyTel, Rochester Telecom Systems Inc. and Embarq Communications Inc., among others, have entered the advertising gold rush. And they've tapped Internet equipment companies like NebuAd, FrontPorch Inc., and **Phorm** Inc. to provide the gear to help them along.

The technology does raise privacy issues. The Internet-service providers often know other information about consumers, such as their names, locations and age and income ranges, which can be very valuable to potential advertisers, especially when combined with Web browsing habits. "Some of these [Internet equipment] guys are traveling in dangerous territory," says Emily Riley, an advertising analyst with Jupiter Research. "Should one company have all of that data in one place? It's a little troubling."

The idea of matching online and offline information about individual consumers has raised privacy concerns in the past. Many of the major online ad companies have pledged to abide by voluntary standards put forth by the Network Advertising Initiative, an industry group, which call for members to notify consumers that they are being targeted and give them the chance to opt out.

NebuAd says that it isn't a member of the group and that the information provided by the ISPs is fairly standard data that they often make available to third parties. FrontPorch also says it believes it isn't going too far by receiving a small amount of offline user data.

Privacy advocates say transparency is key. "Consumers need to know exactly what is going on and they need to know it at all times," says John Palfrey, executive director of the Berkman Center for the Internet and Society at Harvard University. "Today they say they are using consumer information for ads, but it could be something completely different tomorrow. The ISPs and the companies they are working with need to share as much information as possible."

Some Internet providers are reworking their privacy policies to pre-empt concerns. Many give customers online fact sheets informing them of their new behavioral targeting service along, and ask if they want to participate. If they opt out, the consumers' Internet address is tagged and their Web activity isn't tracked.

Bob Dykes

If a consumer doesn't opt out of the service, the equipment companies say they take steps to shield a consumer's privacy. NebuAd, for instance, says it doesn't keep a consumer's personally identifiable information, but only builds a profile of a consumer's interests based on the sites a user frequents. The company also doesn't track traffic to sites related to sex, health or politics.

Internet access providers say they take the privacy concerns seriously. "Privacy is a huge issue that you must get right," says Dan Toomey, chief executive of Anacapa Holdings Ltd., a Dublin, Ireland-based company that provides wireless Internet access. "One mistake could spell big trouble." Anacapa, which began using FrontPorch's equipment in September, operates 2,400 wireless Internet networks at hotels and coffee shops in 18 countries in Europe. The company allows consumers to use their wireless Internet service for free in exchange for viewing ads.

The use of the new networking gear to observe online behavior -- while currently nascent -- is growing. Zachary Britton, FrontPorch's chief executive, says his company's advertising business generated $15 million in the first nine months of the year, up 187% from the year-earlier period. The company has signed up 202 new customers for its deep packet inspection boxes this year. Meanwhile, NebuAd is expecting revenue of $100 million in 2008 based on sales of its advertising equipment. NebuAd Chief Executive Bob Dykes says the company has signed up more than 30 new customers, mostly Internet access providers, since it started.

For CenturyTel, the new business has already turned into a healthy sideline. The company estimates it will see a 5% to 10% boost in average revenue per user for its high-speed Internet business, with extra revenue totaling around $2 million a quarter. "We need new revenue streams to survive," says Chris Mangum, vice president of strategic planning of CenturyTel, which notifies its consumers of the behavioral targeting in an online fact sheet and allows them to opt out.

Having been initially skeptical, Mr. Mangum says, "We're now comfortable with how we approach this," says Mr. Mangum. CenturyTel says it's too early to tell what percentage of customers have opted out.

Write to Bobby White at bobby.white@wsj.com[1]

URL for this article:
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The Wall Street Journal

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Venture Capital
What's New: The Latest On Technology Deals >From Dow Jones VentureWire October 22, 2007; Page R7

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The Big Picture

Mobile-phone manufacturers face pressure to shrink the size of cellphones while building larger screens that can display video. Light Blue Optics Ltd., a start-up in Cambridge, England, may have an answer with technology that could one day project clear and vivid images from a mobile device onto a wall or table.

THE JOURNAL REPORT

[1] Translation software is at last good enough[2] to help companies do business in other languages. Plus, as online advertising matures[3], so does the job of measuring results.

• See the complete Technology[4] report.

Light Blue Optics is developing miniature laser-projection systems that project full-color, high-quality video images onto flat or curved surfaces. The technology could be attractive for mobile-phone makers if Light Blue can figure out a way to further reduce the size of its projection systems, which currently are about the size of a deck of cards.

Investment firms Earlybird Venture Capital and Capital-E led a $26 million Series A round of funding for Light Blue this month, to help it finish development and market its technology to the consumer-electronics, advertising and automotive industries. Light Blue signed a deal earlier this year with Thales SA, the French aerospace engineering group, to develop displays for aircraft cockpits.

A Game Plan

Fifth-graders typically have vast imaginations, but rarely do their dreams involve starting a technology company. That's what 11-year-old Arjun Mehta did with his father, Karl, when the boy couldn't find a satisfactory platform to trade virtual goods obtained in multiplayer online games.

Karl Mehta, a software engineer, set out last year to build such a platform, and this year the Mehtas started PlaySpan Inc., Santa Clara, Calif., to sell their idea to game developers. PlaySpan says its technology lets users trade virtual items within a game, instead of conducting that business on sites outside the game.

Last month, PlaySpan raised $6.5 million in Series A funding led by Easton Capital Investment Group to continue developing the technology, which PlaySpan says will soon serve as a trading platform for seven undisclosed game titles.

WHAT ELSE IS NEW

Here's a look at some other recent deals reported by Dow Jones VentureWire.

- **Zink Imaging Inc.**, which has developed a printing system that, instead of ink, uses heat-activated dye crystals on special paper, secured $25 million in Series B financing from Petters Group Worldwide.
- **Quellan Inc.** picked up $20 million in Series C financing from a large syndicate of investors to help it sell analog chips that can reduce signal interference in electronic devices or cables in data centers.
- **CashView Inc.**, which sells online software that automates a small business's financial tasks, like invoicing, raised $6.5 million in a Series B round led by Emergence Capital Partners.

Inspector Gadget

Internet advertising networks have proved to be big-money propositions, especially in the wake of Yahoo Inc.'s recent deal to acquire online-advertising company BlueLithium Inc. and Google Inc.'s agreement to buy DoubleClick Inc. One start-up, NebuAd Inc., claims it has an innovative approach to online-ad targeting.

The company, based in Redwood City, Calif., is developing an ad network that draws data from a device placed with an Internet-service provider. The device uses a technology called deep packet inspection that allows NebuAd to analyze people's online activity -- such as which categories of Web sites users visit through search engines or on their own, what they type into search engines and how long they spend on certain sites. NebuAd says it uses this data to build profiles for Web surfers' IP addresses -- the series of numbers that identify a computer, but not the user, connected to the Internet. It plans to sell the profiles to ad agencies and Web-site publishers, which, it says, won't be able to link the data back to an individual. Internet-service providers must disclose to users that their activities are being tracked.

Last month, Sierra Ventures led a $20.5 million Series B financing round for NebuAd to continue building the product and expand its sales team. NebuAd plans a full launch of the product in November.

The Electric Company

The web of power lines crisscrossing the U.S. may supply more than electricity if some utilities and technology companies have their way. For years they've talked about bringing broadband Internet services into every home through ordinary electrical outlets, but regulatory and financial hurdles have slowed their progress.

Asoka USA Corp. makes the adapters needed to transform electrical outlets into broadband-network connections. The six-year-old start-up recently announced a $7 million Series A round of funding co-led by Storm Ventures and Venrock.

Last year, the Foster City, Calif., company generated $6 million in revenue by selling its adapters to consumers through telecom carriers including AT&T Inc., BCE Inc. and Comcast Corp. Asoka's adapters, powered by chips made by Intellon Corp., plug into a standard electrical outlet and can transmit data at speeds of up to 85 megabits per second. Newer equipment will transmit at 200 megabits per second, enough to handle the bandwidth demands of high-definition television and digital video.

--Compiled by Scott Austin, editor of VentureWire, a newsletter published by Dow Jones & Co. (online at VentureWire.com[5]), based on contributions from VentureWire reporters Scott Denne and Ty McMahan. Mr. Austin can be reached at scott.austin@dowjones.com[6].

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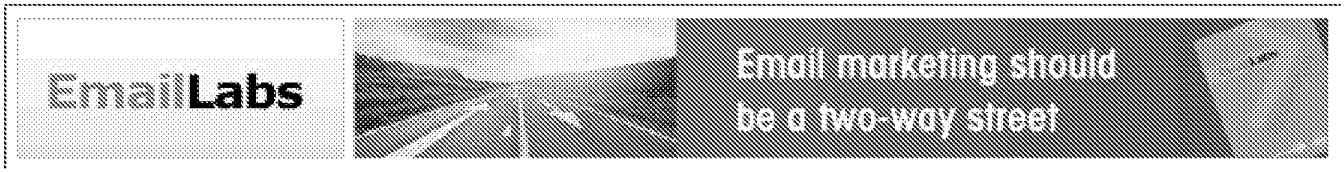


DoubleClick Launches New Marketing Solutions

By , October 6, 1998

DoubleClick Inc. launched DoubleClick "Closed-Loop Marketing Solutions," a suite of products designed to give advertisers and agencies real-time, in-depth control of delivery, measurement and analysis of their campaigns.

The product suite includes DoubleClick DART, now being privately labeled for advertisers, and two new products: DoubleClick DataBank and DoubleClick Boomerang.

DoubleClick said that using the new products, advertisers will have the ability to change creative, targeting, criteria, frequency and other marketplace variables in real-time.

The new solutions allow advertisers to deliver ads, measure and analyze results and adapt future advertising to increase effectiveness, the company said.

Said Kevin O'Connor, chairman and chief executive officer of DoubleClick: "DoubleClick Closed- Loop Marketing Solutions provides a standard for building relationships between brands and consumers online, and facilitates the return-on-investment that advertisers have been craving from their marketing strategies."

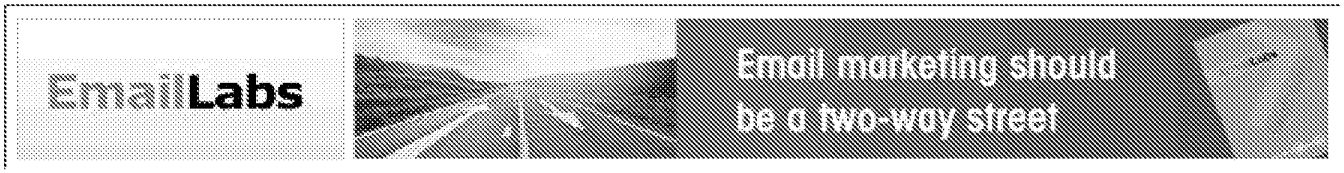
DoubleClick's newest products are available for stand-alone application or as part of the Closed-Loop package. DART for Advertisers, combined with the power of DataBank and Boomerang, delivers the first online advertising solution that can re-target interested consumers and bring them back to a marketer's site while protecting their privacy, the company said.

DART (Dynamic Ad Reporting and Targeting) gives advertisers and agencies the ability to target, deliver and report campaigns across any site on the Web. DART currently delivers more than 3 billion ads a month on more than 2,900 sites, according to the company.

DataBank is a data mining tool that allows advertisers to analyze and evaluate marketing campaigns. DataBank's "knowledge discovery" mechanism allows advertisers to uncover patterns and correlations between ad campaigns and a customer's activity. For example, an advertiser can ascertain the impact of ad frequency on online purchasing patterns.

Boomerang is a one-to-one targeting solution for advertisers that allows marketers to identify users who have come to their sites and then re-target those consumers on DoubleClick's Network, which currently reaches 40 million unique users per month.

Back to Article



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Electronic Patent Application Fee Transmittal

Application Number:	11736544
Filing Date:	17-Apr-2007
Title of Invention:	TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR
First Named Inventor/Applicant Name:	Roy Shkedi
Filer:	Louis J. Hoffman/Donald Hertz
Attorney Docket Number:	14-TV1

Filed as Small Entity

Utility under 35 USC 111(a) Filing Fees

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

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
Submission- Information Disclosure Stmt	1806	1	180	180
		Total in USD ($)		**180**

Electronic Acknowledgement Receipt	
EFS ID:	7042060
Application Number:	11736544
International Application Number:	
Confirmation Number:	3977
Title of Invention:	TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-TV1
Receipt Date:	18-FEB-2010
Filing Date:	17-APR-2007
Time Stamp:	18:21:26
Application Type:	Utility under 35 USC 111(a)

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

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit:	:	2425
Serial No.	:	11/736,544	Examiner:	:	Ekpo, Nnenna Ngozi
Filing Date	:	04/17/2007			
Title	:	Targeted Television Advertisements Based on Online Behavior			

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

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on form PTO-1449 attached to this document. Pursuant to Office rules, copies of the U.S. Patent references are not included. The fee of $180 set forth in 37 CFR § 1.17(p) accompanies this submission.

Assignee also wishes to direct the Examiner to the following co-pending applications, as well as the references cited therein:

Serial No.	Filing Date	Earliest Parent Filing Date
10/996,491	11/24/2004	11/28/2000
11/763,286	06/14/2007	6/16/2006 (prov.)
11/765,433	06/19/2007	6/19/2006 (prov.)
11/968,107	12/31/2007	
11/986,117	12/31/2007	
12/131,798	06/02/2008	
12/131,824	06/02/2008	
12/186,918	08/06/2008	6/14/2000
12/257,386	10/23/2008	
12/273,478	11/18/2008	12/28/1999
12/536,451	08/05/2009	
12/688,731	01/15/2010	01/15/2009 (prov.)

The Examiner should pay particular attention to application Serial Nos. 11/968,107; 11/986,117; 12/131,798; 12/131,824; and 12/257,386; because those applications disclose closely related subject matter, are incorporated by reference in the instant application, and/or incorporate the instant application by reference. Also, a

counterpart of this application was searched and examined at PCT/US08/55298 (KIPO as the ISA and IPEA).

If the Office has any questions, please feel free to contact applicant's undersigned attorney of record.

Respectfully submitted,

ALMONDNET, INC.

by its attorney

Dated: February 18, 2010

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
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26362 7590 08/09/2010

LOUIS J. HOFFMAN, P.C.
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EXAMINER	
EKPO, NNENNA NGOZI	
ART UNIT	PAPER NUMBER
2425	

DATE MAILED: 08/09/2010

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/736,544	04/17/2007	Roy Shkedi	14-TV1	3977

TITLE OF INVENTION: TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	$755	$300	$0	$1055	11/09/2010

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

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

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

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PTOL-85 (Rev. 08/07) Approved for use through 08/31/2010.

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26362 7590 08/09/2010

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(Signature)

(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/736,544	04/17/2007	Roy Shkedi	14-TV1	3977

TITLE OF INVENTION: TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	$755	$300	$0	$1055	11/09/2010

EXAMINER	ART UNIT	CLASS-SUBCLASS
EKPO, NNENNA NGOZI	2425	725-034000

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

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❑ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list

(1) the names of up to 3 registered patent attorneys or agents OR, alternatively,

(2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1 _____

2 _____

3 _____

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PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

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

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❑ Issue Fee

❑ Publication Fee (No small entity discount permitted)

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

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

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

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

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

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Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/736,544	04/17/2007	Roy Shkedi	14-TV1	3977

26362 7590 08/09/2010

LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
Phoenix, AZ 85028

EXAMINER	
EKPO, NNENNA NGOZI	
ART UNIT	PAPER NUMBER
2425	

DATE MAILED: 08/09/2010

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

The Patent Term Adjustment to date is 387 day(s). If the issue fee is paid on the date that is three months after the mailing date of this notice and the patent issues on the Tuesday before the date that is 28 weeks (six and a half months) after the mailing date of this notice, the Patent Term Adjustment will be 387 day(s).

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (http://pair.uspto.gov).

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

PTOL-85 (Rev. 08/07) Approved for use through 08/31/2010.

Notice of Allowability	Application No.	Applicant(s)	
	11/736,544	SHKEDI, ROY	
	Examiner	Art Unit	
	NNENNA N. EKPO	2425	

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

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to *response filed on 02/18/2010*.

2. ☒ The allowed claim(s) is/are *1-10,15-31,33-35,37-43 and 46-160*.

3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
   a) ☐ All b) ☐ Some* c) ☐ None of the:
      1. ☐ Certified copies of the priority documents have been received.
      2. ☐ Certified copies of the priority documents have been received in Application No. _____ .
      3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

   * Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

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

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

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

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

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)
3. ☒ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date 04/17/2007, 07/02/2007 & 02/18/2010
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413), Paper No./Mail Date _____ .
7. ☒ Examiner's Amendment/Comment
8. ☐ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____.

