EXHIBIT C

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US006829587B2

(12) **United States Patent**
Stone et al.

(10) **Patent No.: US 6,829,587 B2**
(45) **Date of Patent: Dec. 7, 2004**

(54) **METHOD OF USING A NETWORK OF COMPUTERS TO FACILITATE AND CONTROL THE PUBLISHING OF PRESENTATIONS TO A PLURALITY OF PRINT MEDIA VENUES**

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 11 days

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(22) Filed: **Jun. 7, 2002**

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Related U.S. Application Data

(63) Continuation of application No. 09/480,303, filed on Jan. 10, 2000, now Pat. No. 6,446,045

(51) **Int. Cl.**[7] **G06F 17/60**
(52) **U.S. Cl.** **705/26**; 705/14
(58) **Field of Search** 705/14, 26, 27

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Primary Examiner—Bryan Jaketic
(74) *Attorney, Agent, or Firm*—Henry Croskell, Esq

(57) **ABSTRACT**

"The present invention is a method and apparatus that allows individual competing, as well as complementing suppliers, vendors, service providers, purveyors, and other types of sellers as companies, individuals, or as any other entity, controlled design and publication of print media advertising and outreach. The present invention allows for standards or guidelines to be set by print media and then automatically applied in the creation of advertising or outreach presentations."

68 Claims, 35 Drawing Sheets

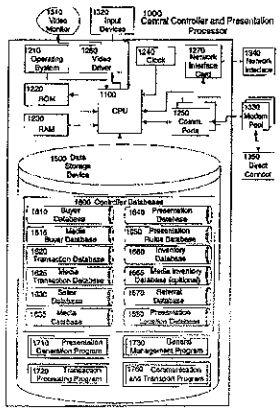


Fig. 1a

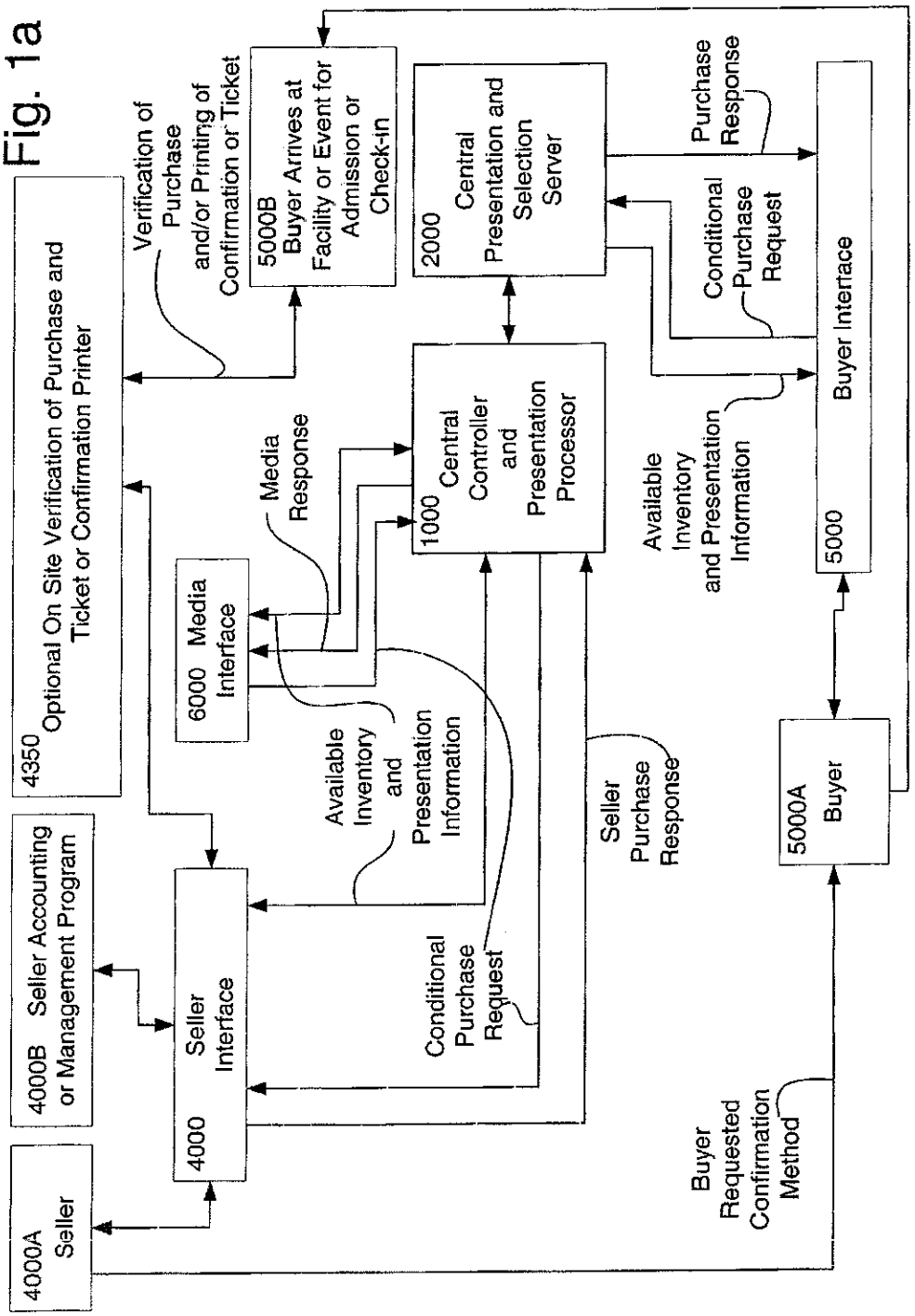

4000A Seller
4000B Seller Accounting or Management Program
4000 Seller Interface
4350 Optional On Site Verification of Purchase and Ticket or Confirmation Printer
Verification of Purchase and/or Printing of Confirmation or Ticket
5000B Buyer Arrives at Facility or Event for Admission or Check-in
6000 Media Interface
Media Response
1000 Central Controller and Presentation Processor
2000 Central Presentation and Selection Server
Purchase Response
Conditional Purchase Request
Buyer Interface
5000
Available Inventory and Presentation Information
Available Inventory and Presentation Information
Conditional Purchase Request
Seller Purchase Response
5000A Buyer
Buyer Requested Confirmation Method

Fig. 1b

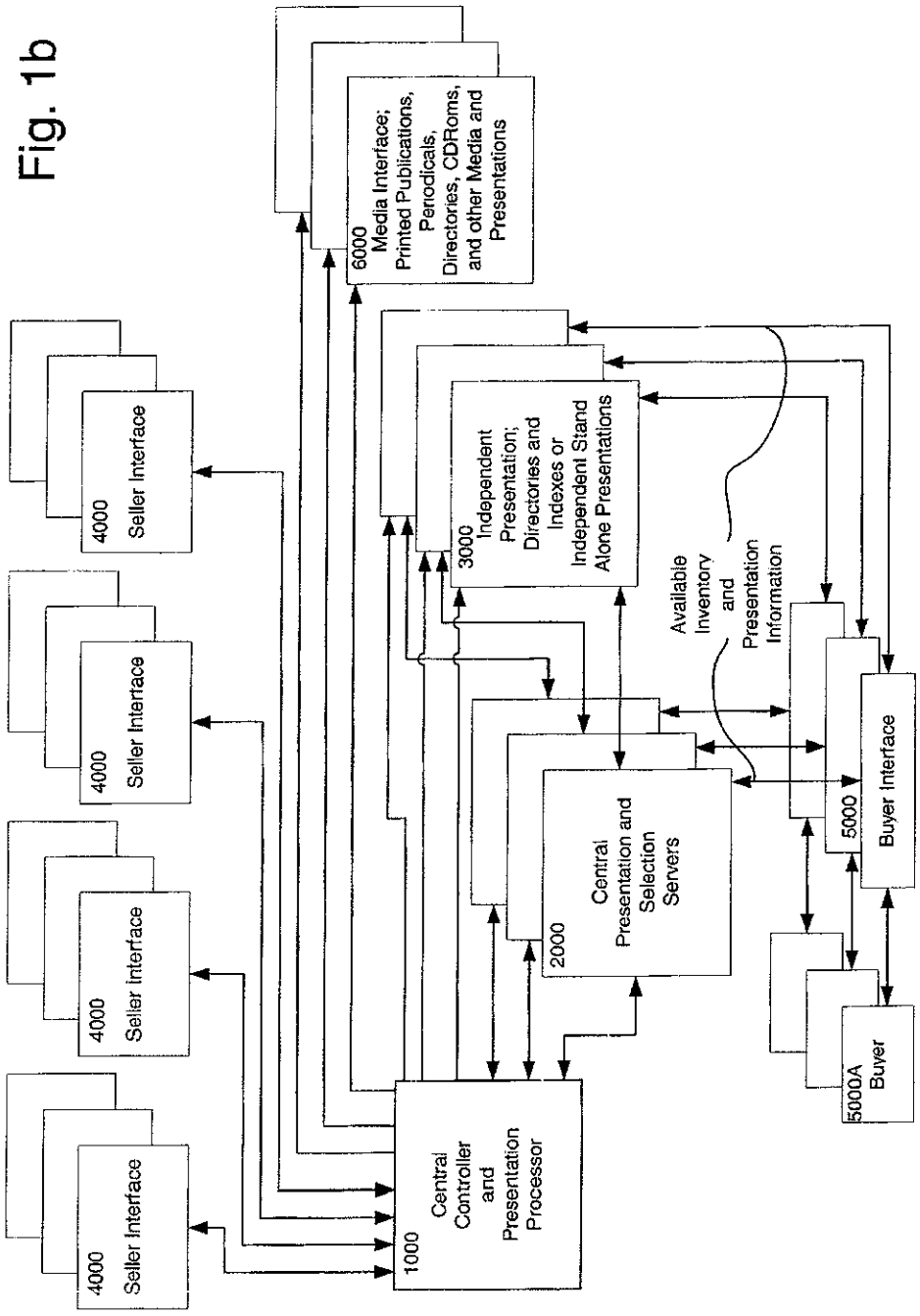

6000
Media Interface;
Printed Publications,
Periodicals,
Directories, CDRoms,
and other Media and
Presentations
3000
Independent
Presentation;
Directories and
Indexes or
Independent Stand
Alone Presentations
Available
Inventory
and
Presentation
Information
4000
Seller Interface
4000
Seller Interface
4000
Seller Interface
4000
Seller Interface
2000
Central
Presentation and
Selection
Servers
5000
Buyer Interface
5000A
Buyer
1000
Central
Controller
and
Presentation
Processor

