

EXHIBIT G
(PART 2 OF 3)

414 and memory control 416. X-Y counters 414 counts X and Y coordinates sequentially in order to keep track of the location of the pixel whose data is being scanned in at the current time. When LDV is inserted, the X counter is reset. When FDV is inserted, the Y counter is reset.

5 The signal Data includes the eight bit data value for each pixel. As data is read from sensor 410, memory control 416 determines whether the pixels meets a brightness threshold. That is, noise and other sources will cause a large number of pixels to receive some data. However, the pixels receiving the signal from the beacon will have at least a minimum brightness level. This
10 brightness threshold is set in a register (not shown) which can be set by processor 408. If the data for a particular pixel is above the brightness threshold, memory control 416 sends a write enable (WE) signal to memory 418, causing memory 418 to store the X and Y coordinates of the pixel, the data for that pixel and a code for that pixel. The code indicates that the data is
15 valid data, a new frame, end of frame or a flash. Processor 408 can read the data from memory 418 and process the data locally or transmit the data to the production center (e.g., to multiplexer 206).

 Many arenas do not allow photographers to use flashes on their cameras in order to prevent impairing a player's vision from random flashes during a
20 sporting event. In lieu of individual camera flashes, many arenas install a set of strobe flashes at or near the ceiling of the arenas and provide for communication between each photographer's camera and the set of strobe flashes. When the photographer takes a picture, the strobe flashes emit a flash of light, which may include an electromagnetic wave in the infrared spectrum.
25 In one embodiment, the system avoids using incorrect data due to sensors detecting a flash by using filters. A second embodiment connects a signal from a strobe flash to a computer which causes the system to ignore data sensed during a flash. A third embodiment includes using flash detectors. The flash

detector can be located anywhere in the arena suitable for sensing a strobe flash. Figure 7 shows flash detector 422 which detects a flash and sends a signal to memory control 416. Flash detector 422 includes a photo detector which can comprise, at least, a photo diode and an opamp. In front of the photo detector would be a filter that allows detection of signals in a spectrum that includes the signals emitted by the beacon. Connected to the opamp are components which can detect pulse edges.

The embodiment described in Figure 7 operates similar to the embodiment described in Figure 3. Some of the differences between the operation of the two embodiments are depicted in Figure 8. Similar to the embodiment in Figure 3, the embodiment in Figure 7 first captures and digitizes video data. In step 450, infrared data is received. In step 452, the system determines whether a target is found in the infrared data by monitoring the data stored in memory 418. Since memory control 416 only allows data above a threshold to be stored in memory 418, if a given frame of data from a sensor has pixel data stored in memory then a target is found. If a sensor is detecting false targets, then various error correction methods known in the art can be utilized. In step 454, the position of the target is determined in the frame of video by reading the X and Y coordinates stored with the pixel data in memory 418. Step 456 fine tunes the determined position information of the target to account for the error from the camera's platform or pan/tilt/zoom sensors. One alternative for accounting for the difference in optical axis is to use a transformation matrix; however, other mathematical solutions known in the art are also suitable. After step 456, the system can perform steps 312 through 318 as described with respect to Figure 5, however, any field of view data used is based on the size and position of the beacon's signal in the sensor's frame of video.

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A further alternative of Figure 7 includes using polarization. That is the infrared filter on sensor 410 is replaced or augmented with a polarized filter. A target to be replaced (e.g., a billboard) is treated with a spectral coating that allows only polarized light to reflect off the billboard. The filter and spectral coating are designed such that light reflecting off the billboard to sensor 410 will be completely blacked-out. The pixels that represent the position of the target in the sensor's frame of video will have a brightness value of zero or close to zero. Thus, memory control 416 is used to only store memory that has a brightness value of zero or below a threshold level.

10 The foregoing detailed description of the invention has been presented for purposes of illustration and description. It is not intended to be exhaustive or to limit the invention to the precise form disclosed, and obviously many modifications and variations are possible in light of the above teaching. The described embodiments of the system for enhancing the broadcast of a live event were chosen in order to best explain the principles of the invention and its practical application to thereby enable others skilled in the art to best utilize the invention in various embodiments and with various modifications as are suited to the particular use contemplated. The invention is, thus, intended to be used with many different types of live events including various sporting events and non-sporting events. It is intended that the scope of the invention be defined by the claims appended hereto.

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CLAIMS

What is claimed is:

1 ~~SUB 1~~ 1. A method for enhancing the broadcast of a live event,
2 comprising the steps of:
3 capturing first video using a first camera;
4 sensing field of view data representing a field of view of said first
5 camera;
6 determining a position and orientation of a video image of a target in
7 said captured video at least partially based on recognizing one or more portions
8 of said video image of said target in said captured video; and
9 modifying said captured video data by enhancing at least a segment of
10 said video image of said target.

1 2. The method according to claim 1, wherein said step of
2 determining a position includes the steps of:
3 determining a rough estimate of said position of said target in said
4 captured video using said field of view data; and
5 determining a more precise estimate of said position of said target in
6 said captured video using a pattern recognition technique.

1 3. The method according to claim 1, further including the step of:
2 determining whether said target is within said field of view of said first
3 camera.

1 4. The method according to claim 1, wherein:
2 the step of determining is also at least partially based on comparing said
3 field of view data to prestored location data for said target.

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bbm/ntgr/1006.001

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1 5. The method according to claim 1, wherein:
2 said step of modifying replaces a first advertisement with a second
3 advertisement.

