


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.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/193,465	07/24/2007	7249059	STONE CIP	9059

7590 07/04/2007

Henry Croskell, Esq.
 6817 Cliffbrook
 Dallas, TX 75240

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 581 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 Customer Service Center of the Office of Patent Publication at (571)-272-4200.

APPLICANT(s) (Please see PAIR WEB site <http://pair.uspto.gov> for additional applicants):

Michael A. Dean, Dallas, TX;
 Lucinda Stone, Dallas, TX;



PTO/SB/08A (08-03)

Approved for use through 07/31/2008, 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 contains a valid OMB control number.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Complete if Known

Application Number	10/193,465
Filing Date	7/11/2002
First Named Inventor	Michael A. Dean
Art Unit	3627
Examiner Name	Ade. Oger Garcia
Attorney Docket Number	Stone CIP

Sheet 2 of 2

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number <small>Number and Kind Code² if known</small>	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
GA	20	US- 6,567,854	10/24/1999	Olshansky et al. 2003-05	Pages 1 - 19
	21	US- 6,553,178	09/08/1994	Abecassis 2003-04	Pages 1 - 57
	22	US- 6,526,575	01/07/1997	McCoy et al. 2003-02	Pages 1 - 50
	23	US- 6,466,975	01/04/2000	Sterling 2002-10	Pages 1 - 29
	24	US- 6,460,036	12/05/1997	Herz 2002-10	Pages: 1 - 57
	25	US- 6,442,577	11/03/1998	Britton et al. 2002-08	Pages 1 - 14
	26	US- 6,397,246	11/13/1998	Wolfe 2002-05	Pages 1 - 14
	27	US- 6,191,780	03/25/1998	Martin et al. 2001-02	Pages 1 - 6
	28	US- 6,138,142	12/20/1996	Linsk 2000-10	Pages 1 - 9
	29	US- 6,026,371	11/25/1996	Beck et al. 2000-02	Pages 1 - 9
	30	US- 5,991,735	08/11/1998	Gerace 1999-11	Pages 1 - 30
	31	US- 5,684,918	09/08/1998	Abecassis 1997-11	Pages 1 - 57
GA	32	US- 6,073,105	08/13/1997	Sutcliffe et al. 2000-06	Pages 1 - 29
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			

by T-22-07

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document <small>Country Code² Number³ Kind Code⁴ if known</small>	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	†
	33	WO/2001/37119	11/15/1999	Ferber et al.	Pages 1 - 32	

Examiner Signature: *[Signature]* Date Considered: 3/15/2007

*EXAMINER: Initial if reference considered, whether prior 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 Kind 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 1.58. 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.
 If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-785-9199) and select option 2.



PTO/SB/08A (08-03)

Approved for use through 07/31/2008. 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 contains a valid OMB control number.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet		of		Complete if Known	
	1		3	Application Number	10/193,465
				Filing Date	7/11/2002
				First Named Inventor	Michael A. Dean
				Art Unit	3627
				Examiner Name	Ade, Oger Garcia
				Attorney Docket Number	Stone CIP

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No.†	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code‡ (if known)			
31x	1	US- 6,560,578	05/08/2003	Eldering	Pages 1 - 31
	2	US- 6,430,603	08/06/2002	Hunter	Pages 1 - 11
	3	US- 6,401,075	06/04/2002	Mason et al.	Pages 1 - 07
	4	US- 6,182,050	01/30/2001	Ballard	Pages 1 - 14
	5	US- 6,430,605	08/06/2002	Hunter	Pages 1 - 14
	6	US- 5,543,856	08/06/1996	Rosser et al.	Pages 1 - 10
	7	US- 5,233,423	08/03/1993	Jernigan et al.	Pages 1 - 7
	8	US- 5,214,793	05/25/1993	Conway et al.	Pages 1 - 26
	9	US- 6,892,226	12/30/1997	Tso et al.	Pages 1 - 15
	10	US- 6,654,725	11/09/1999	Langheinrich et al.	Pages 1 - 16
	11	US- 6,487,538	11/16/1998	Gupta et al.	Pages 1 - 19
	12	US- 6,385,592	06/30/1999	Angles et al.	Pages 1 - 26
	13	US- 6,285,987	04/22/1997	Roth et al.	Pages 1 - 26
	14	US- 6,112,192	06/09/1997	Capek	Pages 1 - 11
	15	US- 5,933,811	08/26/1996	Angles et al.	Pages 1 - 26
	16	US- 6,931,591	10/16/1999	Brown et al.	Pages 1 - 15
	17	US- 6,889,382	07/27/1999	Anderson	Pages 1 - 7
	18	US- 6,718,551	12/21/1999	Swiz et al.	Pages 1 - 14
	19	US- 6,654,725	12/21/1999	Langheinrich et al.	Pages 1 - 16

2005.05
 2003.11
 2002.11
 2002.05
 2001.09
 2000.08
 1999.08
 2005.08
 2005.05
 2004.04
 2003.11

FOREIGN PATENT DOCUMENTS					
Examiner Initials*	Cite No.†	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Country Code‡ Number* Kind Code§ (if known)			

by
 J-2207

Examiner Signature	Date Considered	3/15/2007
--------------------	-----------------	-----------

*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. †Applicant's unique citation designation number (optional). ‡See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. §Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ¶For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. **Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ††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.

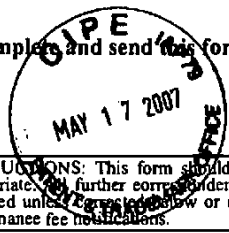
If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

5417-07

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: Mail

Mail Stop ISSUE FEE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax (571)-273-2885



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. Further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless requested 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)

7590 04/13/2007

Henry Croskell, Esq.
6817 Cliffbrook
Dallas, TX 75240

05/18/2007 WABDEL3 00000057 10193645

01 FC:2501 700.00 OP
02 FC:1504 300.00 OP

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.

Michael Gillen (Depositor's name)
Michael Gillen (Signature)
05/16/07 (Date)

Table with 5 columns: APPLICATION NO., FILING DATE, FIRST NAMED INVENTOR, ATTORNEY DOCKET NO., CONFIRMATION NO.

TITLE OF INVENTION: METHOD FOR USING COMPUTERS TO FACILITATE AND CONTROL THE CREATING OF A PLURALITY OF FUNCTIONS

Table with 7 columns: APPLN. TYPE, SMALL ENTITY, ISSUE FEE DUE, PUBLICATION FEE DUE, PREV. PAID ISSUE FEE, TOTAL FEE(S) DUE, DATE DUE

Table with 3 columns: EXAMINER, ART UNIT, CLASS-SUBCLASS

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 HENRY CROSKELL
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)

- a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27.
- b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

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: Henry Croskell
Typed or printed name: HENRY CROSKELL

Date: MAY 16 2007
Registration No.: 25847

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.



Track & Confirm

Search Results

Label/Receipt Number: EQ45 3030 172U S

Detailed Results:

- Delivered, May 17, 2007, 9:43 am, ALEXANDRIA, VA 22313
- Arrival at Unit, May 17, 2007, 5:08 am, DULLES, VA 20102
- Enroute, May 16, 2007, 8:30 pm, DALLAS, TX 75261
- Enroute, May 16, 2007, 3:56 pm, TYLER, TX 75708

Track & Confirm

Enter Label/Receipt Number.

[Go >](#)

[< Back](#)

[Return to USPS.com Home >](#)

Notification Options

Track & Confirm by email

Get current event information or updates for your item sent to you or others by email. [Go >](#)

Proof of Delivery

Verify who signed for your item by email, fax, or mail. [Go >](#)



POSTAL INSPECTORS
Preserving the Trust

[site map](#)

[contact us](#)

[government services](#)

[jobs](#)

[National & Premier Accounts](#)

Copyright © 1999-2004 USPS. All Rights Reserved. [Terms of Use](#) [Privacy Policy](#)



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

BIBDATASHEET

CONFIRMATION NO. 9059

Bib Data Sheet

SERIAL NUMBER 10/193,465	FILING OR 371(c) DATE 07/11/2002 RULE	CLASS 705	GROUP ART UNIT 3627	ATTORNEY DOCKET NO. STONE CIP
------------------------------------	---	---------------------	-------------------------------	---

APPLICANTS
 Michael A. Dean, Dallas, TX;
 Lucinda Stone, Dallas, TX;

**** CONTINUING DATA *******
 This application is a CIP of 09/480,303 01/10/2000 PAT 6,446,045

**** FOREIGN APPLICATIONS *******

IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** SMALL ENTITY **
**** 08/20/2002**

Foreign Priority claimed 35 USC 119 (a-d) conditions met Verified and Acknowledged	<input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> Met after Allowance Examiner's Signature _____ Initials _____	STATE OR COUNTRY TX	SHEETS DRAWING 55	TOTAL CLAIMS 20	INDEPENDENT CLAIMS 1
--	--	-------------------------------	-----------------------------	---------------------------	--------------------------------

ADDRESS
 Henry Croskell, Esq.
 6817 Cliffbrook
 Dallas, TX75240

TITLE
 INTERNET ADVERTISING SYSTEM AND METHOD

FILING FEE RECEIVED 1170	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:	<input type="checkbox"/> All Fees <input type="checkbox"/> 1.16 Fees (Filing) <input type="checkbox"/> 1.17 Fees (Processing Ext. of time) <input type="checkbox"/> 1.18 Fees (Issue) <input type="checkbox"/> Other _____ <input type="checkbox"/> Credit
------------------------------------	---	---

mg
05.03.07



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

NOTICE OF ALLOWANCE AND FEE(S) DUE

7590 04/13/2007

 Henry Croskell, Esq.
 6817 Cliffbrook
 Dallas, TX 75240

EXAMINER

ADE, OGER GARCIA

ART UNIT

PAPER NUMBER

3627

DATE MAILED: 04/13/2007

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/193,465	07/11/2002	Michael A. Dean	STONE CIP	9059

TITLE OF INVENTION: METHOD FOR USING COMPUTERS TO FACILITATE AND CONTROL THE CREATING OF A PLURALITY OF FUNCTIONS

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$700	\$300	\$0	\$1000	07/13/2007

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:

I. Review the SMALL ENTITY status shown above.

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

- A. If the status is the same, pay the TOTAL FEE(S) DUE shown above.
- B. If the status above is to be removed, check box 5b on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and twice the amount of the ISSUE FEE shown above, or

If the SMALL ENTITY is shown as NO:

- A. Pay TOTAL FEE(S) DUE shown above, or
- B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check box 5a on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and 1/2 the ISSUE FEE shown above.

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.

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: **Mail** Mail Stop **ISSUE FEE**
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax (571)-273-2885

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)

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.

7590 04/13/2007

Henry Croskell, Esq.
 6817 Cliffbrook
 Dallas, TX 75240

Certificate of Mailing or Transmittal

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.
10/193,465	07/11/2002	Michael A. Dean	STONE CIP	9059

TITLE OF INVENTION: METHOD FOR USING COMPUTERS TO FACILITATE AND CONTROL THE CREATING OF A PLURALITY OF FUNCTIONS

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$700	\$300	\$0	\$1000	07/13/2007

EXAMINER	ART UNIT	CLASS-SUBCLASS
ADE, OGER GARCIA	3627	705-026000

<p>1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).</p> <p><input type="checkbox"/> Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.</p> <p><input type="checkbox"/> "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.</p>	<p>2. For printing on the patent front page, list</p> <p>(1) the names of up to 3 registered patent attorneys or agents OR, alternatively, _____ 1</p> <p>(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. _____ 2</p> <p>_____ 3</p>
--	---

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

<p>4a. The following fee(s) are submitted:</p> <p><input type="checkbox"/> Issue Fee</p> <p><input type="checkbox"/> Publication Fee (No small entity discount permitted)</p> <p><input type="checkbox"/> Advance Order - # of Copies _____</p>	<p>4b. Payment of Fee(s): (Please first reapply any previously paid issue fee shown above)</p> <p><input type="checkbox"/> A check is enclosed.</p> <p><input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.</p> <p><input type="checkbox"/> 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).</p>
---	--

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

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

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.



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

Table with 5 columns: APPLICATION NO., FILING DATE, FIRST NAMED INVENTOR, ATTORNEY DOCKET NO., CONFIRMATION NO.
Row 1: 10/193,465, 07/11/2002, Michael A. Dean, STONE CIP, 9059
Row 2: 7590, 04/13/2007, (empty), (empty), (empty)
Text: Henry Croskell, Esq., 6817 Cliffbrook, Dallas, TX 75240
Text: EXAMINER ADE, OGER GARCIA
Text: ART UNIT 3627, PAPER NUMBER
Text: DATE MAILED: 04/13/2007

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 581 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 581 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.

Notice of Allowability

Application No.	Applicant(s)	
10/193,465	DEAN ET AL.	
Examiner	Art Unit	
Garcia Ade	3627	

-- **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 12/28/2006.
2. The allowed claim(s) is/are 21-72.
3. 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 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.**

4. A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) hereto or 2) to Paper No./Mail Date _____.
 - (b) 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. <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 5. <input type="checkbox"/> Notice of Informal Patent Application |
| 2. <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 6. <input type="checkbox"/> Interview Summary (PTO-413),
Paper No./Mail Date _____ |
| 3. <input checked="" type="checkbox"/> Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date <u>04/05/06, 7/31/02</u> | 7. <input type="checkbox"/> Examiner's Amendment/Comment |
| 4. <input type="checkbox"/> Examiner's Comment Regarding Requirement for Deposit
of Biological Material | 8. <input checked="" type="checkbox"/> Examiner's Statement of Reasons for Allowance |
| | 9. <input type="checkbox"/> Other _____ |

REASONS FOR ALLOWANCE

Acknowledgements

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on December 28th, 2006 has been entered. This Office Action is given Paper No. 20070315.

Examiner's Statement of reason for Allowance

2. The following is an examiner's statement of reasons for allowance: Claims 21 and 47 recite a system and method allowing a third party professional to manage create and publish customized advertisements, for a seller, to internet media venues owned or controlled by other than the seller and other than the third party professional, comprising, *inter alia*: a third interface to the computer system through which the third party professional is prompted to input information to select one or more of the internet media venues and prompted to input information to create an electronic advertisement for the seller for publication to the selected internet media venues; a third database storing the information input by the third

party professional through the third interface; and a computer controller of the computer system processing and publishing the electronic advertisement to one or more of the selected internet media venues whereby the electronic advertisement is displayed on the one or more of the selected internet media venues in compliance with the presentation rules of the internet media venue.

The most closely applicable prior art of record is referred to in the Office Action mailed on July 3rd, 2006 as U.S. Patent No. 6,167,382 A to Sparks et al. ("Sparks"). Sparks discloses a first interface to the computer system through which each of the internet media venues is prompted to input presentation rules for the internet media venue for displaying electronic advertisements on the internet media venue [see figure 3, and column 3, lines 14 - 19 (e.g. representation transmitted from the image manager server directly to the client's computer by electronic mail or electronic file transfer)]; a first database storing the presentation rules input by the internet media venues through the first interface [via *image assembler 20*, which is linked to a high-resolution *image database*), column 4, lines 53 - 67, and column 5, lines 1 - 4] ; a second interface to the computer system through which a seller is prompted to input information identifying the seller [see figure 3 (e.g. blocks 70, 72, and 74), and figure 4 (e.g. *user registration form*)]; and a second database storing the identifying information input by the seller through the second interface [via *image assembler 20 database*, column 11, lines 1 - 14 (e.g. all orders have associated with them the *client name, and the name, address, city, state, zip, phone, fax and email of the contact*)].

However, Sparks neither anticipates or fairly and reasonable teaches as a third interface to the computer system through which the third party professional is prompted to input information to select one or more of the internet media venues and prompted to input information to create an electronic advertisement for the seller for publication to the selected internet media venues; a third database storing the information input by the third party professional through the third interface; and a computer controller of the computer system processing and publishing the electronic advertisement to one or more of the selected internet media venues whereby the electronic advertisement is displayed on the one or more of the selected internet media venues in compliance with the presentation rules of the internet media venue.

While Sparks relates to an integrated advertising piece design and production system that allows a user to place a comprehensive order, at a dedicated Internet site, for images and templates used for the design, assembly, production, and distribution of print advertising and/or commercial display materials; and create an assembled image of the final product on the computer screen using pre-designed formats and images stored on a server in the system. Thus, the combination of claimed features is not disclosed in a reasonable manner.

The cited but not applied art (U.S. Patent No. 5,933,811) to Angles discloses a system and method for delivering customized electronic advertisements in an interactive communication system based on consumer profiles and are then integrated with offerings maintained by different content providers. However, Angles fails to disclose: a third interface to the computer system through which the

third party professional is prompted to input information to select one or more of the internet media venues and prompted to input information to create an electronic advertisement for the seller for publication to the selected internet media venues; a third database storing the information input by the third party professional through the third interface; and a computer controller of the computer system processing and publishing the electronic advertisement to one or more of the selected internet media venues whereby the electronic advertisement is displayed on the one or more of the selected internet media venues in compliance with the presentation rules of the internet media venue. Therefore, the combination of claimed features is not disclosed in a reasonable manner.

The cited but not applied art (WO 0137119 A2) to Ferber teaches a method and system for providing advertising content to Internet-enabled channels, comprising: an ad server connected to the Internet, a media server with creative for the channels connected to the Internet, an advertiser database connected to said ad server, a publisher database connected to said ad server, and a database connected to said media server for storing creative for a plurality of Internet-enabled channels. However, Ferber fails to disclose: a third interface to the computer system through which the third party professional is prompted to input information to select one or more of the internet media venues and prompted to input information to create an electronic advertisement for the seller for publication to the selected internet media venues; a third database storing the information input by the third party professional through the third interface; and a computer controller of the computer system processing and publishing the electronic

advertisement to one or more of the selected internet media venues whereby the electronic advertisement is displayed on the one or more of the selected internet media venues in compliance with the presentation rules of the internet media venue. Therefore, the combination of claimed features is not disclosed in a reasonable manner.

The cited but not applied NPL document (Global system used to guard image standards) to Matt Hamblen teaches how seashell logo and other images were being used in different advertising promotions and web sites. However, Hamblen fails to disclose: a third interface to the computer system through which the third party professional is prompted to input information to select one or more of the internet media venues and prompted to input information to create an electronic advertisement for the seller for publication to the selected internet media venues; a third database storing the information input by the third party professional through the third interface; and a computer controller of the computer system processing and publishing the electronic advertisement to one or more of the selected internet media venues whereby the electronic advertisement is displayed on the one or more of the selected internet media venues in compliance with the presentation rules of the internet media venue. Thus, the combination of claimed features is not disclosed in a reasonable manner.

Conclusion

3. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should

preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

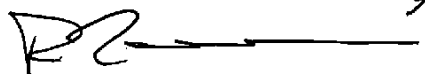
4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Garcia Ade whose telephone number is 571.272.5586. The examiner can normally be reached on M-F 8:30AM - 5PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Florian Zeender can be reached on 571.272.6790. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

5. 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.

Garcia Ade
Examiner
Art Unit 3627

ga



3/18/07

F. RYAN ZEENDER
SUPERVISORY PATENT EXAMINER

Appl. No. 10/193,465
Amdt. Dated December 13, 2006
Supplemental Amendment to that Amendment filed April 5, 2006

In the Specifications

Please cancel the Title and Abstract of the Invention and enter the following new Title and Abstract of the Invention as follows:

New Title:

“An Internet Advertising System and Method.”

New Abstract of the Invention:

“An internet advertising system and method that enables a third party professional to manage the creation, publication, and display of advertisements on internet media venues owned or controlled by entities other than the seller and other than the third party professional in a form automatically modified to comply with the media venues' presentation rules, which may include design or style standards for "look and feel," editorial standards, and distribution factors. Self-serve, menu driven interfaces are provided for third party professionals to target internet media venues, and for internet media venues to enter their presentation rules. An ad modification engine processes or customizes the advertisement for publication and display on each internet media venue in compliance with the media venue's presentation rules.

GA
3/15/2007

Appl. No. 10/193,465

Amdt. Dated September 5, 2006

Response to Final Office Action mailed July 7, 2006 requiring a response by September 7, 2006 in order to comply with the "TWO MONTHS from mailing date" of the Final Office Action.

Claims

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

Claims Amendments

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

Listing of Claims:

1-20) (canceled)

21) (Previously Presented) A computer system allowing a third party professional to manage, create and publish customized electronic advertisements, for a seller, to internet media venues owned or controlled by other than the seller and other than the third party professional, comprising:

a first interface to the computer system through which each of the internet media venues is prompted to input presentation rules for the internet media venue for displaying electronic advertisements on the internet media venue;

a first database storing the presentation rules input by the internet media venues through the first interface;

a second interface to the computer system through which a seller is prompted to input information identifying the seller; and

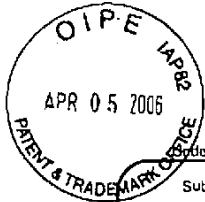
a second database storing the identifying information input by the seller through the second interface;

a third interface to the computer system through which the third party professional is prompted to input information to select one or more of the internet media venues and prompted to input information to create an electronic advertisement for the seller for publication to the selected internet media venues;

a third database storing the information input by the third party professional through the third interface; and

a computer controller of the computer system processing and publishing the electronic advertisement to one or more of the selected internet media venues whereby the electronic advertisement is displayed on the one or more of the selected internet media venues in compliance with the presentation rules of the internet media venue.

22) (Previously Presented) The computer system of claim 21, further comprising an advertisement generation program for displaying the advertisement published by the computer controller on the one or more of the selected internet media venues in compliance with the internet media venue presentation rules.



PTO/SB/08A (08-03)

Approved for use through 07/31/2006. 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 contains a valid OMB control number.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Complete if Known

Application Number	10/193,465
Filing Date	7/11/2002
First Named Inventor	Michael A. Dean
Art Unit	3627
Examiner Name	Ade. Oger Garcia
Attorney Docket Number	Stone CIP

Sheet 1 of 3

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US	Number-Kind Code ² (if known)			
BA	1	US	6,560,578	05/06/2003	Eldering	Pages 1 - 31
	2	US	6,430,603	08/06/2002	Hunter	Pages 1 - 11
	3	US	6,401,075	06/04/2002	Mason et al.	Pages 1 - 07
	4	US	6,182,050	01/30/2001	Ballard	Pages 1 - 14
	5	US	6,430,605	08/06/2002	Hunter	Pages 1 - 14
	6	US	5,543,856	08/06/1996	Rosser et al.	Pages 1 - 10
	7	US	5,233,423	08/03/1993	Jernigan et al.	Pages 1 - 7
	8	US	5,214,793	05/25/1993	Conway et al.	Pages 1 - 26
	9	US	6,892,226	12/30/1997	Tso et al.	Pages 1 - 15
	10	US	6,654,725	11/09/1999	Langheinrich et al.	Pages 1 - 16
	11	US	6,487,538	11/16/1998	Gupta et al.	Pages 1 - 19
	12	US	6,385,592	06/30/1999	Angles et al.	Pages 1 - 26
	13	US	6,285,987	01/22/1997	Roth et al.	Pages 1 - 26
	14	US	6,112,192	05/09/1997	Capek	Pages 1 - 11
	15	US	5,933,811	08/20/1996	Angles et al.	Pages 1 - 26
	16	US	6,931,591	10/15/1999	Brown et al.	Pages 1 - 15
	17	US	6,889,382	07/27/1999	Anderson	Pages 1 - 7
	18	US	6,718,551	12/21/1999	Swiz et al.	Pages 1 - 14
	19	US	6,654,725	12/21/1999	Langheinrich et al.	Pages 1 - 16

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document		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
		Country Code ³	Number ⁴ Kind Code ⁵ (if known)				

Examiner Signature: [Signature] Date Considered: 3/15/2007

*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.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.



PTO/SB/08A (08-03)

Approved for use through 07/31/2006. 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 contains a valid OMB control number.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Complete if Known

Application Number	10/193,465
Filing Date	7/11/2002
First Named Inventor	Michael A. Dean
Art Unit	3627
Examiner Name	Ade, Oger Garcia
Attorney Docket Number	Stone CIP

Sheet 2 of 3

U. S. PATENT DOCUMENTS

Examiner Initials ¹	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	
		Number-Kind Code ² (if known)				
GA	20	US- 6,567,854	10/21/1999	Olshansky et al.	Pages 1 - 19	
	21	US- 6,553,178	09/08/1994	Abecassis	Pages 1 - 57	
	22	US- 6,526,575	01/07/1997	McCoy et al.	Pages 1 - 50	
	23	US- 6,466,975	01/04/2000	Sterling	Pages 1 - 29	
	24	US- 6,460,036	12/05/1997	Herz	Pages: 1 - 57	
	25	US- 6,442,577	11/03/1998	Britton et al.	Pages 1 - 14	
	26	US- 6,397,246	11/13/1998	Wolfe	Pages 1 - 14	
	27	US- 6,191,780	03/25/1998	Martin et al.	Pages 1 - 6	
	28	US- 6,138,142	12/20/1996	Linsk	Pages 1 - 9	
	29	US- 6,026,371	11/25/1996	Beck et al.	Pages 1 - 9	
	30	US- 5,991,735	08/11/1998	Gerace	Pages 1 - 30	
	31	US- 5,684,918	09/08/1998	Abecassis	Pages 1 - 57	
	32	US- 6,073,105	06/13/1997	Sutcliffe et al.	Pages 1 - 29	
			US-			
			US-			
			US-			
			US-			
			US-			
			US-			

FOREIGN PATENT DOCUMENTS

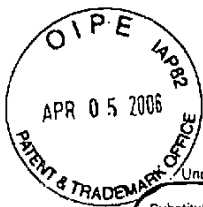
Examiner Initials ¹	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				
	33	WO/2001/37119	11/15/1999	Ferber et al.	Pages 1 - 32	

Examiner Signature: *[Signature]* Date Considered: 3/15/2007

¹EXAMINER: 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. ² Applicant's unique citation designation number (optional). ³ See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ⁴ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁵ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁶ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁷ 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.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.



PTO/SB/08B (07-05)
 Approved for use through 07/31/2006. 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 contains a valid OMB control number.

Substitute for form 1449/PTO		<i>Complete if Known</i>	
		Application Number	10/193,465
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>		Filing Date	7/11/2002
		First Named Inventor	Michael A. Dean
		Art Unit	3627
		Examiner Name	Ade, Oger Garcia
		Attorney Docket Number	Stone CIP
Sheet	3	of	3

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
BA	L1	www.nationwideadvertising.com About 65 pages taken from the web site as of March 27, 2003.	
BA	L2	Kenneth S. Roberts, Declaration, Document, Feb 10, 2006, 2 Pages	

Examiner Signature		Date Considered	8/15/2007
--------------------	--	-----------------	-----------

*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 Applicant is to place a check mark here if English language Translation is attached.
 This collection of information is required by 37 CFR 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.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.



PTD/SB/08A (10-01)
 Approved for use through 10/31/2002, OMB 0851-0031
 U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE
 control number.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB

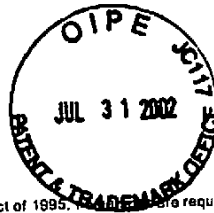
Substitute for form 1449A/PTD		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>		Application Number	10/193,465
		Filing Date	JULY 11, 2002
		First Named Inventor	DEAN
		Art Unit	UNASSIGNED
		Examiner Name	UNASSIGNED
Sheet <u>18</u> of <u>2</u>	Attorney Docket Number	STONE CIP	

U.S. PATENT DOCUMENTS					
Examiner Initials	Cite No.	Document Number	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number - Kind Code ¹ (if known)	MM-DD-YYYY		
		US-5,893,076	4/06/99	HAFNER, ET AL	PAGES 1-15
		US-5,884,277	3/16/1999	VINDO KHOSLA	1-9
		US-5,946,646	8/31/1999	SCHENK ET AL	1-13
		US-5,724,520	3/03/1998	JOEL R. GONZALEZ	1-9
		US-5,581,461	12/03/1996	COLL ET AL	1-12
		US-5,845,261	12/01/1998	MDI JACOB MABLAN	1-15
		US-5,797,126	8/18/1998	HELBLING + GLASS	1-11
		US-5,878,141	3/02/1999	RALY T GRATE	1-36
		US-5,794,207	8/11/1998	WALKER ET AL	1-60
		US-5,193,056	3/09/1993	R. TODD BOES	1-47
		US-6,119,101A	8/07/2000	PECKOVER	1-22
		US-6,064,967A	5/16/2000	SPEICHER	1-22
		US-6,038,545A	3/14/2000	MANDEBERG	1-22
		US-6,026,371A	2/15/2000	BECK ET AL	1-8
		US-2001/001226A1	8/02/2001	GREER ET AL	1-6
		US-6,324,519 B1	27/11/2002	BLDETUNG	1-20
		US-			
		US-			
		US-			
		US-			

FOREIGN PATENT DOCUMENTS						
Examiner Initials	Cite No.	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³ - Number ⁴ - Kind Code ⁵ (if known)	MM-DD-YYYY			
		JP-4082494260	09-1996	DAIMON		

Examiner Signature		Date Considered	3/15/2007
--------------------	--	-----------------	-----------

*EXAMINER: Initial if referenced considered, whether or not citation is in conformance with MPEP 809. 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.
 Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. **DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO:** Assistant Commissioner for Patents, Washington, DC 20231.



PTO/SB/08B (10-01)
 Approved for use through 10/31/2002. OMB 0851-0031
 U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, this information is required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449B/PTO		Compleat If Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>		Application Number	10/193,465
		Filing Date	JULY 11, 2002
		First Named Inventor	DEAN
		Group Art Unit	UNASSIGNED
		Examiner Name	UNASSIGNED
		Attorney Docket Number	STONE CIP
Sheet	2	of	2

OTHER PRIOR ART - 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-issure number(s), publisher, city and/or country where published
		"GROUPS SET TO UNVEIL WEB GUIDELINES" 9 DEC 1996 ADVERTISING AGE, VOL 67, NO 50, P.1. "ABC FORMERLY LAUNCHES READER PROFILE SERVICE AS NAA UNVEILS TRANNICC'S SILHOUETTE" 02 AUG 1999 NEWS INC, VOL 11 NO1 HAMBLEN, MATT, "SHELL PROTECTS BRAND VIA NAT" 10 JAN 2000, COMPUTERWORLD, VOL 34, NO2 P 39.

Examiner Signature		Date Considered	3/18/2007
--------------------	--	-----------------	-----------

*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 Applicant is to place a check mark here if English language Translation is attached.
 Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

Notice of References Cited	Application/Control No. 10/193,465	Applicant(s)/Patent Under Reexamination DEAN ET AL.	
	Examiner Garcia Ade	Art Unit 3627	Page 1 of 1

U.S. PATENT DOCUMENTS

*	Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A US-5,933,811	08-1999	Angles et al.	705/14
*	B US-6,167,382	12-2000	Sparks et al.	705/26
	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.

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.

PATENT APPLICATION FEE DETERMINATION RECORD				Application or Docket Number 10/193,465		
Substitute for Form PTO-875						
9-05-06 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))						
SEARCH FEE (37 CFR 1.1604, (i), or (m))						
EXAMINATION FEE (37 CFR 1.16(a), (p), or (q))						
TOTAL CLAIMS (37 CFR 1.16(f))	52	52	X	=	X =	
INDEPENDENT CLAIMS (37 CFR 1.16(n))	3	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						
4/5/06 APPLICATION AS AMENDED - PART II						
(Column 1)		(Column 2)		(Column 3)		
AMENDMENT A	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	
	Total (37 CFR 1.16(j))	52	Minus 52	X 25	= 0	
	Independent (37 CFR 1.16(j))	2	Minus 3	X 100	= 0	
	Application Size Fee (37 CFR 1.16(s))					
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					
TOTAL ADD'L FEE						
AMENDMENT B	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	
	Total (37 CFR 1.16(j))	52	Minus 52	X 25	= 0	
	Independent (37 CFR 1.16(j))	3	Minus 3	X 100	= 0	
	Application Size Fee (37 CFR 1.16(s))					
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					
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.						

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.

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



Bib Data Sheet

CONFIRMATION NO. 9059

Table with 5 columns: SERIAL NUMBER (10/193,465), FILING OR 371(c) DATE (07/11/2002), CLASS (705), GROUP ART UNIT (3627), ATTORNEY DOCKET NO. (Stone CIP)


APPLICANTS: Michael A. Dean, Dallas, TX; Lucinda Stone, Dallas, TX.
** CONTINUING DATA ** This application is a CIP of 09/480,303 01/10/2000 PAT 6,446,045
** FOREIGN APPLICATIONS **
IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** 08/20/2002 ** SMALL ENTITY **

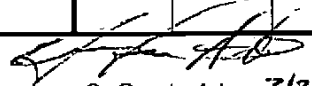
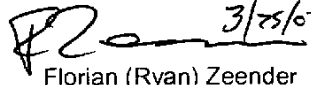

Table with 5 columns: Foreign Priority claimed (checkboxes for yes/no), STATE OR COUNTRY (TX), SHEETS DRAWING (55), TOTAL CLAIMS (20), INDEPENDENT CLAIMS (1)

ADDRESS: Henry Croskell, Esq., 6817 Cliffbrook, Dallas, TX 75240

TITLE: Method for using computers to facilitate and control the creating of a plurality of functions

Table with 2 columns: FILING FEE RECEIVED (1170) and FEES: Authority has been given in Paper No. to charge/credit DEPOSIT ACCOUNT No. for following: (List of fee checkboxes: All Fees, 1.16 Fees, 1.17 Fees, 1.18 Fees, Other, Credit)

Issue Classification 	Application/Control No. 10/193,465	Applicant(s)/Patent under Reexamination DEAN ET AL.
	Examiner Garcia Ade	Art Unit 3627

ISSUE CLASSIFICATION													
ORIGINAL				INTERNATIONAL CLASSIFICATION									
CLASS		SUBCLASS		CLAIMED				NON-CLAIMED					
705		26		G	06	F	17	/60					
CROSS REFERENCES													
CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)												
 O. Garcia Ade <i>3/26/07</i> (Assistant Examiner) (Date)				 Florian (Ryan) Zeender <i>3/25/07</i> (Primary Examiner) (Date)				Total Claims Allowed: 52					
 (Legal Instruments Examiner) <i>3/29/07</i>								O.G. Print Claim(s) 1		O.G. Print Fig. 1			

<input type="checkbox"/> Claims renumbered in the same order as presented by applicant		<input type="checkbox"/> CPA		<input type="checkbox"/> T.D.		<input type="checkbox"/> R.1.47					
Final	Original	Final	Original	Final	Original	Final	Original				
	1	11	31	41	61		121		151		181
	2	12	32	42	62		122		152		182
	3	13	33	43	63		123		153		183
	4	14	34	44	64		124		154		184
	5	15	35	45	65		125		155		185
	6	16	36	46	66		126		156		186
	7	17	37	47	67		127		157		187
	8	18	38	48	68		128		158		188
	9	19	39	49	69		129		159		189
	10	20	40	50	70		130		160		190
	11	21	41	51	71		131		161		191
	12	22	42	52	72		132		162		192
	13	23	43		73		133		163		193
	14	24	44		74		134		164		194
	15	25	45		75		135		165		195
	16	26	46		76		136		166		196
	17	27	47		77		137		167		197
	18	28	48		78		138		168		198
	19	29	49		79		139		169		199
	20	30	50		80		140		170		200
1	21	31	51		81		141		171		201
2	22	32	52		82		142		172		202
3	23	33	53		83		143		173		203
4	24	34	54		84		144		174		204
5	25	35	55		85		145		175		205
6	26	36	56		86		146		176		206
7	27	37	57		87		147		177		207
8	28	38	58		88		148		178		208
9	29	39	59		89		149		179		209
10	30	40	60		90		150		180		210

Search Notes



Application/Control No.

10/193,465

Examiner

Garcia Ade

Applicant(s)/Patent under Reexamination

DEAN ET AL.

Art Unit

3627

SEARCHED

Class	Subclass	Date	Examiner
705	26	3/15/2007	GA
705	27	3/15/2007	GA
705	2	3/15/2007	GA

INTERFERENCE SEARCHED

Class	Subclass	Date	Examiner
705	26	3/15/2007	GA

**SEARCH NOTES
(INCLUDING SEARCH STRATEGY)**

	DATE	EXMR
East Text Search Performed	3/15/2007	GA
Consulted SPE Ryan Zeender	3/15/2007	GA
Updated Search	3/15/2007	GA
Inventor Search	3/15/2007	GA
PGPUB Search	3/15/2007	GA
Dialog Search Performed	3/15/2007	GA

EIC 3600

Dialog Search

Set	Items	Description
S1	318	AU=(DEAN, M? OR DEAN M?)
S2	144	AU=(STONE, L? OR STONE L?)
S3	6	S1 AND S2
S4	6	S3 AND IC=(G06F-017/30 OR G06F-017/60 OR G07F? OR G06Q?)

File 350:Derwent WPIX 1963-2006/UD=200718
(c) 2007 The Thomson Corporation

File 347:JAPIO Dec 1976-2006/Nov(Updated 070228)
(c) 2007 JPO & JAPIO

File 348:EUROPEAN PATENTS 1978-2007/ 200708
(c) 2007 European Patent Office

File 349:PCT FULLTEXT 1979-2007/UB=20070315UT=20070308
(c) 2007 WIPO/Thomson

JMB

19-Mar-07

4/5/1 (Item 1 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2007 The Thomson Corporation. All rts. reserv.

0014864036 - Drawing available

WPI ACC NO: 2005-211751/200522

Related WPI Acc No: 2002-711606; 2003-156266; 2003-199394; 2003-275523;
2003-504188

XRPX Acc No: N2005-175041

Presentation creation and publishing control method in network computer, involves creating presentations that comply with media venues guidelines and transmitting presentations to selected media venues for publication

Patent Assignee: DEAN M A (DEAN-I); STONE L (STON-I)

Inventor: DEAN M A ; STONE L

Patent Family (1 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 20050044009	A1	20050224	US 2000480303	A	20000110	200522 B
			US 2002165091	A	20020607	
			US 2004954820	A	20040930	

Priority Applications (no., kind, date): US 2002165091 A 20020607; US 2000480303 A 20000110; US 2004954820 A 20040930

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20050044009	A1	EN	72	5	Continuation of application US
2000480303					Continuation of application US
2002165091					Continuation of patent US 6446045
					Continuation of patent US 6829587

Alerting Abstract US A1

NOVELTY - The one or more media venues are selected depending on the user selection. The presentations that comply with media venues guidelines are created and the presentations of are transmitted to the selected media venues for publication.

DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

- 1.method for using computer to control sales and inventory while reducing required processing resources;
- 2.method of using network of computers to facilitate and control access to events or functions; and
- 3.method of using network of computers to allow holders of identification documents to use documents in combination with biometric identification for purchasing goods and services.

USE - For controlling creating and publishing of presentation for media venues such as newspaper, magazine, periodical, travel guidebook, catalog, brochure, flier, directory, online directory, web site, bulletin board, new group, read only memory compact disk (CD-ROM), interactive media, billboard, skywriter, bus bench, radio, interactive kiosk using network computer.

ADVANTAGE - The need for the seller to have the knowledge of presentation codes or low level formatting knowledge is avoided efficiently. The seller can create the presentation with cafeteria-style selection and billing easily, thus sales is promoted without associated sales overhead cost.

DESCRIPTION OF DRAWINGS - The figure shows the single level of service

without independent directories.

Title Terms/Index Terms/Additional Words: PRESENT; CREATION; PUBLICATION;
CONTROL; METHOD; NETWORK; COMPUTER; COMPLY; MEDIUM; TRANSMIT; SELECT

Class Codes

International Classification (Main): **G06F-017/60**
US Classification, Issued: 705026000

File Segment: EPI;
DWPI Class: T01
Manual Codes (EPI/S-X): T01-J11E; T01-N01D2

4/5/2 (Item 2 from file: 350)

DIALOG(R)File 350:Derwent WPIX
(c) 2007 The Thomson Corporation. All rts. reserv.

0013413807 - Drawing available
WPI ACC NO: 2003-504188/200347
Related WPI Acc No: 2002-711606; 2003-156266; 2003-199394; 2003-275523;
2005-211751

XRPX Acc No: N2003-400343

Automated media publishing method for seller organization, involves creation of media database, transmitting presentation rules database having creative guidelines and creating presentation that complies with guidelines

Patent Assignee: DEAN M A (DEAN-I); STONE L (STON-I)

Inventor: **DEAN M A ; STONE L**

Patent Family (2 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 20030080999	A1	20030501	US 2000480303	A	20000110	200347 B
			US 2002165091	A	20020607	
US 6829587	B2	20041207	US 2002165091	A	20020607	200480 E

Priority Applications (no., kind, date): US 2000480303 A 20000110; US 2002165091 A 20020607

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20030080999	A1	EN	72	5	Continuation of application US 2000480303

Continuation of patent US 6446045

Alerting Abstract US A1

NOVELTY - The method involves creating a media database having a list of media venues and transmitting presentation rules database having creative guidelines of the media venues. The seller selects the media venues and selected venue is inputted by a seller database. A structured presentation that complies with venues guidelines is created and presented to the selected media venues for publishing.

USE - Used for individual sellers, seller organization, and stand-alone electronic malls, outlets or directories.

ADVANTAGE - The methods continuously update the manuals thereby avoids mistakes of over-selling or overbooking of products. The method requires minimized inputs, which allows even an inexperienced seller to handle the sales efficiently.

DESCRIPTION OF DRAWINGS - The drawing shows a single level of service without independent directories.

Title Terms/Index Terms/Additional Words: AUTOMATIC; MEDIUM; PUBLICATION;
METHOD; ORGANISE; CREATION; DATABASE; TRANSMIT; PRESENT; RULE; COMPLY

Class Codes

International Classification (Main): **G06F-017/60** , G09G-005/00
US Classification, Issued: 345751000, 345733000, 345731000, 705026000,
705026000, 705014000

File Segment: EngPI; EPI;

DWPI Class: T01; T05; P85

Manual Codes (EPI/S-X): T01-J05A2A; T01-J05B4P; T01-J16A; T01-N01A1;
T01-N01A2A; T01-N01A2E; T05-L02

4/5/3 (Item 3 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2007 The Thomson Corporation. All rts. reserv.

0013191862 - Drawing available

WPI ACC NO: 2003-275523/200327

Related WPI Acc No: 2002-711606; 2003-156266; 2003-199394; 2003-504188;
2005-211751

XRPX Acc No: N2003-218769

**Goods/services advertisement management method using network, involves
presenting database storing list of available agents, to choose required
agents to create or manage presentation of related goods/services**

Patent Assignee: DEAN M A (DEAN-I); STONE L (STON-I)

Inventor: **DEAN M A ; STONE L**

Patent Family (1 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 20020178093	A1	20021128	US 2000480303	A	20000110	200327 B
			US 2002193465	A	20020711	

Priority Applications (no., kind, date): US 2000480303 A 20000110; US
2002193465 A 20020711

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20020178093	A1	EN	105	8	C-I-P of application US 2000480303 C-I-P of patent US 6446045

Alerting Abstract US A1

NOVELTY - A database storing list of available agents required to create or manage the presentation of respective goods or services, is provided to sellers for choosing the agents respectively. The request for goods or services is transmitted to the selected agents respectively.

USE - For creating or managing advertisement of goods, services inventory, product presented using media outlets in print, such as newspapers, magazines, periodicals, guidebooks, catalog, procures, fliers, directories, etc., in electronic forms, such as online directories, web sites, bulletin boards, news groups, CD-ROMs and interactive media and networks and in other media, such as billboards, skywriters, bus benches, radio, interactive kiosk and other form of customer outreach or information distribution used in automated media creation, publication, placement and control engine with processing and communication resource saver, sales and inventory control protocol and ticket distribution vending system.

ADVANTAGE - As the seller is allowed to choose agents for creating or managing the presentation of offered goods or products, the information about goods is updated and changed automatically by agents without manual

input by seller, thus sellers are enabled to accomplish updating and inventory control in a cost-effective manner.

DESCRIPTION OF DRAWINGS - The figure shows the block diagram of the goods and services advertisement presentation system.

Title Terms/Index Terms/Additional Words: GOODS; SERVICE; ADVERTISE; MANAGEMENT; METHOD; NETWORK; PRESENT; DATABASE; STORAGE; LIST; AVAILABLE; AGENT; CHOICE; REQUIRE; MANAGE; RELATED

Class Codes

International Classification (Main): **G06F-017/60**
 US Classification, Issued: 705028000

File Segment: EPI;
 DWPI Class: T01
 Manual Codes (EPI/S-X): T01-J05B4P; T01-N01A2C

4/5/4 (Item 4 from file: 350)
 DIALOG(R)File 350:Derwent WPIX
 (c) 2007 The Thomson Corporation. All rts. reserv.

0013117698 - Drawing available
 WPI ACC NO: 2003-199394/200319
 Related WPI Acc No: 2002-711606; 2003-156266; 2003-275523; 2003-504188;
 2005-211751
 XRPX Acc No: N2003-158601

Computer network usage method for providing goods and services, involves transmitting buyers existing identification information combined with purchase information, to seller to allow admittance to event or function
 Patent Assignee: DEAN M A (DEAN-I); STONE L (STON-I)
 Inventor: **DEAN M A ; STONE L**

Patent Family (2 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 20020169694	A1	20021114	US 2000480303	A	20000110	200319 B
			US 2002165094	A	20020607	
US 6738750	B2	20040518	US 2002165094	A	20020607	200433 E

Priority Applications (no., kind, date): US 2000480303 A 20000110; US 2002165094 A 20020607

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20020169694	A1	EN	71	5	Division of application US 2000480303

Division of patent US 6446045

Alerting Abstract US A1

NOVELTY - The identification information of a buyer (5000A) is combined with the purchase information and is transmitted to a seller (4000A). The seller verifies the received identification information, to allow admittance to an event or function utilizing the existing identification. (N.B - The original spec has claims 25, 30, 31)

USE - For providing goods and services such as newspaper, magazines, periodicals, guidebooks, catalogs, brochures, directories in electronic form such as web site, bulletin boards, news groups, interactive media through computer network.

ADVANTAGE - Allows the buyer to purchase products, goods and service, electronically, and to receive confirmation of the purchase. Allows the

seller to update change, control inventory etc., and enables accomplishing the updating to all media simultaneously. Allows for the presentation of availability of products, goods and services, for sale in a real-time environment, without requiring constant real-time communication during sales process.

DESCRIPTION OF DRAWINGS - The figure shows the block diagram explaining the goods and services provision system.

4000A Seller
5000A Buyer

Title Terms/Index Terms/Additional Words: COMPUTER; NETWORK; METHOD; GOODS; SERVICE; TRANSMIT; BUY; EXIST; IDENTIFY; INFORMATION; COMBINATION; PURCHASE; ALLOW; ADMIT; EVENT; FUNCTION

Class Codes

International Classification (Main): **G06F-017/60**
US Classification, Issued: 705027000, 705026000, 705040000, 235384000

File Segment: EPI;
DWPI Class: T01
Manual Codes (EPI/S-X): T01-N01A2A; T01-N01A2B

4/5/5 (Item 5 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2007 The Thomson Corporation. All rts. reserv.

0013075963 - Drawing available
WPI ACC NO: 2003-156266/200315
Related WPI Acc No: 2002-711606; 2003-199394; 2003-275523; 2003-504188;
2005-211751
XRPX Acc No: N2003-123355

Computer implemented sales and inventory controlling method for ticket distribution system, involves monitoring inventory levels and notifying sellers about available inventory levels

Patent Assignee: DEAN M A (DEAN-I); STONE L (STON-I)
Inventor: **DEAN M A ; STONE L**

Patent Family (2 patents, 1 countries)

Patent		Application				
Number	Kind	Date	Number	Kind	Date	Update
US 20020156684	A1	20021024	US 2000480303	A	20000110	200315 B
			US 2002165078	A	20020607	
US 6873969	B2	20050329	US 2002165078	A	20020607	200522 E

Priority Applications (no., kind, date): US 2000480303 A 20000110; US 2002165078 A 20020607

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20020156684	A1	EN	71	5	Division of application US 2000480303

Division of patent US 6446045

Alerting Abstract US A1

NOVELTY - A total available inventory and notification level of the total available inventory are set. A buffer inventory is established and the inventory levels are monitored. Sellers are then notified about the available inventory levels.

USE - For controlling sales and inventory using computer for ticket distribution systems selling tickets, passes, admission documents, etc.,

used as admit cards in sports such as basket ball and also for music and video stores.

ADVANTAGE - The buffer in the inventory prevents errors based on processing time and communication delays and hence prevents over allocation of the inventory. Enables seller of goods or services to control sales and inventory with reduced processing resources without being required to maintain constant communications with points of sale.

DESCRIPTION OF DRAWINGS - The figure shows a single level of service without independent directories for controlling sales and inventory for ticket distribution system.

Title Terms/Index Terms/Additional Words: COMPUTER; IMPLEMENT; SALE; INVENTORY; CONTROL; METHOD; TICKET; DISTRIBUTE; SYSTEM; MONITOR; LEVEL; NOTIFICATION; AVAILABLE

Class Codes

International Classification (Main): **G06F-017/60**
 US Classification, Issued: 705022000, 705028000, 705026000, 705028000

File Segment: EPI;
 DWPI Class: T01; T05
 Manual Codes (EPI/S-X): T01-J05A2D; T05-C01

4/5/6 (Item 6 from file: 350)
 DIALOG(R)File 350:Derwent WPIX
 (c) 2007 The Thomson Corporation. All rts. reserv.

0012852917 - Drawing available
 WPI ACC NO: 2002-711606/200277
 Related WPI Acc No: 2003-156266; 2003-199394; 2003-275523; 2003-504188;
 2005-211751
 XRPX Acc No: N2002-561178

Network-based electronic presentation creation control method for sales of products, services, involves creating presentation that compiles with guidelines of media venues selected by seller from media database

Patent Assignee: DEAN M A (DEAN-I); STONE L (STON-I)
 Inventor: **DEAN M A ; STONE L**

Patent Family (1 patents, 1 countries)

Patent		Application				
Number	Kind	Date	Number	Kind	Date	Update
US 6446045	B1	20020903	US 2000480303	A	20000110	200277 B

Priority Applications (no., kind, date): US 2000480303 A 20000110

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing	Notes
US 6446045	B1	EN	68	5		

Alerting Abstract US B1

NOVELTY - A seller (4000A) selects media venues from a media database. The seller creates an electronic presentation that compiles with guidelines of the selected media venues and transmit the presentation to selected media venues for publication.

USE - For controlling electronic presentation e.g. newspaper, magazine, periodicals, guidebook, catalog, brochure, flier, directory, on-line directory, web site, bulletin board, news group, CD-ROM, billboards, skywriter, bus bench, radio, kiosk, etc., for sales of products, goods, services, etc.

ADVANTAGE - The presentations are created based on guidelines of the media venues in real-time, thereby allowing accurate presentation

availability to buyers. Enables seller creating self-serve automated presentations, thus management cost is reduced.

DESCRIPTION OF DRAWINGS - The figure shows a block diagram of single level interaction of components of presentation creation control apparatus.
4000A Seller

Title Terms/Index Terms/Additional Words: NETWORK; BASED; ELECTRONIC; PRESENT; CREATION; CONTROL; METHOD; SALE; PRODUCT; SERVICE; COMPILE; MEDIUM; SELECT; DATABASE

Class Codes

International Classification (Main): **G06F-017/60**

US Classification, Issued: 705026000

File Segment: EPI;

DWPI Class: T01

Manual Codes (EPI/S-X): T01-J05B4P; T01-J11; T01-N01A2A; T01-N03B2A

EIC 3600

Dialog Search

Set	Items	Description
S1	318	AU=(DEAN, M? OR DEAN M?)
S2	144	AU=(STONE, L? OR STONE L?)
S3	6	S1 AND S2
S4	6	S3 AND IC=(G06F-017/30 OR G06F-017/60 OR G07F? OR G06Q?)
S5	456	S1 OR S2
S6	9	S5 AND IC=(G06F-017/30 OR G06F-017/60 OR G07F? OR G06Q?)
S7	3	S6 NOT S4

File 350:Derwent WPIX 1963-2006/UD=200718

(c) 2007 The Thomson Corporation

File 347:JAPIO Dec 1976-2006/Nov(Updated 070228)

(c) 2007 JPO & JAPIO

File 348:EUROPEAN PATENTS 1978-2007/ 200708

(c) 2007 European Patent Office

File 349:PCT FULLTEXT 1979-2007/UB=20070315UT=20070308

(c) 2007 WIPO/Thomson

7/5/1 (Item 1 from file: 350)
 DIALOG(R) File 350:Derwent WPIX
 (c) 2007 The Thomson Corporation. All rts. reserv.

0014058601 - Drawing available
 WPI ACC NO: 2004-241095/200423
 Related WPI Acc No: 2004-765165
 XRPX Acc No: N2004-191234

Graphical user interface (GUI) for online interaction displays another group space aside from group space already displayed to exhibit material associated with group activity in which each online member of another group may participate

Patent Assignee: MICROSOFT CORP (MICT)
 Inventor: FERGUSON H; GLATZER A; MESGAR E; MULCAHY K; MURARKA N I;
 RANGANATH R; SANDERS E; SARETTO C J; SAVAGE T; **STONE L** ; VERT J; ZANER M
 ; ZARAKHOVSKY E; ZARAKHOVSKY E

Patent Family (6 patents, 33 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
EP 1394713	A1	20040303	EP 200318958	A	20030820	200423 B
US 20040041836	A1	20040304	US 2002230247	A	20020828	200423 E
JP 2004164599	A	20040610	JP 2003303309	A	20030827	200438 E
US 20060190827	A1	20060824	US 2002230247	A	20020828	200656 E
			US 2006379638	A	20060421	
			US 2006379640	A	20060421	
			US 2006379647	A	20060421	
US 20060190828	A1	20060824	US 2002230247	A	20020828	200656 E
			US 2006379638	A	20060421	
			US 2006379640	A	20060421	
			US 2006379647	A	20060421	
US 20060190829	A1	20060824	US 2002230247	A	20020828	200656 E
			US 2006379647	A	20060421	

Priority Applications (no., kind, date): US 2006379647 A 20060421; US 2006379640 A 20060421; US 2006379638 A 20060421; US 2002230247 A 20020828

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
EP 1394713	A1	EN	36	13	
Regional Designated States, Original: AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LI LT LU LV MC MK NL PT RO SE SI SK TR					
JP 2004164599	A	JA	72		
US 20060190827	A1	EN			Division of application US 2002230247
					Division of application US 2006379640
					Division of application US 2006379647
US 20060190828	A1	EN			Division of application US 2002230247
					Division of application US 2006379638
					Division of application US 2006379647
US 20060190829	A1	EN			Division of application US 2002230247

Alerting Abstract EP A1

NOVELTY - A group space displays material associated with a group

activity in which each online group member may participate. At least one control may be selected by a user to display another group space that displays material associated with another group activity in which each online member of another group may participate.

DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

1.a computer-readable medium; and

2.a method of enabling a group interaction between a first user and at least one other user over a network.

USE - For online interaction.

ADVANTAGE - Intimate group of users can interact with each other in any number of ways. Enables users to access, nurture and develop shared relationships with one another.

DESCRIPTION OF DRAWINGS - The figure is a schematic diagram illustrating a computer system.

- 20Computing device
- 21Processing unit
- 22System memory
- 23System bus
- 25RAM

Title Terms/Index Terms/Additional Words: GRAPHICAL; USER; INTERFACE; INTERACT; DISPLAY; GROUP; SPACE; ASIDE; EXHIBIT; MATERIAL; ASSOCIATE; ACTIVE; MEMBER; PARTICIPATING

Class Codes

International Classification (Main): G06F-003/00

(Additional/Secondary): G06F-013/00

International Classification (+ Attributes)

IPC + Level Value Position Status Version

- G06F-0003/033 A I R 20060101
- G06Q-0010/00** A I R 20060101
- G06F-0017/00 A I F B 20060101
- G06F-0003/033 C I R 20060101
- G06Q-0010/00** C I R 20060101

US Classification, Issued: 345759000, 345751000, 715751000, 715751000, 715751000

File Segment: EPI;

DWPI Class: T01; T04

Manual Codes (EPI/S-X): T01-C02B1; T01-J12; T01-S03; T04-F02A

7/5/2 (Item 2 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2007 The Thomson Corporation. All rts. reserv.

0010611705 - Drawing available

WPI ACC NO: 2001-217642/200122

XRPX Acc No: N2001-155133

Remote updating method of electronic Calender, involves transmitting updated information to Calendar supporting computer, if updated information conforms with previously existing information

Patent Assignee: SIEMENS INFORMATION & COMMUNICATIONS NET (SIEI)

Inventor: **DEAN M T** ; KING N J

Patent Family (1 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
---------------	------	------	--------------------	------	------	--------

US 6167379 A 20001226 US 199847302 A 19980324 200122 B

Priority Applications (no., kind, date): US 199847302 A 19980324

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing	Notes
US 6167379	A	EN	11	5		

Alerting Abstract US A

NOVELTY - Calender information such as telephone number and address are updated in RAM and ROM of portable electronic organizer. A receiver which receives updated information determines whether updated information conforms with previously existing information to portable electronic organizer. Updated information that conforms is transmitted to calender supporting computer through wireless transmission device.

DESCRIPTION - An INDEPENDENT CLAIM is also included for portable electronic organizer.

USE - For electronic calender with portable electronic organizer.

ADVANTAGE - The portable electronic organizer enables instantaneous updating of organizer calender from desktop computer through wireless link.

DESCRIPTION OF DRAWINGS - The figure shows the flow chart for updating electronic calender.

Title Terms/Index Terms/Additional Words: REMOTE; UPDATE; METHOD; ELECTRONIC; CALENDER; TRANSMIT; INFORMATION; CALENDAR; SUPPORT; COMPUTER; CONFORM; EXIST

Class Codes

International Classification (Main): **G06F-017/60**

(Additional/Secondary): G06F-015/16

US Classification, Issued: 705009000, 705008000, 709248000

File Segment: EPI;

DWPI Class: S04; T01; W05

Manual Codes (EPI/S-X): S04-B04A; T01-C03C; T01-H07C; T01-M06A1; W05-B05B4

7/5/3 (Item 1 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
(c) 2007 European Patent Office. All rts. reserv.

01701077

System and method for shared integrated online social interaction

System und Verfahren fur gemeinsam, integrierte und vernetzte soziale Interaktion

Systeme et methode pour l'interaction sociale partagee et integree en ligne

PATENT ASSIGNEE:

MICROSOFT CORPORATION, (749866), One Microsoft Way, Redmond, WA 98052, (US), (Applicant designated States: all)

INVENTOR:

Zaner, Melora, 733 Summit Ave. E. Apt.303, Seattle Washington 98102, (US)

Mulcahy, Kathleen, 4400 Wallingford Ave N Apt.5, Seattle Washington 98103, (US)

Sanders, Erica, 210 Wall Street Apt.1007, Seattle Washington 98121, (US)

Saretto, Cesare John, 845 Bellevue Place East, Seattle Washington 98102, (US)

Zarakhovsky, Eugene, 2440 Western Avenue. Apt.402, Seattle Washington 98121, (US)

Mesgar, Eugene, 4020 El Camino Real #1106, Palo Alto, CA 94306, (US)

Murarka, Neel Ishwar, 2219 2nd Ave. Apt.413, Seattle Washington 98121, (US)

Ferguson, Heather, 152 Grimes Road, Centralia Washington 98531, (US)
 Glatzer, Asta, 7417 Old Redmond Road, Redmond Washington 98052, (US)
 Ranganath, Rama, 2440 Western Ave. Apt.601, Seattle Washington 98121,
 (US)

Savage, Tammy, 1716 Arch Ave. SW, Seattle Washington 98116, (US)

Vert, John, 444 Smith Street, Seattle Washington 98109, (US)

Stone, Linda , P.O. Box 7477, Bellevue, WA 98008, (US)

LEGAL REPRESENTATIVE:

Grunecker, Kinkeldey, Stockmair & Schwanhausser Anwaltssozietat (100721)
 , Maximilianstrasse 58, 80538 Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 1394713 A1 040303 (Basic)

APPLICATION (CC, No, Date): EP 2003018958 030820;

PRIORITY (CC, No, Date): US 230247 020828

DESIGNATED STATES: AT; BE; BG; CH; CY; CZ; DE; DK; EE; ES; FI; FR; GB; GR;
 HU; IE; IT; LI; LU; MC; NL; PT; RO; SE; SI; SK; TR

EXTENDED DESIGNATED STATES: AL; LT; LV; MK

INTERNATIONAL PATENT CLASS (V7): **G06F-017/60** ; G06F-009/44; G06F-003/033

ABSTRACT EP 1394713 A1

A novel application and user interface for facilitating group interactions over a network integrates messaging, file sharing, media playing, journaling, profiles, and gaming into a cohesive environment. The groups facilitated by the invention are persistent and mobile in that a user does not have to recollect and reconfigure the group each time he or she wants to interact with the group online and, while online, the group may be taken from one activity to another without having to disband and reconnect at the second activity. The application is modular so as to be extensible to include other activities and functionalities. In an embodiment, the group interaction application utilizes a peer-to-peer network environment to facilitate network communications between group members.

ABSTRACT WORD COUNT: 120

NOTE:

Figure number on first page: 1

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application: 040303 A1 Published application with search report

Examination: 040915 A1 Date of request for examination: 20040713

Examination: 040915 A1 Date of request for examination: 20040713

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200410	1665
SPEC A	(English)	200410	9094
Total word count - document A			10759
Total word count - document B			0
Total word count - documents A + B			10759

Set	Items	Description
S1	713	AU=(DEAN, M? OR DEAN M?)
S2	536	AU=(STONE, L? OR STONE L?)
S3	0	S1 AND S2
S4	1249	S1 OR S2
S5	2	S4 AND ((MEDIA OR MULTIMEDIA OR ELECTRONIC OR DIGITAL? OR - INTERNET)(3N)(PUBLICATION? ? OR PRESENTATION? ? OR ADVERTISE- MENT? OR AD OR ADS OR ADVERT? ? OR ADVERTISING OR PROMOTION?))
S6	2	RD (unique items)
File	2:INSPEC	1898-2007/Mar W2 (c) 2007 Institution of Electrical Engineers
File	35:Disseration Abs Online	1861-2007/Feb (c) 2007 ProQuest Info&Learning
File	65:Inside Conferences	1993-2007/Mar 19 (c) 2007 BLDSC all rts. reserv.
File	99:Wilson Appl. Sci & Tech Abs	1983-2007/Feb (c) 2007 The HW Wilson Co.
File	474:New York Times Abs	1969-2007/Mar 19 (c) 2007 The New York Times
File	475:Wall Street Journal Abs	1973-2007/Mar 16 (c) 2007 The New York Times
File	583:Gale Group Globalbase(TM)	1986-2002/Dec 13 (c) 2002 The Gale Group
File	15:ABI/Inform(R)	1971-2007/Mar 19 (c) 2007 ProQuest Info&Learning
File	20:Dialog Global Reporter	1997-2007/Mar 19 (c) 2007 Dialog
File	610:Business Wire	1999-2007/Mar 19 (c) 2007 Business Wire.
File	810:Business Wire	1986-1999/Feb 28 (c) 1999 Business Wire
File	476:Financial Times Fulltext	1982-2007/Mar 18 (c) 2007 Financial Times Ltd
File	613:PR Newswire	1999-2007/Mar 19 (c) 2007 PR Newswire Association Inc
File	813:PR Newswire	1987-1999/Apr 30 (c) 1999 PR Newswire Association Inc
File	634:San Jose Mercury	Jun 1985-2007/Mar 16 (c) 2007 San Jose Mercury News
File	624:McGraw-Hill Publications	1985-2007/Mar 19 (c) 2007 McGraw-Hill Co. Inc
File	9:Business & Industry(R)	Jul/1994-2007/Mar 16 (c) 2007 The Gale Group
File	275:Gale Group Computer DB(TM)	1983-2007/Mar 16 (c) 2007 The Gale Group
File	621:Gale Group New Prod. Annou. (R)	1985-2007/Mar 08 (c) 2007 The Gale Group
File	636:Gale Group Newsletter DB(TM)	1987-2007/Mar 16 (c) 2007 The Gale Group
File	16:Gale Group PROMT(R)	1990-2007/Mar 16 (c) 2007 The Gale Group
File	160:Gale Group PROMT(R)	1972-1989 (c) 1999 The Gale Group
File	148:Gale Group Trade & Industry DB	1976-2007/Mar 08 (c) 2007 The Gale Group
File	47:Gale Group Magazine DB(TM)	1959-2007/Mar 08 (c) 2007 The Gale group
File	570:Gale Group MARS(R)	1984-2007/Mar 16 (c) 2007 The Gale Group
File	635:Business Dateline(R)	1985-2007/Mar 17 (c) 2007 ProQuest Info&Learning

File 477:Irish Times 1999-2007/Mar 19
(c) 2007 Irish Times

File 710:Times/Sun.Times(London) Jun 1988-2007/Mar 19
(c) 2007 Times Newspapers

File 711:Independent(London) Sep 1988-2006/Dec 12
(c) 2006 Newspaper Publ. PLC

File 756:Daily/Sunday Telegraph 2000-2007/Mar 19
(c) 2007 Telegraph Group

File 757:Mirror Publications/Independent Newspapers 2000-2007/Mar 19
(c) 2007

File 387:The Denver Post 1994-2007/Mar 16
(c) 2007 Denver Post

File 471:New York Times Fulltext 1980-2007/Mar 19
(c) 2007 The New York Times

File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06
(c) 2002 Phoenix Newspapers

File 494:St LouisPost-Dispatch 1988-2007/Mar 18
(c) 2007 St Louis Post-Dispatch

File 631:Boston Globe 1980-2007/Mar 16
(c) 2007 Boston Globe

File 633:Phil.Inquirer 1983-2007/Mar 14
(c) 2007 Philadelphia Newspapers Inc

File 638:Newsday/New York Newsday 1987-2007/Mar 19
(c) 2007 Newsday Inc.

File 640:San Francisco Chronicle 1988-2007/Mar 18
(c) 2007 Chronicle Publ. Co.

File 641:Rocky Mountain News Jun 1989-2007/Mar 19
(c) 2007 Scripps Howard News

File 702:Miami Herald 1983-2007/Mar 15
(c) 2007 The Miami Herald Publishing Co.

File 703:USA Today 1989-2007/Mar 16
(c) 2007 USA Today

File 704:(Portland)The Oregonian 1989-2007/Mar 16
(c) 2007 The Oregonian

File 713:Atlanta J/Const. 1989-2007/Mar 18
(c) 2007 Atlanta Newspapers

File 714:(Baltimore) The Sun 1990-2007/Mar 16
(c) 2007 Baltimore Sun

File 715:Christian Sci.Mon. 1989-2007/Mar 19
(c) 2007 Christian Science Monitor

File 725:(Cleveland)Plain Dealer Aug 1991-2007/Mar 17
(c) 2007 The Plain Dealer

File 735:St. Petersburg Times 1989- 2007/Mar 18
(c) 2007 St. Petersburg Times

File 256:TecInfoSource 82-2007/Oct
(c) 2007 Info.Sources Inc

6/5/1 (Item 1 from file: 15)
 DIALOG(R)File 15:ABI/Inform(R)
 (c) 2007 ProQuest Info&Learning. All rts. reserv.

02748255 596753751

USE FORMAT 7 OR 9 FOR FULL TEXT

Check-Image Makeover

O'Boyle, Ed; Rasmussen, Steven; **Stone, Leslie**
 ABA Bank Marketing v36n2 PP: 36-41 Mar 2004 ISSN: 1539-7890
 JRNL CODE: BNM
 DOC TYPE: Periodical; Feature LANGUAGE: English RECORD TYPE: Fulltext
 LENGTH: 6 Pages
 WORD COUNT: 2125
 GEOGRAPHIC NAMES: United States; US

DESCRIPTORS: Check imaging; Banking industry; Market strategy; Marketing
 management; Service introduction
 CLASSIFICATION CODES: 9190 (CN=United States); 8120 (CN=Retail banking);
 7500 (CN=Product planning & development)
 PRINT MEDIA ID: 20089

ABSTRACT: Banks with imaging technologies can use them for marketing purposes to "differentiate" themselves from competitors. For this reason, a number of banks that are not now employing imaging may jump on the bandwagon once of the federal "Check Clearing for the 21st Century Act" goes into effect this October. The savvy institutions among this group will not be content simply to introduce check imaging. They also will develop comprehensive plans to market both the service as well as future services made possible by the technology - so that their customers will understand and accept the change without confusion, misunderstanding or bad feelings. Six action steps that are essential to any check-imaging campaign are presented: 1. Brand the new check-imaging product. 2. Pre-sell customers. 3. Train employees. 4. Guide customers with a "road map." 5. Develop supporting advertising and public relations campaigns. 6. Do something special on product rollout day.

6/5/2 (Item 1 from file: 148)
 DIALOG(R)File 148:Gale Group Trade & Industry DB
 (c)2007 The Gale Group. All rts. reserv.

04908970 SUPPLIER NUMBER: 09006606 (USE FORMAT 7 OR 9 FOR FULL TEXT)
King Tobacco under attack. (critique of tobacco manufacturers)

Dean, Malcolm
 Lancet, v336, n8718, p865(2)
 Oct 6, 1990
 ISSN: 0099-5355 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
 WORD COUNT: 1530 LINE COUNT: 00120

ABSTRACT: While we rail against the arms trade in the face of the Persian Gulf 'crisis', we neglect to attack a more insidious enemy, responsible for the deaths of 2.5 million people each year: the tobacco merchants. International action against the cigarette conglomerates must be taken now. Not only has the international community neglected its responsibility to control the tobacco trade, it is actively involved in pushing cigarettes in the developing world. Although the US started sooner, Europe is not far behind, spurred on by a fourfold increase in tobacco production in the last 10 years. The tobacco industry is happily targeting consumers in the developing world, faced with increasing health consciousness in the West. Conditions in the third world create a tobacco merchant's heaven: few

controls on advertising, no health education, few purchase-age requirements, and no pressure groups. Cigarette consumption increased by 28 percent in Latin America, 30 percent in Asia, and 77 percent in Africa in the 1970s according to the World Health Organization. Furthermore, cigarettes marketed in these countries are more lethal, with a higher tar and nicotine content. The international community has had little effect upon the six large multinational corporations registered in the US and United Kingdom. Some have hopes for a new program, the International Agency on Tobacco and Health (IATH), run by David Simpson, former director of a British anti-smoking group. The goal of this organization is to build a database on tobacco control policy that will be accessible to developing countries and eastern Europe; its programs are discussed. (Consumer Summary produced by Reliance Medical Information, Inc.)

INDUSTRY CODES/NAMES: HLTH Healthcare

DESCRIPTORS: Tobacco--Physiological aspects; Cigarette industry--
Evaluation; Cigarette industry--International aspects; Smoking--Health
aspects

SIC CODES: 2111 Cigarettes

FILE SEGMENT: HI File 149

Set	Items	Description
S1	857475	INTERFACE? ? OR GUI OR GUIS OR WEBSITE? OR WEBPAGE? OR WEB- () (SITE? ? OR PAGE? ?) OR CONTROLLER? ?
S2	956935	(THIRD OR 3RD) () (PARTY OR PARTIES) OR AGENT? ? OR AGENC???
S3	608351	MANAG???
S4	2022223	OR CREAT???
S5	116778	OR WRITE? ? OR WRITING OR PUBLISH???
S6	1259754	OR CUSTOMIZ? OR CUSTOMIS? OR PERSONALIZ? OR PERSONALIS?
S7	414960	PLACE? ? OR PLACING OR PLACEMENT OR TRANSMIT? OR SEND???
S8	277042	OR SENT
S9	12594	PUBLICATION? ? OR PRESENTATION? ? OR ADVERTISEMENT? OR AD - OR ADS OR ADVERT? ? OR ADVERTISING OR PROMOTION?
S10	631	MEDIA OR MULTIMEDIA OR ELECTRONIC OR DIGITAL? OR INTERNET
S11	58	VENUE? ? OR OUTLET? ?
S12	5	S1 AND (S3 OR S4)
S13	39	S6(S)S7
S14	124235	S8 AND S9
S15	15	S10 AND S5
S16	18	S11 AND S2
S17	18	S11 AND IC=(G06F-017/30 OR G06F-017/60 OR G07F? OR G06Q?)
S18	18	CLIENT? ? OR SELLER? ? OR SUBSCRIBER? ?
S19	15	S13 AND S14
S20	18	S12 OR S15
S21	18	IDPAT (sorted in duplicate/non-duplicate order)
S22	18	IDPAT (primary/non-duplicate records only)

File 350:Derwent WPIX 1963-2006/UD=200718

(c) 2007 The Thomson Corporation

18/5/1

DIALOG(R)File 350:Derwent WPIX

(c) 2007 The Thomson Corporation. All rts. reserv.

0016126696 - Drawing available

WPI ACC NO: 2006-658326/200668

XRPX Acc No: N2006-527447

Auction item promoting method involves displaying information related to specific auction at user selected venues, in specific format

Patent Assignee: SYMON COMMUNICATIONS INC (SYMO-N)

Inventor: ANSLEY C H; FLEMING T B; GURLEY S L

Patent Family (1 patents, 1 countries)

Patent		Application				
Number	Kind	Date	Number	Kind	Date	Update
US 20060190384	A1	20060824	US 2005654610	P	20050218	200668 B
			US 2005239181	A	20050929	

Priority Applications (no., kind, date): US 2005654610 P 20050218; US 2005239181 A 20050929

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing	Notes
US 20060190384	A1	EN	17	9	Related to Provisional	US 2005654610

Alerting Abstract US A1

NOVELTY - The method involves providing a **venue promotion** option including a list of **venues** for display of information related to list of **internet** auctions, to user for selection. When instruction containing selection of **venues** is received from user, the information related to specific auction is formatted and **transmitted** to the selected **venues** for display.

USE - For promoting auction listings or brands in venues such as restaurant, airport, stores, railway station, airplane, train, club, cruise liner, bar, hotel, corporate lobbies, corporate break room, corporate cafeterias, concert hall, convention center, restroom, stadium, building lobbies, lift, building and cab stand.

ADVANTAGE - The auction **promotion** tool enables the **sellers** to promote their auction listings in venues where people congregate, to maximize the sales price of item.

DESCRIPTION OF DRAWINGS - The figure shows the block diagram of the communication system for promoting auction item.

20 communication system

40 communication links

Title Terms/Index Terms/Additional Words: AUCTION; ITEM; PROMOTE; METHOD; DISPLAY; INFORMATION; RELATED; SPECIFIC; USER; SELECT; FORMAT

Class Codes

International Classification (+ Attributes)

IPC + Level Value Position Status Version

G06Q-0040/00 A I F B 20060101

US Classification, Issued: 705037000

File Segment: EPI;

DWPI Class: T01

Manual Codes (EPI/S-X): T01-N01A2A; T01-N01A2C

18/5/2

DIALOG(R)File 350:Derwent WPIX

(c) 2007 The Thomson Corporation. All rts. reserv.

0014864036 - Drawing available

WPI ACC NO: 2005-211751/200522

Related WPI Acc No: 2002-711606; 2003-156266; 2003-199394; 2003-275523; 2003-504188

XRPX Acc No: N2005-175041

Presentation creation and publishing control method in network computer, involves creating presentations that comply with media venues guidelines and transmitting presentations to selected media venues for publication

Patent Assignee: DEAN M A (DEAN-I); STONE L (STON-I)

Inventor: DEAN M A; STONE L

Patent Family (1 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 20050044009	A1	20050224	US 2000480303	A	20000110	200522 B
			US 2002165091	A	20020607	
			US 2004954820	A	20040930	

Priority Applications (no., kind, date): US 2002165091 A 20020607; US 2000480303 A 20000110; US 2004954820 A 20040930

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20050044009	A1	EN	72	5	Continuation of application US 2000480303
					Continuation of application US 2002165091
					Continuation of patent US 6446045
					Continuation of patent US 6829587

Alerting Abstract US A1

NOVELTY - The one or more media venues are selected depending on the user selection. The presentations that comply with media venues guidelines are created and the presentations of are transmitted to the selected media venues for publication .

DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

- 1.method for using computer to control sales and inventory while reducing required processing resources;
- 2.method of using network of computers to facilitate and control access to events or functions; and
- 3.method of using network of computers to allow holders of identification documents to use documents in combination with biometric identification for purchasing goods and services.

USE - For controlling creating and publishing of presentation for media venues such as newspaper , magazine, periodical , travel guidebook , catalog , brochure, flier, directory, online directory, web site, bulletin board, new group, read only memory compact disk (CD-ROM), interactive media, billboard, skywriter, bus bench, radio, interactive kiosk using network computer.

ADVANTAGE - The need for the seller to have the knowledge of presentation codes or low level formatting knowledge is avoided efficiently. The seller can create the presentation with cafeteria-style selection and billing easily, thus sales is promoted without associated sales overhead cost.

DESCRIPTION OF DRAWINGS - The figure shows the single level of service without independent directories.

Title Terms/Index Terms/Additional Words: PRESENT; CREATION ; PUBLICATION ; CONTROL; METHOD; NETWORK; COMPUTER; COMPLY; MEDIUM; TRANSMIT ; SELECT

Class Codes

International Classification (Main): G06F-017/60
US Classification, Issued: 705026000
File Segment: EPI;
DWPI Class: T01
Manual Codes (EPI/S-X): T01-J11E; T01-N01D2

18/5/3

DIALOG(R)File 350:Derwent WPIX
(c) 2007 The Thomson Corporation. All rts. reserv.

0014506136 - Drawing available
WPI ACC NO: 2004-688056/200467
XRPX Acc No: N2004-544951

Remote image updating method for electro-optic sign installed in e.g. sports stadium, arena, involves uploading image created by user from web site to electro-optic sign

Patent Assignee: CRAIG R (CRAI-I); CRAIG R G (CRAI-I); SAUL I (SAUL-I); SAUL I G (SAUL-I)

Inventor: CRAIG R G; SAUL I G

Patent Family (5 patents, 107 countries)

Table with columns: Patent Number, Kind, Date, Application Number, Kind, Date, Update. Lists various patent entries across different countries and dates.

Priority Applications (no., kind, date): US 2003451700 P 20030303; US 2004793551 A 20040303

Patent Details

Number Kind Lan Pg Dwg Filing Notes
US 20040174597 A1 EN 10 3 Related to Provisional US 2003451700
WO 2004079694 A2 EN
National Designated States, Original: AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NA NI NO NZ OM PG PH PL PT RO RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW
Regional Designated States, Original: AT BE BG BW CH CY CZ DE DK EA EE ES FI FR GB GH GM GR HU IE IT KE LS LU MC MW MZ NL OA PL PT RO SD SE SI SK SL SZ TR TZ UG ZM ZW
AU 2004216699 A1 EN Based on OPI patent WO 2004079694
EP 1599808 A2 EN PCT Application WO 2004US6537
Based on OPI patent WO 2004079694
Regional Designated States, Original: AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LI LT LU LV MC MK NL PL PT RO SE SI SK TR
JP 2006520506 W JA 16 PCT Application WO 2004US6537
Based on OPI patent WO 2004079694

Alerting Abstract US A1

NOVELTY - The data representing the image is uploaded by the user (110) to the **web site**. The image is directly uploaded from the **web site** to the remotely changeable electro-optical sign (60) through the internet to provide time-based usage of the sign.

DESCRIPTION - An **INDEPENDENT CLAIM** is also included for electro-optic sign system.

USE - For remotely updating images in real-time on electro-optic sign, billboard installed in sports stadiums, arenas, other special events **venues**, etc., to display **advertisements**, amber alerts for alerting missing children, crime related announcements which require real-time cooperation of public, traffic, weather, late-breaking news, other important information of public interest provided by public **agency** such as law enforcement organization like police, public safety organization like fire fighters, transportation department, health department, etc., or any other governmental or non-governmental organization providing information rapidly to public and also provide audio commentary or messages associated with particular images appearing on sign.

ADVANTAGE - Users and operators of the sign purchase and sell **advertising** time and provide or change images on the sign from any remote locations through the **internet**.

DESCRIPTION OF DRAWINGS - The figure shows a block diagram of the electro-optic sign system.

30 programmable **controller**
 50 **transmitter** /receiver device
 60 sign
 80 **interface** device
 90 server
 100 master **controller**
 105 data modem
 110 user

Title Terms/Index Terms/Additional Words: REMOTE; IMAGE; UPDATE; METHOD; ELECTRO; OPTICAL; SIGN; INSTALLATION; SPORTS; STADIUM; ARENA; USER; WEB; SITE

Class Codes

International Classification (+ Attributes)

IPC + Level Value Position Status Version

G06Q-0030/00 A I R 20060101

G06F-0013/00 A I F B 20060101

G06Q-0030/00 C I R 20060101

US Classification, Issued: 705014000, 359245000, 359484000

File Segment: EngPI; EPI;

DWPI Class: T01; W05; P81

Manual Codes (EPI/S-X): T01-N01D1B; W05-D08C; W05-E03A1

18/5/4

DIALOG(R)File 350:Derwent WPIX

(c) 2007 The Thomson Corporation. All rts. reserv.

0014489182 - Drawing available

WPI ACC NO: 2004-526080/200451

XRPX Acc No: N2004-416954

Automated kiosk for retail outlet e.g. real-estate agency, has computer touchscreen attached to internal surface of retail outlet window and has telephone unit on external window surface

Patent Assignee: KHUDRUJ W (KHUD-I); KHUDRUJ W W (KHUD-I)

Inventor: KHUDRUJ W W

Patent Family (2 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
AU 2001100217	A8	20010830	AU 2001100217	A	20010731	200451 B
AU 2001100217	A4	20010830				200501 E

Priority Applications (no., kind, date): AU 20006069 A 20000731

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
AU 2001100217	A8	EN	30	14	

Alerting Abstract AU A8

NOVELTY - The computer touchscreen is **placed** against the internal surface of the retail **outlet** window. A user outside the window uses the touchscreen to access retail data in **multimedia** format on the computer system via e.g. **Internet**. A telephone and audio system is built into the window to enable contact with the retailer. An external payment system is incorporated to receive customer payments e.g. rent.

DESCRIPTION - Server software maintains a connection to the graphical user **interface**, **client** and remote core software components.

USE - For real-estate **agency**, travel **agency**, property development **outlet** etc.

ADVANTAGE - Combines interactive touchscreen **Internet** searching with telecommunications technology and in-house retail **outlet** searching. Increases accessibility and sales potential of retail **outlet**, reduces administration costs and generates revenue via **advertising**.

DESCRIPTION OF DRAWINGS - The drawing shows a diagram of a ****ThruGlass**** touchscreen and computer monitor mounted in a retail outlet window..

Title Terms/Index Terms/Additional Words: AUTOMATIC; KIOSK; RETAIL; OUTLET; REAL; ESTATE; **AGENT**; COMPUTER; ATTACH; INTERNAL; SURFACE; WINDOW; TELEPHONE; UNIT; EXTERNAL

Class Codes

International Classification (Main): G06F-003/033
(Additional/Secondary): **G06F-017/30**

File Segment: EPI;

DWPI Class: T01; T04; W01

Manual Codes (EPI/S-X): T01-C02B1; T01-J05A1; T01-J30; T01-N01A1; T01-N01A2A; T01-S02; T04-F02A2; W01-C05B4

18/5/5

DIALOG(R)File 350:Derwent WPIX

(c) 2007 The Thomson Corporation. All rts. reserv.

0014344839 - Drawing available

WPI ACC NO: 2004-533042/200451

Related WPI Acc No: 2003-902172; 2004-059997; 2005-010571; 2006-520631

XRPX Acc No: N2004-422172

Enterprise media distribution system for shopping mall, has central servers in communication with chain servers which in turn communicate with client devices in business locations

Patent Assignee: IN-STORE BROADCASTING NETWORK (INST-N); LONDON M D

(LAND-I); POWELL R H (POWE-I); REGISTER L (REGI-I)

Inventor: LONDON M D; POWELL R H; REGISTER L; LONDON M; POWELL R

Patent Family (3 patents, 107 countries)

Patent Application

Number	Kind	Date	Number	Kind	Date	Update
US 20040128198	A1	20040701	US 2002145920	A	20020515	200451 B
			US 2002146192	A	20020515	
			US 2003735350	A	20031212	
WO 2005060110	A2	20050630	WO 2004US41281	A	20041209	200544 E
EP 1692625	A2	20060823	EP 2004813588	A	20041209	200655 E
			WO 2004US41281	A	20041209	

Priority Applications (no., kind, date): US 2002146192 A 20020515; US 2002145920 A 20020515; US 2003735350 A 20031212

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20040128198	A1	EN	37	13	C-I-P of application US 2002145920 C-I-P of application US 2002146192
WO 2005060110	A2	EN			
National Designated States,Original: AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NA NI NO NZ OM PG PH PL PT RO RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW					
Regional Designated States,Original: AT BE BG BW CH CY CZ DE DK EA EE ES FI FR GB GH GM GR HU IE IS IT KE LS LT LU MC MW MZ NA NL OA PL PT RO SD SE SI SK SL SZ TR TZ UG ZM ZW					
EP 1692625	A2	EN			PCT Application WO 2004US41281 Based on OPI patent WO 2005060110
Regional Designated States,Original: AL AT BA BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK NL PL PT RO SE SI SK TR YU					

Alerting Abstract US A1

NOVELTY - An independent **customizable** media broadcast supported on each **client** device, comprises audio, visual and/or informational media content that is specific to each business location in which **client** device is located. A chain network system has chain servers in communication with **client** devices in several business locations. A central server system has central server in communication with several chain servers.

DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

- 1.in-store media broadcasting system ; and
- 2.method for establishing the enterprise media distribution system.

USE - For distributing and broadcasting songs, music playlist, video, advertisements, announcements and other informational contents to commercial retail store, outlet store, shopping mall, grocery store, **convenient** store and commercial service oriented business organizations like hospital, supermarket and drug store.

ADVANTAGE - The retailer and service providers broadcast customized music and message to their **customers** , in most secure and efficient manner.

DESCRIPTION OF DRAWINGS - DESCRIPTION OF DRAWING - The figure shows the schematic view of the enterprise media distribution system.

Title Terms/Index Terms/Additional Words: MEDIUM; DISTRIBUTE; SYSTEM; SHOPPING; MALL; CENTRAL; SERVE; COMMUNICATE; CHAIN; TURN; **CLIENT** ; DEVICE; BUSINESS; LOCATE

Class Codes

International Classification (+ Attributes)
IPC + Level Value Position Status Version
G06Q-0030/00 A I R 20060101

H04L-0029/06 A I R 20060101
 H04L-0029/08 A N R 20060101
 G06F-0015/173 A I F B 20060101
G06Q-0030/00 C I R 20060101
 H04B S I R 20060101
 H04L-0029/06 C I R 20060101
 H04L-0029/08 C N R 20060101
 G06F-0015/16 C I F B 20060101
 US Classification, Issued: 705014000

File Segment: EPI;
 DWPI Class: T01; W01
 Manual Codes (EPI/S-X): T01-N01A; T01-N01A2A; T01-N01D1; T01-N02A2A;
 W01-A06B5A

18/5/6

DIALOG(R)File 350:Derwent WPIX
 (c) 2007 The Thomson Corporation. All rts. reserv.

0013901337 - Drawing available
 WPI ACC NO: 2004-080762/200408
 Related WPI Acc No: 2006-317243
 XRPX Acc No: N2004-064469

Ticket sales recording system for live event, integrates cost, expense and payment regarding production and manufacture of recording and transmits reports and accounts to all interested parties

Patent Assignee: GURVEY A R (GURV-I)
 Inventor: GURVEY A R

Patent Family (4 patents, 101 countries)

Patent		Application				
Number	Kind	Date	Number	Kind	Date	Update
US 20030220813	A1	20031127	US 2002382710	P	20020522	200408 B
			US 2002382949	P	20020524	
			US 2003442468	A	20030520	
WO 2003100569	A2	20031204	WO 2003US16300	A	20030520	200408 E
AU 2003237221	A1	20031212	AU 2003237221	A	20030520	200443 E
AU 2003237221	A8	20051103	AU 2003237221	A	20030520	200629 E

Priority Applications (no., kind, date): US 2002382949 P 20020524; US 2002382710 P 20020522; US 2003442468 A 20030520

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20030220813	A1	EN	9	4	Related to Provisional US 2002382710
					Related to Provisional US 2002382949
WO 2003100569	A2	EN			
National Designated States, Original: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NI NO NZ OM PH PL PT RO RU SC SD SE SG SK SL TJ TM TN TR TT TZ UA UG UZ VC VN YU ZA ZM ZW					
Regional Designated States, Original: AT BE BG CH CY CZ DE DK EA EE ES FI FR GB GH GM GR HU IE IT KE LS LU MC MW MZ NL OA PT RO SD SE SI SK SL SZ TR TZ UG ZM ZW					
AU 2003237221	A1	EN			Based on OPI patent WO 2003100569
AU 2003237221	A8	EN			Based on OPI patent WO 2003100569

Alerting Abstract US A1

NOVELTY - A recorder records the sales of ticket for a live event, while an acquisition unit acquires the information such as type of purchase and

method of delivery from a ticket **seller** . The ticket **seller** integrates cost, expenses and payment regarding production and manufacture of recording and **transmits** all reports and accounts to all interested parties and facilitates on-line services

USE - For recording the sales of ticket to a live event or sport.

ADVANTAGE - Provides legal, efficient way to effect the sale, gather the required information and **transmit** information to all interested parties required for manufacture/fulfillment of sales at low cost.

DESCRIPTION OF DRAWINGS - The figure shows the flowchart explaining the sales of ticket recording process.

Title Terms/Index Terms/Additional Words: TICKET; SALE; RECORD; SYSTEM; LIVE; EVENT; INTEGRATE; COST; EXPENSE; PAY; PRODUCE; MANUFACTURE; **TRANSMIT** ; REPORT; ACCOUNT; PARTY

Class Codes

International Classification (Main): **G06F-017/60**

International Classification (+ Attributes)

IPC + Level Value Position Status Version

G06Q-0030/00 A I R 20060101

G06Q-0030/00 C I R 20060101

US Classification, Issued: 705001000

File Segment: EPI;

DWPI Class: T01; T05

Manual Codes (EPI/S-X): T01-J05A; T05-C01

18/5/7

DIALOG(R)File 350:Derwent WPIX

(c) 2007 The Thomson Corporation. All rts. reserv.

0013881096 - Drawing available

WPI ACC NO: 2004-059997/200406

Related WPI Acc No: 2004-533042; 2005-010571; 2006-520631

XRPX Acc No: N2004-048502

Network based in-store media broadcasting system has client business locations to broadcast music and advertisement content by selecting specific business location

Patent Assignee: OVERAND J (OVER-I); REGISTER L (REGI-I)

Inventor: OVERAND J; REGISTER L

Patent Family (1 patents, 1 countries)

Patent		Application		Update	
Number	Kind Date	Number	Kind Date	Update	
US 20030216958	A1 20031120	US 2002145920	A 20020515	200406	B

Priority Applications (no., kind, date): US 2002145920 A 20020515

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20030216958	A1	EN	37	11	

Alerting Abstract US A1

NOVELTY - A central server (4) **transmits** play lists and **advertisement** information to in-store broadcast supported on a **client** player device (6), through audio/visual network system. The **client** player devices located at different business locations broadcast different **customized** music and **advertisement** contents to consumers by selecting specific business locations.

DESCRIPTION - An INDEPENDENT CLAIM is also included for method of

providing in-store media broadcasting through an in-store media.

USE - In-store media broadcasting system for shopping malls, supermarket, drug stores, grocery stores.

