AO 120 (Rev. 08/10)

TO:	Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK

In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court Western District of Texas on the following

☐ Trademarks or ☑ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO.	DATE FILED	U.S. DISTRICT COURT
6:21-cv-896	8/27/2021	Western District of Texas

PLAINTIFF	DEFENDANT
ALMONDNET, INC., and INTENT IQ, LLC	FACEBOOK, INC.

	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1	7,822,639	10/26/2010	ALMONDNET, INC.
2	7,979,307	7/12/2011	ALMONDNET, INC.
3	8,244,582	8/14/2012	ALMONDNET, INC.
4	8,244,586	8/14/2012	ALMONDNET, INC.
5	8,671,139	3/11/2014	ALMONDNET, INC.

In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading		
	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1	8,677,398	3/18/2014	INTENTIQ, LLC
2	8,775,249	7/8/2014	ALMONDNET, INC.
3	8,959,146	2/17/2015	ALMONDNET, INC.
4	9,508,089	11/29/2016	ALMONDNET, INC.
5	9,830,615	11/28/2017	ALMONDNET, INC.

In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT
12/15/2022 - Order Granting Defendant's Motion to Transfer to the Northern District of California - Doc 84

CLERK	(BY) DEPUTY CLERK	DATE
Phillip J. Devlin	Suzanne Miles	12/15/2022

Copy 1—Upon initiation of action, mail this copy to Director **Copy 3—Upon termination of action, mail this copy to Director**
Copy 2—Upon filing document adding patent(s), mail this copy to Director **Copy 4—Case file copy**

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Trials@uspto.gov
571-272-7822

Paper No. 10
Entered: June 5, 2023

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

AMAZON.COM, INC., AMAZON WEB SERVICES, INC., AND AMAZON.COM SERVICES LLC,
Petitioner,

v.

ALMONDNET, INC and INTENT IQ, LLC,
Patent Owner.

IPR2023-00227
Patent 8,677,398 B2

Before KRISTEN L. DROESCH, THOMAS L. GIANNETTI, and STACEY G. WHITE, *Administrative Patent Judges.*

DROESCH, *Administrative Patent Judge*.

DECISION
Denying Institution of *Inter Partes* Review
35 U.S.C. § 314
Denying Motion for Joinder
35 U.S.C. § 315(c); 37 C.F.R. § 42.122

I. INTRODUCTION

A. Background

Amazon.com Inc., Amazon Web Services, Inc., and Amazon.com Services LLC (collectively "Petitioner") filed a Petition requesting *inter partes* review of claims 36 and 37 of U.S. Patent No. 8,677,398 B2 (Ex. 1001, "'398 Patent"). Paper 2 ("Pet."). AlmondNet Inc. and Intent IQ, LLC (collectively "Patent Owner") filed a Preliminary Response. Paper 7. Petitioner also filed a Motion for Joinder (Paper 3, "Mot." or "Motion") requesting that Petitioner be joined as a party to *Meta Platforms, Inc., v. Almondnet, Inc. and Intent IQ, LLC*, IPR2022-00773 ("the Meta IPR"), which involves the same claims of the '398 Patent, and for which an *inter partes* review was instituted on October 21, 2022. *See* Motion; *see also* IPR2022-00773, Paper 6. Pursuant to our authorization, Petitioner filed a Reply to the Preliminary Response (Paper 8), and Patent Owner filed a Sur-reply (Paper 9).

On April 14, 2023, the parties involved in the Meta IPR filed a Joint Motion to Terminate the proceeding. *See* IPR2022-00773, Paper 15. At the request of Petitioner, on April 17, 2022 the Board held a conference call with counsel for the parties, as well as counsel for Meta Platforms, Inc., the petitioner in the Meta IPR. During the conference call, Petitioner requested that the Board delay termination of IPR2022-00773 so that the Board could issue a decision on the Petition and Motion for Joinder.

For the reasons below, the Motion for Joinder is denied as moot, and the Petition is denied because it is time-barred under 35 U.S.C. § 315(b).

B. Related Matters

Petitioner indicates the '398 Patent is the subject of *Meta Platforms, Inc., v. AlmondNet, Inc. and. Intent IQ, LLC*, No. IPR2022-00773 in which institution was granted. Pet. 6; Paper 5, 1. Petitioner also indicates the '398 Patent was the subject of *Yahoo! Inc. v. Intent IQ, LLC*, No. IPR2017-01299 (institution denied), *Roku, Inc. v. AlmondNet, Inc.* No. IPR2022-01236 (institution denied), and *Microsoft Corp. and Samsung Electronics Co. Ltd., v Intent IQ, LLC*, No. IPR2022-01420 (institution denied). *See* Pet. 6–7; Paper 5, 1.

The parties indicate the '398 Patent is or was the subject of the following proceedings:

AlmondNet, Inc., v. Oath Holdings Inc., 1–19-cv-00247 (D. Del.);

Roku, Inc. v. AlmondNet, Inc., 1:21-cv-01035 (D. Del.);

AlmondNet, Inc., v. Roku, Inc., 6:21-cv-00731 (W.D. Tex.);

AlmondNet, Inc., v. Samsung Elecs. Co., 6:21-cv-00891 (W.D. Tex.);

AlmondNet, Inc., v. Facebook, Inc., 6:21-cv-00896 (W.D. Tex.);

AlmondNet, Inc., v. Microsoft Corp., 6:21-cv-00897 (W.D. Tex.);

AlmondNet, Inc., v. Amazon.com, Inc., 6:21-cv-00898 (W.D. Tex.);

Pet. 7; Paper 5, 1–2.

C. The '398 Patent (Ex. 1001)

The '398 Patent discloses a method for delivering targeted television advertisements based on online behavior. *See* Ex. 1001, Abstract.

Figure 7 of the '398 Patent is reproduced below:

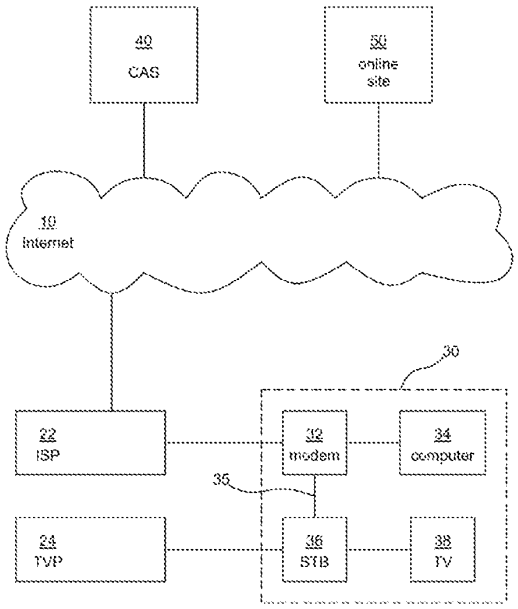


Figure 7 depicts central ad server (CAS) 40 and online site 50 connected to Internet 10, modem 32 connected to Internet service provider (ISP), computer 34 and set-top box (STB) 36, and TV 38 connected to STB 36 and television provider (TVP) 24. *See* Ex. 1001, 12:47–13:21. An identifier can be assigned to STB 36, such as an equipment serial number, a device MAC address, a username, a pseudonym, a tag, or other identifying code or data element, and may include the IP address STB 36 is using when in contact with CAS 40. *See id.* at 15:1–14.

> 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 . . .), the CAS database can be searched to find all 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 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 . . . .

> 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.

Ex. 1001, 18:24–50.

D. Illustrative Claim

Claim 36 is independent, and claim 37 depends therefrom. *See* Ex. 1001, 26:57–27:15. Claim 36 is illustrative and reproduced below.

> An article comprising a non-transitory tangible medium encoding computer-readable instructions that, when applied to one or more computers, instruct the one or more computers to perform a method comprising:
>
> (a) receiving at one or more of the computers an electronic identifier of a first device;
>
> (b) automatically generating and storing electronic indicia of an association between the first device identifier and an electronic identifier of a second device based on automatically recognizing that each of the first and second devices was connected, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network; and
>
> (c) based on the electronic indicia of the association between the first and second device identifiers, automatically sending an electronic transmission that causes another programmed hardware computer system to take an action, based on first electronic profile data associated with the first device identifier, with respect to the second device, which is indicated at the time of the action by the second device identifier.

Ex. 1001, 26:57–27:11.

E. Asserted Challenges to Patentability and Asserted Prior Art

Petitioner asserts that claims 36 and 37 would have been unpatentable based on the following grounds (Pet. 9):

Claim(s) Challenged	35 U.S.C. §	Reference(s)/Basis
36, 37	103(a)[1]	Baig[2], Zwicky[3], Satapati[4], Hahn[5]
36, 37	103(a)	Baig, Zwicky, Satapati, Hahn, Appelman[6]
36, 37	103(a)	Baal-Haness[7] and Appelman
36, 37	103(a)	Baal-Haness, Appelman, Zwicky, Satapati

II. ANALYSIS

Under 35 U.S.C. § 315(b), an *inter partes* review "may not be instituted if the petition requesting the proceeding is filed more than 1 year after the date on which the petitioner, real party in interest, or privy of the petitioner is served with a complaint alleging infringement of the patent." Patent Owner served Petitioner with a complaint alleging infringement of the '398 Patent in September 2021. Ex. 1016. Petitioner filed the Petition more than one year later on November 18, 2022. Pet. 80. Petitioner relies on its request to join the Meta IPR to avoid the time bar of 35 U.S.C. § 315(b). Pet. 9 ("Because Petitioner files an accompanying motion for

[1] The Leahy-Smith America Invents Act, Pub. L. No. 112-29, 125 Stat. 284 (2011), amended 35 U.S.C. §§ 102 and103 effective March 16, 2013. Because the '398 Patent has a filing date prior to the effective date of the applicable AIA amendment, we refer to the pre-AIA versions of §§ 102 and 103.
[2] US 2008/0113674 A1, published May 15, 2008 (Ex. 1003).
[3] Building Internet Firewalls, Elizabeth D. Zwicky et al., 2000 (Ex. 1006).
[4] US 7,356,045 B2, issued Apr. 8, 2008 (Ex. 1007).
[5] Internet Complete Reference, Harley Hahn, 1996 (Ex. 1008).
[6] US 7,899,862 B2, issued Mar. 1, 2011 (Ex. 1009).
[7] US 2007/0067459 A1, published March 22, 2007 (Ex. 1010).

joinder within one month of institution in IPR2022-00773, this petition is timely under 35 U.S.C. §315(c) and 37 C.F.R. §42.122"). The Meta IPR, however, has been terminated. IPR2022-00773, Paper 16 (PTAB June 2, 2023). Thus, there no longer is a pending proceeding in the Meta IPR for Petitioner to join. Accordingly, Petitioner's request to join the Meta IPR is moot, and the Petition is not timely under 35 U.S.C. § 315(b).

In any event, in addition to the mootness of Petitioner's Motion for Joinder due to termination of the Meta IPR, we are not persuaded that joinder would have been appropriate. More specifically, we are not persuaded by Petitioner's arguments that "joinder will have little, if any impact on the Meta IPR because . . . the schedule would be unaffected." Mot. 3; *see also* Mot. 4 ("Joinder will not affect the schedule in the Meta IPR."). We note that stipulated Due Date 2 for filing a reply in the Meta IPR was May 2, 2023. *See* IPR2022-00773, Paper 14. In view of the fact that stipulated Due Date 2 in the Meta IPR has passed, and no reply has been filed in the Meta IPR, Petitioner does not sufficiently address how "the requested joinder will not create any additional burden for the Patent Owner or the Board and will not require any additional time or resources." Pet. Prelim. Reply 1. As pointed out by Patent Owner, "even if this proceeding went forward by essentially 'picking up' where the Meta . . . IPR left off, the existing schedule [of the Meta IPR] would need to be pushed back significantly, to allow time after institution for Petitioner[] to depose Patent Owner's expert and prepare a reply." PO Prelim. Sur-Reply 2. Because Petitioner does not meaningfully address the impact joinder would have had on the Meta IPR schedule, joinder also would not have been appropriate.

III. CONCLUSION

The Motion for Joinder is denied as moot because the Meta IPR has been terminated, and the Petition is denied because it was not filed within the time period set forth in 35 U.S.C. § 315(b).

IV. ORDER

Accordingly, it is

ORDERED that the Motion for Joinder is denied as moot; and

FURTHER ORDERED that that the Petition is denied, and no trial is instituted.

IPR2023-00227
Patent 8,677,398 B2

PETITIONER:

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Paper No. 10
Entered: June 5, 2023

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

AMAZON.COM, INC., AMAZON WEB SERVICES, INC., AND AMAZON.COM SERVICES LLC,
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v.

ALMONDNET, INC and INTENT IQ, LLC,
Patent Owner.

IPR2023-00227
Patent 8,677,398 B2

Before KRISTEN L. DROESCH, THOMAS L. GIANNETTI, and STACEY G. WHITE, *Administrative Patent Judges.*

DROESCH, *Administrative Patent Judge*.

DECISION
Denying Institution of *Inter Partes* Review
35 U.S.C. § 314
Denying Motion for Joinder
35 U.S.C. § 315(c); 37 C.F.R. § 42.122

I. INTRODUCTION

A. Background

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C. The '398 Patent (Ex. 1001)

The '398 Patent discloses a method for delivering targeted television advertisements based on online behavior. *See* Ex. 1001, Abstract.

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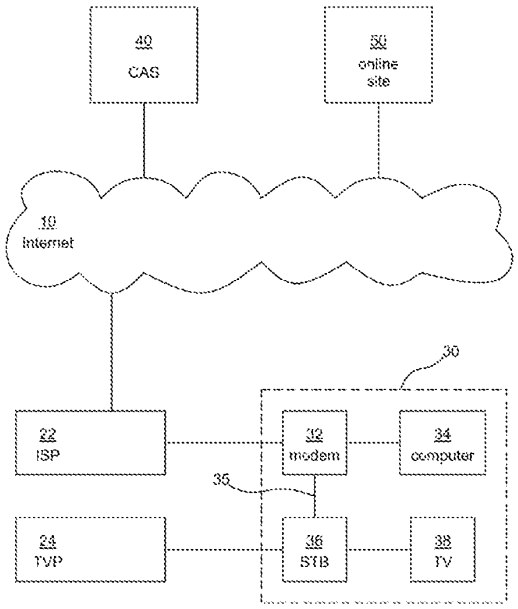


Figure 7 depicts central ad server (CAS) 40 and online site 50 connected to Internet 10, modem 32 connected to Internet service provider (ISP), computer 34 and set-top box (STB) 36, and TV 38 connected to STB 36 and television provider (TVP) 24. *See* Ex. 1001, 12:47–13:21. An identifier can be assigned to STB 36, such as an equipment serial number, a device MAC address, a username, a pseudonym, a tag, or other identifying code or data element, and may include the IP address STB 36 is using when in contact with CAS 40. *See id.* at 15:1–14.

> 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 . . .), the CAS database can be searched to find all 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 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 . . . .

> 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.

Ex. 1001, 18:24–50.

D. Illustrative Claim

Claim 36 is independent, and claim 37 depends therefrom. *See* Ex. 1001, 26:57–27:15. Claim 36 is illustrative and reproduced below.

> An article comprising a non-transitory tangible medium encoding computer-readable instructions that, when applied to one or more computers, instruct the one or more computers to perform a method comprising:
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> (a) receiving at one or more of the computers an electronic identifier of a first device;
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> (b) automatically generating and storing electronic indicia of an association between the first device identifier and an electronic identifier of a second device based on automatically recognizing that each of the first and second devices was connected, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network; and
>
> (c) based on the electronic indicia of the association between the first and second device identifiers, automatically sending an electronic transmission that causes another programmed hardware computer system to take an action, based on first electronic profile data associated with the first device identifier, with respect to the second device, which is indicated at the time of the action by the second device identifier.

Ex. 1001, 26:57–27:11.

E. Asserted Challenges to Patentability and Asserted Prior Art

Petitioner asserts that claims 36 and 37 would have been unpatentable based on the following grounds (Pet. 9):

Claim(s) Challenged	35 U.S.C. §	Reference(s)/Basis
36, 37	103(a)[1]	Baig[2], Zwicky[3], Satapati[4], Hahn[5]
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36, 37	103(a)	Baal-Haness[7] and Appelman
36, 37	103(a)	Baal-Haness, Appelman, Zwicky, Satapati

II. ANALYSIS

Under 35 U.S.C. § 315(b), an *inter partes* review "may not be instituted if the petition requesting the proceeding is filed more than 1 year after the date on which the petitioner, real party in interest, or privy of the petitioner is served with a complaint alleging infringement of the patent." Patent Owner served Petitioner with a complaint alleging infringement of the '398 Patent in September 2021. Ex. 1016. Petitioner filed the Petition more than one year later on November 18, 2022. Pet. 80. Petitioner relies on its request to join the Meta IPR to avoid the time bar of 35 U.S.C. § 315(b). Pet. 9 ("Because Petitioner files an accompanying motion for

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[1] The Leahy-Smith America Invents Act, Pub. L. No. 112-29, 125 Stat. 284 (2011), amended 35 U.S.C. §§ 102 and103 effective March 16, 2013. Because the '398 Patent has a filing date prior to the effective date of the applicable AIA amendment, we refer to the pre-AIA versions of §§ 102 and 103.

[2] US 2008/0113674 A1, published May 15, 2008 (Ex. 1003).

[3] Building Internet Firewalls, Elizabeth D. Zwicky et al., 2000 (Ex. 1006).

[4] US 7,356,045 B2, issued Apr. 8, 2008 (Ex. 1007).

[5] Internet Complete Reference, Harley Hahn, 1996 (Ex. 1008).

[6] US 7,899,862 B2, issued Mar. 1, 2011 (Ex. 1009).

[7] US 2007/0067459 A1, published March 22, 2007 (Ex. 1010).

joinder within one month of institution in IPR2022-00773, this petition is timely under 35 U.S.C. §315(c) and 37 C.F.R. §42.122"). The Meta IPR, however, has been terminated. IPR2022-00773, Paper 16 (PTAB June 2, 2023). Thus, there no longer is a pending proceeding in the Meta IPR for Petitioner to join. Accordingly, Petitioner's request to join the Meta IPR is moot, and the Petition is not timely under 35 U.S.C. § 315(b).

In any event, in addition to the mootness of Petitioner's Motion for Joinder due to termination of the Meta IPR, we are not persuaded that joinder would have been appropriate. More specifically, we are not persuaded by Petitioner's arguments that "joinder will have little, if any impact on the Meta IPR because . . . the schedule would be unaffected." Mot. 3; *see also* Mot. 4 ("Joinder will not affect the schedule in the Meta IPR."). We note that stipulated Due Date 2 for filing a reply in the Meta IPR was May 2, 2023. *See* IPR2022-00773, Paper 14. In view of the fact that stipulated Due Date 2 in the Meta IPR has passed, and no reply has been filed in the Meta IPR, Petitioner does not sufficiently address how "the requested joinder will not create any additional burden for the Patent Owner or the Board and will not require any additional time or resources." Pet. Prelim. Reply 1. As pointed out by Patent Owner, "even if this proceeding went forward by essentially 'picking up' where the Meta . . . IPR left off, the existing schedule [of the Meta IPR] would need to be pushed back significantly, to allow time after institution for Petitioner[] to depose Patent Owner's expert and prepare a reply." PO Prelim. Sur-Reply 2. Because Petitioner does not meaningfully address the impact joinder would have had on the Meta IPR schedule, joinder also would not have been appropriate.

III. CONCLUSION

The Motion for Joinder is denied as moot because the Meta IPR has been terminated, and the Petition is denied because it was not filed within the time period set forth in 35 U.S.C. § 315(b).

IV. ORDER

Accordingly, it is

ORDERED that the Motion for Joinder is denied as moot; and

FURTHER ORDERED that that the Petition is denied, and no trial is instituted.

PETITIONER:

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Paper No. 16
Entered: June 2, 2023

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

META PLATFORMS, INC.,
Petitioner,

v.

ALMONDNET, INC and INTENT IQ, LLC,
Patent Owner.

IPR2022-00773
Patent 8,677,398 B2

Before KRISTEN L. DROESCH, THOMAS L. GIANNETTI, and STACEY G. WHITE, *Administrative Patent Judges.*

DROESCH, *Administrative Patent Judge.*

TERMINATION
Due to Settlement After Institution of Trial
35 U.S.C. § 317; 37 C.F.R. § 42.74

I. DISCUSSION

Pursuant to authorization by the Board, the parties filed the following: (1) a Joint Motion to Terminate the proceeding (Paper 15) and (2) a true copy of the parties' settlement agreement (Ex. 2007). Subsequently, Amazon[1] requested a conference call with the Board because Amazon filed a "copy-cat" Petition and Motion for Joinder to this proceeding in IPR2023-00227. *See* IPR2023-00227, Papers 2, 3. On April 17, 2022 the Board held a conference call with counsel for the parties, as well as counsel for Amazon. During the conference call, Amazon requested that the Board delay termination of this proceeding to allow the Board to issue a decision on Amazon's Petition and Motion for Joinder in IPR2023-00227.

Oral argument has not been held, and a final written decision has not been entered. In the Joint Motion to Terminate, the parties indicate that they have settled all their disputes between them regarding U.S. Patent No. 8,677,398, including those relating to this proceeding and the related district court action, and have agreed to terminate the proceeding. *See* Paper 15, 1–2. In addition, "[t]he Parties certify that there are no other collateral agreements or understandings, oral or written, between the Parties made in connection with, or in contemplation of, the termination of this proceeding." *Id.* at 3. Under these particular circumstances, we determine that it is appropriate to terminate the proceeding without rendering a final written decision. *See* 35 U.S.C. § 317; 37 C.F.R. § 42.72.

[1] Amazon.com, Inc., Amazon Web Services, Inc., and Amazon.com Services LLC. IPR 2023-00227, Paper 2, 6.

II. ORDER

In consideration of the foregoing, it is hereby:

ORDERED that the Joint Motion to Terminate (Paper 15) is *granted*, and the proceeding is terminated.

PETITIONER:

Heidi Keefe
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Phillip Morton
pmorton@cooley.com

Andrew Mace
amace@cooley.com

PATENT OWNER:

Reza Mirzaie
rmirzaie@raklaw.com

Jonathan Link
jlink@raklaw.com

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Paper No. 10
Entered: April 7, 2023

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

MICROSOFT CORPORATION and
SAMSUNG ELECTRONICS CO., LTD.,
Petitioner,

v.

INTENT IQ, LLC,
Patent Owner.

IPR2022-01420
Patent 8,677,398 B2

Before KRISTEN L. DROESCH, THOMAS L. GIANNETTI, and SCOTT B. HOWARD, *Administrative Patent Judges.*

DROESCH, *Administrative Patent Judge*.

DECISION
Denying Institution of *Inter Partes* Review
35 U.S.C. § 314

I. INTRODUCTION

A. Background

Microsoft Corporation and Samsung Electronics Co., Ltd. (collectively, "Petitioner") filed a Petition requesting *inter partes* review of claims 1, 2, 36, and 37 of U.S. Patent No. 8,677,398 B2 (Ex. 1001, "the '398 Patent"). Paper 1 ("Pet."). Petitioner filed a Declaration of Don Turnbull with its Petition. Ex. 1002. Intent IQ, LLC ("Patent Owner") filed a Preliminary Response. Paper 9 ("Prelim. Resp.").

We have authority to determine whether to institute review under 35 U.S.C. § 314 (2018) and 37 C.F.R. § 42.4(a) (2022). An *inter partes* review may not be instituted unless it is determined that "the information presented in the petition filed under section 311 and any response filed under section 313 shows that there is a reasonable likelihood that the petitioner would prevail with respect to at least 1 of the claims challenged in the petition." 35 U.S.C. § 314(a).

For the reasons provided below, we determine, based on the record before us, there is not a reasonable likelihood Petitioner would prevail in showing at least one of the challenged claims is unpatentable.

B. Related Matters

The parties indicate the '398 Patent is or has been involved in the following district court proceedings:

AlmondNet, Inc. and Intent IQ, LLC v. Microsoft Corp., 6-21-cv-00897 (W.D. Tex.);

AlmondNet, Inc. and Intent IQ, LLC v. Samsung Electronics Co., Ltd. et al. 6-21-cv-00891 (W.D. Tex.);

AlmondNet, Inc., v. Oath Holdings Inc., 1-19-00247 (D. Del.);

AlmondNet, Inc., v. Meta Platforms, Inc., 6-21-cv-00896 (W.D. Tex.);

AlmondNet, Inc., v. Amazon.com, Inc., 6-21-cv-00898 (W.D. Tex.);

Roku, Inc. v. AlmondNet, Inc., 1-21-cv-01035 (D. Del.);

AlmondNet, Inc., v. Roku, Inc., 6-21-cv-00731 (W.D. Tex.).

Pet. 6–7; Paper 4, 1–2.

Petitioner indicates that the '398 Patent was the subject of *Yahoo! Inc. v. Intent IQ, LLC*, Case No. IPR2017-01299 (institution denied). Pet. 7.

The parties also indicate the '398 Patent is the subject of *Meta Platforms, Inc. v. AlmondNet, Inc. and Intent IQ, LLC*, Case No. IPR2022-00773 (pending), and *Roku, Inc. v. AlmondNet, Inc. and Intent IQ, LLC*, Case No. IPR2022-01236 (institution denied). Pet. 7–8; Paper 4, 1.

C. The '398 Patent (Ex. 1001)

The '398 Patent discloses a method for delivering targeted television advertisements based on online behavior. *See* Ex. 1001, Abstract.

Figure 7 of the '398 Patent is reproduced below:

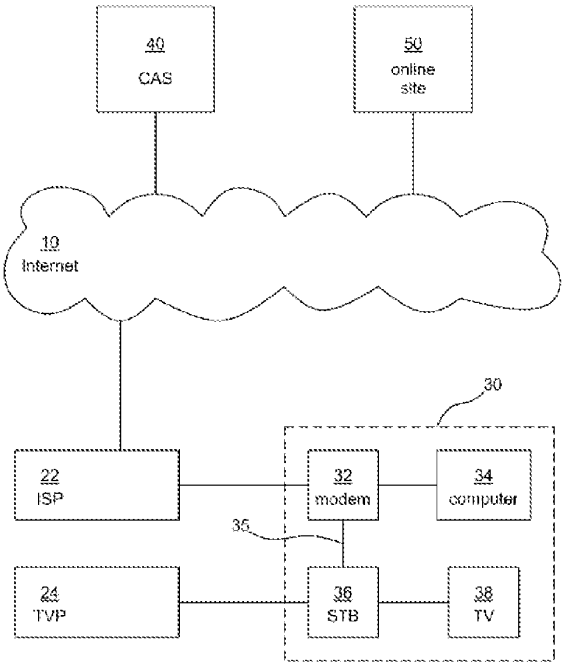


Figure 7 depicts central ad server (CAS) 40 and online site 50 connected to Internet 10, modem 32 connected to Internet service provider (ISP), computer 34 and set-top box (STB) 36, and TV 38 connected to STB 36 and television provider (TVP) 24. *See* Ex. 1001, 12:47–13:21. An identifier can be assigned to STB 36, such as an equipment serial number or a portion thereof, a device MAC address or a portion thereof, a username, a pseudonym, a tag or other identifying code or data element, and may include the IP address STB 36 is using when in contact with CAS 40. *See id.* at 15:1–14.

> 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 . . .), 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 . . . .
>
> 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.

Ex. 1001, 18:24–50.

D. Illustrative Claim

Of the challenged claims, claims 1 and 36 are independent, and claims 2 and 37 depend respectively from claims 1 and 36. Ex. 1001, 23:49–24:7; 26:57–27:15. Claim 1 is illustrative and reproduced below.

> 1. A method implemented using a programmed hardware computer system, the method comprising:
>
> (a) receiving, at the computer system, an electronic identifier of a first device;
>
> (b) with the computer system, automatically generating and storing electronic indicia of an association between the first device identifier and an electronic identifier of a second device based on automatically recognizing that each of the first and second devices was connected, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network; and
>
> (c) with the computer system, based on the electronic indicia of the association between the first and second device identifiers, automatically sending an electronic transmission that causes another programmed hardware computer system to take an action, based on first electronic profile data associated with the first device identifier, with respect to the second device, which is indicated at the time of the action by the second device identifier.

Ex. 1001, 23:49–24:2.

E. Asserted Challenges to Patentability and Asserted Prior Art

Petitioner asserts that claims 1, 2, 36, and 37 would have been unpatentable based on the following grounds (Pet. 9):

Claim(s) Challenged	35 U.S.C. §	Reference(s)/Basis
1, 2, 36, 37	102(a), (e)[1]	Madhavan[2]
1, 2, 36, 37	102(a), (e)	Martinez[3]
1, 2, 36, 37	103(a)	Madhavan
1, 2, 36, 37	103(a)	Madhavan, Martinez

II. ANALYSIS

A. Claim Construction

In an *inter partes* review proceeding, the Board applies the same claim construction standard as applied in federal courts in a civil action under 35 U.S.C. § 282(b), which is generally referred to as the *Phillips* standard. *See* 37 C.F.R. § 42.100(b); *Phillips v. AWH Corp.*, 415 F.3d 1303 (Fed. Cir. 2005) (en banc). Under the *Phillips* standard, "words of a claim 'are generally given their ordinary and customary meaning.'" *Phillips*, 415 F.3d at 1312.

Petitioner asserts "no special constructions are necessary to assess whether the challenged claims are unpatentable over the asserted prior art." Pet. 18. Patent Owner asserts, "for the purposes of this preliminary response, Patent Owner does not contend that any terms in the challenged claims require express construction." Prelim. Resp. 4–5. As demonstrated in the analysis below, for the purpose of this decision, we need not construe any claim terms and phrases. *See, e.g.*, *Nidec Motor Corp. v. Zhongshan*

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[1] The Leahy-Smith America Invents Act, Pub. L. No. 112-29, 125 Stat. 284 (2011), amended 35 U.S.C. §§ 102 and103 effective March 16, 2013. Because the '398 Patent has a filing date prior to the effective date of the applicable AIA amendment, we refer to the pre-AIA versions of §§ 102 and 103.

[2] US 8,180,674 B2, filed Oct, 3, 2006, issued May 15, 2012 (Ex. 1007).

[3] US 9,110,903 B2, filed Nov. 22, 2006, issued Aug. 18, 2015 (Ex. 1008).

Broad Ocean Motor Co., 868 F.3d 1013, 1017 (Fed. Cir. 2017) ("[W]e need only construe terms 'that are in controversy, and only to the extent necessary to resolve the controversy.'" (quoting *Vivid Techs., Inc. v. Am. Sci. & Eng'g, Inc.*, 200 F.3d 795, 803 (Fed. Cir. 1999))).

B. The Level of Ordinary Skill in the Art

Petitioner asserts:

> [a] person of ordinary skill in the art ("POSITA") as of the claimed priority date for the '398 patent would have possessed at least a bachelor's degree in computer science, computer engineering, electrical engineering, or the equivalent, and two or more years of experience with designing, programming, configuration, or analysis or research with Internet or similar network-related processes including, for example, user or entity profile management or web-based targeted content delivery, or a related field. A person also could have qualified with more formal education and less technical experience, or vice versa.

Pet. 17–18 (citing Ex. 1002 ¶ 11). "Patent Owner does not challenge this definition." Prelim. Resp. 4.

For the purpose of institution, we adopt Petitioner's definition of a person of ordinary skill in the art because it is consistent with the level of skill reflected by the '398 Patent Specification and the asserted prior art.

C. Principles of Law

"Under 35 U.S.C. § 102 a claim is anticipated 'if each and every limitation is found either expressly or inherently in a single prior art reference.'" *King Pharm., Inc. v. Eon Labs, Inc.*, 616 F.3d 1267, 1274 (Fed. Cir. 2010) (quoting *Celeritas Techs. Ltd. v. Rockwell Int'l Corp.*, 150 F.3d 1354, 1360 (Fed. Cir. 1998)). "Anticipation requires the presence in a single prior art disclosure of all elements of a claimed invention arranged as in the claim." *Therasense, Inc. v. Becton, Dickinson & Co.*, 593 F.3d 1325, 1332

(Fed. Cir. 2010) (quoting *Connell v. Sears, Roebuck & Co.*, 722 F.2d 1542, 1548 (Fed. Cir. 1983)).

A reference inherently discloses an element of a claim "if that missing characteristic is necessarily present, or inherent, in the single anticipating reference." *Schering Corp. v. Geneva Pharms.*, 339 F.3d 1373, 1377 (Fed. Cir. 2003) (citation omitted). "Inherency, however, may not be established by probabilities or possibilities. The mere fact that a certain thing *may* result from a given set of circumstances is not sufficient." *Therasense*, 593 F.3d at 1332 (quoting *Cont'l Can Co. USA, Inc. v. Monsanto Co.*, 948 F.2d 1264, 1269 (Fed. Cir. 1991)).

A claim is unpatentable under 35 U.S.C. § 103 if the differences between the claimed subject matter 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 the subject matter pertains. *KSR Int'l Co. v. Teleflex Inc.*, 550 U.S. 398, 406 (2007). The question of obviousness is resolved on the basis of underlying factual determinations, including: (1) the scope and content of the prior art; (2) any differences between the claimed subject matter and the prior art; (3) the level of skill in the art; and (4) if in evidence, so-called secondary considerations. *Graham v. John Deere Co.*, 383 U.S. 1, 17–18 (1966).[4]

D. Challenges to Claims 1, 2, 36, and 37 over Madhavan

1. Overview of Madhavan (Ex. 1007)

Madhavan is directed to targeting advertisements via sharing of information between devices over a network. *See* Ex. 1007, 1:7–11.

[4] The parties do not present evidence related to secondary considerations.

Figure 2 of Madhavan is reproduced below.

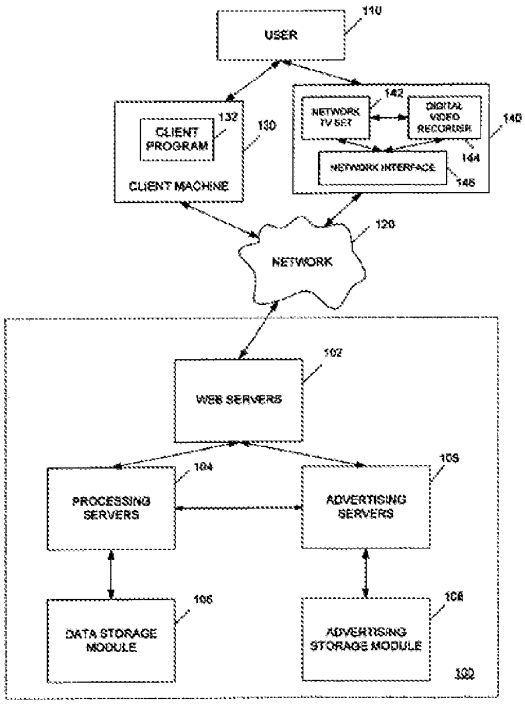


Figure 2 depicts network-based advertisement entity 100 coupled to user entity 110 via client machine 130 or media device 140 and network 120. *See* Ex. 1007, 2:16–17, 4:37–45. Network-based advertising entity 100 "enable[s] automatic matching of advertising information to events or actions and interests of users." *Id.* at 4:28–31. Client machine 130 includes client program 132, such as a browser, that allows user entity 110 to access advertisement entity 100 by way of network 120, such as for example, the Internet, wide area network (WAN), local area network (LAN), or wireless network. *See id.* at 5:3–15. Media device 140 can include "network-enabled television set 142, such as an Internet TV set" that may or may not be coupled to a digital video recording device, and that communicates with advertisement entity 100. *See id.* at 5:28–32. "[N]etwork-based television set 142 is coupled directly to the network 120 and is assigned specific

identification information, such as, for example, a unique IP address, which identifies the user 110 and is dedicated to the user 110 during the session." *Id.* at 7:14–18. "Similarly, the digital video recording device 144 is also coupled directly to the network 120 and is further assigned specific identification information, such as, for example, a corresponding IP address." *Id.* at 7:18–21. Alternatively, "both the television set 142 and the digital video recording device 144 may be coupled to the network 120 via a network interface module 146, which may also be identified through a respective IP address." *Id.* at 7:22–25. According to Madhavan, user 110 accesses entity 100 via client machine 130 and network 120 and initiates a login procedure, wherein "processing servers 104 within the entity 100 receive the user identification information, such as, for example, the unique IP address and/or password information, associated with the user 110." *Id.* at 7:63–66.

Advertisement entity 100 may communicate with other network entities via web server 102 and advertising server 105. *See id.* at 5:18–27, Fig. 2. Another back-end server within network-based advertisement entity 100 is processing server 104 which is coupled to data storage module 106 whereas advertising storage module 108 is coupled to advertising server 105 that stores advertisements to be transmitted and displayed for users over the network 120. *See id.* at 4:57–65. Data storage module 106 may be a database including user tables 210, categories tables 220, and activity tables 230 pertinent to stored data related to the user. *See id.* at 4:61–62, 5:37–40, 5:48–52, Fig. 3.

When a user connects to one or more media devices and performs specific actions, such as, "watch[ing] a broadcast television program on the network-enabled television set or watches a television program which has

been previously recorded onto the digital video recording device," the actions are transmitted to and stored within the advertisement entity "along with respective categories associated with each user action." Ex. 1007, 1:55–63. Thereafter, when user 110 connects to advertisement entity 100 through client machine 130, advertisement entity 100 selects advertisements from advertisement storage module 108 that are related to previously stored actions or categories from data storage module 106, for display on client machine 130. *See id.* at 1:64–2:3, 8:34–41, Fig. 6, step: 510. During the login process of user 110 onto client machine 130, processing server 104 of advertisement entity 100 receives "the user identification information such as, for example, the unique IP address and/or password information associated with the user 110," thereby allowing determination of "classification categories associated with each respective event or action input" by user 110. *Id.* at 8:43–48, 8:57–59. "[A]dvertisements related to the stored user actions or activities and their respective categories are transmitted to the user 110 to be displayed on one or more media devices 140 coupled to the user 110." *See id.* at 9:4–8, Fig. 6, step: 520.

2. Analysis

Petitioner asserts that claims 1, 2, 36, and 37 are anticipated by Madhavan and unpatentable as obvious over Madhavan. For the reasons that follow, we are not persuaded that Petitioner establishes sufficiently that Madhavan discloses, teaches, or suggests all of the limitations recited in claims 1, 2, 36, and 37.

Petitioner asserts that Madhavan discloses unique IP addresses for a user's network-based television 142 and digital video recording device 144. *See* Pet. 27 (citing Ex. 1007, 9:18–23; Ex. 1002 ¶ 73); *see also* Pet. 41

(citing Ex. 1007, 9:18–23; Ex. 1002 ¶ 108, addressing independent claim 36). According to Petitioner, "[t]he television set 142 and DVR 144 may be 'assigned specific identification information,' such as, for example, 'a unique IP address, which identifies the user 110 and is dedicated to the user 110 during the session.'" Pet. 30 (citing Ex. 1007, 7:14–22), Pet. 44 (citing Ex. 1007, 7:14–22, addressing independent claim 36). Petitioner asserts that "the television set 142 is an example of a first device, and its ID information (*e.g.*, IP-address-1) is a first identifier, and the DVR 144 is an example of a second device and its ID information (*e.g.*, IP-address-2) is a second identifier." Pet. 30 (citing Ex. 1007, 7:14–22, 9:18–25), Pet. 44 (citing Ex. 1007, 7:14–22, 9:18–25, addressing independent claim 36).

Petitioner asserts that Madhavan discloses "with the computer system, automatically generating and storing electronic indicia of an association between the first device identifier and an electronic identifier of a second device," as recited in claim 1, based on Madhavan's disclosure of storing and generating information in a database 200 regarding a user connecting multiple devices to network-based entity 100. *See* Pet. 29 (citing Ex. 1007, code (57), 1:36–54; Ex. 1002 ¶¶ 76–77); *see also id.* at 43 (citing Ex. 1007, code (57), 1:36–54; Ex. 1002 ¶¶ 111–112, addressing similar limitation recited in independent claim 36). According to Petitioner, the database "includes multiple tables containing a record for each user 110 (*e.g.*, user profile data linked to items stored in other tables in database 200 (*e.g.*, user ID and other data related to each user)." Pet. 29 (citing Ex. 1007, 5:37–6:2, Figs. 3, 9, 10); *see also id.* at 43 (citing Ex. 1007, code (57), Figs. 3, 9, addressing independent claim 36). According to Petitioner, "during a user login, servers 104 within entity 100 receive 'the user identification information, such as for example, the unique IP address . . . associated with

the user 110.'" Pet. 30 (citing Ex. 1007, 7:63–66), Pet. 44 (citing Ex. 1007, 7:63–66, addressing independent claim 36). Petitioner asserts that servers 104 can retrieve the stored data in database 200 based on the user identification information and the stored user profile. *See* Pet. 30–31 (citing Ex. 1007, 5:37–6:19, 8:9–15; Ex. 1002 ¶ 80); *see also* Pet. 44 (citing Ex. 1007, 5:37–6:19, 8:9–15; Ex. 1002 ¶ 115, addressing independent claim 36). On the foregoing bases, Petitioner contends that a person of ordinary skill in the art

> would have understood that by storing in database 200 user information (*e.g.*, profile data, user identification information, etc.) and by being able to retrieve user data using such user identification information, coupled with the teachings that user devices (*e.g.*, television 142, DVR 144) may each be assigned identification information (*e.g.*, IP addresses) that "identifies the user 110," *Madhavan* discloses computer system 100 "**automatically generating and storing electronic indicia of an association between the first device identifier and an electronic identifier of a second device**" as claimed (*e.g.*, as described below, the respective IP address of the network interface module 146 connecting the multiple user devices is an electronic indicia of an association between the network television 142 and DVR 144 (which are examples of the claimed **first device** and **second device**, respectively)).

Pet. 31 (citing Ex. 1002 ¶ 80); *see* Pet. 44–45 (citing Ex. 1002 ¶ 115, addressing independent claim 36).

Petitioner also contends that each user device may access entity 100 through a variety of network types, including a local area network, and "*Madhavan* also describes the situation where user devices may be coupled to the network using a network interface module 146 and be identified by its 'respective IP address.'" Pet. 31–32 (citing Ex. 1007, 7:22–26, Fig. 2); *see also* Pet. 45 (citing Ex. 1007, 5:11–17, Ex. 1002 ¶ 116, addressing

independent claim 36). According to Petitioner, a person of ordinary skill in the art "would thus have understood *Madhavan* to teach that the stored **electronic indicia** of an **association between** user devices (*i.e.*, the IP address of the network interface module **146**) is **based on automatically recognizing** that each device was **independently connected to a common LAN**." Pet. 32 (quoting Ex. 1001, 13:47–49; citing Ex. 1002 ¶ 82); *see also* Pet. 45–46 (citing Ex. 1002 ¶ 117, addressing independent claim 36).

In response, Patent Owner contends that "the Petition fails to show that Madavan discloses[] an association of two device identifiers that is 'based on automatically recognizing that each of the first and second devices was connected, independently of the other, to a common local area network.'" Prelim. Resp. 6; *see also id.* at 12 (similar argument). According to Patent Owner, "the Petition does not explain how th[e] alleged 'generating and storing electronic indicia of an association' between a first identifier and a second identifier is in any way based upon 'automatically recognizing that each of the first and second devices was connected, independently of the other, to a common local area network,' as required by all challenged claims." *Id.* at 13–14; *see also id.* at 14 (citing Pet. 30–32, similar argument). Patent Owner asserts that "the Petition does not even attempt to identify any teaching in Madhavan where any entity "automatically recogniz[es] that each of the first and second devices was connected . . . to a common local area network." *Id.* at 14 (citing Pet. 29–32). Patent Owner contends that the Petition "relies on a conclusory statement, and does not explain how or why any aspect of Madhavan's system achieves any automatic recognition that two devices were connected to a common LAN." *Id.* at 16 (quoting Pet. 31–32); *see also id.* at 18 (similar argument).

We agree with Patent Owner's arguments. Petitioner does not direct us to evidence sufficient to demonstrate that Madhavan discloses all of the elements of the claimed invention as arranged in the claim, specifically, that "automatically generating and storing electronic indicia of an association between the first device identifier and an electronic identifier of a second device" is "based on automatically recognizing that each of the first and second devices was connected, independently of the other, to a common local area network." Petitioner's assertion that a person of ordinary skill in the art "would have understood *Madhavan* to teach that the stored **electronic indicia** of an **association between** user devices (*i.e.*, the IP address of the network interface module **146**) is **based on automatically recognizing** that each device was **independently connected to a common LAN**" is supported only by Dr. Turnbull's identical testimony. Pet. 32; Ex. 1002 ¶ 82. Dr. Turnbull's testimony, however, is not supported by a sufficient underlying factual basis, and, therefore, is entitled to little weight. *See* 37 C.F.R. § 42.65(a); *Xerox Corp. v. Bytemark, Inc.*, IPR2022-00624, Paper 12 at 5 (PTAB Feb. 10, 2023) (Vidal, Director) (Precedential). The disclosures of Madhavan (Ex. 1007, 5:11–17, 7:22–26, Fig. 2) cited by Petitioner (Pet. 31–32) and Dr. Turnbull (*see* Ex. 1002 ¶¶ 81–82) are silent regarding any automatic recognition that each of network television 142 and DVR 144 was connected, independently of the other, to a common LAN, and therefore, fail to disclose any generation and storage of the IP address of the network interface module 146 being based on any automatic recognition that each of network television 142 and DVR 144 was connected, independently of the other, to a common LAN. *See* Ex. 1007, 7:22–26, Fig. 2 (cited by Pet. 31–32). Instead, Madhavan merely discloses that network 120 may be a LAN and "both the television set 142 and the [DVR] 144 may be coupled to

the network 120 via a network interface module 146, which may also be identified through a respective IP address." Ex. 1007, 7:22–26; *see also id.* at 5:11–16 (similar disclosure). Moreover, Petitioner's parenthetical quotation of the '398 Patent disclosure that "[t]he existence of the common IP address associates the online access IP address and the set-top box IP address" is insufficient to support Dr. Turnbull's testimony because it is not prior art. Pet. 32 (quoting Ex. 1001, 13:47–49[5]))

For the foregoing reasons, based on the record before us, Petitioner does not establish a reasonable likelihood it would prevail in showing that independent claims 1 and 36 are anticipated by Madhavan. Due to the dependency of claims 2 and 37 from independent claims 1 and 36 respectively, and for the same reasons, Petitioner does not establish a reasonable likelihood it would prevail in showing that dependent claims 2 and 37 are anticipated by Madhavan.

Petitioner's assertion of unpatentability on the basis of obviousness over Madhavan alone does not address the deficiencies of Petitioner's assertion of anticipation. *See* Pet. 75–77 (citing Ex. 1007, code (57), 1:8–12, 1:36–43, 2:10–13, 2:55–61, 7:22–26, 7:43–59, 8:42–9:8, 9:25–29, 9:50–67, Fig. 2; Ex. 1002 ¶¶ 198–205). Accordingly, based on the record before us, Petitioner does not establish a reasonable likelihood it would prevail in showing that the subject matter of claims 1, 2, 36, and 37 would have been obvious over Madhavan.

[5] Petitioner incorrectly quotes column, 12, lines 47–49.

E. Challenge to Claims 1, 2, 36, and 37 as Anticipated by Martinez

1. Overview of Martinez (Ex. 1008)

Martinez is directed to systems and methods for delivering media to a mobile electronic device associated with a user profile. *See* Ex. 1008, 1:7–10.

Figure 1 of Martinez is reproduced below.

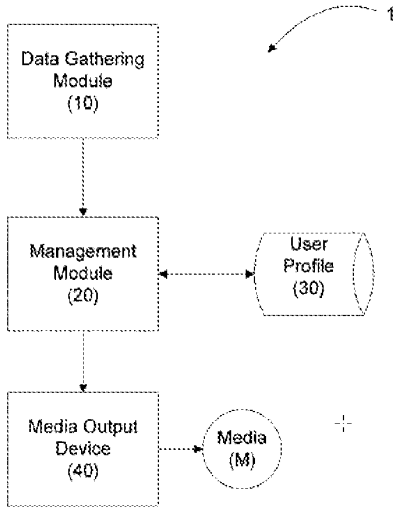


Figure 1 depicts one embodiment of a media delivery system. *See* Ex. 1008, 6:13–14, 6:63–64. System 1 includes data gathering module 10, management module 20, user profile 30, and media output device 40. *See id.* at 6:64–66. Data gathering module 10 is associated with a mobile electronic device and communicates gathered data to management module 20, which manages at least one user profile 30 based on the gathered data. *See id.* at 1:35–39, 6:64–7:4, Fig. 1. Management module 20 selects media to present to a user based on user profile 30, and the media is displayed on the user's media output device 40, such as a mobile electronic device or other display. *Id.* at 1:39–45, 7:6–10, 17:12–21, Figs. 1, 3.

Figure 4 of Martinez is reproduced below.

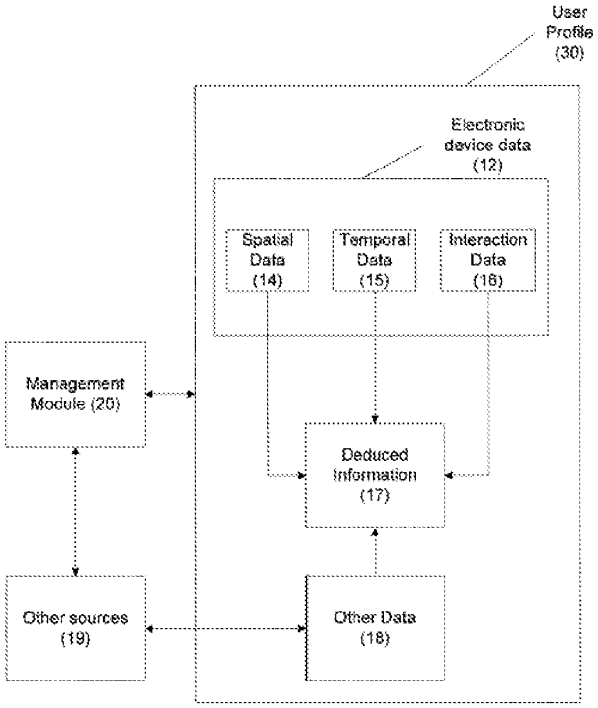


Figure 4 illustrates one embodiment of a user profile of Figure 1. *See* Ex. 1008, 6:20–21, 9:46–47. User profile 30 contains electronic device data 12, which generally includes spatial data 14, temporal data 15, and interaction data 16, and optionally includes deduced information 17, which is deduced based on at least one of spatial data 14, temporal data 15, and interaction data 16. *See id.* at 9:46–54. "[D]educed information 17 is information that may be deduced based on at least one of the spatial data 14, the temporal data 15, and the interaction data 16," such that profile management module 22 of management module 20 (*see* Figure 3) "may correlate temporal data (e.g., time of day) with spatial data (e.g., location) to determine a primary user location (e.g., a residence) and/or a secondary user location (e.g., a work location or a school location)." *Id.* at 9:52–62.

Other data 18 may also be used to produce deduced information 17, including data from other sources 19, such as other electronic devices, other user profiles and other software and/or hardware applications that may be associated with the electronic device and this other data may be used to facilitate deduction of deduced information 17. *See* Ex. 1008, 13:26–31. In particular, "other data 18 may be data associated with user profile 30, but captured from another electronic device, such as another mobile electronic device or another stationary electronic device." *Id.* at 13:31–35. "In one approach, management module 20 may correlate unique identifiers of the other sources (e.g., a physical address, a phone number and/or a social security number) with unique identifiers of the user profile 30 to determine whether the other data 18 should be utilized with the user profile 30." *Id.* at 13:35–40. The user profile 30 can be used to facilitate delivery of media to more than one electronic device, so that user 500 (*see* Figure 5, below) may be associated with mobile electronic device 502, and may also be associated with one or more other electronic devices, such as television 524 and/or computer 526. *See id.* at 21:8–19. The media to be "presented to one or more of the mobile electronic device 502, the television 524, and the computer 526, or any other electronic device co-located with the user at the primary location." *Id.* at 21:49–52.

Figure 5 of Martinez is reproduced below.

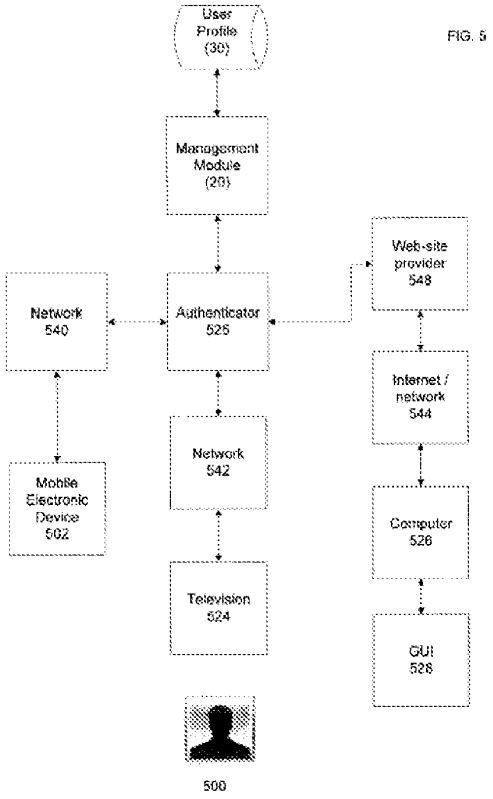


Figure 5 depicts an embodiment of a data collection system useful with a media delivery system. *See* Ex. 1008, 6:22–23. Management module 20 manages user profile 30 based on data about user 500 received from mobile electronic device 502 via network 540. *See id.* at 13:44–47. Authenticator 525 may be used to authenticate information received from mobile electronic device 502 by comparing information received from mobile electronic device 502 (e.g., the phone number associated with the mobile electronic device 502) to authenticating information (e.g., user identity information, such as a known phone number for user 500) to authenticate the received data and associate it with user 500. *See id.* at 2:49–56, 13:55–64. The collected data also may be authenticated via authenticator 525 to ensure that the received data is related to user 500 by

comparing a signal address (e.g., an IP address or set-top box identifier) to authenticating information (e.g., a known IP address range or set-top box address of user 500) to authenticate the received data and associate it with user 500. *See id.* at 14:22–29.

2. Analysis

Petitioner asserts that claims 1, 2, 36, and 37 are anticipated by Martinez. For the reasons that follow we are not persuaded that Petitioner establishes sufficiently that Martinez discloses all of the limitations recited in claims 1, 2, 36, and 37.

To address the limitation "receiving, at the computer system, an electronic identifier of a first device," recited in claim 1, Petitioner asserts that Martinez discloses a management module that gathers data including an electronic identifier of a user's first device and correlates data with specific electronic devices, and a profile management module that receives the electronic device data and manages a user profile based thereon. *See* Pet. 54 (quoting Ex. 1008, code (57), 1:45–59; citing Ex. 1008, 1:34–44, Fig. 1; Ex. 1002 ¶¶ 135–136); *see also* Pet. 74 (citing Pet. 54–57; Ex. 1002 ¶¶ 169–174, addressing similar limitation recited in independent claim 36). According to Petitioner, a person of ordinary skill in the art "would have understood linking user profile data with a user of a specific electronic device means or requires being able to electronically identify that device." Pet. 55 (citing Ex. 1002 ¶ 137); *see also* Pet. 55–56 (quoting Ex. 1008, 2:52–56, 2:59–61, 8:23–31, summarizing Martinez's disclosures). Petitioner also contends that Martinez teaches gathering and maintaining user profile data from multiple electronic devices using unique identifiers. *See* Pet. 56 (reproducing Ex. 1008, Fig. 4; quoting Ex. 1008, 13:35–40; citing Ex. 1008, 22:27–61). According to Petitioner, "*Martinez* specifically contemplates

that 'IP address data' may be used by the management module 20 to identify and deduce information about a device, including 'personal area network data' and 'network access points data.'" Pet. 57 (citing Ex. 1008, 9:63–10:3, 12:23–46, Table 1).

Petitioner asserts that "*Martinez* teaches **automatically generating and storing electronic indicia** linking the user devices (*i.e.*, **electronic indicia of an association between the first device identifier and an electronic identifier of a second device**)," as recited in claim 1, based on Martinez's disclosures of collecting and storing user profile information from a plurality of electronic devices, giving the data collected from each device a unique identifier, and "selecting a media output device via which to deliver the selected media generally comprises comparing the location of a user (e.g., the location of a user associated with a user profile) to media output devices proximal to the user, and selecting one or more media output devices co-located with the user." Pet. 57–58 (quoting Ex. 1008, 3:5–10; citing Ex. 1008, code (57), 1, 34–59, 2:41–56; Ex. 1002 ¶¶ 141–142); *see also* Pet. 74 (citing Pet. 57–63; Ex. 1002 ¶¶ 175–186, addressing similar limitation recited in independent claim 36).

Petitioner contends that Martinez explains how electronic indicia of an association is generated, based on Martinez's disclosure that the management module receives spatial data associated with the location of a user or an electronic device. *See* Pet. 58 (citing Ex. 1008, 9:63–10:3, 12:36–46; Ex. 1002 ¶ 143). More specifically, Petitioner points out that Martinez discloses

> the other data 18 may be data associated with the user profile 30, but captured from another electronic device, such as another mobile electronic device or another stationary electronic device. In one approach, the management module 20

> may correlate unique identifiers of the other sources (*e.g.*, a physical address, a phone number and/or a social security number) with unique identifiers of the user profile 30 to determine whether the other data 18 should be utilized with the user profile 30.

Pet. 58–59 (quoting Ex. 1008, 13:32–40); *see also* Pet. 59 (reproducing Ex. 1008, Fig. 5, citing Ex. 1008, 13:41–51, summarizing Martinez's disclosures).

Petitioner also asserts that Martinez describes an embodiment in which data received from a television subscription service is provided to management module 20 via network 542 and the collected data may be authenticated to ensure the received data is related to user 500 by "compar[ing] a signal address (e.g. an IP address or set-top box identifier such as a MAC address) to authenticating information (e.g. a known IP address range or set-top box address of the user 500)." Pet. 60 (quoting Ex. 1008, 14:8–30; citing Ex. 1002 ¶ 145); *see also* Ex. 1008, Fig. 5. According to Petitioner, a person of ordinary skill in the art "would have understood this description in *Martinez* teaches the identifiers (such as a known IP address range or set-top box identifier) are stored in the *Martinez* system and associated to user 500 and any devices in the same IP address range would indicate devices connected together via the local area network." *Id.* (citing Ex. 1002 ¶ 145). Petitioner further contends that "[b]ecause *Martinez* contemplates storing such electronic indicia of association for multiple user devices, a POSITA would have understood that the stored authentication information ***could*** indicate an association between user devices." *Id.* (citing Ex. 1002 ¶ 145) (emphasis added). Petitioner also asserts that Martinez explains automatic generation of indicia of an association based on Martinez's following disclosure:

> The user 500 may be associated with one or more other electronic devices, such as a television 524 and/or a computer 526 (each an example of a second device). In this regard, the management module 20 may be able to associate these other electronic devices with the user profile 30 via, for example, electronic data associated with such electronic devices (e.g. set-top box location information received from a business entity and/or deduction using electronic device data and/or other deduced information.

Pet. 60–61 (reproducing Ex. 1008, Fig. 7; quoting Ex. 1008, 21:8–19).

Petitioner also contends that Martinez describes scenarios in which the associated electronic devices can be co-located. Pet. 61–62 (quoting Ex. 1008, 22:27–61; citing Ex. 1008, 9:63–10:4, 21:66–22:11). According to Petitioner, a person of ordinary skill in the art "would have understood such co-location ***could have*** included sharing a common local area network." Pet. 62 (citing Ex. 1002 ¶ 148) (emphasis added). Petitioner asserts that "[i]n Figure 7, *Martinez* provides an example of co-location of multiple user devices—mobile device 502 (a **first device**) television 524 (a **second device**), and computer 526 (another **second device**)." *Id.* (quoting Ex. 1008, 21:8–19; citing Ex. 1008, Fig. 7); *see also* Pet. 62–63 (citing Ex. 1008, 21:29–58, Fig. 7, summarizing Martinez's disclosures).

In response, Patent Owner contends that the Petition does not address the claim requirement that "automatically generating and storing electronic indicia of an association between the first device identifier and an electronic identifier of a second device" is "based on automatically recognizing that each of the first and second devices was connected, independently of the other, to a common local area network." *See* Prelim. Resp. 19–20. Patent Owner contends that Petitioner's analysis addressing anticipation by Martinez is deficient because it does not provide any discussion of any

theory under which Martinez's system recognizes that two devices are connected to a common local area network, much less that any generating and storing of indicia of an association would be based on such recognition. *Id.* at 20 (citing Pet. 57–63).

We agree with Patent Owner's arguments. Petitioner does not sufficiently address how generation and storing of any electronic indicia of an association between a first device identifier and a second device identifier is based on automatically recognizing that each of the first and second devices was connected, independently of the other, to a common LAN. *See* Pet. 57–63. That a person of ordinary skill in the art would understand that authentication information, such as an IP address range, ***could*** indicate an association between user devices (*see* Pet. 60) is insufficient to show that Martinez discloses automatically recognizing that each of the first and second devices was connected, independently of the other, to a common LAN. This is because "[a]nticipation requires the presence in a single prior art disclosure of all elements of a claimed invention arranged as in the claim." *Therasense*, 593 F.3d at 1332. To the extent that Petitioner's arguments are based on a theory of inherency, Martinez's disclosures are insufficient because possibilities and probabilities are insufficient to show inherency. *See id.*

Patent Owner also asserts that Petitioner's assertions based on co-location are deficient because, "recognizing that two devices are 'co-located' based on an analysis of IP address data does not constitute a teaching that two devices are recognized as being 'connected to a common local area network." Prelim. Resp. 21. Patent Owner points out that it was known in the art that IP addresses could be used to estimate geographic location of devices, but that geographic location estimation does not require or imply

any recognition that two devices were connected to a common LAN. *See id.* (quoting Ex. 2002 ¶ 12; citing Ex. 1008, 22:27–61).

We also agree with Patent Owner that Petitioner's assertions based on co-location of devices are insufficient for similar reasons as those explained previously. That a person of ordinary skill in the art would have understood that Martinez's disclosure of co-location of associated electronic devices ***could*** include sharing a common LAN (*see* Pet. 61–62) is insufficient to show that Martinez discloses automatically recognizing that each of the first and second devices was connected independently of the other, to a common LAN.

Accordingly, based on the record before us, Petitioner does not establish a reasonable likelihood it would prevail in showing that independent claims 1 and 36 are anticipated by Martinez. Due to the dependency of claims 2 and 37 from independent claims 1 and 36 respectively, and for the same reasons, Petitioner does not establish a reasonable likelihood it would prevail in showing that claims 2 and 37 are anticipated by Martinez.

F. Challenge to Claims 1, 2, 36, and 37 over Madhavan and Martinez

Petitioner asserts that "[t]o the extent that Patent Owner argues, or it is found, *Madhavan* does not explicitly disclose the common local area network element . . . it would have been obvious to modify the system and process of *Madhavan* to implement such features in view of *Martinez*." Pet. 77. According to Petitioner, it would have been within a person of ordinary skill in the art's "skill and straightforward to modify the *Madhavan* system and process with features disclosed or suggested by *Martinez* . . . to program the *Madhavan* computer system to associate devices based on co-

location as described in *Martinez*." Pet. 77–78 (citing Ex. 1002 ¶ 207). Petitioner contends that a person of ordinary skill in the art "would have been motivated to consider the teachings and suggestions of *Martinez* when contemplating the implementation and design of *Madhavan*'s system/process" because a person of ordinary skill in the art "would have appreciated that both *Madhavan* and *Martinez* . . . both relate to collecting user profile information to match advertisements to user interests and then delivering those advertisements." Pet. 78 (citing Ex. 1007, 1:8–12; Ex. 1008, 1:14–30). Petitioner also asserts that because "both *Madhavan* and *Martinez* were originally assigned to Yahoo!" "[i]t would have been natural for a [person of ordinary skill in the art] to look to disclosures by the same company regarding their targeted advertising systems and methods." *Id.* (citing Ex. 1007, code (73); Ex. 1008, code (73); Ex. 1002 ¶ 209).

In response, Patent Owner contends that "Madhavan does not disclose associating device identifiers based on recognizing that the two devices were connected to a common LAN." Prelim. Resp. 24 (citing *id.* at 5–19). Patent Owner further asserts that Martinez does not cure the deficiency of Madhavan because "Martinez's discussion of co-location (even co-location that takes into account IP address data) does not disclose recognizing that two devices were connected to a common LAN." *Id.* at 25 (citing *id.* at 19–24).