DETAILED ACTION

Information Disclosure Statement

1. The reference listed in the Information Disclosure Statement filed on April 17, 2007, July 02, 2007 and February 18, 2010 has been considered by the Examiner (see attached PTO-1449 form).

EXAMINER'S AMENDMENT

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

Authorization for this examiner's amendment was given in a telephone interview with Louis J. Hoffman (Reg. No. 38,918) on 07/26/2010.

The application has been amended as follows:

Replace claim 1 preamble with "A method implemented using a programmable hardware computer system, the method comprising:".

In claim 1 (a), line 1, add "with the computer system" before electronically associating...

In claim 1 (b), line 3, add "with the computer system" before automatically causing…

In claim 3, line 1, delete ":"

In claim 3 (i), line 3, add “with the computer system” before automatically causing…

In claim 5, lines 1 and 2, add “in the computer system” before electronic associations…

In claim 16 (i), line 1, add “at the computer system” before an identifier corresponding…

In claim 16 (ii), line 1, add “with the computer system” before causing the television advertisement…

In claim 19 (ii), line 1, add “the computer system causes” before the television advertisement and delete “is caused” also in line 1.

In claim 20, lines 2 and 3, add “in the computer system” before and further comprising, also in claim 20, line 3, add “with the computer system before periodically updating…

In claim 21, lines 1 and 2, add “the computer system is a central ad server and” before the first television…

In claim 22, lines 1 and 2, add “with the computer system” before directing instructions… also in claim 22, line 3, add “independent” before ad server to direct…

In claim 23, lines 1 and 2, add “with the computer system” before directing instructions…also in claim 23, lines 3 and 4, add “an independent ad server” after from an online site, or from.

In claim 24, lines 1 and 2, add “computer system causes the” before first television advertisement and delete “is caused” before to be directed only…

In claim 25, lines 1 and 2, add “computer system causes the” before first television advertisement and delete “can” in line 2 and add “to” before be directed without…

Replace claim 30 preamble with “A method implemented using computer equipment, the method comprising:”.

In claim 30 (a), line 1, add “with the computer equipment” before automatically electronically delivering...

In claim 30 (c), line 5, add “and” after online activity

In claim 39, line 1, delete “36” and add “30”

In claim 41, add "with the computer equipment" before electronically delivering...

In claim 42, add "with the computer equipment" before directing the television advertisement...

In claim 43, line 1, delete “(i)”

In claim 48, line 3, add “with the computer equipment” before delivering the first user…

In claim 49, line 3, add “with the computer equipment” before redirecting the first user’s…

In claim 62, line 2, add “by the computer system” before by matching the first…

In claim 65, lines 1 and 2, add “with the computer system” before automatically deriving the user…

In claim 66, lines 1 and 2, add “with the computer system” before automatically selecting the first…

In claim 67 (i), line 1, delete "the method is performed by" and add "the computer system is under control of" before an entity that operates...

In claim 67 (ii), line 1, add “the computer system causes the” before first television advertisement and delete “is caused” before to be…

Replace claim 69 preamble with “A method implemented using a programmed hardware computer system, the method comprising:”.

In claim 69 (a), line 1, add “with the computer system” before electronically associating...

In claim 69 (b), line 3, add “with the computer system” before automatically causing a first...

In claim 86, lines 1 and 2, add “with the computer system” before automatically deriving…

In claim 89 (i), line 1, delete “the method is performed” and add “the computer system is controlled” before by an entity that…

In claim 89 (ii) line 1, add “computer system causes the” before first television advertisement and delete “is caused”

In claim 91 (i) line 3, add “with the computer system,” before automatically causing a second… and in line 8, add “and” before (ii)

In claim 99 preamble, add “the computer system:” after the method of claim 69 further comprising

In claim 101, line 1, delete “69” and add “100”, in line 2, add “in the computer system,” before and further…

In claim 102 (ii), line 1, add “computer system causes the” before television advertisement and delete “is caused” before to be…

In claim 103, line 2, add “in the computer system” before the common IP address…

In claim 104, lines 1 and 2, add “computer system is a central ad server and the” before first television… and in line 2, delete “a” and add “the” before central ad server…

In claim 105, lines 1 and 2, add “with the computer system,” before directing instructions… and in line 3, add “independent” before ad server to…

In claim 106, lines 1 and 2, add “with the computer system,” before directing instructions… and in line 3, delete “a central” and add “independent” before ad server

In claim 107, lines 1 and 2, add “computer system causes the” before first television advertisement and delete “is caused” before to be directed…

In claim 108, lines 1 and 2, add “computer system causes the” before first television advertisement and delete “can” and add “to” before be directed without…

In claim 113, line 2, add “with the computer equipment,” before redirecting…

In claim 127, lines 1 and 2, add “with the computer equipment” before automatically deriving…

In claim 128, lines 1 and 2, add “with the computer equipment” before automatically selecting…

In claim 130, lines 1 and 2, add “with the computer equipment” before automatically selecting…

In claim 131 (i), delete line 1 and add “the computer equipment is controlled by an entity that…

In claim 131 (ii), delete line 1 and add “the computer equipment causes the first television advertisement to be…

In claim 132, line 3, delete “can” and add “is caused to” before be directed…

In claim 133 (d), line 2, delete “can be” and add “is” before directed to a… and on line 6, add “and”

Replace claim 134 preamble with “A method implemented using computer equipment, the method comprising:”.

In claim 134 (a) add “with the computer equipment” before automatically electronically…

In claim 134 (c), line 5, add “and” after activity

In claim 135, line 2, add “with the computer equipment,” before redirecting the…

In claim 152, lines 1 and 2, add “with the computer equipment,” before automatically deriving…

In claim 153, lines 1 and 2, add “with the computer equipment,” before automatically selecting…

In claim 155, lines 1 and 2, add “with the computer equipment,” before automatically selecting…

In claim 157 (i), line 1, add “computer equipment is controlled”, before by an entity…

In claim 157 (ii), line 1, delete “can be” and add “is”, before directed in part…

In claim 159 (d), line 2, delete “can be” and add “is”, before directed to a second…and in line 6, add “and” before (f) wherein…

Allowable Subject Matter

3. Claims 1-10, 15-31, 33-35, 37-43, 46-160 are allowed.

4. The following is an Examiner’s Statement for reasons for allowance: With respect to independent claims 1, 30, 69 and 134, the instant invention is directed to a method which involves electronically associating online access internet protocol (IP) addresses and received set-top box IP addresses for a number of users. User profile information derived from online activity from the online access IP addresses is used to cause a TV advertisement to be directed to a set-top box indicated by the set-top box IP address associated with the online access IP address, where the online activity comprises requesting a search. Electronic associations are stored between the online access IP addresses and the received set-top box IP addresses. The relevant prior art of record, such as **Haeuser et al. (U.S. Publication No. 2007/0294721)** discloses a method which involves transmitting a video stream to a set-top box, where the video stream includes a targeted advertisement with a user selectable indicator to identify supplemental video content related to the targeted advertisement based on a subscriber profile associated with the set-top box. A request is received from the set-top box based on the user selectable indicator. The supplemental video content is transmitted

to a memory of the set-top box without interrupting display of the video stream.

Calamera et al. (U.S. Patent No. 6,463,533) discloses a unique alias is generated from the user accessing several computer network sites, such that the identity of the user cannot be determined by the alias alone and the user is unable to modify the alias. The alias is sent to a particular computer network site upon access of the site by the user.

Bhatt et al. (U.S. Publication No. 2003/0187949) discloses a message to generate cookie containing telephone number and internet protocol address at user, is transmitted to an user terminal from an internet service provider, when an internet access request is received from the user. A server in the ISP, accesses the cookie and obtains geographical location of the user, based on which services such as advertisement are provided to the user. However, neither **Haeuser et al., Calamera et al. nor Bhatt et al.** and any of the cited references teach or suggest, alone or in combination the feature of "…electronically associating an online access IP address of a user and a set-top box IP address of that user based on a common IP address, wherein network traffic is routed via the common IP address to both an online user interface device and a set-top box of that user…" As recited in combination with other features of independent claims 1, 30, 69 and 134.

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

Conclusion

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to NNENNA N. EKPO whose telephone number is (571)270-1663. The examiner can normally be reached on Monday-Thursday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Brian T. Pendleton can be reached on 571-272-7527. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Nnenna Ekpo/
Patent Examiner, Art Unit 2425
July 27, 2010.

/Brian T Pendleton/

Supervisory Patent Examiner, Art Unit 2425

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11736544	SHKEDI, ROY
	Examiner	Art Unit
	NNENNA N EKPO	2425

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

CLAIM		DATE								
Final	Original	08/05/2009	07/16/2010							
	1	✓	=							
	2	✓	=							
	3	✓	=							
	4	✓	=							
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	32	✓	-							
	33	✓	=							
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	35	✓	=							
	36	✓	-							

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	Examiner	Art Unit
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CLAIM		DATE								
Final	Original	08/05/2009	07/16/2010							
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	Examiner	**Art Unit**
	NNENNA N EKPO	2425

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☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

CLAIM		DATE								
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	Examiner	**Art Unit**
	NNENNA N EKPO	2425

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

CLAIM		DATE								
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	Examiner	**Art Unit**
	NNENNA N EKPO	2425

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

CLAIM		DATE								
Final	Original	08/05/2009	07/16/2010							
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	160		=							

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
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	Examiner	**Art Unit**
	NNENNA N EKPO	2425

SEARCHED

Class	Subclass	Date	Examiner
725	34-36	07/16/2010	Nnenna Ekpo
709	218	07/16/2010	Nnenna Ekpo
705	14, 14.25, 14.4, 14.41, 14.49, 14.53, 14.54, 14.55, 14.66, 14.73	07/16/2010	Nnenna Ekpo

SEARCH NOTES

Search Notes	Date	Examiner
Inventor Name Search	08/03/2009	Nnenna Ekpo
NPL Search: google	08/03/2009	Nnenna Ekpo
EAST Text Search	08/03-05/2009	Nnenna Ekpo
PLUS Search	08/05/2009	Nnenna Ekpo
Consulted with Moustafa Meky (Primary Examiner in class 709) about allowability, consulted with Drew Koenig about class search and updated EAST Text Search	07/13-16/2010	Nnenna Ekpo

INTERFERENCE SEARCH

Class	Subclass	Date	Examiner
725	34-36	07/16/2010	Nnenna Ekpo
709	218	07/16/2010	Nnenna Ekpo
705	14, 14.25, 14.4, 14.41, 14.49, 14.53, 14.54, 14.55, 14.66, 14.73	07/16/2010	Nnenna Ekpo

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11736544	SHKEDI, ROY
	Examiner	**Art Unit**
	NNENNA N EKPO	2425

ORIGINAL		INTERNATIONAL CLASSIFICATION																	
CLASS	SUBCLASS	CLAIMED										NON-CLAIMED							
725	34	H	0	4	N	7 / 10 (2006.01.01)													
CROSS REFERENCE(S)		H	0	4	N	7 / 025 (2006.01.01)													
CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)																		
725	34	36																	
709	218																		
705	14	14.49																	
705	14.53	14.54	14.66																

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
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3	3	21	25	39	47	61	69	83	91	105	113	127	135	149	157
4	4	22	26	40	48	62	70	84	92	106	114	128	136	150	158
5	5	23	27	41	49	63	71	85	93	107	115	129	137	151	159
6	6	24	28	42	50	64	72	86	94	108	116	130	138	152	160
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8	8	26	30	44	52	66	74	88	96	110	118	132	140		
9	9	27	31	45	53	67	75	89	97	111	119	133	141		
10	10	-	32	46	54	68	76	90	98	112	120	134	142		
-	11	28	33	47	55	69	77	91	99	113	121	135	143		
-	12	29	34	48	56	70	78	92	100	114	122	136	144		
-	13	30	35	49	57	71	79	93	101	115	123	137	145		
-	14	-	36	50	58	72	80	94	102	116	124	138	146		
11	15	31	37	51	59	73	81	95	103	117	125	139	147		
12	16	32	38	52	60	74	82	96	104	118	126	140	148		

/NNENNA N EKPO/ Examiner.Art Unit 2425	07/16/2010	**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	152	
/Brian T Pendleton/ Supervisory Patent Examiner.Art Unit 2425	08/01/2010	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	2

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11736544	SHKEDI, ROY
	Examiner	**Art Unit**
	NNENNA N EKPO	2425

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

13	17	33	39	53	61	75	83	97	105	119	127	141	149		
14	18	34	40	54	62	76	84	98	106	120	128	142	150		
15	19	35	41	55	63	77	85	99	107	121	129	143	151		
16	20	36	42	56	64	78	86	100	108	122	130	144	152		
17	21	37	43	57	65	79	87	101	109	123	131	145	153		
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/NNENNA N EKPO/ Examiner.Art Unit 2425	07/16/2010	**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	152	
/Brian T Pendleton/ Supervisory Patent Examiner.Art Unit 2425	08/01/2010	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	2

U.S. Patent and Trademark Office

Part of Paper No. 20100716

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S105	974	725/34.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/16 20:06
S106	276	725/36.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/16 20:06
S107	640	725/35.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/16 20:06
S108	1386	S105 or S106 or S107	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/16 20:06
S104	4554	S94 or S95 or S96 or S97 or S98 or S99 or S100 or S101 or S102 or S103	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/16 20:04
S98	482	705/14.49.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/16 20:03
S99	505	705/14.53.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/16 20:03

S100	447	705/14.54.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/16 20:03
S101	311	705/14.55.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/16 20:03
S102	879	705/14.66.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/16 20:03
S103	1601	705/14.73.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/16 20:03
S93	3342	709/218.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/16 20:02
S94	9	705/14.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/16 20:02
S95	483	705/14.25.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/16 20:02
S96	699	705/14.4.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/16 20:02
S97	363	705/14.41.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/16 20:02

S92	2	"20030187949"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/16 19:28
S91	2	"6463533".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/16 19:24
S90	2	"20070294721"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/16 19:17
S89	2	"20080259906"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/16 19:11
S86	507	S83 same (profile behavior $4 demographic activit$4)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/14 18:57
S87	25	S86 same (url address$2 uri)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/14 18:57
S88	20	S87 not S85	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/14 18:57
S84	137424	(network ip) adj1 address$2	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/14 18:50
S85	8	S83 same S84	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/14 18:50

S82	3156	(tv television) adj1 (ad advertis$5)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/14 18:49
S83	2470	(tv television) adj1 (ad advertisement)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/07/14 18:49
S81	2	"20070294721"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/06/28 14:16
S80	2	"20080259906"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/06/28 13:57
S79	177	(common "same") with (("ip" internet$protocol) near2 (address$2)) with (receiver $1 "stb" set$topbox2 "stt" settopterminal$1 "stu" set topunit "ird" integrated $receiver$device)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/06/28 12:35
S77	15977	(common "same") with (("ip" internet$protocol) near2 (address$2))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/06/28 12:06
S78	384	(common "same") with (("ip" internet$protocol) near2 (address$2)) same (receiver $1 "stb" set$topbox2 "stt" settopterminal$1 "stu" set topunit "ird" integrated $receiver$device)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/06/28 12:06
S76	70	(common "same") with (("ip" internet$protocol) near2 (address$2)) same (receiver $1 "stb" set$topbox2 "stt" settopterminal$1 "stu" set topunit "ird" integrated $receiver$device) same (computer "pc" television "tv" client$device)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/06/28 10:56

S75	216	(common "same") same (("ip" internet$protocol) near2 (address$2)) same (receiver$1 "stb" set$top$box $2 "stt" set$top$terminal$1 "stu" settopunit "ird" integrated$receiver$device) same (computer "pc" television "tv")	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/06/28 10:48
S74	2	"20070294721"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/05/25 12:54
S73	15	((target$3) near3 (advertis $6 commercial$1 promotion $1 impression$1)) same ((on $line web "www") near3 (behaviour$1 behavior$1 activit$3)) same (("ip" internet adj protocol) near3 (address$3 identif$7))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/05/25 12:04
S71	471	((target$3) near3 (advertis $6 commercial$1 promotion $1 impression$1)) same ((on $line web "www") with (behaviour$1 behavior$1 activit$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/05/25 11:59
S72	293	((target$3) near3 (advertis $6 commercial$1 promotion $1 impression$1)) same ((on $line web "www") near3 (behaviour$1 behavior$1 activit$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/05/25 11:59
S70	597	(target$3) with (advertis$6 commercial$1 promotion$1 impression) same (on$line web "www") with (behaviour $1 behavior$1 activit$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/05/25 11:58
S69	2	"6055573".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/05/25 11:07
S68	2	"20090172728"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/05/12 14:24