ADVANTAGE - The **client** player devices are operated independently to each other, hence the functions of **client** player devices are **managed** efficiently to display specific targeted **advertisements** at particular business location, thereby improving the sales of each business location.

DESCRIPTION OF DRAWINGS - The figure shows a schematic view of the in-store media broadcasting system.

- 4 central server
- 6 **client** player devices
- 8 chain **manager**
- 10 network **manager**
- 40 central server system
- 47 music database
- 49 file transfer protocol server database

Title Terms/Index Terms/Additional Words: NETWORK; BASED; STORAGE; MEDIUM; BROADCAST; SYSTEM; **CLIENT** ; BUSINESS; LOCATE; MUSIC; ADVERTISE; CONTENT; SELECT; SPECIFIC

Class Codes

International Classification (+ Attributes)

IPC + Level Value Position Status Version

G06Q-0030/00 A I R 20060101

H04L-0029/06 A I R 20060101

G06Q-0030/00 C I R 20060101

H04L-0029/06 C I R 20060101

US Classification, Issued: 705014000

File Segment: EPI;

DWPI Class: T01; W01; W02

Manual Codes (EPI/S-X): T01-N01A; T01-N02A; W01-A06B1; W02-D05C5; W02-F10C

18/5/8

DIALOG(R)File 350:Derwent WPIX

(c) 2007 The Thomson Corporation. All rts. reserv.

0013690550 - Drawing available

WPI ACC NO: 2003-787436/200374

XRPX Acc No: N2003-630978

Electronic advertising display and public Internet access method involves placing advertising display units in several locations by location operators, and setting each advertising display unit to assist Internet access for customers

Patent Assignee: ARR D (ARRD-I)

Inventor: ARR D

Patent Family (1 patents, 1 countries)

Patent		Application				
Number	Kind	Date	Number	Kind	Date	Update
US 20030163369	A1	20030828	US 200285580	A	20020226	200374 B

Priority Applications (no., kind, date): US 200285580 A 20020226

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20030163369	A1	EN	20	9	

Alerting Abstract US A1

NOVELTY - The method involves providing **website client** -server systems to assist media buyers (112) to purchase and **place advertisement** for display on **advertising** display units (99). Assistance is provided to location operators enabling **placement of advertising** display units in several locations. Each **advertising** display unit is essentially set to assist Internet access for location customers (115).

DESCRIPTION - The **advertising** display units are arranged in such a manner to enable mass viewing at each location. An INDEPENDENT CLAIM is included for the **Internet client** -server system.

USE - For electronically displaying **advertisements** in combination with public **Internet** access.

ADVANTAGE - Provides for disseminating targeted public **advertising** at selected times and locations. Provides public access to **Internet** stations in public **venues** . Provides wireless connection between portable consumer electronics and the **Internet** . Ensures easy connection of e.g. personal **digital** assistants (PDAs), handheld or laptop computers, **digital** cameras, MPEG players, to **advertising** plasma display screen, eliminating the need for company-furnished hardware that can be stolen, lost or damaged. Ensures that photos can be saved to a disk, retrieved later from home or even where customer has neither an **Internet** account nor a computer, and **sent** to a photo processor for processing and delivery.

DESCRIPTION OF DRAWINGS - The figure shows a high-level overview diagram of the computer-controlled display screen **advertising** system using plasma display screen.

- 100 Plasma display screen
- 99 **Advertising** display units
- 112 **Media** buyers
- 113 Scheduled **ads**
- 115 Location customers

Title Terms/Index Terms/Additional Words: ELECTRONIC; ADVERTISE; DISPLAY; PUBLIC; ACCESS; METHOD; **PLACE** ; UNIT; LOCATE; OPERATE; SET; ASSIST; CUSTOMER

Class Codes

International Classification (Main): **G06F-017/60**
 US Classification, Issued: 705014000

File Segment: EPI;
 DWPI Class: T01; W05
 Manual Codes (EPI/S-X): T01-N01A2C; T01-N02A2; T01-N02A2C; W05-E03E

18/5/9

DIALOG(R)File 350:Derwent WPIX
 (c) 2007 The Thomson Corporation. All rts. reserv.

0013228581 - Drawing available
 WPI ACC NO: 2003-313433/200330
 XRPX Acc No: N2003-249497
 Advertisement **space procurement method for media outlets uses on-line auction with bids submitted to advertiser in non-monetary units e.g. dimensional area of advertisement**
 Patent Assignee: GOULD J A (GOUL-I)
 Inventor: GOULD J A

Patent Family (5 patents, 83 countries)

Patent		Application				
Number	Kind	Date	Number	Kind	Date	Update
WO 2003025823	A1	20030327	WO 2002US29887	A	20020918	200330 B
US 20030074303	A1	20030417	US 2001323060	P	20010918	200333 E

			US 2002251634	A	20020918	
AU 2002341751	A1	20030401	AU 2002341751	A	20020918	200452 E
US 20060122907	A1	20060608	US 2002251634	A	20020918	200638 NCE
			US 2006332420	A	20060113	
US 7085732	B2	20060801	US 2001323060	P	20010918	200650 E
			US 2002251634	A	20020918	

Priority Applications (no., kind, date): US 2006332420 A 20060113; US 2002251634 A 20020918; US 2001323060 P 20010918

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing	Notes
WO 2003025823	A1	EN	9	3		
National Designated States, Original: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW						
Regional Designated States, Original: AT BE BG CH CY CZ DE DK EA EE ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SK SL SZ TR TZ UG ZM ZW						
US 20030074303	A1	EN			Related to Provisional	US 2001323060
AU 2002341751	A1	EN			Based on OPI patent	WO 2003025823
US 20060122907	A1	EN			Continuation of application	US 2002251634
US 7085732	B2	EN			Related to Provisional	US 2001323060

Alerting Abstract WO A1

NOVELTY - The advertiser enters specifications (202) for the advertisement including a preferred price, media outlets and dates which are then notified (210) to media outlets who bid (212) for the advertisement in non-monetary units e.g. the dimensional area of the advertisement space. The advertiser is notified (214) of the bids and accepts or rejects one or more bids as required (216).

DESCRIPTION - An INDEPENDENT CLAIM is also included for a computer system.

USE - For conducting on-line trading for the placement of an advertisement in the media .

ADVANTAGE - The advertiser is provided with a one-stop shopping system for under-used or obscure media outlets while being able to indicate a preferred price level, and the media outlets are provided with a system for negotiating with prospective advertising clients .

DESCRIPTION OF DRAWINGS - The drawing shows a flow diagram of an advertiser auction program.

- 202 Enter specifications
- 210 Notify media outlets
- 212 Bids
- 214 Notify advertiser
- 216 Accept/reject bid

Title Terms/Index Terms/Additional Words: ADVERTISE; SPACE; METHOD; MEDIUM; OUTLET; LINE; AUCTION; BID; SUBMIT; NON; MONEY; UNIT; DIMENSION; AREA

Class Codes

International Classification (+ Attributes)

IPC + Level Value Position Status Version

G06Q-0030/00	A	I	F	B	20060101
G06Q-0030/00	A	I		R	20060101
G06Q-0030/00	C	I		R	20060101

US Classification, Issued: 705037000, 705026000

File Segment: EPI;

DWPI Class: T01; W05
 Manual Codes (EPI/S-X): T01-N01A2B; T01-N01A2C; W05-E03

18/5/10

DIALOG(R)File 350:Derwent WPIX
 (c) 2007 The Thomson Corporation. All rts. reserv.

0013191862 - Drawing available
 WPI ACC NO: 2003-275523/200327
 Related WPI Acc No: 2002-711606; 2003-156266; 2003-199394; 2003-504188;
 2005-211751
 XRPX Acc No: N2003-218769

Goods/services advertisement management method using network, involves presenting database storing list of available agents, to choose required agents to create or manage presentation of related goods/services
 Patent Assignee: DEAN M A (DEAN-I); STONE L (STON-I)
 Inventor: DEAN M A; STONE L
Patent Family (1 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 20020178093	A1	20021128	US 2000480303	A	20000110	200327 B
			US 2002193465	A	20020711	

Priority Applications (no., kind, date): US 2000480303 A 20000110; US 2002193465 A 20020711

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20020178093	A1	EN	105	8	C-I-P of application US 2000480303 C-I-P of patent US 6446045

Alerting Abstract US A1

NOVELTY - A database storing list of available **agents** required to **create** or **manage** the **presentation** of respective goods or services, is provided to **sellers** for choosing the **agents** respectively. The request for goods or services is **transmitted** to the selected **agents** respectively.

USE - For **creating** or **managing** **advertisement** of goods, services inventory, product presented using **media outlets** in print, such as newspapers, magazines, periodicals, guidebooks, catalog, procures, fliers, directories, etc., in **electronic** forms, such as online directories, **web sites**, bulletin boards, news groups, CD-ROMs and interactive **media** and networks and in other **media**, such as billboards, skywriters, bus benches, radio, interactive kiosk and other form of customer outreach or information distribution used in automated **media creation**, **publication**, **placement** and control engine with processing and communication resource saver, sales and inventory control protocol and ticket distribution vending system.

ADVANTAGE - As the **seller** is allowed to choose **agents** for **creating** or **managing** the **presentation** of offered goods or products, the information about goods is updated and changed automatically by **agents** without manual input by **seller**, thus **sellers** are enabled to accomplish updating and inventory control in a cost-effective manner.

DESCRIPTION OF DRAWINGS - The figure shows the block diagram of the goods and services **advertisement presentation** system.

Title Terms/Index Terms/Additional Words: GOODS; SERVICE; ADVERTISE;
 MANAGEMENT; METHOD; NETWORK; PRESENT; DATABASE; STORAGE; LIST; AVAILABLE;
AGENT; CHOICE; REQUIRE; **MANAGE**; RELATED

Class Codes

International Classification (Main): **G06F-017/60**
 US Classification, Issued: 705028000

File Segment: EPI;
 DWPI Class: T01
 Manual Codes (EPI/S-X): T01-J05B4P; T01-N01A2C

18/5/11

DIALOG(R)File 350:Derwent WPIX
 (c) 2007 The Thomson Corporation. All rts. reserv.

0013117698 - Drawing available
 WPI ACC NO: 2003-199394/200319
 Related WPI Acc No: 2002-711606; 2003-156266; 2003-275523; 2003-504188;
 2005-211751
 XRPX Acc No: N2003-158601

Computer network usage method for providing goods and services, involves transmitting buyers existing identification information combined with purchase information, to seller to allow admittance to event or function

Patent Assignee: DEAN M A (DEAN-I); STONE L (STON-I)

Inventor: DEAN M A; STONE L

Patent Family (2 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 20020169694	A1	20021114	US 2000480303	A	20000110	200319 B
			US 2002165094	A	20020607	
US 6738750	B2	20040518	US 2002165094	A	20020607	200433 E

Priority Applications (no., kind, date): US 2000480303 A 20000110; US 2002165094 A 20020607

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20020169694	A1	EN	71	5	Division of application US 2000480303

Division of patent US 6446045

Alerting Abstract US A1

NOVELTY - The identification information of a buyer (5000A) is combined with the purchase information and is **transmitted** to a **seller** (4000A). The **seller** verifies the received identification information, to allow admittance to an event or function utilizing the existing identification. (N.B - The original spec has claims 25, 30, 31)

USE - For providing goods and services such as newspaper, magazines, periodicals, guidebooks, catalogs, brochures, directories in electronic form such as **web site**, bulletin boards, news groups, interactive media through computer network.

ADVANTAGE - Allows the buyer to purchase products, goods and service, electronically, and to receive confirmation of the purchase. Allows the **seller** to update change, control inventory etc., and enables accomplishing the updating to all media simultaneously. Allows for the **presentation** of availability of products, goods and services, for sale in a real-time environment, without requiring constant real-time communication during sales process.

DESCRIPTION OF DRAWINGS - The figure shows the block diagram explaining the goods and services provision system.

4000A **Seller**

5000A Buyer

Title Terms/Index Terms/Additional Words: COMPUTER; NETWORK; METHOD; GOODS; SERVICE; TRANSMIT ; BUY; EXIST; IDENTIFY; INFORMATION; COMBINATION; PURCHASE; ALLOW; ADMIT; EVENT; FUNCTION

Class Codes

International Classification (Main): G06F-017/60
US Classification, Issued: 705027000, 705026000, 705040000, 235384000

File Segment: EPI;
DWPI Class: T01
Manual Codes (EPI/S-X): T01-N01A2A; T01-N01A2B

18/5/12

DIALOG(R)File 350:Derwent WPIX
(c) 2007 The Thomson Corporation. All rts. reserv.

0012922638 - Drawing available
WPI ACC NO: 2002-707417/200276
Related WPI Acc No: 2003-040580
XRPX Acc.No: N2002-557722

Tracking performance of distributors by using data received from stores

Patent Assignee: BESSETTE R J (BESS-I); BURK M J (BURK-I); BURNS M P (BURN-I); DIAZ A M (DIAZ-I); EKEY D K (EKEY-I); FOURAKER W V (FOUR-I); GREENE E A (GREE-I); HOFFMAN G H (HOFF-I); KIRSHENBAUM L J (KIRS-I); MENNINGER A F (MENN-I); MOR R. (MORR-I); REECE D G (REEC-I); RESTAURANT SERVICES INC (REST-N); RESTAURANT SERVICES INC RSI (REST-N); RSI (RSIR-N); RUEFF M P (RUEF-I); SECHRIST D (SECH-I); SMITH M A (SMIT-I); TOMAS-FLYNN M H (TOMA-I)

Inventor: BARNETT J B; BESSETTE R J; BURK M J; BURNS M P; DIAZ A M; EKEY D K; FOURAKER W V; GEHMAN A J; GREENE E A; HOFFMAN G H; HOFFMANN G H; HYATT J F; KIRSHENBAUM L J; MARKS S P; MENNINGER A F; MOR R; REECE D G; RODRIGUEZ W; RUEFF M P; SECHRIST D; SMITH M A; TOMAS-FLYNN M H

Patent Family (110 patents, 98 countries)

Table with columns: Patent Number, Kind, Date, Application Number, Kind, Date, Update. Lists various patent entries with their respective numbers and dates.

US 20030050845	A1	20030313	US 2001815777	A	20010323	200321	E
US 20030050859	A1	20030313	US 2001816553	A	20010323	200321	E
US 20030050867	A1	20030313	US 2001816507	A	20010323	200321	E
US 20030050868	A1	20030313	US 2001816567	A	20010323	200321	E
US 20030055692	A1	20030320	US 2001816314	A	20010323	200323	E
US 20030055693	A1	20030320	US 2001816357	A	20010323	200323	E
US 20030055694	A1	20030320	US 2001816471	A	20010323	200323	E
US 20030055700	A1	20030320	US 2001816543	A	20010323	200323	E
US 20030055704	A1	20030320	US 2001815725	A	20010323	200323	E
US 20030055708	A1	20030320	US 2001815727	A	20010323	200323	E
US 20030055709	A1	20030320	US 2001816358	A	20010323	200323	E
US 20030055710	A1	20030320	US 2001816576	A	20010323	200323	E
US 20030055731	A1	20030320	US 2001815830	A	20010323	200323	E
US 20030055734	A1	20030320	US 2001816033	A	20010323	200323	E
US 20030055750	A1	20030320	US 2001816296	A	20010323	200323	E
US 20030061084	A1	20030327	US 2001816249	A	20010323	200325	E
US 20030061102	A1	20030327	US 2001815973	A	20010323	200325	E
US 20030061124	A1	20030327	US 2001816121	A	20010323	200325	E
US 20030061125	A1	20030327	US 2001816536	A	20010323	200325	E
US 20030061130	A1	20030327	US 2001816160	A	20010323	200325	E
US 20030061174	A1	20030327	US 2001815845	A	20010323	200325	E
US 20030065541	A1	20030403	US 2001816231	A	20010323	200325	E
US 20030065549	A1	20030403	US 2001815515	A	20010323	200325	E
US 20030065550	A1	20030403	US 2001816021	A	20010323	200325	E
US 20030065551	A1	20030403	US 2001816151	A	20010323	200325	E
US 20030065557	A1	20030403	US 2001816428	A	20010323	200325	E
US 20030065627	A1	20030403	US 2001816069	A	20010323	200325	E
US 20030066886	A1	20030410	US 2001815580	A	20010323	200327	E
US 20030069766	A1	20030410	US 2001815490	A	20010323	200327	E
US 20030069767	A1	20030410	US 2001815598	A	20010323	200327	E
US 20030069768	A1	20030410	US 2001815734	A	20010323	200327	E
US 20030069769	A1	20030410	US 2001815893	A	20010323	200327	E
US 20030069770	A1	20030410	US 2001815897	A	20010323	200327	E
US 20030069771	A1	20030410	US 2001816187	A	20010323	200327	E
US 20030069774	A1	20030410	US 2001834924	A	20010413	200327	E
US 20030069778	A1	20030410	US 2001816413	A	20010323	200327	E
US 20030069779	A1	20030410	US 2001816944	A	20010323	200327	E
US 20030069786	A1	20030410	US 2001816075	A	20010323	200327	E
US 20030069791	A1	20030410	US 2001816537	A	20010323	200327	E
US 20030069794	A1	20030410	US 2001815729	A	20010323	200327	E
US 20030069798	A1	20030410	US 2001816083	A	20010323	200327	E
US 20030069799	A1	20030410	US 2001816582	A	20010323	200327	E
US 20030069813	A1	20030410	US 2001815759	A	20010323	200327	E
US 20030069814	A1	20030410	US 2001816429	A	20010323	200327	E
US 20030069818	A1	20030410	US 2001815899	A	20010323	200327	E
US 20030069823	A1	20030410	US 2001816203	A	20010323	200327	E
US 20030069824	A1	20030410	US 2001816426	A	20010323	200327	E
US 20030069825	A1	20030410	US 2001816495	A	20010323	200327	E
US 20030069859	A1	20030410	US 2001816491	A	20010323	200327	E
US 20030074205	A1	20030417	US 2001815668	A	20010323	200329	E
US 20030074206	A1	20030417	US 2001816268	A	20010323	200329	E
US 20030074237	A1	20030417	US 2001816269	A	20010323	200329	E
US 20030074238	A1	20030417	US 2001816331	A	20010323	200329	E
US 20030074239	A1	20030417	US 2001816881	A	20010323	200329	E
US 20030074249	A1	20030417	US 2001816092	A	20010323	200329	E
US 20030074250	A1	20030417	US 2001834838	A	20010413	200329	E
US 20030074262	A1	20030417	US 2001815688	A	20010323	200329	E
US 20030074263	A1	20030417	US 2001815894	A	20010323	200329	E
US 20030074264	A1	20030417	US 2001816564	A	20010323	200329	E
US 20030074281	A1	20030417	US 2001816455	A	20010323	200329	E
US 20030074285	A1	20030417	US 2001816167	A	20010323	200329	E

US 20030074355	A1	20030417	US 2001815989	A	20010323	200329	E
US 20030078787	A1	20030424	US 2001815606	A	20010323	200330	E
US 20030078818	A1	20030424	US 2001816048	A	20010323	200330	E
US 20030078819	A1	20030424	US 2001816555	A	20010323	200330	E
US 20030078827	A1	20030424	US 2001815792	A	20010323	200330	E
US 20030078845	A1	20030424	US 2001815864	A	20010323	200330	E
US 20030078846	A1	20030424	US 2001816560	A	20010323	200330	E
US 20030078860	A1	20030424	US 2001816349	A	20010323	200330	E
US 20030078861	A1	20030424	US 2001816976	A	20010323	200330	E
US 20030083909	A1	20030501	US 2001816212	A	20010323	200331	E
US 20030083918	A1	20030501	US 2001816896	A	20010323	200331	E
US 20030083947	A1	20030501	US 2001834465	A	20010413	200331	E
US 20030097317	A1	20030522	US 2001816412	A	20010323	200336	E
US 20030088449	A1	20030508	US 2001816565	A	20010323	200337	E
US 20030088474	A1	20030508	US 2001816420	A	20010323	200337	E
AU 2002258547	A1	20021008	AU 2002258547	A	20020319	200436	E
US 20040193482	A1	20040930	US 2001816414	A	20010323	200465	E
US 20050060245	A1	20050317	US 2001816268	A	20010323	200521	E
			US 2004855877	A	20040528		
US 6954736	B2	20051011	US 2001815973	A	20010323	200567	E
US 20060015416	A1	20060119	US 2001816268	A	20010323	200607	E
			US 2004855877	A	20040528		
			US 2005178320	A	20050712		
AU 2002258547	A8	20051027	AU 2002258547	A	20020319	200628	E
US 7039606	B2	20060502	US 2001816896	A	20010323	200629	E
US 7054837	B2	20060530	US 2001816268	A	20010323	200636	E
			US 2004855877	A	20040528		
US 7072843	B2	20060704	US 2001816413	A	20010323	200644	E
US 7120596	B2	20061010	US 2001816491	A	20010323	200667	E
US 7171379	B2	20070130	US 2001816454	A	20010323	200710	E

Priority Applications (no., kind, date): US 2001816567 A 20010322; US 2001815488 A 20010323; US 2001815489 A 20010323; US 2001815490 A 20010323; US 2001815515 A 20010323; US 2001815559 A 20010323; US 2001815580 A 20010323; US 2001815590 A 20010323; US 2001815598 A 20010323; US 2001815606 A 20010323; US 2001815660 A 20010323; US 2001815668 A 20010323; US 2001815688 A 20010323; US 2001815715 A 20010323; US 2001815725 A 20010323; US 2001815727 A 20010323; US 2001815729 A 20010323; US 2001815731 A 20010323; US 2001815734 A 20010323; US 2001815759 A 20010323; US 2001815777 A 20010323; US 2001815792 A 20010323; US 2001815813 A 20010323; US 2001815830 A 20010323; US 2001815845 A 20010323; US 2001815864 A 20010323; US 2001815893 A 20010323; US 2001815894 A 20010323; US 2001815897 A 20010323; US 2001815899 A 20010323; US 2001815973 A 20010323; US 2001815989 A 20010323; US 2001816021 A 20010323; US 2001816033 A 20010323; US 2001816048 A 20010323; US 2001816069 A 20010323; US 2001816075 A 20010323; US 2001816083 A 20010323; US 2001816092 A 20010323; US 2001816101 A 20010323; US 2001816121 A 20010323; US 2001816151 A 20010323; US 2001816160 A 20010323; US 2001816167 A 20010323; US 2001816187 A 20010323; US 2001816203 A 20010323; US 2001816212 A 20010323; US 2001816231 A 20010323; US 2001816249 A 20010323; US 2001816268 A 20010323; US 2001816269 A 20010323; US 2001816285 A 20010323; US 2001816296 A 20010323; US 2001816314 A 20010323; US 2001816331 A 20010323; US 2001816349 A 20010323; US 2001816357 A 20010323; US 2001816358 A 20010323; US 2001816388 A 20010323; US 2001816412 A 20010323; US 2001816413 A 20010323; US 2001816414 A 20010323; US 2001816420 A 20010323; US 2001816421 A 20010323; US 2001816422 A 20010323; US 2001816424 A 20010323; US 2001816426 A 20010323; US 2001816427 A 20010323; US 2001816428 A 20010323; US 2001816429 A 20010323; US 2001816430 A 20010323; US 2001816431 A 20010323; US 2001816434 A 20010323; US 2001816454 A

20010323; US 2001816455 A 20010323; US 2001816471 A 20010323; US
 2001816488 A 20010323; US 2001816491 A 20010323; US 2001816495 A
 20010323; US 2001816503 A 20010323; US 2001816507 A 20010323; US
 2001816536 A 20010323; US 2001816537 A 20010323; US 2001816543 A
 20010323; US 2001816553 A 20010323; US 2001816555 A 20010323; US
 2001816560 A 20010323; US 2001816561 A 20010323; US 2001816564 A
 20010323; US 2001816565 A 20010323; US 2001816567 A 20010323; US
 2001816576 A 20010323; US 2001816582 A 20010323; US 2001816881 A
 20010323; US 2001816896 A 20010323; US 2001816922 A 20010323; US
 2001816944 A 20010323; US 2001816976 A 20010323; US 2001815483 A
 20010323; US 2001834465 A 20010413; US 2001834600 A 20010413; US
 2001834838 A 20010413; US 2001834924 A 20010413; US 2004855877 A
 20040528; US 2005178320 A 20050712

Patent Details

Number	Kind	Lang	Pg	Dwg	Filing	Notes
WO 2002077917	A1	EN	573	241		
National Designated States, Original: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG US UZ VN YU ZA ZM ZW						
Regional Designated States, Original: AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZM ZW						
AU 2002258547	A1	EN				Based on OPI patent WO 2002077917
US 20050060245	A1	EN				Continuation of application US 2001816268
US 20060015416	A1	EN				Continuation of application US 2001816268
						Continuation of application US 2004855877
AU 2002258547	A8	EN				Based on OPI patent WO 2002077917
US 7054837	B2	EN				Continuation of application US 2001816268

Alerting Abstract WO A1

NOVELTY - Method of tracking the performance of distributors consists in registering the distributors, receiving data a using a network and relating to distribution of goods to stores by the distributors and tracking the performance of the distributors using the data. The data includes delivery dates associated with the goods, performance is displayed to the stores using a network based interface and the data is received from the stores.

DESCRIPTION - There are INDEPENDENT CLAIMS for:

- 1.A system for tracking the performance of distributors
- 2.A computer program for tracking the performance of distributors
- 3.A method of managing a supply chain
- 4.A system for managing a supply chain
- 5.A method of tracking the sale of goods in a store
- 6.A system for tracking the sale of goods in a store
- 7.A method of forecasting the sale of goods in a store
- 8.A system for forecasting the sale of goods in a store
- 9.A method of planning promotions

- 10.A system for planning promotions
- 11.A method for processed product supply chain reporting
- 12.A system for processed product supply chain reporting
- 13.A method of providing a network-based supply chain interface
- 14.A system for providing a network-based supply chain interface
- 15.A system for evaluating the success of a promotion
- 16.A method for providing a restaurant supply chain management interface network
- 17.A system for providing a restaurant supply chain management interface network
- 18.A system for identifying goods in a network-based supply chain management framework
- 19.A method of tracking goods in a network-based supply chain management framework
- 20.A system for tracking shipment of goods in a network-based supply chain management framework
- 21.A method of reporting in a network-based supply chain management framework
- 22.A system for reporting in a network-based supply chain management framework
- 23.A method for cost reporting in a network-based supply chain management framework
- 24.A system for cost reporting in a network-based supply chain management framework
- 25.A method for promotion reporting in a network-based supply chain management framework
- 26.A system for promotion reporting in a network-based supply chain management framework
- 27.A method of generating supply chain statistics
- 28.A method for navigating a user in a network-based supply chain management interface
- 29.A system for navigating a user in a network-based supply chain management interface
- 30.A method of tracking the performance of suppliers
- 31.A method for inventory management using a network-based framework
- 32.A system for inventory management using a network-based framework
- 33.A system for forecasting the sale of goods

- 34.A system for normalizing data in a supply chain management framework
- 35.A method of providing network-based supply chain communication between stores, distributors, suppliers, a supply chain manager, and his office
- 36.A system for providing network-based supply chain communication between stores, distributors, suppliers, a supply chain manager, and his office
- 37.A system for providing feedback on forecasting relating to the sale of goods in a store utilizing a network-based supply chain management framework
- 38.Many more given

USE - Method is for managing supply chains as applied to manufacturing and sales.

DESCRIPTION OF DRAWINGS - The figure shows an electronic reporting and feedback system.

Title Terms/Index Terms/Additional Words: TRACK; PERFORMANCE; DISTRIBUTE; DATA; RECEIVE; STORAGE

Class Codes

International Classification (Main): G06K-015/00, G06F-017/60

(Additional/Secondary): G07B-015/02

International Classification (+ Attributes)

IPC + Level Value Position Status Version

G06F-0017/60 A I F B 20051231
 G06Q-0010/00 A I F B 20060101
 G06Q-0010/00 A I R 20060101
 G06Q-0010/00 C I L B 20060101
 G06Q-0010/00 C I R 20060101

US Classification, Issued: 705026000, 705010000, 705010000, 705028000,

705007000, 705030000, 705400000, 705051000, 705010000, 705028000,
 705037000, 705001000, 705007000, 705007000, 705010000, 705028000,
 705037000, 345764000, 345846000, 705007000, 705007000, 705010000,
 705007000, 705008000, 705010000, 705010000, 705011000, 705026000,
 705027000, 705028000, 705021000, 705028000, 705030000, 705007000,
 705007000, 705007000, 707006000, 705008000, 705022000, 705028000,
 705009000, 705080000, 705010000, 705010000, 705026000, 705028000,
 705010000, 705022000, 705026000, 705028000, 705008000, 705022000,
 705008000, 705028000, 705022000, 705028000, 705008000, 705028000,
 705028000, 705030000, 705400000, 705028000, 705007000, 705010000,
 705028000, 705010000, 705010000, 705014000, 705400000, 235385000,
 705007000, 705007000, 705007000, 705007000, 705007000, 705007000,
 705008000, 705010000, 705010000, 705021000, 705014000, 705026000,
 705015000, 705022000, 705026000, 705026000, 705028000, 705026000,
 707009000, 705028000, 705028000, 705008000, 705022000, 705035000,
 705037000, 705028000, 705037000, 705037000, 705400000, 705001000,
 705030000, 705001000, 705028000, 705001000, 705007000, 705007000,
 705007000, 705010000, 705028000, 705010000, 705026000, 705026000,
 705026000, 705028000, 705030000, 705007000, 705008000, 707009000,
 705001000, 705007000, 705007000, 705010000, 705010000, 705007000,
 705022000, 705022000, 705028000, 705028000, 705007000, 705008000,
 235385000, 705022000, 705028000, 705008000, 705022000, 705028000,
 705026000, 705030000, 705021000, 705014000, 705028000, 705001000,
 705028000, 705028000, 705026000, 705026000, 705009000, 705028000,
 705028000, 705007000, 705009000, 705034000, 705026000, 705008000,

705010000, 705007000, 705016000, 705021000, 705022000, 705028000,
705007000, 705009000, 705034000, 705026000, 705028000, 705015000

File Segment: CPI; EPI
DWPI Class: A60; D22; T01; T05
Manual Codes (EPI/S-X): T01-N01A1; T01-N01A2A; T01-S03; T05-L01D

18/5/13

DIALOG(R)File 350:Derwent WPIX
(c) 2007 The Thomson Corporation. All rts. reserv.

0012852917 - Drawing available
WPI ACC NO: 2002-711606/200277
Related WPI Acc No: 2003-156266; 2003-199394; 2003-275523; 2003-504188;
2005-211751

XRPX Acc No: N2002-561178

Network-based electronic presentation creation control method for sales of products, services, involves creating presentation that compiles with guidelines of media venues selected by seller from media database

Patent Assignee: DEAN M A (DEAN-I); STONE L (STON-I)

Inventor: DEAN M A; STONE L

Patent Family (1 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 6446045	B1	20020903	US 2000480303	A	20000110	200277 B

Priority Applications (no., kind, date): US 2000480303 A 20000110

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 6446045	B1	EN	68	5	

Alerting Abstract US B1

NOVELTY - A **seller** (4000A) selects **media venues** from a **media database**. The **seller** creates an **electronic presentation** that compiles with guidelines of the selected **media venues** and transmit the **presentation** to selected **media venues** for **publication**.

USE - For controlling **electronic presentation** e.g. newspaper, magazine, periodicals, guidebook, catalog, brochure, flier, directory, on-line directory, **web site**, bulletin board, news group, CD-ROM, billboards, skywriter, bus bench, radio, kiosk, etc., for sales of products, goods, services, etc.

ADVANTAGE - The **presentations** are **created** based on guidelines of the **media venues** in real-time, thereby allowing accurate **presentation** availability to buyers. Enables **seller** **creating** self-serve automated **presentations**, thus management cost is reduced.

DESCRIPTION OF DRAWINGS - The figure shows a block diagram of single level interaction of components of **presentation creation control** apparatus.

4000A **Seller**

Title Terms/Index Terms/Additional Words: NETWORK; BASED; ELECTRONIC; PRESENT; **CREATION**; CONTROL; METHOD; SALE; PRODUCT; SERVICE; COMPILER; MEDIUM; SELECT; DATABASE

Class Codes

International Classification (Main): **G06F-017/60**
US Classification, Issued: 705026000

File Segment: EPI;

DWPI Class: T01

Manual Codes (EPI/S-X): T01-J05B4P; T01-J11; T01-N01A2A; T01-N03B2A

18/5/14

DIALOG(R)File 350:Derwent WPIX

(c) 2007 The Thomson Corporation. All rts. reserv.

0012678349 - Drawing available

WPI ACC NO: 2002-528718/200256

XRPX Acc No: N2002-418674

Customer loyalty reward management system for retailers involves calculating reward based on value of purchase and sending result to customers mobile device to update reward account

Patent Assignee: GLOBAL DIGITAL TECHNOLOGY HOLDINGS LTD (GLOB-N); PETTIT B (PETT-I); PETTIT K (PETT-I)

Inventor: PETTIT B; PETTIT K

Patent Family (4 patents, 97 countries)

Patent		Application				
Number	Kind	Date	Number	Kind	Date	Update
WO 2002052462	A1	20020704	WO 2001IE162	A	20011221	200256 B
AU 2002222442	A1	20020708	AU 2002222442	A	20011221	200427 E
IE 83447	B3	20040519	IE 20001075	A	20001222	200434 E
			IE 2003145	A	20001222	
US 20040186770	A1	20040923	WO 2001IE162	A	20011221	200463 E
			US 2004451760	A	20040512	

Priority Applications (no., kind, date): IE 2003145 A 20001222; IE 20001075 A 20001222

Patent Details

Number Kind Lan Pg Dwg Filing Notes

WO 2002052462 A1 EN 48 8
National Designated States,Original: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG US UZ VN YU ZA ZW

Regional Designated States,Original: AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZM ZW

AU 2002222442 A1 EN Based on OPI patent WO 2002052462
IE 83447 B3 EN Division of application IE 20001075

US 20040186770 A1 EN PCT Application WO 2001IE162

Alerting Abstract WO A1

NOVELTY - Customer identified e.g. from mobile phone SIM card ID. Reward calculated based on value of purchases and result **sent** at time of sale to customers mobile device e.g. mobile phone or computer, to update reward points account. Customer can choose several options as to how to use reward account. System integrated with point of sale equipment.

DESCRIPTION - Options for using reward points account include, pre-paid mobile phone account, pre-paid land line phone account, utilities account or electronic purse which can be redeemed at the time of sale. **Promotional** offers may also be **sent** by SMS or e-mail.

An INDEPENDENT CLAIM is included for the computer implemented method of updating a user profile electronic account.

USE - As a consumer loyalty reward system (claimed).

ADVANTAGE - Reward is instantly delivered. Reward is of higher perceived value and is easily redeemed. Reduces cost of provision of reward system. DESCRIPTION OF DRAWINGS - Drawing is a block diagram of the system.

Title Terms/Index Terms/Additional Words: CUSTOMER; REWARD; MANAGEMENT; SYSTEM; CALCULATE; BASED; VALUE; PURCHASE; SEND ; RESULT; MOBILE; DEVICE ; UPDATE; ACCOUNT

Class Codes

International Classification (Main): G06F-017/60 (Additional/Secondary): G07F-019/00 , G07G-001/00 US Classification, Issued: 705014000

File Segment: EPI; DWPI Class: T01; T05; W01 Manual Codes (EPI/S-X): T01-C03C; T01-N01A1; T01-N01A2A; T01-N01A2C; T05-L01; T05-L02; W01-C01D3C; W01-C01D3D; W01-C01G6; W01-C07A

18/5/15

DIALOG(R)File 350:Derwent WPIX (c) 2007 The Thomson Corporation. All rts. reserv.

0012437130 - Drawing available WPI ACC NO: 2002-382374/200241 XRPX Acc No: N2002-299334

System for delivering media messages to vehicle occupants detects time of exposure to messages to reduce cost of goods and services

Patent Assignee: PACIFIC TELECOM RES (PACI-N) Inventor: KIM K T; SOHAEI F

Patent Family (2 patents, 93 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
WO 2002009308	A1	20020131	WO 2001US22446	A	20010717	200241 B
AU 200175954	A	20020205	AU 200175954	A	20010717	200241 E

Priority Applications (no., kind, date): US 2000621026 A 20000721

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing	Notes
WO 2002009308	A1	EN	44	12		
National Designated States, Original: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW						
Regional Designated States, Original: AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW						
AU 200175954	A	EN			Based on OPI patent	WO 2002009308

Alerting Abstract WO A1

NOVELTY - System comprises a transponder in the vehicle with an LCD graphical display unit and audio, transponder system controller , accumulated exposure to messages timer and a transponder communications port (fiber optic, USB, SCSI etc.). A dispensing-billing system at the commercial establishment interrogates the transponder and reduces the cost of goods and services depending on the detected cumulative operating time of the display unit.

DESCRIPTION - The transponder controller has program ROMs, RAMs and a customer ID EPROM chip, a graphical display unit and a transponder communications controller . The billing discount unit is a membership card

reader receiving the customer ID and connecting with a discounted value data printer. The vehicle occupant selectable input device marks occupant-selected **media** message inquiries in the transponder and stores marks as transponder usage data. A modem **interfaces** the base system with the remote central database server, which is also a user account server.

INDEPENDENT CLAIMS are included for:

- 1. A method of discounting the cost of goods and services to a customer for accumulated exposure to media messages in a vehicle,
- 2. a method of computing the discount allocated to a customer based on accumulated exposure to media messages in a vehicle .

USE - System is for delivering media messages such as public service **announcements** , emergency broadcasts and advertising to occupants of a vehicle **near** a commercial establishment such as a gas station or fast food outlet.

DESCRIPTION OF DRAWINGS - The figure shows the communications between a remotely-located database server, dispensing-billing base system and the vehicle transponder.

Title Terms/Index Terms/Additional Words: SYSTEM; DELIVER; MEDIUM; MESSAGE; VEHICLE; OCCUPY; DETECT; TIME; EXPOSE; REDUCE; COST; GOODS; SERVICE

Class Codes

International Classification (Main): H04B-003/38
(Additional/Secondary): **G06F-017/60**

File Segment: EPI;
DWPI Class: T01; W02; X22
Manual Codes (EPI/S-X): T01-M06A1; T01-N01A1; T01-N01A2A; T01-N01A2C;
T01-N02A3B; T01-N02B2A; W02-G05A; X22-E; X22-J13

18/5/16
DIALOG(R)File 350:Derwent WPIX
(c) 2007 The Thomson Corporation. All rts. reserv.

0012395978 - Drawing available
WPI ACC NO: 2002-339676/200237
XRPX Acc No: N2002-267103

Selecting and purchasing web media advertising by using media selection software to determine and rank media choices

Patent Assignee: FORSYTHE C B (FORS-I); FORSYTHE L (FORS-I);
FREEADSERVICE.COM (FREE-N)

Inventor: FORSYTHE C B; FORSYTHE L
Patent Family (4 patents, 95 countries)

Patent		Application				
Number	Kind	Date	Number	Kind	Date	Update
WO 2002019058	A2	20020307	WO 2001US26757	A	20010828	200237 B
AU 200185317	A	20020313	AU 200185317	A	20010828	200249 E
US 20050171897	A1	20050804	US 2000650299	A	20000829	200552 E
			US 200598649	A	20050404	
US 6937996	B1	20050830	US 2000650299	A	20000829	200557 E

Priority Applications (no., kind, date): US 200598649 A 20050404; US 2000650299 A 20000829

Patent Details

Number Kind Lan Pg Dwg Filing Notes

WO 2002019058 A2 EN 25 9
 National Designated States, Original: AE AG AL AM AT AU AZ BA BB BG BR BY
 BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID
 IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ
 NO NZ PH PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU
 ZA ZW
 Regional Designated States, Original: AT BE CH CY DE DK EA ES FI FR GB GH
 GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW
 AU 200185317 A EN Based on OPI patent WO 2002019058
 US 20050171897 A1 EN Continuation of application US
 2000650299

Alerting Abstract WO A2

NOVELTY - Method consists in the advertiser accessing a server system through a **web site** and providing buying criteria and customer data through a **web page** form. The server system processes the information and **creates media advertising** rate requests, produces a schedule and **transmits** the purchase decision to **media outlets** to reserve the purchased **advertising**. The buying criteria are e.g. **media choice**, customer profile, allocated budget etc., customer data is company name, credit information etc. and the rate request includes e.g. flight period, days of the week, excluded stations etc.

DESCRIPTION - There are INDEPENDENT CLAIMS for (1) a system for selecting and purchasing **media advertising** in a web environment, (2) a server system for selecting and purchasing **media advertising** in a user-server environment.

USE - Method is for selecting and purchasing **media advertising** through a user-server environment accessed through a **web site**.

ADVANTAGE - Method reduces the buying process time, expands advertiser **media outlet** choices, improves scheduling options and streamlines transactions.

DESCRIPTION OF DRAWINGS - The figure shows a flow diagram of a system for selecting and purchasing **media advertising**.

Title Terms/Index Terms/Additional Words: SELECT; PURCHASE; WEB; MEDIUM; ADVERTISE; SOFTWARE; DETERMINE; RANK; CHOICE

Class Codes

International Classification (Main): G06F, G06F-017/00, **G06F-017/60**
 US Classification, Issued: 705037000, 705016000, 705014000, 235375000

File Segment: EPI;

DWPI Class: T01

Manual Codes (EPI/S-X): T01-N01A1; T01-N01A2A; T01-N01A2C; T01-N01D2;
 T01-N02A3C

18/5/17

DIALOG(R) File 350:Derwent WPIX

(c) 2007 The Thomson Corporation. All rts. reserv.

0011036414 - Drawing available

WPI ACC NO: 2001-662493/200176

XRPX Acc No: N2001-493556

Creating method for focus marketing dataset for an airport, involves creating focus marketing representative dataset of demographic information related to passengers proximate a certain airport area

Patent Assignee: LE T T (LETT-I)

Inventor: LE T T

Patent Family (1 patents, 1 countries)

Patent Number	Kind	Date	Application Number	Kind	Date	Update
US 20010032121	A1	20011018	US 1999169591	P	19991208	200176 B
			US 2000733002	A	20001208	

Priority Applications (no., kind, date): US 1999169591 P 19991208; US 2000733002 A 20001208

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing Notes
US 20010032121	A1	EN	20	11	Related to Provisional US 1999169591

Alerting Abstract US A1

NOVELTY - Demographic information, which correspond to the number of passengers of incoming and outgoing flights, are generated. Temporal flow information, which correspond to the passengers of incoming and outgoing flights, are generated. The focus marketing representative dataset of demographic information, related to passengers proximate a certain area of an airport at a certain time, is generated.

DESCRIPTION - Flight schedule information, which include flight times and gates, are obtained. INDEPENDENT CLAIMS are also included for the following:

1. an airport advertising package creating method;
2. an advertising method ;
3. a focus marketing dataset;
4. an interactive focus marketing system.

USE - For providing display advertising and interactive focus marketing using information from Internet in an airport.

ADVANTAGE - Ensures effective provision of promotion and interaction related to business Web site, goods and/or services. **Ensures** easy access to features of **passive type** advertisements.

DESCRIPTION OF DRAWINGS - The figure shows the block diagram of Internet and interactive focus marketing system.

Title Terms/Index Terms/Additional Words: METHOD; FOCUS; MARKET; AIRPORT; REPRESENT; INFORMATION; RELATED; PASSENGER; PROXIMATE; AREA

Class Codes

International Classification (Main): **G06F-017/60**
 US Classification, Issued: 705014000, 705010000

File Segment: EPI;

DWPI Class: T01

Manual Codes (EPI/S-X): T01-H07C5E; T01-H07C5S; T01-J05A; T01-J05B2

18/5/18

DIALOG(R)File 350:Derwent WPIX

(c) 2007 The Thomson Corporation. All rts. reserv.

0010690701 - Drawing available

WPI ACC NO: 2001-300389/200131

Related WPI Acc No: 2001-425120

XRPX Acc No: N2001-215548

Interactive advertising campaign generation system for marketing of new goods, includes processor to organize advertising data into response

fulfillment campaign, docket template and campaign docket

Patent Assignee: CENTRSOURCE CORP (CENT-N)

Inventor: WESTROPE R J

Patent Family (2 patents, 91 countries)

Patent		Application				
Number	Kind	Date	Number	Kind	Date	Update
WO 2001029716	A2	20010426	WO 2000CA1250	A	20001023	200131 B
AU 200110134	A	20010430	AU 200110134	A	20001023	200148 E

Priority Applications (no., kind, date): US 1999160817 P 19991021

Patent Details

Number	Kind	Lan	Pg	Dwg	Filing	Notes
WO 2001029716	A2	EN	37	10		
National Designated States, Original: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW						
Regional Designated States, Original: AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TZ UG ZW						
AU 200110134	A	EN				Based on OPI patent WO 2001029716

Alerting Abstract WO A2

NOVELTY - The database stores **advertising** data comprising consumer interactive portion entered by a user through user **interface**. The processor organizes the entered data into response fulfillment campaign (102), a docket template (104) and campaign docket (106). The response fulfillment campaign has one docket template and the docket template has one corresponding campaign docket.

USE - For use in field of **advertising**, designing and **managing advertisement** content in interactive **advertisement** and request fulfillment model, marketing new goods and services on internet, wireless system, interactive system.

ADVANTAGE - The interactive response fulfilling campaign provides more targeted and efficient marketing of goods and services by organizing the **advertising** data into a response fulfillment campaign, docket template and a campaign docket. The system is a business to business application linking advertisers, **advertising agencies** and media licensors to **create** update and confirm participation in interactive **advertisements** to consumers.

DESCRIPTION OF DRAWINGS - The figure shows the process flow diagram illustrating relationship between **interface** and data in interactive **advertising** campaign generation system.

- 102 Response fulfillment campaign
- 104 Docket template
- 106 Campaign docket

Title Terms/Index Terms/Additional Words: INTERACT; ADVERTISE; CAMPAIGN; GENERATE; SYSTEM; MARKET; NEW; GOODS; PROCESSOR; DATA; RESPOND; TEMPLATE

Class Codes

International Classification (Main): G06F-017/60

File Segment: EPI;

DWPI Class: T01

Manual Codes (EPI/S-X): T01-J05A

Set	Items	Description
S1	403511	INTERFACE? ? OR GUI OR GUIS OR WEBSITE? OR WEBPAGE? OR WEB- () (SITE? ? OR PAGE? ?) OR CONTROLLER? ?
S2	339050	(THIRD OR 3RD) () (PARTY OR PARTIES) OR AGENT? ? OR AGENC???
S3	236250	MANAG???
		OR CREAT???
		OR WRITE? ? OR WRITING OR PUBLISH???
		OR CUSTOMIZ? OR CUSTOMIS? OR PERSONALIZ? OR PERSONALIS?
S4	1131413	PLACE? ? OR PLACING OR PLACEMENT OR TRANSMIT? OR SEND???
		OR SENT
S5	32040	PUBLICATION? ? OR PRESENTATION? ? OR ADVERTISEMENT? OR AD - OR ADS OR ADVERT? ? OR ADVERTISING OR PROMOTION?
S6	1001679	MEDIA OR MULTIMEDIA OR ELECTRONIC OR DIGITAL? OR INTERNET
S7	97695	VENUE? ? OR OUTLET? ?
S8	116278	S1 AND (S3 OR S4)
S9	980	S8 AND S5
S10	2910	S6 AND S7
S11	0	S9 AND S10
S12	21	S9 AND S2
S13	16	S12 AND IC=(G06F-017/30 OR G06F-017/60 OR G07F? OR G06Q?)

File 347:JAPIO Dec 1976-2006/Nov(Updated 070228)
(c) 2007 JPO & JAPIO

13/5/1

DIALOG(R)File 347:JAPIO

(c) 2007 JPO & JAPIO. All rts. reserv.

08828244 **Image available**

PSEUDO PUSH TYPE INFORMATION DISTRIBUTION SYSTEM ON WORLD WIDE WEB

PUB. NO.: 2006-221604 [JP 2006221604 A]
 PUBLISHED: August 24, 2006 (20060824)
 INVENTOR(s): SHINTANI TORAMATSU
 ITO TAKAYUKI
 OOZONO TADACHIKA
 APPLICANT(s): SHINTANI TORAMATSU
 ITO TAKAYUKI
 APPL. NO.: 2005-157663 [JP 2005157663]
 FILED: May 30, 2005 (20050530)
 PRIORITY: 2005-032271 [JP 200532271], JP (Japan), January 12, 2005
 (20050112)

International Patent Class (v8 + Attributes)

IPC + Level Value Position Status Version Action Source Office:

G06F-0013/00 A I F B 20060101 20060728 H JP
 G06Q-0030/00 A I L B 20060101 20060728 H JP
 G06Q-0010/00 A I L B 20060101 20060728 H JP

ABSTRACT

PROBLEM TO BE SOLVED: To provide an information distribution system by which **advertisement** and information to be displayed on an **Web page** on WWW can be controlled without delay according to the schedule of an intermediary server.

SOLUTION: The intermediary server 10 edits an information display program table T for displaying information of **advertisement** etc. and **sends** the latest program table T to a content server 20. When the content server 20 stores an **agent** script A and the latest program table T and browsing of a content is requested to the content server 20 from a browsing computer 40, the program T and the **agent** A are **sent** to the computer 40 with an objective content, and **advertisement** where the **agent** script A in the computer 40 is designated by the program table T can be displayed with the content. Thus, without giving excessive communication load to a traffic, change of the program table by the intermediary server 10 is reflected immediately.

COPYRIGHT: (C)2006,JPO&NCIPI

13/5/2

DIALOG(R)File 347:JAPIO

(c) 2007 JPO & JAPIO. All rts. reserv.

08791968 **Image available**

ADVERTISEMENT PUBLISHING SIDE WEB SERVER, ADVERTISEMENT AGENCY
SERVER AND PROGRAM

PUB. NO.: 2006-185328 [JP 2006185328 A]
 PUBLISHED: July 13, 2006 (20060713)
 INVENTOR(s): OIKAWA KAZUHIKO
 APPLICANT(s): MITSUBISHI ELECTRIC INFORMATION SYSTEMS CORP
 APPL. NO.: 2004-380374 [JP 2004380374]
 FILED: December 28, 2004 (20041228)

International Patent Class (v8 + Attributes)
 IPC + Level Value Position Status Version Action Source Office:
G06Q-0030/00 A I F B 20060101 20060616 H JP

ABSTRACT

PROBLEM TO BE SOLVED: To improve the precision of aptitude determination of each user and to quickly develop **advertisement** efficiency of an **advertisement publishing** side web server group regarding an **advertisement publishing** side web server for providing a **web page publishing advertisement** banners and an **advertisement agency** server that mediates the **advertisement publishing**.

SOLUTION: The **advertisement publishing** side web server 2 for providing the **webpage** for **publishing** an **advertisement** banner linked to a **web page** of an advertiser web server 3 uses user information held by the web server 2 itself and connection load of a neural network learned on the basis of response results to the **advertisement** banner to predict responses to an **advertisement** for each user and improves the accuracy of **advertisement** aptitude determination. The **advertisement agency** server 1 makes effective connection load data shared among **advertisement publishing** side web servers 2.

COPYRIGHT: (C)2006,JPO&NCIPI

13/5/3

DIALOG(R)File 347:JAPIO
 (c) 2007 JPO & JAPIO. All rts. reserv.

08535853 **Image available**

ADVERTISEMENT DISTRIBUTING SYSTEM AND THE METHOD, AND **ADVERTISEMENT** DISTRIBUTION PROGRAM

PUB. NO.: 2005-284113 [JP 2005284113 A]
 PUBLISHED: October 13, 2005 (20051013)
 INVENTOR(s): KUROSAKI TAKEAKI
 APPLICANT(s): INTER-MENT KK
 APPL. NO.: 2004-099996 [JP 200499996]
 FILED: March 30, 2004 (20040330)
 INTL CLASS: G09F-019/00; G06F-013/00; **G06F-017/30** ; **G06F-017/60**

ABSTRACT

PROBLEM TO BE SOLVED: To provide an **advertisement** distributing system, with which a user can efficiently browse **advertisement** data and thus, an **advertisement promotion** effect is enhanced.

SOLUTION: The **advertisement** distributing system is provided with a comment data collection means for storing site attribute data representing the characteristics of the user who is considered as an opening object by a **web site**, storing user attribute data representing characteristics of a user who **manages** a user terminal connected via a network, requesting a comment to be advertised of an **agent** which distributes **advertisement** data to the user terminal, based on the user attribute data and storing comment data returned from the user terminal by associating the user attribute data with it; and an **advertisement** distributing means for extracting the site attribute data, including the information coincident with user characteristics included in the user attribute data associated

,with the comment data and distributing the comment data to the **web site**
, corresponding to the extracted site attribute data as **advertisement**
data to be displayed on the **web site** .

COPYRIGHT: (C)2006,JPO&NCIPI

13/5/4

DIALOG(R)File 347:JAPIO

(c) 2007 JPO & JAPIO. All rts. reserv.

08454473 **Image available**

SALES SUPPORT SYSTEM AND SALES SUPPORT METHOD USING INTERNET

PUB. NO.: 2005-202733 [JP 2005202733 A]
PUBLISHED: July 28, 2005 (20050728)
INVENTOR(s): SHIODA TETSUYA
MORIMOTO MITSUAKI
APPLICANT(s): DAINIPPON PRINTING CO LTD
APPL. NO.: 2004-008866 [JP 20048866]
FILED: January 16, 2004 (20040116)
INTL CLASS: **G06F-017/60** ; G06F-013/00

ABSTRACT

PROBLEM TO BE SOLVED: To attain a sales support in much more broad methods
at the time of performing a merchandise sale on a **Web page** .

SOLUTION: An associate is recruited, and registered in an associate
registering part 10, and a network sales **agent** is recruited, and
registered in a merchandise registering part 20. Merchandise information is
presented on an **advertisement** medium 50 such as a magazine, and an
address A and merchandise ID are displayed with a two-dimensional digital
code. An associate A1 reads the digital code by terminal equipment 110 such
as a portable telephone with a camera, and performs access to an
introduction information issuing part 30 of the address A, so that
introduction information is **transmitted** by a mail, and transferred to an
acquaintance B1. The introduction information includes the ID of the
associate A1 and the merchandise ID, and when the acquaintance B1 performs
access to an associate processing part 40 of an address B by using the
introduction information, the purchase of merchandise in the **Web page**
of a server device 200 is made possible by re-direct processing referring
to the merchandise registering part 20. The fact that the acquaintance has
purchased the merchandise is reported by a monitor reporting part 60, and
compensation is paid to the associate A1 by the associate processing part
40.

COPYRIGHT: (C)2005,JPO&NCIPI

13/5/5

DIALOG(R)File 347:JAPIO

(c) 2007 JPO & JAPIO. All rts. reserv.

08351234 **Image available**

ARTICLE **ADVERTISEMENT** METHOD

PUB. NO.: 2005-099494 [JP 2005099494 A]
PUBLISHED: April 14, 2005 (20050414)
INVENTOR(s): KADOSHIMA HIROBUMI

APPLICANT(s): KADOSHIMA HIROBUMI
 APPL. NO.: 2003-333909 [JP 2003333909]
 FILED: September 25, 2003 (20030925)
 INTL CLASS: G09F-019/00; **G06F-017/60**

ABSTRACT

PROBLEM TO BE SOLVED: To provide an article **advertisement** method by which a nearby store is easily learned regardless of an address **place** of a consumer to an article **placed** in a magazine and handling of the article introduced in the magazine is easily and widely informed for the store selling the article.

SOLUTION: The article **advertisement** method displays a page of the magazine which introduces the predetermined article or the article introduced in the magazine on a **web site**, can record the store handling the article in a predetermined recording part of the **web site** and enables a **third party** to retrieve information about the recorded store on the **web site**. The page of the magazine or the article to be introduced on the **web site** is displayed by lowering image quality such as hue and color tone than that of a photograph in the magazine without impairing its shape.

COPYRIGHT: (C)2005,JPO&NCIPI

13/5/6

DIALOG(R)File 347:JAPIO
 (c) 2007 JPO & JAPIO. All rts. reserv.

08079407 **Image available**
 SALES **PROMOTION** INFORMATION PROVIDING METHOD AND INFORMATION MANAGEMENT DEVICE

PUB. NO.: 2004-192166 [JP 2004192166 A]
 PUBLISHED: July 08, 2004 (20040708)
 INVENTOR(s): TANAKA HIDETOSHI
 APPLICANT(s): NEC CORP
 APPL. NO.: 2002-357304 [JP 2002357304]
 FILED: December 09, 2002 (20021209)
 INTL CLASS: **G06F-017/60**

ABSTRACT

PROBLEM TO BE SOLVED: To present sales **promotion** information prepared by a manufacturer for the sales **promotion** of merchandise to a purchaser without damaging the right of the manufacturer, and to allow another **agent** to carry out the sales management and sales **promotion** information management of merchandise.

SOLUTION: A **publishing** company terminal 31 uploads only sales **promotion** information whose provision to the customers of a bookstore is permitted to a sales **promotion** management server 1. An online bookstore server 11 provides a **Web page** where sales **promotion** information is displayed to a customer terminal 31. In displaying the **Web page**, the customer terminal 31 acquires the sales **promotion** information from the sales **promotion** information management server 1. The online bookstore server 11 decides whether or not the browsing person of the sales **promotion** information has already purchased a book, and when a book is sold, **transmits** the sales information to the sales **promotion** information

management server 1. The sales **promotion** management server 1 updates charging information to the bookstore according to the achievement of sales.

COPYRIGHT: (C)2004,JPO&NCIPI

13/5/7

DIALOG(R)File 347:JAPIO

(c) 2007 JPO & JAPIO. All rts. reserv.

07762799 **Image available**
COMPUTERIZED **ADVERTISEMENT** DEVICE

PUB. NO.: 2003-256708 [JP 2003256708 A]
PUBLISHED: September 12, 2003 (20030912)
INVENTOR(s): SHINOHARA JUNICHI
HARADA SETSUO
APPLICANT(s): SHINOHARA JUNICHI
HARADA SETSUO
APPL. NO.: 2002-051296 [JP 200251296]
FILED: February 27, 2002 (20020227)
INTL CLASS: **G06F-017/60** ; G09F-019/00

ABSTRACT

PROBLEM TO BE SOLVED: To solve a problem that, though a **Web page** and e-mail are widely utilized as a means of **advertisement**, the **transmitting** range of information is limited, and the sufficient **advertisement** effect can not be achieved.

SOLUTION: This method is characterized in that it is provided with a means for **transmitting** the **advertisement** information of an **advertisement** client to an e-mail address of an **advertisement** information receiver, a means for paying specific money and goods from an **advertisement** agency to the **advertisement** client when the **advertisement** client introduces the potential other **advertisement** client to the **advertisement** agent, and a means for paying specific money and good from the **advertisement** agency to the **advertisement** information receiver when the **advertisement** information receiver introduces the potential other **advertisement** information receiver to the **advertisement** agency.

COPYRIGHT: (C)2003,JPO

13/5/8

DIALOG(R)File 347:JAPIO

(c) 2007 JPO & JAPIO. All rts. reserv.

07693262 **Image available**
WEB SITE ACCESS METHOD, BENEFIT PROVIDING METHOD, RESERVATION ACCEPTING METHOD AND **ADVERTISEMENT** INSERTING METHOD

PUB. NO.: 2003-187142 [JP 2003187142 A]
PUBLISHED: July 04, 2003 (20030704)
INVENTOR(s): OBARA KEIICHIRO
APPLICANT(s): IZUMU KK
APPL. NO.: 2001-381548 [JP 2001381548]
FILED: December 14, 2001 (20011214)
INTL CLASS: **G06F-017/60**

ABSTRACT

PROBLEM TO BE SOLVED: To provide a method for facilitating an access, a method for providing a benefit, a reservation method, and **advertisement** inserting method in a community-based computer network.

SOLUTION: A **Web site manager manages** the information for displaying the respective business contents of two or more **agents** who wants to **place** business contents by relating them to prescribed identification codes for identifying the **agents**, and distributes stickers for displaying the respective identification codes to the **agents**. Each **agent** sticks the sticker to the vicinity of the entrance of a **place** for providing the business. A consumer sees the sticker and accesses a **Web page** for displaying the business content provided by the **agent** by typing the identification code from a prescribed **Web site**. The identification code is formed of a row of figures or a telephone number subscribed by the **agent**.

COPYRIGHT: (C)2003,JPO

13/5/9

DIALOG(R)File 347:JAPIO

(c) 2007 JPO & JAPIO. All rts. reserv.

07684334 **Image available**

TENDER SUPPORT SYSTEM, TENDER SUPPORT DEVICE, TENDER SUPPORT METHOD AND TENDER SUPPORT PROGRAM

PUB. NO.: 2003-178208 [JP 2003178208 A]

PUBLISHED: June 27, 2003 (20030627)

INVENTOR(s): FUJITA TATSURO

APPLICANT(s): NEC CORP

APPL. NO.: 2001-375638 [JP 2001375638]

FILED: December 10, 2001 (20011210)

INTL CLASS: **G06F-017/60**

ABSTRACT

PROBLEM TO BE SOLVED: To flexibly connect an **advertisement** medium provider, an advertiser and an **advertisement agent** to one another.

SOLUTION: Medium information by a medium provider terminal is **published** on a **Web page** by this tender support device, registration of primary bidding information from a use applicant terminal is received, its primary successful bid information is received from the medium provider terminal, secondary bidding information is made based on the medium information and the primary bidding information to publicize it on a **Web page**, the registration of the secondary bidding information is received from a supporter terminal, and the medium provider, the use applicant and the supporter are combined with one another by receiving, from the user applicant terminal, its secondary successful bidding information.

COPYRIGHT: (C)2003,JPO

13/5/10

DIALOG(R)File 347:JAPIO

(c) 2007 JPO & JAPIO. All rts. reserv.

07593983 **Image available**
 REAL TIME TWO-WAY INFORMATION SYSTEM, INFORMATION DISTRIBUTOR, AND
 INFORMATION DISTRIBUTION METHOD

PUB. NO.: 2003-087827 [JP 2003087827 A]
 PUBLISHED: March 20, 2003 (20030320)
 INVENTOR(s): MASUI ATSUYUKI
 APPLICANT(s): YUN-FACTORY KK
 APPL. NO.: 2001-273470 [JP 2001273470]
 FILED: September 10, 2001 (20010910)
 INTL CLASS: H04N-017/00; **G06F-017/30** ; H04N-007/173

ABSTRACT

PROBLEM TO BE SOLVED: To provide a real time two-way information system by which a user can acquire detailed information associated with a television CM from the Internet with a simple operation in real time and a television station and a sponsor enterprise can recognize interest of users in the CM, a view time band and a user profile and to provide an information distributor and an information distribution method.

SOLUTION: The information distributor has a time table of television broadcast, a URL of a **web page** describing information associated with broadcast, personal information of a mobile telephone user including a resident area, and an access log as a database, extracts a request time on request and a URL of a television broadcast coincident with a resident area of the user from the database, **creates** the **web page** including the URL obtained by extraction and **transmits** the **web page** to a mobile telephone, and **transmits** the entire information of the URL and the access log including personal information of the user received and selected by the mobile telephone to the broadcast station and an **advertisement agent**.

COPYRIGHT: (C)2003,JPO

13/5/11

DIALOG(R)File 347:JAPIO
 (c) 2007 JPO & JAPIO. All rts. reserv.

07550708 **Image available**
 OUTSOURCING METHOD AND SYSTEM FOR SHEET-METAL WORKING

PUB. NO.: 2003-044548 [JP 2003044548 A]
 PUBLISHED: February 14, 2003 (20030214)
 INVENTOR(s): TSUCHIDA KOICHI
 MATSUI YOSHIYUKI
 APPLICANT(s): AMADA CO LTD
 APPL. NO.: 2001-231838 [JP 2001231838]
 FILED: July 31, 2001 (20010731)
 INTL CLASS: **G06F-017/60**

ABSTRACT

PROBLEM TO BE SOLVED: To accelerate a sales **promotion**, etc., with disclosure and use of information acquired by an outsourcing center 7 through outsourcing service from a sheet-metal working **agent** 3.

SOLUTION: An origin of ordering 5 requests quotations, etc., on product manufacture to the working **agent** 3. The working **agent** 3 requests operations of the quotations, etc., to the outsourcing center 7. The

outsourcing center 7 logs in remotely to a computer 9 of the working **agent** 3 via a computer 15 of the outsourcing center 7 to perform outsourcing service of **creation** of the quotations, NC (numerical control) processing data, etc., in association with the working **agent** 3. A process of a remote access performed in the outsourcing service is stored into a memory, etc., as know-how to disclose on **Web pages**, so that a case of success is used for an introduction and also for **advertisements** for CAD/CAM (computer aided design/computer aided manufacturing) used in the outsourcing service.

COPYRIGHT: (C)2003,JPO

13/5/12

DIALOG(R)File 347:JAPIO

(c) 2007 JPO & JAPIO. All rts. reserv.

07455670 **Image available**

SYSTEM AND METHOD FOR PROVIDING **ADVERTISEMENT** INFORMATION, REMOTE **CONTROLLER** FOR HOT-WATER SUPPLY AND ITS PROGRAM, RECORDING MEDIUM

PUB. NO.: 2002-324185 [JP 2002324185 A]
 PUBLISHED: November 08, 2002 (20021108)
 INVENTOR(s): BAN YASUHIRO
 YAMAMOTO MASAHIRO
 KASHIMOTO TAKASHI
 APPLICANT(s): MATSUSHITA ELECTRIC IND CO LTD
 APPL. NO.: 2001-127439 [JP 2001127439]
 FILED: April 25, 2001 (20010425)
 INTL CLASS: **G06F-017/60** ; G09F-019/00

ABSTRACT

PROBLEM TO BE SOLVED: To improve the convenience and the serviceability of an energy supply and services to customers by providing **advertisement** information.

SOLUTION: A system is comprised of a remote **controller** for supplying hot-water 104, a provider unit 106 connected to the remote **controller** for supplying hot-water 104 via a communication network 105, and service **agents** who register **advertisement** information in the provider unit 106 and ask the remote **controller** for supplying hot-water 104 to **transmit** the information. The system **transmits** the **advertisement** information to the remote **controller** for supplying hot-water 104, which is confirmed and approved by a customer management database means 408 that belongs to the provider unit 106, returns an **advertisement** rates in an energy supply service, supplies the energy or the services in an inexpensive way, and improves the serviceability and the convenience of the energy supply and services.

COPYRIGHT: (C)2003,JPO

13/5/13

DIALOG(R)File 347:JAPIO

(c) 2007 JPO & JAPIO. All rts. reserv.

07321438 **Image available**

ADVERTISEMENT **MANAGING** SERVER ON INTERNET

PUB. NO.: 2002-189925 [JP 2002189925 A]
 PUBLISHED: July 05, 2002 (20020705)
 INVENTOR(s): KIKUKAWA AKIRA
 APPLICANT(s): GALA INC
 APPL. NO.: 2000-388491 [JP 2000388491]
 FILED: December 21, 2000 (20001221)
 INTL CLASS: G06F-017/60 ; G06F-013/00; G06F-017/30 ; G06T-007/00

ABSTRACT

PROBLEM TO BE SOLVED: To provide an **advertisement managing** server which automatically inspect the contents of a **web page** wherein an **advertisement** header is **published** on the Internet.

SOLUTION: An **advertisement managing** server 10 manages the URL and final update date of an **advertisement** header acceptance **web page** that an **advertisement** insertion acceptor opens on the Internet. When an **advertisement** header B embedded in the **advertisement** header acceptance **web page** A is clicked on (event C), the **advertisement managing** server 10 receives notice of the event C and records a history of the event C. Further, the update date D of the **web page** A is recognized and compared with a final update date E registered in a database 10b to check the update from the time of registration to the database 10b. When the page is updated, the new **web page** A is obtained from the Internet and its contents are analyzed by specific algorithm. If the contents violate the contract with the **advertisement** insertion acceptor, the event is reported to a person in charge of an **advertisement agent** institution.

COPYRIGHT: (C)2002,JPO

13/5/14

DIALOG(R)File 347:JAPIO
 (c) 2007 JPO & JAPIO. All rts. reserv.

07264784 **Image available**

WEB PAGES ADVERTISEMENT METHOD

PUB. NO.: 2002-133245 [JP 2002133245 A]
 PUBLISHED: May 10, 2002 (20020510)
 INVENTOR(s): KIMURA MASAHIRO
 APPLICANT(s): KIMURA MASAHIRO
 APPL. NO.: 2000-323732 [JP 2000323732]
 FILED: October 24, 2000 (20001024)
 INTL CLASS: G06F-017/60 ; G06F-013/00

ABSTRACT

PROBLEM TO BE SOLVED: To provide an **advertisement** method which makes **web page** viewers to visit clients' **web pages**.

SOLUTION: An **advertising agency** is entrusted with a prize from a client (2 of figure 1) and prepares an application form for the prize (3 of the figure 1). And, the **advertising agency** informs the client of an hyperlink address to the application form of the prize (4 of the figure 1) and requests the client to set the hyperlink (6 of the figure 1). Furthermore, the **advertising agency** advertises for the client on its own **web pages** and sets the hyperlink to the client's **web pages** (5 of the figure 1). Viewers of the **web pages** can browse the client's **advertisement** on the **advertising agency's web pages** (7 of the

figure 1) and visit the client's **web pages** through the hyperlink (8 of the figure 1). Also, the viewers can reach the application form for the prize and apply for the prize through the hyperlink **sent** on the client's **web pages** (9 of the figure 1).

COPYRIGHT: (C)2002,JPO

13/5/15

DIALOG(R)File 347:JAPIO
(c) 2007 JPO & JAPIO. All rts. reserv.

07205709 **Image available**
AUCTION SYSTEM

PUB. NO.: 2002-074141 [JP 2002074141 A]
PUBLISHED: March 15, 2002 (20020315)
INVENTOR(s): MURAKAMI YOSHITO
APPLICANT(s): AMEDEIO KK
APPL. NO.: 2000-258544 [JP 2000258544]
FILED: August 29, 2000 (20000829)
INTL CLASS: **G06F-017/60**

ABSTRACT

PROBLEM TO BE SOLVED: To solve the problem that only the exhibition effect of auction merchandise can be obtained in auction merchandise exhibition utilizing a **place** for auction and an Internet **Web page**.

SOLUTION: An auction system main body 1 acquires auction merchandise information from auctioneers 2, prepares an auction **Web page** from the information, exhibits the auction merchandise by opening the **Web page** to the public on the Internet and performs auction by the access from auction purchasers 3 and further bidding. In addition to this, the auction system main body prepares **advertisement** merchandise information from a direct request from an advertiser 4 or a request through an **advertisement** representative **agency** 5 and advertises the **advertisement** merchandise information by carrying the **advertisement** merchandise information together with the exhibited image, etc., of the auction merchandise.

COPYRIGHT: (C)2002,JPO

13/5/16

DIALOG(R)File 347:JAPIO
(c) 2007 JPO & JAPIO. All rts. reserv.

06939634 **Image available**
SYSTEM AND METHOD FOR ARRANGING **PRESENTATION** OF **ADVERTISEMENT** ON NETWORK SUCH AS INTERNET

PUB. NO.: 2001-167183 [JP 2001167183 A]
PUBLISHED: June 22, 2001 (20010622)
INVENTOR(s): MATSUMOTO TAKUYA
KIDERA SHIRO
ISHII RYUICHI
APPLICANT(s): ACTION CLICK CO LTD
APPL. NO.: 11-351006 [JP 99351006]
FILED: December 10, 1999 (19991210)
INTL CLASS: **G06F-017/60** ; G06F-019/00

ABSTRACT

PROBLEM TO BE SOLVED: To make an **advertisement publisher** sale an **advertisement** space to an advertiser on a network medium by only deciding to accept the conditions which are presented by the advertiser or not.

SOLUTION: The conditions of an advertiser are presented and a medium owner agrees with the presented conditions on a network via an **agent** server, and an invitation page is prepared for the server to make an advertiser input his conditions. The invitation page includes a selection box where the definitions of responses expected by users are listed and also an entry where the advertiser inputs the charge for each of his selected responses. When the medium owner agrees with the conditions of the advertiser, the **agent** server concludes a contact of **advertisement** and allocates the **Web site** of the advertiser to an **advertisement** space of a network medium. The statistic data on the total number of responses are presented on the network by the **agent** server, so that the decision of the amount claimed and the effectiveness of **advertisement** can be evaluated.

COPYRIGHT: (C)2001,JPO

Set	Items	Description
S1	536910	INTERFACE? ? OR GUI OR GUIS OR WEBSITE? OR WEBPAGE? OR WEB- () (SITE? ? OR PAGE? ?) OR CONTROLLER? ?
S2	714975	(THIRD OR 3RD) () (PARTY OR PARTIES) OR AGENT? ? OR AGENC???
S3	2286452	MANAG??? OR CREAT??? OR WRITE? ? OR WRITING OR PUBLISH??? - OR CUSTOMIZ? OR CUSTOMIS? OR PERSONALIZ? OR PERSONALIS?
S4	1532236	PLACE? ? OR PLACING OR PLACEMENT OR TRANSMIT? OR SEND??? OR SENT
S5	1462269	PUBLICATION? ? OR PRESENTATION? ? OR ADVERTISEMENT? OR AD - OR ADS OR ADVERT? ? OR ADVERTISING OR PROMOTION?
S6	802609	MEDIA OR MULTIMEDIA OR ELECTRONIC OR DIGITAL? OR INTERNET
S7	218562	VENUE? ? OR OUTLET? ?
S8	261246	S1(S) (S3 OR S4)
S9	88160	S6(S)S5
S10	9350	S8(S)S9
S11	914	S10(S)S2
S12	32	S11(S)S7
S13	17	S12 AND IC=(G06F-017/30 OR G06F-017/60 OR G07F? OR G06Q?)
S14	17	IDPAT (sorted in duplicate/non-duplicate order)
S15	17	IDPAT (primary/non-duplicate records only)

File 348:EUROPEAN PATENTS 1978-2007/ 200708
(c) 2007 European Patent Office

File 349:PCT FULLTEXT 1979-2007/UB=20070315UT=20070308
(c) 2007 WIPO/Thomson

15/3,K/1 (Item 1 from file: 348)
 DIALOG(R)File 348:EUROPEAN PATENTS
 (c) 2007 European Patent Office. All rts. reserv.

01726796

Systems and methods for real-time media placement
Systeme and Verfahren zur Medienplatzierung in Echtzeit
Systemes et methodes de placement de media en temps reel

PATENT ASSIGNEE:

Galactic Media, S.A., (4472350), Avenida Salvador Estrella Sadhala No. 85
 , Santiago de los Caballeros, (DO), (Applicant designated States: all)

INVENTOR:

Elias Espinal, Jose Carlo, Calle Duverge No 26, Santiago de los
 Caballeros, (DO)

LEGAL REPRESENTATIVE:

Davila Baz, Angel et al (58461), c/o Clarke, Modet & Co., Goya, 11, 28001
 Madrid, (ES)

PATENT (CC, No, Kind, Date): EP 1416410 A1 040506 (Basic)

APPLICATION (CC, No, Date): EP 2003076837 030613;

PRIORITY (CC, No, Date): US 282506 021028

DESIGNATED STATES: AT; BE; BG; CH; CY; CZ; DE; DK; EE; ES; FI; FR; GB; GR;
 HU; IE; IT; LI; LU; MC; NL; PT; RO; SE; SI; SK; TR

EXTENDED DESIGNATED STATES: AL; LT; LV; MK

INTERNATIONAL PATENT CLASS (V7): **G06F-017/60**

ABSTRACT WORD COUNT: 73

NOTE:

Figure number on first page: 1A

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200419	719
SPEC A	(English)	200419	6210
Total word count - document A			6929
Total word count - document B			0
Total word count - documents A + B			6929

INTERNATIONAL PATENT CLASS (V7): **G06F-017/60**

...SPECIFICATION was, for example, by making telephone calls or faxes or, more typically, by hiring an **agency** that specializes in ratings that would execute the appropriate market research to find out the ratings of a program or channel (be it television, radio, a **Web site**, **digital** video, etc.). When contracting with such an **agency**, that company would effectively ask all applicable **advertising venues** for their known ratings, compile all these ratings, and then provide this unified ratings package to interested parties. But this approach **creates** various problems by, for example, (1) making it difficult for the ratings provider to keep...

15/3,K/2 (Item 2 from file: 349)
 DIALOG(R)File 349:PCT FULLTEXT
 (c) 2007 WIPO/Thomson. All rts. reserv.

01432219

Image available

METHOD, SYSTEM AND APPARATUS FOR DYNAMIC ADVERTISEMENT DELIVERY
PROCEDE, SYSTEME ET APPAREIL POUR UNE DISTRIBUTION DYNAMIQUE DE PUBLICITE

Patent Applicant/Assignee:

GOVERNING DYNAMICS INC, 322 8th Avenue, 11th Floor, New York, New York

10001, US, US (Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

MASHINSKY Alex, 510 Berkeley Square, Memphis, TN 38120, US, US
(Residence), US (Nationality), (Designated for all)

Legal Representative:

WEISZ Edward M (agent), Cohen, Pontani, Lieberman & Pavane LLP, 551 Fifth Avenue, Suite 1210, New York, NY 10176, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 2006116253 A2-A3 20061102 (WO 06116253)
Application: WO 2006US15381 20060425 (PCT/WO US2006015381)
Priority Application: US 2005674704 20050426

Designated States:

(All protection types applied unless otherwise stated - for applications 2004+)

AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ DE DK DM
DZ EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KM KN KP KR
KZ LC LK LR LS LT LU LV LY MA MD MG MK MN MW MX MZ NA NG NI NO NZ OM PG
PH PL PT RO RU SC SD SE SG SK SL SM SY TJ TM TN TR TT TZ UA UG US UZ VN
VN YU ZA ZM ZW

(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IS IT LT LU LV MC NL
PL PT RO SE SI SK TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) BW GH GM KE LS MW MZ NA SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 10124

International Patent Class (v8 + Attributes)

IPC + Level Value Position Status Version Action Source Office:

G06Q-0030/00 ...

Fulltext Availability:

Detailed Description

Detailed Description

... 10 is also connected to a plurality of stores or other point of sale advertising **venues** 260 through an]P network 270. In addition, the DADN controller 10 can also be coimected to **third party** sales networks and **advertising** or market **place** networks 270. Generally, the configuration allows the DADN **controller** 10 to receive sales data 215 **transmitted** by remote sales reporting nodes 250 in participating stores, and can also receive sales data from the **third party** networks 270, such as, for example GOOGLE. The sales information provided from the **third party** network can include product specific info, or may be less targeted and be product category based. At least one of the Store **Manager** 220, Chain **Manager** 230 and/or the collection of Vendors 240 may, in turn, analyze the sales data, attempting to correlate positive/negative sales data to the current **advertising** campaign.

[00057] According to one embodiment of the present principles the Store Manager 220 and...

15/3,K/3 (Item 3 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

(c) 2007 WIPO/Thomson. All rts. reserv.

01361829 **Image available**

SYSTEM AND METHOD FOR LOCATION BASED SOCIAL NETWORKING

SYSTEME ET PROCEDE DE RESEAUTAGE PERSONNEL BASE SUR LA LOCALISATION

Patent Applicant/Inventor:

ROSEN James S, 19 West 8th Street, Apt.6, New York, NY 10011, US, US
(Residence), US (Nationality), (Designated for all)

Legal Representative:

MURPHY Michael J et al (agent), Wilson, Sonsini, Goodrich & Rosati, 650
Page Mill Road, Palo Alto, CA 94304-1050, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200644939 A2-A3 20060427 (WO 0644939)
Application: WO 2005US37540 20051018 (PCT/WO US2005037540)
Priority Application: US 2004620456 20041019; US 2005727977 20051017

Designated States:

(All protection types applied unless otherwise stated - for applications
2004+)

AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ DE DK DM
DZ EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KM KP KR KZ
LC LK LR LS LT LU LV LY MA MD MG MK MN MW MX MZ NA NG NI NO NZ OM PG PH
PL PT RO RU SC SD SE SG SK SL SM SY TJ TM TN TR TT TZ UA UG US UZ VC VN
YU ZA ZM ZW

(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IS IT LT LU LV MC NL
PL PT RO SE SI SK TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) BW GH GM KE LS MW MZ NA SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 9758

International Patent Class (v8 + Attributes)

IPC + Level Value Position Status Version Action Source Office:

G06Q-0099/00 ...

Fulltext Availability:

Claims

Claim

... method for location-based social networking comprising:

!5 receiving a request for information regarding a **venue** ;
automatically determining whether any of the plurality of users are
located at the **venue** ;

obtaining profiles for the users located at the **venue** ;
providing information, in response to the request, based, at least in
part, on the profiles of the users located at the **venue** . @0 123. The
method of any of the preceding claims wherein the step of determining
whether any of the plurality of users are located at the **venue**
comprises using a global positioning system. 124. The method of any of
the preceding claims...

...the step of determining whether any of the plurality of users are
located at the **venue** comprises triangulation of mobile communication
towers.

27

. The method of any of the preceding claims...

...the step of determining whether any of the plurality of users are
located at the **venue** comprises reception of signals by a wireless
communications device at the location. 127. The method...

...the step of determining whether any of the plurality of users are
located at the **venue** comprises using **electronic** tokens provided at
the location. 128. The method of any of the preceding claims wherein the
step of determining whether any of the plurality of users are located at

the **venue** is based on wireless communications between a first mobile device and a second mobile device...

...includes information indicating whether any of the specified set of users is located at the **venue**. 130. The method of any of the preceding claims wherein the request includes criteria for...

...provided in response to the request includes information indicating the number of users at the **venue** that have profiles matching the criteria. 131. The method of any of the preceding claims further comprising allowing a user to request information regarding the **venue** and responding with statistics based on associated user profiles of users who have visited the **venue**. 132. The method of any of the preceding claims, further comprising requesting information regarding a **venue** at a future time and responding by providing information researching users with profiles indicating that they will be at the **venue** at the future time. 133. The method of claim 132, wherein the information is based on calendar entries, tickets, travel plans or other information regarding the **venue** at the future time. 134. A method for location-based social networking comprising: 15 providing...

...third user. 141. The method of claim 140, further comprising awarding a prize to the **third party** based on the point total associated with the profile of the third user. 142. A method for location-based **promotion** comprising: providing a profile for a first user, including an entry associating the first user...

...the first user;
receiving location based information for the first mobile device; and sending a **promotional** item to the first mobile device based, at least in part, on the location based...

...and the profile of the first user. 143. The method of claim 142, wherein the **promotional** item comprises an **advertisement**. 144. The method of any of the preceding claims, wherein the **promotional** item comprises a coupon. 145. The method of any of the preceding claims, wherein the...

...indicates that the first user is within a defined distance from a store and the **promotional** item comprises an **advertisement** for the store. 146. The method of any of the preceding claims, wherein the location...

...indicates that the first user is within a defined distance from a store and the **promotional** item comprises a coupon for the store. 147. The method of any of the preceding...

...that the first user is within a defined distance from a store and the **promotional** item comprises directions to the store. 148. The method of any of the preceding claims...

...indicates that the first user is within a defined distance from a store and the **promotional** item comprises an **advertisement** for a competitive store.

29
. The method of any of the preceding claims, wherein the...

...indicates that the first user is within a defined distance from a store and the **promotional** item comprises directions to a competitive store. 151. The method of any of the preceding...

- ...a user to allow the I O user's profile to be used for targeting **advertising** . 153. The method of any of the preceding claims, further comprising providing incentives for a...
- ...by the first user is associated with the profile for the first user and the **promotional** item is based, at least in part, on the behavioral information. 156. The method of...
- ...The method of any of the preceding claims, wherein the behavioral information includes information regarding **web sites** visited by the first user. 159, The method of any of the preceding claims, further...
- ...to specify rules regarding how the profile for the first user can be used for **sending** the **promotional** items. 160. The method of any of the preceding claims, wherein the rules specify characteristics of the first user's profile that cannot be used for **sending** the **promotional** items. 161. A method for location-based **promotion** comprising: providing profiles for a plurality of users, wherein each profile is associated with a...
- ...for a
respective user;
determining whether any of the mobile devices are located at a **venue** ;
obtaining profiles for the users associated with the mobile devices located at the **venue** ; and using the obtained profiles to select or modify **advertising** to be displayed at the **venue** .
30
- ...The method of any of the preceding claims wherein the step of determining whether...
- ...whether any of the plurality of mobile devices are located at the store comprises using **electronic** tokens provided at the location. 167. The method of any of the preceding claims wherein...
- ...incentives for a user to allow the user's profile to be used for targeted **advertising** . 169. The method of any of the preceding claims further comprising providing incentives for a...
- ...to provide additional information for the user's profile.
170. A method for location-based **promotion** comprising:
providing profiles for a plurality of users, wherein each profile is associated with a...

15/3,K/4 (Item 4 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

(c) 2007 WIPO/Thomson. All rts. reserv.

01355105

SYSTEM, METHOD AND APPARATUS FOR MODELING AND UTILIZING METRICS, PROCESSES AND TECHNOLOGY IN MARKETING APPLICATIONS

SYSTEME, PROCEDE ET APPAREIL PERMETTANT LA MODELISATION ET L'UTILISATION DE METRIQUES, DE PROCESSUS ET DE TECHNOLOGIES DANS LES APPLICATIONS DE MARKETING

Patent Applicant/Assignee:

EMM GROUP INC (A Nevada Corporation), 3315 Lorraine Avenue, Kalamazoo, MI 49008, US, US (Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

HASTINGS Hunter, 77 Terrace Avenue, San Rafael, CA 94901, US, US

(Residence), US (Nationality), (Designated only for: US)
 WADE C Gordon, 324 E. Water Street, Rosemary Beach, FL 32461, US, US
 (Residence), US (Nationality), (Designated only for: US)
 DUGGAL Satprit S, 23 Sequoia Court, San Carlos, CA 94070, US, US
 (Residence), IN (Nationality), (Designated only for: US)
 Legal Representative:
 COCKS Elijah (agent), Choate, Hall & Stewart LLP, Two International
 Place, Boston, MA 02110, US
 Patent and Priority Information (Country, Number, Date):
 Patent: WO 200636924 A2 20060406 (WO 0636924)
 Application: WO 2005US34508 20050927 (PCT/WO US2005034508)
 Priority Application: US 2004613446 20040927; US 2004613424 20040927; US
 2005235386 20050926
 Designated States:
 (All protection types applied unless otherwise stated - for applications
 2004+)
 AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ DE DK DM
 DZ EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KM KP KR KZ
 LC LK LR LS LT LU LV LY MA MD MG MK MN MW MX MZ NA NG NI NO NZ OM PG PH
 PL PT RO RU SC SD SE SG SK SL SM SY TJ TM TN TR TT TZ UA UG US UZ VC VN
 YU ZA ZM ZW
 (EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IS IT LT LU LV MC NL
 PL PT RO SE SI SK TR
 (OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
 (AP) BW GH GM KE LS MW MZ NA SD SL SZ TZ UG ZM ZW
 (EA) AM AZ BY KG KZ MD RU TJ TM
 Publication Language: English
 Filing Language: English
 Fulltext Word Count: 28888

International Patent Class (v8 + Attributes)
 IPC + Level Value Position Status Version Action Source Office:
G06Q-0030/00 ...
 Fulltext Availability:
 Claims

Claim

... and services build perceptions. The
 full range of communications is contemplated in this imperat

ive: **advertising** , public
 - 31

3986850vi
 relations, events, in-store **promotions** , **website** , **Internet** viral
 communications, and personal service.
 Channel management
 To be successful in delivering end-customer value...

...brand directly to the consumer; for an online retailer it might be
 Yahoo! Shopping. By **creating** value for the channel partner, the io
 brand can obtain superior retail or web presence...

...margin through premium pricing, the attraction of a higher-spend
 customer to the retailer's **outlets** , or the i5 development of storewide
 programs based on the brand's insights mapped to...

...expanding on that base in the later years? For 5 example, you might
 concentrate on **creating** product breakthroughs in the early years, and
 investing in capturing brand growth with them in...

...be
 considered. While there are many valid models for choosing metrics, the

marketing 34

3986850vi

managers should have the responsibility to help fashion the metrics that are right for the brand...

...Under some conditions, marketers do have powerful new weapons, such as market mix modeling and **agent**-based modeling to help answer the question of spending allocation. But under all conditions, marketers...

...points for marketers to consider. The range is baffling. Brands today are built via the **Internet** touch point, the doctor's office visit, the phone call to the 800 number, sports sponsorship, and **advertising** delivered via the car radio while the customer drives to work in the morning, to...

...delivering lower returns on the high investment cost required to sustain them.
If you are **managing** a 132C brand, the mass market TV vehicle no longer communicates your message to your...

...than at any other period since the post-WWII development of TV as the primary **advertising** medium. If you are **managing** a 132B brand, the returns from person-to-person selling can't keep pace with the...

...up less than 5 percent, the annual increase in the cost of - 35
3986850v1
television **advertising** is closer to 10 percent. All these factors are changing the dynamics of how organizations...

...each element in the marketing mix. Market mix modeling breaks the trap of the one **media** vehicle or targeting approach strategy that inhibits marketing resource allocation effectiveness. At one end of...

...of major brands have demonstrated the appropriate understanding of the brand imperative to develop the **customized** selling capability via the **Internet** to the point of achieving critical mass. But in between these extremes there are a...

...lip service. A little thoughtfulness and analysis would go a long way to making your **media**, direct-to-customer, **promotion**, and PR dollars significantly more effective and efficient. CEOs should harness every stimulus for improved targeting to accelerate brand growth. An integrated marketing strategy (IMS) will address the issues **created** by a blinkered approach to marketing. The IMS will integrate the efforts of the relevant
...

...the role that each function will play;
(3) Use existing customer knowledge and insights to **create** a strategy that addresses
the marketing task at hand;
(4) Develop the strategy without getting...

...more than one vehicle, allocate marketing dollars to marketing vehicles using market mix modeling or **agent**-based modeling. A critical issue facing brand **managers** is the optimal allocation of funds among a wide range of spending options. We have...

...percent improvement in the spending allocation of a brand. Yet many CEOs, CFOs, and marketing **managers** are simply unwilling to make that expenditure. Their resistance should be decreasing every day, especially

- ...marketing approach has recently been made easier by the application of a new modeling technique- **agent** -based modeling. Chances are that your children are familiar with **agent** -based modeling in the form of popular simulation games such as Sim City. These games employ principles of **agent** -based modeling that are also used by the Department of Defense to do "war gaming" and by others in various academic pursuits such as sociology and cultural anthropology.
- Agent** -based modeling enables a company to model virtually all marketing inputs-without the data limitations...
- ...In comparison to with other modeling techniques such as statistical regression, conjoint, and test marketing, **Agent** based modeling provides enhancements in such assessments as explaining market dynamics, adaptability to change, scope...
- ...use of data and cost per projection/question. In summary, each marketing initiative requires a **customized** solution that we call an integrated marketing strategy. That strategy is characterized by a clear...
- ...the goals. Under optimal circumstances, advanced techniques such as market mix modeling or the newer **agent** -based modeling can help marketers arrive at the proper balance among 20 numerous marketing alternatives...
- ...the technique being used to great effect by the world's most sophisticated marketers in **venues** where data is scarce and advanced tools impractical. Excellence in marketing requires familiarity with a...
- ...marketing, including: New product and service development; Package or store design; Retail loyalty card marketing; **Advertising** - 39
3986850vi
creative development/ **agency** relations; **Advertising** production; **Media** buying including emerging new **media** ; Merchandising at the point of sale; Direct marketing including e-marketing; Building brand equity through the sales force; Customer **promotion** ; Event marketing and endorsements; PR; Market research and market mix modeling; and Training
Each of...excessive repetition. 50
3986850vi
For specialized elements of the communications plan such as direct mail, **promotion** , PR, e-marketing, and others, it may be necessary to devise tailored measures. However, the...
- ...effective), and wear out (is the message still welcome) continue to be primary. For some **promotion** activities, you may wish to measure action-such as click through for web-delivered offers...
- ...touch is the experiential component. It includes the touches in the store or other retail **outlet** or office, at the call center, or on the Web. It includes packaging, merchandising, and...
- ...store, salon, or in the home or workplace). It includes the direct sales call and **presentation** in business-to-business, and doctor's office "detailing" visits in the pharmaceuticals industry. And...
- ...s affective commitment. It is important to measure these elements of brand touch and to **create** an overall measure of whether your brand touch contributes a positive or negative influence on...