For the reasons explained above in Sections II.D. and II.E., we agree that Madhavan, Martinez, and the combination of Madhavan and Martinez do not teach or suggest "automatically generating and storing electronic indicia of an association between the first device identifier and an electronic identifier of a second device based on automatically recognizing that each of the first and second devices was connected, independently of the other, to a

common local area network" as recited in claim 1 and similarly recited in independent claim 36. Moreover, Petitioner's rationale for combining the teachings of Madhavan and Martinez is lacking. That Madhavan and Martinez were both originally assigned to Yahoo!, relate to matching advertisements to user interests by collecting user profile information and then delivering those advertisements, and the combination was within the skill level of a person of ordinary skill in the art fails to sufficiently explain why a person of ordinary skill in the art would have combined Petitioner's alleged teachings of Madhavan and Martinez. Obviousness "cannot be sustained by mere conclusory statements; instead, there must be an articulated reasoning with some rational underpinning to support the legal conclusion of obviousness." *KSR*, 550 U.S. at 418 (quoting *in re Kahn*, 441 F.3d 977, 988 (Fed. Cir. 2006).

For the foregoing reasons, based on the record before us, Petitioner does not establish a reasonable likelihood it would prevail in showing that the subject matter of independent claims 1 and 36 and dependent claims 2 and 37 would have been obvious over Madhavan and Martinez.

III. CONCLUSION

For the foregoing reasons, we determine there is not a reasonable likelihood that Petitioner would prevail in showing at least one of the challenged claims of the '398 Patent is unpatentable.

IV. ORDER

In consideration of the foregoing, it is hereby:

ORDERED that, pursuant to 35 U.S.C. § 314(a), the Petition is denied, and no *inter partes* review is instituted.

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Paper 9
Entered: February 2, 2023

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

ROKU, INC.,
Petitioner,

v.

ALMONDNET, INC AND INTENT IQ, LLC,
Patent Owner.

IPR2022-01236
Patent 8,677,398 B2

Before KRISTEN L. DROESCH, THOMAS L. GIANNETTI, and STACEY G. WHITE *Administrative Patent Judges.*

DROESCH, *Administrative Patent Judge.*

DECISION
Denying Institution of *Inter Partes* Review
35 U.S.C. § 314

I. INTRODUCTION

A. Background

Roku, Inc. ("Petitioner") filed a Petition requesting *inter partes* review of claims 13–17 and 19–26 of U.S. Patent No. 8,677,398 B2 (Ex. 1001, "'398 Patent"). Paper 2 ("Pet."). Petitioner filed a Declaration of Samrat Bhattacharjee, Ph.D., with its Petition. Ex. 1003. Intent IQ, LLC ("Patent Owner") timely filed a Preliminary Response. Paper 6 ("Prelim. Resp.").

We have authority to determine whether to institute review under 35 U.S.C. § 314 and 37 C.F.R. § 42.4(a). An *inter partes* review may not be instituted unless it is determined that "the information presented in the petition filed under section 311 and any response filed under section 313 shows that there is a reasonable likelihood that the petitioner would prevail with respect to at least 1 of the claims challenged in the petition." 35 U.S.C. § 314(a).

For the reasons provided below, we determine, based on the record before us, there is not a reasonable likelihood Petitioner would prevail in showing at least one of the challenged claims is unpatentable.

B. Related Matters

The parties indicate the '398 Patent is or has been involved in the following district court proceedings:

Roku, Inc. v. AlmondNet, Inc., 1:21-cv-01035 (D. Del.);

AlmondNet, Inc., v. Roku, Inc., 6:21-cv-00731 (W.D.Tex.) (stayed);

AlmondNet, Inc., v. Samsung Elecs. Co., Ltd., 6:21-cv-00891 (W.D.Tex.);

AlmondNet, Inc., v. Meta Platforms, Inc., 6:21-cv-00896 (W.D.Tex.);

AlmondNet, Inc., v. Microsoft Corp., 6:21-cv-00897 (W.D.Tex.); and *AlmondNet, Inc., v. Amazon.com, Inc.*, 6:21-cv-00898 (W.D.Tex).

Pet. 1–2; Paper 3, 1.

Petitioner also indicates the '398 Patent was the subject of the following district court proceedings:

AlmondNet, Inc. et al v. Yahoo! Inc., 1:16-cv-01557 (E.D.N.Y.) and *AlmondNet, Inc. et al v. Oath Holdings Inc. fka Yahoo!*, 1:19-cv-00247 (D.Del.) (terminated).

Pet. 2.

The parties further indicate the '398 Patent is the subject of IPR2022-00773 (pending). Pet. 2; Paper 3, 1. Petitioner indicates the '398 Patent was the subject of IPR2017-01299 (institution denied). Pet. 2.

C. The '398 Patent (Ex. 1001)

The '398 Patent discloses a method for delivering targeted television advertisements based on online behavior. *See* Ex. 1001, Abstract.

Figure 7 of the '398 Patent is reproduced below:

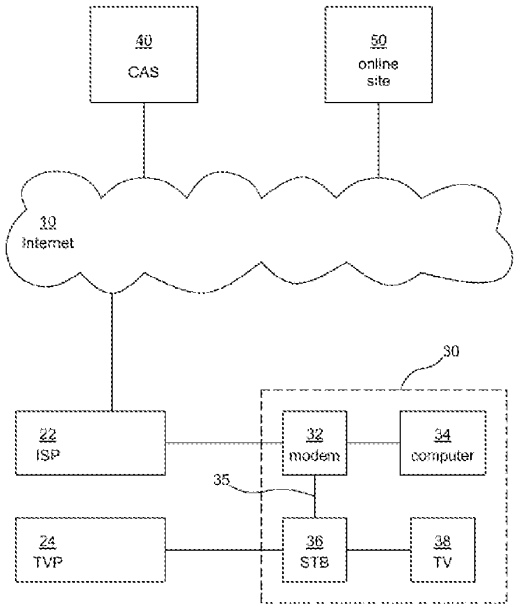


Figure 7 depicts central ad server (CAS) 40 and online site 50 connected to Internet 10, modem 32 connected to Internet service provider (ISP) 22, computer 34 and set-top box (STB) 36, and TV 38 connected to STB 36 and television provider (TVP) 24. *See* Ex. 1001, 12:47–13:21. An identifier can be assigned to STB 36, such as an equipment serial number or a portion thereof, a device MAC address or a portion thereof, a username, a pseudonym, a tag or other identifying code or data element, and may include the IP address STB 36 is using when in contact with CAS 40. *See id.* at 15:1–14.

> 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 . . .), the CAS database can be searched to find all 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 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 . . . .
>
> 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.

Ex. 1001, 18:24–50.

D. Illustrative Claim

Claim 13 is independent, and claims 14–17 and 19–26 depend directly or indirectly therefrom. *See* Ex. 1001, 24:47–25:50. Claim 13 is illustrative and reproduced below:

> 13. A method implemented using a programmed hardware computer system, the method comprising:

(a) based on first electronic profile data associated with an electronic identifier of a first device, automatically causing, with the computer system, an action to be taken with respect to a second device that is indicated at the time of the action by an electronic identifier electronically associated with the first device identifier;
(b) wherein the electronic association between the first and second device identifiers is based on connection, before the action, of each of the first and second devices, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network.

Ex. 1001, 24:47–61.

E. Asserted Challenges to Patentability and Asserted Prior Art

Petitioner asserts that claims 13–17 and 19–26 would have been unpatentable based on the following grounds (Pet. 9):

Claim(s) Challenged	35 U.S.C. §	Reference(s)/Basis
13–17, 20–23	103(a)[1]	Madhavan,[2] Baum[3]
19	103(a)	Madhavan, Baum, Damick[4]
24, 25	103(a)	Madhavan, Baum, Varghese[5]

[1] The Leahy-Smith America Invents Act, Pub. L. No. 112-29, 125 Stat. 284 (2011), amended 35 U.S.C. §§ 102 and 103 effective March 16, 2013. Because the '398 Patent has a filing date prior to the effective date of the applicable AIA amendment, we refer to the pre-AIA version of § 103.
[2] U.S. Patent No. 8,180,674 B2, issued May 15, 2012 (Ex. 1008).
[3] U.S. Patent No. 7,843,923 B2, issued Nov. 30, 2010 (Ex. 1010).
[4] U.S. Patent Application Pub. No. 2006/0242294 A1, published Oct. 26, 2006 (Ex. 1031).
[5] U.S. Patent No. 7,908,645 B2, issued Mar. 15, 2011 (Ex. 1016).

II. ANALYSIS

A. Claim Construction

In an *inter partes* review proceeding, the Board applies the same claim construction standard as that applied in federal courts in a civil action under 35 U.S.C. § 282(b), which is generally referred to as the *Phillips* standard. *See* 37 C.F.R. § 42.100(b); *Phillips v. AWH Corp.*, 415 F.3d 1303 (Fed. Cir. 2005) (en banc). Under the *Phillips* standard, "words of a claim 'are generally given their ordinary and customary meaning.'" *Phillips*, 415 F.3d at 1312.

Petitioner asserts that "no claim term requires express construction." Pet. 8–9. Likewise, "Patent Owner does not contend that any terms . . . require express construction." Prelim. Resp. 5. As demonstrated in the analysis below, at this stage of the proceeding, we need not construe explicitly any claim terms or phrases. *See, e.g.*, *Nidec Motor Corp. v. Zhongshan Broad Ocean Motor Co.*, 868 F.3d 1013, 1017 (Fed. Cir. 2017) ("[W]e need only construe terms 'that are in controversy, and only to the extent necessary to resolve the controversy.'" (quoting *Vivid Techs., Inc. v. Am. Sci. & Eng'g, Inc.*, 200 F.3d 795, 803 (Fed. Cir. 1999))).

B. Level of Ordinary Skill in the Art

Petitioner asserts that a person of ordinary skill in the art "in April 2007 would have a bachelor's or equivalent degree in electrical and/or computer engineering or a related field and 2-3 years of experience in computer and networking systems including systems for online content delivery such as targeted advertisements" and that "[a] person with less formal education but more experience, or more formal education but less experience, could have also met the relevant standard." Pet. 8 (citing

Ex. 1003 ¶¶ 15–16). At this stage of the proceeding, Patent Owner does not challenge Petitioner's definition. *See* Prelim. Resp. 4–5.

For the purpose of deciding whether to institute, we adopt Petitioner's definition of a person of ordinary skill in the art because it is consistent with the level of skill reflected by the '398 Patent Specification and the asserted prior art.

C. Principles of Law

A claim is unpatentable under 35 U.S.C. § 103 if the differences between the claimed subject matter 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 the subject matter pertains. *KSR Int'l Co. v. Teleflex Inc.*, 550 U.S. 398, 406 (2007). The question of obviousness is resolved on the basis of underlying factual determinations, including: (1) the scope and content of the prior art; (2) any differences between the claimed subject matter and the prior art; (3) the level of skill in the art; and (4) if in evidence, so-called secondary considerations. *Graham v. John Deere Co.*, 383 U.S. 1, 17–18 (1966).[6]

D. Challenge to Claims 13–17 and 20–23 over Madhavan and Baum

1. Overview of Madhavan (Ex. 1008)

Madhavan is directed to targeting advertisements via sharing of information between devices over a network. *See* Ex. 1008, 1:7–11.

[6] The parties do not present evidence related to secondary considerations.

Figure 2 of Madhavan is reproduced below.

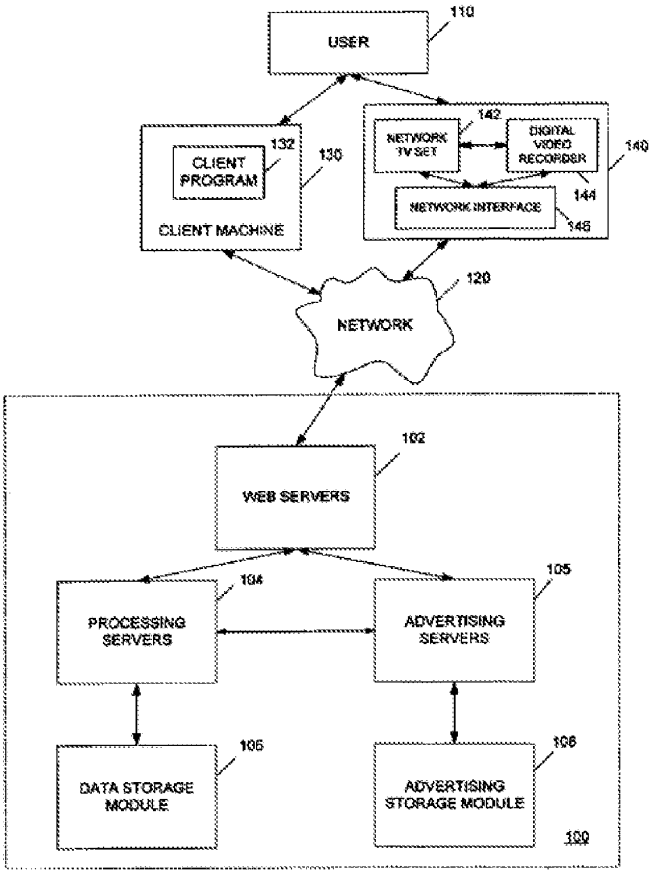


Figure 2 depicts network-based advertisement entity 100 coupled to user entity 110 via client machine 130 or media device 140 and network 120. *See* Ex. 1008, 4:37–45. Network-based advertising entity 100 "enable[s] automatic matching of advertising information to events or actions and interests of users." *Id.* at 4:28–31. Client machine 130 includes client program 132, such as a browser, that allows user entity 110 to access advertisement entity 100 by way of network 120, such as for example, the Internet, wide area network (WAN), local area network (LAN), or wireless network. *See id.* at 5:3–15. Media device 140 can include "network-enabled television set 142, such as an Internet TV set" that may or may not be

coupled to a digital video recording device, and that communicates with advertisement entity 100. *See id.* at 5:28–32. Alternatively, both the network-based television set 142 and digital video recording device 144 are coupled to network-based advertisement entity 100 via network 120 and a network interface module 146. *See id.* at 5:32–36. Advertisement entity 100 may communicate with other network entities via web server 102 and advertising server 105. *See id.* at 5:18–27; Fig. 2. Another back-end server within network-based advertisement entity 100 is processing server 104 which is coupled to data storage module 106 whereas advertising storage module 108 is coupled to advertising server 105 that stores advertisements to be transmitted and displayed for users over the network 120. *See id.* at 4:57–65. Data storage module 106 may be a database including user tables 210, categories tables 220, and activity tables 230 pertinent to stored data related to the user. *See id.* at 4:61–62; 5:37–40; 5:48–52; Fig. 3.

When a user connects to one or more media devices and performs specific actions, such as, "watch[ing] a broadcast television program on the network-enabled television set or watches a television program which has been previously recorded onto the digital video recording device," the actions are transmitted to and stored within the advertisement entity "along with respective categories associated with each user action." Ex. 1008, 1:55–63. Thereafter, when user 110 connects to advertisement entity 100 through client machine 130, advertisement entity 100 selects advertisements from advertisement storage module 108 that are related to previously stored actions or categories from data storage module 106, for display on client machine 130. *See id.* at 1:64–2:3; 8:34–41; Fig. 6, step: 510. During the login process of user 110 onto client machine 130, processing server 104 of advertisement entity 100 receives "the user identification information such

as, for example, the unique IP address and/or password information associated with the user 110," thereby allowing determination of "classification categories associated with each respective event or action input" by user 110. *Id.* at 8:43–48; 8:57–59. "[A]dvertisements related to the stored user actions or activities and their respective categories are transmitted to the user 110 to be displayed on one or more media devices 140 coupled to the user 110." *See id.* at 9:4–8; Fig. 6, step: 520.

2. Overview of Baum (Ex. 1010)

Baum is directed to the determination of a port or a physical location associated with an IP device. *See* Ex. 1010, 1:15–17. Baum explains that dynamic allocation of IP addresses and re-use of IP addresses complicate correlation of a specific device or a physical location with an IP address. *See id.* at 4:26–32. Baum purports to resolve this problem by using an edge router associated with a table and a "simple look-up table operation." *See id.* at 5:51–6:9.

Figure 5 of Baum is reproduced below.

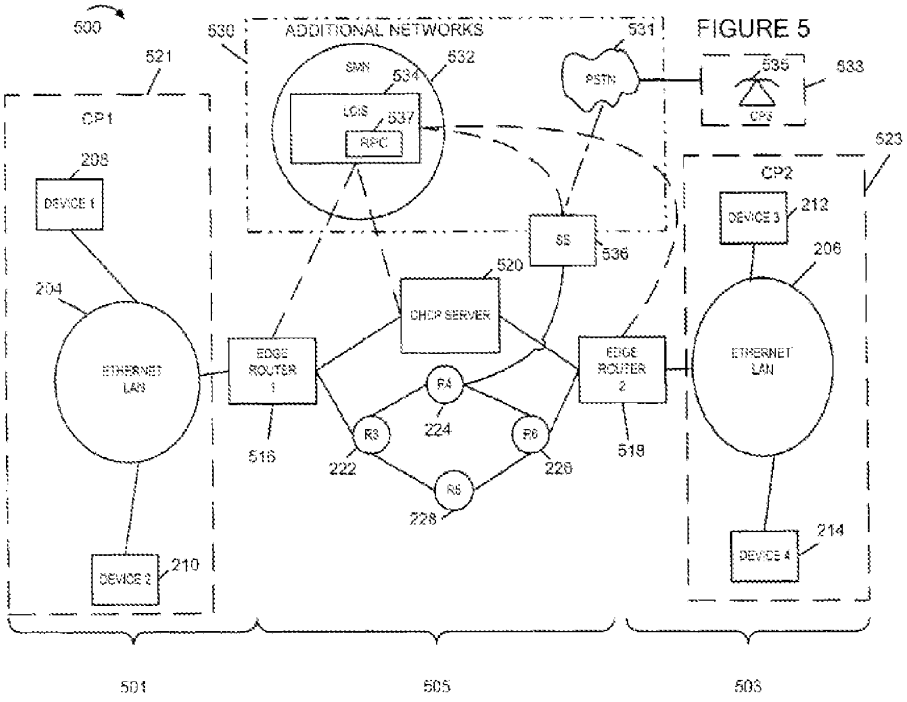


Figure 5 depicts communication system 500 including LAN 501 coupled to LAN 503 via IP-based network 505. *See* Ex. 1010, 12:4–5; 12:24–26. Baum explains that "LANs tend to be relatively limited geographically, e.g., to a single office or floor of a building. The offices and/or buildings are sometimes referred to as customer premises since the office and/or building is the premise of a communications customer, e.g., an IP service subscriber." *Id.* at 6:23–27. LAN 501 is located at first customer premise (CP1) 521 and includes devices 208, 210 connected via Ethernet LAN 204. *Id.* at 12:16–17; Fig. 5. LAN 503 is located at second customer premise (CP2) 523 and includes devices 212, 214 connected via Ethernet LAN 206. *See id.* at 12:20–21; Fig. 5. IP-based network 505 includes first and second edge routers 516, 518 that interface with Ethernet LANs 204, 206, respectively. *See id.* at 12:29–31. IP-based network 505 further includes DHCP

(Dynamic Host Configuration Protocol) server 520 that is responsible for dynamically assigning IP addresses. *See id.* at 12:36–37; Fig. 5. Communication system 500 may further include SMN (secure management network) 532 which includes LCIS (Location and Customer Information) server 534, which in turn, includes RPC (Router-Port to Customer) database 537, which includes sets of customer records. *See id.* at 6:62–7:1, 12:49–54; 12:64–13:4. Baum explains that "[i]ndividual customers and/or companies with multiple distinct locations e.g., different customer premises, are assigned different edge router ports for each distinct physical location. Thus, each edge router port assigned to a customer in accordance with the invention will correspond to a single physical location." *Id.* at 6:56–61.

Figure 6 of Baum is reproduced below:

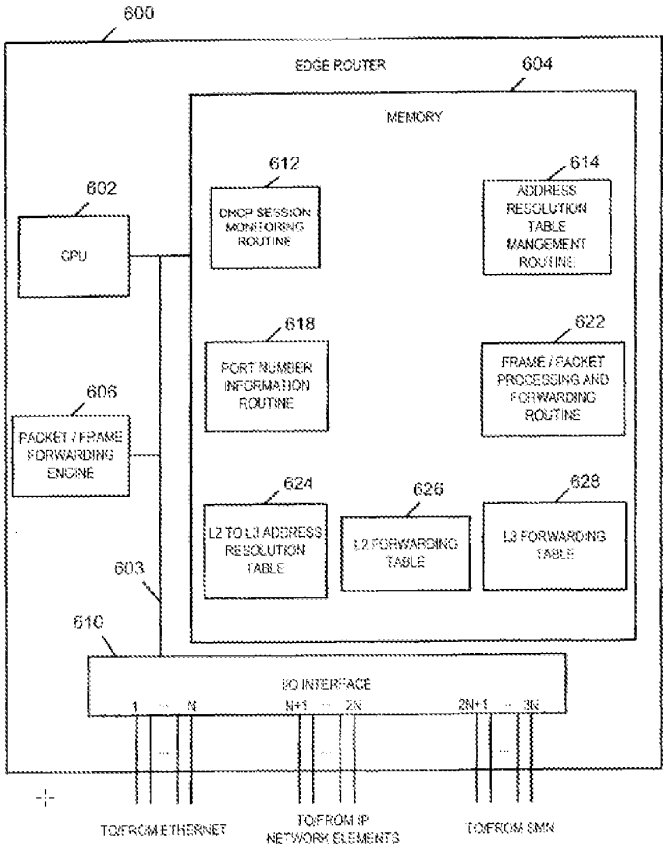


Figure 6 depicts edge router 600. *See* Ex. 1010, 11:44–45; 13:18. Edge router 600 may be used by any one of edge routers 516 or 518 of Figure 5. *See id.* at 13:18–20. Edge router 600 includes CPU 602, packet frame forwarding engine 606, memory 604, and I/O interface 610, which includes a plurality of ports used to connect edge router 600 to various networks. *See id.* at 13:20–24. Ports 1 through N are used to couple edge router 600 to one or more LANs, ports N_1 through 2N are used to connect to elements of IP network 505, and ports 2N+1 through 3N are uses to couple edge router 600 to SMN 532 and LCIS 534. *See id.* at 13:24–30. Memory 604 includes L2 forwarding table 626, L3 forwarding table 628, L2 to L3 address resolution table 624, frame/packet processing forwarding routine 622, DHCP session monitoring routine 612, address resolution table management routine 614, and port number information routine 618. *See id.* at 13:31–36.

Figures 7–9 of Baum are reproduced below.

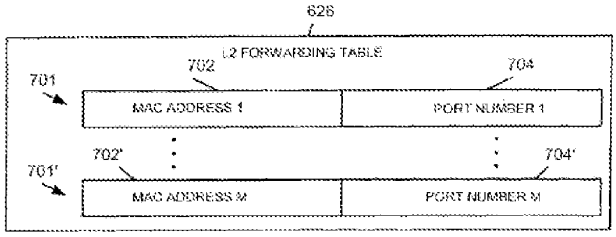


FIGURE 7

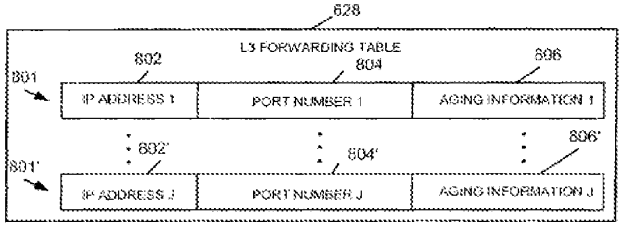


FIGURE 8

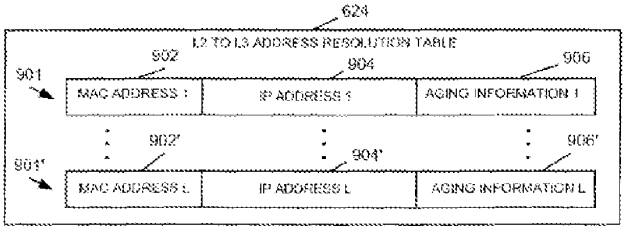


FIGURE 9

Figures 7–9 illustrate L2 forwarding table 626, L3 forwarding table 628, and L2 to L3 address resolution table 624, respectively. *See* Ex. 1010, 11:46–47; 13:40; 13:50–52; 13:62–64. Layer 2 forwarding table 626 includes information for forwarding received Ethernet frames according to the MAC destination address in the frame's header. *See id.* at 13:37–39. Table 626 includes a plurality of entries 701, 701' which includes MAC address 702, 702' and port numbers 704, 704'. *See id.* at 13:41–43. Under the direction of forwarding routine 622, frames received by the edge router having a MAC address listed in L2 forwarding table 626 are output using the port 704, 704' corresponding to the destination MAC address 702, 702'. *See id.* at 13:43–46; 14:51–56. Layer 3 forwarding table 628 is used by an edge

router "to forward IP packets in the IP domain." *See id.* at 13:59–60. Layer 3 forwarding table 628 includes entries 801, 801' which include IP addresses 802, 802', port numbers 804, 804', and aging information 806, 806', respectively. *See id.* at 13:51–53. Under the direction of a forwarding routine, IP packets received by the edge router having a MAC address listed in the L2 forwarding table 626 (Fig. 7) are output using port 804, 804' corresponding to the destination IP address. *See id.* at 13:56–60; *see also id.* at 14:46–56 (describing use of L2 forwarding table 626 in port number identification routine 618). L2 to L3 address resolution table 624, is used for converting between Layer 2 (e.g., MAC addresses) and Layer 3 (e.g., IP addresses) and includes a plurality of entries 901, 901', each including MAC address 902, 902', IP address 904, 904', and aging information 906, 906', respectively. *See id.* at 13:62–67; *see also id.* at 14:46–63 (describing use of L2 to L3 address resolution table 624 in port number identification routine 618). An address resolution table management routine 614 is used for deleting entries from L2 to L3 address resolution table 624 and L3 forwarding table 628 "after an entry has aged for a preselected period of time as indicated from the aging information stored for each entry." *Id.* at 14:31–35; *see id.* at 13:53–56; 13:67–14:2; 14:31–35.

3. Analysis

Petitioner asserts that the teachings of Madhavan alone disclose both the preamble and the limitation

> based on first electronic profile data associated with an electronic identifier of a first device, automatically causing, with the computer system, an action to be taken with respect to a second device that is indicated at the time of the action by an

> electronic identifier electronically associated with the first device identifier

as recited in independent claim 13. *See* Pet. 28–37. In particular, Petitioner identifies Madhavan's client machine 130 as teaching the claimed first device and TV set 142 or DVR 144 as teaching the second claimed device. *See id.* at 30 (citing Ex. 1003 ¶ 68; Ex. 1008, Fig. 2); 31 (reproducing Ex. 1008, Fig. 2 (with annotations)). Petitioner asserts that "Madhavan discloses *electronic identifiers* (e.g., unique IP addresses) for client machine 130, TV set 142, and DVR 144 identify the user and are associated with user *profile* data." *Id.* at 30 (citing Ex. 1008, 7:14–22, 8:42–48). According to Petitioner, "because Madhavan uses device IP addresses to identify a corresponding user's electronic profile data stored in user tables 210 and category tables 220 and activity tables linked thereto," a person of ordinary skill in the art "would understand that the *electronic identifiers* for *first* and *second devices* used by a given user would be *associated with* the user's *electronic profile data* and, indeed, each other." *Id.* at 32–33 (citing Ex. 1003 ¶ 70; Ex. 1008, 8:63–67). Petitioner asserts that "Madhavan teaches that a user's actions on a client machine 130 (*first device*) are stored in association with the user and the user's TV set 142 or DVR 144 (*second device*), and targeted advertisements are then delivered to the user's *second device* (TV set 142 or DVR 144)." *Id.* at 34; *see id.* at 34–35 (reproducing Ex. 1008, Fig. 6 (with added color); citing Ex. 1003 ¶ 74; Ex. 1008, 8:37–41). Petitioner also contends that Madhavan's teaching of delivery of a targeted advertisement to a second device is "automatically causing, with the computer system, an action to be taken," as required by claim 13. *See id.* at 35–37 (reproducing Ex. 1003, Fig. 6 (with color

annotations added); citing Ex. 1003 ¶¶ 76–81; Ex. 1008, 9:4–8, Fig. 6, step: 520).

Petitioner relies upon the combination of Madhavan and Baum to teach or suggest the limitation "wherein the electronic association between the first and second device identifiers is based on connection, before the action, of each of the first and second devices, independently of the other, to a common local area network," ("the common LAN limitation"), recited in independent claim 13. *See* Pet. 37 (citing Ex. 1003 ¶ 84), 40–41 (citing Ex. 1003 ¶ 96); *see* Prelim. Resp. 9 (arguing the Petition does not allege that Madhavan alone discloses the common LAN limitation, citing Pet. 37–46). Petitioner further relies on the teachings of Baum to support its rationale to combine the teachings of Madhavan and Baum. *See* Pet. 25–28. Specifically, Petitioner relies on Baum for teaching: (1) "an environment using dynamically-assigned IP addresses" (Pet. 25 (citing Ex. 1003 ¶ 51), *see id.* at 26 (relying on Baum for teaching IP addresses leased to users/host devices on a dynamic basis, citing Ex. 1003 ¶ 53; Ex. 1010, 3:39–45, 3:55–60, 4:20–21, 4:29–32), 27 ("DHCP-mediated dynamic allocation of IP addresses," citing Ex. 1003 ¶ 56));[7] and (2) "techniques for recognizing that particular device IP addresses connect to the Internet via a particular edge router and thereby determining that multiple devices are connected to a common LAN" (*id.* at 25 (citing Ex. 1003 ¶ 51), *see id.* at 26 (similar assertion, citing Ex. 1003 ¶¶ 53–55), 27 (similar assertions, citing Ex. 1003 ¶¶ 56, 59))[8].

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[7] Claim 13 does not recite limitations directed to an environment using dynamically-assigned IP addresses. *See* Ex. 1001, 24:47–61.

[8] Claim 13 does not recite limitations directed to recognizing particular device IP addresses connected to the Internet via a particular edge router and

As for reasons to combine the teachings of Madhavan and Baum, Petitioner asserts that a person of ordinary skill in the art

> would have been motivated to apply Baum's techniques for recognizing that particular device IP addresses connect to the Internet via a particular edge router and thereby determining that multiple devices are connected to a common LAN to provide the obvious, beneficial, and predictable results of adapting Madhavan's method of targeting advertisements based on mutual sharing between IP-addressed devices on a common network *to operate in an environment using dynamically-assigned IP addresses*, as taught by Baum.

Pet. 25 (citing Ex. 1003 ¶ 51) (emphasis added). According to Petitioner, a person of ordinary skill in the art "would have been motivated to incorporate Baum's teachings in Madhavan to facilitate targeting of advertisements based on associations of device identifiers (e.g., IP addresses) *in networking environments where device IP addresses are dynamically assigned and therefore subject to change*." *Id.* at 26 (citing Ex. 1003 ¶ 53) (emphasis added). In support of this argument, Petitioner points out that Baum explains that IP addresses are commonly leased on a dynamic basis to host devices, the IP addresses assigned to a particular device can change from moment to moment, therefore, the dynamic allocation of and re-use of IP addresses complicates attempts to correlate specific devices and physical locations with an IP address. *See id.* (citing Ex. 1010, 3:39–45, 3:55–60, 4:20–21, 4:29–32). Petitioner also contends that

> Baum's techniques for reliably determining that multiple dynamic-IP-addressed devices are connected to a common LAN at a particular customer premise and thereby associating those devices would have provided a benefit—device identifier associations for targeted advertisements in a dynamic-IP

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determining that multiple devices are connected to a common LAN. *See* Ex. 1001, 24:47–61.

> environment—that would have been understood by POSITA and that would have motivated the combination.

Pet. 26–27 (citing Ex. 1003 ¶¶ 53–55). Petitioner further asserts that

> combining Madhavan's associations of multiple device identifiers (e.g., unique IP addresses) for advertising targeted to devices associated with the same user profile with Baum's automated recognition of multiple IP-addressed devices at a particular customer premise (with provider-assigned, globally-unique dynamic IP addresses) based on connection to a common LAN would have been no more than the combination of known elements according to known methods (DHCP-mediated dynamic allocation of IP addresses and router:port tracking in the course of assignment), and would have been obvious to POSITA to achieve the benefits of targeted advertising in an environment using dynamically-assigned IP addresses.

Pet. 27 (citing Ex. 1003 ¶¶ 56, 59).

Patent Owner challenges the sufficiency of Petitioner's motivation to combine the teachings of Madhavan and Baum. *See* Pet. 24–25. We agree with the principle of Patent Owner's argument. We, however, find that Petitioner's rationale for combining the teachings of Madhavan and Baum is insufficient for different reasons.

In particular, we are not persuaded that the alleged beneficial result of the combination presented in the Petition—e.g., "facilitat[ing] targeting of advertisements based on associations of device identifiers (e.g., IP addresses) in networking environments where device IP addresses are dynamically assigned and therefore subject to change" (Pet. 26, *see id.* at 25–27 (similar articulations of benefit)), provides sufficient articulated rationale to explain why a person of ordinary skill in the art would "apply Baum's techniques for recognizing that particular device IP addresses connect to the Internet via a particular edge router and thereby determining

that multiple devices are connected to a common LAN" to "Madhavan's method of targeting advertisements based on mutual information sharing between IP-addressed devices on a common network" (*id.* at 25, *see id.* at 26–27 (similar articulations of combination)). We are not persuaded the Petition sufficiently explains why one of ordinary skill in the art would look to Baum's teaching. In particular, Petitioner has not explained sufficiently why Madhavan would require the teachings of Baum to operate in an environment using dynamically assigned IP addresses. As such, it is unclear that a person of ordinary skill in the art would apply Baum's edge routers and techniques for determining that multiple dynamic-IP addressed devices are connected to a common LAN in order to achieve the claimed invention. "The obviousness inquiry does not merely ask whether a skilled artisan could combine the references, but instead asks whether 'they would have been motivated to do so.'" *Adidas AG v. Nike, Inc.*, 963 F.3d 1355, 1359 (Fed. Cir. 2020) (quoting *InTouch Techs., Inc. v. VGO Commc'ns, Inc.*, 751 F.3d 1327, 1352 (Fed. Cir. 2014)).

Accordingly, we are not persuaded the Petition sets forth sufficient articulated reasoning with rational underpinning why a person of ordinary skill in the art would have combined the teachings of Madhavan and Baum to achieve the claimed invention, including the electronic association based on connection to a common LAN limitation, unequivocally identified in the Petition as taught by the combination of Madhavan and Baum (*see* Pet. 37, 40–41). We also agree with Patent Owner's argument that "a mere assertion that references are analogous art provides no reason for the specific modification proposed by the Petition." Prelim. Resp. 28 (emphasis omitted); *see* Pet. 25–26 (asserting that Madhavan and Baum are analogous art to the '398 Patent).

Accordingly, based on the record before us, Petitioner does not establish a reasonable likelihood it would prevail in showing that the subject matter of independent claim 13 is unpatentable as obvious over Madhavan and Baum. Due to the dependency of claims 14–17, 20–23, and 26 ultimately from independent claim 13, (*see* Ex. 1001, 24:62–25:14, 25:26–39, 25:47–50), and for the same reasons as those addressing claim 13, Petitioner does not establish a reasonable likelihood it would prevail in showing that the subject matter of dependent claims 14–17, 20–23, and 26 are unpatentable over Madhavan and Baum.

E. Challenge to Claim 19 over Madhavan, Baum, and Damick

Claim 19 depends ultimately from independent claim 13. *See* Ex. 1001, 25:19–25. As applied by Petitioner, the teachings of Damick do not remedy the deficiencies of the combined teachings of Madhavan and Baum discussed in the preceding section addressing independent claim 13. *See* Pet. 73–82. Therefore, for the same reasons as those addressing claim 13, Petitioner does not establish a reasonable likelihood it would prevail in showing claim 19 is unpatentable over Madhavan, Baum, and Damick.

F. Challenge to Claims 24 and 25 over Madhavan, Baum, and Varghese

Claims 24 and 25 depend ultimately from independent claim 13. *See* Ex. 1001, 25:40–46. As applied by Petitioner, the teachings of Varghese do not remedy the deficiencies of the combined teachings of Madhavan and Baum discussed in the preceding section addressing independent claim 13. *See* Pet. 83–88. Therefore, for the same reasons as those addressing claim 13, Petitioner does not establish a reasonable likelihood it would

prevail in showing claims 24 and 25 are unpatentable over Madhavan, Baum, and Varghese.

F. Discretion under 35 U.S.C. § 314

Patent Owner argues that the Board should exercise its discretion to deny institution of inter partes review under 35 U.S.C. § 314. *See* Prelim. Resp. 28–42. Because we deny institution on the merits of the proposed patentability challenges to claims 13–17 and 19–26, we need not address Patent Owner's arguments urging discretionary denial of institution.

III. CONCLUSION

For the foregoing reasons, we determine there is not a reasonable likelihood that Petitioner would prevail in showing at least one of the challenged claims of the '398 Patent is unpatentable.

IV. ORDER

In consideration of the foregoing, it is hereby:

ORDERED that, pursuant to 35 U.S.C. § 314(a), the Petition is denied, and no *inter partes* review is instituted.

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Paper No. 6
Entered: October 21, 2022

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

META PLATFORMS, INC.,
Petitioner,

v.

ALMONDNET, INC and INTENT IQ, LLC,
Patent Owner.

IPR2022-00773
Patent 8,677,398 B2

Before KRISTEN L. DROESCH, THOMAS L. GIANNETTI, and STACEY G. WHITE, *Administrative Patent Judges.*

DROESCH, *Administrative Patent Judge*.

DECISION
Institution of *Inter Partes* Review
35 U.S.C. § 314

I. INTRODUCTION

A. Background

Meta Platforms, Inc. ("Petitioner") filed a Petition requesting *inter partes* review ("IPR") of claims 36 and 37 of U.S. Patent No. 8,677,398 B2 (Ex. 1001, "'398 Patent"). Paper 2 ("Pet."). Petitioner filed a Declaration of Christopher M. Schmandt with its Petition. Ex. 1002. AlmondNet Inc. and Intent IQ, LLC (collectively "Patent Owner") did not file a preliminary response.

We have authority to determine whether to institute review under 35 U.S.C. § 314 and 37 C.F.R. § 42.4(a). An *inter partes* review may not be instituted unless it is determined that "the information presented in the petition filed under section 311 and any response filed under section 313 shows that there is a reasonable likelihood that the petitioner would prevail with respect to at least 1 of the claims challenged in the petition." 35 U.S.C. § 314(a).

For the reasons provided below, we determine, based on the record before us, there is a reasonable likelihood Petitioner would prevail in showing at least one of the challenged claims is unpatentable.

B. Related Matters

The parties indicate the '398 Patent is or was the subject of the following proceedings:

AlmondNet, Inc., v. Oath Holdings Inc., 1–19-cv-00247 (D. Del.);

Roku, Inc. v. AlmondNet, Inc., 1:21-cv-01035 (D. Del.);

AlmondNet, Inc., v. Roku, Inc., 6:21-cv-00731 (W.D. Tex.);

AlmondNet, Inc., v. Samsung Elecs. Co., 6:21-cv-00891 (W.D. Tex.);

AlmondNet, Inc., v. Facebook, Inc., 6:21-cv-00896 (W.D. Tex.);

AlmondNet, Inc., v. Microsoft Corp., 6:21-cv-00897 (W.D. Tex.);

AlmondNet, Inc., v. Amazon.com, Inc., 6:21-cv-00898 (W.D. Tex.);

Pet. 1; Paper 4, 1.

Petitioner also indicates that the '398 Patent was the subject of *Yahoo! Inc. v. Intent IQ, LLC*, Case No. IPR2017-01299, in which institution was denied. Pet. 1.

C. The '398 Patent (Ex. 1001)

The '398 Patent discloses a method for delivering targeted television advertisements based on online behavior. *See* Ex. 1001, Abstract.

Figure 7 of the '398 Patent is reproduced below:

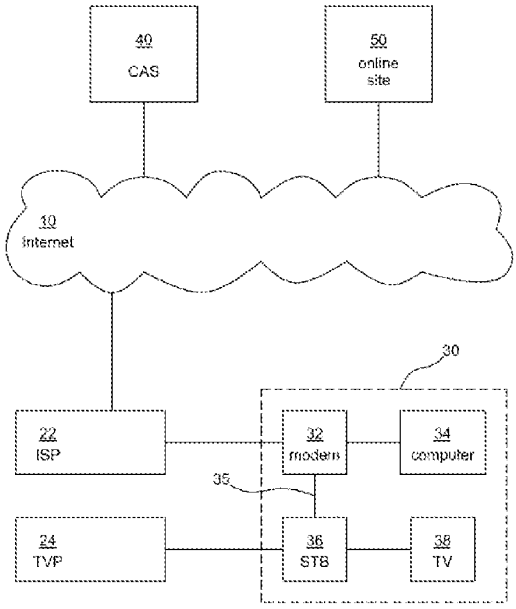


Figure 7 depicts central ad server (CAS) 40 and online site 50 connected to Internet 10, modem 32 connected to Internet service provider (ISP), computer 34 and set-top box (STB) 36, and TV 38 connected to STB 36 and television provider (TVP) 24. *See* Ex. 1001, 12:47–13:21. An identifier can be assigned to STB 36, such as an equipment serial number, a device MAC address, a username, a pseudonym, a tag, or other identifying code or data

element, and may include the IP address STB 36 is using when in contact with CAS 40. *See id.* at 15:1–14.

> 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 . . .), the CAS database can be searched to find all 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 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 . . . .
>
> 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.

Ex. 1001, 18:24–50.

D. Illustrative Claim

Claim 36 is independent, and claim 37 depends therefrom. *See* Ex. 1001, 26:57–27:15. Claim 36 is illustrative and reproduced below.

> An article comprising a non-transitory tangible medium encoding computer-readable instructions that, when applied to one or more computers, instruct the one or more computers to perform a method comprising:
>
> (a) receiving at one or more of the computers an electronic identifier of a first device;
>
> (b) automatically generating and storing electronic indicia of an association between the first device identifier and an electronic identifier of a second device based on automatically recognizing that each of the first and second devices was connected, independently of the other, to a common local area network, wherein the computer system is connected to the local area network

through the Internet but is not in the local area network; and

(c) based on the electronic indicia of the association between the first and second device identifiers, automatically sending an electronic transmission that causes another programmed hardware computer system to take an action, based on first electronic profile data associated with the first device identifier, with respect to the second device, which is indicated at the time of the action by the second device identifier.

Ex. 1001, 26:57–27:11.

E. Asserted Challenges to Patentability and Asserted Prior Art

Petitioner asserts that claims 36 and 37 would have been unpatentable based on the following grounds (Pet. 3):

Claim(s) Challenged	35 U.S.C. §	Reference(s)/Basis
36, 37	103(a)[1]	Baig[2], Zwicky[3], Satapati[4], Hahn[5]
36, 37	103(a)	Baig, Zwicky, Satapati, Hahn, Appelman[6]
36, 37	103(a)	Baal-Haness[7] and Appelman
36, 37	103(a)	Baal-Haness, Appelman, Zwicky, Satapati

[1] The Leahy-Smith America Invents Act, Pub. L. No. 112-29, 125 Stat. 284 (2011), amended 35 U.S.C. §§ 102 and103 effective March 16, 2013. Because the '398 Patent has a filing date prior to the effective date of the applicable AIA amendment, we refer to the pre-AIA versions of §§ 102 and 103.

[2] US 2008/0113674 A1, published May 15, 2008 (Ex. 1003).

[3] Building Internet Firewalls, Elizabeth D. Zwicky et al., 2000 (Ex. 1006).

[4] US 7,356,045 B2, issued Apr. 8, 2008 (Ex. 1007).

[5] Internet Complete Reference, Harley Hahn, 1996 (Ex. 1008).

[6] US 7,899,862 B2, issued Mar. 1, 2011 (Ex. 1009).

[7] US 2007/0067459 A1, published March 22, 2007 (Ex. 1010).

II. ANALYSIS

A. Claim Construction

In an *inter partes* review proceeding, the Board applies the same claim construction standard as applied in federal courts in a civil action under 35 U.S.C. § 282(b), which is generally referred to as the *Phillips* standard. *See* 37 C.F.R. § 42.100(b); *Phillips v. AWH Corp.*, 415 F.3d 1303 (Fed. Cir. 2005) (en banc). Under the *Phillips* standard, "words of a claim 'are generally given their ordinary and customary meaning.'" *Phillips*, 415 F.3d at 1312.

Petitioner asserts that it "does not believe an express claim construction is necessary at this stage of the proceeding." Pet. 7. As demonstrated in the analysis below, at this stage of the proceeding, we need not construe any claim terms and phrases. *See, e.g.*, *Nidec Motor Corp. v. Zhongshan Broad Ocean Motor Co.*, 868 F.3d 1013, 1017 (Fed. Cir. 2017) ("[W]e need only construe terms 'that are in controversy, and only to the extent necessary to resolve the controversy.'" (quoting *Vivid Techs., Inc. v. Am. Sci. & Eng'g, Inc.*, 200 F.3d 795, 803 (Fed. Cir. 1999))).

B. The Level of Ordinary Skill in the Art

Petitioner asserts:

> [a] person of ordinary skill in the art as of April 17, 2007 (the earliest priority date for the '398 patent) would have possessed at least a bachelor's degree in electrical engineering or computer science, and two years of work experience in the field of network-based computer systems, such as systems for sending and receiving information over local networks and wide area networks (such as the Internet or World Wide Web). A person could also have qualified with more formal education and less technical experience, or vice versa.

Pet. 4–5 (citing Ex. 1002 ¶¶ 10–14). For the purpose of institution, we adopt Petitioner's definition of a person of ordinary skill in the art because it is consistent with the level of skill reflected by the '398 Patent Specification and the asserted prior art.

C. Principles of Law

A claim is unpatentable under 35 U.S.C. § 103 if the differences between the claimed subject matter 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 the subject matter pertains. *KSR Int'l Co. v. Teleflex Inc.*, 550 U.S. 398, 406 (2007). The question of obviousness is resolved on the basis of underlying factual determinations, including: (1) the scope and content of the prior art; (2) any differences between the claimed subject matter and the prior art; (3) the level of skill in the art; and (4) if in evidence, so-called secondary considerations. *Graham v. John Deere Co.*, 383 U.S. 1, 17–18 (1966).[8]

D. Challenge to Claims 36 and 37 over Baig, Zwicky, Satapati, and Hahn

1. Overview of Baig (Ex. 1003)

Baig is directed to an apparatus and method for providing services for mobile devices which are in communication with local area network wireless access points. *See* Ex. 1003 ¶ 2.

[8] Petitioner does not present evidence related to secondary considerations.

Figure 1 of Baig is reproduced below.

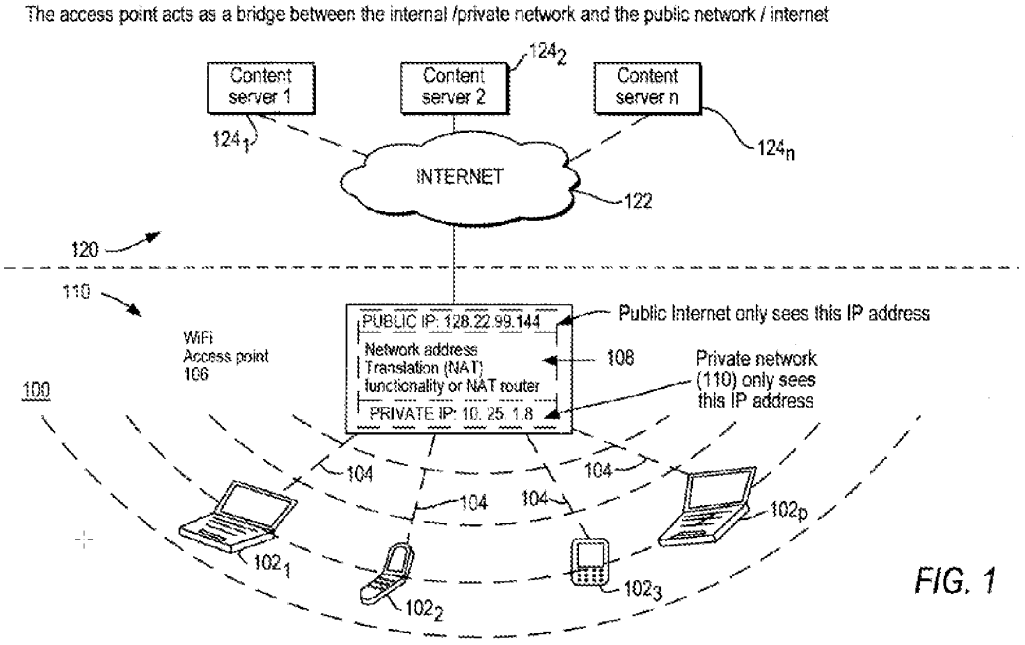


FIG. 1

Figure 1 depicts a block diagram of communications network 100 including public wireless hotspot 110 communicatively coupled to public network 120 via access point 106. *See* Ex. 1003 ¶¶ 13, 42. Public network 120 includes content servers 124_1, 124_2, 124_n that store and host information from websites. *See id.* ¶ 42. WiFi hotspot 110 enables at least one mobile device 102_1 through 102_p to communicate over local private network 104 and communicate with content servers 124_1, 124_2, 124_n over Internet 122. *See id.* ¶ 43.

Access point 106 includes a network address translation (NAT). router 108 that provides network address translation. *See* Ex. 1003 ¶ 43. Access point 106 utilizes a unique public IP address which relays data between public network 120 and wireless mobile devices 102 connected to local private wireless network 104. *See id.* ¶¶ 44–45. When mobile device 102 requests information from public network 120, it sends data

packets containing a local IP address to access point 106. *See id.* ¶ 45. All devices on local private network 104 use local IP addresses that are not visible to public networks. *See id.* Access point 106 interacts with public network 120 with a public IP address, which is visible to all devices on public internet 122. *See id.* Access point 106, which includes NAT router 108, replaces the local IP address with its own public IP address and forwards the packets to content server 124 on public network 120. *See id.* ¶¶ 46, 51. When public network 120 sends packetized information back to requesting mobile device 102, NAT router 108 replaces the public IP address with the local IP address for mobile device 102 and routs the packetized information to the requesting mobile device 102. *See id.* ¶ 51.

Baig also discloses a vicinity-based community service provider (VCSP) having at least one content server that discovers wireless users within physical vicinity of each other at a WiFi hotspot. *See* Ex. 1003 ¶¶ 38, 52. The VCSP content server includes programs and data for hosting a VCSP website. *See id.* ¶ 53. The VCSP server receives a login request from a user that is connected to a particular WiFi access point (hotspot), identifies the unique IP address of each WiFi access point, and identifies all users who have logged in from a common hotpot as having the same access point IP address, and forms a vicinity-based user group at each hotspot. *See id.* ¶¶ 38, 52, 55–59, Fig. 3. When a user at a hotspot logs onto the VCSP website, the user automatically becomes part of the vicinity-based user group, and then can access VCSP webpages to participate in or receive an offered service and communicate with other VCSP users via a chat room. *See id.* ¶ 59. Once the user logs into the VCSP website, the server presents a webpage to the user on his or her mobile device. *See id.* ¶ 74.

Figure 6 of Baig is reproduced below.

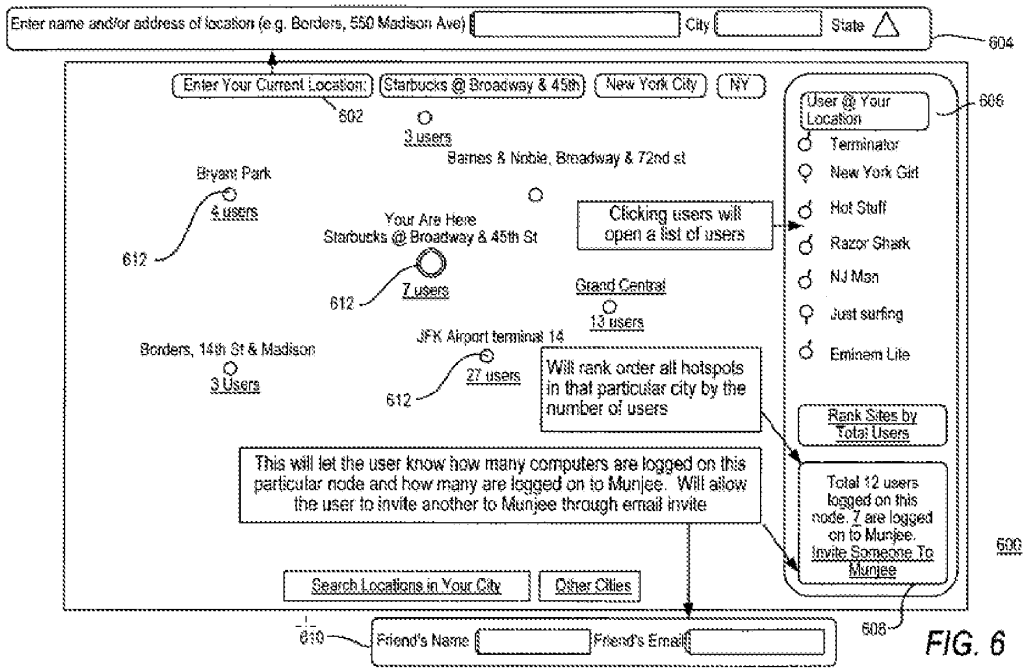


FIG. 6

Figure 6 depicts a graphical user interface displaying a webpage. *See* Ex. 1003 ¶¶ 18, 75. The webpage includes list 606 of other users by username (e.g., "Terminator," "Just surfing") at the present hotspot. *See id.* ¶ 76. List 606 includes gender symbols for each username. *See id.* at Fig. 6.

2. Entitlement of Baig to Earlier Effective Filing Date

Petitioner asserts that Baig is entitled to the November 10, 2006, earlier effective filing date of Provisional Application No. 60/858,204 (Ex. 1004, "'204 Provisional"), and is prior art to the '398 Patent under pre-AIA 35 U.S.C. § 102(e). *See* Pet. 10. Petitioner asserts that the '204 Provisional provides support for the disclosure of Baig and provides § 112 support for at least one claim in Baig. *See id.* More specifically, Petitioner asserts that there are no material differences between Baig and the '204 Provisional. *See id.* (citing Ex. 1002 ¶ 43 (citing Ex. 1005 (redline

comparison of Ex. 1003 and Ex. 1004))). Petitioner further contends that the '204 Provisional includes 17 claims that are identical to the claims in Baig, and, therefore, provide written description support for the corresponding claims in Baig. *See id.* Petitioner also asserts the '204 Provisional provides enablement. *See id.*

For the purpose of institution only, Petitioner has shown sufficiently that Baig is entitled to the earlier effective filing date of the '204 Provisional Application. Although the burden of production may shift between the parties during trial, the burden of persuasion to show that Baig is entitled to an earlier effective filing date always remains with Petitioner. *See Dynamic Drinkware, LLC v. Nat'l Graphics, Inc.*, 800 F.3d 1375, 1379–80 (Fed. Cir. 2015).

3. Overview of Zwicky (Ex. 1006)

Zwicky is a textbook titled "Building Internet Firewalls," which includes a section disclosing Network Address Translation (NAT). Ex. 1006, 3, 36. Zwicky discloses that NAT allows a network to use one set of network addresses internally and a different set of addresses with dealing with external networks. *See id.* at 36. When an internal machine sends a packet to the outside, a NAT system of a router modifies the source address of the packet to make the packet look like it is coming from a valid address. *See id.* at 37. When an external machine sends a packet to the inside, the NAT system modifies the destination address to turn the externally visible address into the correct internal address. *See id.* The NAT system also can modify the source and destination port numbers, known as Port and Address Translation (PAT). *See id.* at 37–38, Figs. 5–3, 5–4. The use of port mapping enables multiple internal machines to use the same external address. *See id.* at 38. The main purpose of NAT is to economize on

address space. *See id.* NAT also has security advantages, such as, helping to enforce the firewall's control over outbound connections, restricting incoming traffic, and concealing the internal network's configuration. *See id.* at 38–39.

4. Overview of Satapati (Ex. 1007)

Satapati is directed to a method for transparently sharing at least one Internet Protocol version 4 (IPv4) address among a plurality of hosts, where at least a first host uses IPv4 protocol and at least a second host uses Internet Protocol version 6 (IPv6) protocol. *See* Ex. 1007, code (57). Satapati discloses a system that allows a network address translator to provide network address translation between a private IPv4 network with a plurality of IPv4 users and a public network such as the Internet, which is connected to a plurality of web servers using IPv4 protocol. *See id.* at 1:49–54. The network address translator is able to provide a plurality of users Internet access using a small number of IPv4 addresses. *See id.* at 1:54–56. The network address translator uses port address translation (PAT) to multiplex a single Internet public address by port number, thereby providing user definable ports 1025–65,535. *See id.* at 1:63–2:3.

5. Overview of Hahn (Ex. 1008)

Hahn is a textbook titled "Internet Complete Reference," which includes a description of updating information automatically. *See* Ex. 1008, 3, 48. Hahn discloses that it is desirable to display information on a webpage that can be updated automatically. *See id.* at 48. The webpage can be set up so that it tells the browser to reload itself automatically, which is called CLIENT PULL. *See id.* In the alternative, the server is allowed to send new data on its own, without the browser making a request, which is

called SERVER PUSH. *See id.* Client pull and server push are useful in situations where data changes, such as financial market data. *See id.*

6. Analysis of Independent Claim 36

For the reasons that follow, we are persuaded that, for the purpose of institution, Petitioner establishes sufficiently that the combination of Baig, Zwicky, Satapati, and Hahn teaches or suggests all of the limitations recited in independent claim 36.

a. Preamble

Petitioner contends that Baig teaches "[a]n article comprising a non-transitory tangible medium encoding computer-readable instructions that, when applied to one or more computers, instruct the one or more computers to perform a method, comprising: . . ." based on Baig's disclosure of a computer memory within one or more of the content servers 124_1, 124_2, 124_n. *See* Pet. 12–13 (reproducing Ex. 1003 Fig. 1 (with annotations); citing Ex. 1002 ¶¶ 72–73; Ex. 1003 ¶ 52; Ex. 1004, 12–13).

At this stage of the proceeding, we determine Petitioner shows sufficiently that Baig teaches or suggests the preamble[9] recitation.

b. (a) receiving at one or more of the computers an electronic identifier of a first device;

Petitioner asserts that Baig in view of Zwicky and Satapati teach or suggest "receiving at one or more of the computers an electronic identifier of a first device." *See* Pet. 13–24. Petitioner asserts that Baig's discloses WiFi access point 106 that connects mobile devices 102_1 through 102_5 to content server 224 through public Internet 122, and that any one of mobile

[9] We need not decide whether the preamble recitation is limiting because Petitioner establishes a reasonable likelihood that the cited art teaches it.

devices 102_1 through 102_5 corresponds to the claimed first device. *See id.* at 13–14 (reproducing Ex. 1003, Fig. 2 (with annotations)). Petitioner contends that Baig's first mobile device has an electronic identifier which includes an IP address transmitted by the access point 106 to content server 224 over Internet 122. *See id.* at 14–15. According to Petitioner, Baig discloses that "[a]ll outgoing traffic from this hotspot will carry the IP address of the access point M, as the source IP address for all users (the access point will then sort out this traffic when it reaches the hotspots)." *Id.* at 15 (quoting Ex. 1003, Fig. 2, step 3; citing Ex. 1002 ¶ 76).

Petitioner asserts that Baig discusses NAT, which is widely known and enables an intermediary device such as an access point to receive network communications between a local device and a remote device connected to the Internet and then modify or translate their IP addresses. *See* Pet. 15–16 (quoting Ex. 1003 ¶¶ 44–46; citing Ex. 1002 ¶¶ 48, 77, 78; Ex. 1003 ¶ 43; Ex. 1006, 36–37). Petitioner contends that Baig's public IP address of access point 106 discloses an electronic identifier of a first device based on the industry standard NAT techniques mentioned in Baig. *See id.* at 17 (quoting Ex. 1003 ¶ 43; citing Ex. 1003 ¶¶ 46, 49–51).

Petitioner acknowledges that the industry standard NAT techniques are not described in detail in Baig. *See* Pet. 17 (quoting Ex. 1004 ¶ 43; citing Ex. 1004 ¶¶ 46, 49–51). Petitioner asserts that Zwicky and Satapati provide details about standard NAT techniques, including the use of a port number to identify an endpoint associated with the source and destination addresses. *See id.* at 17–19 (reproducing Ex. 1006, p. 38, Fig. 5–4; citing Ex. 1002 ¶¶ 79–82). According to Petitioner, "[t]he port number [] allows multiple distinct devices to use a single IP address yet be uniquely identified by port number when communicating over the Internet." *Id.* at 19–20 (citing

Ex. 1002 ¶ 50; Ex. 1007, 2:66–67). Petitioner asserts that the claimed "electronic identifier of a first device" is taught by the combination of the IP address of the access point or hotspot to which a first mobile device was connected and the TCP/IP port number associated with the first device, as taught by Zwicky and Satapati. *See id.* at 20 (citing Ex. 1002 ¶ 83).

For the purpose of institution and based on Petitioner's citations to Baig, Zwicky, Satapati, and Mr. Schmandt's testimony (Ex. 1002), we are persuaded Petitioner sets forth sufficient articulated reasoning with rational underpinning to support the conclusion that it would have been obvious to one of ordinary skill in the art to use the NAT port translation techniques of Zwicky and Satapati in the system of Baig. *See* Pet. 21–24; *KSR*, 550 U.S. at 418. According to Petitioner, a person of ordinary skill in the art "would [] have appreciated that the port translation techniques of Zwicky and Satapati would likely have been *required* to enable the system of Baig to function properly. . . . to uniquely identify, differentiate[,] and properly route traffic between individual mobile devices when communicating over the Internet." *Id.* at 23 (quoting Ex. 1007, 1:34–36; citing Ex. 1002 ¶ 89). According to Petitioner, "[p]ort translation would have conserved IP addresses by allowing multiple devices to communicate over the Internet while sharing a single public IP address." *Id.* at 23–24 (quoting Ex. 1006, 38; citing Ex. 1002 ¶ 90; Ex. 1007, 1:63–2:3). Petitioner also points out that "NAT provides security benefits by facilitating greater monitoring and control of incoming network traffic from the Internet, providing a further motivation to combine." *Id.* at 24 (citing Ex. 1002 ¶ 91; Ex. 1006, 38–39).

Petitioner further asserts that Baig discloses receiving at one or more of the computers the claimed first electronic identifier of the first device, based on Baig's disclosure of the content server receiving the IP address of

the access point or hotspot when the mobile device attempts to connect. *See* Pet. 20–21 (quoting Ex. 1003 ¶ 44, Fig. 2; citing Ex. 1002 ¶ 85; Ex. 1003 ¶¶ 55–57). Petitioner contends that, based on the combined teachings of Baig, Zwicky, and Satapati, the content server also would receive, along with the IP address of the access point, the port number assigned to the mobile device. *Id.* at 21.

At this stage of the proceeding, we determine Petitioner shows sufficiently that the combined teachings of Baig, Zwicky, and Satapati teaches or suggests this limitation of claim 36.

c. (b) automatically generating and storing electronic indicia of an association between the first device identifier and an electronic identifier of a second device based on automatically recognizing that each of the first and second devices was connected, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network;

Petitioner contends that Baig teaches or suggests "automatically generating and storing electronic indicia of an association between the first device identifier and an electronic identifier of a second device" based on Baig's disclosure of the server determining if multiple mobile devices are connected to the same access point, as shown in Figure 3, step 306. *See* Pet. 24–26 (reproducing a portion of Ex. 1003, Fig. 3 (with annotations); quoting Ex. 1003 ¶ 56; citing Ex. 1002 ¶¶ 93–94). Petitioner asserts that it would have been apparent and obvious that Baig's content server generates and stores electronic indicia of this association as evidenced by the fact that Baig maintains a list of users whose devices are connected using the same access point IP address. *See id.* at 26 (quoting Ex. 1003 ¶ 52; citing Ex. 1002 ¶ 95; Ex. 1003 ¶ 38). Petitioner asserts that Baig's Figure 6depicts

webpage 600 presented on a mobile device that shows list 606 of users connected to the same access point. *See id.* at 26–28 (reproducing Ex. 1003, Fig. 6 (annotations added); citing Ex. 1002 ¶¶ 95–96; Ex. 1003 ¶¶ 74, 76). According to Petitioner, "[i]t would [] have been apparent and obvious that the content server will 'generate' and 'store' such electronic indicia [of the association] in order to keep track of the users that belong to a vicinity-based user group and produce list 606." *Id.* at 28 (emphasis omitted, citing Ex. 1002 ¶ 96). Petitioner also asserts Baig's process is performed automatically because the user did not take specific action to cause it to occur. *See id.* at 28–29 (quoting Ex. 1003 ¶ 59; citing Ex. 1002 ¶¶ 98–99; Ex. 1003 ¶¶ 55–56, Fig. 3).