Fig. 2a

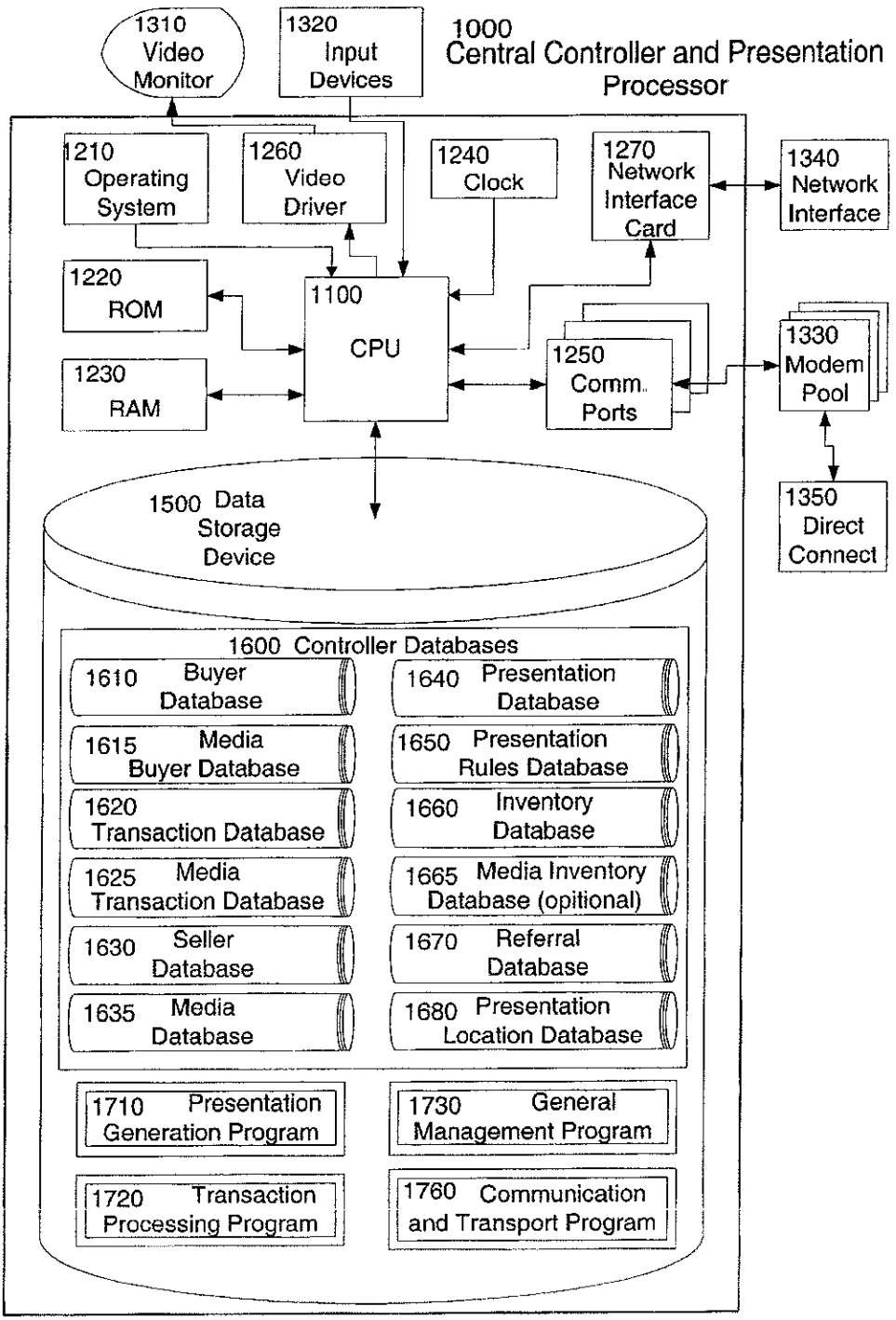

1310 Video Monitor
1320 Input Devices
1000 Central Controller and Presentation Processor
1210 Operating System
1260 Video Driver
1240 Clock
1270 Network Interface Card
1340 Network Interface
1220 ROM
1100 CPU
1230 RAM
1250 Comm. Ports
1330 Modem Pool
1350 Direct Connect
1500 Data Storage Device
1600 Controller Databases
1610 Buyer Database
1640 Presentation Database
1615 Media Buyer Database
1650 Presentation Rules Database
1620 Transaction Database
1660 Inventory Database
1625 Media Transaction Database
1665 Media Inventory Database (opitional)
1630 Seller Database
1670 Referral Database
1635 Media Database
1680 Presentation Location Database
1710 Presentation Generation Program
1730 General Management Program
1720 Transaction Processing Program
1760 Communication and Transport Program

Fig. 2b

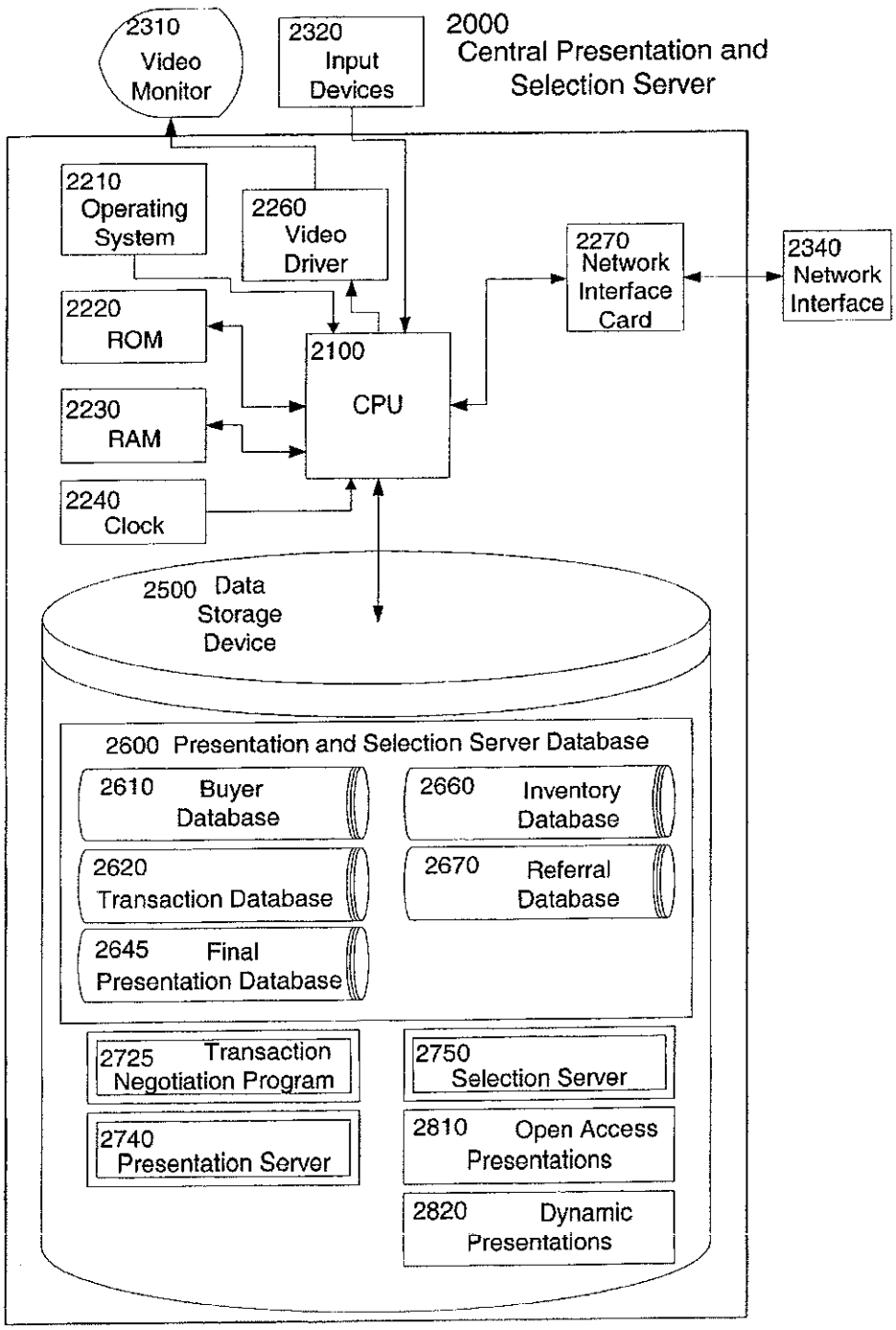

2310 Video Monitor
2320 Input Devices
2000 Central Presentation and Selection Server
2210 Operating System
2260 Video Driver
2270 Network Interface Card
2340 Network Interface
2220 ROM
2100 CPU
2230 RAM
2240 Clock
2500 Data Storage Device
2600 Presentation and Selection Server Database
2610 Buyer Database
2660 Inventory Database
2620 Transaction Database
2670 Referral Database
2645 Final Presentation Database
2725 Transaction Negotiation Program
2750 Selection Server
2740 Presentation Server
2810 Open Access Presentations
2820 Dynamic Presentations