1 6. The method according to claim 1, wherein:
2 said step of modifying replaces an image of a surface in a stadium with
3 an advertisement.

1 7. The method according to claim 1, wherein:
2 said step of modifying includes highlighting a portion of a playing field.

1 ~~SUB P3~~ 8. The method according to claim 1, wherein:
2 enhancing said video image of said target does not include
3 replacing said video image of said target; and
4 said method further including the step of accounting for
5 occlusions.

1 9. The method according to claim 1, further including the steps of:
2 capturing second video using a second camera, said second video
3 including said target, said second camera zoomed such that said target
4 substantially fills most of said second camera's field of view;
5 detecting an occlusion of said target in said second video; and
6 using said detection of said occlusion from said second video to
7 determine where said occlusion is positioned in said first video;
8 said step of modifying said first video does not replace said occlusion.

1 10. The method according to claim 1, further including the steps of:

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2 storing said target's location before said step of capturing; and
3 storing an unoccluded image of said target before said step of capturing.

1 11. A method according to claim 1, further including the step of:
2 learning changes to said target image.

1 12. The method according to claim 1, further including the steps of:
2 comparing said video image of said target in said captured video with
3 a video image stored in a memory; and
4 updating said memory to include a revised image of said target.

1 ¹⁶~~13~~ A method for enhancing the broadcast of a video image of a
2 target at a live event, comprising the steps of:
3 capturing a frame of video using a first camera;
4 sensing an electromagnetic signal transmitted from said target, said
5 electromagnetic signal not being visible to the human eye;
6 determining a position and orientation of said video image of said target
7 in said frame of video, at least partially based on said electromagnetic signal;
8 and
9 modifying said video data by enhancing at least a segment of said video
10 image of said target.

1 ¹⁷~~14~~ A method according to claim ¹⁶~~13~~, wherein:
2 said step of determining includes determining the pixel position of the
3 target in said sensor frame of data.

1 ¹⁸~~15~~ A method according to claim ¹⁶~~13~~, wherein
2 said electromagnetic signal is an infrared signal.

1 ~~19~~¹⁹ A method according to claim ~~13~~¹⁶, further including the step of:
2 storing data, based on said electromagnetic signal, that has a value
3 greater than a predetermined threshold.

1 ~~19~~²⁰ A method according to claim ~~13~~¹⁶, further including the step of:
2 ignoring data from said electromagnetic signal if sensed during a flash.

1 ~~18~~²¹ A method for enhancing the broadcast of a target at a live event,
2 comprising the steps of:
3 capturing a first frame of video using a first camera;
4 capturing a second frame of video using a second camera, said second
5 frame of video including said target;
6 determining if said target is within said first frame of video;
7 determining a position and orientation of said target in said first frame
8 of video;
9 detecting an occlusion of said target in said second frame of video;
10 determining where said detected occlusion is positioned in said first
11 frame of video at least partially based on said step of detecting; and
12 modifying said first frame of video by enhancing said target in said first
13 frame of video without enhancing said detected occlusion.

1 ~~19~~²² A method according to claim ~~18~~²¹, wherein:
2 said second camera is pointed at said target and is located substantially
3 adjacent said first camera;
4 said step of detecting an occlusion includes comparing at least a portion
5 of said second frame of video to an unoccluded image of said target.

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1 ²³~~20~~ A method according to claim ²²~~19~~, wherein:
 2 said second camera is zoomed such that said target fills a substantial
 3 portion of said second frame of video.

1 ²⁴~~21~~ A method according to claim ²²~~19~~, further including the steps of:
 2 storing said unoccluded image of said target prior to said step of
 3 capturing said first frame of video; and
 4 updating said stored unoccluded image of said target if lighting
 5 conditions change.

1 ^{SUB 3} 22. A system to be used with a first camera for enhancing the
 2 broadcast of a target at a live event, comprising:
 3 one or more field of view sensors coupled to said camera such that said
 4 one or more field of view sensors can detect field of view data representing said
 5 first camera's field of view;
 6 memory storing a location of said target; and
 7 one or more processors, in communication with said memory and said
 8 one or more field of view sensors, said one or more processors programmed to
 9 determine whether said target is within the field of view of said camera and to
 10 determine where said target is positioned within a frame of video of said first
 11 camera.

1 ^C ~~23~~ A system according to claim ^C~~22~~, wherein:
 2 said memory stores data representing a video image of said replacement
 3 graphic.

1 ^C ~~24~~ A system according to claim ^C~~22~~, further including:

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C 2 a video modification unit, in communication with said one or more
3 processors, for modifying said frame of video to enhance at least a section of
4 said video image of said target with a replacement graphic.

1 ~~44~~ ⁴³
~~25~~ A system according to claim ~~24~~, wherein:
2 said video modification unit is a linear keyer.

1 ~~45~~ ⁴³
~~26~~ A system according to claim ~~24~~, wherein:
2 said video modification unit is a processor.

1 ~~46~~ ⁴³
~~27~~ A system according to claim ~~24~~, wherein:
2 said video modification unit highlight a portion of a football field.

1 ~~47~~ ⁴³
~~28~~ A system according to claim ~~24~~, wherein:
2 said video modification unit replaces a first billboard with a second
3 billboard.

1 ~~48~~ ⁴³
~~29~~ A system according to claim ~~24~~, wherein:
2 said video modification unit adds a first billboard to said frame of video.