- ...can be viewed in its totality in a Brand Equity Monitor. This can be a **digital** dashboard or a scorecard presented on paper. It is composed of the financial outcomes, the...
- ...resources can be allocated superbly to the right mix of marketing inputs (such as innovation, **advertising**, **promotion**, in-store presence and others) and a high return on marketing investments can be achieved. FIGS 14A, B and C illustrate a brand equity monitor and **interface** guide. The Brand Equity Monitor is a set of metrics that: links financial outcomes with...
- ...brand building success in: Increasing the number of units purchased by consumers; Achieving premium pricing; **Managing** the share of value allocated to the retail trade and channel partners. Brand Gross Margin...
- ...to the brand. The list is narrowed to six measures and a composite score is **created** out of 100. This allows the brands to keep track of its score on the...
- ...not help 54
39868500
you to make choices between individual programs (such as a product **promotion**), but it can guide you toward a definition of what is the optimum mix of activities (between **promotion**, **advertising**, price reductions, and PR, for example). Market mix modeling is a product of regression analysis...
- ...effect-how much of a revenue increase was due to activity type A (such as **advertising**) versus activity type B (such as sales **promotion**). Given the availability of data, market mix modeling can be quite discriminatory into how far...
- ...data. A more sensitive and potentially accurate way to model the optimum marketing mix is **agent**-based modeling. Because it is a simulation, **agent**-based modeling can accept many more kinds of data than a market mix model including survey...
- ...modeling or simulation is complete do we recommend the analysis of individual programs such as **advertising** campaigns, direct mail campaigns, and trade shows. For each one you must determine the notional metric and then make sure the data gathering methodology is in **place** before the activity starts. It is extremely difficult, if not impossible, to isolate data from...
- ...brand commitment (both attitudinal and behavioral). These are measures of the effectiveness of marketing in **creating** outcomes. Similarly with a growing brand equity score, quality and quantity of innovation, and brand...terms of granular detail) only when all the measures listed in this section are in **place**, and when you are confident that the energy you expend on the analytical effort will...
- ...on total 5 marketing expenditures), and you should be sure to have that capability in **place** before moving to focus on the marketing mix level and, lastly, the individual activity level...
- ...as domain strategy and brand equity management usually involve a limited number of fairly senior **managers**, executing **advertising**, **promotions**, and event marketing involves a larger team, including personnel from **agencies** and vendors. You do not need to **create** separate applications, however, for each of these processes. As shown in FIG. 15, the five...
- ...that are used repeatedly in each of

these processes are:

Program management: defining, launching, and **managing** marketing programs and projects;
 General collaboration: enabling knowledge sharing and topical collaboration among teams outside...

...that can seamlessly reach into many applications and present the data in a consistent user **interface**. The portal is the single access point to knowledge, data, best practices, and automated processes...

...teams. Whether it is a 24-month new product development project or a 6-week **promotional** project involving a free-standing insert (FSI) in Sunday newspapers, these projects have many similarities in the way they are defined, launched, **managed**, and closed. Marketers need a collaborative platform to plan, launch, **manage**, and track all their marketing programs such that all users have access to the project status and are able to easily share project files and information. This helps in **managing** highly complex marketing processes that involve participants from across functions and organizations. The broad requirements...

15/3,K/5 (Item 5 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT
 (c) 2007 WIPO/Thomson. All rts. reserv.

01225593 **Image available**

DATA RETRIEVAL SCHEME VIA PROXY SERVER

MECANISME D'EXTRACTION DE DONNEES VIA UN SERVEUR MANDATAIRE

Patent Applicant/Assignee:

BRITISH TELECOMMUNICATIONS PUBLIC LIMITED COMPANY, 81 NEWGATE STREET,
 LONDON, Greater London EC1A 7AJ, GB, GB (Residence), GB (Nationality),
 (For all designated states except: US)

Patent Applicant/Inventor:

WISLEY David Roger, 5 Little Tufts, Capel St.Mary, Ipswich Suffolk IP9
 2UD, GB, GB (Residence), GB (Nationality), (Designated only for: US)

Legal Representative:

WILLIAMSON Simeon Paul (agent), BT GROUP LEGAL, INTELLECTUAL PROPERTY
 DEPARTMENT, PP: C5A, BT CENTRE, 81 NEWGATE STREET, LONDON, Greater
 London EC1A 7AJ, GB,

Patent and Priority Information.(Country, Number, Date):

Patent: WO 200533970 A1 20050414 (WO 0533970)
 Application: WO 2004GB4160 20040929 (PCT/WO GB04004160)
 Priority Application: GB 200322880 20030930

Designated States:

(All protection types applied unless otherwise stated - for applications 2004+)

AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ DE DK DM
 DZ EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC
 LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NA NI NO NZ OM PG PH PL PT RO
 RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW
 (EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PL PT RO
 SE SI SK TR
 (OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
 (AP) BW GH GM KE LS MW MZ NA SD SL SZ TZ UG ZM ZW
 (EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 22509

Main International Patent Class (v7): **G06F-017/30**

International Patent Class (v7): **G06F-017/60**

Fulltext Availability:

Claims

Claim

... Service Provider (or equivalent body) that the user has subscribed to has discounts with certain **third parties** such as hotels, software providers, etc., and so the SIP server itself is configured by the **Internet** Service Provider to offer one or more discounts to the user when it returns a result from the **third parties** to the user. The SIP server could keep track of the purchases the user makes...

...or family member. For example, consider where a user wishes to search for an entertainment **venue** such as, for example, if a birthday party for a young child is to be arranged. A user may enter the key words "child's party **venue** " and find search results based on their own preferences. However, if for a family member...

...Bu, Limo... Once these details have been provided, the ETS encapsulates the data provided and **sends** it to the SIP server. The SIP server analyses the component expressions returned for each...

...and might search on each. In this way, the SIP server can seek out suitable **venues** using an initial search process and then perform a more complex SIP search which could...

...provide a complete package. Later further "packages" - put together by the search engine - could be **sent** (by a pre-set time) - with notification to SMS as usual In addition the search...

...be made by slight changes to the date/location. This could provide a cheaper better **venue** , but perhaps slightly further away.
Example 2 - Spare part for classic car
Consider where the...

...e.g. the Alfa GT Junior 1600 1972. The ETS packages the search request and **sends** it to server. The proxy server knows Alfa parts suppliers already (for example, the proxy...

...crawl the web at night for and cache URLs). However, if the SIP proxy server **sends** a search request containing these specific details and receives a response that none of the...

...may ask for information to be provided in a specific format. The information is then **sent** to the proxy server in the designated format which enables the SIP proxy server to...

...detail. The proxy server may now forward this response to a search engine which now **sends** the full request to the news group used as well as the identified supplier, together...

...server to complete the transaction if this can be done electronically on-line over the **internet** . Alternatively, if the best price supplier does not accept **electronic** payment, the search engine could forward this information with the price quoted and generate an...

...information and trigger an alert to search for more information about the supplier on the **internet** . If the results indicate the supplier is a

very small dealer and no information about...

...indicate that cheque is not a suitable form for payment and instead set up a **third party** escrow account to hold money (for example via trusted escrow) and then broker deal. If...

...62, the ETS encrypts; the expanded search expression into a SIP message which is then **sent** to the SIP proxy server which passes the message to the proxy server search software...

...is then informed of the cheapest(headline rate) by SMS over (say) next week and **sent** a key (e.g. a url) to get the full details (Restrictions, excess ...)(step 64...

...a user can buy automatically by informing the SIP Search Engine at the proxyserver to **send** his credit card and address details to a specific insurance company whose address details have...

...organisations. The insurance company might request proof of no claims and the search engine might **send** back his old policy number automatically (step 66). The proxy server may also be able to interrogate one or more of the insurance **web - sites** located by the search process to determine that if the user were to join a...

...users. By exploiting the database of user preference information, the SSS is able to target **advertising** mail shots to users who would find such items of interest, and so offer particularly...

...terminal, and so advertise tickets for a theatre show in Cardiff that evening. This targeted **advertising** based on user preferences and knowledge of a user's current whereabouts is highly advantageous...

15/3,K/6 (Item 6 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT
(c) 2007 WIPO/Thomson. All rts. reserv.

01120681 **Image available**

**REMOTE PURCHASING SYSTEM AND METHOD
SYSTEME ET TECHNIQUE DE TELE-ACHAT**

Patent Applicant/Assignee:

REQUENT, GB, GB (Residence), GB (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

WHITEMAN Aaron, Bondegatan 69, tr:6, S-116 34 Stockholm, SE, SE
(Residence), GB (Nationality), (Designated for all)

SILVERSTEIN Todd, 818 Manhattan Avenue, 4R, Brooklyn, NY 11222, US, US
(Residence), US (Nationality), (Designated for all)

Legal Representative:

DRUCKER Kevin M et al (agent), 130 W. Cushing Street, Tucson, AZ 85701,
US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200442536 A2-A3 20040521 (WO 0442536)

Application: WO 2003US35234 20031105 (PCT/WO US2003035234)

Priority Application: US 2002423846 20021105

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK

LR LS LT LU LV MA MD MG MK MN MW MX MZ NI NO NZ OM PG PH PL PT RO RU SC
 SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW
 (All protection types applied unless otherwise stated - for applications
 2004+)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
 EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK
 LR LS LT LU LV MA MD MG MK MN MW MX MZ NI NO NZ OM PG PH PL PT RO RU SC
 SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW
 (EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PT RO SE
 SI SK TR
 (OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
 (AP) BW GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW
 (EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 32692

Main International Patent Class (v7): **G06F-017/60**

Fulltext Availability:

Claims

Claim

... phased date range.

98 A method as claimed in claim 92, further comprising permitting said
third party to select at least one WHAT functional campaign block from
 a set of VMAT functional...

...way broadcast, 2-way broadcast, encoded form, "use during purchases"
 coupon, and 1 "redeem at **venue** " coupon.

2 99. An automated marketing campaign method comprising:
 3 establishing or accessing a plurality...

...comprising a plurality of data items relating to said
 5 corresponding user;
 6 permitting a **third party** to specify at least one desired value for
 at least one of
 7 said data items;
 8 initiating a marketing or **advertising** activity directed at the users
 9 corresponding to the profiles containing said at least one...

...said data items. 100. A method as claimed in claim 99, wherein said
 marketing or **advertising** activity is selected from the group consisting
 of. **sending** an **electronic** message to said user, **sending** a postal
 mailing to said user; telephoning said user, **sending** a coupon to said
 user, and **sending** a URL or hyperlink to said user. 101. A method as
 claimed in claim 99...

...least one merchant. 103. A method as claimed in claim 99, further
 comprising permitting said **third party** to select at least one
 functional campaign block from a set of WHO functional 1...

...via specific users. 104. A method as claimed in claim 99, further
 comprising permitting said **third party** to select at least one
 functional campaign block from a set of WHEN functional campaign...

...phased date range. 105. A method as claimed in claim 99, further
 comprising permitting said **third party** to select at least one
 functional campaign block from a set of WHAT functional campaign...

...broadcast, 2-way broadcast, encoded form, "use during purchases" coupon, and I I "redeem at **venue** " coupon.

106. An automated marketing campaign method comprising:

3 pen-nitting a **third party** to specify at least one event; continually accessing a plurality of profiles corresponding to a...

...not said

event has occurred for said corresponding user; and

8 initiating a marketing or **advertising** activity directed at a user whose profile 9 indicates that said event has occurred for...

...response to a survey or on an encoded form, having a token detector at a **venue** detect the presence of a token corresponding to said individual, completing a registration, completing a...

...a first purchase. 108. A method as claimed in claim 106, wherein said marketing or **advertising** activity is selected from the group consisting of- **sending** an **electronic** message to said user, **sending** a postal mailing to said user, telephoning said user, **sending** a coupon to said user, and **sending** a URL or hyperlink to said user.

1 109. An automated marketing campaign method comprising...

...said profile comprising a plurality of data items relating to said corresponding user;

permitting a **third party** to specify (a) profile criteria for the users at whom a marketing campaign will be...

...duration at which the marketing campaign or a portion of the marketing campaign will take **place**, and (c) a

marketing or **advertising** activity to perform; and

initiating said marketing or **advertising** activity based on said profile criteria and time criteria.

I I 110. A method as claimed in claim 109, wherein said marketing or advertising activity is selected from the group consisting of: **sending** an

electronic message to said 3 user, **sending** a postal mailing to said user, telephoning said user, **sending** a coupon to said user, and

sending a URL or hyperlink to said user. 5 111. A method as claimed in claim...

...wherein said data items further include

IS purchase history data from at least one merchant.

9 113. An automated marketing campaign method comprising:

permitting a **third party** to specify (a) an event, the occurrence of which will initiate a marketing or **advertising** activity, (b) time criteria corresponding to the frequency and/or duration at which the marketing or **advertising** activity will take

place, and (c) the marketing or **advertising** activity to perform; continually accessing a plurality of profiles corresponding to a

plurality of users...

...or not said

event has occurred for said corresponding user; and

initiating said marketing or **advertising** activity based on said profile criteria and time criteria.

114. A method as claimed in claim 113, wherein said event is selected from the group consisting of...

...a survey or 2 on an encoded form, and having a token detector at a **venue** detect the presence of a 3 token corresponding to said individual.

4 115. A method as claimed in claim 113, wherein said marketing or advertising

5 activity is selected from the group consisting of. **sending** an

electronic message to said 6 user, **sending** a postal mailing to said

user, telephoning said user, **sending** a coupon to 7 said user, and **sending** a URL or hyperlink to said user.
 8 116. A method of enabling a third-party purchase, said method comprising:
 9 receiving an...

...purchaser to purchase at least one product or service for a prospective recipient at a **venue** designated to provide said product or 1 service to said recipient in person, said instruction comprising data identifying at least said recipient, said product or service, and said **venue** ; and
 3 **sending** to said recipient a message including at least one data type selected from the group consisting of- text, audio, video, image, **multimedia** , SMS, and MMS 5 message.
 6 117. A method of enabling a third-party purchase, said method comprising:
 receiving an instruction from a...

...to purchase at least one product or 8 service for a prospective recipient at a **venue** designated to provide said product or service to said recipient in person, said instruction comprising data identifying at least said recipient, said product or service, and said **venue** ; and receiving from said purchaser a message to deliver to said recipient, said message including at least one data type selected from the group consisting of. text, audio, video, image, **multimedia** , SMS, and MMS message. 1 1 S. A system for enabling **third - party** purchases, said system comprising:
 a processor;
 at least one memory coupled to said processor; and
 at least one network **interface** coupled to said processor, said at least one network **interface** in communication with a first communications device and a second communications device;
 wherein said memory...

...purchaser to purchase at least one product or service for a prospective recipient at a **venue** designated to provide said product or service to said recipient in person, said purchase instruction comprising data identifying at least said recipient, said product or service, and said **venue** ; (b) **send** , to said **venue** , data identifying at least said recipient and said product or service;
 (c) store a list of **venues** and an associated set of **venue** data corresponding to each said **venue** , said **venue** data comprising a plurality of data items for each said **venue** ;
 (d) permit said purchaser to provide data; and
 I I (e) update at least one...

...by identifying the presence of said 1 6 purchaser or recipient at one of said **venues** when a token detector at said **venue** 1 7 detects the presence of said token corresponding to said purchaser or recipient. 1 8
 120. A system for enabling **third - party** purchases, said system comprising:
 1 9 a processor;
 at least one memory coupled to said processor; and
 at least one network **interface** coupled to said processor, said at least one network **interface** in communication with a first communications device and a second communications device;
 wherein said memory...

...purchaser to purchase at least one product or service for a prospective recipient at a **venue** designated to provide said product or service to said recipient in person, said purchase instruction comprising data identifying at least said recipient, said product or service, and said **venue** ; (b) **send** , to said **venue** , data identifying at least said recipient and said product
 3 1 or service;
 84
 (c...

...profile comprising a plurality of data items relating to said corresponding user;
 (d) permit a **third party** to specify (i) profile criteria for the users at whom a marketing campaign will be **place** , and (iii) a marketing or **advertising** activity to perform; and
 (e) initiate said marketing or **advertising** activity based on said profile criteria and time criteria.
 I 1 121. A system as claimed in claim 120, wherein said memory further contains computer...

...or recipient by identifying the presence of said purchaser or recipient at one of said **venues** when a token detector at said **venue** 1 5 detects the presence of said token corresponding to said purchaser or recipient.
 1 6 122. A system for enabling **third - party** purchases, said system comprising:
 1 7 a processor;
 1 8 at least one memory coupled to said processor; and
 1 9 at least one network **interface** coupled to said processor, said at least one network **interface** in communication with a first communications device and a second
 2 1 communications device;
 wherein...

...purchaser to purchase at least one product or service for a prospective recipient at a **venue** designated to provide said product or service to said recipient in person, said purchase instruction comprising data identifying at least said recipient, said product or service, and said **venue** ; (b) **send** , to said **venue** , data identifying at least said recipient and said product
 or service;
 (c) permit a **third party** to specify (i) an event, the occurrence of which will initiate a marketing or **advertising** activity, (ii) time criteria corresponding to the
 85
 I frequency and/or duration at which the marketing or **advertising** activity will take
place , and (iii) the marketing or **advertising** activity to perform;
 (d) continually access a plurality of profiles corresponding to a plurality of...

...not said
 event has occurred for said corresponding user; and
 (e) initiate said marketing or **advertising** activity based on said profile criteria and time criteria.
 123. A system as claimed in...

...or recipient by identifying the presence of said purchaser or recipient at one of said **venues** when a token detector at said **venue** detects the presence of said token corresponding to said purchaser or recipient.

1 4
86

15/3,K/7 (Item 7 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2007 WIPO/Thomson. All rts. reserv.

01043254 **Image available**

**METHOD AND SYSTEM FOR TRACKING AND PROVIDING INCENTIVES AND BEHAVIORAL
INFLUENCES RELATED TO MONEY AND TECHNOLOGY**
**PROCEDE ET SYSTEME DE SUIVI ET D'OCTROI D'INCITATIONS A DES TACHES ET
ACTIVITES ET AUTRES DOMAINES DE COMPORTEMENT TOUCHANT A L'ARGENT, AUX
INDIVIDUS, A LA TECHNOLOGIE, ET AUTRES VALEURS**

Patent Applicant/Inventor:

MARSHALL T Thaddeus, 7 Clover Leaf Court, Medford, NJ 08055, US; US
(Residence), US (Nationality)

Legal Representative:

ROSENTHAL Robert E (agent), Duane, Morris LLP, One Liberty Place,
Philadelphia, PA 19103, US;

Patent and Priority Information (Country, Number, Date):

Patent: WO 200373236 A2-A3 20030904 (WO 0373236)
Application: WO 2003US5982 20030227 (PCT/WO US03005982)
Priority Application: US 2002360347 20020227; US 2002361794 20020305; US
2002364237 20020313; US 2002364448 20020314; US 2002370518 20020404; US
2002394827 20020709; US 2002403166 20020813; US 2002413270 20020924; US
2002414860 20020930; US 2002416135 20021003; US 2002416288 20021004; US
2002418413 20021015; US 2002421170 20021025; US 2002422042 20021028; US
2002427787 20021119; US 2002429596 20021126; US 2002430542 20021202; US
2002433921 20021216; US 2003439306 20030109

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SK
SL TJ TM TN TR TT TZ UA UG UZ VN YU ZA ZM ZW
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PT SE SI
SK TR
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 66639

Main International Patent Class (v7): **G06F-017/60**

Fulltext Availability:

Claims

Claim

... be verified in various ways including in person and through supply of
confirmation by a **third party** such as a doctor or other health
professional or by any other methods deemed acceptable. For example, life
and health insurance companies and other parties may desire to sponsor
the **promotions**, as well.

Public Service Rewards

[0003281 While it is well known that points programs inspire...

15/3,K/8 (Item 8 from file: 349)
 DIALOG(R)File 349:PCT FULLTEXT
 (c) 2007 WIPO/Thomson. All rts. reserv.

00899532 **Image available**

**METHODS AND APPARATUS FOR FORMULATION, INITIAL PUBLIC OR PRIVATE OFFERING,
 AND SECONDARY MARKET TRADING OF RISK MANAGEMENT CONTRACTS**
**PROCEDES ET SYSTEME POUR LA FORMULATION DE PREMIERES OFFRES PUBLIQUES OU
 PRIVEES ET LA NEGOCIATION DE MARCHE SECONDAIRE POUR DES CONTRATS DE
 GESTION DE RISQUES**

Patent Applicant/Assignee:

PARETO PARTNERS LTD, 7 Thistle, Portola Valley, CA 94028, US, US
 (Residence), US (Nationality)

Inventor(s):

NAFEH John, 7 Thistle Road, Portola Valley, CA 94028, US,
 YEE Kenton K, 180 Riverside Boulevard, Apt: 33F at Trump Place, New York,
 NY 10069, US,

Legal Representative:

NIXON Dale B (et al) (agent), Suite 3400, 717 North Harwood, Dallas, TX
 75201, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200233627 A2 20020425 (WO 0233627)
 Application: WO 2001US32275 20011015 (PCT/WO US0132275)
 Priority Application: US 2000240903 20001017; US 2001284051 20010416; US
 2001923035 20010806

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
 prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
 EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
 LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL
 TJ TM TR TT TZ UA UG UZ VN YU ZA ZW
 (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
 (OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
 (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
 (EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 33670

Main International Patent Class (v7): **G06F-017/60**

Fulltext Availability:

Claims

Claim

... accounts qualified to transact in this market; that is, a collection
 of accounts qualified to **place** limit and buy orders on this
 Firm-Specific and Intra-Industry Contracts
 a queue of...

...in the limit buy and sell queues.

Example 1: Invention for Supply Chain **Manageme**

Nike faces a persistent "supply chain" problem for its designer shoes. If
 a shoe store...

...effectively (usually by cargo ship) to Germany. The problem is
 compounded because (i) Nike has **outlets** all over the world; (ii) the
 popularity of different designs vary greatly around the world...

...red shoes. However, suppose a red shoe fad takes hold in Brazil, and a

Canadian@ **outlet** is willing 1 5 to cancel its order of 500 pairs of white shoes-for...

...What is the most efficient way to reorganize this contractual arrangement so that the German **outlet** gets the white shoes, the Brazilian **outlet** the red shoes, and the Canadian **outlet** the right size?

Like other businesses, Nike has tried to solve its supply chain problem using **Electronic Data Interchange (EDI)**. EDI is a form of business-to-business (13213) intranet. However, EDI cannot efficiently solve the German-Brazilian-Canadian problem above. While the EDI model enables **outlet** stores to shorten the waiting time between their orders and receiving their goods, the wait...

...brands, and overstocking of other brands. For the rush Christmas season, Macy's needs to **place** orders in September or October. And once orders are locked in, Macy's cannot cancel...

...and Intra-Industry Contracts between themselves. Instead of arranging individual supply contracts with Nike, every **outlet** goes to the futures market and buys the contracts it anticipates it needs. The **outlets** which are willing to pay the most for a particular design will buy it in the market (that is, the German **outlet** will offer higher prices for the white shoes contracts because of local demand, and when the price is high enough, the Canadian **outlet** will sell them-even if there is a moderate amount of local Canadian demand). At...Based on these indices, A Market Authority acting in accordance with the present invention could **create** bundles of contracts like the following:

```
AcontractAwhichpays$10ifNCIispositiveand$0otherwise;
AcontractBwhichpays$10ifNCIremainssteadyand$0otherwise;
AcontractCwhichpays$10ifNCIbecomesnegativeand$0otherwise...
```

...the following sense. While an earthquake is financially devastating for A, B, and C, they **create** windfall profits for X, Y, and Z. A, B, and C and X, Y, and...

...So a Market Authority acting in accordance with the present invention can help them to **create** custom-tailored "clubonly" futures markets for their own industry consortium.
Other examples of risk-complement...

...traditional computer manufacturers
* genetic therapy firms and traditional drug manufacturers
* brick and mortar retailers verse **Internet** retailers
e banks and brokerage houses
1 5 0 alternative energy suppliers verses traditional utilities...resale prices.

Exmple 5: Receivables Futures Examp1
Suppose that Sun Microsystems ("Sun") sells hardware to **Internet** startups on a long term credit basis. It now has \$ 1. 0 billion of receivables...

...gain insight into the fads for that year and use this information to focus its **advertising** campaign and production schedule. Nike has the discretion ultimately to sell all or just a...

...This "self-organizing" market mechanism reduces Nike's sales staff and administrative overhead. The retail **outlets** also benefit. **Outlets**, in turn, are more willing to buy Christmas futures early in the year since they...

...region. Also, if a fad breaks out in Brazil for red Nike shoes, the Brazilian **outlet** will be willing to pay more for the red shoes futures; as a result, both the German seller - 66 and the Brazilian buyer benefits. In other words, the **outlets** share in the more efficient allocation of the shoes through trading the futures. One of ordinary skill in the relevant art will appreciate that analogous contracts can be **created** for any other inventory semi-commodity product in any industry. While several types of contracts...

...of instruments. Instead, the present invention is directed to a method and apparatus that can **create** a risk hedging marketplace and is not limited by the types of risk instruments which...
 ...to the various figures. A preferred embodiment of the present invention is configured as an **Internet**-based web server, which provides a world-wide-web (WWM accessible user **interface** and software to implement the unique functions of the present invention. - 67 FIG. 1 shows a general **internet**-based webserver which implements the present invention. Main Computer 100 is connected either directly, or indirectly via a local area network (LAN) or wide-area network (WAN), to the **Internet** 200.
 Main Computer 100 is programmed with webserver software 400 so as to be able to (i) serve data out in response to received **Internet** user requests; (ii) accept account login and other account management and trade instructions from **Internet** users; (iii) communicate users' instructions to the trade engine and computers associated with the trade...

...functions can also be connected to the Main Computer 100 indirectly via a LAN, WAN, **Internet** or other computer connection.
 In FIG. 1, the market database 390 is designed to collect or other purposes. Information will be available on all orders **placed** on the system in order to provide members with histories and data points as to

...of potential instruments. The New Instrument Application 510 provides an easy to use **interface** through which the terms of a contract are - 69 identified, described, and defined and which are then **sent** to the appropriate market administrative personnel for approval. Upon approval, the new instrument is preferably...

...to all current and historic transaction data input into the exchange by members, from order **placement** to message posting on the **electronic** bulletin boards. The system will be programmable to draw attention to specific events of interest...

...of all transactions including counter-party identities, which are hidden from market participants;
 view all **electronic** bulletin board postings;
 define and track a set of alerts that will highlight the occurrence...

...Clearance and Settlement 690 function includes the Clearance Application 692, Settlement Bank 694 and Settlement **Interface** 696. As depicted in FIG. 3, one component of Clearance and Settlement 690 is the Clearing Application 692. As the sole clearing **agent** for the exchange, the Clearing Application 692 enables the Market Authority 500 to monitor all

...with settlement account information.
 The second component of Clearance and Settlement 690 is the Settlement **Interface** System 696. The Settlement **Interface** System 696 will be the link through ...the trading system communicates with the Settlement Bank

694 (See also FIG. 7). The Settlement **Interface** System 696 will work with the various components of the OMPS (See FIG. J) and...

...bundles and contracts, and crediting funds to accounts when in-the-money contracts expire. Settlement **Interface** System 696 queues instructions in chronological order and either (i) **sends** the queue in batch mode to the Settlement Bank 694 for processing at intervals throughout...

...day, or (ii) maintains continuous, real-time settlement through an on-line bank. The settlement **interface** will also - 72 perform periodic tests to ensure that the clearing records maintained by the...

...steps to accurately reconcile the two records. To ensure maximum efficiency and reliability, the Settlement **Interface** System 696 is designed in cooperation with the Settlement Bank 694. As illustrated in FIG...

...used to pay off in-the-money contracts. FIG. 4 shows a general top level **web - site** design in accordance with a preferred embodiment of the present invention. FIG. 4 generally illustrates the main levels of the **website** and identifies some of the categories of pages which are provided in the preferred embodiment...

...updated market data pertaining to trading activity on each contract. Each contract has a corresponding **electronic** bulletin board or Chat Page 432 to which users can post information and voice personal...below the Home Page 410 are: the Introduction Page 472- the FAQ Page 474; the **Media** Page 476; and the About The Company Page 478. As noted in regard to FIG...

...a Member 10 accesses the Trade Engine 300 via a computer connection such as the **Internet** and the Web Server Software 400. When the Member 10 **places** an order via the Order **Placement** - 75 Application310, the order is verified by the Validator 320. If the order is accepted, it is routed to the Order Router 330. As depicted, the Order **Placement** Application 310, the Validator 320, the Order Router 330, the Order Matcher 340, the Settlement Bank 694, and the Contract Expiration **Manager** 360 comprises an integrated system, the "Order Management and Processing System 370 (ONTS)." The OMPS...

...and the settlement and payout of all contracts. The OMPS 370 accepts orders from the **interface** system and returns status information as the order is processed throughout the system. This processing...

15/3,K/9 (Item 9 from file: 349)
 DIALOG(R)File 349:PCT FULLTEXT
 (c) 2007 WIPO/Thomson. All rts. reserv.

00884961 **Image available**
**METHOD AND SYSTEM FOR SELECTING AND PURCHASING MEDIA ADVERTISING
 TECHNIQUE DE SELECTION ET D'ACQUISITION DE PUBLICITES-MEDIAS ET SYSTEME
 CORRESPONDANT**
 Patent Applicant/Assignee:
 FREEADSERVICE COM, 6363 Woodway, Suite 300, Houston, TX 77057, US, US
 (Residence), US (Nationality), (For all designated states except: US)
 Patent Applicant/Inventor:
 FORSYTHE Charles Bradley, 6363 Woodway, Suite 300, Houston, TX 77057, US,
 US (Residence), US (Nationality), (Designated only for: US)

FORSYTHE Laura, 6363 Woodway, Suite 300, Houston, TX 77057, US, US
(Residence), US (Nationality), (Designated only for: US)

Legal Representative:

SIMPSON Jan K (agent), Fulbright & Jaworski L.L.P., Suite 5100, 1301
McKinney, Houston, TX 77010-3095, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200219058 A2-A3 20020307 (WO 0219058)
Application: WO 2001US26757 20010828 (PCT/WO US0126757)
Priority Application: US 2000650299 20000829

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PH PL PT RO RU SD SE SG SI SK
SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 5616

Main International Patent Class (v7): **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... rating.

The subject invention is directed to a method and system for selecting and purchasing **media advertising** in a client/server environment accessed through a Web site as illustrated in Fig. 1. The **media advertising** selection and purchasing method and system, the "System" 100, **interfaces** small to medium size business advertisers 101 with **media outlets** 103 in order to streamline the process of purchasing **media advertising**. Information is **transmitted** between a client or user system, e.g. an advertiser (direct advertiser or **advertising agency**) and a **media outlet**, and a server system. The server system contains the System 100 that embodies the present invention and the user system accesses the server System 100 through a **Web site**. The invention also provides a method by which direct advertisers can access technical and analytical data that has been converted to a simplified rating system. The System uses statistics from **third party** data providers in the generation of data analysis and schedules that will assist the advertisers in their **advertising** purchase decisions. It also calculates the efficiency of any particular **advertising** program generated. The System also generates a simplified rating system for each particular schedule that allows advertisers to make independent, accurate and informed decisions about their **media advertising** purchases.

The present invention allows the direct advertiser to select the media outlets that reach...

15/3,K/10 (Item 10 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

(c) 2007 WIPO/Thomson. All rts. reserv.

00822342 **Image available**

**ADVANCED METERING SYSTEM ENABLING REGULATION AND BILLING OF UTILITIES BY
THIRD PARTY INTERAGENT
SYSTEME DE COMPTAGE AVANCE PERMETTANT LA REGULATION ET LA FACTURATION DE
SERVICES PAR UN INTERAGENT TIERS**

Patent Applicant/Inventor:

LITTLEJOHN John Joseph, 6556 El Camino del Teatro, La Jolla, CA 92037, US
, US (Residence), US (Nationality)

Legal Representative:

HUBERT Dan (agent), Dan Hubert & Associates, 3111 Camino Del Rio North,
Suite 400, San Diego, CA 92108, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200155987 A1 20010802 (WO 0155987)
Application: WO 2001US2055 20010119 (PCT/WO US0102055)
Priority Application: US 2000493600 20000128

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM
TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LJ MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 9100

Main International Patent Class (v7): **G07F-015/00**International Patent Class (v7): **G07F-007/00**

Fulltext Availability:

Claims

Claim

... power delivery, electing not to use the power
interagent's services.

3 The switch is **placed** in the "off" setting when the power interagent.
The customer fails to pay for electrical...

...The (optional) frequency
filter 111 removes any communication frequency generated by the
telecommunication **interface** 204 from entering the power source 102. The
(optional) power saver 112 comprises, singularly or...power for more
efficient and cost-saving use by the customer.
Under direction of the **controller** 120, the switch 114 is operable to
selectively enable or disable power conveyance to the...

...be implemented in various ways, some examples include a solid state RMS
power measurement device, **digital** signal processor based computation
device, etc.
Some suitable products are commercially sold by companies such...

...Electrics, Johnson Controls, Siemens, and the like. The local meter 116
is coupled to the **controller** 120, enabling the **controller** 120 to
monitor current power usage by the customer's electrical facility 109,
and also...

...12, while also protecting the apparatus 106 from activity occurring in the electrical facilities 109.

Controller

As mentioned previously, the switch 114 is operated under direction of the **controller** 120. In this respect, the **controller** 120 may comprise a microprocessor or other data processing apparatus, logic circuit, configuration of discrete...

...signals to activate and deactivate the switch 114. As a specific example, the **controller** 120 may be implemented by a Z8 microcontroller. The **controller** 120 may optionally be coupled to a power storage device 128 such as a battery, capacitor, and the like, to provide backup power to the **controller** 120 in case a wall **outlet** or other primary supply (not shown) of power for the apparatus 106 is disrupted. The **controller** 120 may also include a real-time clock (not shown) to track the date and ...

...day. This clock may be implemented by hardware, software, or a combination of both.

The **controller** 120 is coupled to a diagnostic **interface** 126, which is operable by a technician for the purpose of diagnosing and rectifying any operational problems with the apparatus 106. Additionally, the **interface** 126 may be used to reprogram the **controller** 120 to implement upgrades, improvements, or other software changes. The diagnostic **interface** 126 includes one or more of the following **interface** components: LCID or other visual display panel, keypad, array of light-emitting diodes, assembly of switches, serial or parallel port, electric coupling, amplifier, etc. In addition to the diagnostic **interface** 126, the **controller** 120 is attached to a payment domain 122 and a user information domain 124. Broadly...

...reader that is operated by the customer presenting a magnetic card to the reader. Such **presentation** may be achieved by swiping the card through a card-reading channel, waving the card...

...ROM, EPROM, or EEPROM), "smart" card with on-board electronics, optical storage (e.g., holographic, **digital** optical, etc.), paper "punch" cards, or other suitable data storage means. The card reader 202 translates the machine-readable data carried by the card into **digital** electrical data signals or other format compatible with the **controller** 120. In addition to the card reader 202, which receives prepayment notification directly from the customer, the payment domain 122 includes a telecommunications **interface** 204 to receive machine-readable notification of the customer's prepayment from the power interagent. As illustrated, the **interface** 204 may receive this notification directly from a telephone line (via telephone connection 206), directly...

...which may be provided by a cable television company. Prepayment notification may arrive at the **interface** 204 through other means if desired, such as RIF or other completely wireless transmission. The...

...radio frequency ("RF") link between the telephone line and/or cable line and the telecommunications **interface** 204, giving the customer considerable flexibility in positioning the apparatus 106, regardless of the positions of telephone and/or cable wall **outlets**. Although the RF bandwidth is given as one example, the link 210 may utilize sonic...

...frequencies without departing from the scope of this invention. The link 210 includes a **transmitter** /receiver pair (not separately shown). The

transmitter , **placed** at the wall **outlet** , converts signals from the telephone line and/or cable line into a suitable RIF format and **transmits** the resultant signals to the receiver, which translates these RF signals into **digital** electrical signals or another format compatible with the **interface** 204. Transmission by the link 210 occurs through a medium 211, which may assume...

...example, the transmission medium 211 may comprise household electrical wiring, in which event the link's **transmitter** and receiver are both coupled to different household wall **outlets** . As one example, the local RF link 210 may utilize spread spectrum, electromagnetic signals. Even...

...signals from entering the power source 102 and possibly traveling to other electrical customers. The **interface** 204 includes appropriate circuitry to convert machine-readable signals received from the telephone connection 206, link 210, and cable connection 208 into **digital** electrical data signals or other suitable format for use by the **controller** 120. In the case of the telephone line, for example, the **interface** 204 may comprise a telephone modem. Likewise, for use with the cable line, the **interface** 204 may comprise a cable modem. Although not shown, other input sources may also be used, such as a T1 connection, ISDN line, **digital** or analog cellular link, fiber optics, **digital** subscriber line ("DSL"), wireless radio, satellite link, etc. In each case, the telecommunications **interface** 204 comprises circuitry appropriate to the input source's particular spectrum and signal format. In addition to the input function described previously, the components of the payment domain may also **transmit** information from the **controller** 120 to remotely located sites, as discussed in greater detail below.

User Information Domain

FIGURE...

...devices that present power usage statistics to the customer. These statistics are computed by the **controller** 120, as discussed in greater detail below. As illustrated, the user information domain devices include ...audio indicators, 308 may be located with the other circuitry of the apparatus 106, or **placed** in remote locations that are especially likely to be heard by the customer.

Exemplary **Digital** Data Processing Apparatus

Another aspect of the invention concerns a **digital** data processing apparatus, which may be used to implement the **controller** 120. This apparatus

may be embodied by various hardware components and interconnections; one example is the **digital** data processing apparatus 400 of FIGURE 4A. The apparatus 400 includes a processor 402, such as a microprocessor, **digital** signal processor, or other processing machine, coupled to a storage 404. In the present example...

...single memory device, such as a central processing unit.

Logic Circuit

In contrast to the **digital** data storage apparatus discussed previously, a different embodiment of the invention uses logic circuitry instead...

...be implemented with CMOS, biCMOS, TTL, VLSI, or another suitable construction. Other alternatives include a **digital** signal processing chip ("DSP"), discrete circuitry (such as resistors, capacitors, diodes, inductors, and transistors), field...concerns a method for providing electrical power to customers on a prepaid basis.

Signal-Bearing **Media**

In the context of FIGURES 1-4, such a method may be implemented, for

example, by operating the **controller** 120, as embodied by a **digital** data processing apparatus 400, to execute a sequence of machine'-readable instructions. These instructions may reside in various types of signal-bearing **media** . In this respect, one aspect of the present invention concerns a programmed product, comprising signal-bearing **media** tangibly embodying a program of machine-readable instructions executable by a **digital** data processor to provide electrical power to customers on a prepaid basis. This signal-bearing **media** may comprise, for example, RAM (not shown) included in the **controller** 120, as represented by the fast-access storage 406. Alternatively, the instructions may be contained in another signal-bearing **media** , such as a magnetic data storage diskette 450 (FIGURE 413), directly or indirectly accessible by...

...diskette , or elsewhere, the instructions may be stored on a variety of machinereadable data storage **media** , such as direct access storage (e.g., a conventional "hard drive", redundant array of inexpensive disks ("RAID"), or another direct access storage device ("DASD")), magnetic tape, **electronic** memory (e.g., ROM, flash memory, EPROM, or EEPROM), optical storage (e.g., CD-ROM, WORM, DVD, **digital** optical tape), paper "punch" cards, or other suitable signal-bearing **media** including transmission **media** such as **digital** and analog and communication links and wireless. In an illustrative embodiment of the invention, the...

...a processor to execute instructions. In this embodiment, the logic circuitry is implemented in the **controller** 120, and is configured to perform operations to implement the method of the invention. The In step 504, **agents** of the power interagent arrange for delivery of electricity to the customer's electrical facility...

...104 and the customer's breaker box 108. If desired, the apparatus 106 may be **placed** at another location upstream of the customer's facility 109, such as between the breaker run using the **interface** 126. When the apparatus 106 is operating properly, installation is complete. After step 506, the...

...106 is initially "turned on," or when the apparatus 106 is re-booted using the diagnostic **interface** 126. Boot-up may involve a number of system integrity checks, for example. In step 605, the **controller** 120 computes and outputs appropriate statistics to the user infarmation domain 124. In the illustrated example, the **controller** 120 makes the following computations:

1 The amount of power used by the customer for...

15/3,K/11 (Item 11 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2007 WIPO/Thomson. All rts. reserv.

00803948 **Image available**

METHOD OF AND SYSTEM FOR ENABLING BRAND-IMAGE COMMUNICATION BETWEEN VENDORS AND CONSUMERS

PROCEDE ET SYSTEME PERMETTANT DE COMMUNIQUER UNE IMAGE DE MARQUE ENTRE DES VENDEURS ET DES CONSOMMATEURS

Patent Applicant/Assignee:

IPF INC, Soundview Plaza, 1266 East Main Street, Stamford, CT 06902, US,
US (Residence), US (Nationality), (For all designated states except:
US)

Patent Applicant/Inventor:

PERKOWSKI Thomas J, 10 Waldon Road, Darien, CT 06820, US, US (Residence),
 US (Nationality), (Designated only for: US)
 Legal Representative:
 PERKOWSKI Thomas J (agent), Thomas J. Perkowski, P.C., Soundview Plaza,
 1266 East Main Street, Stamford, CT 06902, US,
 Patent and Priority Information (Country, Number, Date):
 Patent: WO 200137540 A2-A3 20010525 (WO 0137540)
 Application: WO 2000US31757 20001117 (PCT/WO US0031757)
 Priority Application: US 99441973 19991117; US 99447121 19991122; US
 99465859 19991217; US 2000483105 20000114; US 2000599690 20000622; US
 2000641908 20000818; US 2000695744 20001024
 Parent Application/Grant:
 Related by Continuation to: US 99441973 19991117 (CIP); US 99447121
 19991122 (CIP); US 99465859 19991217 (CIP); US 2000483105 20000114
 (CIP); US 2000599690 20000622 (CIP); US 2000641908 20000818 (CIP); US
 2000695744 20001024 (CIP)
 Designated States:
 (Protection type is "patent" unless otherwise stated - for applications
 prior to 2004)
 AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE
 ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT
 LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM
 TR TT TZ UA UG US UZ VN YU ZA ZW
 (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
 (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
 (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
 (EA) AM AZ BY KG KZ MD RU TJ TM
 Publication Language: English
 Filing Language: English
 Fulltext Word Count: 116871

Main International Patent Class (v7): **G06F-017/60**

Fulltext Availability:

Claims

Claim

... collection, transmission and delivery system of invention along the
 consumer-product demand chain, namely an **Internet** -based
 ProductInformation (IPI) Finding and Serving Subsystem, a UPC-based
 Product-Information Subsystem (UPC Catalog), an **Electronic** Trading
 Information Subsystem, a Sales Analysis and Forecasting Information
 Subsystem, Collaborative Replenishment Information Subsystem, and...

...product, and that each IRF is then stored as a Web-based document on an
Internet information server at predesignated URL, symbolically linked to
 the UPN, so that consumers can use...

...client machine from any one of a number of potential http information
 servers on the **Internet** . Fig. 2132 is a block schematic diagram of the
 IPD Server of the second illustrative...

...machine from any one of a number of potential http infori-nation servers
 on the **Internet** . Fig. 2133 is a block schematic diagram of the IPD
 Server of the third illustrative...

...client machine from any one of a number of potential http information
 servers on the **Internet** . Fig. 2B4 is a block schematic diagram of the
 lPD Server of the fourth illustrative...

...Applets whose HTML tags are embedded within HTML-encoded
 Page 59
 information servers on the **Internet** . Fig. 2C is a schematic

representation of a portion of the system shown in Figs...

...firewall, and the secured manufacturer information network is connected to the infrastructure of the **Internet** by way of an **Internet** router and server, for the purpose of enabling different departments within a business organization (e.g. marketing, sales, engineering, support and service, advertising, finance, etc.) manage different types of multi-**media** consumer product related information, as well as the Universal-Product-Number/trademark/productdescriptor/Universal-Resource ...

...information resources on the V;WW. Fig. 2C I is a schematic representation of the **GUI** of an exemplary computer operating system (OS), on which the UPN/TM/PD/URL data linking function of the present invention is schematically depicted showing a **GUI**-based window associated with a content-creating application (e.g. Netscape Navigator browsing program), a **GUI**-based window associated with a UPN/TM/PD/URL link management application (e.g., Microsoft Access or SQL RDBMS program), and the UPN/TM/PD/URL data link **GUI** displaying the UPN/TM/PD/URL data links between Web documents and a set of...

...Electric Information Services, Inc.). Fig. 20 is a schematic representation of an exemplary graphical user **interface** (**GUI**) which is presented to the marketing and brand managers of a manufacturer by the UPN...

...computer system of the present invention realized in the form of a bar code driven **multimedia** kiosk, which is completely transportable within the store by the hand of a shopper for shopping convenience in retail environments such as department stores, supermarkets, 'I **outlets** and the like.

superstores, retail I

Fig. 3A7 is a graphical representation of a seventh...

...system of the present invention realized in the form of a bar code driven multi-**media** kiosk, mounted upon a shopping cart or other vehicle for shopping convenience in retail environments such as department stores, supermarkets, superstores, retail **outlets** and the like. Fig. 3A8 is a schematic representation of another embodiment of the transportable...

...http client software and a Motorola™ RF modem PCMCIA card, for wireless access to the **Internet** .

Page 63

Fig. 3A 1 2 is a schematic representation of an exemplary relational database...

...64

on the road. Fig. 3AI4 is a schematic representation of an exemplary graphical user **interface** (**GUI**) displayed on the bar code driven consumer product information kiosk of the present invention when...

...or on the road. Fig. 3AI6 is a schematic representation of an exemplary graphical user **interface** (**GUI**) displayed on the bar code driven consumer product information kiosk of the present invention when...

...installed therewithin in order to deliver such product advertisements to retail shopping environments from various **Internet** information servers connected to the infrastructure of the **Internet** .

Fig. 3AI8 is a schematic representation of the consumer product

promotion/advertisement delivery subsystem of...

...on the same date as the promotion of the UPN-labeled product on the product **promotion** kiosk. Fig. 3A I 9D is a schematic block diagram of the Web-based product **promotion** kiosk schematically depicted in Fig. 3A19C, showing the various subsystem and subcomponents employed therewithin which...

...fictionalities of the kiosk.

Fig. 3A20 is a schematic representation of an exemplary consumer product **promotion / advertisement** delivery subsystem of Figs. 3A17 and 3A18, installed within an exemplary retail shopping network, wherein...

...retailer-operated administration computer system can be used by retailer management to schedule specific product **advertisements** and **promotions** throughout particular retail stores. Fig. 3A2 IA is a schematic representation of an exemplary frame-work style browser **GUI**, displayed on each Web-based product **promotion** kiosk of Fig. 3A I 9C, and comprising (i) a display frame for displaying the...

...typically set by the retailer or agent thereof), (ii) a display frame for displaying an **advertisement** of a particular UPN-labeled product registered with the subsystem, typically set by the product manufacturer and/or agent thereof, (iii) a display frame for displaying a **promotional** message about the advertised product, typically set by ...forth a flow chart describing the steps involved in installing and configuring the consumer product **promotion / advertisement**

Page 66

Page 67

Miscellaneous Information Fields detailed hereinafter. Fig. 4B is a schematic representation...

...the like, and insertion within the HTML code of Web documents on various types of **Internet** information servers hosting WWW sites, as well as EC-enabled WWW-sites, EC-enabled stores...

...69

therewith.

Page 70

Page 71

Figs. 4T1 and 4T2 set forth graphical illustrations of **Internet** browser display screens that might be displayed on a client computer subsystem hereof while a...

...reviewing the performance chart of a particular consumer product company displayed at a particular online **electronic** trading WWW site (e.g. <http://www.etrade.com>) considering whether or not to buy...

...Page 72

Page 73

thereof. Fig. 8 is a schematic representation of a portfolio of **Web sites** supported and **managed** by the UPN/TM/PD/URL database management subsystem with the assistance of the manufacturer/product registration subsystem and Web-enabled client subsystems operated by manufacturers and/or their **agents** in accordance with the information management principles of the present invention. Fig. 9 is a...

...a conventional UPC-based Product Sales Price Information Subsystem (UPC Product Sales Price Catalog), a conventional **Electronic** Trading Information Subsystem, a conventional Sales Analysis and Forecasting Information Subsystem, Collaborative Replenishment Information Subsystem

...a conventional Transportation and Logistics Information Subsystem. Fig. 9A is a schematic representation of the **Internet** -based Consumer Product ...9, wherein four distinct product function performing subsystems, namely, (1) Consumer Product Related Information Link **Creation**, Management And Transport Subsystem, (2) Consumer Product **Advertisement** Marketing, Sales, Management And Delivery Subsystem, (3) Consumer
 Page 74
 Page 75
 Fig. 12 is...

...that shown in Fig. I 1, except that as shown in Fig. 12, each manufacturer **transmits** to the UPN-indexed RDBMS (realized as a massive RDBMS data warehouse) one or more...

...product, and that each IRF is then stored as a Web-based document on an **Internet** information server at predesignated URL, symbolically linked to the UPN, so that consumers can use...

...enabled UPN/TM/PD/URL management RDBMS software for (1) collecting
 Page 76
 Page 77
Page 78
 Page 79
 Page 80
 Page 81
 Page 82
 Page 83
 Page 84
 Page 85...

...86
 Fig. 21 A is a schematic representation of an exemplary three-frame Netscape-style **GUI** screen displayed on the multi-mode physical CPI kiosk of the present invention, during its **Advertisement** Spot Display Mode of operation, in which purchased **advertisement** spots loaded in the physical CPI kiosk's **advertisement / promotion** spot queue are automatically displayed on the display screen of the physical CPI kiosk during...

...CPI requests). Fig. 21B is a schematic representation of an exemplary three-frame Netscape-style **GUI** screen displayed on the multi-mode physical CPI kiosk of the present invention during its **Promotion** Spot Display Mode of operation, in which purchased **promotion** spots loaded into the physical CPI kiosk's **advertisement / promotion** spot queue are automatically displayed on the display screen of the physical CPI kiosk during...

...Fig. 2 IC is a schematic representation of a first exemplary three-frame Netscape-style **GUI** kiosk screen for automatic display on a multi-mode physical CPI kiosk of the present...

...engaged into its CRI Display Mode of operation in response to an interruption of its **Advertisement** Spot Display Mode of operation or its **Promotion** Spot Display Mode of operation, and wherein CPI requested by a consumer is displayed in...

...consumer products. Fig. 22 is a schematic representation of a second exemplary three-frame Netscapestyle **GUI** kiosk screen for automatic display on a multi-mode physical CPI kiosk of the present...

...engaged into its CPI Display Mode of operation (in response to an interruption of its **Advertisement** or **Promotion** Spot Display Mode of operation), during which a virtual 2-D or 3-D computer...

...kiosk, it sounding aisles, shelf-space and products stocked thereon is displayed on the kiosk **GUI** screen, and requested UPN/TM/PD[URL link records retrieved from UPN/FM/PD/URL RDBMS 9' are displayed on the **GUI** kiosk screen in response to either (1) the manual entry of search criteria (e.g. UPN, TM or PD) into the search window of the kiosk **GUI**, or (ii) the optical scanning of UPN labels applied to consumer products by manufacturers. Fig...

...these illustrative embodiments employ many of the inventive principles disclosed in Applicants International Patent Application **Publication** No. WO 98/19259 **published** on May 7, 1998, which is incorporated herein by reference in its entirety. Overview Of...

...finding and serving subsystem 2 for allowing consumers to find product related information on the **Internet** (e.g. WWW) at particular Uniform Resource Locators (URLs), using UPC numbers, trademarks, and/or product descriptions symbolically-linked or related thereto; a Consumer Product **Advertising** and Promoting Subsystem 2A for **advertising** and promoting consumer products within physical retail shopping environments using Web-based product **promotion** kiosks, as shown in Figs. 3A17 through 3A24; a conventional UPC Product sales Price Information...

...numerous consumer-products offered for wholesale to retailers by manufacturers registering their products therewith; a **Electronic** Trading Information Subsystem 4 for providing trading partners (e.g. a manufacturer and a retailer) to sell and purchase consumer goods by **sending** and receiving documents (e.g. purchase orders, invoices, advance slip notices, etc.) to consummate purchase and sale transactions using either Value Added Network (VAN) based EDI transmission or **Internet** (e.g. HTTP, SMTP, etc.) based **electronic** document communications; a Sales Analysis and Forecasting Information Subsystem 5 for providing retailers with information...

...s stores; and Input/Output Port Connecting Subsystems 8 (realized by the infrastructure of the **Internet**) for interconnecting the input and output ports of the aboveidentified subsystems through the infrastructure of the **Internet** and various value-added EDI

Page 91

Page 92

Page 93

infrastructure 10.

The EDI...

...95 or Windows NT 3.51 or higher Operating System (OS) software, and (ii) Microsoft **Internet** Explorer 3.0 or higher from Microsoft Corporation. Also, the WebDox Remote" Server is provided with a dial-up **Internet** connection (i.e. 14,400 bps or better) to the **Internet** infrastructure. The function of the Web-based Document Server 30, Web-based Administration System 31...

...its implementation using the WebDox" system from Premenos, it is understood that other commercially available **electronic** document transport systems (e.g. COMMERCE: FORMS" **Electronic** Business Forms Package from Sterling Commerce, Inc., Page 94

physical retail brick and mortar stores and **electronic** commerce enabled

stores. In general, each IPI **Web - site** can be sponsored by a retail store subscribing to the consumer product information service hereof...

...manufacturers and/or service providers. The URL for the home page of any particular IPI **Web - site** can be selected with marketing considerations in mind, for example, <http://wwwApfcorp.com> or hUp...

...in form with the URLs of other information searchengines and directories currently available on the **Internet**. Upon selecting the IPI **Web - site**

Page 95

. In general, the HTML-encoded documents served from the 1PD Servers I I ...

...of satisfactorily addressing the needs of consumers, hosting retailers, manufacturers and the IPI provider(s)/ **publishers** alike. In practice, the Netscape-style browser framework can simultaneously accommodate the needs of the...

...display field, the sponsor frame 20A, can be used to display to the consumer, a **Web page** (e.g. HTML-encoded document) containing a message that the IPI Finding and Serving Subsystem...

...example, the sponsorship of either: (1) the hosting retailer; (2) one or more advertisers posting **advertising** banners in the display frame 20A; or (3) the consumer himself[herself by paying a...Web-based (wired or wireless) multi-media kiosk, designed for use as a Cyber sales **agent** within retail shopping environments. As shown in Fig. 3A2, the Web-based kiosk of the...

...more floppy-disc (or otherwise removable) drive units 29C, accessible to the consumer for recording **promotional** and trial versions of information-based consumer products (e.g. video and audio recordings, computer...

...this Webbased kiosk can be easily located in supermarkets, department stores, superstores, homecenters, discount retail **outlets**, or any other public location where consumer-products are being sold, offered for sale, and...

...shown in Fig. 3A3. RF-based wireless interfaces, as disclosed in US Letters Patents and **Published** International Patent Applications, incorporated herein by reference, can be used to realize this cordless-type...item of product related information linked to products in their stores by manufacturers and their **agents**. As taught in the Objects and Summary of the Present Invention set forth hereinabove, the ...

...As taught hereinabove, the retail shopping environment may be a department store, supermarket, superstore, retail **outlet** or the like. Notably, the transportable bar code driven multi-media kiosk shown in Fig ...US Patent No. 5,905,251 incorporated herein by reference. Notably, the Nefflopper Tm brand **Internet** Access (hup-client) Software 71 provides the Newton Model 130 MessagePad with an integrated JAVA **GUI** -based web browser program for WWW access in a manner know in the **Internet** access art. As shown in Fig. 3A8, the Newton MessagePad has a display panel

72...

15/3,K/12 (Item 12 from file: 349)
 DIALOG(R)File 349:PCT FULLTEXT
 (c) 2007 WIPO/Thomson. All rts. reserv.

00796208 **Image available**

SYSTEM FOR IMPLEMENTING AN INTERACTIVE ADVERTISING CAMPAIGN
SYSTEME DE MISE EN OEUVRE D'UNE CAMPAGNE PUBLICITAIRE INTERACTIVE

Patent Applicant/Assignee:

CENTRSOURCE CORP, 21 St. Clair Avenue East, Suite 1400, Toronto, Ontario
 M4T 1L9, CA, CA (Residence), CA (Nationality)

Inventor(s):

WESTROPE Robert John, 204 Glenrose Avenue, Toronto, Ontario M4T 1K8, CA,

Legal Representative:

EVERITT Peter R (agent), Kvas Miller Everitt, Suite 3100, 3300 Bloor
 Street West, Toronto, Ontario M8X 2X3, CA,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200129716 A2-A3 20010426 (WO 0129716)
 Application: WO 2000CA1250 20001023 (PCT/WO CA0001250)
 Priority Application: US 99160817 19991021

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
 prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE
 ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT
 LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM
 TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 6106

Main International Patent Class (v7): **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... SUBSTITUTE SHEET (rule 26
 docket 106.

Generally, the data entered in the response fulfillment campaign
interface 102 details the nature of the product or service being
 advertised the phases and timing (i.e., staging) of the **advertising**
 campaign, and the **media** licensees that will be participating in the
advertising campaign. The term "**media** licensees" is used herein to
 refer to a **media outlet** that has entered into a contractual
 relationship with a provider of the interactive system 100. In one
 embodiment, an advertiser, an **advertising agency** or **media** licensee
 (collectively referred to herein as "**creators**") may attach an
 identifying visual or audio sound logo to the **advertisement** to identify
 the **advertisement** as one having a

4

corresponding interactive **advertisement** accessible through a
 navigational utility portal, such as the portal described in co-pending,
 commonly...

15/3,K/13 (Item 13 from file: 349)
 DIALOG(R)File 349:PCT FULLTEXT
 (c) 2007 WIPO/Thomson. All rts. reserv.

00787038 **Image available**

**SYSTEM AND METHOD FOR PROCESSING TOKENLESS BIOMETRIC ELECTRONIC
 TRANSMISSIONS USING AN ELECTRONIC RULE MODULE CLEARINGHOUSE
 SYSTEME ET PROCEDE PERMETTANT DE TRAITER DES TRANSMISSIONS ELECTRONIQUES
 BIOMETRIQUES SANS AUTHENTIFICATION PAR L'UTILISATION D'UN CENTRE DE
 MODULES DE REGLEMENT ELECTRONIQUES**

Patent Applicant/Assignee:

VERISTAR CORPORATION, 727 Allston Way, Berkeley, CA 94710, US, US
 (Residence), US (Nationality)

Inventor(s):

HOFFMAN Ned, 977 Daniel Street, Sebastopol, CA 95472, US,
 LAPSLEY Philip Dean, 6029 Hillegass Avenue, Oakland, CA 94618, US,

Legal Representative:

JOHNSON Alexander C Jr (et al) (agent), Marger Johnson & McCollom, P.C.,
 1030 S.W. Morrison Street, Portland, OR 97205, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200120531 A1 20010322 (WO 0120531)
 Application: WO 2000US40910 20000915 (PCT/WO US0040910)
 Priority Application: US 99398914 19990916

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
 prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE
 ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT
 LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM
 TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 21206

Main International Patent Class (v7): G06F-017/60

Fulltext Availability:

Claims

Claim

... 14, by an authorized thirdparty 28, or any combination of the above
 named parties. Authorized **third - parties** 28 optionally register
 identification credentials with the Identicator 12, in order to enable
 the Identicator...
 ...to a specific user that their electronic transmission has been correctly
 executed by the intended **third - party** .
 Examples of authorized **third - party** execution of electronic
 transmissions
 io include accessing data in **third - party** 28 databases or servers,
 processing data by **third - party** databases 28 or servers, presentating
 or displaying data to the user by a **third - party** database 28, or
 processing of data by the DPC 10. If the **third - party** is a person, the
 user may register a bionietric with the Identicator 12. If the **third -
 party** is an entity, such as a corporation, it may register a digital
 certificate with the Identicator 12. **Third - party** digital certificates
 are available from certifying authorities, and they provide the assurance
 that the entity...electronic transmissions to access, process or present

electronic data and electronic content stored on various **third - party** 28 Execution Modules 38 or thirdparty 28 databases. This may be desired, for example, when...or Pattern Data 54, such as a personal identification code ("PIC"). In another embodiment, a **third - party** recipient of an electronic transmission is also identified by the Identicator using any of the following electronic verification means: a **third - party** ID Code, a digital certificate, an Internet protocol ("IP") ...a hardware identification number, or any other code, text or number that uniquely identifies the **third - party**. In this way, the Identicator is enabled to provide the user with confirmation that the correct **third - party** received the electronic transmission. Examples include confirming that the correct **web site** or remote database was accessed by the user, that the correct **third - party** designee received the user's email or instant message, and the like.

In another embodiment...

...mirrored databases, and other standard fault tolerant equipment known in the industry. Identification of the **third - party** and the user occurs using different methods, depending on the identification information that is provided...

...parties from the following information:
 biometric data and personal identification code (PIC)
 biometric data alone
digital identification (**digital** certificates)
 * BIA hardware identification code
 Biometric Identification Subsystem (BID)
 In one embodiment of the Identicator...

...undue effort, the Identicator determines randomly which BID processor will be used for a given **electronic** transmission, and delegates the identification request to that BID processor. That BID processor performs a...biometric samples are retrieved, the Identicator 12 compares the bid biometric samples obtained from the **electronic** transmission to all retrieved registered biometric samples. If a match occurs, the Identicator **transmits** the identity of the user or the User ID Code to the Clearinghouse 14. If no match is found, the Identicator **transmits** a "not identified" message back to gateway machine 26 and to the logging facility 42.

Digital Identification Subsystem

In a preferred embodiment, the **Digital** Identification subsystem comprises multiple processors, each of which is capable of identifying a **third - party** from their **digital** certificates. In this embodiment, **digital** certificates are used to perform **digital** identification of a **third - party**. Preferably, these include corporate **web site** addresses and certifying authorities only. Where possible, computers provide **digital** io certificates for identification of the computer and users use their biometrics for identification of the user. Verifying that a particular **digital** certificate is valid requires a public key from the certifying authority that issued that particular **digital** certificate. This requires that the **digital** identification subsystem have a list of certifying authorities and the public keys used to validate the **digital** certificates they issue. This table must be secure, and the keys stored therein must be kept up to date. These processes and others relating to the actual process for validating **digital** certificates are well understood in the industry.

BIA Hardware Identification Subsystem (BH1)

In a preferred embodiment, BIA hardware identification codes are translated into **third - party** identification by the BHI subsystem. This subsystem maintains a list of all BIAs manufactured. Preferably...

...s geographic location is identified by their use of that particular BIA 16 during that **electronic** transmission session. In another embodiment, the BIA hardware identification code does not serve to identify either the user or a **third - party**. This is the case in BIAs installed in public **venues** such as airport terminals, Automated Teller Machines in banks, or computers with BIAs for home use.

User ID Code

A User ID Code is an **electronic** message **transmitted** to the Clearinghouse ...user is identified by the Identifier 12, the User ID Code is forwarded to the **electronic** Rule Module Clearinghouse (Clearinghouse) 14 The Clearinghouse 14 instructs the Execution Module 38 to take...

...Rule Module 50 which is indexed specifically to one or more registered users (hence, "user- **customized** "). Therefore, the Rule Modules 50 are optionally not unique or exclusive to a single user...

...various Rule Modules 50, and their software components, and to refine and improve execution of **electronic** transmissions according to user- **customized** preferences and on-line activity patterns. Each of these Rule Modules 50 is composed of...

...associated with or electronically linked to at least one Execution Command. As defined herein, user- **customizedity** does not necessarily mean that any Pattern Data 54 or the Execution Command 52 is...

...hence would not be unique to any one user. The Clearinghouse 14 optionally stores user- **customized** Pattern Data 54 that is unassociated with any user- **customized** Execution Commands 52 and optionally stores user- **customized** Execution Commands 52 that are not associated with any user- **customized** Pattern Data 54. Therefore, such unassociated Pattern Data 54 or Execution Commands 52 are optionally...

...optionally along with the BIA hardware ID code, the BIA 16 location data and the **electronic** transmission request, and searches among the user's **customized** Rule Module to invoke all of the Pattern Data 54 relevant to the **electronic** transmission being undertaken.

Pattern Data (PD)

As previously noted, Pattern Data 54 may be provided...

...52 for that Pattern Data 54 is provided by the Clearinghouse 14 or an authorized **third - party**, or the Pattern Data 54 provided by the Clearinghouse 14 and the Execution Coniniand 52 by an authorized **third - party** 28, to form a single Rule Module 50. Pattern Data 54 of a user is stored **electronic** data, which is **customized** to at least one user. A single Pattern Data 54 includes any of the following stored usercustomized **electronic** data: a personal identification code, which is optionally alphanumeric; demographic information; an email address; a

...mailing address; purchasing patterns; data on pre-paid accounts or memberships for products or services; **electronic** data usage patterns; **Internet** browsing patterns; employee status; job title; pre-set data on a user's current activity patterns; a **digital** certificate; a network credential; an **Internet** protocol address; a **digital** signature; an encryption key; an instant messaging address; personal medical records; an **electronic** audio signature; and an **electronic** visual signature. Although a User ID Code is optionally used as Pattern Data 54, the...
...be provided to the Clearinghouse 14 by: the

user, the Clearinghouse 14, or an authorized **third - party** 28.
 Execution Commands (ECs)
 The Execution Cominands 52 executed by the Execution Module 38
transmits electronic messages necessary for accessing, processing, or
presentation of electronic data or content. Such transmissions
 include invoking a user's membership or eligibility for accessing...

...home, life, etc.), accessing travel service club benefits, accessing
 entertainment or travel event admittance, accessing **electronic** voting
 based on a user's **place** of residence, accessing **electronic** filing for
 taxes, and accessing privileges for permission to **write** paper checks or
electronic checks. Additionally, these Execution Commands 52 include
 activation and invocation of a user's privileges...

...invocation of a user's privileges for accessing, processing, or
 displaying on-line content-rich **media**, wherein such **media** includes,
 but is not limited to, **Internet web sites**, on-line audio or
 graphical content, **electronic** game content, on-line chat content,
 on-line messaging content, on-line educational content, on-line academic
 examination-taking, on-line **personalized** medical and health content,
 server-based computer software programs and hardware drivers.
 Any Execution Command...

...by any Pattern Data 54 with which it
 is associated. Execution Commands 52 are user- **customized** instructions
 or
 cominands which include Execution Commands 52 governing data access
 privileges,
 Execution Commands 52 governing data processing, Execution Commands 52
 governing data display or **presentation**. As shown in Fig. 5, in one
 embodiment, a single Pattern Data 54 is associated...

15/3,K/14 (Item 14 from file: 349)
 DIALOG(R)File 349:PCT FULLTEXT
 (c) 2007 WIPO/Thomson. All rts. reserv.

00781905 **Image available**

BUSINESS METHOD AND PROCESSING SYSTEM
PROCEDE COMMERCIAL ET SYSTEME DE TRAITEMENT

Patent Applicant/Assignee:

ePRODUCTIVITY COM INC, 58 Wellesley Avenue, Wellesley, MA 02482, US, US
 (Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

SANDERS Aaron M, 58 Wellesley Avenue, Wellesley, MA 02482, US, US
 (Residence), IN (Nationality), (Designated only for: US)

Legal Representative:

HENN David E (et al) (agent), Eugene Stephens and Associates, 56 Windsor
 Street, Rochester, NY 14605, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200115039 A1 20010301 (WO 0115039)
 Application: WO 2000US22548 20000817 (PCT/WO US0022548)
 Priority Application: US 99150014 19990820

Parent Application/Grant:

Related by Continuation to: US 99150014 19990820 (CON)

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
 prior to 2004)

AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB
 GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA

MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA
 UG US UZ VN YU ZA ZW
 (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
 (OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
 (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
 (EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 8238

Main International Patent Class (v7): **G06F-017/60**

Fulltext Availability:

Claims

Claim

... The business method of claim I wherein the entity is paid for use of
 the **venue** on the basis of a share ...C
 W of Systematically Pooling Requirements
 Cn
 Market Share Building
 Pull
 M
 U)
 x
 M **AGENTS**
 Targeted Engagement
 rn Pull
 BUSINESS DIFFERENTIATORS
 C"
 Location Selection vs Sales BUILDING OWNERS
 Coverage
 Partnership...

...M

U)

X

M - Improved Customer Economics - Optimize[
 Best Customer Value for Portfolio - Horizontal Linkages **customize**
 - Customization/ **Personalization** - Dedicated i
 - Added valu
 - Enhanced Customer **Interfaces**

M

C"

J

Best Total System Performance - Bundles via Alliances Unique-sy
 - Harmonized Complex **Interfaces** analytics i
 - Improved & Integrated service pr
 - Enabling Rapid Evolution Simple inte
 Knowledge Services Domain
 EmServices...

...on Productivity Delivery, Mutual Growth & Success - true business
 partnei

Market Niche Identification Method
 Web-enabled **Digital** Print on Demand.
 Commercial Printers
 Store-fronts
 C0) Traditional Suppliers: Kinkos, Sir
 C
 W Speedy, Alphagraphi"
 U) Transaction Sales

New Business Oppi
Market **Place** Strategy*
Relative Market Niche Identific
geconornieso se -it
usin f ale ,
M Unit Price and...

...erv ce ov ers

0)
Traditional Suppliers: Danka, Ron, Lanier, Oce, Xerox
Contract Sales
Market **Place** Strategy*
Relative Note:
* Market **Place** Strategy implie
Cumulative physical exchange of material i
Volume die primary means of engaging
Market...

...3 key tenant on i ,

footage criteria owners accounts and
*Obtain usage
*Maintain a *Make **presentations** commitment (for Overseer service qua
lity eSi
minimum Of and proposals quantified volume delipey (incl...

...major user growth

(relative to planfor
-Communicate bldg. bldg.)
contact list
GEOGRAPIRC Business OWNER SIMPLE **ELECTRONIC** Monthly WEB ENABLED BU:
Exclusivity to Building Owner Entry Mechanism Email/Personal Contacts
Calls Reporting...

..UNOM JPad

)r1C%HEWSLCIrn.PIA5
CAA TWURK%CLIPART%LUG0.EFS
example used here is Ibr **digital** CAARTWO KkCLIPART%PICTURE.IIF
R
co C %W31`*SY5TEM%,ALVA1-.TIF
C 1;: %W31 @Sys...

...rn Office Building

Tenants 0
..... ernet nectiion
Connection
Custmner PC& lintel or Mm)
with Launchl **Sender**
and/or Web Browser
Networked Equipment
PSC
Productivity Service Center
Mulff-function
Digital Printer
LmnlhIIDD Scanning. knaging
PC Pri"Wile Mass Storage
Samar
Power Mm
E)esktop **Publisher** Vilindows PC
Digital Color Printer **Digital** Print
Production & Finishing
Web Connectivity Design Criteria [I of

m Multi-location, multi-service, online...
 ...Web-based, flexible, based on scaleable technologies (application server and relational back-end data mining)
 - **Customization & Personalization** - "On-line Analytics / Portfolio-management Style
 com To support the order, billing, fulfillment, and...
 ...order processing, tracking, trending, reporting w
 Design Criteria [2 of 2]
 Services
 - Categories
 0 Streams
 - **Customized** Catalogs of Service/merchandise Combinations
 Contracts
 - **Customized** , based on customer objectives and cost-management needs
 Customers
 CO) - Buildings
 C 0 TenantCompanies[Clientadministrationinterfaceforadding...

15/3,K/15 (Item 15 from file: 349)
 DIALOG(R) File 349:PCT FULLTEXT
 (c) 2007 WIPO/Thomson. All rts. reserv.

00732612

**BROADCAST MEDIA METADATA STRUCTURE
 STRUCTURE DE METADONNEES ASSOCIEES AUX MEDIAS ELECTRONIQUES**

Patent Applicant/Assignee:

BRITISH BROADCASTING CORPORATION, Broadcasting House, Langham Place,
 London W1A 1AA, GB, GB (Residence), GB (Nationality), (For all
 designated states except: US)

Patent Applicant/Inventor:

CHAN David, 140c, Croxted Road, Dulwich, London SE21 8NR, GB, GB
 (Residence), GB (Nationality), (Designated only for: US)
 ORMROD Tracy-Anne, 4 Fullamoor Farm Barns, Clifton, Hampden, Abingdon,
 Oxon, GB, GB (Residence), GB (Nationality), (Designated only for: US)
 OWENS Carol Janet, 35 Mulgrave Road, Ealing, London W5 1LF, GB, GB
 (Residence), GB (Nationality), (Designated only for: US)
 MCGREGOR Diane Marie, Flat 1, 105 Victoria Road, London NW6 6TD, GB, GB
 (Residence), GB (Nationality), (Designated only for: US)
 CURTIS Wesley Jonathan, 36 Alverstone Avenue, Wimbledon Park, London SW19
 8BE, GB, GB (Residence), GB (Nationality), (Designated only for: US)
 JORDAN Smith John, 93 Bedford Road, Walthamstow, London E17 4PU, GB, GB
 (Residence), GB (Nationality), (Designated only for: US)
 HAYNES Arthur Brian, 50 Hillcrest Road, Camberley, Surrey GU15 1LG, GB,
 GB (Residence), GB (Nationality), (Designated only for: US)

Legal Representative:

LLOYD Patrick Alexander Desmond, Reddie & Grose, 16 Theobalds Road,
 London WC1X 8PL, GB

Patent and Priority Information (Country, Number, Date):

Patent: WO 200045294 A1 20000803 (WO 0045294)
 Application: WO 99GB3010 19990910 (PCT/WO GB9903010)
 Priority Application: GB 991807 19990127; US 99238761 19990128

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
 prior to 2004)

AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB
 GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD
 MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US
 UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW SD SL SZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English
Filing Language: English
Fulltext Word Count: 15404
Main International Patent Class (v7): **G06F-017/30**
Fulltext Availability:
Claims

Claim

... the stores of the immediately lower storage level.
is

36 A data structure for defining **media** metadata comprising:
a plurality of storage entities for metadata relating to **media** production and distribution, the entities being arranged at storage levels and each entity comprising a...

...level, each storage element representing an attribute or characteristic of the entity subject or the **media** material;
a rights store linked to at least one of the metadata stores and comprising one or more storage entities containing business metadata identifying legal rights attached to the **media** material, the business metadata including the legal jurisdiction of the right, the geographical territory of...STO TIME

STO DESCRIPTION
DESCRIBES
STO-EMBARGO-DATE
STO-EMBARGOjIME
STO-EMBARGO-DESC
MAY CONTAIN
MEDIA OBJECT LINK STORY
-KEY DATA
MOB IDE MAY BE USED WITHIN
70--%, - NTIFIER [PK11 FFKI...

...MAY BE SPE
KEY DATA EXAMPL
EOV COUN
EOCNUM
-NON KEY D
MAY COVER EOV- **CREATION** -DATA MAY BE INS1
tz
W EOV DURATION
EOV SYNOPSIS-DESC MAY BE SPE
EOV...

...GENR
EOC-NUMBER [PK2] [FKj GEN TITLE KEY
GC!
GEN-DESCRIPTION
DESC NON
MAY CAUSE **CREATION** OF IS COMPRISED OF MAY CONTAIN G C
39 L@

-----L-----

MEDIA -OBJECT-ASSOCIATION
 -KEY DATA F
 MOB IDENTIFIER [PK1 I [FKj 13
 MOB IDENTIFIER [PK2] [FKj...

...DATA
 I M A DESCRIPTION
 MAY HAVE BEEN
 CAPTURED WITH MAY HAVE BEEN CAPTI
 F- - - - -

MEDIA -OBJECT
 -KEY DATA MAY
 MOB IDENTIFIER jPK1j
 NON KEY DATA
 MOB TITLE 14
 MAY BE USED WITHIN MOB- **CREATION** DATE
 A SUB TY'1
 is
 MOB- **CREATION** -TIME
 DESCRIBES MOB-DESCRIPT-ION
 IS A SUB TYPE OF IS A SUB TYPE OF...

...F
 MSU
 COUNT [1
 31 -NON KEY DATA
 MSU SOURCE
 MSU-DESTINA'
 M JECT-INSTANCE
MEDIA -OBJECT-CONTENT
 -KEY DATA
 KEY DATA MOB IDENTIFIER [PK1j [FKJ MAY BE BUILT FROM
 MOB...

...COUNT JPK31 35
 AS
 STORAGE TYPE
 32
 -KEY DATA
 STT CODE [PK1
 MAY HOLD
 MAY **CREAT** -NON KEY DATA TRI
 STT-TITLE -KE'
 34 M(
 r:Q
 DESCRIBES M(
 36 ? - ml...

...r NAM
 SUBSTITUTE SHEET (RULE 26)
 IS COMPRISED OF
 - - - - -

LOCATION-ROLE-TYPE 7K
 -KEY DATA **MEDIA** -OBJECT
 LRT-NAME [PK1] IS LOCATED IN
 -KEY DATA
 MOB IDENTIFIER [PK1]
 -NON R-EY DATA
 MOB TITLE
 MOB **CREATION** DATA

MOB **CREATION** TIME
 IS A SUB TYPE OF IS A SUB TYPE OF MOB DESCRIPT[ON
 15...IDENTIFIER [PK1
 -NON KEY DATA
 SER NAME
 SER SHORT-NAME
 IS A COLLECTION OF ::

r- - - - -
OUTLET
 -KEY DATA
 4 7 OUT IDENTIFIER [PK11
 NO N
 REY DATA
 OUT NAME
 OU DESC
 RIPTION

48
 49 IS A SUB-TYPE OF
 IS A SUB-TYPE OF

WEB **OUTLET**
 EMMISION- **OUTLET**
 -NON KEY DATA
 -NON KEY DATA L-- - - - -

 CAN BE FOUND AT
 EMISSION **OUTLET** LOCATOR
 IS COVERED BY OFFER
 -KEY DATA
 EOL IDENTIFIER [PK11 -KEY DA
 -NON KEY DATA OUT J 11
 EOL-FREQUENCY-QUARTERLY 7K OFF-ID
 EOL- BRIEF LINK **OUTLET**
 EOL CHANNEL CODE MAY BE
 -KEY DATA
 OUT-IDENTIFIER, [PKi.] [FKJ
 BRI-NUMBER [01<21...

...KEY DATA
 EVI COUNT [PK1]
 EOY- COUNT [PK2] [FK1
 EOC-COUNT [PK3] [FKI
 MAY BE **PUBLISHED** IN
 30
 28
 ION EVENT
 OFFER KEY DATA
 -KEY DATA OFF IDENTIFIER [PK1 [FK1
 OFF...

...K1j APPLIESTO
 LOU NUMBR [PK2] [FKj am
 MAY BE INSTANTIATED AS -NON REY D
 EOY **CREATION** DATE 1a
 EOY DURATIOW
 EOY-SYNOPSIS DESC
 EOY COLOUR ADICATOR L
 CIO
 w EOY TITLE...

...SUB TYPI
 PROGRAMME-VERSION

```

ITEM VERSION
-NONKEYDATA@ 12
PVE EPISODE TITLE
L- - - - -
IS INTENDED FOR PUBLICATION 1@
IS INTENDED TO PUBLISH
EOV LINK PEV
-KEY DATA
OUT -IDENTIFIER [PK1 I [FKj
PEV -DATE [PK2] [FKj
PEV...

...COUNT [PK1 I
EOV
NUMBER [PK21 [FK] HAS ASSOCIATED
1 0 -NON KEY DATA
EOV - CREATION -DATE
EOV DURATION
EOV
SYNOPSIS DESC
EOV COLOUR - INDICATOR
EOV TITLE
EOV-WORKING-TITLE
OFFER...
...TELEPHOFFE-NUMBEff
LOC FACSIMILE NUMBER
LOC ALTITUDE QUANTITY
LOC LATITUDE QUANTITY
LOC-LONGITU6-E-QUANTITY
MEDIA OBJECT
-KEY DATA
MOB-IDENTIFIER [PK11 HAS ASSOCIATED
14 --,,-NON KEY DATA
MOB TITLE
MOB CREATION DATE
MOB CREATION TIME
MOB DESCRIPT-ION
MEDIA -OBJECT-INSTANCE
-KEY DATA HAS ASSOCIATED
3 2 MOB-IDENTIFIER [PK1] [FKI
MOC -COUNT [PK21...ETC
OTHER RESEARCH RESULTS
CONTACT DETAILS
[EWE COMPLAINT
FEEDBACK
LISTENERS RESPONSE
SERIOUS
COMPLAINT
UNDERSTAND
REPORT PUBLISHED AUDIENCE & COMPETITO
STATISTICS
132
CONTROLLER REPORTS & STATISTICS REQUEST FOR TAPE
HNFORMATION REQUIREMENT:
INFORMATION REQUIREMENT1
-----
SUBSTITUTE SHEET (RULE 26)
FIG. 2...

...UPHELD COMPLAINT

```

DEMAND FORECAST
 NEGOTIATION
 BOOKINGS
 RESOURCES,
 EQUIPMENT, STUDIOS BILLING
 F CONFIRMED TRANSMISSIOk'
 PasB
 F **PROMOTIONAL** MATERIAL
 COMMISSIONING BRIEF
 0 @FF E R T
 @OFFERS RESPONSE **CREATE** TV/RADIO **PRESENTATION** DETAILS
 F,@PRODQ-CTION CONTRA PROGRAMME i
 MASTER SCHEDULE
 MASTER SCHEDULE 72
 FEED
 REQUEST FOR...

...IMINGS
 SCHEDULE
 SCHE
 UP E
 PRE-PLANNED
 TRAIL SLOTS
 TRAIL DETAILS
 BILLING
 CONFIRMED TRANSMISSION
 PasB
PROMOTIONAL MATERIAL
PRESENTATION DETAILS
 MASTER SCHEDULE SCHEDULE & PROMOTE
PRESENTATION DETAILS
PROMOTIONAL MATERIAL 86
 FEED
 PROGRAMME TAPE
 REQUEST FOR TAPE
 INFORMATION REQUIRED
 TAPE LIST

-----T-----
 SUBSTITUTE SHEET...

...AND FINISHING TIMES
 CONFIRMED TRANSMISSION
 PasB
 PRE-RECORDED
 OGRAMME
 ON-AIR PUBLICITY & PROMOS TAPE
 PLAYOUT & **TRANSMIT**
 @Tx SCHEDULE & CONTINUITY SCRIPT
 84
 FEED TRANSMISSION
 I PROGRAMME TAPE LOG
 REQUEST FOR TAPE **TRANSMITTED**
 INFORMATION REQUIREMENT PROGRAMME
 FEED
 L . - . - I - +
 - . - . . @ @ I
 SUBSTITUTE SHEET (RULE 26)

 FiGs 2(VII)
 VENT...

...106 CIES / WIR
 XTERNAL NEWS 02
 @@N)
 104 PROVIDERS (S L NEW!

 -
 PROMOTIONAL MATERIAL FEED
PRESENTATION DETAILS
 NEWS GUARANTEED OUTPUT
 ENQUIRY
 INFORMATION & FOOTAGE
 POTENTIAL NEWS ITEMS
 EVENT OUTLINE STORY OR PROG PRE-RECORDED PRO
 14
 INFORMATION & FOC
 ci **CREATE** NEWS PROGRAMMES
 ENQUIRY
 ENQUIRY
 INFORMATION & FOOTAGE
 GUIDANCE RUSHES & DOCUMENT
 88
 ENQUIRY INFORMATION & FOOTAGE
 96 TERNA 08
 ARCHIVE

 FEED T I
TRANSMITTED
 PROGRAMME
 TRANSMISSION
 PRE-RECORDED PROGRAMME TAPE LOG
 INFORMATION & FOOTAGE NON-BBC
 ENQUIRY PRE-RECORDED MATERIAL...

...MATERI
 INFORMATION
 STORE & ARCHIVE
 & FOOTAGE
 PRE-RECOR STRATEGIC DIRE(
 PROGRAMME
 TAPE
 INFORMATION & FOOTAGE 4 1
MANAGE RIGHTS **AGENCY**
 UNION & FRAMEWORK
 AGREEMENTS
 REQUEST PAYMENT
 RIGHTS FOR
 PAYM
 56
 INDUSTRY BODIES 158 WIDE
 (7)
 PRODUCT LICENSES
 FIG 3 16. **CREATE** TV/RADIO
 COMMISSIONING BRIEF
 16.8 OFFER RESEARCH
 OFFERS RESEARCH & SUBMIT
 ACKNOWLEDGEMENT LETTER OFFER
 19U...
 ...1 ENQUIRY CONTRIBUTOR AVAIL)
 ACQUIRE PROGRAMME/ PLAY LIST INFORMATION & FOOT
 EVENT RIGHT 22
 ARCHIVE **MANAGE** MATERIAL

INFORMATION STORE & ARCHIV
& FOOTAGE
D IMUSIC SELECTION SYSTEM]

16 CREATE TV/RADIO PROGRAMME
FIC...

15/3,K/16 (Item 16 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2007 WIPO/Thomson. All rts. reserv.

00546693 **Image available**

REVERSE AUCTION SEARCH ENGINE
MOTEUR DE RECHERCHE POUR MISE AUX ENCHERES INVERSEES

Patent Applicant/Assignee:

INTERACTIVE YELLOW PAGES INC,
NATH Prithu,

Inventor(s):

NATH Prithu,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200010066 A2 20000224 (WO 0010066)

Application: WO 99US16712 19990812 (PCT/WO US9916712)

Priority Application: US 9896388 19980813

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE
GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK
MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US UZ VN
YU ZA ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE
CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN
GW ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 12439

...International Patent Class (v7): **G06F-017/60**

Fulltext Availability:

Claims

Claim

... Page 1 of 1 Records I to 3 of 3

Send Company Name Phone Brands **Agents** / Ad EMail Web EComm Special
Enquiry Principal -',;@te Site Offers

BCCL

7o BSZ MARG, NEW...Name Mr. 000 000

Designation

Company 000

Brand Name(s)

E-mail 000@easydo.com

Web Site Address http://

E-Commerce Site http://

Phone 99 9999999

Fax

Address 999

city UDAIPLJR

State...

...com tnc.

Pat Pending : 601096,388

Cr k G@ Lk K@- -.Z

35 / 65
 BasyDo **Advertising** Member Registration Form - four
 Home Do not use your browser's back button, EasyDovcom
 SELLER REGISTRA TIOAr FORAf
 Without Closing this Window Check your Email now !!
 We have **sent** you secret code to verify your email address. Enter it
 below to complete your registration...

...k-6
 36 / 65
 Home
 EasyDo,ocowi
 Thankyou for registering with us. You can now **send** and receive
 inquiries. It will take us 24 hours to make your mailbox accessible. We
 will soon **send** you an email, informing you of your account being
 activated. You have not verified your email address. You will have to
 confirm your registration later by entering the code **sent** by us to your
 email address.
 Home
 0 Easy(Do.corn Inc.
 Pat Pending: 60...

...catchy heading for your sale above
 Sale Type 1??
 Items on Sale
 Sale Discount
 * Sale **Venue** C On the Web co; in City
 Sale AddressFEnter the address where you are holding your sale or if
 online then **website** address as http://url
 Start Date (Format MM/DD/YYYY)
 End Date (Format MM/DD/YYYY...

...0 World 0 Condnent 0 Country 10 State G City
 If you want us to **send** emails to our members informing them about your
 special offer please choose one of the...

...target area..
 MM
 2
 41 / 65
 Inbox of SALLIES BUYING BIN
 Inquiries For You Inquiries **Sent** Put Your Prices Online Your Special 0@
 Edit Profile Home
 Display OinquiriesForMegGenerallnquiriesOBoth
 (General inquiries are...

...130OKS only Prka 06/24/1999 06t2511099 Details
 1%4Y @,Nfk--- 230
 8 PIENTIUM III **MULTIMEDIA** PC Only Price OW611999 07/07/99 Details
 F rig
 M;
 , 1 WV @, M- i...

...096,385
 & @ 2- Z)
 42 / 65
 Inbox of MY SELLING COMPANY
 Inquiries For You Inquiries **Sent** Eut YOur PTices 0.nVne Your S:)eci21
 Offers Edit Profile Home
 Display (E)InquiriesForMeOGeneralinquiriesOBc...Before View Status / Rank

Detail

1 ADVER11SING - PERIODICAL Pdca &
P2mrneteru 07125/1299 07125M Details
2 **ADVERTISING** - PERIODICAL Orley Price 07/27f1999 D2121 3
3 **ADVERTISING** - PERIODICAL O* Prtce 0712a/1 9W Detaltr
4 **ADVERTISING** - PERIODICAL Only Price 07r"1999 0713OM298 Det2IIr
5 **ADVERTISING** - PERIODICAL Only Prica 071=1999 07/30/99 DCL
8-115
a ADVERnsING - PERIODICAL Only Prim 08m3mQQ9 08/3M9 Det2Us LaceLtdj 1/2
7 **ADVERTISING** - PERIODICAL Orley Price 08=19" @e Is (Replied) IF2
8 **ADVERTISING** - PERIODICAL Only Price 08/06/1999 Details fficvftedl 1/2
9 ADVERIISING - PERIODICAL Only Price 0WOW1999 Detailr (Reptled) 212
10 **ADVERTISING** - PERIODICAL Only Price oaimiG99 Detnils (Rer)ILOM I r2
Page I of I Records lto...

...for the Category: WAKE UP CALL SERVICE Inquiry Date: 07130/99
Inquiry Area: Whole World **Sendai** 's Date:
Company/Organisation: SALLIES BUYING SIN Reference No.:
Name: SALLY S BUYER
TAMPA 39482...

...Inc.

Pat Pending: &01096,388
48 / 65
PCTIUS99/16712 Inbox of SALLIES BUYING BIN
Inquiries **Sent** By You Inquiries Received Put Your Prices Online Your
Special Offers Edit Profile Home
7...

...offers In Your

Area
Search Wizard
I want to search for: I I
on the **Internet** using
0 Alta Vista 0 Excite 0 Infoseek
0 Lycos 0 HotBot 0 Yahoo
INFOj...

15/3,K/17 (Item 17 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2007 WIPO/Thomson. All rts. reserv.

