

GOOGLE LLC
v.
BRODTI, INC.

IPR2025-00472
Patent 11,416,898 B2

Petitioner's Demonstratives

April 21, 2026

Before Stephen E. Belisle, Brian P. Murphy, and Arthur M. Peslak

Administrative Patent Judges

Google Exhibit 1029
IPR2025-00472

Claim 1 of the '898 Patent

(12) **United States Patent**
DeTitta



US 11,416,898 B2

(10) **Patent No.:** US 11,416,898 B2
(45) **Date of Patent:** *Aug. 16, 2022

(54) **METHODS, SYSTEMS, AND APPARATUS FOR ESTIMATING PROBABILITIES**

(73) **Applicant:** John F. DeTitta, Fairport, NY (US)

(72) **Inventor:** John F. DeTitta, Fairport, NY (US)

(*) **Notice:** Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0/0 days.
This patent is subject to a terminal disclaimer.

OTHER PUBLICATIONS

Online Real-time multi-lead using geo-tagged, Batten; Jack, Lead Rating; Songmei; doi: 10.1146/annurev-stat.2009.2009.04

(Continued)

Primary Examiner: Rachel Alvarez

(57) **ABSTRACT**

A method of producing and financing a predetermined project is disclosed. In an embodiment, the method comprises the steps of selecting a project and developing a budget for the project, and developing a marketing plan which is comprised of a plurality of advertising buys, each of the plurality of advertising buys being targeted toward a corresponding one of the plurality of advertisers. Further, there is a set of advertising materials that are targeted toward a corresponding one of the plurality of advertisers. The output number of the selected project relates to the interest of at least one of the plurality of advertisers, the cost of advertising the marketing plan and the set of advertising materials not exceeding the developed budget. The next step presents to at least one of the plurality of advertisers the cost of the budget and the advertising materials of at least one of the plurality of advertising buys, each of the plurality of advertising buys more secure a predetermined number of impressions to be completed. Further, if the at least one advertising buyer purchases the at least one advertising buy, the advertising materials are produced and placed on a media property. For at least one of the plurality of advertising buys, the number of impressions to which at least one user is exposed on the media property are counted thereby completing the one advertising buy when the counted number of impressions equals the buy's predetermined number of impressions. Finally, the revenue from the completed advertising buy is collected and the selected revenue portion by the completed advertising buy is placed into a media production fund.

(58) **Field of Classification Search**

CPC: G06Q 30/0273; G06Q 30/02; G06Q 30/0277

See application file for complete search history.

(56) **References Cited**

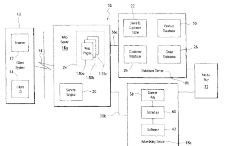
U.S. PATENT DOCUMENTS

2002/009016 A1 * 4/30/02 Conn, IV G06Q 30/00 85/36

FOREIGN PATENT DOCUMENTS

WO/2010/10845 A1 * 7/2010 G06Q 30/00

20 Claims, 2 Drawing Sheets



Google's Exhibit 1001
Google v. Broadfit
IPR2025-00472 - Page 001

1. A computer-implemented method comprising:

receiving, by one or more processors, from a given client, over an Internet-based communication link from a browsing application executed on the given client processor to the one or more processors, a message comprising data, the data comprising advertising material to populate on one or more websites;

identifying, by the one or more processors, the given client, based on receiving the message, an identifier, wherein the message comprises the identifier;

based on a message provided by a given client, generating, by the one or more processors, a webpage, wherein the generating comprises providing, via a graphical user interface of the webpage, a plurality of advertising buy options for selection by a given client accessing said webpage;

obtaining, by the one or more processors, via an input in the graphical user interface, a selection of one or more of the advertising buy options, wherein the selected one or more advertising buy options comprise at least one website of the respective websites and a predetermined number of impressions of the advertising material for users visiting the at least one website;

generating, by the one or more processors, on a database accessible to the one or more processors, a repository for advertising revenue based on the selection;

based on obtaining the selection, populating, by the one or more processors, the advertising material on the at least one website, wherein the populating comprises placing the advertising material within web property content of the at least one website;

monitoring, by the one or more processors, a number of impressions of the advertising material provided to users accessing the web property content displayed on the at least one website;

determining, by the one or more processors, whether an impression of the advertising material is valid, wherein the impression is valid based on a predetermined impression tracking system;

determining, by the one or more processors, that the number of valid impressions is greater than or equal to the predetermined number of impressions;

upon determining a number of valid impressions are met, ceasing, by the one or more processors, the populating of the advertising material on the at least one website; and

based on determining a number of valid impressions are met, electronically collecting, by the one or more processors, a share of the advertising revenue to be transmitted to the web property content owner.

U.S. Patent 11,416,898 B2
EX1001

Instituted Grounds

Ground	Claims	Basis for Challenge under §103
1	1-6, 9-15, 18-19	Nicholas (EX1003) in view of Laidlaw (EX1004), Mayadas (EX1005), and Error (EX1007)
2	7-8, 16-17, 20	Ground 1 Prior Art + Yasnovsky (EX1006)
3	1-6, 9-15, 18-19	Ground 1 Prior Art + Manowitz (EX1015)
4	7-8, 16-17, 20	Ground 2 Prior Art + Manowitz

Prior Art

Nicholas (EX1003)



US 2004/0054589 A1

(19) **United States**

(12) **Patent Application Publication** (10) Pub. No.: **US 2004/0054589 A1**
Nicholas et al. (43) Pub. Date: **Mar. 18, 2004**

(54) **METHOD AND SYSTEM FOR PROVIDING NETWORK BASED TARGET ADVERTISING AND ENCAPSULATION**

(76) Inventors: **Frank C. Nicholas**, Glenview, IL (US);
Ian B. Carswell, Chicago, IL (US);
Paul M. Hietko, Chicago, IL (US)

Correspondence Address:
FRANK C. NICHOLAS
CARDINAL LAW GROUP
Suite 2000
1603 Orrington Avenue
Evanston, IL 60201 (US)

(21) Appl. No.: **10/657,636**

(22) Filed: **Sep. 8, 2003**

Related U.S. Application Data

(63) Continuation-in-part of application No. 10/456,826, filed on Jun. 6, 2003, which is a continuation-in-part of application No. 10/172,492, filed on Jun. 14, 2002.

(60) Provisional application No. 60/298,329, filed on Jun. 14, 2001. Provisional application No. 60/333,324, filed on Nov. 26, 2001. Provisional application No. 60/362,297, filed on Mar. 7, 2002.

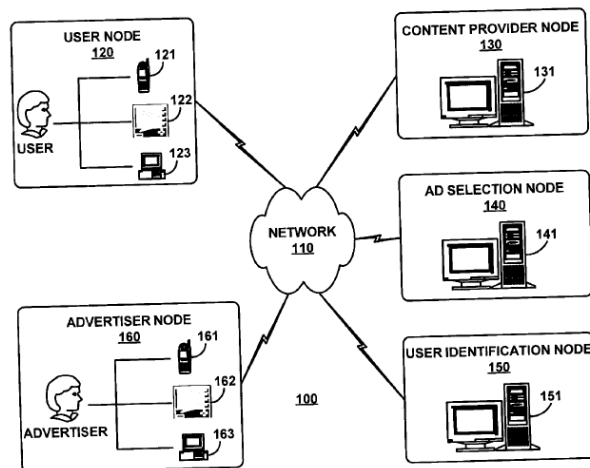
Publication Classification

(51) Int. CL⁷ **G06F 17/60**

(52) U.S. CL. **705/14**

ABSTRACT

A telecommunication system implements a method for providing a targeted online advertisement to a user accessing a content provider node of the system. The system further comprises an ad selection node and a user identification node. A generic advertiser provides a generic ad request. Geo-target availability is provided based on a number of requested impressions for the generic ad request and a web site designation. Geographically targeted ad requests are received from one or more child advertisers. A media buy output is determined based on the received information.



Google's Exhibit 1003
Google v. BrodTi
IPR2025-00472 - Page 001

- Self-service targeted advertising system for advertisers, through web-based UI, to specify parameters for an advertising campaign including targeted websites and desired number of advertising impressions

(Petition, 6; Nicholas, Figs. 6 & 8)

Mayadas (EX1005)



US 2001/0039515 A1

(19) **United States**

(12) **Patent Application Publication** (10) Pub. No.: **US 2001/0039515 A1**
Mayadas (43) Pub. Date: **Nov. 8, 2001**

(54) **SYSTEM AND METHOD FOR PAYMENT FOR TARGETED MESSAGING OVER A NETWORK**

Publication Classification

(76) Inventor: **Vijay Mayadas, Boston, MA (US)**

(51) Int. CL⁷ **G06F 17/60**

(52) U.S. CL **705/14; 705/1**

Correspondence Address:
PERKINS, SMITH & COHEN LLP
ONE BEACON STREET
30TH FLOOR
BOSTON, MA 02108 (US)

(57) **ABSTRACT**

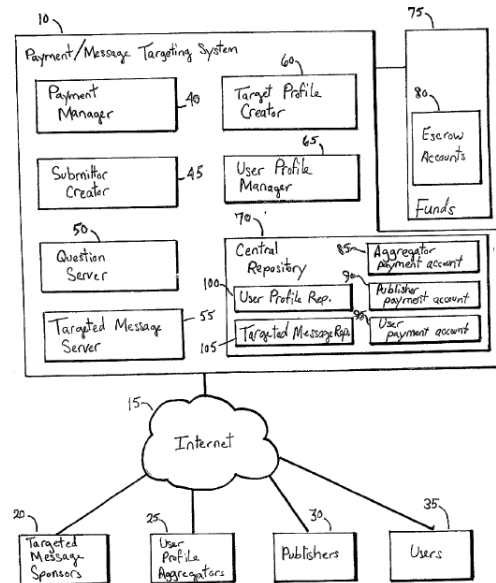
In the payment system of the present invention, targeted message sponsors such as advertisers pay in to the system to have the targeted message distributed according to specified parameters. Users of the system, who view the targeted messages, are compensated for interacting with the targeted message. The user data is stored in user profiles maintained by the system. Targeted message publishers are compensated for publishing the targeted messages. Data aggregators, who gather data about users for the user profiles, are compensated for the data gathered.

(21) Appl. No.: **09/847,796**

(22) Filed: **May 2, 2001**

Related U.S. Application Data

(63) Non-provisional of provisional application No. 60/201,340, filed on May 2, 2000.



Google's Exhibit 1005
Google v. BrodTi
IPR2025-00472 - Page 001

- Similar self-service targeted advertising system but provides more detail about collecting funds from advertisers and paying websites for displaying advertisements

(Petition, 6-7)

Laidlaw (EX1004)

US 20040128547A1

(19) **United States**
(12) **Patent Application Publication** (10) Pub. No.: US 2004/0128547 A1
Laidlaw et al. (43) Pub. Date: Jul. 1, 2004

(54) **METHOD AND SYSTEM FOR MODULAR AUTHENTICATION AND SESSION MANAGEMENT**

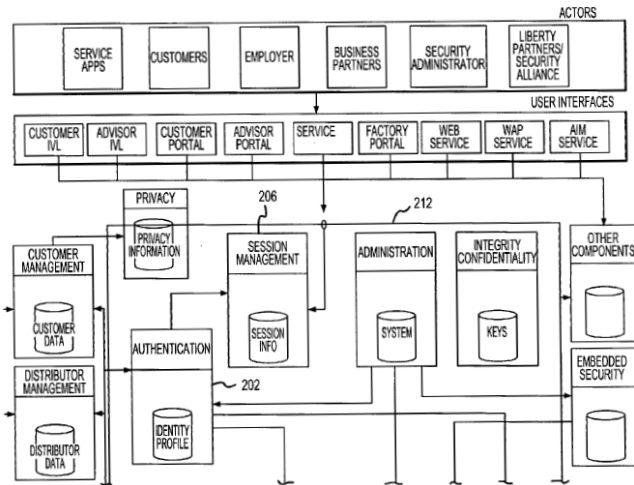
(76) Inventors: Robert Laidlaw, Tempe, AZ (US); Coby Royer, St. Louis, MO (US); Rick D. Johnson, Phoenix, AZ (US); Scott More, Maple Grove, MN (US)

Correspondence Address:
Thomas V. DeRosario
Snell & Wilmer
One Arizona Center
400 E. Van Buren
Phoenix, AZ 85004-2202 (US)

(21) Appl. No.: 10/334,615
(22) Filed: Dec. 31, 2002

Publication Classification
(51) Int. CL⁷ H04L 9/32
(52) U.S. CL. 713/201

(57) **ABSTRACT**
Modular authentication and session management involves the use of discrete modules to perform specific tasks in a networked computing environment. There may be a separate authentication server that verifies the identity of the user and an authorization client that grants various levels of access to users. There may also be an authentication client that receives an initial request from a requesting application and forwards the request to the authentication server to verify the identity of the use. The authorization client may then be invoked to provide the necessary level of access. The use of discrete modules allows multiple business applications to use the same modules to perform user authentication tasks, thus alleviating the unnecessary multiplication of code.