Petitioner further contends that the automatic generation of the electronic indicia of the association is "based on automatically recognizing that each of the first and second devices was connected independently to a common local area network," because Baig's content server can detect when two or more mobile devices are connected via the same access point IP address, which means that the two or more mobile devices are connected to a common local area network. *See* Pet. 29–30 (reproducing Ex. 1003, Fig. 1 (with annotations); quoting Ex. 1003 ¶ 43 citing Ex. 1002 ¶¶ 100–101). According to Petitioner, "[i]t would [] have been obvious that the first and second mobile devices in Baig were connected 'independently of the other' to the common local area network" because "each mobile device connected to the local network has its own local or private IP address," "a mobile device can wirelessly connect to a particular access point and make a login request," and "mobile devices can connect at different times." *Id.* at 30–31 (emphasis omitted, citing Ex. 1002 ¶¶ 102–103; Ex. 1003 ¶¶ 49, 55–56, Fig. 2, step 1; Fig. 3 steps 301, 302, 306).

Petitioner also asserts that Baig teaches or suggests "wherein the computer system is connected to the local area network through the Internet but is not in the local area network." *See* Pet. 31–32. Petitioner contends that Baig's Figure 1 discloses content servers 124_1, 124_2, 124_n communicating through public Internet 122 in order to connect to local network 104 through access point 106. *See id.* (reproducing Ex. 1003, Fig. 1; citing Ex. 1002 ¶ 104; Ex. 1003 ¶ 43).

At this stage of the proceeding, we determine Petitioner shows sufficiently that Baig teaches or suggests this limitation of claim 36.

d. (c) based on the electronic indicia of the association between the first and second device identifiers, automatically sending an electronic transmission that causes another programmed hardware computer system to take an action, based on first electronic profile data associated with the first device identifier, with respect to the second device, which is indicated at the time of the action by the second device identifier.

Petitioner contends that Baig in combination with Hahn teaches or suggests

> based on the electronic indicia of the association between the first and second device identifier . . . sending an electronic transmission that causes another programmed hardware computer system to take an action, based on first electronic profile data associated with the first device identifier, with respect to the second device, which is indicated at the time of the action by the second device identifier.

See Pet. 32–40. Petitioner asserts that Baig discloses sending list 606 to the second user's mobile device, where the second mobile device displays list 606 of vicinity-based group of users connected to the same hotspot, which includes a user logged in using the first mobile device. *See* Pet. 33 (reproducing Ex. 1003, Fig. 6 (with annotations); citing Ex. 1003 ¶¶ 38, 52, 74), 34–35 (quoting Ex. 1003 ¶ 76). Petitioner points out that list 606

includes the first electronic profile data associated with a first device, including the user's username and gender symbol. *See id.* at 33–34 (reproducing Ex. 1003, Fig. 6 (with annotations); citing Ex. 1003 ¶ 80, Fig. 7), 35–36. Petitioner further points out that Baig also discloses that a user decides whether or not it wishes to be visible to other users, and, therefore, the transmission and display of list 606 is based on the first electronic profile data. *See id.* at 36–37 (quoting Ex. 1003 ¶¶ 80, 124). Petitioner asserts that that the action with respect to the second device is indicated at the time of the action by the second device identifier because the webpage with list 606 is transmitted to and displayed on the second device, which, at that point in time, is identified and connected using the access point IP address and the TCP/IP port number associated with the second device. *See id.* at 37 (citing Ex. 1002 ¶ 113).

Petitioner acknowledges that it is unclear if Baig alone discloses "automatically sending an electronic transmission," because it is unclear as to the timing and triggering with respect to how list 606 gets updated. *See* Pet. 35 (citing Ex. 1002 ¶¶ 110, 114), 37 (citing Ex. 1002 ¶ 115). Petitioner asserts that Hahn teaches displaying information which can be updated automatically by using a "CLIENT PULL" technique or a "SERVER PUSH" technique. *See id.* at 38–39 (citing Ex. 1002 ¶¶ 117–118; Ex. 1008, 48–49).

For the purpose of institution and based on Petitioner's citations to Baig, Hahn, and Mr. Schmandt's testimony (Ex. 1002), we are persuaded Petitioner sets forth sufficient articulated reasoning with rational underpinning to support the conclusion that it would have been obvious to one of ordinary skill in the art to implement Baig's list 606 such that it gets automatically updated in order to present an up-to-date and accurate list of

members of the vicinity-based group. *See* Pet. 37–40 (citing Ex. 1002 ¶¶ 114, 119–124, 185, 187, 189; Ex. 1008, 48–49, 69); *KSR*, 550 U.S. at 418. Petitioner asserts that Hahn teaches there are times when it is desirable to display information which can be updated automatically, and the CLIENT PULL and SERVER PUSH techniques are useful in situations where data changes. *See id.* at 40 (quoting Ex. 1008, 48). Petitioner contends that Baig is designed to work with locations where users commonly gather for short periods such as coffee shops and airport terminals. *See id.* (citing Ex. 1003 ¶¶ 39, 78). Petitioner also asserts that Hahn explains that automatic updates are suitable for "web-based talk facilities," in which users send messages back and forth, which is similar to Baig's chat feature. *See id.* (citing Ex. 1002 ¶ 123; Ex. 1008, 48–49, 69).

At this stage of the proceeding, we determine Petitioner shows sufficiently that Baig, Zwicky, Satapati, and Hahn teaches or suggests this limitation of claim 36.

e. Summary

For all of the foregoing reasons, for the purpose of institution and based on the record before us, Petitioner establishes sufficiently that the subject matter of claim 36 would have been obvious over Baig, Zwicky, Satapati, and Hahn.

7. Analysis of Dependent Claim 37

Claim 37 depends from claim 36. *See* Ex. 1001, 27:12–16. Petitioner asserts that Baig teaches or suggests "wherein the electronic association is recognized based on a common IP address, or portion thereof," as recited in claim 37, based on Baig's disclosure of determining that two mobile devices are connected through the common IP address of the access point. *See* Pet. 41 (citing Ex. 1003 ¶¶ 38, 52, 56). Petitioner contends that Baig teaches

or suggests "wherein network traffic is routed via the common IP address for each of the first and second devices when each is connected to the local area network," as recited in claim 37, based on Baig's disclosure of access point 106 that includes NAT router 108 that routes network traffic using the access point's public IP address, when each mobile device is connected to the local area network. *See id.* (citing Ex. 1002 ¶ 126; Ex. 1003 ¶¶ 46–47).

At this stage of the proceeding, we determine Petitioner shows sufficiently that Baig teaches or suggests the limitations of claim 37. For the purpose of institution and based on the record before us, including the reasons explained above addressing claim 36, Petitioner establishes sufficiently that the subject matter of claim 37 would have been obvious over Baig, Zwicky, Satapati, and Hahn.

8. Summary

For all of the foregoing reasons, based on the record before us, we determine there is a reasonable likelihood Petitioner would prevail in showing that claims 36 and 37 are unpatentable under 35 U.S.C. § 103 over Baig, Zwicky, Satapati, and Hahn. Although Patent Owner elected not to file a preliminary response, we note that the burden remains on Petitioner to demonstrate unpatentability. *See Dynamic Drinkware*, 800 F.3d at 1378.

E. Challenge to Claims 36 and 37 over Baal-Haness and Appelman

1. Overview of Baal-Haness (Ex. 1010)

Baal-Haness is directed to internet web-based personal communications, applications, and services, wherein visitors participate in chat rooms and instant messaging. *See* Ex. 1010 ¶ 1. Entrants to a website are divided into segments or area networks (ANs) based upon common interests, locations, business, or other factors, and permits segmentation by

network IP address, subnetwork IP address, or any other categorization or identification data. *See id.* ¶ 35. Segmentation of users into LANs can be achieved by utilizing the network IP address during the login process. *See id.* ¶¶ 36–39. During the login process, the user inserts a username or nickname and clicks on the login button. *See id.* ¶ 39. The user's network address is automatically sent to the application server, and if there is a database for that IP address, the username is added to that database. *See id.* ¶ 39, Fig. 3. If there is no database for that IP address, a database is created for that IP address and the username is added to that database. *See id.*

Figure 1 of Baal-Haness is reproduced below.

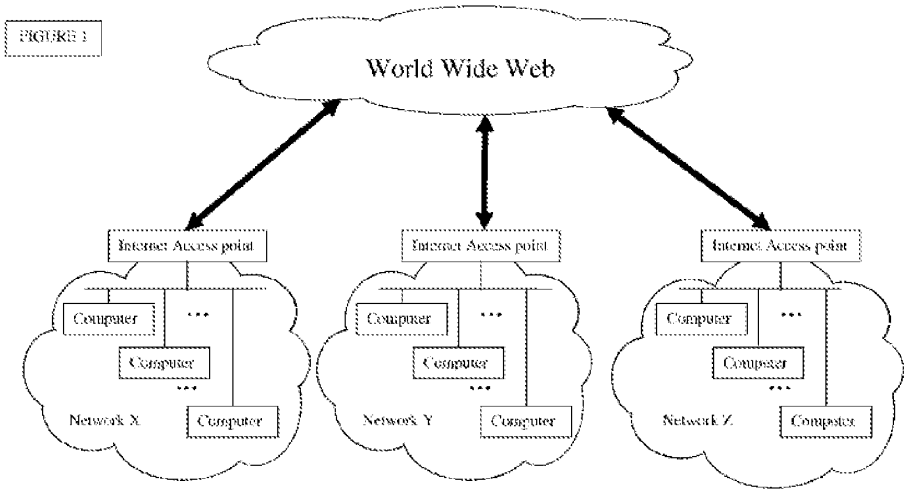


Figure 1 depicts the separation of area networks and the access from internal area networks to the World Wide Web. *See* Ex. 1010 ¶¶ 49–50.

2. Overview of Appelman (Ex. 1009)

Appelman is directed to dynamically informing a user of a large-scale network of other users including dynamically determining an online context of other users. *See* Ex. 1009, code (57). The online context may be based on the online presence of the user, such as presence at a particular URL, chat room, message board, or newsgroup. *See id.* at 2:30–33. An identification

service identifies individuals within an online context and includes mechanisms to log an individual's entry within and exit from the online context. *See id.* at 2:40–44, 4:1–6. An information storage service stores trait information, identification information and/or contact information indicative of the other users identified within an online context of the user. *See id.* at 2:48–52, 4:7–11.

Figure 3 of Appelman is reproduced below.

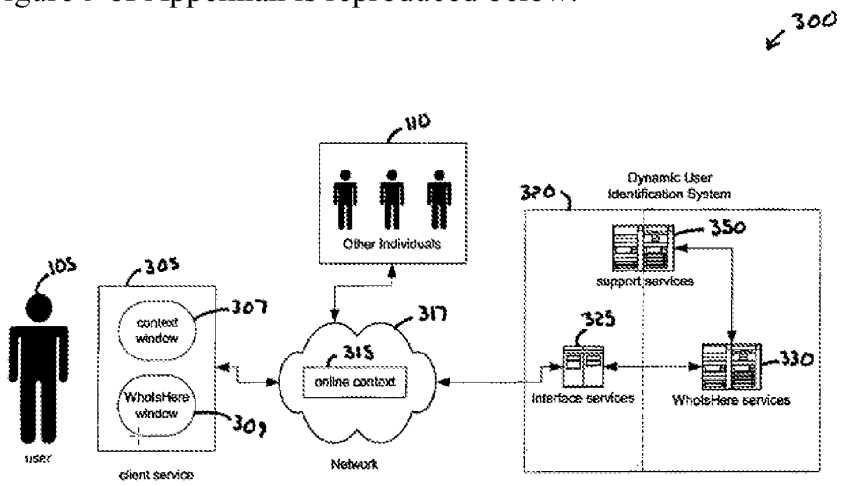


Figure 3 depicts a schematic diagram of a user identification system. *See* Ex. 1009, 1:41–42, 4:24. Generalized system 300 includes dynamic user identification system 320 having a WhoIsHere service 330 to dynamically identify to user 105 at client service 305 at least one other individual 110 also within online context 315 of large-scale network 317. *See id.* at 4:24–28, 7:59–62, 8:10–12. Client service 305 is configured to provide user 105 online access to network 317 and includes context window 307 associated with online context, and WhoIsHere window 309 associated with WhoIsHere service 330. *See id.* at 4:31–35.

Dynamic user identification system 320 includes front-end 321 and back-end 323 that may or may not be incorporated within the same hardware or software device. *See* Ex. 1009, 7:17–22. Front-end 321 includes one or

more interface services that communicate online activity of the user or other individuals to one or more WhoIsHere services 330 or support services 350 of back-end 323. *See id.* at 7:29–34. Interface services 325 communicate service requests from client service 305 to back-end 323 and to client service 305 informing user 105 of one or more other individuals 110. *See id.* at 7:34–37. Interface services 325 communicates information to the WholsHere services 330 identifying the online context 315 of the user 105 and information based upon a current online location or online activity of user 105. *See id.* at 7:38–45.

Figure 6 of Appelman is reproduced below.

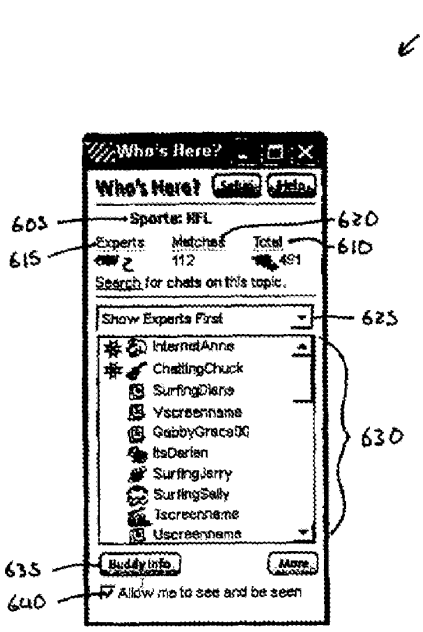


Figure 6 depicts an exemplary graphical user interface (GUI) window to dynamically and in real time identify a list of other users currently accessing the same online NFL sports channel as the online user viewing the GUI window. *See* Ex. 1009, 1:48–50, 2:6–9, 12:58–60. GUI window includes WhoIsHere window 600 that indicates a Sports:NFL context 605, total count 610 of other individuals within Sports:NFL context 605, number of

individuals 615 within the Sports:NFL context 605 who are NFL experts, and other individuals 620 within context 605 whose interests match a specified interest of user 105. *See id.* at 12:60–67.

3. Analysis of Independent Claim 36

For the reasons that follow, we are persuaded that, for the purpose of institution, Petitioner establishes sufficiently that the combination of Baal-Haness and Appelman teaches or suggests all of the limitations recited in independent claim 36.

a. Preamble

Petitioner contends that Bal-Haness teaches "[a]n article comprising a non-transitory tangible medium encoding computer-readable instructions that, when applied to one or more computers, instruct the one or more computers to perform a method, comprising: . . ." based on Baal-Haness's disclosure of a computer memory within an application server that stores software for operating a website that separates users into different area networks and provides services to the users. *See* Pet. 50–51 (quoting Ex. 1010 ¶¶ 16, 39, 40, 46; citing Ex. 1002 ¶ 146). At this stage of the proceeding, we determine Petitioner shows sufficiently that Baal-Haness teaches or suggests the preamble[10] recitation.

b. (a) receiving at one or more of the computers an electronic identifier of a first device;

Petitioner asserts that Baal-Haness teaches or suggests "receiving at one or more of the computers an electronic identifier of a first device," based on Baal-Haness's disclosure in Figure 1 of three networks each containing

[10] We need not decide whether the preamble recitation is limiting because Petitioner establishes a reasonable likelihood that the cited art teaches it.

an Internet Access point connected to computers within each respective network, where each computer within a particular area network has an electronic identifier which is a user's username and the network IP address. *See* Pet. 51–54 (reproducing Ex. 1010, Fig. 1; quoting Ex. 1010 ¶¶ 37–39; citing Ex. 1002 ¶ 149; Ex. 1010 ¶¶ 49–50). At this stage of the proceeding, we determine Petitioner shows sufficiently that Baal-Haness teaches or suggests this limitation of claim 36.

c. (b) automatically generating and storing electronic indicia of an association between the first device identifier and an electronic identifier of a second device based on automatically recognizing that each of the first and second devices was connected, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network;

Petitioner contends that Baal-Haness teaches or suggests "generating and storing electronic indicia of an association between the first device identifier and an electronic identifier of a second device" based on Baal-Haness's disclosure of a server, after receiving a login request, determining whether the IP address of the user's area network already exists in the database, and if, so, adding the logging-on user to that database. *See* Pet. 54–57 (reproducing Ex. 1010, Fig. 3 (with annotations); quoting Ex. 1010 ¶¶ 37–39; citing Ex. 1010 ¶¶ 36, 38). Petitioner asserts that a person of ordinary skill in the art would have understood that, when a database for an IP address already exists, another user may have already logged in using the network IP address, in which case a new user's username is added to the existing database. *See id.* at 57 (quoting Ex. 1010 ¶ 51; citing Ex. 1002 ¶ 151; Ex. 1003 ¶¶ 37, 47). Petitioner further contends that Baal-Haness's process is performed automatically because the user does not take

specific action to cause it to occur. *See id.* at 57–58 (quoting Ex. 1010 ¶ 40; citing Ex. 1002 ¶¶ 99, 152–153; Ex. 1010 ¶ 39).

Petitioner also contends that the generation of the electronic indicia of the association is "based on automatically recognizing that each of the first and second devices was connected . . . to a common local area network," based on Baal-Haness' disclosure of using the network IP address to determine that two users are on the same local area network. *See* Pet. 58–59 (quoting Ex. 1010 ¶¶ 36–38; citing Ex. 1002 ¶ 154; Ex. 1010 ¶¶ 30, 35). According to Petitioner, "[i]t would [] have been obvious that each of the first and second devices in Baal-Haness was connected 'independently of the other' to the common local area network" based on Baal-Haness's Figure 1 "which shows three area networks (ANs) and computers connected within those networks," and because the "computers in Baal-Haness need not be logged into the website at the same time." *Id.* at 59–60 (emphasis omitted, reproducing Ex. 1010, Fig. 1; citing Ex. 1002 ¶¶ 155–156).

Petitioner asserts that Baal-Haness teaches or suggests "wherein the computer system is connected to the local area network through the Internet but is not in the local area network," based on Baal-Haness's Figure 1 showing computers in each network that can connect to the World Wide Web which sits outside the local area networks. *See* Pet. 60 (citing Ex. 1002 ¶ 157; Ex. 1010, Fig. 1). According to Petitioner, "[i]t would have been apparent and obvious that the server in Baal-Haness ('the computer system'), which creates the website, is connected to the local area network via the World Wide Web as depicted in Figure 1." *Id.* (emphasis omitted, citing Ex. 1002 ¶ 157; Ex. 1010 ¶¶ 16–17, 28).

At this stage of the proceeding, we determine Petitioner shows sufficiently that Baal-Haness teaches or suggests this limitation of claim 36.

d. (c) based on the electronic indicia of the association between the first and second device identifiers, automatically sending an electronic transmission that causes another programmed hardware computer system to take an action, based on first electronic profile data associated with the first device identifier, with respect to the second device, which is indicated at the time of the action by the second device identifier.

Petitioner contends that Baal-Haness in combination with Appelman teaches or suggests

> based on the electronic indicia of the association between the first and second device identifier automatically sending an electronic transmission that causes another programmed hardware computer system to take an action, based on first electronic profile data associated with the first device identifier, with respect to the second device, which is indicated at the time of the action by the second device identifier.

See Pet. 60–68. Petitioner asserts that, after the user is logged in using Baal-Haness's process, the user can access particular services and interact with other users who are also connected to the same local area network. *See id.* at 61 (citing Ex. 1010 ¶¶ 40–43). Petitioner acknowledges that Baal-Haness does not describe these features in detail, and relies on the teachings of Appelman to provide details. *See id.*

Petitioner contends that Appelman determines an online context for a user and identifies other users present with the same online context. *See* Pet. 61–62 (reproducing Ex. 1009, Fig. 6; citing Ex. 1009, 2:27–42). Petitioner asserts that Appelman discloses that users can be identified based on a wide variety of online contexts including viewing the same webpage or being present in a particular chat room. *See id.* at 62 (citing Ex. 1009, 1:61–63, 2:30–33). Petitioner contends that Appelman discloses dynamic user identification system 320 that includes WhoIsHere services 330 and interface services 325. *See id.* at 62–63 (reproducing Ex. 1009, Fig. 3).

Petitioner asserts that WhoIsHere services 330 forms part of back-end 323 and is responsible for determining the other individuals presently within the online context and informing the user of at least one of the other individuals. *See id.* (quoting Ex. 1009 7:59–62; citing Ex. 1009, 7:17–19). Petitioner contends WhoIsHere services 330 do not directly send the information to the user, but rely on interface services 325 which form part of front-end 321 and are responsible for communicating information to the client. *See id.* (quoting Ex. 1009, 7:36–37 citing Ex. 1009, 7:17–18, 7:29–30, 7:34–37, 8:1–4). Petitioner asserts that the user at the client device, in turn, can be informed of the other users via a list, pop-up window or other means. *See id.* at 63–64 (citing Ex. 1009, 4:15–23). According to Petitioner, "Appelman [] makes clear that WhoIsHere services 330 and interface services 325 can be implemented using two separate computer systems." *Id.* at 64 (quoting Ex. 1009, 7:18–22; citing Ex. 1009 7:22–29). Petitioner contends that Appelman discloses that the communication of the list to interface services 325 is done automatically, such as, when the membership to the list changes, or at a particular interval. *See id.* (quoting Ex. 1009, 8:12–22). Petitioner further asserts that Appelman teaches the ability to identify not only users within the same online context as the user, but to filter those users based on traits or characteristics of the users. *See id.* at 64–65 (citing Ex. 1002 ¶ 165; Ex. 1009, 1:63–2:5, 2:62–3:2, 3:32–4:26).

Petitioner asserts that, based on the combined teachings of Baal-Haness and Appelman, after the first user in Baal-Haness logs in and is assigned to the appropriate area network, the second user connected to the same area network would have been informed of the presence of the first user, for example, by showing the first user in a list or pop-up window as disclosed by Appelman. *See* Pet. 65 (citing Ex. 1002 ¶ 166; Ex. 1009,

4:15–23). Petitioner also contends that, based on the combined teachings of Baal-Haness and Appelman, Appelman's back-end system, such as WhoIsHere services 330, automatically communicates a list of other users from the same network to front end system, such as interface services 325, which in turn sends the list to the second device for display. *See id.* at 65–66 (citing Ex. 1002 ¶ 167). Petitioner further asserts that, based on the combined teachings of Baal-Haness and Appelman, the first user in Baal-Haness would only have been displayed to the second user if the first user met the criteria specified by the second user, and would have been based on first electronic profile data associated with the first device identifier. *See id.* at 66 (citing Ex. 1002 ¶ 168; Ex. 1009, 1:63–2:5)

For the purpose of institution and based on Petitioner's citations to Baal-Haness, Appelman, and Mr. Schmandt's testimony (Ex. 1002), we are persuaded Petitioner sets forth sufficient articulated reasoning with rational underpinning to support the conclusion that it would have been obvious to one of ordinary skill in the art to combine the teachings of Baal-Haness with Appelman to enhance the system of Baal-Haness to include the features of Appelman. *See* Pet. 65–67; *KSR*, 550 U.S. at 418. Petitioner asserts that a person of ordinary skill in the art would have been motivated to enhance Baal-Haness to allow for automatic notification of other users logged into an area network website. *See id.* at 66–67 (citing Ex. 1002 ¶ 170). Petitioner asserts that Baal-Haness teaches the ability of users in an area network to participate in a chat room or instant message exchanges, and these features would have benefited from the enhancement taught by Appelman by notifying users of the area network of other users who are available for interaction. *See id.* at 67 (quoting Ex. 1009, 2:30–33; citing Ex. 1002 ¶ 170; Ex. 1009, 4:15–23; Ex. 1010 ¶¶ 41–43). Petitioner further contends that a

person or ordinary skill in the art would have been motivated to use demographic information of the first user to decide whether to inform the second user of the first user's presence, because "identifying users who have 'a common age grouping or common demographic identifier' can provide a 'more focused and relevant disclosure' to the user." *Id.* (quoting Ex. 1009, 3:25–32 (emphasis omitted); citing Ex. 1002 ¶¶ 141, 171; Ex. 1010 ¶¶ 44–45). According to Petitioner, "Appelman's targeting features would have allowed a user of Baal-Haness to locate and focus its attention on other users in the area network who have common or desired characteristics." *Id.* (citing Ex. 1002 ¶ 171).

At this stage of the proceeding, we determine Petitioner shows sufficiently that the combined teachings of Baal-Haness and Appelman teaches or suggests this limitation of claim 36.

e. Summary

For all of the foregoing reasons, for the purpose of institution and based on the record before us, Petitioner establishes sufficiently that the subject matter of claim 36 would have been obvious over Baal-Haness and Appelman.

4. Analysis of Dependent Claim 37

Claim 37 depends from claim 36. *See* Ex. 1001, 27:12–16. Petitioner asserts that Baal-Haness teaches or suggests "wherein the electronic association is recognized based on a common IP address, or portion thereof," as recited in claim 37, based on Baal-Haness's disclosure of a server recognizing the electronic association based on two or more computers having the IP address associated with a particular area network and creates the electronic association by storing the usernames associated with the first

and second devices in the common database assigned to the network IP address used by both devices. *See* Pet. 68–69 (quoting Ex. 1010, Fig. 3, ¶ 39; citing Ex. 1002 ¶ 175). Petitioner further contends that Baal-Haness teaches or suggests "wherein network traffic is routed via the common IP address for each of the first and second devices when each is connected to the local area network," as recited in claim 37. *See id.* at 69 (quoting Ex. 1010 ¶ 39 (step 3); citing Ex. 1002 ¶ 175).

At this stage of the proceeding, we determine Petitioner shows sufficiently that Baal-Haness teaches or suggests the limitations of claim 37. For the purpose of institution and based on the record before us, including the reasons explained above addressing claim 36, Petitioner establishes sufficiently that the subject matter of claim 37 would have been obvious over Baal-Haness and Appelman.

5. Summary

For all of the foregoing reasons, based on the record before us, we determine there is a reasonable likelihood Petitioner would prevail in showing that claims 36 and 37 are unpatentable under 35 U.S.C. § 103 over Baal-Haness and Appelman. Although Patent Owner elected not to file a preliminary response, we note that the burden remains on Petitioner to demonstrate unpatentability. *See Dynamic Drinkware*, 800 F.3d at 1378.

F. Remaining Challenges to Patentability

As set forth in the above detailed analysis, after considering the evidence and arguments presented in the Petition, we determine that Petitioner demonstrates a reasonable likelihood of prevailing in showing claims 36 and 37 are unpatentable under 35 U.S.C. § 103 as obvious over Baig, Zwicky, Satapati, and Hahn, as well as over Baal-Haness and

Appelman. *See* 35 U.S.C. § 314; 37 C.F.R. § 42.4(a). Accordingly, we institute an *inter partes* review of all of the challenged claims on all grounds articulated in the Petition, including the patentability challenges to claims 36 and 37 based on Baig, Zwicky, Satapati, Hahn, and Appelman, and based on Baal-Haness, Appelman, Zwicky, and Satapati. *See SAS Inst. Inc. v. Iancu*, 138 S. Ct. 1348 (2018); Guidance on the Impact of SAS on AIA Trial Proceedings (Apr. 26, 2018), https://www.uspto.gov/patents-application/process/patent-trial-and-appeal/board/trials/guidance-impact-sas-aia-trial.

III. CONCLUSION

For the foregoing reasons, we determine there is a reasonable likelihood that Petitioner would prevail in showing at least one of the challenged claims of the '398 Patent is unpatentable.

IV. ORDER

In consideration of the foregoing, it is hereby:

ORDERED that, pursuant to 35 U.S.C. § 314(a), an *inter partes* review of claims 36 and 37 of the '398 Patent is instituted with respect to all grounds set forth in the Petition; and

FURTHER ORDERED that pursuant to 35 U.S.C. § 314(c) and 37 C.F.R. § 42.4(b), *inter partes* review of the '398 Patent shall commence on the entry date of this Order, and notice is hereby given of the institution of a trial.

IPR2022-00773
Patent 8,677,398 B2

PETITIONER:

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PATENT OWNER:

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AO 120 (Rev. 08/10)

TO:	Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK

In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court Western District of Texas on the following

☐ Trademarks or ☑ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO.	DATE FILED	U.S. DISTRICT COURT
	8/26/2021	Western District of Texas

PLAINTIFF	DEFENDANT
ALMONDNET, INC., and INTENT IQ, LLC	SAMSUNG ELECTRONICS CO., LTD.; SAMSUNG ELECTRONICS AMERICA, INC.; ADGEAR TECHNOLOGIES INC.

	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1	7,979,307	7/12/2011	ALMONDNET, INC.
2	8,200,822	6/12/2012	ALMONDNET, INC.
3	8,244,582	8/14/2012	ALMONDNET, INC.
4	8,566,164	10/22/2013	INTENTIQ, LLC
5	8,671,139	3/11/2014	ALMONDNET, INC.

In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,677,398	3/18/2014	INTENTIQ, LLC
2 8,959,146	2/17/2015	ALMONDNET, INC.
3 10,321,198	6/11/2019	INTENTIQ, LLC
4 10,715,878	7/14/2020	INTENTIQ, LLC
5		

In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE

Copy 1—Upon initiation of action, mail this copy to Director **Copy 3—Upon termination of action, mail this copy to Director**
Copy 2—Upon filing document adding patent(s), mail this copy to Director **Copy 4—Case file copy**

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AO 120 (Rev. 08/10)

TO:	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	

In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court for the District of Delaware on the following

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DOCKET NO.	DATE FILED	U.S. DISTRICT COURT
	7/15/2021	for the District of Delaware

PLAINTIFF	DEFENDANT
ROKU, INC.	ALMONDNET, INC. and INTENT IQ, LLC

	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1	8,677,398 B2	3/18/2014	Intent IQ, LLC
2	10,715,878 B2	7/14/2020	Intent IQ, LLC
3	7,822,639 B2	10/26/2010	AlmondNet, Inc.
4	8,244,586 B2	8/14/2012	AlmondNet, Inc.
5	10,026,100 B2	7/17/2018	AlmondNet, Inc.

In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE

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ADDENDUM TO AO 120 (ADDITIONAL PATENTS)

DOCKET NO.	DATE FILED	U.S. DISTRICT COURT
	7/15/2021	for the District of Delaware

PLAINTIFF	DEFENDANT
ROKU, INC.	ALMONDNET, INC. and INTENT IQ, LLC

	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
6	10,628,857 B2	4/21/2020	AlmondNet, Inc.
7	8,566,164 B2	10/22/2013	Intent IQ, LLC
8	8,595,069 B2	11/26/2013	Intent IQ, LLC
9	10,321,198 B2	6/11/2019	Intent IQ, LLC
10			
11			
12			
13			

In the above—entitled case, the following patent(s)/ trademark(s) have been included:

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AO 120 (Rev. 08/10)

TO:		
	Mail Stop 8 **Director of the U.S. Patent and Trademark Office** **P.O. Box 1450** **Alexandria, VA 22313-1450**	**REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK**

In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court Western District of Texas on the following

☐ Trademarks or ☑ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO.	DATE FILED	U.S. DISTRICT COURT
	7/15/2021	Western District of Texas

PLAINTIFF	DEFENDANT
ALMONDNET, INC., and INTENT IQ, LLC	ROKU, INC.

	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1	8,244,586	8/14/2012	ALMONDNET, INC.
2	10,026,100	7/17/2018	ALMONDNET, INC.
3	8,677,398	3/18/2014	INTENTIQ, LLC
4	10,715,878	7/14/2020	INTENTIQ, LLC
5	8,566,164	10/22/2013	INTENTIQ, LLC

In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 10,321,198	6/11/2019	INTENTIQ, LLC
2 10,628,857	4/21/2020	ALMONDNET, INC.
3 7,822,639	10/26/2010	ALMONDNET, INC.
4 8,595,069	11/26/2013	INTENTIQ, LLC
5		

In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

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Patent

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Patent Number	8,677,398
Issue Date	3/18/2014
Application Number	13/167,605
Filing Date	6/23/2011
First Named Inventor	Shkedi, Roy
Attorney Docket Number	TV1-CON2

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

Address 37-18 Northern Boulevard
Suite 404

City Long Island City	**State** NY	**ZIP** 11101
Country US		
Telephone (646) 217-0930	**Email** roy@almondnet.com	

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I am the:

☐ 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:	41076377
Application Number:	13167605
International Application Number:	
Confirmation Number:	8424
Title of Invention:	SYSTEMS AND METHODS FOR TAKING ACTION WITH RESPECT TO ONE NETWORK-CONNECTED DEVICE BASED ON ACTIVITY ON ANOTHER DEVICE CONNECTED TO THE SAME NETWORK
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-CON2
Receipt Date:	09-NOV-2020
Filing Date:	23-JUN-2011
Time Stamp:	19:13:25
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_CON2-COA.pdf	198605 59df0d40384c4e4fbec51f0ac878a96ed6a8250f	no	1

Warnings:

Information:	
Total Files Size (in bytes):	198605

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.

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APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/167,605	03/18/2014	8677398	14-TV1-CON2	8424

26362 7590 02/26/2014

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

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 14 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;

The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The USA offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to encourage and facilitate business investment. To learn more about why the USA is the best country in the world to develop technology, manufacture products, and grow your business, visit SelectUSA.gov.

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

PATENT WITHDRAWAL NOTICE

DATE WITHDRAWN	WITHDRAWAL NUMBER
12/19/2013	23883

The following application has been **WITHDRAWN** from the

1/7/2014 issue.

SERIAL NO.	PATENT NUMBER
13167605	8627357

TITLE

SYSTEMS AND METHODS FOR TAKING ACTION WITH RESPECT TO ONE NETWORK-CONNECTED DEVICE BASED ON ACTIVITY ON ANOTHER DEVICE CONNECTED TO THE SAME NETWORK

NAME AND ADDRESS

ROY SHKEDI
NEW YORK, NY

REASON FOR WITHDRAWAL

Administrative after Issue Build.
GROUPING

APPROVED

/Kimberly Terrell/, Manager

Patent Publication Branch
Office of Data Management

FORM PTO-302 -- (REV. 05-2009)

PART B - FEE(S) TRANSMITTAL

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.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

26362 7590 08/20/2013
LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

Certificate of Mailing or Transmission

I hereby certify that is Fee(s) Transmittal is being filed with the USPTO via EFS, on the date indicated below.

Donald Hertz	(Depositor's name)
/Donald Hertz/	(Signature)
11/18/2013	(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/167,605	06/23/2011	Roy Shkedi	14-TV1-CON2	8424

TITLE OF INVENTION: SYSTEMS AND METHODS FOR TAKING ACTION WITH RESPECT TO ONE NETWORK-CONNECTED DEVICE BASED ON ACTIVITY ON ANOTHER DEVICE CONNECTED TO THE SAME NETWORK

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	$890	$300	$0	$1190	11/20/2013

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: INTENT IQ, LLC

(B) RESIDENCE: (CITY and STATE OR COUNTRY): 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 submitted:

☑ Issue Fee
☑ Publication Fee (No small entity discount permitted)
☐ Advance Order - # of Copies _____

4b. Payment of Fee(s): **(Please first reapply any previously paid issue fee shown above)**

☐ A check is enclosed.
☑ Payment by credit card. (through USPTO-EFS)
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☐ Applicant certifying micro entity status. See 37 CFR 1.29	NOTE: Absent a valid certification of Micro Entity Status (see form PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.
☐ Applicant asserting small entity status. See 37 CFR 1.27	NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.
☑ Applicant changing to regular undiscounted fee status.	NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

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 11/18/2013

Typed or printed name Louis J. Hoffman Registration No. 38918

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:	13167605
Filing Date:	23-Jun-2011
Title of Invention:	SYSTEMS AND METHODS FOR TAKING ACTION WITH RESPECT TO ONE NETWORK-CONNECTED DEVICE BASED ON ACTIVITY ON ANOTHER DEVICE CONNECTED TO THE SAME NETWORK
First Named Inventor/Applicant Name:	Roy Shkedi
Filer:	Louis J. Hoffman/Donald Hertz
Attorney Docket Number:	14-TV1-CON2

Filed as Large 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	1501	1	1780	1780
Publ. Fee- Early, Voluntary, or Normal	1504	1	300	300

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**2080**

Electronic Acknowledgement Receipt	
EFS ID:	17435126
Application Number:	13167605
International Application Number:	
Confirmation Number:	8424
Title of Invention:	SYSTEMS AND METHODS FOR TAKING ACTION WITH RESPECT TO ONE NETWORK-CONNECTED DEVICE BASED ON ACTIVITY ON ANOTHER DEVICE CONNECTED TO THE SAME NETWORK
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-CON2
Receipt Date:	18-NOV-2013
Filing Date:	23-JUN-2011
Time Stamp:	18:39:40
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	$2080
RAM confirmation Number	6716
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)	13-11-19-IIQ-TV1-CON2-Issue_Fee_Trans.pdf	137928 ab8c09b09985444cba2cce0fc278c40219f10d28	no	2
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	32372 2f2ea316f4aebd9ebaab9c7db1d8c04dd30bc632	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	170300		

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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.

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

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

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/167,605	06/23/2011	Roy Shkedi	14-TV1-CON2	8424

26362 7590 10/28/2013

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

EXAMINER	
EKPO, NNENNA NGOZI	
ART UNIT	PAPER NUMBER
2425	

NOTIFICATION DATE	DELIVERY MODE
10/28/2013	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

Louis@valuablepatents.com
donald@valuablepatents.com
shaelyn@valuablepatents.com

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APPLICATION NO./ CONTROL NO.	FILING DATE	FIRST NAMED INVENTOR / PATENT IN REEXAMINATION	ATTORNEY DOCKET NO.
13/167,605	23 June, 2011	SHKEDI, ROY	14-TV1-CON2

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

EXAMINER	
NNENNA EKPO	
ART UNIT	PAPER
2425	20131021

DATE MAILED:

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Commissioner for Patents

The Examiner has reviewed and signed the Amendment after Notice of Allowance dated 09/25/2013. The reviewed Amendment after Notice of Allowance has been included in the prosecution filed. The reasons stated in the Allowance Office Action of 08/20/2013 remain unchanged.

/NNENNA EKPO/
Primary Examiner, Art Unit 2425

PTO-90C (Rev.04-03)

OK TO ENTER: /N.E./

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit	:	2425
Serial No.	:	13/167,605	Examiner	:	Ekpo, Nnenna Ngozi
Filing Date	:	06/23/2011	Conf. No.	:	8424
Title	:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network			

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

Filed via EFS – September 25, 2013

RULE 312 AMENDMENT

Dear Sir:

Assignee thanks the Examiner for the Notice of Allowance and submits this amendment to correct a minor discrepancy in the claims as previously amended.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 11 of this paper.

No fees are due.

/Nnenna Ekpo/ 10/21/2013

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit	:	2425
Serial No.	:	13/167,605	Examiner	:	Ekpo, Nnenna Ngozi
Filing Date	:	06/23/2011	Conf. No.	:	8424
Title	:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network			

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

Filed via EFS – September 25, 2013

RULE 312 AMENDMENT

Dear Sir:

Assignee thanks the Examiner for the Notice of Allowance and submits this amendment to correct a minor discrepancy in the claims as previously amended.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 11 of this paper.

No fees are due.

Amendments

IN THE CLAIMS:

Please amend the claims as follows:

1 - 51. (Cancelled)

52. (Previously presented) A method implemented using a programmed hardware computer system, the method comprising:
    (a) receiving, at the computer system, an electronic identifier of a first device;
    (b) with the computer system, automatically generating and storing electronic indicia of an association between the first device identifier and an electronic identifier of a second device based on automatically recognizing that each of the first and second devices was connected, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network; and
    (c) with the computer system, based on the electronic indicia of the association between the first and second device identifiers, automatically sending an electronic transmission that causes another programmed hardware computer system to take an action, based on first electronic profile data associated with the first device identifier, with respect to the second device, which is indicated at the time of the action by the second device identifier.

53. (Previously presented) The method of Claim 52 wherein the electronic association is recognized based on a common IP address, or portion thereof, wherein network traffic is routed via the common IP address for each of the first and second devices when each is connected to the local area network.

54. (Previously presented) The method of Claim 53 wherein the common IP address comprises an IP address, or portion thereof, of a modem or router by which the first and second devices are connected to the local area network.

55. (Previously presented) The method of Claim 53 wherein the electronic indicia of the electronic association include or reference indicia of the common IP address or portion thereof.

56. (Previously presented) The method of Claim 53 wherein the first device identifier is associated with a first IP address, and the associated second device identifier is recognized according to the time and date of user activity via the first IP address, using a database accessible to the computer system that contains second device identifiers, corresponding IP addresses, and corresponding times and dates.

57. (Previously presented) The method of Claim 52 wherein the first device is an online user interface device and the second user interface device is a television set-top box.

58. (Previously presented) The method of Claim 52 wherein the first device comprises a mobile device that is connected to the local area network only intermittently.

59. (Currently amended) The method of Claim 52 wherein the action comprises automatically causing, with the computer system, a selected advertisement to be directed to the second device, wherein the advertisement is selected based at least in part on at least a portion of the first electronic profile data.

60. (Previously presented) The method of Claim 52 wherein the electronic indicia of the electronic association comprise one or more electronic records in a database accessible to the computer system.

61. (Previously presented) The method of Claim 52 wherein the electronic indicia of the electronic association comprise one or more tags or cookies readable by the computer system that are stored on the first device or second device.

62. (Previously presented) The method of Claim 61 further comprising, using the computer system, automatically storing, in a memory in the first device or second device, the one or more tags or cookies.

63. (Previously presented) The method of Claim 52 wherein the electronic indicia of the electronic association include no personally identifiable information pertaining to a user of the first device or second device.

64. (Previously presented) A method implemented using a programmed hardware computer system, the method comprising:
    (a) based on first electronic profile data associated with an electronic identifier of a first device, automatically causing, with the computer system, an action to be taken with respect to a second device that is indicated at the time of the action by an electronic identifier electronically associated with the first device identifier;
    (b) wherein the electronic association between the first and second device identifiers is based on connection, before the action, of each of the first and second devices, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network.

65. (Previously presented) The method of claim 64 further comprising:
    (i) receiving, at the computer system, the first device identifier; and
    (ii) with the computer system, automatically generating and storing electronic indicia of the association between the first and second device identifiers based on automatically recognizing that, before the action, each of the first and second devices was connected, independently of the other, to the common local area network.

66. (Previously presented) The method of claim 64 wherein the first device is connected to the local area network only intermittently.

67. (Previously presented) The method of Claim 64 wherein the electronic association is recognized based on a common IP address, or portion thereof, wherein network traffic is routed via the common IP address for each of the first and second devices when each is connected to the local area network.

68. (Previously presented) The method of Claim 67 wherein the common IP address comprises an IP address, or portion thereof, of a modem or router by which the first and second devices are connected to the local area network.

69. (Previously presented) The method of Claim 67 wherein the electronic indicia of the electronic association include or reference indicia of the common IP address or portion thereof.

70. (Previously presented) The method of Claim 67 wherein the first device identifier is associated with a first IP address, and the associated second device identifier is recognized according to the time and date of user activity via the first IP address, using a database accessible to the computer system that contains second device identifiers, corresponding IP addresses, and corresponding times and dates.

71. (Previously presented) The method of Claim 64 wherein the first device is an online user interface device and the second user interface device is a television set-top box.

72. (Previously presented) The method of Claim 64 wherein the first device comprises a mobile device that is connected to the local area network only intermittently.

73. (Currently amended) The method of Claim 64 wherein the action comprises automatically causing, with the computer system, a selected advertisement to be directed to the second device, wherein the advertisement is selected based at least in part on at least a portion of the first electronic profile data.

74. (Previously presented) The method of Claim 64 wherein the electronic indicia of the electronic association comprise one or more electronic records in a database accessible to the computer system.

75. (Previously presented) The method of Claim 64 wherein the electronic indicia of the electronic association comprise one or more tags or cookies readable by the computer system that are stored on the first device or second device.

76. (Previously presented) The method of Claim 75 further comprising, using the computer system, automatically storing, in a memory in the first device or second device, the one or more tags or cookies.

77. (Previously presented) The method of Claim 64 wherein the electronic indicia of the electronic association include no personally identifiable information pertaining to a user of the first device or second device.

78. (Previously presented) A system comprising one or more computers, wherein the one or more computers are programmed and connected:
(a) to receive at one or more of the computers an electronic identifier of a first device;
(b) to generate and store automatically electronic indicia of an association between the first device identifier and an electronic identifier of a second device based on automatically recognizing that each of the first and second devices was connected, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network; and
(c) based on the electronic indicia of the association between the first and second device identifiers, to send automatically an electronic transmission that causes another programmed hardware computer system to take an action, based on first electronic profile data associated with the first device identifier, with respect to the second device, which is indicated at the time of the action by the second device identifier.

79. (Previously presented) The system of Claim 78 wherein the electronic association is recognized based on a common IP address, or portion thereof, wherein network traffic is routed via the common IP address for each of the first and second devices when each is connected to the local area network.

80. (Currently amended) The system of Claim 78 wherein the action comprises automatically causing a selected advertisement to be directed to the second device,

wherein the advertisement is selected based at least in part on at least a portion of the first electronic profile data.

81. (Previously presented) The system of Claim 78 wherein the electronic indicia of the electronic association include no personally identifiable information pertaining to a user of the first device or second device.

82. (Previously presented) A system comprising one or more computers, wherein the one or more computers are programmed and connected:
(a) based on first electronic profile data associated with an electronic identifier of a first device, to cause automatically an action to be taken with respect to a second device that is indicated at the time of the action by an electronic identifier electronically associated with the first device identifier;
(b) wherein the electronic association between the first and second device identifiers is based on connection, before the action, of each of the first and second devices, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network.

83. (Previously presented) The system of claim 82 wherein the one or more computers are further programmed and connected:
(i) to receive at one or more of the computers the first device identifier; and
(ii) to generate and store automatically electronic indicia of the association between the first and second device identifiers based on automatically recognizing that, before the action, each of the first and second devices was connected, independently of the other, to the common local area network.

84. (Previously presented) The system of claim 82 wherein the electronic association is recognized based on a common IP address, or portion thereof, wherein network traffic is routed via the common IP address for each of the first and second devices when each is connected to the local area network.

85. (Currently amended) The system of claim 82 wherein the action comprises automatically causing a selected advertisement to be directed to the second device,

wherein the advertisement is selected based at least in part on at least a portion of the first electronic profile data.

86. (Previously presented) The system of claim 82 wherein the electronic indicia of the electronic association include no personally identifiable information pertaining to a user of the first device or second device.

87. (Previously presented) An article comprising a non-transitory tangible medium encoding computer-readable instructions that, when applied to one or more computers, instruct the one or more computers to perform a method comprising:
(a) receiving at one or more of the computers an electronic identifier of a first device;
(b) automatically generating and storing electronic indicia of an association between the first device identifier and an electronic identifier of a second device based on automatically recognizing that each of the first and second devices was connected, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network; and
(c) based on the electronic indicia of the association between the first and second device identifiers, automatically sending an electronic transmission that causes another programmed hardware computer system to take an action, based on first electronic profile data associated with the first device identifier, with respect to the second device, which is indicated at the time of the action by the second device identifier.

88. (Previously presented) The medium of Claim 87 wherein the electronic association is recognized based on a common IP address, or portion thereof, wherein network traffic is routed via the common IP address for each of the first and second devices when each is connected to the local area network.

89. (Currently amended) The medium of Claim 87 wherein the action comprises automatically causing a selected advertisement to be directed to the second device,

wherein the advertisement is selected based at least in part on at least a portion of the first electronic profile data.

90. (Previously presented) The medium of Claim 87 wherein the electronic indicia of the electronic association include no personally identifiable information pertaining to a user of the first device or second device.

91. (Previously presented) An article comprising a non-transitory tangible medium encoding computer-readable instructions that, when applied to one or more computers, instruct the one or more computers to perform a method comprising:
(a) based on first electronic profile data associated with an electronic identifier of a first device, automatically causing an action to be taken with respect to a second device that is indicated at the time of the action by an electronic identifier electronically associated with the first device identifier;
(b) wherein the electronic association between the first and second device identifiers is based on connection, before the action, of each of the first and second devices, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network.

92. (Previously presented) The medium of claim 91 wherein the method that the one or more computers are instructed to perform using the encoded instructions further comprises:
(i) receiving at one or more of the computers the first device identifier; and
(ii) automatically generating and storing electronic indicia of the association between the first and second device identifiers based on automatically recognizing that, before the action, each of the first and second devices was connected, independently of the other, to the common local area network.

93. (Previously presented) The medium of claim 91 wherein the electronic association is recognized based on a common IP address, or portion thereof, wherein network traffic is routed via the common IP address for each of the first and second devices when each is connected to the local area network.

94. (Currently amended) The medium of claim 91 wherein the action comprises automatically causing, with the computer system, a selected advertisement to be directed to the second device, wherein the advertisement is selected based at least in part on at least a portion of the first electronic profile data.

95. (Previously presented) The medium of claim 91 wherein the electronic indicia of the electronic association include no personally identifiable information pertaining to a user of the first device or second device.

Remarks

These amendments cure a minor discrepancy in certain dependent claims.

Dependent claims 59, 73, 80, 85, 89, and 94, are amended by adding the word "profile" between the words "electronic" and "data" to conform their language to their independent counterparts.

The undersigned thanks the Examiner for the allowance and consideration of these amendments and remarks.

Respectfully submitted,

INTENTIQ, LLC

by its attorney

Dated: September 25, 2013

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street
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Electronic Acknowledgement Receipt

EFS ID:	16958844
Application Number:	13167605
International Application Number:	
Confirmation Number:	8424
Title of Invention:	SYSTEMS AND METHODS FOR TAKING ACTION WITH RESPECT TO ONE NETWORK-CONNECTED DEVICE BASED ON ACTIVITY ON ANOTHER DEVICE CONNECTED TO THE SAME NETWORK
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-CON2
Receipt Date:	25-SEP-2013
Filing Date:	23-JUN-2011
Time Stamp:	19:52:11
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)	13-09-25-IIQ-TV1-CON2-Rule312_Amend.pdf	83741 717d578b2297e7e2c29245cc86f48ee4c44a8c8d	no	11

Warnings:	
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New International Application Filed with the USPTO as a Receiving Office
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26362 7590 08/20/2013

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

EXAMINER
EKPO, NNENNA NGOZI

ART UNIT	PAPER NUMBER
2425	

DATE MAILED: 08/20/2013

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/167,605	06/23/2011	Roy Shkedi	14-TV1-CON2	8424

TITLE OF INVENTION: SYSTEMS AND METHODS FOR TAKING ACTION WITH RESPECT TO ONE NETWORK-CONNECTED DEVICE BASED ON ACTIVITY ON ANOTHER DEVICE CONNECTED TO THE SAME NETWORK

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	$890	$300	$0	$1190	11/20/2013

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY TO THIS NOTICE:

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For purposes of this notice, small entity fees are 1/2 the amount of undiscounted fees, and micro entity fees are 1/2 the amount of small entity fees.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

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Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
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CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

26362 7590 08/20/2013
LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

Certificate of Mailing or Transmission
I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/167,605	06/23/2011	Roy Shkedi	14-TV1-CON2	8424

TITLE OF INVENTION: SYSTEMS AND METHODS FOR TAKING ACTION WITH RESPECT TO ONE NETWORK-CONNECTED DEVICE BASED ON ACTIVITY ON ANOTHER DEVICE CONNECTED TO THE SAME NETWORK

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	$890	$300	$0	$1190	11/20/2013

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 _____
2 _____
3 _____

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE (B) RESIDENCE: (CITY and STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent) : ❑ Individual ❑ Corporation or other private group entity ❑ Government

4a. The following fee(s) are submitted:
- ❑ Issue Fee
- ❑ Publication Fee (No small entity discount permitted)
- ❑ Advance Order - # of Copies _____

4b. Payment of Fee(s): **(Please first reapply any previously paid issue fee shown above)**
- ❑ A check is enclosed.
- ❑ Payment by credit card. Form PTO-2038 is attached.
- ❑ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

5. **Change in Entity Status** (from status indicated above)

❑ Applicant certifying micro entity status. See 37 CFR 1.29

NOTE: Absent a valid certification of Micro Entity Status (see form PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.

❑ Applicant asserting small entity status. See 37 CFR 1.27

NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.

❑ Applicant changing to regular undiscounted fee status.

NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

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 _____ 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.

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.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/167,605	06/23/2011	Roy Shkedi	14-TV1-CON2	8424

26362 7590 08/20/2013

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EXAMINER	
EKPO, NNENNA NGOZI	
ART UNIT	PAPER NUMBER
2425	

DATE MAILED: 08/20/2013

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 48 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 48 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.

Privacy Act Statement

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

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

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

Notice of Allowability	Application No. 13/167,605	Applicant(s) SHKEDI, ROY	
	Examiner NNENNA EKPO	Art Unit 2425	AIA (First Inventor to File) Status No

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

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to *response filed on 07/11/2013*.
   ☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on_____.
2. ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.
3. ☒ The allowed claim(s) is/are *52-95*. As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov .
4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

   Certified copies:

   a) ☐ All b) ☐ Some *c) ☐ None of the:
   1. ☐ Certified copies of the priority documents have been received.
   2. ☐ Certified copies of the priority documents have been received in Application No. _____ .
   3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

   * Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
   ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

   Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☒ Notice of References Cited (PTO-892)
2. ☒ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date See Continuation Sheet
3. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
4. ☐ Interview Summary (PTO-413), Paper No./Mail Date _____ .
5. ☐ Examiner's Amendment/Comment
6. ☒ Examiner's Statement of Reasons for Allowance
7. ☐ Other _____.

Continuation of Attachment(s) 2. Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date: 03/22/2013 and 06/07/2013.

DETAILED ACTION

Terminal Disclaimer

1. The terminal disclaimer filed on 07/11/2013 disclaiming the terminal portion of any patent granted on this application which would extend beyond the expiration date of application 11/736,544 has been reviewed and is accepted. The terminal disclaimer has been recorded.

Information Disclosure Statement

2. The references listed in the Information Disclosure Statement filed on March 22, 2013 and June 07, 2013 has been considered by the examiner (see attached PTO-1449 form).

Allowable Subject Matter

3. Claims 52-95 are allowed. The following is a statement of reasons for the indication of allowable subject matter: The present invention comprises a method involving receiving electronic identifier of devices. The electronic indicia of association between identifier of devices is generated, based on automatically recognizing that the devices are connected to common local area network. The electronic indicia of association between identifiers to be transmitted to another computer system that is structured and programmed to take an action is generated, based on electronic profile data associated with identifier of device with respect to other device at the time of action by other device identifier.

The closest prior art, Ertugrul and Howcroft show a similar method. However, Ertugrul discloses the method involves monitoring network activities of client devices by participation of more than one service provider. The information derived from the network activities is collected by correlating the information derived from network activities to client devices and service providers. A set of rules are applied to identify a user to receive targeted content. The targeted content is provided to a client device associated with the identified user; Howcroft discloses the method involves accepting targeted advertisement data from an advertisement client targeting a segment selected from an Internet protocol TV (IPTV) subscriber population based on IPTV subscriber profile data e.g. behavioral data. The targeted advertisement data are inserted into video data, and the video data are sent from the IPTV server to client devices associated with members of the selected segment of the IPTV subscriber population. Quantity of members of the targeted segment that receives the targeted advertisement data is reported to the advertisement client. Thus, Ertugrul and Howcroft do not disclose nor suggest requiring that a computer recognizes an association between two devices, with the association being derived from the computer observing that two devices are connected to a common LAN and with the computer system, based on the electronic indicia of the association between the first and second device identifiers, automatically sending an electronic transmission that causes another programmed hardware computer system to take an action, based on first electronic profile data associated with the first device identifier, with respect to the second device, which is indicated at the time of the action by the second device identifier.

Citation of Pertinent Prior Art

4. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

US 2006/0212350	Ellis
US 2007/0027850	Chan
US 6487538	Gupta
US 2002/0166119	Cristofalo

Conclusion

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to NNENNA EKPO whose telephone number is (571)270-1663. The examiner can normally be reached on Monday-Thursday (9 am - 6 pm) and Flex on every friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Brian 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/
Examiner, Art Unit 2425
August 8, 2013.

Notice of References Cited	Application/Control No. 13/167,605	Applicant(s)/Patent Under Reexamination SHKEDI, ROY	
	Examiner NNENNA 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-2006/0212350	09-2006	Ellis et al.	705/014
*	B	US-2007/0027850	02-2007	Chan et al.	707/003
*	C	US-6,487,538	11-2002	Gupta et al.	705/14.66
*	D	US-2002/0166119	11-2002	Cristofalo, MIchael	725/34
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	
	V	
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L24	23	22 and (target$3) near (advertis$5) with (("ip" internet adj protocol) near (address))	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/08/08 13:17
L23	3618	22 and (target$3) near (advertis$5)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/08/08 13:17
L22	17789	10 or 11 or 12 or 13 or 14 or 15 or 16 or 17 or 18 or 19 or 20 or 21	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/08/08 13:16
L21	2601	705/14.73.ccls.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/08/08 13:16
L20	1945	705/14.66.ccls.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/08/08 13:15
L19	631	705/14.55.ccls.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/08/08 13:15
L18	963	705/14.54.ccls.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/08/08 13:15
L17	1387	705/14.53.ccls.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/08/08 13:15
L16	1815	705/14.49.ccls.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/08/08 13:15
L15	922	705/14.41.ccls.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/08/08 13:15
L14	2174	705/14.4.ccls.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/08/08 13:15
L13	932	705/14.25.ccls.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/08/08 13:15

L12	48	705/14.ccls.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/08/08 13:15
L11	5095	709/218.ccls.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/08/08 13:15
L10	2445	725/34-36.ccls.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/08/08 13:14
L9	2	"7861260".PN.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/08/08 13:07
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L6	2	"20070027850"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/08/08 12:06
L5	3	"20070212350"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/08/08 12:06
L4	2	"20060212350"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/08/08 12:03
L3	2	"20080040742"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/08/08 11:40
L2	2	"20080222283"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/08/08 11:39
L1	2	"20110252441"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/08/08 11:33
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S52	0	"13754639"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:08
S51	1	"13725309"	US-PGPUB; USPAT; EPO; JPO;	OR	ON	2013/05/24 11:07

			DERWENT			
S50	1	"13631244"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:07
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S43	1	"13243314"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:06
S42	1	"13097885"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:06
S41	1	"12981925"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:06
S40	1	"12912726"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:06
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S36	3	"11968117"	US-PGPUB;	OR	ON	2013/05/24

			USPAT; EPO; JPO; DERWENT			11:05
S35	1	JP-3247634$.did.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:04
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S29	2	"7861260".pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 10:15
S28	74	Shkedi-Roy$.in.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/23 17:23
S27	2	"20080222283"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/01/02 11:48
S25	2	"20010049620"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/01/02 11:36
S24	77	(settopbox "stb") same (computer on$line) same ((target$3 tailor$3) near3 (advertis$6 commercial))	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/01/02 11:21
S23	3	"20030056222"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/01/02 10:46
S22	2	"20090172752"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/01/02 10:43
S21	28	(settopbox "stb") with (computer on$line) with ((target$3 tailor$3) near3 (advertis$6 commercial))	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/01/02 09:52
S20	53	(online computer internet) same (tv television "stb" settopbox settopterminal) same ("LAN" local$area$network) same ((target$3) near3 (advertis$6 commercial))	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 15:30
S19	2	"20080201731"	US-PGPUB; USPAT; EPO; JPO;	OR	ON	2012/12/31 15:14

			DERWENT			
S18	2	"20080040742"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 15:06
S17	2	"20010049620"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 13:39
S16	3	"20080181225"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 13:11
S15	2	"20080040742"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 13:03
S14	67	((target$3) near3 (advertis$5 commercial)) with (tv television "stb" set adj top adj box) with ((on$line internet) near3 (behavior history habit))	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 12:47
S13	2	"20090172752"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 12:34
S12	72	((target$3) near3 (advertis$5 commercial)) with ((on$line internet) near3 (behavior hisory habit))	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 12:21
S11	216	((target$3) near3 (advertis$5 commercial)) same ((on$line internet) near3 (behavior hisory habit))	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 12:20
S10	3	"20080259906"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 12:19
S9	2	"20120023522"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 12:03
S8	2	"6327574".pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 12:02
S7	2	"6463585".pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 11:59
S6	2	"7158943".pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 11:58
S5	2	"7966647".pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 11:56
S4	2	"20090217319"	US-PGPUB;	OR	ON	2012/12/31

			USPAT; EPO; JPO; DERWENT			11:14
S3	2	"20120047530"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 10:12
S2	2	"20110252441"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/27 15:48
S1	70	Shkedi-Roy$.in.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/27 15:09

8/ 8/ 2013 1:18:19 PM
C:\ Users\ nekpo\ Documents\ EAST\ Workspaces\ 13167605.wsp

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit	:	2425
Serial No.	:	13/167,605	Examiner	:	Ekpo, Nnenna Ngozi
Filing Date	:	06/23/2011	Conf. No.	:	8424
Title	:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network			

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

Filed via EFS – June 7, 2013

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on form PTO-1449 attached to this document.

To the knowledge of the undersigned attorney after making reasonable inquiry, no new item of information contained in this Information Disclosure Statement was either (1) cited in a communication from a foreign patent office in a counterpart foreign application, or (2) known to any individual designated in 37 CFR § 1.56(c), more than three months ago.

Assignee continues to direct the Examiner to the following applications, which share the same first inventor, as well as the references cited therein:

Serial No.	Filing Date	Earliest Parent Filing Date
11/968,117	12/31/2007	
12/131,798	06/02/2008	
12/536,451	08/05/2009	
12/906,007	10/15/2010	
12/912,726	10/26/2010	12/28/1999
12/981,925	12/30/2010	12/31/2007
13/097,885	04/29/2011	04/17/2007
13/243,314	09/23/2011	
13/274,242	10/14/2011	10/15/2010 (prov.)
13/491,454	06/07/2012	06/16/2006 (prov.)
13/566,881	08/03/2012	08/03/2011 (prov.)
13/585,765	08/14/2012	11/28/2000

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /N.E./

13/585,779	08/14/2012	06/14/2000
13/631,244	09/28/2012	06/19/2006 (prov.)
13/725,309	12/21/2012	01/15/2009 (prov.)
13/754,639	01/30/2013	
13/906,211	05/30/2013	06/05/2012 (prov.)

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 7, 2013

/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

/Nnenna Ekpo/ 08/08/2013

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /N.E./

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13167605	SHKEDI, ROY
	Examiner	Art Unit
	NNENNA EKPO	2425

CPC- SEARCHED		
Symbol	Date	Examiner

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner
725	34-36	08/08/2013	Nnenna Ekpo
709	218	08/08/2013	Nnenna Ekpo
705	14, 14.25, 14.4, 14.41, 14.49, 14.53, 14.54, 14.55, 14.66, 14.73	08/08/2013	Nnenna Ekpo

SEARCH NOTES		
Search Notes	Date	Examiner
Inventor Name Search	01/02/2013	Nnenna Ekpo
NPL Search: google	01/02/2013	Nnenna Ekpo
EAST Text Search	01/02-03/2013	Nnenna Ekpo
Updated EAST Text Search	05/24/2013	Nnenna Ekpo

INTERFERENCE SEARCH			
US Class/ CPC Symbol	US Subclass / CPC Group	Date	Examiner
725	34-36	08/08/2013	Nnenna Ekpo
709	218	08/18/2013	Nnenna Ekpo
705	14, 14.25, 14.4, 14.41, 14.49, 14.53, 14.54, 14.55, 14.66, 14.73	08/18/2013	Nnenna Ekpo

CONSIDERED: /N.E./

Form PTO-1449 (Modified)
List of Patents and Publications For Information Disclosure Statement

Page 1 of 1

Serial No.: 13/167,605
Applicant: Shkedi, Roy
Filed: 06/23/2011
Art Unit: 2425
Conf. No.: 8424

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
_____	1	20070115389	05/24/2007	McCarthy et al.	
_____	2	20070157228	07/05/2007	Bayer et al.	
_____	3	20080109376	05/08/2008	Walsh et al.	
_____	4	20080118063	05/22/2008	Guzman et al.	
_____	5	20090171780	07/02/2009	Aldrey et al.	