00428795 **Image available**
**SYSTEM AND METHOD FOR MANAGING AND SERVING CONSUMER PRODUCT RELATED
INFORMATION OVER THE INTERNET**
**SYSTEME ET PROCEDE PERMETTANT DE GERER ET DE TRANSMETTRE SUR INTERNET DES
INFORMATIONS RELATIVES A DES PRODUITS DE CONSOMMATION**
Patent Applicant/Assignee:
IPF INC,
PERKOWSKI Thomas J,
Inventor(s):
PERKOWSKI Thomas J,
Patent and Priority Information (Country, Number, Date):
Patent: WO 9819259 A1 19980507
Application: WO 97US19227 19971027 (PCT/WO US9719227)
Priority Application: US 96736798 19961025; US 96752136 19961119; US
97826120 19970327; US 97854877 19970512; US 97871815 19970609; US
97936375 19970924
Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AL AM AT AU AZ BB BG BR BY CA CH CN CZ DE DK EE ES FI GB GE HU IS JP KE
 KG KP KR KZ LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE
 SG SI SK TJ TM TR TT UA UG US UZ VN GH KE LS MW SD SZ UG ZW AM AZ BY KG
 KZ MD RU TJ TM AT BE CH DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ
 CF CG CI CM GA GN ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 41713

Main International Patent Class (v7): **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... collection,

transmission and delivery system of invention along the consumer product demand chain, namely an **Internet**-based Product-Information (IPI) Finding and Serving Subsystem, a UPC-based Product-Information Subsystem ("UPC Catalog"), an **Electronic** Trading Information Subsystem, a Sales Analysis and Forecasting Information Subsystem, Collaborative Replenishment Information Subsystem, and...

...invention shown embedded with the

infrastructure of the global computer communications network known as the "**Internet**", and comprising a plurality of data-synchronized **Internet** Product Directory (IPD) Servers connected to the infrastructure

19

of the **Internet**, a UPN/URL Database Subsystem (i.e. UPN/URL Database) connected to one or more of the IPD Servers and one or more globally-extensive **electronic** data interchange (EDI) networks, a Web based Document Server connected to at least one of the IPD Servers and the **Internet** infrastructure, a Web-based Document Administration Computer connected to the Web-based Document Server by way of a TCP/IP connection, a plurality of **Internet** Product-Information (IPI) Servers connected to the infrastructure of the **Internet** for serving consumer-product related information to consumers in retail stores and 10 at home, a plurality of Client Subsystems connected to the infrastructure of the **Internet** and allowing manufacturers to **transmit** consumer product related information to the Web-based Document Server for collection and retransmission to the IPD Servers, and a plurality of Client Subsystems connected to the infrastructure of the **Internet** and 15 allowing consumers in retail stores and at home to request and receive embodiment, showing its subsystem components namely the relational database management subsystem (RDBMS), common gateway **interface** (CGI), and HTTP (httpd) server;

Fig. 3A1 is a graphical representation of a first illustrative...

...system of the present invention

realized in the form of a bar code driven multi- **media** kiosk, designed for use as a "virtual sales **agent**" in retail shopping environments such as

15 department stores, supermarkets, superstores, retail **outlets** and the like;

Fig. 3A3 is a graphical representation of a third illustrative embodiment of...

...system of the present invention realized in the form of a bar code driven multi- **media** kiosk, designed for use as a "virtual sales **agent** " in retail shopping environments such as department stores, supermarkets, superstores, retail **outlets** and the like, and shown as having an integrated "cord-connected" type laser scanning bar...

...and a credit card transaction terminal for conducting consumer purchase transactions and other forms of **electronic** commerce while using the consumer product information finding system of the present invention; Fig. 3A3' is a graphical representation of the bar code driven multi- **media** kiosk shown in Fig. 3A3, wherein the laser scanning projection-type bar code symbol reader...

...system of the present invention realized in the form of a bar code driven multi- **media** kiosk, designed for use as a "virtual sales **agent** " in retail shopping environments such as 10 department stores, supermarkets, superstores, retail **outlets** and the like, and shown as having an integrated "cordless" type laser scanning bar code...

...credit card transaction terminal for conducting consumer purchase transactions and 15 other forms of **electronic** commerce while using the consumer product information finding system of the present invention; Fig. 3A4' is a graphical representation of the bar code driven multi- **media** kiosk shown in Fig. 3A4, wherein the laser scanning projection-type bar code symbol reader...

...the form of a consumer product information access terminal, designed for use as a "sales **agent** 's tool" at ...positions for displaying consumer product-related information accessed from a centralized database interconnect to the **Internet** ; Fig. 3B is a schematic representation of an exemplary display screen produced by a (graphical user **interface**) **GUI** -based web browser program running on a client subsystem and providing an on-screen IPD **Web - site** Find button (e.g. UPC REQUESTM Central **Website** Find button) for instantly connecting to the IPD **Web - site** (e.g. UPC REQUESTM Central **Website**) and carrying out the consumer product information finding and serving method of the present invention; Fig. 3C is a schematic representation of an exemplary display screen produced by a **GUI** -based **Internet** browser or communication program running on a client subsystem and displaying a Netscape-style browser "display framework", served from the IPD **Web - site** (e.g. UPC REQUESTM Central **Website**), and supporting a providing a sponsor frame for sponsor **advertisement** , a control frame with Check-Box type buttons for activating any mode of the IPI...

Set	Items	Description
S1	568897	INTERFACE? ? OR GUI OR GUIS OR WEBSITE? OR WEBPAGE? OR WEB- () (SITE? ? OR PAGE? ?)
S2	30685	(THIRD OR 3RD) (1W) (PARTY OR PARTIES) OR (ADVERTISING OR AD-) (1W) (AGENT? ? OR AGENC???)
S3	1462077	MANAG??? OR CREAT??? OR WRITE? ? OR WRITING OR PUBLISH??? - OR CUSTOMIZ? OR CUSTOMIS? OR PERSONALIZ? OR PERSONALIS?
S4	2083711	PLACE? ? OR PLACING OR PLACEMENT OR TRANSMIT? OR SEND??? OR SENT OR DISTRIBUT???
S5	546619	PUBLICATION? ? OR PRESENTATION? ? OR ADVERTISEMENT? OR AD - OR ADS OR ADVERT? ? OR ADVERTISING OR PROMOTION?
S6	1930573	MEDIA OR MULTIMEDIA OR ELECTRONIC OR DIGITAL? OR INTERNET - OR ON()LINE OR ONLINE
S7	66953	VENUE? ? OR OUTLET? ?
S8	182709	CLIENT? ? OR SELLER? ? OR SUBSCRIBER? ?
S9	144447	S3(S)S4
S10	1184	S1 AND S2
S11	70	S9 AND S10
S12	11	S11 AND S5
S13	560	S10 AND (S3 OR S4)
S14	84	S13 AND S5
S15	63	S14 AND S6
S16	10	S15 AND (S7 OR S8)
S17	10	RD (unique items)
S18	65	S14 AND (S6 OR S7 OR S8)
S19	34	S18 NOT PY>2000
S20	33	RD (unique items)
File	2:INSPEC	1898-2007/Mar W2 (c) 2007 Institution of Electrical Engineers
File	35:Dissertation Abs Online	1861-2007/Feb (c) 2007 ProQuest Info&Learning
File	65:Inside Conferences	1993-2007/Mar 19 (c) 2007 BLDSC all rts. reserv.
File	99:Wilson Appl. Sci & Tech Abs	1983-2007/Feb (c) 2007 The HW Wilson Co.
File	474:New York Times Abs	1969-2007/Mar 19 (c) 2007 The New York Times
File	475:Wall Street Journal Abs	1973-2007/Mar 16 (c) 2007 The New York Times
File	583:Gale Group Globalbase(TM)	1986-2002/Dec 13 (c) 2002 The Gale Group

20/5/1 (Item 1 from file: 2)
 DIALOG(R)File 2:INSPEC
 (c) 2007 Institution of Electrical Engineers. All rts. reserv.

07315873

Title: Extranets bolster agencies

Author(s): Callahan, S.
 Journal: Business Marketing vol.84, no.6 p.3, 34
 Publisher: Crain Communications,
 Publication Date: June 1999 Country of Publication: USA
 CODEN: BUMAED ISSN: 0745-5933
 SICI: 0745-5933(199906)84:6L:3:EBA;1-0
 Material Identity Number: E948-1999-006
 Language: English Document Type: Journal Paper (JP)
 Treatment: Economic aspects (E)
 Abstract: Increasingly, business-to-business **ad agencies** are using extranets-specialized, password-protected **Web sites** for **clients** and suppliers-for a variety of tasks, including **creative** approvals, the secure transfer of proprietary data and even new-business pitches. (0 Refs)

Subfile: D

Descriptors: **advertising** ; business communication; computer networks; **electronic** data interchange; information resources
 Identifiers: business-to-business **advertising agencies** ; extranets; specialized password-protected **Web sites** ; **creative** approvals; secure proprietary data transfer; new-business pitches
 Class Codes: D2140 (Marketing, retailing and distribution); D2080 (Information services and database systems); D5020 (Computer networks and intercomputer communications)
 Copyright 1999, IEE

20/5/2 (Item 2 from file: 2)
 DIALOG(R)File 2:INSPEC
 (c) 2007 Institution of Electrical Engineers. All rts. reserv.

06866494

Title: Audit tools pay off

Author(s): Shachtman, N.
 Journal: InformationWEEK no.669 p.83-4, 86
 Publisher: CMP Publications,
 Publication Date: 16 Feb. 1998 Country of Publication: USA
 CODEN: INFWE4 ISSN: 8750-6874
 SICI: 8750-6874(19980216)669L:83:AT;1-S
 Material Identity Number: I819-98002
 Language: English Document Type: Journal Paper (JP)
 Treatment: General, Review (G)
 Abstract: After years of experimentation, IT **managers** report an array of benefits from using measurement tools to track their **Web sites** . Among the perks: increases in traffic, revenue, and customer satisfaction. But while many businesses are successfully deploying measurement systems to secure **advertising** revenue, guide site design, and direct **online promotional** campaigns, some of the Web's biggest sites, including NECX **Online** Exchange and Eastman Kodak Co., have found **third - party** tracking technologies inadequate. What's more, the ultimate promise of Web measurement systems-the **creation** of an individualized, one-to-one marketing environment-remains elusive. (0 Refs)

Subfile: D

Descriptors: **advertising** ; auditing; DP management; **Internet** ; tracking
 Identifiers: IT **managers** ; measurement tools; **Web site** tracking;

businesses; **third - party** tracking technologies; audit tools; NECX **Online** Exchange; Eastman Kodak Co.; traffic; revenue; customer satisfaction; **advertising** revenue; site design; **online promotional** campaigns

Class Codes: D2140 (Marketing, retailing and distribution); D5020 (Computer networks and intercomputer communications); D2080 (Information services and database systems)

Copyright 1998, IEE

20/5/3 (Item 3 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2007 Institution of Electrical Engineers. All rts. reserv.

06818181 INSPEC Abstract Number: C9803-0230B-003

Title: Content license and linking agreements

Author(s): Sansum Kirkman, C.

Author Affiliation: Wilson Sonsini Goodrich & Rosati, Palo Alto, CA, USA

Journal: WEB Techniques vol.3, no.2 p.18, 20

Publisher: Miller Freeman,

Publication Date: Feb. 1998 Country of Publication: USA

CODEN: WETEFA ISSN: 1086-556X

SICI: 1086-556X(199802)3:2L:18:CLLA;1-T

Material Identity Number: F184-98001

Language: English Document Type: Journal Paper (JP)

Treatment: General, Review (G)

Abstract: **Online** and **Internet** service providers are defining new ways to deliver content to end users, whether by way of broadband **Web - site** displays, or using push or broadcast technology. These service providers need to license content for delivery over their branded networks, and they also need the right to aggregate content for display on their sites. As a result content has, in many ways, become king on the **Internet**, and content license agreements are an important part of doing business as an **online** service or ISP. This paper discusses the key provisions of a content license agreement in which an **online** service or ISP licenses the right to **distribute** a **third party's** content or **Web site** on its network. It also covers the related **promotional** and linking arrangements that are commonly seen in connection with these deals. (0 Refs)

Subfile: C

Descriptors: contracts; industrial property; **Internet**

Identifiers: content license agreement; content linking agreements;

online service providers; **Internet** service providers; end users;

broadband **Web site** displays; push technology; broadcast technology;

World Wide **Web site**

Class Codes: C0230B (Legal aspects of computing); C7210 (Information services and centres)

Copyright 1998, IEE

20/5/4 (Item 4 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2007 Institution of Electrical Engineers. All rts. reserv.

06401018

Title: Big-time, big-league Web outsourcing

Author(s): Appleton, E.L.

Journal: Datamation vol.42, no.15 p.84-6

Publisher: Cahners Publishing,

Publication Date: Sept. 1996 Country of Publication: USA

CODEN: DTMNAT ISSN: 0011-6963

SICI: 0011-6963(199609)42:15L.84:TLO;1-J
 Material Identity Number: D007-96016
 Language: English Document Type: Journal Paper (JP)
 Treatment: Practical (P)

Abstract: Your company is graduating from a simple home page to a big-deal big-volume, big-bucks-generating **Web site**. What to do? Outsource, of course. Almost 50% of commercial **Web sites** in the U.S. are hosted at **Internet** service providers, systems integrators; **advertising agencies**, and other **Web site managers**, which offer everything from bare-bones rack space and bandwidth to turnkey design-to-maintenance solutions. Today, more than 2,000 providers in the U.S. will be happy to host your **Web site** for you and that number is growing as more and more corporations find that outsourcing **Web - site** maintenance can help them save a bundle on bandwidth and personnel and can proffer some much-needed security. (0 Refs)

Subfile: D

Descriptors: **Internet**; outsourcing

Identifiers: Web outsourcing; commercial **Web sites**; **Internet** service providers; systems integrators; **advertising agencies**; **Web site manager**; security

Class Codes: D2080 (Information services and database systems); D2140 (Marketing, retailing and distribution)

Copyright 1996, IEE

20/5/5 (Item 5 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2007 Institution of Electrical Engineers. All rts. reserv.

06329028 INSPEC Abstract Number: C9609-7140-035

Title: A general practice multimedia record

Author(s): Bainbridge, M.; Hayes, G.

Author Affiliation: Primary Health Care Specialist Group, British Comput. Soc., Castle Donington, UK

Conference Title: Current Perspectives in Healthcare Computing Conference p.403-7

Editor(s): Richards, B.; de Glanville, H.

Publisher: BJHC, Weybridge, UK

Publication Date: 1996 Country of Publication: UK xvi+751 pp.

ISBN: 0 948198 24 9 Material Identity Number: XX96-00532

Conference Title: Proceedings of HC '96

Conference Date: 18-20 March 1996 Conference Location: Harrogate, UK

Language: English Document Type: Conference Paper (PA)

Treatment: Practical (P)

Abstract: We are witnessing a very important event in clinical computing, the birth of the third generation of primary care computers. With this birth comes the ability to use graphical **interfaces**, integrate easily with **third - party** software, and communicate with other suppliers of data. At the same time we have seen the **promotion** of a primary-care-led National Health Service supported by a national information management and technology strategy. We have also seen the piloting of a full NHS-wide network and the **published** standards for EDIFACT coded messages to be **placed** on this network in terms of pathology, radiology and letter communications. To be able truly to utilise and develop all of these innovations it has been assumed that a **multimedia** clinical workstation will be required. Analysis of user requirements and interest in a **multimedia** record has been shown to have financial benefits. The scope of such a record has also been described. The paper focuses on the practical issues surrounding the design and implementation of a **multimedia** record in primary care. The **presentation** includes a demonstration of a clinical

record-keeping system adapted for this purpose. We attempt to highlight both the advantages and problems that may exist in the implementation of such systems. (12 Refs)

Subfile: C

Descriptors: health care; medical information systems; **multimedia** computing; records management; workstations

Identifiers: general practice **multimedia** record; clinical computing; primary care computers; graphical **interfaces**; **third - party** software; primary-care-led National Health Service; national information management and technology strategy; NHS-wide network; DIFACT coded messages; letter communications; radiology; pathology; **multimedia** clinical workstation; user requirements; clinical record-keeping system

Class Codes: C7140 (Medical administration); C6130M (Multimedia)

Copyright 1996, IEE

20/5/6 (Item 6 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2007 Institution of Electrical Engineers. All rts. reserv.

06306185 INSPEC Abstract Number: B9608-6210L-049, C9608-7170-004

Title: Ubiquitous advertising on the WWW: merging advertisement on the browser

Author(s): Kohda, Y.; Endo, S.

Author Affiliation: Fujitsu Labs. Ltd., Chiba, Japan

Journal: Computer Networks and ISDN Systems Conference Title: Comput. Netw. ISDN Syst. (Netherlands) vol.28, no.7-11 p.1493-9

Publisher: Elsevier,

Publication Date: May 1996 Country of Publication: Netherlands

CODEN: CNISE9 ISSN: 0169-7552

SICI: 0169-7552(199605)28:7/11L.1493:UAMA;1-P

Material Identity Number: I876-96005

U.S. Copyright Clearance Center Code: 0169-7552/96/\$15.00

Conference Title: Fifth International World Wide Web Conference

Conference Date: 6-10 May 1996 Conference Location: Paris, France

Document Number: S0169-7552(96)00070-0

Language: English Document Type: Conference Paper (PA); Journal Paper (JP)

Treatment: Practical (P)

Abstract: We propose a new **advertising** framework on the WWW. Some popular WWW sites now provide **advertising** space in their **Web pages**. However the actual effectiveness of the **advertising** is questionable. In our **advertising** framework, an **advertising agent** is **placed** between advertisers and users. The agent's business is to deliver **advertisements** to users who wish to see **advertisements** on their Web browser. Users will see a variety of **advertisements** at the sites they visit, even if the sites have no **advertisements** on the Web servers. This will make the **advertising** business on the WWW really ubiquitous. (4 Refs)

Subfile: B C

Descriptors: **advertising** data processing; information retrieval;

Internet

Identifiers: ubiquitous **advertising**; WWW; browser; **advertisement**; WWW sites; **advertising** space; **Web pages**; **advertising** framework; **advertising agent**; Web browser; **advertising** business

Class Codes: B6210L (Computer communications); C7170 (Marketing computing); C7250R (Information retrieval techniques); C5620W (Other computer networks); C7210 (Information services and centres)

Copyright 1996, IEE

20/5/7 (Item 7 from file: 2)
 DIALOG(R)File 2:INSPEC
 (c) 2007 Institution of Electrical Engineers. All rts. reserv.

04834824 INSPEC Abstract Number: C91024311

Title: Management information control system 'ADMICS' specially designed for advertising agency

Journal: Mitsui Zosen Technical Review no.141 p.31-5

Publication Date: Oct. 1990 Country of Publication: Japan

CODEN: MIZGAR ISSN: 0026-6825

Language: Japanese Document Type: Journal Paper (JP)

Treatment: Practical (P)

Abstract: 'ADMICS' stands for **ADvertising Agency** 's Management Information Control System. It is to be a key system for East Japan Marketing & Communications Inc. in the coming decade. The system is designed to deal with future business expansion and ever-increasing corporate size. The first phase development of the 'ADMICS' system focuses on streamlining the daily jobs of the sales and accounts departments. Features worthy of mention are listed as: adoption of **online distributed** system which enables on-the-spot data processing; realization of conversational system which offers a quick and user-friendly-man-machine **interface** ; selection of relational database system which integrates sales related information and enables close linkage with outside systems; and utilization of network system which connects the head office with the eight scattered branches in the eastern part of Japan. (0 Refs)

Subfile: C

Descriptors: **advertising** data processing; **distributed** processing; management information systems; relational databases

Identifiers: **ADvertising Agency** 's Management Information Control System; future business expansion; **online distributed** system; data processing; user-friendly-man-machine **interface** ; relational database system; Japan

Class Codes: C7170 (Marketing)

20/5/8 (Item 1 from file: 35)
 DIALOG(R)File 35:Dissertation Abs Online
 (c) 2007 ProQuest Info&Learning. All rts. reserv.

01695611 ORDER NO: AAD99-23010

MULTIVALENT DOCUMENTS: ANYTIME, ANYWHERE, ANY TYPE, EVERY WAY

USER-IMPROVABLE DIGITAL DOCUMENTS AND SYSTEMS (NOTEMARKS)

Author: PHELPS, THOMAS ARTHUR

Degree: PH.D.

Year: 1998

Corporate Source/Institution: UNIVERSITY OF CALIFORNIA, BERKELEY (0028)

Chair: ROBERT WILENSKY

Source: VOLUME 60/03-B OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 1173. 256 PAGES

Descriptors: COMPUTER SCIENCE

Descriptor Codes: 0984

Digital documents are important. Whatever else computer workers do, they expend a considerable time working with **digital** documents, whether as e-mail, word processing files, **presentation** slides, **web pages** , discussion groups, or help systems, among many other ways. This dissertation shows how to improve the **online** manipulation capabilities of potentially all formats, **media** types, and genres of existing and future **digital** documents.

The *Multivalent Document Model* extensively opens to

enhancement all aspects of a **digital** document system. Document content is constructed from *layers* of often heterogeneous type, each with specialized purpose, all semantically aligned. All user-visible document functionality is constructed from stylized program components called *behaviors*. Document system operations, such as drawing a representation of the document on the screen and saving an edited version, derive from the fundamental operation found to some degree in every **digital** document system, newly codified as extensible programmatic protocols. This diverse open content, open functionality, and open operation are woven together by numerous mechanisms to produce a final composition that appears built from the ground up as a unified whole.

A prototype of the Model, called the *Multivalent Document System*, has been realized in Java, deployed, and built upon by several **third party** developers. The System has been tested by and has significantly contributed to the development of three sample applications. The first application allows paper scanned into a computer as images to be manipulated as a live, semantic object, with text copy and paste, text search, and a "lens" operation that displays the corresponding ASCII translation of the region. In the second application, HTML, the lingua franca of the web and a very different document type than scanned page images, has been extended with new functionality including outline displays, a speed reading window, and tables sorted on demand. As a third application, both of the above document types can be annotated in situ with hyperlinks, highlights, floating note windows, a new display mode called *Notemarks*, and executable copy editor markup. Annotations and behaviors in general can be **distributed** across the network, augment documents on read-only **media**, and operate on potentially any document format with a single, format-neutral implementation.

This dissertation describes the design of the Multivalent Document Model, its implementation as the Multivalent Document System, and the specialization of the Model in each of the three example applications.

20/5/9 (Item 2 from file: 35)
DIALOG(R)File 35:Dissertation Abs Online
(c) 2007 ProQuest Info&Learning. All rts. reserv.

01388927 ORDER NO: AAD95-02316

TEACHING AND LEARNING: THE THIRTY TO SIXTY SECOND TELEVISION COMMERCIAL

Author: CONARD, BETTY ANN

Degree: ED.D.

Year: 1994

Corporate Source/Institution: MONTANA STATE UNIVERSITY (0137)

Chair: ROBERT FELLEENZ

Source: VOLUME 55/08-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 2248. 201 PAGES

Descriptors: EDUCATION, ADULT AND CONTINUING; MASS COMMUNICATIONS

Descriptor Codes: 0516; 0708

The purpose of this study was to explore the teaching and/or learning applications for adult educators of the 30 to 60 second television commercial. The study was designed to delve into the insights and/or recommendations that **creators** and producers of television commercials had to offer. This approach offered the potential to help educators increase their knowledge regarding adult education, teaching, and/or learning via a unique perspective. The researcher believed there was a link between television commercial **advertising**, teaching, and learning.

The 25 study participants were asked 17 interview study questions. Study participants represented **advertising clients**, **advertising agencies**, or commercial production companies. The researcher looked for

similarities among responses in order to discover insights or recommendations that could be transferred from the professionals of television commercial **advertising** to teaching and adult education.

The study findings and conclusions indicated the following: (1) Television commercials are teaching and/or learning devices which have the capability to reach the masses and influence many viewers. This type of teaching and/or learning tends to occur in small segments. The medium is also a **transmitter** of messages via non-verbal communication and visual images. (2) Both educators and television commercials utilize mission statements, goals and objectives to reach their audience or learners. (3) Professionals in the world of television commercials and education need to target and know their audience in order to reach and teach them effectively. (4) Personal views, experiences, and learning preferences influence the viewer or learner if behavior or attitude changes are a goal. Emotional or meaningful connections to the viewer or learner may help bring about a behavior or attitude change. (5) Basic structural components are important to the success of television commercials and learning. Creativity, uniqueness or individuality helps television commercial or learning experiences to be more effective. Multi-sensory approaches are successful in reaching both television commercial viewers and learners. (6) There are a variety of techniques which work in helping reach both television commercial viewers and learners. (7) Technological advances have an influence on both television commercials and learning environments or learners. (8) Insights offered to educators by television commercial professionals should be implemented where possible. Educators need to overcome entrenchment and **interface** with the real/working world as well as try to reach more learners.

20/5/10 (Item 1 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2007 The New York Times. All rts. reserv.

07737828 NYT Sequence Number: 591874991128
NEW MEDIA , REMEDIALLY
Gray, Kevin
New York Times, Col. 1, Pg. 39, Sec. 6
Sunday November 28 1999
DOCUMENT TYPE: Newspaper; Interview JOURNAL CODE: NYT LANGUAGE:
English RECORD TYPE: Abstract

ABSTRACT:

Interview with Jay Chiat, who sold his successful **advertising agency** to head Screaming **Media**, start-up venture that **customizes** news for use by **Web sites**; photo (M)

SPECIAL FEATURES: Photo
COMPANY NAMES: Screaming **Media**
DESCRIPTORS: Computers and the **Internet**
PERSONAL NAMES: Gray, Kevin; Chiat, Jay

20/5/11 (Item 2 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2007 The New York Times. All rts. reserv.

07726299 NYT Sequence Number: 328740991108
E-COMMERCE REPORT: WEB SITE PUBLISHERS AND ADVERTISING AGENCIES
SQUARE OFF ON OWNERSHIP OF DATA ON CUSTOMERS.
Tedeschi, Bob

New York Times, Col. 1, Pg. 16, Sec. C
 Monday November 8 1999
 DOCUMENT TYPE: Newspaper JOURNAL CODE: NYT LANGUAGE: English
 RECORD TYPE: Abstract

ABSTRACT:

E-Commerce Report on so-called click data--information on who has clicked on **advertising** banner or some other particular link--and its importance to **Web site publishers**, **advertising agencies** and companies that buy **ads**; says that such information has been shared freely, but that may change now that IBM is testing new techniques of serving its **ads** to **Internet** users in way that prevents **publishers** from knowing who clicked on IBM **ads** displayed on their **Web sites**; photo (M)

SPECIAL FEATURES: Photo

COMPANY NAMES: International Business Machines Corp

DESCRIPTORS: Computers and the **Internet**; **Advertising**; Computers and the **Internet**

PERSONAL NAMES: Tedeschi, Bob

20/5/12 (Item 3 from file: 474)
 DIALOG(R)File 474:New York Times Abs
 (c) 2007 The New York Times. All rts. reserv.

07722417 NYT Sequence Number: 226610991101
**THE MEDIA BUSINESS: ADVERTISING -- ADDENDA: PROCTER & GAMBLE ADDS
 DEUTSCH TO ITS ROSTER**

Elliott, Stuart

New York Times, Col. 5, Pg. 16, Sec. C

Monday November 1 1999

DOCUMENT TYPE: Newspaper JOURNAL CODE: NYT LANGUAGE: English
 RECORD TYPE: Abstract

ABSTRACT:

Procter & Gamble adds Deutsch Inc to its **advertising agency** roster, naming it agency of record for Reflect.com, **Internet** company it formed in Sept with two venture capital funds; **Web site** will sell **customized** women's beauty products and services; Deutsch resigns account of Biore line of skin-care products sold by Andrew Jergens Co, P&G competitor (S)

COMPANY NAMES: Procter & Gamble Co; Deutsch Inc; Reflect.com (Co);
 Jergens, Andrew, Co

DESCRIPTORS: **Advertising** (Times Column); Account Changes; **Advertising**;
 Computers and the **Internet**; Cosmetics and Toiletries; Skin

PERSONAL NAMES: Elliott, Stuart

20/5/13 (Item 4 from file: 474)
 DIALOG(R)File 474:New York Times Abs
 (c) 2007 The New York Times. All rts. reserv.

07714182 NYT Sequence Number: 462942990922
AN ADVERTISING POWER, BUT JUST WHAT DOES DOUBLECLICK DO?

Rothenberg, Randall

New York Times, Col. 1, Pg. 14, Sec. G

Wednesday September 22 1999

DOCUMENT TYPE: Newspaper; Special Sections JOURNAL CODE: NYT
 LANGUAGE: English RECORD TYPE: Abstract

ABSTRACT:

Randall Rothenberg profile of Doubleclick, rapidly growing company devoted to making **advertising** work on **Internet** ; firm, whose **clients** include **ad agencies** , **media** companies and marketers, sells **ad** space for 490 **Internet publishers** worldwide; uses system that delivers **ads** from central location to different **Web sites** , altering what **ads** user sees to conform to user's location and demographic characteristics; photo (M)

SPECIAL FEATURES: Photo

COMPANY NAMES: Doubleclick Inc

DESCRIPTORS: Computers and the **Internet** ; Company and Organization Profiles; Computers and the **Internet** ; **Advertising**

PERSONAL NAMES: Rothenberg, Randall

20/5/14 (Item 5 from file: 474)

DIALOG(R)File 474:New York Times Abs

(c) 2007 The New York Times. All rts. reserv.

07605863 NYT Sequence Number: 172430980529

ADVERTISING : **TWO AGENCIES MAKE ACQUISITIONS**

Kane, Courtney

New York Times, Col. 1, Pg. 5, Sec. D

Friday May 29 1998

DOCUMENT TYPE: Newspaper JOURNAL CODE: NYT LANGUAGE: English

RECORD TYPE: Abstract

ABSTRACT:

Arnold Communications acquires Circle Interactive LLC and merges Circle with its Arnold Interactive unit to form stand-alone agency that will operate under Circle name; terms undisclosed; Eric Snyder and Dave Batista, founding partners at Circle, will head merged agency as president and chief **creative** officer, respectively; TMP Worldwide expands its **on - line** career services by acquiring career-advice **Web sites** , About Work and Student Center, from Ivillage for \$1.7 million in cash (S)

COMPANY NAMES: Arnold Communications; Circle Interactive LLC; Tmp

Worldwide; Ivillage Inc; Arnold Communications; Circle Interactive LLC

DESCRIPTORS: **Advertising** (Times Column); Mergers, Acquisitions andDivestitures; **Internet** and World Wide Web

PERSONAL NAMES: Kane, Courtney; Snyder, Eric; Batista, Dave

20/5/15 (Item 6 from file: 474)

DIALOG(R)File 474:New York Times Abs

(c) 2007 The New York Times. All rts. reserv.

07565848 NYT Sequence Number: 523577971209

ADVERTISING : **FALLON SETS UP INTERACTIVE AGENCY**

Elliott, Stuart

New York Times, Col. 5, Pg. 6, Sec. D

Tuesday December 9 1997

DOCUMENT TYPE: Newspaper JOURNAL CODE: NYT LANGUAGE: English

RECORD TYPE: Abstract

ABSTRACT:

Fallon McElligott is opening Revolv, a stand-alone unit specializing in interactive **advertising** , by spinning off a department that **creates**

World Wide Web sites for clients (S)

COMPANY NAMES: Fallon Mcelligott; Revolv (Ad Agency)
DESCRIPTORS: Computers and Information Systems; Advertising ;
Advertising (Times Column) ; Internet and World Wide Web
PERSONAL NAMES: Elliott, Stuart

20/5/16 (Item 1 from file: 475)

DIALOG(R)File 475:Wall Street Journal Abs
(c) 2007 The New York Times. All rts. reserv.

07911326 NYT Sequence Number: 000000960822

**SMALL AD AGENCY ATTACKS BOSTON GLOBE FOR REJECTING PRINT ADS FOR ITS
WEB SITE**

Kerber, Ross

Wall Street Journal, Col. 5, Pg. 8, Sec. B

Thursday August 22 1996

DOCUMENT TYPE: Newspaper JOURNAL CODE: WSJ LANGUAGE: English

RECORD TYPE: Abstract

ABSTRACT:

PrimeNetix Corp **sends** letters to Massachusetts attorney general and FTC accusing the Boston Globe of engaging in possible unlawful restraint of trade for rejecting print **ads** for PrimeNetix's site on the World Wide Web; such disputes are likely to increase as the **Internet** blurs the lines between advertisers, **publishers** and **ad agencies** trying to attract consumers (M)

COMPANY NAMES: PrimeNetix Corp; Boston Globe; FEDERAL TRADE COMMISSION

DESCRIPTORS: **INTERNET** AND WORLD WIDE WEB; **ADVERTISING** ; SUITS AND

LITIGATION; NEWS AND NEWS **MEDIA** ; Newspapers

PERSONAL NAMES: Kerber, Ross

GEOGRAPHIC NAMES: Massachusetts

20/5/17 (Item 2 from file: 475)

DIALOG(R)File 475:Wall Street Journal Abs
(c) 2007 The New York Times. All rts. reserv.

07908277 NYT Sequence Number: 000000960725

**PERSONAL TECHNOLOGY: OLD-FASHIONED ETHIC OF SEPARATING ADS IS LOST IN
CYBERSPACE**

ZIEGLER, BART

Wall Street Journal, Col. 1, Pg. 1, Sec. B

Thursday July 25 1996

DOCUMENT TYPE: Newspaper JOURNAL CODE: WSJ LANGUAGE: English

RECORD TYPE: Abstract

ABSTRACT:

Personal Technology column reports that new **electronic media** are losing touch with some old- **media** ideals, notably the clear separation of **advertising** from editorial content; notes that some World Wide **Web sites** that purport to provide independent editorial content are the **creation** of **ad agencies** ; adds that the Yahoo! Web directory lists more than 102,000 company home pages (M)

COMPANY NAMES: Yahoo! Inc

DESCRIPTORS: **INTERNET** AND WORLD WIDE WEB; NEWS AND NEWS **MEDIA** ;

ADVERTISING

PERSONAL NAMES: ZIEGLER, BART

20/5/18 (Item 3 from file: 475)
 DIALOG(R)File 475:Wall Street Journal Abs
 (c) 2007 The New York Times. All rts. reserv.

07038050 NYT Sequence Number: 000000951227
CYBERAGENCIES INVADE THE WEB, LEAVING OLD-LINE SHOPS OFF-LINE
 Wall Street Journal, Col. 1, Pg. 17, Sec. A
 Wednesday December 27 1995
 DOCUMENT TYPE: Newspaper JOURNAL CODE: WSJ LANGUAGE: English
 RECORD TYPE: Abstract

ABSTRACT:

Advertising column reports that advertisers are invading the **Internet**, taking upstart cyberagencies with them and leaving old-line **ad agencies** scrambling to catch up; survey of 35 World Wide **Web site managers** by Forrester Research finds that **ad agencies** consulted on 23% of the sites; 51% of the **managers** said they implemented their **on - line** strategies without **ad - agency** help (M)

COMPANY NAMES: Forrester Research Inc
 DESCRIPTORS: Telephones and Telecommunications; **Internet** (Computer Network)

20/5/19 (Item 1 from file: 583)
 DIALOG(R)File 583:Gale Group Globalbase(TM)
 (c) 2002 The Gale Group. All rts. reserv.

09395083
 Web tracking alliance **creates** world first
 HONG KONG: IAMASIA AND BPA WILL FORMS VENTURE
 South China Morning Post (XKT) 01 Nov 2000 P. b4
 Language: ENGLISH

Iamasia will form a joint venture with BPA international to measure **website** popularity and usage in the Greater China region. Iamasia stands for Interactive Audience Measurement Asia. BPA is a non-profit organisation which audited audience measurement of **media**, newspaper and **advertising agencies**. The two will share revenue and profits. Some of their major **clients** include America **Online** and CS First Boston. *

COMPANY: BPA; INTERACTIVE AUDIENCE MEASUREMENT ASIA; IAMASIA; AMERICA **ONLINE**; CS FIRST BOSTON

EVENT: Company Formation (14);
 COUNTRY: Hong Kong (9HON);

20/5/20 (Item 2 from file: 583)
 DIALOG(R)File 583:Gale Group Globalbase(TM)
 (c) 2002 The Gale Group. All rts. reserv.

09307854
 Virtueel reclamebureau
 NETHERLANDS: WEB-BASED **ADVERTISING AGENCY**
 Het Financieele Dagblad (AVL) 14 Jun 2000 p.9
 Language: DUTCH

Advertising agency Neboko and interactive agency Qi have established the first virtual **advertising agency** in Holland. The **website**, which will be launched in the summer of 2000, carries the **Internet** address www.qineboko.com. The site will enable existing customers of the two companies to have marketing concepts developed by visitors, under the guidance of Qi and Neboko **creative** staff. If an idea is carried out, the **creator** receives the credits and a fee. *

COMPANY: QI; NEBOKO

PRODUCT: **Advertising** (7310); Marketing (9914);
 EVENT: General Management Services (26); Manufacturing Processes (32);
 Planning & Information (22);
 COUNTRY: Netherlands (4NET);

20/5/21 (Item 3 from file: 583)
 DIALOG(R)File 583:Gale Group Globalbase(TM)
 (c) 2002 The Gale Group. All rts. reserv.

09284454
 SC Matchbox seeks new spark through split-uo
 THAILAND: REVAMP MODE FOR SC MATCHBOX
 Bangkok Post (XBN) 02 May 2000 Business p.8
 Language: ENGLISH

SC Matchbox Co of Thailand, is planning to separate its operations into three different entities. The three operations will be event marketing, service design and interactive **media**. Its interactive **media** business will be known as Matchbox **Digital** which will offer **website** designs and development to its **client**. The operations will be in **place** in 2000. SC Matchbox, an **advertising agency**, said that currently its strength lies in service design with a total of 120 people involved in product and service design.

COMPANY: MATCHBOX **DIGITAL**; SC MATCHBOX

PRODUCT: Public Affairs (9919); **Advertising** (7310); Marketing (9914);
 EVENT: Planning & Information (22); Company Formation (12); Company
 Formation (14);
 COUNTRY: Thailand (9THA);

20/5/22 (Item 4 from file: 583)
 DIALOG(R)File 583:Gale Group Globalbase(TM)
 (c) 2002 The Gale Group. All rts. reserv.

09248175
 Web Union and AdStop jointly develop **online advertising**
 HONG KONG: WEB UNION TEAMS UP WITH ADSTOP
 HK Economic Journal (XKG) 08 Mar 2000 P: 8
 Language: CHINESE

Web Union of Hong Kong will form a joint venture company with the AdStop of the U.S. to jointly develop **Internet advertising** exchange business. The new joint venture, called the AdStop China, will be 49% held by Web Union and 51% held by the AdStop. Web Union is an **Internet advertising** company and operates an **advertising** exchange **website**. It was set up by Ko Fai in April 1997. Web Union operates on its self designed platform.

When advertisers join the **web sites**, they will **place** two **advertisements** with Web Union to exchange for membership and free **online advertising** exchange services. AdStop is an **Internet advertising** database company in the U.S., It incorporates **advertising** statistics like hit rate, site visit rate, and **online advertising** fee schedules on its **website**. Its major incomes are **online advertising** and **advertising agency** and service fees. Web Union is targeting small and medium sized companies in Hong Kong, China and the Asia Pacific. The alliance with AdStop will allow customers in the region to tap the resources and database of AdStop. This will allow customers to choose which **websites** to better put their **advertisement** on and thus extend their coverage. Web Union already has offices in Shanghai, Beijing, and Guangzhou in China apart from the one in Hong Kong. El **Media** Technology and a U.S. investment fund are two of the investors in Web Union. *

COMPANY: El **MEDIA** TECHNOLOGY; ADSTOP CHINA; ADSTOP; WEB UNION

PRODUCT: Forestry Equipment (3553FE); Database Vendors (7375);
 EVENT: Company Formation (14); Plant/Facilities/Equipment (44); Planning
 & Information (22);
 COUNTRY: Hong Kong (9HON); China (9CHN); United States (1USA);

20/5/23 (Item 5 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)
 (c) 2002 The Gale Group. All rts. reserv.

09222640

Vauxhall **ads** to push Net sales service
 UK: VAUXHALL ADVERTISES **INTERNET** SERVICE
 Marketing Week (MW) 06 Jan 2000 p.10
 Language: ENGLISH

<UK-based car manufacturer> Vauxhall has launched an **advertising** campaign to promote its **online** vehicle-selling service, which was initiated in November 1999. The new television **advertisements**, featuring comedian Griff Rhys-Jones, are the work of **advertising agency** Lowe Howard-Spink, and the campaign was launched through Western International **Media**. Previous campaigns have concentrated on individual models, but the new strategy highlights the Vauxhall **website** and the dual fuel capacity of the company's vehicles. The aim of the campaign is to **create** more likeable and therefore more memorable **advertisements**.

COMPANY: WESTERN INTL **MEDIA**; LOWE HOWARD-SPINK; VAUXHALL

PRODUCT: Cars (3711CA); Motor Vehicles & Parts (3710);
 EVENT: Marketing Procedures (24);
 COUNTRY: United Kingdom (4UK);

20/5/24 (Item 6 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)
 (c) 2002 The Gale Group. All rts. reserv.

09221381

Government 'must step in on e-security'
 UK: FEARS OVER E-COMMERCE SECURITY
 Computer Weekly (CRW) 06 Jan 2000 p. 2
 Language: ENGLISH

The UK government has been urged to alleviate e-commerce security concerns among consumers in an effort to prevent confidence in the **Internet** from being damaged. The call comes from Croydon-based insurance group, Direct Line, whose **managing** director of e-commerce, Oliver Prill, cited three threats to security, including hacking by a **third party** and interception of credit card information. Mr Prill is leading the GBT 2mn **promotion** over Direct Line over the first quarter of 2000 in directline.com, its new **website**. Consumers regard security as the primary factor in their unwillingness to purchase via the **Internet**, even amid expert claims over the safety of using credit cards.

COMPANY: DIRECT LINE

EVENT: National Government Economics (94);
COUNTRY: United Kingdom (4UK);

20/5/25 (Item 7 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

09039754
La CitZ NumZrique Zlargit sa palette/
FRANCE: LA CITE NUMERIQUE IS DOING WELL
Les Echos (LE) 05 Jan 1999 p.16
Language: FRENCH

The **creation** of **Web sites** is one of the activities which the **multimedia** department of La CitZ NumZrique contemplates in the future. Today, the department accounts for 5% of the total turnover of the **digital** graphical chain specialist, compared to 45% for the image department (25,000 photographs produced a year, half of which being in **digital** mode), and 50% for **publishing** (catalogues). The company, which expects to make FFr 100mn in sales in the year 2002 or so, expects FFr 60mn in its fiscal year to be ended in March 1999. The mail order giant 3 Suisses (of which the company is a 100%-controlled subsidiary) accounts for 60% of the turnover, the remaining 40% being split into other mail order firms and **distribution** specialists, **advertising agencies**, and museums.

COMPANY: LA CITE NUMERIQUE

PRODUCT: Mail Order Houses (5961); Book **Publishing** (2731); Commercial
Photo & Graphic Arts Svcs (7333);
EVENT: Company Reports & Accounts (83);
COUNTRY: France (4FRA);

20/5/26 (Item 8 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

09023063
DoubleClick in Web movie deal
UK: DOUBLECLICK IN DEAL WITH MOVIE **WEBSITE**
Marketing Week (MW) 12 Nov 1998 p.39
Language: ENGLISH

The UK **Internet advertising** sales agency, DoubleClick has completed a deal with the **Internet** Movie Database. The deal concerns the sale of European banner **advertisements** for the **Website**. Currently much of the

site's **advertising** came from film **distributors** but increasingly consumer products have been advertised from the likes of Ford, The Gap and Panasonic.

COMPANY: **INTERNET** MOVIE DATABASE; DOUBLECLICK

PRODUCT: **Advertising** (7310); Marketing (9914); Database Vendors (7375);
 EVENT: Company Reports & Accounts (83);
 COUNTRY: United Kingdom (4UK);

20/5/27 (Item 9 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)
 (c) 2002 The Gale Group. All rts. reserv.

09008363

IBM's new HotMedia software aims to speed up catchy **online** advertising
 US: IBM SOFTWARE SPEEDS UP **ONLINE ADVERTISING**
 Wall Street Journal Europe (WSJ) 28 Oct 1998 p.14
 Language: ENGLISH

A new software package from the US International Business Machines (IBM), called HotMedia, claims to significantly speed up the downloading of **Internet advertising**. There has been a strong demand from **Internet** advertisers for more complex and interactive **advertisements**, but until now there have been limits due to downloading time. **Web site** operators and **Internet** service providers have been reluctant to allow advertisers to clog up the **Internet**. However, the HotMedia software allows **advertisements** to incorporate audio and video, panoramic shots and other interactive shots. This has been made possible by delivering the **advertisements** on a piecemeal basis rather than all at once. IBM is offering the software free to **advertising agencies** and content **creators** as its policy is to supply it to the maximum number of customers. It believes that the software could become a major fuel for the growth of **Internet** commerce, that in turn will boost the demand for other IBM goods and services.

COMPANY: IBM; INTL BUSINESS MACHINES

PRODUCT: **Advertising** (7310); Marketing (9914);
 EVENT: Product Design & Development (33); Marketing Procedures (24);
 COUNTRY: United States (1USA);

20/5/28 (Item 10 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)
 (c) 2002 The Gale Group. All rts. reserv.

06694700

BAD BANNERS

UK: EFFECTIVENESS OF **INTERNET ADVERTS** UNCERTAIN
 Marketing Week (MW) 17 Sep 1998 p.49-51
 Language: ENGLISH

An unwillingness among many **Web publishers** to enforce registration details among their site visitors makes it difficult for advertisers to judge the effectiveness of **Internet advertising** and the demographic make-up of the people it is reaching. many **Web pages** are also downloaded automatically by search engines. At the same time, advertisers admit that evaluating the effectiveness of other, more conventional, **media**, is also difficult. **Internet advertising** can be more effective if the

target audience of the particular **Web site** is considered. However, **third - party** research will be needed before advertisers can convince **clients** that the growing number of 'push' **Internet** services are a suitable medium for **advertising**.

PRODUCT: Database Vendors (7375);
EVENT: Market & Industry News (60);
COUNTRY: United Kingdom (4UK);

20/5/29 (Item 11 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

06541145
Looney Tunes Will Star in Web **Ads**
US: WARNER BROS CHARACTERS LAUNCHED ON WEB
Wall Street Journal Europe (WSJ) 04 Nov 1997 p. 4
Language: ENGLISH

A technology licensing deal was agreed on 3 November 1997 by Warner Bros which will allow the US-based entertainment group's cartoon characters to appear on the **Internet**. The objective is to woo consumers who adopt a cautious stance regarding interactive **advertising** and gain sponsorship from corporate advertisers for the World Wide Web activities of Looney Tunes characters. New York-based new **media advertising** company **Agency .com** believes that the Web is lacking normal marketing gimmicks and intends to persuade advertisers to adopt technology allowing popular cartoon characters to use their **Web sites** to promote events.

COMPANY: **INTERNET**; WARNER BROS; AGENCYCOM

PRODUCT: Motion Picture **Distribution** (7823); Motion Picture & TV Distribution (7820);
EVENT: Product Design & Development (33); Planning & Information (22); Public Affairs (29);
COUNTRY: United States (1USA);

20/5/30 (Item 12 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

06438857
Tapaus sinUnsU
FINLAND: FIRM SPECIALIZES IN **INTERNET ADVERTISING**
Fakta (XFP) Feb 1997 p.48-49
Language: FINNISH

New Case, established in July 1996, is a Finnish **advertising agency** specializing in **advertising** on the **Internet**. There are four full-time employees on staff. The average age of staff is 24. According to New Case, the number of **web sites** is growing more rapidly than the number of net surfers. As a consequence, steps must be taken to activate the visitor by providing wonderful experiences or else concrete advantages. A permanent reciprocity must be **created**. Updating the homepage frequently is one reason to visit the **web site** over and over again. The design services of New Case produce WWW pages and **web advertising**, while the **media** services are **creating Internet** marketing and **media** solutions for companies.

COMPANY: **INTERNET** ; NEW CASE

PRODUCT: **Advertising** (7310); Marketing (9914); Database Vendors (7375);
EVENT: General Management Services (26); Companies Activities (10);

20/5/31 (Item 13 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

06319812

MESURE D'AUDIENCE **Internet** vers une logique de MD?

FRANCE: HOW DOES ONE MEASURE THE NET AUDIENCE?
CB News (YZN) 13 May 1996 p.34-35
Language: FRENCH

There is no agreed-upon tool in France or Europe to measure the **Internet** audience, so each operator goes its own way, sometimes running into certain problems. There are many operators, and 1,000 addresses are **created** daily, so certain tools are inappropriate. Counting 'hits' - the number of times each address or **Web page** is opened - includes loading a non-consulted quarter image, and the same is true for consumer panels. Mediangles has announced a study for May 1996 based on calling 10,000 people, and IPSOS, in association with Intuisys and MZdiamZtrie are also interested in the market. It appears that measuring the Net audience should be done by a **third party** which will make sure user confidentiality is respected. However, the operators seem to be reluctant to set this up because of the modest market size. The **advertising** market on the Web in France is estimated at FFr 5mn to FFr 10mn.

COMPANY: **INTERNET**
EVENT: null (00);
COUNTRY: France (4FRA);

20/5/32 (Item 14 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

03582217

DATA LOGIC LAUNCHES NEW OPENTRADE ARCHITECTURE
UK - DATA LOGIC LAUNCHES NEW OPENTRADE ARCHITECTURE
Banking Technology (BTY) 0 June 1990 p56
ISSN: 0266-0865

Data Logic has launched an open system Unix-based **digital** architecture, OpenTrade, for front office trading systems. The flexible product handles data **distribution** and offers **interfaces** for **third party** applications, **presentation** systems and datafeed servers. The company is seeking to urge **third parties** to build connections between OpenTrade and their own applications. The product is claimed to be the only proven and truly open **digital** architecture available. The product can incorporate emerging network technologies and allows migration to OSI protocols.

PRODUCT: Financial Service Information Prods (7375FN); Computer Services (COSV);
EVENT: PRODUCTS, PROCESSES & SERVICES (30);
COUNTRY: United Kingdom (4UK); OECD Europe (415); NATO Countries (420);

South East Asia Treaty Organisation (913);

20/5/33 (Item 15 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

03026062
UNISYS TO OUTLINE SOFTWARE ENGINEERING STRATEGY
US - UNISYS TO OUTLINE SOFTWARE ENGINEERING STRATEGY
Computer Systems News (COS) 30 October 1989 p8
ISSN: 0164-9981

Unisys will announce 2 extensions to Linc, Linc Systems Approach, a systems development methodology, and Linc Design Assistant, a PC-based systems design tool, for applications development, enhancing its CASE offering. This follows **Digital**'s and IBM's similar computer-aided software engineering strategy. Unisys is also supplying an open **interface** to allow **3rd - party** systems design **sellers** to integrate with Linc. A revised end-user **presentation** layer and relational **interface** to allow access to IBM's DB2 and Oracle's database **manager** by the company's Mapper product will also be announced. It is also planning to open its products to Unix.

PRODUCT: Artificial Intelligence Systems (3573AI); Capacitors ex
Industrial (3675);
EVENT: PRODUCTS, PROCESSES & SERVICES (30);
COUNTRY: United States (1USA); NATO Countries (420); South East Asia
Treaty Organisation (913);

Set	Items	Description
S1	3817870	INTERFACE? ? OR GUI OR GUI5 OR WEBSITE? OR WEBPAGE? OR WEB- ()(SITE? ? OR PAGE? ?)
S2	596754	(THIRD OR 3RD)(1W)(PARTY OR PARTIES) OR (ADVERTISING OR AD-) (1W)(AGENT? ? OR AGENC????)
S3	12926803	MANAG??? OR CREAT??? OR WRITE? ? OR WRITING OR PUBLISH??? - OR CUSTOMIZ? OR CUSTOMIS? OR PERSONALIZ? OR PERSONALIS?
S4	12175243	PLACE? ? OR PLACING OR PLACEMENT OR TRANSMIT? OR SEND??? OR SENT OR DISTRIBUT???
S5	3296544	PUBLICATION? ? OR PRESENTATION? ? OR ADVERTISEMENT? OR AD - OR ADS OR ADVERT? ? OR ADVERTISING OR PROMOTION?
S6	7634978	MEDIA OR MULTIMEDIA OR ELECTRONIC OR DIGITAL? OR INTERNET - OR ON()LINE OR ONLINE
S7	879861	VENUE? ? OR OUTLET? ?
S8	2349145	CLIENT? ? OR SELLER? ? OR SUBSCRIBER? ?
S10	510107	S3(10N)S4
S11	256694	S6(5N)S5
S12	42003	S1(S)S2
S13	4522	S10(S)S11
S14	121	S12(S)S13
S15	15	S14(S)S7
S16	77	S14(S)(S7 OR S8)
S17	16	S16 NOT PY>2000
S18	15	RD (unique items)

File 20:Dialog Global Reporter 1997-2007/Mar 19
(c) 2007 Dialog

18/3,K/1

DIALOG(R)File 20:Dialog Global Reporter
(c) 2007 Dialog. All rts. reserv.

13998381 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Enginehouse Media Earns Esteemed Creative Award

BUSINESS WIRE

November 29, 2000

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 383

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... all media placements, and returning this information in a customized format most relevant to the **client**. For more information please call 334/670-6080 or visit our **website** at www.enginehousemedia.com

CONTACT: Enginehouse Media, Troy Kathleen Williams, 334/670-6080
kathleen@enginehousemedia.com...

18/3,K/2

DIALOG(R)File 20:Dialog Global Reporter
(c) 2007 Dialog. All rts. reserv.

13125141 (USE FORMAT 7 OR 9 FOR FULLTEXT)

(CNW) Enginehouse Media Serves Up Online Advertising Campaigns Using Seagate Software's Web-Enabled Reporting Solution

CANADA NEWSWIRE

October 03, 2000

JOURNAL CODE: WCNW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 869

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... all media placements, and returning this information in a customized format most relevant to the **client**. Headquartered in Troy, Alabama Enginehouse Media also operates seven additional offices around the country. For more information please call Enginehouse Media at 334-484-4583 or visit our **website** at www.enginehousemedia.com.

About Seagate Software

Seagate Software, a subsidiary of Seagate Technology, LLC...

18/3,K/3

DIALOG(R)File 20:Dialog Global Reporter
(c) 2007 Dialog. All rts. reserv.

13116813 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Enginehouse Media Serves Up Online Advertising Campaigns Using Seagate Software's Web-Enabled Reporting Solution

PR NEWSWIRE

October 03, 2000

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 867

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... all media placements, and returning this information in a customized format most relevant to the **client**. Headquartered in Troy, Alabama Enginehouse Media also operates seven additional offices around the

country. For more information please call Enginehouse Media at 334-484-4583 or visit our **website** at www.enginehousemedia.com.

About Seagate Software

Seagate Software, a subsidiary of Seagate Technology, LLC...

18/3,K/4

DIALOG(R)File 20:Dialog Global Reporter
(c) 2007 Dialog. All rts. reserv.

12949719

Using postcards to reach customers

KEN YWIN. The Nation.

NATION (THAILAND)

September 18, 2000

JOURNAL CODE: WTNN LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 674

... countries. "There are more than 140 Freecard collectors all over the world listed in our **web site**, adpostcom.com, where they exchange, trade and share information among themselves," said Chew. On the...

...came about in 1985 and this involved an intermediary acting on behalf of advertisers to **distribute**, and in some cases **publish**, the cards. The **distribution** involved promoting the postcards to the consumer in a friendly and appealing way by their...

18/3,K/5

DIALOG(R)File 20:Dialog Global Reporter
(c) 2007 Dialog. All rts. reserv.

11509993 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Laura Tidwell Winner of The Ernst & Young Entrepreneur Of The Year Award

PR NEWSWIRE

June 14, 2000

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 390

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... all media placements, and returning this information in a customized format most relevant to the **client**. Headquartered in Troy, Alabama Enginehouse Media also operates seven additional offices around the country. For more information please call 334-484-4583 or visit our **website** www.enginehousemedia.com.

/CONTACT: Kathleen Williams, VP Public Relations of Enginehouse Media, kathleen@enginehousemedia.com...

18/3,K/6

DIALOG(R)File 20:Dialog Global Reporter
(c) 2007 Dialog. All rts. reserv.

10128427 (USE FORMAT 7 OR 9 FOR FULLTEXT)

What is advertising

FAIZA

BUSINESS RECORDER

March 19, 2000

JOURNAL CODE: WBRE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 371

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... advertising agency", "Interfaces", "The media", "The Consumer", "Living in a maze of needs", "The market- **place**", "Advertising, society, culture", "The **client**", "Academic vicinage", " **Creative** Advertising", an index, a short glossary and a list of 40 books for further reading...

18/3,K/7DIALOG(R)File 20:Dialog Global Reporter
(c) 2007 Dialog. All rts. reserv.

09226369 (USE FORMAT 7 OR 9 FOR FULLTEXT)

EXCITE@HOME: Excite@Home reports fourth quarter and fiscal year 1999 results

M2 PRESSWIRE

January 21, 2000

JOURNAL CODE: WMPR LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 2424

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... the Company's ability to successfully expand its online marketing programs and retail and direct **distribution** programs; the Company's ability to successfully **manage** and expand its free ISP offering; the Company's ability to successfully execute its digital...

18/3,K/8DIALOG(R)File 20:Dialog Global Reporter
(c) 2007 Dialog. All rts. reserv.

03163528 (USE FORMAT 7 OR 9 FOR FULLTEXT)

InterVU Inc. Reports Operating Results for Third Quarter and Nine Months

BUSINESS WIRE

October 20, 1998

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 674

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... distribution of live broadcasts, video-on-demand and Rich Media advertising. Among InterVU's current **clients** are several Fortune 500 companies and others such as NBC, CNN, Intel, Microsoft, Major League...

18/3,K/9DIALOG(R)File 20:Dialog Global Reporter
(c) 2007 Dialog. All rts. reserv.

03093295

InterVU AND AdForce Form Strategic Relationship To Provide A Turnkey Rich Media Online Advertising Solution

BUSINESS WIRE

October 13, 1998

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 908

... range of rich media formats. Through this partnership, InterVU and AdForce are able to offer **clients** the seamless integration of all the necessary services and capabilities needed to implement an **online ad** campaign. As a result, the **clients** can maintain a single point of contact for the duration of such campaigns, simplifying and...

... network, AdForce is able to expand its ability to serve the full spectrum of rich **media** formats in **online ad** campaigns," said Michael Tanne, AdForce vice president of U.S. business development. This allows us ...

... better fulfill our customers' technical and creative requirements," continued Tanne. Industry studies indicate that rich **media** in **online advertising** has greater impact and typically encourages greater end-user interactivity. Through the higher degrees of...

... and direct response, and the various courses of action which flow from it, incorporating rich **media** in **online advertising** is proving to significantly influence the end result and impact of campaigns. "AdForce and InterVU are both committed to rich **media advertising** and together we hope to facilitate the growth and adoption rate of this powerful **advertising** vehicle on the **Internet**," said Ed Huguez, InterVU COO. "To help realize this collective goal, InterVU's mission is to forge strategic relationships with leading players in the **online advertising** industry - such as AdForce - to marry the strengths of our individual offerings to form powerful, turnkey rich **media online advertising** solutions. By doing so, InterVU hopes to become the de facto standard for the delivery...

...This relationship with AdForce, along with other strategic announcements InterVU is making relative to the **online advertising** industry, signals a focusing of InterVU's resources to supporting the industry as a whole...

... to providing the network delivery infrastructure that will enable seamless and effective video and rich **media online advertising** solutions," Huguez continued. About AdForce AdForce is an end-to-end **online ad** management service that enables both **online** publishers and advertisers to leverage the unique advantages of the Internet as the first fully...

... Advanced inventory management and targeting capabilities help Web publishers sell more inventory at higher values. **Ad agencies** maintain complete control over complex campaigns, enabling real-time optimization and delivering maximum value for their **clients**. About AdForce Inc. Founded in 1994 as IMGIS, Inc., AdForce is a leading provider of...

... Delivery Centers, strategically located across nine Internet backbones to optimize rich media file availability for **Web sites**. The Delivery Centers determine which of its multiple, globally dispersed servers is electronically closest to...

... thus avoiding data bottlenecks and ensuring smooth delivery. Offering full-service Internet video solutions to **Web sites**, advertisers, advertising service companies, major ISPs and cable/TV networks, InterVU's range of services are designed to optimize bandwidth for **Web sites** and end-users to increase performance while driving down costs. InterVU's comprehensive turnkey video and Rich Media services include automation of the video **publishing** process, management and **distribution** of live broadcasts and video-on-demand, Rich **Media advertising** including the V-Banner (video **advertising** banner), and end-user **multimedia** software. Among InterVU's current **clients** are several Fortune 500 companies and

others such as NBC, CNN, Intel, Microsoft, Major League...

18/3,K/10
DIALOG(R)File 20:Dialog Global Reporter
(c) 2007 Dialog. All rts. reserv.

03093122

AdKnowledge and InterVU Partner to Make Rich Media More Accessible For Web Advertising

PR NEWSWIRE

October 13, 1998

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 896

...of talents gives advertisers the ability to easily deliver the most compelling message without disrupting **Web sites** or the end-user experience," said Stephen Condon, VP Marketing, InterVU. "Now, with the AdKnowledge...

...becomes just as simple and easy as any other type of media." The ability to **manage** and **distribute** rich **media ads** will be seamlessly integrated with the AdKnowledge System -- which includes five components that span planning...

... launch of Turbo List, the web's first freely accessible, comprehensive media planning directory of **web sites** which accept Rich **Media Advertising** formats. The comprehensive information provided by Turbo List comes from the Planner module of the AdKnowledge System. To be listed, **Web site** publishers can provide their information directly through AdKnowledge Connection (<http://connection.marketmatch.com/>). Availability and Pricing The joint AdKnowledge/InterVU solution for **managing** and **distributing** rich **media ads** is expected to be available by the end of the year. The AdKnowledge System is...

... Delivery Centers, strategically located across nine Internet backbones to optimize rich media file availability for **Web sites** . The Delivery Centers determine which of its multiple, globally dispersed servers is electronically closest to...

... thus avoiding data bottlenecks and ensuring smooth delivery. Offering full-service Internet video solutions to **Web sites** , advertisers, advertising service companies, major ISPs and cable/TV networks, InterVU's range of services are designed to optimize bandwidth for **Web sites** and end-users to increase performance while driving down costs. InterVU's comprehensive turnkey video and Rich Media services include automation of the video **publishing** process, management and **distribution** of live broadcasts and video-on-demand, Rich **Media advertising** including the V-Banner (video **advertising** banner), and end-user **multimedia** software. Among InterVU's current **clients** are several Fortune 500 companies and others such as NBC, CNN, Intel, Microsoft, Major League...

18/3,K/11
DIALOG(R)File 20:Dialog Global Reporter
(c) 2007 Dialog. All rts. reserv.

03028976

Real Media to Deploy --Privacy Proxy-- to Prevent Accidental Release of Information Provided by Web Users

EIC 3600

Dialog Search

BUSINESS WIRE

October 06, 1998

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 474

... and software for Web publishers worldwide. Real Media's Open Ad Stream (OAS) product enables **publishers** to **create** efficiencies in the **placement** of advertising and dynamic content across local or networked **web sites**. In addition, Real Media also operates an exclusive network of more than 500 locally branded **Web sites** across the globe that can be aggregated to deliver high-quality, responsive audiences for leading...

18/3,K/12

DIALOG(R)File 20:Dialog Global Reporter

(c) 2007 Dialog. All rts. reserv.

03003113

InterVU And ConnectOS Partner to Deliver Live Radio Webcasts From Three Major Stations in the Seattle Area

BUSINESS WIRE

October 02, 1998

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 581

... the video publishing process, management and distribution of live broadcasts and video-on-demand, Rich **Media advertising** including the V-Banner (video **advertising** banner), and end-user **multimedia** software. Among InterVU's current **clients** are several Fortune 500 companies and others such as NBC, CNN, Intel, Microsoft, Major League...

18/3,K/13

DIALOG(R)File 20:Dialog Global Reporter

(c) 2007 Dialog. All rts. reserv.

02981891

InterVU and ConnectOS Partner to Deliver Live Radio Webcasts From Four Major Stations in the Seattle Area

BUSINESS WIRE

October 01, 1998

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 601

... the video publishing process, management and distribution of live broadcasts and video-on-demand, Rich **Media advertising** including the V-Banner (video **advertising** banner), and end-user **multimedia** software. Among InterVU's current **clients** are several Fortune 500 companies and others such as NBC, CNN, Intel, Microsoft, Major League...

18/3,K/14

DIALOG(R)File 20:Dialog Global Reporter

(c) 2007 Dialog. All rts. reserv.

02800602 (USE FORMAT 7 OR 9 FOR FULLTEXT)

InterVU Announces Plans For Launch Of Video And Rich Media Publishing System To Accelerate Business Strategy

BUSINESS WIRE

September 14, 1998 8:46

JMB

19-Mar-07

EIC 3600

Dialog Search

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 577

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... the V-Banner (video advertising banner), and end-user multimedia software. Among InterVU's current **clients** are several Fortune 500 companies and others such as NBC, CNN, Intel, Microsoft, Major League...

18/3,K/15

DIALOG(R)File 20:Dialog Global Reporter
(c) 2007 Dialog. All rts. reserv.

01431372 (USE FORMAT 7 OR 9 FOR FULLTEXT)

NBC Launches VideoSeeker Internet Video Service in Conjunction With InterVU Inc.

BUSINESS WIRE

April 21, 1998 7:15

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 1072

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... the V-Banner (video advertising banner), and multimedia end-user software. Among InterVU's current **clients** are several Fortune 500 companies and others such as NBC, FAO Schwartz, Intel, Major League...

JMB

19-Mar-07

et	Items	Description
S1	2945727	INTERFACE? ? OR GUI OR GUIs OR WEBSITE? OR WEBPAGE? OR WEB- () (SITE? ? OR PAGE? ?)
S2	478774	(THIRD OR 3RD) (1W) (PARTY OR PARTIES) OR (ADVERTISING OR AD-) (1W) (AGENT? ? OR AGENC???)
S3	5751681	MANAG?? ? OR CREAT?? ? OR WRITE? ? OR WRITING OR PUBLISH?? ? - OR CUSTOMIZ? OR CUSTOMIS? OR PERSONALIZ? OR PERSONALIS?
S4	4376889	PLACE? ? OR PLACING OR PLACEMENT OR TRANSMIT? OR SEND?? ? OR SENT OR DISTRIBUT?? ?
S5	1936067	PUBLICATION? ? OR PRESENTATION? ? OR ADVERTISEMENT? OR AD - OR ADS OR ADVERT? ? OR ADVERTISING OR PROMOTION?
S6	4274799	MEDIA OR MULTIMEDIA OR ELECTRONIC OR DIGITAL? OR INTERNET - OR ON()LINE OR ONLINE
S7	261950	VENUE? ? OR OUTLET? ?
S8	1541056	CLIENT? ? OR SELLER? ? OR SUBSCRIBER? ?
S9	249133	S3 (7N) S4
S10	212110	S6 (5N) S5
S11	31805	S1 (S) S2
S12	3311	S9 (S) S10
S13	42	S11 (S) S12
S14	12	S13 NOT PY>2000
S15	10	RD (unique items)
S16	147	S11 (S) S9 (S) S5
S17	126	S16 (S) S6
S18	61	S17 (S) (S7 OR S8)
S19	22	S18 NOT PY>2000
S20	21	RD (unique items)
S21	28	S15 OR S20
S22	28	RD (unique items)
File	15:ABI/Inform(R)	1971-2007/Mar 19 (c) 2007 ProQuest Info&Learning
File	610:Business Wire	1999-2007/Mar 19 (c) 2007 Business Wire.
File	810:Business Wire	1986-1999/Feb 28 (c) 1999 Business Wire
File	476:Financial Times Fulltext	1982-2007/Mar 18 (c) 2007 Financial Times Ltd
File	613:PR Newswire	1999-2007/Mar 19 (c) 2007 PR Newswire Association Inc
File	813:PR Newswire	1987-1999/Apr 30 (c) 1999 PR Newswire Association Inc
File	634:San Jose Mercury	Jun 1985-2007/Mar 16 (c) 2007 San Jose Mercury News
File	624:McGraw-Hill Publications	1985-2007/Mar 19 (c) 2007 McGraw-Hill Co. Inc

22/3,K/1 (Item 1 from file: 15)
 DIALOG(R)File 15:ABI/Inform(R)
 (c) 2007 ProQuest Info&Learning. All rts. reserv.

01768531 04-19522

Revisiting marketing's lawlike generalizations

Sheth, Jagdish N; Sisodia, Rajendra S
 Journal of the Academy of Marketing Science v27n1 PP: 71-87 Winter 1999
 ISSN: 0092-0703 JRNL CODE: AMK
 WORD COUNT: 12453

...TEXT: international (satellite television, the Internet). Advertising expenditures vary significantly by location and are tracked accordingly.

Advertising information has typically been created by intermediaries such as advertising agencies and then carried on information outlets such as television, magazines, and newspapers. With the Internet, we are entering an era of direct information; companies are creating Web pages and placing small advertisements on other Web pages to encourage customers to visit their sites. Traditional advertising agencies are getting disintermediated in the process, as are media such as the Yellow Pages and newspapers.

Just as with selling, advertising and sales promotions...

22/3,K/2 (Item 2 from file: 15)
 DIALOG(R)File 15:ABI/Inform(R)
 (c) 2007 ProQuest Info&Learning. All rts. reserv.

01628240 02-79229

Digital ad specifications on the Web

Dzilna, Dzintars
 Folio: The Magazine for Magazine Management v27n7 PP: 56 May 1998
 ISSN: 0046-4333 JRNL CODE: FOL
 WORD COUNT: 289

TEXT: The Digital Ad Lab (DAL) has created a digital advertising specifications registry on its Web site (www.digitaladlab.com). Called the SPEc Book, the registry contains instructions from various publishers on how they want digital ad files to be created and sent, including file formats, image sizes and company production contacts. Any magazine publisher can post its own specs by registering at the Web site. At presstime, DAL was also drawing up a "white paper" report for advertising agencies and publishers on the implementation of digital ad workflows and on common terminology used in the process.

Separately, the group is developing a...

22/3,K/3 (Item 3 from file: 15)
 DIALOG(R)File 15:ABI/Inform(R)
 (c) 2007 ProQuest Info&Learning. All rts. reserv.

01400176 00051163

More than just hits

Cooper, Lane F.
 Informationweek n608 PP: 63-72 Dec 2, 1996
 ISSN: 8750-6874 JRNL CODE: IWK
 WORD COUNT: 1144

...TEXT: Kevin O'Connor, president of DoubleClick in New York.

DoubleClick's services are limited to **placing ads** with the Web **publishers** with whom it has agreements. The company's **clients** who are interested in **advertising** on **Web sites** outside that closed circle can turn to other **third - party** Web measurement services from companies such as **Internet Profiles Corp.** (I/Pro) in San Francisco and **NetCount LLC** in Los Angeles.

I/Pro...

22/3,K/4 (Item 4 from file: 15)
 DIALOG(R)File 15:ABI/Inform(R)
 (c) 2007 ProQuest Info&Learning. All rts. reserv.

01312471 99-61867
Cybercruiting
 Cafasso, Rosemary
 Computerworld v30n43 PP: 114-115 Oct 21, 1996
 ISSN: 0010-4841 JRNL CODE: COW
 WORD COUNT: 1065

...ABSTRACT: current recruiting strategy. Hiring managers are adding online tools, such as their company's corporate **Web site**, along with a few **3rd - party online** databases, to enhance print **advertisements** and job fairs. The IS department at State Street Bank & Trust Co. plans to rely heavily on its corporate **Web site** for recruitment. Although the site includes job postings, the idea is to provide tools to...

...and gather information about the bank. For those wanting to launch an online effort, hiring **managers** say the best **place** to start is with the company's **Web site**. The corporate **Web site** gives the hiring manager more control over the content of ads and the tracking of responses than **3rd - party** databases.

22/3,K/5 (Item 1 from file: 610)
 DIALOG(R)File 610:Business Wire
 (c) 2007 Business Wire. All rts. reserv.

00418238 20001129334B6163 (USE FORMAT 7 FOR FULLTEXT)
Enginehouse Media Earns Esteemed Creative Award
 Business Wire
 Wednesday, November 29, 2000 12:03 EST
 JOURNAL CODE: BUSINESS WIRE, COMTEX LANGUAGE: ENGLISH RECORD TYPE:
 FULLTEXT
 DOCUMENT TYPE: NEWSWIRE
 WORD COUNT: 381

...Press Release Contact: Kathleen Williams:
 kathleen@enginehousemedia.com.

About Enginehouse Media

Founded in 1996, Enginehouse **Media** is a results-driven interactive **advertising agency** specializing in the planning, buying, implementing, and analyzing of

online media campaigns, as well as...

...goal setting, offering creative direction, increasing the targeted media opportunities, negotiating rates, implementing, optimizing of **placement** and **creative**, aggregating and analyzing the statistics across all **media** placements, and returning this information in a customized format most relevant to the **client**. For more information please call 334/670-6080 or visit our **website** at www.enginehousemedia.com

CONTACT: Enginehouse Media, Troy
Kathleen Williams, 334/670-6080
kathleen@enginehousemedia...

22/3,K/6 (Item 2 from file: 610)
DIALOG(R)File 610:Business Wire
(c) 2007 Business Wire. All rts. reserv.

00341911 20000811224B7031 (USE FORMAT 7 FOR FULLTEXT)
TM Century, Inc. 3rd Q Profit Jumps 983%
Business Wire
Friday, August 11, 2000 17:22 EDT
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 226

Dallas-based TM Century, Inc. **creates**, produces and **distributes** music-based products for **media** use. Product lines include music compilation libraries and services, production music, commercial jingles and radio & TV station identification packages. TM Century's **clients** include radio & television stations; radio, television, cable, satellite & **Internet** networks; **web sites** and portals; the American Forces Radio Network; numerous **advertising agencies** and commercial businesses. TM Century's products are broadcast on every continent on Earth.
CONTACT...

22/3,K/7 (Item 3 from file: 610)
DIALOG(R)File 610:Business Wire
(c) 2007 Business Wire. All rts. reserv.

00339928 20000809222B5120 (USE FORMAT 7 FOR FULLTEXT)
TM Century Launches TV Division with Composer Jake Pittman
Business Wire
Wednesday, August 9, 2000 12:26 EDT
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 287

...RC Cola.

Dallas-based TM Century, Inc. creates, produces and distributes music-based

products for **media** use. Product lines include music compilation libraries and services, production music, commercial jingles and radio & TV station identification packages. TM Century's **clients** include radio & television stations; radio, television, cable, satellite & **Internet** networks; **web sites** and portals; the American Forces Radio Network; numerous **advertising agencies** and commercial businesses. TM Century's products are broadcast on every continent on Earth.
CONTACT...

22/3,K/8 (Item 4 from file: 610)
DIALOG(R)File 610:Business Wire
(c) 2007 Business Wire. All rts. reserv.

00335247 20000802215B0178 (USE FORMAT 7 FOR FULLTEXT)
TM Century Promotes Three, Opens Office in New York
Business Wire
Wednesday, August 2, 2000 15:26 EDT
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 372

...said Graupner.

Dallas-based TM Century, Inc. creates, produces and distributes music-based products for **media** use. Product lines include music compilation libraries and services, production music, commercial jingles and radio & TV station identification packages. TM Century's **clients** include radio & television stations; radio, television, satellite & **Internet** networks; **Web sites** and portals; the American Forces Radio Network; numerous **advertising agencies** and commercial businesses. TM Century's products are broadcast on every continent on Earth.

CONTACT...

22/3,K/9 (Item 5 from file: 610)
DIALOG(R)File 610:Business Wire
(c) 2007 Business Wire. All rts. reserv.

00322426 20000718200B4218 (USE FORMAT 7 FOR FULLTEXT)
Interactive Music Xpo--IMX--Announces Line Up of Technology, New Media And Music Industry Heavyweights
Business Wire
Tuesday, July 18, 2000 07:59 EDT
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 646

...industry,
IMX will create a forum dedicated to addressing the impact of technology on the **creation**, promotion and **distribution** of music.

IMX is produced and **managed** by ISG, INC (www.instinctsg.com) . ISG is an Information Technology (IT) services company that...

...unique by being a completely autonomous tradeshow management company which supplies events, as well as **third party** customers, with innovative products and services from both its high end Creative & **Advertising Services** and **Web Site Technology** & **Multimedia** divisions. ISG will announce several new launches this year and for 2001.

Keynotes, speakers, conference...

22/3,K/10 (Item 6 from file: 610)
DIALOG(R)File 610:Business Wire
(c) 2007 Business Wire. All rts. reserv.

00278153 20000511132B8771 (USE FORMAT 7 FOR FULLTEXT)
TM Century Posts Another Strong, Positive Quarter
Business Wire
Thursday, May 11, 2000 11:54 EDT
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 246

...our new product releases and our penetration into new markets."

Dallas-based TM Century, Inc. **creates** , produces and **distributes** music-based products for broadcast **media** use. Product lines include music compilation libraries and services, production music, commercial jingles and radio & TV station identification packages. TM Century's **clients** include radio & television stations; radio, television satellite and **Internet** networks; **web sites** and portals; the American Forces Radio Network; numerous **advertising agencies** and commercial businesses. TM Century's products are broadcast on every continent on Earth.

Distributed...

22/3,K/11 (Item 7 from file: 610)
DIALOG(R)File 610:Business Wire
(c) 2007 Business Wire. All rts. reserv.

00190333 20000209040B5801 (USE FORMAT 7 FOR FULLTEXT)
TM Century Reports Stronger Than Expected First Quarter Results
Business Wire
Wednesday, February 9, 2000 12:07 EST
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 209

...or 275% over the same period in the prior year.

Dallas-based TM Century, Inc. **creates**, produces and **distributes** music-based products for broadcast **media** use. Product lines include music compilation libraries and services, production music, commercial jingles and radio & TV station identification packages. TM Century's **clients** include radio & television stations; radio, television satellite and **Internet** networks; **Web sites** and portals; the American Forces Radio Network; numerous **advertising agencies** and commercial businesses. TM Century's products are broadcast on every continent on Earth.

Distributed...

22/3,K/12 (Item 8 from file: 610)
DIALOG(R)File 610:Business Wire
(c) 2007 Business Wire. All rts. reserv.

00174123 20000118018B0588 (USE FORMAT 7 FOR FULLTEXT)
TM Century, Inc. Rolls Out JingleBank.com in USA
Business Wire
Tuesday, January 18, 2000 13:28 EST
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 400

...months.

Dallas based TM Century, Inc. creates, produces, and distributes music based products for broadcast **media** use. Product lines include music compilation libraries and services, production music, commercial jingles, and radio & TV station identification packages. TM Century's **clients** include radio & television stations; radio, television satellite and **Internet** networks; Web sites and portals; the American Forces Radio Network; numerous **advertising agencies** and commercial businesses. TM Century's products are broadcast on every continent on Earth.

Copyright...

22/3,K/13 (Item 9 from file: 610)
DIALOG(R)File 610:Business Wire
(c) 2007 Business Wire. All rts. reserv.

00167560 20000106006B0503 (USE FORMAT 7 FOR FULLTEXT)
TM Century's Bob Shannon to Leave to Form Consultancy
Business Wire
Thursday, January 6, 2000 17:26 EST
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 394

...this whole rain thing is a myth, isn't it?"

Dallas-based TM Century Inc. **creates**, produces and **distributes** music-based products for broadcast **media** use. Product lines include music compilation libraries and services, production music, commercial jingles and radio & TV station identification packages. TM Century's **clients** include radio & television stations; radio, television, satellite and **Internet** networks; **web sites** and portals; the American Forces Radio Network; numerous **advertising agencies** and commercial businesses. TM Century's products are broadcast on every continent on Earth.

Copyright...

22/3,K/14 (Item 10 from file: 610)
DIALOG(R)File 610:Business Wire
(c) 2007 Business Wire. All rts. reserv.

00165755 20000104004B0345 (USE FORMAT 7 FOR FULLTEXT)
SOB Productions and TM Century Join Forces in Europe
Business Wire
Tuesday, January 4, 2000 16:50 EST
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 461

...projects.

Dallas-based TM Century, Inc. creates, produces and distributes music-based products for broadcast **media** use. Product lines include music compilation libraries and services, production music, commercial jingles and radio & TV station identification packages. TM Century's **clients** include radio & television stations; radio, television, satellite and **Internet** networks; web sites and portals; the American Forces Radio Network; numerous **advertising agencies** and commercial businesses.

Copyright (C) 2000 Business Wire. All rights reserved.
Distributed via COMTEX.
-0...

22/3,K/15 (Item 11 from file: 610)
DIALOG(R)File 610:Business Wire
(c) 2007 Business Wire. All rts. reserv.

00164968 20000103003B0183 (USE FORMAT 7 FOR FULLTEXT)
TM Century Inc. Releases Year-End Fiscal 1999 Numbers
Business Wire
Monday, January 3, 2000 15:37 EST
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 244

...the next 36 months. We're bullish on this millennium."

Dallas-based TM Century Inc. **creates**, produces and **distributes** music-based products for broadcast **media** use. Product lines include music compilation libraries and services, production music, commercial jingles and radio & TV station identification packages. TM Century's **clients** include radio & television stations; radio, television

satellite and **Internet** networks; **web sites** and portals; the American Forces Radio Network; numerous **advertising agencies** and commercial businesses. TM Century's products are broadcast on every continent on Earth.

Copyright...

22/3,K/16 (Item 12 from file: 610)
DIALOG(R)File 610:Business Wire
(c) 2007 Business Wire. All rts. reserv.

00122811 19991019292B0403 (USE FORMAT 7 FOR FULLTEXT)
TM Century Signs Composer/Producer Rob Rettberg To a New, Long Term Agreement
Business Wire
Tuesday, October 19, 1999 11:14 EDT
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 374

...out, you
ain't seen nothin' yet," commented Mr. Rettberg.

Dallas-based TM Century, Inc. **creates**, produces and **distributes** music-based products for broadcast **media** use. Product lines include music compilation libraries and services, production music, commercial jingles and radio & TV station identification packages. TM Century's **clients** include radio & television stations; radio, television satellite and **Internet** networks; **web sites** and portals; the American Forces Radio Network; numerous **advertising agencies** and commercial businesses. TM Century's products are broadcast on every continent on Earth.
Copyright....

22/3,K/17 (Item 13 from file: 610)
DIALOG(R)File 610:Business Wire
(c) 2007 Business Wire. All rts. reserv.

00116887 19991008281B0120 (USE FORMAT 7 FOR FULLTEXT)
TM Century Captures Long-term Agreement With the American Forces Radio Network
Business Wire
Friday, October 8, 1999 10:33 EDT
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 285

...program and
consultant use GoldDisc(tm) and HitDisc(tm) services.

Dallas-based TM Century, Inc. **creates**, produces and **distributes** music-based products for broadcast **media** use. Product lines include music compilation libraries and services, production music, commercial jingles and radio & TV station identification packages. TM Century's **clients** include radio & television stations; radio, television satellite and **Internet** networks; **Web sites** and portals; the American Forces Radio Network; numerous **advertising agencies** and commercial businesses. TM Century's products are broadcast on every continent on

Earth.
Copyright...

22/3,K/18 (Item 14 from file: 610)
DIALOG(R)File 610:Business Wire
(c) 2007 Business Wire. All rts. reserv.

00104348 19990915258B1410 (USE FORMAT 7 FOR FULLTEXT)
MaxPlanet, Corp. to Optimize Encoding Services for Video and Audio Content for Internet Online Broadcast Technology
Business Wire
Wednesday, September 15, 1999 14:23 EDT
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 937

...online; even families
wishing to make home videos available to friends and relatives via the
Internet .

Many broadcasters, corporations and their **ad agencies** , audio and video production companies, small and mid-size businesses, and even individuals posting personal sites are working hard to **create** original content for **distribution** via the net. For example, many companies spend \$1 -2 million in production costs alone for current television advertising campaign. If a company posts those ads on its **web site** or throughout the web, it will demand the best available digital encoding services to make...

22/3,K/19 (Item 15 from file: 610)
DIALOG(R)File 610:Business Wire
(c) 2007 Business Wire. All rts. reserv.

00100301 19990907250B1376 (USE FORMAT 7 FOR FULLTEXT)
TM Century to Distribute Production Music Through LicenseMusic.com
Business Wire
Tuesday, September 7, 1999 11:08 EDT
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 204

...music.

Dallas-based TM Century, Inc. creates, produces and distributes music-based products for broadcast **media** use. Product lines include music compilation libraries and services, production music, commercial jingles and radio & TV station identification packages. TM Century's **clients** include radio & television stations; radio, television, satellite & **Internet** networks; web sites and portals; the American Forces Radio Network; numerous **advertising agencies** and commercial businesses. TM Century's products are broadcast on every continent on Earth.

Copyright...

22/3,K/20 (Item 16 from file: 610)
DIALOG(R)File 610:Business Wire

(c) 2007 Business Wire. All rts. reserv.

00099596 19990903246B0109 (USE FORMAT 7 FOR FULLTEXT)

Cumulus Broadcasting Inks Long-Term Agreement for TM Century's GoldDisc and HitDisc

Business Wire

Friday, September 3, 1999 13:01 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 318

...week.

Dallas-based TM Century, Inc. creates, produces and distributes music-based products for broadcast **media** use. Product lines include music compilation libraries and services, production music, commercial jingles and radio & TV station identification packages. TM Century's **clients** include radio & television stations; radio, television, satellite & **Internet** networks; **web sites** and portals; the American Forces Radio Network; numerous **advertising agencies** and commercial businesses. TM Century's products are broadcast on every continent on Earth.

Copyright...

22/3,K/21 (Item 17 from file: 610)

DIALOG(R)File 610:Business Wire

(c) 2007 Business Wire. All rts. reserv.

00095762 19990826238B0184 (USE FORMAT 7 FOR FULLTEXT)

TM Century, Inc. Confirms Inquiries About Partnering, Merging And/or Acquiring the Company

Business Wire

Thursday, August 26, 1999 12:31 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 174

Dallas-based TM Century, Inc. **creates**, produces and **distributes** music-based products for **media** use. Product lines include music compilation libraries and services, production music, commercial jingles and radio & TV station identification packages. TM Century's **clients** include radio & television stations; radio, television, satellite & **Internet** networks; **web sites** and portals; the American Forces Radio Network; numerous **advertising agencies** and commercial businesses. TM Century's products are broadcast on every continent on Earth.

Copyright...

22/3,K/22 (Item 18 from file: 610)

DIALOG(R)File 610:Business Wire

(c) 2007 Business Wire. All rts. reserv.

00093908 19990823235B0326 (USE FORMAT 7 FOR FULLTEXT)

Michael Cope Elected To TM Century Inc. Board Of Directors

Business Wire

Monday, August 23, 1999 11:53 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 616

...Marjorie McIntyre
(Chairman); Ann Armstrong; Carol Long and David Graupner.

Dallas-based TM Century Inc. **creates**, produces and **distributes** music-based products for **media** use. Product lines include music compilation libraries and services, production music, commercial jingles and radio & TV station identification packages. TM Century's **clients** include radio & television stations; radio, television, satellite & **Internet** networks; **web sites** and portals; the American Forces Radio Network; numerous **advertising agencies** and commercial businesses. TM Century's products are broadcast on every continent on Earth.
Copyright...

22/3,K/23 (Item 1 from file: 613)
DIALOG(R)File 613:PR Newswire
(c) 2007 PR Newswire Association Inc. All rts. reserv.

00427807 20001003SFTU046 (USE FORMAT 7 FOR FULLTEXT)
Enginehouse Media Serves Up Online Advertising Campaigns Using Seagate Software's Web-Enabled Reporting Solution
PR Newswire
Tuesday, October 3, 2000 06:00 EDT
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 875

...2340 (North America) or
604-681-3435 (International).

About Enginehouse Media
Founded in 1996, Enginehouse **Media** is a results-driven interactive **advertising agency**. It's uniqueness comes from an ability to identify a universe of effective media opportunities...

...goal
setting, offering creative direction, increasing the targeted media opportunities, negotiating rates, implementing, optimizing of **placement** and **creative**, aggregating and analyzing the statistics across all **media** placements, and returning this information in a customized format most relevant to the **client**. Headquartered in Troy, Alabama Enginehouse **Media** also operates seven additional offices around the country. For more information please call Enginehouse **Media** at 334-484-4583 or visit our **website** at www.enginehousemedia.com.

About Seagate Software
Seagate Software, a subsidiary of Seagate Technology, LLC...

22/3,K/24 (Item 2 from file: 613)
DIALOG(R)File 613:PR Newswire
(c) 2007 PR Newswire Association Inc. All rts. reserv.
00403818 20000829HSTU017 (USE FORMAT 7 FOR FULLTEXT)

Wam!Net Launches Wam!Net(R) Workspace(TM) Service

PR Newswire

Tuesday, August 29, 2000 07:58 EDT

JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 618

TEXT:

...Seybold San Francisco 2000 (Moscone Center, August 29-31).

WAM!NET WorkSpace is a new **on - line** service for collaborative workgroups, including corporate **clients**, **advertising agencies**, **web site** developers, and print production professionals, who **create**, **manage**, share, **publish**, **distribute** and store **digital media**. WAM!NET WorkSpace enables this collaboration by providing **on - line**, accessible storage for works-in-progress. This extends WAM!NET's storage services across the **media** production workflow, which also includes WAM!BASE(R) Archive Service, a centralized, off-site management...

22/3,K/25 (Item 3 from file: 613)

DIALOG(R)File 613:PR Newswire

(c) 2007 PR Newswire Association Inc. All rts. reserv.

00291696 20000314MNTU010 (USE FORMAT 7 FOR FULLTEXT)

Futurepages Introduces Campaigntracker for Streamlining Research And Placement of Newspaper ADS

PR Newswire

Tuesday, March 14, 2000 11:00 EST

JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 506

TEXT:

...2000 college newspapers. This new campaign development and planning tool was created specifically for print **media** buyers at **advertising agencies** and companies that **manage media placement** internally.

By putting all applicable research data at the fingertips of the media analysts, planners...

22/3,K/26 (Item 1 from file: 813)

DIALOG(R)File 813:PR Newswire

(c) 1999 PR Newswire Association Inc. All rts. reserv.

1454572

CGW006

Sonic Foundry(R) Launches 'ACIDplanet.com'

DATE: April 14, 1999

08:02 EDT

WORD COUNT: 594

... site also incorporates ITVnet's AudioManager(TM), a proprietary system which automates the process of **publishing** and **distributing** music on the

Internet. ACIDplanet.com provides ACID users with access to a comprehensive online...

... formats, chat with other musicians online, rate and review the music of their peers, access **online** sales and **promotional** items, and link with other **third - party** music **Web sites** as well.

"We are very pleased to be able to offer ACID musicians a complimentary ...

22/3,K/27 (Item 2 from file: 813)
DIALOG(R)File 813:PR Newswire
(c) 1999 PR Newswire Association Inc. All rts. reserv.

1322435 LAM055
AdForce, Now Serving More Than One Billion Ads Monthly, Welcomes 10 New Customers

DATE: August 10, 1998 11:43 EDT WORD COUNT: 757

...AdForce Customers

Centraal Corp. (<http://www.centraal.com>) offers the Real Names system, which allows **Internet** users to type in simple, easy-to-remember names for **web sites**, rather than the typical Uniform Resource Locator (URL).

Fortune City (<http://www.fortunecity.com>), an...

...cities in Europe. Users receive 10 megabytes of free web space to create their own **web sites**. They also can browse through the **online** shops and make purchases using secure technology.

GoTo.Com (<http://www.goto.com>) is the new, simpler search engine that allows **Web sites** to purchase placement within search results using a real-time competitive bidding process. GoTo.com...

... officially launched its site and a major consumer marketing campaign on June 1, 1998.