Fig. 2c

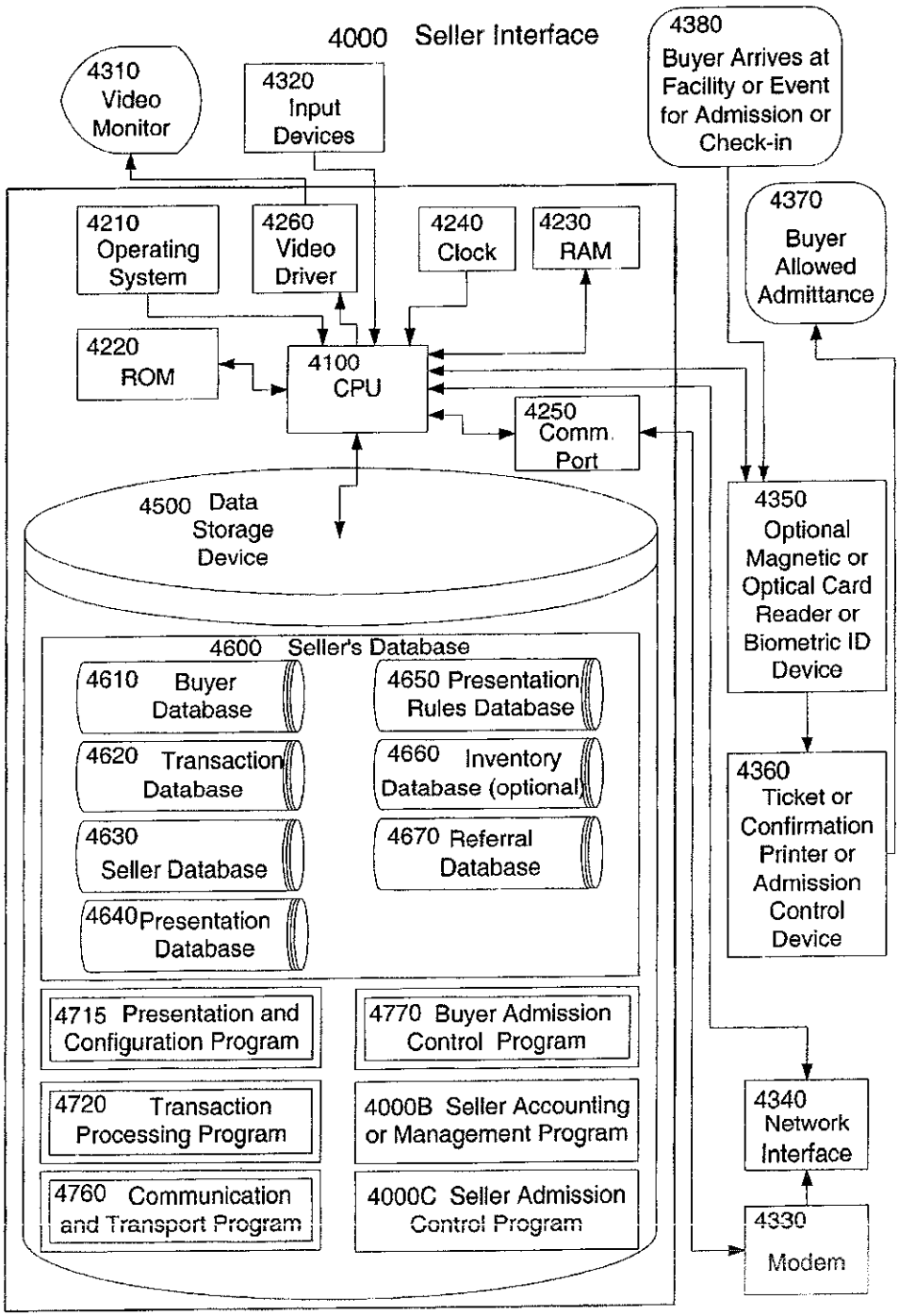

4000 Seller Interface
4310 Video Monitor
4320 Input Devices
4380 Buyer Arrives at Facility or Event for Admission or Check-in
4370 Buyer Allowed Admittance
4210 Operating System
4260 Video Driver
4240 Clock
4230 RAM
4220 ROM
4100 CPU
4250 Comm. Port
4500 Data Storage Device
4350 Optional Magnetic or Optical Card Reader or Biometric ID Device
4600 Seller's Database
4610 Buyer Database
4650 Presentation Rules Database
4620 Transaction Database
4660 Inventory Database (optional)
4630 Seller Database
4670 Referral Database
4640 Presentation Database
4360 Ticket or Confirmation Printer or Admission Control Device
4715 Presentation and Configuration Program
4770 Buyer Admission Control Program
4720 Transaction Processing Program
4000B Seller Accounting or Management Program
4760 Communication and Transport Program
4000C Seller Admission Control Program
4340 Network Interface
4330 Modem

Fig. 2d

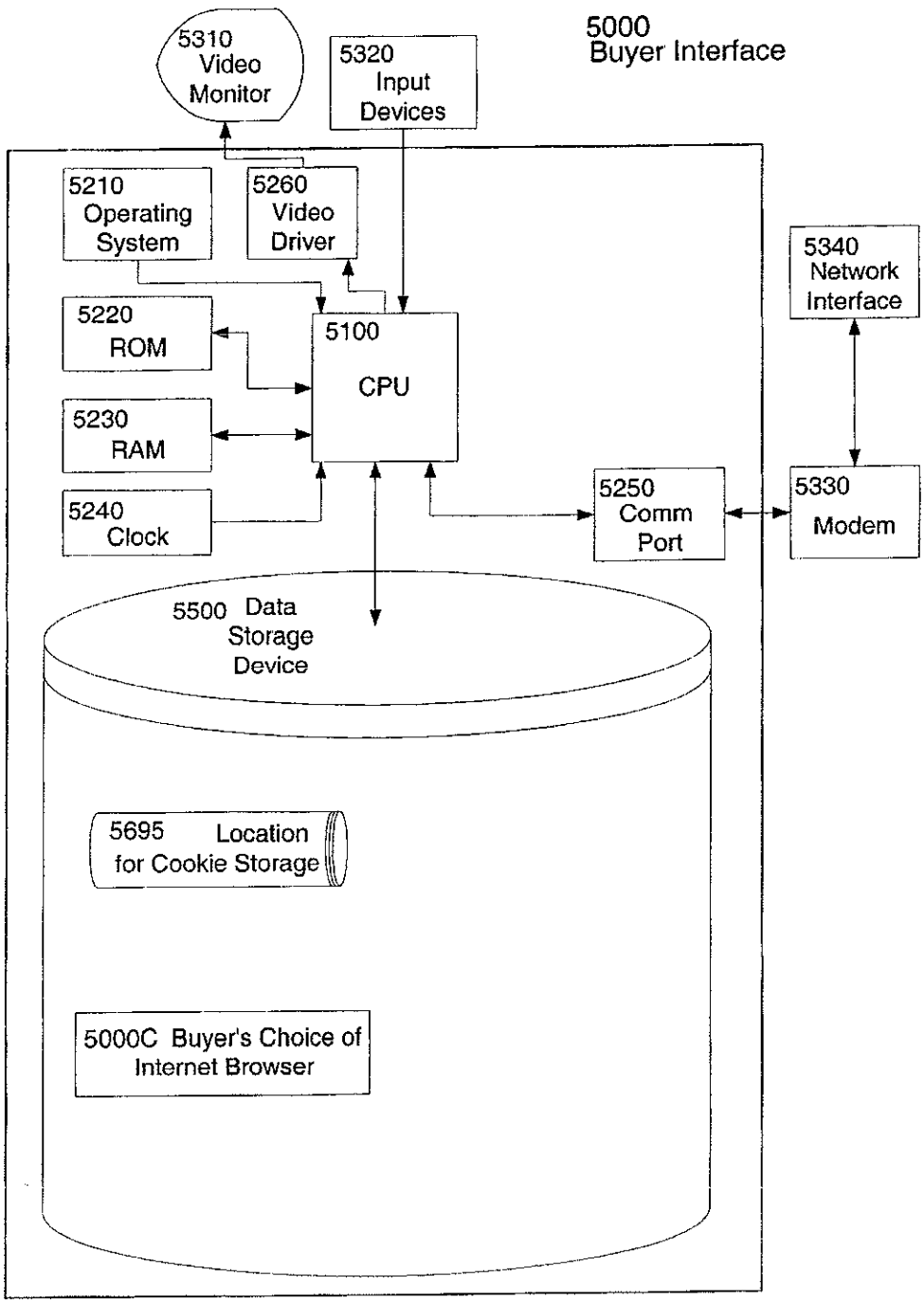

5000
Buyer Interface
5310
Video
Monitor
5320
Input
Devices
5210
Operating
System
5260
Video
Driver
5340
Network
Interface
5220
ROM
5100
CPU
5230
RAM
5240
Clock
5250
Comm
Port
5330
Modem
5500 Data
Storage
Device
5695 Location
for Cookie Storage
5000C Buyer's Choice of
Internet Browser