C 1 ~~30~~ ⁴³ A system according to claim ~~22~~, wherein:
2 said one or more field of view sensors includes a pan sensor, a tilt
3 sensor and a zoom sensor.

1 ~~31~~ ⁴³ A system according to claim ~~22~~, further including:
2 a second camera pointed at said target, in communication with said one
3 or more processors and located substantially adjacent to said first camera.

1 ~~32~~ A system according to claim ~~22~~ further including:
2 a video control in communication with said first camera and said one or
3 more processors;
4 a video mixer in communication with said second camera and said one
5 or more processors; and
6 a video delay unit in communication with said video control and said
7 video modification unit.

1 ²⁵~~33~~ A system for enhancing the broadcast of target at a live event,
2 comprising:
3 a plurality of broadcast cameras;
4 a plurality of field of view sensors, each sensor coupled to one of said
5 broadcast cameras;
6 a multiplexer in communication with said field of view sensors for
7 selectively transmitting a signal from one of said field of view sensors;
8 a video delay unit;
9 a video control unit in communication with said broadcast cameras, said
10 video control unit selectively transmits to said video delay unit a signal from
11 one of said broadcast cameras;
12 a plurality of dedicated cameras with a fixed field of view and pointed
13 at one of said plurality of targets, each dedicated camera located substantially
14 adjacent to a broadcast camera;
15 a video mixer in communication with said video control unit and said
16 dedicated camera for selectively transmitting a signal from one of said dedicated
17 cameras, said selected one of said dedicated cameras being substantially
18 adjacent to said selected one of said broadcast cameras;
19 memory storing the location of said targets;

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20 one or more processors, in communication with said memory and said
21 multiplexer, said one or more processors receives said selected signal from said
22 video control unit, said one or more processors programmed to determine
23 whether one of said targets is positioned within the field of view of one of said
24 broadcast cameras and to determine where said one target is within a frame of
25 video of said one broadcast camera;

26 a video modification unit, in communication with said one or more
27 processors, for modifying said frame of video to enhance at least a section of
28 said video image of said target with a replacement graphic.

1 ~~SUB 34~~ 34. A system, to be used with a first camera, for enhancing the
2 broadcast of a live event, comprising:
3 a target including an electromagnetic transmitter;
4 a sensor adapted to receive an electromagnetic signal from said target,
5 said electromagnetic signal is not visible to a human eye;
6 a memory storing the location of said target;
7 one or more processors, in communication with said memory and said
8 sensor, said one or more processors programmed to determine whether said
9 target is within the field of view of said first camera and to determine where
10 said target is within a frame of video of said first camera.

1 ~~35~~ ²⁷ 35. A system according to claim ~~34~~ ²⁶, further including:
2 a video modification unit, in communication with said one or more
3 processors, for modifying said frame of video to replace at least a section of
4 said video image of said target with at least a replacement graphic.

1 ~~36~~ ²⁸ 36. A system according to claim ~~34~~ ²⁶, wherein:
2 said electromagnetic signal is an infrared signal.

~~34~~ ~~35~~ ~~36~~
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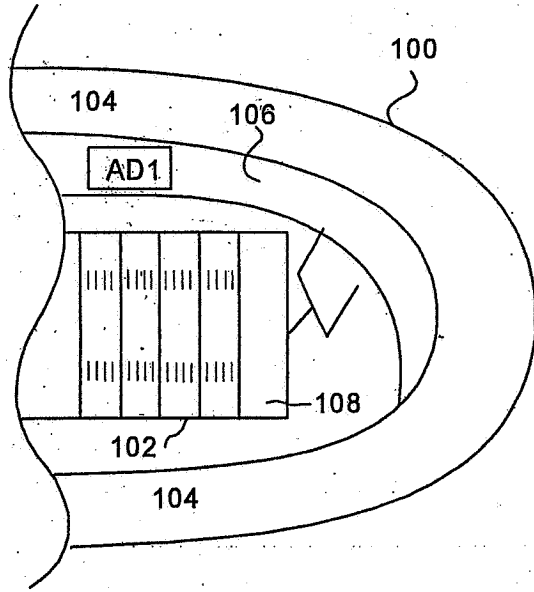
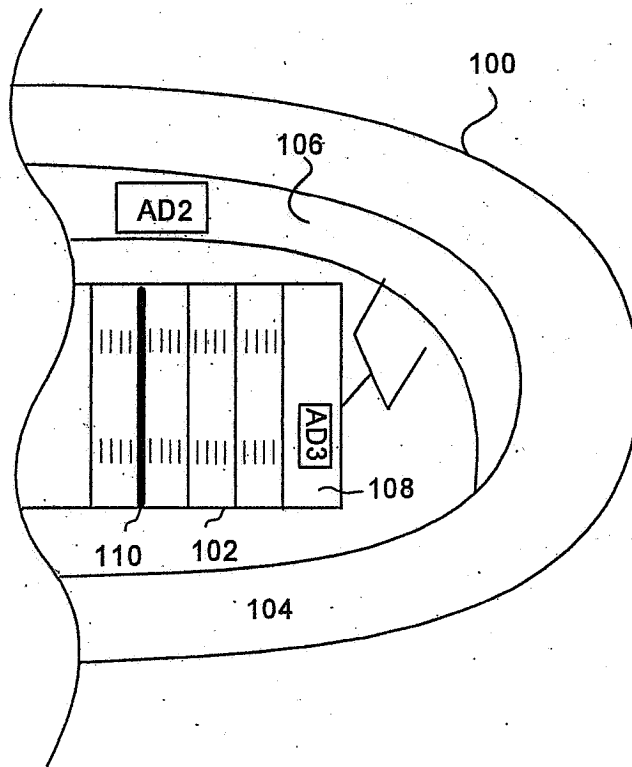