Hoovers **Online** (<http://www.hoovers.com>) is the leading publisher of company information **online**, covers more than 13,000 public and private companies worldwide. Hoover's Company Information is updated daily, making Hoover's **Online** the Web's most accurate, useful and up-to-date resource for company research.

Impulse...

... com) broadcasts a real-time 'deal feed' of price, quantity and time-sensitive product offers, **created** by hundreds of merchants, across a **distributed** network of sites.

Magnet Interactive (<http://www.magnet.com>) is one of the leading interactive **advertising agencies**, with **clients** that have included FedEx, First USA, IBM, Kellogg, Mattel, Mayo Clinic, Mercedes-Benz, Merck, Microsoft, Nissan and Wells Fargo.

Red Herring **Online** (<http://www.herring.com>) features daily news and analysis on the high-growth markets of...

... The Virtual Music Vault (TVMV) (<http://www.tvmv.com>) is one of the largest music **advertising** networks on the **Internet**.

2CAN **Media** (<http://www.2canmedia.com>) is a full-service interactive **media** company serving the entire **online advertising** community -- publishers, advertisers, **media** planners, buyers and direct marketers. 2CAN Media is the recently formed company created by the merger

of two existing AdForce customers: WebRep and Eisenberg Communications Group. Among the **web sites** represented by 2CAN Media are National Geographic Interactive, Kiplinger Online, Entrepreneur Magazine Online, Motor Trend...

22/3,K/28 (Item 3 from file: 813)
DIALOG(R)File 813:PR Newswire
(c) 1999 PR Newswire Association Inc. All rts. reserv.

1293589

LAW033

RealNetworks Streaming Media Measurably Increases Advertising Click-Through Rates

DATE: June 17, 1998 06:01 EDT WORD COUNT: 656

... to the consumer via streaming media is the next logical step in the evolution of **online advertising**. In addition to offering **ad serving** and auditing companies the technical resources to serve, track and audit streaming media, RealNetworks is working with **Internet** advertisers, **ad agencies** and **Web sites** to **create**, **place** and host streaming **media ads**. The ability to serve and track streaming media file types is essential to the success of rich **media advertising**.

"Streaming **media advertising** not only delivers substantially higher branding and response, but it can now be served and...

... Inc. "As the market share leader in streaming media, RealNetworks continues to work closely with **advertising agencies**, rich media enabled **Web sites**, **ad serving**, and ad auditing companies to create critical mass in the use of rich...

Set	Items	Description
S1	7474124	INTERFACE? ? OR GUI OR GUIS OR WEBSITE? OR WEBPAGE? OR WEB- () (SITE? ? OR PAGE? ?) OR PORTAL? ?
S2	1666310	(THIRD OR 3RD) (1W) (PARTY OR PARTIES) OR INTERMEDIAR??? OR - (ADVERTISING OR AD) (1W) (AGENT? ? OR AGENC???)
S3	15882255	MANAG??? OR CREAT??? OR WRITE? ? OR WRITING OR PUBLISH??? - OR CUSTOMIZ? OR CUSTOMIS? OR PERSONALIZ? OR PERSONALIS?
S4	12055298	PLACE? ? OR PLACING OR PLACEMENT OR TRANSMIT? OR SEND??? OR SENT OR DISTRIBUT???
S5	6174946	PUBLICATION? ? OR PRESENTATION? ? OR ADVERTISEMENT? OR AD - OR ADS OR ADVERT? ? OR ADVERTISING OR PROMOTION?
S6	12601864	MEDIA OR MULTIMEDIA OR ELECTRONIC OR DIGITAL? OR INTERNET - OR ON()LINE OR ONLINE
S7	926823	VENUE? ? OR OUTLET? ?
S8	4366952	CLIENT? ? OR SELLER? ? OR SUBSCRIBER? ?
S9	515579	S3 (5N)S4
S10	534926	S6 (4N)S5
S11	43214	S1 (10N)S2
S12	3580	S9 (15N)S10
S13	6154	S9 (S)S10
S14	28	S11(S)S13
S15	117813	S1(S)S2
S16	98	S15(2S)S13
S17	67	S15(S)S13
S18	43	S17 NOT PY>2000
S19	28	RD (unique items)
File	9:Business & Industry(R)	Jul/1994-2007/Mar 16 (c) 2007 The Gale Group
File	275:Gale Group Computer DB(TM)	1983-2007/Mar 16 (c) 2007 The Gale Group
File	621:Gale Group New Prod. Annou. (R)	1985-2007/Mar 08 (c) 2007 The Gale Group
File	636:Gale Group Newsletter DB(TM)	1987-2007/Mar 16 (c) 2007 The Gale Group
File	16:Gale Group PROMT(R)	1990-2007/Mar 16 (c) 2007 The Gale Group
File	160:Gale Group PROMT(R)	1972-1989 (c) 1999 The Gale Group
File	148:Gale Group Trade & Industry DB	1976-2007/Mar 08 (c)2007 The Gale Group

19/3,K/1 (Item 1 from file: 9)
 DIALOG(R)File 9:Business & Industry(R)
 (c) 2007 The Gale Group. All rts. reserv.

02018033 Supplier Number: 25522960 (USE FORMAT 7 OR 9 FOR FULLTEXT)
BE FREE (NNM:BFRE)
**(BE Free, online hyperlink promotions firm, launched 5.6 mil share initial
 public stock offering on 11/2/99 priced at \$12/share)**
 The IPO Reporter, p N/A
 December 06, 1999
 DOCUMENT TYPE: Newsletter ISSN: 0278-0038 (United States)
 LANGUAGE: English RECORD TYPE: Fulltext
 WORD COUNT: 232

TEXT:

...The Company: Founded in 1996, BE Free provides services that enable its customers to generate, **place** and **manage** hyperlink promotions for their products and services in tens of thousands of locations on the **Internet**. Customers pay for **promotions** only when they generate sales or traffic. BE Free clients include both online merchants and **portals**. The company's customers use its services to establish and manage their own marketing relationships directly with **third parties**. BE Free enables these marketing partners to choose from a variety of hyperlink promotions. These

19/3,K/2 (Item 2 from file: 9)
 DIALOG(R)File 9:Business & Industry(R)
 (c) 2007 The Gale Group. All rts. reserv.

01984701 Supplier Number: 25486055 (USE FORMAT 7 OR 9 FOR FULLTEXT)
BE FREE
**(Be Free, Internet advertising services firm, planning 5.6 mil share
 initial public stock offering priced at \$8-10/share)**
 The IPO Reporter, p N/A
 November 01, 1999
 DOCUMENT TYPE: Newsletter ISSN: 0278-0038 (United States)
 LANGUAGE: English RECORD TYPE: Fulltext
 WORD COUNT: 355

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
 ...92

The Company: Founded in 1996, Be Free provides services that enable customers to generate, **place** and **manage** hyperlink promotions for their products and services in tens of thousands of locations on the **Internet**. Customers pay for these **promotions** only when they generate sales or traffic. Be Free customers include both online merchants and **portals**. Customers use the services to establish and manage their own marketing relationships directly with **third parties** that host **Web sites** or send e-mail messages. Using the Be system, customers pay only for those individual...

...based upon the sales resulting from promotions hosted by their marketing partners. Be Free's **portal** customers typically pay fees based upon the traffic resulting from promotions hosted by their marketing...

19/3,K/3 (Item 3 from file: 9)

DIALOG(R)File 9:Business & Industry(R)
(c) 2007 The Gale Group. All rts. reserv.

01977544 Supplier Number: 25446586 (USE FORMAT 7 OR 9 FOR FULLTEXT)

InsWeb Builds its Brand Image

(Online insurance sales may total \$4+ bil by 2003; InsWeb launches an initial public offering with Softbank Group acquiring 27%)

Insurance Networking, p 24+
October 1999

DOCUMENT TYPE: Journal; Company Overview ISSN: 1097-5225 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 2858

ABSTRACT:

...offering (IPO) in which it was able to obtain \$90 mil. Softbank Group, a software **distributor** and **publisher**, has spent \$65 mil in the **third - party** insurance sector in the last year and has acquired a 27% interest in InsWeb via...

...consumer magazines. To this point, a good part of the market has been carried out **online** via banner **ads** and hyperlinks put on complimentary and very trafficked **Web sites**. InsWeb can be accessed via 100+ partner sites. Detail is given to other efforts by...

19/3,K/4 (Item 4 from file: 9)

DIALOG(R)File 9:Business & Industry(R)
(c) 2007 The Gale Group. All rts. reserv.

01229099 Supplier Number: 23859852

Yahoo Creates Own Ad Measurement System

(The new interactive media audience measurement method from Yahoo! will use third party verification from ABVS Interactive and Ernst & Young)

Newsbytes News Network, p N/A

April 08, 1997

DOCUMENT TYPE: Journal (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 392

TEXT:

...The new measurement system was developed by Yahoo!, and will provide self-measuring information with **third party** verification from ABVS Interactive, the Audit Bureau of Circulations' (ABC) interactive auditing unit, and Ernst...

...million page views per day and 550 advertisers in December, 1996. Ernst & Young will provide **third - party** certification of Yahoo!'s internal self-measurement system and its controls. ABVS Interactive will provide...

...Yahoo!, said, "This internal system emulates the standards used in the print media. In print, **publishers** self-measure subscription and **distribution** numbers. These numbers are then checked and verified by **third parties**. "Our new measurement process will provide advertisers with prompt information about the volume of user...

...process and the data it generates. Odd man out in this new announcement is another **Internet advertising** measurement company, I/Pro. I/Pro has been working with Yahoo for over a year to measure and audit Yahoo!'s main

Web site . Yahoo issued a statement that I/Pro will continue to provide this service until Yahoo...

19/3,K/5 (Item 5 from file: 9)
 DIALOG(R)File 9:Business & Industry(R)
 (c) 2007 The Gale Group. All rts. reserv.

00967713 Supplier Number: 23550544

Bell Unit Bows Net Software

(Bell Communications Research Inc has developed Adapt/X Advertiser, software to create and distribute ads on the Internet)

Inside Media, v 8, n 12, p 5+

June 12, 1996

DOCUMENT TYPE: Journal ISSN: 1046-5316 (United States)

LANGUAGE: English RECORD TYPE: Abstract

ABSTRACT:

Bell Communications Research Inc has developed Adapt/X Advertiser, software to **create** and **distribute** highly targeted **ads** on the **Internet**, provide contribution analysis, alter **ad** mixes and provide real-time reports to **ad agencies** and advertisers. Agencies will be able to change their Web ad placements according to such...

...to be filter-proof because it streams in ads on the fly, after content from **Web pages** has already been downloaded to users' computers. Competition for Adapt/X will come from current...

19/3,K/6 (Item 6 from file: 9)
 DIALOG(R)File 9:Business & Industry(R)
 (c) 2007 The Gale Group. All rts. reserv.

00567266 Supplier Number: 23125887 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Z FACTOR

(Coors Brewing Co's Internet experiences with ZIMA.COM for its clear malt beverage are discussed)

AdWeek East, v XXXVI, n 6, p IQ14+

February 06, 1995

DOCUMENT TYPE: Journal ISSN: 0199-2864 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1183

ABSTRACT:

...attended by the account team, creatives and client.

Modem Media (Norwalk, CT), an interactive-only **ad agency**, handles the **on - line** work for Coors. Coors' general agency, Foote Cone & Belding is not involved in the project...

...via an Internet service provider in Cambridge, MA. Manager of new media research, Charles Marelli, **writes** copy, corresponds via Email, and **sends** out blanket messages (such as holiday greetings) on zima.com. Modem Media has deals with other **Web sites** --such as Wired magazine's sibling, HotWired--to creat pathways to zima.com. It is...

19/3,K/7 (Item 1 from file: 275)
 DIALOG(R)File 275:Gale Group Computer DB(TM)
 (c) 2007 The Gale Group. All rts. reserv.

02428872 SUPPLIER NUMBER: 64340475 (USE FORMAT 7 OR 9 FOR FULL TEXT)
WamNet to launch hosted services.(Company Business and Marketing)
 Evans, Patricia
 Seybold Report on Publishing Systems, 29, 18, 46
 August 21, 2000
 ISSN: 0736-7260 LANGUAGE: English RECORD TYPE: Fulltext
 WORD COUNT: 580 LINE COUNT: 00049

... com is designed to offer a single access point to the WamNet network from the **Internet**. WamNet hopes prepress professionals, **advertising agencies** and **Web site** developers will use the **portal** to collaborate in the **creation**, management and **distribution** of digital content. Once logged in, users will have access to a set of applications...

19/3,K/8 (Item 1 from file: 621)
 DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
 (c) 2007 The Gale Group. All rts. reserv.

02715911 Supplier Number: 66697410 (USE FORMAT 007 FOR FULLTEXT)
AdForce and Activate Deliver Next Generation Web Advertising.
 Business Wire, p2226
 Nov 8, 2000
 Language: English Record Type: Fulltext
 Document Type: Newswire; Trade
 Word Count: 950

... services company, today announced the availability of an on-demand ad insertion solution that enables **Web site** advertisers, **advertising agencies**, and content publishers to deliver TV and radio quality ads via the Web. AdForce and...

...media advertising campaigns. In addition, the integrated streaming advertising service unlocks significant revenue potential for **Web sites** by incorporating streaming audio and video **advertisements** into **online** content.

Streaming **media advertising** generates higher CPMS than other ad formats, resulting in greater advertising revenue and providing a...

19/3,K/9 (Item 2 from file: 621)
 DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
 (c) 2007 The Gale Group. All rts. reserv.

01846888 Supplier Number: 54369034 (USE FORMAT 007 FOR FULLTEXT)
Sonic Foundry(R) Launches 'ACIDplanet.com'.
 PR Newswire, p9929
 April 14, 1999
 Language: English Record Type: Fulltext
 Document Type: Newswire; Trade
 Word Count: 576

... site also incorporates ITVnet's AudioManager(TM), a proprietary system which automates the process of **publishing** and **distributing** music on the Internet. ACIDplanet.com provides ACID users with access to a comprehensive online...

...formats, chat with other musicians online, rate and review the music of their peers, access **online** sales and **promotional** items, and link with

other **third - party** music **Web sites** as well.

"We are very pleased to be able to offer ACID musicians a complimentary...

19/3,K/10 (Item 3 from file: 621)
 DIALOG(R)File 621:Gale Group New Prod. Annou. (R)
 (c) 2007 The Gale Group. All rts. reserv.

01727451 Supplier Number: 53078561 (USE FORMAT 007 FOR FULLTEXT)
InterVU AND AdForce Form Strategic Relationship To Provide A Turnkey Rich Media Online Advertising Solution.

Business Wire, p1167

Oct 13, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 897

(USE FORMAT 007 FOR FULLTEXT)

TEXT:

...online video and other rich media solutions, and AdForce, provider of the industry-leading centralized **online ad** management service, today announced a strategic alliance that combines the strengths of their respective offerings to provide a turnkey rich **media online advertising** solution for **Web sites** advertisers, **advertising agencies**. This joint offering will enable **Web sites**, advertisers and agencies to easily and efficiently develop, **place**, **manage** and serve **online advertising** incorporating rich **media** elements including audio, video, VRML, Java applets, Shockwave, Flash and interstitials. The solution will also...

...end-user interaction reporting, and will leverage InterVU's rich media integration program that assists **Web sites** in their efforts to be technically enabled to smoothly incorporate a range of rich media...

19/3,K/11 (Item 4 from file: 621)
 DIALOG(R)File 621:Gale Group New Prod. Annou. (R)
 (c) 2007 The Gale Group. All rts. reserv.

01720057 Supplier Number: 53053910 (USE FORMAT 007 FOR FULLTEXT)
InterVU And ConnectOS Partner to Deliver Live Radio Webcasts From Three Major Stations in the Seattle Area.

Business Wire, p1321

Oct 2, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 560

... About InterVU Inc.

Offering full-service Internet video solutions to major ISPs, cable/TV networks, **Web sites**, advertisers and **advertising agencies**, InterVU's range of services are designed to optimize bandwidth for **Web sites** and end-users to increase performance while driving down costs. InterVU's comprehensive turnkey video and Rich Media services include automation of the video **publishing** process, management and **distribution** of live broadcasts and video-on-demand, Rich **Media advertising** including the V-Banner (video **advertising** banner), and end-user **multimedia** software. Among InterVU's current clients are several Fortune 500 companies and others such as...

19/3,K/12 (Item 5 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2007 The Gale Group. All rts. reserv.

01717970 Supplier Number: 53047677 (USE FORMAT 007 FOR FULLTEXT)
**InterVU and ConnectOS Partner to Deliver Live Radio Webcasts From Four
Major Stations in the Seattle Area.**
Business Wire, p1037
Oct 1, 1998
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 587

... About InterVU Inc.

Offering full-service Internet video solutions to major ISPs, cable/TV networks, **web sites**, advertisers and **advertising agencies**, InterVU's range of services are designed to optimize bandwidth for **web sites** and end-users to increase performance while driving down costs. InterVU's comprehensive turnkey video and Rich Media services include automation of the video **publishing** process, management and **distribution** of live broadcasts and video-on-demand, Rich **Media advertising** including the V-Banner (video **advertising** banner), and end-user **multimedia** software. Among InterVU's current clients are several Fortune 500 companies and others such as...

19/3,K/13 (Item 6 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2007 The Gale Group. All rts. reserv.

01416375 Supplier Number: 46627511 (USE FORMAT 007 FOR FULLTEXT)
Hollywood Online Links With Microsoft
PR Newswire, pN/A
August 13, 1996
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 723

(USE FORMAT 007 FOR FULLTEXT)

TEXT:

...R) Internet Explorer 3.0 Web browser. The "Explore Hollywood" area of Hollywood Online's **web site** (www.hollywood.com) will utilize Microsoft ActiveX(TM) controls to provide some or the most...

...that provide free content offers for ActiveX. Additionally, there are more than 20 new "Activated" **Web Sites** which will feature ActiveX technologies. "Explore Hollywood" includes five entertainment sections: -- Game Zone - users can...

...the benefits of Internet Explorer 3.0 while delivering an exciting new extension of our **web site**." ActiveX components will allow Hollywood Online to create content which is capable of fully exploiting the Microsoft Win32(R) application programming **interface** (API) and the full capabilities of Windows(R) operating system-based computers. These interactive applications will resemble CD-ROM-based multimedia rather than the traditional text-based **web page**. "As a premier **web site** for Internet Explorer 3.0, Hollywood Online will have the development support from Microsoft to..."

...content for the latest generation of Web browsers, HTML standards and the rich features of **third - party** browser plug-in programs," said Bill Gates, chairman and CEO of Microsoft. In addition to providing a comprehensive array of online entertainment information for consumers, Hollywood Online offers turnkey **creative**, design, production and **distribution** services for the world's leading motion picture studios, television networks and record labels. Hollywood...

...prestigious CLIO Award for its work on "Forrest Gump" (Paramount). Some of its most popular **multimedia promotions** have included "Independence Day" (Twentieth Century Fox), "GoldenEye" (MGM/UA), "The Birdcage" (MGM/UA), "The...

...an audience of more than 20 million consumers worldwide on the Internet via its popular **Web site** at www.hollywood.com and on leading online services such as America Online; CompuServe; MSN...

19/3,K/14 (Item 1 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2007 The Gale Group. All rts. reserv.

04662920 Supplier Number: 62200011 (USE FORMAT 7 FOR FULLTEXT)

Chase Gets Positive.

Bank Technology News, v14, n5, p33

May, 2000

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 2854

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...Burghardt, assistant vice president in the Chase Treasury Solutions division. Presently, when Chase business customers **write** checks, they **send** a list of the drafts to the bank. When the check recipient cashes it, Chase...is taking its analytics to the Web with a product called LiquidCredit. The system provides **Web site** visitors with instant purchasing power or other credit through a network that connects ...it's making them readily available on the Web that is, he explains. "Clients can **interface** with us directly through an e-commerce site or Web browser or through their Web...used for both business and consumer credit decisions. Companies can use LiquidCredit on their own **Web sites** or they can remotely access it for decisions made in stores, call centers ...Arena Nurturing E-Community Is the customer tug of war between financial institutions and Web **portals** escalates, banks and brokerages are looking to hone their online offerings and thwart the likes...

...software vendor enables financial companies to build message boards and "hosted chat" sessions into their **Web sites**. Such features provide customers an outlet to share their thoughts, while giving institutions a way...s Web community-building product connects numerous customers online over their individual financial institution's **Web sites**. For example, to access the electronic forum, online banking or brokerage customers simply click on...15% of the conversations are about everyday things like music and travel. Arena makes (financial **Web**) **sites** richer and more attractive by creating stickiness." Message boards and so-called chat events are...share customer information with the banks' competitors." To hedge its bets, however, Arena in its **online promotional** material rejects any responsibility for how member companies use ...company: "Arena does not control the privacy policies of member sites, our advertisers and

other **third - party** sites to which we provide banner ads and links. Arena Networks assumes no responsibility or liability for those **third - party** policies or the actions of non-affiliated **third parties** or members." Arena's service comes in three flavors: select, standard and basic. Each differs...Arena generates for its advertisers. It's easy to implement the Arena service on a **Web site**, Eliopoulos says. "It involves about two lines of HTML code and can take anywhere from...brings a host of problems. Instead, the cell phone contains an address, almost like a **Web site** address, where the certificate is stored. The offering is not a single product, but draws...

19/3,K/15 (Item 2 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2007 The Gale Group. All rts. reserv.

04020102 Supplier Number: 53246572 (USE FORMAT 7 FOR FULLTEXT)

-IOMEGA: Iomega announces record/play technology initiative.

M2 Presswire, pNA

Nov 20, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 855

... month club. Tunus Collectus is designed to allow customers to go to the SoundStone.com **web site** for a monthly download of music singles and is expected to be available early next...

...to-Zip download button to allow users to download the singles from SoundStone.com's **web site** to a Zip disk. "Piracy and illegal copying is one of the most significant barriers...

...Easing copyright concerns with security and encryption tools not only creates robust opportunity for content **publishers** and **distributors**, but also benefits consumers through wider selection of online content." Through the IomegaReady Toolkit, developers...

...Zip disk of the digital future can be used as a VCR for the Internet."

Third party industry research indicates that Iomega's Record/Play initiative will be appreciated by consumers and...

...have access to a flexible menu of marketing programs to ensure the success of their **Internet** sales and **promotion** campaigns. Liquid Audio is at www.liquidaudio.com *M2 COMMUNICATIONS DISCLAIMS ALL LIABILITY FOR INFORMATION...

19/3,K/16 (Item 3 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2007 The Gale Group. All rts. reserv.

04010272 Supplier Number: 53185952 (USE FORMAT 7 FOR FULLTEXT)

-VIGNETTE: Vignette unveils first syndication server for building distribution relationships on the web.

M2 Presswire, pNA

Nov 5, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1487

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...online businesses. VSS enables businesses to distribute their electronic goods and services beyond their individual **Web sites** through a network of reseller, affiliate, and partner **Web sites**, or 'customer chains'. Companies using VSS will be able to establish super-distribution networks on...

...acquired customer. The business can preserve the context of a customer's experience at affiliated **Web sites** through syndication, and seamlessly integrate its products on those sites, which is less expensive and...

...An Automated Solution for a Time-Consuming Process VSS places a business' electronic content on **third - party** affiliated **Web sites**, allowing it to build powerful distribution networks that present its products directly to the online...

...include retail banking, online reseller distribution and editorial content distribution. The Street.com, a leading **online** financial news and investment **publication**, builds its subscriber base in part by syndicating portions of its investment news and commentary to many of the Internet's most popular **portal** sites and online services. Syndication agreements with Yahoo!, America Online, ABCnews.com, Quicken.com, and...

...encourage the use of XML as a standard, which will enable real-time maintenance of **Web sites**." Tribune Interactive, the provider of digital content to the Tribune Media Company family of affiliates...

...products. A closer look at the major features of VSS demonstrates how it accomplishes this. -- **Distribution Management**. The **Distribution Manager**, a thin-client application used by **distributors**, empowers Web-business **managers** to **create**, target and manage distinct programs for specific groups of affiliates. **Distribution Manager** also provides advanced reporting capabilities that allow businesses to track and understand the ...s first systems compatible with the Information & Content Exchange (ICE) specification, which provides open, standard **interfaces** for syndication. As a result, syndication using VSS is an automated process for all distributors...

...Private Company in the Net Infrastructure Category." The company partners with 20 leading vendors in **ad** management, **electronic** commerce and personalisation to provide comprehensive solutions for Its customers. Headquartered in Austin, Texas, Vignette...

19/3,K/17 (Item 4 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2007 The Gale Group. All rts. reserv.

03526348 Supplier Number: 47283903 (USE FORMAT 7 FOR FULLTEXT)

VNU BUSINESS PUBLICATIONS: VNU's mag.net the first UK site to receive an independent int'l ABC audit

M2 Presswire, pN/A

April 9, 1997

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1009

... net and The Room, VNU Newmedia's recruitment and e-zine sites." Sarah du Heaume, **managing** director of Just **Media**, who **place** **advertising** space on mag.net, added: "As web advertising increases into a commercially viable medium, advertisers..."

...that they are purchasing 'cyberspace' with accurate figures that have been verified by an independent **third party**. It is high time for Internet sites which create income from advertising to make themselves accountable as other media are. Auditing is the way forward for all **Web sites** and VNU Newmedia has shown the industry a clean pair of heels."
ABC //electronic created...

19/3,K/18 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2007 The Gale Group. All rts. reserv.

07794040 Supplier Number: 65103807 (USE FORMAT 7 FOR FULLTEXT)
The powers that be: VC's new marching orders; Burned by start-ups courting consumers, venture capitalists turn more toward business-to-business ventures and impose a tight marketing rein.(venture capitalists)(Statistical Data Included)

Elkin, Tobi
Advertising Age, v71, pS24
Sept 4, 2000
Language: English Record Type: Fulltext
Article Type: Statistical Data Included
Document Type: Magazine/Journal; Trade
Word Count: 2083

... the dot-com CEO," says Rich LeFurgy, general partner of WaldenVC and chairman of the **Internet Advertising** Bureau. Just months ago, he notes, it was " `get as big as fast as you...

...break through the clutter," she says. Sparks.com spent \$306,000 last year on offline **ads**, Competitive **Media** Reporting estimates. **MARKETING CUT 50%** Ms. Nichols declined to specify Sparks.com's marketing budget...
...wad of money." Hundreds of dot-coms last year threw newly minted VC money at **ad agencies** to create instant campaigns that would presumably create brand awareness overnight. "The VCs were driving...

...Internet. Such investments include software, services and hardware related to Internet security, customer support and **Web - site** management. These b-to-b companies spend money on marketing, but not with the out...

...teams have a good basic understanding of how to build value without a lot of **advertising**." Flooz, an **online** gift-certificate service, spent \$3.5 million last year and \$2.7 million in the...spring cable TV and radio campaign via Stein Rogan & Partners, New York, and has done **online ads** with in-house **creative placed** by Avenue A, Seattle. Ms. Crummett says Snowball -- with a \$15 million to \$20 million marketing budget, the majority of that for **online advertising** -- will get back to print advertising and e-mail newsletters. "We're a content company..."

19/3,K/19 (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2007 The Gale Group. All rts. reserv.

07434777 Supplier Number: 62524676 (USE FORMAT 7 FOR FULLTEXT)
Online: Small Banks Scaling Back Ambitions for Web Reach.(Brief Article)
Stoneman, Bill
American Banker, v165, n108, p16A
June 6, 2000

Language: English Record Type: Fulltext
Article Type: Brief Article
Document Type: Magazine/Journal; Trade
Word Count: 1308

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...a time. The \$450 million-asset bank advertised a low-rate credit card on other **Web sites** beginning in early 1998 and signed up more than 1,700 customers within 18 months...

...from acquiring customers nationwide to serving the local market and particularly its own customers. Though **Web sites** and online banking are steadily getting more attention from community bankers and though a few...

...from global marketing to local marketing is a leading theme among high-quality community bank **Web sites**, according to RSM McGladrey Inc., a St. Paul accounting and consulting firm that ranks sites...

...and marketing manager. "We had not been successful with our newcomer program prior to the **Web site**," Ms. Swinton said. Having gained access to the \$887 million-asset bank's **Web site**, prospective customers are offered help in moving automatic debits and direct deposits from their current...

...Swinton is the first to acknowledge that early expectations of serving the world with a **Web site** were overblown. "The fact of the matter is that people open accounts within three miles...

...weapon and large banks still view the Net that way, community banks now invest in **Web sites** and online banking services mainly to hold on to customers and to grow within their...

...At the same time, Web offerings have changed in content and design. The first-version **Web sites** at many community banks were little more than online brochures, describing products, listing branches, and...

...banks are considering systems that aggregate content - such as news, sports, and weather - from other **Web sites** and that let customers personalize how their **Web pages** are organized. Banks are also exploring ways to **customize** messages they **send** to users based on mining customer databases and observing which pages users visit. The ultimate...

...auto lending business. The \$1.5 billion-asset bank may build a section in its **Web site**, for online auto loan applications, that showcases and offers links to auto dealers, said Kimberly...

...site. Other revenue-producing possibilities include aggregation of unrelated Internet account information, sponsorship of local **online** shopping malls, **advertising**, and access to accounts by wireless communications devices, said Hank Seale, ...transaction capability. Legacy Bank of Texas (www.legacytexas.com), for example, casts itself as a **portal**, offering news, weather, and sports from **third-party** providers and enabling users to array such information on their home pages in whatever way...

19/3,K/20 (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2007 The Gale Group. All rts. reserv.

07424551 Supplier Number: 62200011 (USE FORMAT 7 FOR FULLTEXT)
Chase Gets Positive.(Company Operations)
Bank Technology News, v14, n5, p33
May, 2000
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 2854

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...Burghardt, assistant vice president in the Chase Treasury Solutions division. Presently, when Chase business customers **write** checks, they **send** a list of the drafts to the bank. When the check recipient cashes it, Chase...

...is taking its analytics to the Web with a product called LiquidCredit. The system provides **Web site** visitors with instant purchasing power or other credit through a network that connects all parties...it's making them readily available on the Web that is, he explains. "Clients can **interface** with us directly through an e-commerce site or Web browser or through their Web...

...used for both business and consumer credit decisions. Companies can use LiquidCredit on their own **Web sites** or they can remotely access it for decisions made in stores, call centers or bank...

...Arena Nurturing E-Community Is the customer tug of war between financial institutions and Web **portals** escalates, banks and brokerages are looking to hone their online offerings and thwart the likes...

...software vendor enables financial companies to build message boards and "hosted chat" sessions into their **Web sites**. Such features provide customers an outlet to share their thoughts, while giving institutions a way...

...s Web community-building product connects numerous customers online over their individual financial institution's **Web sites**. For example, to access the electronic forum, online banking or brokerage customers simply click on...

...15% of the conversations are about everyday things like music and travel. Arena makes (financial **Web**) **sites** richer and more attractive by creating stickiness." Message boards and so-called chat events are...

...share customer information with the banks' competitors." To hedge its bets, however, Arena in its **online promotional** material rejects any responsibility for how member companies use customer data, deferring liability for any...

...company: "Arena does not control the privacy policies of member sites, our advertisers and other **third - party** sites to which we provide banner ads and links. Arena Networks assumes no responsibility or liability for those **third - party** policies or the actions of non-affiliated **third parties** or members." Arena's service comes in three flavors: select, standard and basic. Each differs...

...Arena generates for its advertisers. It's easy to implement the Arena service on a **Web site**, Eliopoulos says. "It involves about two lines of HTML code and can take anywhere from...brings a host of problems. Instead, the cell phone contains an address, almost like a **Web site** address, where the certificate is stored. The offering is not a single product, but

draws...

19/3,K/21 (Item 4 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)
 (c) 2007 The Gale Group. All rts. reserv.

06885623 Supplier Number: 58046789 (USE FORMAT 7 FOR FULLTEXT)

BE FREE (NNM:BFRE).(Brief Article)

The IPO Reporter, pITEM9934000D

Dec 6, 1999

Language: English Record Type: Fulltext

Article Type: Brief Article

Document Type: Newsletter; Trade

Word Count: 275

... The Company: Founded in 1996, BE Free provides services that enable its customers to generate, **place** and **manage** hyperlink promotions for their products and services in tens of thousands of locations on the **Internet**. Customers pay for **promotions** only when they generate sales or traffic. BE Free clients include both online merchants and **portals**. The company's customers use its services to establish and manage their own marketing relationships directly with **third parties**. BE Free enables these marketing partners to choose from a variety of hyperlink promotions. These...

19/3,K/22 (Item 5 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)
 (c) 2007 The Gale Group. All rts. reserv.

06789640 Supplier Number: 57058942 (USE FORMAT 7 FOR FULLTEXT)

BE FREE.(Brief Article)(Statistical Data Included)

The IPO Reporter, pITEM99305023

Nov 1, 1999

Language: English Record Type: Fulltext

Article Type: Brief Article; Statistical Data Included

Document Type: Newsletter; Trade

Word Count: 428

... 92

The Company: Founded in 1996, Be Free provides services that enable customers to generate, **place** and **manage** hyperlink promotions for their products and services in tens of thousands of locations on the **Internet**. Customers pay for these **promotions** only when they generate sales or traffic. Be Free customers include both online merchants and **portals**. Customers use the services to establish and manage their own marketing relationships directly with **third parties** that host **Web sites** or send e-mail messages. Using the Be system, customers pay only for those individual...

...based upon the sales resulting from promotions hosted by their marketing partners. Be Free's **portal** customers typically pay fees based upon the traffic resulting from promotions hosted by their marketing...

19/3,K/23 (Item 6 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)
 (c) 2007 The Gale Group. All rts. reserv.

05839392 Supplier Number: 50351070 (USE FORMAT 7 FOR FULLTEXT)

SAP for publishers

Computerworld, p47

Oct 12, 1998

Language: English Record Type: Fulltext

Article Type: Article

Document Type: Magazine/Journal; Tabloid; Trade

Word Count: 171

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...3 elements -- SAP Financials, SAP Human Resources and SAP Logistics -- but also includes two new **media** -industry-specific components, **Advertising Management** and **Media Sales and Distribution**. SAP Media doesn't include **publishing** production systems, such as text or graphics editors, but offers **interfaces** to **third - party** systems, an SAP official said.

19/3,K/24 (Item 7 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2007 The Gale Group. All rts. reserv.

04333480 Supplier Number: 46355187 (USE FORMAT 7 FOR FULLTEXT)

Multimedia Advertising Moves the CKS Network

Network Computing, p72

May 1, 1996

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 411

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

Advertising is everywhere today, from **Web site** pages to movie promos to newspaper classifieds. Worldwide networking and the Internet enables CKS, a one-stop **advertising agency**, to produce print, broadcast and **electronic media advertising** for its clients more efficiently. For example, CKS and its affiliated groups do marketing communications...

...contract packaging for Columbia TriStar Home Video. As a full-service firm, CKS not only **creates** and **places** print and television advertising, but also it hosts **Web sites**, creates CD-ROM and **multimedia presentations**, and offers other services for its clients. CKS Group, headquartered in Cupertino, Calif., links to...

...using T-1 and an office in London via ISDN. Worldwide, 300 users access the **Internet** for **advertising** and client information through Netscape.

19/3,K/25 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2007 The Gale Group. All rts. reserv.

10556130 SUPPLIER NUMBER: 21213243 (USE FORMAT 7 OR 9 FOR FULL TEXT)

SAP for publishers.(SAP AG's SAP Media, Sybase Enterprise Data Studio)(Product Announcement)

Computerworld, v32, n41, p47(1)

Oct 12, 1998

DOCUMENT TYPE: Product Announcement

ISSN: 0010-4841

LANGUAGE:

English RECORD TYPE: Fulltext

WORD COUNT: 182 LINE COUNT: 00019

TEXT:

...t include publishing production systems, such as text or graphics editors, but offers interfaces to **third - party** systems, an SAP official said.

19/3,K/26 (Item 2 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2007 The Gale Group. All rts. reserv.

10484402 SUPPLIER NUMBER: 21167660 (USE FORMAT 7 OR 9 FOR FULL TEXT)

The ripple effect.

Hayes, Mike

Folio: the Magazine for Magazine Management, v27, n13, p18(1)

Sept 15, 1998

ISSN: 0046-4333 LANGUAGE: English RECORD TYPE: Fulltext; Abstract

WORD COUNT: 2399 LINE COUNT: 00194

TEXT:

...is." The payoff for Reader's Digest is that it can now compete against other **media** for **advertising** dollars, offering a direct mail alternative that uses the strength of the Reader's Digest...

...a vast new tool for editorial and market research, from simple tasks like visiting a **Web site** to check a company's proper name to conducting critical customer surveys and focus groups...call much more prepared than in the past by spending time reviewing the company's **Web site**. The Web has made the gathering of information much more comprehensive." In addition to collecting...

...monthly-magazine publishers are also delivering information faster than ever before. "On our Successful Farming **Web site**, @griculture Online, we can communicate instantaneously with readers and sources, explains managing editor Johnston. "SF...

...ranked equally as important as cultural issues because of the impact it has on the **distribution** mechanism of the **publishing** industry," according to the Andersen report. "Specifically, the Internet changes the dynamics and the economics..."

19/3,K/27 (Item 3 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2007 The Gale Group. All rts. reserv.

10261976 SUPPLIER NUMBER: 20758320 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Digital ad specifications on the Web.

Dzilna, Dzintars

Folio: the Magazine for Magazine Management, v27, n7, p56(1)

May, 1998

ISSN: 0046-4333 LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 314 LINE COUNT: 00029

TEXT:

...the Web site. At presstime, DAL was also drawing up a "white paper" report for **advertising agencies** and publishers on the implementation of **digital ad** workflows and on common terminology used in the process.

19/3,K/28 (Item 4 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2007 The Gale Group. All rts. reserv.

09868841 SUPPLIER NUMBER: 19989480 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Bellcore and Ulysses Telemedia Networks Sign Distribution Agreement for Advertising Software.
Business Wire, p11171238
Nov 17, 1997
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 354 LINE COUNT: 00036

... targeted to particular Web site visitors based on individual buying preferences. Adapt/X Advertiser automatically **manages** ad **placement** on **Web sites** and instantaneously provides publishers with detailed reports to confirm an electronic contract has been fulfilled...
? ds; show files

Set	Items	Description
S1	7474124	INTERFACE? ? OR GUI OR, GUIS OR WEBSITE? OR WEBPAGE? OR WEB- () (SITE? ? OR PAGE? ?) OR PORTAL? ?
S2	1666310	(THIRD OR 3RD) (1W) (PARTY OR PARTIES) OR INTERMEDIAR??? OR - (ADVERTISING OR AD) (1W) (AGENT? ? OR AGENC???)
S3	15882255	MANAG??? OR CREAT??? OR WRITE? ? OR WRITING OR PUBLISH??? - OR CUSTOMIZ? OR CUSTOMIS? OR PERSONALIZ? OR PERSONALIS?
S4	12055298	PLACE? ? OR PLACING OR PLACEMENT OR TRANSMIT? OR SEND??? OR SENT OR DISTRIBUT???
S5	6174946	PUBLICATION? ? OR PRESENTATION? ? OR ADVERTISEMENT? OR AD - OR ADS OR ADVERT? ? OR ADVERTISING OR PROMOTION?
S6	12601864	MEDIA OR MULTIMEDIA OR ELECTRONIC OR DIGITAL? OR INTERNET - OR ON()LINE OR ONLINE
S7	926823	VENUE? ? OR OUTLET? ?
S8	4366952	CLIENT? ? OR SELLER? ? OR SUBSCRIBER? ?
S9	515579	S3(5N)S4
S10	534926	S6(4N)S5
S11	43214	S1(10N)S2
S12	3580	S9(15N)S10
S13	6154	S9(S)S10
S14	28	S11(S)S13
S15	117813	S1(S)S2
S16	98	S15(2S)S13
S17	67	S15(S)S13
S18	43	S17 NOT PY>2000
S19	28	RD (unique items)
S20	19248	S9(10N)S5
S21	1105	S2(S)S20
S22	64815	S6(5N)S7
S23	8	S21(S)S22
S24	12	S21(4S)S22
S25	5	RD (unique items)
File	9:Business & Industry(R)	Jul/1994-2007/Mar 16 (c) 2007 The Gale Group
File	275:Gale Group Computer DB(TM)	1983-2007/Mar 16 (c) 2007 The Gale Group
File	621:Gale Group New Prod. Annou. (R)	1985-2007/Mar 08 (c) 2007 The Gale Group
File	636:Gale Group Newsletter DB(TM)	1987-2007/Mar 16 (c) 2007 The Gale Group
File	16:Gale Group PROMT(R)	1990-2007/Mar 16 (c) 2007 The Gale Group
File	160:Gale Group PROMT(R)	1972-1989 (c) 1999 The Gale Group
File	148:Gale Group Trade & Industry DB	1976-2007/Mar 08 (c)2007 The Gale Group

25/3,K/1 (Item 1 from file: 621)
 DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
 (c) 2007 The Gale Group. All rts. reserv.

04903315 Supplier Number: 158240709 (USE FORMAT 007 FOR FULLTEXT)
Mactive and Harger Howe Announce the Formation of AdDogs(R), the Universal Advertising and Media Web Marketplace.
 Business Wire, pNA
 Jan 24, 2007
 Language: English Record Type: Fulltext
 Document Type: Newswire; Trade
 Word Count: 430

AdDogs utilizes patent-pending technology that will allow an advertiser to **create an advertisement**, decide where to **place** it, price it and insert it in multiple **media outlets** without regard to the technical differences among publications. AdDogs will also be capable of reverse...

...end publishing systems and bypassing any customer service or help desk support is significant. For **advertising agencies**, the system will be fully available for ad building, media selection and insertion and other...

25/3,K/2 (Item 2 from file: 621)
 DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
 (c) 2007 The Gale Group. All rts. reserv.

04724544 Supplier Number: 149201972 (USE FORMAT 007 FOR FULLTEXT)
Third Screen Media Enhances Management Team with Addition of Senior Vice President of MADX Sales; Tim Conley Brings Proven Track Record of Innovative Solutions Sales.
 Business Wire, pNA
 August 8, 2006
 Language: English Record Type: Fulltext
 Document Type: Newswire; Trade
 Word Count: 567

... 8 million in four years, Conley introduced six innovative digital technologies and services to the **advertising marketplace** for **distribution**, **creative** research, content management and airplay verification. He also led the development of three online advertising content distribution networks, which serviced more than 21,000 **media outlets** throughout North America. In Conley's role at FastChannel, Conley worked with many of the top **advertising agencies**, including BBDO North America, Bernstein Rein Advertising, CK Advertising, GSD&M Advertising, The Martin Agency...

25/3,K/3 (Item 1 from file: 636)
 DIALOG(R)File 636:Gale Group Newsletter DB(TM)
 (c) 2007 The Gale Group. All rts. reserv.

06389620 Supplier Number: 153253048 (USE FORMAT 7 FOR FULLTEXT)
ADH, HDTV, RNCP, GTEM, MGCN, MMSV Have Been Added To Naked Short List Today.
 M2 Presswire, pNA
 Oct 24, 2006
 Language: English Record Type: Fulltext
 Document Type: Newswire; Trade

Word Count: 2019

... and Popeil'. Ronco Corporation markets its products through direct response television marketing, wholesale and retail **outlets**, and **online** commerce. The company is based in Chatsworth, California. With 2.09 million shares outstanding and...

...Networks, Inc. (OTCBB: MGCN) a media production and promotion company, operates primarily in the television **advertising** industry. The company engages in **creating** and implementing out-of-home **distribution** network platforms and the syndication of **third - party** out-of-home networks to reach captive audience viewers, primarily in high traffic out-of...

25/3,K/4 (Item 2 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2007 The Gale Group. All rts. reserv.

03961980 Supplier Number: 50340985 (USE FORMAT 7 FOR FULLTEXT)
Stretching Ad Dollars
Healthcare PR & Marketing News, v7, n18, pN/A
Sept 3, 1998
Language: English Record Type: Fulltext
Article Type: Article
Document Type: Newsletter; Trade
Word Count: 507

... more respect from sales representatives at television and radio stations and drawing new leverage with **media outlets** for stories and partnerships.
For example, the Baptist network paid an advertising agency \$95,000...

...as a reporter and anchor with a television station, and Vogel previously worked at an **advertising agency**. Additionally, other staff picked up tasks based on interests. For example, a audio/video staffer, it was learned, has a knack for **creative writing** and another staffer enjoys **placing advertising** with media. Hosptial also staffers outside of the marcom department participated in the commercials.
Through...

25/3,K/5 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2007 The Gale Group. All rts. reserv.

11605290 Supplier Number: 123331853 (USE FORMAT 7 FOR FULLTEXT)
Revenue isn't 'ad-ing' up: billing changes have hurt some advertising agencies.(Special Report: sales & marketing)
Lewis, Connie
San Diego Business Journal, v25, n40, p15(1)
Oct 4, 2004
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 933

... by the end, when you've reached the top of the mountain."
Also competing with **advertising agencies** are **media outlets**, which cater to advertisers by doing **creative** work as part of the **placement** fee, said Fox.
It's nothing new, but she thinks the trend is increasing.

Set	Items	Description
S1	1037974	INTERFACE? ? OR GUI OR GUI5 OR WEBSITE? OR WEBPAGE? OR WEB- (SITE? ? OR PAGE? ?) OR PORTAL? ?
S2	466044	(THIRD OR 3RD) (1W) (PARTY OR PARTIES) OR INTERMEDIAR??? OR - (ADVERTISING OR AD) (1W) (AGENT? ? OR AGENC???)
S3	11884348	MANAG??? OR CREAT??? OR WRITE? ? OR WRITING OR PUBLISH??? - OR CUSTOMIZ? OR CUSTOMIS? OR PERSONALIZ? OR PERSONALIS?
S4	10506830	PLACE? ? OR PLACING OR PLACEMENT OR TRANSMIT? OR SEND??? OR SENT OR DISTRIBUT???
S5	3385918	PUBLICATION? ? OR PRESENTATION? ? OR ADVERTISEMENT? OR AD - OR ADS OR ADVERT? ? OR ADVERTISING OR PROMOTION?
S6	3819301	MEDIA OR MULTIMEDIA OR ELECTRONIC OR DIGITAL? OR INTERNET - OR ON()LINE OR ONLINE
S7	686620	VENUE? ? OR OUTLET? ?
S8	1694784	CLIENT? ? OR SELLER? ? OR SUBSCRIBER? ?
S9	239057	S3(5N)S4
S10	6107	S9(7N)S5
S11	3767	S1(10N)S2
S12	6	S10(S)S11
S13	14018	S9(S)S5
S14	9044	S1(S)S2
S15	55	S13(4S)S14
S16	19	S15 NOT PY>2000
S17	19	RD (unique items)
File	47:	Gale Group Magazine DB(TM) 1959-2007/Mar 08 (c) 2007 The Gale group
File	570:	Gale Group MARS(R) 1984-2007/Mar 16 (c) 2007 The Gale Group
File	635:	Business Dateline(R) 1985-2007/Mar 17 (c) 2007 ProQuest Info&Learning
File	476:	Financial Times Fulltext 1982-2007/Mar 18 (c) 2007 Financial Times Ltd
File	477:	Irish Times 1999-2007/Mar 19 (c) 2007 Irish Times
File	710:	Times/Sun.Times(London) Jun 1988-2007/Mar 19 (c) 2007 Times Newspapers
File	711:	Independent(London) Sep 1988-2006/Dec 12 (c) 2006 Newspaper Publ. PLC
File	756:	Daily/Sunday Telegraph 2000-2007/Mar 19 (c) 2007 Telegraph Group
File	757:	Mirror Publications/Independent Newspapers 2000-2007/Mar 19 (c) 2007
File	387:	The Denver Post 1994-2007/Mar 16 (c) 2007 Denver Post
File	471:	New York Times Fulltext 1980-2007/Mar 19 (c) 2007 The New York Times
File	492:	Arizona Repub/Phoenix Gaz 19862002/Jan 06 (c) 2002 Phoenix Newspapers
File	494:	St LouisPost-Dispatch 1988-2007/Mar 18 (c) 2007 St Louis Post-Dispatch
File	631:	Boston Globe 1980-2007/Mar 16 (c) 2007 Boston Globe
File	633:	Phil.Inquirer 1983-2007/Mar 14 (c) 2007 Philadelphia Newspapers Inc
File	638:	Newsday/New York Newsday 1987-2007/Mar 19 (c) 2007 Newsday Inc.
File	640:	San Francisco Chronicle 1988-2007/Mar 18 (c) 2007 Chronicle Publ. Co.
File	641:	Rocky Mountain News Jun 1989-2007/Mar 19 (c) 2007 Scripps Howard News
File	702:	Miami Herald 1983-2007/Mar 15

EIC 3600

Dialog Search

(c) 2007 The Miami Herald Publishing Co.
File 703:USA Today 1989-2007/Mar 16
(c) 2007 USA Today
File 704:(Portland)The Oregonian 1989-2007/Mar 16
(c) 2007 The Oregonian
File 713:Atlanta J/Const. 1989-2007/Mar 18
(c) 2007 Atlanta Newspapers
File 714:(Baltimore) The Sun 1990-2007/Mar 17
(c) 2007 Baltimore Sun
File 715:Christian Sci.Mon. 1989-2007/Mar 19
(c) 2007 Christian Science Monitor
File 725:(Cleveland)Plain Dealer Aug 1991-2007/Mar 17
(c) 2007 The Plain Dealer
File 735:St. Petersburg Times 1989- 2007/Mar 18
(c) 2007 St. Petersburg Times

JMB

19-Mar-07

17/3,K/1 (Item 1 from file: 47)
 DIALOG(R)File 47:Gale Group Magazine DB(TM)
 (c) 2007 The Gale group. All rts. reserv.

05500981 SUPPLIER NUMBER: 58413953 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Brokers Who Traffic in Eyeballs.(online advertising)(Internet/Web/Online Service Information)
 Hamm-Greenawalt, Lisa
 Internet World, 5, 35, 37
 Dec 15, 1999
 ISSN: 1097-8291 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
 WORD COUNT: 1540 LINE COUNT: 00130

... against each other," she says. "It's competitive space. To get the commission down, negotiate."

Ad networks don't replace traditional advertising agencies, they work with them, taking the **creative** --the actual **ad** --and **placing** it on **Web sites** appropriate to the advertiser's target. "Involve the client, the agency, and the **ad** network in the whole process," recommends Jeff Lehman, chief revenue officer of Flycast, which sells unsold **ad** inventory "It's definitely a three-legged stool." And think beyond traditional banner **ads**, to interactive opportunities such as event sponsorships, interactive applications, contests, **promotions**, and games.

The networks have a number of categories to choose from, such as women...

17/3,K/2 (Item 2 from file: 47)
 DIALOG(R)File 47:Gale Group Magazine DB(TM)
 (c) 2007 The Gale group. All rts. reserv.

05156777 SUPPLIER NUMBER: 20554348 (USE FORMAT 7 OR 9 FOR FULL TEXT)
How to implement electronic subscriptions: replacing the routing list hassle.
 Bates, Mary Ellen
 Online, v22, n3, p80(6)
 May-June, 1998
 ISSN: 0146-5422 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
 WORD COUNT: 3372 LINE COUNT: 00277

... of this approach.

Both of these alternatives to full electronic subscriptions--links to publisher's **Web sites** and **third - party** aggregators--offer at least some of the benefits of e-journals. Users get desktop-access...

17/3,K/3 (Item 3 from file: 47)
 DIALOG(R)File 47:Gale Group Magazine DB(TM)
 (c) 2007 The Gale group. All rts. reserv.

04716427 SUPPLIER NUMBER: 19246377 (USE FORMAT 7 OR 9 FOR FULL TEXT)
ClickOver serves ad management. (ClickOver Inc to debut new ClickWise suite of Java tools)(Brief Article)(Product Announcement)
 Moeller, Michael
 PC Week, v14, n13, p44(1)
 March 24, 1997
 DOCUMENT TYPE: Brief Article Product Announcement ISSN: 0740-1604
 LANGUAGE: English RECORD TYPE: Fulltext
 WORD COUNT: 256 LINE COUNT: 00023

... officials said.

That information is compared against a set of rules and profiles of the **ads** due to be served on that site. The server then **places** the appropriate **ad**.

ClickWise includes **customizable** management software that can build rules that govern when that **ad** is to be placed and on which page.

For example, administrators can tap additional information...

...officials plan to add features that can better manage the ad space available on a **Web site**, officials said. ClickOver also is working on a new client software that could be given to **ad agencies** that would allow the advertisers to customize their own set of rules and then place the ad at **Web sites** that match their criteria.

Pricing for ClickWise is based on a usage basis. Fewer than...

17/3,K/4 (Item 1 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2007 The Gale Group. All rts. reserv.

02015743 Supplier Number: 68536196 (USE FORMAT 7 FOR FULLTEXT)
NEW YORK.(STC Associates Inc.; Kabel New Media AG)(multiple articles inside)(Brief Article)
ADWEEK Eastern Edition, v41, n51, p57
Dec 18, 2000
ISSN: 0199-2864
Language: English Record Type: Fulltext
Article Type: Brief Article
Document Type: Magazine/Journal; Trade
Word Count: 819

... Corbis Corp., a provider of digital still images. The resource will offer creative professionals at **advertising agencies**, media companies and publishers, among others, a platform for searching, previewing and purchasing both licensed and royalty-free moving images. The site will be linked to the Corbis **Web site** for instant access to online still photography and fine-arts collections. The site will eventually...

...to evaluate their magazine presence and develop brand-related business opportunities.

The American Association of **Advertising Agencies** Foundation has granted 18 scholarships totaling \$147,500. Sixteen were awarded to multicultural students studying the **advertising** creative arts, and the remaining two went to women pursuing master's degrees in media. For the third consecutive year, the foundation has **distributed** individual multicultural **creative** scholarships in amounts of \$5,000 and \$10,000 to students currently enrolled in two...

...Commonwealth University's ADCenter; the Creative Circus and the Portfolio Center, both in Atlanta; Miami **Ad School** in Miami; and the University of Texas at Austin. Winners include the first recipients...

17/3,K/5 (Item 2 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2007 The Gale Group. All rts. reserv.

01965785 Supplier Number: 65103807 (USE FORMAT 7 FOR FULLTEXT)
The powers that be: VC's new marching orders; Burned by start-ups courting consumers, venture capitalists turn more toward business-to-business

ventures and impose a tight marketing rein.(venture capitalists)(Statistical Data Included)

Elkin, Tobi
Advertising Age, v71, pS24
Sept 4, 2000
ISSN: 0001-8899
Language: English Record Type: Fulltext
Article Type: Statistical Data Included
Document Type: Magazine/Journal; Trade
Word Count: 2083

Analysts, VCs and dot-com CEOs agree traditional **ad** spending will decrease as start-ups look to get more bang for their buck with interactive **advertising** and **promotions**, along with viral or word-of-mouth, direct and e-mail marketing. All are less...

...dot-com CEO," says Rich LeFurgy, general partner of WaldenVC and chairman of the Internet **Advertising** Bureau. Just months ago, he notes, it was "get as big as fast as you..."

...break through the clutter," she says. Sparks.com spent \$306,000 last year on offline **ads**, Competitive Media Reporting estimates. **MARKETING CUT 50%** Ms. Nichols declined to specify Sparks.com's...

...who sits on the Sparks.com board, voiced caution before last year's dot-com **advertising** frenzy took off. "She told us it was coming and that we're very shortly..."

...wad of money." Hundreds of dot-coms last year threw newly minted VC money at **ad agencies** to create instant campaigns that would presumably create brand awareness overnight. "The VCs were driving..."

...Internet. Such investments include software, services and hardware related to Internet security, customer support and **Web - site** management. These b-to-b companies spend money on marketing, but not with the out...

...has to have underlying fundamentals and economics that work and that scale." **BUILDING VALUE WITHOUT ADS** Venture Strategy's earlier b-to-c investments include Flooz.com. "Our companies, in general, have not spent a significant amount on mass **advertising**," Ms. Rees Gallanter says. "We back businesses where the teams have a good basic understanding of how to build value without a lot of **advertising**." Flooz, an online gift-certificate service, spent \$3.5 million last year and \$2.7 million in the first quarter of this year on offline **ads**, CMR estimates. Ms. Rees Gallanter maintains dot-coms will look for more targeted, one-to...of a dot-com that's harnessed its business model to decrease dependence on traditional **advertising**. **SNOWBALL'S CHANCE** Essentially a network of networks, Snowball doesn't have enormous costs to...

...cable TV and radio campaign via Stein Rogan & Partners, New York, and has done online **ads** with in-house **creative placed** by Avenue A, Seattle. Ms. Crummett says Snowball -- with a \$15 million to \$20 million marketing budget, the majority of that for online **advertising** -- will get back to print **advertising** and e-mail newsletters. "We're a content company. Year-round we have interest." Ms...

...many companies, and I think there'll be somewhat of a pullback" in dot-com **advertising**. Of course, more than a few pundits have predicted Christmas is make-or-break time...

...5% this year, according to data from a study done by Pegasus Research International for **Advertising** Age (see story, Page s-4). That's down from 87.8% last year, but...

...a tougher capital market by cutting back. BizRate.com, for example, spent \$10 million on **advertising** as a start-up last year and intended to spend \$40 million this year -- until...

...making do with money raised before the market drop and has slashed its planned 2000 **ad** budget to \$20 million. VCs are trying to advise their start-ups and many times...

...money out there. Just don't count on it being plowed into big-bucks consumer **ad** campaigns. "Any b-to-c company will be hard-pressed to get an infusion of into marketing vehicles where there'll be tangible results."
 @@Volume: 71 @@ **Publication** number: 33 @@Word Count: 2070 words

17/3,K/6 (Item 3 from file: 570)
 DIALOG(R)File 570:Gale Group MARS(R)
 (c) 2007 The Gale Group. All rts. reserv.

01933826 Supplier Number: 62691439 (USE FORMAT 7 FOR FULLTEXT)
Take asset-based financing on the web.(Brief Article)(Statistical Data Included)
 ABA Banking Journal, v92, n5, p65
 May, 2000
 ISSN: 0194-5947
 Language: English Record Type: Fulltext
 Article Type: Brief Article Statistical Data Included
 Document Type: Magazine/Journal; Trade
 Word Count: 326

... the new Capital Stream portal include 43 existing customers and 570 software customers.

The CapitalStream **portal** also supports full electronic settlement, and is designed to expand credit relationships and credit windows by simplifying access to lenders. It incorporates **third - party** credit scoring and risk management workflow. The **portal** also generates documents electronically and uses XML templates that integrate with existing back office systems.

It can also support **customized** credit programs, rate and term **distribution**, the **publication** of marketing information and news relevant to product line, and reduce market inefficiencies by supporting...

17/3,K/7 (Item 4 from file: 570)
 DIALOG(R)File 570:Gale Group MARS(R)
 (c) 2007 The Gale Group. All rts. reserv.

01807547 Supplier Number: 56289129 (USE FORMAT 7 FOR FULLTEXT)
Amazon success story built on traditional marketing expertise; Contrary to popular belief Internet giant Amazon hasn't used new techniques to build its empire - it has followed the rulebook to the letter, says Nick Higham.
 Marketing Week, p17(1)
 Oct 14, 1999
 ISSN: 0141-9285
 Language: English Record Type: Fulltext
 Document Type: Magazine/Journal; Trade

Word Count: 884

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...the need to invest in stock and distribution facilities: online book orders would simply be **sent** direct to **publishers** or wholesalers for despatch to customers. The first thing the company learned was that nothing ...

...to stay ahead of Johnnie-come-lately competitors. Early on it negotiated deals with Internet **portals** such as Yahoo! and AOL. Click on one of their sites and you'll immediately find an **ad** for Amazon. The AOL deal cost \$17m ([pound]10.4m) for a three year period...

...that it is possible, using the Net, to sell direct to the consumer, without using **intermediaries** like retailers. But Dell sells branded hardware. Though there are signs that disintermediation may occur...

17/3,K/8 (Item 5 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2007 The Gale Group. All rts. reserv.

01785488 Supplier Number: 55411498 (USE FORMAT 7 FOR FULLTEXT)
Questioning Abacus.
Miller, Paul; Pascale, Moira
Catalog Age, v16, n9, p0cov
August, 1999
ISSN: 0740-3119
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1497

... deal will also allow New York-based DoubleClick, which claims to be the leading banner **ad placement agency** for marketers and Web **publishers**, to use its targeting technology to deliver **advertising** from its central server to **Websites**. "If Abacus members want to target geographically or at particular times of the day," says...

17/3,K/9 (Item 6 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2007 The Gale Group. All rts. reserv.

01600223 Supplier Number: 47092405 (USE FORMAT 7 FOR FULLTEXT)
So, just who will set you up bit by byte?
Reed, David
Precision Marketing, p14
Feb 3, 1997
ISSN: 0957-4913
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1834

... led agency means the Web site ties into the rest of the communications strategy.

Even **ad agencies** can make a strong case for having control, as Ahmed acknowledges: 'The **Web site** is not the be-all and end-all. Promotion of the site and integration into other parts of the business is fundamental to success.'

Above-the-line shops are ideally **placed** to **create** awareness of a site and, therefore, traffic across it. But there is also the risk...

...simply adding the Unique Reference Location in six-point type at the bottom of every **ad**.

At Crosswater, head of client services, Paul Easty believes there is another risk in working...

17/3,K/10 (Item 7 from file: 570)
 DIALOG(R)File 570:Gale Group MARS(R)
 (c) 2007 The Gale Group. All rts. reserv.

01549568 Supplier Number: 46395737 (USE FORMAT 7 FOR FULLTEXT)
Focalink Partners With McKinley Group; Partnership Provides Comprehensive Marketing Information on Net's 500 Most Trafficked Sites for Advertisers.
 Business Wire, p5200005
 May 20, 1996
 Language: English Record Type: Fulltext
 Document Type: Newswire; Trade
 Word Count: 511

... planning Internet marketing campaigns.
 "The McKinley Group is a recognized leader in reviewing and rating **Web sites**," said Focalink president Ron Kovas. "Our new partnership will assure that advertisers and **advertising agencies** have the detailed information they need to determine which **Web sites** provide the audiences they want to reach."

The McKinley Group will generate the information through...

...current ad space pricing and profiles of Web site audiences.
 MarketMatch is the second Internet **advertising** and marketing product provided by Focalink. It complements SmartBanner(TM), the Web's first centralized **advertising** server, which allows advertisers to **manage** the **placement** of Web **advertising** campaigns, receive timely performance tracking during the course of the schedule and adjust their **ad** placements accordingly to maximize results.

Headquartered in Sausalito, Calif., The McKinley Group is an Internet

17/3,K/11 (Item 8 from file: 570)
 DIALOG(R)File 570:Gale Group MARS(R)
 (c) 2007 The Gale Group. All rts. reserv.

01538533 Supplier Number: 46228401 (USE FORMAT 7 FOR FULLTEXT)
IDG Announces Launch Of Another Netscape World--This Time A Print Publication
 Computer Publishing & Advertising Report, v14, n5, pN/A
 March 18, 1996
 ISSN: 0740-6231
 Language: English Record Type: Fulltext
 Document Type: Newsletter; Trade
 Word Count: 351

... Netscape World will debut around September with a fall cover date and an all-newsstand **distribution** of 300,000, according to **publisher** Steven Drace. An IDG veteran, Drace most recently helped develop CyberMarketing Resource Center, a new **Web site** for high-tech marketers and **ad agencies** scheduled to launch later this month through IDG

Marketing Services.

Although a rate card has...

17/3,K/12 (Item 9 from file: 570)
 DIALOG(R)File 570:Gale Group MARS(R)
 (c) 2007 The Gale Group. All rts. reserv.

01513097 Supplier Number: 45815599 (USE FORMAT 7 FOR FULLTEXT)
**SUNSOFT TO DELIVER NEW JAVA DEVELOPMENT TOOLS FOR DYNAMIC WEB DESIGN,
 DEVELOPMENT AND PUBLISHING**
 PR Newswire, p926LA022
 Sept 26, 1995
 Language: English Record Type: Fulltext
 Document Type: Newswire; Trade
 Word Count: 952

... collection of descriptions, demonstrations, documentation, source code and other on-line materials that will help **Web page** creators search for, then use published applets. These tools enable developers to **create** portfolios, **place** them on applet palettes, then drag-and-drop the applets directly on to their **Web - pages** -in- progress. This provides for reuse of applets developed internally or by **third - parties** , facilitating applet commerce on the Web.

SunSoft also announced its commitment to providing an open...

...environment. The company promised to publish APIs (application programming interfaces) to support the integration of **third - party** tools. Plans for enhancement include such sophisticated features as database access, dynamic platform optimization and...

17/3,K/13 (Item 1 from file: 635)
 DIALOG(R)File 635:Business Dateline(R)
 (c) 2007 ProQuest Info&Learning. All rts. reserv.

2027935 48374404
**Member exits the chamber York Newspaper Co. objected to one of the
 organization's Internet ventures.**
 Bothum, Peter
 York Daily Record pA; 12
 Jan 27, 2000
 WORD COUNT: 428
 DATELINE: York Pennsylvania

TEXT:

...and helps its corporate clients find workers. The service is found on the chamber's **Web site** , www.yorkonline.org. The arrangement takes away business from York Newspaper's **Web site** , ync.com, and allows NationJob to compete with the site, said Joseph H. Zerbey IV...

...compete with York Newspaper. "It's unfortunate," said Carbaugh, president of Barry Group, a York **advertising agency** . "We regret the fact that it happened." The national trend, Carbaugh said, is toward work

...with NationJob, while Zerbey said his company wasn't contacted. York Newspaper provides distribution and **advertising** services to the York Daily Record, The York Dispatch, The York Sunday News and The...

...that competes with you?" Hough said. On Wednesday, Dennis Hetzel, York Daily Record editor and **publisher**, sent a letter to Carbaugh that said the paper did not plan to renew its chamber...

17/3,K/14 (Item 2 from file: 635)
 DIALOG(R)File 635:Business Dateline(R)
 (c) 2007 ProQuest Info&Learning. All rts. reserv.

1102479 00-76520

Cybuy Appoints Ruth P. Stevens as Senior Vice President of Direct Marketing

Anonymous

PR Newswire (New York, NY, US) p1

PUBL DATE: 990914

WORD COUNT: 534

DATELINE: New York, NY, US, Middle Atlantic

TEXT:

...from Hamilton College.

Cybuy provides end-to-end online commerce solutions that enable merchants and **Web sites** to more effectively distribute offers and complete a sale, within the confines of any **third party Web site**. Cybuy, a wholly owned subsidiary of the NatWest Group, one of the largest and most...

...CMGI, a recognized leader in the Internet economy. The Cybuy service is delivered using advanced **ad management** and visitor profiling technology from Engage Technologies, Inc., a provider of profile driven Internet...
 ...a leading global e-business services provider, to develop an end-to-end solution that **manages ad placement**, offer targeting, ordering & processing, transaction management and customer service.

Cybuy is located at 641 Lexington...

17/3,K/15 (Item 1 from file: 638)
 DIALOG(R)File 638:Newsday/New York Newsday
 (c) 2007 Newsday Inc. All rts. reserv.

10508087

INDUSTRY FOCUS

Newsday (ND) - Saturday January 8, 2000

By: Jamie Martorana

Edition: NASSAU AND SUFFOLK Section: EXECUTIVE EDITION Page: 05

Word Count: 1,127

TEXT:

...are currently being accepted, says Weiner. Individuals may nominate themselves or be nominated by a **third party**. The first inductees will be announced at the Society's Annual Dinner in May. The...

...manager of public relations. Loucks will be responsible for Acclaim's North America sales and **distribution** or ganization, including **managing** key accounts, expanding into new markets

and build
 ding Acclaim's sales team.
 Andronaco will... Promote
 Dawson's Desktop
 1-800-Flowers.com of Westbury has signed on as a **promotional** partner of
 Dawson's
 Desktop, the online companion to the television show Dawson's Creek.
 To support this partnership with Columbia TriStar Interactive, which
 developed t
 he Dawson's Desktop **Web site**, 1-800-Flowers.com has created a
 collection of six
 products, three floral and three...

17/3,K/16 (Item 1 from file: 640)

DIALOG(R)File 640:San Francisco Chronicle
 (c) 2007 Chronicle Publ. Co. All rts. reserv.

10769071

**BAR CODE SCANNER FOR WEB ADDRESSES UNDER SCRUTINY BY PRIVACY GROUPS NEW
 CUECAT DEVICE HOLDS PERSONAL DATA**

San Francisco Chronicle (SF) - MONDAY, September 25, 2000
 By: Todd Wallack, Chronicle Staff Writer\,\
 Edition: FINAL Section: BUSINESS Page: D15\
 Word Count: 431

TEXT:

... Critics said that they are concerned the device could potentially be
 used
 to track every **Web site** that people visit. Each CueCat contains a
 unique
 serial number that is transmitted to the device's maker,
 DigitalConvergence,
 whenever the user swipes a bar code to access a **Web site**. Publishers
 plan to include the codes in **ads** and articles in Forbes, the
 Dallas Morning News, Wired and other **publications**. DigitalConvergence has
 disclosed plans to distribute 10 million of the readers by year-end and...

... keep users' ZIP code, gender and age, however, to help direct users to
 more
 specific **Web pages**.) Second, Garin insisted that DigitalConvergence
 doesn't record which **Web
 sites** users visit. Unlike Internet **advertising agencies** such as
 DoubleClick,
 Garin said, DigitalConvergence isn't trying to build profiles of individual
 users...

... the right address into their Web browser. Yet instead of sending
 everyone to the same **Web page**, the company uses
 its information about each customer to direct them to more specific sites.
 For instance, men who scan in a bar code for a Macy's **ad** might be whisked
 off to a page on ties, while women are sent to one on bras. Or people
 looking for election information might be **sent** to a page **customized** for
 their town or county. Garin said the company wanted to use unique serial
 numbers...

17/3,K/17 (Item 1 from file: 713)

DIALOG(R)File 713:Atlanta J/Const.
 (c) 2007 Atlanta Newspapers. All rts. reserv.

10567065

DAILY BRIEFING

Atlanta Constitution (AC) - Tuesday, March 7, 2000

By: From our news services

Edition: Metro Section: Business Page: D2

Document Type: Brief

Word Count: 1,965

TEXT:

...with book publisher

> Frederic Thomas of Racine, Wis., will develop a line of children's **publications** for Atlanta-based Chick-fil-A Inc. The company plans to publish 2 million books...s extensive distribution process.

Ezgov.com receives additional \$28 million

> Ezgov.com, a Midtown-based **Web site** focused on government access, said it completed a \$28 million second round of financing. The...

... the Internet telephony market. TelemateNet's products will be included in the catalog of complimentary **third - party** product offerings that Cisco sells and supports.

Adding domain names to Web considered

Washington --- Bell...

...and the chance to register addresses using single common words.

Excite At Home plans broadband **portal**

New York --- Excite At Home Corp. President and Chief Executive George Bell said the company plans to launch a broadband version of its Excite Internet **portal** by the end of March. The new **portal** will include features like streaming video and audio, to take advantage of the spread of ...

...to the Internet, Bell said Monday at the PaineWebber Internet Conference in New York.

Also ...

> **WebSite** forFREE: Atlanta-based **WebSiteforFREE** .com said it has partnered with Preferred Networks Inc. to develop a group messaging module that will allow Preferred's customers to **create**, **manage** and **send** messages to groups of paging users from their own **Web sites**.
 Transportation Delta filled more seats in February > Delta Air Lines said passenger traffic rose 2...

17/3,K/18 (Item 2 from file: 713)

DIALOG(R)File 713:Atlanta J/Const.

(c) 2007 Atlanta Newspapers. All rts. reserv.

09293099

NETWATCH THE AJC'S DAILY ONLINE GUIDE WRITER'S 'MELROSE' SITE DRAWS FANS AND LAWYERS

Atlanta Constitution JOURNAL (AC JOURNAL) - Monday, October 20, 1997

By: Elizabeth Lee STAFF WRITER

Section: FEATURES Page: B/(CONSTITUTION): 07

Word Count: 789

TEXT:

Ken Hart started **writing** critiques of "Melrose **Place**" back in season three, when backstabbing Amanda Woodward was fighting for control of an **advertising** agency and Dr. Mancini's wife, desperate for a baby, stole one from a family...

... things never change. Fast forward three seasons and Amanda is still scheming to take an **ad agency** while another woman desperate for a baby targets the much-married Dr. Mancini for seduction. Hart, who works as a writer for the **Web site** for TV's "The Wild Wild Web," is still penning his episode recaps, too. But...

17/3,K/19 (Item 3 from file: 713)

DIALOG(R)File 713:Atlanta J/Const.

(c) 2007 Atlanta Newspapers. All rts. reserv.

08784286

ONLINE SERVICES WANT YOU . . . AND THEY'RE PULLING OUT ALL THE STOPS TO GET YOU AND KEEP YOU

Atlanta Constitution & JOURNAL (AC & JOURNAL) - Thursday, October 10, 1996

By: Art Kramer STAFF WRITER

Section: FEATURES Page: E/(CONSTITUTION): 01

Word Count: 1,254

CAPTION:

...AMERICA ONLINE

New features: A brighter look with faster-loading graphics; multimedia e-mail for **sending** pictures, **customized** messages; an improved Web browser, with Microsoft's Internet Explorer browser to come this month...

... politics magazine edited by Michael Kinsley; "475 Madison Avenue," a soap set in a Manhattan **ad agency**.

Monthly rates: \$6.95 for unlimited use, without Internet access. MSN will announce other new...

...<http://www.compuserve.com>

PRODIGY

New features: Moving to Internet this month; a browser-style **interface** and Internet Explorer to come.

Content: STIM, a monthly pop culture magazine; Chat Soup, celebrity...

? ds; show files

Set	Items	Description
S1	9388	INTERFACE? ? OR GUI OR GUIS OR WEBSITE? OR WEBPAGE? OR WEB- () (SITE? ? OR PAGE? ?) OR PORTAL? ?
S2	972	(THIRD OR 3RD) (1W) (PARTY OR PARTIES) OR INTERMEDIAR??? OR - (ADVERTISING OR AD) (1W) (AGENT? ? OR AGENC???)
S3	16873	MANAG??? OR CREAT??? OR WRITE? ? OR WRITING OR PUBLISH??? - OR CUSTOMIZ? OR CUSTOMIS? OR PERSONALIZ? OR PERSONALIS?
S4	7169	PLACE? ? OR PLACING OR PLACEMENT OR TRANSMIT? OR SEND??? OR SENT OR DISTRIBUT???
S5	2822	PUBLICATION? ? OR PRESENTATION? ? OR ADVERTISEMENT? OR AD - OR ADS OR ADVERT? ? OR ADVERTISING OR PROMOTION?
S6	18296	MEDIA OR MULTIMEDIA OR ELECTRONIC OR DIGITAL? OR INTERNET - OR ON()LINE OR ONLINE
S7	285	VENUE? ? OR OUTLET? ?
S8	5410	CLIENT? ? OR SELLER? ? OR SUBSCRIBER? ?
S9	320	S1 AND S2
S10	3275	S3 AND S4
S11	43	S9 AND S10
S12	8	S11 AND S5

File 256:TecInfoSource 82-2007/Oct
(c) 2007 Info.Sources Inc

EIC 3600

Dialog Search

12/3,K/1

DIALOG(R)File 256:TecInfoSource
(c) 2007 Info.Sources Inc. All rts. reserv.

02782459 DOCUMENT TYPE: Company

XyEnterprise Inc (782459)

101 Edgewater Dr
Wakefield, MA 01880-1296 United States
TELEPHONE: (781) 756-4400
FAX: (781) 756-4300
HOMEPAGE: <http://www.xyenterprise.com>
EMAIL: info@xyenterprise.com

FILE SEGMENT: Directory

CONTACT: Sales Department

ORGANIZATION TYPE: Corporation
EQUITY TYPE: Private
STATUS: Active

SALES: NA

DATE FOUNDED: 1998
REVISION DATE: 00000000

XyEnterprise Incorporated, founded in 1998, provides organizations across the technology, financial services, **publishing**, aerospace, and government sectors with content management and **publishing** software. The firm is known for its Content@ content management and XPP eXtensible Markup Language (XML) **publishing** and rendering systems. Content@ streamlines the production of complex documents and commercial **publications**. It integrates with **third - party** XML authoring tools. The Content@View suite supports the **distribution** of **publications**. Content can be **published** to the Web or **distributed** on CD-ROMs. The product includes automated multi-language management features. XyEnterprise systems support HTML...

...processing demands. The firm also offers customers CORBA, Java, Web Services, and COM application programming **interfaces** (APIs). Through its ProServ (TM) program, XyEnterprise provides clients with system design, integration, and implementation...

DESCRIPTORS: Content Management; **Publishing**; XML (Extensible Markup Language)

12/3,K/2

DIALOG(R)File 256:TecInfoSource
(c) 2007 Info.Sources Inc. All rts. reserv.

02781665 DOCUMENT TYPE: Company

Allyes AdNetwork (781665)

Zhao Feng World Trade Building #E-G 28/F 369 Jiang Su Rd Changning District
Shanghai, CH 200050 China
TELEPHONE: (86) 21-32124667
FAX: (86) 21-52400997
HOMEPAGE: <http://www.allyes.com>

JMB

19-Mar-07

EIC 3600

Dialog Search

EMAIL: info@allyes.com

FILE SEGMENT: Directory

CONTACT: Sales Department

EQUITY TYPE: Private

STATUS: Active

SALES: NA

DATE FOUNDED: 1998

REVISION DATE: 00000000

...based in Shanghai, China, is an interactive marketing services provider. The firm offers hundreds of **Web site** owners and **advertising agencies** Internet **advertising**, online media, and performance-based marketing services. The company's AdForward software suite includes campaign **publishing**, tracking, targeting, and performance analysis tools. AdForward for Advertiser/Agency is an online **advertising** management system that is designed for large companies. The AdForward Mail e-mail marketing platform streamlines the **distribution** of product and service information to customers. It analyzes consumer responses to marketing information. Allyes AdNetwork also is known for the AdForward for **Publisher advertising** management system. The firm's SmartSite platform allows **Web site** operators to analyze visitor browsing and transaction data. Allyes AdNetwork provides clients with campaign planning, production, and media **placement** services. The company's SmartTrade performance-based marketing network integrates **advertising** resources from 5,000 **Web sites**. It generates 300 million impressions daily. Allyes AdNetwork maintains additional offices across China. Company investors...

DESCRIPTORS: **Advertising**; Internet Marketing; Marketing

12/3,K/3

DIALOG(R)File 256:TecInfoSource

(c) 2007 Info.Sources Inc. All rts. reserv.

02776688

DOCUMENT TYPE: Company

Echovox SA (776688)

26 ave de la Praille

Carouge/Geneva, CH CH-1227 Switzerland

TELEPHONE: 22 308 8 308

FAX: () 22 308 8 307

HOME PAGE: <http://echovox.com>

EMAIL: info@echovox.com

FILE SEGMENT: Directory

CONTACT: Sales Department

ORGANIZATION TYPE: Corporation

EQUITY TYPE: Private

STATUS: Active

SALES: NA

DATE FOUNDED: 2000

JMB

19-Mar-07

REVISION DATE: 00000000

Echovox (R) SA, founded in 2000 and based in Geneva, Switzerland, provides hundreds of broadcasters, **advertising agencies**, mobile content operators, and media groups across Europe with wireless services delivery and billing technology...

...employ the system. The Echovox m-Boost platform allows users to market mobile content from **Web sites**. It encompasses 15,000 ringtones, 6,000 wallpapers, and hundreds of Java games. Echovox M- **Portal** supports the **creation** of mobile **Web sites**. The system includes WYSIWYG **portal** design, device adaptation, content management, payment management, and digital rights management features. Echovox also provides clients with **portal** development services. The WAP...

...operators to provides content access services to customers. Echovox's Mobile Stars platform supports the **publishing** and **distribution** of user-generated mobile video footage. Clips are screened and categorized. They can be viewed on WAP or Web **portals**.

12/3,K/4

DIALOG(R)File 256:TecInfoSource
(c) 2007 Info.Sources Inc. All rts. reserv.

02599263 DOCUMENT TYPE: Company

PhotoSphere Images Ltd (599263)
Dept 8110 #413 250 H St
Blaine, WA 98230 United States
TOLL FREE TELEPHONE NUMBER: (800) 665-1496
HOMEPAGE: <http://www.photosphere.com>
EMAIL: photos@photosphere.com

FILE SEGMENT: Directory

CONTACT: Sales Department

EQUITY TYPE: Private
STATUS: Active

SALES: NA

DATE FOUNDED: 1994

REVISION DATE: 20040130

PhotoSphere Images Limited was established in 1994 to **create** and provide the royalty-free stock industry with something it was lacking: professionally produced stock photographs. These images are **created** to meet the needs of graphic designers, **advertising agencies**, and **Web page** designers, incorporating multiple options of each scene to give **creative** teams maximum flexibility when designing layouts. PhotoSphere has carved out a niche market in the...

...of people. PhotoSphere's 30 CD-ROM collections cover the subject areas of People, Economy, **Places**, Nature, and Backgrounds.

12/3,K/5

DIALOG(R)File 256:TecInfoSource
(c) 2007 Info.Sources Inc. All rts. reserv.

00159480 DOCUMENT TYPE: Review

PRODUCT NAMES: Windows Live (245413); Microsoft Office Live (249043);
Microsoft Corp--Company News (850195)

TITLE: Microsoft Sets New Web Apps
AUTHOR: McLaughlin, Laurianne
SOURCE: PC World, v24 n4 p21(2) Apr 2006
ISSN: 0737-8939
HOMEPAGE: <http://www.pcworld.com>

FILE SEGMENT: Review
RECORD TYPE: Product Analysis

REVISION DATE: 20070300

...with similar services from Yahoo and Google. Still in beta testing, Windows Live includes a **personalized** home page at Live.com, new instant messaging (IM) and e-mail programs, search and...

...s Konfabulator Widgets and Apple's Dashboard. Microsoft is hoping to gain the interest of **third - party** developers in designing mini-apps. Currently, they include an i-Tunes download tracker and a...

...that have no information technology (IT) staff, Office Live will let users set up company **Web pages** for free. Businesses will be allowed to have up to five e-mail accounts with **personalized** domain names. Because it is a free program, Microsoft will **place** business-relevant **advertising** on the pages. Businesses can also opt for a subscription-based alternative that is **ad -free**. Office Live Collaboration will come with 20 Web-based applications, including a project **manager** and a sales activity tracker, and will allow subscribers to collaborate at a password-protected **Web site** .

12/3,K/6
DIALOG(R)File 256:TecInfoSource
(c) 2007 Info.Sources Inc. All rts. reserv.

00154743 DOCUMENT TYPE: Review

PRODUCT NAMES: Zope Enterprise CMS (234751); TYPO3 (234893)

TITLE: Consider the source: Many open source content management systems...
AUTHOR: Harney, John
SOURCE: KM World, v14 n5 p16(4) May 2005
ISSN: 1060-894X
HOMEPAGE: <http://www.KMworld.com>

FILE SEGMENT: Review
RECORD TYPE: Product Comparison

REVISION DATE: 20070300

...primary consulting service supporting Bricolage, which is an open source package that does not present **Web pages** . Instead, authors and approvers **send** documents through a workflow. When they are ready to be **published** , they are pushed through formatting templates. Files are written to disc and **sent** to another server for **presentation** to an audience. The server can

belong to any entity, and pages can be **distributed** via WebDAV, file transfer protocol (FTP), and other protocols. eFoundry, a system integrator, **customizes** and deploys OpenCms. It is one of the few J2EE open source CM packages and...

...OpenCms has basic templating supporting JSP and eXtensible Markup Language (XML), as well as other **third party** templating engines, such as Cocoon. Enomaly develops and **customizes** Typo 3, which is source code with many extensions (enhancements) that are widely used in...

12/3,K/7

DIALOG(R)File 256:TecInfoSource
(c) 2007 Info.Sources, Inc. All rts. reserv.

00151746 DOCUMENT TYPE: Review

PRODUCT NAMES: OnStage Suite (170372)

TITLE: Aduva OnStage: Complete Change Management for Large Linux...
AUTHOR: Brown, Tony M
SOURCE: Z Journal, v1 n6 p26(1) Dec 2003
HOMEPAGE: <http://www.zjournal.com>

FILE SEGMENT: Review
RECORD TYPE: Review
GRADE: A

REVISION DATE: 20040630

Aduva's OnStage is a much-needed system management solution for large-scale, heterogeneous, **customized** Linux deployments. The difficulty of pinning down why something changed or failed and when it occurred is specific to a Linux environment, where server management is done in an **ad hoc** manner. OnStage helps reduce time and the skill needed to **manage** a secure, reliable Linux software environment. It **manages** the complete environment, from middleware to **third - party** or in-house developed applications. The suite comprises five components and services. Universal KnowledgeBase targets...

...local conditions. The Software Component Repository stores components that have already been tested. The Agent **manages** user requests. The Console is basically the user **interface** that acts as the central control station for monitoring and controlling remote agents. Aduva has...

DESCRIPTORS: Computer Diagnostics; Computer Resource Management;
Configuration Management; Electronic Software **Distribution** ; Linux;
Network Administration; Network Servers; Network Software; WANS

12/3,K/8

DIALOG(R)File 256:TecInfoSource
(c) 2007 Info.Sources Inc. All rts. reserv.

00143248 DOCUMENT TYPE: Review

PRODUCT NAMES: Zilliant PRO 4.0 (144851)

TITLE: Playing the Pricing Game
AUTHOR: Callaghan, Dennis

SOURCE: eWeek; v19 n49 p35(1) Dec 9, 2002
ISSN: 1530-6283
HOMEPAGE: <http://www.eweek.com>

FILE SEGMENT: Review
RECORD TYPE: Product Analysis
GRADE: Product Analysis, No Rating

REVISION DATE: 20030330

...Optimization) 4.0 is a new release of the analytical application for pricing that can **manage** up to thousands of ongoing price decision recommendations. Zilliant PRO 4.0 can rank, sort...

...possible impact of the recommendations. Zilliant PRO 4.0 and Business Objects can help with **managing** pricing and **promotions** as companies try to reinvigorate their markets. Zilliant PRO 4.0 provides enhanced modeling algorithms...

...that can be used as a negotiation tool for sales representatives. A Deployment Module option **manages** deployment of price changes into **third - party** operational systems using XML, Simple Object Access Protocol (SOAP), and **published** application programming **interfaces** (APIs), and changes can be tracked to analyze results. Some companies **manage** pricing with conventional analytic applications, including TrueValue, which uses analytic and dashboard applications from Business...

...200 products a month. A spokesperson says the company can view product movement speed at **distribution** centers and see how they are affected by price changes. Consumers are more careful with...

...that higher-margin retailers have to stay competitive. Analytical tools are therefore more important to **manage** pricing, even though dynamic pricing is to be avoided.



Appl. No. 10/193,465
Amdt. Dated December 28, 2006
Reply to Advisory Action Mailed December 27, 2006 and Supplemental Amendment to that Amendment filed December 13, 2006. This reply is prior to the January 3, 2007 deadline, which is 6 months from the mailing of the Final Rejection on July 3, 2006.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 10/193,465
Applicant : Michael A. Dean et al.
Filed : July 11, 2002
Title :

A METHOD FOR USING COMPUTERS TO FACILITATE
AND CONTROL THE CREATING OF A PLUARLITY OF
FUNCTIONS.

TC/A.U. : 3627
Examiner : Ade, Oger Garcia

Docket No. : Stone CIP

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

Reply and Supplemental Amendment

Gentlemen:

This Reply is to that Advisory Action mailed December 27, 2006 and a Supplemental Amendment to that prior Supplemental Amendment and Response filed December 13, 2006.

This Supplemental Amendment is filed to Correct the referenced dates within that Supplemental Amendment Dated December 13, 2006.

Appl. No. 10/193,465

Amdt. Dated December 28, 2006

Reply to Advisory Action Mailed December 27, 2006 and Supplemental Amendment to that Amendment filed December 13, 2006. This reply is prior to the January 3, 2007 deadline, which is 6 months from the mailing of the Final Rejection on July 3, 2006.

Reply

Applicants have attached the completed Request for Continued Examination (RCE) Transmittal form PTO/SB/30(09-06). Applicants wish to have those Amendments filed after the July 3, 2006 Final Rejection considered and entered, if that has not already been done. Those Amendments are an "Amendment After Final" filed Sept 5, 2006 and the "Supplemental Amendment" filed December 13, 2006. In addition the "Supplemental Amendment" below is submitted to correct an error in the "Supplemental Amendment" filed December 13, 2006. Applicants have attached Ck. Num. 2699 in the amount of \$395.00 for the RCE fee.

In addition Applicants request a three-month extension to the response period for the July 3, 2006 Final Rejection bringing the required response date to January 3, 2007. Applicants have attached the "Petition for Extension of Time Under 37 CFR 1.136" form number PTO/SB/22 (09-06). Applicants have attached Ck. Num. 2700 in the amount of \$510.00 for that fee for the extension of time.

Appl. No. 10/193,465
Amdt. Dated December 28, 2006
Reply to Advisory Action Mailed December 27, 2006 and Supplemental Amendment to that Amendment filed December 13, 2006. This reply is prior to the January 3, 2007 deadline, which is 6 months from the mailing of the Final Rejection on July 3, 2006.

Supplemental Amendment Corrections

This Supplemental Amendment is being submitted to correct that Supplemental Amendment dated December 13, 2006.

Within the Supplemental Amendment dated December 13, 2006 the page headings of each page as well as the first paragraph of page 1 stated that:

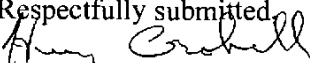
“Supplemental Amendment to that Amendment filed April 5, 2006”

This is incorrect. It should read “Supplemental Amendment to that Amendment Filed September 5, 2006”

Applicants apologize for this error.

A Notice of Allowance is hereby earnestly solicited.

The examiner is hereby requested to telephone the undersigned attorney of record at 972-233-7773 or applicants at 903-561-9300, if such would further or expedite the prosecution of the instant application.

Respectfully submitted

Henry Croskell

Attorney for applicants
Registration No. 25847

Dated December 28, 2006
6817 Cliffbrook
Dallas TX. 75254
Phone 972-233-7773

I hereby certify that this correspondence is being deposited with the United States Postal Service as Express Mail (EQ 453030098 US) in an envelope addressed to:

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

On 12/28/06 By 



12-29-06

RCE
Ifw

PTO/SB/30 (09-06)
Approved for use through 03/31/2007. 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 contains a valid OMB control number.

Request for Continued Examination (RCE) Transmittal Address to: Mail Stop RCE Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450	Application Number	10/193,465
	Filing Date	07-11-02
	First Named Inventor	Michael Dean
	Art Unit	2627
	Examiner Name	Ade, Oger Garcia
	Attorney Docket Number	Stone CIP

This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application.
 Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application. See Instruction Sheet for RCEs (not to be submitted to the USPTO) on page 2.