Fig. 2e

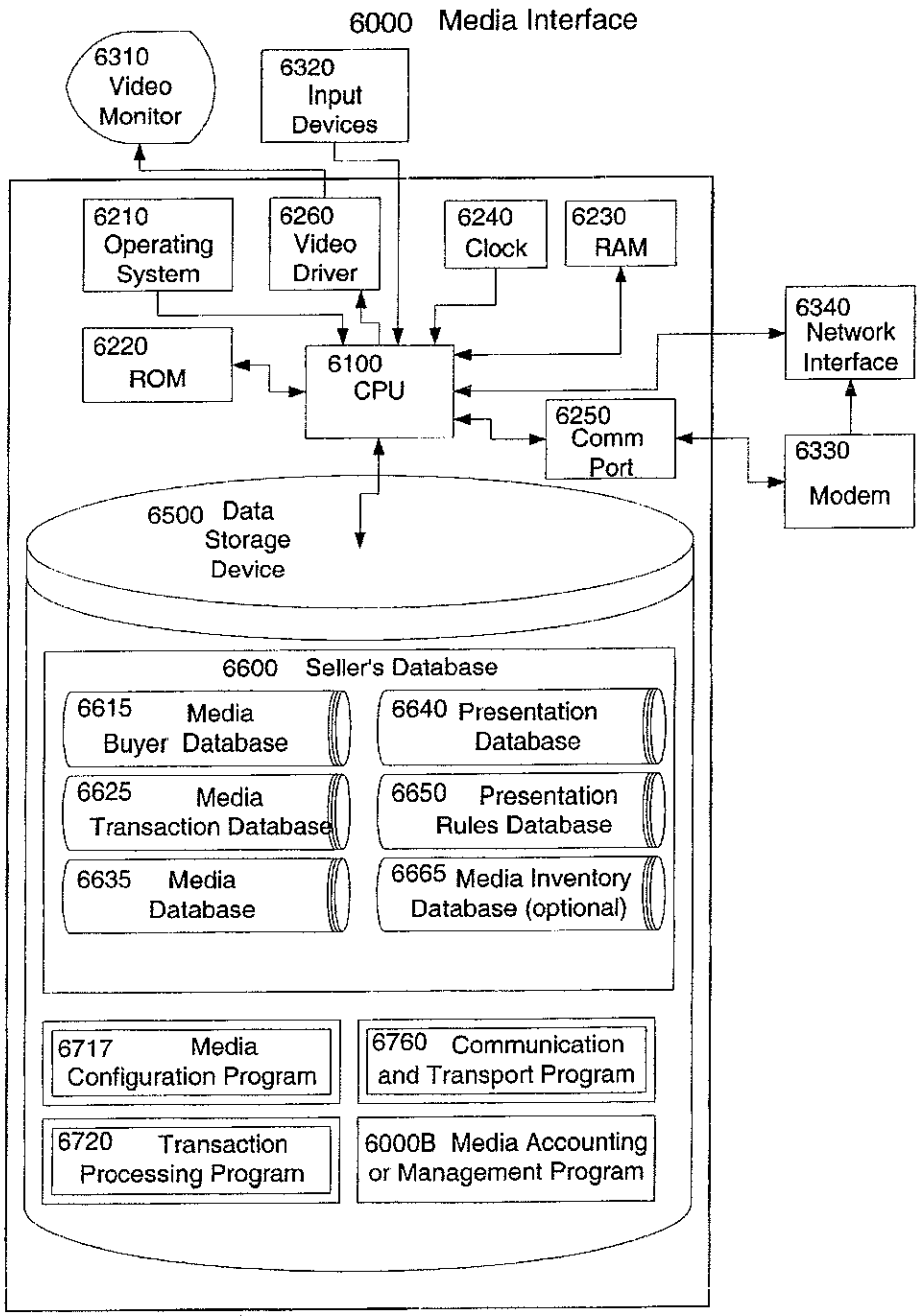

6000 Media Interface
6310 Video Monitor
6320 Input Devices
6210 Operating System
6260 Video Driver
6240 Clock
6230 RAM
6340 Network Interface
6220 ROM
6100 CPU
6250 Comm Port
6330 Modem
6500 Data Storage Device
6600 Seller's Database
6615 Media Buyer Database
6640 Presentation Database
6625 Media Transaction Database
6650 Presentation Rules Database
6635 Media Database
6665 Media Inventory Database (optional)
6717 Media Configuration Program
6760 Communication and Transport Program
6720 Transaction Processing Program
6000B Media Accounting or Management Program

Fig. 3a

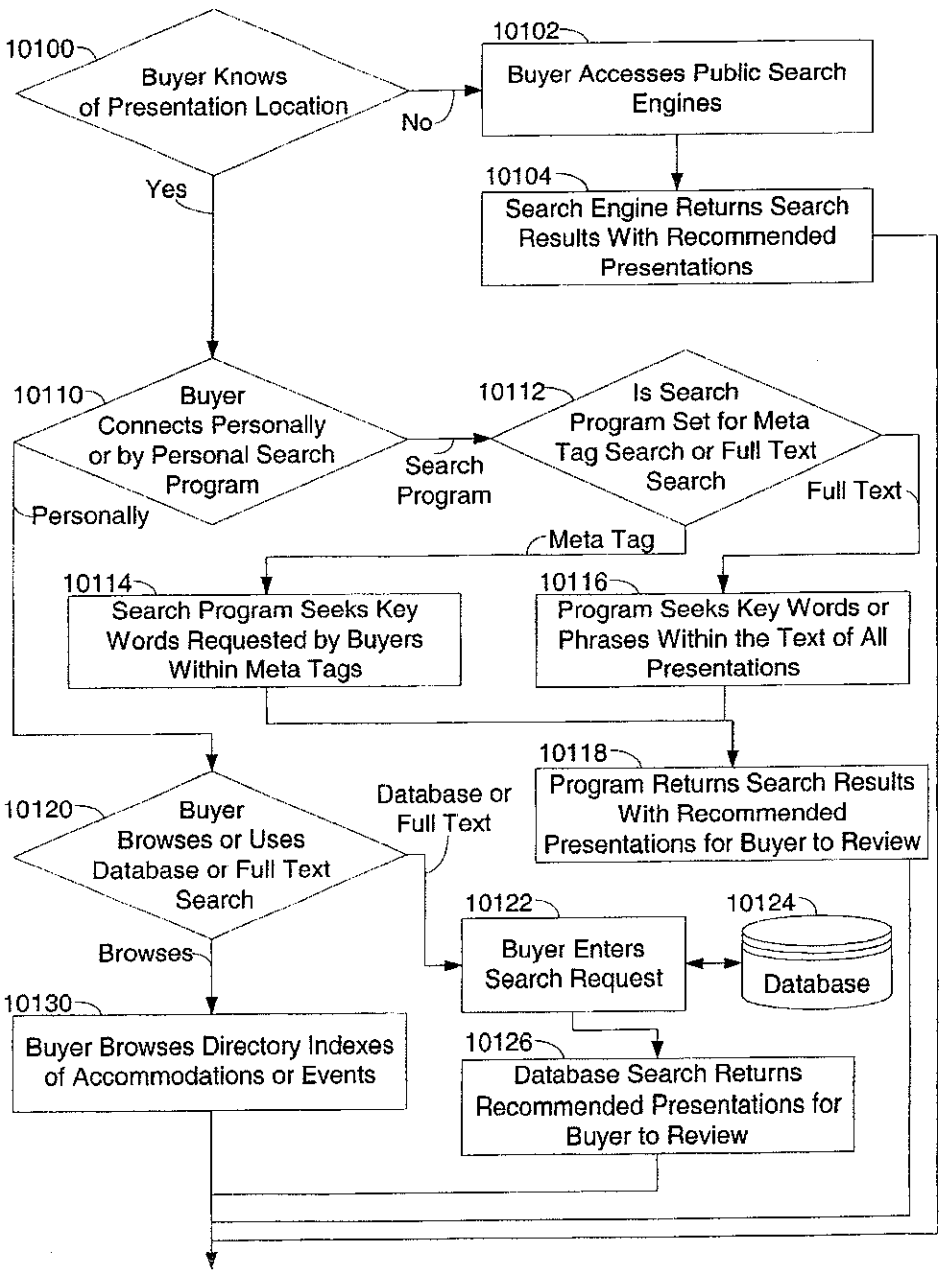

10100
Buyer Knows of Presentation Location
No
Yes
10102
Buyer Accesses Public Search Engines
10104
Search Engine Returns Search Results With Recommended Presentations
10110
Buyer Connects Personally or by Personal Search Program
Personally
Search Program
10112
Is Search Program Set for Meta Tag Search or Full Text Search
Full Text
Meta Tag
10114
Search Program Seeks Key Words Requested by Buyers Within Meta Tags
10116
Program Seeks Key Words or Phrases Within the Text of All Presentations
10118
Program Returns Search Results With Recommended Presentations for Buyer to Review
10120
Buyer Browses or Uses Database or Full Text Search
Database or Full Text
Browses
10122
Buyer Enters Search Request
10124
Database
10130
Buyer Browses Directory Indexes of Accommodations or Events
10126
Database Search Returns Recommended Presentations for Buyer to Review