S67	8	(stor$3 memory save) with ("ip-address" "internet protocol address" "internet-protocol address") same (up dat4) with ("ip-address" "internet protocol address" "internet-protocol address") and (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal")	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 15:25
S66	45	(stor$3 memory save) same ("ip-address" "internet protocol address" "internet-protocol address") same (up dat4) and (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal")	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 15:21
S65	226	(stor$3 memory save) same ("ip-address" "internet protocol address" "internet-protocol address") same (up dat4)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 15:20
S64	1	"20070294721" and (set-top box) same (address$2)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 14:52
S61	1	"20070294721" and ("iptv" internet) same (address$2)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 14:34
S60	0	"20070294721" and (updat $3) same (address$2)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 14:14
S58	0	((internet) near3 (protocol$3 address$2)) same (pseudonym$3 ananym anonym nick$1name$1 alias $2) same (target$3) same (advertis$5 commercial$1)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 13:56

S59	49	((internet) near3 (protocol$3 address$2)) same (pseudonym$3 ananym anonym nick$1name$1 alias $2) and (target$3) same (advertis$5 commercial$1)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 13:56
S56	0	(on$line ((web) near3 (page site)) internet "www" "world wide web" "world-wide-web") same ((internet) near3 (protocol$3 address $2)) same (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal") same ((internet) near3 (protocol$3 address $2)) same (pseudonym$3 ananym anonym nick$1name $1) and (target$3) same (advertis$5 commercial$1)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 13:37
S57	32	(on$line ((web) near3 (page site)) internet "www" "world wide web" "world-wide-web") same ((internet) near3 (protocol$3 address $2)) same (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal") same ((internet) near3 (protocol$3 address $2)) and (pseudonym$3 ananym anonym nick$1name $1) and (target$3) same (advertis$5 commercial$1)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 13:37
S55	8	(on$line ((web) near3 (page site)) internet "www" "world wide web" "world-wide-web") same ((internet) near3 (protocol$3 address $2)) same (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal") same ((internet) near3 (protocol$3 address $2)) same (pseudonym$3 ananym anonym nick$1name $1)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 13:29

S53	449	(on$line ((web) near3 (page site)) internet "www" "world wide web" "world-wide-web") same ((internet) near3 (protocol$3 address $2)) same (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal") same ((internet) near3 (protocol$3 address $2)) and (pseudonym$3 alias ananym anonym)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 13:23
S54	68	(on$line ((web) near3 (page site)) internet "www" "world wide web" "world-wide-web") same ((internet) near3 (protocol$3 address $2)) same (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal") same ((internet) near3 (protocol$3 address $2)) and (pseudonym$3 ananym anonym)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 13:23
S52	53	(on$line ((web) near3 (page site)) internet "www" "world wide web" "world-wide-web") same ((internet) near3 (protocol$3 address $2)) same (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal") same ((internet) near3 (protocol$3 address $2)) same (pseudonym$3 alias ananym anonym)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 13:17
S51	9993	(on$line ((web) near3 (page site)) internet "www" "world wide web" "world-wide-web") same ((internet) near3 (protocol$3 address $2)) same (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal") same ((internet) near3 (protocol$3 address $2))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 13:13
S48	4	"2001024562"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 12:12

S49	4	"2001024562"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 12:12
S47	4	("AVHDD" "AUDIO/VIDEO HARD DISK DRIVE") SAME (BACK$UP)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 12:08
S45	2	"20040141724"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 11:26
S44	1	"20070294721" and ("iptv" internet) same (target)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 10:14
S43	1	"20070294721" and ((user$1 viewer$1 subscriber$1 customer$1 client$1) near3 (profile habit)) same (quer $3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 09:47
S42	2	"20070294721" and ((user$1 viewer$1 subscriber$1 customer$1 client$1) near3 (profile habit)) same (address $2 identi$2)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/05 09:35
S40	1	"20070294721" and (bill$3) and (provid$3 server$1)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 17:20
S41	1	"20070294721" and (bill$3) same (provid$3 server$1)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 17:20
S38	1	"20070294721" and (modem $1 router$1) and (address $3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 16:36

S36	2	"20070294721" and (set-top box) same (request$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 16:02
S33	1	"20070294721" and (stor$3 memory) same (updat$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 14:39
S32	1	"20070294721" and ("iptv") same (provider server)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 14:02
S31	1	"20070294721" and (advertis $5) same (select$3) same (target$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 13:49
S30	1	"20070294721" and (advertis $5) same (select$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 13:43
S28	1	"20070294721" and (stor$3 memory) same (address$3) same ("set-top box")	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 12:25
S26	2	"20080259906" and (stor$3) same (electronic)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 12:17
S27	2	"20080259906" and (stor$3) same (electronic) same (address$2)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 12:17
S25	2	"20080259906" and (stor$3) with (electronic)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 12:16

S23	747	S22 and ((internet address $3) near4 (protocol$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 10:37
S24	623	S23 and (@rlad<"20070417" @ad<"20070417")	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 10:37
S18	4351	(online internet "www" "world wide web" "world-wide-web" web adj2 site page) same ((target$3) near3 (advertis$5 commercial $1))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 10:36
S19	74270	"705"/$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 10:36
S20	21588	"725"/$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 10:36
S21	95322	S19 or S20	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 10:36
S22	2123	S18 and S21	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 10:36
S17	6	(internet "www" "world wide web" "world-wide-web" web adj2 site page) with (address $3 "ip address" "ip addresses" "ip addressing" "internet protocol address" "internet-protocol address") same (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal") with (address$3 "ip address" "ip addresses" "ip addressing" "internet	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 10:18

		protocol address" "internet-protocol address") same ((target$3) near3 (ad$1 advertis$5 commercial$1))				
S16	2575	(internet "www" "world wide web" "world-wide-web" web adj2 site page) with (address $3 "ip address" "ip addresses" "ip addressing" "internet protocol address" "internet-protocol address") same (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal") with (address$3 "ip address" "ip addresses" "ip addressing" "internet protocol address" "internet-protocol address")	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/04 10:17
S14	1968	S9 and S13	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:48
S15	676	S14 and (profil$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:48
S10	111	S9 same (profil$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:47
S11	74208	"705"/$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:47
S12	21570	"725"/$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:47
S13	95242	S11 or S12	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:47

S9	10859	(on adj2 line web internet "www" "world wide web" "world-wide-web") with (protocol$3) same (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal")	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:46
S8	2	"20060116924"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:20
S7	2	"20050165644"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:19
S6	2	"20020082910"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:18
S4	2	"6385592".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:17
S5	3	"7013290".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:17
S3	2	"5933811".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 16:16
S2	23	(target$3) with (ad$1 advertis$5 commercial) same (set adj top adj box "stb" set adj top adj terminal "stt" receiver "hcdt" "home communication digital terminal") same ("ip address" "internet protocol address")	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 13:39

S1	24	Shkedi-Roy$.in.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2009/08/03 10:45

8/1/2010 2:09:22 PM
C:\Documents and Settings\nekpo\My Documents\EAST\Workspaces\11736544.wsp

Form PTO-1449 (Modified)
List of Patents and Publications For
Information Disclosure Statement

Serial No.: 11/736,544
Applicant: Shkedi, Roy
Filed: 04/17/2007
Art Unit: 2425
Conf. No.: 3977

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
	1	6160989	12/12/2000	Hendricks et al.	
	2	6366298	04/02/2002	Haitsuka et al.	
	3	6446261	09/03/2002	Rosser	
	4	6718551	04/06/2004	Swix et al.	
	5	6771290	08/03/2004	Hoyle	
	6	6845396	01/18/2005	Kanojia	
	7	6847992	01/25/2005	Haitsuka et al.	
	8	7051351	05/23/2006	Goldman et al.	
	9	7100183	08/29/2006	Kunkel et al.	
	10	7188085	03/06/2007	Pelletier	
	11	7260823	08/21/2007	Schlack et al.	
	12	20020013943	01/31/2002	Haberman et al.	
	13	20020078444	06/20/2002	Krewin et al.	
	14	20020123928	09/05/2002	Eldering et al.	
	15	20020124249	09/05/2002	Shintani	
	16	20020124253	09/05/2002	Eyer et al.	
	17	20020129368	09/12/2002	Schlack et al.	
	18	20020194058	12/19/2002	Eldering	
	19	20030066078	04/03/2003	Bjorgan et al.	
	20	20030149975	08/07/2003	Eldering et al.	
	21	20040073915	04/15/2004	Dureau	
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	24	20040163101	08/19/2004	Swix et al.	
	25	20040172650	09/02/2004	Hawkins et al.	
	26	20060253323	11/09/2006	Phan et al.	
	27	20060271953	11/30/2006	Jacoby et al.	
	28	20070100690	05/03/2007	Hopkins	
	29	20080016540	01/17/2008	Savoor et al.	
	30	20080040742	02/14/2008	Howcroft et al.	

Examiner: _____ Date Considered: _____

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Form PTO-1449 (Modified)
List of Patents and Publications For
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Applicant: Shkedi, Roy
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Art Unit: 2425
Conf. No.: 3977

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
_____	31	20080243822	10/02/2008	Campbell et al.	
_____	32	20050086112	04/21/2005	Shkedi	
_____	33	20080313194	12/18/2008	Shkedi	
_____	34	20090094119	04/09/2009	Shkedi	
_____	35	20090172723	07/02/2009	Shkedi et al.	
_____	36	20090049468	02/19/2009	Shkedi	
_____	37	20090300675	12/03/2009	Shkedi	
_____	38	20070266403	11/15/2007	Ou et al.	
_____	39	20070294721	10/20/2007	Haeuser et al.	
_____	40	20070244750	10/18/2007	Grannan et al.	
_____	41	20070233571	10/04/2007	Eldering et al.	

FOREIGN PATENT DOCUMENTS

Examiner Initials		Document Number	Publication Date	Country	Name of Patentee	Translation Yes No
	42	KR10-0793513	01/03/2008	Korea	ICU Research and Industrial Cooperation Group - ETRI	YES
	43	JP2007-274246	10/18/2007	Japan	Casio Computer Co. Ltd.	YES

Examiner: _____ Date Considered: _____

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Page 3 of 3

Serial No.:	11/736,544
Applicant:	Shkedi, Roy
Filed:	04/17/2007
Art Unit:	2425
Conf. No.:	3977

OTHER ART

Examiner Initials	Item	Author Title Date Pertinent Pages Etc.
	44	Luening E.; "Free ISP NetZero beefs up ad services"; web page at http://www.news.com/Free-ISP-NetZero-beefs-up-ad-services/2100-1023_3-241067.html; January 2, 2002.
	45	BERGSTEIN B.; "Ad-targeted System Monitors Your Interests with ISP's Help"; from website www.siliconvalley.com; December 10, 2007.
	46	WHITE B.; "Watching What You See on the Web"; Wall Street Journal Online; December 6, 2007.
	47	"What's New: The Latest On Technology Deals"; from Dow Jones VentureWire; as published on Wall Street Journal Online; October 22, 2007.
	48	"DoubleClick Launches New Marketing Solutions"; from website www.clickz.com; October 6, 1998.

/Nnenna Ekpo/

Examiner: _____ Date Considered: 08/02/2010

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Roy Shkedi	Art Unit	:	_____
Serial No.	:	10/996,491	Examiner	:	_____
Filed	:	04/17/2007			
Title	:	Targeted Television Advertisements Based on Online Behavior			

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

INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on form PTO/SB/08A attached to this document. Pursuant to Office rules, copies of the U.S. Patent references are not included.

Assignee also wishes to advise the Examiner of the existence of three other pending applications that it owns, namely application Serial Nos. 10/996,491, filed November 24, 2004, 11/099,861, filed April 6, 2005, and 11/479,832, filed June 30, 2006.

If the Examiner has any questions concerning these matters, please contact assignee's undersigned attorney.

Respectfully submitted,

ALMONDNET INC.
by its attorney

Dated: April 17, 2007

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918
LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
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(480) 948-3295

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /N.E./

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 7

Complete if Known	
Application Number	NEW APPLICATION
Filing Date	April 17, 2007
First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-TV1

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US- 20020032603	03-14-2002	Yeiser	
		US- 20020059602	05-16-2002	Macrae, et al.	
		US- 20020104086	08-01-2002	Tomsen, et al.	
		US- 20020120933	08-29-2002	Knudson, et al.	
		US- 20020120935	08-29-2002	Huber, et al.	
		US- 20020194604	12-19-2002	Sanchez, et al.	
		US- 20030051242	03-13-2003	Donnelly	
		US- 20030126597	07-03-2003	Darby, et al.	
		US- 20030135853	07-17-2003	Goldman, et al.	
		US- 20030145323	07-31-2003	Hendricks, et al.	
		US- 20030208756	11-06-2003	Macrae, et al.	
		US- 20030208758	11-06-2003	Schein, et al.	
		US- 20030226141	12-04-2003	Krasnow, et al.	
		US- 20040003406	01-01-2004	Billmaier	
		US- 20040010546	01-15-2004	Klug, et al.	
		US- 20040107437	06-03-2004	Reichardt, et al.	
		US- 20040123314	06-24-2004	Bova	
		US- 20050076393	04-07-2005	Sussman	
		US- 20050165638	07-28-2005	Piller	

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]-Number[4]-Kind Code[5] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]

Examiner Signature		Date Considered	

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This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours 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, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 2 of 7

Complete if Known	
Application Number	NEW APPLICATION
Filing Date	April 17, 2007
First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-TV1

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		US- 20050177420	08-11-2005	Tanahashi	
		US- 5978013	11-02-1999	Jones, et al.	
		US- 6055573	04-25-2000	Gardenswartz, et al.	
		US- 6189008	02-13-2001	Easty, et al.	
		US- 6216129	04-10-2001	Eldering	
		US- 6490587	12-03-2002	Easty, et al.	
		US- 6832207	12-14-2004	Shkedi	
		US- 6925440	08-02-2005	Shkedi	
		US- 6973436	12-06-2005	Shkedi	
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		US- 7092926	08-15-2006	Cerrato	
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		US- 6157946	12-05-2000	Itakura, et al.	
		US- 5809242	09-15-1998	Shaw, et al.	
		US- 6026368	02-15-2000	Brown, et al.	
		US- 5948061	09-07-1999	Merriman, et al.	
		US- 6073241	06-06-2000	Rosenberg, et al.	
		US- 5855008	12-29-1998	Goldhaber, et al.	
		US- 5848396	12-08-1998	Gerace	

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]-Number[4]-Kind Code[5] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]

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Sheet 3 of 7

Complete if Known	
Application Number	NEW APPLICATION
Filing Date	April 17, 2007
First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-TV1

U. S. PATENT DOCUMENTS

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		US- 5105184	04-14-1992	Pirani, et al.	
		US-			
		US-			
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		WO2005046237	05-19-2005	Gutta, et al.		

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 4 of 7

Complete if Known	
Application Number	NEW APPLICATION
Filing Date	April 17, 2007
First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-TV1

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[2]
		Engage Technologies, Inc.; Form S-1A; filed with the SEC; pp. 36-50; July 19, 1999.	
		Chen, Andy; "Behavioral Matchmaking, Part 3: GPS and Behavioral Targeting"; from website http://www.clickz.com; November 24, 2004.	
		Battelle, John; "The Search - How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture"; pp. 167-171; 2005.	
		"BSkyB in Google Link-up"; Financial Times (FT.com); December 6, 2006.	
		"Google moves into TV ads with BSkyB Deal"; Guardian Unlimited; December 7, 2006.	
		Chen, Andy; "The New Behavioral Wunder"; from webpage http://www.clickz.com; April 11, 2007.	
		"NetZero Launches Ad-Backed Access Service"; from website www.clickz.com; October 20, 1998.	
		"Nissan, BellSouth, Music Blvd. Among Latest Advertisers to Sign Up With NetZero"; press release from www.irconnect.com; November 16, 1998.	
		"LookSmart and NetZero Extend and Enhance Winning Partnership"; press release found on www.shareholder.com; February 9, 2000.	
		"NetZero Guarantees Increase in Web Site Traffic for New Adverstisers"; press release from www.irconnect.com; circa 2000.	

Examiner Signature		Date Considered	

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1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached.