FIG. 1



AD4

FIG. 2

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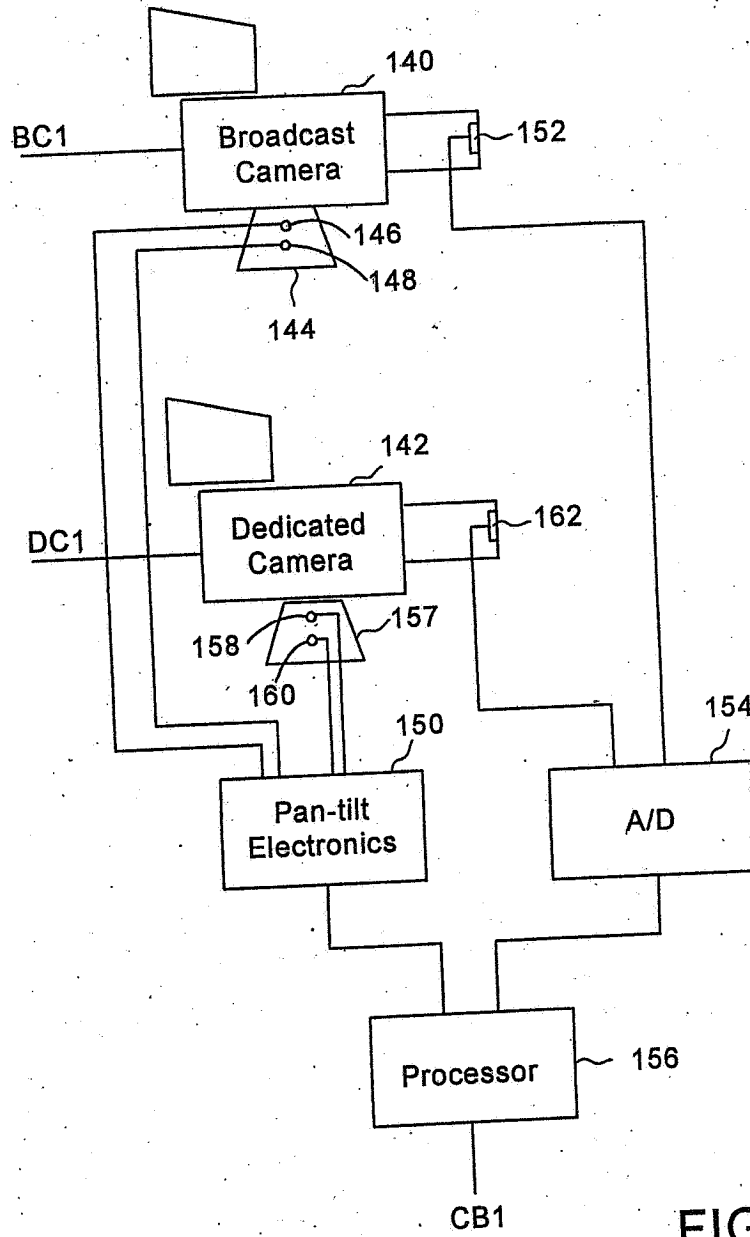