1. **Submission required under 37 CFR 1.114** Note: If the RCE is proper, any previously filed unentered amendments and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s).

a. Previously submitted. If a final Office action is outstanding, any amendments filed after the final Office action may be considered as a submission even if this box is not checked.

i. Consider the arguments in the Appeal Brief or Reply Brief previously filed on _____

ii. Other REPLY AND AMENDMENT DATED DEC 28, 2006

b. Enclosed

i. Amendment/Reply

ii. Affidavit(s)/ Declaration(s)

iii. Information Disclosure Statement (IDS)

iv. Other _____

2. **Miscellaneous**

a. Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of _____ months. (Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(i) required)

b. Other _____

3. **Fees** The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed. The Director is hereby authorized to charge the following fees, any underpayment of fees, or credit any overpayments, to Deposit Account No. _____ I have enclosed a duplicate copy of this sheet.

i. RCE fee required under 37 CFR 1.17(e) 01/03/2007 CCHAU1 00000007 10193465

ii. Extension of time fee (37 CFR 1.136 and 1.17) 01 FC:2801 395.00 OP

iii. Other _____

b. Check in the amount of \$ 395.00 enclosed

c. Payment by credit card (Form PTO-2038 enclosed)

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

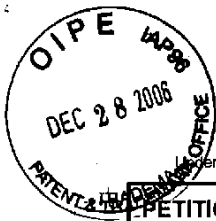
Signature	<u>Henry Croskell</u>	Date	<u>12-28-06</u>
Name (Print/Type)	<u>HENRY CROSKELL</u>	Registration No.	<u>25847</u>

CERTIFICATE OF MAILING OR TRANSMISSION

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Mail Stop RCE, Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450 or facsimile transmitted to the U.S. Patent and Trademark Office on the date shown below.

Signature	<u>Michael Gillen</u>	EQ 463030098 US
Name (Print/Type)	<u>Michael Gillen</u>	Date <u>12/28/06</u>

This collection of information is required by 37 CFR 1.114. 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: Mail Stop RCE, 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.



PTO/SB/22 (09-06)
 Approved for use through 03/31/2007. 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.

PETITION FOR EXTENSION OF TIME UNDER 37 CFR 1.136(a)		Docket Number (Optional)
FY 2006 <i>(Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).)</i>		
Application Number <u>10/193,465</u>	Filed <u>07/11/02</u>	
For		
Art Unit <u>2627</u>	Examiner <u>ADE, OSER GARCIA</u>	

This is a request under the provisions of 37 CFR 1.136(a) to extend the period for filing a reply in the above identified application.

The requested extension and fee are as follows (check time period desired and enter the appropriate fee below):

	Fee	Small Entity Fee	
<input type="checkbox"/> One month (37 CFR 1.17(a)(1))	\$120	\$60	\$ _____
<input type="checkbox"/> Two months (37 CFR 1.17(a)(2))	\$450	\$225	\$ _____
<input checked="" type="checkbox"/> Three months (37 CFR 1.17(a)(3))	\$1020	\$510	\$ <u>510.00</u>
<input type="checkbox"/> Four months (37 CFR 1.17(a)(4))	\$1590	\$795	\$ _____
<input type="checkbox"/> Five months (37 CFR 1.17(a)(5))	\$2160	\$1080	\$ _____

- Applicant claims small entity status. See 37 CFR 1.27.
- A check in the amount of the fee is enclosed.
- Payment by credit card. Form PTO-2038 is attached.
- The Director has already been authorized to charge fees in this application to a Deposit Account.
- The Director is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account Number _____ I have enclosed a duplicate copy of this sheet.

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

I am the applicant/inventor. 01/03/2007 CCHAU1 00000007 10193465

assignee of record of the entire interest. See 37 CFR 3.71. 02 FC:2253 510.00 OP
 Statement under 37 CFR 3.73(b) is enclosed (Form PTO/SB/96).

attorney or agent of record. Registration Number 25847

attorney or agent under 37 CFR 1.34.
 Registration number if acting under 37 CFR 1.34 _____

Henry Crosskell 12-28-06
 Signature Date

HENRY CROSSKELL 972-233-7773
 Typed or printed name Telephone Number

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 1.136(a). 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 6 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.
10/193,465	07/11/2002	Michael A. Dean	Stone CIP	9059

7590 12/27/2006
Henry Croskell, Esq.
6817 Cliffbrook
Dallas, TX 75240

EXAMINER

ADE, OGER GARCIA

ART UNIT	PAPER NUMBER
3627	

MAIL DATE	DELIVERY MODE
12/27/2006	PAPER

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

**Advisory Action
Before the Filing of an Appeal Brief**

Application No. 10/193,465	Applicant(s) DEAN ET AL.
Examiner Garcia Ade	Art Unit 3627

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

THE REPLY FILED 05 September 2006 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE.

1. The reply was filed after a final rejection, but prior to or on the same day as filing a Notice of Appeal. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance; (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.114. The reply must be filed within one of the following time periods:

- a) The period for reply expires _____ months from the mailing date of the final rejection.
b) The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.

Examiner Note: If box 1 is checked, check either box (a) or (b). ONLY CHECK BOX (b) WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

NOTICE OF APPEAL

2. The Notice of Appeal was filed on _____. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37 CFR 41.37(a).

AMENDMENTS

3. The proposed amendment(s) filed after a final rejection, but prior to the date of filing a brief, will not be entered because
(a) They raise new issues that would require further consideration and/or search (see NOTE below);
(b) They raise the issue of new matter (see NOTE below);
(c) They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
(d) They present additional claims without canceling a corresponding number of finally rejected claims.

NOTE: _____. (See 37 CFR 1.116 and 41.33(a)).

4. The amendments are not in compliance with 37 CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).
5. Applicant's reply has overcome the following rejection(s): _____.
6. Newly proposed or amended claim(s) _____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).
7. For purposes of appeal, the proposed amendment(s): a) will not be entered, or b) will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.
The status of the claim(s) is (or will be) as follows:
Claim(s) allowed: _____.
Claim(s) objected to: _____.
Claim(s) rejected: _____.
Claim(s) withdrawn from consideration: _____.

AFFIDAVIT OR OTHER EVIDENCE

8. The affidavit or other evidence filed after a final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).
9. The affidavit or other evidence filed after the date of filing a Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fails to provide a showing of a good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).
10. The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

REQUEST FOR RECONSIDERATION/OTHER

11. The request for reconsideration has been considered but does NOT place the application in condition for allowance because: _____
12. Note the attached Information Disclosure Statement(s). (PTO/SB/08) Paper No(s). _____
13. Other: The rejection is maintained.

Andrew Joseph Rudy
Primary Examiner, AU 3627



12-14-06

3627

Appl. No. 10/193,465
Amdt. Dated December 13, 2006
Supplemental Amendment to that Amendment filed April 5, 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 10/193,465
Applicant : Michael A. Dean et al.
Filed : July 11, 2002
Title :

A METHOD FOR USING COMPUTERS TO FACILITATE
AND CONTROL THE CREATING OF A PLUARLITY OF
FUNCTIONS.

TC/A.U. : 3627
Examiner : Ade, Oger Garcia
Docket No. : Stone CIP

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

Supplemental Amendment

Gentlemen:

This Amendment is a Supplemental Amendment to that prior Amendment and Response filed April 5, 2006.

This Supplemental Amendment is filed to amend the Title and Abstract of the specifications.

Amendments to the Title and Abstract are reflected on page two of this Amendment.

Appl. No. 10/193,465
Amdt. Dated December 13, 2006
Supplemental Amendment to that Amendment filed April 5, 2006

In the Specifications

Please cancel the Title and Abstract of the Invention and enter the following new Title and Abstract of the Invention as follows:

New Title:

“An Internet Advertising System and Method.”

New Abstract of the Invention:

“An internet advertising system and method that enables a third party professional to manage the creation, publication, and display of advertisements on internet media venues owned or controlled by entities other than the seller and other than the third party professional in a form automatically modified to comply with the media venues' presentation rules, which may include design or style standards for "look and feel," editorial standards, and distribution factors. Self-serve, menu driven interfaces are provided for third party professionals to target internet media venues, and for internet media venues to enter their presentation rules. An ad modification engine processes or customizes the advertisement for publication and display on each internet media venue in compliance with the media venue's presentation rules.

Appl. No. 10/193,465
Amdt. Dated December 13, 2006
Supplemental Amendment to that Amendment filed April 5, 2006

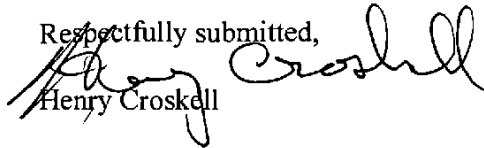
Remarks

This Supplemental Amendment is being submitted to amend the Specifications with a new Title and a new Abstract for the purpose of more clearly describing the invention and are supported within the specification.

A Notice of Allowance is hereby earnestly solicited.

The examiner is hereby requested to telephone the undersigned attorney of record at 972-233-7773 or applicants at 903-561-9300, if such would further or expedite the prosecution of the instant application.

Respectfully submitted,



Henry Croskell

Attorney for applicants
Registration No. 25847

Dated December 13, 2006
6817 Cliffbrook
Dallas TX. 75254
Phone 972-233-7773

I hereby certify that this correspondence is being deposited with the United States Postal Service as Express Mail (EQ 453030075 US) in an envelope addressed to:

Mail Stop Amendment

Commissioner for Patents,

P.O. Box 1450, Alexandria VA. 22313-1450

On 12/13/06 By J.M. [Signature]

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.

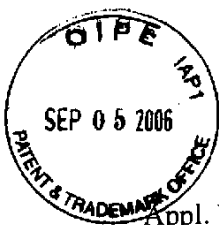
PATENT APPLICATION FEE DETERMINATION RECORD					Application or Docket Number 10/193,465	
Substitute for Form PTO-875						
APPLICATION AS FILED - PART I					SMALL ENTITY OR OTHER THAN SMALL ENTITY	
(Column 1)		(Column 2)				
FOR	NUMBER FILED	NUMBER EXTRA			RATE (\$)	FEE (\$)
BASIC FEE (37 CFR 1.16(a), (b), or (c))						
SEARCH FEE (37 CFR 1.16(k), (l), or (m))						
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))						
TOTAL CLAIMS (37 CFR 1.16(i))	52	minus 20 =			X	=
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3	minus 3 =			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.						
APPLICATION AS AMENDED - PART II					SMALL ENTITY OR OTHER THAN SMALL ENTITY	
(Column 1)		(Column 2)		(Column 3)		
AMENDMENT A	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE (\$)	ADDITIONAL FEE (\$)
	Total (37 CFR 1.16(n))	*	Minus	**	=	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=	=
	Application Size Fee (37 CFR 1.16(s))					
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					
TOTAL ADD'L FEE						
AMENDMENT B	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE (\$)	ADDITIONAL FEE (\$)
	Total (37 CFR 1.16(n))	*	Minus	**	=	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=	=
	Application Size Fee (37 CFR 1.16(s))					
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					
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.						

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.

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

09-06-06

AF-21W



Appl. No. 10/193,465
Amdt. Dated September 5, 2006
Response to Final Office Action mailed July 7, 2006 requiring a response by September 7, 2006
in order to comply with the "TWO MONTHS from mailing date" of the Final Office Action.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 10/193,465
Applicant : Michael A. Dean et al.
Filed : July 11, 2002
Title :

METHOD FOR USING COMPUTERS TO FACILITATE AND
CONTROL THE CREATING OF A PLURALITY OF
FUNCTIONS

TC/A.U. : 3627
Examiner : Ade, Oger Garcia

Docket No. : Stone CIP

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

Request For Reconsideration

Gentlemen:

This Request for Reconsideration is filed in response to the Final Office Action mailed on July 7, 2006 and requiring a response by September 7, 2006, in order to comply with the "TWO MONTHS from mailing date" of the Final Office Action.

Applicants wish to acknowledge and thank Alexander Kalinowski, Supervisory Patent Examiner, and Garcia Ade, Examiner, for the courteous interview extended to Applicants and their undersigned counsel on August 16, 2006. A copy of the Interview Summary is attached.

Claims:

A listing of the claims begins on page 3 of this Request.

Remarks begin on page 13 of this Request.

Attachments

Interview Summary, dated March 22, 2006, 1 page.

Appl. No. 10/193,465

Amdt. Dated September 5, 2006

Response to Final Office Action mailed July 7, 2006 requiring a response by September 7, 2006 in order to comply with the "TWO MONTHS from mailing date" of the Final Office Action.

Claims

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

Claims Amendments

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

Listing of Claims:

1-20) (canceled)

21) (Previously Presented) A computer system allowing a third party professional to manage, create and publish customized electronic advertisements, for a seller, to internet media venues owned or controlled by other than the seller and other than the third party professional, comprising:

a first interface to the computer system through which each of the internet media venues is prompted to input presentation rules for the internet media venue for displaying electronic advertisements on the internet media venue;

a first database storing the presentation rules input by the internet media venues through the first interface;

a second interface to the computer system through which a seller is prompted to input information identifying the seller; and

a second database storing the identifying information input by the seller through the second interface;

a third interface to the computer system through which the third party professional is prompted to input information to select one or more of the internet media venues and prompted to input information to create an electronic advertisement for the seller for publication to the selected internet media venues;

a third database storing the information input by the third party professional through the third interface; and

a computer controller of the computer system processing and publishing the electronic advertisement to one or more of the selected internet media venues whereby the electronic advertisement is displayed on the one or more of the selected internet media venues in compliance with the presentation rules of the internet media venue.

- 22) (Previously Presented) The computer system of claim 21, further comprising an advertisement generation program for displaying the advertisement published by the computer controller on the one or more of the selected internet media venues in compliance with the internet media venue presentation rules.

- 23) (Previously Presented) The computer system of claim 21, wherein the interface for the third party professional prompts the third party professional for information to create and manage customized electronic advertisements for one or more sellers.
- 24) (Previously Presented) The computer system of claim 21, wherein the second interface prompts the seller to input information to select a third party professional.
- 25) (Previously Presented) The computer system of claim 24, wherein the second interface presents a list of available third party professionals.
- 26) (Previously Presented) The computer system of claim 21, wherein the interface for the third party professional prompts the third party professional for information identifying the third party professional.
- 27) (Previously Presented) The computer system of claim 26, further comprising a fourth database storing the information identifying the third party professional.
- 28) (Previously Presented) The computer system of claim 24, wherein the second interface prompts the seller for information to review the actions of the selected third party professional.
- 29) (Previously Presented) The computer system of claim 21, wherein the second interface prompts the seller with a choice of appointing a third party professional to act as the agent of the seller to create or manage customized electronic advertisements.
- 30) (Previously Presented) The computer system of claim 21, wherein the computer system and the computer controller each comprise a network of computers.

- 31) (Previously Presented) The computer system of claim 21, wherein the electronic advertisement comprises the advertisement or components of the advertisement.
- 32) (Previously Presented) The computer system of claim 21, wherein the internet media venue is a website comprising one or more web pages.
- 33) (Previously Presented) The computer system of claim 21, wherein the internet media venue comprises one or more virtual locations.
- 34) (Previously Presented) The computer system of claim 21, wherein the interface for the third party professional prompts the third party professional with a choice of advertisement types.
- 35) (Previously Presented) The computer system of claim 34, wherein the choice of advertisement types includes a text advertisement.
- 36) (Previously Presented) The computer system of claim 34, wherein the choice of advertisement types includes an image advertisement.
- 37) (Previously Presented) The computer system of claim 34, wherein the choice of advertisement types includes an interactive advertisement.
- 38) (Previously Presented) The computer system of claim 21, wherein the third interface for the third party professional prompts the third party professional for advertising content or other components of the advertisement.

- 39) (Previously Presented) The computer system of claim 21, wherein the selection information input by the third party professional targets one or more internet media venues.
- 40) (Previously Presented) The computer system of claim 21, further comprising a general management program of the computer controller for generating online reports.
- 41) (Previously Presented) The computer system of claim 40, wherein the online reports include accounting reports.
- 42) (Previously Presented) The computer system of claim 40, wherein the online reports include trend analysis reports.
- 43) (Previously Presented) The computer system of claim 40, wherein the online reports include billing and collection reports.
- 44) (Previously Presented)) The computer system of claim 40, wherein the online reports include transaction reports.
- 45) (Previously Presented) The computer system of claim 21, wherein the first, second and third interfaces are self-serve interfaces that prompt the internet media venue, seller and third party professional to input information using a menu-driven format.
- 46) (Previously Presented) The computer system of claim 45, wherein the menu-driven format includes one or more forms with text entry areas and menu-driven choices.
- 47) (Previously Presented) A method of using a computer system allowing a third party professional to manage, create and publish customized electronic advertisements, for a

seller, to internet media venues owned or controlled by other than the seller and other than the third party professional, comprising:

prompting each of the internet media venues through a first interface to the computer system to input presentation rules for the internet media venue for displaying electronic advertisements on the internet media venue;

storing the presentation rules for the internet media venues in a first database;

prompting the seller through a second interface to the computer system to input information identifying the seller;

storing the identifying information input by the seller through the second interface in a second database;

prompting the third party professional through a third interface to the computer system to input information to select one or more of the internet media venues and to create an electronic advertisement for the seller for publication to the selected internet media venues;

storing the information input by the third party professional through the third interface in a third database; and

processing and publishing the electronic advertisement to one or more of the selected internet media venues, whereby the electronic advertisement is displayed on the one or more of the selected internet media venues in compliance with the presentation rules of the internet media venue.

- 48) (Previously Presented) The method of claim 47, further comprising the step of displaying the advertisement published by the computer controller on the one or more of the selected internet media venues in compliance with the internet media venue presentation rules.
- 49) (Previously Presented) The method of claim 47, further comprising the step of prompting the third party professional through the interface for the third party professional for information to create and manage customized electronic advertisements for one or more sellers.
- 50) (Previously Presented) The method of claim 47, further comprising the step of prompting the seller through the second interface for information to select a third party professional.
- 51) (Previously Presented) The method of claim 50, further comprising the step of presenting a list of available third party professionals through the second interface.
- 52) (Previously Presented) The method of claim 47, further comprising the step of prompting the third party professional through the interface for the third party professional for information identifying the third party professional.
- 53) (Previously Presented) The method of claim 52, further comprising the step of storing the information identifying the third party professional in a fourth database.
- 54) (Previously Presented) The method of claim 50, further comprising the step of prompting the seller through the second interface for information to review the actions of the selected third party professional.

- 55) (Previously Presented) The method of claim 47, further comprising the step of prompting the seller through the second interface with a choice of appointing a third party professional to act as the agent of the seller to create or manage customized electronic advertisements.
- 56) (Previously Presented) The method of claim 47, wherein the computer system and the computer controller each comprise a network of computers.
- 57) (Previously Presented) The method of claim 47, wherein the electronic advertisement comprises the advertisement or components of the advertisement.
- 58) (Previously Presented) The method of claim 47, wherein the internet media venue is a website comprising one or more web pages.
- 59) (Previously Presented) The method of claim 47, wherein the internet media venue comprises one or more virtual locations.
- 60) (Previously Presented) The method of claim 47, further comprising the step of prompting the third party professional through the interface for the third party professional with a choice of advertisement types.
- 61) (Previously Presented) The method of claim 60, wherein the choice of advertisement types includes a text advertisement.
- 62) (Previously Presented) The method of claim 60, wherein the choice of advertisement types includes an image advertisement.

- 63) (Previously Presented) The method of claim 60, wherein the choice of advertisement types includes an interactive advertisement.
- 64) (Previously Presented) The method of claim 47, further comprising the step of prompting the third party professional through the interface for the third party professional for advertising content or other components of the advertisement.
- 65) (Previously Presented) The method of claim 47, wherein the selection information input by the third party professional targets one or more internet media venues.
- 66) (Previously Presented) The method of claim 47, further comprising the step of generating online reports.
- 67) (Previously Presented) The method of claim 66, wherein the online reports include accounting reports.
- 68) (Previously Presented) The method of claim 66, wherein the online reports include trend analysis reports
- 69) (Previously Presented) The method of claim 66, wherein the online reports include billing and collection reports.
- 70) (Previously Presented) The method of claim 66, wherein the online reports include transaction reports.
- 71) (Previously Presented) The method of claim 47, wherein the steps of prompting an internet media venue, a seller and a third party professional through the first, second and third

interfaces to input information includes prompting the internet media venue, seller and third party professional to input information through a self-serve interface using a menu-driven format.

72) (Previously Presented) The method of claim 71, wherein the step of prompting the internet media venue, seller and third party professional to input information through self-serve interfaces using a menu-driven format includes providing one or more forms including text entry areas and menu-driven choices.

Appl. No. 10/193,465

Amdt. Dated September 5, 2006

Response to Final Office Action mailed July 7, 2006 requiring a response by September 7, 2006 in order to comply with the "TWO MONTHS from mailing date" of the Final Office Action.

Remarks

In the Final Office Action, the examiner withdrew the 35 USC 101 and double patenting claim rejections, rejected claim 21 under 35 USC 112, and rejected claims 21-72 under 35 USC 102. In view of the arguments present below, Applicants respectfully request reconsideration and withdrawal of the examiner's rejections and allowance of the application.

Interview Summary

On August 16, 2006, Applicant Dean and Applicant's undersigned representative conducted an interview with the examiner and the supervisory examiner in which Applicant Dean discussed claims 21 and 47 and pointed out the differences between these claims and the Sparks et al. [Sparks] reference relied on by the examiner to reject the claims. The examiner suggested that Applicants file this Request for Reconsideration.

Although there are numerous differences between the Sparks reference and the claimed invention, Applicant Dean focused on the following two key points during the interview presentation to distinguish the invention as claimed in independent claims 21 and 47 over the Sparks reference:

Although the Sparks reference discloses a "second interface" for a seller (the "client" or, more specifically, a McDonald's store) to create an advertisement for production and distribution to, for example, its store or to selected newspapers (see

Sparks' Fig. 1, the "client" personal computer 12, and the menu-driven interface detailed in the subsequent figures for the store to create the advertisement), Sparks does not disclose the claimed "first interface" through which one or more internet media venues "owned or controlled by other than the seller and the third party professional" (the claimed "internet media venues") are prompted to enter their presentation rules so that a seller's advertisement can be automatically modified by the claimed internet advertising system for publication/display at each such internet media venue in compliance with the presentation rules for that internet media venue. Sparks does not disclose any such "internet media venues" and the print media venues that are disclosed (see Sparks' Fig. 1, commercial production facility or vendor 44 for publication of ads as inserts in "newspapers") have no interface prompting them to enter their presentation rules. Thus, the "newspapers" disclosed in Sparks for publishing the client-created advertisements exercise no control over the advertisement's "look and feel" or other aspects of the advertisement. The communication path from the advertising system's ad server (image server 28 in Fig. 1) for serving a client-created advertisement to production facility or vendor 44 for inclusion in "newspapers" points only in one direction, that is, towards the production facility for printing the ads for insertion in those "newspapers" (and there is no disclosure otherwise). In addition, Sparks does not disclose the claimed "third interface" that allows a third party professional (such as an advertising agency) to create an advertisement on behalf of one or more sellers (the client/McDonald's store owner) and select one or more "internet media venues" for publication of that advertisement.

Claim Rejections – 35 USC 112

The examiner rejected claim 21 under 35 U.S.C. § 112, second paragraph, “as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. a) In claim 21, it is unclear if the term “a seller” in line 10, is the same or different than the seller in lines 11 and 12.” Applicants respectfully traverse this rejection and submit that claim 21 is not indefinite or unclear. The term "a seller" in line 10 provides proper antecedent basis for the term "the seller" in lines 11 and 12. Accordingly, claim 21 meets the requirements for patentability under 35 USC 112.

Claim Rejections – 35 USC 102(e)

The examiner stated that “Claims 21 – 72 are rejected under 35 U.S.C. 102(e) as being anticipated by Sparks [6,167,382].” The following are the applicants’ remarks in which each argument made by the examiner is analyzed and respectfully traversed.

In rejecting **claims 21-25, 27, 29-31, 47-50, 52, 53, 55-57, 60, 64, 65, 71 and 72** (of which claims 21 and 47 are the independent claims), the Examiner stated that "as best understood" the Sparks computer system comprises “a first interface to the computer system through which each of the internet media venues is prompted to input presentations rules for the internet media venue for displaying electronic advertisements on the internet media venue [see figure 3, and column 3, lines 14-19 (e.g. representation transmitted from the image manager server directly to the client’s computer by electronic mail or electronic file transfer)]”. The examiner is incorrect in his identification of a comparable “first interface” within Sparks. The claimed capability and functionality of the “first interface” is neither described or suggested by

the Sparks specification. As a preliminary matter, the preamble to claims 21 and 47 states – "A computer system" or "A method of using a computer system" -- "allowing a third party professional to manage, create and publish customized electronic advertisements, for a seller, to internet media venues *owned or controlled by other than the seller and the third party professional*. Thus, the claimed "first interface" is necessarily an interface for an internet media venue owned or controlled by other than the seller or the third party professional" to enter its presentation rules to control the "look and feel" and other aspects of the presentations destined to be published at that internet media venue. Sparks discloses no such internet media venue interface. The only interface disclosed in Sparks is for "clients" of the advertising system. The clients disclosed in Spark's are the McDonald's store owners (i.e., seller's) that use the system to create advertisements for publication and distribution to their stores or selected print media venues ("newspapers") through a client interface presented at personal computer 12 in Fig. 1 (as detailed in the subsequent figures). This is demonstrated, for example, at lines Col. 1 line 66 – Col. 2 line 4 of Sparks where the "Client" is referred to as placing a "comprehensive order" for "images and templates used for the design assembly, production, and distribution of print advertising and/or commercial display materials". It is also demonstrated at Col. 2, lines 12-16 where it is stated that the "Advantages [of the disclosed system] to the client include greatly reduced time to develop print advertising and/or commercial display materials since choosing from an existing menu of formats and images eliminates many time-consuming tasks (creation of original art and copy and setting type, for example" It should also be noted that there are no methods or systems for "displaying electronic advertisements on the internet media venue" because there are no such claimed "internet media venues" associated with Sparks. The "lower-resolution representation transmitted from the image manager server [28] directly to the client's

computer” referred to by the Examiner (Col. 3, lines 14-19 Sparks) is received by the client (in Sparks) (see Fig. 1 and Col. 3, lines 34-54) not a the claimed “internet media venue” for publication or display to the public, and is not in response to the presentation rules of any such internet media venue.

The examiner further states that the Sparks system includes “a first database storing the presentation rules input by the internet media venues through the first interface [via image assembler 20, which is linked to a high-resolution image database), column 4 lines 53-67, and column 5, lines 1-4];” This reading of Sparks is not correct. Due to the fact that there is no first interface or its equivalent (as stated above) for the claimed “internet media venues” to input their presentation rules, there can be no “first database storing the presentation rules input by the internet media venues” within Sparks.

The examiner further states that the Sparks system includes “a second interface to the computer system through which a seller is prompted to input information identifying the seller [see figure 3 (e.g. blocks 70, 72, and 74), and figure 4 (e.g. **user registration form**)]....”

Applicant agrees with the Examiner that the “client” interface presented in these figures discloses the claimed “second interface” for a seller.

The examiner further states that the Sparks system includes “a second database storing the identifying information input by the seller through the second interface [via image assembler 20 database, column 11, lines 1-14 (e.g. all orders have associated with them the **client name, and the name, address, city state, zip, phone, fax and email of the contact**)]....” Applicant also agrees with the Examiner that Fig. 3 and Fig. 4 of Sparks appear to represent a method of inputting the “client” or seller information into a database of the Sparks system.

The examiner further states that the Sparks system includes “a third interface to the computer system through which the third party professional is prompted to input information to select one or more of the internet media venues and prompted to input information to create an electronic advertisement for the seller for publication to the selected internet media venues [see flowchart of figure 2, (e.g. selection search criteria block 54), column 5 lines 16-35]”. This is incorrect. Fig. 2 (flowchart) of Sparks represents the use of the system by the “client” to create an advertisement for publication at its store or to print media venues such as newspapers. As stated at Col. 5, lines 16-35, “FIG. 2 is an overview of the procedure used by client in designing and ordering an advertising or marketing piece.... An order is placed through email to the system proprietor [44] and, responsive to receiving the order, is produced and fulfilled by the system proprietor or its agent.” Thus, this flow chart is part of the “client” interface and corresponds to the “second interface” for a seller as discussed above, not the third interface for third party professionals or, as also discussed above, the first interface for internet media venues.

The examiner further states that the Sparks system includes “a third database storing the information input by the third party professional through the third interface [via high-resolution **database**, column 8, lines 9-21].” Applicants respectfully disagree. As provided above there is no “third interface” for a “third party professional” therefore there can be no “third database storing the information input by the third party professional through the third interface”.

The examiner further states that the Sparks system includes “a computer controller of the computer system processing and publishing the electronic advertisement to one or more of the selected internet media venues whereby the electronic advertisement is displayed on the one or more of the selected internet media venues in compliance with the presentation rules of the internet media venue [column 2, lines 21-27 (e.g. **all steps in the process under the immediate**

control of a single computer operator), column 10, lines 8-16 (e.g. appropriate **edit control** for each of the selected slots), and lines 37-52), and via the web site 14 (e.g. a processor and a stored **computer program having executable instructions** for the processor)].” This is again incorrect. Within Sparks there is no system or method for a “client” to select a internet media venue. Within Sparks there is no system or method for such claimed internet media venues to input their “presentation rules” (there is no “first interface” see above) therefore any advertisement cannot be “designed” or “created” or “published” in “compliance with the presentation rules of the internet media venue”. The “**edit control**” cited by the examiner is given to the “client” (Sparks Col. 10 line 14) not to any claimed "internet media venues" nor is it guided by “presentation rules” that were input by the internet media venues. Also the point made (and emphasized in bold) by the examiner within this item that; “**all steps in the process under the immediate control of a single computer operator**” is a direct contradiction to the concept of a “third party professional” having input into the design and creation of the “advertisement”. The cited “**computer program having executable instructions for the processor**” needs to be reviewed in its total context. Sparks (Col. 4 lines 31-38 which is the only use of the phrase “computer program having executable instructions for the processor” within Sparks) states as follows:

“The web site 14 has associated with it all of the customer order logic (a processor and a stored computer program having executable instructions for the processor) necessary for a client to order a series of images for assembly into a marketing piece, and also has a design logic application which permits the client to assemble these images into such marketing piece and then to order its production by the system proprietor.”

There is no description or suggestion within Sparks for displaying electronic advertisements “on the one or more of the selected internet media venues in compliance with the presentation rules of the internet media venue”. This concept is not described, taught or suggested by Sparks. Accordingly, for the foregoing reasons claims 21 and 47, and claims 22-25, 27, 29-31, 48-50, 52, 53, 55-57, 60, 64, 65, 71 and 72 by virtue of their dependence on claims 21 and 47, meet the requirements for patentability under 35 USC 102(e). Although by virtue of their dependence on claim 21 and 47, claims 26, 28, 32-46, 51, 54, 58-59, 61-63 and 66-70 are patentable over Sparks and, thus, meet the requirements for patentability under 35 USC 102, Applicants address the examiner's rejections of these claims below.

The examiner states “As per claims 26 and 51, Sparks discloses the second interface presents a list of available third party professionals [see flowchart of figures 12a and 12b 9e.g. display list of slots block 200]” This is incorrect. Sparks employs a system of presenting preformatted “shells” (templates) that may be reviewed and selected by the client. Within the “shells” are designated areas that can be customized by the client and are called “slots” by Sparks (Col. 5 lines 18-29) The “DISPLAYED LIST OF SLOTS” block 200 (Fig. 12a) cited by the examiner is actually a list of “locations” (slots) within the standardized “shell” (template) that may be customized by the client. Slots are not “third party professionals”. Slots are objects (or areas) within the content structure of the intended marketing piece that may be customized by the client. (Sparks Col. 7 lines 45-50)

The examiner further states that “As per claims 28 and 54, Sparks discloses the second interface prompts the seller for information to review the actions of the selected third party professionals [via step 54, column 5 lines 16-23 (e.g. the client selects the search criteria for retrieving low-resolution images, executes the search, **reviews** the low-resolution images and

their high-resolution hardcopies, and selects from a number of different marketing piece shells)].” This statement is also not correct. There are standardized “shells” (templates) within Sparks that are put there and offered by the “proprietor” of the Sparks system. The act of “the client selects the search criteria for retrieving low-resolution images, executes the search, reviews the low-resolution images and their high-resolution hardcopies, and selects from a number of different marketing piece shells” as cited by the examiner is the act of the client searching the standardized templates (shells) held within the system for a base (template) on which to create their desired marketing piece.

The examiner further states that “As per claims 32 and 58, Sparks discloses wherein the internet media venue is a website comprising one or more web pages [e.g. web site 14].” This is incorrect. The Sparks “web site 14” (Fig. 1 Sparks) is part of the Sparks system in which it is an interface for the clients to interact with the Sparks system. “Web site 14” is owned and controlled by the operators of the Sparks system, does not receive or display any client presentations, and is not viewed by potential buyers. Web site 14 is not a “internet media venue” as defined and claimed. There are no such “internet media venues” shown, displayed, or referred to within Sparks.

The examiner further states that “As per claims 33 and 59, Sparks discloses wherein internet media venue comprises one or more virtual locations [column 3, lines 48-37 (e.g. **virtual private network**)].” Applicants respectfully disagree. Webster’s New World Computer Dictionary Ninth Edition defines “virtual private network’ as:

(VPN) A highly secure network for transmitting sensitive data (including electronic commerce transactions) that uses the public Internet as its transmission

medium. To ensure data confidentiality and integrity, VPNs use encryption and protocol tunneling.

In other words the VPN referred to within Sparks is the Internet protocol that controls their most secure network. It has nothing to do with the internet media venue as claimed.

The examiner further states that “**As per claims 35, 36, 61, and 62**, Sparks discloses wherein the choice of advertisement types includes a text and image advertisement [see abstract]. The “images” and “text” referred to in Sparks are “components” which are “selected” and then “assembled” into the “final product” or “marketing piece”. Within Sparks there is no “choice of advertisement types” such as “images” and “text”.

The examiner further states that “**As per claims 37 and 63**, Sparks discloses wherein the choices of advertisement types includes an interactive [via the website 14 has **associated with it all of the customers**].” This statement is incorrect. It is believed that the quotation “the website 14 has **associated with it all of the customers**” is from Sparks Col. 4 lines 31-38. The examiner is incorrect in the fact that although the “web site 14” (Sparks) is an interactive web site it is not a product of any clients creation. It is the interactive presentation from the Sparks system that allows the “clients” of Sparks system to create static non interactive presentations that are “printed” and then “distributed”. There is no “interactive” capability for the advertisements created within Sparks. Although the claims are not limited thereto, it is instructive to examine the example implementation described within the application where there exists what is referred to as a “Central Presentation and Selection Server 2000”. In this example preferred embodiment all of the functionality necessary to perform the claim is displayed. There is no comparable component or system within Sparks that can be accessed by a “buyer” as defined and claimed to utilize an “interactive advertisement”. The term “customer” within Sparks is used

interchangeably with “client” of the Sparks system. (see Sparks Col. 4 lines 31-38). The “customers” that use the interactive capabilities of “web site 14” are not the “end users” that are intended to view and receive the information created by the “clients” or “customers” of Sparks. Nor can any of the “advertisement types” within Sparks be interactive because there are no interactive advertising modes disclosed within Sparks, only static advertising presentations such as inserts, and marketing pieces. (Sparks Col. 1 Lines 43-51)

The examiner further states that “**As per claims 40-44, and 66-70**, Sparks discloses a general management program of the computer controller for generating online reports [via manager software application, such as Open Progress Interface], including accounting reports, trend analysis reports, billing and collection reports, and transaction reports [column 2, lines 36-49 (e.g. system can transmits, either electronically, for distribution and **billing purposes** to an order-entry system that is integrated with the **entire accounting system**), and column 2, lines 50-67 (e.g. the client can also create custom text specific to the client’s needs, such as site-specific information)].” Applicants believe “e.g. the client can also create custom text specific to the client’s needs, such as site-specific information.” to be a misquote from Col. 2 lines 59-67. Within Sparks the terms “report” or “reports” or “online report” are never used. The only reference to a “management program” or system is the “order-entry system that is integrated with the entire accounting system of the system provider” (Sparks Col. 2 line 49) This produces no “reports” of any kind for the “clients” of Sparks, only for the “system provider” of Sparks (Col. 2 line 36-49). The “Open Progress Interface” cited by the examiner is not a “report” generating system of any kind. It is a system that resides “on an image manager server, for the management of low- and high-resolution images”. It serves to manage the images that are part of the “ad creation process” and has nothing to do with “generating online reports” or any type of report.

(Sparks Col. 2, line 50-53) Applicants believe that the examiner may have also misquoted Sparks in regard to “the client can also create custom text specific to the client’s needs, such as site-specific information.” Applicants believe that this came from (Sparks Col. 59-67). This section of Sparks has nothing to do with any sort of management reporting. It is referring to the creation and assembly of ads or marketing pieces (the finished product in Sparks). The reference to “site-specific information” refers to the ability of the client to insert information such as the store address, prices, or promotions into the pre made advertisement templates. Sparks has no references to any “trend analysis reports”, “billing reports”, or “transaction reports” as claimed nor does Sparks make any reference to the programs necessary to generate reports.

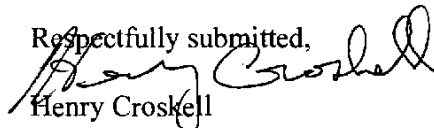
The examiner further states that “**As per claims 45 and 46**, Sparks discloses wherein the first, second and third interface are self-serve interface that prompt the internet media venue, seller and third party professional to input information using a menu-driven format [see column 2, lines 12-20 (e.g. choosing from an existing **menu of formats**), via search screen 92], and wherein the menu-driven format includes one or more forms with text entry areas and menu-driven choices [column 9, lines 60-63 (e.g. two types of text may be inserted into a text slot, other slots will define **user-entered text**)].” This is incorrect. As argued above there are no self-serve interfaces within Sparks for “Internet Media Venues” or a “Third Party Professionals,” as claimed. Accordingly, in view of the foregoing additional reasons, claims **26, 28, 32-46, 51, 54, 58-59, 61-63 and 66-70** meet the requirements for patentability under 35 USC 102.

Conclusion

In view of the applicants' traverse of the examiners' rejections, applicants' now believe that the application is in condition for allowance. A Notice of Allowance is hereby earnestly solicited.

The examiner is hereby requested to telephone the undersigned attorney of record at 972-233-7773 or applicants at 903-561-9300, if such would further facilitate or expedite the prosecution of the instant application.

Respectfully submitted,



Henry Croskell
Attorney for applicants
Registration No. 25847

Dated September 5, 2006
6817 Cliffbrook
Dallas TX. 75254
Phone 972-233-7773

I hereby certify that this correspondence is being deposited with the United States Postal Service as Express Mail (EQ 453030067 US) in an envelope addressed to:

Mail Stop Amendment
Commissioner for Patents,
P.O. Box 1450, Alexandria VA. 22323-1450

On 09/05/06 By Michael J. Hill

Interview Summary	Application No.	Applicant(s)	
	10/193,465	DEAN ET AL.	
	Examiner	Art Unit	
	Garcia Ade	3627	

All participants (applicant, applicant's representative, PTO personnel):

- (1) Garcia Ade. (3) Alexander Kalinowski.
 (2) Michael Dean. (4) _____.

Date of Interview: 8/16/2006.

Type: a) Telephonic b) Video Conference
 c) Personal [copy given to: 1) applicant 2) applicant's representative]

Exhibit shown or demonstration conducted: d) Yes e) No.
 If Yes, brief description: _____.

Claim(s) discussed: 1-20.

Identification of prior art discussed: _____.

Agreement with respect to the claims f) was reached. g) was not reached. h) N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: _____.

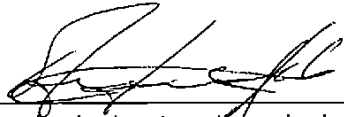
(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN A NON-EXTENDABLE PERIOD OF THE LONGER OF ONE MONTH OR THIRTY DAYS FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

- Applicant discussed independent claims 21, 47, and pointed out differences between the invention and the reference spans.
- The Examiner suggested to file an after final Request for Re consideration
Alexander Kalinowski

ALEXANDER KALINOWSKI
SUPERVISORY PATENT EXAMINER

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.


 Examiner's signature, if required



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.
10/193,465	07/11/2002	Michael A. Dean	Stone CIP	9059
	7590	07/03/2006	EXAMINER	
Henry Croskell, Esq. 6817 Cliffbrook Dallas, TX 75240			ADE, OGER GARCIA	
			ART UNIT	PAPER NUMBER
			3627	

DATE MAILED: 07/03/2006

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

Office Action Summary	Application No.	Applicant(s)	
	10/193,465	DEAN ET AL.	
	Examiner	Art Unit	
	Garcia Ade	3627	

-- 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 11 July 2002.
- 2a) This action is **FINAL**. 2b) This action is non-final.
- 3) 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

- 4) Claim(s) 21-72 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 21-72 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on 11 July 2002 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).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

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) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Response to Amendment

1. This communication is in response to the amendment filed on April 5th, 2006.
Applicants have cancelled claims 1 – 20, and presented herewith new claims 21 – 72.

The Examiner has withdrawn the 101 and the double patenting rejections.

Claims 21 – 72 are now pending.

Claim Rejections - 35 USC § 112

2. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

3. Claims 21 is rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

a) In claim 21, it is unclear if the term "a seller" in line 10, is the same or different than the seller in lines 11 and 12.

Claim Rejections - 35 USC § 102

4. 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.

5. Claims 21 – 72 are rejected under 35 U.S.C. 102(e) as being anticipated by Sparks et al. [US 6,167,382].

As per claim 21 – 25, 27, 29 – 31, 34, 38, 39, 47 – 50, 52, 53, 55 – 57, 60, 64 , 65, 71 and 72, as best understood by the Examiner, Sparks discloses a computer system [see figure 1] allowing a third party professional to manage, create and publish customized electronic advertisements [see column 2, lines 7 – 11] comprising: a first interface to the computer system through which each of the internet media venues is prompted to input presentation rules for the internet media venue for displaying electronic advertisements on the internet media venue [see figure 3, and column 3, lines 14 – 19 (e.g. representation transmitted from the image manager server directly to the client's computer by electronic mail or electronic file transfer)]; a first database storing the presentation rules input by the internet media venues through the first interface [via image **assembler 20**, which is linked to a high-resolution **image database**), column 4, lines 53 – 67, and column 5, lines 1 – 4] ; a second interface to the computer system through which a seller is prompted to input information identifying the seller [see figure 3 (e.g. blocks 70, 72, and 74), and figure 4 (e.g. **user registration form**)]; and a second database storing the identifying information input by the seller through the second interface [via image assembler 20 database, column 11, lines 1 – 14 (e.g. all orders have associated with them the **client name, and the name, address, city, state, zip, phone, fax and email of the contact**)]; a third interface to the computer system through which the third party professional is prompted to input information to select one or more of the internet media venues and prompted to input information to create an

electronic advertisement for the seller for publication to the selected internet media venues [see flowchart of figure 2,(e.g. selection search criteria block 54), column 16, lines 16 – 35]; a third database storing the information input by the third party professional through the third interface [via high-resolution **database**, column 8, lines 9 – 21]; and a computer controller of the computer system possessing and publishing the electronic advertisement to one or more of the selected internet media venues whereby the electronic advertisement is displayed on the one or more of the selected internet media venues in compliance with the presentation rules of the internet media venue [column 2, lines 21 – 27 (e.g. all steps in the process under the immediate control of a single **computer operator**), column 10, lines 8 – 16 (e.g. appropriate **edit control** for each of the selected slots), and lines 37 – 52), and via the web site 14 (e.g. a processor and a stored **computer program having executable instructions** for the processor)].

As per claims 26 and 51, Sparks discloses the second interface presents a list of available third party professionals [see flowchart of figures 12a and 12b (e.g. display list of slots block 200)].

As per claims 28 and 54, Sparks discloses the second interface prompts the seller for information to review the actions of the selected third party professionals [via step 54, column 5,lines 16 – 23 (e.g. the client selects the search criteria for retrieving low-resolution images, executes the search, **reviews** the low-resolution images and their high-resolution hardcopies, and selects from a number of different marketing piece shells)].

As per claims 32 and 58, Sparks discloses wherein the internet media venue is a website comprising one or more web pages [e.g. web site 14].

As per claims 33 and 59, Sparks discloses wherein the internet media venue comprises one or more virtual locations [column 3, lines 48 – 37 (e.g. *virtual private network*)].

As per claims 35, 36, 61, and 62, Sparks discloses wherein the choice of advertisement types includes a text and image advertisement [see abstract].

As per claims 37 and 63, Sparks discloses wherein the choice of advertisement types includes an interactive [via the web site 14 has *associated with it all of the customers*].

As per claims 40 – 44, and 66 - 70, Sparks discloses a general management program of the computer controller for generating online reports [via manager software application, such as Open Progress Interface], including accounting reports, trend analysis reports, billing and collection reports, and transaction reports [column 2, lines 36 – 49 (e.g. system can transmits, either electronically, for distribution and *billing purposes* to an order-entry system that is integrated with the *entire accounting system*), and column 2, lines 50 – 67 (e.g. the client can also create custom text specific to the client's needs, such as site-specific information)].

As per claims 45 and 46, Sparks discloses wherein the first, second and third interface are self-server interface that prompt the internet media venue, seller and third party professional to input information using a menu-driven format [see column 2, lines 12 – 20 (e.g. choosing from an existing *menu of formats*), via search screen 92], and

wherein the menu-driven format includes one or more forms with text entry areas and menu-driven choices [column 9, lines 60 – 63 (e.g. two types of text may be inserted into a text slot, other slots will define *user-entered text*)].

Response to Arguments

6. Applicant's arguments with respect to claims 21 - 72 have been considered but are moot in view of the new ground(s) of rejection.

Conclusion

7. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Garcia Ade whose telephone number is 571.272.5586. The examiner can normally be reached on M-F 8:30AM - 5PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Alexander Kalinowski can be reached on 571.272.6771. 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.

Garcia Ade
Examiner
Art Unit 3627

ga

Garcia Ade 6/23/06
Patent Examiner

Notice of References Cited	Application/Control No. 10/193,465	Applicant(s)/Patent Under Reexamination DEAN ET AL.	
	Examiner Garcia Ade	Art Unit 3627	Page 1 of 1

U.S. PATENT DOCUMENTS

*	Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A US-6,167,382	12-2000	Sparks et al.	705/26
	B US-			
	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	Presstime Magazine, NEXPO 97 Report, Copyright 1997, Newspaper of America
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.

Index of Claims



Application/Control No.

10/193,465

Examiner

Garcia Ade

Applicant(s)/Patent under Reexamination

DEAN ET AL.

Art Unit

3627

√	Rejected
=	Allowed

—	(Through numeral) Cancelled
÷	Restricted

N	Non-Elected
I	Interference

A	Appeal
O	Objected

Claim	Date			
	Final	Original	6/19/08	
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
21	√			
22	√			
23	√			
24	√			
25	√			
26	√			
27	√			
28	√			
29	√			
30	√			
31	√			
32	√			
33	√			
34	√			
35	√			
36	√			
37	√			
38	√			
39	√			
40	√			
41	√			
42	√			
43	√			
44	√			
45	√			
46	√			
47	√			
48	√			
49	√			
50	√			

Claim	Date			
	Final	Original		
51		√		
52		√		
53		√		
54		√		
55		√		
56		√		
57		√		
58		√		
59		√		
60		√		
61		√		
62		√		
63		√		
64		√		
65		√		
66		√		
67		√		
68		√		
69		√		
70		√		
71		√		
72		√		
73				
74				
75				
76				
77				
78				
79				
80				
81				
82				
83				
84				
85				
86				
87				
88				
89				
90				
91				
92				
93				
94				
95				
96				
97				
98				
99				
100				

Claim	Date			
	Final	Original		
101				
102				
103				
104				
105				
106				
107				
108				
109				
110				
111				
112				
113				
114				
115				
116				
117				
118				
119				
120				
121				
122				
123				
124				
125				
126				
127				
128				
129				
130				
131				
132				
133				
134				
135				
136				
137				
138				
139				
140				
141				
142				
143				
144				
145				
146				
147				
148				
149				
150				

EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	1	"2005004009"	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2006/06/19 13:45
S1	6	US-5543856-\$.DID. OR US-6263317-\$.DID. OR US-6023658-\$.DID. OR US-6785661-\$.DID. OR US-6366682-\$.DID. OR US-5845261-\$.DID.	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2006/06/19 10:53
S2	4473	705/14	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2006/06/15 10:08
S3	24	S2 and (first adj interface)	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2006/06/15 10:09
S4	16	S3 and (second adj interface)	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2006/06/15 10:11
S5	5	S4 and @ad <="20000110"	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2006/06/15 10:12
S6	2	S5 and (adverstizing or advertisement)	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2006/06/15 10:13
S7	2	S5 and (advertising or advertisement)	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2006/06/15 11:03
S8	1	("6167382").PN.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2006/06/19 11:23
S9	1	"20050044009"	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2006/06/16 12:14
S10	6	US-5543856-\$.DID. OR US-6263317-\$.DID. OR US-6023658-\$.DID. OR US-6785661-\$.DID. OR US-6366682-\$.DID. OR US-5845261-\$.DID.	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2006/06/16 15:34

EAST Search History

S12	1	("6026371").PN.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2006/06/16 15:36
S14	1	("5974451").PN.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2006/06/16 15:36
S15	6	US-5543856-\$.DID. OR US-6263317-\$. DID. OR US-6023658-\$.DID. OR US-6785661-\$.DID. OR US-6366682-\$. DID. OR US-5845261-\$.DID.	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2006/06/19 10:03
S16	1	S15 and (report)	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2006/06/19 10:06
S17	18	US-0567854-\$.DID. OR US-0553178-\$. DID. OR US-6526575-\$.DID. OR US-0466975-\$.DID. OR US-0460036-\$. DID. OR US-0442577-\$.DID. OR US-6397246-\$.DID. OR US-6191780-\$. DID. OR US-6138142-\$.DID. OR US-6026371-\$.DID. OR US-0991735-\$. DID. OR US-6073105-\$.DID.	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2006/06/19 10:53
S18	6	US-5543856-\$.DID. OR US-6263317-\$. DID. OR US-6023658-\$.DID. OR US-6785661-\$.DID. OR US-6366682-\$. DID. OR US-5845261-\$.DID.	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2006/06/19 10:53
S19	1	S18 and (report)	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2006/06/19 10:54
S20	1	S18 and (report)	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2006/06/19 10:54
S21	1	("6119101").PN.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2006/06/19 13:45

04-06-06

3627#



Appl. No. 10/193,465
Amdt. Dated April 5, 2006
Response to First Office Action mailed October 6, 2005 requiring a response by January 6, 2006, Petitions for Extension of Time filed on January 5, 2006 and March 3, 2006 bring the required response date to April 6, 2006 (copies of Petitions for Extension of Time are attached)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 10/193,465
Applicant : Michael A. Dean et al.
Filed : July 11, 2002
Title :

METHOD FOR USING COMPUTERS TO FACILITATE AND CONTROL THE CREATING OF A PLURALITY OF FUNCTIONS

TC/A.U. : 3627
Examiner : Ade, Oger Garcia
Docket No. : Stone CIP

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

Amendment

Gentlemen:

This Amendment is filed in response to the First Office Action mailed on October 6, 2005 and requiring a response by January 6, 2006, Petitions for Extension of Time filed on January 5, 2006 and March 3, 2006 bring the required response date to April 6, 2006 (copies of Petitions for Extension of Time are attached).

Applicants wish to acknowledge and thank Alexander Kalinowski, Supervisory Patent Examiner, and Garcia Ade, Examiner, for the courteous interview extended to Applicants and their undersigned counsel on March 22, 2006. A copy of the Interview Summary is attached.

Amendments to the Claims are reflected in the listing of claims, which begins on page 3 of this Amendment.

Remarks begin on page 12 of this Amendment.

Attachments

Petition For Extension of Time, dated January 5, 2006, 2 pages

Petition For Extension of Time, dated March 3, 2006, 2 pages

Interview Summary, dated March 22, 2006, 1 page

Appl. No. 10/193,465

Amdt. Dated April 5, 2006

Response to First Office Action mailed October 6, 2005 requiring a response by January 6, 2006, Petitions for Extension of Time filed on January 5, 2006 and March 3, 2006 bring the required response date to April 6, 2006 (copies of Petitions for Extension of Time are attached)

Claims Amendments

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

Listing of Claims:

1-20) (canceled)

21) (New) A computer system allowing a third party professional to manage, create and publish customized electronic advertisements, for a seller, to internet media venues owned or controlled by other than the seller and other than the third party professional, comprising:

a first interface to the computer system through which each of the internet media venues is prompted to input presentation rules for the internet media venue for displaying electronic advertisements on the internet media venue;

a first database storing the presentation rules input by the internet media venues through the first interface;

a second interface to the computer system through which a seller is prompted to input information identifying the seller; and

a second database storing the identifying information input by the seller through the second interface;

a third interface to the computer system through which the third party professional is prompted to input information to select one or more of the internet media venues and prompted to input information to create an electronic advertisement for the seller for publication to the selected internet media venues;

a third database storing the information input by the third party professional through the third interface; and

a computer controller of the computer system processing and publishing the electronic advertisement to one or more of the selected internet media venues whereby the electronic advertisement is displayed on the one or more of the selected internet media venues in compliance with the presentation rules of the internet media venue.

22) (New) The computer system of claim 21, further comprising an advertisement generation program for displaying the advertisement published by the computer controller on the one or more of the selected internet media venues in compliance with the internet media venue presentation rules.

23) (New) The computer system of claim 21, wherein the interface for the third party professional prompts the third party professional for information to create and manage customized electronic advertisements for one or more sellers.

- 24) (New) The computer system of claim 21, wherein the second interface prompts the seller to input information to select a third party professional.
- 25) (New) The computer system of claim 24, wherein the second interface presents a list of available third party professionals.
- 26) (New) The computer system of claim 21, wherein the interface for the third party professional prompts the third party professional for information identifying the third party professional.
- 27) (New) The computer system of claim 26, further comprising a fourth database storing the information identifying the third party professional.
- 28) (New) The computer system of claim 24, wherein the second interface prompts the seller for information to review the actions of the selected third party professional.
- 29) (New) The computer system of claim 21, wherein the second interface prompts the seller with a choice of appointing a third party professional to act as the agent of the seller to create or manage customized electronic advertisements.
- 30) (New) The computer system of claim 21, wherein the computer system and the computer controller each comprise a network of computers.
- 31) (New) The computer system of claim 21, wherein the electronic advertisement comprises the advertisement or components of the advertisement.

- 32) (New) The computer system of claim 21, wherein the internet media venue is a website comprising one or more web pages.
- 33) (New) The computer system of claim 21, wherein the internet media venue comprises one or more virtual locations.
- 34) (New) The computer system of claim 21, wherein the interface for the third party professional prompts the third party professional with a choice of advertisement types.
- 35) (New) The computer system of claim 34, wherein the choice of advertisement types includes a text advertisement.
- 36) (New) The computer system of claim 34, wherein the choice of advertisement types includes an image advertisement.
- 37) (New) The computer system of claim 34, wherein the choice of advertisement types includes an interactive advertisement.
- 38) (New) The computer system of claim 21, wherein the third interface for the third party professional prompts the third party professional for advertising content or other components of the advertisement.
- 39) (New) The computer system of claim 21, wherein the selection information input by the third party professional targets one or more internet media venues.
- 40) (New) The computer system of claim 21, further comprising a general management program of the computer controller for generating online reports.

- 41) (New) The computer system of claim 40, wherein the online reports include accounting reports.
- 42) (New) The computer system of claim 40, wherein the online reports include trend analysis reports.
- 43) (New) The computer system of claim 40, wherein the online reports include billing and collection reports.
- 44) (New)) The computer system of claim 40, wherein the online reports include transaction reports.
- 45) (New) The computer system of claim 21, wherein the first, second and third interfaces are self-serve interfaces that prompt the internet media venue, seller and third party professional to input information using a menu-driven format.
- 46) (New) The computer system of claim 45, wherein the menu-driven format includes one or more forms with text entry areas and menu-driven choices.
- 47) (New) A method of using a computer system allowing a third party professional to manage, create and publish customized electronic advertisements, for a seller, to internet media venues owned or controlled by other than the seller and other than the third party professional, comprising:

prompting each of the internet media venues through a first interface to the computer system to input presentation rules for the internet media venue for displaying electronic advertisements on the internet media venue;

storing the presentation rules for the internet media venues in a first database;

prompting the seller through a second interface to the computer system to input information identifying the seller;

storing the identifying information input by the seller through the second interface in a second database;

prompting the third party professional through a third interface to the computer system to input information to select one or more of the internet media venues and to create an electronic advertisement for the seller for publication to the selected internet media venues;

storing the information input by the third party professional through the third interface in a third database; and

processing and publishing the electronic advertisement to one or more of the selected internet media venues, whereby the electronic advertisement is displayed on the one or more of the selected internet media venues in compliance with the presentation rules of the internet media venue.

48) (New) The method of claim 47, further comprising the step of displaying the advertisement published by the computer controller on the one or more of the selected internet media venues in compliance with the internet media venue presentation rules.

- 49) (New) The method of claim 47, further comprising the step of prompting the third party professional through the interface for the third party professional for information to create and manage customized electronic advertisements for one or more sellers.
- 50) (New) The method of claim 47, further comprising the step of prompting the seller through the second interface for information to select a third party professional.
- 51) (New) The method of claim 50, further comprising the step of presenting a list of available third party professionals through the second interface.
- 52) (New) The method of claim 47, further comprising the step of prompting the third party professional through the interface for the third party professional for information identifying the third party professional.
- 53) (New) The method of claim 52, further comprising the step of storing the information identifying the third party professional in a fourth database.
- 54) (New) The method of claim 50, further comprising the step of prompting the seller through the second interface for information to review the actions of the selected third party professional.
- 55) (New) The method of claim 47, further comprising the step of prompting the seller through the second interface with a choice of appointing a third party professional to act as the agent of the seller to create or manage customized electronic advertisements.
- 56) (New) The method of claim 47, wherein the computer system and the computer controller each comprise a network of computers.

- 57) (New) The method of claim 47, wherein the electronic advertisement comprises the advertisement or components of the advertisement.
- 58) (New) The method of claim 47, wherein the internet media venue is a website comprising one or more web pages.
- 59) (New) The method of claim 47, wherein the internet media venue comprises one or more virtual locations.
- 60) (New) The method of claim 47, further comprising the step of prompting the third party professional through the interface for the third party professional with a choice of advertisement types.
- 61) (New) The method of claim 60, wherein the choice of advertisement types includes a text advertisement.
- 62) (New) The method of claim 60, wherein the choice of advertisement types includes an image advertisement.
- 63) (New) The method of claim 60, wherein the choice of advertisement types includes an interactive advertisement.
- 64) (New) The method of claim 47, further comprising the step of prompting the third party professional through the interface for the third party professional for advertising content or other components of the advertisement.

- 65) (New) The method of claim 47, wherein the selection information input by the third party professional targets one or more internet media venues.
- 66) (New) The method of claim 47, further comprising the step of generating online reports.
- 67) (New) The method of claim 66, wherein the online reports include accounting reports.
- 68) (New) The method of claim 66, wherein the online reports include trend analysis reports
- 69) (New) The method of claim 66, wherein the online reports include billing and collection reports.
- 70) (New) The method of claim 66, wherein the online reports include transaction reports.
- 71) (New) The method of claim 47, wherein the steps of prompting an internet media venue, a seller and a third party professional through the first, second and third interfaces to input information includes prompting the internet media venue, seller and third party professional to input information through a self-serve interface using a menu-driven format.
- 72) (New) The method of claim 71, wherein the step of prompting the internet media venue, seller and third party professional to input information through self-serve interfaces using a menu-driven format includes providing one or more forms including text entry areas and menu-driven choices.

Appl. No. 10/193,465

Amdt. Dated April 5, 2006

Response to First Office Action mailed October 6, 2005 requiring a response by January 6, 2006, Petitions for Extension of Time filed on January 5, 2006 and March 3, 2006 bring the required response date to April 6, 2006 (copies of Petitions for Extension of Time are attached)

Remarks

In the Office Action, Dated October 6, 2006, the examiner rejected claims 1, 5, and 20 under 35 U.S.C. § 112, and claims 1 – 20 under 35 U.S.C. § 101 “because the claimed invention is directed to non-statutory subject matter” and claims 1 – 20 provisionally rejected under the judicially created doctrine of obviousness-type double patenting and claims 1 – 20 under 35 U.S.C. § 102(b). Applicants have cancelled all claims of record, claims 1-20, without prejudice and presented herewith new claims 21-72. Applicants respectfully submit that new claims 21-72 are in condition for allowance and respectfully request favorable action on the merits.

Please be advised that total new claims are equal to 52 claims, 2 independent claims and 50 dependent claims thus incorporating an additional 32 dependent claims over those originally submitted (we originally submitted and paid for a total of 20 claims). Being a small entity a check has been prepared for 32 times twenty-five dollars totaling \$800.00 dollars due. (Check number 2556 enclosed for \$800.00 dollars to the U.S. Patent Office.)

Claims Rejection -- 35 USC Section 112

The examiner stated within his first office action dated October 6, 2005 that “Claims 1,5 and 20 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. The claims are replete with errors...”. Applicants have canceled all existing claims

and believe that they have corrected any previous errors and deficiencies within the new claims. Applicants thereby traverse the examiner's rejections and objections under 35 U.S.C. 112.

Claims Rejection -- 35 USC Section 101

The examiner further stated that "Claims 1 – 20 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter." Applicants appreciate the examiner acknowledging that the "instant claims produce a useful concrete and tangible result." (Page 4 paragraph 3 of office action) and believe that the new claims better describe the "technological arts" that have been applied within the applicants invention. Applicants traverse the examiner's rejection and objection under 35 U.S.C. 101 in view of the newly submitted claims.

Claims Rejection -- Double Patenting

The examiner "...provisionally rejected under the judicially created doctrine of obviousness-type double patenting as being unpatentable over claims 1 – 24 of copending Application No. 2005/0044009. Although the conflicting claims are not identical, they are not patentable distinct from each other because the claims are directed to the same invention." The claims within the 009 Application (actually "publication", application number 10/954,820) have been canceled and amended with substantial changes as well as the cancellation and replacement with new claims within this application thereby further distinguishing the two inventions. Even with the original claims, applicants believe that there were substantial differences between the two inventions and that the claims were patentably distinct on their foundation and fundamentals. In view of the above applicants respectfully traverse the examiner's double patenting rejection

Claims Rejection -- 35 USC Section 102(b)

The examiner stated that “Claims 1 – 20 are rejected under 35 U.S.C. 102(b) as being anticipated by Peckover [6,119,101].” The following are the applicants’ remarks in which each argument made by the examiner is analyzed and traversed.

The examiner stated that “As per Claim 1, Peckover teaches a method of using a network of computers to enable sellers to request goods or services provided by third party professionals for the creation or management of presentations comprising: providing a third party professional database having a list of available third party professionals [col. 23, lines 57 – 61 (i.e. decision agent)]”. The main thrust of Peckover is the “...gathering and analysis of market transaction data, where such transactions are contemplated or completed by electronic means, and specifically to the use of software agents to represent and to assist the activities of consumers and providers within an electronic “virtual marketplace”.” (Col. 1, Lines 13 – 18) The Peckover “...system comprises a “virtual marketplace” in which various kinds of agents represent human owners.” (Col. 14, Lines 26 – 28) Within Peckover a “software agent” is described as “...a software entity that is capable of performing certain delegated electronic actions (including holding information) on behalf of a user or another agent.” (Col. 8, Line 35 – 37) These “software agents” allow “Consumers” (Buyers) to employ “...Decision Agents to gather the information that helps consumers make purchasing and usage decisions” (Col. 14, Lines 44 – 46) and in counterpart allow “Providers” (Sellers) to employ “...Demand Agents to assist with market analysis of various kinds of demand and to target consumers” (Col. 14, Lines 50 – 51). This “virtual marketplace” which allows “Consumers” and “Providers” to transact business through the “software agents” illustrates the critical deficiency of Peckover in the fact that there

are only two parties allowed to be part of any given transaction, the “Consumer” and the “Provider”. Within Peckover there is no provision for, or suggestion or anticipation of, the use of “Third Party Professionals” (as defined within applicants’ specifications page 9 paragraph 163 and 164) by “sellers” for the creation or management of presentations or advertisements being place on Media Venues (see page 8 paragraph 129 and 130). Peckover neither contains nor suggests any mechanism, method, or means to allow a “Seller” or “Consumer” to contract with or retain “Third Party Professionals” to create and / or manage the purchase and placement of “presentations” or advertisements on “Media Venues”. Peckover does not provide for, suggest or anticipate a system, method, apparatus, or means of allowing “Sellers” to collaborate with or supervise “Third Party Professionals” in the creation or management of presentations or advertisements submitted to Media Venues. The examiner is mistaken, there are no “Third Party Professionals” within Peckover; therefore applicants must again traverse the examiner’s rejection.

The examiner further states that: “providing means for presenting third party professionals goods and services [col. 14, lines 65 – 67],” The examiner is mistaken. Although the examiner could construe that Peckover’s “Provider” could be the equivalent of the applicant’s “Third Party Professionals” there is no structure, method, system, or means within Peckover for those “Providers” to perform the services of the “Third Party Professionals” as outlined within the applicant’s invention. Peckover has no “Third Party Professionals” and therefore cannot provide a “means for presenting” their “goods and services”. It should also be noted that Peckover also states that “The term “provider” includes manufactures, retailers,

wholesalers, distributors, etc.” The Peckover term “provider” does not cover those entities defined as “Third Party Professionals” within the applicants’ invention.

The examiner further states that: “providing means for a seller to select the third party professionals [col. 22, lines 49 – 51, via Demand Query 120 (i.e. consumers or providers)]”. The examiner is wrong, because although Peckover does provide a “software agent” called a “Decision Agent” that can be configured to seek out specific products or services within the “virtual marketplace” the results are not comparable because there is no structure or means for the results of the “Decision Agent” to create or manage presentations submitted to or placed with Media Venues.

The examiner further states that: “providing means for transmitting said request to a selected third party professional of the third party professionals [col. 39, lines 22 – 24], and”. As stated above there are no “Third Party Professionals” within Peckover so there can be no “means for transmitting said request to selected third party professionals of the third party professionals”.

The examiner further states that: “providing means for seller to input information; whereby a seller may choose goods or services from one or more third party professionals, and transmit the request to the selected third party professional [col. 27, lines 34 – 41(i.e. personal agent)].” For the reasons stated above there are no “Third Party Professionals” within Peckover so there can be no “means for seller to input information; whereby a seller may choose goods or services from one or more third party professionals, and transmit the request to the selected third party professional”.

The examiner further states that “As per Claim 2, Peckover teaches a seller database having a list of sellers [col. 32, lines 52 – 55].” Applicants agree that Peckover teaches a seller database having a list of sellers. However this “seller database” is but a single component that is similar in nature but used in a different manner than the applicants’ invention and therefore does not bring Peckover closer to, nor does it anticipate or suggest the applicants’ invention.

The examiner further states that “As per Claim 3, Peckover teaches a means for said third party professional to input guidelines and information [col. 27, lines 34 – 41 (i.e. a component)].” Peckover has no “Third Party Professional” as defined within the applicants’ specification as a active or passive entity within the “virtual marketplace”. Nor does Peckover have or anticipate a “Third Party Professional Interface”, as do the applicants. It is this “Interface” that allows for the “input” of “guidelines and information” by the “Third Party Professionals”. It should be noted that the Peckover specification does not have the term “guidelines” within it.

The examiner further states that “As per Claim 4, Peckover teaches a means for said third party professionals to receive the sellers request for goods or services [col. 18, lines 30 – 33].” The examiner is wrong, as stated above Peckover does not have or teach the use of “Third Party Professionals” within the system and therefore cannot teach “a means for said third party professionals to receive the sellers request for goods or services”.

The examiner further states that “As per Claim 5, Peckover teaches a third party professionals database having list of third party professionals [col. 23, lines 57 – 61].” The examiner is mistaken, as stated above Peckover does not have or teach the use of “Third Party

Professionals” within the system and therefore cannot teach “a third party professionals database having a list of third party professionals”.

The examiner further states that “As per Claim 6, Peckover teaches a third party professionals transactions database having a list of third party professional transactions [col. 17, lines 16 – 18].” The examiner is mistaken, as stated above Peckover does not have or teach the use of “Third Party Professionals” within the system and therefore cannot teach “a third party professionals transaction database having a list of third party professionals transactions”.

The examiner further states that “As per Claim 7, Peckover teaches a third party professional inventory database having a list of third party professional inventory [col. 25, lines 22 – 25, (i.e. supply ads)]. The following is the recited Col. 25, Lines 22 – 25: “Market 18 includes a Remote Database Adapter 140 for each provider that chooses to supply ads in this manner; alternatively, a provider uses various functional components accessed via provider’s Personal Agent 13 to place ads manually.” The terms “supply ads” have no meaning or reference within this citation to the concept of “Third Party Professional inventory” as taught within the applicants’ invention. It should be noted that the term “inventory” is not used within the Peckover specification. Nor is the concept of “Inventory” or “Inventory Control” taught within the Peckover specification.

The examiner further states that “As per Claim 8, Peckover teaches a means with instructions for a seller to select and purchase offers of third party professionals [col. 16, lines 16 – 18].” The examiner is incorrect, as stated above Peckover does not have or teach the use of

“Third Party Professionals” within the system and therefore cannot teach “a means with instructions for a seller to select and purchase offers of third party professionals”.

The examiner further states that “As per Claim 9, Peckover teaches a transaction database for recording the purchase of the sellers [col. 38, lines 62 – 63]. The examiner is mistaken, as stated above Peckover does not have or teach the use of “Third Party Professionals” within the system and therefore cannot teach “teaches a transaction database for recording the purchase of the sellers”.

The examiner further states that “As per Claim 10, Peckover teaches wherein the third party professional database includes a list of available third party professional and corresponding guidelines, restrictions and standards [col. 15, lines 27 – 28 (i.e. constraints and preferences), col. 25, lines 65 – 67 (i.e. instructions), col. 16, lines 59 – 67, and col. 17, Lines 1 – 10].” Within Peckover Col. 15, lines 27 – 28 the “constraints and preferences” referred to the creation of queries by “Consumers” for the control of the “Consumers Personal Agent” and have no reference to or influence on or connection with any entity resembling the “Third Party Professionals” of the applicants invention. The “instructions” contained within Peckover Col. 25, Lines 65 –67 are in reference to “instructions for use” of product templates contained within the Fig 9B, these “instructions for use” have no relationship to the “guidelines, restrictions and standards” as used within the applicants invention and applied to the available “Third Party Professionals” of the applicants invention. It should be noted that the terms “guidelines”, “restrictions” and “standards” are not used within the specifications of Peckover in any manner much less to the application of “Third Party Professionals” as used within the applicants invention.

The examiner further states that “As per Claim 11, Peckover teaches wherein the third party professional database includes a list of available third party professional and corresponding pricing and third party professional inventory availability [col. 38, lines 17 – 20].” Although the applicants concede that Peckover utilizes databases to track “Consumers” and “Providers” there are no “Third Party Professionals” as defined within the applicant’s invention within Peckover. It should also be noted that the term “inventory” is never used within the Peckover specification. Peckover has never anticipated or taught the control of the Inventory of “Third Party Professionals” utilized by “Sellers” to create or manage presentations or advertisements being published or submitted to Media Venues.

The examiner further states that “As per Claim 12, Peckover teaches means for transferring said request to said third party professional [col. 16, line 33].” The examiner is mistaken, as stated above Peckover does not have or teach the use of “Third Party Professionals” within the system and therefore cannot teach a “teaches means for transferring said request to said third party professional”.

The examiner further states that “As per Claim 13, Peckover teaches a computer to control and facilitate the network of computers [col. 16, lines 28 – 31].” The following are Lines 28 – 31 or Col. 16: “These communication devices can be any device capable of communicating over the internet (such as personal computers with Web browser and/or e-mail software), other devices capable of operating with computer control”. This quotation is more than Lines 28 – 31 but there is no mention of, reference to, or inference of the existence of a “computer to control and facilitate the network of computers” within this citation. There may be other references within Peckover and we would think that Peckover would have a “computer to control and

facilitate the network of computers” but we believe that it will fall far short of having the necessary components and systems necessary to provide the functionality of the applicant’s invention.

The examiner further states that “As per Claim 14, Peckover teaches a means that allows the seller to choose the level of third party professional participation in the creation or management of presentations [col. 17, lines 65 – 66].” The examiner is mistaken in this statement. The following is the recited Col. 17, Lines 65 – 66: “A Object Server function 40 executes the software objects that comprise the various software functional components of Agent System 10, for example, the various agent, the markets, the data repositories, and lower level utility software objects (not shown).” This section (or the rest of Peckover for that matter) has no reference to allowing a “seller” to select the “level” of “participation in the creation or management of presentations”. Once again Peckover has no “Third Party Professionals” as defined by the applicants invention as participants within the “virtual marketplace”. Nor does Peckover have any systems or methods or apparatus, or anticipation of such, that would allow for the complex interactions of “Sellers” and “Third Party Professionals” and “Media Venues”.

The examiner further states that “As per Claim 15, Peckover teaches a means of seller monitoring the participation of the third party professional [col. 20, lines 8 – 12, via agent tracker 78].” The “agent tracker” within Peckover is only able to follow the “software agents” of Peckover. The “software agents” of Peckover are not the equivalent of the “Third Party Professionals” within the applicant’s invention. They (the software agents) are not equal in their status (human vs. software) actions (unlimited as opposed to responding to queries) or their responsibilities such as creative or managerial vs. responding to queries.

The examiner further states that “As per Claim 16, Peckover teaches a means of seller collaborating with the third party professional to provide the goods or services to the seller [col. 39, lines 20 – 21]” Closer examination of the recited section will reveal that Peckover is referring to a “personal agent” which is a “software agent” and is in no way the equal of the “Third Party Professionals” as described within the applicants invention which are either humans or legal entities controlled by humans. The cited reference does not indicate any level of “collaboration” between the “Seller” and the “Third Party Professionals” that work within the applicant’s invention. Even within the scope of Peckover, with its “Consumer” and the “Consumer’s” “software agent” there is no level of “collaboration”, only the receiving and responding to “queries” which fall far short of the “collaboration” displayed within the applicants invention.

The examiner further states that “As per Claim 17, Peckover teaches a means of two or more third party professionals to collaborate to provide goods or services to the seller [col. 16, lines 55 – 67]”. The examiner is mistaken; Peckover has no method or means for “two or more third party professionals to collaborate to provide goods or services”. Upon closer examination of Col. 16, Lines 55 – 67 and the referenced Fig. 2 one discovers that each “software agent” of a provider which is known as a “Demand Agent” is independent of and has no contact or association with other “Demand Agents” and therefore can not “collaborate to provide goods or services”. These “Demand Agents” are really very limited in the scope of their usefulness, they are only there to and capable of “advertising the products or services of the provider”. Within those lines the confusing reference to “various agents” is meant to refer to the multiple or many agents working within the “virtual marketplace”.

The examiner further states that “As per Claim 18, Peckover teaches a means of seller appointing third party professionals to act as agents of the seller to create or manage presentations [col. 19, lines 56 – 58]” The “Decisions Agents” referred to in Peckover are software programs not “Third Party Professionals” as defined by the applicants specifications. These “Third Party Professionals” within the applicant’s invention are human individuals or legal entities, not the software programs referred to within Peckover as “software agents”. Further study of Peckover’s “Decision Agents” discloses them to be fairly simple implementers of “queries to be executed” that have been written by the “Consumers” (Col. 19, Lines 65 – 67). Peckover has no system, method or means for human or legal entities (Third Party Professionals) to “create or manage presentations”.

The examiner further states that “As per Claim 19, Peckover teaches a means of monitoring the agents [col. 17, lines 23 – 26]”. The examiner is mistaken in the interpretation of Col. 17, Lines 23 – 26 in the fact that this Peckover passage refers to the “System Administrator’s” performance of “maintenance functions”. The “System Administrator” is not a “Seller” and the “Agents” referred to within this section are Peckover’s “Software Agents” and are not, nor have any relationship to, the “Third Party Professionals” of the applicants invention.

The examiner further states that “As per Claim 20, Peckover teaches a means of media venues input to the seller and third party professional based on sellers and third party original input: acceptance by seller and third parties and notification of acceptance to media venues by sellers and third parties [col. 19, lines 32 – 44].” Peckover provides no method, means or system for the “Media Venue” (as defined by applicants invention” to input the information that controls the creation or management of the presentation by either the “Seller” or a “Third Party

Professional". Peckover provides no structure, system, method, or environment, nor suggests or anticipates such, that is capable of allowing the "Seller" to either create and / or manage the complex relationship between the "Seller" and the "Media Venue", either alone or in collaboration with the defined "Third Party Professionals".

Conclusion of Remarks

In view of the currently submitted new claims, presented in this amendment, and applicants traverse of the examiners' rejections, the amendment is now deemed to place the application in condition for allowance. A Notice of Allowance is hereby earnestly solicited.

Information Disclosure Statement

Applicants submitted the current Information Disclosure Statement ("IDS") on July 29, 2002. During the prosecution of continuations and divisionals of the parent application of this application additional prior art was cited by both the applicants and the examiners of those various applications, the applicants are submitting that cited prior art within the attached IDS. As Applicants noted during the interview, Applicants conducted a prior art investigation and have included the results of the investigation in the Information Disclosure Statement ("IDS") submitted herewith. Also included in the IDS are references cited by the examiner in his first office action within the copending application 10/954,820. Included in the IDS is a Declaration of Kenneth S. Roberts ("Declaration") regarding United States Patent No. 6,401,075 ("the '075 patent"), entitled Methods of placing, purchasing and monitoring internet advertising, which issued to Mason et al on June 4, 2002, from United States Patent Application No. 09/503275, filed February 14, 2000. According to the Declaration, the conception of the subject matter

claimed in the '075 patent took place in October or November of 1999. In view of the foregoing, Applicants submit that the '075 patent cannot be deemed prior art under 35 USC §§ 102(e), 102(g), 102(e)/103 or 102(g)/103 because the subject patent application, which is a continuation of United States patent application 09/480,303, has an effective filing date of January 10, 2000 and Applicants have a date of invention for the claimed subject matter that is prior to October 1999.


Cited Prior Art

Applicants have reviewed the prior art made of record within the examiner's Conclusion section and find same to be not relevant. The following comments are only meant to touch the highlights of the arts deficiencies when compared to the applicants' invention and are not meant to be a in-depth discussion of all the differences between the references and the applicants' invention. Rosser et al. 5,543,856 is a system of inserting ads into television broadcast, it has no Third Party Professionals or a network of computers. Sharp et al. 6,263,317 is a system designed to prevent distribution channel conflict, it has no Third Party Professionals or a system to create and publish ads. Brett et al. 6,023,658 (Jeffryes) is a method for identifying and removing noise from borehole telemetry signals and appears to have nothing to do with the applicants invention. Mandler et al. 6,785,661 is a system for enabling on-line transaction utilizing a financial clearinghouse, it has no Third Party Professionals or method of creating and publishing ads. Hoffman et al. 6,366,682 is a system of tokenless authorization of commercial transactions, it has no Third Party Professionals or method of creating and publishing ads. McAbian 5,845,261 is a presentation and marketing apparatus, it has no Third Party Professionals or method of creating and publishing ads.

No additional new material has been introduced in these amended claims.

Support for the previous, as well as the New Claims, is found throughout the originally filed specification including the drawings and claims.

The examiner is hereby requested to telephone the undersigned attorney of record at 972-233-7773 or applicants at 903-561-9300, if such would further facilitate or expedite the prosecution of the instant application.

Respectfully submitted,

Henry Croskell
Attorney for applicants
Registration No. 25847

Dated April 05, 2006
6817 Cliffbrook
Dallas TX. 75254
Phone 972-233-7773

I hereby certify that this correspondence is being deposited with the United States Postal Service as Express Mail (EQ 453029885 US) in an envelope addressed to:

Mail Stop Amendment
Commissioner for Patents,
P.O. Box 1450, Alexandria VA. 22323-1450
On 04/05/06 By Michael Allen



Interview Summary

Application No.	Applicant(s)	
10/193,465	DEAN ET AL.	
Examiner	Art Unit	
Garcia Ade	3627	

All participants (applicant, applicant's representative, PTO personnel):

- (1) Garcia Ade. (3) Alexander Kalinowski.
 (2) Michael Dean. (4) _____

Date of Interview: 22 March 2006.

Type: a) Telephonic b) Video Conference
 c) Personal [copy given to: 1) applicant 2) applicant's representative]

Exhibit shown or demonstration conducted: d) Yes e) No.
 If Yes, brief description: _____

Claim(s) discussed: 1-20.

Identification of prior art discussed: Peckover (6,119,101)

Agreement with respect to the claims f) was reached. g) was not reached. h) N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: _____

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN A NON-EXTENDABLE PERIOD OF THE LONGER OF ONE MONTH OR THIRTY DAYS FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

1. Applicant described in detail the key differences between the Invention and the Reference Peckover.
2. Upon formal submission of the amendment the Examiner reserved the right for a new search.

Alexander Kalinowski
ALEXANDER KALINOWSKI
SUPERVISORY PATENT EXAMINER

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.

[Signature]
 Examiner's signature, if required

CANCELLED
O I P E I A P 8 2
APR 05 2006
PATENT & TRADEMARK OFFICE

Amdt. Dated January 5, 2006
Application Number 10/193,465
Petition For Extension Of Time

O I P E I A P 8 2
APR 05 2006
PATENT & TRADEMARK OFFICE

O I P E I A P 8 2
APR 05 2006
PATENT & TRADEMARK OFFICE

3641

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 10/193,465
Applicant : Michael A. Dean et al.
Filed : July 11, 2002
Title :

A METHOD FOR USING COMPUTERS TO
FACILITATE AND CONTROL THE CREATING
OF A PLUARLITY OF FUNCTIONS.

TC/A.U. : 3627
Examiner : Mr. Garcia Ade
Docket No. : Stone CIP

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

Petition For Extension Of Time

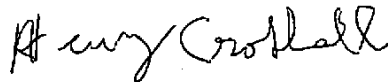
Gentlemen:

Applicants request a two-month extension of time in which to respond to the First Office Action Dated September 27, 2005 and mailed October 6, 2005 thereby requiring a response by January 6, 2006. A two-month extension of time will place the new extended response due date at March 6, 2006.

A check (Bank of America, Lucinda Stone Account, Check Number 2495) in the amount of \$225.00 is enclosed to cover the extension fee.

The examiner is hereby requested to telephone the undersigned attorney of record at 972-233-7773 or applicants at 800-809-7111, if such would further or expedite the prosecution of the instant application.

Respectfully submitted,



Henry Croskell
Attorney for applicants
Registration No. 25847

Dated January 5, 2006
6817 Cliffbrook
Dallas TX. 75254
Phone 972-233-7773

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to:

Commissioner for Patents,
Washington, D.C. 20231

On 1/5/06

Melissa Moseley



Appl. No. 10/193,465
Amdt. Dated April 5, 2006
Response to First Office Action mailed October 6, 2005 requiring a response by January 6, 2006,
Petitions for Extension of Time filed on January 5, 2006 and March 3, 2006 bring the required
response date to April 6, 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 10/193,465
Applicant : Michael A. Dean et al.
Filed : July 11, 2002
Title :

METHOD FOR USING COMPUTERS TO FACILITATE AND
CONTROL THE CREATING OF A PLURALITY OF
FUNCTIONS

TC/A.U. : 3627
Examiner : Ade, Oger Garcia
Docket No. : Stone CIP

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

Information Disclosure Statement (Supplement)

Gentlemen:

In addition to the previously filed Information Disclosure Statement, applicants hereby
call the examiner's attention to the following references listed on the accompanying forms
PTO/SB/08A (consisting of 2 pages) and PTO/SB/08B (1 page). Copies of the Non U.S. Patents

04/07/2006 SFELEKE1 00000019 10193465

01 FC:1806

180.00 OP

and other documents are attached. Applicants are filing this Information Disclosure Statement in compliance with 37 CFR Sec. 197(c)(2) which allows for the filing of an Information Disclosure Statement with a required fee of \$180.00. The fee is attached to this Information Disclosure Statement in the form of Check Number 2557.

It should be noted by the examiner that the original application to this current CIP Application was application number 09/480/303 now patent number 6,446,045 which also had divisional applications number 10/165,094 and 10/165,078 which resulted in patents 6,738,750 and 6,873,969 respectfully. A continuation of the 303 application was filed as application number, 10/165,091 which resulted in patent number 6,829,587. A continuation of the 091 application was filed as application number 10/954,820 which is a copending examination.

The following are references to the IDS listed prior art and list the patent application in which that given art was originally referenced by either the applicants or the examiner of that given application.

Cites 1 through 4 were cited by the examiners first office action in application number 10/165,091 now patent number 6,829,587.

Cite 5 was additional material cited in application of 10/954,820.

Cites 6,7, and 8 were cited by the examiners first office action in application number 10/954,820.

Cites 9 through 32 were brought to the applicants attention during a prior art investigation and were submitted in application number 10/954,820.

Cites 33 is a Foreign Patent Document that brought to the applicants attention during a prior art investigation and was submitted in application number 10/954,820.

Cite L1 was found by the applicants as a web site and submitted to the examiner during the examination of application number 10/165,091 (now patent 6,829,587) and again submitted in the examination of application number 10/954,820. Its total value as a pertinent reference is in question because of its brief and questionable teaching, exact date of publication, and whether it was publicly used. Even if the reference is found to be a better teaching than it appears on its face, applicants believe they can overcome same. The URL (www.nationwideadvertising.com) was first obtained on 03-25-99 (based on "whois" data) from Internic; not the reference.

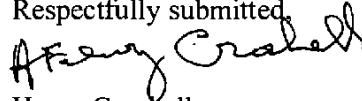
Cite L2 Declaration of Kenneth S. Roberts was first brought to the applicants attention during a prior art investigation and was submitted in application number 10/954,820 as part of an Information Disclosure Statement (Supplement).

Printed copies of Cites 33, L1, and L2 are attached.

The filing of this Information Disclosure Statement (Supplement) shall not be construed as a representation that a search has been made, an admission that the information cited is, or is considered to be, material to patentability, or that no other material information exists. Further, the filing of this Information Disclosure Statement (Supplement) shall not be construed as an admission against interest in any manner.

Written notification that the enclosed supplemental reference has been considered in its entirety, by return of a copy of this document initialed by the examiner and dated, is respectfully requested.

Respectfully submitted,



Henry Croskell
Attorney for applicants
Registration No. 25847

Dated April 05, 2006
6817 Cliffbrook
Dallas TX. 75254
Phone 972-233-7773

I hereby certify that this correspondence is being deposited with the United States Postal Service as Express Mail (EQ 453029885 US) in an envelope addressed to:

Mail Stop Amendment
Commissioner for Patents,
P.O. Box 1450, Alexandria VA. 22323-1450
On 04/05/06 By Michael Sillen



PTO/SB/08A (08-03)

Approved for use through 07/31/2006. 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 contains a valid OMB control number.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Complete if Known

Application Number	10/193,465
Filing Date	7/11/2002
First Named Inventor	Michael A. Dean
Art Unit	3627
Examiner Name	Ade, Oger Garcia
Attorney Docket Number	Stone CIP

Sheet 1 of 3

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	1	US- 6,560,578	05/06/2003	Eldering	Pages 1 - 31
	2	US- 6,430,603	08/06/2002	Hunter	Pages 1 - 11
	3	US- 6,401,075	06/04/2002	Mason et al.	Pages 1 - 07
	4	US- 6,182,050	01/30/2001	Ballard	Pages 1 - 14
	5	US- 6,430,605	08/06/2002	Hunter	Pages 1 - 14
	6	US- 5,543,856	08/06/1996	Rosser et al.	Pages 1 - 10
	7	US- 5,233,423	08/03/1993	Jernigan et al.	Pages 1 - 7
	8	US- 5,214,793	05/25/1993	Conway et al.	Pages 1 - 26
	9	US- 6,892,226	12/30/1997	Tso et al.	Pages 1 - 15
	10	US- 6,654,725	11/09/1999	Langheinrich et al.	Pages 1 - 16
	11	US- 6,487,538	11/16/1998	Gupta et al.	Pages 1 - 19
	12	US- 6,385,592	06/30/1999	Angles et al.	Pages 1 - 26
	13	US- 6,285,987	01/22/1997	Roth et al.	Pages 1 - 26
	14	US- 6,112,192	05/09/1997	Capek	Pages 1 - 11
	15	US- 5,933,811	08/20/1996	Angles et al.	Pages 1 - 26
	16	US- 6,931,591	10/15/1999	Brown et al.	Pages 1 - 15
	17	US- 6,889,382	07/27/1999	Anderson	Pages 1 - 7
	18	US- 6,718,551	12/21/1999	Swiz et al.	Pages 1 - 14
	19	US- 6,654,725	12/21/1999	Langheinrich et al.	Pages 1 - 16

FOREIGN PATENT DOCUMENTS

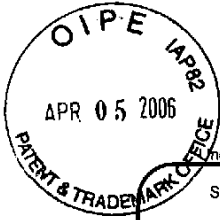
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ :Number ⁴ :Kind Code ⁵ (if known)				

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.

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.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.



PTO/SB/08A (08-03)

Approved for use through 07/31/2006. 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 contains a valid OMB control number.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Complete if Known

Application Number	10/193,465
Filing Date	7/11/2002
First Named Inventor	Michael A. Dean
Art Unit	3627
Examiner Name	Ade, Oger Garcia
Attorney Docket Number	Stone CIP

Sheet 2 of 3

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	20	US- 6,567,854	10/21/1999	Olshansky et al.	Pages 1 - 19
	21	US- 6,553,178	09/08/1994	Abecassis	Pages 1 - 57
	22	US- 6,526,575	01/07/1997	McCoy et al.	Pages 1 - 50
	23	US- 6,466,975	01/04/2000	Sterling	Pages 1 - 29
	24	US- 6,460,036	12/05/1997	Herz	Pages: 1 - 57
	25	US- 6,442,577	11/03/1998	Britton et al.	Pages 1 - 14
	26	US- 6,397,246	11/13/1998	Wolfe	Pages 1 - 14
	27	US- 6,191,780	03/25/1998	Martin et al.	Pages 1 - 6
	28	US- 6,138,142	12/20/1996	Linsk	Pages 1 - 9
	29	US- 6,026,371	11/25/1996	Beck et al.	Pages 1 - 9
	30	US- 5,991,735	08/11/1998	Gerace	Pages 1 - 30
	31	US- 5,684,918	09/08/1998	Abecasssis	Pages 1 - 57
	32	US- 6,073,105	06/13/1997	Sutcliffe et al.	Pages 1 - 29
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document	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
		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				
	33	WO/2001/37119	11/15/1999	Ferber et al.	Pages 1 - 32	

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.

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.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
25 May 2001 (25.05.2001)

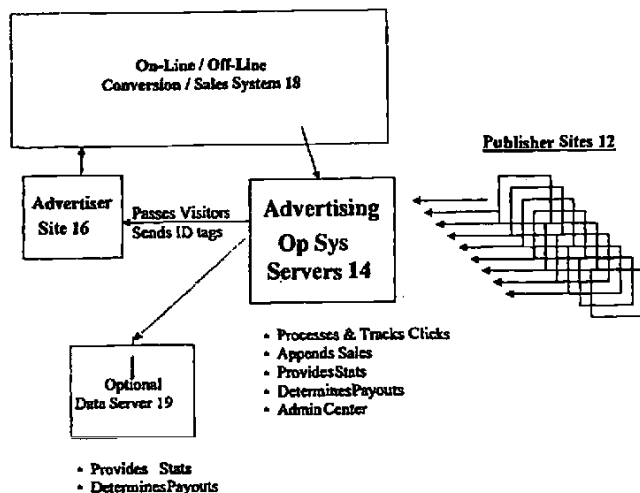
PCT

(10) International Publication Number
WO 01/37119 A2

- (51) International Patent Classification?: G06F 17/00 JOENSEN, Daniel; 2809 Boston Street #312, Baltimore, MD 21224 (US).
- (21) International Application Number: PCT/US00/31464
- (22) International Filing Date: 15 November 2000 (15.11.2000)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data: 60/165,526 15 November 1999 (15.11.1999) US
- (71) Applicant: ADVERTISING.COM [US/US]; The Tide Building, 2nd Floor, Suite 200, 1010 Hull Street, Baltimore, MD 21230 (US).
- (72) Inventors: FERBER, John, B.; Apartment 2210, 100 Harbor View Drive, Baltimore, MD 21230 (US). FERBER, Scott; Apartment 1007, 100 Harbor View Drive, Baltimore, MD 21230 (US). WALDERMAN, Todd; 11415 Falcon Ridge Court, Beltsville, MD 20705 (US).
- (81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW.
- (84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).
- Published:
— Without international search report and to be republished upon receipt of that report.

