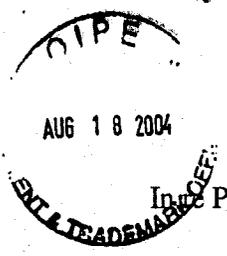


EXHIBIT K

PH
#13D
11/22/04
A.G.
(N.E.)



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor Patent Application of:)
)
Tom MATHAI, et al.)
)
Serial No.: 09/959,654)
)
Filed: May 3, 2000)
)
For: METHOD AND SYSTEM FOR)
PROVIDING PERSONALIZED)
ONLINE SERVICES AND)
ADVERTISEMENTS IN)
PUBLIC SPACES)

Examiner: Jacques VEILLARD

Group Art Unit: 2175

AMENDMENT AFTER ALLOWANCE UNDER 37 CFR § 1.312

U.S. Patent and Trademark Office
2011 South Clark Place
Customer Window
Crystal Plaza Two, Lobby, Room 1B03
Arlington, VA 22202

Dear Sir:

In response to the Notice of Allowance and Examiner's Amendment of May 19, 2004, Applicants hereby respectfully submit and request entry of the following amendments.

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

In sum, claims 1, 14, and 22 are currently amended.

Claims 3-8, 10-13, 15-19, 21, and 23-26 remain unchanged.

Claims 2, 9, 20, and 27-42 have been canceled.

Accordingly, claims 1, 3-8, 10-19, and 21-26 are currently pending.

Remarks begin on page 6 of this paper.

Match and Return

PH

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A system, comprising:
a terminal, wherein said terminal has an identification code for determining an exact physical location of said terminal;
a database having a profile for a user, wherein said database includes usage history information for said user, said usage history information comprises information selected from the group consisting of: demographic information, personal interest information, behavior-tracking information, responses to other advertising content, locations of terminals used by the said user, and the time at which the said user uses the system, and any combination thereof; and
a program for displaying personalized information, wherein said personalized information is selected for display based upon said profile.
2. (canceled)
3. (previously presented) The system of claim 1, wherein said personalized information is also selected for display based upon said usage history information.
4. (previously presented) The system of claim 1, wherein said personalized information is also selected for display based upon the exact physical location of said terminal.
5. (original) The system of claim 1, wherein said personalized information includes an advertisement.
6. (original) The system of claim 1, wherein said personalized information includes an online service.

7. (original) The system of claim 1, wherein the system records the time said user logs on to and logs off of the system, and wherein said personalized information is also selected for display based upon the time said user logs on to the system.

8. (original) The system of claim 1, wherein said profile is progressively developed and updated based upon said usage history information.

9. (canceled)

10. (previously presented) The system of claim 1, wherein said program displays advertising content tailored to said user's interests and behavior.

11. (original) The system of claim 1, wherein said terminal comprises a keyboard and a touch sensitive screen.

12. (original) The system of claim 1, wherein said terminal comprises a credit card swipe terminal for processing credit transactions.

13. (previously presented) The system of claim 1, wherein said terminal is publicly accessible.

✓ 14. (currently amended) A system, comprising:
a plurality of terminals located in public spaces and accessible to a user,
each of said plurality of terminals having a unique identification code for determining an exact physical location of said terminal;
a user access card for allowing said user access to said plurality of terminals, said card having a unique user identification code corresponding to said user;
a database comprising a user profile for said user;
a program for recording the usage history information of said user, wherein said usage history information comprises information selected from the group consisting of: demographic information, personal interest information, behavior-tracking information, responses to ~~other~~

advertising content, locations of terminals used by ~~the~~ said user, ~~and the~~ time at which said user uses the system, and any combination thereof; and

a program for displaying personalized information to said user, wherein said personalized information is selected ~~based~~ upon said user profile.

15. (original) The system of claim 14, wherein said personalized information is also selected for display based upon said usage history information.

16. (previously presented) The system of claim 14, wherein said personalized information is also selected for display based upon the exact physical location of said terminal.

17. (original) The system of claim 14, wherein said personalized information includes an advertisement.

18. (original) The system of claim 14, wherein said personal information includes an online service.

19. (original) The system of claim 14, wherein said program for recording records the time said user logs on to and logs off of the system, and wherein said personalized information is also selected for display based upon the time said user logs on to the system.

20. (canceled)

21. (original) The system of claim 14, further comprising an email program for allowing said user to send and receive emails.

22. (currently amended) A method, comprising:
providing a terminal accessible by a consumer, wherein said terminal has an identification code for determining an exact physical location of said terminal;
maintaining a database having a profile of said consumer;

recording usage history information of said consumer, wherein said usage history information comprises information selected from the group consisting of: demographic information, personal interest information, behavior-tracking information, responses to other advertising content, locations of terminals used by the consumer, ~~and the time at which the consumer uses the system,~~ and any combination thereof;

maintaining a plurality of advertisements and online services;

selecting among said plurality of advertisements and online services based upon said profile;

providing selected advertisements and online services to said consumer.

23. (original) The method of claim 22, wherein said selecting step also uses said usage history information.

24. (previously presented) The method of claim 22, wherein said selecting step also uses the exact physical location of said terminal.

25. (original) The method of 22, wherein said selected advertisements are displayed to said consumer on a rolling basis.

26. (original) The method of claim 22, wherein said selecting step also uses the time said consumer logs on to said terminal.

27-42. (canceled)

APPLICATION No. 09/959,654
AMENDMENT AFTER ALLOWANCE UNDER 37 CFR § 1.312 DATED AUGUST 18, 2004

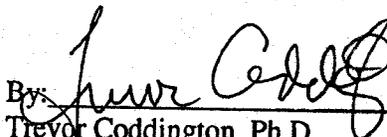
REMARKS

Applicants thank the Examiner for the Examiner's Amendment on May 19, 2004, placing the instant application in condition for allowance. By way of the present paper, Applicants wish to minimally amend the independent claims to better describe the claimed invention. Applicants believe that these amendments in no way affect the Examiner's determination that the claims are patentable in view of the cited prior art.

No fee is believed to be necessary for the entry and consideration of this Amendment. Nonetheless, in the event that a fee is deemed necessary by the United States Patent and Trademark Office in order to enter and consider this Amendment, please charge or credit such variance to the undersigned's Deposit Account No. 50-0206.

Respectfully submitted,

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By: 
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Dated: August 18, 2004

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