FOREIGN PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Country	Name of Patentee	Translation Yes / No
_____	6	10-2009-0113456	08/14/2012	KR	SK Planet Co., Ltd.	Yes

Examiner: /Nnenna Ekpo/ Date Considered: 08/08/2013

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./

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13167605	SHKEDI, ROY
	Examiner	Art Unit
	NNENNA EKPO	2425

CPC		
Symbol	Type	Version

CPC Combination Sets				
Symbol	Type	Set	Ranking	Version

NONE (Assistant Examiner)	(Date)	Total Claims Allowed: 44	
/NNENNA EKPO/ Primary Examiner.Art Unit 2425 (Primary Examiner)	08/08/2013 (Date)	O.G. Print Claim(s) 1	O.G. Print Figure 11B

U.S. Patent and Trademark Office

Part of Paper No. 20130808

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13167605	SHKEDI, ROY
	Examiner	Art Unit
	NNENNA EKPO	2425

US ORIGINAL CLASSIFICATION		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 / 25	

CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)				
725	36				
709	218				
705	14	14.49	14.53	14.54	14.66

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	44	
/NNENNA EKPO/ Primary Examiner.Art Unit 2425	08/08/2013	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	11B

U.S. Patent and Trademark Office

Part of Paper No. 20130808

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13167605	SHKEDI, ROY
	Examiner	**Art Unit**
	NNENNA EKPO	2425

☐ 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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-	2	-	18	-	34	-	50	15	66	31	82				
-	3	-	19	-	35	-	51	16	67	32	83				
-	4	-	20	-	36	1	52	17	68	33	84				
-	5	-	21	-	37	2	53	18	69	34	85				
-	6	-	22	-	38	3	54	19	70	35	86				
-	7	-	23	-	39	4	55	20	71	36	87				
-	8	-	24	-	40	5	56	21	72	37	88				
-	9	-	25	-	41	6	57	22	73	38	89				
-	10	-	26	-	42	7	58	23	74	39	90				
-	11	-	27	-	43	8	59	24	75	40	91				
-	12	-	28	-	44	9	60	25	76	41	92				
-	13	-	29	-	45	10	61	26	77	42	93				
-	14	-	30	-	46	11	62	27	78	43	94				
-	15	-	31	-	47	12	63	28	79	44	95				
-	16	-	32	-	48	13	64	29	80						

NONE (Assistant Examiner)	(Date)	**Total Claims Allowed:** 44	
/NNENNA EKPO/ Primary Examiner.Art Unit 2425 (Primary Examiner)	08/08/2013 (Date)	O.G. Print Claim(s) 1	O.G. Print Figure 11B

U.S. Patent and Trademark Office Part of Paper No. 20130808

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13167605	SHKEDI, ROY
	Examiner	Art Unit
	NNENNA 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	01/03/2013	05/24/2013	08/08/2013						
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-	3	-	-	-						
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-	35	-	-	-						
-	36	-	-	-						

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13167605	SHKEDI, ROY
	Examiner	Art Unit
	NNENNA 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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-	38	-	-	-						
-	39	-	-	-						
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1	52	✓	✓	=						
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10	61	✓	✓	=						
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12	63	✓	✓	=						
13	64	✓	✓	=						
14	65	✓	✓	=						
15	66	✓	✓	=						
16	67	✓	✓	=						
17	68	✓	✓	=						
18	69	✓	✓	=						
19	70	✓	✓	=						
20	71	✓	✓	=						
21	72	✓	✓	=						

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13167605	SHKEDI, ROY
	Examiner	Art Unit
	NNENNA 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	01/03/2013	05/24/2013	08/08/2013						
22	73	✓	✓	=						
23	74	✓	✓	=						
24	75	✓	✓	=						
25	76	✓	✓	=						
26	77	✓	✓	=						
27	78	✓	✓	=						
28	79	✓	✓	=						
29	80	✓	✓	=						
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34	85	✓	✓	=						
35	86	✓	✓	=						
36	87	✓	✓	=						
37	88	✓	✓	=						
38	89	✓	✓	=						
39	90	✓	✓	=						
40	91	✓	✓	=						
41	92	✓	✓	=						
42	93	✓	✓	=						
43	94	✓	✓	=						
44	95	✓	✓	=						

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit	:	2425
Serial No.	:	13/167,605	Examiner	:	Ekpo, Nnenna Ngozi
Filing Date	:	06/23/2011	Conf. No.	:	8424
Title	:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network			

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

Filed via EFS – March 22, 2013

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on form PTO/SB/08 attached to this document.

To the knowledge of the undersigned attorney after making reasonable inquiry, no new item of information contained in this Information Disclosure Statement was either (1) cited in a communication from a foreign patent office in a counterpart foreign application, or (2) known to any individual designated in 37 CFR § 1.56(c), more than three months ago.

Assignee continues to direct the Examiner to the following applications, which share the same first inventor, as well as the references cited therein:

Serial No.	Filing Date	Earliest Parent Filing Date
11/968,117	12/31/2007	
12/131,798	06/02/2008	
12/536,451	08/05/2009	
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12/912,726	10/26/2010	12/28/1999
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13/097,885	04/29/2011	04/17/2007
13/243,314	09/23/2011	06/02/2008
13/274,242	10/14/2011	10/15/2010 (prov.)
61/655,951	06/05/2012	

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /N.E./

Serial No.	Filing Date	Earliest Parent Filing Date
13/491,454	06/07/2012	06/16/2006 (prov.)
13/566,881	08/03/2012	08/03/2011 (prov.)
13/585,765	08/14/2012	11/28/2000
13/585,779	08/14/2012	06/14/2000
13/631,244	09/28/2012	06/19/2006 (prov.)
13/725,309	12/21/2012	01/15/2009 (prov.)
13/754,639	01/30/2013	

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: March 22, 2013

/Louis J. Hofman/
Louis J. Hoffman
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, Arizona 85260
(480) 948-3295

/Nnenna Ekpo/ 08/08/2013

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /N.E./

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/167,605	06/23/2011	Roy Shkedi	14-TV1-CON2

CONFIRMATION NO. 8424

26362
LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

POA ACCEPTANCE LETTER

OC000000062444867

Date Mailed: 07/11/2013

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 07/02/2013.

The Power of Attorney in this application is accepted. Correspondence in this application will be mailed to the above address as provided by 37 CFR 1.33.

/ttkim/

Office of Data Management, Application Assistance Unit (571) 272-4000, or (571) 272-4200, or 1-888-786-0101

Doc Code: DIST.E.FILE **Document Description: Electronic Terminal Disclaimer - Filed**	PTO/SB/26 U.S. Patent and Trademark Office Department of Commerce

Electronic Petition Request	**TERMINAL DISCLAIMER TO OBVIATE A DOUBLE PATENTING REJECTION OVER A "PRIOR" PATENT**
Application Number	13167605
Filing Date	23-Jun-2011
First Named Inventor	Roy Shkedi
Attorney Docket Number	14-TV1-CON2
Title of Invention	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network

☒ Filing of terminal disclaimer does not obviate requirement for response under 37 CFR 1.111 to outstanding Office Action

☒ This electronic Terminal Disclaimer is not being used for a Joint Research Agreement.

Owner	Percent Interest
INTENT IQ, LLC	100%

The owner(s) with percent interest listed above in the instant application hereby disclaims, except as provided below, the terminal part of the statutory term of any patent granted on the instant application which would extend beyond the expiration date of the full statutory term of prior patent number(s)

7861260

as the term of said prior patent is presently shortened by any terminal disclaimer. The owner hereby agrees that any patent so granted on the instant application shall be enforceable only for and during such period that it and the prior patent are commonly owned. This agreement runs with any patent granted on the instant application and is binding upon the grantee, its successors or assigns.

In making the above disclaimer, the owner does not disclaim the terminal part of the term of any patent granted on the instant application that would extend to the expiration date of the full statutory term of the prior patent, "as the term of said prior patent is presently shortened by any terminal disclaimer," in the event that said prior patent later:
- expires for failure to pay a maintenance fee;
- is held unenforceable;
- is found invalid by a court of competent jurisdiction;
- is statutorily disclaimed in whole or terminally disclaimed under 37 CFR 1.321;
- has all claims canceled by a reexamination certificate;
- is reissued; or
- is in any manner terminated prior to the expiration of its full statutory term as presently shortened by any terminal disclaimer.

◉ Terminal disclaimer fee under 37 CFR 1.20(d) is included with Electronic Terminal Disclaimer request.

○	I certify, in accordance with 37 CFR 1.4(d)(4), that the terminal disclaimer fee under 37 CFR 1.20(d) required for this terminal disclaimer has already been paid in the above-identified application.

○ Applicant claims SMALL ENTITY status. See 37 CFR 1.27.

○ Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

◉ Applicant(s) status remains as SMALL ENTITY.

○ Applicant(s) status remains as other than SMALL ENTITY.

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

THIS PORTION MUST BE COMPLETED BY THE SIGNATORY OR SIGNATORIES

I certify, in accordance with 37 CFR 1.4(d)(4) that I am:

◉ An attorney or agent registered to practice before the Patent and Trademark Office who is of record in this application

Registration Number 38918

○ A sole inventor

○ A joint inventor; I certify that I am authorized to sign this submission on behalf of all of the inventors

○ A joint inventor; all of whom are signing this request

○ The assignee of record of the entire interest that has properly made itself of record pursuant to 37 CFR 3.71

Signature	/Louis J. Hoffman/
Name	Louis J. Hoffman

*Statement under 37 CFR 3.73(b) is required if terminal disclaimer is signed by the assignee (owner).
Form PTO/SB/96 may be used for making this certification. See MPEP § 324.

Electronic Patent Application Fee Transmittal

Application Number:	13167605
Filing Date:	23-Jun-2011
Title of Invention:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network
First Named Inventor/Applicant Name:	Roy Shkedi
Filer:	Louis J. Hoffman/Donald Hertz
Attorney Docket Number:	14-TV1-CON2

Filed as Small Entity

Utility under 35 USC 111(a) Filing Fees

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Statutory or Terminal Disclaimer	1814	1	160	160
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($)
Miscellaneous:				
			Total in USD ($)	**160**

Doc Code: DISQ.E.FILE
Document Description: Electronic Terminal Disclaimer – Approved

Application No.: 13167605

Filing Date: 23-Jun-2011

Applicant/Patent under Reexamination: Shkedi et al.

Electronic Terminal Disclaimer filed on July 11, 2013

☒ APPROVED

This patent is subject to a terminal disclaimer

☐ DISAPPROVED

Approved/Disapproved by: Electronic Terminal Disclaimer automatically approved by EFS-Web

U.S. Patent and Trademark Office

Electronic Acknowledgement Receipt

EFS ID:	16294967
Application Number:	13167605
International Application Number:	
Confirmation Number:	8424
Title of Invention:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network
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-CON2
Receipt Date:	11-JUL-2013
Filing Date:	23-JUN-2011
Time Stamp:	19:23:41
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	$160
RAM confirmation Number	6249
Deposit Account	
Authorized User	

File Listing:

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

1	Electronic Terminal Disclaimer-Filed	eTerminal-Disclaimer.pdf	33790 449a19c76a504e73f6c1b599aa62a7f4e5e62388	no	2
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30232 7ba436a376fa2f6b1b5a1af766240688b2efbf06	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	64022		

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.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit	:	2425
Serial No.	:	13/167,605	Examiner	:	Ekpo, Nnenna Ngozi
Filing Date	:	06/23/2011	Conf. No.	:	8424
Title	:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network			

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

Filed via EFS – July 11, 2013

RESPONSE TO OFFICE ACTION

Dear Sir:

In response to the Office Action dated June 10, 2013, assignee submits concurrently a terminal disclaimer, for e-processing through the Office's electronic filing system, to overcome the nonstatutory double patenting rejection over U.S. Patent 7,861,260, the sole ground of rejection. Assignee respectfully requests prompt allowance.

Please feel free to telephone the undersigned if it would in any way advance prosecution of this application.

Respectfully submitted,

INTENT IQ, LLC

by its attorney

Dated: July 11, 2013

/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

Electronic Acknowledgement Receipt

EFS ID:	16295029
Application Number:	13167605
International Application Number:	
Confirmation Number:	8424
Title of Invention:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network
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-CON2
Receipt Date:	11-JUL-2013
Filing Date:	23-JUN-2011
Time Stamp:	19:26:46
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/Req. Reconsideration-After Non-Final Reject	13-07-11-IIQ-TV1-CON2-RTOA2.pdf	57969 e82739366e24cf48220741b119e21aae1ac95616	no	1
Warnings:					
Information:					

Total Files Size (in bytes):	57969

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.

PTO/SB/81 (01-09)
Approved for use through 11/30/2011. OMB 0651-0035
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

POWER OF ATTORNEY OR REVOCATION OF POWER OF ATTORNEY WITH A NEW POWER OF ATTORNEY AND CHANGE OF CORRESPONDENCE ADDRESS

Application Number	13/167,605
Filing Date	06/23/2011
First Named Inventor	Shkedi, Roy
Title	Systems and methods for taking action with...
Art Unit	2425
Examiner Name	Ekpo, Nnenna Ngozi
Attorney Docket Number	14-TV1-CON2

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

☐ A Power of Attorney is submitted herewith.

OR

☒ I hereby appoint Practitioner(s) associated with the following Customer 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: **26362**

OR

☐ I hereby appoint Practitioner(s) named below 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:

Practitioner(s) Name	Registration Number

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:

OR

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

I am the:

☐ Applicant/Inventor.

OR

☒ Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) (Form PTO/SB/96) submitted herewith or filed on _____.

SIGNATURE of Applicant or Assignee of Record

Signature	Roy Shkedi	Date	July 2, 2013
Name	Roy Shkedi	Telephone	(646) 217-0930
Title and Company	Chairman - Intent IQ, LLC		

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.**

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

Electronic Acknowledgement Receipt

EFS ID:	16223740
Application Number:	13167605
International Application Number:	
Confirmation Number:	8424
Title of Invention:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network
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-CON2
Receipt Date:	02-JUL-2013
Filing Date:	23-JUN-2011
Time Stamp:	19:17:26
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	Assignee showing of ownership per 37 CFR 3.73.	13-07-02-TV1-CON2-Stmt_Ownership-signed.pdf	133462 9c5f342de7352499b521a0fd281f57f49496f c2f	no	1

Warnings:	
Information:	

2	Power of Attorney	13-07-02-IIQ-TV1-CON2-POA-signed.pdf	109831 9344e0bbf4aa37e36a61f0ac593cffae2f56a2be	no	1
Warnings:					
Information:					
			Total Files Size (in bytes):	243293	

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.

PTO/SB/96 (07-09)
Approved for use through 07/31/2012. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: INTENT IQ, LLC

Application No./Patent No.: 13/167,605 Filed/Issue Date: 06/23/2011

Titled: Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network

INTENT IQ, LLC , a limited liability company

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

states that it is:

1. ☒ the assignee of the entire right, title, and interest in;

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

3. ☐ the assignee of an undivided interest in the entirety of (a complete assignment from one of the joint inventors was made)

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

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

OR

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

1. From: Roy Shkedi To: AlmondNet, Inc.

The document was recorded in the United States Patent and Trademark Office at
Reel 026937 , Frame 0693, or for which a copy thereof is attached.

2. From: AlmondNet, Inc. To: Intent IQ, LLC

The document was recorded in the United States Patent and Trademark Office at
Reel 026952 , Frame 0137, or for which a copy thereof is attached.

3. From: _____ To: _____

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

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

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

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

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

Signature	July 2, 2013
	Date
Roy Shkedi	Chairman - Intent IQ, LLC
Printed or Typed Name	Title

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

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

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/167,605	06/23/2011	Roy Shkedi	14-TV1-CON2	8424

26362 7590 06/10/2013

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

EXAMINER	
EKPO, NNENNA NGOZI	
ART UNIT	PAPER NUMBER
2425	

NOTIFICATION DATE	DELIVERY MODE
06/10/2013	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

Louis@valuablepatents.com
donald@valuablepatents.com
shaelyn@valuablepatents.com

Office Action Summary	Application No. 13/167,605	Applicant(s) SHKEDI, ROY	
	Examiner NNENNA EKPO	Art Unit 2425	AIA (First Inventor to File) Status No

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

Period for Reply

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

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

Status

1)☒ Responsive to communication(s) filed on *8 March 2013*.

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

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

3)☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

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

Disposition of Claims

5)☒ Claim(s) *52-95* is/are pending in the application.

5a) Of the above claim(s) *1-51* is/are withdrawn from consideration.

6)☐ Claim(s) _____ is/are allowed.

7)☒ Claim(s) *52-95* is/are rejected.

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

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

* If any claims have been determined allowable, you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.

Application Papers

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

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

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

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

Priority under 35 U.S.C. § 119

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

Certified copies:

a)☐ All b)☐ Some * c)☐ None of the:

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

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

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

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

Interim copies:

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

Attachment(s)

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

2) ☒ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date *03/22/2013*.

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

4) ☐ Other: _____.

DETAILED ACTION

Information Disclosure Statement

1. The references listed in the Information Disclosure Statement filed on March 22, 2013 have been considered by the examiner (see attached PTO-1449 form).

Response to Arguments

2. Applicant's arguments with respect to claims 52-95 have been considered but are moot because the arguments do not apply to any of the references being used in the current rejection.

Double Patenting

3. The nonstatutory double patenting rejection is based on a judicially created doctrine grounded in public policy (a policy reflected in the statute) so as to prevent the unjustified or improper timewise extension of the "right to exclude" granted by a patent and to prevent possible harassment by multiple assignees. A nonstatutory obviousness-type double patenting rejection is appropriate where the conflicting claims are not identical, but at least one examined application claim is not patentably distinct from the reference claim(s) because the examined application claim is either anticipated by, or would have been obvious over, the reference claim(s). See, e.g., *In re Berg*, 140 F.3d 1428, 46 USPQ2d 1226 (Fed. Cir. 1998); *In re Goodman*, 11 F.3d 1046, 29 USPQ2d 2010 (Fed. Cir. 1993); *In re Longi*, 759 F.2d 887, 225 USPQ 645 (Fed. Cir.

1985); *In re Van Ornum*, 686 F.2d 937, 214 USPQ 761 (CCPA 1982); *In re Vogel*, 422 F.2d 438, 164 USPQ 619 (CCPA 1970); and *In re Thorington*, 418 F.2d 528, 163 USPQ 644 (CCPA 1969).

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

Effective January 1, 1994, a registered attorney or agent of record may sign a terminal disclaimer. A terminal disclaimer signed by the assignee must fully comply with 37 CFR 3.73(b).

Claims 52-95 are rejected on the ground of nonstatutory obviousness-type double patenting as being unpatentable over claims 1-152 of U.S. Patent No. 7,861,260. Although the conflicting claims are not identical, they are not patentably distinct from each other because both inventions disclose equivalent elements for targeted advertisements based on online behavior.

Conclusion

4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to NNENNA EKPO whose telephone number is (571)270-1663. The examiner can normally be reached on Monday-Thursday (9 am - 6 pm) and Flex on every friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Brian 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/
Examiner, Art Unit 2425
May 24, 2013.

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13167605	SHKEDI, ROY
	Examiner	Art Unit
	NNENNA EKPO	2425

CPC- SEARCHED		
Symbol	Date	Examiner

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner

SEARCH NOTES		
Search Notes	Date	Examiner
Inventor Name Search	01/02/2013	Nnenna Ekpo
NPL Search: google	01/02/2013	Nnenna Ekpo
EAST Text Search	01/02-03/2013	Nnenna Ekpo
Updated EAST Text Search	05/24/2013	Nnenna Ekpo

INTERFERENCE SEARCH			
US Class/ CPC Symbol	US Subclass / CPC Group	Date	Examiner

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit	:	2425
Serial No.	:	13/167,605	Examiner	:	Ekpo, Nnenna Ngozi
Filing Date	:	06/23/2011	Conf. No.	:	8424
Title	:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network			

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

Filed via EFS – March 22, 2013

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on form PTO/SB/08 attached to this document.

To the knowledge of the undersigned attorney after making reasonable inquiry, no new item of information contained in this Information Disclosure Statement was either (1) cited in a communication from a foreign patent office in a counterpart foreign application, or (2) known to any individual designated in 37 CFR § 1.56(c), more than three months ago.

Assignee continues to direct the Examiner to the following applications, which share the same first inventor, as well as the references cited therein:

Serial No.	Filing Date	Earliest Parent Filing Date
11/968,117	12/31/2007	
12/131,798	06/02/2008	
12/536,451	08/05/2009	
12/906,007	10/15/2010	
12/912,726	10/26/2010	12/28/1999
12/981,925	12/30/2010	
13/097,885	04/29/2011	04/17/2007
13/243,314	09/23/2011	06/02/2008
13/274,242	10/14/2011	10/15/2010 (prov.)
61/655,951	06/05/2012	

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /N.E./

CONSIDERED: /N.E./

Serial No.	Filing Date	Earliest Parent Filing Date
13/491,454	06/07/2012	06/16/2006 (prov.)
13/566,881	08/03/2012	08/03/2011 (prov.)
13/585,765	08/14/2012	11/28/2000
13/585,779	08/14/2012	06/14/2000
13/631,244	09/28/2012	06/19/2006 (prov.)
13/725,309	12/21/2012	01/15/2009 (prov.)
13/754,639	01/30/2013	

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: March 22, 2013

/Louis J. Hofman/
Louis J. Hoffman
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, Arizona 85260
(480) 948-3295

/Nnenna Ekpo/ 05/24/2013

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /N.E./

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L24	0	"13754639"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:08
L23	1	"13725309"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:07
L22	1	"13631244"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:07
L21	1	"13585779"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:07
L20	1	"13585765"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:07
L19	1	"13566881"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:07
L18	1	"13491454"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:07
L17	0	"61655951"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:07
L16	1	"13274242"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:06
L15	1	"13243314"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:06
L14	1	"13097885"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:06
L13	1	"12981925"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:06

L12	1	"12912726"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:06
L11	1	"12906007"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:06
L10	1	"12536451"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:06
L9	1	"12131798"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:06
L8	3	"11968117"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:05
L7	1	JP-3247634$.did.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:04
L6	0	JP-20063247634$.did.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:02
L5	0	JP-063247634$.did.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:02
L2	2	"20060259357"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 11:00
L1	2	"7861260".pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/24 10:15
S28	74	Shkedi-Roy$.in.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/05/23 17:23
S27	2	"20080222283"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/01/02 11:48
S25	2	"20010049620"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/01/02 11:36
S24	77	(settopbox "stb") same (computer on$line) same ((target$3 tailor$3) near3 (advertis$6 commercial))	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/01/02 11:21
S23	3	"20030056222"	US-PGPUB; USPAT; EPO; JPO;	OR	ON	2013/01/02 10:46

			DERWENT			
S22	2	"20090172752"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/01/02 10:43
S21	28	(settopbox "stb") with (computer on$line) with ((target$3 tailor$3) near3 (advertis$6 commercial))	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/01/02 09:52
S20	53	(online computer internet) same (tv television "stb" settopbox settopterminal) same ("LAN" local$area$network) same ((target$3) near3 (advertis$6 commercial))	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 15:30
S19	2	"20080201731"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 15:14
S18	2	"20080040742"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 15:06
S17	2	"20010049620"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 13:39
S16	3	"20080181225"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 13:11
S15	2	"20080040742"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 13:03
S14	67	((target$3) near3 (advertis$5 commercial)) with (tv television "stb" set adj top adj box) with ((on$line internet) near3 (behavior history habit))	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 12:47
S13	2	"20090172752"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 12:34
S12	72	((target$3) near3 (advertis$5 commercial)) with ((on$line internet) near3 (behavior hisory habit))	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 12:21
S11	216	((target$3) near3 (advertis$5 commercial)) same ((on$line internet) near3 (behavior hisory habit))	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 12:20
S10	3	"20080259906"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 12:19
S9	2	"20120023522"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 12:03

S8	2	"6327574".pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 12:02
S7	2	"6463585".pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 11:59
S6	2	"7158943".pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 11:58
S5	2	"7966647".pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 11:56
S4	2	"20090217319"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 11:14
S3	2	"20120047530"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 10:12
S2	2	"20110252441"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/27 15:48
S1	70	Shkedi-Roy$.in.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/27 15:09

5/24/2013 11:09:19 AM
C:\Users\nekpo\Documents\EAST\Workspaces\13167605.wsp

CONSIDERED: /N.E./

13167605 - GAU: 2425

PTO/SB/08a (07-09)
Approved for use through 07/31/2012. OMB 0651-0031
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 1

Complete if Known	
Application Number	13/167,605
Filing Date	06/23/2011
First Named Inventor	Shkedi, Roy
Art Unit	2425
Examiner Name	Ekpo, Nnenna Ngozi
Attorney Docket Number	14-TV1-CON2

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- 20060259357	11-16-2006	Chiu	
		US-			
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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]
		JP 2006-324763	11-30-2006	Oki Electric Ind. Co. Ltd		✔

Examiner Signature	/Nnenna Ekpo/	Date Considered	05/24/2013

*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./

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13167605	SHKEDI, ROY
	Examiner	Art Unit
	NNENNA 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	01/03/2013	05/24/2013							
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Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
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	Examiner	Art Unit
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✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
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☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

CLAIM		DATE								
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	94	✓	✓							
	95	✓	✓							

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List of Patents and Publications For Information Disclosure Statement

Page 1 of 1

Serial No.:	13/167,605
Applicant:	Shkedi, Roy
Filed:	06/23/2011
Art Unit:	2425
Conf. No.:	8424

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
_____	1	20070115389	05/24/2007	McCarthy et al.	
_____	2	20070157228	07/05/2007	Bayer et al.	
_____	3	20080109376	05/08/2008	Walsh et al.	
_____	4	20080118063	05/22/2008	Guzman et al.	
_____	5	20090171780	07/02/2009	Aldrey et al.	

FOREIGN PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Country	Name of Patentee	Translation Yes / No
_____	6	10-2009-0113456	08/14/2012	KR	SK Planet 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.

(19) 대한민국특허청(KR)
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(11) 공개번호 10-2009-0113456
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(51) 국제특허분류(Int. Cl.)
G06Q 30/00 (2006.01)
(21) 출원번호 10-2008-0039190
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심사청구일자 없음

(71) 출원인
에스케이 텔레콤주식회사
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(74) 대리인
김영철

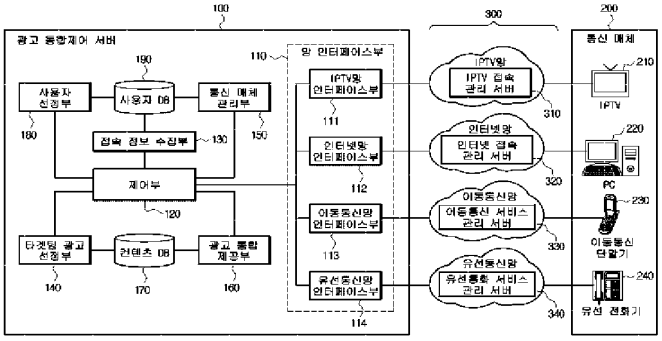
전체 청구항 수 : 총 14 항

발명의 국문명칭타겟팅 광고 시스템 및 방법

(57) 요 약

다양한 유무선 통신 매체의 사용자 접속 이력을 이용하여 효과적인 타겟팅 광고 서비스를 제공할 수 있는 타겟팅 광고 시스템 및 방법이 개시된다. 타겟팅 광고 시스템은, 유무선 통신망을 통해 전송받은 광고 컨텐츠를 사용자에게 제공하는 사용자 소유의 복수의 통신 매체와, 각 통신 매체별로 구현되어, 복수의 통신 매체 각각에 대한 사용자 접속 정보를 관리하는 복수의 정보 관리 서버, 및 복수의 통신 매체 중 임의의 통신 매체에 대한 사용자 접속 정보를 수집하고, 수집된 사용자 접속 정보를 기초로 사용자의 다른 통신 매체로 전송할 광고 컨텐츠를 선정하여 사용자의 다른 통신 매체로 전송하는 광고 통합제어 서버를 포함한다. 타겟팅 광고 방법은, 광고 컨텐츠를 전송할 사용자를 대상으로, 사용자 소유의 복수의 통신 매체 중 임의의 통신 매체에 대한 사용자 접속 정보를 수집하는 단계와, 수집된 사용자 접속 정보를 기초로 광고 전송 대상이 되는 사용자의 다른 통신 매체로 전송할 광고 컨텐츠를 선정하는 단계, 및 선정된 광고 컨텐츠를 사용자의 다른 통신 매체로 전송하는 단계를 포함한다.

대 표 도



특허청구의 범위

청구항 1

유무선 통신망에 접속되며, 상기 유무선 통신망을 통해 전송받은 광고 컨텐츠를 사용자에게 제공하는 상기 사용자 소유의 복수의 통신 매체;

각 통신 매체별로 구현되어, 상기 복수의 통신 매체 각각에 대한 사용자 접속 정보를 관리하는 복수의 정보 관리 서버; 및

상기 복수의 통신 매체 중 임의의 통신 매체에 대한 사용자 접속 정보를 수집하고, 상기 수집된 사용자 접속 정보를 기초로 상기 사용자의 다른 통신 매체로 전송할 광고 컨텐츠를 선정하여 상기 사용자의 다른 통신 매체로 전송하는 광고 통합제어 서버를 포함하는 것을 특징으로 하는 타겟팅 광고 시스템.

청구항 2

제1항에 있어서, 상기 사용자 소유의 복수의 통신 매체는,

IPTV, PC, 이동통신 단말기, 유선 전화기 중에서 적어도 하나 이상을 포함하는 것을 특징으로 하는 타겟팅 광고 시스템.

청구항 3

제1항에 있어서, 상기 복수의 정보 관리 서버는,

사용자 소유의 IPTV가 IPTV망에 접속하여 IPTV 서비스를 제공받은 이력을 관리하는 IPTV 접속 관리 서버;

사용자 소유의 PC가 인터넷망에 접속하여 인터넷 서비스를 제공받은 이력을 관리하는 인터넷 접속 관리 서버;

사용자 소유의 이동통신 단말기가 이동통신망에 접속하여 무선 인터넷 서비스 및 무선 통화 서비스를 제공받은 이력을 관리하는 이동통신 서비스 관리 서버; 및

사용자 소유의 유선 전화기가 유선통신망에 접속하여 유선 통화 서비스를 제공받은 이력을 관리하는 유선통화 서비스 관리 서버를 포함하는 것을 특징으로 하는 타겟팅 광고 시스템.

청구항 4

유무선 통신망에 접속하여 사용자 소유의 복수의 통신 매체로 광고 컨텐츠를 전송하는 망 인터페이스부;

상기 망 인터페이스부에 접속되어 있는 복수의 정보 관리 서버를 통해 상기 사용자 소유의 복수의 통신 매체 중 임의의 통신 매체에 대한 사용자 접속 정보를 수집하는 접속 정보 수집부;

상기 접속 정보 수집부에서 수집된 사용자 접속 정보를 기초로 상기 사용자의 다른 통신 매체로 전송할 광고 컨텐츠를 선정하는 타겟팅 광고 선정부; 및

상기 타겟팅 광고 선정부에서 선정된 광고 컨텐츠를 상기 사용자의 다른 통신 매체로 전송하는 광고 통합 제공부를 포함하는 것을 특징으로 하는 광고 통합제어 서버.

청구항 5

제4항에 있어서, 상기 망 인터페이스부는,

IPTV망에 접속하여 사용자 소유의 IPTV로 광고 컨텐츠를 전송하는 IPTV망 인터페이스부;

인터넷망에 접속하여 사용자 소유의 PC로 광고 컨텐츠를 전송하는 인터넷망 인터페이스부;

이동통신망에 접속하여 사용자 소유의 이동통신 단말기로 광고 컨텐츠를 전송하는 이동통신망 인터페이스부; 및

유선통신망에 접속하여 사용자 소유의 유선 전화기로 광고 컨텐츠를 전송하는 유선통신망 인터페이스부를 포함하는 것을 특징으로 하는 광고 통합제어 서버.

청구항 6

제4항에 있어서, 광고 컨텐츠를 전송할 사용자를 선정하는 사용자 선정부를 더 포함하는 것을 특징으로 하는 광고 통합제어 서버.

청구항 7

제6항에 있어서,

상기 선정된 사용자 소유의 각 통신 매체에 대한 사용자 접속 정보를 확인하고, 가장 최근의 접속 이력이 존재하거나 접속 빈도가 가장 높은 통신 매체를 파악하여 정보 수집 대상으로 지정하는 통신 매체 관리부를 더 포함하는 것을 특징으로 하는 광고 통합제어 서버.

청구항 8

제7항에 있어서, 상기 통신 매체 관리부는,

상기 사용자 소유의 복수의 통신 매체 중 현재 접속 상태에 있는 통신 매체를 파악하고, 상기 파악된 통신 매체를 광고 컨텐츠를 전송할 광고 전송 대상으로 지정하는 것을 특징으로 하는 광고 통합제어 서버.

청구항 9

제4항에 있어서, 상기 접속 정보 수집부는,

수신 이력이 있는 방송 컨텐츠 정보, 접속 이력이 있는 웹 사이트 또는 왑 사이트 정보, 회원 가입 정보, IP 주소 정보, 이동통신 단말기 정보, 유선전화 정보 중에서 적어도 하나 이상의 정보를 사용자 접속 정보로서 수집하는 것을 특징으로 하는 광고 통합제어 서버.

청구항 10

광고 컨텐츠를 전송할 사용자를 대상으로, 상기 사용자 소유의 복수의 통신 매체 중 임의의 통신 매체에 대한 사용자 접속 정보를 수집하는 단계;

상기 수집된 사용자 접속 정보를 기초로 광고 전송 대상이 되는 상기 사용자의 다른 통신 매체로 전송할 광고 컨텐츠를 선정하는 단계; 및

상기 선정된 광고 컨텐츠를 상기 사용자의 다른 통신 매체로 전송하는 단계를 포함하는 것을 특징으로 하는 타겟팅 광고 방법.

청구항 11

제10항에 있어서, 상기 사용자 접속 정보의 수집 단계는,

광고 컨텐츠를 전송할 사용자를 선정하는 단계;

상기 선정된 사용자 소유의 복수의 통신 매체 중 정보 수집 대상이 되는 통신 매체를 선정하는 단계; 및

상기 정보 수집 대상으로 선정된 통신 매체에 대해 사용자 접속 정보를 수집하는 단계를 포함하는 것을 특징으로 하는 타겟팅 광고 방법.

청구항 12

제11항에 있어서,

가장 최근의 접속 이력이 존재하거나 접속 빈도가 가장 높은 통신 매체를 파악하여 상기 정보 수집 대상으로 지정하는 것을 특징으로 하는 타겟팅 광고 방법.

청구항 13

제10항에 있어서,

사용자 접속 정보로서, 수신 이력이 있는 방송 컨텐츠 정보, 접속 이력이 있는 웹 사이트 또는 왑 사이트 정보, 회원 가입 정보, IP 주소 정보, 이동통신 단말기 정보, 유선전화 정보 중에서 적어도 하나 이상의 정보가 수집되는 것을 특징으로 하는 타겟팅 광고 방법.

청구항 14

제10항에 있어서,

상기 사용자 소유의 복수의 통신 매체 중 현재 접속 상태에 있는 사용자의 통신 매체를 파악하여 상기 광고 전송 대상으로 지정하는 단계를 더 포함하는 것을 특징으로 하는 타겟팅 광고 방법.

명 세 서

발명의 상세한 설명

기 술 분 야

[0001] 본 발명은 타겟팅 광고 시스템 및 방법에 관한 것으로, 더욱 상세하게는, 유/무선 통신망에 연동된 다양한 유무선 통신 매체의 사용자 접속 이력을 이용하여 타겟팅 광고 효과를 높일 수 있으며, 타겟화된 광고 컨텐츠를 사용자 소유의 여러 통신 매체를 통해 효과적으로 제공할 수 있는 타겟팅 광고 시스템 및 방법에 관한 것이다.

배 경 기 술

[0002] 광고는 상품이나 서비스에 대한 정보를 소비자들에게 널리 알리기 위하여 제작되며, TV 및 라디오 등의 방송 매체, 인터넷이나 이동통신망, 기타 네트워크 등과 같은 다양한 경로의 광고 매체를 통해 고객들에게 제공된다. 특히, 휴대폰과 같은 이동통신 단말기가 상용화됨에 따라 이동통신망이 새로운 광고 채널로 주목받고 있다.

[0003] 상술한 여러 광고 매체 중에서 이동통신 단말기와 웹 사이트를 이용한 광고는 사용자(광고주에 상대되는 소비자를 의미함)의 개인 기호에 맞게 타겟화된 광고가 가능하다는 점에서 광고주에게 주목받고 있는 광고 매체이다. 그리고, 광고 효율을 극대화하기 위해서는 광고 매체뿐만 아니라 광고를 누구에게, 언제, 어느 시간에 제공할 것인 지 등의 선택 여부가 광고주에게 중요한 변수로서 작용할 수 있다.

[0004] 한편, 멀티미디어 및 통신 기술의 발달로 인해 최근에는 사용자들이 이동통신 단말기, 유선 전화기, PC, IPTV 등 다양한 통신 매체를 소유하게 되는 경우가 많아졌다.

[0005] 그러나, 종래에는 사용자가 다양한 통신 매체를 소유하고 있더라도, 사용자 소유의 여러 통신 매체를 통합적으

로 활용하지 못하고, 통신 매체별로 산발적인 광고 컨텐츠만을 제공하고 있는 실정이다. 따라서, 정확한 타겟 마케팅이 어려워지고, 다양한 광고 매체를 효과적으로 연동하지 못해 광고 효과가 떨어지게 되는 문제점이 발생하게 된다.

발명의 내용

해결 하고자하는 과제

[0006] 따라서, 본 발명이 이루고자 하는 기술적 과제는 다양한 통신 매체에 대한 사용자의 접속 이력을 이용하여 정확한 타겟팅 광고 서비스를 구현하고, 해당 사용자에 맞게 특성화된 광고 컨텐츠를 여러 경로를 통해 사용자에게 전송할 수 있는 타겟팅 광고 시스템 및 방법을 제공하는 것이다.

[0007] 본 발명이 이루고자 하는 다른 기술적 과제는 유무선 통합 플랫폼을 통해 광고주 입장에서 특성화된 광고 효과를 얻을 수 있도록 하고, 사용자 입장에서도 보다 다양한 매체를 통해 광고를 접할 수 있도록 하는 타겟팅 광고 시스템 및 방법을 제공하는 것이다.

[0008] 본 발명이 이루고자 하는 기술적 과제들은 이상에서 언급한 기술적 과제로 제한되지 않으며, 언급되지 않은 또 다른 기술적 과제들은 아래의 기재로부터 본 발명이 속하는 기술분야에서 통상의 지식을 가진 자에게 명확하게 이해될 수 있을 것이다.

과제 해결수단

[0009] 전술한 목적을 달성하기 위한 본 발명에 따른 타겟팅 광고 시스템은, 유무선 통신망에 접속되며, 상기 유무선 통신망을 통해 전송받은 광고 컨텐츠를 사용자에게 제공하는 상기 사용자 소유의 복수의 통신 매체; 각 통신 매체별로 구현되어, 상기 복수의 통신 매체 각각에 대한 사용자 접속 정보를 관리하는 복수의 정보 관리 서버; 및 상기 복수의 통신 매체 중 임의의 통신 매체에 대한 사용자 접속 정보를 수집하고, 상기 수집된 사용자 접속 정보를 기초로 상기 사용자의 다른 통신 매체로 전송할 광고 컨텐츠를 선정하여 상기 사용자의 다른 통신 매체로 전송하는 광고 통합제어 서버를 포함한다.

[0010] 또한, 본 발명에 따른 광고 통합제어 서버는, 유무선 통신망에 접속하여 사용자 소유의 복수의 통신 매체로 광고 컨텐츠를 전송하는 망 인터페이스부; 상기 망 인터페이스부에 접속되어 있는 복수의 정보 관리 서버를 통해 상기 사용자 소유의 복수의 통신 매체 중 임의의 통신 매체에 대한 사용자 접속 정보를 수집하는 접속 정보 수집부; 상기 접속 정보 수집부에서 수집된 사용자 접속 정보를 기초로 상기 사용자의 다른 통신 매체로 전송할 광고 컨텐츠를 선정하는 타겟팅 광고 선정부; 및 상기 타겟팅 광고 선정부에서 선정된 광고 컨텐츠를 상기 사용자의 다른 통신 매체로 전송하는 광고 통합 제공부를 포함한다.

[0011] 한편, 본 발명에 따른 타겟팅 광고 방법은, 광고 컨텐츠를 전송할 사용자를 대상으로, 상기 사용자 소유의 복수의 통신 매체 중 임의의 통신 매체에 대한 사용자 접속 정보를 수집하는 단계; 상기 수집된 사용자 접속 정보를 기초로 광고 전송 대상이 되는 상기 사용자의 다른 통신 매체로 전송할 광고 컨텐츠를 선정하는 단계; 및 상기 선정된 광고 컨텐츠를 상기 사용자의 다른 통신 매체로 전송하는 단계를 포함한다.

효 과

[0012] 상기한 바와 같이 이루어진 본 발명에 따른 타겟팅 광고 시스템 및 방법은, 사용자 소유의 다양한 통신 매체를 효과적으로 연동하여 정확한 타겟팅 광고 서비스를 구현하고, 해당 사용자에 맞게 특성화된 광고 컨텐츠를 여러 경로를 통해 사용자에게 전송할 수 있다.

[0013] 또한, 본 발명에 따른 타겟팅 광고 시스템 및 방법은, 유무선 통합 플랫폼을 통해 광고주 입장에서 특성화된 광고 효과를 얻을 수 있도록 하고, 사용자 입장에서도 보다 다양한 매체를 통해 광고를 접할 수 있도록 한다.

발명의 실시를 위한 구체적인 내용

[0014] 이하에서는, 본 발명의 바람직한 실시예에 따른 타겟팅 광고 시스템에 대하여 첨부된 도 1을 참조하여 상세히 설명한다.

[0015] 도 1은 본 발명의 일 실시예에 따른 타겟팅 광고 시스템의 개략적인 구성도이다.

[0016] 도 1을 참조하면, 타겟팅 광고 시스템은 광고 통합제어 서버(100)와 복수의 통신 매체(200), 복수의 정보 관리 서버(300)를 포함한다.

[0017] 광고 통합제어 서버(100)는 광고 대상이 되는 특정 사용자에 대하여, 복수의 정보 관리 서버(300)를 통해 사용자가 소유하고 있는 다양한 통신 매체(200) 중에서 정보 수집 대상이 되는 임의의 통신 매체(200), 예컨대, PC(220)에 대한 사용자 접속 정보를 수집한다. 이후, 광고 통합제어 서버(100)는 수집된 사용자 접속 정보를 기초로 하여 광고 전송 대상이 되는 사용자의 다른 통신 매체(200), 예컨대, 이동통신 단말기(230)나 IPTV(210)로 전송할 광고 컨텐츠를 선정하고, 선정된 광고 컨텐츠를 해당 통신 매체(200), 예컨대, 이동통신 단말기(230)나 IPTV(210)로 전송한다.

[0018] 통신 매체(200)는 사용자 소유의 유/무선통신 단말기로, 광고 통합제어 서버(100)로부터 유/무선 통신망을 통해 광고 컨텐츠를 전송받아 사용자에게 제공한다. 이러한 통신 매체(200)는 IPTV망에 연결되는 IPTV(210), 인터넷망에 연결되는 PC(220), 이동통신망에 연결되는 이동통신 단말기(230), 유선통신망에 연결되는 유선 전화기(240) 등으로 다양하게 구현될 수 있다.

[0019] 사용자들은 유/무선 통신망에 접속되는 복수의 통신 매체(200) 중에서 적어도 둘 이상을 소유한다. 사용자가 소유하고 있는 다양한 통신 매체(200) 중에서 하나 이상의 통신 매체(200)를 대상으로 사용자 접속 정보가 수집되며, 수집된 사용자 접속 정보를 기초로 하여 사용자에게 맞게 타겟화된 광고 컨텐츠가 선정된다. 이후, 사용자는 광고 전송 대상이 되는 다른 통신 매체(200)를 통해 광고 통합제어 서버(100)에 의해 선정된 광고 컨텐츠를 제공받게 된다.

[0020] 정보 관리 서버(300)는 사용자가 소유하는 유/무선 통신망 상의 다양한 통신 매체(200)에 종류별로 구현된다.

[0021] 정보 관리 서버(300)로는 사용자 소유의 IPTV(Internet Protocol Television)(210)가 IPTV망에 접속하여 IPTV 서비스를 제공받은 이력을 관리하는 IPTV 접속 관리 서버(310), 사용자 소유의 PC(220)가 인터넷망에 접속하여 인터넷 서비스를 제공받은 이력을 관리하는 인터넷 접속 관리 서버(320), 사용자 소유의 이동통신 단말기(230)가 이동통신망에 접속하여 무선 인터넷 서비스 및 무선 통화 서비스를 제공받은 이력을 관리하는 이동통신 서비스 관리 서버(330), 사용자 소유의 유선 전화기가 유선통신망에 접속하여 유선 통화 서비스를 제공받은 이력을 관리하는 유선통화 서비스 관리 서버(340) 등이 구현될 수 있다.

[0022] 각각의 정보 관리 서버(300)는 각 사용자 소유의 통신 매체(200)들을 통해 서비스(IPTV 서비스, 유/무선 인터넷 서비스, 통화 서비스 등)가 제공될 때, 제공된 서비스와 관련한 사용자 접속 정보를 지속적으로 관리한다. 그리고, 광고 통합관리 서버(100)로부터 사용자 소유의 임의의 통신 매체(200)를 대상으로 사용자 접속 정보에 대한 확인 요청이 들어오면, 각 정보 관리 서버(300)가 해당 통신 매체(200)에 대한 사용자 접속 정보를 광고 통합관리 서버(100)로 알려준다.

[0023] 한편, 광고 통합제어 서버(100)에는 망 인터페이스부(110), 제어부(120), 접속 정보 수집부(130), 타겟팅 광고 선정부(140), 통신 매체 관리부(150), 광고 통합 제공부(160), 컨텐츠 DB(170), 사용자 선정부(180), 사용자 DB(190)가 포함된다.

[0024] 망 인터페이스부(110)는 유/무선 통신망에 접속하여 사용자가 소유한 복수의 통신 매체(200)로 광고 컨텐츠를 전송하는 역할을 한다.

[0025] 망 인터페이스부(110)로는 IPTV망에 접속하여 사용자 소유의 IPTV(210)로 광고 컨텐츠를 전송하는 IPTV망 인터페이스부(111), 인터넷망에 접속하여 사용자 소유의 PC(220)로 광고 컨텐츠를 전송하는 인터넷망 인터페이스부(112), 이동통신망에 접속하여 사용자 소유의 이동통신 단말기(230)로 광고 컨텐츠를 전송하는 이동통신망 인터페이스부(113), 유선통신망에 접속하여 사용자 소유의 유선 전화기(240)로 광고 컨텐츠를 전송하는 유선통신망 인터페이스부(114) 등이 구현될 수 있다.

[0026] 제어부(120)는 광고 통합제어 서버(100)의 전체적인 동작을 제어하는 것으로, 접속 정보 수집부(130)를 제어하여 사용자 소유의 다양한 통신 매체(200) 중 일부, 예컨대, PC(220)를 대상으로 사용자 접속 정보를 수집한다. 그리고, 타겟팅 광고 선정부(140) 및 광고 통합 제공부(160)를 제어하여 접속 정보 수집부(130)에서 수집된 사용자 접속 정보를 기초로 광고 컨텐츠를 선정하고, 이를 해당 사용자의 다른 통신 매체(200), 예컨대,

IPTV(210)로 전송한다.

[0027] 접속 정보 수집부(130)는 제어부(120)의 관리 하에, 망 인터페이스부(110)에 접속되어 있는 망별 정보 관리 서버(300)를 통해 사용자가 소유한 복수의 통신 매체(200) 중 임의의 통신 매체(200), 예를 들면, PC(220)에 대한 사용자 접속 정보를 수집하고, 수집된 사용자 접속 정보를 반영하여 사용자 DB(190)를 갱신한다.

[0028] 접속 정보 수집부(130)에서 수집되는 사용자 접속 정보로는, 사용자가 IPTV(210)로 수신한 이력이 있는 방송 컨텐츠 정보, 사용자가 PC(220)나 이동통신 단말기(230)를 통해 접속한 이력이 있는 웹(WEB) 사이트 또는 왑(WAP) 사이트 정보, 각 통신 매체(200)에 대한 사용자의 회원 가입 정보, 사용자의 IP 주소 정보, 사용자의 이동통신 단말기(230)에 대한 정보, 사용자의 유선 전화기(240)에 대한 정보 등이 있다.

[0029] 전술한 접속 정보 수집부(130)는 통신 매체 관리부(150)로부터 정보 수집 대상에 해당하는 통신 매체(200), 예컨대, PC(220)에 대한 정보를 제공받으며, 정보 수집 대상이 되는 통신 매체(200)의 사용자 접속 정보를 수집하게 된다.

[0030] 타겟팅 광고 선정부(140)는 접속 정보 수집부(130)에서 수집된 사용자 접속 정보를 기초로 사용자의 다른 통신 매체(200), 예를 들면, 이동통신 단말기(230)나 IPTV(210)로 전송할 광고 컨텐츠를 선정한다.

[0031] 통신 매체 관리부(150)는 사용자 선정부(180)에서 광고 대상으로 선정된 사용자에 대하여, 해당 사용자가 소유하고 있는 각 통신 매체(200)에 대한 사용자 접속 정보를 확인 및 분석하고, 분석 결과에 따라 사용자 소유의 다양한 통신 매체(200) 중에서 정보 수집 대상이 되는 통신 매체(200)를 지정한다. 예컨대, 가장 최근의 접속 이력이 존재하거나 접속 빈도가 가장 높은 통신 매체(200)가 정보 수집 대상으로 지정될 수 있다. 즉, 통신 매체 관리부(150)는 사용자 DB(190)에 저장되어 있는 사용자 소유의 통신 매체(200)에 대한 정보와, 통신 매체별 사용자 접속 정보를 참조하여, 최근의 접속 이력이 있거나, 접속 빈도가 높은 통신 매체(200)를 정보 수집 대상으로 지정할 수 있다.

[0032] 한편, 통신 매체 관리부(150)는 망 인터페이스부(110)를 통해 특정 사용자가 소유한 다양한 통신 매체(200) 중에서 현재 접속 상태에 있는 통신 매체(200)를 파악한 후, 사용자가 접속 중인 통신 매체(200)를 광고 컨텐츠를 전송할 광고 전송 대상으로 지정할 수 있다. 즉, 통신 매체별로 각각의 망에 구비되어 있는 정보 관리 서버(300)들을 통해 사용자가 현재 접속 상태에서 서비스를 제공받고 있는 통신 매체(200)가 어떤 것인지를 파악하여 광고 전송 대상으로 지정할 수 있다.

[0033] 광고 통합 제공부(160)는 사용자의 접속 정보와 관련하여 타겟팅 광고 선정부(140)에서 선정된 광고 컨텐츠를 망 인터페이스부(110)를 통해 해당 사용자의 다른 통신 매체(200), 예를 들면, 이동통신 단말기(230)나 IPTV(210)로 전송하게 된다.

[0034] 컨텐츠 DB(170)에는 다양한 통신 매체(200)로 광고 컨텐츠를 전송할 수 있도록, 동일 제품을 광고하는 광고 컨텐츠가 각각의 통신 매체(200)에 전송될 수 있는 파일 형태로 다양하게 구현되어 저장된다. 예를 들어, 동일 제품을 광고하는 광고 컨텐츠가 IPTV(210), PC(220), 이동통신 단말기(230), 유선 전화기(240) 등으로 각각 전송될 수 있도록 동영상, 텍스트, 문자 메시지(SMS 메시지, MMS 메시지 등), 음성 메시지 등으로 구현되어 저장된다.

[0035] 예컨대, 통신 매체 관리부(150)에서 선정된 광고 전송 대상인 통신 매체(200)가 이동통신 단말기(230)이면, 광고 통합 제공부(160)는 컨텐츠 DB(170)에서 문자 메시지를 읽어온 후, 이동통신망 인터페이스부(113)를 통해 사용자 소유의 이동통신 단말기(230)로 전송한다. 선정된 통신 매체(200)가 IPTV(210)인 경우에는, 컨텐츠 DB(170)에서 동영상 광고를 읽어온 후, IPTV망 인터페이스부(111)를 통해 사용자 소유의 IPTV(210)로 전송한다.

[0036] 사용자 선정부(180)는 사용자 DB(190)에 등록되어 있는 여러 사용자들을 대상으로, 각 사용자가 광고 컨텐츠를 전송할 광고 대상에 해당하는지 여부를 주기적으로, 혹은 광고 전송 시점에 확인하며, 확인 결과에 따라 광고 컨텐츠를 전송받을 사용자를 선정한다.

[0037] 사용자 DB(190)에는 광고 컨텐츠를 전송할 사용자를 선정할 때 사용되는 사용자 소유의 통신 매체(200)에 대한 정보(예를 들어, 이동통신 단말기 식별 정보, 유선 전화기 식별 정보, IP 주소 등), 개인 정보(예를 들어, 성별, 나이, 주소, 결혼여부, 취미 등), 선호도 정보 등이 사용자별로 저장되어 있다.

[0038] 이상 설명한 바와 같이, 도 1과 같은 타겟팅 광고 시스템은, IPTV(210), PC(220), 이동통신 단말기(230), 유선 전화기(240) 등 다양한 유/무선 통신 매체(200)에 접속하여 각각의 통신 매체(200)에 적합한 형식의 광고 컨텐

츠를 사용자에게 전송할 수 있다.

[0039] 또한, 타겟팅 광고 시스템은 사용자가 소유한 다양한 통신 매체(200) 중 일부 통신 매체(200)에 대한 접속 기록을 기초로 하여, 해당 사용자의 다른 통신 매체(200)를 통한 타겟팅 광고 서비스를 제공할 수 있다.

[0040] 이하에서는, 본 발명의 바람직한 실시예에 따른 타겟팅 광고 방법에 대하여 첨부된 도 2를 참조하여 상세히 설명한다.

[0041] 도 2는 본 발명의 일 실시예에 따른 타겟팅 광고 방법의 흐름도이다.

[0042] 먼저, 광고 통합제어 서버(100)는 광고 컨텐츠를 전송할 사용자를 대상으로, 해당 사용자가 소유하고 있는 다양한 복수의 통신 매체(200) 중 임의의 통신 매체(200)에 대한 사용자 접속 정보를 수집한다(S110 내지 S130).

[0043] 구체적으로, 광고 통합제어 서버(100)의 사용자 선정부(180)는 사용자 DB(190)에 저장되어 있는 사용자들을 대상으로 하여, 각 사용자가 광고 대상인지 여부를 파악하고, 광고 컨텐츠를 전송할 사용자를 선정한다(S110).

[0044] 사용자 선정 작업은 사용자 DB(190)에 등록되어 있는 사용자들이 광고 대상에 해당되는지 여부를 사용자별로 점검하는 방식으로 진행될 수 있으며, 점검 대상인 특정 사용자가 광고 대상에 해당하는 경우 S120 단계로 진행하고, 해당 사용자가 광고 대상이 아닌 경우 다음 사용자에 대해 다시 광고 대상인지 여부를 점검하게 된다. 예컨대, 광고 수신에 동의한 여러 사용자들 중 서비스 포인트가 높은 사용자를 광고 대상으로 선정할 수 있다.

[0045] 통신 매체 관리부(150)는 광고 대상으로 선정된 사용자가 소유하고 있는 여러 통신 매체(200) 중에서 정보 수집 대상이 되는 통신 매체(200)를 선정한다(S120). 정보 수집 대상으로는, 가장 최근의 사용자 접속 이력이 존재하거나 사용자의 접속 빈도가 가장 높은 통신 매체(200)가 지정될 수 있다.

[0046] 이후, 접속 정보 수집부(130)는 통신 매체 관리부(150)에서 정보 수집 대상으로 지정된 통신 매체(200)를 대상으로 하여 유/무선 통신망 상의 정보 관리 서버(300)로부터 사용자 접속 정보를 수집한다(S130). 수집 가능한 사용자 접속 정보로는, 사용자가 수신한 이력이 있는 방송 컨텐츠 정보, 사용자가 접속한 이력이 있는 웹 사이트 또는 왑 사이트 정보, 사용자의 회원 가입 정보, 사용자의 IP 주소 정보, 사용자의 이동통신 단말기 정보, 사용자의 유선전화 정보 등이 있다.

[0047] 타겟팅 광고 선정부(140)는 접속 정보 수집부(130)에서 수집된 사용자 접속 정보를 기반으로 컨텐츠 DB(170)로부터 광고 전송 대상이 되는 사용자의 다른 통신 매체(200)에 전송할 광고 컨텐츠를 선정한다(S140). 컨텐츠 DB(170)에는 여러 광고주 서버(미도시)로부터 제공받은 다양한 광고 컨텐츠가 등록되며, 하나의 광고 컨텐츠는 통신 매체(200)의 종류별로 각각 전송될 수 있도록 동영상, 텍스트, 문자 메시지 등 다양한 형태로 구현될 수 있다.

[0048] 광고 전송 대상이 되는 사용자의 다른 통신 매체(200)는 통신 매체 관리부(150)에 의해 지정된다. 통신 매체 관리부(150)는 사용자 DB(190)를 조회하여 사용자가 소유하고 있는 복수의 통신 매체(200)를 조회하고, 조회된 여러 통신 매체(200) 중 현재 사용자가 접속 상태에 있는 통신 매체(200)를 파악하여 광고 전송 대상으로 지정할 수 있다(S150, S160).

[0049] 타겟팅 광고 선정부(140)에서 선정된 광고 컨텐츠는 광고 통합 제공부(160)를 통해 광고 전송 대상인 사용자의 다른 통신 매체(200)로 제공된다(S170).

[0050] 예를 들어, 사용자 A가 PC(220), 이동통신 단말기(230), IPTV(210)를 소유하고 있고, 각각의 통신 매체(200)를 통해 서비스(IPTV 서비스, 유/무선 인터넷 서비스, 통화 서비스 등)를 사용하는 경우, 광고 통합제어 서버(100)가 사용자 접속 정보를 수집하고, 타겟팅 광고 서비스를 제공하는 방법은 다음과 같다.

[0051] 사용자가 PC(220)를 통해 웹 사이트에 접속하는 경우, 인터넷망의 인터넷 접속 관리 서버(320)는 접속 정보 수집부(130)의 요청에 의해 PC(220)로부터 전송받은 쿠키 정보를 광고 통합제어 서버(100)로 제공한다. 광고 통합제어 서버(100)는 인터넷망으로부터 전송받은 쿠키 정보를 기초로 해당 사용자에게 적합한 광고 컨텐츠를 컨텐츠 DB(170)로부터 추출하여 사용자의 다른 통신 매체(200), 즉, IPTV(210)나 이동통신 단말기(230)로 전송할 수 있다. 사용자의 PC(220)에는 쿠키 정보를 수집하여 인터넷망의 인터넷 접속 관리 서버(320)로 전송할 수 있는 어플리케이션이 설치된다.

[0052] 이러한 경우, 사용자의 PC(220)에 설치되는 어플리케이션은 PC(220)에서 접속한 모든 웹 페이지의 쿠키를 전송

하도록 구성될 수도 있고, 사용자측에서 설정하거나 광고주/관리자 측에서 설정한 특정 웹 사이트에 관한 쿠키만을 수집하도록 구성될 수도 있다.

[0053] 사용자가 이동통신 단말기(230)를 통해 웹 사이트에 접속한 경우에는, 광고 통합제어 서버(100)가 사용자가 접속한 웹 페이지 정보를 기초로 해당 사용자에게 적합한 광고 컨텐츠를 컨텐츠 DB(170)에서 추출하고, 추출된 광고 컨텐츠를 사용자의 다른 통신 매체(200), 즉, PC(220)나 IPTV(210)로 전송할 수 있다.

[0054] 한편, 사용자가 IPTV(210)를 통해 방송 컨텐츠를 수신한 경우, IPTV(210)는 사용자가 수신한 방송 컨텐츠 정보를 수집하여 IPTV 접속 관리 서버(310)로 전송한다. 이후, 광고 통합제어 서버(100)는 IPTV망으로부터 전송된 방송 컨텐츠 정보를 기초로 선정된 광고 컨텐츠를 이동통신 단말기(230)나 PC(220)로 전송할 수 있다.

[0055] 본 발명의 타겟팅 광고 시스템 및 방법은 전술한 실시예에 국한되지 않고 본 발명의 기술 사상이 허용하는 범위 내에서 다양하게 변형하여 실시할 수 있다.

산업이용 가능성

[0056] 본 발명은 유무선 통합 플랫폼의 타겟팅 광고 서비스에 적용될 수 있다.

[0057] 본 발명에 따른 광고 시스템 및 방법은, 다양한 통신 매체의 사용자 접속 이력을 이용하여 사용자에 맞게 타겟화된 광고 컨텐츠를 효과적으로 획득하여 타겟팅 광고 효과를 높일 수 있으며, 얻어진 광고 컨텐츠를 사용자 소유의 여러 통신 매체를 통해 사용자에게 제공할 수 있다.

도면의 간단한 설명

[0058] 도 1은 본 발명의 일 실시예에 따른 타겟팅 광고 시스템의 개략적인 구성도.

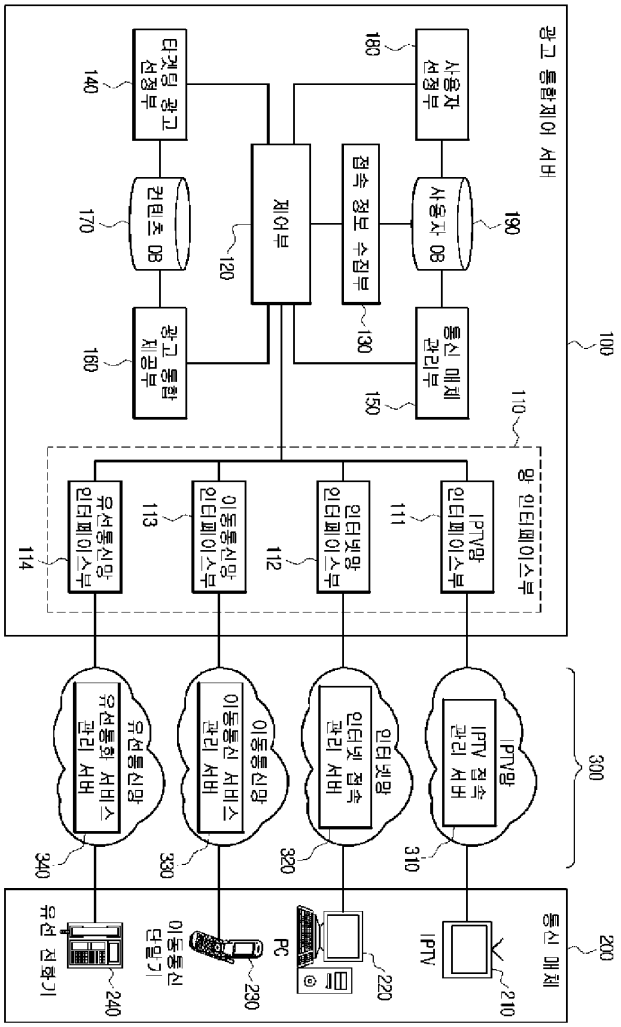
[0059] 도 2는 본 발명의 일 실시예에 따른 타겟팅 광고 방법의 흐름도.