Google's Exhibit 1004
Google v. BrodTi
IPR2025-00472 - Page 001

- Cited for well-known standard features of web-based systems not expressly described in Nicholas
- Discloses “cookies,” a technology employed by hundreds of millions of websites to identify users and track their activities

Error (EX1007)

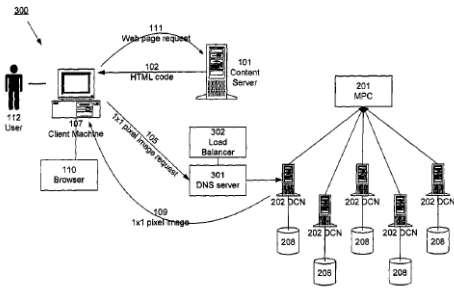


(12) United States Patent Error	(10) Patent No.: US 8,156,216 B1
	(45) Date of Patent: Apr. 10, 2012
(54) DISTRIBUTED DATA COLLECTION AND AGGREGATION	6,606,581 B1 * 8/2003 Nickerson et al. 702/186
(75) Inventor: Brett Error, Orem, UT (US)	6,701,324 B1 * 3/2004 Cochran et al. 707/104.1
(73) Assignee: Adobe Systems Incorporated, San Jose, CA (US)	6,751,663 B1 * 6/2004 Farrell et al. 709/224
(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 2032 days.	6,766,370 B2 * 7/2004 Glommen et al. 709/224
(21) Appl. No.: 10/356,685	6,792,458 B1 9/2004 Murel et al. 702/186
(22) Filed: Jan. 30, 2003	6,802,447 B2 10/2004 Horng
Related U.S. Application Data	6,804,701 B2 10/2004 Murel et al.
(60) Provisional application No. 60/353,872, filed on Jan. 30, 2002.	6,839,680 B1 1/2005 Liu et al.
(51) Int. Cl. G06F 15/173 (2006.01)	6,862,620 B2 3/2005 Ullmann et al.
(52) U.S. Cl. 709/224; 709/223	6,915,482 B2 7/2005 Jellum et al.
(58) Field of Classification Search 709/223; 709/224	6,928,392 B2 * 8/2005 Nickerson et al. 702/186
See application file for complete search history.	6,944,660 B2 9/2005 Esghii et al.
(56) References Cited	6,973,492 B2 12/2005 Streble
U.S. PATENT DOCUMENTS	6,981,017 B1 12/2005 Kasriel et al.
5,796,952 A 8/1998 Davis et al.	7,003,565 B2 2/2006 Hind et al.
5,892,917 A 4/1999 Myerson	7,016,892 B1 3/2006 Kokkonen et al.
5,946,681 A 8/1999 Shorter	7,024,472 B1 * 4/2006 Datta et al. 709/223
5,991,773 A 11/1999 Tagawa	7,065,571 B2 * 6/2006 Schweitzer et al. 709/223
6,018,619 A 1/2000 Allard et al.	7,069,325 B1 * 6/2006 Lu et al. 709/226
6,076,108 A 6/2000 Courts et al.	7,085,682 B1 8/2006 Heller et al.
6,112,238 A 8/2000 Boyd et al.	7,107,535 B2 9/2006 Cohen et al.
6,112,240 A 8/2000 Pogue et al.	7,146,416 B1 12/2006 Yoo et al.
6,138,121 A 10/2000 Costa et al.	7,185,085 B2 2/2007 Bean
6,327,609 B1 12/2001 Ludwig et al.	7,216,149 B1 5/2007 Briscoe et al.
6,385,642 B1 5/2002 Chan et al.	7,225,407 B2 5/2007 Sommerer et al.
6,584,504 B1 6/2003 Choe	7,376,722 B1 5/2008 Sim et al.

(Continued)
Primary Examiner — John Follansbee
Assistant Examiner — Glenford Madamba
(74) Attorney, Agent, or Firm — Robert C. Kowert; Meyertons, Hood, Kivlin, Kowert & Goetzel, P.C.

(57) **ABSTRACT**
A distributed, redundant, multi-homed system collects and aggregates website usage information. Two or more data collection nodes, preferably situated in diverse locations, efficiently collect and time-stamp information from users in a wide variety of geographic locations. Data collected by the individual data collection nodes is aggregated at a master processing center, sorted according to time stamps, and subjected to statistical analysis in order to generate complete and accurate reports regarding website traffic.

62 Claims, 5 Drawing Sheets



Google's Exhibit 1007
Google v. BrodTi
IPR2025-00472 - Page 001

- Cited for well-known standard features of web-based systems not expressly described in Nicholas
- Discloses web beacons in which a single-pixel image file can be embedded in a webpage to record when users view the page

Yasnovsky (EX1006)



US 20050027594A1

(19) **United States**

(12) **Patent Application Publication** (10) **Pub. No.: US 2005/0027594 A1**
Yasnovsky et al. (43) **Pub. Date: Feb. 3, 2005**

(54) **SELF-SERVICE PLATFORM FOR SELLING ADVERTISING**

Related U.S. Application Data

(76) **Inventors:** Elliot Yasnovsky, Palo Alto, CA (US);
Jayesh Bhayani, Cupertino, CA (US);
Ilya N. Slain, Santa Clara, CA (US)

(60) Provisional application No. 60/490,741, filed on Jul. 28, 2003.

Publication Classification

Correspondence Address:
John Normile
Jones Day LLC
222 East 41st Street
New York, NY 10017-6702 (US)

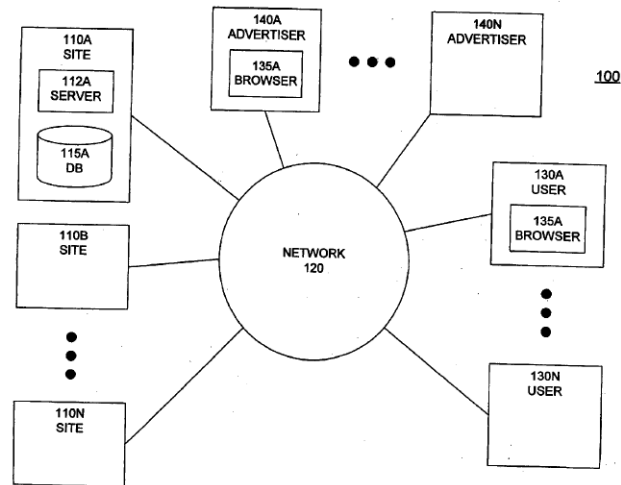
(51) **Int. Cl.** ⁷ G06F 17/60
(52) **U.S. Cl.** 705/14

ABSTRACT

A self-service platform allows advertisers to create and manage their own ad campaigns to be run on a computer network, such as the Internet. In one variation, ads are sold on a preset price basis.

(21) **Appl. No.:** 10/700,837

(22) **Filed:** Nov. 3, 2003

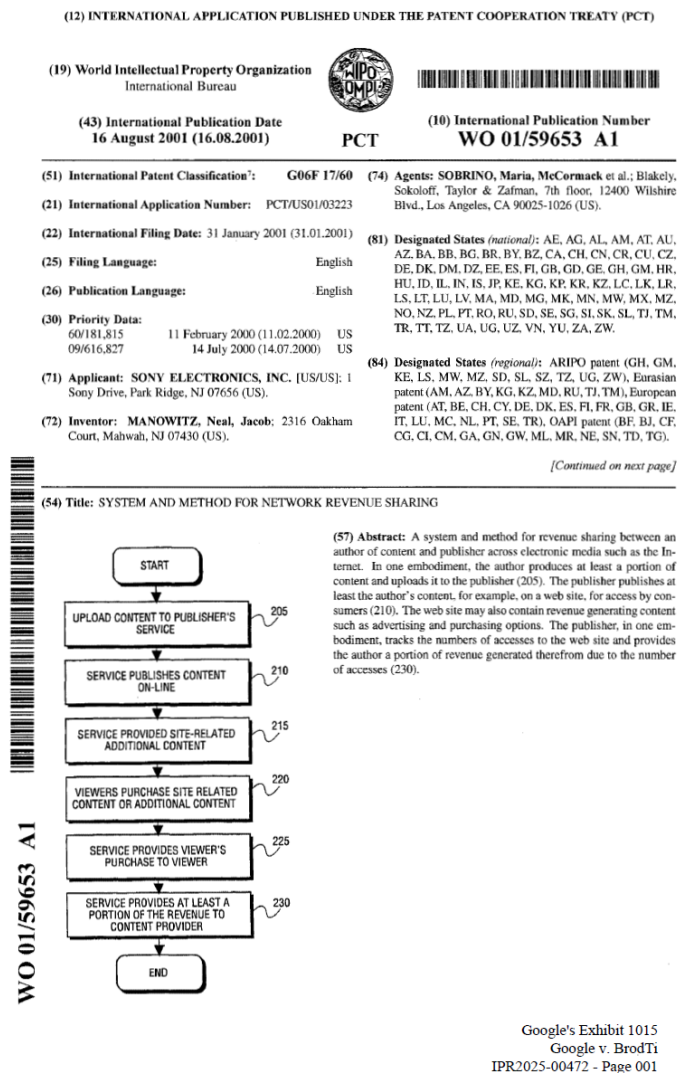


Google's Exhibit 1006
Google v. BrodTi
IPR2025-00472 - Page 001

- Cited for dependent claims 7-8, 16-17, and 20 for its more detailed disclosures of establishing advertising budgets and collecting funds to pay for advertisements

Manowitz (EX1015)

- Cited to account for a narrow claim construction argument suggested by Patent Owner in co-pending litigation that the “**web property content owner**” must be different from the owner or publisher of the website on which the content appears



Key Disputes

Key Disputes – Independent Claims 1, 10 & 19

1. A computer-implemented method comprising:

receiving, by one or more processors, from a given client, over an Internet-based communication link from a browsing application executed on the given client processor to the one or more processors, a message comprising data, the data comprising advertising material to populate on one or more websites;

identifying, by the one or more processors, the given client, based on receiving the message, an identifier, wherein the message comprises the identifier;

based on a message provided by a given client, generating, by the one or more processors, a webpage, wherein the generating comprises **providing, via a graphical user interface of the webpage, a plurality of advertising buy options for selection** by a given client accessing said webpage;

obtaining, by the one or more processors, via an input in the graphical user interface, **a selection of one or more of the advertising buy options, wherein the selected one or more advertising buy options comprise** at least one website of the respective websites and **a predetermined number of impressions of the advertising material** for users visiting the at least one website;

generating, by the one or more processors, on a database accessible to the one or more processors, a repository for advertising revenue based on the selection;

based on obtaining the selection, populating, by the one or more processors, the advertising material on the at least one website, wherein the populating comprises **placing the advertising material within web property content of the at least one website**;

monitoring, by the one or more processors, **a number of impressions of the advertising material** provided to users accessing the web property content displayed on the at least one website;

determining, by the one or more processors, **whether an impression of the advertising material is valid**, wherein the impression is valid based on a predetermined impression tracking system;

determining, by the one or more processors, that the number of valid impressions is greater than or equal to the predetermined number of impressions;

upon determining a number of valid impressions are met, ceasing, by the one or more processors, the populating of the advertising material on the at least one website; and

based on determining **a number of valid impressions** are met, electronically collecting, by the one or more processors, a share of the advertising revenue to be transmitted to the web property content owner.

Key Disputes cont'd – Dependent Claims 8, 17 & 20

8. The computer-implemented method of claim 1, further comprising:
prior to determining that the number of impressions is equal to the predetermined number of impressions, obtaining, by the one or more processors, via an input in the graphical user interface, **a request for increasing the predetermined number of impressions of the advertising material** for users visiting the at least one website; and
based on the obtaining, automatically increasing the predetermined number of impressions.

Claim Construction

“website”

Petitioner:

If the Board chooses to construe “**website**”:

“**website**” in the context of the ’898 patent includes a server and one or more webpages that may be provided by the server for display in a web browser

Patent Owner:

To provide these features, a POSITA would have understood “website” was being used to describe a particular definable webpage (e.g., www.espn.com) or a group of webpages at a particular domain (e.g., www.espn.com, www.espn.com/nba, www.espn.com/nfl, www.espn.com/nhl). This usage permits the functionality set forth in the claim elements above. EX2009 (*Myler Dec.*), ¶68.

Patent Owner:

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE LLC,

Petitioner,

v.

BRODIE INC.,

Patent Owner.

Case No. IPR2025-00472

U.S. Patent No. 11,416,898

PATENT OWNER RESPONSE

To provide these features, a POSITA would have understood “website” was being used to describe a particular definable webpage (*e.g.*, www.espn.com) or a group of webpages at a particular domain (*e.g.*, www.espn.com, www.espn.com/nba, www.espn.com/nfl, www.espn.com/nhl). This usage permits the functionality set forth in the claim elements above. EX2009 (*Myler Dec.*), ¶68.

“website” – Petitioner

Petitioner's Reply

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE LLC,
Petitioner,

v.

BRODTI INC.,
Patent Owner.

Case IPR2025-00472
Patent 11,416,898 B2

PETITIONER'S REPLY IN SUPPORT OF
PETITION FOR *INTER PARTES* REVIEW

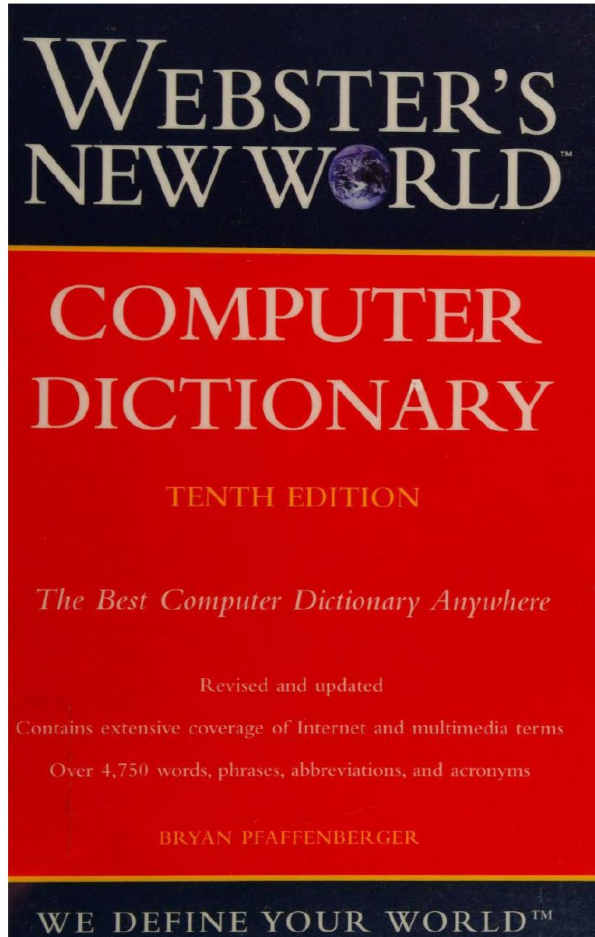
If the Board chooses to construe “**website**”:

“**website**” in the context of the '898 patent includes a server and one or more webpages that may be provided by the server for display in a web browser

(Reply, 5-7)

'898 Patent:

interconnected computers exchange information using various services, such as electronic mail, Gopher, and the World Wide Web ("WWW"). The WWW service allows a server computer system (i.e., Web server or Web site) to send graphical Web pages or screens of information such as the advertising materials to a remote client computer system 10.