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 5 of 7

Complete if Known	
Application Number	NEW APPLICATION
Filing Date	April 17, 2007
First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-TV1

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[2]
		Saunders, Christopher; "NetZero to Launch Mobile Ad Platform"; from website www.clickz.com; March 29, 2001.	
		"180Solutions Launches All-In-One Online Ad Solution - Metricsdirect Outperforms Conventional Cost-Per-Click Models"; from www.zango.com; March 30, 2004.	
		Keegan, Paul; "The Man Who Can Save Advertising"; from http://money. cnn.com; November 1, 2004.	
		"Visible World Targets Advertising Industry"; from http://informitv.com; February 20, 2005.	
		"Venture Market Summary"; VentureWire Alert; March 29, 2005.	
		Olsen, S.; "TiVo is in talks with Internet search giants Google and Yahoo over possible deal ... television and the Web..."; www.news.com; April 18, 2005.	
		"This Ad's for You -- Just You"; BusinessWeek online; June 28, 2005.	
		"Cable's Big Bet On Hyper-Targeting. Time Warner will test new software that sends different ads to different viewers."; BusinessWire online; July 4,2005.	
		"Comcast, Cox Buy Interactive TV Company"; from Yahoo.com Financial News; July 13, 2005.	
		"TiVo Launches New Interactive Advertising Technology"; press release from www.tivo.com; July 18, 2005.	

Examiner Signature		Date Considered	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 6 of 7

Complete if Known	
Application Number	NEW APPLICATION
Filing Date	April 17, 2007
First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-TV1

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[2]
		Grant, Peter; "To Ward Off New Competitors, Comcast Builds a Mini Internet"; Wall Street Journal online; October 13, 2005.	
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 7 of 7

Complete if Known	
Application Number	NEW APPLICATION
Filing Date	April 17, 2007
First Named Inventor	Shkedi, Roy
Art Unit	n/a
Examiner Name	n/a
Attorney Docket Number	14-TV1

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[2]
		Grant, Peter and Marr, Merissa; "Comcast Nears Pact With Disney To Offer ABC Shows On Demand"; The Wall Street Journal Online; November 21, 2006.	
		"TiVo to Insert Ads At End of Probrams"; The Wall Street Journal Online; November 28, 2006.	
		FAQ from Zango Ad Services; http://adservices.zango.com; 2007.	
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		Tam, Pui-Wing; "TiVo, Amazon to Deliver Web Video to TV Sets"; The Wall Stree Journal Online; February 7, 2007.	
		Story, Louise; "The Web drives an advertising boom without the need for agencies"; International Herald Tribune (iht.com); February 8, 2007.	
		Todd, Daniel; "The New World of Desktop Advertising"; DMNews.com; March 28, 2007.	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 2

Complete if Known	
Application Number	11/736,544
Filing Date	04/17/2007
First Named Inventor	Shkedi, Roy
Art Unit	2614
Examiner Name	
Attorney Docket Number	14-TV1

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US- 5933811	08/03/1999	Angles, et al.	
		US- 6385592	05/07/2002	Angles, et al.	
		US- 7013290	03/14/2006	Ananian	
		US- 20020082910	06/27/2002	Kontogouris	
		US- 20050165644	07/28/2005	Beyda, et al.	
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FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]–Number[4]–Kind Code[5] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 2 of 2

Complete if Known	
Application Number	11/736,544
Filing Date	April 17, 2007
First Named Inventor	Shkedi, Roy
Art Unit	2614
Examiner Name	
Attorney Docket Number	14-TV1

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[2]
		"Medio Systems to Launch Mobile Performance Ad Network - Search and recommendation technologies propel advancements in mobile advertising", article from Mobilestreams website, March 19, 2007.	
		HUNT, TIMOTHY J., "Moving Target", Financial Post, October 1, 2000.	

Examiner Signature	/Nnenna Ekpo/	Date Considered	08/05/2010

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Application	Document	Mailroom Date	Attorney Docket No.
11736544	NOA	08/09/2010	14-TV1
	1449	08/09/2010	14-TV1
	1449	08/09/2010	14-TV1
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UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION INFORMATION RETRIEVAL SYSTEM

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit:	:	2425
Serial No.	:	11/736,544	Examiner:	:	Ekpo, Nnenna Ngozi
Filing Date	:	04/17/2007			
Title	:	Targeted Television Advertisements Based on Online Behavior			

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Filed via EFS - August 10, 2010

RULE 312 AMENDMENT

Dear Sir:

Assignee accepts the Examiner's Amendment stated in the Notice of Allowance and submits this further amendment to correct certain minor informalities.

Amendments begin on page 2.

Remarks begin on page 23.

Claims 1-10, 15-31, 33-35, 37-43, and 46-160 are pending; claims 1, 30, 69, and 134 are independent claims.

AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

1. **(Currently amended)** A method implemented using a ~~programmable~~ programmed hardware computer system, the method comprising:
   (a) for each of a multitude of users, with the computer system, electronically associating an online access IP address of the user and a set-top box IP address of that user based on a common IP address, wherein network traffic is routed via the common IP address to both an online user interface device and a set-top box of that user; and
   (b) using user profile information derived from online activity from a first online user interface device via a first one of the online access IP addresses of the multitude of users, with the computer system automatically causing a first television advertisement to be directed to a set-top box for presentation via that set-top box, selectively, wherein the set-top box is indicated by the set-top box IP address associated with the first online access IP address.
2. **(Original)** The method of Claim 1 wherein neither the user profile information in part (b) nor the association between the first online access IP address and its associated set-top box IP address includes personally identifiable information.
3. **(Currently amended)** The method of Claim 1:
   (i) further comprising, using user profile information derived from online activity from a second online user interface device via a second one of the online access IP addresses of the multitude of users, with the computer system automatically causing a second television advertisement to be directed to a second set top box for presentation via that set-top box, selectively, wherein the second set-top box is indicated by the set-top box IP address associated with the second online access IP address,
   (ii) wherein which television advertisement is directed to or presented via which set-top box depends on differences between the online activities from the first and second online user interface devices, respectively.

4. **(Original)** The method of Claim 3 wherein neither the user profile information in part (i) nor the association between the second online access IP address and its associated set-top box IP address includes personally identifiable information.
5. **(Previously presented)** The method of Claim 1 further comprising storing in the computer system electronic associations between the online access IP addresses and the set-top box IP addresses.
6. **(Original)** The method of Claim 1 wherein the online activity comprises requesting a search.
7. **(Original)** The method of Claim 1 wherein the first television advertisement is caused to be directed to the set-top box upon first being contacted by the set-top box after the user profile information is derived.
8. **(Previously presented)** The method of Claim 1 wherein the first television advertisement is selected from among a plurality of possible television advertisements based at least in part on the user profile information derived from the online activity from the first online access IP address.
9. **(Original)** The method of Claim 8 wherein the first television advertisement is selected based at least partly on demographic or behavioral attributes included in the user profile information.
10. **(Previously presented)** The method of Claim 1 wherein the first television advertisement is selected from among a plurality of possible television advertisements based at least in part on the television content viewed at the time the first television advertisement is to be presented by the set-top box.

11 – 14. **(Canceled)**

15. **(Previously presented)** The method of Claim 1 wherein the common IP address is an IP address dynamically assigned to a modem or router used by the user for online access and connected to the user's set-top box.
16. **(Previously presented)** The method of Claim 1 further comprising:
    (i) receiving at the computer system an identifier corresponding to the set-top box of the user; and

(ii) with the computer system causing the television advertisement to be transmitted only if directed to the set-top box corresponding to the identifier.

17. **(Previously presented)** The method of Claim 1 wherein part (a) comprises the act of storing the common IP address, and further comprising updating the common IP address of the user.

18. **(Previously presented)** The method of Claim 1 wherein part (a) comprises the act of storing the common IP address, and further comprising periodically updating the common IP address of the user.

19. **(Previously presented)** The method of Claim 1 wherein:

(i) the user profile information in part (b) includes a list of online access IP addresses corresponding to specific online activities and times and dates corresponding to each of the online activities; and

(ii) the computer system causes the television advertisement to be directed to the set-top box of one of the users only if any of the listed online access IP addresses corresponding to the specific online activities and the corresponding dates and times of the online activities match the common IP address assigned to that user and the date and time corresponding thereto.

20. **(Previously presented)** The method of Claim 19 wherein part (a) comprises the act of storing the common IP address and dates and times corresponding thereto in the computer system, and further comprising, with the computer system, periodically updating (i) the common IP address and times and dates corresponding thereto or (ii) the list of online access IP addresses corresponding to specific online activities and time and dates corresponding to each of the online activities.

21. **(Currently amended)** The method of Claim 1 wherein the computer system is a central ad server and the first television advertisement is received at [[a]] <u>the</u> central ad server and directed to the set-top box.

22. **(Previously presented)** The method of Claim 1 wherein part (b) comprises, with the computer system, directing instructions to a profile provider, to an online site,

or to an independent ad server to direct the first television advertisement to the set-top box.

23. **(Currently amended)** The method of Claim 1 wherein part (b) comprises, with the computer system, directing instructions to the set-top box to retrieve the first television advertisement from a profile provider, from an online site, or from an independent ad server ~~a central ad server~~.

24. **(Previously presented)** The method of Claim 1 wherein the computer system causes the first television advertisement to be directed only in response to a request for advertisements originating from the user's set-top box.

25. **(Previously presented)** The method of Claim 1 wherein the computer system causes the first television advertisement to be directed without a request for advertisements originating from the user's set-top box.

26. **(Original)** The method of Claim 1 wherein the online access IP address of each user is an IP address associated with a modem or router used by that user for online access.

27. **(Original)** The method of Claim 1 wherein only advertisements satisfying criteria selected by each user are directed to the set-top box of that user.

28. **(Original)** The method of Claim 1 further comprising receiving a revenue amount as a result of directing the advertisement.

29. **(Original)** The method of Claim 1 further comprising paying a revenue amount to a profile provider as a result of using the user profile information in part (b).

30. **(Previously presented)** A method implemented using computer equipment, the method comprising:

    (a) with the computer equipment, automatically electronically delivering electronic user profile information to a computer system that includes a server that electronically associates, for each of a multitude of users, an online access IP address of the user and a set-top box IP address of that user based on a common IP address,

    (b) wherein network traffic is routed via the common IP address for both an online user interface device and a set-top box of that user,

(c) wherein delivered user profile information of a first user of the multitude of users (i) is derived from online activity of the first user from a first online user interface device via a first online access IP address and (ii) includes identification of the first online access IP address and the time and date of the online activity, and

(d) as a result of which delivery, a first television advertisement can be directed to a set-top box for presentation via that set-top box, selectively, wherein the set-top box is indicated by the set-top box IP address that the server associates with the first online access IP address.

31. **(Previously presented)** The method of Claim 30 wherein neither the user profile information delivered in part (a) nor the association between the first online access IP address and its associated set-top box IP address includes personally identifiable information.

32. **(Canceled)**

33. **(Previously presented)** The method of Claim 133 wherein neither the user profile information delivered in part (a) nor the association between the second online access IP address and its associated set-top box IP address includes personally identifiable information.

34. **(Previously presented)** The method of Claim 30 further comprising receiving a revenue amount from a proprietor of the computer system as a result of the electronic delivering act.

35. **(Previously presented)** The method of claim 30 further comprising receiving a revenue amount as a result of the electronic delivering act, wherein the revenue amount is received in response to each instance in which revenue is generated as a result of presenting the selected television advertisement via the set-top box indicated by the set-top box IP address associated with the first online access IP address.

36. **(Canceled)**

37. **(Previously presented)** The method of Claim 128 wherein the first television advertisement is selected based at least partly on a specific search request, which request has originated from the first online user interface device.

38. **(Previously presented)** The method of Claim 128 wherein the first television advertisement is selected based at least partly on demographic or behavioral attributes included in the derived user profile information.

39. **(Previously presented)** The method of Claim 30 further comprising receiving a revenue amount from a provider of the television advertisement as a result of electronically delivering the user profile information.

40. **(Previously presented)** The method of Claim 129 wherein the revenue amount is received from an advertiser that has contracted to display a TV ad to persons who have characteristics contained in the user profile information.

41. **(Currently amended)** The method of Claim 30 further comprising, with the computer equipment, electronically delivering the first television advertisement to the computer system for subsequent direction to the set-top box.

42. **(Currently amended)** The method of Claim 30 further comprising, with the computer equipment, directing the television advertisement to the set-top box in response to instructions received from the computer system.

43. **(Previously presented)** The method of Claim 30 wherein the step of delivering user profile information comprises delivering the first user online access IP address.

44 – 45. **(Canceled)**

46. **(Previously presented)** The method of Claim 153 wherein the user profile information derived from the online activity comprises an indication of a search request originating from the online user interface device of the first user.

47. **(Previously presented)** The method of Claim 153 wherein the user profile information derived from the online activity comprises demographic attributes collected through an Internet site accessed with the online user interface device of the first user.

48. **(Currently amended)** The method of claim 153 wherein (i) the step of delivering electronic user profile information derived from the online activity comprises, with the computer equipment, delivering the first user online access IP address; and (ii) the selection of a television advertisement is based on user profile information that is not delivered to the computer system.

49. **(Currently amended)** The method of claim 134 wherein the step of delivering electronic user profile information derived from the online activity comprises, with the computer equipment, redirecting the first user's online user interface device during the first user's accessing of an online site via the first online access IP address.

50. **(Previously presented)** The method of claim 154 wherein the revenue amount is received from an advertiser that has contracted to display a TV ad to an audience of an Internet site.

51. **(Previously presented)** The method of claim 154 wherein the revenue amount is received in response to each instance in which revenue is generated as a result of displaying the selected television advertisement via the set-top box indicated by the set-top box identifier associated with the online user interface device identifier of the first user's online user interface device.

52. **(Previously presented)** The method of Claim 1 wherein the first online access IP address and the common IP address are the same.

53. **(Previously presented)** The method of Claim 1 wherein the first online access IP address and the common IP address differ.

54. **(Previously presented)** The method of Claim 53 wherein the first online access IP address and the set-top box IP address are associated based on online access by the first user's online user interface device via a second online access IP address.

55. **(Previously presented)** The method of Claim 54 wherein the second online access IP address and the common IP address are the same.

56. **(Previously presented)** The method of Claim 53 wherein the first online access IP address and the set-top box IP address are associated based on a correlation

between the common IP address and an online user interface device identifier that indicates the user's online user interface device.

57. **(Previously presented)** The method of Claim 56 wherein the online user interface device identifier includes a cookie.

58. **(Previously presented)** The method of Claim 56 wherein the online user interface device identifier includes a tag.

59. **(Previously presented)** The method of Claim 1 wherein the set-top box is further indicated by a set-top box identifier that includes a device serial number or a portion thereof.

60. **(Previously presented)** The method of Claim 1 wherein the set-top box is further indicated by a set-top box identifier that includes a device MAC address or a portion thereof.

61. **(Previously presented)** The method of Claim 1 wherein the set-top box is further indicated by a set-top box identifier that includes a username, a pseudonym, or a confirmation number.

62. **(Previously presented)** The method of Claim 1 wherein the common IP address is determined by the computer system by matching the first online access IP address with a set-top box IP address used by a uniquely identified set-top box both before and after the online activity occurs.

63. **(Previously presented)** The method of Claim 1 wherein the first online access IP address and the set-top box IP address are associated before the online activity occurs.

64. **(Previously presented)** The method of Claim 1 wherein the first online access IP address and the set-top box IP address are not associated until after the online activity occurs.

65. **(Currently amended)** The method of Claim 1 further comprising, with the computer system, automatically deriving the user profile information from the online activity performed from the first online access IP address.

66. **(Currently amended)** The method of Claim 1 further comprising, with the computer system, automatically selecting the first television advertisement based on the user profile information.

67. **(Currently amended)** The method of Claim 1 wherein:

(i) the computer system is under control of an entity that operates independently of a provider of television service to each of the multitude of users through the corresponding set-top box; and

(ii) the ~~the~~ computer system causes the first television advertisement to be directed in part (b) without transmitting user online behavioral profile information to the provider of television service.

68. **(Previously presented)** The method of Claim 67 wherein the online access and set-top box IP addresses are associated in part (a), and the first television advertisement is caused to be directed in part (b), without receiving personally identifiable information from the provider of television service.