FIG. 3

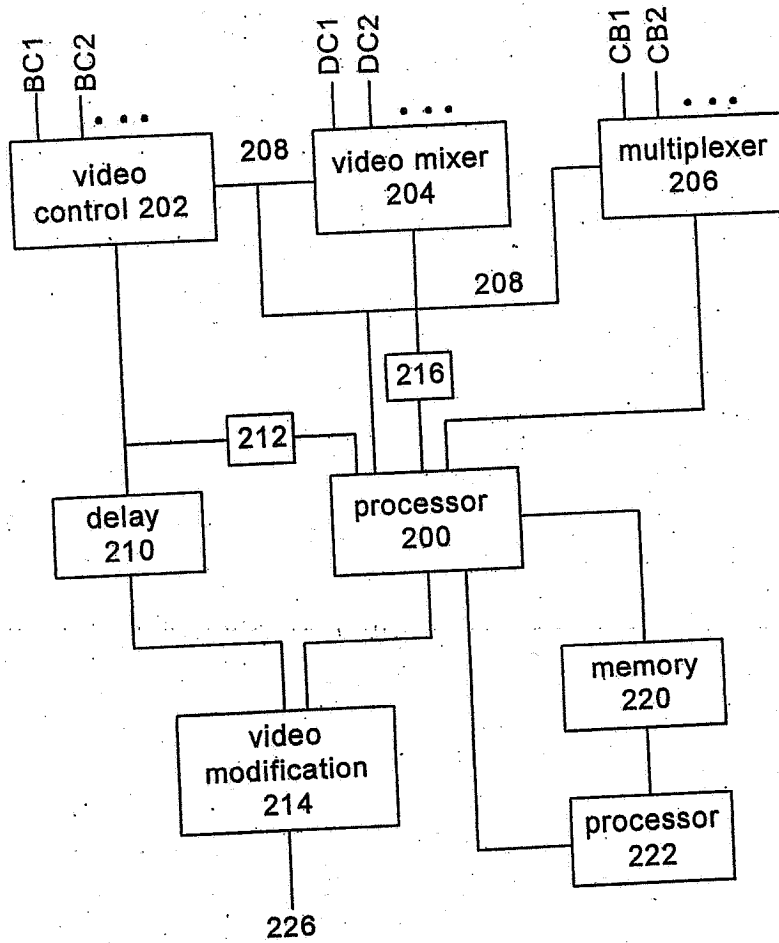


FIG. 4

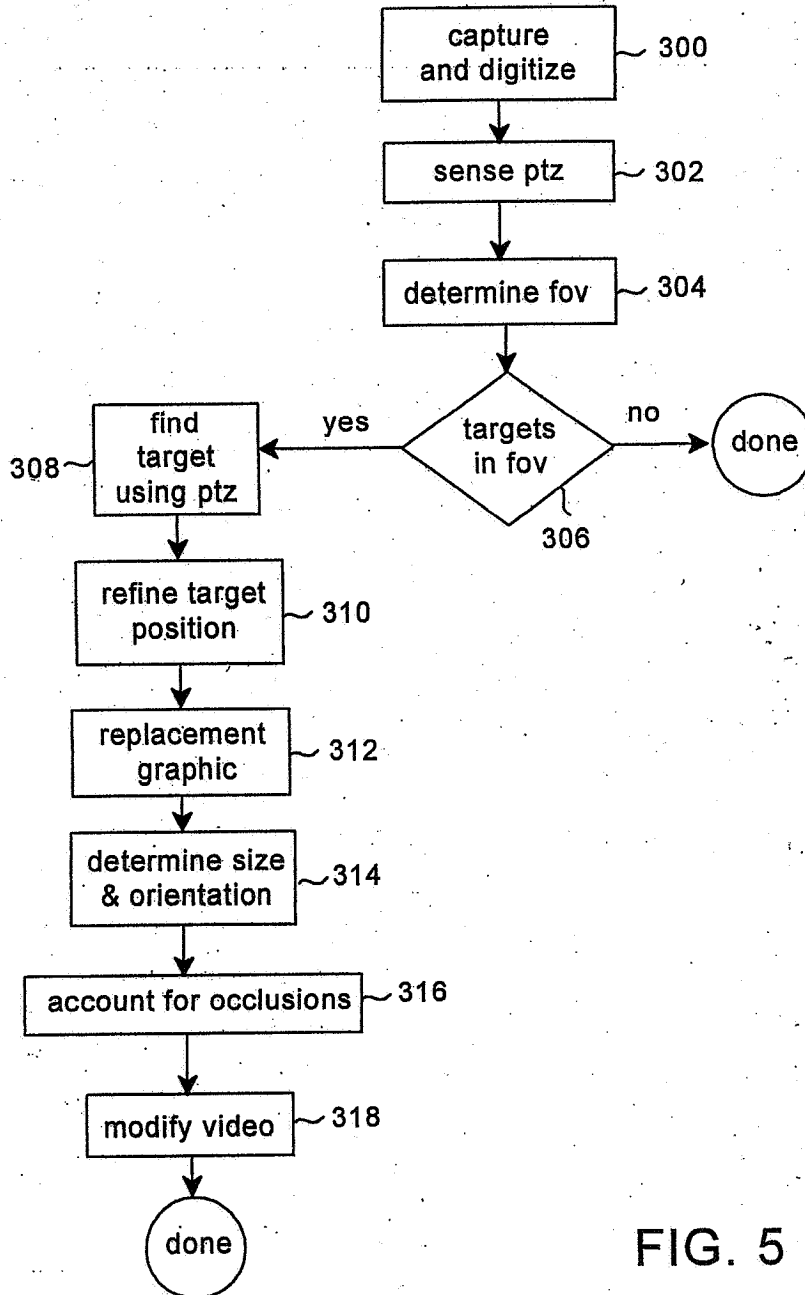


FIG. 5

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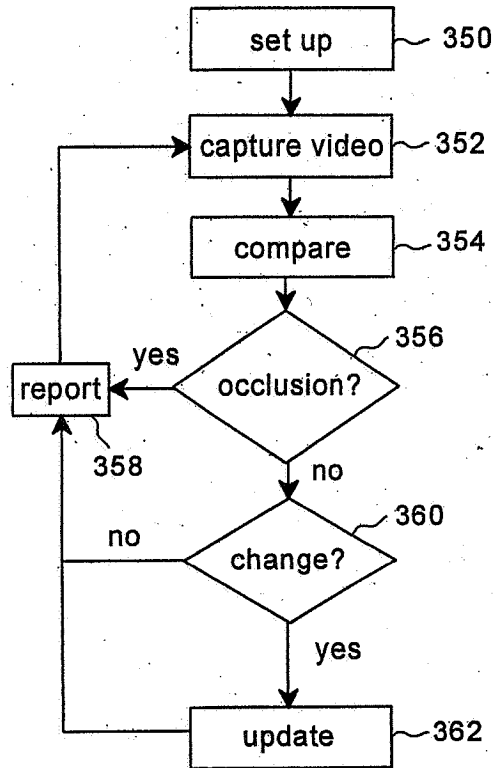