Google Exhibit 1028 - Google v. BrodIT
IPR2025-00472 - Page 001

Web site 1. In common but technically inaccurate usage, a Web page. 2. In technically correct usage, one or more computers that are associated with a fully qualified domain name and make content available on the Web. See *fully qualified domain name (FQDN)*.

“website” – Petitioner

Patent Owner’s expert:

1 UNITED STATES PATENT AND TRADEMARK OFFICE
2 BEFORE THE PATENT TRIAL AND APPEAL BOARD
3
4 GOOGLE LLC,
5 Petitioner,
6 vs. CASE NO: IPR2025-0047
7 PATENT: 11,416,898 B
8 BRODTI INC.,
9 Patent Owner.
10
11 * * * * *
12
13
14 Deposition of HARLEY MYLER PH.D., P.E., taken on
15 behalf of the Petitioner, via Zoom videoconference,
16 commencing on the 22nd day of January, 2026, at the
17 hour of 9:00 a.m. PT, before Jillian Doctor, CSR No.
18 14603, pursuant to Notice of Taking Deposition.
19
20
21
22
23
24
25

21 So that notion of a unique name taking you
22 to a website or taking you to -- let's just for lack
23 of a better term, displayable content, that URL can be
24 construed as the website. That's the website. But if
25 you dig deeper, you find out there is a server
1 somewhere, and basically, the server is simply serving
2 up a file. And that file is -- the default is indexed
3 on HTML and so that file gets served up. And so the
4 server that serves up the file is sometimes called the
5 website because it's an actual physical location
6 somewhere out in the internet.

Patent Owner Response:

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE LLC,

Petitioner,

v.

BRODIE INC.,

Patent Owner.

Case No. IPR2025-00472

U.S. Patent No. 11,416,898

PATENT OWNER RESPONSE

The scope of “website” as used in the art can include, in some instances, the server that hosts the “website.” This usage is also mentioned in passing in the ’898 Patent’s specification. *See* EX1001 (’898 Patent) 3:66-4:4 (“The WWW service allows a server computer system (i.e., Web server or Web site) to send graphical Web pages or screens of information such as the advertising materials to a remote client computer system 10. The remote client computer system 10 can then display the Web pages.”). EX2009 (*Myler Dec.*), ¶72.

“web property content”

“web property content”

Petitioner:

If the Board chooses to construe
“**web property content**”:

“**web property content**” in the context of
the '898 patent includes content of a
website, such as one or more webpages of
the website

Patent Owner:

Based on the foregoing, a POSITA would have understood “web property content” to mean a discrete user-accessible file on a website for which revenue is being sought. EX2009 (*Myler Dec.*), ¶61.

In the context of the '898 Patent, “content” cannot be, as Petitioner and Dr. Crovella posit in their analysis of element [f]⁵ (*see* Pet., 37-41; EX1002 (*Crovella Dec.*), ¶¶125-128),⁶ a webpage or website generally. “Content” is specified by

“web property content” – Patent Owner

Patent Owner:

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEALS BOARD

GOOGLE LLC,

Petitioner,

v.

BRODTI INC.,

Patent Owner.

Case No. IPR2025-00472

U.S. Patent No. 11,416,898

PATENT OWNER RESPONSE

Based on the foregoing, a POSITA would have understood “web property content” to mean a discrete user-accessible file on a website for which revenue is being sought. EX2009 (*Myler Dec.*), ¶61.

In the context of the ’898 Patent, “content” cannot be, as Petitioner and Dr. Crovella posit in their analysis of element [f]⁵ (*see* Pet., 37-41; EX1002 (*Crovella Dec.*), ¶¶125-128),⁶ a webpage or website generally. “Content” is specified by

“web property content” – Petitioner

Petitioner's Reply

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE LLC,
Petitioner,

v.

BRODTI INC.,
Patent Owner.

Case IPR2025-00472
Patent 11,416,898 B2

PETITIONER'S REPLY IN SUPPORT OF
PETITION FOR *INTER PARTES* REVIEW

If the Board chooses to construe “**web property content**”:

“**web property content**” in the context of the '898 patent includes content of a website, such as one or more webpages of the website

(Reply, 2)

“web property content” – Petitioner

'898 Patent:

(12) United States Patent DeTitta

(10) Patent No.: US 11,416,898 B2
(45) Date of Patent: *Aug. 16, 2022

(54) METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS

(71) Applicant: John E. DeTitta, Fairport, NY (US)

(72) Inventor: John E. DeTitta, Fairport, NY (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 676 days.

This patent is subject to a terminal disclaimer.

(21) Appl. No.: 16/422,106

(22) Filed: May 24, 2019

(65) Prior Publication Data

US 2019/0279259 A1 Sep. 12, 2019

Related U.S. Application Data

(63) Continuation of application No. 14/015,604, filed on Aug. 30, 2013, now Pat. No. 10,325,290, which is a (Continued)

(51) Int. Cl.

G06Q 30/00 (2012.01)

G06Q 30/02 (2012.01)

(52) U.S. Cl.

CPC G06Q 30/0273 (2013.01); G06Q 30/02 (2013.01)

(58) Field of Classification Search

CPC G06Q 30/0273; G06Q 30/02-0277

See application file for complete search history.

(56) References Cited

U.S. PATENT DOCUMENTS

2002/0049816 A1 * 4/2002 Costin, IV G06Q 30/0601 765/26.1

FOREIGN PATENT DOCUMENTS

WO WO-2016/18843 A1 * 7/2016 G06Q 30/0201

US011416898B2

OTHER PUBLICATIONS

Online fund-raising malls - fund raising goes high-tech, Raddatz, Dick; Fund Raising Management (Jun. 2000); 31, 4,p. 12Jun. 2000 (Year: 2000)*

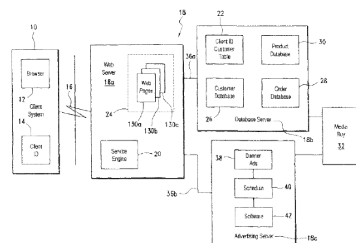
(Continued)

Primary Examiner — Raquel Alvarez

(57) ABSTRACT

A method of producing and financing a predetermined project is disclosed. In an embodiment, the method comprises the steps of selecting a project and developing a budget for the project, and developing a marketing plan which is comprised of a plurality of advertising buys, each of the plurality of advertising buys being targeted toward a corresponding one of a plurality of advertisers. Further, there is a set of advertising materials that are targeted toward a corresponding one of the plurality of advertisers. The subject matter of the selected project relates to the interests of at least one of the plurality of advertisers, the cost of developing the marketing plan and the set of advertising materials not exceeding the developed budget. The next step presents to at least one of the plurality of advertisers the cost of the budget and the advertising material of at least one of the plurality of advertising buys, each of the plurality of advertising buys may require a predetermined number of impressions to be completed. Further, if the at least one advertising buyer purchases the at least one advertising buy, the advertising materials are produced and placed on a media property. For at least one of the plurality of advertising buys, the number of impressions to which at least one user is exposed on the on media property are counted, thereby completing the one advertising buy when the counted number of impressions equals its buy's predetermined number of impressions. Finally, the revenue from the completed advertising buy is collected and the selected revenue produced by the completed advertising buy is placed into a media production fund.

20 Claims, 2 Drawing Sheets



Google's Exhibit 1001
Google v. BrodTi
IPR2025-00472 - Page 001

Advertising on the internet is created by and through the media property and content on the web property. The web property is marketed to a target audience who visits the web property to view the content provided. Every time an individual visits the web property, he/she creates an impression.

In particular, an impression is a visitor to the website through access to the World Wide Web that visits a screen of the media property. These impressions create a commodity

('898, 4:30-34, 5:17-19, 3:66-4:2; Reply, 2-3)

'898 Patent:

(12) **United States Patent**
DeTitta

(10) **Patent No.:** US 11,416,898 B2
(45) **Date of Patent:** *Aug. 16, 2022

(54) METHODS, SYSTEMS, AND APPARATUS
FOR FINANCING PROJECTS

(71) Applicant: **John E. DeTitta**, Fairport, NY (US)

(72) Inventor: **John E. DeTitta**, Fairport, NY (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 676 days.

This patent is subject to a terminal disclaimer.

(21) Appl. No.: 16/422,106

(22) Filed: **May 24, 2019**

(65) **Prior Publication Data**
US 2019/0279259 A1 Sep. 12, 2019

Related U.S. Application Data

(63) Continuation of application No. 14/015,604, filed on Aug. 30, 2013, now Pat. No. 10,325,290, which is a
(Continued)

(51) **Int. Cl.**
G06Q 30/00 (2012.01)
G06Q 30/02 (2012.01)

(52) U.S. Cl.
CPC *G06Q 30/0273* (2013.01); *G06Q 30/02*
(2013.01)

(58) **Field of Classification Search**
CPC G06Q 30/0273; G06Q 30/02-0277
See application file for complete search history.

(56) **References Cited**

U.S. PATENT DOCUMENTS

2002/0049816 A1* 4/2002 Costin, IV G06Q 30/0601
705/26.

FOREIGN PATENT DOCUMENTS

WO WO-2016/118843 A1 * 7/2016 G06Q 30/0201

US011416898B2

OTHER PUBLICATIONS

Online fund-raising malls :fund raising goes high-tech; Raddatz, Dick; Fund Raising Management :Jun. 2000; 31, 4,p. 12Jun. 2000. (Year: 2000).*

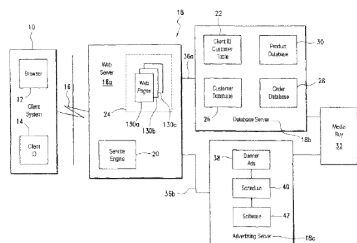
(Continued)

Primary Examiner — Raquel Alvarez

(57) **ABSTRACT**

A method of producing and financing a predetermined project is disclosed. In an embodiment, the method comprises the steps of selecting a project and developing a budget for the project, and developing a marketing plan which comprises a plurality of advertising buys, each of which corresponds to a budgeted amount of advertising. A corresponding one of the plurality of advertisers. Further, there is a set of advertising materials that are targeted toward a corresponding one of the plurality of advertisers. The subject matter of the selected project relates to the interests of at least one of the plurality of advertisers. The method includes optimizing the marketing plan so that the total of advertising materials not exceeding the developed budget. The next step presents to at least one of the plurality of advertisers the cost of the budget and the advertising material of at least one of the plurality of advertising buys, each of the plurality of advertisers to be completed. Further, if the at least one advertising buyer purchases the at least one advertising buy, the advertising materials are produced and placed on a media property. For at least one of the plurality of advertising buys, the number of impressions which is counted, thereby completing the on media property. Finally, the total of the number of impressions equals its buy's predetermined number of impressions. Finally, the revenue from the completed advertising buy is collected and the selected revenue produced by the completed advertising buy is placed into a media production fund.

20 Claims, 2 Drawing Sheets



Google's Exhibit 1001
Google v. BrodTi
R2025-00472 - Page 001

Advertising on the internet is created by and through the media property and content on the web property. The web property is marketed to a target audience who visits the web property to view the content provided. Every time an individual visits the web property, he/she creates an impression.

In particular, an impression is a visitor to the website through access to the World Wide Web that visits a screen of the media property. These impressions create a commodity

Wide Web (“WWW”). The WWW service allows a server computer system (i.e., Web server or Web site) to send graphical Web pages or screens of information such as the advertising materials to a remote client computer system 10.

“web property content” – Petitioner

Petitioner's Reply

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE LLC,
Petitioner,

v.

BRODTI INC.,
Patent Owner.

Case IPR2025-00472
Patent 11,416,898 B2

**PETITIONER'S REPLY IN SUPPORT OF
PETITION FOR *INTER PARTES* REVIEW**

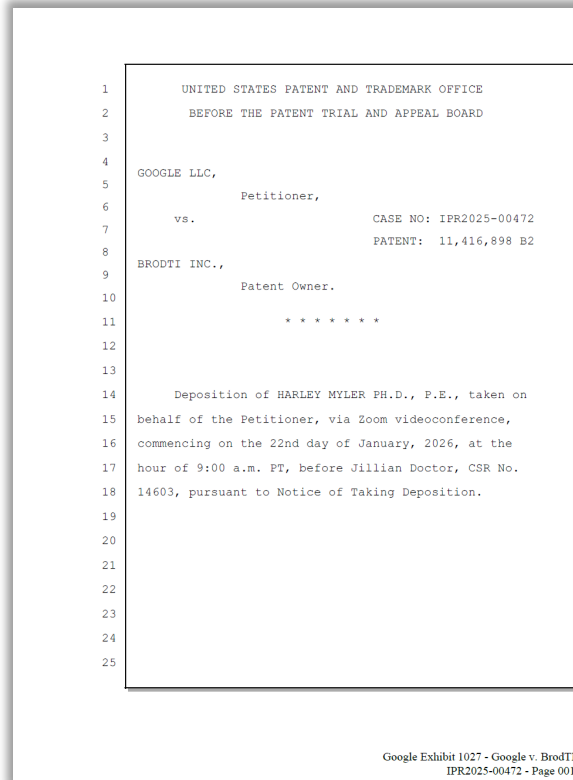
Patent Owner's requirement of “a discrete user-accessible file” strays far from plain meaning and finds no support in the intrinsic record. The word “file” appears only once in the entire patent, in the unrelated context of storing a client identifier cookie on a client system. ('898, 3:31-34; EX1026, ¶8.) The words “discrete” and “user-accessible” appear nowhere in the patent.