69. **(Currently amended)** A method implemented using a programmed hardware computer system, the method comprising:

(a) for each of a multitude of users, with the computer system, electronically associating an online user interface device identifier, which indicates an online user interface device of the user, and a set-top box identifier, which indicates a set-top box of that user, which electronic association is based on a common IP address, wherein network traffic is routed via the common IP address to both the online user interface device and the set-top box of that user; and

(b) using user profile information derived from online activity from the online user interface device of a first user of the multitude of users via a first online access IP address, with the computer system automatically causing a first television advertisement to be directed to a set-top box for presentation via that set-top box, selectively, wherein the set-top box is indicated by the set-top box identifier associated with the online user interface device identifier of the first user's online user interface device.

70. **(Previously presented)** The method of Claim 69 wherein the first online access IP address and the common IP address are the same.
71. **(Previously presented)** The method of Claim 69 wherein the first online access IP address and the common IP address differ.
72. **(Previously presented)** The method of Claim 71 wherein the online user interface device identifier and the set-top box identifier are associated based on online access by the first user's online user interface device via a second online access IP address.
73. **(Previously presented)** The method of claim 72 wherein the second online access IP address and the common IP address are the same.
74. **(Previously presented)** The method of Claim 69 wherein the online user interface device identifier includes a cookie.
75. **(Previously presented)** The method of Claim 69 wherein the set-top box identifier includes a device serial number or a portion thereof.
76. **(Previously presented)** The method of Claim 69 wherein the set-top box identifier includes a device MAC address or a portion thereof.
77. **(Previously presented)** The method of Claim 69 wherein the set-top box identifier includes a username, a pseudonym, or a confirmation number.
78. **(Previously presented)** The method of Claim 69 wherein the online user interface device identifier includes a tag.
79. **(Previously presented)** The method of Claim 69 wherein the online user interface device identifier includes the first online access IP address.
80. **(Previously presented)** The method of Claim 69 wherein the set-top box identifier includes the common IP address.
81. **(Previously presented)** The method of claim 69 wherein the set-top box identifier includes at least a portion of the common IP address.
82. **(Previously presented)** The method of claim 69 wherein the set-top box identifier includes a set-top box IP address.
83. **(Previously presented)** The method of Claim 69 wherein the common IP address is determined by matching the first online access IP address with a set-top box IP

address used by a uniquely identified set-top box both before and after the online activity occurs.

84. **(Previously presented)** The method of Claim 69 wherein the online user interface device identifier and the set-top box identifier are associated before the online activity occurs.

85. **(Previously presented)** The method of Claim 69 wherein the online user interface device identifier and the set-top box identifier are not associated until after the online activity occurs.

86. **(Currently amended)** The method of Claim 69 further comprising, with the computer system, automatically deriving the user profile information from the online activity performed from the first online access IP address.

87. **(Previously presented)** The method of Claim 69 further comprising automatically selecting the first television advertisement based on the user profile information.

88. **(Previously presented)** The method of Claim 69 wherein neither the user profile information in part (b) nor the association between the online user interface device identifier and the set-top box identifier includes personally identifiable information.

89. **(Previously presented)** The method of Claim 69 wherein:
    (i) the computer system is controlled by an entity that operates independently of a provider of television service to each of the multitude of users through the corresponding set-top box; and
    (ii) the computer system causes the first television advertisement to be directed in part (b) without transmitting user online behavioral profile information to the provider of television service.

90. **(Previously presented)** The method of Claim 89 wherein the online user interface device identifier and the set-top box identifier are associated in part (a), and the first television advertisement is caused to be directed in part (b), without receiving personally identifiable information from the provider of television service.

91. **(Currently amended)** The method of Claim 69:

(i) further comprising, using user profile information derived from online activity from the online user interface device of a second user of the multitude of users via a second online access IP address, with the computer system, automatically causing a second television advertisement to be directed to a second set-top box for presentation via that set-top box, selectively, wherein the second set-top box is indicated by the set-top box identifier associated with the online user interface device identifier of the second user's online user interface device, and

(ii) wherein which television advertisement is directed to or presented via which set-top box depends on differences between the online activities from the online user interface devices of the first and second users, respectively.

92. **(Previously presented)** The method of Claim 91 wherein neither the user profile information in part (i) nor the association between the second online user interface device identifier and its associated set-top box identifier includes personally identifiable information.

93. **(Previously presented)** The method of Claim 69 wherein the online activity comprises requesting a search.

94. **(Previously presented)** The method of Claim 69 wherein the first television advertisement is caused to be directed to the set-top box upon first being contacted by the set-top box after the user profile information is derived.

95. **(Previously presented)** The method of Claim 69 wherein the first television advertisement is selected from among a plurality of possible television advertisements based at least in part on the user profile information derived from the online activity from the first online access IP address.

96. **(Previously presented)** The method of Claim 95 wherein the first television advertisement is selected based at least partly on demographic or behavioral attributes included in the user profile information.

97. **(Previously presented)** The method of Claim 69 wherein the first television advertisement is selected from among a plurality of possible television

advertisements based at least in part on the television content viewed at the time the first television advertisement is to be presented by the set-top box.

98. **(Previously presented)** The method of Claim 69 wherein the common IP address is an IP address dynamically assigned to a modem or router used by the user for online access and connected to the user's set-top box.

99. **(Previously presented)** The method of Claim 69 further comprising the computer system:
    (i) receiving an identifier corresponding to the set-top box of the user; and
    (ii) causing the television advertisement to be transmitted only if directed to the set-top box corresponding to the identifier.

100. **(Previously presented)** The method of Claim 69 wherein part (a) comprises the act of storing the common IP address, and further comprising updating the common IP address of the user.

101. **(Previously presented)** The method of Claim 100 wherein part (a) comprises the act of storing the common IP address in the computer system, and further comprising periodically updating the common IP address of the user.

102. **(Previously presented)** The method of Claim 69 wherein:
    (i) the user profile information in part (b) includes a list of online access IP addresses corresponding to specific online activities and times and dates corresponding to each of the online activities; and
    (ii) the computer system causes the television advertisement to be directed to the set-top box of one of the users only if any of the listed online access IP addresses corresponding to the specific online activities and the corresponding dates and times of the online activities match the common IP address assigned to that user and the date and time corresponding thereto.

103. **(Previously presented)** The method of Claim 102 wherein part (a) comprises the act of storing in the computer system the common IP address and dates and times corresponding thereto, and further comprising periodically updating (i) the common IP address and times and dates corresponding thereto or (ii) the list of

online access IP addresses corresponding to specific online activities and time and dates corresponding to each of the online activities.

104. **(Previously presented)** The method of Claim 69 wherein the computer system is a central ad server and the first television advertisement is received at the central ad server and directed to the set-top box.

105. **(Currently amended)** The method of Claim 69 wherein part (b) comprises, with the computer system, directing instructions to a profile provider, to an online site, or to an independent ad server to direct the first television advertisement to the set-top box.

106. **(Currently amended)** The method of Claim 69 wherein part (b) comprises, with the computer system, directing instructions to the set-top box to retrieve the first television advertisement from a profile provider, from an online site, or from an independent ad server.

107. **(Previously presented)** The method of Claim 69 wherein the computer system causes the first television advertisement to be directed only in response to a request for advertisements originating from the user's set-top box.

108. **(Previously presented)** The method of Claim 69 wherein the computer system causes the first television advertisement to be directed without a request for advertisements originating from the user's set-top box.

109. **(Previously presented)** The method of Claim 69 wherein the online access IP address of each user is an IP address associated with a modem or router used by that user for online access.

110. **(Previously presented)** The method of Claim 69 wherein only advertisements satisfying criteria selected by each user are directed to the set-top box of that user.

111. **(Previously presented)** The method of Claim 69 further comprising receiving a revenue amount as a result of directing the advertisement.

112. **(Previously presented)** The method of Claim 69 further comprising paying a revenue amount to a profile provider as a result of using the user profile information in part (b).

113. **(Currently amended)** The method of Claim 30 wherein automatically electronically delivering comprises, with the computer equipment, redirecting the user's online user interface device to a server of the computer system.
114. **(Previously presented)** The method of Claim 30 wherein the first online access IP address and the common IP address are the same.
115. **(Previously presented)** The method of Claim 30 wherein the first online access IP address and the common IP address differ.
116. **(Previously presented)** The method of Claim 115 wherein the first online access IP address and the set-top box IP address are associated based on online access by the user's online user interface device via a second online access IP address.
117. **(Previously presented)** The method of Claim 116 wherein the second online access IP address and the common IP address are the same.
118. **(Previously presented)** The method of Claim 115 wherein the first online access IP address and the set-top box IP address are associated based on a correlation between the common IP address and an online user interface device identifier that indicates the user's online user interface device.
119. **(Previously presented)** The method of Claim 118 wherein the online user interface device identifier includes a cookie.
120. **(Previously presented)** The method of Claim 118 wherein the online user interface device identifier includes a tag.
121. **(Previously presented)** The method of Claim 118 wherein the set-top box is further indicated by a set-top box identifier that includes a device serial number or a portion thereof.
122. **(Previously presented)** The method of Claim 118 wherein the set-top box is further indicated by a set-top box identifier that includes a device MAC address or a portion thereof.
123. **(Previously presented)** The method of Claim 118 wherein the set-top box is further indicated by a set-top box identifier that includes a username, a pseudonym, or a confirmation number.

124. **(Previously presented)** The method of Claim 30 wherein the common IP address is determined by matching the first online access IP address with a set-top box IP address used by a uniquely identified set-top box both before and after the online activity occurs.

125. **(Previously presented)** The method of Claim 30 wherein the first online access IP address and the set-top box IP address are associated before the online activity occurs.

126. **(Previously presented)** The method of Claim 30 wherein the first online access IP address and the set-top box IP address are not associated until after the online activity occurs.

127. **(Currently amended)** The method of Claim 30 further comprising, with the computer equipment, automatically deriving the user profile information from the online activity from the first online access IP address.

128. **(Currently amended)** The method of Claim 30 further comprising, with the computer equipment, automatically selecting the first television advertisement based on the user profile information.

129. **(Previously presented)** The method of Claim 30 further comprising automatically receiving a revenue amount as a result of direction of the first television advertisement.

130. **(Currently amended)** The method of Claim 129 further comprising, with the computer equipment, automatically selecting the first television advertisement based on the user profile information.

131. **(Currently amended)** The method of Claim 30 wherein:

(i) the computer equipment is controlled by an entity that operates independently of a provider of television service to each of the multitude of users through the corresponding set-top box; and

(ii) the computer equipment causes the first television advertisement to be directed in part (d) without transmitting or causing to be transmitted user online behavioral profile information to the provider of television service.

132. **(Previously presented)** The method of Claim 131 wherein the online access and set-top box IP addresses are associated in part (a), and the first television advertisement is caused to be directed in part (d), without receiving personally identifiable information from the provider of television service.

133. **(Currently amended)** The method of Claim 30:

(e) wherein delivered user profile information of a second user of the multitude of users (i) is derived from online activity of the second user from a second online user interface device via a second online access IP address and (ii) includes identification of the second online access IP address and the time and date of the online activity,

(d) as a result of which delivery, a second television advertisement, different from the first television advertisement, is directed to a second set-top box for presentation via that set-top box, selectively, wherein the second set-top box is indicated by the set-top box IP address that the server associates with the second online access IP address, for selective presentation via that set-top box, and

(f) wherein which television advertisement is directed to or presented via which set-top box depends on differences between the online activities from the first and second online user interface devices, respectively.

134. **(Currently amended)** A method implemented using computer equipment, the method comprising:

(a) with the computer equipment, automatically electronically delivering electronic user profile information to a computer system that includes a server that electronically associates, for each of a multitude of users, an online user interface device identifier, which indicates an online user interface device of the user, and a set top box identifier, which indicates a set-top box of that user, which electronic association is based on a common IP address,

(b) wherein network traffic is routed via the common IP address for both the online user interface device and the set-top box of that user,

(c) wherein delivered user profile information of a first user of the multitude of users (i) is derived from online activity of the first user from the first user's online user interface device via a first online access IP address and (ii) includes identification of the first online IP address and the time and date of the online activity, and

(d) as a result of which delivery, a first television advertisement can be directed to a set-top box for presentation via that set-top box, selectively, wherein the set-top box is indicated by the set-top box identifier that the server associates with the online user interface device identifier of a first user's online user interface device.

135. **(Currently amended)** The method of Claim 134 wherein automatically electronically delivering comprises, with the computer equipment, redirecting the user's online user interface device to the computer system.

136. **(Previously presented)** The method of Claim 134 wherein the first online access IP address and the common IP address are the same.

137. **(Previously presented)** The method of Claim 134 wherein the first online access IP address and the common IP address differ.

138. **(Previously presented)** The method of Claim 137 wherein the online user interface device identifier and the set-top box identifier are associated based on online access by the user's online user interface device via a second online access IP address.

139. **(Previously presented)** The method of claim 138 wherein the second online access IP address and the common IP address are the same.

140. **(Previously presented)** The method of Claim 134 wherein the online user interface device identifier includes a cookie.

141. **(Previously presented)** The method of Claim 134 wherein the set-top box identifier includes a device serial number or a portion thereof.

142. **(Previously presented)** The method of Claim 134 wherein the set-top box identifier includes a device MAC address or a portion thereof.

143. **(Previously presented)** The method of Claim 134 wherein the set-top box identifier includes a username, a pseudonym, or a confirmation number.
144. **(Previously presented)** The method of Claim 134 wherein the online user interface device identifier includes a tag.
145. **(Previously presented)** The method of Claim 134 wherein the online user interface device identifier includes the first online access IP address.
146. **(Previously presented)** The method of Claim 134 wherein the set-top box identifier includes the common IP address.
147. **(Previously presented)** The method of claim 134 wherein the set-top box identifier includes at least a portion of the common IP address.
148. **(Previously presented)** The method of Claim 134 wherein the set-top box identifier includes a set-top box IP address.
149. **(Previously presented)** The method of Claim 134 wherein the common IP address is determined by matching the first online access IP address with a set-top box IP address used by a uniquely identified set-top box both before and after the online activity occurs.
150. **(Previously presented)** The method of Claim 134 wherein the online user interface device identifier and the set-top box identifier are associated before the online activity occurs.
151. **(Previously presented)** The method of Claim 134 wherein the online user interface device identifier and the set-top box identifier are not associated until after the online activity occurs.
152. **(Currently amended)** The method of Claim 134 further comprising, with the computer equipment, automatically deriving the user profile information from the online activity performed from the first online access IP address.
153. **(Currently amended)** The method of Claim 134 further comprising, with the computer equipment, automatically selecting the first television advertisement based on the user profile information.

154. **(Previously presented)** The method of Claim 134 further comprising automatically receiving a revenue amount as a result of direction of the first television advertisement.

155. **(Currently amended)** The method of Claim 154 further comprising, with the computer equipment, automatically selecting the first television advertisement based on the user profile information.

156. **(Previously presented)** The method of Claim 134 wherein neither the user profile information delivered in part (a) nor the association between the online user interface device identifier and the set-top box identifier includes personally identifiable information.

157. **(Currently amended)** The method of Claim 134 wherein:

(i) the ~~method is performed~~ computer equipment is controlled by an entity that operates independently of a provider of television service to each of the multitude of users through the corresponding set-top box; and

(ii) the first television advertisement is directed in part (d) without transmitting user online behavioral profile information to the provider of television service.

158. **(Previously presented)** The method of Claim 157 wherein the online user interface device identifier and the set-top box identifier are associated in part (a), and the first television advertisement can be directed in part (d), without receiving personally identifiable information from the provider of television service.

159. **(Currently amended)** The method of Claim 134:

(e) wherein delivered user profile information of a second user of the multitude of users (i) is derived from online activity of the second user from the second user's online user interface device via a second online access IP address and (ii) includes identification of the second online access IP address and the time and date of the online activity,

(d) as a result of which delivery, a second television advertisement, different from the first television advertisement, is directed to a second set-top box for presentation via that set-top box, selectively, wherein the second set-top box is indicated by the set-top box identifier that the server associates with the

second online user interface device identifier of the second user's online user interface device, for selective presentation via that set-top box, and

(f) wherein which television advertisement is directed to or presented via which set-top box depends on differences between the online activities from the first and second online user interface devices, respectively.

160. (Previously presented) The method of Claim 159 wherein neither the user profile information delivered in part (a) nor the association between the second online user interface device identifier and its associated set-top box identifier includes personally identifiable information.

Remarks

The amendments cure minor informalities, mostly with respect to punctuation, noted with respect to the Examiner's Amendment in the Notice of Allowance. Changes to the claims are marked assuming entry of the Examiner's Amendment. Please note that it can be difficult to spot underlining under punctuation marks.