Fig. 3b

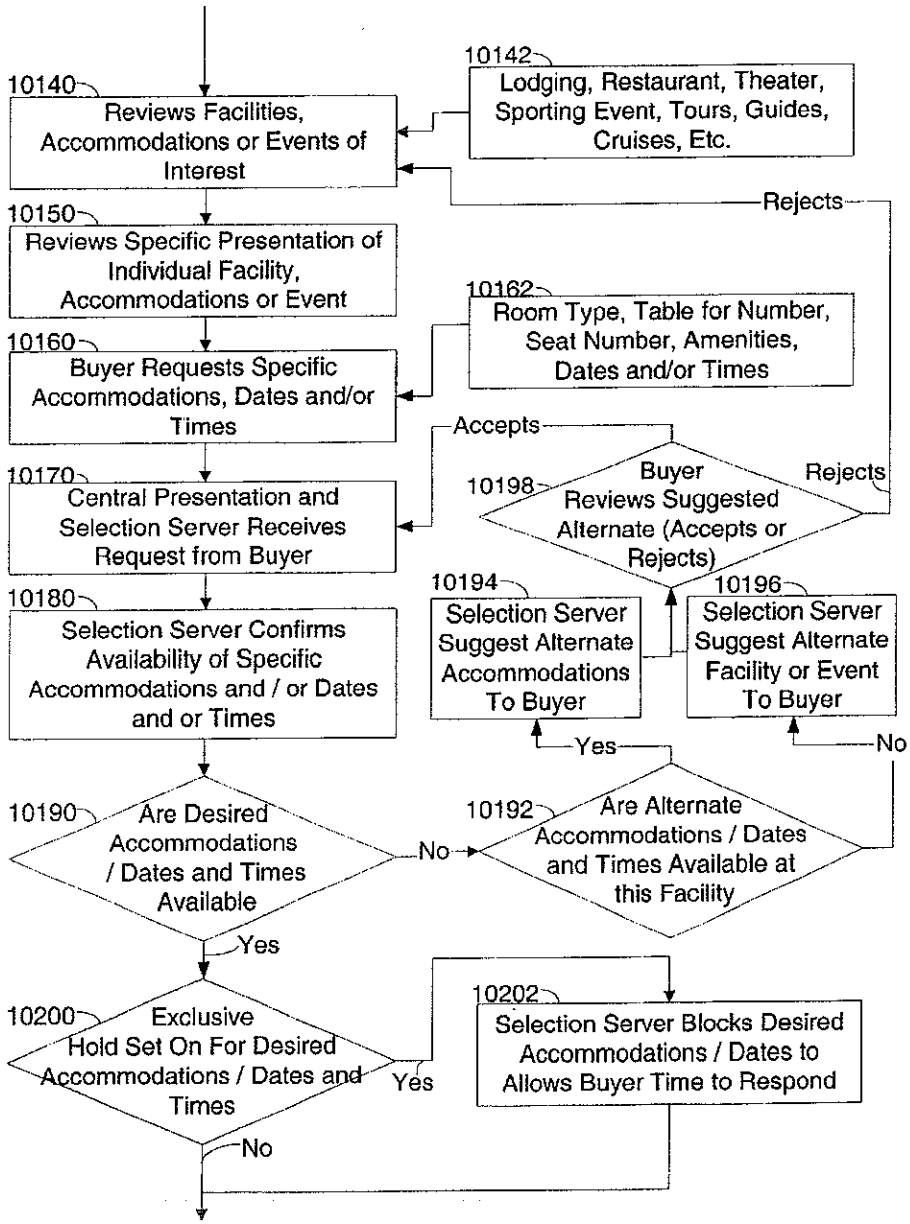

10140
Reviews Facilities, Accommodations or Events of Interest
10142
Lodging, Restaurant, Theater, Sporting Event, Tours, Guides, Cruises, Etc.
Rejects
10150
Reviews Specific Presentation of Individual Facility, Accommodations or Event
10162
Room Type, Table for Number, Seat Number, Amenities, Dates and/or Times
10160
Buyer Requests Specific Accommodations, Dates and/or Times
Accepts
10170
Central Presentation and Selection Server Receives Request from Buyer
10198
Buyer Reviews Suggested Alternate (Accepts or Rejects)
Rejects
10194
Selection Server Suggest Alternate Accommodations To Buyer
10196
Selection Server Suggest Alternate Facility or Event To Buyer
10180
Selection Server Confirms Availability of Specific Accommodations and / or Dates and or Times
Yes
No
10190
Are Desired Accommodations / Dates and Times Available
No
10192
Are Alternate Accommodations / Dates and Times Available at this Facility
Yes
10200
Exclusive Hold Set On For Desired Accommodations / Dates and Times
Yes
10202
Selection Server Blocks Desired Accommodations / Dates to Allows Buyer Time to Respond
No

Fig. 3c

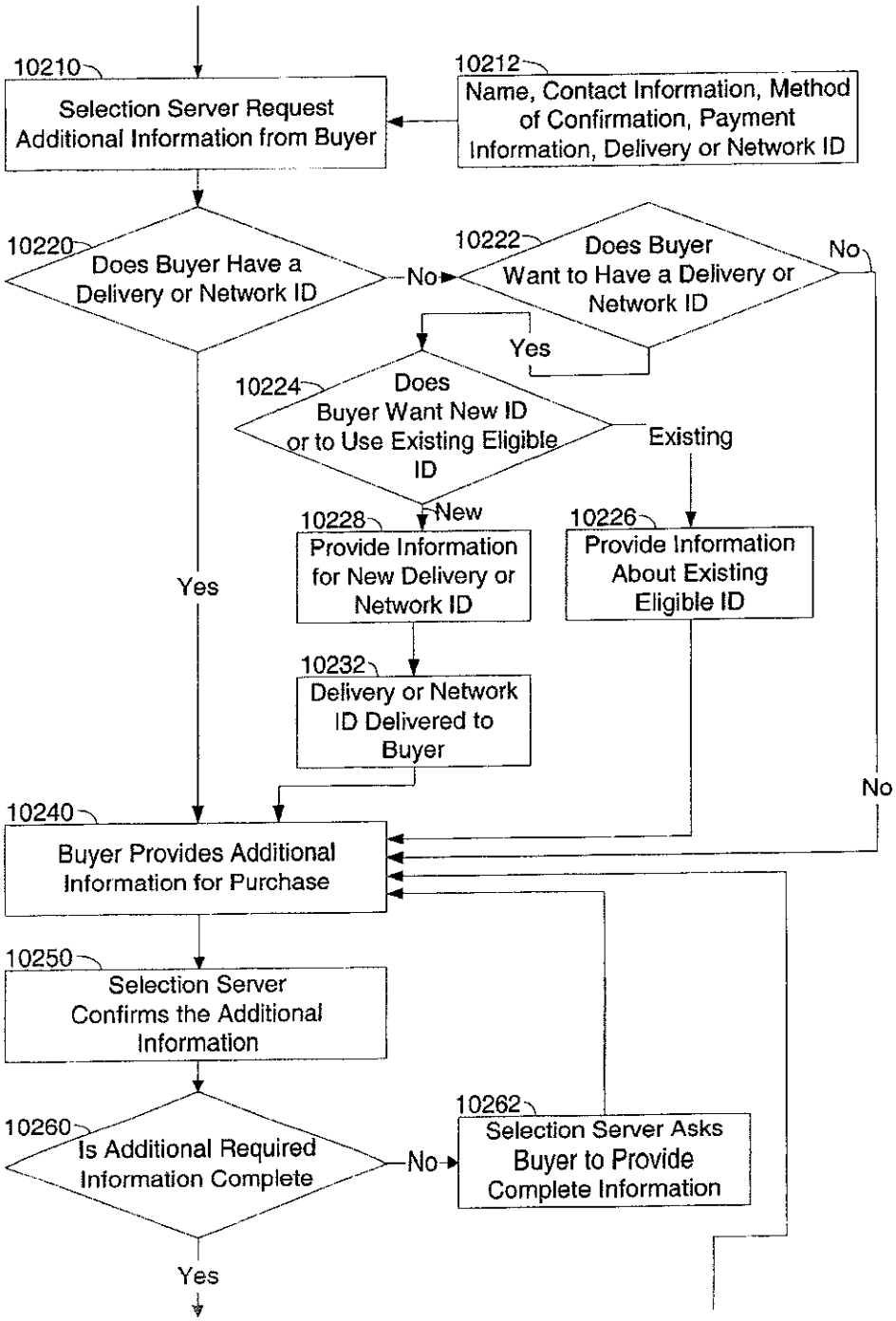

10210
Selection Server Request Additional Information from Buyer
10212
Name, Contact Information, Method of Confirmation, Payment Information, Delivery or Network ID
10220
Does Buyer Have a Delivery or Network ID
No
10222
Does Buyer Want to Have a Delivery or Network ID
No
Yes
10224
Does Buyer Want New ID or to Use Existing Eligible ID
Existing
New
10228
Provide Information for New Delivery or Network ID
10226
Provide Information About Existing Eligible ID
Yes
10232
Delivery or Network ID Delivered to Buyer
No
10240
Buyer Provides Additional Information for Purchase
10250
Selection Server Confirms the Additional Information
10260
Is Additional Required Information Complete
No
10262
Selection Server Asks Buyer to Provide Complete Information
Yes