(Reply, 3)

“web property content” – Petitioner

Webpage is an example of content “placed on a website” that is a “discrete file” “accessible to a user on the website”

Patent Owner’s expert:



25 Q. Right. And when a browser receives a
1 webpage, it actually receives an HTML file over the
2 internet; correct?
3 A. That's correct.
4 MR. CREMEN: Objection. Form.
5 BY MR. WEINSTEIN:
6 Q. Okay. And that is a user-accessible file
7 because the user can actually access it via their web
8 browser; correct?
9 A. Yes.
...
17 Q. And is an HTML webpage file, is that a
18 discrete file?
19 A. Yes.

(EX1027, 19:25-20:9, 20:17-19; Reply, 3-4)

“web property content” – Petitioner

Petitioner's Reply

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE LLC,
Petitioner,

v.

BRODTI INC.,
Patent Owner.

Case IPR2025-00472
Patent 11,416,898 B2

**PETITIONER'S REPLY IN SUPPORT OF
PETITION FOR *INTER PARTES* REVIEW**

Finally, there is no basis to include the final clause of Patent Owner's proposal, “for which revenue is being sought.” The claims already separately specify how a share of advertising revenue is collected and transmitted to the web property content owner. ('898, 11:8-11 (Limitation 1[k]); Petition, 47-51.) There is no basis to import revenue collection concepts into web property content.

(Reply, 4)

“placing the advertising material within web
property content”

“placing the advertising material within web property content” – Patent Owner

Patent Owner:

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE LLC,

Petitioner,

v.

BRODTI INC.,

Patent Owner.

Case No. IPR2025-00472

U.S. Patent No. 11,416,898

PATENT OWNER RESPONSE

A POSITA would have understood this phrase in the context of the '898 Patent as a whole to require: (i) inserting an advertisement: (ii) into the particular content (*e.g.*, a discrete user-accessible file) for which revenue is being sought; (iii) where the content is presented on a website (*e.g.*, on a particular webpage or webpages of a common domain).⁴ EX2009 (*Myler Dec.*), ¶57. This conclusion

Second, as for “placing the advertising material within web property content,” a POSITA would have understood this phrase to mean inserting the advertisement into content (with content having the meaning set forth above). A POSITA would have understood this phrase in this manner because it is impressions of the *content* that matter for fundraising in the '898 Patent. EX1001

“placing the advertising material within web property content” – Petitioner

Patent Owner’s expert:

1 UNITED STATES PATENT AND TRADEMARK OFFICE
2 BEFORE THE PATENT TRIAL AND APPEAL BOARD
3
4 GOOGLE LLC,
5 Petitioner,
6
7 vs. CASE NO: IPR2025-00472
8 PATENT: 11,416,898 B2
9 BRODTI INC.,
10 Patent Owner.
11 * * * * *
12
13
14 Deposition of HARLEY MYLER PH.D., P.E., taken on
15 behalf of the Petitioner, via Zoom videoconference,
16 commencing on the 22nd day of January, 2026, at the
17 hour of 9:00 a.m. PT, before Jillian Doctor, CSR No.
18 14603, pursuant to Notice of Taking Deposition.
19
20
21
22
23
24
25

Google Exhibit 1027 - Google v. BrodTI
IPR2025-00472 - Page 001

17 Q. I would agree with you, sir.
18 My question is, though, you use the word
19 "inserting." And I just am trying to understand why
20 replace the word "placing" with "inserting."

14 [A.] You know, none of that is really discussed
15 in the patent, the details of how that's done. It's
16 because it isn't important to the patent.

18 Q. Does the claim specify details regarding how
19 advertising material needs to be placed within web
20 property content?

21 MR. CREMEN: Objection. Form.

22 THE WITNESS: No, it just says comprising
23 placing the advertising material within the web
24 property content.

(EX1027, 27:14-16, 29:18-24; Reply, 7-8)

1[c]/[d]: “...advertising buy options...” / “...the selected one or more advertising buy options...”

Claim 1:

- [c]** based on a message provided by a given client, generating, by the one or more processors, a webpage, wherein the generating comprises providing, via a graphical user interface of the webpage, a plurality of advertising buy options for selection by a given client accessing said webpage;
- [d]** obtaining, by the one or more processors, via an input in the graphical user interface, a selection of one or more of the advertising buy options, wherein the selected one or more advertising buy options comprise at least one website of the respective websites and a predetermined number of impressions of the advertising material for users visiting the at least one website;

Claim 1:

- [c]** based on a message provided by a given client, generating, by the one or more processors, a webpage, wherein the generating comprises providing, via a graphical user interface of the webpage, a plurality of advertising buy options for selection by a given client accessing said webpage;
- [d]** obtaining, by the one or more processors, via an input in the graphical user interface, a selection of one or more of the advertising buy options, wherein the selected one or more advertising buy options comprise at least one website of the respective websites and a predetermined number of impressions of the advertising material for users visiting the at least one website;

1[c]/[d]: "...advertising buy options..." / "...the selected one or more advertising buy options..." – Petitioner

Nicholas:

201

202

Dizpersion

log off threshold

accounts advertiser website newspaper

Broadcast Ad Ad Upload Coupon Quantity Channels Geographic Demographic Summary

Company Name
User Name
Street Address
City, State Zip

Home

Steps

1. Enter the Number of Impressions Purchased.

2. Select the Broadcast Start Date.

3. Select the Broadcast Start Time and Time Zone.

4. Select the Broadcast End Date.

5. Select the Broadcast End Time and Time Zone.

6. Press Submit.

221 Impressions

222 Start Date

Month Day 2001

223 Start Time

1:00 AM

224 Start Zone

Eastern

225 End Date

Month Day 2001

End Time

1:00 AM

Time Zone

Eastern

Submit

2001 Dizpersion Corporation

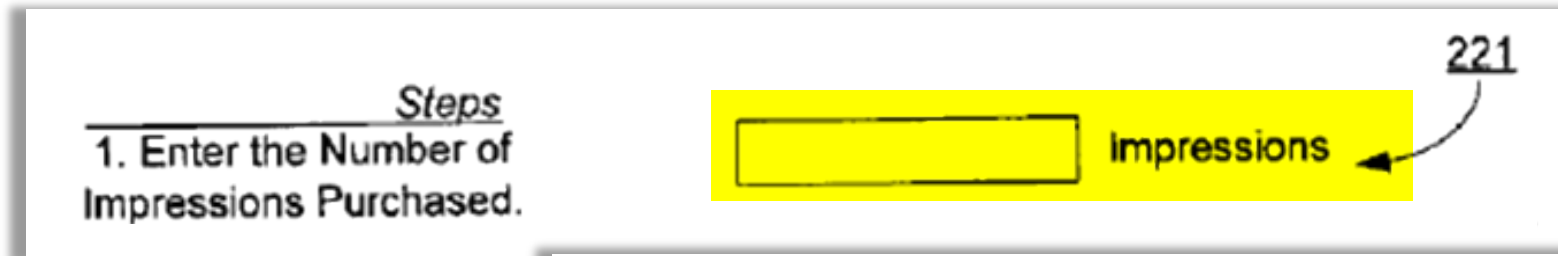
Contact Us Privacy Terms of Use

220

FIG. 8

(Nicholas, Fig. 8; Petition, 22)

Nicholas:



[0061] FIG. 8 illustrates one embodiment of a web-interface **220** for defining the quantity and/or duration that an ad should be displayed on ad selection node **140**. A standard method for defining the quantity and/or duration of a network advertisement is to specify a number of impressions, or the number of times the advertisement will be delivered. The user may specify the number of impressions in form input **221**.

Nicholas:

Steps
1. Enter the Number of Impressions Purchased.

Impressions ²²¹

end times in accordance with the selected time zones. In one embodiment, the user may specify only the number of impressions. In one embodiment the user may specify only a start and end time during which an ad will be broadcast. In one embodiment the user may select both the number of impressions and the start and end times. In this embodiment, should the advertisement be served up to the number of impressions prior to the end time, it may automatically stop being served.

1[c]/[d]: “...advertising buy options...” / “...the selected one or more advertising buy options...” – Petitioner

obtaining, by the one or more processors, via an input in the graphical user interface, a selection of one or more of the advertising buy options, wherein the selected one or more advertising buy options comprise at least one website of the respective websites and a predetermined number of impressions of the advertising material for users visiting the at least one website;

Steps
1. Enter the Number of Impressions Purchased.



The user may specify the number of impressions in form input 221.

(Nicholas, [0061], Fig. 8; Petition, 22, 27)

[0061] FIG. 8 illustrates one embodiment of a web-interface 220 for defining the quantity and/or duration that an ad should be displayed on ad selection node 140.

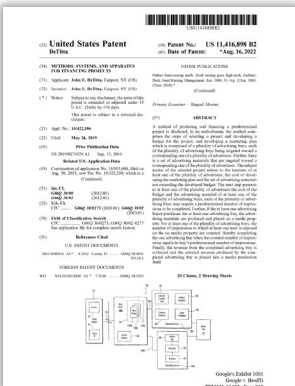
(Nicholas, [0061]; Petition, 22, 27)

A standard method for defining the quantity and/or duration of a network advertisement is to specify a number of impressions, or the number of times the advertisement will be delivered.

...

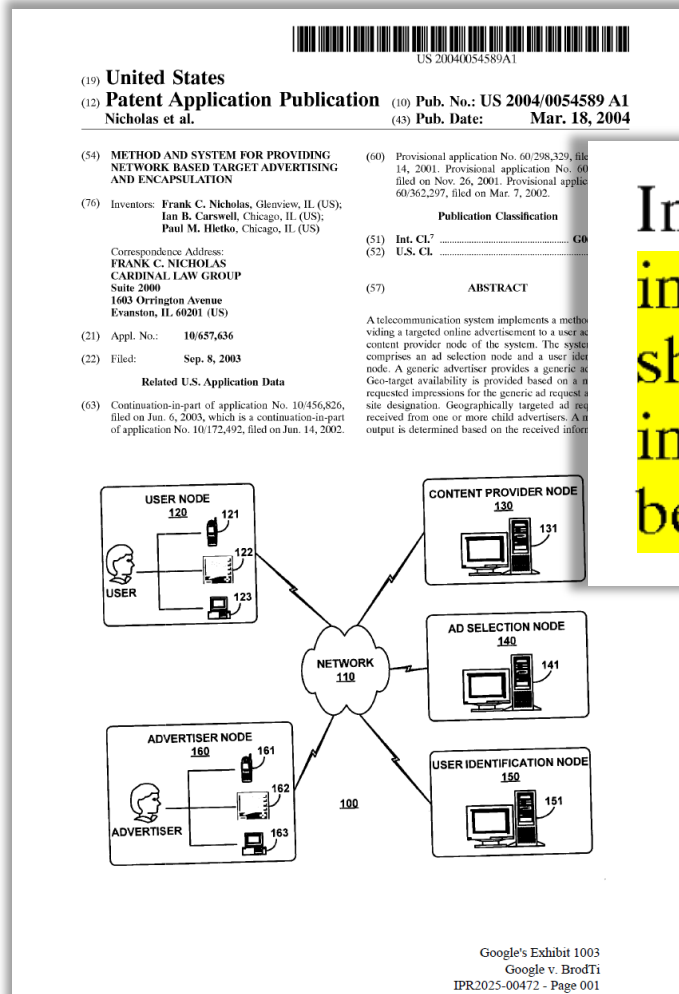
In this embodiment, should the advertisement be served up to the number of impressions prior to the end time, it may automatically stop being served.

(Nicholas, [0061]; Petition, 22, 27)



1[c]/[d]: “...advertising buy options...” / “...the selected one or more advertising buy options...” – Petitioner

Nicholas:



In one embodiment the user may select both the number of impressions and the start and end times. In this embodiment, should the advertisement be served up to the number of impressions prior to the end time, it may automatically stop being served.

(Nicholas, [0061]; Petition, 27; Reply, 12)

Patent Owner's expert:

1 UNITED STATES PATENT AND TRADEMARK OFFICE
2 BEFORE THE PATENT TRIAL AND APPEAL BOARD
3
4 GOOGLE LLC,
5 Petitioner,
6 vs. CASE NO: IPR2025-00472
7 PATENT: 11,416,898 B2
8 BRODTI INC.,
9 Patent Owner.
10
11 * * * * *
12
13
14 Deposition of HARLEY MYLER PH.D., P.E., taken on
15 behalf of the Petitioner, via Zoom videoconference,
16 commencing on the 22nd day of January, 2026, at the
17 hour of 9:00 a.m. PT, before Jillian Doctor, CSR No.
18 14603, pursuant to Notice of Taking Deposition.
19
20
21
22
23
24
25

Google Exhibit 1027 - Google v. Brodti
IPR2025-00472 - Page 001

17 Q. And then I'll read from the second line on
18 Page 0044 at the top of page.

19 It says, "In one embodiment, the user may
20 select both the number of impressions and the start
21 and end times."

22 Do you see that?

23 A. Yes.

24 Q. So you would agree that Nicholas discloses
25 that the user can select the number of impressions for
1 the advertisement; correct?

2 A. Yes.

(EX1027, 46:24-47:2; Reply, 12)

Petitioner’s Expert:

Declaration of Mark Crovella, Ph.D. in Support of
Petition for *Inter Partes* Review of
U.S. Patent No. 11,416,898 B2

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE LLC,
Petitioner

v.

BRODTI INC.,
Patent Owner.

Case IPR2025-00472
U.S. Patent No. 11,416,898 B2
Issue Date: August 16, 2022

Title: METHODS, SYSTEMS, AND APPARATUS FOR
FINANCING PROJECTS

DECLARATION OF MARK CROVELLA, PH.D.