[0060] *** 도면의 주요 부분에 대한 부호의 설명 ***

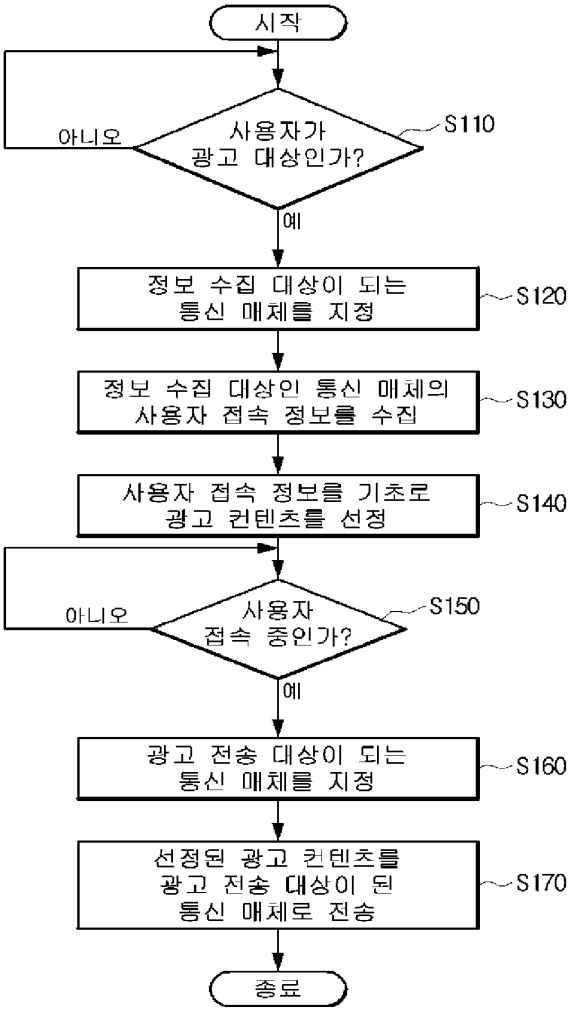
[0061]	100: 광고 통합제어 서버	110: 망 인터페이스부	
[0062]	120: 제어부	130: 접속 정보 수집부	
[0063]	140: 타겟팅 광고 선정부	150: 통신 매체 관리부	
[0064]	160: 광고 통합 제공부	170: 컨텐츠 DB	
[0065]	180: 사용자 선정부	190: 사용자 DB	
[0066]	200: 통신 매체	210: IPTV	
[0067]	220: PC	230: 이동통신 단말기	
[0068]	240: 유선 전화기	300: 정보 관리 서버	

도면

도면1


광고 통합제어 서버
100
타겟팅 광고 선정부
140
사용자 선정부
180
컨텐츠 DB
170
제어부
120
접속 정보 수집부
130
사용자 DB
190
광고 통합 제공부
160
통신 매체 관리부
150
망 인터페이스부
110
유선통신망 인터페이스부
114
이동통신망 인터페이스부
113
인터넷망 인터페이스부
112
IPTV망 인터페이스부
111
유선통신망 관리 서버
340
이동통신 서버스 관리 서버
330
인터넷 접속 관리 서버
320
IPTV 접속 관리 서버
310
300
유선 전화기
240
이동통신 단말기
230
PC
220
IPTV
210
통신 매체
200

도면2


시작
사용자가
광고 대상인가?
S110
아니오
예
정보 수집 대상이 되는
통신 매체를 지정
S120
정보 수집 대상인 통신 매체의
사용자 접속 정보를 수집
S130
사용자 접속 정보를 기초로
광고 컨텐츠를 선정
S140
사용자
접속 중인가?
S150
아니오
예
광고 전송 대상이 되는
통신 매체를 지정
S160
선정된 광고 컨텐츠를
광고 전송 대상이 된
통신 매체로 전송
S170
종료

KR Examined Patent Publication(B1)

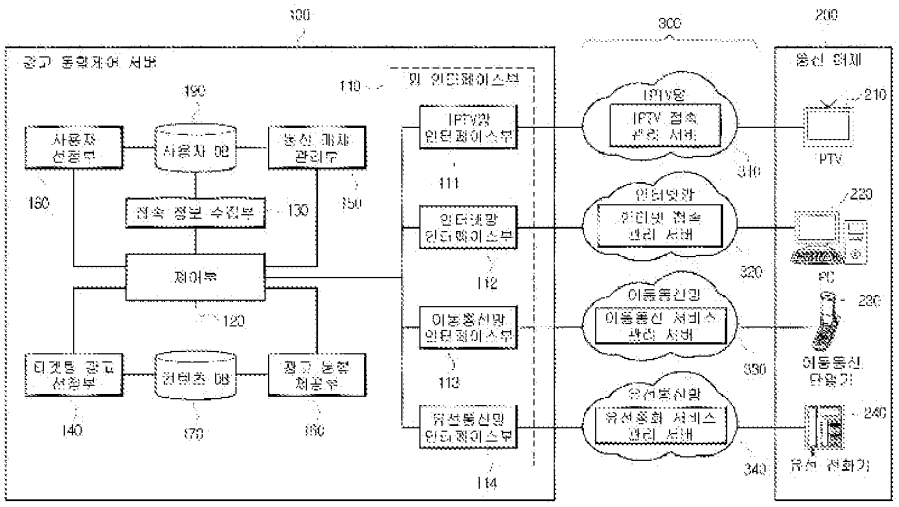
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Agent	NAM, Sang Sun | Park Chong Han
Inventor	LEE, Nam Soo
Right Holder	SK Planet Co., Ltd.
Examiner	Han-Cheol Jeon
Title of Invention	SYSTEM AND METHOD FOR TARGETING ADVERTISEMENT

Abstract

Disclosed is targetting advertisement system and method for providing the effective targetting advertisement service as it uses various wire/wireless communications medias of user connection histories. The targetting advertisement system comprises the multiple communications media of the user possession providing the advertisement contents which it is transmitted through the wired and wireless network for the user, the multiple information management servers which is implemented according to each communications medium and manages the user connection information about the multiple communications media, and the advertisement integrated control server collecting the user connection information about the arbitrary communications medium among multiple communications media and selects the advertisement contents which transmits with the other communications medium of the user based on the collected user connection information and transmits with the other communications medium of the user. The targetting advertisement method comprises the step of it transmits with the other communications medium of the user the other communications medium of the user which the advertisement transmission is subjected for the user transmitting the advertisement contents among the multiple communications media of the user possession based on the step of collecting the user connection information about the arbitrary communications medium, and the collected user connection information the step of selecting the advertisement contents transmitted and the chosen advertisement contents.

Representative drawing



Keyword(s)

The targetting advertisement, wired and wireless network, and the connection information.

Description

Technical Field

The invention relates to targetting advertisement system and method, and more specifically, to targetting advertisement system and method using the various wire/wireless communications medias of user connection histories connected in wire and wireless communications network, it can enhance the targetting advertisement effect and for effectively providing the targeted advertisement contents through the different communications medium of the user possession.

Background Art

The advertisement is manufactured in order to widely inform consumers of the information to the goods or the service. And the information is provided for clients through the broadcast media, the internet or the mobile radio communications network, the other network, including, the various routes of advertisement medias including TV and radio etc. Particularly, the mobile radio communications network paids attention to the new advertisement channel as the mobile communications terminal like the cellular phone is commercialized.

The mobile communications terminal among the above-described different advertisement media and website may be referred to the advertisement media which the advertisement which uses paids attention to the advertiser in that the advertisement targeted according to the individual symbol of the user (the consumer faced to the advertiser is meant) is possible. And the selection whether or not including not only the advertisement media but also paper etc. can act to the advertiser as the important variable anytime will provide the advertisement to the anyone to a time in order to maximize the advertising efficiency.

In the meantime, the case recently where users possessed the mobile communications terminal, wired telephone, PC, IPTV etc various communications media was increased due to the development of the communications technology and multimedia.

But in the convention, the user possesses various communications media. And yet it unificationals the different communications medium of the user possession is unable to be made the most of. The user provides according to the communications medium only the sporadic advertisement contents. Therefore, it becomes difficult for the correct target marketing. Various advertisement medias are unable to be effectively operated with and the problem that the advertising effect falls down is generated.

Summary of Invention

Problem to be solved

Therefore, using the technical problem in which the invention is comprised is the connection history of the user about the various communications media, the correct targetting advertisement service is implemented. Targetting advertisement system and method for transmitting the advertisement contents peculiarized according to the corresponding user through the different route to the user are provided.

The other technical problem in which the invention is comprised obtains the peculiarized advertising effect through wireless and wired integration platform from the advertiser position. Targetting advertisement system and method for contacting the advertisement than the user position through various medias are provided.

Technical problems in which the invention is comprised are not limited to the technical problem which in the above, it mentions. And the other technical problems which is not mentioned will be able to be specifically understood as a person skilled in the art in the technical field in which the invention belongs from the following material.

Means to solve the problem

The above-described purpose is accomplished. And the targetting advertisement system according to the present invention comprises the multiple information management servers which is connected to wired and wireless network and is implemented according to the multiple communications media: each communications medium of the user possession providing the advertisement contents which is transmitted through wired and wireless network for the user and manages the user connection information about the multiple communications media and the advertisement integrated control server collecting the user connection information about the arbitrary communications medium among multiple communications media and selects the advertisement contents which transmits with the other communications medium of the user based on the collected user connection information as described above and transmits with the other communications medium of the user.

Moreover, the advertisement integrated control server according to the present invention comprises the network interface part connecting to wired and wireless network and transmits the advertisement contents with the multiple communications media of the user possession; the connection information collecting part collecting the user connection information about the arbitrary communications medium through multiple information management servers connected to above net interface unit among the multiple communications media of the user possession; the targetting advertisement selection part selecting the advertisement contents transmitted with the other communications medium of the user based on the user connection information collected by the connection information collecting part; and the advertisement integration offer part transmitting the advertisement contents which is chosen in the targetting advertisement selection part with the other communications medium of the user.

In the meantime, the targetting advertisement method according to the present invention comprises the other communications medium of the user who the advertisement transmission is subjected for the user transmitting the advertisement contents among the multiple

communications media of the user possession based on the step of collecting the user connection information about the arbitrary communications medium: the collected user connection information as described above the step of selecting the advertisement contents transmitted and the step transmitting the chosen advertisement contents as described above with the other communications medium of the user.

Effects of the Invention

As described above, made targetting advertisement system and method according to the present invention operate the various communications media of the user possession with and the various communications media implements the correct targetting advertisement service. The various communications media can transmit the advertisement contents peculiarized according to the corresponding user through the different route to the user.

Moreover, targetting advertisement system and method according to the present invention obtain the peculiarized advertising effect through wireless and wired integration platform from the advertiser position. It contacts the advertisement than the user position through various medias.

▩ Brief explanation of the drawing

Figure 1 is a summary configuration diagram of the targetting advertisement system according to the embodiment of the present invention.

Figure 2 is a flowchart of the targetting advertisement method according to the embodiment of the present invention.

The description *** of the symbol about the main part of *** drawing.

100: advertisement integrated control server 110: network interface part.

120: controller 130: connection information collecting part.

140: targetting advertisement selection part 150: communications medium administration unit.

160: advertisement integration offer part 170: contents DB.

180: user selection part 190: user database.

200: communications medium 210: IPTV.

220: PC 230: mobile communications terminal.

240: wired telephone 300: information management server.

▩ Detailed Description

Hereinafter, referring to Figure 1 it particularly illustrates for the targetting advertisement system according to the preferred embodiment of the present invention.

Figure 1 is a summary configuration diagram of the targetting advertisement system according to the embodiment of the present invention.

Referring to Figure 1, the targetting advertisement system comprises the advertisement integrated control server (100) and the multiple communications media (200), and the multiple information management servers (300).

The advertisement integrated control server (100) collects the arbitrary communications medium (200), which the information gathering is subjected for example, the user connection information about the PC (220) through multiple information management servers (300) about the specified user which the advertisement is subjected among the various communications media (200) which the user possesses. Thereafter, the advertisement integrated control server (100) selects the advertisement contents transmitted with the other communications medium (200) of the user, which the advertisement transmission is subjected for example, the mobile communications terminal (230) or the IPTV (210) based on the collected user connection information. The chosen advertisement contents is transmitted with the corresponding communications medium (200), for example, the mobile communications terminal (230) or the IPTV (210).

The communications medium (200) provides the advertisement contents through wire and wireless communications network from wire and wireless communications terminal, of the user possession the advertisement integrated control server (100) to the user is transmitted. This communications medium (200) can be variously implemented as the IPTV (210), connected to the IPTV net the PC (220), connected to the internet network the mobile communications terminal (230), connected to the mobile radio communications network the wired telephone (240) etc. connected to PSTN.

Users possess at least two or greater among multiple communications media (200) connected to wire and wireless communications network. The user connection information is collected among the various communications media (200) which the user possesses for at least one communications medium (200). And the advertisement contents which is targeted to fit by the user based on the collected

user connection information is chosen. Thereafter, the user is provided the advertisement contents which is chosen by the advertisement integrated control server (100) through the other communications medium (200) which the advertisement transmission is subjected.

The information management server (300) is implemented as the classification in the various communications media (200) of wire and wireless on communications network which the user possesses.

The mobile communications service managing server (330), in which the internet access management server (320) managing the history in which the IPTV connection management server (310) managing the history in which the IPTV (Internet Protocol Television) (210) of the user possession connects to the IPTV net as the information management server (300) and which is provided the IPTV service, and the PC (220) of the user possession connect to the internet network and which is provided the internet service, and the mobile communications terminal (230) of the user possession connect to the mobile radio communications network and managing the wireless internet service and the history provided the wireless calling service the wire communications service managing server (340) etc. can be implemented manages the history in which the wired telephone of the user possession connects to PSTN and which is provided the wire communications service.

When service (the IPTV service, wire and wireless internet service, the conversation service etc) each information management server (300) are provided through communications medium (200) of each user possession the user connection information relating with the provided service is continuously managed. And if the acknowledgement request about the user connection information comes in from the advertisement integrated management server (100) for the arbitrary communications medium (200) of the user possession each information management server (300) informs the user connection information about the corresponding communications medium (200) with the advertisement integrated management server (100).

In the meantime, in the advertisement integrated control server (100), the network interface part (110), controller (120), connection information collecting part (130), targetting advertisement selection part (140), communications medium administration unit (150), advertisement integration offer part (160), contents DB (170), user selection part (180), user database (190) is included.

The network interface part (110) play a role of transmitting the multiple communications media (200) connecting to wire and wireless communications network and which the user possesses the advertisement contents.

The IPTV net interface unit (111), connecting to the IPTV net as the network interface part (110) and transmits the advertisement contents with the IPTV (210) of the user possession the IP network interface assembly (112), connecting to the internet network and transmits the advertisement contents with the PC (220) of the user possession the mobile radio communications network interface unit (113), connecting to the mobile radio communications network and transmits the advertisement contents with the mobile communications terminal (230) of the user possession the PSTN interface unit (114) etc. can be implemented connects to PSTN and transmits the advertisement contents with the wired telephone (240) of the user possession.

The controller (120) controls the whole operation of the advertisement integrated control server (100). The connection information collecting part (130) is controlled and the user connection information is collected among the various communications media (200) of the user possession for a part, for example, the PC (220). And the targetting advertisement selection part (140) and advertisement integration offer part (160) are controlled and the advertisement contents is selected based on the user connection information collected by the connection information collecting part (130). This is transmitted with the other communications medium (200) of the corresponding user, for example, the IPTV (210).

The connection information collecting part (130) collects the arbitrary communications medium (200), for example, the user connection information about the PC (220) through the net information management server (300) connected to the network interface part (110) under the administration of the controller (120) among multiple communications media (200) which the user possesses. The collected user connection information is reflected and the user database (190) is renewed.

The user connection information collected by the connection information collecting part (130) may be the broadcasting contents information, in which it has the history which the user receives to the IPTV (210) the web site or the WAP site information, in which it has the history in which the user connects through the PC (220) or the mobile communications terminal (230) the information of membership joining of the user about each communications medium (200), the AP-IP address of the user, the information toward the mobile communications terminal (230) of the user, the information toward the wired telephone (240) of the user etc.

The above-described connection information collecting part (130) is provided the communications medium (200), corresponding to the information gathering object for example, the information about the PC (220) from the communications medium administration unit (150). And the user connection information of the communications medium (200) which the information gathering is subjected is collected.

The targetting advertisement selection part (140) selects the advertisement contents transmitted with the other communications medium (200) of the user, for example, the mobile communications terminal (230) or the IPTV (210) based on the user connection information collected by the connection information collecting part (130).

In the communications medium administration unit (150) is the user selection part (180), the user connection information about each communications medium (200) which the corresponding user possesses is confirmed and the user connection information analyzes about the user who is chosen as the advertising target. The communications medium (200) which the information gathering is subjected is designated according to the analyzed result among the various communications media (200) of the user possession. For example, the recent connection history most exists or the highest communications medium (200) of the access frequency can be designated for the information gathering object. That is, the communications medium (200) with high access frequency the recent connection history has the communications medium administration unit (150) with reference to the information about the communications medium (200) of the user possession stored in the user database (190) and communications medium user connection information can be designated as the information gathering object.

In the meantime, the communications medium administration unit (150) can designate the communications medium (200) in which the user is with the connection middle the communications medium (200) which is in the current connection state among the various communications media (200) which the specified user possesses through the network interface part (110) after doing the grasp as the advertisement transmission object transmitting the advertisement contents. That is, it grasps whether it what is the communications medium (200) in which the user is provided the service through information management server (300) equipped according to the communications medium in each net in the current connection state and or not it can designate as the advertisement transmission object.

The advertisement integration offer part (160) transmits the advertisement contents which is chosen in connection with the connection information of the user in the targetting advertisement selection part (140) with the other communications medium (200) of the corresponding user, for example, the mobile communications terminal (230) or the IPTV (210) through the network interface part (110).

In the contents DB (170), in order that the advertisement contents is transmitted with the various communications media (200) it is variously implemented as the file format in which the advertisement contents advertising the identical goods can be transmitted in each communications medium (200) and it is stored. For example, it is implemented as the moving picture, the text, the text message (the SMS message, the MMS message etc), the voice message etc so that the advertisement contents advertising the identical goods is transmitted to the IPTV (210), the PC (220), the mobile communications terminal (230), the wired telephone (240) etc and it is stored.

For example, if the advertisement transmission big merchant communications medium (200) which is chosen in the communications medium administration unit (150) is the mobile communications terminal (230) after the advertisement integration offer part (160) has been reading the text message on the contents DB (170) it transmits through the mobile radio communications network interface unit (113) with the mobile communications terminal (230) of the user possession. In case the chosen communications medium (200) is the IPTV (210) after the video commercial has been being read on the contents DB (170) it transmits with the IPTV (210) of the user possession through the IPTV net interface unit (111).

Or the user selection part (180) periodically confirms in the advertisement transmission point of time against the different users registered by the user database (190) whether it comes under the advertising target in which each user transmits the advertisement contents. And the user transmitted the advertisement contents is selected according to the confirmation result.

In the user database (190), when selecting the user transmitting the advertisement contents the information (for example, for example, the mobile communications terminal identification information, the wired telephone identifying information, the IP address etc) toward the communications medium (200) of the used user possession, the personal information (for example, the sex, age, address, marriage state, the interest etc), the preference information etc. are stored as the per user.

As described above, the targetting advertisement system illustrated in figure 1 connects to the IPTV (210), PC (220), mobile communications terminal (230), the wired telephone (240) etc various yoo / wireless communications media (200) and the IPTV (210), PC (220), mobile communications terminal (230), the wired telephone (240) etc various yoo / wireless communications media (200) can transmit the advertisement contents which is suitable for each communications medium (200) of the form to the user.

Moreover, the targetting advertisement system can provide the targetting advertisement service through the other communications medium (200) of the corresponding user among the various communications media (200) which the user possesses based on the access record about a part communications medium (200).

Hereinafter, it particularly illustrates for the targetting advertisement method according to the preferred embodiment of the present invention with reference to fig. attached 2.

Figure 2 is a flowchart of the targetting advertisement method according to the embodiment of the present invention.

Firstly, the advertisement integrated control server (100) collects the user connection information about the arbitrary communications medium (200) for the user transmitting the advertisement contents among various pluralities of communications media (200) which the corresponding user possesses (the S110 to the S130).

Specifically, the user selection part (180) of the advertisement integrated control server (100) does against users stored in the user database (190). It grasps whether each user is the advertising target. The user transmitting the advertisement contents is selected (S110).

The specified user called the subject to check the user selecting work can be progressed as the mode in which the users registered by the user database (190) examine whether or not with the per user mode corresponds to under the advertising target progresses as the S120 step in the advertising target in case the corresponding. In case it is not corresponding user the advertising target it again checks out about next user whether it is the advertising target. For example, the user with high service point among the different users agreeing to the advertising receive can be selected as the advertising target.

The communications medium administration unit (150) selects the communications medium (200) which the information gathering is subjected among the different communications medium (200) which the user who is chosen as the advertising target possesses (S120). The recent user connection history most exists or the highest communications medium (200) of the access frequency of the user can be designated for the information gathering object.

Thereafter, in the connection information collecting part (130) is the communications medium administration unit (150), it does for the communications medium (200) designated for the information gathering object and the user connection information is collected from the information management server (300) of wire and wireless on communications network (S130). The user connection information can collect may be the broadcasting contents information, in which it has the history which the user receives the website or the wap site information, in which it has the history in which the user connects the information of membership joining of the user, the AP-IP

address of the user, the mobile phone information of the user, the wire telephone information of the user etc.

The targetting advertisement selection part (140) selects the advertisement contents transmitted in the other communications medium (200) of the user which the advertisement transmission is subjected based on the user connection information collected by the connection information collecting part (130) from the contents DB (170) (S140). In the contents DB (170), various advertisement contentses which is provided from the different advertiser server (not illustrated) are registered. And one advertisement contents can be implemented as the various types including the moving picture, the text, the text message etc. in order to be transmitted to the classification of the communications medium (200).

The other communications medium (200) of the user which the advertisement transmission is subjected is designated by the communications medium administration unit (150). It inquires the user database (190) and the communications medium administration unit (150) inquires multiple communications media (200) which the user possesses. The user grasps the communications medium (200) having in the connection state and the user can designate among the inquired different communications medium (200) as the advertisement transmission object (S150, S160).

The advertisement contents which is chosen in the targetting advertisement selection part (140) is provided through the advertisement integration offer part (160) to the other communications medium (200) of the advertisement transmission big merchant user (S170).

For example, the user A is the PC (220), the mobile communications terminal (230), and the IPTV (210) are made to be equal to case using service (the IPTV service, wire and wireless internet service, the conversation service etc) through each communications medium (200) it possesses, and the advertisement integrated control server (100) is the method of providing the targetting advertisement service it collects the user connection information, next.

The case , and the internet access management server (320) of the internet network where the user connects to the website through the PC (220) provide the cookie information which it is transmitted from the PC (220) with the request of the connection information collecting part (130) to the advertisement integrated control server (100). It extracts the advertisement contents which is suitable to the corresponding user from the contents DB (170) based on the cookie information which it is transmitted from the internet network and the advertisement integrated control server (100) can transmit with the other communications medium (200) of the user, in other words, the IPTV (210) or the mobile communications terminal (230). In the PC (220) of the user, the cookie information is collected and the application can transmit with the internet access management server (320) of the internet network is installed.

Application installed at this case, and the PC (220) of the user can be comprised in order to the PC (220) transmit the cookie of all web pages connecting. It sets up in the user side or in order to collect only the cookie about the specific website set up in the advertiser / administrator it can be comprised.

In case the user connects to the wap site through the mobile communications terminal (230) the advertisement integrated control server (100) extracts the advertisement contents which is suitable to the corresponding user from the contents DB (170) based on the WAP page information in which the user connects. The extracted advertisement contents can be transmitted with the other communications medium (200) of the user, in other words, the PC (220) or the IPTV (210).

In the meantime, in case the user receives the broadcasting contents through the IPTV (210) it collects the broadcasting contents information which the user receives and the IPTV (210) transmits with the IPTV connection management server (310). Thereafter, the advertisement integrated control server (100) can transmit the chosen advertisement contents with the mobile communications terminal (230) or the PC (220) based on the broadcasting contents information transmitted from the IPTV net.

It is not limited to the above-described embodiment and it changes in the range that the technical spirit of the present invention allows and targetting advertisement system and method of the present invention can perform.

Scope of Claims

Claim 1:

A plurality of targetting advertisement system which includes the communications medium, the multiple information management servers, and the advertisement transmission object based on the user connection information collected as described above and the advertisement integrated control server which selects the advertisement contents for transmitting for the advertisement transmission object and transmits the advertisement contents with the advertisement transmission object. Or the user connection information is collected about the communications medium and the advertisement transmission object is the rest communications medium except for the communications medium coming under the information gathering object among multiple communications media in which the ownership of the user the communications medium it is the communications medium of the user for connecting to any one communications network among wired and wireless network is equipped to the plurality. The multiple information management servers is implemented according to each communications medium and manages the user connection information about the multiple communications media. As to the advertisement transmission object based on the user connection information collected as described above and the advertisement integrated control server which selects the advertisement contents for, the connection frequency comes the highest information gathering object under the information gathering object after doing the selection it has the history which recently most connects based on the user connection history confirmed from multiple information management servers.

Claim 2:

The multiple communications media as to claim 1.

The targetting advertisement system comprising at least two or greater among the IPTV, PC, mobile communications terminal, wired telephone.

■ Claim 3:

The targetting advertisement system, wherein the multiple information management servers as to claim 1 comprises the IPTV connection management server: internet access management server: mobile communications service managing server: which manages the wireless internet service and the history provided the wireless calling service the mobile communications terminal of the user possession connects to the mobile radio communications network and the wire communications service managing server managing the history in which the wired telephone of the user possession connects to PSTN and which is provided the wire communications service manages the history which is provided the internet service PC of the user possession connects to the internet network manages the history which is provided the IPTV service IPTV of the user possession connects to the IPTV net.

■ Claim 4:

The advertisement integrated control server, wherein the advertisement transmission object the network interface part for connecting to the communications network more than a 1 among wired and wireless network, the connection information collecting part for having the history which recently most connects based on the user connection history which connects to multiple information management servers which above net interface unit and connection middle are and confirmed or collecting each user connection information from the information management server managing the communications medium, the advertisement transmission object based on the user connection information and the targetting advertisement selection part selecting the advertisement contents for transmitting for the advertisement transmission object, and the advertisement integration offer part transmitting the advertisement contents in the advertisement transmission object are included are the rest communications medium except for the communications medium more than 1 corresponding to the information gathering object, and as to the connection information, the connection frequency comes the highest information gathering object under the information gathering object after doing the selection among multiple information management servers.

■ Claim 5:

As for claim 4, the advertisement integrated control server, wherein above net interface unit comprises the IPTV net interface unit: IP network interface assembly: mobile radio communications network interface unit: which transmits the advertisement contents with the mobile communications terminal of the user possession it connects to the mobile radio communications network and the PSTN interface unit connecting to PSTN and transmits the advertisement contents with the wired telephone of the user possession transmits the advertisement contents with PC of the user possession it connects to the internet network transmits the advertisement contents with IPTV of the user possession it connects to the IPTV net.

■ Claim 6:

As for claim 4, the advertisement integrated control server which more comprises the user selection part selecting the user transmitting the advertisement contents.

■ Claim 7:
Deletion.

■ Claim 8:

As for claim 4, the advertisement integrated control server, wherein the targetting advertisement selection part the communications medium which is in the current connection state among the multiple communications media of the user possession is grasped on ; and the grasped communications medium as described above is selected as the advertisement transmission object.

■ Claim 9:

As for claim 4, the advertisement integrated control server, wherein the connection information collecting part at least one information among the broadcasting contents information in which it has the receiving history, and the website or the wap site information, the information of membership joining, the AP-IP address, the mobile phone information, the wire telephone information in which it has the connection history are collected as the user connection information.

■ Claim 10:

The collection stage of the user connection information the step of collecting the user connection information about the arbitrary communications medium among the multiple communications media of the user possession for the user, transmitting the advertisement contents from the advertisement integrated control server, the step of selecting the advertisement transmission object based on the user connection information and the advertisement contents transmitted with the advertisement transmission object, and the step of transmitting the advertisement contents to the communications medium of the user who the advertisement transmission is subjected are included comprises or, the connection frequency is the step of collecting the user connection information about the step selected and the communications medium corresponding to the information gathering object the highest information gathering object it has the history which the recently most connects the advertisement contents based on the user connection history of the multiple communications media of the step of selecting the user transmitting: the chosen user possession as described above. And the targetting advertisement method, wherein the advertisement transmission object is the communications medium it excludes with communications medium comes under the information gathering object among the multiple communications media of the user possession.

■ Claim 11:
Deletion.

■ Claim 12:
Deletion.

■ Claim 13:

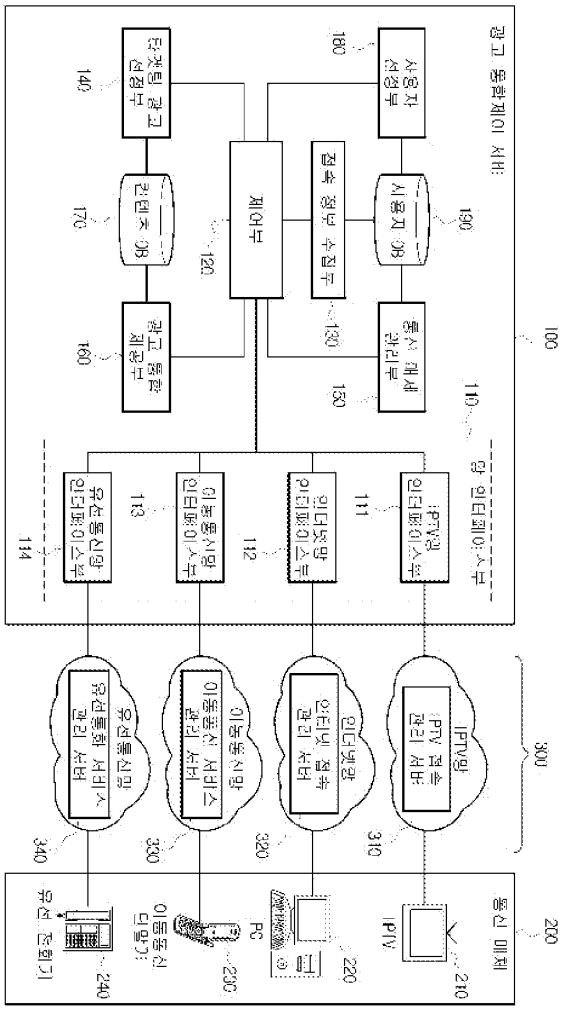
The targetting advertisement method wherein at least one information among the broadcasting contents information in which it has the receiving history it is the user connection information as to the tenth claim, and the website or the wap site information, the information of membership joining, the AP-IP address, the mobile phone information, the wire telephone information in which it has the connection history are collected.

■ Claim 14:

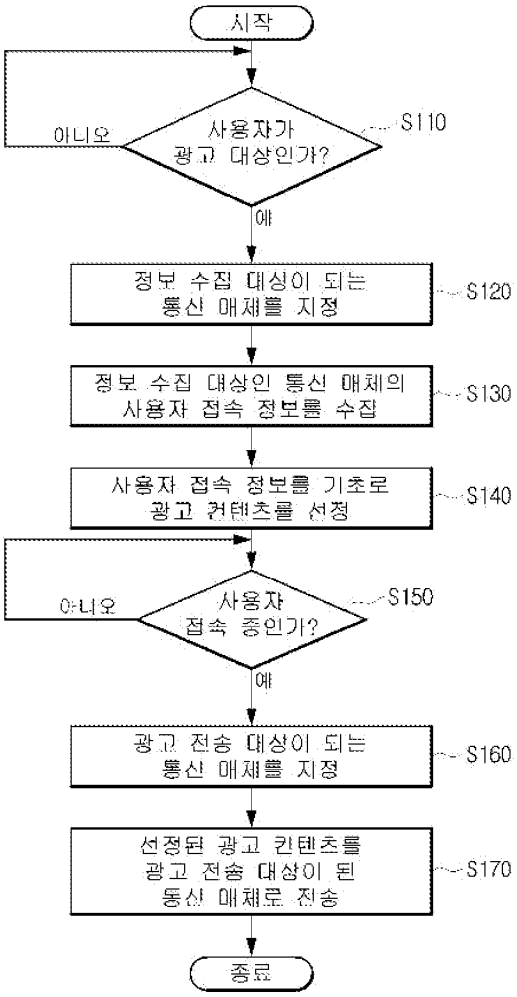
The targetting advertisement method which further comprises the step of designating to the advertisement transmission object the communications medium of the user having in the current connection state is grasped on among the multiple communications media of the user possession as to the tenth claim.

Drawing

■ Fig. 1



■ Fig. 2



Legal Status

Date	Type of Document	Status
2008.04.28	[Patent Application] Patent Application	수리 (Acceptance)
2009.12.21	[Request for Examination] Request for Examination (Request for Preferential Examination)	수리 (Acceptance)
2011.04.06	[대리인선임]대리인(대표자)에 관한 신고서	수리 (Acceptance)
2011.04.14	Request for Prior Art Search	수리 (Acceptance)
2011.05.17	Report of Prior Art Search	수리 (Acceptance)
2011.07.01	Notification of reason for refusal	발송처리완료 (Dispatched)
2011.09.01	[Amendment to Description, etc.] Amendment	보정승인간주 (Regarded as an acceptance of amendment)
2011.09.01	[Opinion according to the Notification of Reasons for Refusal] Written Opinion(Written Reply, Written Substantiation)	수리 (Acceptance)
2011.10.12	[Change of an Applicant] Declaration of Change of Right Relation	수리 (Acceptance)
2011.10.18	Request for Amendment	발송처리완료 (Dispatched)
2011.10.19	[Amendment to Patent Application, etc.] Amendment	수리 (Acceptance)
2011.12.30	[대리인선임]대리인(대표자)에 관한 신고서	수리 (Acceptance)
2012.04.30	Decision to Refuse a Patent	발송처리완료 (Dispatched)
2012.05.30	[Extension of Legal Period]Application of Period Extension (Reduction, Progress relief)	수리 (Acceptance)

2012.06.12	Amendment to Description, etc(Reexamination)	보정승인 (Acceptance of amendment)
2012.08.06	Decision to grant	발송처리완료 (Dispatched)

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(PDF Creation Date : 2013.06.05)

Electronic Acknowledgement Receipt

EFS ID:	15984532
Application Number:	13167605
International Application Number:	
Confirmation Number:	8424
Title of Invention:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network
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-CON2
Receipt Date:	07-JUN-2013
Filing Date:	23-JUN-2011
Time Stamp:	17:22:27
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	Transmittal Letter	13-06-07-IIQ-TV1-CON2-Supp_IDS_Cover.pdf	40914 c7a6ffcd953e38ca951f505e98c99b61c299bada	no	2

Warnings:	
Information:	

2	Information Disclosure Statement (IDS) Form (SB08)	13-06-07-IIQ-TV1-CON2-FORM_1449.pdf	77572 63c41a23acad2e00f9106b35b46f5b9b2abbedee	no	1
Warnings:					
Information:					
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3	Foreign Reference	KR10-2009-0113456-SK_Planet.pdf	206284 26309728701bbae4111aa0b20b5737dd142c9eb2	no	11
Warnings:					
Information:					
4	Foreign Reference	KR10-2009-0113456-SK_Planet-Machine_trans2.pdf	760379 9b83b4f25a2cb190ba2f7fe4231e144d4e9994ab	no	10
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National Stage of an International Application under 35 U.S.C. 371
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit	:	2425
Serial No.	:	13/167,605	Examiner	:	Ekpo, Nnenna Ngozi
Filing Date	:	06/23/2011	Conf. No.	:	8424
Title	:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network			

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

Filed via EFS – June 7, 2013

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on form PTO-1449 attached to this document.

To the knowledge of the undersigned attorney after making reasonable inquiry, no new item of information contained in this Information Disclosure Statement was either (1) cited in a communication from a foreign patent office in a counterpart foreign application, or (2) known to any individual designated in 37 CFR § 1.56(c), more than three months ago.

Assignee continues to direct the Examiner to the following applications, which share the same first inventor, as well as the references cited therein:

Serial No.	Filing Date	Earliest Parent Filing Date
11/968,117	12/31/2007	
12/131,798	06/02/2008	
12/536,451	08/05/2009	
12/906,007	10/15/2010	
12/912,726	10/26/2010	12/28/1999
12/981,925	12/30/2010	12/31/2007
13/097,885	04/29/2011	04/17/2007
13/243,314	09/23/2011	
13/274,242	10/14/2011	10/15/2010 (prov.)
13/491,454	06/07/2012	06/16/2006 (prov.)
13/566,881	08/03/2012	08/03/2011 (prov.)
13/585,765	08/14/2012	11/28/2000

13/585,779	08/14/2012	06/14/2000
13/631,244	09/28/2012	06/19/2006 (prov.)
13/725,309	12/21/2012	01/15/2009 (prov.)
13/754,639	01/30/2013	
13/906,211	05/30/2013	06/05/2012 (prov.)

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 7, 2013

/Louis J. Hoffman/
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 1

Complete if Known	
Application Number	13/167,605
Filing Date	06/23/2011
First Named Inventor	Shkedi, Roy
Art Unit	2425
Examiner Name	Ekpo, Nnenna Ngozi
Attorney Docket Number	14-TV1-CON2

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- 20060259357	11-16-2006	Chiu	
		US-			
		US-			
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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]
		JP 2006-324763	11-30-2006	Oki Electric Ind. Co. Ltd		✔

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.

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特開2006-324763
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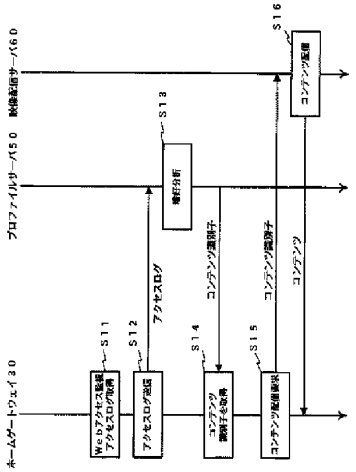
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(54)【発明の名称】映像コンテンツ配信方法及びシステム

(57)【要約】
【目的】
利用者の多様な視聴形態に対応して、利用者毎により最適な映像コンテンツを選択して配信する映像コンテンツ配信方法及びシステムを提供する。
【構成】
複数のＷｅｂサイトへのアクセス機能を備える複数の利用者装置に映像コンテンツを配信する映像コンテンツ配信方法及びシステムが開示される。該方法は、該利用者装置毎に、該Ｗｅｂサイトへのアクセス履歴を取得しアクセスログに記録し、該利用者装置毎に、該アクセスログから１つの嗜好カテゴリを判別し、該利用者装置からの配信要求に応じて、予め保持される複数の映像コンテンツのうちから当該利用者装置に対応する嗜好カテゴリに属する少なくとも１つの映像コンテンツを選択する。
【選択図】
図4



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【特許請求の範囲】
【請求項1】
複数のＷｅｂサイトへのアクセス機能を備える複数の利用者装置に映像コンテンツを配信する映像コンテンツ配信方法であって、
前記利用者装置毎に、前記Ｗｅｂサイトへのアクセス履歴を取得しこれをアドレスログに記録するアクセス履歴取得ステップと、
前記利用者装置毎に、前記アクセスログから１つの嗜好カテゴリを判別する嗜好カテゴリ判別ステップと、
前記利用者装置からの配信要求に応じて、予め保持される複数の映像コンテンツのうちから当該利用者装置に対応する嗜好カテゴリに属する少なくとも１つの映像コンテンツを選択する映像コンテンツ選択ステップと、
を含むことを特徴とする映像コンテンツ配信方法。
【請求項2】
前記嗜好カテゴリ判別ステップは、前記アクセスログに記録された各Ｗｅｂサイトの Ｗｅｂページについてその属する嗜好カテゴリを識別し、前記Ｗｅｂサイト毎に識別された複数の嗜好カテゴリのうちから１つの嗜好カテゴリを抽出するステップであることを特徴とする請求項１記載の映像コンテンツ配信方法。
【請求項3】
複数のＷｅｂサイトへのアクセス機能を備える複数の利用者装置と、前記利用者装置に映像コンテンツを配信する映像配信サーバと、を含む映像コンテンツ配信システムであって、
前記Ｗｅｂサイトへのアクセス履歴を取得しこれをアドレスログに記録するアクセス履歴取得手段と、
前記利用者装置毎に、前記アクセスログから１つの嗜好カテゴリを判別する嗜好カテゴリ判別手段とを含み、
前記映像配信サーバは、前記利用者サイトの各々に向けて、予め保持される複数の映像コンテンツのうちから当該利用者装置に対応する嗜好カテゴリに属する少なくとも１つの映像コンテンツを選択する映像コンテンツ選択手段を含むことを特徴とする映像コンテンツ配信システム。
【請求項4】
複数のＷｅｂサイトにアクセスする機能と、映像配信サーバから映像コンテンツを受信する機能とを備える利用者装置であって、
前記Ｗｅｂサイトへのアクセス履歴を取得しこれをアドレスログに記録するアクセス履歴取得手段と、
プロファイルサーバに前記アクセスログを送信し、前記プロファイルサーバをして前記アクセス履歴から１つの嗜好カテゴリを判別せしめる嗜好カテゴリ判別制御手段と、
前記映像配信サーバに配信要求を送信し、前記映像配信サーバをして予め保持される複数の映像コンテンツのうちから当該利用者装置に対応する嗜好カテゴリに属する少なくとも１つの映像コンテンツを選択せしめる映像コンテンツ選択制御手段と、
を含むことを特徴とする利用者装置。
【請求項5】
ホームゲートウェイを含むことを特徴とする請求項４記載の利用者装置。
【請求項6】
ルータとセットトップボックスとを含むことを特徴とする請求項４記載の利用者装置。

【発明の詳細な説明】
【技術分野】
【0001】
本発明は、パーソナルコンピュータ、ホームゲートウェイ、ルータ、セットトップボックス、テレビ受像機等のコンポーネントにより家庭内ネットワークを形成する利用者装置に、オーディオ・ビジュアル信号を含む映像コンテンツを配信する映像コンテンツ配信方

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法及びシステムに関する。

【背景技術】

【0002】

ホームゲートウェイやセットトップボックスに配信される映像コンテンツの視聴形態としては、視聴者が予め番組表から特定の１つの映像コンテンツを選択して視聴する形態や、視聴者がそれぞれに特色のあるチャンネルの１つを選択して、当該チャンネルから流れるＴＶショッピングの如き映像コンテンツをＢＧＶ（Back Ground Video）として視聴する形態が想定される。

【0003】

ところで、インターネットにおけるＷｅｂサイトの公開においては、ホームページの余白にＣＭ表示のための表示エリアを設けてホームページの内容と共に公開することがしばしば行われる。この場合、ＣＭ表示の如きサブ映像コンテンツの選択は、通常、ホームページのメイン映像コンテンツとの関連性や想定される利用者に対する嗜好分析に基づいてなされる。

【0004】

映像コンテンツ配信側が利用者の利用状況を分析し、かかる分析結果に基づいて何らかの対応処理をなす技術としては、例えば、特許文献１及び２に開示の技術がある。該技術では、ビデオプログラムの利用者からのサービス要求を分析し、各サーバにおけるビデオプログラムの配置を最適化できるとする。

【特許文献1】特許第２６０１１８９号

【特許文献2】特許第２６７９６２４号

【発明の開示】

【発明が解決しようとする課題】

【0005】

しかし、映像コンテンツの視聴形態はより多様な形態が求められている。視聴者は、テレビ受像機のみならず、パーソナルコンピュータやセットトップボックス等の装置からなるローカルネットワークを家庭内に設置するようになっている。かかる環境下では、映像コンテンツをＣＡＴＶからストリーム配信を受けてテレビ受像機で再生したり、パーソナルコンピュータを用いてインターネットを介して映像コンテンツのストリーム配信を受けるなどその視聴形態はより多様になってきている。視聴者の嗜好分析等の分析に基づく利用状況把握は、かかる多様な視聴形態に対応できることが求められる。

【0006】

本発明の目的は、利用者の多様な視聴形態に対応して、利用者毎により最適な映像コンテンツを選択して配信する映像コンテンツ配信方法及びシステムを提供することである。

【課題を解決するための手段】

【0007】

本発明による映像コンテンツ配信方法は、複数のＷｅｂサイトへのアクセス機能を備える複数の利用者装置に映像コンテンツを配信する映像コンテンツ配信方法であり、該利用者装置毎に、該Ｗｅｂサイトへのアクセス履歴を取得しこれをアドレスログに記録するアクセス履歴取得ステップと、該利用者装置毎に、該アクセスログから１つの嗜好カテゴリを判別する嗜好カテゴリ判別ステップと、該利用者装置からの配信要求に応じて、予め保持される複数の映像コンテンツのうちから当該利用者装置に対応する嗜好カテゴリに属する少なくとも１つの映像コンテンツを選択する映像コンテンツ選択ステップとを含むことを特徴とする。

【0008】

本発明による映像コンテンツ配信システムは、複数のＷｅｂサイトへのアクセス機能を備える複数の利用者装置と、該利用者装置に映像コンテンツを配信する映像配信サーバと、を含む映像コンテンツ配信システムであり、該Ｗｅｂサイトへのアクセス履歴を取得しこれをアドレスログに記録するアクセス履歴取得手段と、該利用者装置毎に、該アクセスログから１つの嗜好カテゴリを判別する嗜好カテゴリ判別手段とを含み、該映像配信サー

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バは、該利用者サイトの各々に向けて、予め保持される複数の映像コンテンツのうちから当該利用者装置に対応する嗜好カテゴリに属する少なくとも１つの映像コンテンツを選択する映像コンテンツ選択手段を含むことを特徴とする。

【0009】

本発明による利用者装置は、複数のＷｅｂサイトにアクセスする機能と、映像サーバから映像コンテンツを受信する機能とを備える利用者装置であり、該Ｗｅｂサイトへのアクセス履歴を取得しこれをアドレスログに記録するアクセス履歴取得手段と、プロファイルサーバに該アクセスログを送信し、該プロファイルサーバをして該アクセス履歴から１つの嗜好カテゴリを判別せしめる嗜好カテゴリ判別制御手段と、該映像配信サーバに配信要求を送信し、該映像配信サーバをして予め保持される複数の映像コンテンツのうちから当該利用者装置に対応する嗜好カテゴリに属する少なくとも１つの映像コンテンツを選択せしめる映像コンテンツ選択制御手段とを含むことを特徴とする。

【発明の効果】

【0010】

本発明による映像コンテンツ配信方法及びシステムによれば、利用者のＷｅｂアクセスのアクセスログを取得し、かかるアクセスログから利用者の嗜好に適合する映像コンテンツを判別して配信する構成が与えられる。これにより、利用者の多様な視聴形態に対応した最適な映像コンテンツを選択して配信する映像コンテンツ配信方法及びシステムが提供される。

【発明を実施するための最良の形態】

【0011】

本発明の実施例について添付の図面を参照して詳細に説明する。

【0012】

図１は、第１の実施例を示し、全体の構成を示している。ここで、利用者装置１００ａは、ホームゲートウェイ３０ａと、ホームゲートウェイ３０ａに無線または有線ＬＡＮにより接続されるパーソナルコンピュータ（以下、ＰＣと称する）４０ａと、ホームゲートウェイ３０ａから映像信号及び音声信号が供給されるテレビ受像機９０ａとからなる。利用者装置１００ｂは同様の構成を有する。本発明の構成は、２つの利用者装置１００ａ及び１００ｂに限られず、３つ以上の利用者装置を想定している。

【0013】

ホームゲートウェイ３０ａは、インターネットプロバイダ又はＣＡＴＶ業者の如きインターネット接続業者が提供するＷＡＮ（Wide Area Network）ネットワーク２０に接続されている。ＷＡＮネットワーク２０は、適切なゲートウェイ装置２１を介してインターネット１０に接続されている。これにより、利用者装置１００ａに含まれるＰＣ４０ａは、インターネット１０により結ばれる多数のＷｅｂサイトにアクセス可能となる。ＷＡＮネットワーク２０は、また、プロファイルサーバ５０と映像配信サーバ６０に接続されている。

【0014】

ホームゲートウェイ３０ａは、家庭での利用を想定した中継装置であり、ＰＣへのインターネット接続機能、ＷＡＮやＣＡＴＶ網を介して映像ストリームを受信してＴＶ受像機の如き再生装置に供給する機能を備える。また、ホームゲートウェイ３０ａは、該インターネット接続機能と連携して、自身に接続されたＰＣ４０ａのＷｅｂアクセスを監視して、Ｗｅｂサイトへのアクセス履歴を記録するアクセスログ３１ａを取得する機能を備える。

アクセスログ取得の対象となるＷｅｂサイトは制限されず、全てのＷｅｂサイトへのアクセスについてアクセスログを取得する。もちろんアクセスログの対象となるＷｅｂサイトの範囲を限定することも可能である。アクセスログ３１ａにはＰＣ４０ａから発行されるリクエストＵＲＩがアクセス状況を示す情報として記録される。ホームゲートウェイ３０ａは、さらに、ＨＤＤや記録型ＤＶＤを用いた映像記録機能を備えても良い。

【0015】

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プロファイルサーバ５０は、嗜好分析部５１と嗜好判別テーブル５２とを含む。嗜好分析部５１は、利用者装置１００ａ及び１００ｂから送信されるアクセスログを基にして嗜好分析を実行して嗜好カテゴリを判別しこれを嗜好判別テーブル５２に保持する機能を有する。プロファイルサーバ５０は、さらに、利用者装置１００ａ又は１００ｂからの送信依頼に応じて、当該利用者装置の嗜好カテゴリに対応する映像コンテンツ識別子を返信する機能を有する。

【0016】

映像配信サーバ６０は、複数の映像コンテンツ６１ａ～６１ｃを含んでいる。複数の映像コンテンツ６１ａ～６１ｃの各々は、複数の嗜好カテゴリのうちの何れかに属している。例えば、映像コンテンツ６１ａは嗜好カテゴリ「映画」に属し、映像コンテンツ６１ｂは嗜好カテゴリ「音楽」に属し、映像コンテンツ６１ｃは嗜好カテゴリ「スポーツ」に属するものとてきる。複数の嗜好カテゴリの各々には、映像コンテンツ識別子が割り付けられている。そこで、利用者装置１００ａ又は１００ｂからの映像コンテンツ識別子を含む配信要求に応じて、映像配信サーバ６０は、当該映像コンテンツ識別子に対応する映像コンテンツ６１ａ～６１ｃの何れか少なくとも１つを当該利用者装置に送信する機能を有する。

【0017】

図２は、図１に示されたアクセスログの構成例を示している。アクセスログ３１には、Ｗｅｂサイトのアクセス毎にアクセスログが記録される。１つのアクセスログは、アクセス要求した利用者装置の「利用側ＩＰアドレス」と、アクセス先であるＷｅｂサイトの「Ｗｅｂ側ＩＰアドレス」と、当該アクセスに用いたＵＲＩ（Uniform Resource Identifier）を含むＧＥＴ命令の内容「リソース」とが対応付けられて保存される。本図の例では、利用側ＩＰアドレスとしてホームゲートウェイ３０ａの利用側ＩＰアドレス「192.168.1.1」と、ＷｅｂサイトのＷｅｂ側ＩＰアドレス「1.1.1.1」と、アクセスに用いられたＧＥＴ命令の内容「GETindex.html HTTP/1.1」とが記録されている。

【0018】

尚、ＩＰアドレスは、通常ＩＰｖ４の規格に基づいた表記が用いられるが、図示されるようにＩＰｖ６の規格に基づく表記でも良い。

【0019】

図３は、図１に示された嗜好判別テーブルの構成例を示している。嗜好判別テーブル５２の内容は、プロファイルサーバにおいてアクセスログの受信毎に設定または更新される。アクセスログの受信は、Ｗｅｂアクセスごと、アクセスログの件数ごと又は定期時間ごとに行われる。嗜好判別テーブル５２は、ホームゲートウェイの識別子と、利用者装置別の嗜好カテゴリに対応する映像コンテンツ識別子とが対応付けられて格納される。ホームゲートウェイの識別子としては、ＭＡＣ（Media Access Control）アドレスが用いられ得る。

【0020】

本図の例では、ホームゲートウェイ３０ａの識別子を「00:00:00:00:00:01」とし、これに対応して、嗜好カテゴリ「映画」に対応する映像コンテンツ識別子「０００００１」が設定されている。

【0021】

図４は、第１の実施例における処理手順を示している。かかる処理手順は、ホームゲートウェイ３０と、プロファイルサーバ５０と、映像配信サーバ６０とが連携して実行される。

【0022】

先ず、ホームゲートウェイ３０は、ＰＣとインターネット内のサーバのＷｅｂアクセスを監視しアクセスログを取得する（ステップＳ１１）。ＰＣからインターネット上のＷｅｂサイトへのアクセスは、リクエストＵＲＩをホームゲートウェイ３０を介してインターネットに送信し、当該Ｗｅｂサイトのサーバからレスポンスがゲートウェイ３０を介してＰＣに返ってくることにより行われる。その際に、ホームゲートウェイ３０は、中継する

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ＰＣからのリクエストのみを監視する。このリクエストから、ＰＣのＩＰアドレスをＰＣ側ＩＰアドレスとし、Ｗｅｂサイトのサーバの ＩＰアドレスをＷＡＮ側ＩＰアドレスとし、リクエストＵＲＩをリソースとしてアクセスログに記録する。

【0023】

一般にインターネットからＰＣ向きのトラヒックは、逆向きのトラヒックに比べて高い。そのため、インターネットからＰＣへのレスポンスを監視することは好ましくなく、ＰＣからインターネットへのトラヒックのみを監視する。これにより、ホームゲートウェイ３０のＣＰＵ占有率及びメモリ使用を低減して、そのスループット低下を回避することができる。

【0024】

次に、ホームゲートウェイ３０は、ステップＳ１１で取得したアクセスログをプロファイルサーバ５０に送信する（ステップＳ１２）。送信のタイミングは、ＰＣにおけるＷｅｂアクセス毎、アクセスログの一定件数毎又は定期時間ごとが考えられる。一度、プロファイルサーバ５０に送信したアクセスログは、通常、ホームゲートウェイ３０から消去される。

【0025】

次に、プロファイルサーバ５０は、ホームゲートウェイ３０からのアクセスログに対して嗜好分析を行い嗜好カテゴリを判別する（ステップＳ１３）。判別された嗜好カテゴリに対応する映像コンテンツ識別子が当該利用者装置に対して判別テーブルに設定される。嗜好分析の方法は、例えば、アクセスログに記録されたＷｅｂサイトに実際にアクセスしてホームページを取得し、該ホームページにある文字例に対して嗜好カテゴリに対応するキーワードの頻度を集計することで、当該Ｗｅｂサイトの嗜好カテゴリを判別することが考えられる。

【0026】

次に、ホームゲートウェイ３０は、プロファイルサーバ５０から映像コンテンツ識別子を取得する（ステップＳ１４）。映像コンテンツ識別子を取得するタイミングは、例えば、ホームゲートウェイ３０に繋がれたテレビ受像機の電源投入時またはチャネル選択時が考えられる。次いで、ホームゲートウェイ３０は、この映像コンテンツ識別子と共に映像コンテンツ配信要求を映像配信サーバ６０に送信することで映像コンテンツ配信を要求する（ステップＳ１５）。これに応じて、映像配信サーバ６０は、その映像コンテンツ識別子に対応する映像コンテンツをホームゲートウェイ３０に送信する（ステップＳ１６）。該映像コンテンツは、テレビ受像機において視聴者に向けて再生される。

【0027】

映像コンテンツの再生画面例について図７が参照される。ここで、画面１は、複数のフレーム２及び３に分かれ、フレーム２において視聴者のチャネル選択に応じた通常の映像コンテンツか表示されている。フレーム３において嗜好分析に基づいた映像コンテンツが表示される。この例では、嗜好分析の結果として嗜好カテゴリ「映画」に属する映画宣伝ＣＭの映像コンテンツが放映されている。

【0028】

本第１の実施例においては、ホームゲートウェイ３０とプロファイルサーバ５０とが連携して自動的に視聴者の嗜好を分析するため、視聴者自身の嗜好を設定することなく、嗜好に合わせたＣＭ等の映像コンテンツを視聴することができる。さらには、視聴者が特定の映像コンテンツをメイン映像コンテンツとして選択視聴しつつ、画面上の１部に並行して流されるＣＭの如きサブコンテンツを視聴する形態が実現される。

【0029】

＜第２の実施例＞

図５は、第２の実施例における全体の構成を示しいる。ここで、第１実施例における利用者装置１００ａに代えて利用者装置１００ｃが示されている。利用者装置１００ｃは、インターネット１０に接続されたブロードバンドルータ７０と、ブロードバンドルータ７０に接続されたＰＣ４０ｃ及びセットトップボックス８０とを含み、セットトップボック

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ス８０にはテレビ受像機９０が繋がれている。その他の構成は第１の実施例と同様である。

【0030】

ブロードバンドルータ７０は、ＰＣやセットトップボックスのためのＩＰネットワーク接続機能を有する。セットトップボックス８０は、ＷＡＮやＣＡＴＶ網からの映像ストリームをブロードバンドルータ７０を介して受信してテレビ受像機９０に対して映像信号及び音声信号を供給する機能を備え、さらにはＨＤＤや記録型ＤＶＤを用いた映像記録機能を備えても良い。ブロードバンドルータ７０は、ＩＰネットワーク接続機能に付随して、接続されたＰＣ４０ｃのＷｅｂアクセスを監視して、Ｗｅｂアクセス記録としてアクセスログ３１ｃを取得する機能を備える。アクセスログ３１ｃには、ＰＣ４０ｃから発行されるリクエストＵＲＩが記録される。

【0031】

図６は、第２の実施例における処理手順を示している。該処理手順は、ブロードバンドルータ７０、セットトップボックス８０、プロファイルサーバ５０及び映像配信サーバ６０とが連携して実行される。

【0032】

先ず、ブロードバンドルータ７０とセットトップボックス８０が識別子を共有する（ステップＳ２１）。これは、第１の実施例においてホームゲートウェイのみでＷｅｂアクセスの監視していたのに対し、本第２の実施例においては、ブロードバンドルータ７０がＷｅｂアクセスの監視するだけで、映像コンテンツの受信はセットトップボックス８０により行われることから、ブロードバンドルータ７０とセットトップボックス８０とを包含した利用者装置毎の識別を行うためである。かかる設定は、通常、予め手動により設定される。識別子を共有する方法としては、ブロードバンドルータ７０に割り当てられたグローバルアドレスをセットトップボックスのアドレスに見せかけるマスカレード機能を用いることが考えられる。

【0033】

次に、ブロードバンドルータ７０は、ＰＣとインターネット内のサーバのＷｅｂアクセスを監視しアクセスログを取得する（ステップＳ２２）。ＰＣからインターネット上のＷｅｂサイトへのアクセスは、リクエストＵＲＩをブロードバンドルータ７０を介してインターネットに送信し、当該Ｗｅｂサイトのサーバからレスポンスがゲートウェイ３０を介してＰＣに返ってくることにより行われる。その際に、ブロードバンドルータ７０は、中継するＰＣからのリクエストのみを監視する。このリクエストから、ＰＣのＩＰアドレスをＰＣ側ＩＰアドレスとし、Ｗｅｂサイトのサーバの ＩＰアドレスをＷＡＮ側ＩＰアドレスとし、リクエストＵＲＩをリソースとしてアクセスログに記録する。

【0034】

次に、ブロードバンドルータ７０は、ステップＳ２２で取得したアクセスログをプロファイルサーバ５０に送信する（ステップＳ２３）。送信のタイミングは、ＰＣにおけるＷｅｂアクセス毎、アクセスログの一定件数毎又は定期時間ごととすることが考えられる。一度、プロファイルサーバ５０に送信したアクセスログは、通常、ブロードバンドルータ７０から消去される。

【0035】

次に、プロファイルサーバ５０は、ブロードバンドルータ７０からのアクセスログに対して嗜好分析を行い嗜好カテゴリを判別する（ステップＳ２４）。判別された嗜好カテゴリに対応する映像コンテンツ識別子が当該利用者装置に対して判別テーブルに設定される。嗜好分析の方法は、例えば、アクセスログに記録されたＷｅｂサイトに実際にアクセスしてホームページを取得し、該ホームページにある文字例に対して嗜好カテゴリに対応するキーワードの頻度を集計することで、当該Ｗｅｂサイトの嗜好カテゴリを判別することが考えられる。

【0036】

次に、セットトップボックス８０は、プロファイルサーバ５０から映像コンテンツ識別

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子を取得する（ステップＳ２５）。映像コンテンツ識別子を取得するタイミングは、例えば、セットトップボックス８０に繋がれたテレビ受像機の電源投入時またはチャネル選択時が考えられる。次いで、セットトップボックス８０は、この映像コンテンツ識別子と共に映像コンテンツ配信要求を映像配信サーバ６０に送信することで映像コンテンツ配信を要求する（ステップＳ２６）。これに応じて、映像配信サーバ６０は、その映像コンテンツ識別子に対応する映像コンテンツをセットトップボックス８０に送信する（ステップＳ２７）。該映像コンテンツは、テレビ受像機において視聴者に向けて再生される。

【0037】

以上の第２の実施例において、本発明は、ブロードバンドルータとプロファイルサーバ５０が利用者のＷｅｂアクセスから自動的に利用者の嗜好を分析するため、利用者が自身の嗜好を設定することなく、利用者の嗜好に合わせた映像コンテンツをセットトップボックスを介してテレビ受像機等の再生装置に配信することができる。

【0038】

尚、第２の実施例において、ブロードバンドルータとセットトップボックスが識別子を共有する方法を利用者の手動設定としたが、ブロードバンドルータとセットトップボックスが自動的に識別子を共有する場合でも本発明は適用可能である。

【0039】

尚、以上の複数の実施例では、インターネット上のＷｅｂアクセスを行う装置をパーソナルコンピュータ（ＰＣ）として説明したが、ＰＣ以外にもＷｅｂアクセス可能な装置であればゲーム機やインターネットテレビ等の他の装置でもあっても良い。

【図面の簡単な説明】

【0040】

【図1】第１の実施例における全体の構成を示しているブロック図である。
【図2】図１に示されたアクセスログの構成例を示している説明図である。
【図3】図１に示された嗜好判別テーブルの構成例を示している説明図である。
【図4】第１の実施例における処理手順を示しているシーケンス図である。
【図5】第２の実施例における全体の構成を示しているブロック図である。
【図6】第２の実施例における処理手順を示しているシーケンス図である。
【図7】利用者装置における映像コンテンツ再生の画面例を示している図である。

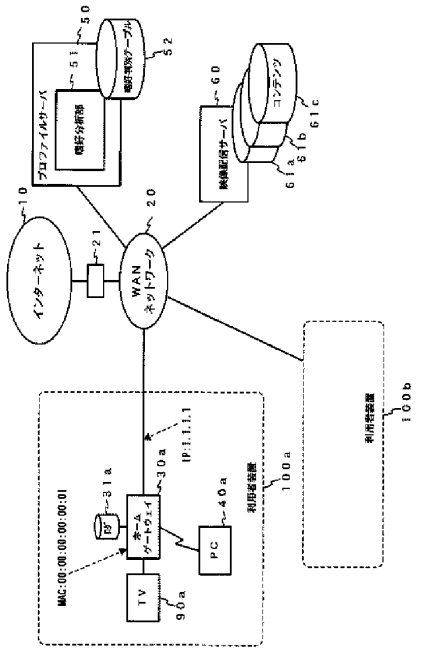
【符号の説明】

【0041】

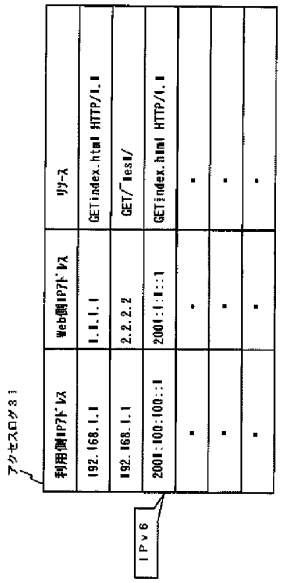
１０　インターネット
２０　ＷＡＮネットワーク
２１　ゲートウェイ
３０ａ　ホームゲートウェイ
３１ａ、３１ｃ　アクセスログ
４０ａ、４０ｃ　パーソナルコンピュータ（ＰＣ）
５０　プロファイルサーバ
５１　嗜好分析部
５２　嗜好判別テーブル
６０　映像配信サーバ
６１ａ～６１ｃ　映像コンテンツ
７０　ブロードバンドルータ
８０　セットトップボックス
９０、９０ａ、９０ｂ　テレビ受像機（ＴＶ）
１００ａ、１００ｂ、１００ｃ　利用者装置

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【図1】



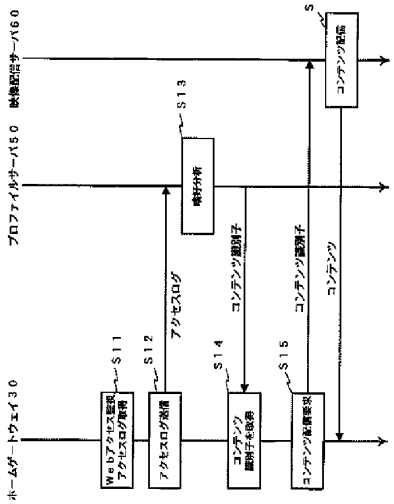
【図2】



【図3】

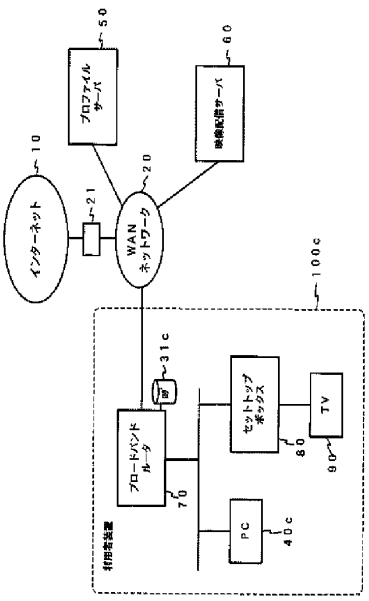


【図4】

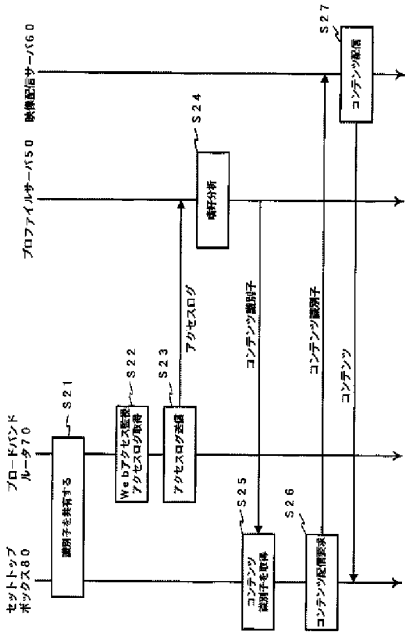


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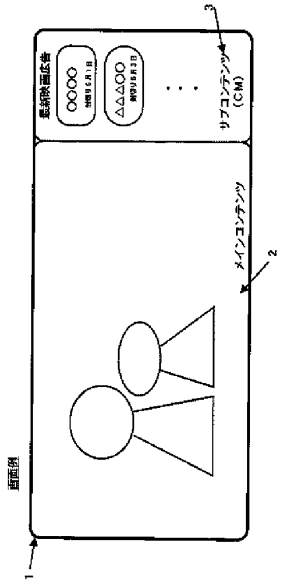
【図5】



【図6】



【図7】



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PATENT ABSTRACTS OF JAPAN
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(71) Applicant: OKI ELECTRIC IND CO LTD
(22) Date of filing: 17.05.2005
(72) Inventor: HORIBUCHI TAKATERU
(54) VIDEO CONTENT DISTRIBUTION METHOD AND SYSTEM THEREOF
(57) Abstract:
PROBLEM TO BE SOLVED: To provide a video content distribution method and a system thereof for selecting the optimum content and distributing the selected content for each user, depending on various viewing modes of users.
SOLUTION: The video content distribution method and the system thereof are dislosed for distributing video content to a plurality of user devices each provided with a function of accessing a plurality of Web sites. This method acquires a history of access to the Web sites for each user device, records the history in an access log, determines one favorite category from the access log for each user device, and selects at least one video content belonging to a favorite category corresponding to the user device from among a plurality of video contents to be previously stored in response to a distribution request from the user device.