Fig. 3d

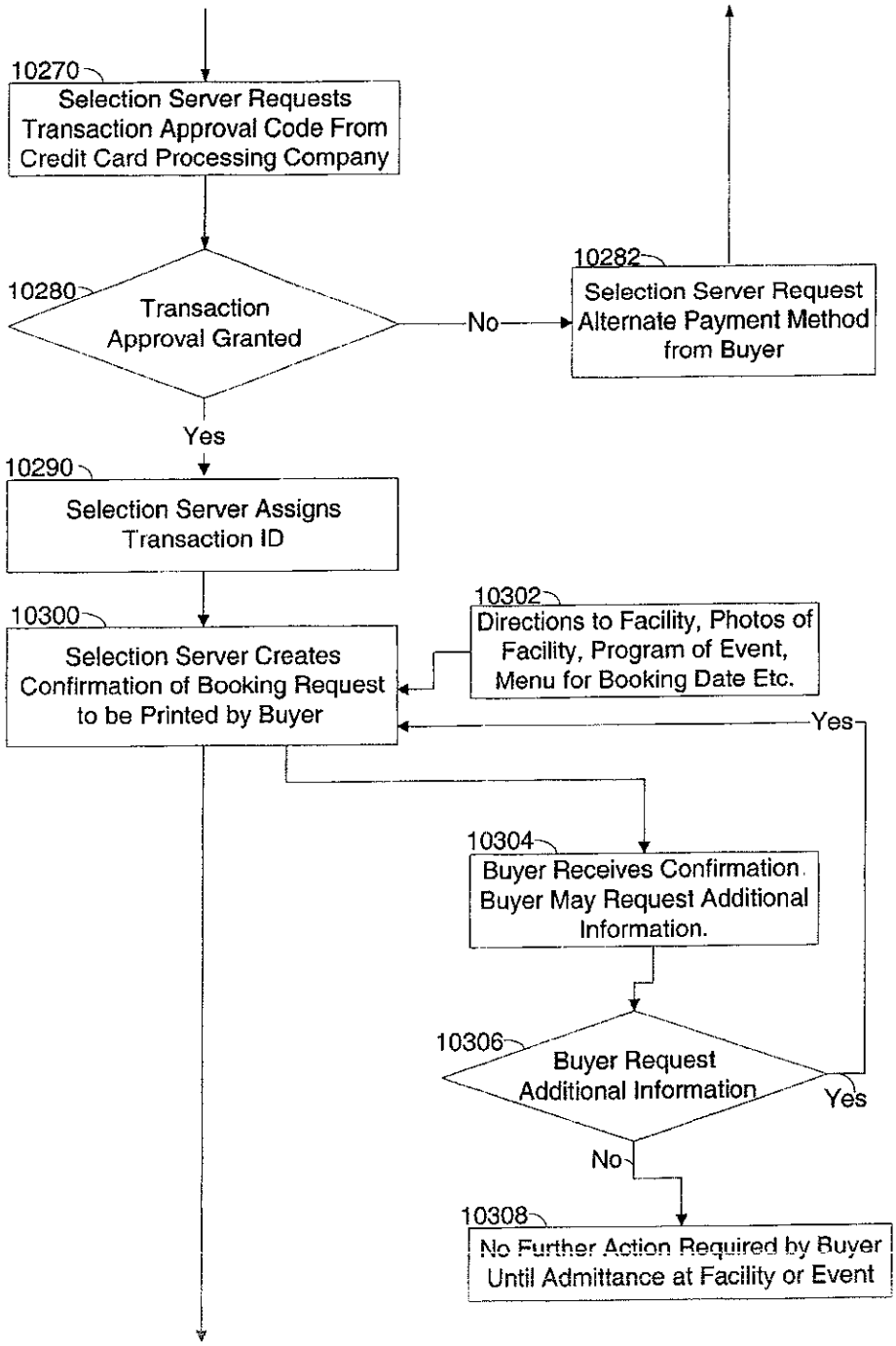

10270
Selection Server Requests Transaction Approval Code From Credit Card Processing Company
10280
Transaction Approval Granted
No
10282
Selection Server Request Alternate Payment Method from Buyer
Yes
10290
Selection Server Assigns Transaction ID
10300
Selection Server Creates Confirmation of Booking Request to be Printed by Buyer
10302
Directions to Facility, Photos of Facility, Program of Event, Menu for Booking Date Etc.
Yes
10304
Buyer Receives Confirmation Buyer May Request Additional Information.
10306
Buyer Request Additional Information
Yes
No
10308
No Further Action Required by Buyer Until Admittance at Facility or Event

Fig. 3e

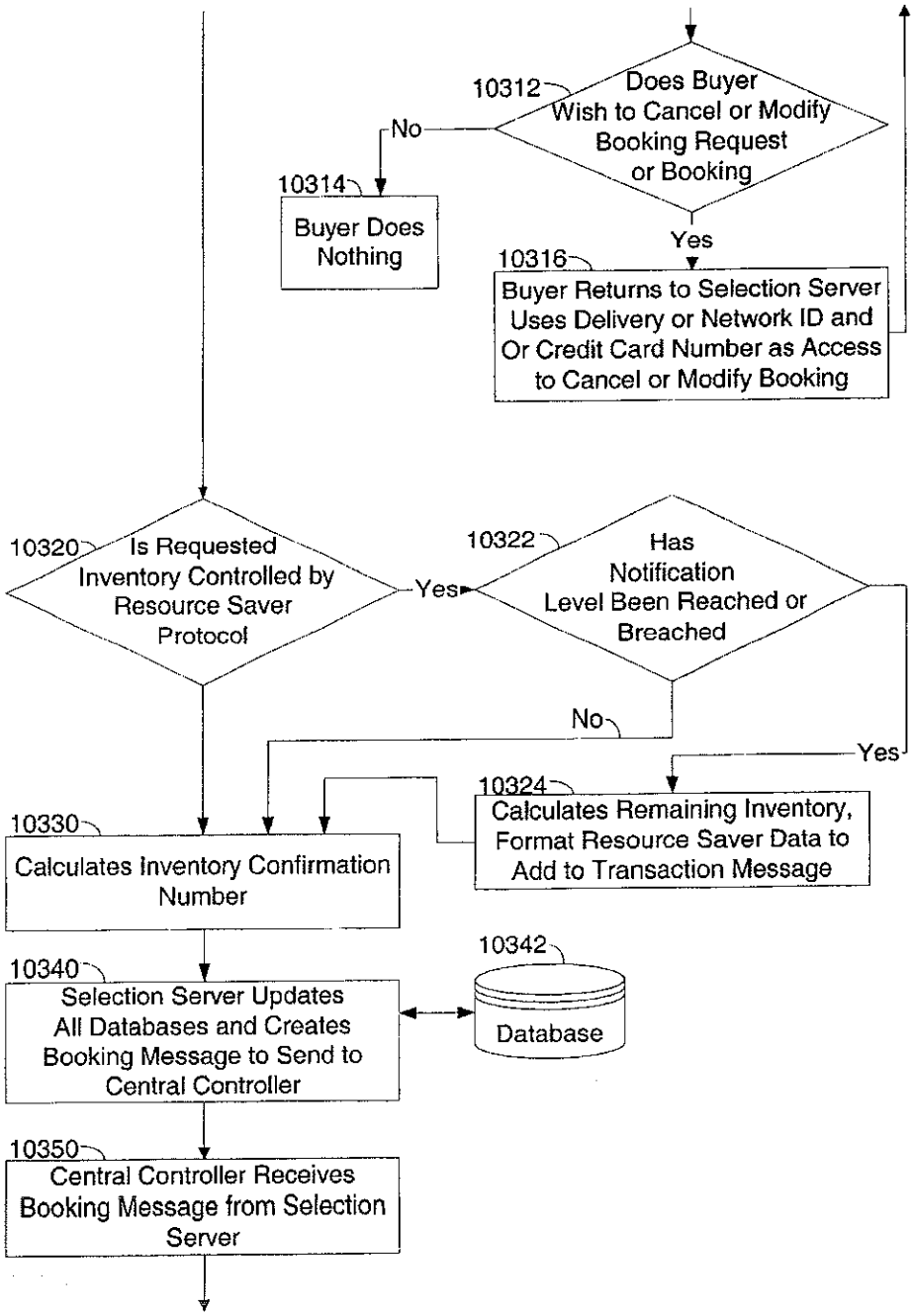

10312
Does Buyer Wish to Cancel or Modify Booking Request or Booking
No
Yes
10314
Buyer Does Nothing
10316
Buyer Returns to Selection Server Uses Delivery or Network ID and Or Credit Card Number as Access to Cancel or Modify Booking
10320
Is Requested Inventory Controlled by Resource Saver Protocol
Yes
10322
Has Notification Level Been Reached or Breached
No
Yes
10324
Calculates Remaining Inventory, Format Resource Saver Data to Add to Transaction Message
10330
Calculates Inventory Confirmation Number
10340
Selection Server Updates All Databases and Creates Booking Message to Send to Central Controller
10342
Database
10350
Central Controller Receives Booking Message from Selection Server