[Continued on next page]

(54) Title: APPARATUS AND METHOD FOR PROVIDING ADVERTISING ON INTERNET-ENABLED CHANNELS



(57) Abstract: A method and system for providing advertising content to Internet-enabled channels. It includes an ad server connected to the Internet, a media server with creative for the channels connected to the Internet, an advertiser database connected to said ad server, a publisher database connected to said ad server, and a database connected to said media server for storing creative for a plurality of Internet-enabled channels. After an Internet user requests publisher content, content is sent from a server of the publisher to a user device and includes code to request an ad be served. This code operates the user device to request an ad location from the ad server, the ad server supplies an ad location to the user device, the code operates the user device to request an ad from the media server, and the media server supplies the ad for display on the user device.

WO 01/37119 A2



For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

TITLE: Apparatus and Method for Providing Advertising on Internet-enabled Channels

1 **FIELD OF THE INVENTION**

2 The present invention is drawn to an Advertising Operating System that provides
3 users with the opportunity to execute high-speed, optimized ad serving across multiple
4 Internet-enabled channels for multiple clients.

5

6 **BACKGROUND INFORMATION**

7 In recent years, the exponential growth of the network of computer networks known
8 as the Internet has also lead to enormous growth in the area of "on-line" advertising.

9 Typically, online advertising has been accomplished by banner advertisements in the
10 form of graphics, such as Graphics Interchange Format (GIF) images, that serve as anchors
11 for URL links to advertiser sites. The publisher of the Internet Web site typically specifies the
12 ads to be shown on their site.

13 Many prior art systems required a publisher to contract with advertisers and to store
14 ads on their own servers. In order to increase efficiency, better target the advertising and
15 manage ad campaigns, various schemes relating to ad serving have been developed.

16 U.S. Patent No. 5,948,061 to Merriman, and assigned to DoubleClick, Inc., discloses
17 a system in which statistics are compiled on individual users and networks and the use of the
18 advertisements is tracked to permit targeting of the advertisements of individual users. In
19 response to requests from affiliated sites, an advertising server transmits to people accessing
20 the page of a site an appropriate one of the advertisement based upon profiling of users and
21 networks.

22 Other systems, such as U.S. Patents Nos. 6,128,663 to Thomas and 6,141,010 to
23 Hoyle, also collect demographic information on users and the information is then used to
24 send targeted advertisements to them. However, many of these systems lack the tools needed
25 for ad campaign management, are not particularly suited to serving many different types of
26 creative, and are not suited to serving advertisements to multiple Internet-enabled channels.

27

28

1 BRIEF SUMMARY OF THE INVENTION

2 It is an object of the invention to create, install and maintain an Advertising Operating
3 System for publishers, networks, agencies and advertisers.

4 It is a further object of the invention to provide automated publisher sign-up for an
5 advertising network, with a centrally managed "Approval / Denial" capability for the
6 publishers and advertisers who sign up.

7 It is another object of the invention to provide for differential payouts to each of the
8 different publishers.

9 It is another object of the invention to provide an Advertising Operating System that
10 provides ad serving capabilities so that publishers can dynamically change ads on Internet-
11 enabled channels, whether by specific rules, by random, by fractional representation, by
12 mathematical optimization, or by other means.

13 It is yet another object of the invention to provide a hyperlink / redirection from a
14 publisher's Internet-enabled channel to services being promoted if a potential customer clicks
15 on an Advertising Operating System provided banner or other form of creative.

16 It is yet another object of the invention to provide an Advertising Operating System
17 that tracks clicks made from a publisher's Internet-enabled channel and tracks the result of
18 those clicks into either a sale of or an inquiry into or any other action or set of actions in
19 relation to the advertising network's advertisers.

20 It is yet another object of the invention to provide an Advertising Operating System
21 that reports the clicks, sales, branding effect and any other advertising related measurement
22 of the advertising network's products to both publishers and advertisers/agencies.

23 It is yet another object of the invention to provide an Advertising Operating System
24 that allows multi-level reporting so that different parts of an organization can have different
25 views of the data, depending upon "security clearance" granted by the owner of the data,
26 whether a publisher, advertiser, networks thereof or other users.

27 It is yet another object of the invention to provide an Advertising Operating System
28 that provides detailed level statistics on program performance at the publisher level, whether
29 for publishers, advertisers, networks thereof or other users.

1 It is yet another object of the invention to provide an Advertising Operating System
2 that provides an interface with relevant accounting systems so that checks can be issued in an
3 automated fashion to publishers.

4 The Advertising Operating System of the present invention provides fast and cost-
5 effective ad and content serving for online media for advertisers, agencies, networks and
6 publishers.

7 What differentiates Advertising Operating System ad serving technology from other
8 services is that it is capable of delivering tens of billions of marketing messages per month
9 via Internet-enabled channels, such as the web, wireless, and e-mail, and it offers detailed
10 reporting, delivery, management, and customer service tools to effectively serve and manage
11 online marketing campaigns. Using the present invention, advertisers, publishers, and
12 networks (users) can view the performance of each advertisement, creative, campaign, or
13 creative content placement location and produce customized ad tracking reports.

14 The present invention also includes such features as:

- 15 ● Geographic targeting so advertisers can target their ad campaigns to visitors from
16 geographic regions, such as US and non-US, MSA, state, country, county, area code;
- 17 ● Key word targeting capability to provide the ability to deliver targeted creatives or
18 media based on key words used by the visitor or obtained from sections or areas
19 visited reflecting interest in a keyword;
- 20 ● Multi-level security (Publisher Access) that enables clients to view and configure
21 their network, with all relevant information for their network, such as Internet sites,
22 sign-ups, approvals, campaign and media entry, campaign management, reports, and
23 default configuration options, being available from the user interfaces for the third-
24 party network, and with security provided through logins and associated ownership
25 rights, thereby enabling clients to select exactly which information each party is able
26 to view and how they view it;
- 27 ● Real-time interfacing with ad-decisioning logic across multiple servers to leverage a
28 broad range of behavioral patterns and capabilities;
- 29 ● Secure media serving using HTTPS and SSL to secure pages to provide the ability to
30 support secure serving of media and tracking of clicks and actions to sites with secure
31 content without the warning interstitials for non-secure media and provide security via

- 1 support for HTTPS- and SSL-based delivery of campaign creatives with proprietary
2 security systems and protocols e.g. America Online, private networks;
- 3 ● Fully multi-threaded ad servers that increase the scalability and performance of the ad
4 servers distributed across fully redundant, scalable and failsafe systems; and
 - 5 ● Real-Time over-delivery prevention for advertisers and publishers to provide the
6 ability to end campaigns more accurately for organic and third-party networks by
7 monitoring the delivery of campaigns as they approach end-of-run across multiple
8 servers.

9 The present invention also provides the advantages of:

- 10 ● Reporting - the customized reporting capability provides a spectrum of detailed
11 reports, all completely customizable and exportable to programs such as Excel as well
12 as in other open and proprietary formats. This function gives the user the ability to
13 create targeted reports on the fly, including highly informative graphs;
- 14 ● Being multi-compliant - the present invention is compliant with all standard industry
15 Internet systems and proprietary private networks and devices;
- 16 ● Delivering all forms of Internet media - Successful ad and content delivery requires
17 maximum flexibility - creatives can be in any form or dimension, including most
18 forms of rich media, JavaScript, HTML, text, wireless protocols, video, audio as well
19 as a standard .gif file;
- 20 ● Reliability - As a stand-alone system, the technology is totally independent of outside
21 software vendors using industry standard components, languages and protocols and
22 can be enhanced and customized based on customer's feedback and needs.
- 23 ● Delivering on a variety of User objectives to include branding, CTR, conversions,
24 maximum revenue, maximum profit
- 25 ● The Advertising Operating System can perform the desired functions with or without
26 the use of cookies being placed upon the Recipient's computer
- 27 ● User definable delivery options can provide variations of delivery to achieve
28 frequency capping, occasion capping, sequential messaging, and triggers all of which
29 can be within a channel or platform or across multiple channels and platforms.

- 1 • Delivery and collection of response data to intermittently connected internet devices
2 such as Personal Digital Assistants (PDAs), Interactive Television devices (i.e., set-
3 top boxes) and mobile telephones.
4

5 Reports provided by the present invention are comprehensive, flexible, easy-to-use
6 and make it simple to analyze performance down to an hourly level. Any category can be
7 reported on quickly and easily, allowing users to compare, without limitation, items such as
8 campaigns, creatives, Internet sites, days of the week. Impressions, clicks, CTR, conversions
9 or any other measurable action can be viewed instantly, for example, by categories including,
10 but not limited to: advertiser; campaign; creative; Internet publisher; Internet site; conversion;
11 geography; and time of day.

12 The time period for all reports is completely defined by the user. Reports can be
13 sorted by categories including, but not limited to: run of campaign; year to date; month to
14 date; this week; today; and hour.

15 Down to a daily level, for example, users can review campaign information on an
16 hourly basis. All online reports can be sorted by any criterion simply by clicking on the title.
17 Graphs can be generated for up to two criteria on any report. All reports can be downloaded
18 to a common file format for easy importing into Excel or other analytic tools.

19 As used herein, the terms "creative" and "creative content" refers to the concept,
20 design or artwork of an ad or element of content, including the technology used to create or
21 develop the ad or element of content. The most common creative technology for banners is
22 GIF, JPEG images or animated GIFs. Other creative technologies include Java, HTML or
23 streaming media and the particular form/technology of the creative content is not meant as a
24 limitation. The term "Internet-enabled channel" includes, but is not limited to, the World
25 Wide Web, e-mail, instant messaging (IM), short messaging services (SMS), wireless (phone,
26 PDA, pager, etc.), and digital television forms of Internet-based communication. The term
27 "ad" refers to any message or content with an advertising objective. "Advertising Operating
28 System" refers to the system or service used to schedule, choose, and deliver creative content
29 to recipients on behalf of an advertiser, network or agency. "Ad server" refers to any
30 computer or server used for the purpose of managing, scheduling and/or choosing the creative
31 content. "Advertiser" refers to any entity that desires to advertise its own products or

1 services. "Agency" or "agencies" refers to any entity that represents one or more advertisers
2 for purposes of placement of creative content on behalf of said advertiser(s). "Media server"
3 refers to any computer or server used for the purpose of storage and retrieval of creative
4 content. "Publisher" refers to any person, or representative of a person, who owns a Internet
5 site, a network of Internet sites, email lists, or any other type of inventory in which creative
6 content can be displayed, over any type of medium, such as a webmaster. "Destination sites"
7 refers to any destination, such as Internet sites, wireless devices, and others, to which creative
8 content shall be delivered. As used herein, "URL" refers to any unique destination finder,
9 including, but not limited to uniform resource locators. "Recipient" refers to any individual
10 who receives and/or views creative content. "Users" refers to any advertiser, agency, network
11 or publisher who uses the Advertising Operating System, or a service thereof, of the present
12 invention.

13

14 BRIEF DESCRIPTION OF THE DRAWINGS

15 **Figure 1** illustrates a schematic diagram of a typical embodiment of the present
16 invention.

17 **Figure 2** illustrates high-level banner serving in accordance with the present
18 invention.

19 **Figure 3** illustrates some details for ad campaign administration in accordance with
20 the present invention.

21 **Figure 4** illustrates a basic technical overview of the present invention.

22 **Figure 5A** illustrates a database structure in accordance with the present invention.

23 **Figures 5B-C** illustrate more detail of the internal and external data used in **Figure**
24 **5A**.

25

26 DETAILED DESCRIPTION OF THE INVENTION

27 The present invention comprises a method and system for providing advertising to
28 Internet-enabled channels. It includes an ad server connected to the Internet, a media server
29 connected to the Internet, an advertiser database connected to said ad server, a publisher
30 database connected to said ad server, an Internet user database connected to said ad server
31 and a database connected to said media server for storing creative for a plurality of Internet-

1 enabled channels. When an Internet user operates a user device to request publisher content,
2 content is sent from a server of the publisher to the user device and includes code to request
3 an ad be served. This code operates the user device to request an ad location from the ad
4 server, the ad server supplies an ad location to the user device, the code operates the user
5 device to request an ad from the media server, and the media server supplies the ad for
6 display on the user device.

7 Upon a user selection of the ad, the code operates the user device to request an
8 advertiser URL from the ad server and the ad server provides an advertiser URL to the user
9 device. The user device uses the advertiser URL to request an advertiser target page from an
10 advertiser server on the Internet and the advertiser server delivers a target page for display on
11 the user device.

12 The user device includes, but is not limited to, any type of personal computer, Internet
13 device, set-top box, PDA, Internet-enabled phone, or ATM terminal. The creative content can
14 include, but is not limited to, any type of GIF banners, animated GIF banners, JPEG banners,
15 JavaScript, HTML, text, rich media, and streaming media. The Internet-enabled channels can
16 include, but are not limited to, any of web pages, e-mail, text messaging, and any other
17 similar electronic/digital content and messaging platforms and specifically includes wireless
18 channels.

19 The invention preferably includes an automatic sign-up page for advertisers and
20 publishers, with the automatic sign-up page including a central approval and denial
21 capability. It further allows publishers to dynamically change ads on Internet sites, whether
22 by specific rules, by random, by fractional representation, by mathematical optimization or
23 any other suitable means. The invention also has data sharing and collecting for optimization
24 and accounting purposes.

25 The business model for the entity facilitating practice the present invention involves
26 creating, installing and maintaining the Advertising Operating System service.

27 The software has various functions. Initially, it provides automated publisher and
28 advertiser sign-up, such as on a signup page. It also enables a centrally managed "Approval /
29 Denial" capability for the publishers and advertisers who sign up for the program and it
30 allows for differential payouts to each of the different publishers in the program. In addition,

1 it provides interfaces for sales, trafficking and other functions required for administration of
2 the system.

3 The software also creates a database of publishers in the program with their required
4 program information (e.g. name, billing address, site URLs, tax ID #, etc.); provides ad
5 serving capabilities so that publishers can dynamically change the ads on channels, whether
6 statically, rules-based or by mathematical optimization; provides a hyperlink / redirection
7 from the publisher's channel to services being promoted if the potential customer clicks on
8 provided banners and other forms of creative; tracks the clicks made from a publisher's
9 channel and the result of those clicks into either a sale of, an inquiry, or other action into
10 program advertisers; and reports the clicks, sales, inquiries, or other actions into products
11 within the program to the publishers and advertisers.

12 The Advertising Operating System software also allows multi-level reporting so that
13 different parts of the organization can have different views of the data, depending upon
14 "security clearance" granted by the publisher or advertiser. Within this reporting, it provides
15 detailed level statistics on program performance at the publisher and advertiser level and
16 provides an interface with the relevant accounting systems so that checks can be issued in an
17 automated fashion to the publishers.

18 The installation step involves installing relevant computer code to provide the above
19 functionality on dedicated servers located directly on the backbone of the Internet to ensure
20 optimal performance.

21 Maintenance is ideally centrally provided for the program so that remote
22 troubleshooting can occur, but the system can also be operated on a standalone basis. The
23 central control of the required hardware and software allows simpler logistics for maintaining
24 the system, with a resultant higher reliability. This also allows the entity practicing the
25 invention to work with publishers and advertisers to provide on-going improvements and
26 modifications and to provide technical assistance to the publishers and advertisers in the
27 program.

28 Administration of the program involves: managing the approval / denial process of
29 publishers, under the guidance of users; providing a creative farm and access to approved
30 creative for the publishers; providing technical assistance to all publishers in the program;
31 managing direct marketing campaigns (via e-mail, electronic newsletters, etc.) to the

1 publishers on behalf of advertisers; and managing all publisher payments on behalf of
2 advertisers.

3 As illustrated in **figure 1A**, publishers from publisher sites **12** sign up with the system
4 of the present invention. Banners (or other creative) are served by the Advertising Operating
5 System to the publisher sites **12** and when the banners are clicked on, the publisher sites
6 redirect visitors to an Advertising Operating System server **14** that processes and tracks the
7 clicks. The Advertising Operating System server **14** then passes the visitor, along with their
8 ID tags, to the advertiser Internet site **16**. Results/tracking information of the visit, such as
9 from conversions or sales **18**, are collected by Advertising Operating System server **14** and
10 used for such purposes as providing statistics, providing reports and determining payouts.
11 This information can optionally be stored on a data server **19**.

12 A preferred embodiment of the present invention includes data sharing. In this system,
13 advertisers (clients) are able to: receive many (i.e., typically up to seven) fields of data /
14 information from the Advertising Operating System server; make a decision against each
15 visitor, app, etc. and append that relevant decision to the fields of data ("0" or "1" being
16 sufficient); and report that information back to the Advertising Operating System server for
17 payment and stats purposes. Ideally, fields need to be ~25 characters long in type text or
18 characters to allow the sending of both text and numbers in those fields.

19 **Figure 1B** illustrates the messaging involved in serving creative content such as an
20 ad. When a user logs onto a user PC, the user is typically brought to an Internet page or a
21 portal or search page as configured by the user. Thus this initial action is a request for some
22 form of content by the user (transaction 1). Content is then returned to the user from the
23 Internet site that is the user's chosen entry point (transaction 2).

24 However, in addition to content being returned, the Internet site that is enabled with
25 the ad serving technology of the present invention requests an ad to be served to the user
26 (transaction 3) along with the content. This request goes to the ad server of the program,
27 which controls the ad serving process and which keeps information on the user such as user
28 demographics and other advertising administrative data, but not the ad itself. The location for
29 that ad, on a media server that is not the Internet site of any advertiser, is returned to the users
30 PC (transaction 4) which then requests the ad to be served from the location on the media
31 server (transaction 5):

1 The media server contains thousands of banner type ads that can be served to users
2 based upon user demographics and administrative information stored on the ad server. Thus
3 when the ad is requested from the user's PC (transaction 5), the particular banner ad that is to
4 be served is sent down to the user's PC (transaction 6) and displayed along with the content
5 requested by the user. The ad server and media server do not need to be in the same location
6 or even managed by the same company.

7 If the user does nothing with the ad that is served, no connection is made to the
8 Internet site of the entity that is sponsoring the ad. If however the user is interested in the ad
9 contents that are being displayed, the user can click on the ad. This "click through" results in
10 a message being sent to the ad server (transaction 7) requesting a link to the site of the entity
11 sponsoring the ad. Thus there is no link to the sponsor's site with the banner ad that is served
12 to the user during transaction 6. This must be separately requested when the user clicks on
13 the ad.

14 The link to the sponsor's location is then provided to the user (transaction 8) and the
15 user's browser is then directed to request information from the sponsor's site via the
16 appropriate URL (transaction 9). Once the request is received at the sponsor's site, the
17 sponsor's Internet page is returned to the user's PC (transaction 10).

18 Figure 2 illustrates high-level WWW banner serving in accordance with the present
19 invention. As illustrated in the figure, at step 21, an Internet surfer enters one of the Internet
20 sites in the client network. An ad serving optimizer determines the best ad to serve the
21 Internet surfer. Each Internet surfer has an ID (cookie) appended to their Internet browser
22 that identifies them as unique. If the user has not been in the client network before, they are
23 assigned a unique ID number, and served the "new user" ad for that particular site, time of
24 day, etc. If the Internet surfer has an ID, the optimizer will lookup his/her information and
25 set of product scores, at 22. The product with the best score will have its ad shown to that
26 particular Internet surfer. In some circumstances (such as creative testing or data gathering),
27 the best ad will not be shown to facilitate modeling efforts.

28 The ad is then shown to a Internet surfer, at 23. If the Internet surfer clicks on the ad
29 or responds to it in some way, the user is re-directed to the advertiser's Internet site, at 24.
30 For certain advertisers that provide tracking access, the advertising server technology tracks

1 the Internet surfer's movements through the advertiser's Internet site and reports certain
2 transactions back to other parties.

3 Although described above with respect to a WWW click-thru banner, the invention
4 can also be practiced in other ways. For example, in addition to click-thru and conversion
5 ads, the invention can also be used for "view" ads, such as simple text message ads sent to
6 wireless Internet-enabled devices, as well as other creative. Also, although described with
7 respect to a WWW page, ads can also be delivered in e-mails, such as in an e-mail newsletter.
8 In this case, as well as the wireless device case, the user request for content may be separated
9 in time from the delivery and make take the form of an "opt-in" sign-up for a service that
10 delivers the e-mail newsletter, text, or other type of digitally transmitted message.

11 Figure 4 illustrates the manner in which the ad server functions. The advertiser's
12 agents enter the relevant advertiser campaign information in the "Admin Entry Screen" 44.
13 As each Internet surfer enters a client network site, at 40, an ad server optimizer 42 accesses
14 data 46 to determine which ad to display. The transactions created by the Internet surfer are
15 then recorded at 48 for later analysis, model building, and report 49 generation.

16 The administrative entry screen, as illustrated in figure 3, contains the advertiser
17 information 32 and product/service information 34. Each advertiser and product receives a
18 unique identification label that is tracked for every advertising campaign. Furthermore,
19 different creatives for the same product are tracked independently. All of the data tracking
20 can be seen in the Data section below.

21 There are three types of activities or ad serving scenarios that the ad system is
22 responsible for handling:

- 23 ● Ordinary, rules-based, or optimized ad serving.
- 24 ● Quick Testing—where only a small sample size is needed to determine overall
25 effectiveness of, for example, one banner over another, or to determine banner
26 fadeout and frequency impacts.
- 27 ● Data Gathering—the process of serving ads to a broad audience, constrained by the
28 specifications placed by both publishers and advertisers, to develop an accurate model
29 of performance.

30 The purpose of quick testing includes, but is not limited to, determining which ads
31 work best from a CTR (click-through rate) point of view; determining the optimal frequency

1 for serving different ads, and determining the length of time before ads lose their appeal. The
2 size of the tests will vary directly with their complexity. The system manages test scenarios
3 **36** so that the appropriate sampling techniques are utilized.

4 The goal of a forced ad campaign is to deliver a time specified, action specified
5 campaign for advertisers. At times, the present invention will NOT want to deliver the
6 optimal ad to the available space so that it can run a particular campaign based on the client's
7 specs for click, exposure, or sale distribution over time. (E.G. 10,000 clicks a week,
8 uniformly distributed, for 4 weeks on "Women's Interest" sites only.)

9 By doing this, advertisers get to choose their constrains, such as the time of day and
10 day of week they want their ads to show and both parties get to pick their payout preferences.

11 The Advertising Operating System server has the ability to collect, track and utilize
12 data for the delivery of advertising. As advertisers become more data driven, the ad server
13 allows advertisers access and use of its substantial data capabilities to enhance the value of
14 their campaigns and increase knowledge of their potential customers. The data models are
15 illustrated in **figures 5A-C**.

16 One way to organize a database structure is illustrated in **figure 5A**. Data is organized
17 as survey data **51**, which includes, but is not limited to, recipient provided data, Internet
18 surfer or recipient data **52**, external data **53**, advertiser data **54**, product data **55**, ad data **56**,
19 publisher (i.e., webmaster) data **57**, site data **58**, payout data **59**, and transaction data **60**.

20 As illustrated in **figure 5B**, external data can be categorized as that available on the
21 Internet **510** and that which is not necessarily derived from the Internet (non-Internet) **520**.
22 Likewise, as illustrated in **figure 5C**, internal data can be categorized as that related to the
23 Internet user (websurfer) **530**, the publisher (webmaster) **540**, and the advertiser **550**.

24 The following functionality / categories of data is collected for use in modeling.

- 25 1. **Unique ID branding at 52**: Each person who enters the network of sites/channels
26 needs to have a unique ID branded onto them to determine who they are for frequency
27 calculations and data tracking; every time a Internet surfer enters one of the Internet
28 sites in the network or is messaged (e-mail, IM, wireless), the ad server looks up their
29 ID number and uses that data to determine what ad to serve.
- 30 2. **Transaction Database at 60**: Time of day, day of week, exact date that
31 banner/creative is served and other descriptive data and measured actions are taken

- 1 (e.g. clicks, download, request for info, etc.)
- 2 3. **Advertiser Categorization at 54:** All advertisers will be categorized so that Internet
- 3 sites/channels/publishers can determine appropriateness for their Internet
- 4 sites/channels.
- 5 4. **Internet site Categorization at 58:** All Internet sites/channels placed in a category
- 6 of content for ad targeting (see Categories below)
- 7 5. **Internet site Tags:** On network Internet sites, capture meta-tags and other keywords
- 8 to use as targets for identifying similar content. Preferably require all Internet
- 9 sites/publisher channels to post a category tag or label for each section of content they
- 10 want to place an ad next to.
- 11 6. **IP Address** of Internet surfer.
- 12 7. **IP Address Data Lookup:** Using publicly available datasets based on the ISP that
- 13 owns / reserves the IP address, lookup geographic location (country, state / province),
- 14 area code, Domain name, Domain type, name of ISP, SIC code for domain name if
- 15 not an ISP (for bus. to bus. marketing), Occupation category for SIC, and any other
- 16 suitable descriptive information available
- 17 8. **Internet surfer's browser:** Data from the Internet surfer's browser
- 18 9. **Survey at 51:** each survey participant needs to be branded with an ID that allows the
- 19 ad server to look up their raw data (i.e., gender, occupation, age, country, zip code) to
- 20 serve and analyze creative performance against.
- 21 10. **Connection to MC / Visa for Payment Processing:** Order Form connection to
- 22 International payment systems.
- 23 11. **Link to advertisers:** The ability to track sales or movements / actions within an
- 24 advertiser's Internet site/channel to a particular Internet surfer from the program and
- 25 link sales info with the ads that generated the sale, etc. to track Internet surfer from
- 26 "entry into network" to "purchase of product" (also could include data sharing of
- 27 advertiser preferred attributes for modeling purposes).
- 28 12. **Business Information at 53:** A link to an external data source such as American
- 29 Business Information (ABI) and/or Dun + Bradstreet (not real-time) to track size of
- 30 business, other attributes for employers and businesses that have been identified.
- 31 13. **Network Internet site Registration Data:** Incorporate Internet site registration data

1 for more explicit targeting.

2 14. **Micro-Credits Payment System**: Provides network Internet sites and advertisers
3 with ability to charge nominal amounts for certain transactions (like \$0.10 - \$1.00).

4 15. **Internet surfer Demographics**: Links to major data houses (i.e., Polk, InfoBase,
5 Axcion, etc.) on a batch or real-time basis.

6 16. **Credit Bureaus at 53, Batch**: A link to the credit bureaus, done in batch, to track
7 individually identifiable information and to process credit related orders.

8 A payout schedule 59 is displayed to the publishers. Tracking of historical payout
9 schedules is done so that historical payments can be calculated at any time. The publishers
10 see their payouts earned according to each advertiser in the publisher stats section. The
11 advertiser stats section will have each advertiser's performance across categories, Internet
12 sites/channels and other relevant data view or combinations.

13 Payouts can be, but are not limited to, one of the following:

- 14 • CPM—based on the number of ads served
- 15 • Payout / click (visitor)
- 16 • \$ payout per action
- 17 • % payout per action
- 18 • Payout based upon recurring actions or a combination of actions

19 Each advertiser specifies a desired payout option and each publisher can specify
20 whether to accept all, some, or only one of the payout options. This selection criteria could
21 limit the total number of advertisers available for optimization on the publisher's site. Each
22 advertiser has a payout associated with each product they sell. Publisher statistics and
23 payouts are based on all participating advertisers' payout plans.

24 Raw and unique impressions and clicks are tracked. Unique clicks are defined as
25 unique IP addresses within the past x hours where "x" can be any suitable period of time.
26 Publishers are allowed to place all kinds of links they want for payout options, but they
27 should be specified and tracked separately for ideal placement. For example, position of
28 banners should be tracked—top of page, text link, bottom of page, button, etc.

29 The present invention has the ability to use multiple graphics types, including
30 enhanced images / graphics, buttons, and pop-up windows / interstitials.

31 To prevent fraud, the system checks for sudden jumps in performance on both

1 publishers and advertisers stats and issues automated flags. For acceptance purposes, the
2 system includes the ability to easily check, manually, the categorization and acceptability of
3 Internet sites. The system therefore provides means to capture URLs of Internet pages and
4 provide a quick link to them in a verification page for a client agent.

5 Reporting is provided by online access to comprehensive performance reports.
6 Performance reports include information vital to monitoring the results of campaigns,
7 including, but not limited to:

- 8 • Number of ad impressions delivered
- 9 • Number of clicks
- 10 • Click rate
- 11 • Relative performance by Internet site
- 12 • Campaign optimization analysis
- 13 • Sell-through by site (if structured for this variable)
- 14 • Overall site ranking by designated performance variables

15 All Internet sites and Internet pages are categorized into categories, as well as
16 geography and language, including, but not limited to:

- 17 • Personal Finance
- 18 • Business Info / News
- 19 • Automotive
- 20 • Entertainment
- 21 • Games
- 22 • Health
- 23 • News & Society
- 24 • On-line Communities / Chat
- 25 • Portal Sites / Search Engines / ISPs
- 26 • Sports
- 27 • Computers - Software

- 1 • Computers – Internet
- 2 • Computers - Hardware
- 3 • Travel
- 4 • Virtual Stores
- 5 • On-line Help Centers / Advice for Internet surfers
- 6 • Publisher Support Sites
- 7 • IT/Technology Professional
- 8 • Business-to-Business E-Commerce
- 9 • Hobbies and Leisure

10 The categorizations noted above are not meant as limitations, and other sub-categories
11 are possible within the discretion of the system operator. As time goes on, all Internet pages,
12 Internet sites, and organizations identified through data collection will be categorized
13 according to codes—i.e., the practitioner of the present invention can append Dun &
14 Bradstreet, American Business Information SIC Codes or other recognized standard
15 classification codes if it knows the names of organizations in the United States.

16 Additionally, all advertisers are categorized into categories, as well as geography
17 (country and zip code / region) and language, including, but not limited to:

- 18 • Personal Finance
- 19 • Business Info / News
- 20 • Automotive
- 21 • Entertainment
- 22 • Hobbies and Leisure
- 23 • Health
- 24 • Electronic Equipment
- 25 • Clothes
- 26 • Toys
- 27 • Household Goods / Groceries
- 28 • Personal Hygiene Products
- 29 • Food / Restaurants / Carryout
- 30 • News & Society

- 1 • On-line Communities / Chat
- 2 • Portal Sites / Search Engines / ISPs
- 3 • Sports
- 4 • Computers - Software
- 5 • Computers – Internet
- 6 • Computers - Hardware
- 7 • Software
- 8 • Games
- 9 • Travel
- 10 • Generic Virtual Stores
- 11 • On-line Help Centers / Advice for Internet surfers
- 12 • IT/IS Professionals

13 Again, the categorizations noted above are not meant as limitations, and other sub-
14 categories are possible within the discretion of the system operator. The system is flexible
15 enough to handle future changes. And again, as time goes on, all Internet pages, Internet sites,
16 and organizations identified through data collection can be categorized according to codes—
17 i.e., the practitioner of the present invention can append Dun & Bradstreet, American
18 Business Information SIC Codes or other recognized standard classification codes if it knows
19 the names of organizations in the United States.

20 Ad serving in the present invention is provided by dedicated, high-speed connections
21 (>= T-3), backed-up. The database is scaleable, queriable, fast, and reached off-line from the
22 ad serving system.

23 Data storage in the present invention can involve separate servers for data storage and
24 retrieval from the ad serving servers and is performed in databases for fast and easy querying.

25 Data for data modeling is accessed in batch or real-time mode from the database
26 servers. The ad servers periodically dump transaction data to the database servers. The
27 database servers then do data linking to external databases if the external connections are not
28 needed in real-time. If external connections are needed in real-time, ad servers will have to
29 make the connection

30 Data modeling is run, for example, on an hourly basis to update current scores for
31 each product category by Internet surfer/site/location/destination/etc., but can also be run

1 more or less frequently. For replaced advertisers, current scores on past advertiser in same
2 category will be used until significant amount of data is collected for an updated score to be
3 made.

4 The invention also includes network site approval. When a site is selected and placed
5 on buy order they immediately receive confirmation via the Internet and through email that
6 their site has been selected with both rate, buy size and scheduling information. The site then
7 executes a review option that does the following through an admin screen:

- 8 • Approve or Reject Order
- 9 • Rejection letters are form letters designated by reason codes
- 10 • Verify categorizations of sites and change them if necessary
- 11 • Send approval and / or rejection letters to their specified email address
12 automatically

13 This invention can be used for advertisers receiving publisher requests for ad buys.

14 The leasing of the system to either Advertising Operating System agencies or ad
15 networks/Internet sites could only be for administration purposes. The actual traffic and
16 creative delivery would occur through the Advertising Operating System of the present
17 invention. Advertisers would sign up under the lessee's system. All that is needed is a
18 change the logo and name on the reports and signup functions, tracking all sub-networks to
19 the originating lessee. The entire system could also be provided on a stand-alone basis.

20 "Super Administration" functionality can be provided to manage the sub-networks
21 and lessees as a whole. This would include the ability to view reports by lessee—network
22 impressions, clicks, etc.; the ability to review profitability of lessee; and the ability to setup
23 and discontinue a lessee arrangement.

24 Lessee Administration functionality is very similar to functionality needed by a client
25 to maintain its own network and includes: the ability to enter advertisers and their campaigns;
26 the ability to upload new creatives and to schedule their implementation; the ability to enter
27 advertising constraints and conditions—i.e., targeting, time of day, Internet site category
28 inclusion/exclusion; the ability to schedule ad runs—i.e., amount of traffic over what time
29 frame; and the ability to approve and/or deny Internet sites into their sub-networks.

30 The ad serving system typically can include load balancers, such as Cisco/Arrowpoint
31 CS 800's performing layer 7 polling with HTTP "get" calls every 1-3 seconds, to evenly

1 distribute the requests from Internet pages over the Internet to the ad servers. The ad servers
2 will typically consist of 32-36 Pentium III processors running at 600-800 MHz, each having
3 1-2 GB of RAM and 36GB hard drives. Server software can be C++ compiled and running on
4 FreeBSD, being held together with Chron, Perl, and Perlscripts, and could also be ported to
5 Linux, A/UX, Windows NT, and Sun Solaris.

6 Typical cookie server hardware, used for serving browsers that cannot or will not
7 accept cookies, can include multi-processor systems with raid arrays and 4GB of RAM,
8 running on Linux or FreeBSD and communicating with the ad server via TCP.

9 The database hardware can typically include a pair of Sun 4500 processors and an
10 EMC raid array with MySQL, Oracle or other suitable database management software.
11 Cached media can be served based on decisioning logic and optimizer from the ad database
12 via NFS mount to the ad server.
13

1 We Claim:

- 2 1. A method for providing advertising to Internet-enabled channels, comprising:
3 providing an ad server connected to the Internet;
4 providing a media server connected to the Internet;
5 storing advertiser data in a database connected to said ad server;
6 storing publisher data in a database connected to said ad server;
7 storing creative for a plurality of Internet-enabled channels in a database connected to
8 said media server;
9 wherein a user operates a user device to request publisher content;
10 said content is sent from a server of said publisher to said user device, said content
11 including code to request an ad be served;
12 said code operates said user device to request an ad location from said ad server;
13 said ad server supplies an ad location to said user device;
14 said code operates said user device to request an ad from said media server; and
15 said media server supplies said ad for display on said user device.
- 16 2. The method of claim 1, wherein upon a user selection on said ad, having said code
17 operate said user device to request an advertiser URL from said ad server; and
18 said ad server provides an advertiser URL to said user device.
- 19 3. The method of claim 2, wherein said user device uses said advertiser URL to request
20 an advertiser target page from an advertiser server on the Internet and said advertiser server
21 delivers a target page for display on said user device.
- 22 4. The method of claim 1, wherein said user device includes any of personal computers,
23 Internet devices, set-top boxes, PDAs, Internet-enabled phones, and ATM terminals.
- 24 5. The method of claim 1, wherein said creative includes any of GIF banners, animated
25 GIF banners, JPEG banners, JavaScript, HTML, text, rich media, and streaming media.
- 26 6. The method of claim 1, wherein said Internet-enabled channel includes any of web
27 pages, e-mail, and text messaging.
- 28 7. The method of claim 6, wherein said Internet-enabled channel is wireless.
- 29 8. The method of claim 1, further comprising providing an automatic sign-up page for
30 advertisers and publishers, said automatic sign-up page including a central approval and
31 denial capability.

- 1 9. The method of claim 1, further comprising allowing publishers to dynamically change
2 ads on Internet sites.
- 3 10. The method of claim 9, wherein the change can be performed by specific rules, by
4 random, by fractional representation, or by mathematical optimization.
- 5 11. The method of claim 3, further comprising:
6 collecting data; and
7 storing Internet user data in a database connected to said ad server.
- 8 12. The method of claim 11, wherein said data includes data related to said Internet user.
- 9 13. The method of claim 11, wherein said data includes data related to actions performed
10 by said Internet user in relation to said ads.
- 11 14. The method of claim 13, wherein said actions include clicks, sales resulting from
12 clicks, and inquiries resulting from clicks.
- 13 15. The method of claim 11, further comprising storing said data on a data server
14 connected to said ad server.
- 15 16. The method of claim 1, wherein said ad server and said media server are provided at
16 separate locations.
- 17 17. The method of claim 16, wherein said ad server and said media server are provided by
18 separate entities.
- 19 18. A system for providing advertising to Internet-enabled channels, comprising:
20 an ad server connected to the Internet;
21 a media server connected to the Internet;
22 a database with advertiser data connected to said ad server;
23 a database with publisher data connected to said ad server;
24 a database with creative content for a plurality of Internet-enabled channels connected
25 to said media server;
26 at least one user device to request publisher content;
27 wherein said content is sent from a server of said publisher to said user device, said
28 content including code to request an ad be served;
29 said code including means to operate said user device to request an ad location from
30 said ad server;
31 said ad server having software to supply an ad location to said user device;

- 1 said code further including means to operate said user device to request an ad from
2 said media server; and
3 said media server having software to supply said ad for display on said user device.
4
- 5 19. The system of claim 18, wherein upon a user selection on said ad, having means for
6 said code to operate said user device to request an advertiser URL from said ad server; and
7 said ad server provides an advertiser URL to said user device.
- 8 20. The system of claim 19, wherein said user device uses said advertiser URL to request
9 an advertiser target page from an advertiser server on the Internet and said advertiser server
10 delivers a target page for display on said user device.
- 11 21. The system of claim 18, wherein said user device includes any of personal computers,
12 Internet devices, set-top boxes, PDAs, Internet-enabled phones, and ATM terminals.
- 13 22. The system of claim 18, wherein said creative includes any of GIF banners, animated
14 GIF banners, JPEG banners, JavaScript, HTML, text, rich media, and streaming media.
- 15 23. The system of claim 18, wherein said Internet-enabled channel includes any of web
16 pages, e-mail, and text messaging.
- 17 24. The system of claim 23, wherein said Internet-enabled channel is wireless.
- 18 25. The system of claim 18, further comprising providing an Internet page coded for an
19 automatic sign-up for advertisers and publishers, said automatic sign-up page including a
20 central approval and denial capability.
- 21 26. The system of claim 18, further comprising means for allowing publishers to
22 dynamically change ads on Internet sites.
- 23 27. The system of claim 26, wherein the change can be performed by specific rules, by
24 random, by fractional representation, or by mathematical optimization.
- 25 28. The system of claim 18, further comprising:
26 means for collecting data; and
27 a database with Internet user data connected to said ad server.
- 28 29. The system of claim 28, wherein said data includes data related to said Internet user.
- 29 30. The system of claim 28, wherein said data includes data related to actions performed
30 by said Internet user in relation to said ads.

1 31. The system of claim 30, wherein said actions include clicks, sales resulting from
2 clicks, and inquiries resulting from clicks.

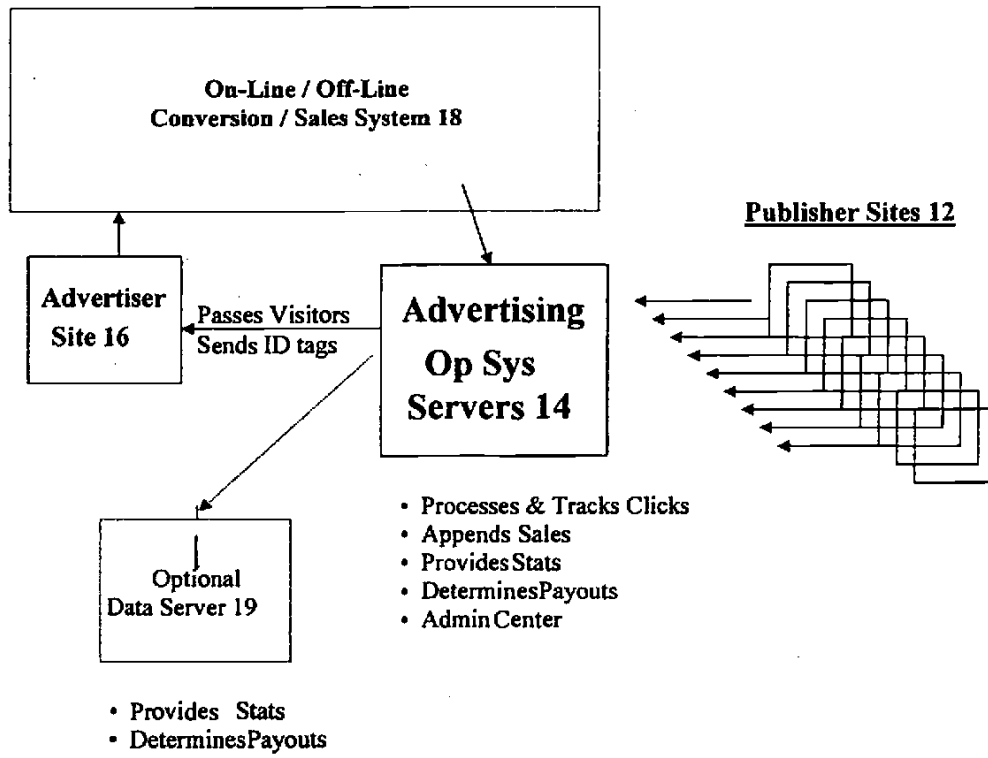
3 32. The system of claim 28, further comprising a data server for storing said data
4 connected to said ad server.

5 33. The system of claim 18, wherein said ad server and said media server are connected to
6 the Internet at separate locations.

7 34. The system of claim 33, wherein said ad server and said media server are connected to
8 the Internet by separate entities.

9

Figure 1A



Information Flow

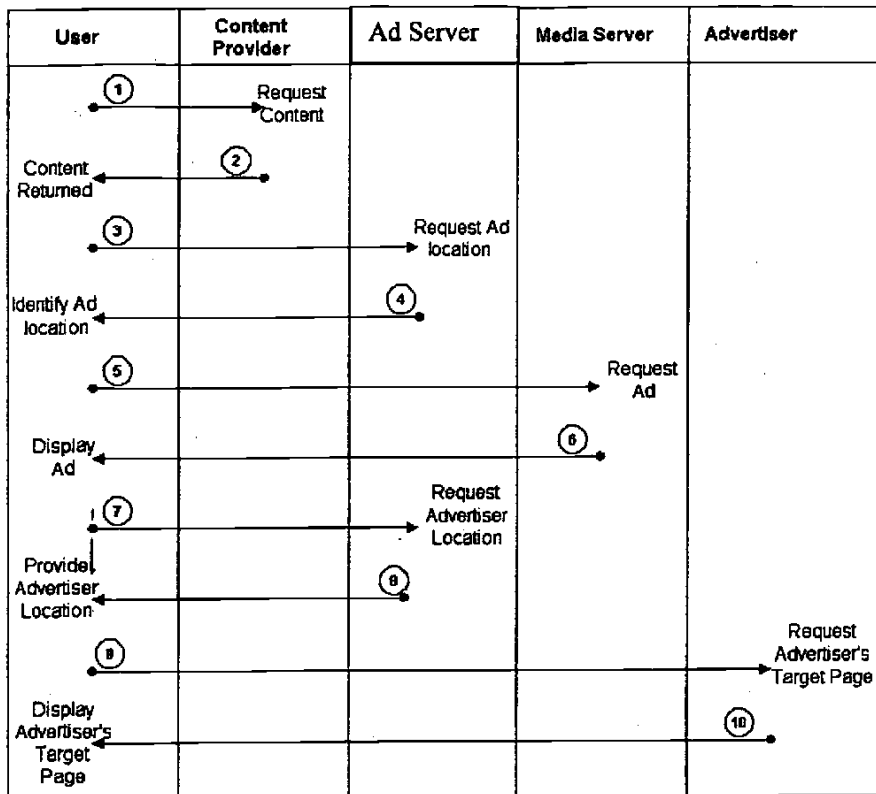


Figure 1B

Figure 2
Advertising Operating System

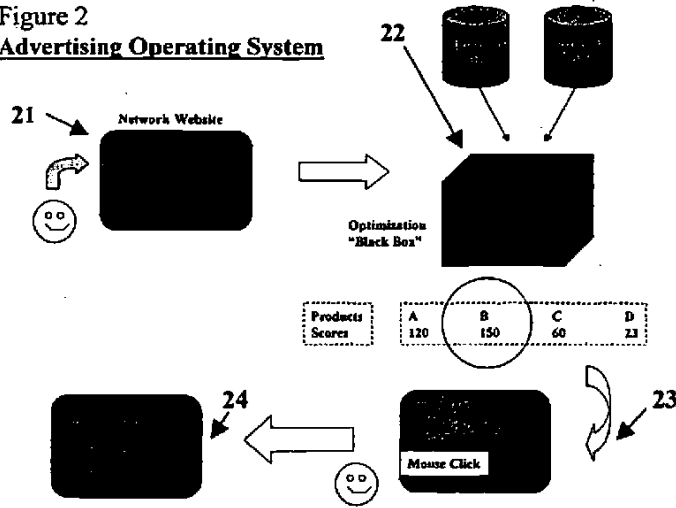


Figure 3

Admin Entry Screen

Enter Advertiser Specifications for their Ad Campaigns

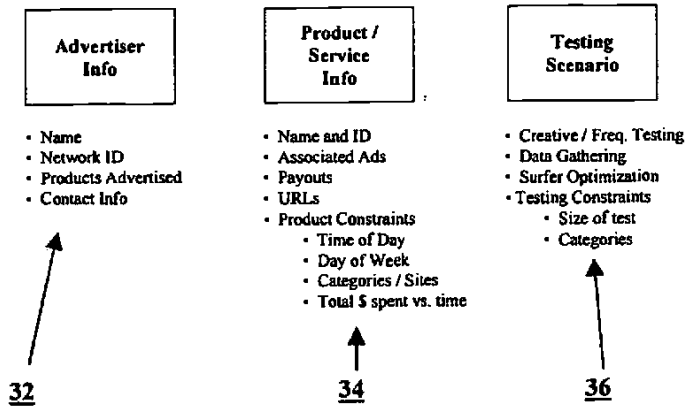


Figure 4

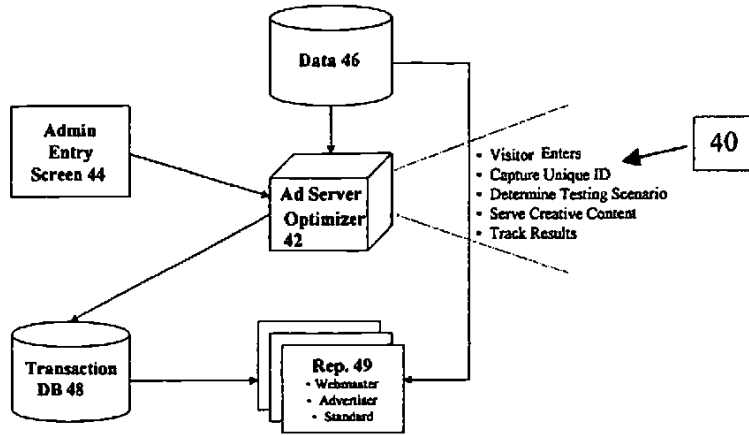


Figure 5A

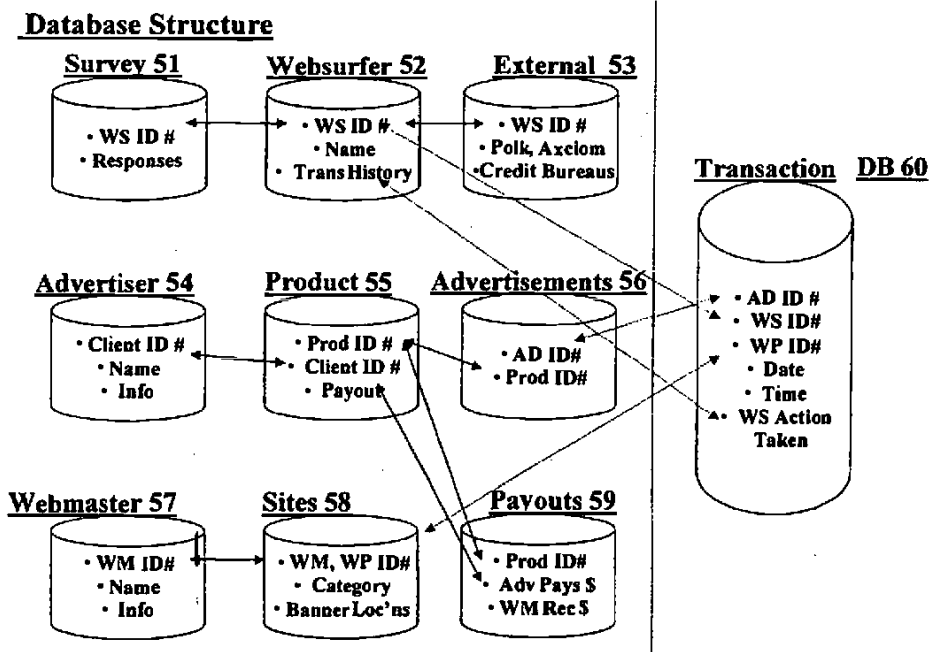


Figure 5B

External Data

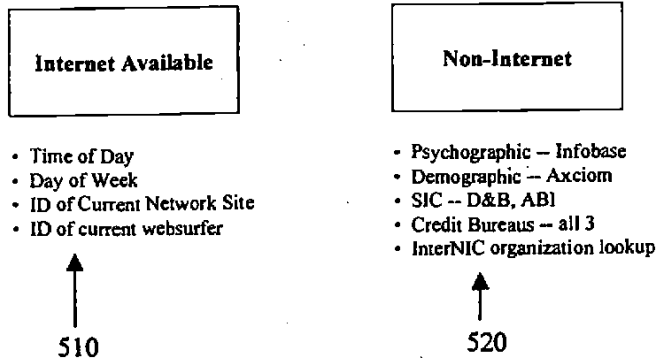
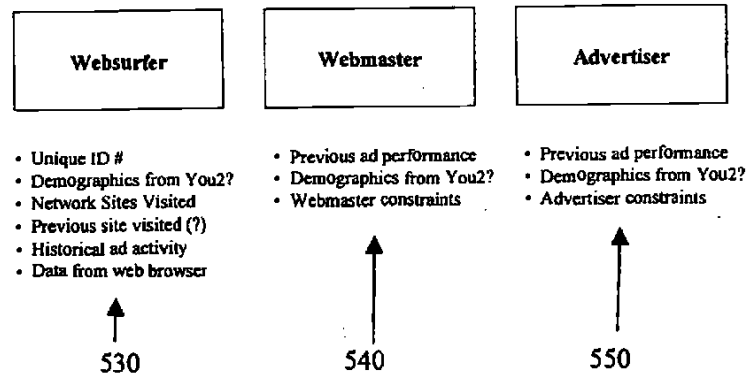


Figure 5C

Internal Data



CURRENT INFO.

APPL. NO. 10/193,465

AMDT. DATED APRIL 5, 2006

INFORMATION DISCLOSURE STATEMENT (SUPPLEMENT)

Patent

Doc. No. Stone-5



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : ~~Stone et al~~ GRIC INFO.
Appl. No. : ~~10/954,820~~
Filing Date : September 30, 2004
Title : Method For Using Computers To Facilitate and Control The
Creating of a Plurality of Functions
Group Art Unit : 3627
Examiner : ~~Andrew J. Fischer~~
Docket No. : Stone -5 Confirmation No. 4115

DECLARATION

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

Dear Sir:

1. I, Kenneth S. Roberts, am an attorney with the law firm of Orrick, Herrington & Sutcliffe LLP.
2. I have no financial interest in the above-referenced patent application ("the application").
3. On or about November 14, 2005, I telephoned Arnold Berhman who is listed as an inventor on United States Patent No. 6,401,075 (the "'075 patent").
4. During our telephone conversation, Mr. Berhman confirmed that he was the inventor listed on the '075 patent and that he worked for Global Networks Inc., the assignee of the '075 patent, during 1999 and 2000. Mr. Berhman further confirmed that he and the other named inventors collaborated on the system described in the '075 patent and came up with the concept of modifying

or reconfiguring an advertisement in October or November of 1999 following an October 1999 press release, filed their patent application in February 2000, and in about September 2000 Global Networks Inc. had a system as described in the '075 patent up and running.

5. On November 29, 2005, I sent Mr. Behrman an email confirming our telephone conversation on November 14, 2005. A true and correct copy of my November 29, 2005 email message to Mr. Behrman is attached hereto as Exhibit A.


6. As part of my November 29, 2005 email message I selected both the "Request a delivery receipt for this message" option and "Request a read receipt for this message" option under the Microsoft Outlook message Options menu. A true and correct copy of a delivery notification indicating my November 29, 2005 email was successfully delivered to Mr. Behrman is attached hereto as Exhibit B. A true and correct copy of a read notification indicating Mr. Behrman read my November 29, 2005 email is attached hereto as Exhibit C.

7. On or about November 30, 2005, I telephoned Mr. Behrman again. During our conversation, Mr. Behrman confirmed that he received my email and that he did not have any changes or corrections.

I certify under penalty of perjury that the information submitted in this declaration is all true and correct.

Respectfully Submitted,

Dated: Feb 13, 2006

By: 
Kenneth S. Roberts
Reg. No. 38, 283

PATENT APPLICATION FEE DETERMINATION RECORD
Effective October 1, 2001

Application or Docket Number

stone cip
70193466

CLAIMS AS FILED - PART I

	(Column 1)	(Column 2)
TOTAL CLAIMS	<i>20</i>	
FOR	NUMBER FILED	NUMBER EXTRA
TOTAL CHARGEABLE CLAIMS	<i>20</i> minus 20= *	<i>0</i>
INDEPENDENT CLAIMS	<i>1</i> minus 3= *	<i>0</i>
MULTIPLE DEPENDENT CLAIM PRESENT <input type="checkbox"/>		

* If the difference in column 1 is less than zero, enter "0" in column 2

CLAIMS AS AMENDED - PART II

	(Column 1)	(Column 2)	(Column 3)
AMENDMENT A <i>04/01/04</i>	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
	Total * <i>52</i>	Minus ** <i>20</i>	= <i>32</i>
	Independent * <i>7</i>	Minus *** <i>3</i>	= <i>0</i>
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM <input type="checkbox"/>			

	(Column 1)	(Column 2)	(Column 3)
AMENDMENT B	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
	Total *	Minus **	=
	Independent *	Minus ***	=
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM <input type="checkbox"/>			

	(Column 1)	(Column 2)	(Column 3)
AMENDMENT C	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
	Total *	Minus **	=
	Independent *	Minus ***	=
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM <input type="checkbox"/>			

- * 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.

SMALL ENTITY TYPE OR **OTHER THAN SMALL ENTITY**

RATE	FEE	OR	RATE	FEE
BASIC FEE	370.00	OR	BASIC FEE	740.00
X\$ 9=	/	OR	X\$18=	
X42=	/	OR	X84=	
+140=	/	OR	+280=	
TOTAL	<i>370</i>	OR	TOTAL	

SMALL ENTITY TYPE OR **OTHER THAN SMALL ENTITY**

RATE	ADDITIONAL FEE	OR	RATE	ADDITIONAL FEE
X\$ 9=	<i>800</i>	OR	X\$18=	
X42=	/	OR	X84=	
+140=	/	OR	+280=	
TOTAL ADDIT. FEE	<i>800</i>	OR	TOTAL ADDIT. FEE	

RATE	ADDITIONAL FEE	OR	RATE	ADDITIONAL FEE
X\$ 9=		OR	X\$18=	
X42=		OR	X84=	
+140=		OR	+280=	
TOTAL ADDIT. FEE		OR	TOTAL ADDIT. FEE	

RATE	ADDITIONAL FEE	OR	RATE	ADDITIONAL FEE
X\$ 9=		OR	X\$18=	
X42=		OR	X84=	
+140=		OR	+280=	
TOTAL ADDIT. FEE		OR	TOTAL ADDIT. FEE	

BEST AVAILABLE COPY

Interview Summary

Application No. 10/193,465	Applicant(s) DEAN ET AL.
Examiner Garcia Ade	Art Unit 3627

All participants (applicant, applicant's representative, PTO personnel):

- (1) Garcia Ade. (3) Alexander Kalinowski.
(2) Michael Dean. (4) _____

Date of Interview: 22 March 2006.

Type: a) Telephonic b) Video Conference
c) Personal [copy given to: 1) applicant 2) applicant's representative]

Exhibit shown or demonstration conducted: d) Yes e) No.
If Yes, brief description: _____

Claim(s) discussed: 1-20.

Identification of prior art discussed: Peckover (6,119,101)


Agreement with respect to the claims f) was reached. g) was not reached. h) N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: _____


(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN A NON-EXTENDABLE PERIOD OF THE LONGER OF ONE MONTH OR THIRTY DAYS FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

1. Applicant described in detail the key differences between the Invention and the Reference Peckover.
2. Upon formal submission of the amendment the Examiner reserved the right for a new search.


ALEXANDER KALINOWSKI
SUPERVISORY PATENT EXAMINER

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.


Examiner's signature, if required



3-6-06

THM 3627/

Amtd. Dated March 3, 2006
Application Number 10/193,465
Petition For Extension Of Time

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 10/193,465
Applicant : Michael A. Dean et al.
Filed : July 11, 2002
Title :

A METHOD FOR USING COMPUTERS TO
FACILITATE AND CONTROL THE CREATING
OF A PLUARLITY OF FUNCTIONS.

TC/A.U. : 3627
Examiner : Mr. Garcia Ade
Docket No. : Stone CIP

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

03/07/2006 AKELÉCH1 00000084 10193465

01 FC:1253

285.00 DP

Petition For Extension Of Time

Gentlemen:

Applicants request an additional one-month extension of time in which to respond to the First Office Action Dated September 27, 2005 and mailed October 6, 2005 thereby requiring a response by January 6, 2006. A previous Petition For Extension Of Time was submitted on January 5, 2006 and a fee was paid of \$225.00. This current Petition For Extension Of Time will bring the total requested extension to Three months and will require a total payment of \$510.00. A check (Bank of America, Lucinda Stone Account, Check Number 2534) in the amount of \$285.00 is enclosed to cover the additional

extension fee. The previous fee paid of \$225.00 plus the current payment of \$285.00 equals the total fee due of \$510.00 for the total three-month extension. This will place the new extended response due date at April 6, 2006.

The examiner is hereby requested to telephone the undersigned attorney of record at 972-233-7773 or applicants at 800-809-7111, if such would further or expedite the prosecution of the instant application.

Respectfully submitted,



Henry Croskell
Attorney for applicants
Registration No. 25847

Dated March 3, 2006
6817 Cliffbrook
Dallas TX. 75254
Phone 972-233-7773

I hereby certify that this correspondence is being deposited with the United States Postal Service as Express Mail EJ 495491453 US in an envelope addressed to:

P.O. Box 1450
Alexandria, VA 22313-1450

On 3/3/06

Melissa Maxwell

01-06-06

TFW
3627
/



Amdt. Dated January 5, 2006
Application Number 10/193,465
Petition For Extension Of Time

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 10/193,465
Applicant : Michael A. Dean et al.
Filed : July 11, 2002
Title :

A METHOD FOR USING COMPUTERS TO
FACILITATE AND CONTROL THE CREATING
OF A PLUARLITY OF FUNCTIONS.

TC/A.U. : 3627
Examiner : Mr. Garcia Ade
Docket No. : Stone CIP

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

Petition For Extension Of Time

Gentlemen:

Applicants request a two-month extension of time in which to respond to the First Office Action Dated September 27, 2005 and mailed October 6, 2005 thereby requiring a response by January 6, 2006. A two-month extension of time will place the new extended response due date at March 6, 2006.

A check (Bank of America, Lucinda Stone Account, Check Number 2495) in the amount of \$225.00 is enclosed to cover the extension fee.

01/09/2006 RNEBRAHT 00000024 10193465

01 FC:2252

225.00 0P

The examiner is hereby requested to telephone the undersigned attorney of record at 972-233-7773 or applicants at 800-809-7111, if such would further or expedite the prosecution of the instant application.

Respectfully submitted,



Henry Croskell
Attorney for applicants
Registration No. 25847

Dated January 5, 2006
6817 Cliffbrook
Dallas TX. 75254
Phone 972-233-7773

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to:

Commissioner for Patents,
Washington, D.C. 20231

On 1/5/06

Melissa Moseley



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.
10/193,465	07/11/2002	Michael A. Dean	Stone CIP	9059

7590 10/06/2005
Henry Croskell, Esq.
6817 Cliffbrook
Dallas, TX 75240

EXAMINER

ADE. OGER GARCIA

ART UNIT PAPER NUMBER

3627

DATE MAILED: 10/06/2005

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

Office Action Summary	Application No.	Applicant(s)	
	10/193,465	DEAN ET AL.	
	Examiner	Art Unit	
	Garcia Ade	3627	

-- 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 07/11/2002.
- 2a) This action is FINAL. 2b) This action is non-final.
- 3) 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

- 4) Claim(s) 1-20 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-20 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on 11 July 2002 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).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

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) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

CP

DETAILED ACTION

Claim Rejections - 35 USC § 112

1. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

2. Claims 1, 5 and 20 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. The claims are replete with errors, some examples follow:

- a) In claim 1, it is unclear if the term "a seller" in section c is the same or different than "sellers" in line 1.

- b) In claim 1, it is unclear if the term "seller" in section e is the same or different than "sellers" in line 1.

- c) In claim 1, it is unclear if the term "seller" in section e is the same or different than "seller" in section c.

- d) In claim 1, it is unclear if the term "third party professionals" in line 6 the same as or different from the third party professionals in lines 4 and 5.

- e) The dependant claim 5 does not further limit the independent claim 1.

Furthermore, for purposes of applying prior art the Examiner will interpret the claims 5 to have the same limitations or are identical to claim 1 (a).

- f) Claim 20 recites the limitation "media venue" in line 1. There is insufficient antecedent basis for this limitation in the claim.

Claim Rejections - 35 USC § 101

3. 35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

Claims 1 – 20 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter.

The basis of this rejection is set forth in a two-prong test of:

(1) whether the invention is within the technological arts; and

(2) whether the invention produces a useful, concrete, and tangible result.

For a claimed invention to be statutory, the claimed invention must be within the technological arts. Mere ideas in the abstract (i.e., abstract idea, law of nature, natural phenomena) that do not apply, involve, use, or advance the technological arts fail to promote the "progress of science and the useful arts" (i.e., the physical sciences as opposed to social sciences, for example) and therefore are found to be non-statutory subject matter. For a process claim to pass muster, the recited process must somehow apply, involve, use, or advance the technological arts.

In this case, at least claim 1 does not produce a useful, concrete and tangible result. The claims do not contain any technology.

As to technological arts recited in the preamble, mere recitation in the preamble (i.e., intended or field of use) or mere implication of employing a machine or article of manufacture to perform some or all of the recited steps does not confer statutory subject matter to an otherwise abstract idea unless there is positive recitation in the claim as a whole to breathe life and meaning into the preamble.

In the present case, the network of computers is recited in the preamble. However, no technology is recited in the body of the claims.

Mere intended or nominal use of a component, albeit within the technological arts, does not confer statutory subject matter to an otherwise abstract idea if the component does not apply, involve, use, or advance the underlying process.

Additionally, for a claimed invention to be statutory, the claimed invention must produce a useful, concrete, and tangible result. Although the instant claims produce a useful concrete and tangible result. The claims do not recite the use of any technology. The Examiner suggest Applicant incorporate language within the body of the claims that indicate at least one of the limitations is carried out by the use of technology (i.e. computer, data processor, etc.).

Double Patenting

4. Claims 1 – 20 provisionally rejected under the judicially created doctrine of obviousness-type double patenting as being unpatentable over claims 1 - 24 of copending Application No. US 2005/0044009. Although the conflicting claims are not identical, they are not patentably distinct from each other because the claims are directed to the same invention.

This is a provisional obviousness-type double patenting rejection because the conflicting claims have not in fact been patented.

Claim Rejections - 35 USC § 102

5. 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 –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

6. Claims 1 – 20 are rejected under 35 U.S.C. 102(b) as being anticipated by Peckover [6,119,101].

As per Claim 1, Peckover teaches a method of using a network of computers to enable sellers to request goods or services provided by third party professionals for the creation or management of presentations comprising: providing a third party professional database having a list of available third party professionals [col. 23, lines 57 – 61 (i.e. decision agent)], providing means for presenting third party professionals goods and services [col. 14, lines 65 - 67], providing means for a seller to select the third party professionals [col. 22, lines 49 – 51, via Demand Query 120 (i.e. consumers or providers)], providing means for transmitting said request to a selected third party professional of the third party professionals [col. 39, lines 22 – 24], and providing means for seller to input information; whereby a seller may choose goods or services from one or more third party professionals, and transmit the request to the selected third party professional [col. 27, lines 34 – 41(i.e. personal agent)].

As per Claim 2, Peckover teaches a seller database having a list of sellers [col. 32, lines 52 - 55].

As per Claim 3, Peckover teaches a means for said third party professional to input guidelines and information [col. 27, lines 34 – 41 (i.e. a component)].

As per Claim 4, Peckover teaches a means for said third party professionals to receive the sellers request for goods or services [col. 18, lines 30 - 33].

As per Claim 5, Peckover teaches a third party professionals database having a list of third party professionals [col. 23, lines 57 - 61].

As per Claim 6, Peckover teaches a third party professionals transactions database having a list of third party professional transactions [col. 17, lines 16 - 18].

As per Claim 7, Peckover teaches a third party professional inventory database having a list of third party professional inventory [col. 25, lines 22 – 25, (i.e. supply ads)].

As per Claim 8, Peckover teaches means with instructions for a seller to select and purchase offers of third party professionals [col. 16, lines 16 - 18].

As per Claim 9, Peckover teaches a transaction database for recording the purchases of the sellers [col. 38, lines 62 - 63].

As per Claim 10, Peckover teaches wherein the third party professional database includes a list of available third party professional and corresponding guidelines, restrictions and standards [col. 15, lines 27 – 28 (i.e. constraints and preferences), col. 25, lines 65 – 67 (i.e. instructions), col. 16, lines 59 – 67, and col. 17, lines 1 - 10].

As per Claim 11, Peckover teaches wherein the third party professional database includes a list of available third party professional and corresponding pricing and third party professional inventory availability [col. 38, lines 17 - 20].

As per Claim 12, Peckover teaches means for transferring said request to said third party professional [col. 16, line 33].

As per Claim 13, Peckover teaches a computer to control and facilitate the network of computers [col. 16, lines 28 - 31].

As per Claim 14, Peckover teaches a means that allows the seller to choose the level of third party professional participation in the creation or management of presentations [col. 17, lines 65 - 66].

As per Claim 15, Peckover teaches a means of seller monitoring the participation of the third party professional [col. 20, lines 8 – 12, via agent tracker 78].

As per Claim 16, Peckover teaches a means of seller collaborating with the third party professional to provide the goods or services to the seller [col. 39, lines 20 - 21].

As per Claim 17, Peckover teaches a means of two or more third party professionals to collaborate to provide goods or services to the seller [col. 16, lines 55 - 67].

As per Claim 18, Peckover teaches a means of seller appointing third party professionals to act as agents of the seller to create or manage presentations [col. 19, lines 56 - 58].

As per Claim 19, Peckover teaches a means of monitoring the agents [col. 17, lines 23 - 26].

As per Claim 20, Peckover teaches a means of media venues input to the seller and third party professional based on sellers and third party original input: acceptance by seller and third parties and notification of acceptance to media venues by sellers and third parties [col. 19, lines 32 - 44].

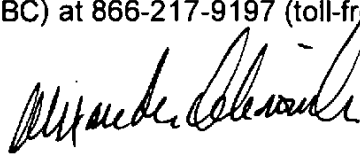
Conclusion

7. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. The method of using computers to facilitate and control the creating of a plurality of functions is recited in the following references: Stone et al. [6,446,045] B1, Rosser et al. [5,543,856], Sharp et al. [6,263,317], Brett et al. [6,023,658], Mandler et al. [6,785,661], Hoffman et al. [6,366,682], McAbian [5,845,261].

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Garcia Ade whose telephone number is 571.272.5586. The examiner can normally be reached on M-F 8:30AM - 5PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Alexander Kalinowski can be reached on 571.272.6771. 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).



ALEXANDER KALINOWSKI
PRIMARY EXAMINER

Garcia Ade
Examiner
Art Unit 3627

Application/Control Number: 10/193,465
Art Unit: 3627

Page 9 - 09272005

ga

Notice of References Cited	Application/Control No. 10/193,465	Applicant(s)/Patent Under Reexamination DEAN ET AL.	
	Examiner Garcia Ade	Art Unit 3627	Page 1 of 1

U.S. PATENT DOCUMENTS

*	Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
A	US-6,119,101	09-2000	Peckover, Douglas L.	705/26
B	US-5,543,856	08-1996	Rosser et al.	348/578
C	US-6,263,317	07-2001	Sharp et al.	705/26
D	US-6,023,658	02-2000	Jeffryes, Benjamin P.	702/16
E	US-6,785,661	08-2004	Mandler et al.	705/39
F	US-6,366,682	04-2002	Hoffman et al.	382/115
G	US-5,845,261	12-1998	McAbian, Adi Jacob	705/26
H	US-6,446,045	09-2002	Stone et al.	705/26
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.

Index of Claims



Application/Control No.

10/193,465

Examiner

Garcia Ade

Applicant(s)/Patent under Reexamination

DEAN ET AL.

Art Unit

3627

√	Rejected
=	Allowed

-	(Through numeral) Cancelled
+	Restricted

N	Non-Elected
I	Interference

A	Appeal
O	Objected

Claim		Date						
Final	Original	9/29/05						
	1	√						
	2	√						
	3	√						
	4	√						
	5	√						
	6	√						
	7	√						
	8	√						
	9	√						
	10	√						
	11	√						
	12	√						
	13	√						
	14	√						
	15	√						
	16	√						
	17	√						
	18	√						
	19	√						
	20	√						
	21							
	22							
	23							
	24							
	25							
	26							
	27							
	28							
	29							
	30							
	31							
	32							
	33							
	34							
	35							
	36							
	37							
	38							
	39							
	40							
	41							
	42							
	43							
	44							
	45							
	46							
	47							
	48							
	49							
	50							

Claim		Date						
Final	Original							
	51							
	52							
	53							
	54							
	55							
	56							
	57							
	58							
	59							
	60							
	61							
	62							
	63							
	64							
	65							
	66							
	67							
	68							
	69							
	70							
	71							
	72							
	73							
	74							
	75							
	76							
	77							
	78							
	79							
	80							
	81							
	82							
	83							
	84							
	85							
	86							
	87							
	88							
	89							
	90							
	91							
	92							
	93							
	94							
	95							
	96							
	97							
	98							
	99							
	100							

Claim		Date						
Final	Original							
	101							
	102							
	103							
	104							
	105							
	106							
	107							
	108							
	109							
	110							
	111							
	112							
	113							
	114							
	115							
	116							
	117							
	118							
	119							
	120							
	121							
	122							
	123							
	124							
	125							
	126							
	127							
	128							
	129							
	130							
	131							
	132							
	133							
	134							
	135							
	136							
	137							
	138							
	139							
	140							
	141							
	142							
	143							
	144							
	145							
	146							
	147							
	148							
	149							
	150							

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	23056	method near computer	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2005/09/28 09:43
S2	29183	method near computers	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2005/09/28 09:44
S3	6	S2 near facilitate	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2005/09/28 09:44
S4	0	S3 near control	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2005/09/28 09:44
S5	50984	S2 nad (facilitate near control)	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2005/09/28 09:45
S6	81	S2 and (facilitate near control)	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2005/09/28 09:45
S7	1	S6 and (creating near plurality)	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2005/09/28 09:46
S8	80	S6 and (creating or plurality or functions)	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2005/09/28 09:47
S9	39410	third adj party	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2005/09/28 09:47
S10	24233	S9 and database	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2005/09/28 09:48
S11	6117	S10 and presenting	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2005/09/28 09:48
S12	3855	S11 and transaction	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2005/09/28 09:48

S13	2232	S12 and transmitting	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2005/09/28 09:48
S14	1927	S13 and list	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2005/09/28 09:48
S15	0	S14 and S8	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2005/09/28 09:49
S16	47	S14 and (facilitate near control)	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2005/09/28 09:50
S17	47	S16 and (creating or plurality or functions)	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2005/09/28 09:51
S18	47	S16 and list	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2005/09/28 10:13
S19	0	("2002/0178093").URPN.	USPAT	OR	OFF	2005/09/28 10:11
S20	1	("6446045").PN.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2005/09/28 10:13
S21	16	("20010011226" "5193056" "5581461" "5724520" "5794207" "5797126" "5845261" "5878141" "5884277" "5893076" "5946646" "6026371" "6038545" "6064967" "6119101" "6324519").PN.	US-PGPUB; USPAT; USOCR	OR	OFF	2005/09/28 10:14
S22	7	("6446045").URPN.	USPAT	OR	OFF	2005/09/28 10:16
S23	7	S9 and S21	USPAT	OR	OFF	2005/09/28 10:24
S24	7	S23 and S9	USPAT	OR	OFF	2005/09/28 10:24

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	5157	(third adj party) same (transaction or inventory)	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2005/09/27 15:42
S2	2798	transaction adj database	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2005/09/27 15:42
S3	424	S2 and S1	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2005/09/27 15:43
S4	76	S3 and @ad<="20000110"	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2005/09/27 15:48
SS	72	S4 and (presentating or presentation or transmitting)	US-PGPUB; USPAT; USOCR; EPO	OR	ON	2005/09/27 15:53

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	1	("6446045").PN.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2005/09/27 08:57
S2	16	("20010011226" "5193056" "5581461" "5724520" "5794207" "5797126" "5845261" "5878141" "5884277" "5893076" "5946646" "6026371" "6038545" "6064967" "6119101" "6324519").PN.	US-PGPUB; USPAT; USOCR	OR	OFF	2005/09/27 15:22
S3	118351	network near3 computer	US-PGPUB; USPAT; USOCR	OR	ON	2005/09/27 09:03
S4	13	seller near3 request near3 good near3 service	US-PGPUB; USPAT; USOCR	OR	ON	2005/09/27 09:04
S5	7	S4 and S3	US-PGPUB; USPAT; USOCR	OR	ON	2005/09/27 09:04
S6	2033602	third adaj party near3 professional	US-PGPUB; USPAT; USOCR	OR	ON	2005/09/27 09:06
S7	211091	S6 and (creation or management)	US-PGPUB; USPAT; USOCR	OR	ON	2005/09/27 09:06
S8	30858	S7 and (presentations)	US-PGPUB; USPAT; USOCR	OR	ON	2005/09/27 09:08
S9	1	S8 and (third adj (party) near3 professional adj (database or data))	US-PGPUB; USPAT; USOCR	OR	ON	2005/09/27 09:10
S10	1	S9 and S5	US-PGPUB; USPAT; USOCR	OR	ON	2005/09/27 09:11
S13	2	S8 and S2	US-PGPUB; USPAT; USOCR	OR	ON	2005/09/27 09:12
S15	2	S8 and S5	US-PGPUB; USPAT; USOCR	OR	ON	2005/09/27 09:12
S17	6	S2 and (third adj party)	US-PGPUB; USPAT; USOCR	OR	OFF	2005/09/27 09:27
S19	1	"4817080".PN.	USPAT; USOCR	OR	OFF	2005/09/27 09:59

S20	1	"4984155".PN.	USPAT; USOCR	OR	OFF	2005/09/27 10:00
S21	1	"4992940".PN.	USPAT; USOCR	OR	OFF	2005/09/27 10:03
S22	50	("6446045" "6738750" "6829587" "6873969" "6236972" "6108639" "5717989" "6151588" "5426281" "6067528" "5794207" "5222018" "5694552" "6141340" "6085168" "5732400" "6510418" "6317700" "6343738" "6535856" "6415270" "5940807" "6081789" "6167378" "5909670" "6366682" "6269348" "5758328" "5842178" "6332135" "6336105" "6338050" "6292830" "6125356" "6260024" "6529885" "6547134" "6785661" "5839119" "6189003" "6594633" "6553346" "5826240" "6671674" "6839690" "6601043" "5799284" "6026374" "5500793" "6484153").pn.	USPAT; USOCR	OR	OFF	2005/09/27 10:03
S23	6	S22 and (network adj computer)	USPAT; USOCR	OR	OFF	2005/09/27 10:07
S24	29	S22 and (third adj party)	USPAT; USOCR	OR	OFF	2005/09/27 10:08
S25	0	S24 and (managemnent near presentations)	USPAT; USOCR	OR	OFF	2005/09/27 10:08
S26	6	S24 and (presentations)	USPAT; USOCR	OR	OFF	2005/09/27 13:50
S27	1	("6343273").PN.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2005/09/27 14:08
S28	6	("6188989" "6023685" "6219653" "6477503" "6377932" "6343273"). pn.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2005/09/27 14:11
S29	0	S28 and (tird adj (party))	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2005/09/27 14:11
S30	2	S28 and (tird party)	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2005/09/27 14:11
S31	1	("6119101").PN.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2005/09/27 15:22

PLUS Search Results for S/N 10193465, Searched September 21, 2005

The Patent Linguistics Utility System (PLUS) is a USPTO automated search system for U.S. Patents from 1971 to the present. PLUS is a query-by-example search system which produces a list of patents that are most closely related linguistically to the application searched. This search was prepared by the staff of the Scientific and Technical Information Center, SIRA.

6446045
6738750
6829587
6873969
6236972
6108639
5717989
6151588
5426281
6067528
5794207
5222018
5694552
6141340
6085168
5732400
6510418
6317700
6343738
6535856
6415270
5940807
6081789
6167378
5909670
6356682
6269348
5758328
5842178
6332135
6336105
6338050
6292830
6125356
6260024
6529885
6547134
6785661
5839119
6189003
6594633
6553346
5826240
6671674
6839690
6601043
5799284
6026374
5500793
6484153



08-02-02

0280-
PH
2
12/3/02

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Dean et al (attorneys reference Stone-CIP)

Serial No: 10/193,465

Filed: July 11, 2002

Entitled: A METHOD FOR USING COMPUTERS TO FACILITATE AND CONTROL THE CREATING OF A PLUARLITY OF FUNCTIONS.

Group Art Unit: unassigned

Examiners: unassigned

Assistant Commissioner of Patents
Washington, D. C. 20231

Information Disclosure Statement

Gentlemen:

As listed on the accompanying form PTO/SB/08A, the Applicants hereby call the examiner's attention to the following information of which they are aware, in respect of which there may be a duty to disclose in accordance with 37 CFR Sec. 1.56. Copies of the listed references are enclosed with this Information Disclosure Statement.

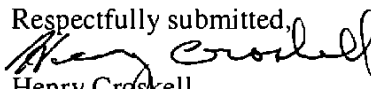
This Information Disclosure Statement is being filed under the provisions of 37 CFR Sec. 1.97(b)(3), which provides for the timely filing of an Information Disclosure Statement before the mailing of the first Office Action on the merits.

Applicants wish to further direct the examiner's attention to the reference cited by the examiner of this application's parent case: Stone et al, Serial Number 09/480,303, filed Jan 10,

2000. Within the Notice of Allowance, a Foreign Patent Document was cited as JP-408249426, Applicants believe that this document number should have been JP-408249326.

The filing of this Information Disclosure Statement shall not be construed as a representation that a search has been made, an admission that the information cited is, or is considered to be, material to patentability, or that no other material information exists. Further, the filing of this Information Disclosure Statement shall not be construed as an admission against interest in any manner.

Written notification that the enclosed references has been considered in their entirety, by return of a copy of the enclosed form completed by the examiner, is respectfully requested.

Respectfully submitted,

Henry Croskell

Attorney for applicants
Registration No. 25847

Dated July 29, 2002
6817 Cliffbrook
Dallas TX. 75254
Phone 972-233-7773

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to:

Commissioner for Patents,
Washington, D.C. 20231

On 



Prior Art to be submitted for the CIP Application

Referred to by Original Application:

U.S. Patent Documents

1. Patent Number: US-5,893,076 Date: 04/06/99 Name: Hafner, et al. Pages: 1 - 15
2. Patent Number: US-5,884,277 Date: 03/16/99 Name: Vinod Khosia Pages: 1 - 9
3. Patent Number: US-5,946,646 Date: 08/31/99 Name: Schena, et al. Pages: 1 -13
4. Patent Number: US-5,724,520 Date: 03/03/98 Name: Joel R. Goheen Pages: 1 - 9
5. Patent Number: US-5,581,461 Date: 12/03/96 Name: Coll et al. Pages: 1 - 12
6. Patent Number: US-5,845,261 Date: 12/01/98 Name: Adi Jacob McAbian
Pages: 1 -15
7. Patent Number: US-5,797,126 Date: 08/18/98 Name: Helbling & Glass Pages: 1 - 11
8. Patent Number: US-5,878,141 Date: 03/02/99 Name: Daly & Grate Pages: 1 - 36
9. Patent Number: US-5,794,207 Date: 08/11/98 Name: Walker, et al. Pages: 1 - 60
10. Patent Number: US-5,193,056 Date: 03/09/93 Name: R. Todd Boes Pages: 1 - 47

Referred to by Examiner in First Office Action:

U.S. Patent Documents

- Patent Number: US-6,119,101-A Date: 09-2000 Name: Peckover Classification: 705/14
Patent Number: US-6,064,967-A Date: 05-2000 Name: Speicher Classification: 705/14
Patent Number: US-6,038,545-A Date: 03-2000 Name: Mandenberg Classification:
705/27
Patent Number: US-6,026,371-A Date: 02-2000 Name: Beck et al. Classification: 705/14
Patent Number: US-2001/0011226-A1 Date: 08-2001 Name: Greer et al. Classification:
705/14

Referred to by Examiner in Notice of Allowance:

U.S. Patent Documents

- Patent Number US-6,324,519-B1 Date 11-2001 Name Eldering Classification 705/14

Foreign Patent Documents

- Foreign Patent Cited As Number JP-408249426 Should be Number JP-408249326
Date 08-1996 Country Japan Name Daimon Classification G06F 17/24

Non-Patent Documents

- "Groups set to unveil Web ad guidelines" 09 December 1996, Advertising Age, vol. 67,
no. 50, p. 1,
"ABC formally launches Reader Profile Service as NAA unveils the NICC's silhouette"
02 Aug 1999, Newsinc, vol. 11, no. 1
Hamblen, Matt, "Shell protects brand via net" 10 January 2000, Computerworld, vol. 34,
no. 2, p. 39.



PTO/SB/08A (10-01)

Approved for use through 10/31/2002. 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 contains a valid OMB control number.

Substitute for form 1449A/PTO		Compleat if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>		Application Number	10/193,465
		Filing Date	JULY 11, 2002
		First Named Inventor	DEAN
		Art Unit	UNASSIGNED
		Examiner Name	UNASSIGNED
Sheet	18	Of	2
		Attorney Docket Number	STONE CIP

U.S. PATENT DOCUMENTS						
Examiner Initials ¹	Cite No. ¹	Document Number		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
		US-5,893,076		4/06/99	HAFNER, ET AL	PAGES 1-15
		US-5,884,277		3/16/1999	VINGO KHOSLA	1-9
		US-5,946,646		8/31/1999	SCHENK ET AL	1-13
		US-5,724,520		3/03/1998	JOEL R. GONZALEZ	1-9
		US-5,581,461		12/03/1996	COLL ET AL	1-12
		US-5,845,261		12/01/1998	ADI JACOB MARIAM	1-15
		US-5,797,126		8/18/1998	HELBLING + GLASS	1-11
		US-5,878,141		3/02/1999	RALY + GRATE	1-36
		US-5,794,207		8/11/1998	WALKER ET AL	1-60
		US-5,193,056		3/09/1993	R. TODD BORS	1-47
		US-6,119,101A		4/02/2000	PECKOVER	1-22
		US-6,069,962A		5/16/2000	SPEICHER	1-22
		US-6,038,545A		3/14/2000	MANDEBERG	1-22
		US-6,026,371A		2/15/2000	BECK ET AL	1-8
		US-2001/001226A1		8/02/2001	GREAR ET AL	1-6
		US-6,324,519 B1		27/11/2001	ELDERING	1-20
		US-				
		US-				
		US-				
		US-				

FOREIGN PATENT DOCUMENTS							
Examiner Initials ¹	Cite No. ¹	Foreign Patent Document		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
		Country Code ³	Number ⁴ - Kind Code ⁵ (if known)				
		JP	4082494260	09-1996	DAIMON		

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.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.



Approved for use through 10/31/2002. OMB 0651-0031
 U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, you are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449B/PTO		Completeness if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>		Application Number	10/193,465
		Filing Date	JULY 11, 2002
		First Named Inventor	DEAN
		Group Art Unit	UNASSIGNED
		Examiner Name	UNASSIGNED
		Attorney Docket Number	STONK CIP
Sheet	2	of	2

OTHER PRIOR ART - 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
		<p>"GROUPS SET TO UNVEIL WEB GUIDELINES" 9 DEC 1996 ADVERTISING AGE, VOL 67, NO 50, P.1.</p> <p>"ABC FORMERLY LAUNCHES READER PROFILE SERVICE AS NAA UNVEILS THE NCC'S SILHOUETTE" 02 AUG 1999 NEWS INC, VOL. 11 NO1</p> <p>HAMBLEN, MATT, "SHELL PROTECTS BRAND VIA PAT" 10 JAN 2000, COMPUTERWORLD, VOL 34, NO2 P39</p>

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 Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

METHOD AND DEVICE FOR GENERATING DATA FOR ELECTRONIC PUBLISHING AND DATA FOR PRINTING FROM THE SAME DOCUMENT

Patent Number: JP8249326
Publication date: 1996-09-27
Inventor(s): DAIMON MASAACKI
Applicant(s): FUJITSU LTD
Requested Patent: JP8249326
Application Number: JP19950048474 19950308
Priority Number(s):
IPC Classification: G06F17/24; G06F3/14
EC Classification:
Equivalents:

Abstract

PURPOSE: To obtain data for electronic publishing and data for printing which enable the generation of different publications for electronic publishing and printing from the same document.
CONSTITUTION: Button data 9 for taking out appended data, marks 2 and a character string (e.g. 'pop-up') representing the button data 9, marks 2 and a character string (e.g. 'advice') representing the appended data, marks 2 and a character string (e.g. 'print') representing data for printing, marks 2 and a character string (e.g. 'display') representing display data are entered into the document 1 into which main body data and appended data are entered, and data for electronic publishing are selected and extracted from the document 1 to generate an electronic publication 5 and data for printing are selected and extracted, thereby generating the data for electronic publishing and data for printing from the same document for generating printed matter 6 by selecting and extracting the data for printing.