CLAIMS
[Claim(s)]
[Claim 1]
It is an image content distribution method which distributes an image content to two or more user apparatus provided with an accessing function to two or more websites,
An access history acquisition step which acquires an access history to the aforementioned website and records this on an address log for every aforementioned user apparatus,
A taste category discriminating step which distinguishes one taste category from the aforementioned access log for every aforementioned user apparatus,
An image content selection step which chooses at least one image content belonging to a taste category corresponding to the user apparatus concerned from among two or more image contents held previously according to a distribution request from the aforementioned user apparatus, ****** -- an image content distribution method characterized by things.
[Claim 2]
The aforementioned taste category discriminating step identifies the taste category which belongs about a Web page of each website recorded on the aforementioned access log, The image content distribution method according to claim 1 being a step which extracts one taste category from among two or more taste categories identified for every aforementioned website.
[Claim 3]
It is an image content distribution system which contains in two or more user apparatus provided with an accessing function to two or more websites, and the aforementioned user apparatus a video-delivery-through-the-Internet server which distributes an image content,
An access history acquisition means which acquires an access history to the aforementioned website and records this on an address log,
A taste category discriminating means which distinguishes one taste category from the aforementioned access log is included for every aforementioned user apparatus,
The aforementioned video-delivery-through-the-Internet server is turned to each of the aforementioned user sites, An image content distribution system including an image content selecting means which chooses at least one image content belonging to a taste category corresponding to the user apparatus concerned from among two or more image contents held previously.
[Claim 4]
It is an user apparatus provided with a function which accesses two or more websites, and a function to receive an image content from a video-delivery-through-the-Internet server,

An access history acquisition means which acquires an access history to the aforementioned website and records this on an address log,
A taste category distinction control means which transmits the aforementioned access log to a profile server, carries out the aforementioned profile server, and makes one taste category distinguish from the aforementioned access history,
An image content selection-control means as which at least one image content belonging to a taste category corresponding to the user apparatus concerned is made to choose from among two or more image contents which transmit a distribution request to the aforementioned video-delivery-through-the-Internet server, carry out the aforementioned video-delivery-through-the-Internet server, and are held previously,
****** -- an user apparatus characterized by things.
[Claim 5]
The user apparatus according to claim 4 including a home gate way.
[Claim 6]
The user apparatus according to claim 4 containing a router and a set top box.

DETAILED DESCRIPTION
[Detailed Description of the Invention]
[Field of the Invention]
[0001]
The present invention A personal computer, a home gate way, a router, It is related with the image content distribution method and system which distribute the image content which includes an audio-visual signal in the user apparatus which forms a domestic network with components, such as a set top box and a television set.
[Background of the Invention]
[0002]
As view forms of the image content distributed to a home gate way or a set top box, The form to which a televiewer chooses one specific image content, and views and listens from a program guide previously, and a televiewer choose one of the channels which have the special feature in each, The form which views and listens to the image content like TV shopping which flows from the channel concerned as BGV (Back Ground Video) is assumed.
[0003]
By the way, in public presentation of the website in the Internet, providing the display area for CM display in the space of a homepage, and opening to the public with the contents of the homepage is often performed. In this case, selection of the sub image content like CM display is usually made based on the taste analysis of the relevance and the user assumed with a main image content of a homepage.
[0004]

The image content distribution side analyzes a user's Assessment on Search Report by Designated Searching Authority, and there are a Patent document 1 and technology of disclosure to 2, for example as technology of making a certain correspondence processing based on this analysis result. In this technology, the service request from the user of a video program is analyzed, and suppose that arrangement of the video program in each server can be optimized.
[Patent document 1] Patent No. 2601189
[Patent document 2] Patent No. 2679624
[Description of the Invention]
[Problem to be solved by the invention]
[0005]
However, the form with more various view forms of an image content is searched for. A televiewer installs in a home the local network which consists of equipment, such as not only a television set but a personal computer, and a set top box. Under this environment, the view forms, such as reproducing an image content with a television set in response to stream distribution from CATV, or receiving stream distribution of an image content via the Internet using a personal computer, are becoming Oshi more. It is called for that the Assessment-on-Search-Report-by-Designated-Searching-Authority grasp based on analysis of a televiewer's taste analysis etc. can respond to the starting various view forms.
[0006]
The object of this invention is providing the image content distribution method and system which choose the optimal image content by every user, and are distributed corresponding to a user's various view forms.
[Means for solving problem]
[0007]
The present invention is characterized by an image content distribution method comprising the following.
An access history acquisition step which is an image content distribution method which distributes an image content to two or more user apparatus provided with an accessing function to two or more websites, acquires an access history to this website and records this on an address log for this every user apparatus.
A taste category discriminating step which distinguishes one taste category from this access log for this every user apparatus.
An image content selection step which chooses at least one image content belonging to a taste category corresponding to the user apparatus concerned from among two or more image contents held previously according to a distribution request from this user apparatus.

[0008]

The image content distribution system by the present invention, Two or more user apparatus provided with the accessing function to two or more websites, The access history acquisition means which is an image content distribution system which contains in this user apparatus the video-delivery-through-the-Internet server which distributes an image content, acquires the access history to this website and records this on an address log, One taste category including the taste category discriminating means to distinguish from this access log for this every user apparatus this video-delivery-through-the-Internet server, The image content selecting means which chooses at least one image content belonging to the taste category corresponding to the user apparatus concerned from among two or more image contents held previously is included towards each of these user sites.

[0009]

The present invention is characterized by an user apparatus comprising the following.

A function which accesses two or more websites.

An access history acquisition means which is an user apparatus provided with a function to receive an image content from an image server, acquires an access history to this website and records this on an address log.

A taste category distinction control means which transmits this access log to a profile server, carries out this profile server, and makes one taste category distinguish from this access history.

An image content selection-control means as which at least one image content belonging to a taste category corresponding to the user apparatus concerned is made to choose from among two or more image contents which transmit a distribution request to this video-delivery-through-the-Internet server, carry out this video-delivery-through-the-Internet server, and are held previously.

[Effect of the Invention]

[0010]

According to the image content distribution method and system by the present invention, the access log of Web access of a user is acquired and the composition which distinguishes and distributes the image content which suits a user's taste from this access log is given. The image content distribution method and system which choose and distribute the optimal image content corresponding to the user's various view forms by this are provided.

[Best Mode of Carrying Out the Invention]

[0011]

With reference to attached Drawings, it describes in detail about the working example of the present invention.

[0012]

Fig.1 shows a first working example and shows the whole composition. The personal computer (PC is called hereafter) 40a with which the user apparatus 100a is connected to the home gate way 30a and the home gate way 30a by radio or cable LAN here, It consists of the television set 90a with which a video signal and an audio signal are supplied from the home gate way 30a. The user apparatus 100b has the same composition. The composition of the present invention is not restricted to the two user apparatus 100a and 100b, but assumes three or more user apparatus.

[0013]

The home gate way 30a is connected to the WAN (Wide Area Network) network 20 which the Internet access provider like an Internet provider or a CATV contractor provides. The WAN network 20 is connected to the Internet 10 via the suitable gateway unit 21. Thereby, PC40a contained in the user apparatus 100a becomes accessible to the many website connected by the Internet 10. The WAN network 20 is connected to the profile server 50 and the video-delivery-through-the-Internet server 60 again.

[0014]

The home gate way 30a is the repeating installation supposing use at home, and is provided with the Internet connectivity function to PC, and the function which receives an image stream via WAN or a CATV network, and is supplied to the playback equipment like a television receiver. The home gate way 30a cooperates with this Internet connectivity function, supervises Web access of PC40a connected to self, and is provided with the function which acquires the access log 31a which records the access history to a website.

The website which is the target of access log acquisition is not restricted, but acquires an access log about access to all the websites. It is also possible to limit the range of the website which is the target of an access log, of course. The request URI published from PC40a is recorded on the access log 31a as information which shows an access situation. The home gate way 30a may be further provided with the image recording function which used HDD and a recordable DVD.

[0015]

The profile server 50 includes the taste analyzer 51 and the taste distinction table 52. The taste analyzer 51 has the function to perform taste analysis based on the access log transmitted from the user apparatus 100a and 100b, to distinguish a taste category, and to hold this on the taste distinction table 52. The profile server 50 has further the function to reply the image content identifier corresponding to the taste category of the user apparatus concerned, according to the user apparatus 100a or the transmission request from 100b.

[0016]

The video-delivery-through-the-Internet server 60 contains two or more image contents 61a-61c. Each of two or more image contents 61a-61c belongs for any of two or more taste categories being. For example, it belongs to a taste category "movie", the image

content 61b belongs to a taste category "music", and the image content 61c cuts the image content 61a with the thing belonging to a taste category "sport." The image content identifier is assigned to each of two or more taste categories. Then, according to the distribution request containing the user apparatus 100a or the image content identifier from 100b, the video-delivery-through-the-Internet server 60 has a function which transmits any at least one of the image contents 61a-61c corresponding to the image content identifier concerned to the user apparatus concerned.

[0017]

Fig.2 shows the configuration example of the access log shown in Fig.1.An access log is recorded on the access log 31 for every access of a website. The "use side IP address" of an user apparatus in which one access log carried out the access request, The "Web side IP address" of the website which is an access point, and the contents "resource" of the GET command containing URI (Uniform Resource Identifier) used for the access concerned are matched and saved. In the example of this figure, as a use side IP address, the use side IP address "192.168.1.1" of the home gate way 30a, The contents "GETindex.html HTTP/1.1" of the Web side IP address "1.1.1.1" of a website and the GET command used for access are recorded.

[0018]

Although the notation based on the standard of IPv4 is usually used, the notation based on the standard of IPv6 may be used for an IP address so that it may be illustrated.

[0019]

Fig.3 shows the configuration example of the taste distinction table shown in Fig.1.The contents of the taste distinction table 52 are set up or updated for every reception of an access log in a profile server. Reception of an access log is performed for every number of every Web access and an access log, or every fixed time. The identifier of a home gate way and the image content identifier corresponding to the taste category according to user apparatus are matched, and the taste distinction table 52 is stored. A MAC (Media Access Control) address may be used as an identifier of a home gate way.

[0020]

In the example of this figure, the identifier of the home gate way 30a is set to "00:00:00:00:00:01", and the image content identifier "000001" corresponding to a taste category "movie" is set up corresponding to this.

[0021]

Fig.4 shows the procedure in a first working example. The home gate way 30, the profile server 50, and the video-delivery-through-the-Internet server 60 cooperate, and this procedure is performed.

[0022]

First, the home gate way 30 supervises Web access of the server in PC and the Internet, and acquires an access log (Step S11). The request URI is transmitted to the Internet via the home gate way 30, and access to the website on the Internet from PC is performed

when a response comes to PC on the contrary via the gateway 30 from the server of the website concerned. In that case, the home gate way 30 supervises only the request from PC to relay. From this request, the IP address of PC is made into the PC side IP address, the IP address of the server of a website is made into the WAN side IP address, and it records on an access log by making the request URI into a resource.

[0023]

Generally the traffic for PCs is high compared with reverse traffic from the Internet. Therefore, supervising the response from the Internet to PC supervises only the traffic from PC to the Internet undesirably. Thereby, the CPU share of the home gate way 30 and memory use can be reduced, and the throughput deterioration can be avoided.

[0024]

Next, the home gate way 30 transmits the access log acquired at Step S11 to the profile server 50 (Step S12). The timing of transmission can consider every fixed number of every [in PC] Web access, and an access log, or every fixed time. Once, the access log which transmitted to the profile server 50 is usually eliminated from the home gate way 30.

[0025]

Next, the profile server 50 conducts taste analysis to the access log from the home gate way 30, and distinguishes a taste category (Step S13). The image content identifier corresponding to the distinguished taste category is set as a distinction table to the user apparatus concerned. It is totaling the frequency of the keyword corresponding to a taste category to the example of a character where the method of taste analysis actually accesses the website recorded on the access log, for example, and acquires a homepage and which is in this homepage, It is possible to distinguish the taste category of the website concerned.

[0026]

Next, the home gate way 30 acquires an image content identifier from the profile server 50 (Step S14). The timing which acquires an image content identifier can consider the power up of the television set connected with the home gate way 30, or the time of a channel selection, for example. Subsequently, image content distribution is required because the home gate way 30 transmits an image content distribution request to the video-delivery-through-the-Internet server 60 with this image content identifier (Step S15). According to this, the video-delivery-through-the-Internet server 60 transmits the image content corresponding to the image content identifier to the home gate way 30 (Step S16). This image content is reproduced towards a televiewer in a television set.

[0027]

Fig.7 is referred to for the example of a reproduction screen of an image content. Here, Screen 1 is divided into two or more frames 2 and 3, and is displayed in the usual image content according to the televiewer's channel selection in the frame 2. In the frame 3, the image content based on taste analysis is displayed. In this example, the image content of

movie advertisement CM which belongs to a taste category "movie" as a result of taste analysis is broadcast.

[0028]

In the 1st working example, it can view and listen to image contents, such as CM doubled with taste, without setting up a televiewer's own taste, in order for the home gate way 30 and the profile server 50 to cooperate and to analyze a televiewer's taste automatically. The form which views and listens to the subcontents like CM passed in parallel to one pair on a screen is realized a televiewer doing selection viewing and listening by making a specific image content into a main image content.

[0029]

<A second working example>

Fig.5 shows the composition of the whole in a second working example, and is. Here, it replaces with the user apparatus 100a in the 1st working example, and the user apparatus 100c is shown. The television set 90 is connected with the set top box 80 including the broadband router 70 by which the user apparatus 100c was connected to the Internet 10, and PC40c and the set top box 80 which were connected to the broadband router 70. Other composition is the same as that of a first working example.

[0030]

The broadband router 70 has an IP network connecting function for PC or a set top box. The set top box 80 may be provided with the function which receives the image stream from WAN or a CATV network via the broadband router 70, and supplies a video signal and an audio signal to the television set 90, and may be further provided with the image recording function using HDD or a recordable DVD. The broadband router 70 accompanies an IP network connecting function, supervises Web access of connected PC40c, and is provided with the function which acquires the access log 31c as Web access record. The request URI published from PC40c is recorded on the access log 31c.

[0031]

Fig.6 shows the procedure in a second working example. The broadband router 70, the set top box 80, the profile server 50, and the video-delivery-through-the-Internet server 60 cooperate, and this procedure is performed.

[0032]

First, the broadband router 70 and the set top box 80 share an identifier (Step S21). In the 2nd working example to this having supervised Web access in the first working example only in the home gate way, Since Web access of the broadband router 70 only supervises and reception of an image content is performed by the set top box 80, it is for identifying every user apparatus which included the broadband router 70 and the set top box 80. This setting out is usually previously set up by hand control. It is possible to use the masquerade function to make the global address assigned to the broadband router 70 look like the address of a set top box, as a method of sharing an identifier.

[0033]

Next, the broadband router 70 supervises Web access of the server in PC and the Internet, and acquires an access log (Step S22). The request URI is transmitted to the Internet via the broadband router 70, and access to the website on the Internet from PC is performed when a response comes to PC on the contrary via the gateway 30 from the server of the website concerned. In that case, the broadband router 70 supervises only the request from PC to relay. From this request, the IP address of PC is made into the PC side IP address, the IP address of the server of a website is made into the WAN side IP address, and it records on an access log by making the request URI into a resource.

[0034]

Next, the broadband router 70 transmits the access log acquired at Step S22 to the profile server 50 (Step S23). The timing of transmission can consider using every fixed number of every [in PC] Web access, and an access log, or every fixed time. Once, the access log which transmitted to the profile server 50 is usually eliminated from the broadband router 70.

[0035]

Next, the profile server 50 conducts taste analysis to the access log from the broadband router 70, and distinguishes a taste category (Step S24). The image content identifier corresponding to the distinguished taste category is set as a distinction table to the user apparatus concerned. It is totaling the frequency of the keyword corresponding to a taste category to the example of a character where the method of taste analysis actually accesses the website recorded on the access log, for example, and acquires a homepage and which is in this homepage, It is possible to distinguish the taste category of the website concerned.

[0036]

Next, the set top box 80 acquires an image content identifier from the profile server 50 (Step S25). The timing which acquires an image content identifier can consider the power up of the television set connected with the set top box 80, or the time of a channel selection, for example. Subsequently, image content distribution is required because the set top box 80 transmits an image content distribution request to the video-delivery-through-the-Internet server 60 with this image content identifier (Step S26). According to this, the video-delivery-through-the-Internet server 60 transmits the image content corresponding to the image content identifier to the set top box 80 (Step S27). This image content is reproduced towards a televiewer in a television set.

[0037]

In order that, as for the present invention, a broadband router and the profile server 50 may analyze a user's taste automatically from a user's Web access in the above second working example, The image content doubled with the user's taste can be distributed to playback equipment, such as a television set, via a set top box, without a user setting up an own taste.

[0038]

In a second working example, although how a broadband router and a set top box share an identifier was made into a user's manual setting, even when a broadband router and a set top box share an identifier automatically, the present invention can be applied.
[0039]
in addition -- although the equipment which performs Web access on the Internet was described as a personal computer (PC) in two or more above working examples -- except for PC -- Web -- as long as it is accessible equipment, they may also be other equipment, such as a game machine and a TV with Internet functions.
[Brief Description of the Drawings]
[0040]
[Drawing 1]It is the block diagram showing the composition of the whole in a first working example.
[Drawing 2]It is the explanatory view showing the configuration example of the access log shown in Fig.1.
[Drawing 3]It is the explanatory view showing the configuration example of the taste distinction table shown in Fig.1.
[Drawing 4]It is the sequence diagram showing the procedure in a first working example.
[Drawing 5]It is the block diagram showing the composition of the whole in a second working example.
[Drawing 6]It is the sequence diagram showing the procedure in a second working example.
[Drawing 7]It is the figure showing the example of a screen of the image content reproduction in an user apparatus.
[Explanations of letters or numerals]
[0041]
10 Internet
20 WAN network
21 Gateway
30a Home gate way
31a and 31c Access log
40a and 40c Personal computer (PC)
50 Profile server
51 Taste analyzer
52 Taste distinction table
60 Video-delivery-through-the-Internet server
61a - 61c image content
70 Broadband router
80 Set top box
90, 90a, 90b television set (TV)

100a, 100b, and 100c User apparatus

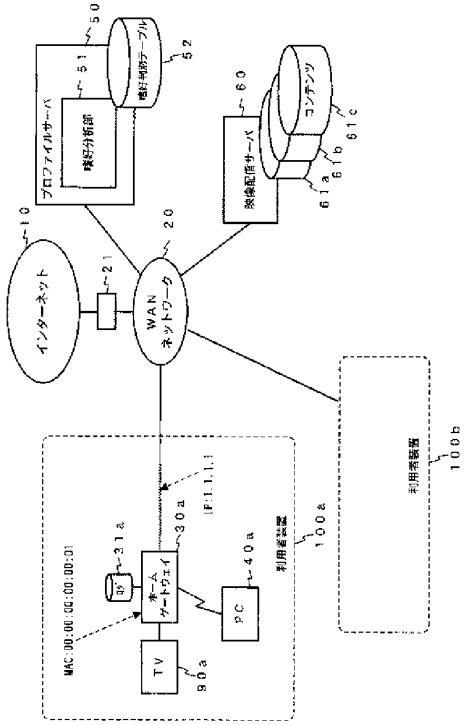
* NOTICES *

JPO and INPIT are not responsible for any damages caused by the use of this translation.

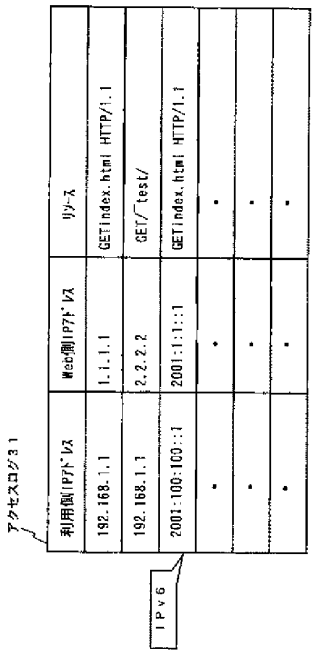
1.This document has been translated by computer. So the translation may not reflect the original precisely.
2.**** shows the word which can not be translated.
3.In the drawings, any words are not translated.

DRAWINGS

[Drawing 1]



[Drawing 2]

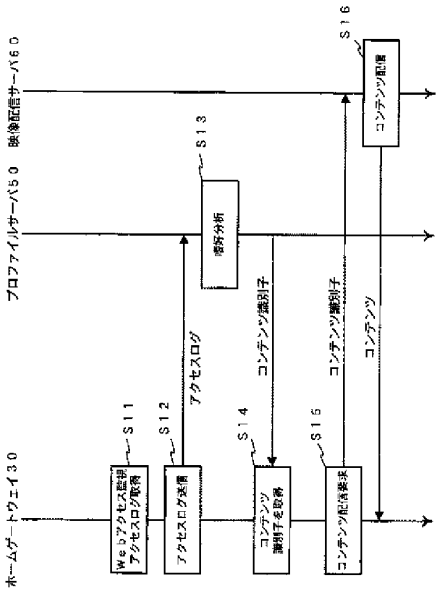

アクセスログ31
利用側IPアドレス
Web側IPアドレス
リソース
192.168.1.1
1.1.1.1
GET index.html HTTP/1.1
192.168.1.1
2.2.2.2
GET /test/
2001:100:100::1
2001:1:1::1
GET index.html HTTP/1.1
IPv6

[Drawing 3]

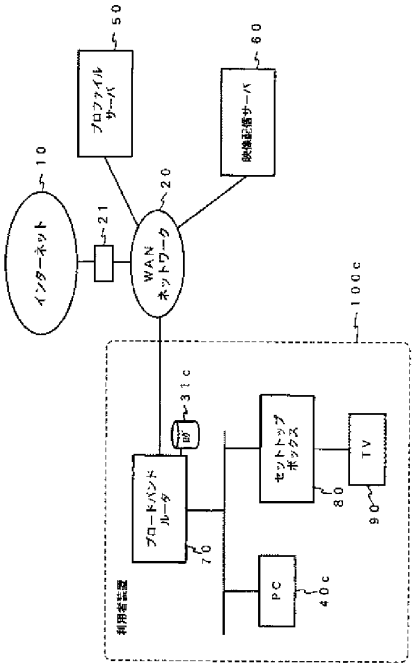
嗜好判別テーブル52

ホームゲートウェイの識別子	コンテンツ識別子（カテゴリ）
00:00:00:00:00:01	000001（映画）
00:00:00:00:00:01	000002（スポーツ）
00:00:00:00:00:02	000003（音楽）

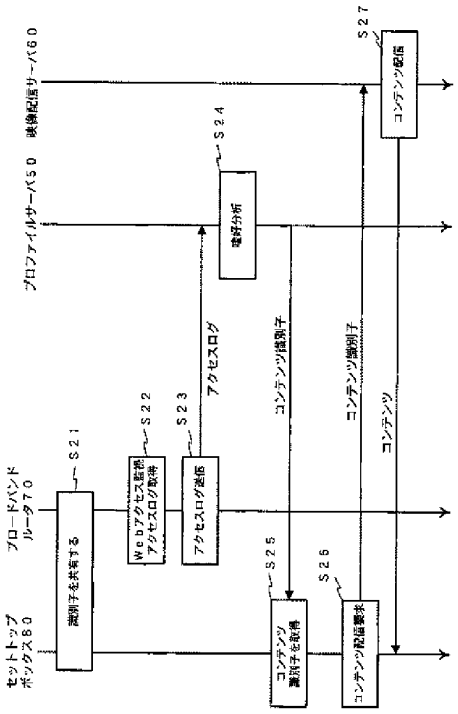
[Drawing 4]


ホームゲートウェイ30
プロファイルサーバ50
映像配信サーバ60
S11
S12
S13
S14
S15
S16
アクセスログ
コンテンツ識別子
コンテンツ識別子
コンテンツ

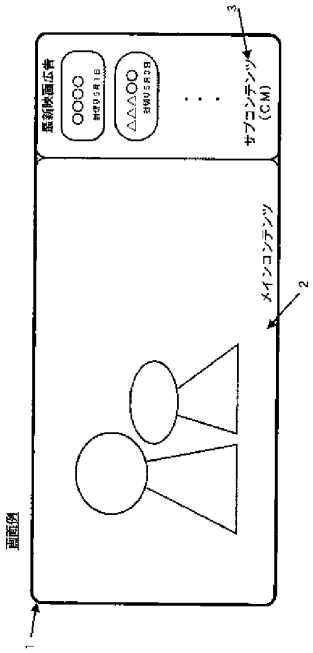
[Drawing 5]


インターネット
10
21
WAN
ネットワーク
20
50
60
100c
31c
70
80
90
40c
PC
TV
利用者装置

[Drawing 6]



[Drawing 7]



[Translation done.]

Electronic Acknowledgement Receipt

EFS ID:	15335897
Application Number:	13167605
International Application Number:	
Confirmation Number:	8424
Title of Invention:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network
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-CON2
Receipt Date:	22-MAR-2013
Filing Date:	23-JUN-2011
Time Stamp:	17:36:08
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	Transmittal Letter	13-03-22-IIQ-TV1-CON2-Supp_IDS_Cover.pdf	41187 a2e4f67314de1133876d42037e9d866238301c09	no	2

Warnings:	
Information:	

2	Information Disclosure Statement (IDS) Form (SB08)	13-03-22-IIQ-TV1-CON2-SuppIDS.pdf	178116 2d5eb0f6bcd1ae8ab30603913dfe241f322ff36d	no	1
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
3	Foreign Reference	JP2006-324763.pdf	390012 e4df0b8ecd46187a714c0c4a4fceb79bee9230c1	no	11
Warnings:					
Information:					
4	Foreign Reference	JP2006-324763-EN_machine_trans.pdf	183470 ff309601cb59771e9a6eab3ba35be7eb64c5dafa	no	18
Warnings:					
Information:					
		Total Files Size (in bytes):	792785		

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.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit	:	2425
Serial No.	:	13/167,605	Examiner	:	Ekpo, Nnenna Ngozi
Filing Date	:	06/23/2011	Conf. No.	:	8424
Title	:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network			

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

Filed via EFS – March 22, 2013

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on form PTO/SB/08 attached to this document.

To the knowledge of the undersigned attorney after making reasonable inquiry, no new item of information contained in this Information Disclosure Statement was either (1) cited in a communication from a foreign patent office in a counterpart foreign application, or (2) known to any individual designated in 37 CFR § 1.56(c), more than three months ago.

Assignee continues to direct the Examiner to the following applications, which share the same first inventor, as well as the references cited therein:

Serial No.	Filing Date	Earliest Parent Filing Date
11/968,117	12/31/2007	
12/131,798	06/02/2008	
12/536,451	08/05/2009	
12/906,007	10/15/2010	
12/912,726	10/26/2010	12/28/1999
12/981,925	12/30/2010	
13/097,885	04/29/2011	04/17/2007
13/243,314	09/23/2011	06/02/2008
13/274,242	10/14/2011	10/15/2010 (prov.)
61/655,951	06/05/2012	

Serial No.	Filing Date	Earliest Parent Filing Date
13/491,454	06/07/2012	06/16/2006 (prov.)
13/566,881	08/03/2012	08/03/2011 (prov.)
13/585,765	08/14/2012	11/28/2000
13/585,779	08/14/2012	06/14/2000
13/631,244	09/28/2012	06/19/2006 (prov.)
13/725,309	12/21/2012	01/15/2009 (prov.)
13/754,639	01/30/2013	

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: March 22, 2013

/Louis J. Hofman/
Louis J. Hoffman
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit	:	2425
Serial No.	:	13/167,605	Examiner	:	Ekpo, Nnenna Ngozi
Filing Date	:	06/23/2011	Conf. No.	:	8424
Title	:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network			

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

Filed via EFS – March 8, 2013

RESPONSE TO OFFICE ACTION

Dear Sir:

In response to the Office Action dated January 9, 2013, assignee requests reconsideration on the basis of the following amendments and remarks.

Amendment to the Specification is on page 2 of this paper.

Amendments to the Claims begin on page 3 of this paper.

Remarks begin on page 12 of this paper.

An interview is requested on page 18 of this paper, per MPEP 713.01.

Amendments

IN THE SPECIFICATION:

At page 1, in the paragraph of the "cross-reference to related applications" section, please amend the text as follows:

This application is a continuation of application Serial No. 12/860,666, filed August 20, 2010, now U.S. Patent 8,281,336, which is a continuation of application Serial No. 11/736,544, filed April 17, 2007, now U.S. Patent 7,861,260.

IN THE CLAIMS:

Please amend the claims as follows:

1 - 51. (Cancelled)

52. (Currently amended) A method implemented using a programmed hardware computer system, the method comprising:
    (a) receiving, at the computer system, an electronic identifier of a first device;
    (b) with the computer system, automatically generating and storing electronic indicia of an association between the first device identifier and an electronic identifier of a second device based on automatically recognizing that each of the first and second devices was connected, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network; and
    (c) with the computer system, ~~automatically causing~~ based on the electronic indicia of the association between the first and second device identifiers, automatically sending an electronic transmission that causes ~~to be transmitted to~~ another programmed hardware computer system ~~that is structured and programmed~~ to take an action, based on first electronic profile data associated with the first device identifier, with respect to the second device, which is indicated at the time of the action by the second device identifier.

53. (Previously presented) The method of Claim 52 wherein the electronic association is recognized based on a common IP address, or portion thereof, wherein network traffic is routed via the common IP address for each of the first and second devices when each is connected to the local area network.

54. (Previously presented) The method of Claim 53 wherein the common IP address comprises an IP address, or portion thereof, of a modem or router by which the first and second devices are connected to the local area network.

55. (Previously presented) The method of Claim 53 wherein the electronic indicia of the electronic association include or reference indicia of the common IP address or portion thereof.

56. (Previously presented) The method of Claim 53 wherein the first device identifier is associated with a first IP address, and the associated second device identifier is recognized according to the time and date of user activity via the first IP address, using a database accessible to the computer system that contains second device identifiers, corresponding IP addresses, and corresponding times and dates.

57. (Previously presented) The method of Claim 52 wherein the first device is an online user interface device and the second user interface device is a television set-top box.

58. (Previously presented) The method of Claim 52 wherein the first device comprises a mobile device that is connected to the local area network only intermittently.

59. (Previously presented) The method of Claim 52 wherein the action comprises automatically causing, with the computer system, a selected advertisement to be directed to the second device, wherein the advertisement is selected based at least in part on at least a portion of the first electronic data.

60. (Previously presented) The method of Claim 52 wherein the electronic indicia of the electronic association comprise one or more electronic records in a database accessible to the computer system.

61. (Previously presented) The method of Claim 52 wherein the electronic indicia of the electronic association comprise one or more tags or cookies readable by the computer system that are stored on the first device or second device.

62. (Previously presented) The method of Claim 61 further comprising, using the computer system, automatically storing, in a memory in the first device or second device, the one or more tags or cookies.

63. (Previously presented) The method of Claim 52 wherein the electronic indicia of the electronic association include no personally identifiable information pertaining to a user of the first device or second device.

64. (Previously presented) A method implemented using a programmed hardware computer system, the method comprising:
    (a) based on first electronic profile data associated with an electronic identifier of a first device, automatically causing, with the computer system, an action to be taken with respect to a second device that is indicated at the time of the action by an electronic identifier electronically associated with the first device identifier;
    (b) wherein the electronic association between the first and second device identifiers is based on connection, before the action, of each of the first and second devices, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network.

65. (Previously presented) The method of claim 64 further comprising:
    (i) receiving, at the computer system, the first device identifier; and
    (ii) with the computer system, automatically generating and storing electronic indicia of the association between the first and second device identifiers based on automatically recognizing that, before the action, each of the first and second devices was connected, independently of the other, to the common local area network.

66. (Previously presented) The method of claim 64 wherein the first device is connected to the local area network only intermittently.

67. (Previously presented) The method of Claim 64 wherein the electronic association is recognized based on a common IP address, or portion thereof, wherein network traffic is routed via the common IP address for each of the first and second devices when each is connected to the local area network.

68. (Previously presented) The method of Claim 67 wherein the common IP address comprises an IP address, or portion thereof, of a modem or router by which the first and second devices are connected to the local area network.

69. (Previously presented) The method of Claim 67 wherein the electronic indicia of the electronic association include or reference indicia of the common IP address or portion thereof.

70. (Previously presented) The method of Claim 67 wherein the first device identifier is associated with a first IP address, and the associated second device identifier is recognized according to the time and date of user activity via the first IP address, using a database accessible to the computer system that contains second device identifiers, corresponding IP addresses, and corresponding times and dates.

71. (Previously presented) The method of Claim 64 wherein the first device is an online user interface device and the second user interface device is a television set-top box.

72. (Previously presented) The method of Claim 64 wherein the first device comprises a mobile device that is connected to the local area network only intermittently.

73. (Previously presented) The method of Claim 64 wherein the action comprises automatically causing, with the computer system, a selected advertisement to be directed to the second device, wherein the advertisement is selected based at least in part on at least a portion of the first electronic data.

74. (Previously presented) The method of Claim 64 wherein the electronic indicia of the electronic association comprise one or more electronic records in a database accessible to the computer system.

75. (Previously presented) The method of Claim 64 wherein the electronic indicia of the electronic association comprise one or more tags or cookies readable by the computer system that are stored on the first device or second device.

76. (Previously presented) The method of Claim 75 further comprising, using the computer system, automatically storing, in a memory in the first device or second device, the one or more tags or cookies.

77. (Previously presented) The method of Claim 64 wherein the electronic indicia of the electronic association include no personally identifiable information pertaining to a user of the first device or second device.

78. (Currently amended) A system comprising one or more computers, wherein the one or more computers are programmed and connected:
    (a) to receive at one or more of the computers an electronic identifier of a first device;
    (b) to generate and store automatically electronic indicia of an association between the first device identifier and an electronic identifier of a second device based on automatically recognizing that each of the first and second devices was connected, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network; and
    (c) ~~to cause automatically~~ based on the electronic indicia of the association between the first and second device identifiers, to send automatically an electronic transmission that causes ~~to be transmitted to~~ another programmed hardware computer system ~~that is structured and programmed~~ to take an action, based on first electronic profile data associated with the first device identifier, with respect to the second device, which is indicated at the time of the action by the second device identifier.

79. (Previously presented) The system of Claim 78 wherein the electronic association is recognized based on a common IP address, or portion thereof, wherein network traffic is routed via the common IP address for each of the first and second devices when each is connected to the local area network.

80. (Previously presented) The system of Claim 78 wherein the action comprises automatically causing a selected advertisement to be directed to the second device,

wherein the advertisement is selected based at least in part on at least a portion of the first electronic data.

81. (Previously presented) The system of Claim 78 wherein the electronic indicia of the electronic association include no personally identifiable information pertaining to a user of the first device or second device.

82. (Previously presented) A system comprising one or more computers, wherein the one or more computers are programmed and connected:
    (a) based on first electronic profile data associated with an electronic identifier of a first device, to cause automatically an action to be taken with respect to a second device that is indicated at the time of the action by an electronic identifier electronically associated with the first device identifier;
    (b) wherein the electronic association between the first and second device identifiers is based on connection, before the action, of each of the first and second devices, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network.

83. (Previously presented) The system of claim 82 wherein the one or more computers are further programmed and connected:
    (i) to receive at one or more of the computers the first device identifier; and
    (ii) to generate and store automatically electronic indicia of the association between the first and second device identifiers based on automatically recognizing that, before the action, each of the first and second devices was connected, independently of the other, to the common local area network.

84. (Previously presented) The system of claim 82 wherein the electronic association is recognized based on a common IP address, or portion thereof, wherein network traffic is routed via the common IP address for each of the first and second devices when each is connected to the local area network.

85. (Previously presented) The system of claim 82 wherein the action comprises automatically causing a selected advertisement to be directed to the second device,

wherein the advertisement is selected based at least in part on at least a portion of the first electronic data.

86. (Previously presented) The system of claim 82 wherein the electronic indicia of the electronic association include no personally identifiable information pertaining to a user of the first device or second device.

87. (Currently amended) An article comprising a non-transitory tangible medium encoding computer-readable instructions that, when applied to one or more computers, instruct the one or more computers to perform a method comprising:
(a) receiving at one or more of the computers an electronic identifier of a first device;
(b) automatically generating and storing electronic indicia of an association between the first device identifier and an electronic identifier of a second device based on automatically recognizing that each of the first and second devices was connected, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network; and
(c) ~~automatically causing~~ based on the electronic indicia of the association between the first and second device identifiers, automatically sending an electronic transmission that causes ~~to be transmitted to~~ another programmed hardware computer system ~~that is structured and programmed~~ to take an action, based on first electronic profile data associated with the first device identifier, with respect to the second device, which is indicated at the time of the action by the second device identifier.

88. (Previously presented) The medium of Claim 87 wherein the electronic association is recognized based on a common IP address, or portion thereof, wherein network traffic is routed via the common IP address for each of the first and second devices when each is connected to the local area network.

89. (Previously presented) The medium of Claim 87 wherein the action comprises automatically causing a selected advertisement to be directed to the second device,

wherein the advertisement is selected based at least in part on at least a portion of the first electronic data.

90. (Previously presented) The medium of Claim 87 wherein the electronic indicia of the electronic association include no personally identifiable information pertaining to a user of the first device or second device.

91. (Previously presented) An article comprising a non-transitory tangible medium encoding computer-readable instructions that, when applied to one or more computers, instruct the one or more computers to perform a method comprising:
(a) based on first electronic profile data associated with an electronic identifier of a first device, automatically causing an action to be taken with respect to a second device that is indicated at the time of the action by an electronic identifier electronically associated with the first device identifier;
(b) wherein the electronic association between the first and second device identifiers is based on connection, before the action, of each of the first and second devices, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network.

92. (Previously presented) The medium of claim 91 wherein the method that the one or more computers are instructed to perform using the encoded instructions further comprises:
(i) receiving at one or more of the computers the first device identifier; and
(ii) automatically generating and storing electronic indicia of the association between the first and second device identifiers based on automatically recognizing that, before the action, each of the first and second devices was connected, independently of the other, to the common local area network.

93. (Previously presented) The medium of claim 91 wherein the electronic association is recognized based on a common IP address, or portion thereof, wherein network traffic is routed via the common IP address for each of the first and second devices when each is connected to the local area network.

94. (Previously presented) The medium of claim 91 wherein the action comprises automatically causing, with the computer system, a selected advertisement to be directed to the second device, wherein the advertisement is selected based at least in part on at least a portion of the first electronic data.

95. (Previously presented) The medium of claim 91 wherein the electronic indicia of the electronic association include no personally identifiable information pertaining to a user of the first device or second device.

Remarks

Claims 52-95 are pending; claims 52, 64, 78, 82, 87, and 91 are independent claims. Most claims, including all independent claims, stand rejected as either anticipated by U.S. Patent Pub. 2008/0222283 (Ertugrul), and the remaining claims stand rejected as obvious over Ertugrul in view of U.S. 2008/0040742 (Howcroft). Assignee respectfully requests reconsideration.

Part (b) of claim 52 says that "an association" between two device identifiers are generated and stored, based on a computer "automatically recognizing that each of the first and second devices was connected, independently of the other, to a common local area network" (LAN). Put simply, claim 52, part (b) requires that a computer recognize an association between two devices, with the association being derived from the computer observing that two devices are connected to a common LAN.

Part (c) of claim 52, as amended for clarity purposes only (no narrowing amendment is being presented), says that the "electronic indicia of the association" is used to "send[] an electronic transmission that causes another programmed hardware computer system" to "take an action … with respect to the second device" and do so "based on … profile data associated with the first device identifier." (As clarified by dependent claim 59, in one example, the "action" could be delivering an advertisement.) Put simply, claim 52, part (c) requires using the stored association of two devices to cause a different computer to use profile data associated with one device (the "first") to do something with respect to a different device (the "second"). An example of such transmission is a Central Ad Server (CAS) (perhaps at the request of a profile provider) sending an instruction to a set-top box (STB), which is an example of the second device, to allow the STB to request a targeted advertisement from another computer system (such as the profile provider's ad server), so that the STB can serve the advertisement selected by the other computer system based on profile information about the user's activity with respect to an online device, which is an example of the first device. *See, e.g.*, specification para. [0046].

Part (b) of claim 52, in the final clause, further clarifies that the computer recognizing the association is not in the LAN.

According to the specification, an example of the LAN is a household LAN, and examples of the devices are computers of various household members that are normally, or even just intermittently, connected to the household LAN. *See, e.g.*, specification [0039-40, 0049-51].

The Office Action (p. 3) argues that the primary reference, Ertugrul, anticipates claim 52. At line 5 of page 3, the Office Action identifies the computer performing part (b) as an "ISP server," or by reference to cited paragraph [0083] of Ertugrul, more specifically, "ISP proxy server 793."

The Office Action contends (p. 3, lines 5-7) that Ertugrul meets part (b) of claim 52 because the "ISP server stores contextual information, e.g., UID of the devices based on recognizing that the TV/STB 794, 796 and computer 797 are connected to a local network." Assignee does not see where there is any support for that assertion. The "contextual information" that Ertugrul discusses is apparently information obtained from the client, such as which websites the user visits. *See, e.g.*, Ertugrul, paras. 0017, 0057-58. Also, assignee does not see any place where Ertugrul discusses storing UID's *of devices*. Ertugrul's reference to "context reader based UID" in paragraph 0058 is unexplained, but in the context of the sentence, it is clearly some kind of "information associated with the retrieved content," and the abbreviation could stand for "user ID." See evidence in Exhibit A attached. There is no reason to assume that Ertugrul meant to refer to a device ID. Certainly Ertugrul does not teach the ordinarily skilled artisan to store device IDs.

Even assuming that the comment in the Office Action quoted above were correct, though, Ertugrul does not discuss at all *how* the TV/STB and the computer are associated, and assignee does not see any discussion in Ertugrul of the ISP's server detecting their association *by noticing the fact that they are connected to a common LAN*. Indeed, if the Office Action's suggestion is correct that the ISP stores device identifiers (contrary to assignee's argument in the previous paragraph), then the ISP's server

would have information about the devices already, making detecting association by noticing their connection to a common LAN entirely unnecessary.[1]

Indeed, Ertugrul's failure to discuss associating devices is quite understandable. In paragraph 0047, Ertugrul teaches that the ISP assigns an IP address "upon login to the network by the client user." Because Ertugrul's entire system depends on relationships with ISPs, and a user must log into an ISP's system, Ertugrul has no need to detect any association between devices to properly identify content or context as connected to a given user. Indeed, in paragraph 0066, among other places, Ertugrul emphasizes that data collection about the user's activities can be achieved regardless of what device the user employs, or through which ISP network it is connected. As discussed in paragraph 0066 and in Ertugrul's summary, Ertugrul's overall goal is to associate information from a given user in a *device-independent and network-independent* way, relying on the fact that the "coordinator entity" has relationships with multiple ISPs. According to the logic of Ertugrul's system, in sum, there is no need to correlate devices, because the user will "login" through one or another ISP, allowing the "coordinator" to receive behavioral and context data and know what user is involved regardless of which device the user uses and even which ISP the user uses to connect.

Moreover, in this country, ISPs assign IP addresses, on a rotating basis, to devices of their customers. Because Ertugrul's goal is to have a system that works across different ISPs, it is not possible to associate devices by means of a shared LAN, because devices connected through different ISPs will have IP addresses from different blocks assigned to the different ISPs.

Next, the Office Action contends (p. 3, middle) that Ertugrul meets part (c) of claim 52. However, the Office Action does not identify what computer disclosed by Ertugrul is considered as the "another programmed hardware computer" required by the claim. The Office Action contains no parenthetical after that element, but after

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[1] Ertugrul says that his system works regardless of the configuration of a set top box and computer. In the example shown in Ertugrul's Fig. 7B, cited in the Office Action, the STB/TV are shown as *not* being connected to a common LAN, but rather each connected to the ISP's "network" independently, but that configuration does not make Ertugrul's system unworkable.

quoting the entirety of part (c), the Office Action cites Ertugrul, paras. 0034, 0083, and 0084. Paragraphs 0083-84 do not mention any other computer (other than the ISP or in the household), so those citations do not help on this point. In paragraph 0034, Ertugrul says that "behavioral information" that is monitored by the ISP "may be reported out (e.g., over the Internet) and received by a coordinator or moderator entity, which then selects content based on the behavioral information."

That cited paragraph of Ertugrul may refer to the ISP sending data to another computer, but it still does not meet the language of claim 52, part (c), because part (c) requires that the "electronic transmission" to the other computer be "based on the *electronic indicia of the association between the first and second device identifiers*" to allow the other computer system to take an action with respect to a *second* device based on "profile data associated with the *first* device identifier." Ertugrul (either in paragraph 0034 or elsewhere) does not disclose that the ISP sends to the "coordinator or moderator entity" any transmission that is based on any association between different user devices. To the contrary, Ertugrul paragraph 0034 talks about sending "behavioral information" (such as "browsing information" discussed in Ertugrul, paras. 0070-71), to the "coordinator or moderator entity," without any mention of such transmission being based on any device association. Ertugrul discloses no reason why the ISP would send such a transmission based on any device-association information. Indeed, because Ertugrul's disclosure generally discusses *device-independent* display of television programs (displayed through IPTV), there is even less reason for Ertugrul to make any transmission to an ad-picking entity based on device association.

In sum, Ertugrul does not disclose associating devices on account of them being connected to a common LAN, and he does not disclose transmitting to a third-party computer to allow it to target advertisements to (or take any other action with respect to) one device based on profile data connected to a different device that is associated with the first through the common LAN. Ertugrul does not anticipate claim 52.

Independent claims 78 and 87 are system and article counterparts of claim 52, and have been amended in parallel. The Office Action (pp. 2-3) treats them together

with claim 52. For the same reasons, therefore, Ertugrul does not anticipate those claims either.

Turning to independent claim 64, that claim is addressed to causing the "action" (such as ad direction) with respect to a "second device" and doing so "based on … profile data associated with an electronic identifier of a first device," where the association between the devices "is based on connection" of the two devices to a common LAN. It is apparent that Ertugrul does not anticipate claim 64 either, for reasons parallel to those discussed above, as explained further below. Although the Office Action treats claim 64 separately (at pp. 3-4), it cites the same portions of Ertugrul and describe them in the same way as for the rejection of claim 52.

Claim 64 (somewhat abridged; see the claim for the full version) contains the limitation of "automatically causing … an action to be taken with respect to a second device that is indicated … by an electronic identifier electronically associated with the first device identifier; wherein the electronic association … is based on connection … of the first and second devices … to a common local area network." Claim 64 further requires that the computer system (that causes the action to be taken) is "connected to the local area network through the Internet but is not in the local area network."

As explained above, Ertugrul does not disclose associating devices on account of them being connected to a common LAN, and he does not disclose having a computer target advertisements to (or take any other action with respect to) one device based on profile data connected to a different device that is associated with the first based on a connection to the common LAN. Thus, the Office Action's discussion of claim 64 contains misunderstandings parallel to those rebutted above.

Independent claims 82 and 91 are system and article counterparts of claim 64, and the Office Action (pp. 3-4) treats them together with claim 64. For the same reasons, therefore, Ertugrul does not anticipate those claims.

Turning to dependent claims, the Office Action (pp. 4-6) rejects claims 53-56, 67-70, 79, 84, 88, and 93 as also anticipated by Ertugrul, citing specifically paragraphs 0047-48, 0066, 0084, and 0121 and Figs. 2 and 7B. Although those paragraphs (specifically

0047) include mention of certain devices having assigned IP addresses, none of those paragraphs of Ertugrul discuss what is claimed, namely an association between two devices being *recognized* based on IP addresses or portions thereof common to the two devices. The figures show the connections but likewise fail to disclose associating devices based on recognizing common IP addresses. Paragraph 0121 discloses checking the user's behavior within a certain period (7 days), which has nothing to do with the limitation of claims 56 and 70, which relate to associating devices by observing common, respective IP addresses at a common time and date. Likewise, for claims 65, 83, and 92, the cited paragraphs of Ertugrul mention receipt of IP addresses, but not "generating and storing electronic indicia of the association" between device identifiers based on "automatically recognizing" two devices were connected to a common LAN.

Similarly, the Office Action (p. 6) rejects claims 60 and 74 as anticipated by Ertugrul, citing specifically paragraphs 0033 and 0107. Those paragraphs discuss storing user behavioral information, but they do not disclose what is claimed, a database containing *electronic indicia of the electronic association* between two or more devices.

Likewise, the Office Action (pp. 6-7) rejects claims 61-62 and 75-76 as anticipated by Ertugrul, citing specifically paragraphs 0055, 0071, and 0160. Those paragraphs discuss cookies, connected to the "context reader" and storing "browsing information," but again they fail to disclose what is claimed, namely *the electronic indicia of the electronic association* being in or connected to a cookie.

Finally, as to dependent claims 63, 77, 81, 86, 90, and 95, the Office Action (p. 8) concedes that Ertugrul does not expressly disclose the limitation that the electronic association between devices should include no personally identifiable information (PII). The Office Action states that Ertugrul "is unclear" on this point. Actually, Ertugrul is quite clear, because (as explained above) Ertugrul teaches that the user must login to the ISP. In that context, it is a certainty that the ISP knows the identity of the user, which guarantees that PII is transmitted. Although Ertugrul does not disclose electronic association between devices at all, with or without PII, as explained in connection with

the independent claims, if any association were detected by Ertugrul's ISP, therefore, by definition, Ertugrul's system setup would require the ISP to have PII.

The Office Action purports to find the missing element of no PII in the supporting Howcroft reference. Even if that were the case, it would not be proper to combine Howcroft with Ertugrul. Because Ertugrul inherently requires PII, a combination with a non-PII reference would be internally inconsistent and illogical.

In any event, Howcroft fails to disclose a non-PII system, contrary to the contention in the Office Action. The rejection cites Howcroft paragraphs 0014, 0019, and 0034; no device association is apparent, though. In addition, the very next paragraph, 0035, says that one of the fields mentioned in cited paragraph 0034 *contains* PII: "The client ID field contains data indicating a client device identity which is *associated with a particular subscriber* and a particular subscriber profile in the IPTV network data base." Assignee does not understand how the rejection views the cited paragraphs as teaching a non-PII association between two devices.

Interview Request

Assignee respectfully requests the examiner to telephone the undersigned before issuance of the next Office Action to arrange a suitable time for an interview to discuss the matter, including the results of any supplemental search, as well as any other issues identified by the examiner as of concern, so that the application can be passed to allowance and issue most efficiently.

Conclusion

In view of the above, all claims should be in condition for allowance.

Please feel free to telephone the undersigned if it would in any way advance prosecution of this application.

Respectfully submitted,

INTENTIQ, LLC

by its attorney

Dated: March 8, 2013

/Louis J. Hoffman/
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Exhibit A

InternetSlang.com

The slang word / acronym /

abbreviation UID

- Home
- Random
- Trending Terms
- Suggestions
- About

Search Site: Go

What does UID mean?

This could be the only web page dedicated to explaining the meaning of **UID** (UID acronym/abbreviation/slang word).

Ever wondered what **UID** means? Or any of the other **8793** slang words, abbreviations and acronyms listed here at Internet Slang? Your resource for web acronyms, web abbreviations and netspeak.

All A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9 Other

What is UID?

UID is "User Identification"

UID Definition / UID Means

The definition of UID is "User Identification"

The Meaning of UID

UID means "User Identification"

So now you know - UID means "User Identification" - don't thank us. YW!

What does UID mean? UID is an acronym, abbreviation or slang word that is explained above where the UID definition is given.

All A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9 Other

Other terms relating to 'user':

• ARPU	Average Revenue Per User
• BASER	Drug user
• BDU	Brain Dead User Battle Dress Uniform
• CUG	Closed User Group
• EUA	End User Agreement
• EULA	End User License Agreement
• GUI	Graphical User Interface
• ID10T	Computer error caused by user

New search features | Acronym Blog
Google Toolbar button
Add to Google Home Page
Add Acronym Finder search to IE7
Free tools

abbreviation to define
UID find
abbreviation word in meaning location

Examples: NFL, NASA, PSP, HIPAA, random
Word(s) in meaning: chat, "global warming"
Postal codes: USA: 81657, Canada: T5A 0A7

What does **UID** stand for?

Your abbreviation search returned 12 meanings

Category Filters > | All definitions (12) | Information Technology (7) | Military & Government (2) | Science & Medicine (1) | Organizations, Schools, etc. (4) | Business & Finance (3) | Slang, Chat & Pop culture (0)

sort results: alphabetical | **rank** ?

Rank	Abbr.	Meaning
*****	UID	Umsatzsteuer-Identifikationsnummer (German: Value Added Tax Number; EU)
**	UID	User Interaction Diagram
**	UID	Unique Identifier/Identification
*	UID	Universal Initializer Disk
*	UID	Unpaid in Dispute
*	UID	User Identification
*	UID	User Identifier
*	UID	User Identity
*	UID	User Input Data
*	UID	Universal Instruction Design (education)
*	UID	University of Idaho
*	UID	User Interface Design

Note: We have 28 other definitions for UID in our Acronym Attic

new search | suggest new definition

Search for UID in Online Dictionary Encyclopedia

TEXT

TheFreeDictionary Google Bing

user identifier Search ?

4,857,794,384 visitors served.

Word / Article Starts with Ends with Text

Dictionary/ thesaurus | Medical dictionary | Legal dictionary | Financial dictionary | Acronyms | Idioms | Encyclopedia | Wikipedia encyclopedia ?

user identifier

Also found in: Acronyms, Wikipedia

0.01 sec.

This site:

Follow:
Share:

This page:

Share:

On this page
Word Browser

Ads by Google

(operating system) **user identifier** - 1. (Or "uid", "user id") A number or name which is unique to a particular user of a computer or group of computers which share user information. The operating system uses the uid to represent the user in its data structures, e.g. the owner of a file or process, the person attempting to access a system resource etc.

A user database, e.g. Unix's /etc/passwd file or NIS, maps the uid to other information about that user such as their user name, password, home directory and real name.

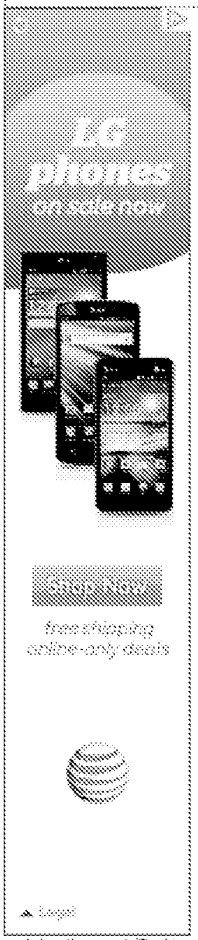
2. user name.

This article is provided by FOLDOC - Free Online Dictionary of Computing (foldoc.org)

Link to this page:

```
<a href="http://encyclopedia2.thefreedictionary.com/User+identifier">user identifier</a>
```

Please bookmark with social media, your votes are noticed and appreciated:



Advertisement (Bad banner? Please let us know)

Advertisement (Bad banner? Please let us know)

Electronic Acknowledgement Receipt

EFS ID:	15160826
Application Number:	13167605
International Application Number:	
Confirmation Number:	8424
Title of Invention:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network
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-CON2
Receipt Date:	08-MAR-2013
Filing Date:	23-JUN-2011
Time Stamp:	16:58:22
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/Req. Reconsideration-After Non-Final Reject	13-03-08-IIQ-TV1-CON2-RTOA-I.pdf	529171 87d17bfc1bf2734e5efa53f95bf4f8ac6246c0c1	no	23

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

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If a 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.

PTO/SB/06 (07-06)
Approved for use through 1/31/2007. OMB 0651-0032
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 13/167,605	Filing Date 06/23/2011	☐ To be Mailed

APPLICATION AS FILED – PART I

	(Column 1)	(Column 2)	SMALL ENTITY ☒		OR	OTHER THAN SMALL ENTITY	
FOR	NUMBER FILED	NUMBER EXTRA	RATE ($)	FEE ($)		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X $ =		OR	X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =			X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $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))							
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL			TOTAL	

APPLICATION AS AMENDED – PART II

		(Column 1)		(Column 2)	(Column 3)	SMALL ENTITY		OR	OTHER THAN SMALL ENTITY	
AMENDMENT	03/08/2013	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 44	Minus	** 44	= 0	X $31 =	0	OR	X $ =	
	Independent (37 CFR 1.16(h))	* 6	Minus	***6	= 0	X $125 =	0	OR	X $ =	
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE	0	OR	TOTAL ADD'L FEE	

		(Column 1)		(Column 2)	(Column 3)					
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=	X $ =		OR	X $ =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	X $ =		OR	X $ =	
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

Legal Instrument Examiner:
/EFREM WARREN/

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 NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/167,605	06/23/2011	Roy Shkedi	14-TV1-CON2	8424

26362 7590 01/09/2013

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260

EXAMINER	
EKPO, NNENNA NGOZI	
ART UNIT	PAPER NUMBER
2425	

NOTIFICATION DATE	DELIVERY MODE
01/09/2013	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

Louis@valuablepatents.com
donald@valuablepatents.com
shaelyn@valuablepatents.com

Office Action Summary	Application No.	Applicant(s)	
	13/167,605	SHKEDI, ROY	
	Examiner	Art Unit	
	NNENNA 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)☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

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

Disposition of Claims

5)☒ Claim(s) *52-95* is/are pending in the application.

5a) Of the above claim(s) *1-51* is/are withdrawn from consideration.

6)☐ Claim(s) _____ is/are allowed.

7)☒ Claim(s) *52-95* is/are rejected.

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

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

* If any claims have been determined allowable, you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.

Application Papers

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

11)☒ The drawing(s) filed on *23 June 2011* is/are: a)☒ accepted or b)☐ objected to by the Examiner.

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

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

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) ☒ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date *06/23/2011, 01/27/2012, 05/15/2012, 11/29/2012*.

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

4) ☐ Other: _____.

DETAILED ACTION

Information Disclosure Statement

1. The references listed in the Information Disclosure Statement filed on June 23, 2011, January 27, 2012, May 15, 2012 and November 29, 2012 has been considered by the examiner (see attached PTO-1449 form).

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.

2. **Claims 52-62, 64-76, 78-80, 82-85, 87-89 and 91-94** are rejected under 35 U.S.C. 102(e) as being anticipated by Ertugrul et al. (U.S. Publication No. 2008/0222283).

Regarding **claims 52, 78 and 87**, Ertugrul et al. discloses a method implemented using a programmed hardware computer system, the method comprising:

(a) receiving, at the computer system, an electronic identifier of a first device (see paragraphs 0047, 0083; ISP receives IP address associated with a client);

(b) with the computer system, automatically generating and storing electronic indicia of an association between the first device identifier and an electronic identifier of a second device based on automatically recognizing that each of the first and second devices was connected, independently of the other, to a common local area network (see paragraph 0086 and fig. 7b; ISP server stores contextual information, e.g., UID of the devices based on recognizing that the TV/STB 794, 796 and computer 797 are connected to a local network), wherein the computer system is connected to the local area network through the Internet but is not in the local area network (see fig. 7b; ISP server is connected to the local network, but is not in the local network); and

(c) with the computer system, automatically causing the electronic indicia of the association between the first and second device identifiers to be transmitted to another programmed hardware computer system that is structured and programmed to take an action, based on first electronic profile data associated with the first device identifier, with respect to the second device, which is indicated at the time of the action by the second device identifier (see paragraphs 0034, 0083-0084).

Regarding **claims 64, 82 and 91,** Ertugrul et al. discloses a method implemented using a programmed hardware computer system, the method comprising:

(a) based on first electronic profile data associated with an electronic identifier of a first device, automatically causing, with the computer system, an action to be taken with respect to a second device that is indicated at the time of the action by an electronic identifier electronically associated with the first device identifier (see

paragraphs 0086, 0089 and fig. 7b; ISP server stores contextual information, e.g., UID of the devices based on recognizing that the TV/STB 794, 796 and computer 797 are connected to a local network);

(b) wherein the electronic association between the first and second device identifiers is based on connection, before the action, of each of the first and second devices, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network (see paragraphs 0034, 0083-0084 and fig. 7b).

Regarding **claims 53, 67, 79, 84, 88 and 93**, Ertugrul et al. discloses everything claimed as applied above (*see claims 52, 64, 78, 82, 87 and 91*). Ertugrul et al. discloses wherein the electronic association is recognized based on a common IP address, or portion thereof, wherein network traffic is routed via the common IP address for each of the first and second devices when each is connected to the local area network (see paragraphs 0047, 0066, 0084).

Regarding **claims 54 and 68**, Ertugrul et al. discloses everything claimed as applied above (*see claims 53 and 67*). Ertugrul et al. discloses wherein the common IP address comprises an IP address, or portion thereof, of a modem or router by which the first and second devices are connected to the local area network (see paragraphs 0047-0048, and figs. 2 and 7b).

Regarding **claims 55 and 69**, Ertugrul et al. discloses everything claimed as applied above (*see claims 53 and 67*). Ertugrul et al. discloses wherein the electronic indicia of the electronic association include or reference indicia of the common IP address or portion thereof (see paragraph 0047).

Regarding **claims 56 and 70**, Ertugrul et al. discloses everything claimed as applied above (*see claims 53 and 67*). Ertugrul et al. discloses wherein the first device identifier is associated with a first IP address, and the associated second device identifier is recognized according to the time and date of user activity via the first IP address, using a database accessible to the computer system that contains second device identifiers, corresponding IP addresses, and corresponding times and dates (see paragraphs 0121; inherent with past 7 days is time and date).

Regarding **claims 57 and 71**, Ertugrul et al. discloses everything claimed as applied above (*see claims 52 and 64*). Ertugrul et al. discloses wherein the first device is an online user interface device (see fig 7b (computer 796)) and the second user interface device is a television set-top box (see fig. 7b (set top box 794)) (see fig. 7b and paragraph 0083).

Regarding **claims 58, 66 and 72**, Ertugrul et al. discloses everything claimed as applied above (*see claims 52 and 64*). Ertugrul et al. discloses wherein the first device

comprises a mobile device that is connected to the local area network only intermittently (see paragraphs 0039 and 0066).

Regarding **claims 59, 73, 80, 85, 89 and 94**, Ertugrul et al. discloses everything claimed as applied above (*see claims 52, 64, 78, 82, 87 and 91*). Ertugrul et al. discloses wherein the action comprises automatically causing, with the computer system, a selected advertisement to be directed to the second device, wherein the advertisement is selected based at least in part on at least a portion of the first electronic data (see paragraphs 0073, 0089, 0092).

Regarding **claims 60 and 74**, Ertugrul et al. discloses everything claimed as applied above (*see claims 52 and 64*). Ertugrul et al. discloses wherein the electronic indicia of the electronic association comprise one or more electronic records in a database accessible to the computer system (see paragraphs 0033 and 0107).