Fig. 3f

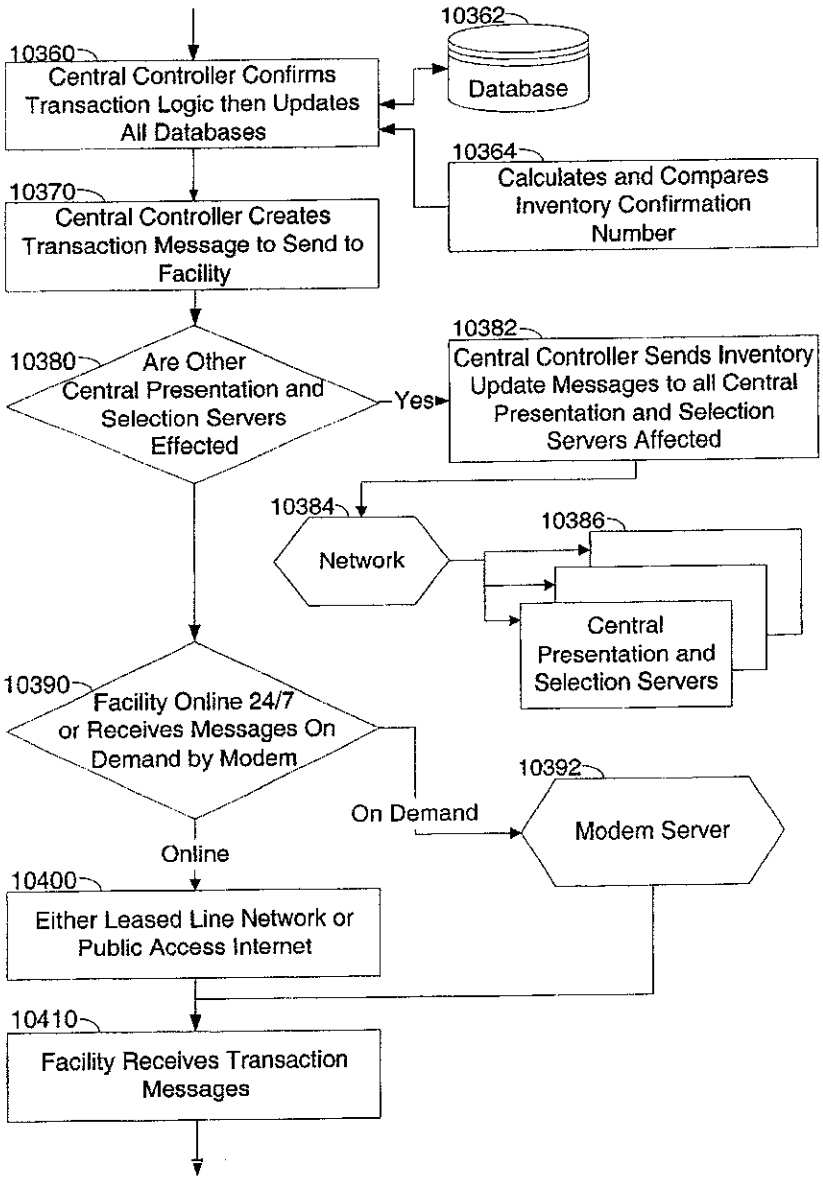

10360
Central Controller Confirms Transaction Logic then Updates All Databases
10362
Database
10364
Calculates and Compares Inventory Confirmation Number
10370
Central Controller Creates Transaction Message to Send to Facility
10380
Are Other Central Presentation and Selection Servers Effected
Yes
10382
Central Controller Sends Inventory Update Messages to all Central Presentation and Selection Servers Affected
10384
Network
10386
Central Presentation and Selection Servers
10390
Facility Online 24/7 or Receives Messages On Demand by Modem
On Demand
10392
Modem Server
Online
10400
Either Leased Line Network or Public Access Internet
10410
Facility Receives Transaction Messages

Fig. 3g

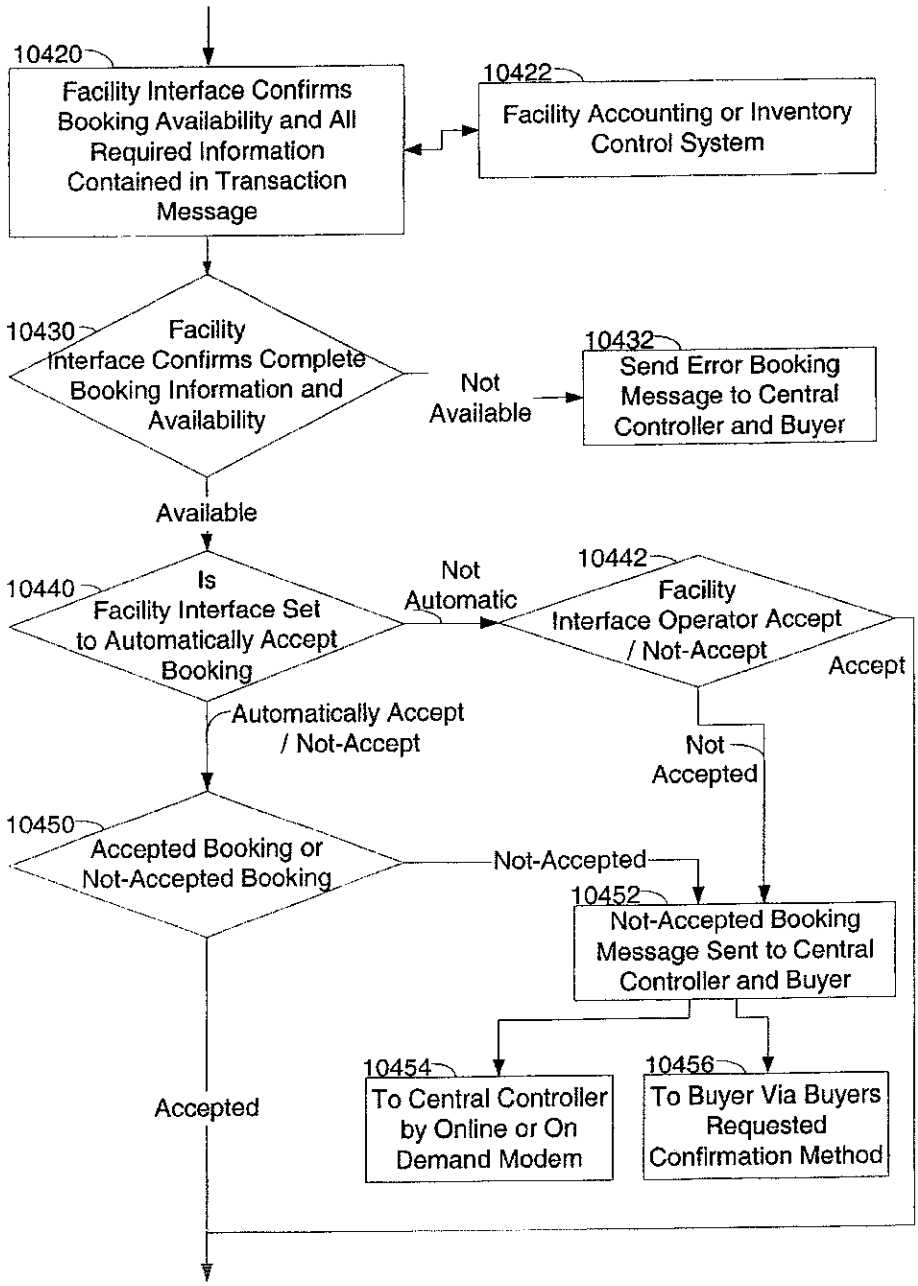

10420
Facility Interface Confirms Booking Availability and All Required Information Contained in Transaction Message
10422
Facility Accounting or Inventory Control System
10430
Facility Interface Confirms Complete Booking Information and Availability
Not Available
10432
Send Error Booking Message to Central Controller and Buyer
Available
10440
Is Facility Interface Set to Automatically Accept Booking
Not Automatic
10442
Facility Interface Operator Accept / Not-Accept
Accept
Automatically Accept / Not-Accept
Not Accepted
10450
Accepted Booking or Not-Accepted Booking
Not-Accepted
10452
Not-Accepted Booking Message Sent to Central Controller and Buyer
Accepted
10454
To Central Controller by Online or On Demand Modem
10456
To Buyer Via Buyers Requested Confirmation Method