Google’s Exhibit 1002
Google v. BrodTi
IPR2025-00472 - Page 001

The number of impressions is “**predetermined**,” as claimed, because the number of impressions was determined by the advertiser by specifying the number through the graphical interface of Figure 8, which occurred before ad selection node 140 obtained the advertiser’s selection. As noted, the number of impressions also represents the maximum number of impressions, which the advertiser would obviously have determined before providing that information to ad selection node 140 through the interface of Figure 8.

1[c]/[d]: “...advertising buy options...” / “...the selected one or more advertising buy options...” – Petitioner

“predetermined”: ‘898 patent refers only to specific number of impressions advertiser chose for its advertisement:

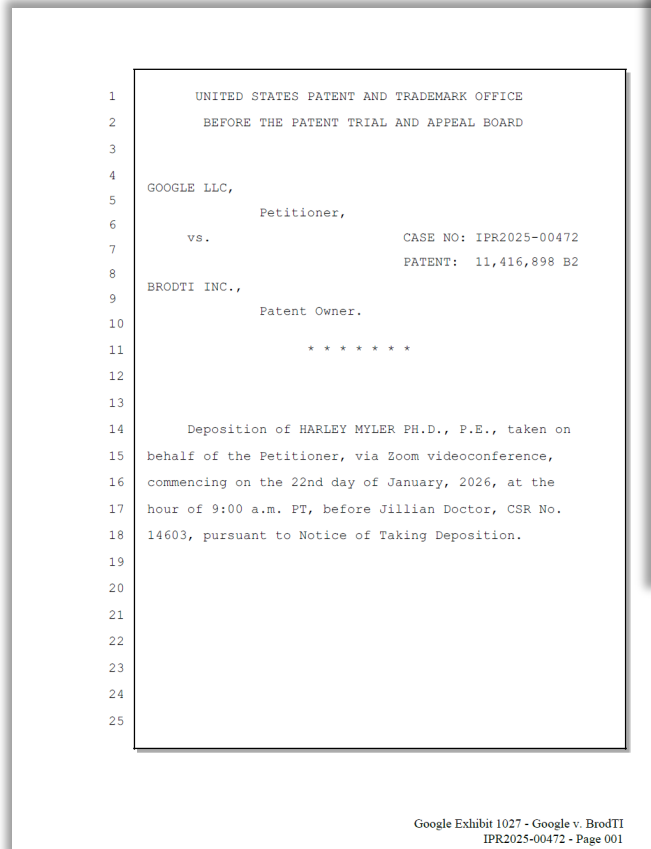
(12) United States Patent DeTitta	(10) Patent No. (45) Date of Pat.	databases 38, 40 and 42. The advertising server 18c is programmed to run the ads based on predetermined impressions, length of contract with the advertiser. This data is backed up, i.e. this data is input to the server system 18 via a media buy block 32.
(54) METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS	OTHER PUBLICATIONS Online fund-raising method; Dick; Fund Raising Manual (Year: 2000).*	
(71) Applicant: John E. DeTitta, Fairport, NY (US)		
(72) Inventor: John E. DeTitta, Fairport, NY (US)		
(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 676 days. This patent is subject to a terminal disclaimer.	Primary Examiner — B. J. ... (57) A method of producing a project is disclosed. In prices the steps of setting a budget for the project, which is comprised of one of the plurality of advice corresponding one of a plurality of advertising buys, each of the plurality of advertising buys may require a predetermined number of impressions to be completed. Further, if the at least one advertising buyer purchases the at least one advertising buy, the advertising materials are produced and placed on a media property. For at least one of the plurality of advertising buys, the number of impressions to which at least one user is exposed on the on media property are counted, thereby completing the one advertising buy when the counted number of impressions equals its buy's predetermined number of impressions. Finally, the revenue from the completed advertising buy is collected and the selected revenue produced by the completed advertising buy is placed into a media production fund.	
(21) Appl. No.: 16/422,106		
(22) Filed: May 24, 2019		
(65) Prior Publication Data US 2019/0279259 A1 Sep. 12, 2019		
Related U.S. Application Data (63) Continuation of application No. 14/015,604, filed on Aug. 30, 2013, now Pat. No. 10,325,290, which is a (Continued)		
(51) Int. CL. G06Q 30/00 (2012.01) G06Q 30/02 (2012.01)		
(52) U.S. CL. CPC G06Q 30/0273 (2013.01); G06Q 30/02 (2013.01)		
(58) Field of Classification Search CPC G06Q 30/0273; G06Q 30/02-0277 See application file for complete search history.		
(56) References Cited U.S. PATENT DOCUMENTS 2002/0049816 A1 * 4/2002 Costin, IV G06Q 30/0601 705/26.1 FOREIGN PATENT DOCUMENTS WO WO-201618843 A1 * 7/2016 G06Q 30/0201		

Google's Exhibit 1001
Google v. BrodTi
IPR2025-00472 - Page 001

('898, 3:56-59; Reply, 14)

1[c]/[d]: “...advertising buy options...” / “...the selected one or more advertising buy options...” – Petitioner

'898 patent provides no details about any UI for allowing advertiser to select advertising buy options:



3 Going back to the end of Paragraph 78,
4 you're referring to column 6, line 16 to 23.
5
6 Does that passage describe how the user
7 interface for presenting the advertising buy options
8 should be designed?
9 A. Oh, it doesn't give the specifics of the
design.

(EX1027, 40:5-9; Reply, 15-16; see also EX1027, 37:7-38:16)

1[c]/[d]: “...advertising buy options...” / “...the selected one or more advertising buy options...” – Petitioner

Nicholas:

201
202

Dizpersion

log off threshold

accounts advertiser website newspaper

Broadcast Ad Ad Upload Coupon Quantity Channels Geographic Demographic Summary

Company Name
User Name
Street Address
City, State Zip
[Home](#)

Steps
1. Select Channels/Websites 232

Channels
Sports
Family
General Interests

Select Channel/Website 233

Sports Channel Website 234

Select Area

State County City Zip Code

Select Time Horizon

Month
Year
Weekday/Weekend
Morning, Afternoon, & Evening

Submit

As a % of all Actual Hits As a % of all traffic to the website or channel traffic to the whole network the related period

231 test.com

235 test.com

236

237

230

FIG. 9

[0062] FIG. 9 illustrates one embodiment of a web-interface 230 for defining the web sites or other network channels over which the advertisement may be displayed. In one embodiment the user may select any combination of sites and network channels available to ad selection node 140. In

(Nicholas, Fig. 9, [0062]; Petition, 22-23)

1[f]: “placing the advertising material within web property content of the at least one website”

Claim 1:

[f] based on obtaining the selection, populating, by the one or more processors, the advertising material on the at least one website, wherein the populating comprises placing the advertising material within web property content of the at least one website;

1[f]: “placing the advertising material within web property content...” – Petitioner

Petition for *Inter Partes* Review of
U.S. Patent No. 11,416,898 B2

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE LLC,
Petitioner

v.

BRODTI INC.,
Patent Owner

Case IPR2025-00472
Patent 11,416,898 B2
Issue Date: August 16, 2022

Title: METHODS, SYSTEMS, AND APPARATUS FOR
FINANCING PROJECTS

PETITION FOR *INTER PARTES* REVIEW
OF U.S. PATENT NO. 11,416,898 B2

(f) “based on obtaining the selection, populating, by the one or more processors, the advertising material on the at least one website, wherein the populating comprises placing the advertising material within web property content of the at least one website;” (1[f])

Nicholas discloses an advertisement delivery technique in which an advertisement is delivered to a user when the user accesses a website (*e.g.*, content provider node **130**). In this technique, HTML tags are embedded into the webpage served by the content site that cause the web browser via a URL to request the advertisement from the ad selection node **140** (at ads.dizperson.com):

1[f]: “placing the advertising material within web property content...” – Petitioner

Nicholas:

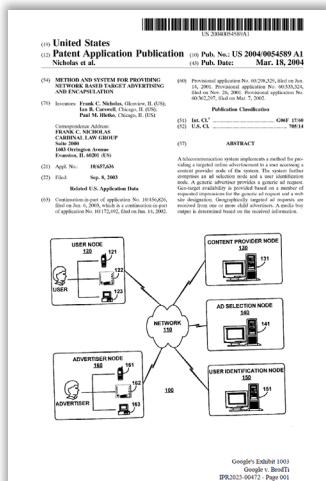
provider node 130 (FIG. 1). One example of such a process would include accessing a web page over the Internet. User accesses a website on the Internet by making a network request to content provider node 130 during a stage S412 of the flowchart 410. This may be achieved using a personal

...

Internet Explorer, or Netscape Navigator. In the content received from content provider node 130 is code that represents a request for a banner ad during a stage S414 of the flowchart 410, such as:

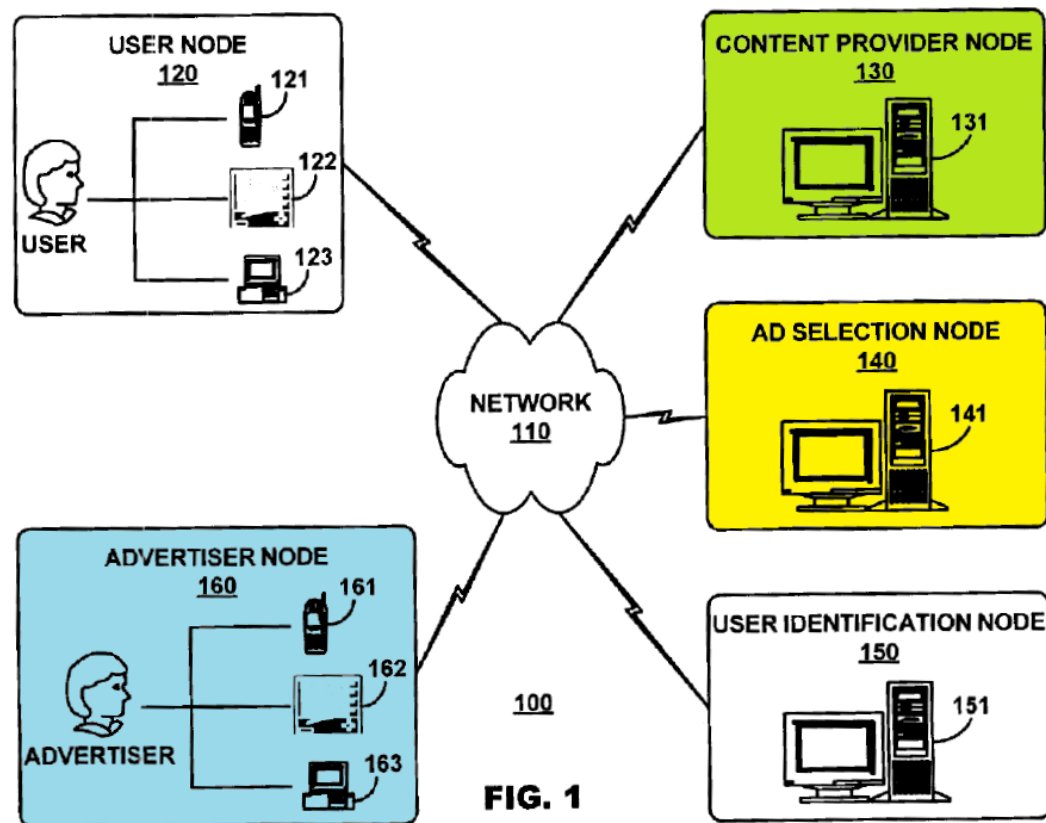
```
<iframe height=60 src="http://ads.dizpersion.com/adservice.aspx?sid=9&at=9"
width=468 frameborder=0 marginwidth=0 marginheight=0 hspace=0 vspace=0
scrolling="no" bordercolor="#000000"></iframe>
```

[0103] This code requests an ad from an ad selection node 140 found at the network address represented by http://ads.dizpersion.com. The page adservice.aspx receives the



(Nicholas, [0102]-[0103]; Petition, 37-39; EX1013, Fig. 3)

1[f]: “placing the advertising material within web property content...” – Petitioner



[0045] A content provider node 130 includes one or more servers 131 for conventionally communicating with the other nodes of telecommunication system 100. In one embodiment, content provider node 130 includes a conventional content server 131a and an associated database DB1 as illustrated in FIG. 2 for providing requested information to user node 130. The requested information can be in a variety of forms, such as, for example, a static or dynamic web page, a radio or video broadcast or narrowcast, a page or segment of wireless application protocol (WAP) content, a short messaging service (SMS) message, or other forms of network information as known in the art. Accordingly, content server 131a can include suitable hardware platforms and software modules to operate as a web site server, a radio broadcast server, etc.

[0106] An example of one possible implementation of the ad serving mechanism of ad selection node 140 and its relationship with a content provider node 130 is in the form of a consumer web site on content server 131a (FIG. 1), which can be a standard web site made up of HTML pages accessible on the Internet by web browsers such as those commercially available by Netscape, Microsoft, and Opera.

1[f]: “placing the advertising material within web property content...” – Petitioner

Petition for *Inter Partes* Review of
U.S. Patent No. 11,416,898 B2

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE LLC,
Petitioner

v.

BRODTI INC.,
Patent Owner

Case IPR2025-00472
Patent 11,416,898 B2
Issue Date: August 16, 2022

Title: METHODS, SYSTEMS, AND APPARATUS FOR
FINANCING PROJECTS

PETITION FOR *INTER PARTES* REVIEW
OF U.S. PATENT NO. 11,416,898 B2

In plain English, the passage above states that content provider node **130** (the “**at least one website**” where advertisements will be shown) provides HTML code that causes the browser to issue a request for advertising material from the ad selection node **140** (“**the one or more processors**”), which in this case, is located at ads.dizpersion.com. (EX1002, ¶126.) The advertising material will then be populated within the web property (*e.g.*, banner advertisement location on the webpage) by being presented to the user when the website is displayed.

1[f]: “placing the advertising material within web property content...” – Petitioner

Petition for *Inter Partes* Review of
U.S. Patent No. 11,416,898 B2

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE LLC,
Petitioner

v.