Regarding **claims 61 and 75**, Ertugrul et al. discloses everything claimed as applied above (*see claims 52 and 64*). Ertugrul et al. discloses wherein the electronic indicia of the electronic association comprise one or more tags or cookies readable by the computer system that are stored on the first device or second device (see paragraphs 0071, 0160).

Regarding **claims 62 and 76**, Ertugrul et al. discloses everything claimed as applied above (*see claims 61 and 75*). Ertugrul et al. discloses using the computer system, automatically storing, in a memory in the first device or second device, the one or more tags or cookies (see paragraph 0055).

Regarding **claims 65, 83 and 92**, Ertugrul et al. discloses everything claimed as applied above (*see claims 64, 82 and 91*). Ertugrul et al. discloses

(i) receiving, at the computer system, the first device identifier (see paragraphs 0047, 0083; ISP receives IP address associated with a client); and

(ii) with the computer system, automatically generating and storing electronic indicia of the association between the first and second device identifiers based on automatically recognizing that, before the action, each of the first and second devices was connected, independently of the other, to the common local area network (see paragraph 0086 and fig. 7b; ISP server stores contextual information, e.g., UID of the devices based on recognizing that the TV/STB 794, 796 and computer 797 are connected to a local network).

Claim Rejections - 35 USC § 103

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.

3. **Claims 63, 77, 81, 86, 90 and 95** are rejected under 35 U.S.C. 103(a) as being unpatentable over Ertugrul et al. as applied to *claims 52, 64, 78, 82, 87 and 91* above, and further in view of Howcroft et al. (U.S. Publication No. 2008/0040742).

Regarding **claims 63, 77, 81, 86, 90 and 95**, Ertugrul et al. discloses everything claimed as applied above (*see claims 52, 64, 78, 82, 87 and 91*). However, Ertugrul et al. is unclear as to wherein the electronic indicia of the electronic association include no personally identifiable information pertaining to a user of the first device or second device.

In an analogous art, Howcroft et al. discloses wherein the electronic indicia of the electronic association include no personally identifiable information pertaining to a user of the first device or second device (see paragraphs 0014, 0019 and 0034).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to modify the method of Ertugrul et al. to include wherein the electronic indicia of the electronic association include no personally identifiable information pertaining to a user of the first device or second device as taught by Howcroft et al. for the advantage of not being able to identify a particular user.

Conclusion

4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to NNENNA EKPO whose telephone number is (571)270-

1663. The examiner can normally be reached on Monday-Thursday (9 am - 6 pm) and Flex on every friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Brian 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/
Examiner, Art Unit 2425
January 3, 2013.

Notice of References Cited	Application/Control No. 13/167,605	Applicant(s)/Patent Under Reexamination SHKEDI, ROY	
	Examiner NNENNA 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-2008/0222283	09-2008	Ertugrul et al.	709/224
*	B	US-2008/0040742	02-2008	Howcroft et al.	725/34
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	
	V	
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	70	Shkedi-Roy$.in.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/27 15:09
S2	2	"20110252441"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/27 15:48
S3	2	"20120047530"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 10:12
S4	2	"20090217319"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 11:14
S5	2	"7966647".pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 11:56
S6	2	"7158943".pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 11:58
S7	2	"6463585".pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 11:59
S8	2	"6327574".pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 12:02
S9	2	"20120023522"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 12:03
S10	3	"20080259906"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 12:19
S11	216	((target$3) near3 (advertis$5 commercial)) same ((on$line internet) near3 (behavior hisory habit))	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 12:20
S12	72	((target$3) near3 (advertis$5 commercial)) with ((on$line internet) near3 (behavior hisory habit))	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 12:21

S13	2	"20090172752"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 12:34
S14	67	((target$3) near3 (advertis$5 commercial)) with (tv television "stb" set adj top adj box) with ((on$line internet) near3 (behavior history habit))	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 12:47
S15	2	"20080040742"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 13:03
S16	3	"20080181225"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 13:11
S17	2	"20010049620"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 13:39
S18	2	"20080040742"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 15:06
S19	2	"20080201731"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 15:14
S20	53	(online computer internet) same (tv television "stb" settopbox settopterminal) same ("LAN" local$area$network) same ((target$3) near3 (advertis$6 commercial))	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2012/12/31 15:30
S21	28	(settopbox "stb") with (computer on$line) with ((target$3 tailor$3) near3 (advertis$6 commercial))	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/01/02 09:52
S22	2	"20090172752"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/01/02 10:43
S23	3	"20030056222"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/01/02 10:46
S24	77	(settopbox "stb") same (computer on$line) same ((target$3 tailor$3) near3 (advertis$6 commercial))	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/01/02 11:21
S25	2	"20010049620"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/01/02 11:36
S27	2	"20080222283"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2013/01/02 11:48

1/3/2013 4:37:08 PM

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CONSIDERED: /N.E./

13167605 - GAU: 2425

Form PTO-1449 (Modified)
List of Patents and Publications For
Information Disclosure Statement

Serial No.: 13/167,605
Applicant: Shkedi Roy
Filed: 06/23/2011
Art Unit: 2423
Examiner: Koenig, Andrew Y.
Conf. No.: 8424

Page 1 of 1

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
	1	8086491	12/27/2011	Matz et al.	
	2	8079048	12/13/2011	Howcroft	
	3	8015286	09/06/2011	Jenkins	
	4	7913275	03/22/2011	Hendricks et al.	
	5	6868392	03/15/2005	Ogasawara	
	6	6377986	04/23/2002	Philyaw	
	7	5995943	11/30/1999	Bull et al.	
	8	5901287	05/04/1999	Bull et al.	
	9	20080181225	07/31/2008	Zampiello	
	10	20070220553	09/20/2007	Branam	
	11	20070078774	04/05/2007	Brown	
	12	20040031058	02/12/2004	Reisman	
	13	20030229900	12/11/2003	Reisman	
	14	20020010928	01/24/2002	Sahota	

Examiner: /Nnenna Ekpo/ Date Considered: 01/03/2013

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./

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13167605	SHKEDI, ROY
	Examiner	Art Unit
	NNENNA EKPO	2425

SEARCHED			
Class	Subclass	Date	Examiner

SEARCH NOTES		
Search Notes	Date	Examiner
Inventor Name Search	01/02/2013	Nnenna Ekpo
NPL Search: google	01/02/2013	Nnenna Ekpo
EAST Text Search	01/02-03/2013	Nnenna Ekpo

INTERFERENCE SEARCH			
Class	Subclass	Date	Examiner

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants	:	Shkedi, Roy	Art Unit	:	2423
Serial No.	:	13/167,605	Examiner	:	Koenig, Andrew Y.
Filing Date	:	06/23/2011	Conf. No.	:	8424
Title	:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network			

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

Filed via EFS – November 29, 2012

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on forms PTO-1449 attached to this document.

Assignee continues to direct the Examiner to the following applications, which share the same first inventor, as well as the references cited therein:

Serial No.	Filing Date	Earliest Parent Filing Date
11/968,117	12/31/2007	
12/131,798	06/02/2008	
12/536,451	08/05/2009	
12/906,007	10/15/2010	
12/912,726	10/26/2010	12/28/1999
12/981,925	12/30/2010	
13/097,885	04/29/2011	04/17/2007
13/243,314	09/23/2011	06/02/2008
13/274,242	10/14/2011	10/15/2010 (prov.)
61/655,951	06/05/2012	
13/491,454	06/07/2012	06/16/2006 (prov.)
13/524,409	06/15/2012	01/15/2009 (prov.)
13/566,881	08/03/2012	08/03/2011 (prov.)
13/585,765	08/14/2012	11/28/2000
13/585,779	08/14/2012	06/14/2000
13/631,244	09/28/2012	06/19/2006 (prov.)

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /N.E./

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: November 29, 2012

/Louis J. Hofman/
Louis J. Hoffman
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, Arizona 85260
(480) 948-3295

/Nnenna Ekpo/ 01/03/2013

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BIB DATA SHEET

CONFIRMATION NO. 8424

SERIAL NUMBER	FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
13/167,605	06/23/2011 RULE	725	2425	14-TV1-CON2

APPLICANTS
Roy Shkedi, New York, NY;

**** CONTINUING DATA **************************
This application is a CON of 12/860,666 08/20/2010 PAT 8,281,336
which is a CON of 11/736,544 04/17/2007 PAT 7,861,260

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

**** IF REQUIRED, FOREIGN FILING LICENSE GRANTED **** ** SMALL ENTITY **
07/06/2011

Foreign Priority claimed	35 USC 119(a-d) conditions met	Verified and Acknowledged		STATE OR COUNTRY	SHEETS DRAWINGS	TOTAL CLAIMS	INDEPENDENT CLAIMS
❑ Yes ☑ No	❑ Yes ☑ No	/NNENNA NGOZI EKPO/ Examiner's Signature	❑ Met after Allowance Initials	NY	18	44	6

ADDRESS
LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, AZ 85260
UNITED STATES

TITLE
Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network

FILING FEE RECEIVED		
1416	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).

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13167605	SHKEDI, ROY
	Examiner	Art Unit
	NNENNA 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	01/03/2013								
	1	-								
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	4	-								
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CLAIM		DATE								
Final	Original	01/03/2013								
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	72	✓								

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
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	Examiner	Art Unit
	NNENNA EKPO	2425

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CLAIM		DATE								
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	73	✓								
	74	✓								
	75	✓								
	76	✓								
	77	✓								
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	80	✓								
	81	✓								
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	94	✓								
	95	✓								

CONSIDERED: /N.E./

13167605 - GAU: 2425

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 7

Complete if Known	
Application Number	
Filing Date	06/23/2011
First Named Inventor	Shkedi, Roy
Art Unit	2425 (in parent)
Examiner Name	Ekpo, Nnenna N. (in parent)
Attorney Docket Number	14-TV1-CON2

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	/Nnenna Ekpo/	Date Considered	01/03/2013

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Sheet 2 of 7

Complete if Known	
Application Number	
Filing Date	06/23/2011
First Named Inventor	Shkedi, Roy
Art Unit	Ekpo, Nnenna N. (in parent)
Examiner Name	2425 (in parent)
Attorney Docket Number	14-TV1-CON2

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	

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Examiner Signature	/Nnenna Ekpo/	Date Considered	01/03/2013

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Sheet 3 of 7

Complete if Known	
Application Number	
Filing Date	06/23/2011
First Named Inventor	Shkedi, Roy
Art Unit	2425 (in parent)
Examiner Name	Ekpo, Nnenna N. (in parent)
Attorney Docket Number	14-TV1-CON2

U. S. PATENT DOCUMENTS

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		US- 6018768	01-25-2000	Ullman et al.	
		US- 6771290	08-03-2004	Hoyle	
		US- 7188085	03-06-2007	Pelletier	
		US- 6845396	01-18-2005	Kanojia et al.	
		US- 6718551	04-06-2004	Swix et al.	
		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

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Examiner Signature	/Nnenna Ekpo/	Date Considered	01/03/2013

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 4 of 7

Complete if Known	
Application Number	
Filing Date	06/23/2011
First Named Inventor	Shkedi, Roy
Art Unit	2425 (in parent)
Examiner Name	Ekpo, Nnenna N. (in parent)
Attorney Docket Number	14-TV1-CON2

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	/Nnenna Ekpo/	Date Considered	01/03/2013

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 5 of 7

Complete if Known	
Application Number	
Filing Date	06/23/2011
First Named Inventor	Shkedi, Roy
Art Unit	2425 (in parent)
Examiner Name	Ekpo, Nnenna N. (in parent)
Attorney Docket Number	14-TV1-CON2

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	/Nnenna Ekpo/	Date Considered	01/03/2013

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CONSIDERED: /N.E./

PTO/SB/08B (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 6 of 7

Complete if Known	
Application Number	
Filing Date	06/23/2011
First Named Inventor	Shkedi, Roy
Art Unit	2425 (in parent)
Examiner Name	Ekpo, Nnenna N. (in parent)
Attorney Docket Number	14-TV1-CON2

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.	
		"TiVo Announces First Advertising Search Product for Television"; press release from www.tivo.com; November 28, 2005.	
		"TiVo Begins Rollout of Online Services Now Accessible Directly on the TV"; press release from www.tivo.com; December 1, 2005.	
		"Comcast, Time Warner Cable hopeful on network DVRs"; from www.reuters.com; March 30, 2006.	
		"TiVo Launches Television's New Advertising Search Product"; press release from www.tivo.com; May 8, 2006.	
		"TiVo and Brightcove Partner to Deliver Broadband Content to TiVo Subscribers; press release from www.tivo.com; May 10, 2006.	
		"TiVo Debuts New Lexus Car Configuration Application"; press release from www.tivo.com; May 11, 2006.	
		Newcomb, Kevin; "BMW Uses TiVo Technology to Improve Product Placement"; from www.clickz.com; June 21, 2006.	
		Wingfield, Nick; "New TiVo Feature Lets Families Share Videos On TV Via the Web"; The Wall Street Journal Online; November 14, 2006.	
		Kaye, Kate; "TiVo Broadens CBS Offerings, Adds Web-to-TV Services"; from www.clickz.com; November 15, 2006.	

Examiner Signature	/Nnenna Ekpo/	Date Considered	01/03/2013

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13167605 - GAU: 2425

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Sheet 7 of 7

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Application Number	
Filing Date	06/23/2011
First Named Inventor	Shkedi, Roy
Art Unit	2425 (in parent)
Examiner Name	Ekpo, Nnenna N. (in parent)
Attorney Docket Number	14-TV1-CON2

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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.	
		"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.	
		"NetZero and Juno's sophisticated targeting capabilities enable advertisers to hit an exact audience of qualified consumers"; from www.untd.com; 2007.	
		Shukla, Anuradha; "Visible World Offers 'Any Screen' Solution for Customized Video Advertising"; from www.tmcnet.com; February 6, 2007.	
		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.	
		"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	01/03/2013

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Form PTO-1449 (Modified)
List of Patents and Publications For Information Disclosure Statement

Serial No.:
Applicant: Shkedi, Roy
Filed: 06/23/2011
Art Unit: 2425 (in parent)
Conf. No.:

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
	1	5105184	04/14/1992	Pirani et al.	
	2	6160989	12/12/2000	Hendricks et al.	
	3	6366298	04/02/2002	Haitsuka et al.	
	4	6446261	09/03/2002	Rosser	
	5	6463533	10/08/2002	Calamera et al.	
	6	6847992	01/25/2005	Haitsuka et al.	
	7	7051351	05/23/2006	Goldman et al.	
	8	7100183	08/29/2006	Kunkel et al.	
	9	7260823	08/21/2007	Schlack et al.	
	10	7822637	10/26/2010	Shkedi	
	11	20020013943	01/31/2002	Haberman et al.	
	12	20020078444	06/20/2002	Krewin et al.	
	13	20020123928	09/05/2002	Eldering et al.	
	14	20020124249	09/05/2002	Shintani	
	15	20020124253	09/05/2002	Eyer et al.	
	16	20020129368	09/12/2002	Schlack et al.	
	17	20020194058	12/19/2002	Eldering	
	18	20030066078	04/03/2003	Bjorgan et al.	
	19	20030149975	08/07/2003	Eldering et al.	
	20	20030187949	10/02/2003	Bhatt et al.	
	21	20040073915	04/15/2004	Dureau	
	22	20040078809	04/22/2004	Drazin	
	23	20040117827	06/17/2004	Karaoguz et al.	
	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.	

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Form PTO-1449 (Modified)
List of Patents and Publications For Information Disclosure Statement

Page 2 of 2

Serial No.:
Applicant: Shkedi, Roy
Filed: 06/23/2011
Art Unit: 2425 (in parent)
Conf. No.:

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	20090172723	07/02/2009	Shkedi et al.	
	35	20090049468	02/19/2009	Shkedi	
	36	20090300675	12/03/2009	Shkedi	
	37	20070266403	11/15/2007	Ou et al.	
	38	20070294721	10/20/2007	Haeuser et al.	
	39	20070244750	10/18/2007	Grannan et al.	
	40	20070233571	10/04/2007	Eldering et al.	

FOREIGN PATENT DOCUMENTS

Examiner Initials		Country Code–Number	Publication Date	Name of Patentee	Translation Yes No
	42	KR10-0793513	01/03/2008	ICU Research and Industrial Cooperation Group - ETRI	YES
	43	JP2007-274246	10/18/2007	Casio Computer Co. Ltd.	YES
	44	WO2005046237	05/19/2005	Gutta et al.	NO

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.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit:	:	2423
Serial No.	:	13/167,605	Examiner:	:	Koenig, Andrew Y.
Filing Date	:	06/23/11	Conf. No.	:	8424
Title	:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network			

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

Filed via EFS – January 27, 2012

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 here. Assignee also wishes to direct the Examiner to the following related applications which share the same inventor, as well as the references cited therein:

Serial No.	Filing Date	Earliest Parent Filing Date
11/765,433	06/19/2007	06/19/2006 (prov.)
11/968,117	12/31/2007	
12/131,798	06/02/2008	
12/257,386	10/23/2008	
12/536,451	08/05/2009	
12/823,709	06/25/2010	06/16/2006 (prov.)
12/860,666	08/20/2010	04/17/2007
12/906,007	10/15/2010	
12/911,601	10/25/2010	11/28/2000
12/912,726	10/26/2010	12/28/1999
12/981,925	12/30/2010	12/31/2007
13/024,217	02/09/2011	01/15/2009 (prov.)
13/097,885	04/29/2011	04/17/2007
13/115,946	05/25/2011	06/14/2000
13/115,949	05/25/2011	06/14/2000
13/115,952	05/25/2011	06/14/2000
13/170,110	06/27/2011	06/19/2006 (prov.)
61/514,840	08/03/2011	08/03/2011
13/243,314	09/23/2011	06/02/2008

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Serial No.	Filing Date	Earliest Parent Filing Date
13/274,242	10/14/2011	10/15/2010 (prov.)

If the Office has any questions, please feel free to contact applicant's undersigned attorney of record.

Respectfully submitted,

INTENT IQ, LLC

by its attorney

Dated: January 27, 2012

/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

/Nnenna Ekpo/ 01/03/2013

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Form PTO-1449 (Modified)
List of Patents and Publications For Information Disclosure Statement

Page 1 of 1

Serial No.:	13/167,605
Applicant:	Shkedi Roy
Filed:	06/23/2011
Art Unit:	2423
Conf. No.:	8424

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
	1	8024765	09/20/2011	Ramanathan et al.	
	2	7971260	06/28/2011	Spalink et al.	
	3	7937383	05/03/2011	Hintze et al.	
	4	7856373	12/21/2010	Ullah	
	5	7856372	12/21/2010	Ullah	
	6	7756744	07/13/2010	Schiff et al.	
	7	6684194	01/27/2004	Eldering et al.	
	8	6536041	03/18/2003	Knudson et al.	
	9	20110167043	07/07/2011	Hintze et al.	
	10	20100076848	03/25/2010	Stefanik et al.	
	11	20090049469	02/19/2009	Small et al.	
	12	20090037949	02/05/2009	Birch	
	13	20080275785	11/06/2008	Altberg et al.	
	14	20080244076	10/02/2008	Shah et al.	
	15	20080109843	05/08/2008	Ullah	
	16	20070277220	11/29/2007	Shikuma et al.	
	17	20070089127	04/19/2007	Flickinger et al.	
	18	20070208619	09/06/2007	Branam et al.	
	19	20050165643	07/28/2005	Wilson et al.	
	20	20050125290	06/09/2005	Beyda et al.	
	21	20050125289	06/06/2005	Beyda et al.	
	22	20020129362	09/12/2002	Chang et al.	
	23	8051444	11/01/2011	Shkedi	
	24	7979307	07/12/2011	Shkedi	
	25	7890609	02/15/2011	Shkedi	
	26	7861260	12/28/2010	Shkedi	
	27	7822639	10/26/2010	Shkedi	
	28	7747745	06/29/2010	Shkedi	
	29	7454364	11/18/2008	Shkedi	
	30	7428493	09/23/2008	Shkedi	
	31	20110035256	02/10/2011	Shkedi	
	32	20090172728	07/02/2009	Shkedi	
	33	20070294401	12/20/2007	Shkedi	

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Form PTO-1449 (Modified)
List of Patents and Publications For Information Disclosure Statement

Page 1 of 1

Serial No.:	13/167,605
Applicant:	Shkedi, Roy
Filed:	06/23/2011
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Examiner:	Koenig, Andrew Y.
Conf. No.:	8424

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	1	7966647	06/21/2011	Igoe et al.	
	2	7158943	01/02/2007	Van der Riet	
	3	6463585	10/08/2002	Hendricks et al.	
	4	6327574	12/04/2011	Kramer et al.	
	5	20120023522	01/26/2012	Anderson	
	6	20110258049	10/20/2011	Ramer et al.	
	7	20090204706	08/13/2009	Ertugrul et al.	
	8	20090106100	04/23/2009	Mashinsky	
	9	20080255944	10/16/2008	Shah et al.	
	10	20080222283	09/11/2008	Ertugrul et al.	
	11	20080201772	08/21/2008	Mondaeev et al.	
	12	20080189360	08/07/2008	Kiley et al.	
	13	20070073585	03/29/2007	Apple et al.	
	14	20070038516	02/15/2007	Apple et al.	
	15	20070143786	06/21/2007	Deitsch et al.	
	16	20070033269	02/08/2007	Atkinson et al.	
	17	20070198532	08/23/2007	Krikorian	
	18	20060137015	06/22/2006	Fahrny et al.	
	19	20050229215	10/13/2005	Schein et al.	
	20	20050187823	08/25/2005	Howes	
	21	20030093792	05/15/2003	Labeeb	
	22	20030041156	02/27/2003	Pickover et al.	
	23	20020046105	04/18/2002	Gardenswartz et al.	

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	3	6463585	10/08/2002	Hendricks et al.	
	4	6327574	12/04/2011	Kramer et al.	
	5	20120023522	01/26/2012	Anderson	
	6	20110258049	10/20/2011	Ramer et al.	
	7	20090204706	08/13/2009	Ertugrul et al.	
	8	20090106100	04/23/2009	Mashinsky	
	9	20080255944	10/16/2008	Shah et al.	
	10	20080222283	09/11/2008	Ertugrul et al.	
	11	20080201772	08/21/2008	Mondaeev et al.	
	12	20080189360	08/07/2008	Kiley et al.	
	13	20070073585	03/29/2007	Apple et al.	
	14	20070038516	02/15/2007	Apple et al.	
	15	20070143786	06/21/2007	Deitsch et al.	
	16	20070033269	02/08/2007	Atkinson et al.	
	17	20070198532	08/23/2007	Krikorian	
	18	20060137015	06/22/2006	Fahrny et al.	
	19	20050229215	10/13/2005	Schein et al.	
	20	20050187823	08/25/2005	Howes	
	21	20030093792	05/15/2003	Labeeb	
	22	20030041156	02/27/2003	Pickover et al.	
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Electronic Acknowledgement Receipt

EFS ID:	14340169
Application Number:	13167605
International Application Number:	
Confirmation Number:	8424
Title of Invention:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network
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-CON2
Receipt Date:	29-NOV-2012
Filing Date:	23-JUN-2011
Time Stamp:	14:58:42
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	Transmittal Letter	12-11-29-IIQ-TV1-CON2-Supp_IDS_Cover.pdf	39195 57f84a714964b9f01baa348ed3fecab31c752c16	no	2
Warnings:					
Information:					

2	Information Disclosure Statement (IDS) Form (SB08)	12-11-29-IIQ-TV1-CON2-Form_1449.pdf	78094 e080d937f081f2de67792b2b779acb33ea6a101f	no	1

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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.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants	:	Shkedi, Roy	Art Unit	:	2423
Serial No.	:	13/167,605	Examiner	:	Koenig, Andrew Y.
Filing Date	:	06/23/2011	Conf. No.	:	8424
Title	:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network			

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

Filed via EFS – November 29, 2012

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on forms PTO-1449 attached to this document.

Assignee continues to direct the Examiner to the following applications, which share the same first inventor, as well as the references cited therein:

Serial No.	Filing Date	Earliest Parent Filing Date
11/968,117	12/31/2007	
12/131,798	06/02/2008	
12/536,451	08/05/2009	
12/906,007	10/15/2010	
12/912,726	10/26/2010	12/28/1999
12/981,925	12/30/2010	
13/097,885	04/29/2011	04/17/2007
13/243,314	09/23/2011	06/02/2008
13/274,242	10/14/2011	10/15/2010 (prov.)
61/655,951	06/05/2012	
13/491,454	06/07/2012	06/16/2006 (prov.)
13/524,409	06/15/2012	01/15/2009 (prov.)
13/566,881	08/03/2012	08/03/2011 (prov.)
13/585,765	08/14/2012	11/28/2000
13/585,779	08/14/2012	06/14/2000
13/631,244	09/28/2012	06/19/2006 (prov.)

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: November 29, 2012

/Louis J. Hofman/
Louis J. Hoffman
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
14301 North 87th Street, Suite 312
Scottsdale, Arizona 85260
(480) 948-3295

Form PTO-1449 (Modified)
List of Patents and Publications For Information Disclosure Statement

Page 1 of 1

Serial No.:	13/167,605
Applicant:	Shkedi Roy
Filed:	06/23/2011
Art Unit:	2423
Examiner:	Koenig, Andrew Y.
Conf. No.:	8424

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
_____	1	8086491	12/27/2011	Matz et al.	
_____	2	8079048	12/13/2011	Howcroft	
_____	3	8015286	09/06/2011	Jenkins	
_____	4	7913275	03/22/2011	Hendricks et al.	
_____	5	6868392	03/15/2005	Ogasawara	
_____	6	6377986	04/23/2002	Philyaw	
_____	7	5995943	11/30/1999	Bull et al.	
_____	8	5901287	05/04/1999	Bull et al.	
_____	9	20080181225	07/31/2008	Zampiello	
_____	10	20070220553	09/20/2007	Branam	
_____	11	20070078774	04/05/2007	Brown	
_____	12	20040031058	02/12/2004	Reisman	
_____	13	20030229900	12/11/2003	Reisman	
_____	14	20020010928	01/24/2002	Sahota	

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.

Electronic Acknowledgement Receipt

EFS ID:	12787349
Application Number:	13167605
International Application Number:	
Confirmation Number:	8424
Title of Invention:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network
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-CON2
Receipt Date:	15-MAY-2012
Filing Date:	23-JUN-2011
Time Stamp:	19:49:44
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	Information Disclosure Statement (IDS) Form (SB08)	12-05-15-IIQ-TV1-CON2-Form_1449.pdf	20107 729fd33a4b20ab26e7d2434163db819bfbb6603b	no	1

Warnings:	
Information:	

This is not an USPTO supplied IDS fillable form	
Total Files Size (in bytes):	20107

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 1

Serial No.: 13/167,605
Applicant: Shkedi Roy
Filed: 06/23/2011
Art Unit: 2423
Conf. No.: 8424

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
	1	8024765	09/20/2011	Ramanathan et al.	
	2	7971260	06/28/2011	Spalink et al.	
	3	7937383	05/03/2011	Hintze et al.	
	4	7856373	12/21/2010	Ullah	
	5	7856372	12/21/2010	Ullah	
	6	7756744	07/13/2010	Schiff et al.	
	7	6684194	01/27/2004	Eldering et al.	
	8	6536041	03/18/2003	Knudson et al.	
	9	20110167043	07/07/2011	Hintze et al.	
	10	20100076848	03/25/2010	Stefanik et al.	
	11	20090049469	02/19/2009	Small et al.	
	12	20090037949	02/05/2009	Birch	
	13	20080275785	11/06/2008	Altberg et al.	
	14	20080244076	10/02/2008	Shah et al.	
	15	20080109843	05/08/2008	Ullah	
	16	20070277220	11/29/2007	Shikuma et al.	
	17	20070089127	04/19/2007	Flickinger et al.	
	18	20070208619	09/06/2007	Branam et al.	
	19	20050165643	07/28/2005	Wilson et al.	
	20	20050125290	06/09/2005	Beyda et al.	
	21	20050125289	06/06/2005	Beyda et al.	
	22	20020129362	09/12/2002	Chang et al.	
	23	8051444	11/01/2011	Shkedi	
	24	7979307	07/12/2011	Shkedi	
	25	7890609	02/15/2011	Shkedi	
	26	7861260	12/28/2010	Shkedi	
	27	7822639	10/26/2010	Shkedi	
	28	7747745	06/29/2010	Shkedi	
	29	7454364	11/18/2008	Shkedi	
	30	7428493	09/23/2008	Shkedi	
	31	20110035256	02/10/2011	Shkedi	
	32	20090172728	07/02/2009	Shkedi	
	33	20070294401	12/20/2007	Shkedi	

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.

Electronic Acknowledgement Receipt

EFS ID:	11944798
Application Number:	13167605
International Application Number:	
Confirmation Number:	8424
Title of Invention:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network
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-CON2
Receipt Date:	27-JAN-2012
Filing Date:	23-JUN-2011
Time Stamp:	20:04:57
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	Transmittal Letter	12-01-27-IIQ-TV1-CON2-IDS_Cover.pdf	19593 f7f59e9c6c6d6174a2fc9360ee41fab24b354978	no	2

Warnings:	
Information:	

2	Information Disclosure Statement (IDS) Form (SB08)	11-01-27-IIQ-TV1-CON2-Form_1449.pdf	20723 3e6536964a764f05b031b9f9132f2f0ebbd83f98	no	1

Warnings:	
Information:	
This is not an USPTO supplied IDS fillable form	
Total Files Size (in bytes):	40316

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.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit:	:	2423
Serial No.	:	13/167,605	Examiner:	:	Koenig, Andrew Y.
Filing Date	:	06/23/11	Conf. No.	:	8424
Title	:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network			

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

Filed via EFS – January 27, 2012

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 here. Assignee also wishes to direct the Examiner to the following related applications which share the same inventor, as well as the references cited therein:

Serial No.	Filing Date	Earliest Parent Filing Date
11/765,433	06/19/2007	06/19/2006 (prov.)
11/968,117	12/31/2007	
12/131,798	06/02/2008	
12/257,386	10/23/2008	
12/536,451	08/05/2009	
12/823,709	06/25/2010	06/16/2006 (prov.)
12/860,666	08/20/2010	04/17/2007
12/906,007	10/15/2010	
12/911,601	10/25/2010	11/28/2000
12/912,726	10/26/2010	12/28/1999
12/981,925	12/30/2010	12/31/2007
13/024,217	02/09/2011	01/15/2009 (prov.)
13/097,885	04/29/2011	04/17/2007
13/115,946	05/25/2011	06/14/2000
13/115,949	05/25/2011	06/14/2000
13/115,952	05/25/2011	06/14/2000
13/170,110	06/27/2011	06/19/2006 (prov.)
61/514,840	08/03/2011	08/03/2011
13/243,314	09/23/2011	06/02/2008

Serial No.	Filing Date	Earliest Parent Filing Date
13/274,242	10/14/2011	10/15/2010 (prov.)

If the Office has any questions, please feel free to contact applicant's undersigned attorney of record.

Respectfully submitted,

INTENT IQ, LLC

by its attorney

Dated: January 27, 2012

/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

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/167,605	06/23/2011	Roy Shkedi	14-TV1-CON2

CONFIRMATION NO. 8424

26362
LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
Phoenix, AZ 85028

PUBLICATION NOTICE

OC000000050347219

Title: Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network

Publication No.US-2011-0252441-A1
Publication Date:10/13/2011

NOTICE OF PUBLICATION OF APPLICATION

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

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

The publication process established by the Office does not provide for mailing a copy of the publication to applicant. A copy of the publication may be obtained from the Office upon payment of the appropriate fee set forth in 37 CFR 1.19(a)(1). Orders for copies of patent application publications are handled by the USPTO's Office of Public Records. The Office of Public Records can be reached by telephone at (703) 308-9726 or (800) 972-6382, by facsimile at (703) 305-8759, by mail addressed to the United States Patent and Trademark Office, Office of Public Records, Alexandria, VA 22313-1450 or via the Internet.

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

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

Office of Data Managment, Application Assistance Unit (571) 272-4000, or (571) 272-4200, or 1-888-786-0101

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
13/167,605	06/23/2011	2447	1416	14-TV1-CON2	44	6

CONFIRMATION NO. 8424

26362
LOUIS J. HOFFMAN, P.C.
11811 North Tatum Boulevard, Suite 2100
Phoenix, AZ 85028

FILING RECEIPT



Date Mailed: 07/08/2011

Receipt is acknowledged of this non-provisional patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. **If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections**

Applicant(s)

Roy Shkedi, New York, NY;

Power of Attorney: None

Domestic Priority data as claimed by applicant

This application is a CON of 12/860,666 08/20/2010
which is a CON of 11/736,544 04/17/2007 PAT 7,861,260

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

If Required, Foreign Filing License Granted: 07/06/2011

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 13/167,605**

Projected Publication Date: 10/13/2011

Non-Publication Request: No

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

Title

Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network

Preliminary Class

709

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

Since the rights granted by a U.S. patent extend only throughout the territory of the United States and have no effect in a foreign country, an inventor who wishes patent protection in another country must apply for a patent in a specific country or in regional patent offices. Applicants may wish to consider the filing of an international application under the Patent Cooperation Treaty (PCT). An international (PCT) application generally has the same effect as a regular national patent application in each PCT-member country. The PCT process **simplifies** the filing of patent applications on the same invention in member countries, but **does not result** in a grant of "an international patent" and does not eliminate the need of applicants to file additional documents and fees in countries where patent protection is desired.

Almost every country has its own patent law, and a person desiring a patent in a particular country must make an application for patent in that country in accordance with its particular laws. Since the laws of many countries differ in various respects from the patent law of the United States, applicants are advised to seek guidance from specific foreign countries to ensure that patent rights are not lost prematurely.

Applicants also are advised that in the case of inventions made in the United States, the Director of the USPTO must issue a license before applicants can apply for a patent in a foreign country. The filing of a U.S. patent application serves as a request for a foreign filing license. The application's filing receipt contains further information and guidance as to the status of applicant's license for foreign filing.

Applicants may wish to consult the USPTO booklet, "General Information Concerning Patents" (specifically, the section entitled "Treaties and Foreign Patents") for more information on timeframes and deadlines for filing foreign patent applications. The guide is available either by contacting the USPTO Contact Center at 800-786-9199, or it can be viewed on the USPTO website at http://www.uspto.gov/web/offices/pac/doc/general/index.html.

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, http://www.stopfakes.gov. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4158).

LICENSE FOR FOREIGN FILING UNDER

Title 35, United States Code, Section 184

Title 37, Code of Federal Regulations, 5.11 & 5.15

GRANTED

The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where

the conditions for issuance of a license have been met, regardless of whether or not a license may be required as set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

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 espionage and the national security or the export of technical data. Licensees should apprise themselves of current regulations especially with respect to certain countries, of other agencies, particularly the Office of Defense Trade Controls, Department of State (with respect to Arms, Munitions and Implements of War (22 CFR 121-128)); the Bureau of Industry and Security, Department of Commerce (15 CFR parts 730-774); the Office of Foreign AssetsControl, Department of Treasury (31 CFR Parts 500+) and the Department of Energy.

NOT GRANTED

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 13/167,605

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY FEE($)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	82		N/A	
SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	270		N/A	
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	110		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	44 minus 20 =	* 24	x 26 =	624	OR		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	6 minus 3 =	* 3	x 110 =	330			
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $270 ($135 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			0.00			
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0.00			
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	1416		TOTAL	

APPLICATION AS AMENDED - PART II

		(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($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE($)
AMENDMENT A	Total (37 CFR 1.16(i))	*	Minus	**	=	x =		OR	x =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x =		OR	x =	
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE($)	ADDITIONAL FEE($)	OR	RATE($)	ADDITIONAL FEE($)
AMENDMENT B	Total (37 CFR 1.16(i))	*	Minus	**	=	x =		OR	x =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x =		OR	x =	
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit	:	2425*
Serial No.	:	13/167,605	Examiner	:	Ekpo, Nnenna Ngozi*
Filing Date	:	06/23/2011	* *In parent application S.N. 12/860,666*		
Title	:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network			

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

Filed via EFS – June 27, 2011

SUPPLEMENTAL PRELIMINARY AMENDMENT

Dear Sir:

In this continuation application, applicant requests entry of the following amendment to the specification and consideration of the following remarks.

Amendment to the Specification is on page 2 of this paper.

Remarks begin on page 3 of this paper.

Amendments

IN 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

Applicant submits this amendment to correct an error in the specification, specifically at ¶ [0036], which incorrectly refers to "Figs. 7-11 and 12A-12C…". The specification has been amended at ¶ [0036] to refer to "Figs. 7-10, 11A-11C, and 12…". As amended, the brief description of the drawings properly corresponds to the figures. This amendment has been entered in parent application Serial No. 11/736,544 (now U.S. Patent 7,861,260) and was approved as not containing any "new matter."

Please feel free to telephone the undersigned if it would in any way advance prosecution of this application.

Respectfully submitted,

ROY SHKEDI

by his attorney

Dated: June 27, 2011

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918

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(480) 948-3295

Electronic Acknowledgement Receipt

EFS ID:	10398338
Application Number:	13167605
International Application Number:	
Confirmation Number:	8424
Title of Invention:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network
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-CON2
Receipt Date:	27-JUN-2011
Filing Date:	
Time Stamp:	20:16:46
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	Supplemental Response or Supplemental Amendment	11-06-27-AlmondNet-TV1-CON2-Supp_Prelim_Amend.pdf	25330 fe7f3aa81f34a368bce15f4c515eca40cea7eeca	no	3

Warnings:	
Information:	

Total Files Size (in bytes):	25330

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

PTO/SB/06 (07-06)
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PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number	Filing Date	☐ To be Mailed
13/167,605	06/23/2011	

APPLICATION AS FILED – PART I

	(Column 1)	(Column 2)	SMALL ENTITY ☒		OR	OTHER THAN SMALL ENTITY	
FOR	NUMBER FILED	NUMBER EXTRA	RATE ($)	FEE ($)		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X $ =		OR	X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =			X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $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))							
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT 06/23/2011	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE ($)	ADDITIONAL FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	* 44	Minus	** 44	= 0	X $26 =	0	OR	X $ =	
Independent (37 CFR 1.16(h))	* 6	Minus	***6	= 0	X $110 =	0	OR	X $ =	
☐ Application Size Fee (37 CFR 1.16(s))									
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
					TOTAL ADD'L FEE	0	OR	TOTAL ADD'L FEE	

AMENDMENT 06/27/2011	(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))	* 44	Minus	** 44	= 0	X $26 =	0	OR	X $ =	
Independent (37 CFR 1.16(h))	* 6	Minus	*** 6	= 0	X $110 =	0	OR	X $ =	
☐ Application Size Fee (37 CFR 1.16(s))									
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
					TOTAL ADD'L FEE	0	OR	TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

Legal Instrument Examiner:
/ROSALIND BALL/

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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UTILITY PATENT APPLICATION TRANSMITTAL

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

Attorney Docket No.	14-TV1-CON2
First Inventor	Shkedi, Roy
Title	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network
Express Mail Label No.	FILED THROUGH EFS

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

1. ☐ **Fee Transmittal Form** (e.g., PTO/SB/17)
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:
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P.O. Box 1450
Alexandria VA 22313-1450

ACCOMPANYING APPLICATION PARTS

9. ☐ **Assignment Papers** (cover sheet & document(s))
   Name of Assignee_____
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.: 12/860,666

Prior application information: *Examiner* Ekpo, Nnenna N. *Art Unit:* 2425

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	06/23/2011
Name (Print/Type)	Louis J. Hoffman	Registration No. (Attorney/Agent)	38,918

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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

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

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. 7-10, 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.

[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

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

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

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.