Corrections to the following claims (or parts of claims) are made to fix commas: 1(b), 41, 42, 48, 49, 65, 66, 69, 86, 105, 106, 113, 127, 128, 130, 134(a), 135, 152, 153, and 155. Corrections to the following claims (or parts of claims) are made to fix colons: 3, 91(i), 133(d), and 159(d).

Corrections to the following claims (or parts of claims) are made to fix instructions by deleting material that the Examiner's Amendment was intended to replace: Claims 23, 67(ii), and 157(i).

The preamble of claim 1 is corrected to conform the word "programmed" with the other independent claims.

Claim 21 is corrected to change "a" to "the" to refer to the material entered by the Examiner's Amendment.

In addition, the instruction identified the incorrect line number within part 91(i), but the instruction seems clear enough, and the "clean" version in this paper presents the claim in accordance with the instruction. If the Examiner intended something different than what is presented, please advise.

Claim 106, at line 3, is corrected to insert the word "an" (omitted from an instruction).

Corrections to claim 131 are made to fix the instructions identifying the deleted words. The problem is that the instructions suggested deleting the entirety of line 1 of both subparts of that claim, but more appears in each of the line 1 - as they were presented in the last entered paper - than the Examiner apparently assumed. The corrections thus restore text that the instructions inadvertently deleted.

Comments on Notice of Allowance

The allowance of claims 1-10, 15-31, 33-35, 37-43, and 46-160 is much appreciated.

The reasons for allowance on page 8 of the Notice of Allowance generally describe claim 1 but (although stated as such) do not describe exactly the other independent claims. Specifically, independent claims 30 and 134 do not "involve "electronically associating" affirmatively but rather involve delivery of data to a server that performs such associating, and independent claims 69 and 134 do not involve associating "IP addresses" but rather involve associating "identifiers" that may or may not be "IP addresses," albeit based on a "common IP address."

Also, the reasons for allowance say that "the online activity comprises requesting a search." Although that is true, strictly speaking, because "requesting a search" is an "online activity" that can *fall within* the term "online activity," the independent claims do not *require* "requesting a search" or mention the word "search" in any way.

As indicated in the reasons for allowance at page 9, it is the referenced elements "in combination with other features of independent claims 1, 30, 69 and 134" that matter, and the reasons for allowance do not alter the claim language or their interpretation. Assignee respectfully submits that these remarks do not alter the basis for allowance, even if the reasons for allowance describe the claims inexactly or mention examples not required by the claim language itself.

If the Examiner has any questions about these remarks, assignee respectfully requests that she telephone the undersigned. Absent inquiry, and upon entry of this Rule 312 Amendment, assignee will conclude that the Examiner and the Office agree with these remarks but have concluded (and rightly so) that the claims remain allowable despite these mild reservations to the wording of the reasons for allowance.

The undersigned thanks the Examiner for the allowance and consideration of these amendments and remarks.

Respectfully submitted,

ALMONDNET, INC.

by its attorney

Dated: August 10, 2010

/Louis J. Hoffman/
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Electronic Acknowledgement Receipt	
EFS ID:	8193600
Application Number:	11736544
International Application Number:	
Confirmation Number:	3977
Title of Invention:	TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-TV1
Receipt Date:	10-AUG-2010
Filing Date:	17-APR-2007
Time Stamp:	21:05:51
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Amendment after Notice of Allowance (Rule 312)	10-08-10-AlmondNet-TV1-R312Amend.pdf	91339 7be4b2d7b13cf0bdc7c8e30bb76ebe5f5d3e675c	no	25

Warnings:
Information:

Total Files Size (in bytes):	91339

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.

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

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

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

PRINTER RUSH

(PTO ASSISTANCE)

Application:	11736544	**Examiner:**	Ekpo	**GAU:**	2425
From:	Daxa Patel	**Location:**	IDC	**Date:**	08/17/2010

Tracking #: Week Date: 08/09/2010

DOC CODE	DOC DATE	MISCELLANEOUS
[ ] 1449		[ ] Continuing Data
[ ] IDS		[ ] Foreign Priority
[X] CLM	08/10/2010	[ ] Document Legibility
[ ] IIFW/FWCLM		[ ] Fees
[ ] SRFW		[ ] Other
[ ] DRW		
[ ] OATH		Attn:
[ ] 312		
[ ] SPEC		

[RUSH] Message:

Claims 33, 37, 38, 40, 46-50 and 51 depends on original claims 133, 128, 129, 153, 134, and 154. A claim can not depend on a subsequent renumbered claim. Please resolve.

Thank you
DP

[XRUSH] Response:

Initials: _____

Examiner: PUBS contacts - for DESIGNS: Don Fairchild, 703-756-1566; for ALL OTHER files: Bernadette Queen, 703-756-1565.
NOTE: This form will be included as part of the official USPTO record with the response document coded as XRUSH.
REV: May 09

Issue Classification

Application/Control No.	Applicant(s)/Patent Under Reexamination
11736544	SHKEDI, ROY
Examiner	**Art Unit**
NNENNA N EKPO	2425

ORIGINAL		INTERNATIONAL CLASSIFICATION	
CLASS	SUBCLASS	CLAIMED	NON-CLAIMED
725	34	H 0 4 N 7 / 10 (2006.01.01)	
		H 0 4 N 7 / 025 (2006.01.01)	

CROSS REFERENCE(S)					
CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)				
725	34	36			
709	218				
705	14	14.49			
705	14.53	14.54	14.66		

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
1	1	19	23	-	45	59	67	81	89	103	111	28	133	147	155
2	2	20	24	126	46	60	68	82	90	104	112	38	134	148	156
3	3	21	25	145	47	61	69	83	91	105	113	127	135	149	157
4	4	22	26	40	48	62	70	84	92	106	114	128	136	150	158
5	5	23	27	41	49	63	71	85	93	107	115	129	137	151	159
6	6	24	28	146	50	64	72	86	94	108	116	130	138	152	160
7	7	25	29	43	51	65	73	87	95	109	117	131	139		
8	8	26	30	44	52	66	74	88	96	110	118	132	140		
9	9	27	31	45	53	67	75	89	97	111	119	133	141		
10	10	-	32	46	54	68	76	90	98	112	120	134	142		
-	11	125	33	47	55	69	77	91	99	113	121	135	143		
-	12	29	34	48	56	70	78	92	100	114	122	136	144		
-	13	30	35	49	57	71	79	93	101	115	123	137	145		
-	14	-	36	50	58	72	80	94	102	116	124	138	146		
11	15	120	37	51	59	73	81	95	103	117	125	139	147		
12	16	32	38	52	60	74	82	96	104	118	126	140	148		

/NNENNA N EKPO/ Examiner.Art Unit 2425 (Assistant Examiner)	07/16/2010 (Date)	**Total Claims Allowed:** 152	
/Brian T Pendleton/ Supervisory Patent Examiner.Art Unit 2425 (Primary Examiner)	08/01/2010 (Date)	O.G. Print Claim(s) 1	O.G. Print Figure 2

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11736544	SHKEDI, ROY
	Examiner	**Art Unit**
	NNENNA N EKPO	2425

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

13	17	33	39	53	61	75	83	97	105	119	127	141	149		
14	18	121	40	54	62	76	84	98	106	31	128	142	150		
15	19	35	41	55	63	77	85	99	107	34	129	143	151		
16	20	36	42	56	64	78	86	100	108	122	130	144	152		
17	21	37	43	57	65	79	87	101	109	123	131	39	153		
18	22	-	44	58	66	80	88	102	110	124	132	42	154		

/NNENNA N EKPO/ Examiner.Art Unit 2425	07/16/2010	**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	152	
/Brian T Pendleton/ Supervisory Patent Examiner.Art Unit 2425	08/01/2010	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	2

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

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Response to Rule 312 Communication	Application No.	Applicant(s)
	11/736,544	SHKEDI, ROY
	Examiner	**Art Unit**
	Brian T. Pendleton	2425

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

1. ☒ The amendment filed on *10 August 2010* under 37 CFR 1.312 has been considered, and has been:

   a) ☒ entered.

   b) ☐ entered as directed to matters of form not affecting the scope of the invention.

   c) ☐ disapproved because the amendment was filed after the payment of the issue fee.
   Any amendment filed after the date the issue fee is paid must be accompanied by a petition under 37 CFR 1.313(c)(1) and the required fee to withdraw the application from issue.

   d) ☐ disapproved. See explanation below.

   e) ☐ entered in part. See explanation below.

/Brian T Pendleton/
Supervisory Patent Examiner, Art Unit 2425

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit:	:	2425
Serial No.	:	11/736,544	Examiner:	:	Ekpo, Nnenna Ngozi
Filing Date	:	04/17/2007			
Title	:	Targeted Television Advertisements Based on Online Behavior			

Commissioner for Patents
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RULE 312 AMENDMENT

Dear Sir:

Assignee submits this further amendment to correct typographical errors in two claims.

Amendments begin on page 2.

Remarks begin on page 23.

Claims 1-10, 15-31, 33-35, 37-43, and 46-160 are pending; claims 1, 30, 69, and 134 are independent claims.

AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

1. **(Previously presented)** A method implemented using a programmed hardware computer system, the method comprising:
   (a) for each of a multitude of users, with the computer system, electronically associating an online access IP address of the user and a set-top box IP address of that user based on a common IP address, wherein network traffic is routed via the common IP address to both an online user interface device and a set-top box of that user; and
   (b) using user profile information derived from online activity from a first online user interface device via a first one of the online access IP addresses of the multitude of users, with the computer system automatically causing a first television advertisement to be directed to a set-top box for presentation via that set-top box, selectively, wherein the set-top box is indicated by the set-top box IP address associated with the first online access IP address.
2. **(Original)** The method of Claim 1 wherein neither the user profile information in part (b) nor the association between the first online access IP address and its associated set-top box IP address includes personally identifiable information.
3. **(Previously presented)** The method of Claim 1:
   (i) further comprising, using user profile information derived from online activity from a second online user interface device via a second one of the online access IP addresses of the multitude of users, with the computer system automatically causing a second television advertisement to be directed to a second set top box for presentation via that set-top box, selectively, wherein the second set-top box is indicated by the set-top box IP address associated with the second online access IP address,
   (ii) wherein which television advertisement is directed to or presented via which set-top box depends on differences between the online activities from the first and second online user interface devices, respectively.

4. **(Original)** The method of Claim 3 wherein neither the user profile information in part (i) nor the association between the second online access IP address and its associated set-top box IP address includes personally identifiable information.
5. **(Previously presented)** The method of Claim 1 further comprising storing in the computer system electronic associations between the online access IP addresses and the set-top box IP addresses.
6. **(Original)** The method of Claim 1 wherein the online activity comprises requesting a search.
7. **(Original)** The method of Claim 1 wherein the first television advertisement is caused to be directed to the set-top box upon first being contacted by the set-top box after the user profile information is derived.
8. **(Previously presented)** The method of Claim 1 wherein the first television advertisement is selected from among a plurality of possible television advertisements based at least in part on the user profile information derived from the online activity from the first online access IP address.
9. **(Original)** The method of Claim 8 wherein the first television advertisement is selected based at least partly on demographic or behavioral attributes included in the user profile information.
10. **(Previously presented)** The method of Claim 1 wherein the first television advertisement is selected from among a plurality of possible television advertisements based at least in part on the television content viewed at the time the first television advertisement is to be presented by the set-top box.

11 – 14. **(Canceled)**

15. **(Previously presented)** The method of Claim 1 wherein the common IP address is an IP address dynamically assigned to a modem or router used by the user for online access and connected to the user's set-top box.
16. **(Previously presented)** The method of Claim 1 further comprising:
    (i) receiving at the computer system an identifier corresponding to the set-top box of the user; and

(ii) with the computer system causing the television advertisement to be transmitted only if directed to the set-top box corresponding to the identifier.

17. **(Previously presented)** The method of Claim 1 wherein part (a) comprises the act of storing the common IP address, and further comprising updating the common IP address of the user.

18. **(Previously presented)** The method of Claim 1 wherein part (a) comprises the act of storing the common IP address, and further comprising periodically updating the common IP address of the user.

19. **(Previously presented)** The method of Claim 1 wherein:

(i) the user profile information in part (b) includes a list of online access IP addresses corresponding to specific online activities and times and dates corresponding to each of the online activities; and

(ii) the computer system causes the television advertisement to be directed to the set-top box of one of the users only if any of the listed online access IP addresses corresponding to the specific online activities and the corresponding dates and times of the online activities match the common IP address assigned to that user and the date and time corresponding thereto.

20. **(Previously presented)** The method of Claim 19 wherein part (a) comprises the act of storing the common IP address and dates and times corresponding thereto in the computer system, and further comprising, with the computer system, periodically updating (i) the common IP address and times and dates corresponding thereto or (ii) the list of online access IP addresses corresponding to specific online activities and time and dates corresponding to each of the online activities.

21. **(Previously presented)** The method of Claim 1 wherein the computer system is a central ad server and the first television advertisement is received at the central ad server and directed to the set-top box.

22. **(Previously presented)** The method of Claim 1 wherein part (b) comprises, with the computer system, directing instructions to a profile provider, to an online site,

or to an independent ad server to direct the first television advertisement to the set-top box.

23. **(Previously presented)** The method of Claim 1 wherein part (b) comprises, with the computer system, directing instructions to the set-top box to retrieve the first television advertisement from a profile provider, from an online site, or from an independent ad server.

24. **(Previously presented)** The method of Claim 1 wherein the computer system causes the first television advertisement to be directed only in response to a request for advertisements originating from the user's set-top box.

25. **(Previously presented)** The method of Claim 1 wherein the computer system causes the first television advertisement to be directed without a request for advertisements originating from the user's set-top box.

26. **(Original)** The method of Claim 1 wherein the online access IP address of each user is an IP address associated with a modem or router used by that user for online access.

27. **(Original)** The method of Claim 1 wherein only advertisements satisfying criteria selected by each user are directed to the set-top box of that user.

28. **(Original)** The method of Claim 1 further comprising receiving a revenue amount as a result of directing the advertisement.

29. **(Original)** The method of Claim 1 further comprising paying a revenue amount to a profile provider as a result of using the user profile information in part (b).

30. **(Previously presented)** A method implemented using computer equipment, the method comprising:

    (a) with the computer equipment, automatically electronically delivering electronic user profile information to a computer system that includes a server that electronically associates, for each of a multitude of users, an online access IP address of the user and a set-top box IP address of that user based on a common IP address,

    (b) wherein network traffic is routed via the common IP address for both an online user interface device and a set-top box of that user,

(c) wherein delivered user profile information of a first user of the multitude of users (i) is derived from online activity of the first user from a first online user interface device via a first online access IP address and (ii) includes identification of the first online access IP address and the time and date of the online activity, and

(d) as a result of which delivery, a first television advertisement can be directed to a set-top box for presentation via that set-top box, selectively, wherein the set-top box is indicated by the set-top box IP address that the server associates with the first online access IP address.

31. **(Previously presented)** The method of Claim 30 wherein neither the user profile information delivered in part (a) nor the association between the first online access IP address and its associated set-top box IP address includes personally identifiable information.

32. **(Canceled)**

33. **(Previously presented)** The method of Claim 133 wherein neither the user profile information delivered in part (a) nor the association between the second online access IP address and its associated set-top box IP address includes personally identifiable information.

34. **(Previously presented)** The method of Claim 30 further comprising receiving a revenue amount from a proprietor of the computer system as a result of the electronic delivering act.

35. **(Previously presented)** The method of claim 30 further comprising receiving a revenue amount as a result of the electronic delivering act, wherein the revenue amount is received in response to each instance in which revenue is generated as a result of presenting the selected television advertisement via the set-top box indicated by the set-top box IP address associated with the first online access IP address.

36. **(Canceled)**

37. **(Previously presented)** The method of Claim 128 wherein the first television advertisement is selected based at least partly on a specific search request, which request has originated from the first online user interface device.

38. **(Previously presented)** The method of Claim 128 wherein the first television advertisement is selected based at least partly on demographic or behavioral attributes included in the derived user profile information.

39. **(Previously presented)** The method of Claim 30 further comprising receiving a revenue amount from a provider of the television advertisement as a result of electronically delivering the user profile information.

40. **(Previously presented)** The method of Claim 129 wherein the revenue amount is received from an advertiser that has contracted to display a TV ad to persons who have characteristics contained in the user profile information.

41. **(Previously presented)** The method of Claim 30 further comprising, with the computer equipment, electronically delivering the first television advertisement to the computer system for subsequent direction to the set-top box.

42. **(Previously presented)** The method of Claim 30 further comprising, with the computer equipment, directing the television advertisement to the set-top box in response to instructions received from the computer system.