FIG. 6

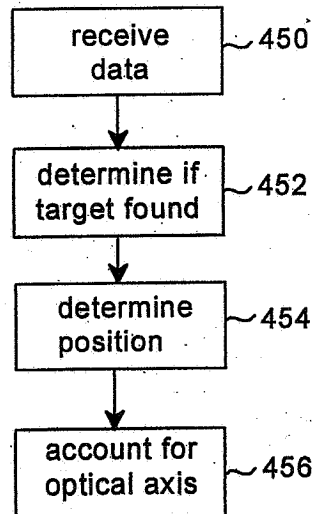


FIG. 8

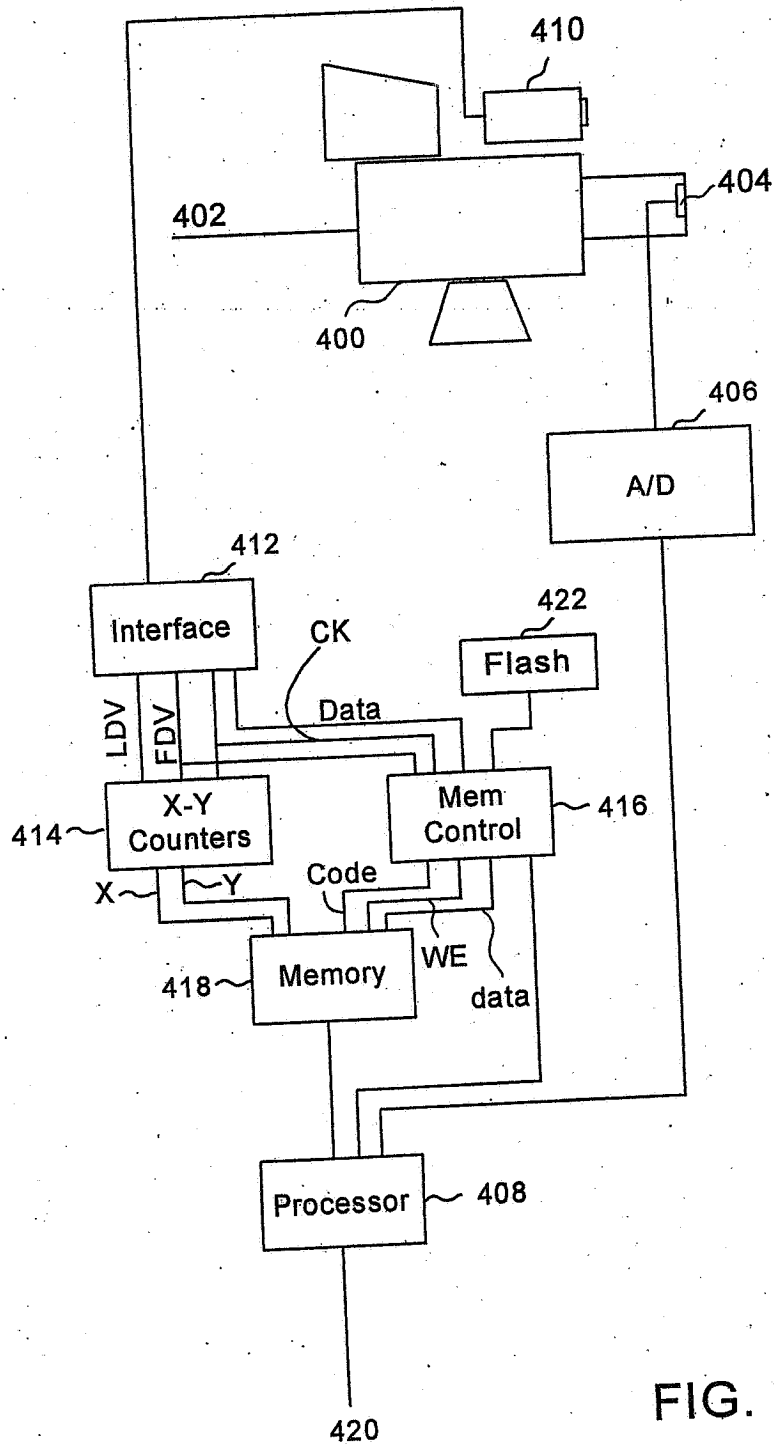


FIG. 7



374-10 103 0300
160.3 102 #44A
7-22-97
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application) PATENT APPLICATION
Inventors:) Winey, et al.
SC/Serial No.:) 08/735,020
Filed:) October 22, 1996
Title:) A METHOD AND APPARATUS FOR
) ENHANCING THE BROADCAST OF A
) LIVE EVENT

CERTIFICATE OF MAILING UNDER 37 C.F.R. § 1.8

I hereby certify that this correspondence is being deposited in the United States Postal Service with sufficient postage as first class mail in an envelope addressed to Assistant Commissioner for Patents, Washington, D.C. 20231, on February 3, 1997.

Burt Magen

Burt Magen, Reg. No. 37,175
Signature Date: February 3, 1997

PRELIMINARY AMENDMENT

Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

Please amend the above-identified application as follows:

In the Claims.

Please ADD the following claims:

SUBPS

1 37. (New) A method for enhancing the video presentation of a live event,

2 comprising the steps of:

140 AA 02/24/97 08715000

1 103 374.00 CK
1 102 160.00 CK

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Attorney Docket No.: NTGR1006MCF/BBM
bbm/ntgr/1006.017

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3 capturing a first image using a sensor, said first image including an image of a target;
4 sensing field of view data representing a field of view of said sensor; and
5 determining a position of said image of said target in said first image using said field
6 of view data and pattern recognition.