BRODTI INC.,
Patent Owner

Case IPR2025-00472
Patent 11,416,898 B2
Issue Date: August 16, 2022

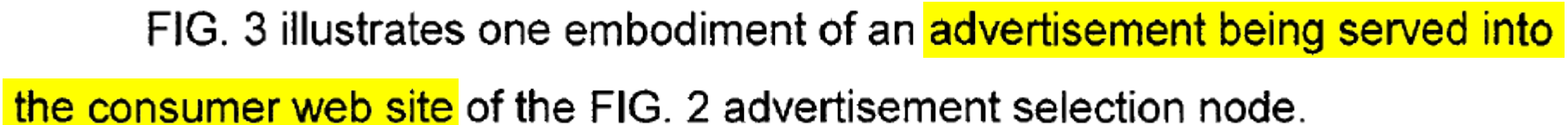
Title: METHODS, SYSTEMS, AND APPARATUS FOR
FINANCING PROJECTS

**PETITION FOR *INTER PARTES* REVIEW
OF U.S. PATENT NO. 11,416,898 B2**

This is also illustrated in Figure 3 of Nicholas’s incorporated ’297 provisional application (*see* Nicholas, ¶0001), which shows an example website page populated with advertising material **305** (Best Buy) within the site’s web property content:

(Petition, 38-39)

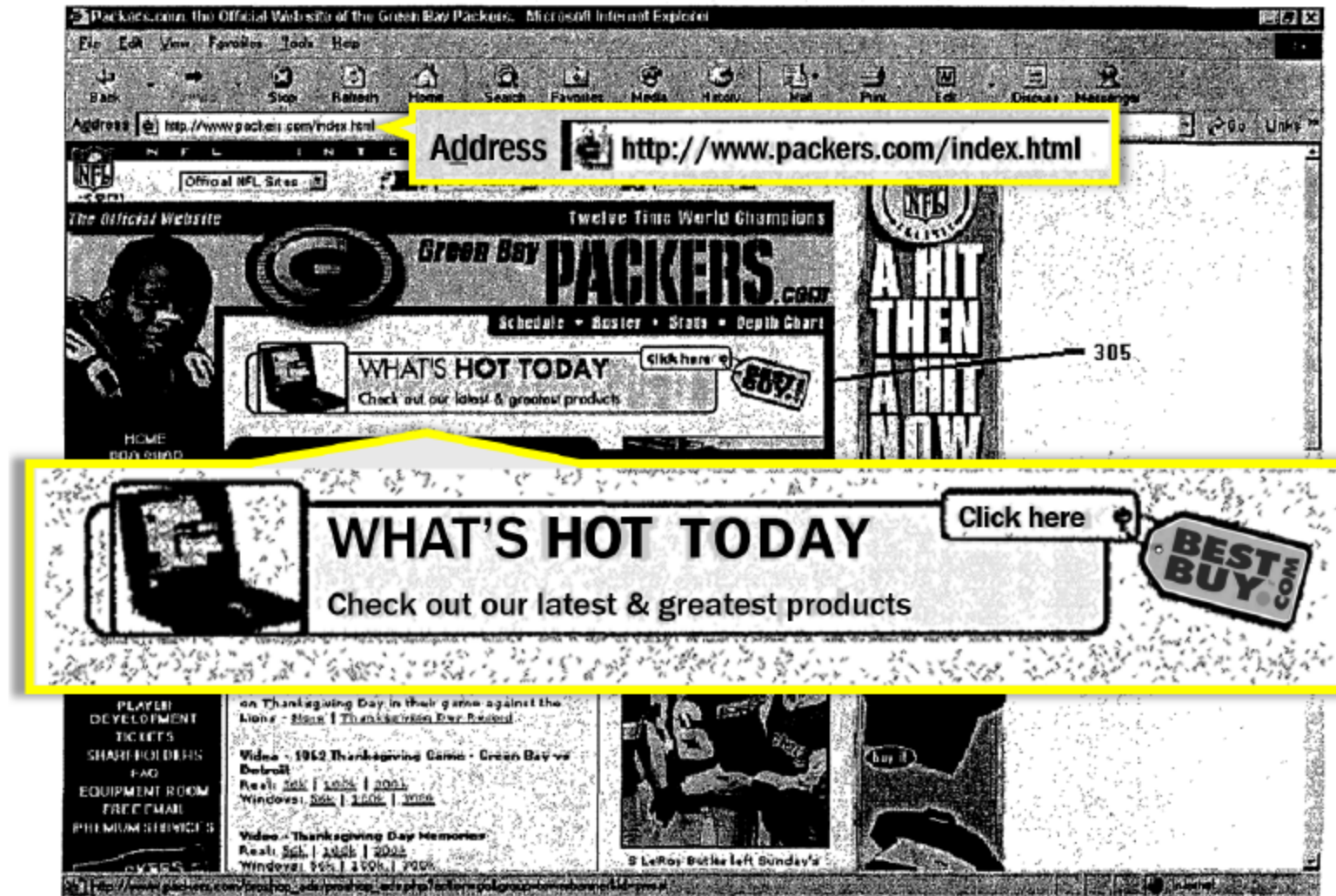
Nicholas '297 provisional:



DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

1[f]: “placing the advertising material within web property content...” – Petitioner

300



(Reply, 18)

Nicholas:

US 20040034589A1

(19) United States
(12) Patent Application Publication (10) Pub. No.: US 2004/0054589
(43) Pub. Date: Mar. 18, 2004

(54) METHOD AND SYSTEM FOR PROVIDING NETWORK BASED TARGET ADVERTISING AND ENCAPSULATION

(76) Inventors: Frank C. Nicholas, Glenview, IL (US); Ian B. Carswell, Chicago, IL (US); Paul M. Hietko, Chicago, IL (US)

Correspondence Address: FRANK C. NICHOLAS, CARDINAL LAW GROUP, Suite 2000, 1603 Orrington Avenue, Evanston, IL 60201 (US)

(21) Appl. No.: 10/657,636
(22) Filed: Sep. 8, 2003

Related U.S. Application Data
(63) Continuation-in-part of application No. 10/456,826, filed on Jun. 6, 2003, which is a continuation-in-part of application No. 10/172,492, filed on Jun. 14, 2002.

(60) Provisional application No. 60/298,329, filed on 14, 2001. Provisional application No. 60/333, filed on Nov. 26, 2001. Provisional application 60/362,297, filed on Mar. 7, 2002.

Publication Classification
(51) Int. Cl.⁷ G06F 1
(52) U.S. CL. 70

(57) ABSTRACT
A telecommunication system implements a method for providing a targeted online advertisement to a user access content provider node of the system. The system further comprises an ad selection node and a user identification node. A generic advertiser provides a generic ad request. Geo-target availability is provided based on a number of requested impressions for the generic ad request and a site designation. Geographically targeted ad requests received from one or more child advertisers. A media output is determined based on the received information.

Google's Exhibit 1003
Google v. BrodTi
IPR2025-00472 - Page 001

[0109] The content served by ad selection node 140 may be in the form of a portion of or a complete hypertext markup language (HTML) web page, a portion of or a complete web page containing dynamic content as might be provided by a technology such as Flash, an advertising tag or banner for a networked service such as instant messaging, a portion of or a complete short messaging service (SMS) advertising message, a portion of or a complete wireless application protocol (WAP) site or service, or any other form of advertising on a consumer networked site or service known in the art.

(Nicholas, [0109]; Petition, 51-52)

Patent Owner’s expert re “website”:

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE LLC,

Petitioner,

vs. CASE NO: IPR2025-00472
PATENT: 11,416,898 B2

BRODTI INC.,

Patent Owner.

* * * * *

Deposition of HARLEY MYLER PH.D., P.E., taken on
behalf of the Petitioner, via Zoom videoconference,
commencing on the 22nd day of January, 2026, at the
hour of 9:00 a.m. PT, before Jillian Doctor, CSR No.
14603, pursuant to Notice of Taking Deposition.

Google Exhibit 1027 - Google v. BrodTI
IPR2025-00472 - Page 001

21
22
23
24
25

1

Q. So would you agree that the prior art cited
by Dr. Crovella teaches a website under the definition
that you've provided?

MR. CREMEN: Objection. Form.

THE WITNESS: Yes. The websites such as

Yahoo!'s.

Patent Owner’s expert re “website”:

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE LLC,

Petitioner,

v.

BRODTI INC.,

Patent Owner.

Case No. IPR2025-00472

U.S. Patent No. 11,416,898

DECLARATION OF HARLEY MYLER, PH.D., P.E.

BrodTi Inc. - Ex. 2009, Page 000001
IPR2025-000472 (Google LLC v. BrodTi Inc.)

69. “Website” is used similarly in the ’898 Patent’s specification. *See* EX1001 (’898 Patent), 5:17-19 (“an impression is a visitor to the **website** through access to the World Wide Web that visits a screen of the media property”), 6:19-21 (“A sales team of the company then markets the impressions on the **website** to the advertiser”), and 6:43-45 (“A media outlet may include but is not limited to film, Television, Print, Internet (and a corresponding **web site**)”) (emphases added).
70. The prior art cited by Dr. Crovella teaches the same. *See* EX1003 (*Nicholas*) ¶¶[0056] (“One example might be viewing the cnn.com **website** using a web browser on personal computer 123 (FIG. 1)”), [0123] (“A company might be given preferential placement on an individual site or category of sites, such as the Green Bay Packers **website**, www.packers.com.”), EX1006 (*Yasnovksy*), [0035] (“In one specific embodiment, the network 120 is the Internet. The sites 110 include **web sites**, such as Yahoo!’s various properties: the Yahoo! Main Page, Launch!, News, Finance, etc.”), EX1015 (*Manowitz*), par. bridging pp. 1-2 (“The publisher then publishes the content, for example, on a **web site**, for access by a consumer”).

(EX2009, ¶¶69-70; Reply, 4-5)

Patent Owner’s expert re “web property content”:

1 UNITED STATES PATENT AND TRADEMARK OFFICE
2 BEFORE THE PATENT TRIAL AND APPEAL BOARD
3
4 GOOGLE LLC,
5 Petitioner,
6 vs. CASE NO: IPR2025-00472
7 PATENT: 11,416,898 B2
8 BRODTI INC.,
9 Patent Owner.
10
11 * * * * *
12
13
14 Deposition of HARLEY MYLER PH.D., P.E., taken on
15 behalf of the Petitioner, via Zoom videoconference,
16 commencing on the 22nd day of January, 2026, at the
17 hour of 9:00 a.m. PT, before Jillian Doctor, CSR No.
18 14603, pursuant to Notice of Taking Deposition.
19
20
21
22
23
24
25

Google Exhibit 1027 - Google v. Brodti
IPR2025-00472 - Page 001

25 Q. Right. And when a browser receives a
1 webpage, it actually receives an HTML file over the
2 internet; correct?

3 A. That's correct.

4 MR. CREMEN: Objection. Form.

5 BY MR. WEINSTEIN:

6 Q. Okay. And that is a user-accessible file
7 because the user can actually access it via their web
8 browser; correct?

9 A. Yes.

...

17 Q. And is an HTML webpage file, is that a
18 discrete file?

19 A. Yes.

(EX1027, 19:25-20:9, 20:17-19; Reply, 3-4)

1[g]/[h]: “monitoring...a number of impressions of the advertising material...” / “determining...whether an impression of the advertising material is valid”

1[g]/[h]: “monitoring...a number of impressions of the advertising material...” /
“determining...whether an impression of the advertising material is valid”

Claim 1:

- [g] monitoring, by the one or more processors, a number of impressions of the advertising material provided to users accessing the web property content displayed on the at least one website;
- [h] determining, by the one or more processors, whether an impression of the advertising material is valid, wherein the impression is valid based on a predetermined impression tracking system;

1[g]/[h]: “monitoring...a number of impressions of the advertising material...” /
“determining...whether an impression of the advertising material is valid” – Petitioner

Nicholas:

[0061] FIG. 8 illustrates one embodiment of a web-interface 220 for defining the quantity and/or duration that an ad should be displayed on ad selection node 140. A standard method for defining the quantity and/or duration of a network advertisement is to specify a number of impressions, or the number of times the advertisement will be delivered. The user may specify the number of impressions in form input 221.

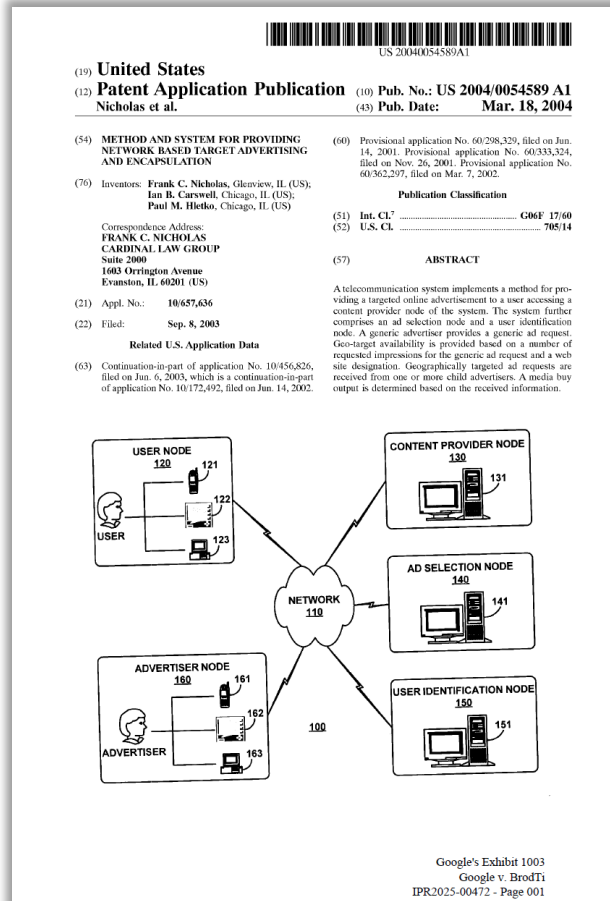
In one embodiment the user may select both the number of impressions and the start and end times. In this embodiment, should the advertisement be served up to the number of impressions prior to the end time, it may automatically stop being served.