43. **(Previously presented)** The method of Claim 30 wherein the step of delivering user profile information comprises delivering the first user online access IP address.

44 – 45. **(Canceled)**

46. **(Previously presented)** The method of Claim 153 wherein the user profile information derived from the online activity comprises an indication of a search request originating from the online user interface device of the first user.

47. **(Previously presented)** The method of Claim 153 wherein the user profile information derived from the online activity comprises demographic attributes collected through an Internet site accessed with the online user interface device of the first user.

48. **(Previously presented)** The method of claim 153 wherein (i) the step of delivering electronic user profile information derived from the online activity comprises, with the computer equipment, delivering the first user online access IP address; and (ii) the selection of a television advertisement is based on user profile information that is not delivered to the computer system.

49. **(Previously presented)** The method of claim 134 wherein the step of delivering electronic user profile information derived from the online activity comprises, with the computer equipment, redirecting the first user's online user interface device during the first user's accessing of an online site via the first online access IP address.

50. **(Previously presented)** The method of claim 154 wherein the revenue amount is received from an advertiser that has contracted to display a TV ad to an audience of an Internet site.

51. **(Previously presented)** The method of claim 154 wherein the revenue amount is received in response to each instance in which revenue is generated as a result of displaying the selected television advertisement via the set-top box indicated by the set-top box identifier associated with the online user interface device identifier of the first user's online user interface device.

52. **(Previously presented)** The method of Claim 1 wherein the first online access IP address and the common IP address are the same.

53. **(Previously presented)** The method of Claim 1 wherein the first online access IP address and the common IP address differ.

54. **(Previously presented)** The method of Claim 53 wherein the first online access IP address and the set-top box IP address are associated based on online access by the first user's online user interface device via a second online access IP address.

55. **(Previously presented)** The method of Claim 54 wherein the second online access IP address and the common IP address are the same.

56. **(Previously presented)** The method of Claim 53 wherein the first online access IP address and the set-top box IP address are associated based on a correlation

between the common IP address and an online user interface device identifier that indicates the user's online user interface device.

57. **(Previously presented)** The method of Claim 56 wherein the online user interface device identifier includes a cookie.

58. **(Previously presented)** The method of Claim 56 wherein the online user interface device identifier includes a tag.

59. **(Previously presented)** The method of Claim 1 wherein the set-top box is further indicated by a set-top box identifier that includes a device serial number or a portion thereof.

60. **(Previously presented)** The method of Claim 1 wherein the set-top box is further indicated by a set-top box identifier that includes a device MAC address or a portion thereof.

61. **(Previously presented)** The method of Claim 1 wherein the set-top box is further indicated by a set-top box identifier that includes a username, a pseudonym, or a confirmation number.

62. **(Previously presented)** The method of Claim 1 wherein the common IP address is determined by the computer system by matching the first online access IP address with a set-top box IP address used by a uniquely identified set-top box both before and after the online activity occurs.

63. **(Previously presented)** The method of Claim 1 wherein the first online access IP address and the set-top box IP address are associated before the online activity occurs.

64. **(Previously presented)** The method of Claim 1 wherein the first online access IP address and the set-top box IP address are not associated until after the online activity occurs.

65. **(Previously presented)** The method of Claim 1 further comprising, with the computer system, automatically deriving the user profile information from the online activity performed from the first online access IP address.

66. **(Previously presented)** The method of Claim 1 further comprising, with the computer system, automatically selecting the first television advertisement based on the user profile information.

67. **(Previously presented)** The method of Claim 1 wherein:

(i) the computer system is under control of an entity that operates independently of a provider of television service to each of the multitude of users through the corresponding set-top box; and

(ii) the computer system causes the first television advertisement to be directed in part (b) without transmitting user online behavioral profile information to the provider of television service.

68. **(Previously presented)** The method of Claim 67 wherein the online access and set-top box IP addresses are associated in part (a), and the first television advertisement is caused to be directed in part (b), without receiving personally identifiable information from the provider of television service.

69. **(Previously presented)** A method implemented using a programmed hardware computer system, the method comprising:

(a) for each of a multitude of users, with the computer system, electronically associating an online user interface device identifier, which indicates an online user interface device of the user, and a set-top box identifier, which indicates a set-top box of that user, which electronic association is based on a common IP address, wherein network traffic is routed via the common IP address to both the online user interface device and the set-top box of that user; and

(b) using user profile information derived from online activity from the online user interface device of a first user of the multitude of users via a first online access IP address, with the computer system automatically causing a first television advertisement to be directed to a set-top box for presentation via that set-top box, selectively, wherein the set-top box is indicated by the set-top box identifier associated with the online user interface device identifier of the first user's online user interface device.

70. **(Previously presented)** The method of Claim 69 wherein the first online access IP address and the common IP address are the same.
71. **(Previously presented)** The method of Claim 69 wherein the first online access IP address and the common IP address differ.
72. **(Previously presented)** The method of Claim 71 wherein the online user interface device identifier and the set-top box identifier are associated based on online access by the first user's online user interface device via a second online access IP address.
73. **(Previously presented)** The method of claim 72 wherein the second online access IP address and the common IP address are the same.
74. **(Previously presented)** The method of Claim 69 wherein the online user interface device identifier includes a cookie.
75. **(Previously presented)** The method of Claim 69 wherein the set-top box identifier includes a device serial number or a portion thereof.
76. **(Previously presented)** The method of Claim 69 wherein the set-top box identifier includes a device MAC address or a portion thereof.
77. **(Previously presented)** The method of Claim 69 wherein the set-top box identifier includes a username, a pseudonym, or a confirmation number.
78. **(Previously presented)** The method of Claim 69 wherein the online user interface device identifier includes a tag.
79. **(Previously presented)** The method of Claim 69 wherein the online user interface device identifier includes the first online access IP address.
80. **(Previously presented)** The method of Claim 69 wherein the set-top box identifier includes the common IP address.
81. **(Previously presented)** The method of claim 69 wherein the set-top box identifier includes at least a portion of the common IP address.
82. **(Previously presented)** The method of claim 69 wherein the set-top box identifier includes a set-top box IP address.
83. **(Previously presented)** The method of Claim 69 wherein the common IP address is determined by matching the first online access IP address with a set-top box IP

address used by a uniquely identified set-top box both before and after the online activity occurs.

84. **(Previously presented)** The method of Claim 69 wherein the online user interface device identifier and the set-top box identifier are associated before the online activity occurs.

85. **(Previously presented)** The method of Claim 69 wherein the online user interface device identifier and the set-top box identifier are not associated until after the online activity occurs.

86. **(Previously presented)** The method of Claim 69 further comprising, with the computer system, automatically deriving the user profile information from the online activity performed from the first online access IP address.

87. **(Previously presented)** The method of Claim 69 further comprising automatically selecting the first television advertisement based on the user profile information.

88. **(Previously presented)** The method of Claim 69 wherein neither the user profile information in part (b) nor the association between the online user interface device identifier and the set-top box identifier includes personally identifiable information.

89. **(Previously presented)** The method of Claim 69 wherein:
    (i) the computer system is controlled by an entity that operates independently of a provider of television service to each of the multitude of users through the corresponding set-top box; and
    (ii) the computer system causes the first television advertisement to be directed in part (b) without transmitting user online behavioral profile information to the provider of television service.

90. **(Previously presented)** The method of Claim 89 wherein the online user interface device identifier and the set-top box identifier are associated in part (a), and the first television advertisement is caused to be directed in part (b), without receiving personally identifiable information from the provider of television service.

91. **(Previously presented)** The method of Claim 69:

(i) further comprising, using user profile information derived from online activity from the online user interface device of a second user of the multitude of users via a second online access IP address, with the computer system, automatically causing a second television advertisement to be directed to a second set-top box for presentation via that set-top box, selectively, wherein the second set-top box is indicated by the set-top box identifier associated with the online user interface device identifier of the second user's online user interface device, and

(ii) wherein which television advertisement is directed to or presented via which set-top box depends on differences between the online activities from the online user interface devices of the first and second users, respectively.

92. **(Previously presented)** The method of Claim 91 wherein neither the user profile information in part (i) nor the association between the second online user interface device identifier and its associated set-top box identifier includes personally identifiable information.

93. **(Previously presented)** The method of Claim 69 wherein the online activity comprises requesting a search.

94. **(Previously presented)** The method of Claim 69 wherein the first television advertisement is caused to be directed to the set-top box upon first being contacted by the set-top box after the user profile information is derived.

95. **(Previously presented)** The method of Claim 69 wherein the first television advertisement is selected from among a plurality of possible television advertisements based at least in part on the user profile information derived from the online activity from the first online access IP address.

96. **(Previously presented)** The method of Claim 95 wherein the first television advertisement is selected based at least partly on demographic or behavioral attributes included in the user profile information.

97. **(Previously presented)** The method of Claim 69 wherein the first television advertisement is selected from among a plurality of possible television

advertisements based at least in part on the television content viewed at the time the first television advertisement is to be presented by the set-top box.

98. **(Previously presented)** The method of Claim 69 wherein the common IP address is an IP address dynamically assigned to a modem or router used by the user for online access and connected to the user's set-top box.

99. **(Previously presented)** The method of Claim 69 further comprising the computer system:
    (i) receiving an identifier corresponding to the set-top box of the user; and
    (ii) causing the television advertisement to be transmitted only if directed to the set-top box corresponding to the identifier.

100. **(Previously presented)** The method of Claim 69 wherein part (a) comprises the act of storing the common IP address, and further comprising updating the common IP address of the user.

101. **(Previously presented)** The method of Claim 100 wherein part (a) comprises the act of storing the common IP address in the computer system, and further comprising periodically updating the common IP address of the user.

102. **(Previously presented)** The method of Claim 69 wherein:
    (i) the user profile information in part (b) includes a list of online access IP addresses corresponding to specific online activities and times and dates corresponding to each of the online activities; and
    (ii) the computer system causes the television advertisement to be directed to the set-top box of one of the users only if any of the listed online access IP addresses corresponding to the specific online activities and the corresponding dates and times of the online activities match the common IP address assigned to that user and the date and time corresponding thereto.

103. **(Previously presented)** The method of Claim 102 wherein part (a) comprises the act of storing in the computer system the common IP address and dates and times corresponding thereto, and further comprising periodically updating (i) the common IP address and times and dates corresponding thereto or (ii) the list of

online access IP addresses corresponding to specific online activities and time and dates corresponding to each of the online activities.

104. **(Previously presented)** The method of Claim 69 wherein the computer system is a central ad server and the first television advertisement is received at the central ad server and directed to the set-top box.

105. **(Previously presented)** The method of Claim 69 wherein part (b) comprises, with the computer system, directing instructions to a profile provider, to an online site, or to an independent ad server to direct the first television advertisement to the set-top box.

106. **(Previously presented)** The method of Claim 69 wherein part (b) comprises, with the computer system, directing instructions to the set-top box to retrieve the first television advertisement from a profile provider, from an online site, or from an independent ad server.

107. **(Previously presented)** The method of Claim 69 wherein the computer system causes the first television advertisement to be directed only in response to a request for advertisements originating from the user's set-top box.

108. **(Previously presented)** The method of Claim 69 wherein the computer system causes the first television advertisement to be directed without a request for advertisements originating from the user's set-top box.

109. **(Previously presented)** The method of Claim 69 wherein the online access IP address of each user is an IP address associated with a modem or router used by that user for online access.

110. **(Previously presented)** The method of Claim 69 wherein only advertisements satisfying criteria selected by each user are directed to the set-top box of that user.

111. **(Previously presented)** The method of Claim 69 further comprising receiving a revenue amount as a result of directing the advertisement.

112. **(Previously presented)** The method of Claim 69 further comprising paying a revenue amount to a profile provider as a result of using the user profile information in part (b).

113. **(Previously presented)** The method of Claim 30 wherein automatically electronically delivering comprises, with the computer equipment, redirecting the user's online user interface device to a server of the computer system.
114. **(Previously presented)** The method of Claim 30 wherein the first online access IP address and the common IP address are the same.
115. **(Previously presented)** The method of Claim 30 wherein the first online access IP address and the common IP address differ.
116. **(Previously presented)** The method of Claim 115 wherein the first online access IP address and the set-top box IP address are associated based on online access by the user's online user interface device via a second online access IP address.
117. **(Previously presented)** The method of Claim 116 wherein the second online access IP address and the common IP address are the same.
118. **(Previously presented)** The method of Claim 115 wherein the first online access IP address and the set-top box IP address are associated based on a correlation between the common IP address and an online user interface device identifier that indicates the user's online user interface device.
119. **(Previously presented)** The method of Claim 118 wherein the online user interface device identifier includes a cookie.
120. **(Previously presented)** The method of Claim 118 wherein the online user interface device identifier includes a tag.
121. **(Previously presented)** The method of Claim 118 wherein the set-top box is further indicated by a set-top box identifier that includes a device serial number or a portion thereof.
122. **(Previously presented)** The method of Claim 118 wherein the set-top box is further indicated by a set-top box identifier that includes a device MAC address or a portion thereof.
123. **(Previously presented)** The method of Claim 118 wherein the set-top box is further indicated by a set-top box identifier that includes a username, a pseudonym, or a confirmation number.

124. **(Previously presented)** The method of Claim 30 wherein the common IP address is determined by matching the first online access IP address with a set-top box IP address used by a uniquely identified set-top box both before and after the online activity occurs.

125. **(Previously presented)** The method of Claim 30 wherein the first online access IP address and the set-top box IP address are associated before the online activity occurs.

126. **(Previously presented)** The method of Claim 30 wherein the first online access IP address and the set-top box IP address are not associated until after the online activity occurs.

127. **(Previously presented)** The method of Claim 30 further comprising, with the computer equipment, automatically deriving the user profile information from the online activity from the first online access IP address.

128. **(Previously presented)** The method of Claim 30 further comprising, with the computer equipment, automatically selecting the first television advertisement based on the user profile information.

129. **(Previously presented)** The method of Claim 30 further comprising automatically receiving a revenue amount as a result of direction of the first television advertisement.

130. **(Previously presented)** The method of Claim 129 further comprising, with the computer equipment, automatically selecting the first television advertisement based on the user profile information.

131. **(Previously presented)** The method of Claim 30 wherein:

(i) the computer equipment is controlled by an entity that operates independently of a provider of television service to each of the multitude of users through the corresponding set-top box; and

(ii) the computer equipment causes the first television advertisement to be directed in part (d) without transmitting or causing to be transmitted user online behavioral profile information to the provider of television service.

132. **(Previously presented)** The method of Claim 131 wherein the online access and set-top box IP addresses are associated in part (a), and the first television advertisement is caused to be directed in part (d), without receiving personally identifiable information from the provider of television service.

133. **(Currently amended)** The method of Claim 30:

(e) wherein delivered user profile information of a second user of the multitude of users (i) is derived from online activity of the second user from a second online user interface device via a second online access IP address and (ii) includes identification of the second online access IP address and the time and date of the online activity,

~~(d)~~(f) as a result of which delivery, a second television advertisement, different from the first television advertisement, is directed to a second set-top box for presentation via that set-top box, selectively, wherein the second set-top box is indicated by the set-top box IP address that the server associates with the second online access IP address, for selective presentation via that set-top box, and

~~(f)~~(g) wherein which television advertisement is directed to or presented via which set-top box depends on differences between the online activities from the first and second online user interface devices, respectively.

134. **(Previously presented)** A method implemented using computer equipment, the method comprising:

(a) with the computer equipment, automatically electronically delivering electronic user profile information to a computer system that includes a server that electronically associates, for each of a multitude of users, an online user interface device identifier, which indicates an online user interface device of the user, and a set top box identifier, which indicates a set-top box of that user, which electronic association is based on a common IP address,

(b) wherein network traffic is routed via the common IP address for both the online user interface device and the set-top box of that user,

(c) wherein delivered user profile information of a first user of the multitude of users (i) is derived from online activity of the first user from the first user's online user interface device via a first online access IP address and (ii) includes identification of the first online IP address and the time and date of the online activity, and

(d) as a result of which delivery, a first television advertisement can be directed to a set-top box for presentation via that set-top box, selectively, wherein the set-top box is indicated by the set-top box identifier that the server associates with the online user interface device identifier of a first user's online user interface device.

135. **(Previously presented)** The method of Claim 134 wherein automatically electronically delivering comprises, with the computer equipment, redirecting the user's online user interface device to the computer system.

136. **(Previously presented)** The method of Claim 134 wherein the first online access IP address and the common IP address are the same.

137. **(Previously presented)** The method of Claim 134 wherein the first online access IP address and the common IP address differ.