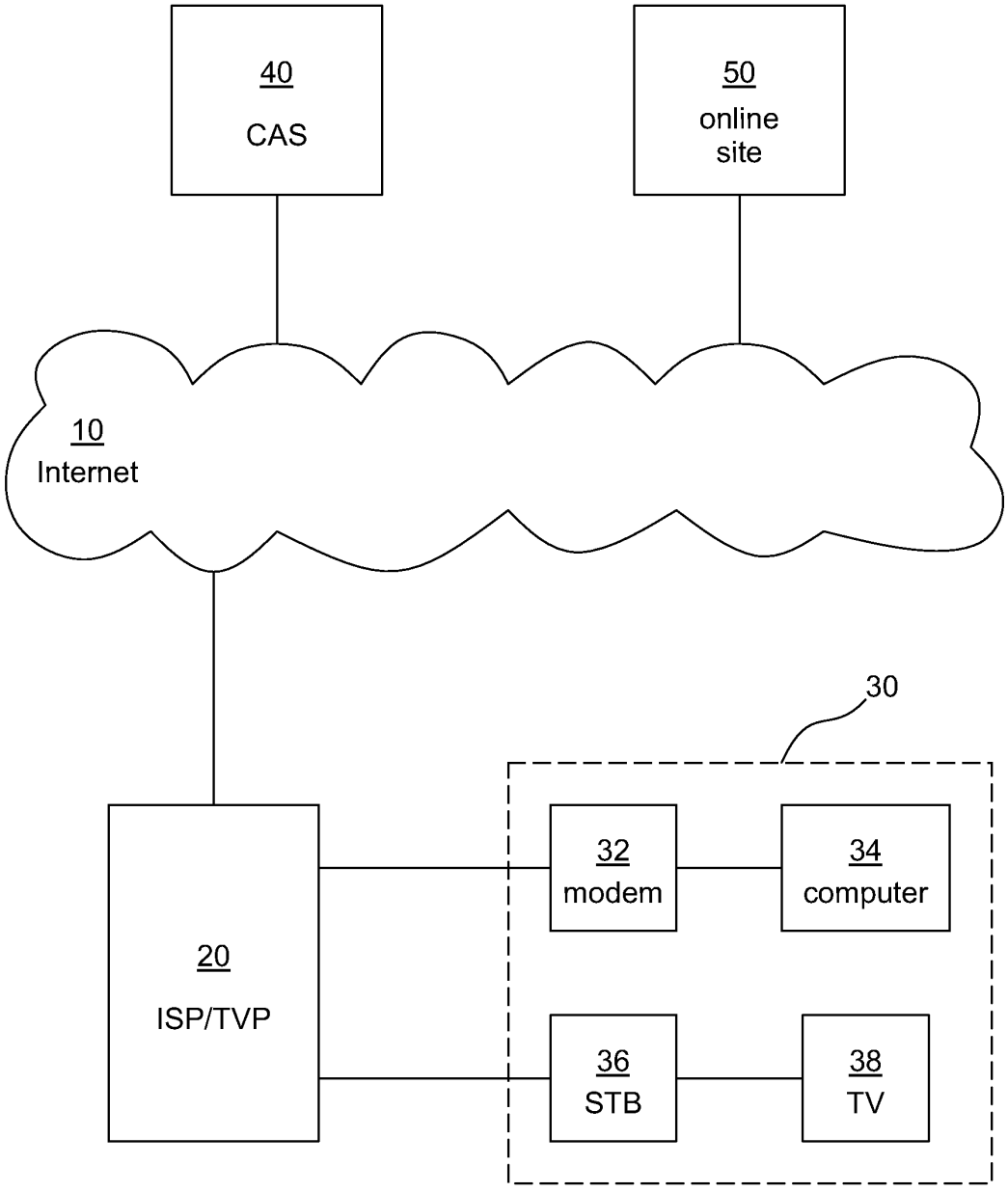

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FIG. 1

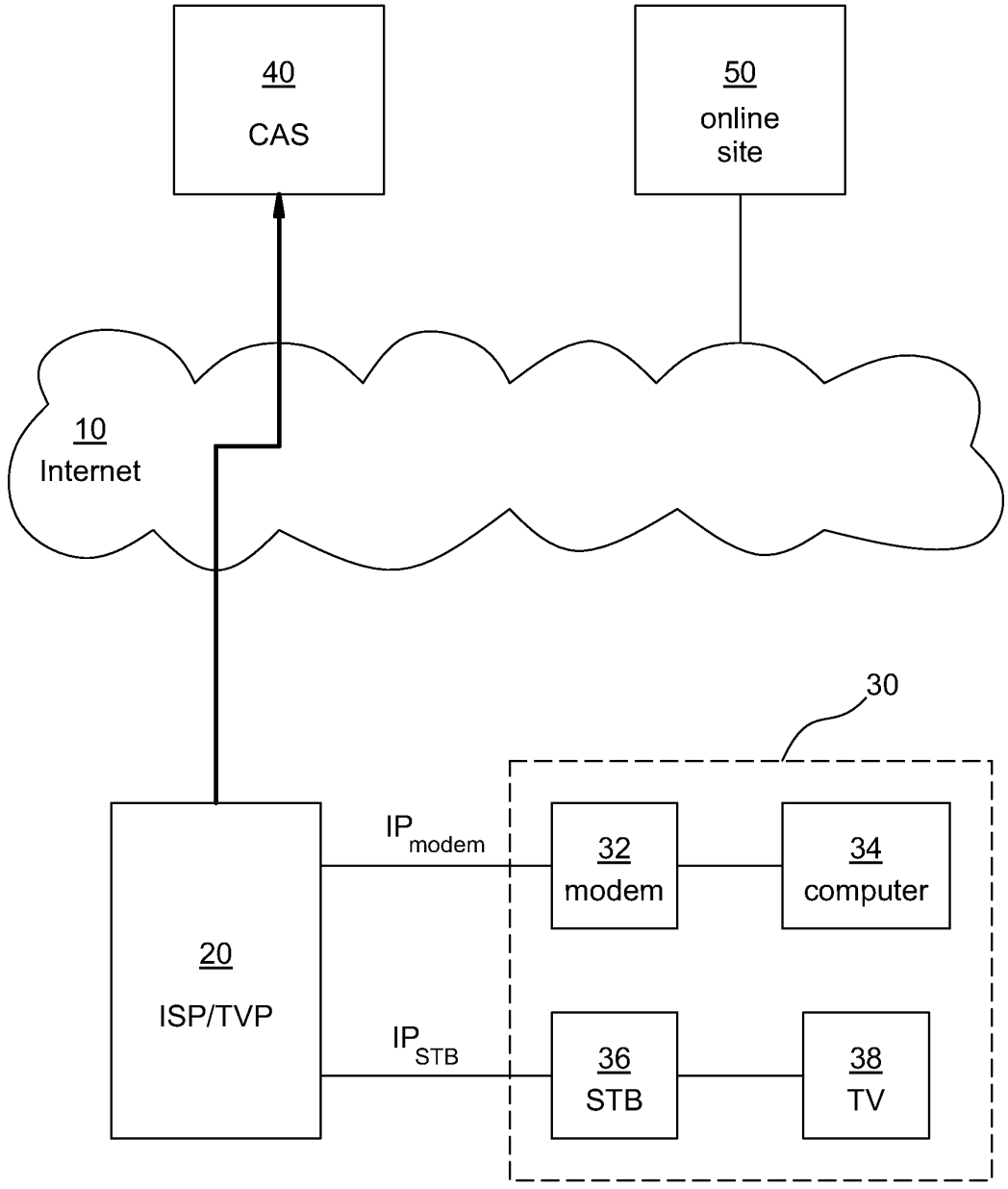

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FIG. 2

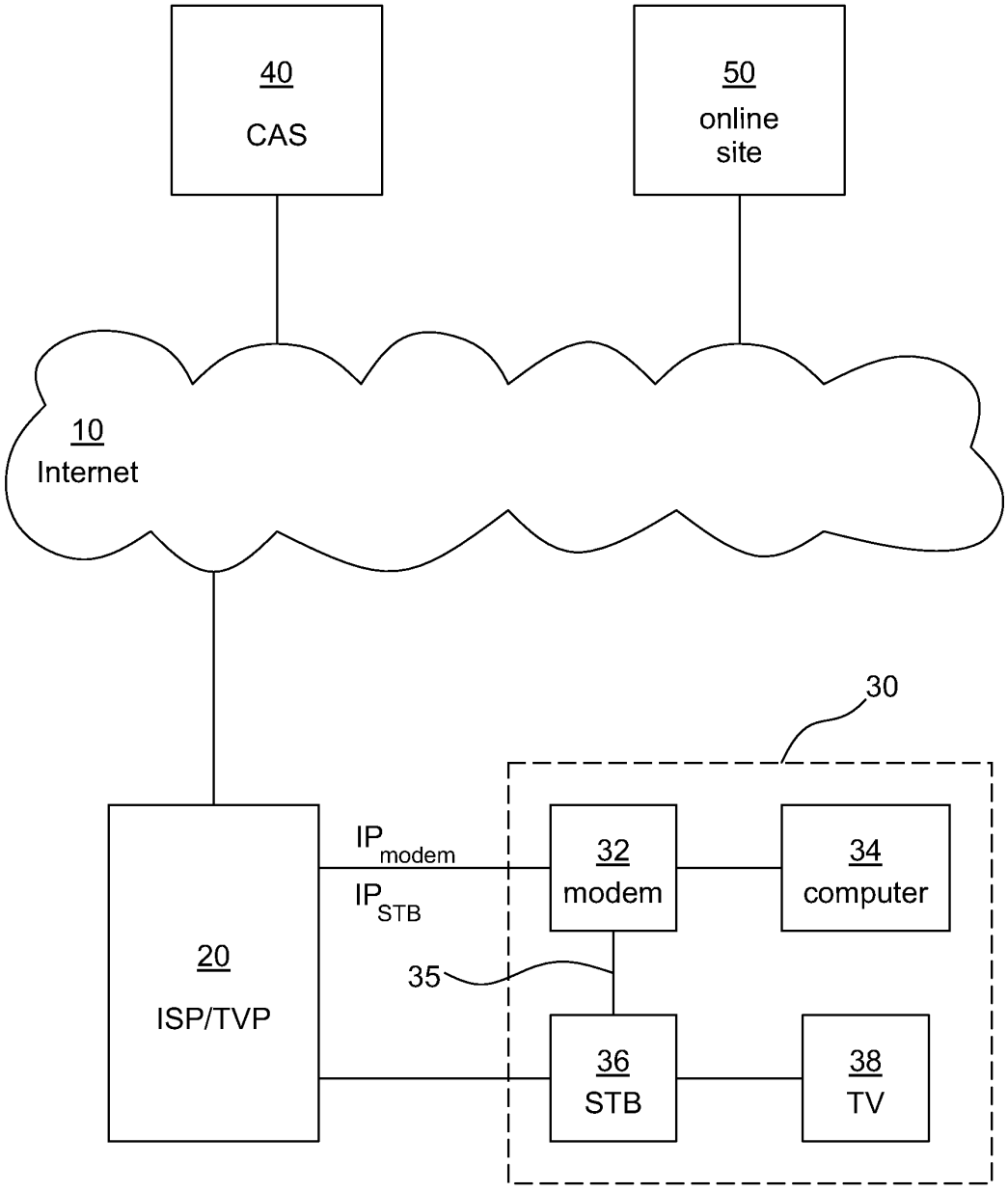

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FIG. 3

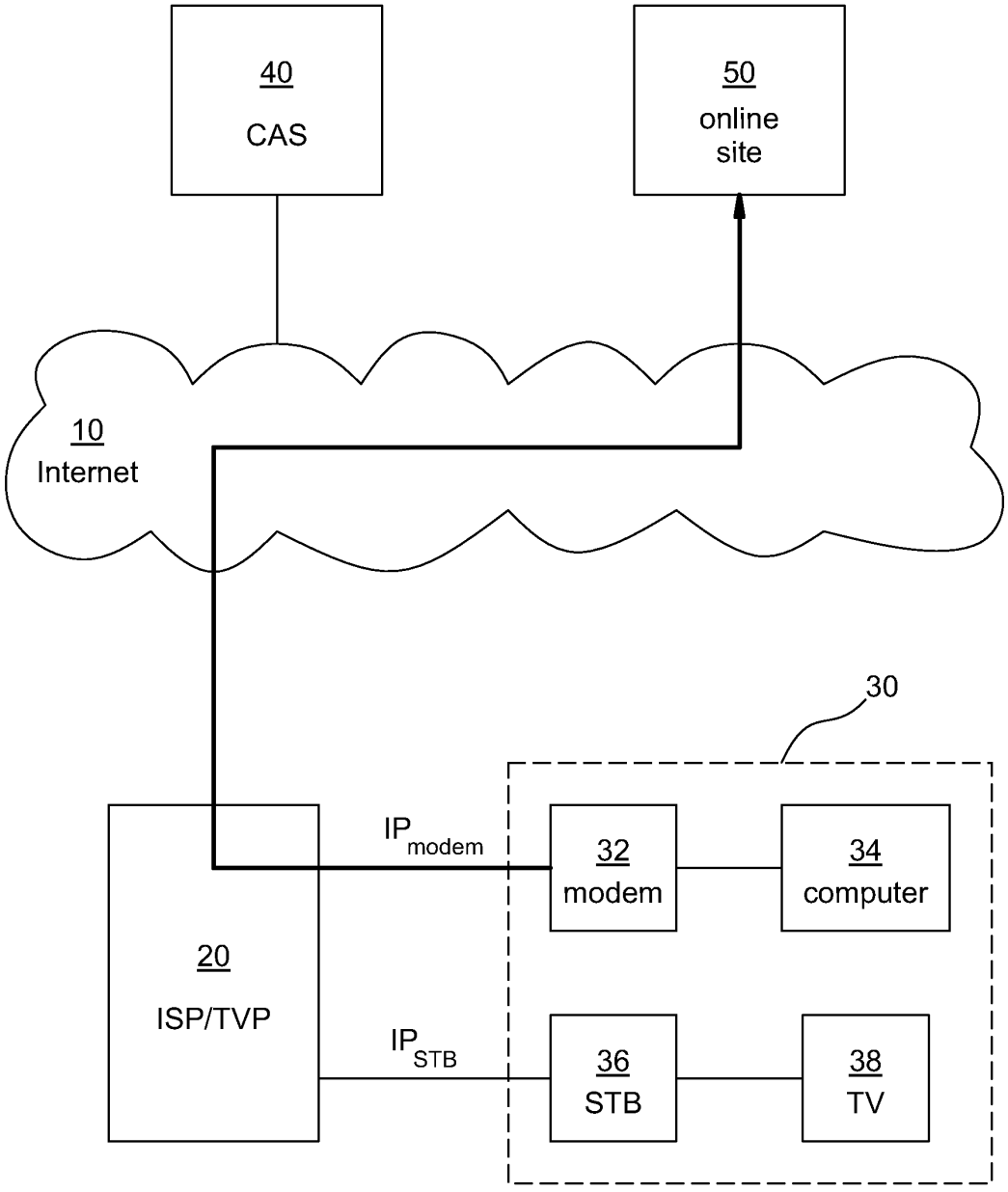

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FIG. 4

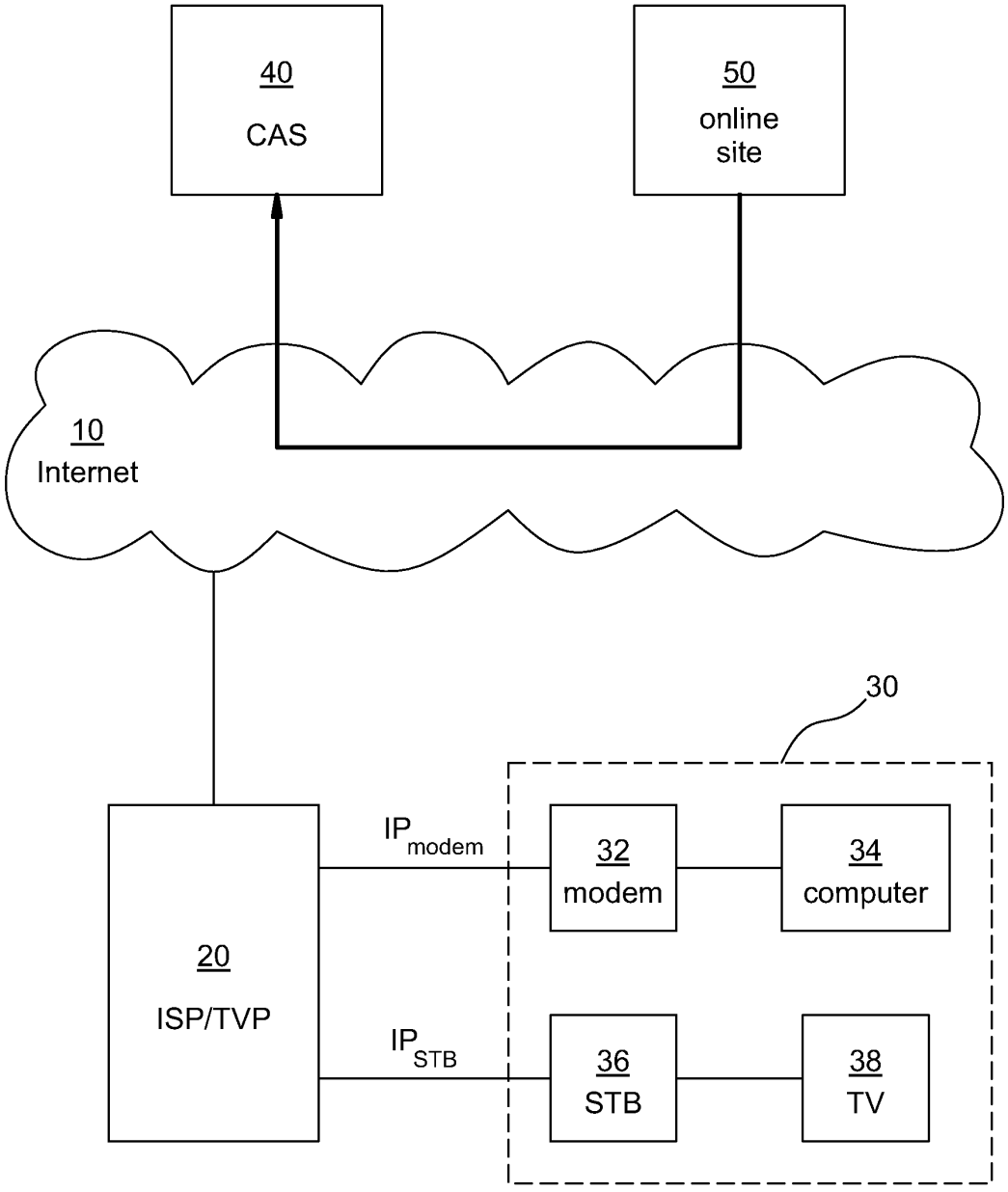

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FIG. 5

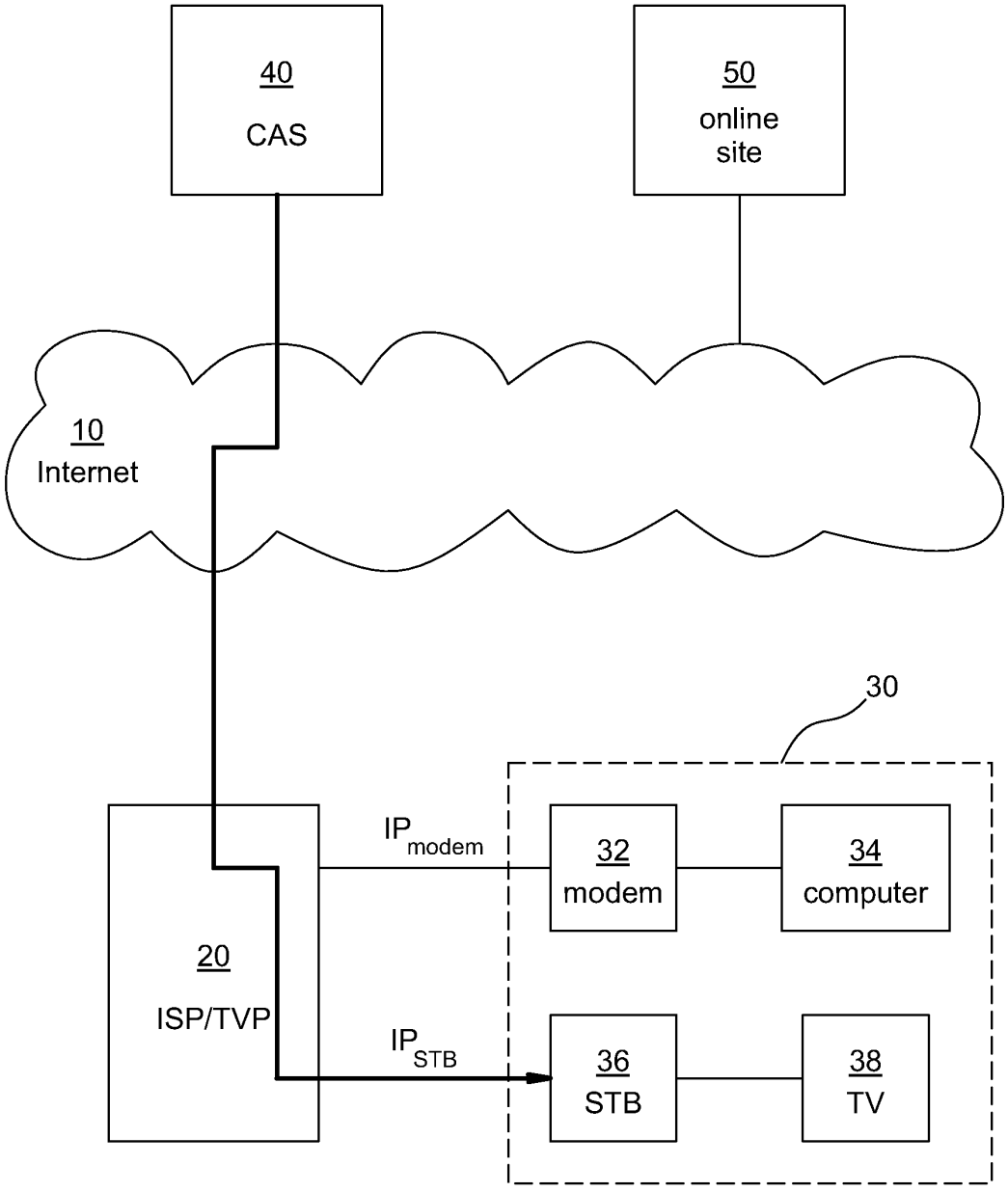

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FIG. 6A

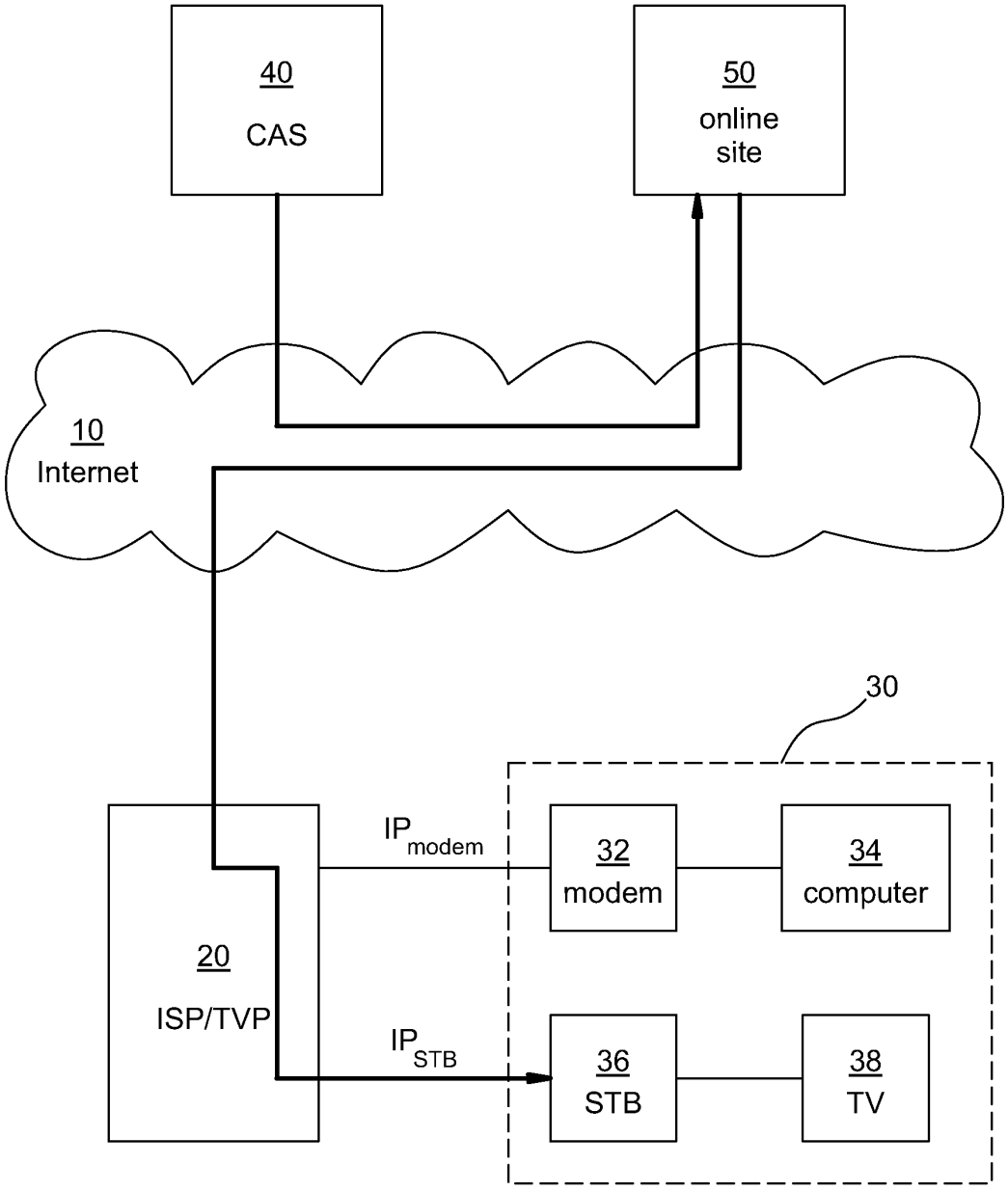

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FIG. 6B

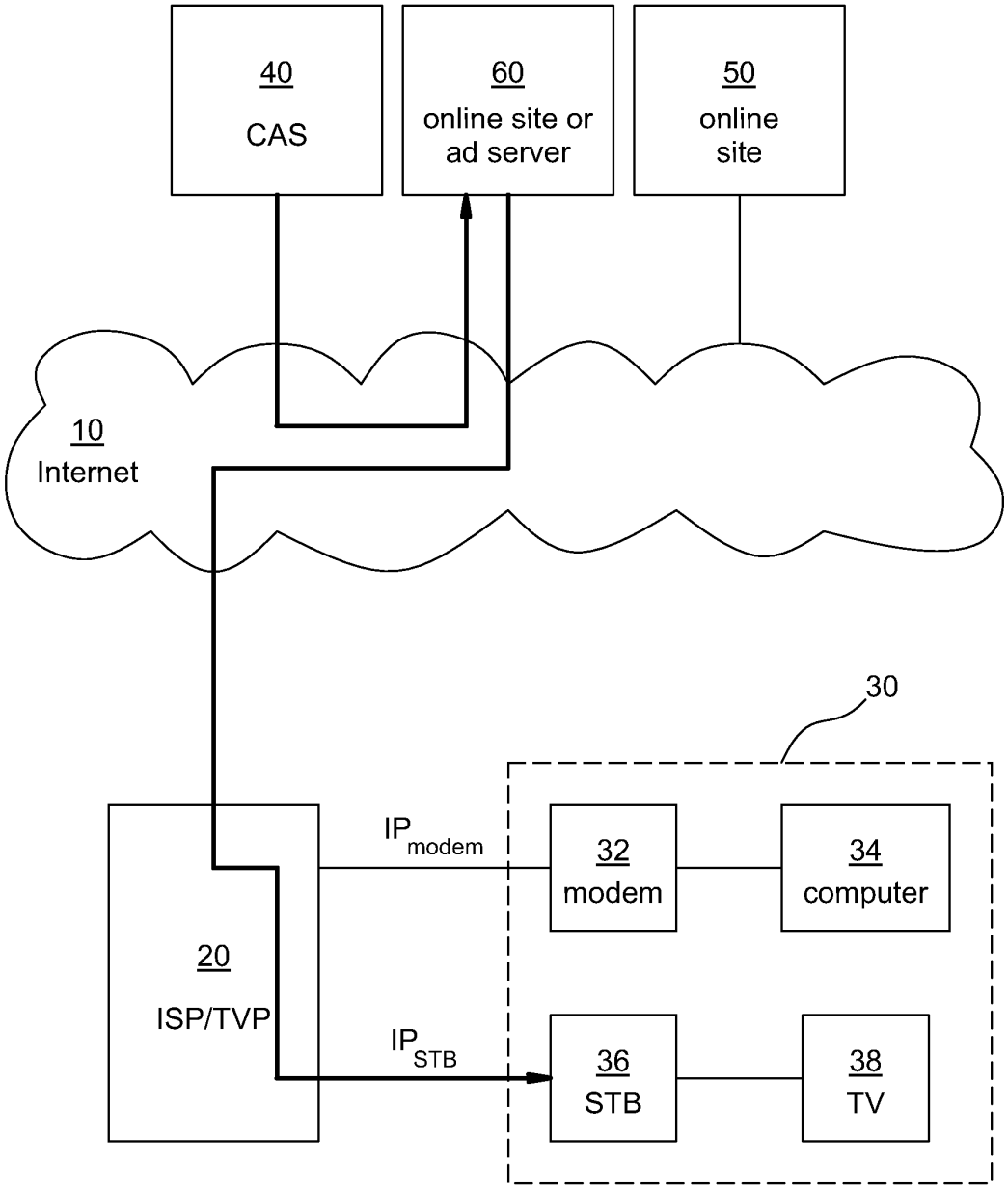

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FIG. 6C

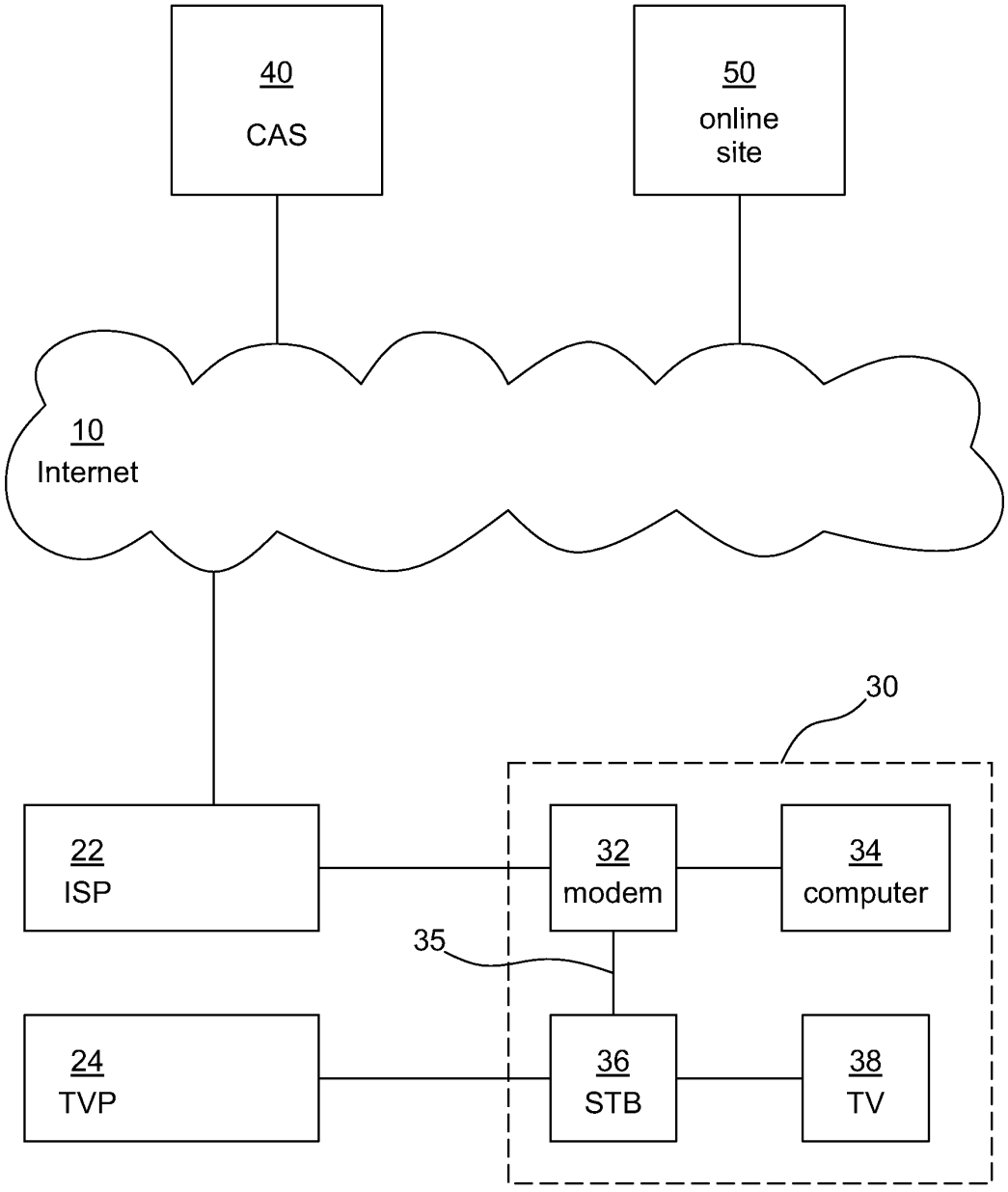

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FIG. 7

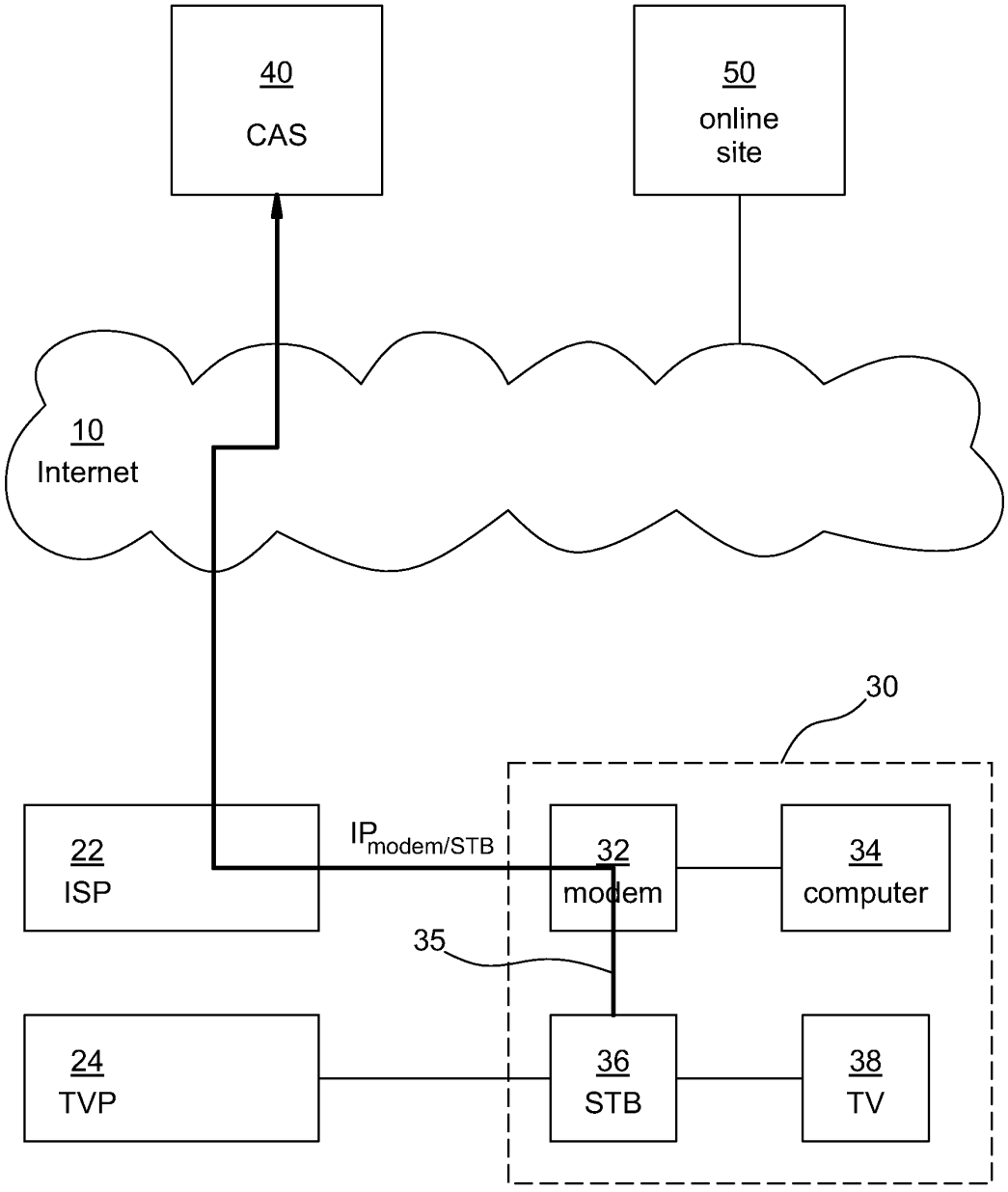

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FIG. 8

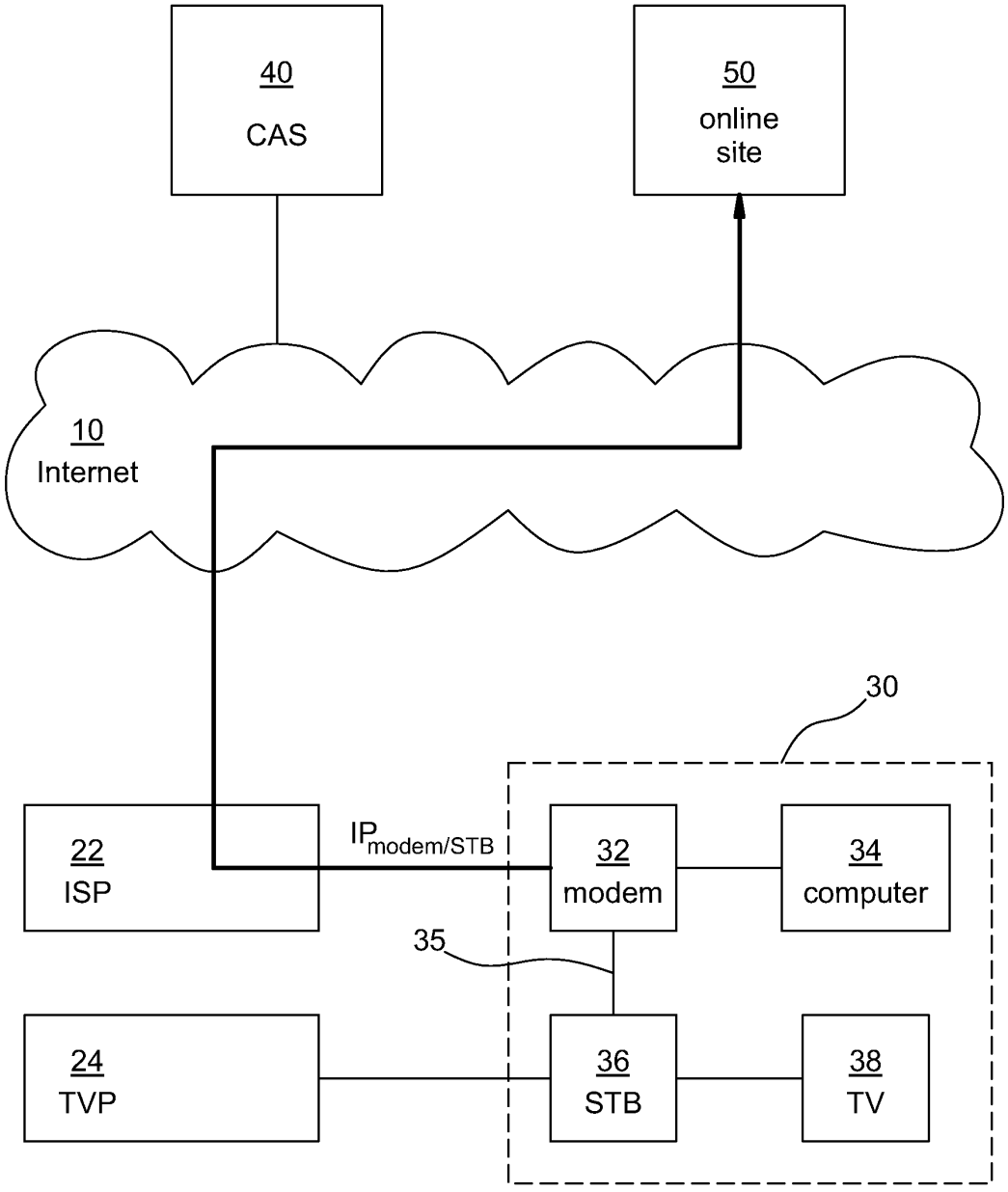

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FIG. 9

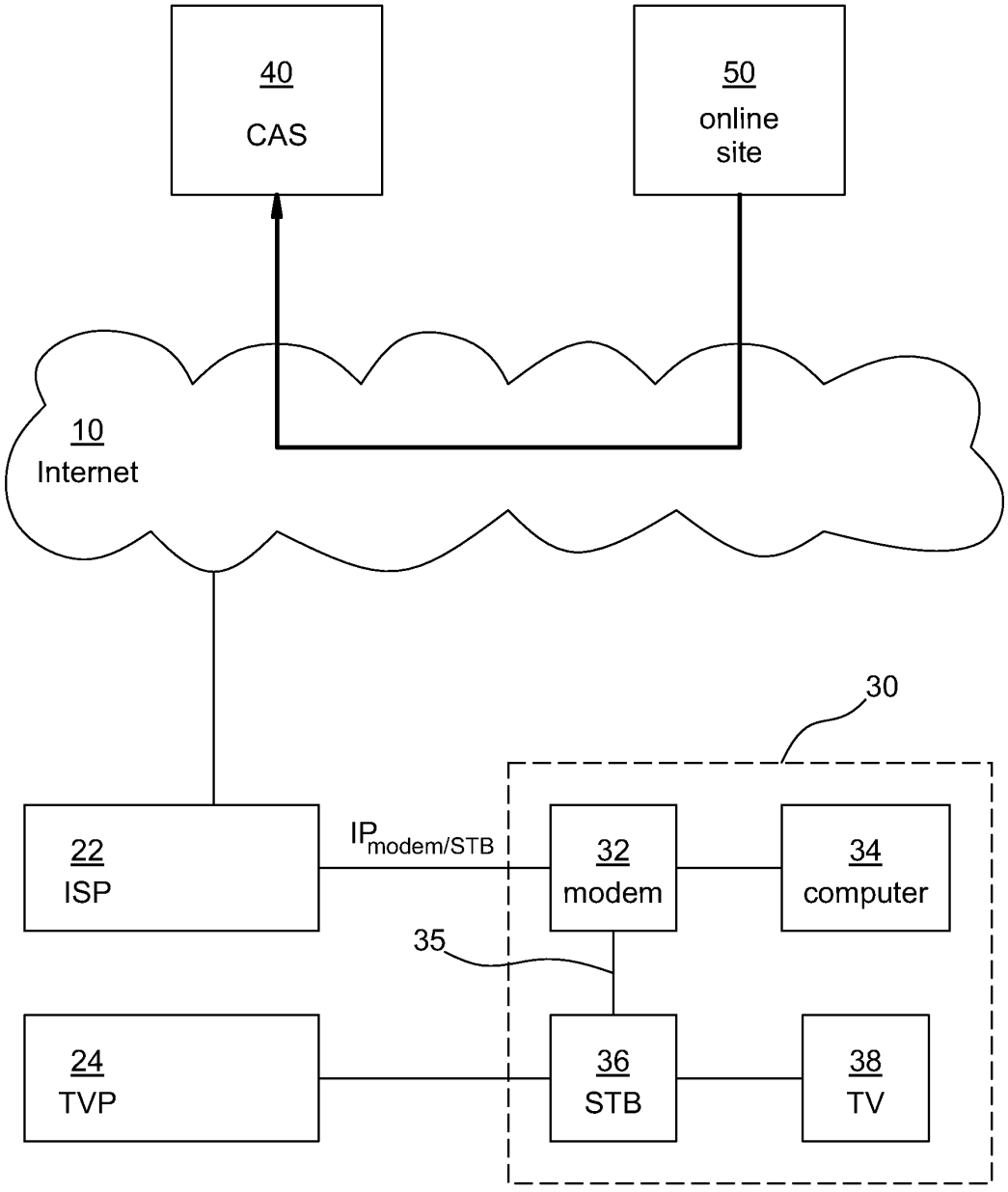

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FIG. 10

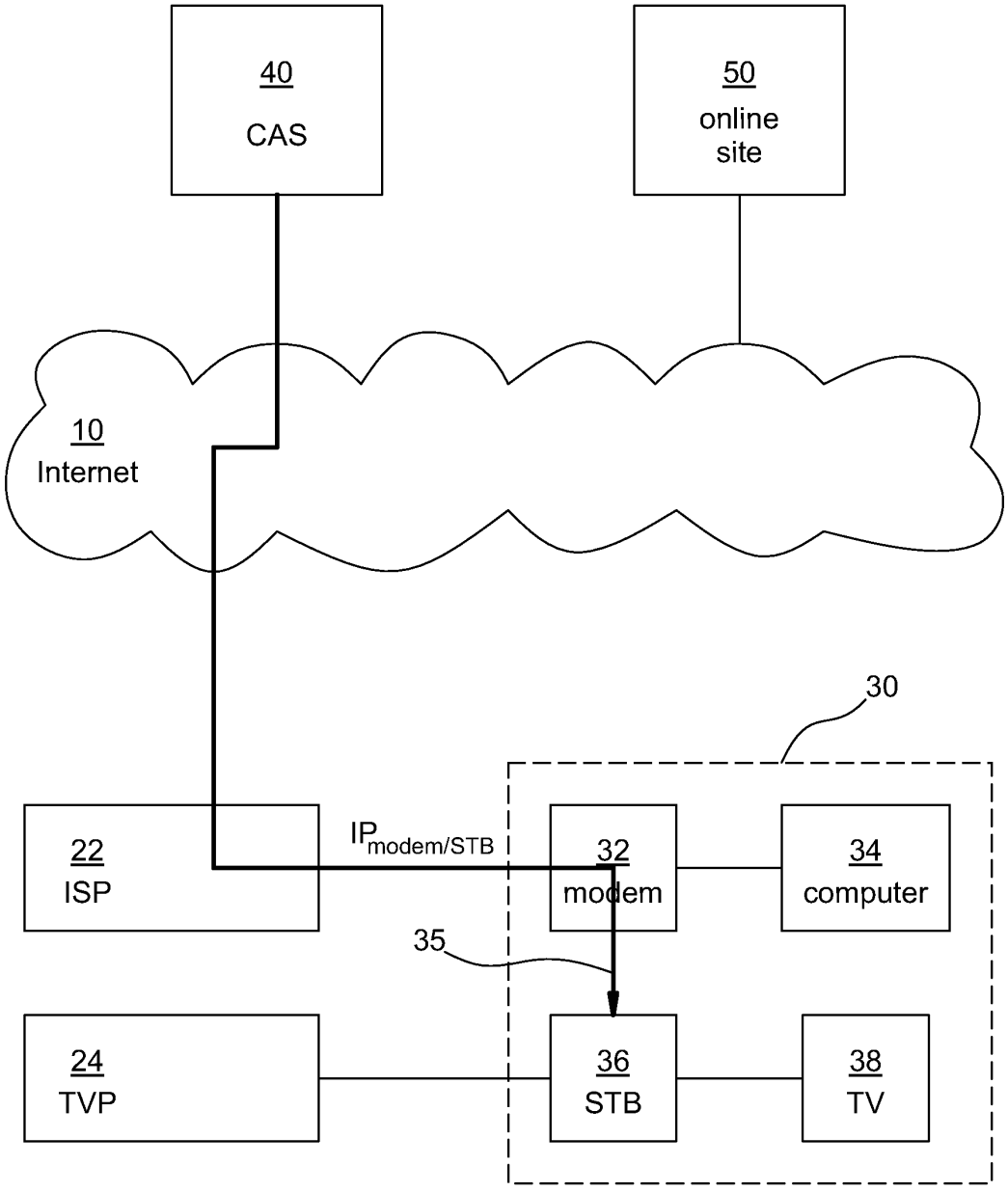

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FIG. 11A

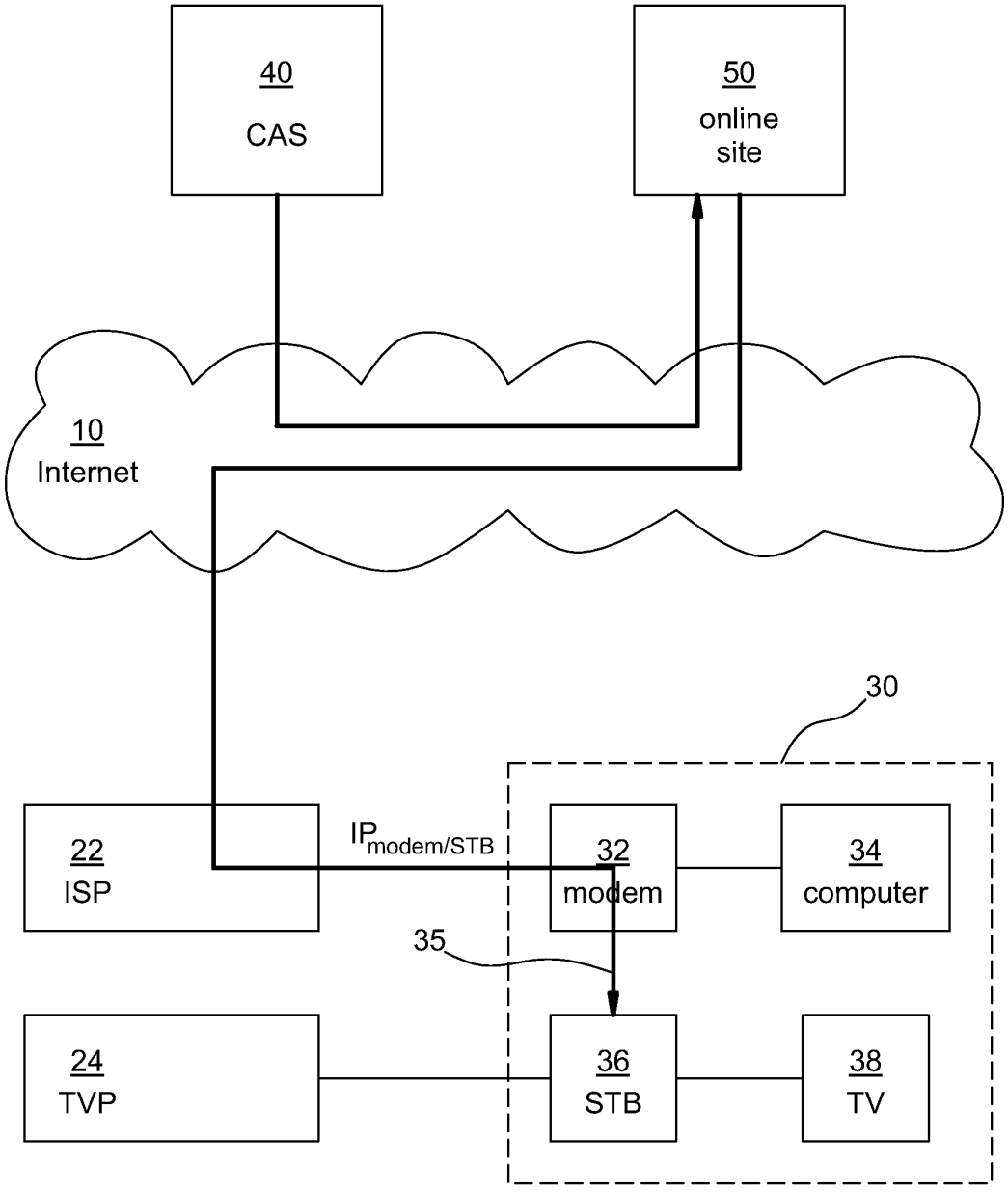

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FIG. 11B

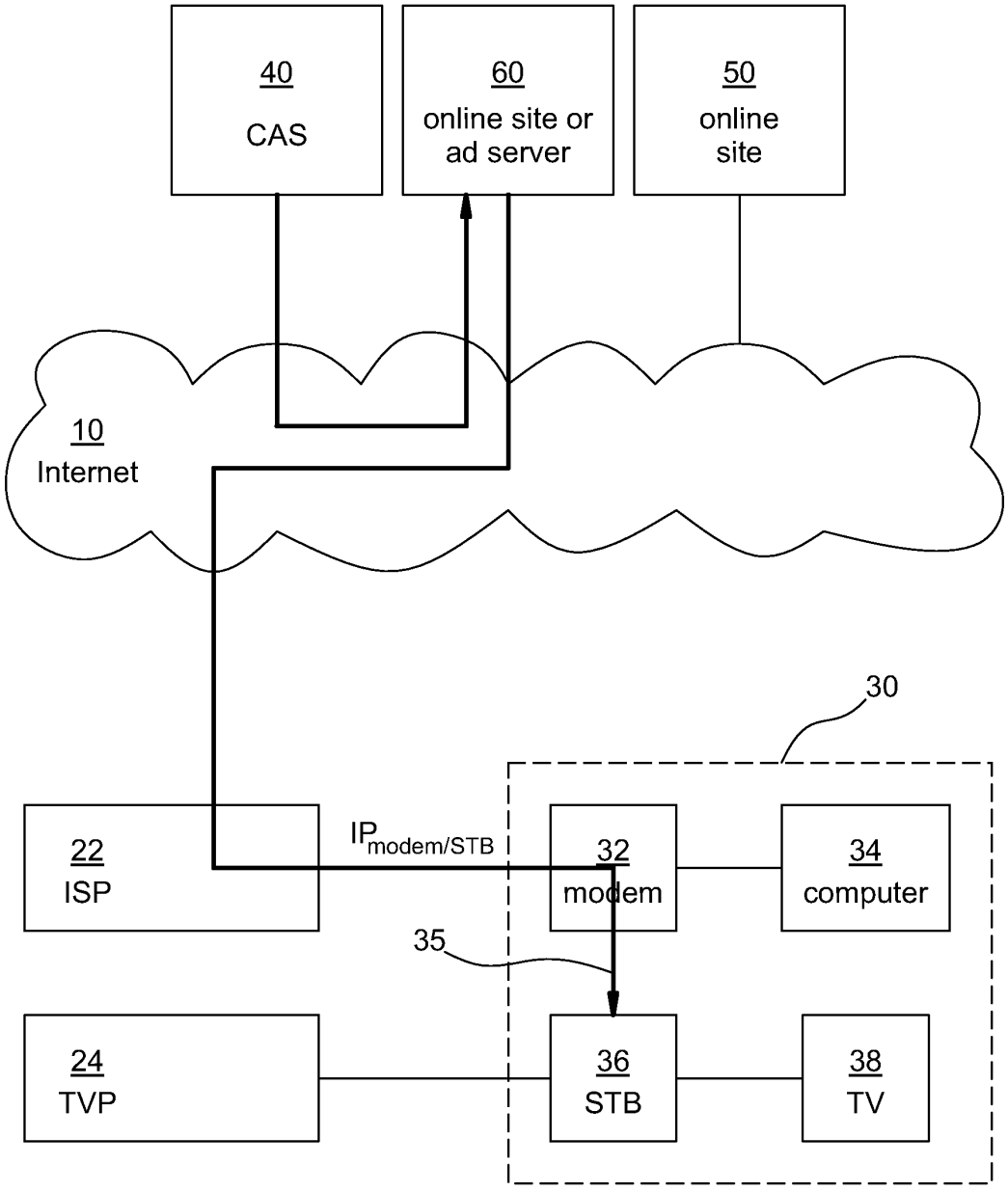

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FIG. 11C

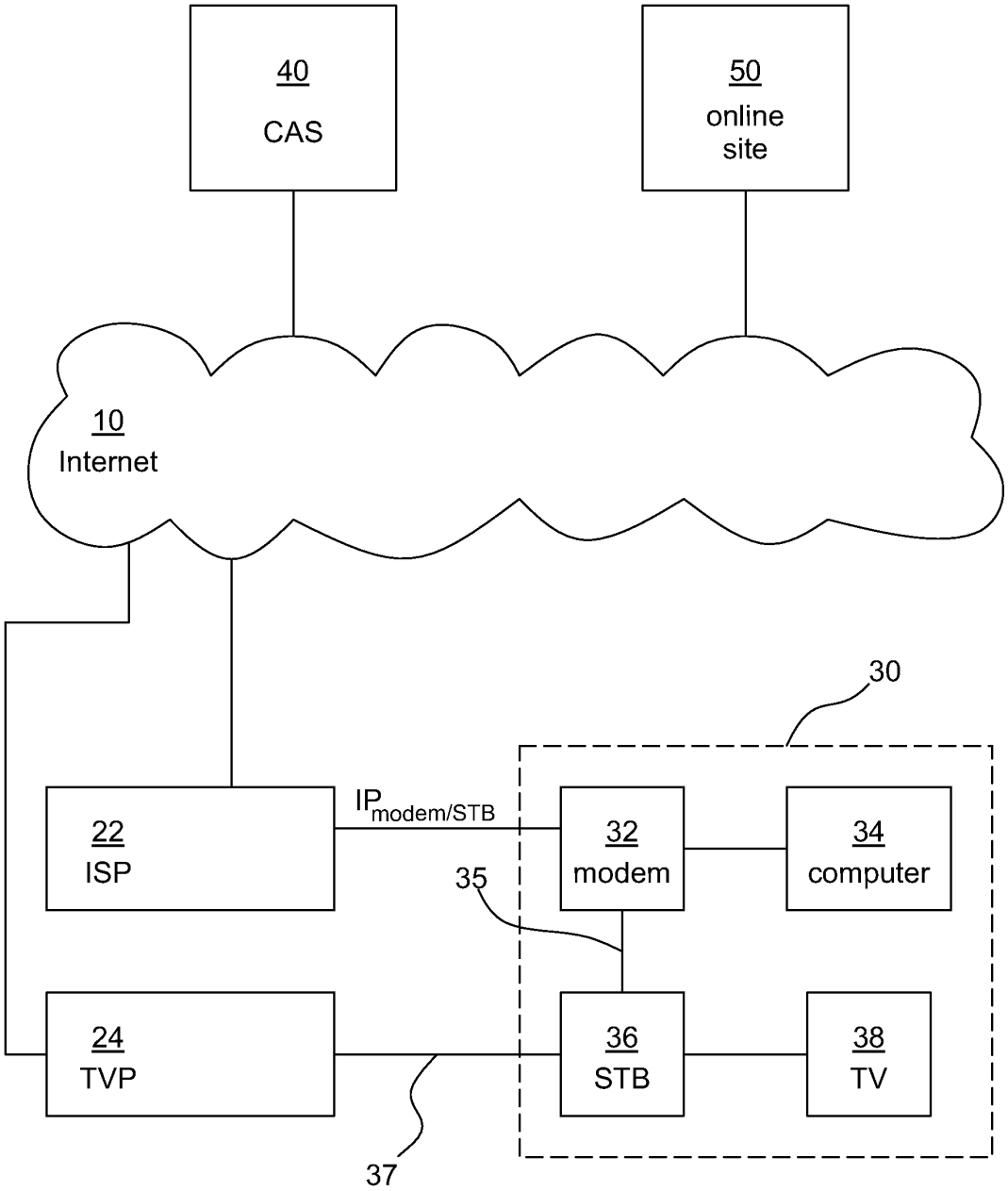

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FIG. 12

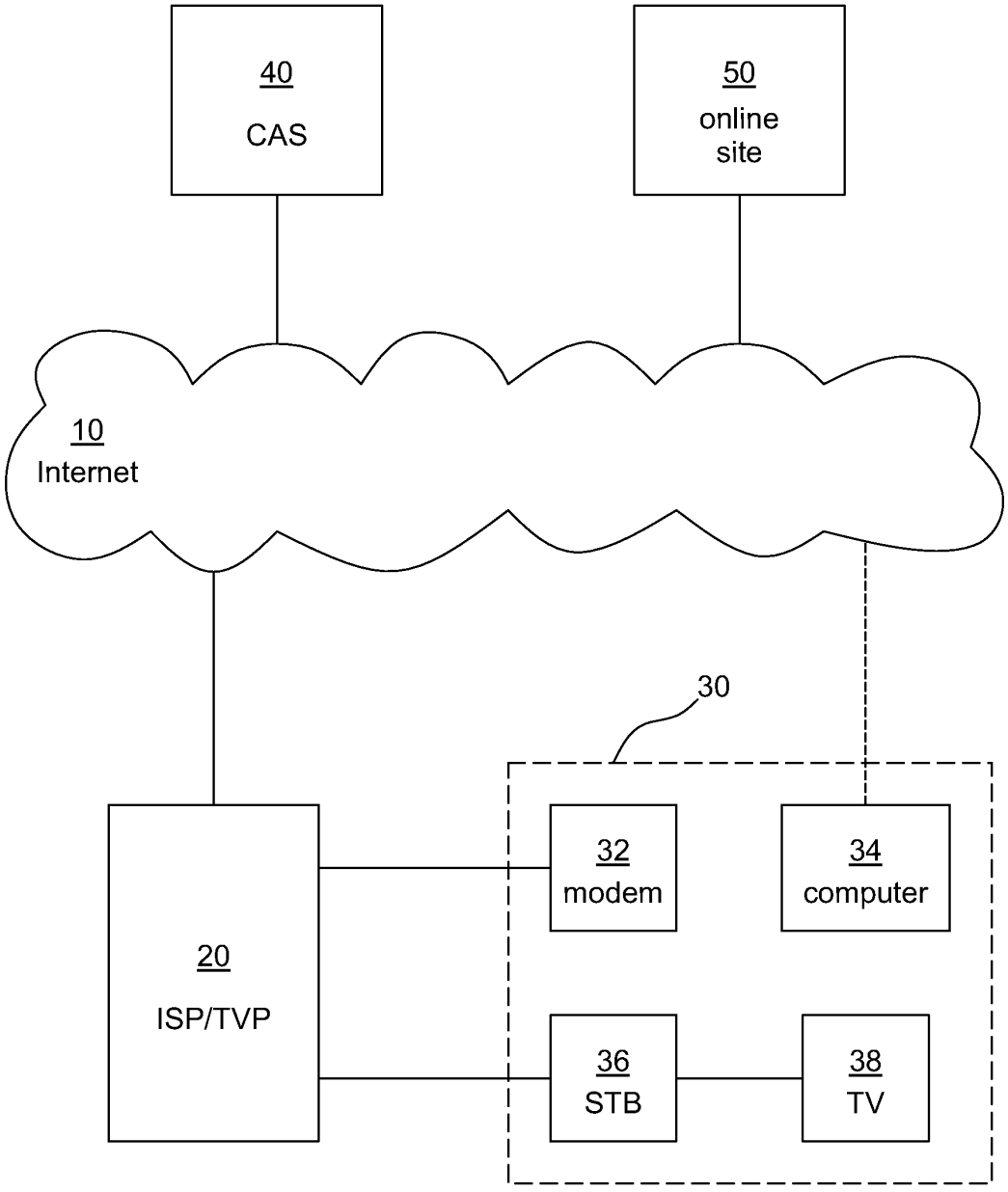

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FIG. 13

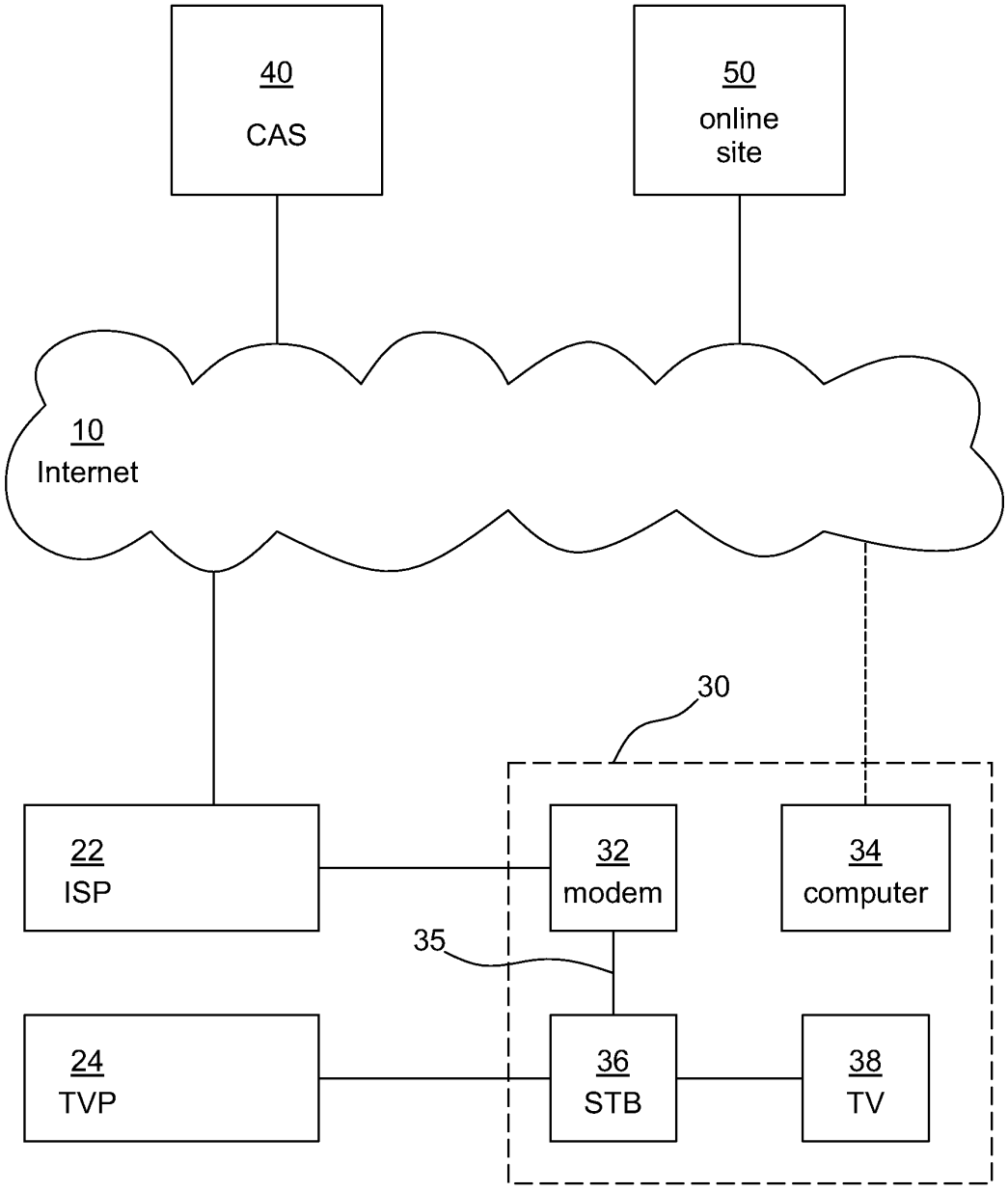

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FIG. 14

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit	:	2425*
Serial No.	:	_____	Examiner	:	Ekpo, Nnenna Ngozi*
Filing Date	:	06/23/2011	* *In parent application S.N. 12/860,666*		
Title	:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network			

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

Filed via EFS – June 23, 2011

PRELIMINARY AMENDMENT

Dear Sir:

In this continuation application, assignee requests entry of the following amendments to the title, specification, and claims and consideration of the following remarks.

Amendment to the Title is on page 2 of this paper.

Amendment to the Specification is on page 3 of this paper.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 13 of this paper.

The application as amended now includes forty-five (44) total claims, six (6) of which are independent claims. Accordingly, the fees for twenty-five (24) extra total claims (24 x $26 = $624) and three (3) extra independent claim (3 x $110 = $330), for a total of $954, are submitted concurrently, in addition to the filing, search, and examination fees.

Amendments

IN THE TITLE:

Please amend the title as follows:

-- ~~TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR~~ Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network --

IN THE SPECIFICATION:

At page 1, before the "background" header, please add the following section:

CROSS-REFERENCE TO RELATED APPLICATIONS

This application is a continuation of application Serial No. 12/860,666, filed August 20, 2010, which is a continuation of application Serial No. 11/736,544, filed April 17, 2007, now U.S. Patent 7,861,260.

IN THE CLAIMS:

Please amend the claims as follows:

1 - 51. (Cancelled)

52. (New) A method implemented using a programmed hardware computer system, the method comprising:
    (a) receiving, at the computer system, an electronic identifier of a first device;
    (b) with the computer system, automatically generating and storing electronic indicia of an association between the first device identifier and an electronic identifier of a second device based on automatically recognizing that each of the first and second devices was connected, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network; and
    (c) with the computer system, automatically causing the electronic indicia of the association between the first and second device identifiers to be transmitted to another programmed hardware computer system that is structured and programmed to take an action, based on first electronic profile data associated with the first device identifier, with respect to the second device, which is indicated at the time of the action by the second device identifier.

53. (New) The method of Claim 52 wherein the electronic association is recognized based on a common IP address, or portion thereof, wherein network traffic is routed via the common IP address for each of the first and second devices when each is connected to the local area network.

54. (New) The method of Claim 53 wherein the common IP address comprises an IP address, or portion thereof, of a modem or router by which the first and second devices are connected to the local area network.

55. (New) The method of Claim 53 wherein the electronic indicia of the electronic association include or reference indicia of the common IP address or portion thereof.

56. (New) The method of Claim 53 wherein the first device identifier is associated with a first IP address, and the associated second device identifier is recognized according to the time and date of user activity via the first IP address, using a database accessible to the computer system that contains second device identifiers, corresponding IP addresses, and corresponding times and dates.

57. (New) The method of Claim 52 wherein the first device is an online user interface device and the second user interface device is a television set-top box.

58. (New) The method of Claim 52 wherein the first device comprises a mobile device that is connected to the local area network only intermittently.

59. (New) The method of Claim 52 wherein the action comprises automatically causing, with the computer system, a selected advertisement to be directed to the second device, wherein the advertisement is selected based at least in part on at least a portion of the first electronic data.

60. (New) The method of Claim 52 wherein the electronic indicia of the electronic association comprise one or more electronic records in a database accessible to the computer system.

61. (New) The method of Claim 52 wherein the electronic indicia of the electronic association comprise one or more tags or cookies readable by the computer system that are stored on the first device or second device.

62. (New) The method of Claim 61 further comprising, using the computer system, automatically storing, in a memory in the first device or second device, the one or more tags or cookies.

63. (New) The method of Claim 52 wherein the electronic indicia of the electronic association include no personally identifiable information pertaining to a user of the first device or second device.

64. (New) A method implemented using a programmed hardware computer system, the method comprising:
    (a) based on first electronic profile data associated with an electronic identifier of a first device, automatically causing, with the computer system, an action to be taken with respect to a second device that is indicated at the time of the action by an electronic identifier electronically associated with the first device identifier;
    (b) wherein the electronic association between the first and second device identifiers is based on connection, before the action, of each of the first and second devices, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network.

65. (New) The method of claim 64 further comprising:
    (i) receiving, at the computer system, the first device identifier; and
    (ii) with the computer system, automatically generating and storing electronic indicia of the association between the first and second device identifiers based on automatically recognizing that, before the action, each of the first and second devices was connected, independently of the other, to the common local area network.

66. (New) The method of claim 64 wherein the first device is connected to the local area network only intermittently.

67. (New) The method of Claim 64 wherein the electronic association is recognized based on a common IP address, or portion thereof, wherein network traffic is routed via the common IP address for each of the first and second devices when each is connected to the local area network.

68. (New) The method of Claim 67 wherein the common IP address comprises an IP address, or portion thereof, of a modem or router by which the first and second devices are connected to the local area network.

69. (New) The method of Claim 67 wherein the electronic indicia of the electronic association include or reference indicia of the common IP address or portion thereof.

70. (New) The method of Claim 67 wherein the first device identifier is associated with a first IP address, and the associated second device identifier is recognized according to the time and date of user activity via the first IP address, using a database accessible to the computer system that contains second device identifiers, corresponding IP addresses, and corresponding times and dates.

71. (New) The method of Claim 64 wherein the first device is an online user interface device and the second user interface device is a television set-top box.

72. (New) The method of Claim 64 wherein the first device comprises a mobile device that is connected to the local area network only intermittently.

73. (New) The method of Claim 64 wherein the action comprises automatically causing, with the computer system, a selected advertisement to be directed to the second device, wherein the advertisement is selected based at least in part on at least a portion of the first electronic data.

74. (New) The method of Claim 64 wherein the electronic indicia of the electronic association comprise one or more electronic records in a database accessible to the computer system.

75. (New) The method of Claim 64 wherein the electronic indicia of the electronic association comprise one or more tags or cookies readable by the computer system that are stored on the first device or second device.

76. (New) The method of Claim 75 further comprising, using the computer system, automatically storing, in a memory in the first device or second device, the one or more tags or cookies.

77. (New) The method of Claim 64 wherein the electronic indicia of the electronic association include no personally identifiable information pertaining to a user of the first device or second device.

78. (New) A system comprising one or more computers, wherein the one or more computers are programmed and connected:
    (a) to receive at one or more of the computers an electronic identifier of a first device;
    (b) to generate and store automatically electronic indicia of an association between the first device identifier and an electronic identifier of a second device based on automatically recognizing that each of the first and second devices was connected, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network; and
    (c) to cause automatically the electronic indicia of the association between the first and second device identifiers to be transmitted to another programmed hardware computer system that is structured and programmed to take an action, based on first electronic profile data associated with the first device identifier, with respect to the second device, which is indicated at the time of the action by the second device identifier.

79. (New) The system of Claim 78 wherein the electronic association is recognized based on a common IP address, or portion thereof, wherein network traffic is routed via the common IP address for each of the first and second devices when each is connected to the local area network.

80. (New) The system of Claim 78 wherein the action comprises automatically causing a selected advertisement to be directed to the second device, wherein the

advertisement is selected based at least in part on at least a portion of the first electronic data.

81. (New) The system of Claim 78 wherein the electronic indicia of the electronic association include no personally identifiable information pertaining to a user of the first device or second device.

82. (New) A system comprising one or more computers, wherein the one or more computers are programmed and connected:
    (a) based on first electronic profile data associated with an electronic identifier of a first device, to cause automatically an action to be taken with respect to a second device that is indicated at the time of the action by an electronic identifier electronically associated with the first device identifier;
    (b) wherein the electronic association between the first and second device identifiers is based on connection, before the action, of each of the first and second devices, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network.

83. (New) The system of claim 82 wherein the one or more computers are further programmed and connected:
    (i) to receive at one or more of the computers the first device identifier; and
    (ii) to generate and store automatically electronic indicia of the association between the first and second device identifiers based on automatically recognizing that, before the action, each of the first and second devices was connected, independently of the other, to the common local area network.

84. (New) The system of claim 82 wherein the electronic association is recognized based on a common IP address, or portion thereof, wherein network traffic is routed via the common IP address for each of the first and second devices when each is connected to the local area network.

85. (New) The system of claim 82 wherein the action comprises automatically causing a selected advertisement to be directed to the second device, wherein the

advertisement is selected based at least in part on at least a portion of the first electronic data.

86. (New) The system of claim 82 wherein the electronic indicia of the electronic association include no personally identifiable information pertaining to a user of the first device or second device.

87. (New) An article comprising a non-transitory tangible medium encoding computer-readable instructions that, when applied to one or more computers, instruct the one or more computers to perform a method comprising:
    (a) receiving at one or more of the computers an electronic identifier of a first device;
    (b) automatically generating and storing electronic indicia of an association between the first device identifier and an electronic identifier of a second device based on automatically recognizing that each of the first and second devices was connected, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network; and
    (c) automatically causing the electronic indicia of the association between the first and second device identifiers to be transmitted to another programmed hardware computer system that is structured and programmed to take an action, based on first electronic profile data associated with the first device identifier, with respect to the second device, which is indicated at the time of the action by the second device identifier.

88. (New) The medium of Claim 87 wherein the electronic association is recognized based on a common IP address, or portion thereof, wherein network traffic is routed via the common IP address for each of the first and second devices when each is connected to the local area network.

89. (New) The medium of Claim 87 wherein the action comprises automatically causing a selected advertisement to be directed to the second device, wherein the

advertisement is selected based at least in part on at least a portion of the first electronic data.

90. (New) The medium of Claim 87 wherein the electronic indicia of the electronic association include no personally identifiable information pertaining to a user of the first device or second device.

91. (New) An article comprising a non-transitory tangible medium encoding computer-readable instructions that, when applied to one or more computers, instruct the one or more computers to perform a method comprising:
    (a) based on first electronic profile data associated with an electronic identifier of a first device, automatically causing an action to be taken with respect to a second device that is indicated at the time of the action by an electronic identifier electronically associated with the first device identifier;
    (b) wherein the electronic association between the first and second device identifiers is based on connection, before the action, of each of the first and second devices, independently of the other, to a common local area network, wherein the computer system is connected to the local area network through the Internet but is not in the local area network.

92. (New) The medium of claim 91 wherein the method that the one or more computers are instructed to perform using the encoded instructions further comprises:
    (i) receiving at one or more of the computers the first device identifier; and
    (ii) automatically generating and storing electronic indicia of the association between the first and second device identifiers based on automatically recognizing that, before the action, each of the first and second devices was connected, independently of the other, to the common local area network.

93. (New) The medium of claim 91 wherein the electronic association is recognized based on a common IP address, or portion thereof, wherein network traffic is routed via the common IP address for each of the first and second devices when each is connected to the local area network.

94. (New) The medium of claim 91 wherein the action comprises automatically causing, with the computer system, a selected advertisement to be directed to the second device, wherein the advertisement is selected based at least in part on at least a portion of the first electronic data.

95. (New) The medium of claim 91 wherein the electronic indicia of the electronic association include no personally identifiable information pertaining to a user of the first device or second device.

Remarks

Claims 52-95 are pending; claims 52, 64, 78, 82, 87, and 91 are independent claims. Examination and allowance of the application are respectfully requested.

Claims 1-51 have been cancelled without prejudice. No admission of unpatentability is intended, nor should such an admission be inferred.

New claims 52-95 have been added, are supported by the original specification, and introduce no new matter into the application.

Please feel free to telephone the undersigned if it would in any way advance prosecution of this application.

Respectfully submitted,

ROY SHKEDI

by his attorney

Dated: June 23, 2011

/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/01 (02-07)
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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

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Country	Telephone	Email

WARNING:

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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: Roy Shkedi	Date: 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.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Shkedi, Roy	Art Unit	:	2425*
Serial No.	:	_____	Examiner	:	Ekpo, Nnenna Ngozi*
Filing Date	:	06/23/2011	* *In parent application S.N. 12/860,666*		
Title	:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network			

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

Filed via EFS – June 23, 2011

INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Applicant discloses the references listed on the forms PTO/SB/08 and PTO-1449 attached to this document. All of the foreign and non-patent references were cited in parent application Serial No. 12/860,666 therefore, pursuant to Office Rules, copies of those references are not included here.

Applicant 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
11/765,433	06/19/2007	6/19/2006 (prov.)
11/968,107	12/31/2007	
11/968,117	12/31/2007	
12/131,798	06/02/2008	
12/131,824	06/02/2008	
12/257,386	10/23/2008	
12/536,451	08/05/2009	
12/823,709	06/25/2010	06/16/2006 (prov.)
12/906,007	10/15/2010	
61/393,834	10/15/2010	

12/911,601	10/25/2010	11/28/2000
12/912,726	10/26/2010	12/28/1999
12/981,925	12/30/2010	12/31/2007
13/024,217	02/09/2011	01/15/2009 (prov.)
13/097,885	04/29/2011	04/17/2007
13/115,949	05/25/2011	06/14/2000
13/115,949	05/25/2011	06/14/2000
13/115,952	05/25/2011	06/14/2000

Please note that Serial No. 13/097,885, filed April 29, 2011, is a division of Serial No. 12/860,666. The '666 Application is the parent to both this application and the '885 Division. Accordingly, applicant reminds the Office to consider the copending sibling application at all times during prosecution of this application.

If the Office has any questions, please feel free to contact assignee's undersigned attorney of record.

Respectfully submitted,

ROY SHKEDI

by his attorney

Dated: June 23, 2011

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 7

Complete if Known	
Application Number	
Filing Date	06/23/2011
First Named Inventor	Shkedi, Roy
Art Unit	2425 (in parent)
Examiner Name	Ekpo, Nnenna N. (in parent)
Attorney Docket Number	14-TV1-CON2

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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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 2 of 7

Complete if Known	
Application Number	
Filing Date	06/23/2011
First Named Inventor	Shkedi, Roy
Art Unit	Ekpo, Nnenna N. (in parent)
Examiner Name	2425 (in parent)
Attorney Docket Number	14-TV1-CON2

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	

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Examiner Signature		Date Considered	

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Sheet 3 of 7

Complete if Known	
Application Number	
Filing Date	06/23/2011
First Named Inventor	Shkedi, Roy
Art Unit	2425 (in parent)
Examiner Name	Ekpo, Nnenna N. (in parent)
Attorney Docket Number	14-TV1-CON2

U. S. PATENT DOCUMENTS

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		US- 6018768	01-25-2000	Ullman et al.	
		US- 6771290	08-03-2004	Hoyle	
		US- 7188085	03-06-2007	Pelletier	
		US- 6845396	01-18-2005	Kanojia et al.	
		US- 6718551	04-06-2004	Swix et al.	
		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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						☐
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Sheet 4 of 7

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Filing Date	06/23/2011
First Named Inventor	Shkedi, Roy
Art Unit	2425 (in parent)
Examiner Name	Ekpo, Nnenna N. (in parent)
Attorney Docket Number	14-TV1-CON2

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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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 5 of 7

Complete if Known	
Application Number	
Filing Date	06/23/2011
First Named Inventor	Shkedi, Roy
Art Unit	2425 (in parent)
Examiner Name	Ekpo, Nnenna N. (in parent)
Attorney Docket Number	14-TV1-CON2

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	
Filing Date	06/23/2011
First Named Inventor	Shkedi, Roy
Art Unit	2425 (in parent)
Examiner Name	Ekpo, Nnenna N. (in parent)
Attorney Docket Number	14-TV1-CON2

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.	
		"TiVo Announces First Advertising Search Product for Television"; press release from www.tivo.com; November 28, 2005.	
		"TiVo Begins Rollout of Online Services Now Accessible Directly on the TV"; press release from www.tivo.com; December 1, 2005.	
		"Comcast, Time Warner Cable hopeful on network DVRs"; from www.reuters.com; March 30, 2006.	
		"TiVo Launches Television's New Advertising Search Product"; press release from www.tivo.com; May 8, 2006.	
		"TiVo and Brightcove Partner to Deliver Broadband Content to TiVo Subscribers; press release from www.tivo.com; May 10, 2006.	
		"TiVo Debuts New Lexus Car Configuration Application"; press release from www.tivo.com; May 11, 2006.	
		Newcomb, Kevin; "BMW Uses TiVo Technology to Improve Product Placement"; from www.clickz.com; June 21, 2006.	
		Wingfield, Nick; "New TiVo Feature Lets Families Share Videos On TV Via the Web"; The Wall Street Journal Online; November 14, 2006.	
		Kaye, Kate; "TiVo Broadens CBS Offerings, Adds Web-to-TV Services"; from www.clickz.com; November 15, 2006.	

Examiner Signature		Date Considered	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 7 of 7

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Application Number	
Filing Date	06/23/2011
First Named Inventor	Shkedi, Roy
Art Unit	2425 (in parent)
Examiner Name	Ekpo, Nnenna N. (in parent)
Attorney Docket Number	14-TV1-CON2

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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.	
		"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.	
		"NetZero and Juno's sophisticated targeting capabilities enable advertisers to hit an exact audience of qualified consumers"; from www.untd.com; 2007.	
		Shukla, Anuradha; "Visible World Offers 'Any Screen' Solution for Customized Video Advertising"; from www.tmcnet.com; February 6, 2007.	
		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.	
		"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	

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List of Patents and Publications For Information Disclosure Statement

Page 1 of 2

Serial No.:
Applicant: Shkedi, Roy
Filed: 06/23/2011
Art Unit: 2425 (in parent)
Conf. No.:

U.S. PATENT DOCUMENTS

Examiner Initials	Item	Document Number	Publication Date	Name of Patentee or Applicant	Filing Date (if appropriate)
	1	5105184	04/14/1992	Pirani et al.	
	2	6160989	12/12/2000	Hendricks et al.	
	3	6366298	04/02/2002	Haitsuka et al.	
	4	6446261	09/03/2002	Rosser	
	5	6463533	10/08/2002	Calamera et al.	
	6	6847992	01/25/2005	Haitsuka et al.	
	7	7051351	05/23/2006	Goldman et al.	
	8	7100183	08/29/2006	Kunkel et al.	
	9	7260823	08/21/2007	Schlack et al.	
	10	7822637	10/26/2010	Shkedi	
	11	20020013943	01/31/2002	Haberman et al.	
	12	20020078444	06/20/2002	Krewin et al.	
	13	20020123928	09/05/2002	Eldering et al.	
	14	20020124249	09/05/2002	Shintani	
	15	20020124253	09/05/2002	Eyer et al.	
	16	20020129368	09/12/2002	Schlack et al.	
	17	20020194058	12/19/2002	Eldering	
	18	20030066078	04/03/2003	Bjorgan et al.	
	19	20030149975	08/07/2003	Eldering et al.	
	20	20030187949	10/02/2003	Bhatt et al.	
	21	20040073915	04/15/2004	Dureau	
	22	20040078809	04/22/2004	Drazin	
	23	20040117827	06/17/2004	Karaoguz et al.	
	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.	

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Applicant: Shkedi, Roy
Filed: 06/23/2011
Art Unit: 2425 (in parent)
Conf. No.:

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	20090172723	07/02/2009	Shkedi et al.	
	35	20090049468	02/19/2009	Shkedi	
	36	20090300675	12/03/2009	Shkedi	
	37	20070266403	11/15/2007	Ou et al.	
	38	20070294721	10/20/2007	Haeuser et al.	
	39	20070244750	10/18/2007	Grannan et al.	
	40	20070233571	10/04/2007	Eldering et al.	

FOREIGN PATENT DOCUMENTS

Examiner Initials		Country Code–Number	Publication Date	Name of Patentee	Translation Yes No
	42	KR10-0793513	01/03/2008	ICU Research and Industrial Cooperation Group - ETRI	YES
	43	JP2007-274246	10/18/2007	Casio Computer Co. Ltd.	YES
	44	WO2005046237	05/19/2005	Gutta et al.	NO

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.

Examiner: _____ Date Considered: _____

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Electronic Patent Application Fee Transmittal

Application Number:	
Filing Date:	
Title of Invention:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network
First Named Inventor/Applicant Name:	Roy Shkedi
Filer:	Louis J. Hoffman/Donald Hertz
Attorney Docket Number:	14-TV1-CON2

Filed as Small Entity

Utility under 35 USC 111(a) Filing Fees

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Utility filing Fee (Electronic filing)	4011	1	82	82
Utility Search Fee	2111	1	270	270
Utility Examination Fee	2311	1	110	110
Pages:				
Claims:				
Claims in excess of 20	2202	24	26	624
Independent claims in excess of 3	2201	3	110	330
Miscellaneous-Filing:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
		Total in USD ($)		**1416**

Electronic Acknowledgement Receipt

EFS ID:	10376907
Application Number:	13167605
International Application Number:	
Confirmation Number:	8424
Title of Invention:	Systems and methods for taking action with respect to one network-connected device based on activity on another device connected to the same network
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-CON2
Receipt Date:	23-JUN-2011
Filing Date:	
Time Stamp:	19:06:21
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	$1416
RAM confirmation Number	7618
Deposit Account	
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File Listing:

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

1	Transmittal of New Application	11-06-23-AlmondNet-TV1-CON2-App_trans.pdf	52825 a7709c934a36c44dde4d544ac136b6e4f792e04a	no	1
Warnings:					
Information:					
2		TV1-DIV1-Specification-FINAL.pdf	180494 dd8abb4fd52bcf428fdd44ad7ef1c2d399298bb1	yes	45

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Specification	1	37
	Claims	38	44
	Abstract	45	45

Warnings:					
Information:					
3	Drawings-only black and white line drawings	TV1-Figures.pdf	150919 95605322f3e2304a706627f2bc91532c14288037	no	18
Warnings:					
Information:					
4	Preliminary Amendment	11-06-23-AlmondNet-TV1-CON2-Prelim_Amend.pdf	54140 55b58ceabed8f2d9a03bf5454c19025ea7968e53	no	13
Warnings:					
Information:					
5	Oath or Declaration filed	TV1-Declaration-from_parent.pdf	149742 443a500ca5234d92a7626261bd35cd80a1867790	no	2
Warnings:					
Information:					
6	Transmittal Letter	11-06-23-AlmondNet-TV1-CON2-IDS_Cover.pdf	23821 7f4dcfeaa340d0a7eda23c15062b87f4ca49558f	no	2
Warnings:					
Information:					
7	Information Disclosure Statement (IDS) Form (SB08)	11-06-23-AlmondNet-TV1-CON2-IDS.pdf	208685 7251af2fd6d8b43fdb43f42542a60dd130953ba9	no	9
Warnings:					
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8	Fee Worksheet (SB06)	fee-info.pdf	37938 2f19a9e24d8643b7c743c99a5397d85b320666ff	no	2
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