The screenshot shows a web interface titled "Dizpersion" with a navigation bar containing "accounts", "advertiser", "website", and "newspaper". Below this is a "Broadcast Ad" section with tabs for "Ad Upload", "Coupon", "Quantity", "Channels", "Geographic", "Demographic", and "Summary". The "Quantity" tab is active. On the left, there are input fields for "Company Name", "User Name", "Street Address", "City, State Zip", and a "Home" link. A "Steps" section lists six instructions: 1. Enter the Number of Impressions Purchased. 2. Select the Broadcast Start Date. 3. Select the Broadcast Start Time and Time Zone. 4. Select the Broadcast End Date. 5. Select the Broadcast End Time and Time Zone. 6. Press Submit. The main form area contains: a text input field for "Impressions" (labeled 221); "Start Date" fields for Month, Day, and Year (2001) (labeled 222); "Start Time" fields for Hour (1:00) and AM/PM (labeled 223); "Start Zone" dropdown (Eastern) (labeled 224); "End Date" fields for Month, Day, and Year (2001) (labeled 225); "End Time" fields for Hour (1:00) and AM/PM; and "Time Zone" dropdown (Eastern). A "Submit" button is at the bottom right. The footer includes "2001 Dizpersion Corporation", "Contact Us", "Privacy", and "Terms of Use".

220
FIG. 8

1[g]/[h]: “monitoring...a number of impressions of the advertising material...” /
“determining...whether an impression of the advertising material is valid” – Petitioner

Nicholas:



In one embodiment of stage S438, advertiser record AR_x further includes a unique identifier for the advertiser, a pointer to the appropriate advertising package, the date and time of the last impression, the number of impressions made in this timeframe, the minimum number of impressions that should be made in each recognized timeframe, and the maximum number of impressions that may be made in each recognized timeframe. Module 142 terminates routine 430

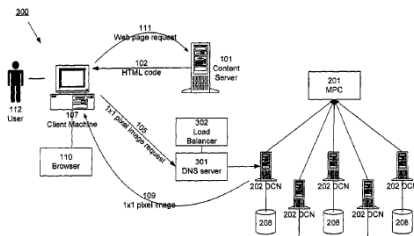
retrieval. This information may be updated based on either a time period passing, a number of impressions occurring, a rate at which impressions are occurring, a combination of these, or none of these.

(Nicholas, [0114], [0124]; Petition, 22)

1[g]/[h]: “monitoring...a number of impressions of the advertising material...” /
“determining...whether an impression of the advertising material is valid” – Petitioner

Error:

 US008156216B1	
(12) United States Patent Error	(10) Patent No.: US 8,156,216 B1 (45) Date of Patent: Apr. 10, 2012
(54) DISTRIBUTED DATA COLLECTION AND AGGREGATION	6,606,581 B1 * 8/2003 Nickerson et al. 702/186 6,701,324 B1 * 3/2004 Cochran et al. 707/104.1 6,751,663 B1 * 6/2004 Farrell et al. 709/224 6,766,370 B2 * 7/2004 Glommen et al. 709/224 6,792,458 B1 9/2004 Muret et al. 6,802,447 B2 10/2004 Horng 6,804,701 B2 10/2004 Muret et al. 6,839,680 B1 1/2005 Liu et al. 6,862,620 B2 3/2005 Ullmann et al. 6,915,482 B2 7/2005 Jellum et al. 6,928,392 B2 * 8/2005 Nickerson et al. 702/186 6,944,660 B2 9/2005 Esghi et al. 6,973,492 B2 12/2005 Strehle 6,981,017 B1 12/2005 Kasriel et al. 7,003,565 B2 2/2006 Hind et al. 7,016,892 B1 3/2006 Kokkonen et al. 7,024,472 B1 * 4/2006 Dutta et al. 709/223 7,065,571 B2 * 6/2006 Schweitzer et al. 709/223 7,069,325 B1 * 6/2006 Lu et al. 709/226 7,085,682 B1 8/2006 Heller et al. 7,107,535 B2 9/2006 Cohen et al. 7,146,416 B1 12/2006 Yoo et al. 7,185,085 B2 2/2007 Bean 7,216,149 B1 5/2007 Briscoe et al. 7,225,407 B2 5/2007 Sommerer et al. 7,376,722 B1 5/2008 Sim et al. (Continued)
(75) Inventor: Brett Error , Orem, UT (US)	
(73) Assignee: Adobe Systems Incorporated , San Jose, CA (US)	
(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 2032 days.	
(21) Appl. No.: 10/356,685	
(22) Filed: Jan. 30, 2003	
Related U.S. Application Data	
(60) Provisional application No. 60/353,872, filed on Jan. 30, 2002.	
(51) Int. Cl. G06F 15/173 (2006.01)	
(52) U.S. Cl. 709/224; 709/223	
(58) Field of Classification Search 709/224	
See application file for complete search history.	
(56) References Cited	ABSTRACT
U.S. PATENT DOCUMENTS 5,796,952 A 8/1998 Davis et al. 5,892,917 A 4/1999 Myerson 5,946,681 A 8/1999 Shuster 5,991,773 A 11/1999 Tagawa 6,018,619 A 1/2000 Allard et al. 6,076,108 A 6/2000 Courts et al. 6,112,238 A 8/2000 Boyd et al. 6,112,240 A 8/2000 Pegue et al. 6,138,121 A 10/2000 Costa et al. 6,327,609 B1 12/2001 Ludewig et al. 6,385,642 B1 5/2002 Chan et al. 6,584,504 B1 6/2003 Choe	(57) A distributed, redundant, multi-homed system collects and aggregates website usage information. Two or more data collection nodes, preferably situated in diverse locations, efficiently collect and time-stamp information from users in a wide variety of geographic locations. Data collected by the individual data collection nodes is aggregated at a master processing center, sorted according to time stamps, and subjected to statistical analysis in order to generate complete and accurate reports regarding website traffic.
62 Claims, 5 Drawing Sheets	



Google's Exhibit 1007
Google v. BrodTi
IPR2025-00472 - Page 001

One commonly used technique for third-party collection of usage data is to include, in each web page to be tracked, a small image, such as a single-pixel image that is not intended to be noticed by the user. Normally, images in web pages are

When a user navigates to a web page, the web page's HTML code causes the user's browser to send a request for the single-pixel image. The tracking server receives the request and logs the request as a user visit to the web page. It is known in the art to embed identifier codes within the image requests, so that the tracking server can detect individual users and discern additional identifying information about each user.

(Error, 1:36-54; Petition, 42-43)

'898 patent:

US011416898B2

(12) **United States Patent** **DeTitta**

(10) **Patent No.:** US 11,416,898 B2
(45) **Date of Patent:** *Aug. 16, 2022

(54) **METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS**

(71) Applicant: **John E. DeTitta**, Fairport, NY (US)

(72) Inventor: **John E. DeTitta**, Fairport, NY (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 676 days.

This patent is subject to a terminal disclaimer.

(21) Appl. No. **16/442,106**

(22) Filed: **May 24, 2019**

(65) **Prior Publication Data**
US 2019/0279259 A1 Sep. 12, 2019

Related U.S. Application Data

(63) Continuation of application No. 14/015,604, filed on Aug. 30, 2013, now Pat. No. 10,325,290, which is a (Continued)

(51) **Int. Cl.**
G06Q 30/00 (2012.01)
G06Q 30/02 (2012.01)

(51) **U.S. Cl.**
CPC *G06Q 30/0273* (2013.01); *G06Q 30/02* (2013.01)

(58) **Field of Classification Search**
CPC: *G06Q 30/0273*; *G06Q 30/02*; *G06Q 30/0277*
See application file for complete search history.

(56) **References Cited**

U.S. PATENT DOCUMENTS

2002/0049816 A1 * 4/2002 Costin, IV *G06Q 30/0601*
705;26.1

FOREIGN PATENT DOCUMENTS

WO WO/2016/18843 A1 * 7/2016 *G06Q 30/0201*

OTHER PUBLICATIONS

Online fund-raising malls: fund raising goes high-tech; Raddatz, Dick; Fund Raising Management (Jun. 2000; 31, 4p. 12Jun. 2000 (Year: 2000). *

(Continued)

Primary Examiner — Raquel Alvarez

(57) **ABSTRACT**

A method of producing and financing a predetermined project is disclosed. In an embodiment, the method comprises the steps of selecting a project and developing a budget for the project, and developing a marketing plan which is comprised of a plurality of advertising buys, each of the plurality of advertising buys being targeted toward a corresponding one of a plurality of advertisers. Further, there is a set of advertising materials that are targeted toward a corresponding one of the plurality of advertisers. The subject matter of the selected project relates to the interests of at least one of the plurality of advertisers, the cost of developing the marketing plan and the set of advertising materials not exceeding the developed budget. The next step presents to at least one of the plurality of advertisers the cost of the budget and the advertising material of at least one of the plurality of advertising buys, each of the plurality of advertising buys may require a predetermined number of impressions to be completed. Further, if at least one advertising buyer purchases the at least one advertising buy, the advertising materials are produced and placed on a media property. For at least one of the plurality of advertising buys, the number of impressions to which at least one user is exposed on the on media property are counted, thereby completing the one advertising buy when the counted number of impressions equals its buy's predetermined number of impressions. Finally, the revenue from the completed advertising buy is collected and the selected revenue produced by the completed advertising buy is placed into a media production fund.

20 Claims, 2 Drawing Sheets

Google's Exhibit 10

Google v. Bro

IPR2025-00472 - Page

In the above example, a valid impression may only be counted when an ad counter receives and responds to an HTTP request for a tracking asset from a client. The count must happen after the initiation of retrieval of underlying page content. Permissible implementation techniques include (but are not limited to) HTTP request generated by , <FRAME>, or <SCRIPT SRC>. For client-side ad serving, the ad content itself could be treated as the tracking asset and the ad server itself could do the ad counting.

The response by the ad counter includes but is not limited to: Delivery of a “beacon”, which may be defined as any piece of content designation as a tracking asset. Beacons commonly are in the form of 1x1 pixel image. Delivery of

1[g]/[h]: “monitoring...a number of impressions of the advertising material...” /
“determining...whether an impression of the advertising material is valid” – Petitioner

Petitioner’s Expert:

Declaration of Mark Crovella, Ph.D. in Support of
Petition for *Inter Partes* Review of
U.S. Patent No. 11,416,898 B2

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE LLC,
Petitioner

v.

BRODTI INC.,
Patent Owner.

Case IPR2025-00472
U.S. Patent No. 11,416,898 B2
Issue Date: August 16, 2022

Title: METHODS, SYSTEMS, AND APPARATUS FOR
FINANCING PROJECTS

DECLARATION OF MARK CROVELLA, PH.D.

Google’s Exhibit 1002
Google v. BrodTi
IPR2025-00472 - Page 001

described in Error. Under this combination, an advertisement delivered by ad selection node 140 would have included a single-pixel image, under the techniques described in Error, directing the user’s web browser to contact ad selection node 140 to confirm that the advertisement had in fact been delivered to the end user’s web browser, *i.e.*, that the impression was “valid” as claimed. The proposed combination

(EX1002, ¶136; Petition, 44-45; Reply, 22)

1[k]: "...a number of valid impressions..."

1[k]: “...a number of valid impressions...”

Claim 1:

[k] based on determining a number of valid impressions are met, electronically collecting, by the one or more processors, a share of the advertising revenue to be transmitted to the web property content owner.

1[k]: “...a number of valid impressions...” – Petitioner

“a number” can correspond to a single valid impression

Mayadas:

US 2001/0039515 A1

(19) United States
(12) Patent Application Publication (10) Pub. No.: US 2001/0039515 A1
(43) Pub. Date: Nov. 8, 2001

(54) SYSTEM AND METHOD FOR PAYMENT FOR TARGETED MESSAGING OVER A NETWORK

(76) Inventor: Vijay Mayadas, Boston, MA (US)

Correspondence Address:
PERKINS, SMITH & COHEN LLP
ONE BEACON STREET
30TH FLOOR
BOSTON, MA 02108 (US)

(21) Appl. No.: 09/847,796
(22) Filed: May 2, 2001

Related U.S. Application Data
(63) Non-provisional of provisional application No. 60/201,340, filed on May 2, 2000.

Publication Classification
(51) Int. Cl.⁷ G06F 17/60
(52) U.S. Cl. 705/14; 705/1
(57) ABSTRACT

In the payment system of the present invention, targeted message sponsors such as advertisers pay in to the system to have the targeted message distributed according to specified parameters. Users of the system, who view the targeted messages, are compensated for interacting with the targeted message. The user data is stored in user profiles maintained by the system. Targeted message publishers are compensated for publishing the targeted messages. Data aggregators, who gather data about users for the user profiles, are compensated for the data gathered.

Google's Exhibit 1005
Google v. BrodTi
IPR2025-00472 - Page 001

[0038] The payment system allows an advertiser to use the system with minimized risk. Advertisers place funds in an escrow account. An amount from the escrow account is paid out each time an advertisement is served. The advertiser has

[0043] Each time the advertisement is served and the specified action is taken by the consumer, the advertiser's escrow account is debited for the one action. Simultaneously, the accounts of the aggregators who gathered the consumer's profile information and the consumer himself or herself is credited with part of the fee.

(Mayadas, [0038], [0043]; Petition, 49)

1[k]: “...a number of valid impressions...” – Petitioner

“a number” can correspond to a single valid impression

'898:

US011416898B2

(12) United States Patent
DeTitta

(10) Patent No.: US 11,416,898 B2
(45) Date of Patent: *Aug. 16, 2022

(54) METHODS, SYSTEMS, AND APPARATUS FOR FINANCING PROJECTS

(71) Applicant: John E. DeTitta, Fairport, NY (US)
(72) Inventor: John E. DeTitta, Fairport, NY (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 676 days.
This patent is subject to a terminal disclaimer.