138. **(Previously presented)** The method of Claim 137 wherein the online user interface device identifier and the set-top box identifier are associated based on online access by the user's online user interface device via a second online access IP address.

139. **(Previously presented)** The method of claim 138 wherein the second online access IP address and the common IP address are the same.

140. **(Previously presented)** The method of Claim 134 wherein the online user interface device identifier includes a cookie.

141. **(Previously presented)** The method of Claim 134 wherein the set-top box identifier includes a device serial number or a portion thereof.

142. **(Previously presented)** The method of Claim 134 wherein the set-top box identifier includes a device MAC address or a portion thereof.

143. **(Previously presented)** The method of Claim 134 wherein the set-top box identifier includes a username, a pseudonym, or a confirmation number.
144. **(Previously presented)** The method of Claim 134 wherein the online user interface device identifier includes a tag.
145. **(Previously presented)** The method of Claim 134 wherein the online user interface device identifier includes the first online access IP address.
146. **(Previously presented)** The method of Claim 134 wherein the set-top box identifier includes the common IP address.
147. **(Previously presented)** The method of claim 134 wherein the set-top box identifier includes at least a portion of the common IP address.
148. **(Previously presented)** The method of Claim 134 wherein the set-top box identifier includes a set-top box IP address.
149. **(Previously presented)** The method of Claim 134 wherein the common IP address is determined by matching the first online access IP address with a set-top box IP address used by a uniquely identified set-top box both before and after the online activity occurs.
150. **(Previously presented)** The method of Claim 134 wherein the online user interface device identifier and the set-top box identifier are associated before the online activity occurs.
151. **(Previously presented)** The method of Claim 134 wherein the online user interface device identifier and the set-top box identifier are not associated until after the online activity occurs.
152. **(Previously presented)** The method of Claim 134 further comprising, with the computer equipment, automatically deriving the user profile information from the online activity performed from the first online access IP address.
153. **(Previously presented)** The method of Claim 134 further comprising, with the computer equipment, automatically selecting the first television advertisement based on the user profile information.

154. **(Previously presented)** The method of Claim 134 further comprising automatically receiving a revenue amount as a result of direction of the first television advertisement.

155. **(Previously presented)** The method of Claim 154 further comprising, with the computer equipment, automatically selecting the first television advertisement based on the user profile information.

156. **(Previously presented)** The method of Claim 134 wherein neither the user profile information delivered in part (a) nor the association between the online user interface device identifier and the set-top box identifier includes personally identifiable information.

157. **(Previously presented)** The method of Claim 134 wherein:

(i) the computer equipment is controlled by an entity that operates independently of a provider of television service to each of the multitude of users through the corresponding set-top box; and

(ii) the first television advertisement is directed in part (d) without transmitting user online behavioral profile information to the provider of television service.

158. **(Previously presented)** The method of Claim 157 wherein the online user interface device identifier and the set-top box identifier are associated in part (a), and the first television advertisement can be directed in part (d), without receiving personally identifiable information from the provider of television service.

159. **(Currently amended)** The method of Claim 134:

(e) wherein delivered user profile information of a second user of the multitude of users (i) is derived from online activity of the second user from the second user's online user interface device via a second online access IP address and (ii) includes identification of the second online access IP address and the time and date of the online activity,

~~(d)~~(f) as a result of which delivery, a second television advertisement, different from the first television advertisement, is directed to a second set-top box for presentation via that set-top box, selectively, wherein the second set-top box is indicated by the set-top box identifier that the server associates with the

second online user interface device identifier of the second user's online user interface device, for selective presentation via that set-top box, and

~~(f)~~(g) wherein which television advertisement is directed to or presented via which set-top box depends on differences between the online activities from the first and second online user interface devices, respectively.

160. **(Previously presented)** The method of Claim 159 wherein neither the user profile information delivered in part (a) nor the association between the second online user interface device identifier and its associated set-top box identifier includes personally identifiable information.

Remarks

These amendments cure minor typographical errors in the bodies of claims 133 and 159, by changing claim parts (e), (d), and (f) to (e), (f), and (g).

The undersigned thanks the Examiner for entering the August 10, 2010, amendment and for considering of these amendments and remarks.

Respectfully submitted,
ALMONDNET, INC.
by its attorney

Dated: September 13, 2010

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard
Suite 2100
Phoenix, Arizona 85028
(480) 948-3295

Electronic Acknowledgement Receipt

EFS ID:	8410088
Application Number:	11736544
International Application Number:	
Confirmation Number:	3977
Title of Invention:	TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-TV1
Receipt Date:	13-SEP-2010
Filing Date:	17-APR-2007
Time Stamp:	21:17:28
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Amendment after Notice of Allowance (Rule 312)	10-09-13-AlmondNet-TV1-2nd_R312Amend.pdf	79470 1578d8b84c294296c04afea187e18c09249276d0	no	23

Warnings:	
Information:	

Total Files Size (in bytes):	79470

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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.

To: Louis@valuablepatents.com,donald@valuablepatents.com,shaelyn@valuablepatents.com
From: PAIR_eOfficeAction@uspto.gov
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Subject: Private PAIR Correspondence Notification for Customer Number 26362

Sep 13, 2010 06:50:40 AM

Dear PAIR Customer:

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11736544	N271	09/13/2010	14-TV1

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PATENT APPLICATION INFORMATION RETRIEVAL SYSTEM

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

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26362 7590 08/09/2010

LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
Phoenix, AZ 85028

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Certificate of Mailing or Transmission

FILED VIA E.F.S.

Donald Hertz	(Depositor's name)
/Donald Hertz/	(Signature)
09/21/2010	(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/736,544	04/17/2007	Roy Shkedi	14-TV1	3977

TITLE OF INVENTION:

TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR

APPLN. TYPE	SMALL ENTITY	ISSUE FEE	PUBLICATION FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	$755	$300	$1055	11/09/2010

EXAMINER	ART UNIT	CLASS-SUBCLASS
EKPO, NNENNA NGOZI	2425	725-034000

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

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

☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list

(1) the names of up to 3 registered patent attorneys or agents OR, alternatively,

(2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1 Louis J. Hoffman
2 David S. Alavi
3

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE	(B) RESIDENCE: (CITY and STATE OR COUNTRY)
ALMONDNET, INC.	NEW YORK, NEW YORK

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

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

☑ Issue Fee
☑ Publication Fee (No small entity discount permitted)
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4b. Payment of Fee(s):

☐ A check in the amount of the fee(s) is enclosed.
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5. **Change in Entity Status** (from status indicated above)

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

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

Authorized Signature /Louis J. Hoffman/ Date 09/21/2010

Typed or printed name Louis J. Hoffman Registration No. 38,918

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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Electronic Patent Application Fee Transmittal

Application Number:	11736544
Filing Date:	17-Apr-2007
Title of Invention:	TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR
First Named Inventor/Applicant Name:	Roy Shkedi
Filer:	Louis J. Hoffman/Donald Hertz
Attorney Docket Number:	14-TV1

Filed as Small Entity

Utility under 35 USC 111(a) Filing Fees

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Utility Appl issue fee	2501	1	755	755
Publ. Fee- early, voluntary, or normal	1504	1	300	300

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**1055**

Electronic Acknowledgement Receipt	
EFS ID:	8466768
Application Number:	11736544
International Application Number:	
Confirmation Number:	3977
Title of Invention:	TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-TV1
Receipt Date:	21-SEP-2010
Filing Date:	17-APR-2007
Time Stamp:	17:19:36
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	$1055
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Deposit Account	
Authorized User	

File Listing:

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

1	Issue Fee Payment (PTO-85B)	10-09-21-AlmondNet-TV1-Issue_fee_trans.pdf	49717 3dc71c097c3be1732cae162c9fbe85131eb92eea	no	1
Warnings:					
Information:					
2	Fee Worksheet (PTO-875)	fee-info.pdf	31587 da02cf3dfe25b68950210dcc2f81fb2b3c86772a	no	2
Warnings:					
Information:					
			Total Files Size (in bytes):	81304	

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

New International Application Filed with the USPTO as a Receiving Office
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Form PTO-1449 (Modified)
List of Patents and Publications For Information Disclosure Statement

Serial No.: 11/736,544
Applicant: Shkedi, Roy
Filed: 04/17/2007
Art Unit: 2425
Conf. No.: 3977

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
_____	31	20080243822	10/02/2008	Campbell et al.	
_____	32	20050086112	04/21/2005	Shkedi	
_____	33	20080313194	12/18/2008	Shkedi	
_____	34	20090094119	04/09/2009	Shkedi	
_____	35	20090172723	07/02/2009	Shkedi et al.	
_____	36	20090049468	02/19/2009	Shkedi	
_____	37	20090300675	12/03/2009	Shkedi	
_____	38	20070266403	11/15/2007	Ou et al.	
_____	39	20070294721	12/20/2007	Haeuser et al.	
_____	40	20070244750	10/18/2007	Grannan et al.	
_____	41	20070233571	10/04/2007	Eldering et al.	

EF 9/20/10

FOREIGN PATENT DOCUMENTS

Examiner Initials		Document Number	Publication Date	Country	Name of Patentee	Translation Yes No
	42	KR10-0793513	01/03/2008	Korea	ICU Research and Industrial Cooperation Group - ETRI	YES
	43	JP2007-274246	10/18/2007	Japan	Casio Computer Co. Ltd.	YES

Examiner: _____ Date Considered: _____

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

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /N.E./

PRINTER RUSH

(PTO ASSISTANCE)

Application:	11736544	**Examiner:**	Ekpo	**GAU:**	2425
From:	Daxa Patel	**Location:**	IDC	**Date:**	08/17/2010

Tracking #: Week Date: 08/09/2010

DOC CODE	DOC DATE	MISCELLANEOUS
[ ] 1449		[ ] Continuing Data
[ ] IDS		[ ] Foreign Priority
[X] CLM	08/10/2010	[ ] Document Legibility
[ ] IIFW/FWCLM		[ ] Fees
[ ] SRFW		[ ] Other
[ ] DRW		
[ ] OATH		Attn:
[ ] 312		
[ ] SPEC		

[RUSH] Message:

Claims 33, 37, 38, 40, 46-50 and 51 depends on original claims 133, 128, 129, 153, 134, and 154. A claim can not depend on a subsequent renumbered claim. Please resolve.

Thank you
DP

[XRUSH] Response:

Initials: _____

Examiner: PUBS contacts - for DESIGNS: Don Fairchild, 703-756-1566; for ALL OTHER files: Bernadette Queen, 703-756-1565.
NOTE: This form will be included as part of the official USPTO record with the response document coded as XRUSH.
REV: May 09

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11736544	SHKEDI, ROY
	Examiner	Art Unit
	NNENNA N EKPO	2425

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

CLAIM		DATE								
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Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11736544	SHKEDI, ROY
	Examiner	Art Unit
	NNENNA N EKPO	2425

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

CLAIM		DATE								
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Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11736544	SHKEDI, ROY
	Examiner	Art Unit
	NNENNA N EKPO	2425

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

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Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11736544	SHKEDI, ROY
	Examiner	**Art Unit**
	NNENNA N EKPO	2425

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

CLAIM		DATE								
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Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11736544	SHKEDI, ROY
	Examiner	**Art Unit**
	NNENNA N EKPO	2425

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

CLAIM		DATE								
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OK TO ENTER: /N.E./ (11/22/2010)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit:	:	2425
Serial No.	:	11/736,544	Examiner:	:	Ekpo, Nnenna Ngozi
Filing Date	:	04/17/2007			
Title	:	Targeted Television Advertisements Based on Online Behavior			

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Filed via EFS - September 13, 2010

RULE 312 AMENDMENT

Dear Sir:

Assignee submits this further amendment to correct typographical errors in two claims.

Amendments begin on page 2.

Remarks begin on page 23.

Claims 1-10, 15-31, 33-35, 37-43, and 46-160 are pending; claims 1, 30, 69, and 134 are independent claims.

/Nnenna Ekpo/ (11/22/2010)

UNITED STATES PATENT AND TRADEMARK OFFICE

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APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/736,544	12/28/2010	7861260	14-TV1	3977

26362 7590 12/08/2010

LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
Phoenix, AZ 85028

ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

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

The Patent Term Adjustment is 555 day(s). Any patent to issue from the above-identified application will include an indication of the adjustment on the front page.

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (http://pair.uspto.gov).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Application Assistance Unit (AAU) of the Office of Data Management (ODM) at (571)-272-4200.

APPLICANT(s) (Please see PAIR WEB site http://pair.uspto.gov for additional applicants):

Roy Shkedi, New York, NY;

To: Louis@valuablepatents.com,donald@valuablepatents.com,shaelyn@valuablepatents.com
From: PAIR_eOfficeAction@uspto.gov
Cc: PAIR_eOfficeAction@uspto.gov
Subject: Private PAIR Correspondence Notification for Customer Number 26362

Dec 09, 2010 05:36:13 AM

Dear PAIR Customer:

LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
Phoenix, AZ 85028
UNITED STATES

The following USPTO patent application(s) associated with your Customer Number, 26362 , have new outgoing correspondence. This correspondence is now available for viewing in Private PAIR.

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

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Application	Document	Mailroom Date	Attorney Docket No.
11736544	ISSUE.NTF	12/08/2010	14-TV1

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

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

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Thank you for prompt attention to this notice,

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PATENT APPLICATION INFORMATION RETRIEVAL SYSTEM

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Patent No.	:	7,861,260
Serial No.	:	11/736,544	Issue Date	:	12/28/2010
Filing Date	:	04/17/2007	Conf. No.	:	3977
Title	:	Targeted television advertisements based on online behavior			

VIA FACSIMILE: (571) 273-6500
Director of the U.S. Patent and Trademark Office
Attn: Maintenance Fees
2051 Jamieson Avenue, Suite 300
Alexandria, VA 22314

NOTIFICATION OF LOSS OF ENTITLEMENT OF SMALL ENTITY STATUS

Dear Sir:

Assignee notifies the USPTO of the loss of entitlement to small entity status in the above-captioned patent. Forms PTO/SB/45 and PTO-2038 are submitted concurrently, for payment of the four-year maintenance fee.

If the Office has any questions, please feel free to contact assignee's undersigned attorney of record.

Respectfully submitted,
INTENT IQ, LLC
by its attorney

Dated: June 3, 2014

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, Arizona 85260
(480) 948-3295

Certification Under 37 C.F.R. § 1.8
The undersigned hereby certifies that this paper and accompanying documents were sent via facsimile this 3rd day of June, 2014, to: Director of the U.S. Patent and Trademark Office, Attn: Maintenance Fees, to facsimile number (571) 273-6500, and the transmission was completed before midnight Eastern time.

(name) Donald Hertz (signature) /Donald Hertz/

PTO/AIA/123 (08-12)
Approved for use through 03/31/2021. OMB 0651-0035
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Patent

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Patent Number	7,861,260
Issue Date	12/28/2010
Application Number	11/736,544
Filing Date	4/17/2007
First Named Inventor	Shkedi, Roy
Attorney Docket Number	TV1

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

☐ The address associated with Customer Number: [ ]

OR

☑ **Firm *or* Individual Name** INTENT IQ, LLC

37-18 Northern Boulevard
Suite 404

Address

City Long Island City **State** NY **ZIP** 11101

Country US

Telephone (646) 217-0930 **Email** roy@almondnet.com

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☐ Patentee.

☐ If the Patentee was not the applicant for patent (37 CFR 1.42), then a Statement under 37 CFR 3.73(c) (Form PTO/AIA/96 or equivalent) is enclosed or was filed on _____. See 37 CFR 3.71.

☑ Attorney or agent of record. Registration Number 38918.

☐ Patent practitioner acting in a representative capacity whose correspondence address is the correspondence address of record. Notice has been given to the patentee or owner. Registration Number 38918.

Signature /Louis J. Hoffman/

Typed or Printed Name Louis J. Hoffman

Date 11/09/2020 Telephone (480) 948-3295

NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4(d) for signature requirements and certifications. Submit multiple forms if more than one signature is required, see below*.

☐ *Total of _____ forms are submitted.

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

EFS ID:	41076350
Application Number:	11736544
International Application Number:	
Confirmation Number:	3977
Title of Invention:	TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-TV1
Receipt Date:	09-NOV-2020
Filing Date:	17-APR-2007
Time Stamp:	19:10:31
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Change of Address	20-11-09-IIQ-TV1_parent-COA.pdf	198595 f1b339a73b7b8b67b17970a7090ab1fcecf4a7dd	no	1

Warnings:

Information:	
Total Files Size (in bytes):	198595

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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.