Fig. 3h

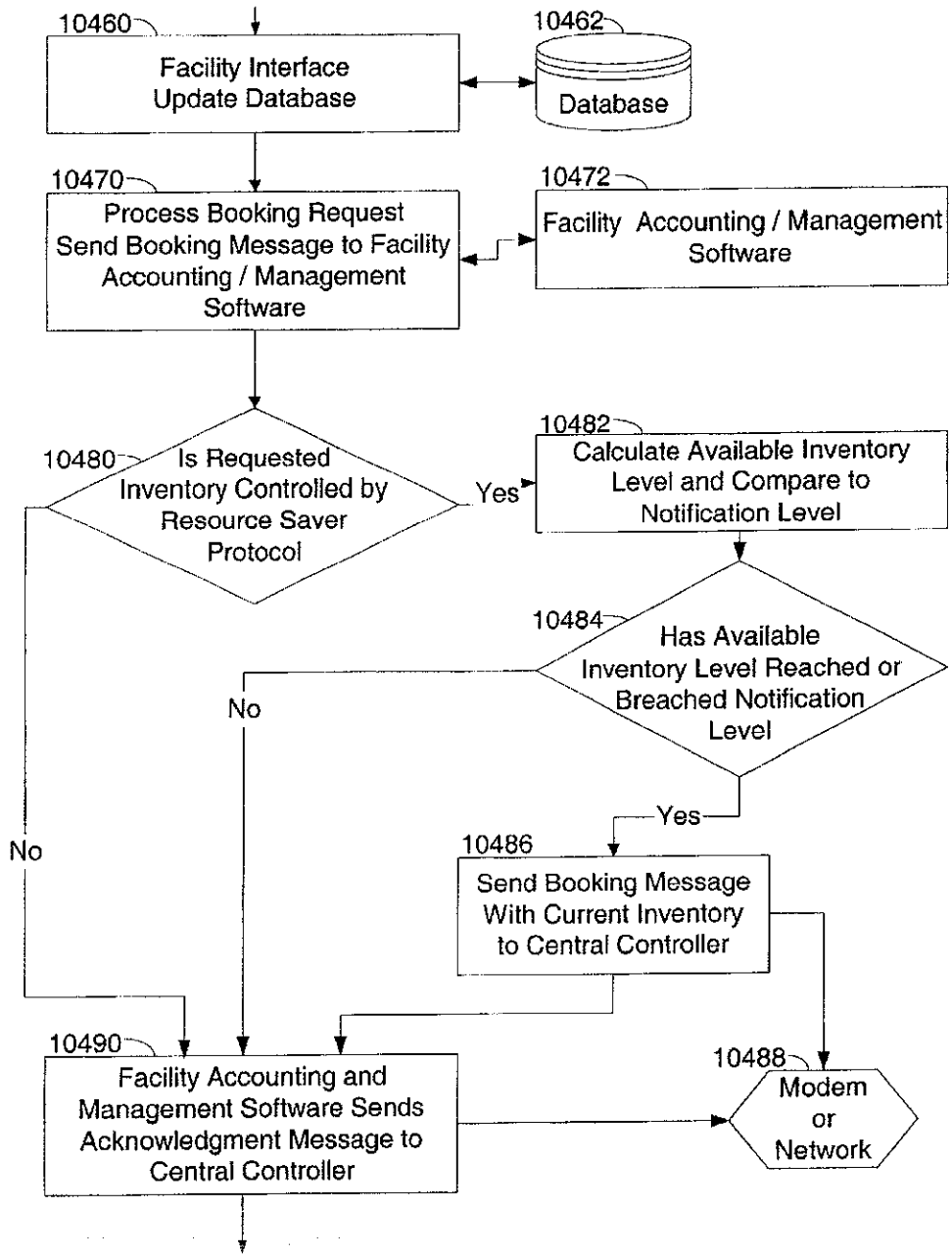

10460
Facility Interface Update Database
10462
Database
10470
Process Booking Request Send Booking Message to Facility Accounting / Management Software
10472
Facility Accounting / Management Software
10480
Is Requested Inventory Controlled by Resource Saver Protocol
Yes
10482
Calculate Available Inventory Level and Compare to Notification Level
10484
Has Available Inventory Level Reached or Breached Notification Level
No
Yes
No
10486
Send Booking Message With Current Inventory to Central Controller
10490
Facility Accounting and Management Software Sends Acknowledgment Message to Central Controller
10488
Modem or Network

Fig. 3i

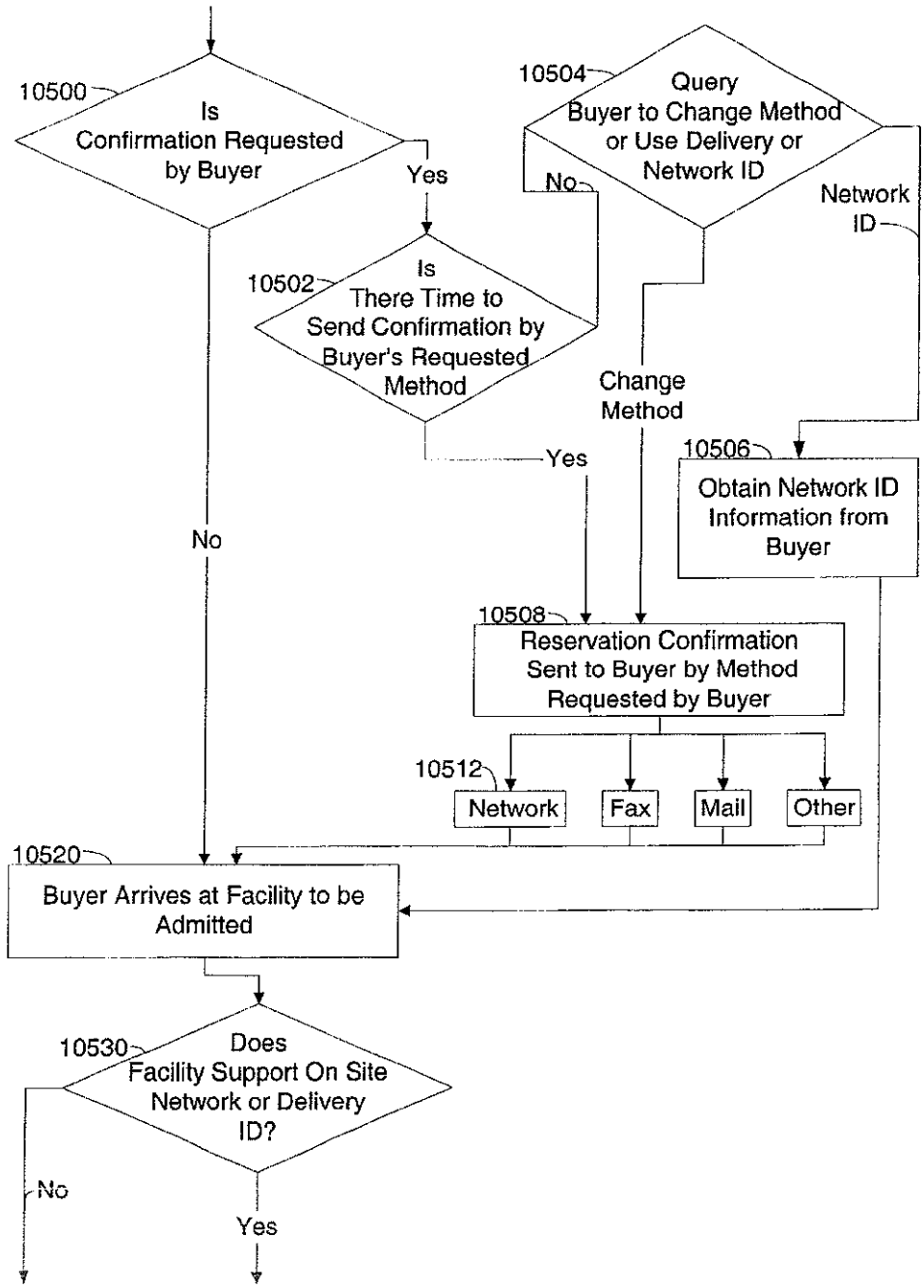
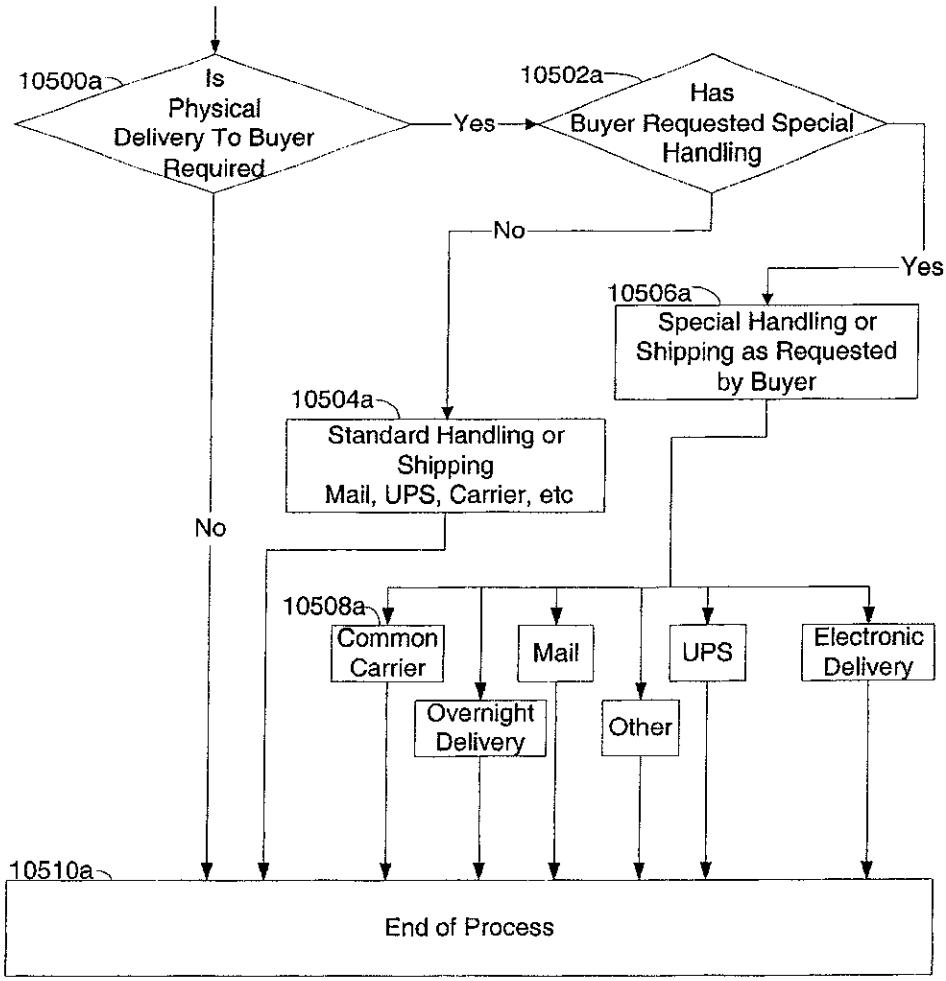

10500
Is Confirmation Requested by Buyer
Yes
No
10502
Is There Time to Send Confirmation by Buyer's Requested Method
Yes
No
10504
Query Buyer to Change Method or Use Delivery or Network ID
No
Network ID
Change Method
10506
Obtain Network ID Information from Buyer
10508
Reservation Confirmation Sent to Buyer by Method Requested by Buyer
10512
Network
Fax
Mail
Other
10520
Buyer Arrives at Facility to be Admitted
10530
Does Facility Support On Site Network or Delivery ID?
No
Yes

Fig. 3i-a


10500a
Is Physical Delivery To Buyer Required
Yes
10502a
Has Buyer Requested Special Handling
No
Yes
10506a
Special Handling or Shipping as Requested by Buyer
10504a
Standard Handling or Shipping Mail, UPS, Carrier, etc
No
10508a
Common Carrier
Overnight Delivery
Mail
Other
UPS
Electronic Delivery
10510a
End of Process