(21) Appl. No.: 16/422,106
(22) Filed: May 24, 2019

(65) Prior Publication Data
US 2019/0279259 A1 Sep. 12, 2019

(63) Continuation of application No. 14/015,604, filed on Aug. 30, 2013, now Pat. No. 10,325,290, which is a (Continued)

(51) Int. Cl. G06Q 30/00 (2012.01)
G06Q 30/02 (2012.01)
(52) U.S. Cl. CPC G06Q 30/0273 (2013.01); G06Q 30/02 (2013.01)

(58) Field of Classification Search
CPC G06Q 30/0273; G06Q 30/02-0277
See application file for complete search history.

(56) References Cited
U.S. PATENT DOCUMENTS
2002/0049816 A1 * 4/2002 Costa, IV G06Q 30/0601 705:26.1
FOREIGN PATENT DOCUMENTS
WO WO-2016/118843 A1 * 7/2016 G06Q 30/0201

20 Claims, 2 Drawing Sheets

Google's Exhibit 1001
Google v. BrodT
IPR2025-00472 - Page 001

A method of producing and financing a predetermined project is disclosed. In an embodiment, the method comprises the steps of selecting a project and developing a budget for the project, and developing a marketing plan which is comprised of a plurality of advertising buys, each of the plurality of advertising buys being targeted toward a corresponding one of a plurality of advertisers. Further, there

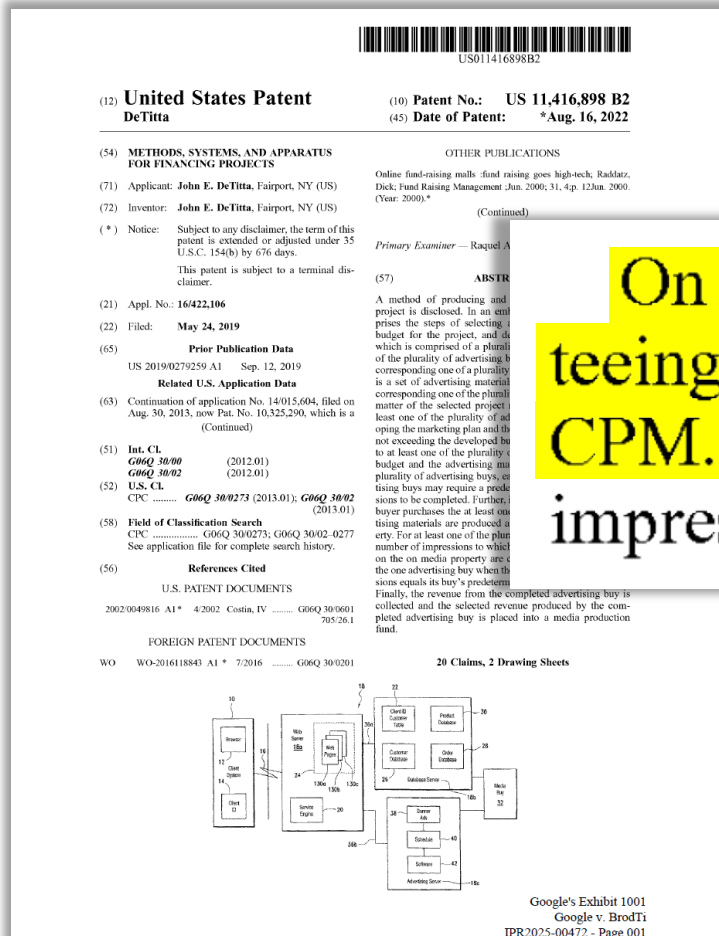
is stored in a file 14. Though only a single client system 10 is illustrated in FIG. 1, it will be appreciated that there would typically be a plurality of client systems 10, which are connected by a communications link 16 to the server system 18. In one illustrative embodiment of this invention, the user

('898, Abstract, 3:34-38; Reply, 23)

1[k]: “...a number of valid impressions...” – Petitioner

“a number” can be a larger number, such as CPM-based

’898:



On the internet, the impression cost is based on guaranteeing/providing to the user on per thousand impressions or CPM. The average cost to the advertiser is 15\$ per thousand impressions. A sales team of the company then markets the

(’898, 6:16-18; Reply, 24)

1[k]: “...a number of valid impressions...” – Petitioner

“a number” can be a larger number, such as CPM-based

Nicholas:

201

202

Dizpersion

accounts

advertiser

website

Broadcast Ad

Ad Upload

Coupon

Quantity

Channels

Geographic D

Company Name

User Name

Street Address

City, State Zip

Home

Publication Administration

Create New Publication

Publication Name	Publication Revenue %	Banner CPM	Tower CPM	Pop-up CPM	Contract Begin Date	Contract End Date
Independent-Register	50.0	\$35.00	\$45.00	\$60.00	11/01/01	05/01/01
Dizpersion	100.0	\$1.00	\$1.00	\$1.00	11/01/01	12/30/05

2001 Dizpersion Corporation

Contact Us

Privacy

Terms of Use

[0087] FIG. 18 illustrates one embodiment of a publication details page 320. Publication details page 320 may provide the administrator with information relating to the advertisers, publications or media companies having access to ad selection node 140. This information may include contract information such as the determined revenue split, cost per thousand impressions (CPM), and beginning and end dates. Publication details page 320 may contain or link

320
FIG. 18

(Nicholas, Fig. 18, [0087]; Petition, 49-50; Reply, 23-24)

1[k]: “...a number of valid impressions...” – Petitioner

“a number” can be a larger number, such as CPM-based
Petitioner’s Expert:

Reply Declaration of Mark Crovella, Ph.D.

UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE LLC,
Petitioner

v.

BRODTI INC.,
Patent Owner.

Case IPR2025-00472
Patent 11,416,898 B2

REPLY DECLARATION OF MARK CROVELLA, PH.D. IN
SUPPORT OF PETITION FOR *INTER PARTES* REVIEW

But he ignores my citations to Nicholas, which discloses that advertising impressions are priced and packaged based on well-known CPM (cost-per-thousand (“mille”)) model. (EX1002, ¶¶147-149; Nicholas, ¶¶0087, 0122.) The ’898 patent itself confirms that CPM pricing was known. (’898, 6:16-18 (“On the internet, the impression cost is based on guaranteeing/providing to the user on per thousand impressions or CPM.”).) CPM is not simply a pricing framework, it defines a commercial unit in the delivery of Internet advertising impressions. It thus would

Claims 8, 17, 20: “a request for increasing the predetermined number of impressions of the advertising material...”

“a request for increasing the predetermined number of impressions of the advertising material...”

Claim 8:

8. The computer-implemented method of claim 1, further comprising:

prior to determining that the number of impressions is equal to the predetermined number of impressions, obtaining, by the one or more processors, via an input in the graphical user interface, a request for increasing the predetermined number of impressions of the advertising material for users visiting the at least one website; and

based on the obtaining, automatically increasing the predetermined number of impressions.

“a request for increasing the predetermined number of impressions of the advertising material...” – Petitioner

Yasnovsky:

US 2005/0027594A1

(19) United States
(12) Patent Application Publication (10) Pub. No.: US 2005/0027594 A1
Yasnovsky et al. (43) Pub. Date: Feb. 3, 2005

(54) SELF-SERVICE PLATFORM FOR SELLING ADVERTISING

(70) Inventors: Elliot Yasnovsky, Palo Alto, CA (US); Jayesh Bhayani, Cupertino, CA (US); Ilya N. Slain, Santa Clara, CA (US)

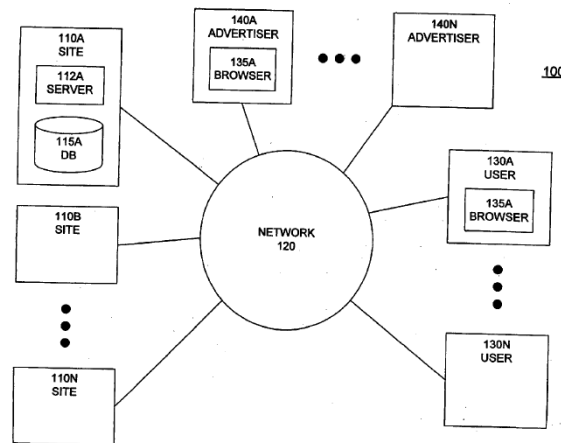
Correspondence Address:
John Normile
Jones Day LLC
222 East 41st Street
New York, NY 10017-6702 (US)

(21) Appl. No.: 10/700,837
(22) Filed: Nov. 3, 2003

Related U.S. Application Data
(60) Provisional application No. 60/490,741, filed on Jul. 28, 2003.

Publication Classification
(51) Int. Cl. G06F 17/60
(52) U.S. Cl. 705/14

(57) ABSTRACT
A self-service platform allows advertisers to create and manage their own ad campaigns to be run on a computer network, such as the Internet. In one variation, ads are sold on a preset price basis.



Google's Exhibit 1006
Google v. BrodT
IPR2025-00472 - Page 001

[0049] FIGS. 4A-4F show pages for managing campaigns. FIG. 4A shows a summary of all campaigns. Currently, this user only has one active campaign and no inactive campaigns. The one active campaign is a “Weimarers” campaign 411 (but revised relative to the Weimarers campaign created in FIG. 3). Different management functions can be performed. Beginning at the top of the summary information for the Weimarers campaign, the campaign can be renamed 412. The campaign status is currently Active 413A (note that the account has been funded to \$1000), but the advertiser can change the status to Suspended 413B (which suspends the campaign until it is reactivated) or Cancelled 413C (which ends the campaign). The advertiser can also edit any of the following: the campaign budget 414, the run dates 415 of the campaign, and which ads 416 are used in the campaign. The ads themselves can also be edited 416. Note that the advertiser can make these edits at any time via the self-service platform. If the architecture is real-time or near real-time, then these edits will result in updates to the ad orders in real-time or near real-time.

(Yasnovsky, [0049]; Petition, 64-65)

“a request for increasing the predetermined number of impressions of the advertising material...” – Petitioner

Yasnovsky:

US 2005/0027594A1

(19) United States
(12) Patent Application Publication (10) Pub. No.: US 2005/0027594 A1
Yasnovsky et al. (43) Pub. Date: Feb. 3, 2005

(54) SELF-SERVICE PLATFORM FOR SELLING ADVERTISING
Related U.S. Application Data
(60) Provisional application No. 60/490,741, filed on Jul. 28, 2003.
Publication Classification
(51) Int. Cl. G06F 17/60
(52) U.S. Cl. 705/14
(57) ABSTRACT
A self-service platform allows advertisers to create and manage their own ad campaigns to be run on a computer network, such as the Internet. In one variation, ads are sold on a preset price basis.

Inventors: Elliot Yasnovsky, Palo Alto, CA (US); Jayesh Bhayani, Cupertino, CA (US); Ilya N. Slain, Santa Clara, CA (US)
Correspondence Address:
John Normile
Jones Day LLC
222 East 41st Street
New York, NY 10017-6702 (US)
(21) Appl. No.: 10/700,837
(22) Filed: Nov. 3, 2003

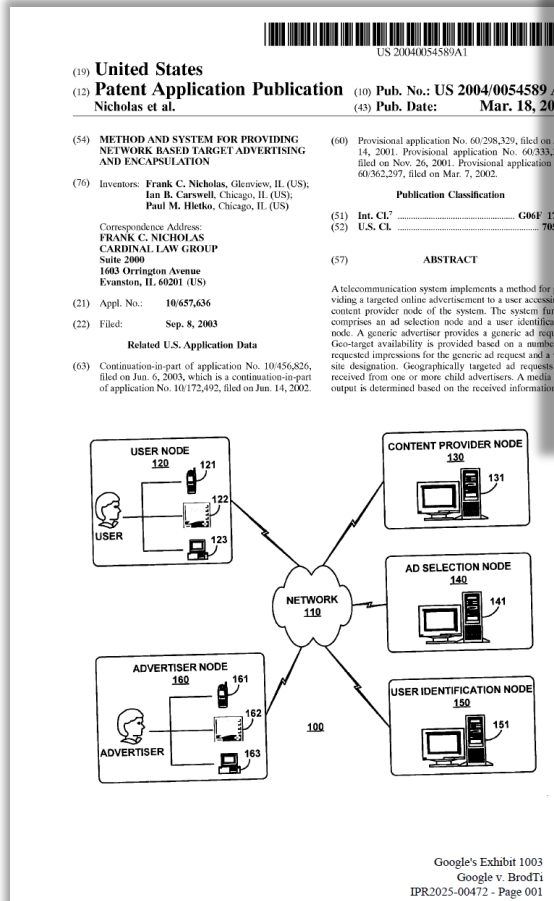
Google's Exhibit 1006
Google v. Brodti
IPR2025-00472 - Page 001

[0054] FIGS. 5A-5D show pages and emails for prepaying an account. In the example of FIG. 5A, the advertiser is asked to make an initial deposit 511 to his account. He then has two options 512 for further funding. If he wants to manually refill his account each time, he can select No for the automatic payment plan. In this example, when the accounts falls below a threshold level, an alert is generated to remind the advertiser to refill his account. Alternately, he can automatically refill his account when it falls below a threshold level. FIG. 5B requests final advertiser approval

(Yasnovsky, [0054]; Petition, 65-66)

“a request for increasing the predetermined number of impressions of the advertising material...” – Petitioner

Nicholas:



[0061] FIG. 8 illustrates one embodiment of a web-interface 220 for defining the quantity and/or duration that an ad should be displayed on ad selection node 140. A standard method for defining the quantity and/or duration of a network advertisement is to specify a number of impressions, or the number of times the advertisement will be delivered.

(Nicholas, [0061]; Petition, 65)

Thank you