1 38. (New) A method according to claim 37, wherein:
2 said step of determining a position of said image of said target includes the steps of:
3 determining a range of positions within said first image for finding said image
4 of said target using said field of view data, and
5 determining a position of said image of said target in said first image using
6 pattern recognition, said step of determining a position at least partially based on said step of
7 determining a range.

1 39. (New) A method according to claim 38, further including the steps of:
2 modifying said first image; and
3 broadcasting said first image, said steps of capturing, modifying and broadcasting are
4 performed in real time during said live event.

1 40. (New) A method according to claim 37, wherein:
2 said step of determining a position of said image of said target includes the steps of:
3 determining an estimate of said position of said image of said target using said
4 field of view data, and
5 determining said position of said image of said target in said first image using
6 pattern recognition and said estimate of said position of said image of said target.

1 41. (New) A method according to claim 40, further including the steps of:
2 modifying said first image; and
3 broadcasting said first image, said steps of capturing, modifying and broadcasting are
4 performed in real time during said live event.

1 ^{SUB 66} 42. (New) A method according to claim 37, further including the steps of:
2 modifying said first image; and
3 broadcasting said first image, said steps of capturing, modifying and broadcasting are
4 performed in real time during said live event.

1 43. (New) The method according to claim 42, wherein:
2 said step of modifying replaces a first advertisement with a second advertisement.

1 44. (New) The method according to claim 42, wherein:
2 said step of modifying includes highlighting a portion of a playing field.

1 45. (New) The method according to claim 42, wherein:
2 said step of modifying includes editing said image of said target if said target is
3 occluded with respect to said sensor.

1 ^{SUB 67} 46. (New) A method according to claim 37, further including the step of:
2 determining an orientation of said image of said target in said first video image.

1 ~~47~~³³ (New) A method according to claim ~~37~~²⁹ wherein:
2 said field of view data includes pan and tilt data.

1 ~~48~~³⁴ (New) A method according to claim ~~37~~²⁹ wherein:
2 said sensor is a camera.

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SUB 287
1 ~~49~~³⁹ (New) An apparatus for enhancing a broadcast of a live event, comprising:
2 one or more field of view sensors adapted to be coupled to a camera such that said one
3 or more field of view sensors can detect field of view data representing said camera's field of
4 view; and
5 a processor in communication with said one or more field of view sensors, said
6 processor receives a first video image from said camera, said first video image includes an
7 image of said target, said processor is programmed to determine a position of said image of
8 said target in said first video image using said field of view data in combination with pattern
9 recognition software.

1 ~~50~~³⁹ (New) An apparatus according to claim ~~49~~³⁷ wherein:
2 said processor further programmed to determine an orientation of said image of said
3 target in said first video image.

1 ~~51~~⁴⁰ (New) An apparatus according to claim ~~49~~³⁷ wherein:
2 said processor further programmed to modify said first video image.

1 ~~52~~⁴¹ (New) An apparatus according to claim ~~49~~³⁷ further including:

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2 a keyer in communication with said processor, said keyer receiving said first video
3 image.

1 ~~33~~⁴² (New) An apparatus according to claim ~~40~~³⁷ further including:
2 means for accounting for occlusions.

Remarks

The Commissioner is authorized to charge any underpayment or credit any overpayment to Deposit Account No. 06-1325 for any matter in connection with this Preliminary Amendment.

Respectfully submitted,

Date: February 3, 1997

By: Burt Magen
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Attorney Docket No.: NTGR1006MCF/BBM
bbm/ntgr/1006.017



**UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office**

Address: COMMISSIONER OF PATENTS AND TRADEMARKS
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.
08/735,020	10/22/96	HONEY	S NTGR1006MCF/

LM11/0604
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SUITE 400
SAN FRANCISCO CA 94111-4156

EXAMINER

BRITTON, H

ART UNIT	PAPER NUMBER
2713	9

DATE MAILED:

06/04/98

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

Commissioner of Patents and Trademarks

Office Action Summary

Application No.
08/735,020

Applicant(s)
S. K. Honey et al.

Examiner
Howard W. Britton

Group Art Unit
2713

Responsive to communication(s) filed on Feb 7, 1997

This action is **FINAL**.

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.

A shortened statutory period for response to this action is set to expire THREE month(s), or thirty days, whichever is longer, from the mailing date of this communication. Failure to respond within the period for response will cause the application to become abandoned. (35 U.S.C. § 133). Extensions of time may be obtained under the provisions of 37 CFR 1.136(a).

Disposition of Claims

Claim(s) 1-53 is/are pending in the application.

Of the above, claim(s) _____ is/are withdrawn from consideration.

Claim(s) 18-33 is/are allowed.

Claim(s) 1-7, 13-17, 34-44, and 46-52 is/are rejected.

Claim(s) 8-12, 45, and 53 is/are objected to.

Claims _____ are subject to restriction or election requirement.

Application Papers

See the attached Notice of Draftsperson's Patent Drawing Review, PTO-948.

The drawing(s) filed on _____ is/are objected to by the Examiner.

The proposed drawing correction, filed on _____ is approved disapproved.

The specification is objected to by the Examiner.

The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. § 119

Acknowledgement is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d).

All Some* None of the CERTIFIED copies of the priority documents have been received.

received in Application No. (Series Code/Serial Number) _____

received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

*Certified copies not received: _____

Acknowledgement is made of a claim for domestic priority under 35 U.S.C. § 119(e).

Attachment(s)

Notice of References Cited, PTO-892

Information Disclosure Statement(s), PTO-1449, Paper Not(s). 5, 6, 7

Interview Summary, PTO-413

Notice of Draftsperson's Patent Drawing Review, PTO-948

Notice of Informal Patent Application, PTO-152

--- SEE OFFICE ACTION ON THE FOLLOWING PAGES ---

Serial Number: 08/735,020

Art Unit: 2615

1. This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103© and potential 35 U.S.C. 102(f) or (g) prior art under 35 U.S.C. 103(a).

2. 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 a patent granted on an application for patent by another filed in the United States before the invention thereof by the applicant for patent, or on an international application by another who has fulfilled the requirements of paragraphs (1), (2), and (4) of section 371© of this title before the invention thereof by the applicant for patent.

3. Claims 1-4, 7, 37-42, 44 and 46-52 are rejected under 35 U.S.C. 102(e) as being clearly anticipated by HANNA (5,566,251). Note particularly Col. 4, line 64-Col. 5, line 13.

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Page 3

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4. Claims 13-17, 34 and 36 are rejected under 35 U.S.C. 102(e) as being clearly anticipated by HONEY (5,564,698). Note particularly Col. 2, line 35-Col. 3, line 42.

5. 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 negated by the manner in which the invention was made.

The factual inquiries set forth in *Graham v. John Deere Co.*, 383 U.S. 1, 148 USPQ 459 (1966), that are applied for establishing a background for determining obviousness under 35 U.S.C. 103(a) are summarized as follows:

1. Determining the scope and contents of the prior art.
2. Ascertaining the differences between the prior art and the claims at issue.
3. Resolving the level of ordinary skill in the pertinent art.
4. Considering objective evidence present in the application indicating obviousness or nonobviousness.

6. Claim 35 is rejected under 35 U.S.C. 103(a) as being unpatentable over HONEY as applied to claim 34 above, and further in view of HANNA, as above. Honey shows all of applicants'

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Page 4

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claimed structure, as noted above, except for the substitution of video by a replacement graphic. HANNA shows as noted above that it was well known in the sports telecasting art to substitute graphical information for video information for advertising purposes. Therefore, one having ordinary skill in the sports telecasting art at the time that the invention was made would have been obviously motivated by the teachings of HANNA to include advertising graphics for the purposes of revenue enhancement.

7. Claims 5, 6, and 43 are rejected under 35 U.S.C. 103(a) as being unpatentable over HANNA as applied to claims 1 and 42 above, and further in view of ROSSER (5,564,698). HANNA shows all of applicants' claimed structure, as noted above, except for the substitution of one advertisement for another visually. ROSSER teaches Col. 8, line 47-Col. 9, line 25, that it was well known in the sports telecasting art to substitute advertising for paying sponsors for supplied advertising of nonpaying advertisers. Therefore, one having ordinary skill in the sports telecasting art at the time that the invention was made would have been obviously motivated by the teachings of ROSSER to substitute advertising of paying sponsors for supplied

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advertising of nonpaying advertisers for the purposes of revenue enhancement.

8. Claims 8-12, 45 and 53 are objected to as being dependent upon a rejected base claim, but would be allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims.

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

ABECASSIS	5,610,653
HANNA	5,488,675
BURT	5,063,603
EDELSON	4,591,897
RAHMAN	4,420,770.

10. Claims 8-12, 18-33, 45 and 53 are allowable over the art of record.

11. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Howard W. Britton whose telephone number is (703) 305-4724. The examiner

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can normally be reached on Monday through Friday from 8:30 to 3:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tommy Chin, can be reached on (703) 305-4715. The fax phone number for this Group is (703) 308-5399.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the Group receptionist whose telephone number is (703) 305-4700.

Any response to this action should be mailed to:

Commissioner of Patents and Trademarks
Washington, D.C. 20231

or faxed to:

(703) 308-9051, (for formal communication intended for entry)

or:

(703) 308-5399, (for informal or draft communications, please label "PROPOSED" or "DRAFT")

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Hand-delivered responses should be brought to Crystal Park
II, 2121 Crystal Drive, Arlington, VA., Sixth Floor
(Receptionist).

05-21-98 hwb


HOWARD BRITTON
PRIMARY EXAMINER

Notice of References Cited

Application No. 08/735,020	Applicant(s) S. K. Honey et al.
Examiner Howard W. Britton	Group Art Unit 2713
Page 1 of 1	

U.S. PATENT DOCUMENTS

	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS
A	5,566,251	10-96	Hanna	348	589
B	5,564,698	10-96	Honey	473	570
C	5,543,856	8-96	Roeser	348	589
D	5,610,653	3-97	Abecassis	348	170
E	5,488,675	1-96	Hanna	348	590
F	5,063,803	11-91	Burt	382	115
G	4,591,897	5-86	Edelson	348	589
H	4,420,770	12-83	Rahman	348	589
I					
J					
K					
L					
M					

FOREIGN PATENT DOCUMENTS

	DOCUMENT NO.	DATE	COUNTRY	NAME	CLASS	SUBCLASS
N						
O						
P						
Q						
R						
S						
T						

NON-PATENT DOCUMENTS

	DOCUMENT (Including Author, Title, Source, and Pertinent Pages)	DATE
U		
V		
W		
X		