Data supplied from the esp@cenet database - I2

(19)日本国特許庁 (J P)

(12) 公開特許公報 (A)

(11)特許出願公開番号

特開平8-249326

(43)公開日 平成8年(1996)9月27日

(51) Int.Cl. ⁴	識別記号	庁内整理番号	F I	技術表示箇所
G 0 6 F 17/24		9288-5L	G 0 6 F 15/20	5 3 4 P
3/I4	3 1 0	9288-5L	3/14	3 1 0 C
			15/20	5 3 4 V

審査請求 未請求 請求項の数 2 O L (全 7 頁)

(21)出願番号 特願平7-48474

(22)出願日 平成7年(1995)3月8日

(71)出願人 000005223

富士通株式会社

神奈川県川崎市中原区上小田中4丁目1番1号

(72)発明者 大門 正明

神奈川県川崎市中原区上小田中1015番地
富士通株式会社内

(74)代理人 弁理士 山谷 皓榮 (外1名)

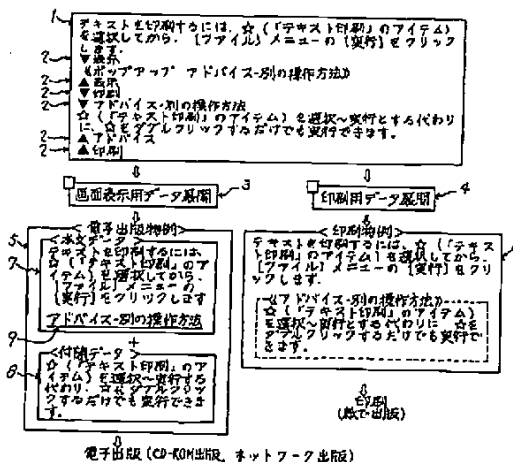
(54)【発明の名称】 同一の原稿から電子出版用データと印刷用データを生成する方法及び装置

(57)【要約】

【目的】 同一の原稿から電子出版用の出版物と、印刷用の異なった出版物を生成可能とした電子出版用データと印刷用データを得るようにすること。

【構成】 本文データと付随データが記入された原稿1に対して、付随データを取り出すためのボタンデータ9と、ボタンデータを示すマーク2及び文字列(例えば「ポップアップ」)と、付随データを示すマーク2及び文字列(例えば「アドバイス」)と、印刷用データであることを示すマーク2及び文字列(例えば「印刷」)と、表示用データであることを示すマーク2及び文字列(例えば「表示」)を記入するとともに、この原稿1から電子出版用のデータを選択抽出して電子出版物5を作成し、印刷用のデータを選択抽出して印刷物6を作成することを特徴とする同一の原稿から電子出版用データと印刷用データを生成すること。

本発明の原理説明図



【特許請求の範囲】

【請求項1】 本文データと付随データが記入された原稿に対して、

付随データを取り出すためのボタンデータと、
ボタンデータを示すマーク及び文字列と、
付随データを示すマーク及び文字列と、
印刷用データであることを示すマーク及び文字列と、
表示用データであることを示すマーク及び文字列を記入するとともに、

この原稿から電子出版用のデータを選択抽出して電子出版物を作成し、
印刷用のデータを選択抽出して印刷物を作成することを特徴とする同一の原稿から電子出版用データと印刷用データを生成する方法。

【請求項2】 本文データと、付随データと、ボタンデータが記入された原稿と、
この原稿から電子出版用のデータを選択抽出する画面表示用データ展開機構と、
前記原稿から印刷用のデータを選択抽出する印刷用データ展開機構とを備えたことを特徴とする同一の原稿から電子出版用データと印刷用データを生成する生成装置。

【発明の詳細な説明】

【0001】

【産業上の利用分野】 本発明は、同一の原稿から電子出版用の出版物と、印刷用の異なった出版物を生成可能とした電子出版用データと印刷用データを得るものに関する。

【0002】

【従来の技術】 近年の出版物としては、読者が紙面に印刷されたものを読む印刷出版物のみならず、CRT、液晶、プラズマディスプレイ等の表示画面に表示させたものを読むCD-ROM出版、ネットワーク出版等の電子出版物がある。しかし、印刷出版物と電子出版物では、メディアの特性が異なるため、同じ情報でも表現形態を変えることが望ましい。

【0003】 例えば出版内容に本文の部分と付随的な部分があるような場合、表現密度は低いが表示内容の切り替えが自由な画面表示装置用である電子出版物では、本文は全体を表示するものの付随的な情報はタイトルだけ表示しておき、読みたいと思うユーザにより指示されたとき初めてその内容を表示するような表示制御方法が望ましい。逆に、表現密度は高いが、内容の切り替えができない印刷物では、付随情報も最初から本文とともに印刷することが必要である。

【0004】 このような、内容は同じであるが媒体の違いにより表現形態の異なる情報の原稿作成工数の削減、保守性向上、品質確保のために、一本の原稿から別々の表現形態の出版物を生成できることが要求される。

【0005】 しかし従来では、形式の異なる電子出版物用の表現と、印刷物用の表現のためには、それぞれ別個

の原稿を用意しなければならなかった。

【0006】

【発明が解決しようとする課題】 このように、同じ内容であるにもかかわらず、形式だけが異なる電子出版用の原稿と印刷物の原稿との2本の原稿を用意することは、原稿作成工数が二重にかかるのみならず、内容が変更になった場合の保守性が悪かった。つまり品質を保つために、双方を同時に正しく修正するため、細心の管理と注意が必要となっていた。

【0007】 従って本発明の目的は、最小限の印付けをした一本の原稿から電子出版物と印刷物の双方の出版物を生成可能にすることにより、原稿の作成工数を低減し、保守性を向上させ、品質確保を容易にするものである。

【0008】

【課題を解決するための手段】 前記目的を達成するため、本発明では、図1に示す如く、原稿1について、電子出版物（画面表示用）でも印刷物でも必ず出力する共通の部分に対しては、マークを付けない。しかし画面表示専用の展開部分の開始点と終了点と、印刷専用展開部分の開始点と終了点と、付随的な情報の開始点と終了点を示す印2を原稿1のそれぞれの部分に付ける。

【0009】 画面表示用データ展開機構3は、原稿1を読み取り、例えばその第1行～第3行に記載されたマークの付けられていない共通の部分と、表示専用部分と、印刷専用部分の一部である付随情報部分を抽出し、電子出版物5を作る。

【0010】 印刷用データ展開機構4は、原稿1を読み取り、共通部分と、印刷専用部分を展開して印刷物6を作る。

【0011】

【作用】 この電子出版物5を、後述する表示装置で表示するとき、表示装置は電子出版物5の中の本文データ7を画面上に表示する。このとき、ボタン9も表示する。ユーザがこのボタン9を、例えばマウスによるポインタで指示すれば、付随情報表示ウィンドウを表示して、付随情報8を表示する。

【0012】

【実施例】 本発明の一実施例を図2及び図3に基づき説明する。図2は本発明の一実施例構成図、図3はその電子出版物に対する表示状態説明図である。

【0013】 図中、他図と同記号は同一部を示し、1は原稿、2は印、3は画面表示用データ展開機構、4は印刷用データ展開機構、5は電子出版物、6は印刷物、7は本文データ、8は付随情報、9はボタン、10はウィンドウ、11はポインタ、12はボタン、13はウィンドウ、14は表示・制御機構、20はデータ展開機構、21は記憶部である。

【0014】 原稿1は電子出版物5及び印刷物6として出版される本文や付随情報が記入される外に、電子出版

物5のみの部分、印刷物6のみの部分、印刷物6のみならず電子出版物5にも使用される部分等を示すための印2及びこの印2と一緒に使用される「表示」、「印刷」、「アドバイス」等の文字列、ボタン9の制御情報を示す「ポップアップ」等の文字列等が記入される。そしてこの原稿1は、例えばワードプロセッサやパーソナルコンピュータ等の文書作成手段で作成される。

【0015】画面表示用データ展開機構3は原稿1を読み込み電子出版物5を作成するものであり、「▼表示」、「▲表示」を検出する表示マーク検出部3-1と、行中に「◀ポップアップ」という文字列を検出したとき、この文字列は展開せず、その右側の部分を下線付きで展開し、付随情報を呼び出すためのボタンの制御情報として記録するボタン制御検出部3-2と、「▲表示」の直後に「▼印刷」、「▼アドバイス」と続いたことを検出した場合には、「▼アドバイス」と「▲アドバイス」までの間を付随情報として本文とは別に展開し、「▼アドバイス」の右側の文字列を付随情報のキーワードとして記憶する付随情報検出部3-3と、これら以外の部分をそのまま本文に展開する本文検出部3-4等を具備する。

【0016】印刷用データ展開機構4は原稿1を読み込み原稿1中の表示/印刷共通部分と印刷専用部分を展開して紙の出版物つまり印刷物6を作成するものであり、「▼印刷」、「▲印刷」、「▼表示」、「▲表示」を検出してこれらの「▲印刷」から「▼印刷」までの間はそのまま本文に展開した「▼表示」から「▲表示」までの間は展開しない印刷マーク検出部4-1と、「▼アドバイス」、「▲アドバイス」を検出して「▼アドバイス」から「▲アドバイス」の間は本文中に付随的な情報であることが分かるレイアウトにして、例えば小さな文字で印刷するとか、点線枠で囲むとか等の手法により印刷制御する付随情報検出部4-2と、これら以外の部分をそのまま本文に展開する本文検出部4-3等を具備する。

【0017】電子出版物5は、ユーザがCRT、液晶、プラズマディスプレイ等の表示画面に表示させて読むものであり、例えばCD-ROM出版とか、ネットワークのサーバ等に共通に保持されてパソコン等により読み出せるネットワーク出版である。この電子出版物5は本文データ7と付随情報8により構成され、通常は本文データ7のみが表示画面に表示され、付随情報8は、ユーザが電子出版物5の本文データ7を表示画面で読みながら、画面上のポインタでそれを呼び出すためのボタン9を指示して要求したときに初めて表示画面に表示される。

【0018】印刷物6は原稿1を紙で印刷出版されたものであって、本文つまり表示/印刷共通部分と印刷専用部分が印刷されるものである。このとき、付随的な情報は、例えば小さな文字で印刷されるとか、点線枠で囲む

とか適宜の手法により本文に対する付随的な情報であることがわかるようなレイアウトにして印刷される。

【0019】ウインドウ10は、ユーザが電子出版物5をパーソナルコンピュータやワークステーション等で読み出すときに表示画面に出力されるものであり、本文データが出力されるものである。このとき、図2に示された前記ボタン9の部分もウインドウ10内に、例えばボタン12に示す如く、反転表示等により表示される。

【0020】ポインタ11は、読者が付随情報を読み出す場合に、読み出したい付随情報に対応するボタン12を例えばマウス等により選択指示するものである。ウインドウ13は、前記選択指示されたボタン12に対応する付随情報8が表示画面に出力されるものである。

【0021】表示・制御機構14は電子出版物からその本文データ7を表示画面のウインドウ10に表示するとともにそのボタン9の部分を例えば反転表示したり、ウインドウ10に表示されたボタン12がポインタ11により選択指示されたとき、これに応じた付随情報をウインドウ13に表示する等の制御を行うものである。

【0022】データ展開機構20は原稿1を読み取り、電子出版物5又は印刷物6を作成するための制御を行うものであり、前記画面表示用データ展開機構3及び印刷用データ展開機構4を具備するものである。これら画面表示用データ展開機構3と印刷用データ展開機構4は選択制御信号Sにより選択的に動作制御される。

【0023】記憶部21は、前記画面表示用データ展開機構3又は前記印刷用データ展開機構4がそれぞれ電子出版物5又は印刷物6を作成するときに必要なデータを保持するものである。

【0024】次に本発明の動作について説明する。

A. 原稿の作成について

ユーザは、図2に示す如き、電子出版物5及び印刷物6に対して共通の原稿1を、例えばパーソナルコンピュータの文書作成機能を使用して作成する。このとき、電子出版物5及び印刷物6に対して共通の本文部分には何も印を付けない。

【0025】また、電子出版物5に対してのみ本文に展開する部分については「▼表示」、「▲表示」を付加する。付随情報を呼び出すためのボタンの部分に対しては「◀ポップアップ」という文字列の次に例えば「アドバイス—別の操作方法」の如く、入力する。

【0026】印刷物6に印刷したいものには「▼印刷」、「▲印刷」を付加する。また本文に付随的な情報に対しては「▼アドバイス～▲アドバイス」を付加する。

B. 電子出版物の作成について

電子出版物5を作成するとき、図2に示すデータ展開機構20に画面表示用データ展開機構3を選択する選択制御信号S(例えばHレベル)を印加する。これにより画面表示用データ展開機構3が動作して原稿1を1行ず

つ、改行コードまでの文字データの塊ごと、読み込み下記の動作を行う。

【0027】(1) 表示マーク検出部3-1が「▼表示」、「▲表示」を検出し、「▼表示」及び「▲表示」までの間はそのまま本文に展開する。

(2) ボタン制御検出部3-2は行中に「≪ポップアップ」という文字列を検出し、この文字列があった場合は、その文字列は展開せず、その右側の部分、図2の例では「アドバイス-別の操作方法」を下線付きで展開し、付随情報と呼び出すためのボタンの制御情報として記録する。

【0028】(3) 付随情報検出部3-3は、「▼印刷」、「▲印刷」を検出するが、「▼印刷」から「▲印刷」までの間は展開しない。ただし「▲表示」の直後に「▼印刷」、「▼アドバイス～」と続いたことを検出し、「▼アドバイス～」と「▲アドバイス」の間を付随情報として本文とは別に展開し、「▼アドバイス」の右側の文字列を付随情報のキーワードとして記憶する。

【0029】(4) これら以外の部分は、本文検出部3-4がそのまま本文に展開する。これにより原稿1から電子出版物5が作成される。

C. 印刷物の作成について

印刷物6を作成するとき、データ展開機構20に印刷用データ展開機構4を選択する選択制御信号S(例えばレベル)を印加する。これにより印刷用データ展開機構4が動作して原稿を1行ずつ、改行コードまでの文字データの塊ごと、読み込み、下記の動作を行う。

【0030】(1) 印刷マーク検出部4-1は、「▼印刷」、「▲印刷」を検出して、「▼印刷」から「▲印刷」までの間はそのまま本文に展開する。また「▼表示」、「▲表示」を検出するが、これら「▼表示」から「▲表示」までの間は展開しない。

【0031】(2) 付随情報検出部4-2は、「▼アドバイス」、「▲アドバイス」を検出し、「▼アドバイス～」から「▲アドバイス」の間は本文中に付随的な情報であることが分かるような、例えば小さい文字で印刷するとか、点線枠で囲む等のレイアウトにして展開する。

【0032】(3) これら以外の部分は、本文検出部4-3がそのまま本文に展開する。これにより原稿1から印刷物6が得られる。

D. 電子出版物の表示について

(1) 前記の如く作成された電子出版物5をユーザが読む場合、図3に示す如く、表示・制御機構14がその本文データ7を読み取り、表示画面上の本文表示用のウィンドウ10にこれを表示する。そのとき、付随情報と呼び出すためのボタン9も、ボタン12の如く、例えば反転表示等の手法により、本文と区別できるように表示し、またユーザが操作できるポインタ11を出してユーザの指示を待つ。

【0033】(2) ポインタ11によりボタン12が指

示されたとき、表示・制御機構14はその指示されたボタン12を判断し、それに対応した付随情報8を、付随情報表示用のウィンドウ13を表示して、これに出力表示する。

【0034】前記説明では、本文が取扱説明書の例について説明したが、本文の内容はこのようなものに限定されるものではない。また付随情報を「アドバイス」を使用して示した例について説明したが本発明は勿論これに限定されるものではなく、例えば「コラム」等の他のものを使用することができる。なお付随情報は1つではなく、図4に示す如く、複数用意することができる。

【0035】またテキスト印刷のアイテムとして☆を使用した例について説明したが、勿論これに限定されるものではなく表示又は印刷される内容はなんでもかまわない。

【0036】

【発明の効果】請求項1に記載された本発明によれば、一本の原稿から表現形態の異なる電子出版物と印刷物という2本の出版物を作成することができ、出版物の開発効率、保守性、信頼性を向上することができる。

【0037】請求項2に記載された本発明によれば、一本の原稿から表現形態の異なる電子出版物と印刷物という2本の出版物を選択的に作成することができるので、媒体の違いにより表現形態の異なる情報の原稿作成工数の削減、保守性の向上、品質確保をはかることができる。

【図面の簡単な説明】

【図1】本発明の原理説明図である。

【図2】本発明の一実施例構成図である。

【図3】本発明により作成された電子出版物の表示説明図である。

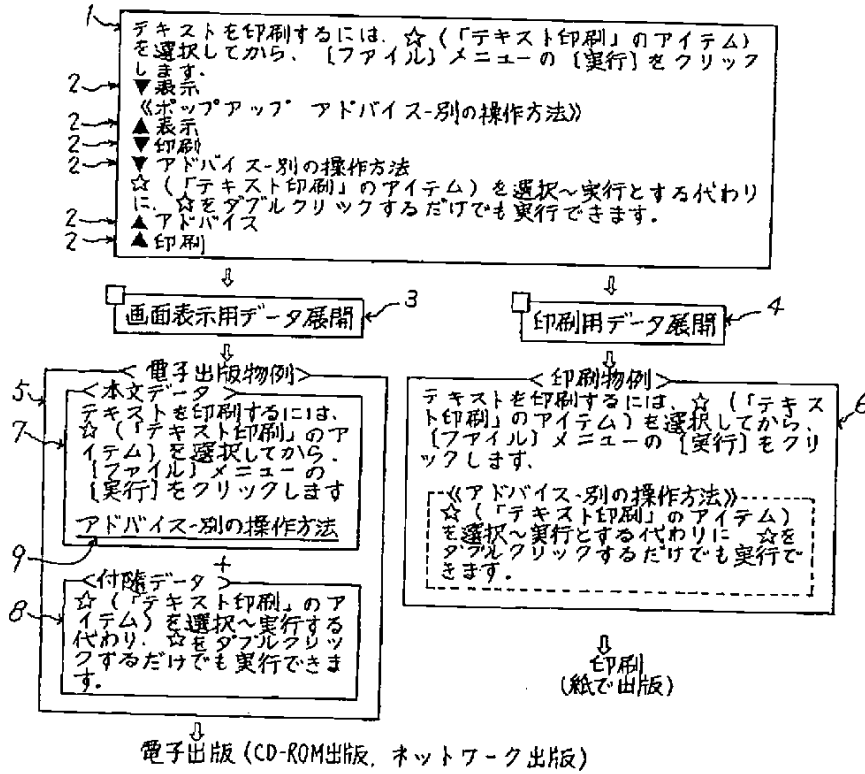
【図4】付随データ説明図である。

【符号の説明】

- 1 原稿
- 2 印
- 3 画面表示用データ展開機構
- 4 印刷用データ展開機構
- 5 電子出版物
- 6 印刷物
- 7 本文データ
- 8 付随情報
- 9 ボタン
- 10 ウィンドウ
- 11 ポインタ
- 12 ボタン
- 13 ウィンドウ
- 14 表示・制御機構
- 20 データ展開機構
- 21 記憶部

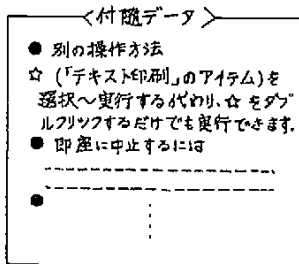
【図1】

本発明の原理説明図



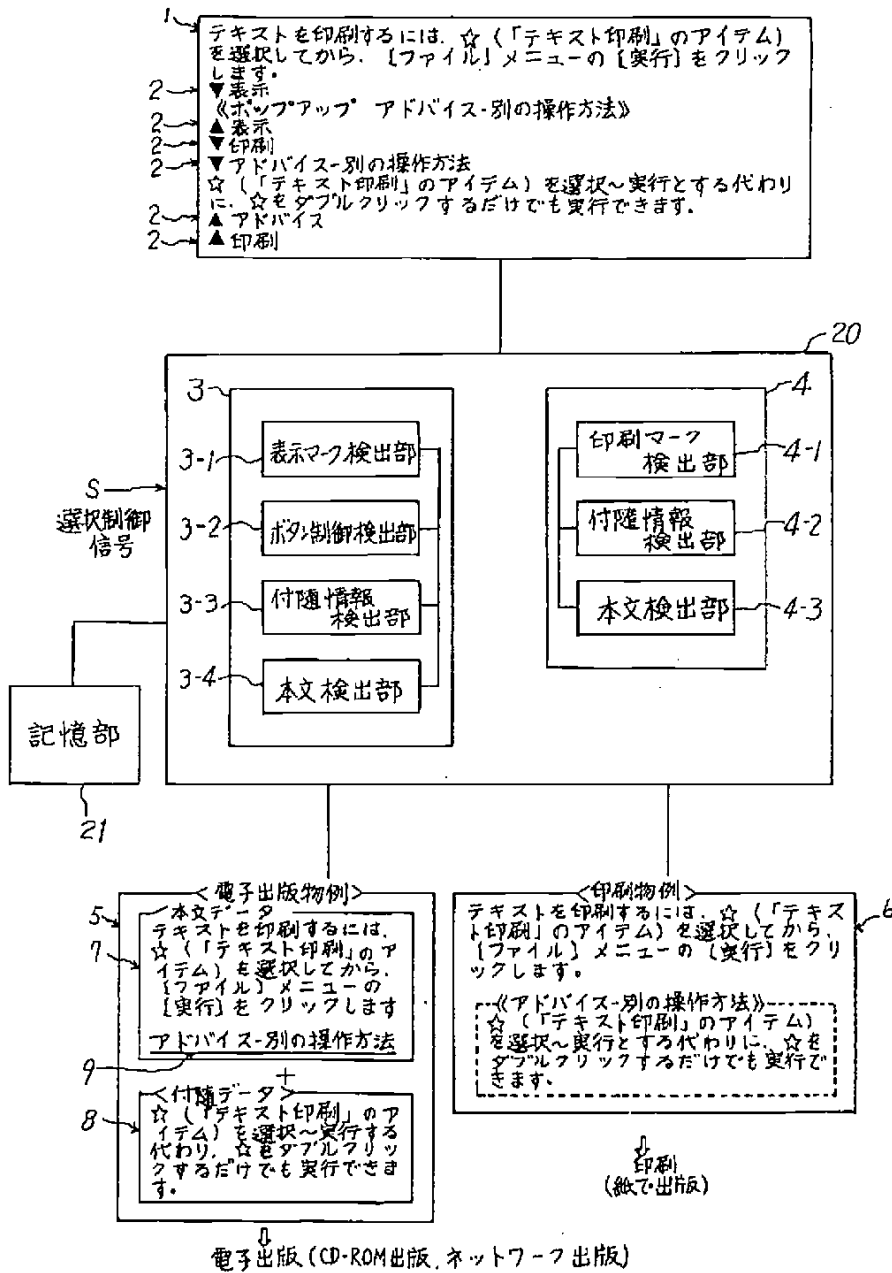
【図4】

付随データ説明図



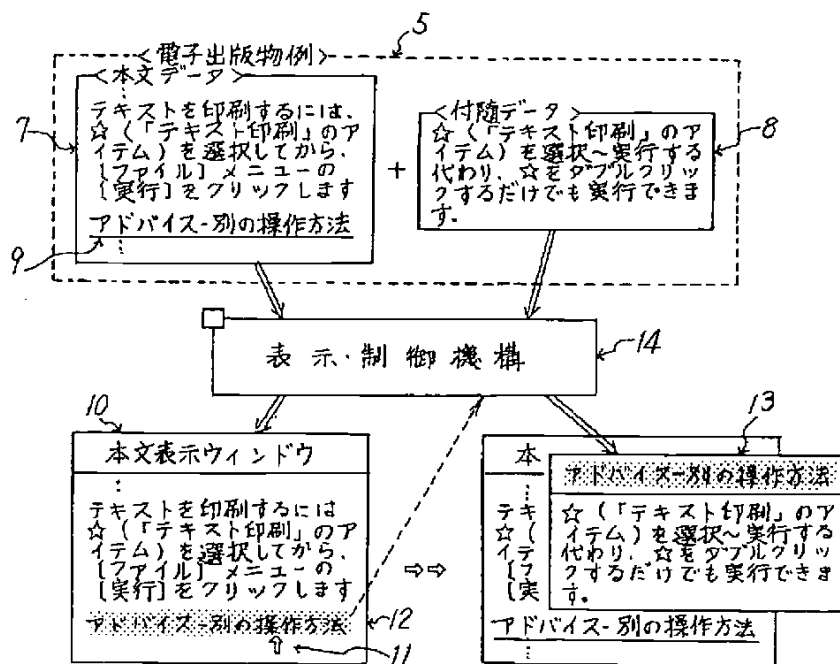
【図2】

本発明の一実施例



【図3】

本発明により作成された電子出版物の表示説明図



JC926 U.S. PTO
07/11/02

07/12/02

Attorney Docket No.: Stone CIP

SMALL ENTITY

Box Patent Application
Commissioner of Patents and Trademarks
Washington, D.C. 20231

JC996 U.S. PTO
10/193465
07/11/02

Sir:

Transmitted herewith for filing is the patent application of:

Inventors:

For: A METHOD FOR USING COMPUTERS TO FACILITATE AND CONTROL THE CREATING OF A PLURALITY OF FUNCTIONS

Enclosed are 125 pages of specification, including 2 pages of claims; 55 sheets of drawings, FIGS. 1A-8E, a Declaration and Power of Attorney; Verified Statement Claiming Small Entity Status, and a postcard. The filing fee has been calculated as shown below:

FOR	NO. FILED	NO. EXTRA	RATE	FEE
BASIC FEE			\$370	\$370
TOTAL CLAIMS	20-20	0	\$ 9	\$ 0
INDEP. CLAIMS	1-3	0	\$ 42	\$ 0
MULTIPLE DEPENDENT CLAIMS = 0			\$	\$ 0
			TOTAL	\$370

A check in the amount of \$370.00 to cover the filing fee is enclosed herewith.

Dated: 1/11/02

Henry Crookell
Henry Crookell, Esq.
Reg. No. 25,847

6817 Cliffbrook
Dallas, Texas 75254
(972) 233.7773 - phone
(972) 233.6669 - facsimile

CERTIFICATE OF MAILING BY "EXPRESS MAIL": Express Mail Mailing Label No.: EJ495491436US, Date of Deposit 1/11/02. I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Commissioner of Patents and Trademarks, Washington, D.C. 20231.

Beverly Howard
Signature

Title

A method for using computers to facilitate and control the creating of a plurality of functions.

This application is a continuation in part of copending parent application Serial Number 09/480,303, filed January 10, 2000

Background of the Invention

Field of Invention

The method and apparatus of the present invention is related to Automated Media Creation and Publication Engine with Third Party Creative and Management Professional Interface, Resource Saver, Inventory Control, and Ticket Distribution Vending System.

The invention also relates to the Automated Media Creation, Publication, Placement, and Control Engine with Third Party Creative and Management Professional Interface a Processing and Communications Resource Saver, including a Sales and Inventory Control protocol, and a Reservation, Access, and Verification System Utilizing Ticket and Confirmation Replacement Methods.

In another aspect the invention relates to Automated Media Creation, Publication, Placement, and Control Engine with Processing and Communications Resource Saver, including a Sales and Inventory Control protocol, and a Reservation, Access, and Verification System Replacing Traditional Ticket and Confirmation Methods.

In yet another aspect the invention relates to Automated Media Creation, Publication, Placement, and Control Engine, including a Sales and Inventory Control protocol with Processing and Communications Resource Saver, and a Reservation, Access, and Verification System Replacing Traditional Ticket and Confirmation Methods.

Prior art for electronic and other presentations of commercial products, goods, and services is accomplished by individual sellers or seller organizations or their agents submitting materials to each and every media outlet or to stand-alone electronic malls, outlets, or directories.

Most sellers choose the media or outlet for the sale of their products, goods, or services; obtain the guidelines and requirements; negotiate a contract; and then compile material and design individual presentations to conform to the requirements for each media. This time consuming and costly business necessity has created huge marketing programs and agencies for large businesses.

When the sellers employ third party agents or agencies or independent creative or management personal to assist in their marketing efforts even greater demands are placed upon those within the seller organization that are responsible for selecting, contracting with, and then coordinating the efforts of those entities. The process of selection and service negotiations of these entities is difficult for experienced sellers and seemingly insurmountable for those new to the process. Often, substantial time and resources are wasted researching and making the decision to employ third party professionals. In many cases insufficient research or investigation is done which may lead to poor choices of third party professionals. These delays and frustration may lead to snap, late, or ill-informed decisions and the resulting mistakes in the process of improving the sellers' ability to take advantage of professional creative or marketing support.

When created individually by sellers or seller organizations, media presentations may not be standardized in that they do not carry consistent, up-to-date inventory, pricing, and information for the consumer. A buyer may find conflicting presentations on different electronic or traditional channels or outlets. The management for the advertising and electronic commerce for many small to mid-size sellers falls either as additional duties to current staff or as new departments. In the media of electronic presentations, the lack of experience may result in presentations that are cumbersome, ineffective, or not accessible to the widest range of consumer. Currently, the non-standardized format for the presentation of products, goods, and services provides for both the advantage of allowing unlimited creativeness in presentation and the disadvantage, in inexperienced hands, of not delivering the most effective and motivating sales message. In many cases, this lack of standardization appropriate to each and every venue or media outlet may result in the presenting of goods and services in a way that does not entice the buyer to make a purchase.

When sellers or seller organizations need outside creative or marketing professionals to create or manage their media presentations the communications with and management of that resource can be time consuming and labor intensive. The needs, concepts, goals, and resources of the seller must be communicated and reconciled with the capabilities and availability of the desired professionals. It is not unusual for many potential matches of sellers and professional to be tried before a truly compatible match is found thereby not only wasting the time of the seller

and the professionals but the potential market time that can never be recovered regardless of cost. One of the reasons for the difficulty in shopping for the creative and marketing professionals is the lack of a consolidated marketplace where comparisons between those professionals and their offered products and services can be made. The current invention allows those comparisons to be made in a structured manner controlled by the operators of the current invention.

In the prior art, electronic Internet and Intranet presentations are developed either as static files that require constant and laborious manual updating or as dynamic (database-driven)

Although the dynamic presentations require less labor to produce and update, the various Internet or Intranet search or retrieval programs do not generally read or index them because of their "dynamic, database-driven" nature. This fact alone substantially reduces their effectiveness in reaching the most motivated buying public because those presentations are largely invisible to the wide range of automated searches conducted by potential buyers. With either design choice, substantial cost is experienced for the small to mid-size seller, either in the form of labor intensive presentation methods or in lost sales opportunity, which can never be recovered.

The electronic Internet malls and electronic directories, although generally much better staffed and able to produce effectively designed and edited content to motivate the buyer, suffer in part from the same dilemma. They are still faced with the same no-win choice between the labor intensive creation and placement for each presentation that gets the maximum visibility to the search methods of potential buyers and the easier database-driven presentation which get minimal visibility. One of the disadvantages to the advertising client of these electronic directories is that they find themselves publishing the same information in multiple directories or indexes as well as in their own stand-alone presentations in order to obtain the maximum coverage for access to the buying public. This supervision of multiple presentations is a control and management problem that is very costly and inefficient for the seller.

Some small to mid size sellers may not have the internal creative resources to take advantage of the marketing potential that the internet offers and in most cases must contract with outside creative and or management resources to get the most out this new media. Making these choices and controlling these creative and or management Internet resources poses the same problems and difficulties as dealing with traditional media as well as the additional technical problems associated with the Internet media. Many times the creation of advanced or cutting edge Internet commerce solutions and presentations are best performed by programmers and professionals in those areas.

Electronic malls and electronic directories also experience a high ratio of cost to generated income associated with sales, billing, and collections. The clients of these electronic malls and directories are typically contracted for some period of time and then billed for that period of time during the contract period.

Currently, the sale of tickets, passes, admission documents, or reserved services is performed in a variety of ways that require the buyer to either call the agent or seller, contact a third-party seller, have a specific ID for that venue or event, or make the purchase electronically using a network presentation of some kind, usually the Internet. Upon the sale of those tickets, passes, admission documents, or reserved services, the transaction requires, or, would be enhanced by, the physical delivery of those proofs of purchase. In the prior state of the art, proof of purchase must be picked up at some physical facility or point of sale when the tickets, passes, admission, or reserved services are purchased. Or, they must be delivered via mail or one of the overnight services, delivered by courier, or picked up on a "will call" basis at the facility, site, business, or venue. Or, they must be a member and a holder of a specific ID used by that Seller of goods or services. All of these methods, at the very least, create additional inconvenience for the Buyer, requiring either travel time, waiting in lines, applying for and receiving specific ID card, or the uncertainty of last-minute delivery. In many cases where last-minute purchase decisions are made, there is additional expense to either the Buyer or Seller to insure timely delivery. In prior art, if the buyer is an existing member of an organization that issues special single purpose ID cards, the buyer may apply for and use that special single purpose ID card for access. This forces the buyer to have an individual access ID for each service that he wishes to periodically use.

In regards to the Resource Saver Protocol, prior art requires a message to be recorded and sent for each and every transaction (purchase) at a resource cost for each transaction or transmission. If a Seller has inventory on multiple electronic sites or channels, each and every site must be updated and adjusted on an individual basis, one-by-one manually. It must be noted that prior art does not even communicate in an automated two-way method. This means that in many cases, the Seller has to receive the transmission of sale, record the inventory change manually onto his management or accounting software, and then update each and every place where this inventory is offered for sale. Through prior art, buyers and sellers often experience mistakes in over-selling or overbooking products, goods, or service because of the delays of manual updating.

Summary

The invention allows sellers to present their inventory, products, goods and services in a choice of one or a variety of supported media outlets: in print, such as newspapers, magazines, periodicals, guidebooks, catalogs, brochures, fliers, and directories; in electronic form, such as online directories, web sites, bulletin boards, news groups, CD-ROMs, and interactive media and networks; and in other media, such as billboards, skywriters, bus benches, radio, interactive kiosk and any other form of customer outreach or information distribution. When these media choices are made, the present invention prompts the seller for information that is then used in the creation of presentations for the media outlets he has chosen. The Presentation Rules Database holds all the criteria, formatting architecture, and distribution factors for each participating media outlet. The present invention's Presentation Generation Program, along with the Presentation Rules Database, then creates a presentation for each and every media outlet the seller has chosen. The Presentation Generation Program then either transmits the presentation to the appropriate destination or holds it for a publication date to be submitted for a particular deadline or predetermined promotional market.

The seller can then print out a report that shows him each presentation, distribution or media outlet, and the pricing of each media choice for an overall marketing valuation.

The present invention allows the Seller to update, change, control inventory, and automatically process sales either from his in-house or third party accounting or management software that has a compatible communication component with the present invention or in the present invention. He can accomplish this updating and inventory control to all media outlets simultaneously.

The present invention also allows for the selection of third party creative and management professionals by allowing the seller to review presentations of those professionals as well as samples of their work. The presentations of these professionals may show their qualifications, background, a general sales pitch about themselves and their services, pricing, limitations, terms and conditions, and any other information necessary or desirable to allow the seller to make a informed decision. The intent of this process is to create a comparison shopping environment that allows the sellers to make informed choices as to these additional creative and management resources. These third party professionals may be of any legal business entities such as, but not limited to, individuals, sole proprietors, partnerships, limited partnerships, or corporations. These third party professionals may offer their services in any legal manner such

as independent contractors, employee, service contract, supply contract, sale of services, sale of content or products, retention of services, contract, or any other method of attaining the services of those Third Party Professionals. The seller may compare the information about those professionals presented as well as submit inquires directly to them or request estimates, bids, or proposals for specific services that they may offer or specific services that the seller may request. Once a professional is selected and their services are negotiated for, the invention facilitates the communication and creative process to allow both parties to select and complete the desired media presentation as efficiently as possible. This efficiency of professional selection and creative process will allow sellers that would not normally be able to retain professional assistance to obtain it through the invention. This same efficiency will allow those sellers that already use professional third party creative or management resources to do so with even better results and possibly at lower cost. This category of Creative and Management Third Party Professionals may also serve those entities that provide products or content to sellers in efforts to create presentations. Firms that supply stock photos for use in presentations or firms that sell promotional products to sellers, would be two examples of product oriented Creative and Management Third Party Professionals.

The invention is a method and apparatus that allows for the creation of presentations for the commerce of products, goods and services for any and all size of business; the accessibility of those presentations to a vast population of the buying public both in print, electronic, interactive electronic, and other media; the sale, reservation, and purchasing of those products, goods and services; the confirmation of these purchases and reservations through a Network ID or confirmation system; and the management of inventory control through multiple media outlets while saving resources of processing, transmission, and communications.

The invention is a method and apparatus that allows for the creation of presentations that comply with the design and architectural requirements of any and all participating media. This is applicable to all media either in print, such as newspapers, magazines, advertisements, guidebooks, directories, fliers, and brochures; and electronic media, such as online directories and malls, web sites, bulletin boards, news groups, CD-ROMs, and interactive media and networks; and other media, such as billboards, skywriters, bus benches, radio, interactive kiosk, and any other form of customer advertising, outreach, or information distribution. These presentations can be updated for either presentation content or inventory control in near real time, by either manual or automatic means, via electronic message units from third-party management or inventory control software. Electronic presentations created can be either static open-access or

database driven dynamic server presentations. Where appropriate, these presentations allow for the sale of products, goods, or services and for the making of payments by buyers. Inventory adjustments for production, sales, and other reasons are made in near real time, allowing for an accurate presentation of availability of inventory to buyers. The present invention allows for lower cost to management when used with all media outlets by creating a self-serve, automated billing environment for the seller's creation and display of presentations.

The invention is a method and apparatus that allows for selection of, and the contracting with or employing of, third party creative and management professionals by sellers. The invention allows these third party professionals to create, develop, and manage any participating media presentation either independent of, or in conjunction with, input from the sellers. Sellers may choose the level of third party professional participation in the process. This may range from no participation, to very little participation (as in the sale of a product such as stock photos or providing ad copy only), to allowing complete control of both the creative and management process of the media presentations (where the third party professional is appointed the agent of the seller) with only review and oversight chosen by the seller. The invention allows for the third party professional to contract with or purchase products or services from other third party professionals within the invention. Where needed or desired by the sellers, the invention allows for the third party professionals to collaborate on presentations or specific services. This collaboration may take place between the seller and one or more third party professional or between two or more third party professionals. This ability for third party professionals to collaborate on providing products or services that may be beyond the normal ability or capability of the single third party professional, will allow them to access a portion of the market that they have not previously been able to access. In addition, the ability of the seller to access an environment where third party professional can collaborate to provide the requested goods and or services will give that seller many more choices that would normally not be available. In regards to the third party professional, the present invention provides a negotiation environment that allows the products or services needed by the seller, in their efforts to create and manage their media venue presentations, to be purchased or retained as needed on a self serve basis. The invention allows this range of services provided by third party professionals to be negotiated by the sellers and those professionals.

The invention is a method and apparatus that allows for the creation of both static and dynamic Internet and Intranet presentations for the sale of products, goods, and services to be accessible to the maximum number buyers and the interactive purchase of those products, goods

and service. The present invention is a method and apparatus that allows buyers to purchase products, goods and service electronically and receive confirmation of that purchase.

The invention allows for the verification and substantiation of the purchase of access or admission to those services or events that traditionally have controlled access by means of tickets, passes, admission documents, reservations, reservation confirmations, or other substantiation at the facility, site, business, or venue. The invention provides several methods for the buyer to provide an ID at the time of purchase, which is then transmitted electronically to the facility, site, business, or venue. That buyer Network ID is then confirmed by the facility, site, business, or venue by means of readers or scanners of the magnetic, smart, or optical ID cards or by other electronic means when biometric authentication is required. This confirmation may automatically result in the printing of the tickets, passes, admission documents, reservation confirmations, or other documents required for admittance or in the automatic and immediate physical admittance of the buyer or ID holder.

The present invention allows for both complete inventory control and management and the global updating and accessibility of real-time and time-sensitive inventory while saving communication resources and time for any and all businesses that sell products, goods, and services regionally or world-wide. The invention allows for a substantial reduction of the communications and computer resources necessary to control and coordinate the availability, presentation, and sales of common, unique, or time-sensitive products, goods, and services. The present invention allows for the sales process to be adjusted so as to optimize the communications and computer resources used in relationship to the sales volume and Seller, Buyer, and usage profiles.

Objects and Advantages

Several objects and advantages of the Presentation Generation component of the present invention are:

To provide an effective system of edit and content control for the creation and publishing of commercial sales or information-oriented traditional media and electronic presentations in a cost-effective manner for small, medium, and large sellers of products, goods, and services. This invention improves on the prior art by creating a controlled, managed environment for the sellers in which to create their presentations. This invention automatically applies not only editing,

style, graphics, data, and content controls but also design specification and architectural requirements to the design environment of all forms of specific member media venues or outlets, both electronic print and all other media formats.

To provide an effective system to select, communicate with, and monitor third party creative and management professionals whereby sellers may review the qualifications of those professionals and contract for their services. This invention improves on the prior art by creating a controlled presentation of the qualifications of those professionals as well as a structured environment for the contracting for their services. Further improvement on the prior art is obtained when upon contracting for their services the invention provides a management or review and oversight system for the seller to more easily work with, monitor, and measure the results of those professionals.

To provide an environment where third party professionals may collaborate to provide the creative or management products or services needed by the sellers to create or manage presentations. This allows third party professionals that would not normally be able to handle larger or complicated products or services to collaborate with others to provide those products or services to clients that they normally would not be able to assist. In the same fashion the sellers will have a greater choice of who can supply the needed products or services where firms may collaborate and then compete for the sellers business.

To create open-access electronic presentations that can receive maximum electronic visibility from private, public, or commercial search algorithms and commercial search engines and indexes, as well as from other automated or on-demand computer search systems. This invention improves on the prior art by automatically publishing the information and data received from sellers in an open-access format that is readily available to public automatic search and index programs as well as to on-demand search programs. With this invention, the seller's presentation can be published in several different directories or indexes, taking on a different style, look, and feel in each as a result of the automatic restructuring of the data entered by the seller. This is accomplished by using different presentation formatting guidelines and rules for the targeted directories or indexes. This single-entry and automatically distributed method is more efficient than managing each directory or index individually.

To allow sellers to create presentations on their computers that are automatically transmitted to be published and viewed on electronic networks and other traditional advertising media. The present invention partially resides on the sellers' computers, controls and edits the

presentation, and then automatically transmits that information and data for publication in traditional media and electronic networks.

To allow media venues, outlets, vendors, and representatives automated presentations giving media buyers' self-serve access to their products and services.

To allow third party creative and management professionals to present their services to the sellers as well as to contract with the sellers to provide those services. The system and apparatus will also provide an environment for the sellers to work with and supervise the third party professionals as well as allowing various third party professionals to collaborate on providing services to a given seller. The third party professionals may perform as many or as few of the functions of the invention as agents for the sellers, as the sellers' contract allows for them to perform.

To allow for the automatic publishing or updating of presentations within a simple environment that does not require lower-level coding or formatting of the presentation material. The present invention employs a text-only entry of information and data, thereby not requiring the seller to have knowledge of presentation computer codes or low-level formatting.

To allow for automatic global updating of the description, price, quantity, and availability of products, goods, and services in traditional periodic media or electronic presentations. The present invention allows for the direct input of this information as well as for the automatic transmission of presentation-related data by compatible third-party, accounting, inventory control, or other management software for the inclusion or updating of the electronic presentation through common message files read and transmitted by the present invention.

To allow for the central control and management of presentations, thereby allowing for a greater degree of promotion and flexibility of the category or group of products, goods, or services by the controlling server in order to attract more buyers. The present invention directs all presentations through a central controller, which standardizes the presentations within the style, editing, and content standards set by the controller standards for each presentation, directory, or index. All electronic interactive presentations are optimized for presentation search visibility by the controller and can then be globally refined, based on traffic analysis.

To provide lower overhead cost associated with sales, billing, and collections for the operators of the present invention. By creating a self-serve, automated, direct billing environment for the sellers to create their presentations in, the operators of the present invention will experience substantial savings over traditional sales and billing methods. Allowing the

sellers to create their presentations with a cafeteria-style selection and billing that presents all their options, including the associated cost up front, will also result in greater add-on sales without the associated sales overhead.

To provide a more efficient environment for Third Party Creative and Management Professionals to present and market their skills and expertise to Sellers. The invention will allow Sellers to select and contract with Third Party Creative and Management Professionals to provide products, pre-developed or stock content, talent, creative or management, or other necessary or desirable services to the Seller to assist them. The invention also improves the communication between the Seller and any Third Party Creative and Management Professional that the Seller may contract with as well as allowing the Seller a structured review and reporting environment for the control and supervision of those Third Party Professionals.

Several objects and advantages of the Resource Saver Protocol component of the present invention are:

To allow for the presentation of availability of products, goods, and services for sale in a real-time environment without requiring constant real-time communications during the sales process.

To allow a substantial portion of the real-time sales to be completed without the overhead of a concurrent verification process.

To reduce the necessary processing and communications resources used to control inventory presentations of products, goods, and services.

To reduce the necessary processing and communications resources used to control sales and / or reservations of products, goods, and services.

To transfer communications and processing resources to time periods of lower utilization of those resources.

Several objects and advantages of the Network ID and Purchase Verification System component of the present invention are:

To allow for the replacement of traditional tickets, passes, admission documents, reservations, reservation confirmations, and other means of verification that require prior or "will call" delivery to the buyer. The present invention improves on the prior art by creating a controlled universal ID at time of purchase that can be transmitted to the facility, site, business, or venue to be used for verification of the buyer and purchase. This ID can be used for one

purchase or maintained within the network for future use as a permanent ID for the purchase and access to any facility, site, business, or venue that is represented by that instance of the present invention.

To allow for a more convenient method of purchase of tickets, passes, admission documents, or reserved services, or for the late purchase of those tickets, passes, admission documents, or reserved services beyond what would be feasible if physical delivery of the access or admission documents were required. The present invention allows for purchases to be made and buyer IDs to be transmitted to the facility, site, business or venue within a matter of minutes of the buyer arriving for admittance. By using an electronic network, Internet, Intranet, or phone service, a buyer could literally make the purchase by laptop computer with wireless modem or by cell phone from the car on the way to the facility, site, business, or venue for admittance. The invention, when used in conjunction with an electronic inventory-available presentation, can allow buyers to become aware of and take advantage of last-minute cancellations and changes of availability.

The invention reduces labor and material requirements by the sellers of tickets, passes, admission documents, or reserved services. The invention substantially reduces the labor and material requirement for fulfillment of purchases of tickets, passes, admissions, or reserved services in several ways. By eliminating the requirement of delivery of those documents that allow the buyer admittance, there is no outgoing correspondence and / or fulfillment package to prepare. The costs associated with shipping, tracking, or follow-up on lost items as well as the customer service costs that accompany late or poorly communicated delivery instructions are reduced or eliminated. At admission time, additional costs are saved with the full implementation of the present invention by the use of automatic vendors that print the admission documents on demand by the buyer and with automated verification of the buyer's ID. This function replaces the "will call" method of admission document delivery and the associated cost in labor and facility overhead.

Further objects and advantages of the present invention will become apparent from a consideration of the drawings and ensuing description.

Brief Description of Drawings

It should be noted that some of the drawings within this application have been modified from the original application by deleting or reducing the number shown of some of the multiple instances of components such as the Seller Interface 4000 on Fig 1b CIP. Also in some cases symbols of different sizes were used or symbols were moved as far as their position within the diagrams. This was done only to facilitate the placement of symbols within the limited space available within the diagram to more clearly diagram the overall function of the invention. In some cases reduced print size has been employed to allow for more full and meaningful descriptions to be placed in the available space. These deletions or reductions in numbers, or the changing in size or position, or the changing or mixing of print sizes, should not be construed as reducing the capacity, capability, or function of the original invention or any of its components. These modifications are only an effort to more clearly diagram and display the structure and function of the invention and its newly added and improved functionality.

Fig. 1a diagrams an embodiment of the present invention with a single level of service without Independent Directories.

Fig. 1b diagrams an embodiment of the present invention with a sample depth of service of Sellers, Buyers, Presentation and Selection Servers, Independent Presentations, and Media.

Fig. 2a is a block diagram showing one embodiment of the Central Controller and Presentation Processor.

Fig. 2b is a block diagram showing one embodiment of the Central Presentation and Selection Server.

Fig. 2c is a block diagram showing one embodiment of the Seller Interface.

Fig. 2d is a block diagram showing one embodiment of the Buyer Interface.

Fig 2e is a block diagram showing one embodiment of the Media Interface.

Fig 2f is a block diagram showing one embodiment of the Third Party Creative or Management Professional Interface.

Fig. 3a through 3k and 3i-a is a block diagram showing the transaction processing and buyer's use of one embodiment of the present invention. This Example Embodiment of this invention is configured for delivery of tickets or reservation confirmation.

Fig. 4a through 4g is a block diagram showing the Seller's use of the invention. This Example Embodiment is configured for delivery of tickets or reservation confirmation.

Fig. 5a through 5h is a block diagram showing the Seller's use of the Resource Saver Protocol of the invention. This Example Embodiment of this invention is configured for delivery of tickets or reservation confirmation.

Further Breakdown of the block diagrams 5a through h.

Fig. 5a through 5c is a block diagram showing Seller's Setup and use of Resource Saver Protocol.

Fig. 5d is a block diagram showing the Seller's Use of Notification Level Processing of Resource Saver Protocol at Seller Interface 4000.

Fig. 5e through 5f is a block diagram showing the Seller's Use of Resource Saver Protocol on Central Presentation and Selection Server 2000 or Other Selling Outlets.

Fig. 5g through 5h is a block diagram showing the Seller's Use of Resource Saver Protocol for Inventory Adjustment or Replacement.

Fig. 6a through 6g is a block diagram showing the Media's use of the invention in conjunction with the supported.

Fig. 7a through 7g is a block diagram showing the Third Party Creative or Management Professionals' use of the invention.

Fig. 8a through 8e is a block diagram showing the Seller's use of the invention in conjunction with the supported Third Party Creative or Management Professionals.

Patent Application Glossary

The following are explanations and or definitions of names or descriptors as used in the invention. For the purpose of this invention the following terms have the following definitions. These are meant to aid the reader in understanding the inventors' descriptions of the present invention and its components, design, use, and purpose.

Identification that is accomplished by using an individuals distinctive natural biological differences, such as finger prints, iris scans, full face scans, voice prints, DNA etc.

Buyer

Any person, corporation, partnership, group, or any other legal entity that desires or may desire or consume the purchase, reservation, acquisition, consumption, of items, services, or ideas offered by the Scller either paid for or as a gratuity.

Central Controller

Rcfers to the Controller part or function of the Central Controller and Presentation Processor 1000

Central Processor

The CPU or main processing computer chip or unit within a given computer. Depending on the operating system a computer must have one but may have more than one CPU thereby increasing the processing speed of the computer.

Client channel

Means, outlet, or avenue of advertising, marketing, distribution, or sales.

Cookies

Information formatted to be delivered or downloaded to the Internet Browser utilized by the Buyer Interface 5000, stored on the Data Storage Device 5500 within the Location for Cookie Storage 5695, and then accessed later by that Internet Browser. This information would thereby provide a carryover of information such as Buyer preferences.

Database

The term Database is used referring not only to the structured or relational storage of data within files, but also to the tables or sub divisions of data storage within those databases or files or any method or system of organizing data for storage and access by

computers. Within some areas of the specifications and drawings the term “Database” may be abbreviated as “DB”.

Directory

A consolidation, accumulation, or compilation of similar, competing, or complementing “Sellers” (see above) that are offered or presented in some logical or systematic presentation allowing “Buyers” (see above) to review, compare, and contrast the offerings or presentations. These directories may or may not allow for direct access or interactive sales or acquisition. These directories may be in any media such as, but not limited to, electronic, Internet, Intranet, CD-ROM, or print.

Dynamic Presentations

These are presentations that are created when the reader or viewer accesses them. They are typically created in response to queries or actions of the reader or viewer and are generated from database information that resides at the server that is being accessed. (See “Static Presentations”)

Editorial and Design Standards

These are the editorial, design, and style guidelines, standards, restrictions, and other specifications that are specific to each media venue that control the look and content of all presentations within that media venue.

Electronic Directory

Internet, Intranet, or bulletin board based directories or indexes focusing on narrow based collections of sellers, suppliers, vendors, purveyors, or providers of goods, products, services, information, ideas, etc.

Electronic Mall

A collection of electronic directories, indexes, “Sellers” (see above), or other Internet or Intranet sites at one place.

Fixed Inventory

Refers to Inventory that is limited and constant in its availability. One example might be rooms in a hotel. If the hotel has 300 identical rooms, then the fixed inventory is 300 units for each day into the future that the hotel is open for business. Adjustments can be made for units taken off line or made not available for maintenance etc. but rooms cannot easily be added.

Given Instance

For the purpose of this application the term "Given Instance" refers to a single particular established configuration of the present invention that has been designed to serve a defined demographics of Buyers and / or Sellers. A single copy of the present invention would be an instance of the present invention.

Goods

Merchandise or wares that are to be sold or transferred.

Identification documents

Any artificial method of specifically Identifying an individual such as Credit Cards, Drivers License, Identification Cards, Membership Cards, and Academic Identification Cards etc. These documents may be read magnetically, optically or in some other manner to allow for verification.

Independent Presentations Directories and Indexes

Those directories and indexes, operated by management other than that of a given instance of the present invention, that have associated themselves with one or more Central Presentation and Selection Servers 2000 of the present invention for the purpose of utilizing the content and interactive services of those Central Presentation and Selection Servers 2000.

Index

Same as “Directory” but with less information or material presented for the “Buyer.”

Internet Browser

Any Client-side program that resides on the Buyer Interface 5000 to facilitate the reading and or viewing of pages or presentations on the Internet or Intranet. Typically pages or presentations are based on the HTML display language or one of its successors or derivatives for presentations. Examples of Browser software are Netscape, Internet Explorer, etc.

Inventory

Refers in a very broad and general sense to any identifiable measure, item, or unit that can be sold, transferred, conveyed, or reserved. The term inventory can apply to goods, products, services, reservations for services, or any other identifiable unit to be sold, conveyed, or reserved. Units of Inventory may actually be a function of time with the same item being used over and over such as a room in a lodging facility, a seat in a sports stadium, or a table at a restaurant.

Inventory Substitutability

Inventory (defined above) is used in a very broad sense. The substitutability of those items that make up any given line of inventory being offered within the present invention may not always be clear. Though not always clear, the substitutability of the inventory must be determined and represented by the Seller, who has the clearest understanding of the makeup of the Buyer and their use of the goods, products, and services. If the inventory were a one-of-a-kind item, obviously there can be no substitutability and the inventory is unique. At the other extreme, for example, if the inventory were music CDs, with 1,000,000 copies in stock and another printing anticipated, then the inventory is common and substitutable. In between the extremes is a wide variety of items that are limited in quantity or availability and yet are substitutable. An example of an item that is limited in availability and is substitutable to the Buyer is rooms of a 100-room block at a hotel that are of the same standard (king bed, TV, phone,

and desk). Although the rooms are not identical (as the CDs are) due to being on different floors and having different views, they are substitutable to the traveler.

Media

A means of communicating, delivering, or projecting concepts, ideas, or information to potential buyers, such as radio, television, newspapers, magazines, internet, Intranet, CD-ROMs, directories, brochures, flyers, billboards, bus benches, sky writers, direct mail or any other method or means of reaching a large number of people or a smaller number of targeted potential buyers or consumers.

Media Venues or Media Outlets

Those physical or virtual locations where presentations are placed or made available to present the information within the framework of the media so that it is accessible by the end users, consumers, viewers, or Buyers. This may mean an Internet directory, a newspaper, a multimedia CD-ROM, a travel guidebook, or any number of other examples.

Near Real Time

Refers to processing or access that takes place within a time frame that allows for some possibility that human interaction or other process may intercede or interpret that processing or access. For the purpose of this application, Near Real Time is referring to processing or access that take place within time limits that are unlikely to allow interruptions in the normal course of business. As an example, if you have a process that takes place randomly 15 times per day and each process takes within 1 minute due to communications delays, the likelihood of an interruption is approximately 1 chance in 1440 per event.

Network or Delivery ID

Magnetic, smart, or optical identification cards approved for use within the preferred embodiment of the present invention as identification, or biometric

or Buyers. This may mean placing an HTML page on an Internet directory, printing a 12-word classified ad in a newspaper, adding a hotel presentation to a multimedia CD-ROM or guidebook, or any number of other examples.

Reader or viewer client

The reader or viewer client is the program that computer users use when accessing electronic information servers. The most common of these reader or viewer clients are Netscape Navigator and Internet Explorer, which are Internet Browsers.

Real-time

Refers to processing, communications, information transfer, or access that takes place within fractions of a second so that it is humanly impossible to discern, intercede or interpret that processing, communications, information transfer, or access. (See "Near Real Time".)

Resident Media

Refers to media that is wholly owned or controlled by the management, operators, or affiliates of the given instance of the present invention.

Replaceable Inventory

This is inventory that can either be purchased, manufactured, produced, or added to easily by the Seller thereby changing the inventory count and availability to the Buyer at any given time.

Reservation

A promise or commitment made by the Buyer and held by the Seller, to take, use, consume, utilize, attend, or enjoy a unit of inventory. Usually reservations are made by Buyers to reserve a time and facility to consume goods, products, or services.

Seller

A person, corporation, partnership, group, or any other legal entity that desires representation of its goods, products, services, reservations for services, ideas, views, or

any legal intent or desire to be made public and offered for sale, exchange, trade, or distribution either paid for or free.

Seller type

Refers to a category of Sellers that are offering comparable or similar information, products, or services classified by that type of information, product, or service.

Static Presentations

Presentations that are fixed in time as to the content that they display or convey to the client reader or viewer. They are created and then set into a presentation framework that can be accessed. These presentations are currently the most familiar to all of us now and are the standard presentations on the Internet or most Intranets. (See “Dynamic Presentations”)

Third Party Professionals or Third Party Creative and Management Professionals or Creative and Management Third Party Professionals

This refers to those professional individuals as well as business entities that traditionally create and manage advertising, either in whole or in part for sellers, or supply content, products and services to those that create and manage advertising. Some of the titles or job descriptions of these professionals are art director, copy writers, photographers, print producers, broadcast producers, photographers, graphic artist, media director, etc. Some firm types are advertising agencies, public relation firms, marketing firms, stock photo supply companies, promotional products supply companies, contract copy writers, etc. The previous list of individual titles or job descriptions and firms types is only a small sampling of those that would fit within this category of Third Party Creative and Management Professionals which is intended to accommodate and provide access to any personal or company resource that the Sellers may need or desire to create and manage presentations. These resources are intended to provide assistance to the Sellers in all phases of the process of creation and management of presentations. The type of goods, products, and services supplied by these Third Party Creative and Management Professionals is intended to be of very wide range. These goods, products, and services may vary from strictly consulting advice as to the choice of media venues, to custom creative content supply such as copy writing, to products such as stock photos that

are added to the presentations, to the promotional product companies that supply coffee cups with logos.

(Note: The term 3rd P.P may be used within the text or drawings in place of the more descriptive term defined here of “Third Party Professionals” or “Third Party Creative and Management Professionals”. This usage is purely for the convenience of space and there is no difference between the terms.)

Transaction Message

Any unit of information that is transferred or communicated between clients, components, or programs of the present invention or third-party compatible clients, components, or programs.

Services

Duties or work offered to be performed for the buyer or consumer, often but not necessarily specialized or professional in nature.

Standalone Presentations

Refers to independent presentations that are not part of organized Directories or Indexes of complementing and / or competing products or services.

Traffic

Generally refers to the number of times users access Internet or Intranet sites or presentations. More specifically, traffic refers to how many times Buyers access an electronic presentation directory, index, server, or instance of the present invention.

Transmission Level

One of the variables set within the Resource Saver Protocol for use with common inventory. A predetermined number of units that triggers the immediate transmission of inventory sold or reserved. This count is the total inventory sold or reserved within the Transaction Messages, that are being held awaiting transmission from the Central

Presentation and Selection Server 2000 or any other sales outlet to the Central Controller and Presentation Processor 1000.

Transmission Time Control

One of the variables set within the Resource Saver Protocol for use with common inventory. Transmission Time Control is a setting that controls the time of transmission for held transaction messages from the Central Presentation and Selection Server 2000 or any other sales outlet to the Central Controller and Presentation Processor 1000

Transaction Period

One of the variables set within the Resource Saver Protocol for use with common inventory. A setting to control the maximum period in hours that the Central Presentation and Selection Server 2000 or any other sales outlet may hold transaction messages prior to transmitting them to the Central Controller and Presentation Processor 1000.

Will Call

The act of, or a reference to, the picking up of tickets, passes, admission documents, reservations, or reservation confirmations or other access documents from a particular department of a venue for the purpose of being admitted to an event at that venue.

Detailed Description of the Invention

It should be noted that although specific hardware or software components may be referenced within this detailed description, newer, improved, or successor generations of given hardware or software should be substituted as available to increase reliability, performance, or cost effectiveness or to take advantage of new or replacement technology.

The method and apparatus of the present invention will be discussed with reference to Figs. 1a, 1b, 2a, 2b, 2c, 2d, and 2e and 2f. In one embodiment, the present invention includes a Central Controller and Presentation Processor 1000, Central Presentation and Selection Server 2000, Seller Interface 4000, Buyer Interface 5000, and Media Interface 6000, and Third Party

Professional Interface 7000. Each of these components includes hardware, software programs, databases, communications programs and devices. The present invention edits and structures data and information from an individual seller, at a single location, into consistent, designed and controlled presentations. The seller, at their option, may utilize the invention to retain, employ, contract with, or purchase content or goods from Third Party Creative or Management Professionals. These professionals may perform a variety of direct or indirect functions or services to the seller or supply content or goods. The range of services can be from the simple supplying of stock photographs to the complete conception, creation, and execution with follow up marketing study of a total or product specific marketing campaign for the seller. The invention allows the seller to appoint a Third Party Professional as their agent to facilitate the implementation of presentation creation or publishing within the invention. As their agent the Third Party Professional would have the ability to make decisions and commit the seller in all aspects of the invention. The invention provides an interactive interface between the seller and those Third Party Creative or Management Professionals retained, employed, or contracted with, by the seller. This interface allows the seller and one or more Third Party Creative or Management Professionals to efficiently cooperated in providing the requested services, products, or goods to the seller. Any actions that are taken by a Third Party Professional as agent for the benefit of a seller can be tracked and or approved by that seller. This tracking and or approval allows for the checks and balances that are necessary so that the seller can maintain control of their agents actions taken within the framework of the invention. This allows the seller to monitor the progress of any content development for presentations as well as the execution of the advertising and marketing plan. These presentations can be simultaneously published or displayed in a variety of traditional and electronic media as chosen by the Seller through the Seller Interface 4000 or by an agent of the Seller through the Third Party Professional's Interface 7000. The presentations can also be integrated into interactive sales-enabled stand-alone presentations or as unified presentations of complementing and or competing products, goods, and services. In addition, the present invention allows buyers to purchase, commit to purchase, or reserve products, goods, and services in a real-time or near real-time environment. This also allows, where appropriate, for an alternative to the advance physical delivery of tickets, passes, admission documents, reservations, reservation confirmations, or other physical methods of controlling access or proving purchase or reservation. The present invention also allows sellers to control inventory of common, unique, or time-sensitive products, goods, and services with reduced computer and communications resources while decreasing the time necessary for buyers to confirm the availability and then confirm the reservation, purchase, or commitment of

purchase of that inventory. The interactive portion of the present invention enables the buyer to view or compare the products, goods, and services from a single source or a variety of sellers and then purchase or reserve those products, goods, and services in a real or near real-time environment. Where appropriate, in an embodiment of the present invention, access to events, venues, reserved services, and other access controlled products or services can be accomplished without the requirement of delivery for any tickets, passes, admission documents, reservations, reservation confirmations, or other access documents.

Design and Structure of the Present Invention

The design and structure of the first embodiment of the method and apparatus of the present invention is diagramed with reference to Fig. 1a, 1b, 2a, 2b, 2c, 2d, and 2e, and 2f. Shown in Fig. 1a, the components of the present invention are presented as a "1 each" single-level diagram of the interaction between the components. The components are the Central Controller and Presentation Processor 1000, the Central Presentation and Selection Server 2000, Seller Interface 4000, Buyer Interface 5000, and Media Interface 6000, and Third Party Professionals' Interface 7000. Sub components of Seller Interface 4000 are Seller 4000A as client, Seller Accounting or Management Program 4000B, and Optional On Site Verification of Purchase Magnetic, Optical Card Reader or Biometric ID Reader with Ticket or Confirmation Printer 4350. Sub components and events of Buyer Interface 5000 are Buyer 5000A as client and Buyer Arrives at Facility or Event for Admission or Check-in 5000B as an event. Sub components of Third Party Professionals' Interface 7000 are Third Party Professionals' 7000A as client, and Third Party Professional Accounting or Management Program 7000B

Communication between the components is accomplished by use of on-demand, direct dial-up public phone lines, network, or Internet connection between Seller Interface 4000, Media Interface 6000, Third Party Professionals' Interface 7000, and Central Controller and Presentation Processor 1000; standard Internet connections between Buyer Interface 5000 and Central Presentation and Selection Server 2000; and a high-speed network or Internet connection between Central Controller and Presentation Processor 1000 and Central Presentation and Selection Server 2000. Connections between components may be accomplished by any combination of public switched phone network, cellular, Personal Communication System, dedicated data lines, microwave, private network, shared data network, satellite network, or any other means that will provide data transfer. Seller Interface 4000, Media Interface 6000, Third Party Professionals' Interface 7000, and Buyer Interface 5000 represent components that are

limited in number only by the capacity of both the Central Controller and Presentation Processor 1000 and Central Presentation and Selection Servers 2000 and the associated communications and data transfer methods. The present invention allows for the modular expansion of capacity by duplicating any component or portions of a component requiring additional capacity and running the new component in parallel with the original existing component. In the embodiment, there is one Central Controller and Presentation Processor 1000 and at least one Central Presentation and Selection Server 2000; however, the Central Controller and Presentation Processor 1000 can support more than one Central Presentation and Selection Server 2000. An example of this embodiment is shown on Fig 1b. The Central Controller and Presentation Processor 1000 and the Central Presentation and Selection Server 2000 are separate but co-located in the embodiment, however, they could be remotely located with a high-speed data connection. Both the Central Controller and Presentation Processor 1000 and the Central Presentation and Selection Server 2000 could also coexist on the same computer in some specific low traffic or low transaction volume embodiments. In the embodiment, multiple Seller Interface 4000, Independent Presentation 3000, Media Interface 6000, Third Party Professionals' Interface 7000, and of course Buyer Interface 5000 are served, with the only limitations being the capacity of the associated processing, data storage, and communications hardware that can, as indicated above, be expanded.

Fig. 2a diagrams the Central Controller and Presentation Processor 1000, which includes a central processor (CPU) 1100, operating system 1210, ROM 1220, RAM 1230, clock 1240, communication ports 1250, video driver 1260, network interface card 1270, video monitor 1310, input devices 1320, modem pool 1330, network interface 1340, and data storage device 1500.

A personal, workstation, or server-grade computer with sufficient processing capacity, program and data storage capacity, and memory may be used as a Central Controller and Presentation Processor 1000. The CPU 1100 may be a single CPU or multiple CPUs as necessary to provide sufficient processing capacity. The Intel Pentium II Processor with a speed of 300MH or any comparable capacity processor that is compatible with the chosen operating system could be used as CPU 1100. In the embodiment of the present invention, the operating system 1210 should be one that allows for multiple processors, such as Windows NT by Microsoft, so that increases in utilization of the present invention can be handled with increases of processing capacity. The video monitor 1310 is a standard "SVGA" color monitor or its equivalent. The input devices 1320 are a standard keyboard and mouse or other replacement items. The communication ports 1250 are RS232 serial ports with 16550 UART or alternatives

that provide comparable connections to the Modem Pool 1330. The Modem Pool 1330 may be made up of modems such as the US Robotics 56K external made by 3Com Inc or any high-grade multi-modem equivalent. The Modem Pool 1330 should be made up of a sufficient number of modems to handle both incoming and outgoing messages from the Seller Interface 4000 using on-demand modem communications. If a given instance of the present invention generates sufficient modem traffic, the Modem Pool 1330 and its overhead and functions may be separated from the Central Controller and Presentation Processor and placed in a Modem Server to handle the Modem Pool 1330 and the associated communications overhead.

The data storage device 1500 may be one or a combination of standard hard disks, optical storage devices, CD-W drives, CD-RW drives, DVD, flash memory, magnetic tape, or other data storage devices. It must be of sufficient capacity to store all the programs and data necessary for the present invention as well as provide for future capacity needs. In the embodiment, mirrored hard disks with separate hard disk controllers provide a redundancy of data storage and therefore increased dependability and data integrity. This configuration allows for easier recovery in case of data corruption or data storage equipment failure. The aforementioned Windows NT operating system allows for this mirrored configuration. In addition to the mirrored hard disk, daily or more frequent backup of all data to tape, which is then taken off-site for storage, is a required procedure to ensure safe data. The present invention has a degree of data security built into it by design, with the most critical data kept with both the Central Controller and Presentation Processor 1000 and the Central Presentation and Selection Server 2000 Fig. 2b. In a catastrophic destruction of either the Central Controller and Presentation Processor 1000 or the Central Presentation and Selection Server 2000 Fig. 2b, the most critical data can be recovered from the surviving component in order to rebuild the lost data and ensure the integrity of all transactions.

The data storage device 1500 in the embodiment of the present invention contains relational databases controlled and managed by database software such as Microsoft SQL Server 7 by Microsoft Inc. Data used in the client control, the generation of presentations, and the processing of inventory sales in the present invention are contained within the Controller Databases 1600. The Controller Databases are the Buyer Database 1610, Transaction Database 1620, Media Transaction Database 1625, Third Party Professional Transaction Database 1626, (3rd P.P. Transaction DB), Seller Database 1630, Media Database 1635, Third Party Professional Database 1636 (3rd P.P. Database), Presentation Database 1640, Presentation Rules Database

1650, Inventory Database 1660, Referral Database 1670, the Presentation Location Database 1680, and any other databases necessary or desired to service the Buyers and Sellers.

The Buyer Database 1610 maintains data on Buyers who make interactive purchases or reservations of the products, goods, or services offered by the Sellers over the Central Presentation and Selection Server 2000 Fig. 2a or other Independent Presentation Directories and Indexes 3000 Fig. 1b. The Buyer Database 1610 will have data fields containing Buyer name, network or delivery ID, physical address, phone, email address, credit card information, and any other information deemed necessary to support the Buyers and the Seller's required buyer information. The Buyer has the option to input the information when joining the network prior to attempting a purchase. As an alternative, the Central Presentation and Selection Server 2000 will prompt the Buyer for the information after the Buyer has found a desired product, good, or service to purchase but before forwarding the purchase transaction to the Central Controller and Presentation Processor.

The Media Buyer Database 1615 maintains data on Media Buyers (Sellers) who make selections and purchases of media products or services offered by the Media through the Central Controller and Presentation Processor 1000 and the Seller Interface 4000. The Media Buyer Database 1615 will have data fields containing Media Buyer name, physical address, phone, email address, credit card information, and any other information deemed necessary to support the Media Buyers and the requirements of the Media.

The Transaction Database 1620 maintains data on the Buyers' interactive purchases or reservations of products, goods, or services offered by the Sellers over the Central Presentation and Selection Server 2000 Fig. 2b or other Independent Presentation Directories and Indexes 3000 Fig. 1b. The Transaction Database 1620 will have data fields containing information that relates to the purchases or reservations made by the Buyer. The specific fields within the Transaction Database 1620 will depend on the type of Seller and their product, goods, or service, but would always contain the field for the purchase or reservation tracking ID. As an example, if an embodiment of the present invention were configured to present lodging facilities, the Transaction Database 1620 might contain fields for Buyer ID, room type or specific room, bed type, check-in date, check-out date, number of adults, number of children, smoking or non-smoking, room rate paid, taxes paid, responses to requests, and any special requests such as extra pillows, late check-in, airport pickup service, etc. The information in the Transaction Database 1620 is the result of each requested purchase made with the Central Presentation and Selection

Server 2000 Fig. 2b, which is then passed to the Central Controller and Presentation Processor 1000 and then to the Seller Interface 4000 Fig. 2c.

The Media Transaction Database 1625 maintains data on the Sellers' interactive purchases of non-resident media presentations offered by the management or operators of that given instance of the present invention through the Seller Interface 4000. The specific fields within the Media Transaction Database 1625 will depend on the type of media. As one example, if the non-resident media were a newspaper, the Media Transaction Database 1625 might contain publishing deadlines, placement or section requirements, rate paid, taxes paid, and any other information necessary to support that given media.

The Third Party Professional Transaction Database 1626 (3rd P.P. Transaction DB) maintains data on the Sellers' interactive purchases of Creative and Management Third Party Professionals goods and services offered within the given instance of the present invention through the Seller Interface 4000. The specific fields within the Third Party Professional Transaction Database 1626 (3rd P.P. Transaction DB), will depend on the type of Third Party Professionals that are represented. As one example, if the Third Party Professional is a stock photo supply source, the Third Party Professional Transaction Database 1626, (3rd P.P. Transaction DB) might contain photo identification, specifications on each photo, prices, requirements or restrictions agreed to for each photo, seller identification, and any other information necessary to support the transactions made by the seller with that Third Party Professional stock photo supply source. In another example if the Third Party Professional is an Ad Copy Writer then the 3rd P.P. Transaction DB might contain the results of a questionnaire required by the Ad Copy Writer to assist in writing the Ad, payment information, proof of contract agreement, required completion dates, or other information as required.

The Seller Database 1630 will have data fields containing information that relates to the Sellers who have created presentations for traditional media or offer their products, goods, and services interactively over the Central Presentation and Selection Server 2000 or other Independent Presentation 3000 Fig. 1b. The specific fields within the Seller Database 1630 will cover all necessary information on the Seller for use both within the presentations created and by the managers of the present invention for the management of the Seller's account. The Seller Database 1630 will have data fields containing company name, contact name, marketing name, physical address, phone, email address, credit card or other payment information, contract dates, product or reservation types for presentation, data transfer modem numbers, third-party accessible management software, and any other information fields deemed necessary to support

the proposed sellers. The seller will input this information when first accessing the present invention and joining as a Seller. The Seller Interface 4000 Fig. 2c, specifically the Configuration and Presentation Program 4715 Fig. 2c, will prompt the Seller for the necessary information as well as obtain an agreement to a contract for the services of the present invention and the distribution and payment of all presentations.

The Media Database 1635 will have data fields containing information that relates to the Non-Resident Media organizations that have contracted with the management or operators of the given instance of the present invention to offer their services to the Sellers that are associated with the given instance of the present invention. The Media Database 1635 will have data fields containing company name, contact name, marketing name, physical address, phone, email address, contract dates, data transfer modem numbers, third-party accessible management software, and any other information fields deemed necessary to support the Non-Resident Media.

The Third Party Professionals Database 1636 (3rd P.P. Database) will have data fields containing information that relates to the Third Party Professionals organizations that have contracted with the management or operators of the given instance of the present invention to offer their services to the Sellers that are associated with the given instance of the present invention. The Third Party Professionals Database 1636 will have data fields containing company name, contact name, marketing name, physical address, phone, email address, contract dates, contract details, required contracts or agreements, required data, demos or samples of services or products offered, data transfer modem numbers, and any other information fields deemed necessary to support the Third Party Professionals.

The Presentation Database 1640 will have data fields containing information that relates to the Seller's choice of media or venues as well as the presentation of their products, goods, or services offered to the Buyers. This information is the majority of the data that, when combined with portions of the information within the Seller Database 1630 and the Presentation Rules Database 1650 and processed through the Presentation Generation Program 1710, creates the presentations that are transmitted to the Central Presentation and Selection Server 2000 for presentation to the Buyer or to other non-resident media to be published. The data fields held by Presentation Database 1640 will vary from seller type to seller type, depending on the design of the presentations and the types of resident and non-resident media offered by the given instance of the present invention. As an example, if an embodiment of the present invention were configured to present lodging facilities, the Presentation Database 1640 might contain fields for facility description, facility photos, room descriptions, room photos, facility amenities, room

amenities, room service menu, payment types accepted, meeting and reception services offered, meeting rooms, photos of meeting rooms, policies, rates, special package offers, media or venue choices, and any other information to assist in the presentation and sale of the lodging. The Seller Interface 4000, specifically the Configuration and Presentation Program 4715 Fig. 2c, will prompt the Seller for the necessary information for the presentations and non-resident media they have selected. The data relationship between the Presentation Database 4640 Fig. 2c, which is a part of the Seller Interface 4000 Fig. 2c, and the Presentation Database 1640 is one of continual synchronization of the Seller's information. The Presentation and Configuration Program 4715 Fig. 2c and the Communication and Transport Program 4760 maintain that synchronization. The Seller makes any updates or corrections to the presentation within the Presentation and Configuration Program 4715 Fig. 2c, which then updates the Presentation Database 4640 Fig. 2c. The Communication and Transport Program 4760 Fig. 2c sends those updates or corrections to the Central Controller and Presentation Processor 1000 for updating to the Presentation Database 1640. The Presentation Generation Program 1710 in conjunction with the Presentation Database 1640 then creates the new or updated presentations for publishing on the Central Presentation and Selection Servers or the appropriate non-resident media.

The Presentation Rules Database 1650 will have data fields containing information that controls and limits the style and editing of the presentations created by the Presentation Generation Program 1710. The Central Controller and Presentation Processor 1000 administrator or management of that given instance of the present invention inputs this information based on the types of media and interactive presentations that are supported by that given instance. For the non-resident media components of the present invention this information is submitted and updated directly by means of the Media Interface 6000 and specifically the Media Configuration Program 6715. The data fields held by the Presentation Rules Database 1650 will vary from seller type to seller type, as well as from one media type to another, depending on the design of the presentations. Some of the fields that might be maintained are presentation templates; blocked words; blocked phrases; blocked references; presentation cost and options; publication dates and deadlines; blocked URLs; grammar guidelines; spelling dictionaries; presentation size restrictions; photo or graphics specifications such as size, compression, and file format; and any other guidelines, benchmarks, or controlling algorithms. The data within the Presentation Rules Database 1650 will be synchronized with the Presentation Rules Database 4650 Fig. 2c stored on the Seller Interface 4000 Fig. 2c. This synchronization will take place by the sending of updates from the Central Controller and Presentation Processor

1000 to the Presentation and Configuration Program 4715 Fig. 2c, which then updates the Presentation Rules Database 4650.

The Inventory Database 1660 will have data fields containing information that monitors and controls the inventory of products, goods, and services offered for sale by the Sellers within the interactive sales portion of the present invention. The data fields held by the Inventory Database 1660 will vary from seller type to seller type, depending on the type of products, goods, or services that are being sold or reserved. As an example, if an embodiment of the present invention were configured to present lodging facilities, the Inventory Database 1660 might contain fields for Buyer ID, types of rooms, number of rooms available for each type, blocked rooms, blocked dates, room rates, exception date rates, and any other fields necessary to present and control that room inventory. The Inventory Database 1660 will also have data fields containing information that monitors and controls the inventory of products, goods, and services offered for sale by the Third Party Creative and Management Professionals within the interactive sales portion of the present invention. In the case of the Third Party Creative and Management Professionals the sales are made to the Sellers, who are clients of the same instance of the invention, as opposed to the Inventory sold by the Sellers that is being sold to the general public buyers.

The Media Inventory Database 1665 (optional) will have data fields containing information that monitors and controls the media inventory offered by the Non-Resident Media to the Sellers. The data fields held by the Media Inventory Database 1665 (optional) will vary from media seller type to media seller type, depending on the type media supported by the given instance of the present invention. As an example, if an embodiment of the present invention were configured to offer a given newspaper as a Non-Resident Media the Inventory Database 1665 (optional) might contain fields for number display ads available per size, number of classified lines available, number of color pages available, and any other fields necessary to present and control that media inventory.

The Referral Database 1670 will have data fields containing information from the Sellers that refers Buyers to other sources of the same products, goods, or services offered when a given Seller cannot meet the wishes or needs of the Buyer. The information within the Referral Database 1670 is provided by the Seller through prompting by the Presentation and Configuration Program 4715 Fig. 2c. This information is intended and designed to provide the Buyer with alternative sources when the products, goods, or services offered by the Seller interactively are either not available or do not meet the needs of the Buyer. The data fields held

by the Referral Database 1670 will vary from seller type to seller type, depending on the type of products, goods, or services that are being sold or reserved. As an example, if an embodiment of the present invention were configured to present lodging facilities, the Referral Database 1670 might contain fields for other alternative accommodations, alternative dates, or alternative lodging facilities. An embodiment of the present invention configured to present professional services might contain alternative professionals or associates that might be acceptable to the Buyer. This same Referral Database 1670 will also maintain the referrals as recommended by the Creative and Management Third Party Professionals within the Third Party Professional Interface 7000. These referrals provide an important feature in aiding the Seller seeking assistance from any given Third Party Professional. The referral directs the Seller to another Third Party Professional provider that meets the approval of the professional from which they sought assistance, thereby giving some assurance of continuity of service or quality from the one desired by the Seller to the one available.

The preferred embodiment of the Central Controller and Presentation Processor 1000 has a Presentation Generation Program 1710, Transaction Processing Program 1720, General Management Program 1730, Communication and Transport Program 1760, Third Party Professionals Management Program 1780, Media Generation Program 1790, Third Party Professionals Generation Program 1795, and other programs as necessary.

The Presentation Generation Program 1710 utilizes the information submitted by the Sellers and or their Third Party Professional agents and held in the Presentation Database 1640, Inventory Database 1660, and Seller Database 1630. The Presentation Generation Program 1710 uses these databases to create the requested presentations for the various desired resident or non-resident media as well as those presentations necessary for the interactive Central Presentation and Selection Servers 2000 with its interactive sales presentations, using the Presentations Rules Database 1650 for style and control guidelines. It should be noted that in the preferred embodiment of the present invention, the same rules and guidelines contained in the Presentation Rules Database 1650 are also held where appropriate in the Presentation Rules Database 4650 Fig. 2c, which is part of the Seller Interface 4000 Fig. 2c and Presentation Rules Database 7650 of the Third Party Professional Interface 7000 Fig. 2f. With the same rules and guidelines as those in the Presentations Rules Database 1650 applied and enforced during data input at the Seller Interface 4000 Fig. 2c module, or the Third Party Professional Interface 7000 Fig. 2f no modification or editing should be necessary at the Central Controller and Presentation Processor 1000 module. Although the same rules and guidelines are applied and enforced at Seller Interface 4000 Fig. 2c module as at the Central Controller and Presentation Processor 1000

module, both processes should be utilized to ensure consistency and quality control. After the initial setup and publishing, the Presentation Generation Program 1710 automatically re-creates presentations either in the event of changes to the data for the Seller which affect any given presentation or upon the addition or deletion of any Seller. While creating or updating the Sellers' presentations, the Presentation Generation Program 1710 will determine which portions of the general presentation framework and structure on the overall directory or index require updating and republishing. This determination is made on a case-by-case basis for each non-resident media presentation requested by the Seller as well as for any interactive presentation on the Central Presentation and Selection Servers 2000 Fig. 2b. This embodiment of the present invention allows the Seller to determine the urgency of original or revised publishing of presentations, depending on the media and the accessibility of republishing. With the present invention, there are two publishing levels of processing. With the choice of "Urgent Publishing," the Presentation Generation Program 1710 would immediately process and publish the Seller's presentation to those non-resident media or Central Presentation and Selection Servers 2000 that are accessible for updating, but the Seller would be surcharged for this service. The Seller's second choice is "Standard Publishing," which does not carry a surcharge. This "Standard Publishing" would be performed in the normal schedule of publishing for the non-resident media. "Standard Publishing" for any Central Presentation and Selection Server 2000 presentations would be done when the Central Controller and Presentation Processor 1000 and the Central Presentation and Selection Servers 2000 Fig. 2b are at their lowest processor and network loads in handling the Buyers' requests and transactions. This economic choice gives a solution to the Seller who truly requires an immediate publishing of data while encouraging the bulk of the publishing to be done during times with less processor load. In this embodiment of the present invention, the Presentation Generation Program 1710 would be set to immediately process any "Urgent Publishing" request and any associated required structures. All other "Standard Publishing" would be processed as a batch at a preset low-traffic or low-utilization time for the Central Controller and Presentation Processor 1000 and the Central Presentation and Selection Server 2000 Fig. 2b. In this embodiment, the Central Controller and Presentation Processor processes the publishing function in the following order: all new Sellers' presentations, all Sellers' updates, then all associated structure and presentation frameworks.

The Presentation Generation Program 1710 is also responsible for the creation of the presentations for Third Party Professionals. Although the processing of these presentations is similar to the processing of the Seller's presentations there is one main difference. The Third

Party Professional presentations are only presented to the Sellers who are part of the specific instance of the present invention, where as, the Seller through the Seller Interface 4000 Fig. 2c has access to all the Media Venues represented by the instance of the present invention. This does not preclude the Third Party Professionals from assuming the position and benefits for a Seller within the specific instance of the present invention. In that case the Third Party Professional would install the Third Party Professional Interface 7000 Fig. 2f and then install the Seller Interface 4000 Fig. 2c to then be able to take advantage of the Media Venue access available through that Seller Interface 4000. Based on the presentation from the Third Party Professional, the Presentation Generation Program 1710 will determine which portions of the general presentation framework and structure on the overall directory or index require updating and republishing. This determination is made on a case-by-case basis for each presentation requested by the Third Party Professional as well as for any interactive presentation on the Central Presentation and Selection Servers 2000 Fig. 2b. This embodiment of the present invention allows the Third Party Professional to determine the urgency of original or revised publishing of presentations. With the present invention, there are two publishing levels of processing. With the choice of "Urgent Publishing," the Presentation Generation Program 1710 would immediately process and publish the Third Party Professional's presentation to the Central Presentation and Selection Servers 2000 and any other locations being serviced and that are accessible for updating. The Third Party Professional's second choice is "Standard Publishing." This "Standard Publishing" would be performed in the normal schedule of publishing. "Standard Publishing" for any Central Presentation and Selection Server 2000 presentations would be done when the Central Controller and Presentation Processor 1000 and the Central Presentation and Selection Servers 2000 Fig. 2b are at their lowest processor and network loads. This economic choice gives a solution to the Third Party Professional who truly requires an immediate publishing of data while encouraging the bulk of the publishing to be done during times with less processor load.

With this embodiment of the present invention, the Transaction Processing Program 1720 is responsible for processing the transaction messages of all interactive sales and / or reservation of products, goods, or services offered by the Sellers and all media selections made by the Sellers from the offerings by the resident and non-resident media. The Transaction Processing Program 1720 is also responsible for processing the transaction messages of all interactive sales and / or reservation of products, goods, or services offered by the Third Party Professionals (through the Third Party Professional Interface 7000 Fig. 2f). These sales and / or reservations are made only

between the Third Party Professionals (as sellers) and the Sellers (as buyers of Third Party Professionals) of the specific instance of the present invention and not to the general public.

The Transaction Processing Program 1720 confirms available inventory and rates / pricing, updates any other Central Presentation and Selection Servers 2000 Fig. 2b and Independent Presentations Directorics and Indexes 3000 Fig. 1b if necessary, updates databases, and creates and sends the transaction message to the Seller Interface 4000 Fig. 2c or when appropriate to the Third Party Professional Interface 7000 Fig. 2f. The transmission of transaction messages from the Central Controller and Presentation Processor 1000 to the Seller Interface 4000 Fig. 2c or Third Party professional Interface 7000 Fig. 2f takes place immediately upon processing, as there is no provision for holding those messages at this level. New Media presentation selections of the non-resident media offerings made by the Sellers are processed immediately upon receiving them from the Seller Interface 4000 and are sent to the Media Interface 6000.

With this embodiment of the present invention, the General Management Program 1730 is responsible for the business accounting, billing and collections, reporting, trend analysis, general Seller maintenance, and any other necessary functions.

Within this embodiment of the present invention, the Communication and Transport Program 1760 monitors, directs, and controls the receiving and transmitting of messages between the Central Controller and Presentation Processor 1000, Seller Interface 4000 Fig. 2c, and the Media Interface 6000 Fig. 2e.

With this embodiment of the present invention, the Third Party Professional Management Program 1780 is responsible for the business accounting, billing and collections, reporting, trend analysis, general Third Party Professional maintenance. In instances of this present invention where Third Party Professionals are not supported or presented to the Sellers this program may not be necessary. It is for this reason that these functions, that support the Third Party Professionals are set apart within their own program as opposed to being combined within the General Management Program 1730.

Within this embodiment of the present invention, the Third Party Professionals Management Program (3rd P.P. Management Program 1780) controls the contracting of Third Party Professionals as well as controlling, monitoring, and facilitating the interaction between the Sellers and any Third Party Professionals that they may contract with. This program allows the sellers to contract with Third Party Professionals that may provide creative or management

services. The extent of the services provided may range from consulting the Seller on creative or management issues to becoming the agent of the seller and assuming full control of creative or management issues, or all facets of the Seller's current presentation efforts or all ongoing efforts within the scope of the invention. The Third Party Professional may perform their services in collaboration with the Seller using the invention to provide the interface and structure of the communication between the two or as a agent making independent actions within the invention with only monitoring being done by the seller.

Fig. 2b diagrams the Central Controller and Presentation Processor 2000, which includes a central processor (CPU) 2100, operating system 2210, ROM 2220, RAM 2230, clock 2240, video driver 2260, video monitor 2310, input devices 2320, network interface 2340, and data storage device 2500.

A personal, workstation, or server-grade computer with sufficient processing capacity, program and data storage capacity, and memory may be used as a Central Presentation and Selection Server 2000. The CPU 2100 may be a single CPU or multiple CPUs as necessary to provide sufficient processing capacity. The Intel Pentium II Processor with a speed of 300MH or any comparable capacity processor that is compatible with the chosen operating system could be used as CPU 2100. The operating system 2210 should be one that allows for multiple processors, such as Windows NT by Microsoft, so that increases in utilization of the present invention can be handled with increases of processing capacity. The video monitor 2310 is a standard "SVGA" color monitor or its equivalent. The input devices 2320 are a standard keyboard and mouse or other replacement items or methods.

The data storage device 2500 may be one or a combination of standard hard disks, optical storage devices, CD-W drives, CD-RW drives, DVD, flash memory, magnetic tape, or other data storage devices. It must be of sufficient capacity to store all the programs and data necessary as well as provide for future capacity needs. In this embodiment of the present invention, mirrored hard disks with separate hard disk controllers provide a redundancy of data storage and therefore increased dependability and data integrity. This configuration allows for easier recovery in case of data corruption or data storage equipment failure. The aforementioned Windows NT operating system allows for this mirrored configuration. In addition to the mirrored hard disk, daily or more frequent backup of all data to tape, which is then taken off-site for storage, is a required procedure to ensure safe data.

The data storage device 2500 in this embodiment of the present invention contains relational databases controlled and managed by database software such as Microsoft SQL Server 7 by Microsoft Inc. The data used in the Central Presentation and Selection Server 2000 and in the processing of inventory sales in the present invention is contained within the Presentation and Selection Server Databases 2600. The Presentation and Selection Server Databases are the Buyer Database 2610, Transaction Database 2620, Final Presentation Database 2645, Inventory Database 2660, Referral Database 2670, and any other databases necessary or desired to service the Buyers and Sellers.

The Buyer Database 2610 maintains data on Buyers who make purchases or reservations for the products, goods, or services offered by the Sellers over the Central Presentation and Selection Server 2000 or other Independent Presentation Directories and Indexes 3000 Fig. 1b. The Buyer Database 2610 will have data fields containing Buyer name, network or delivery ID, physical address, phone, email address, credit card information, and any other information deemed necessary to support the Buyers and the requirements of the proposed Sellers. The Buyer has the option to input the information when joining the network prior to attempting to make a purchase or reservation. As an alternative, the Central Presentation and Selection Server 2000 will prompt the Buyer for the information after the Buyer has found a desired product, good, or service to purchase, but before forwarding the purchase transaction to the Central Controller and Presentation Processor 1000 Fig. 2a. The information contained in the Buyer Database 2610 is synchronized with that in the Buyer Database 1610 Fig. 2a on the Central Controller and Presentation Processor 1000 Fig. 2a. It should be noted that if an embodiment of the present invention is configured with more than one Central Presentation and Selection Server 2000 and is controlled by a single Central Controller and Presentation Processor 1000 (as in Fig. 1b). Then the Buyers represented on each Central Presentation and Selection Server 2000 Buyer Database 2610 will be represented on the Central Controller and Presentation Processor 1000 Buyer Database 1610 Fig. 2a. However all Buyers on Buyer Database 1610 may not be represented on each Central Presentation and Selection Server 2000 Buyer Database 2610. A similar relationship exists between the Central Controller and Presentation Processor 1000 and the Seller Interface 4000 in that all Buyers are represented within the Buyer Database 1610 Fig 2a., but only those Buyers that any given Seller has had transactions with are represented within the Buyer Database 4610 Fig 2c of any given Seller. It should also be noted that any given Buyer might choose to utilize any or all Central Presentation and Selection Servers 2000 controlled by the Central Controller and Presentation Processor 1000. When this happens, the information

contained within the associated Buyer Databases 2610 would be the same, but the Transaction Databases 2620 would be different, because the Transaction Database 1620 Fig. 2a represents the cumulative transactions made by that particular buyer.

The Transaction Database 2620 maintains data on the Buyers' purchases of products, goods, or services offered by the Sellers over the Central Presentation and Selection Server 2000 or other Standalone Presentations or Independent Presentation Directories and Indexes 3000 Fig. 1b. The Transaction Database 2620 will have data fields containing information that relates to the purchases or reservations made by the Buyer. The specific fields within the Transaction Database 2620 will depend on the type of Seller and their product, goods, or service, but would always contain the field for the purchase or reservation tracking ID. As an example, if an embodiment of the present invention were configured to present lodging facilities, the Transaction Database 2620 might contain fields for Buyer ID, room type or specific room, bed type, check-in date, check-out date, number of adults, number of children, smoking or non-smoking, room rate paid, taxes paid, responses to requests, and any special requests such as extra pillows, late check-in, airport pickup service, etc. The information in the Transaction Database 2620 is the result of each requested purchase or reservation made with the Central Presentation and Selection Server 2000; this information is then passed to the Central Controller and Presentation Processor 1000 Fig. 2a and then to the Seller Interface 4000. The relationship between the Central Controller and Presentation Processor 1000 Transaction Database 1620 Fig. 2a and the Central Presentation and Selection Server 2000 Transaction Database 2620 is the same as the relationship between the Buyer Database 1610 Fig. 2a and Buyer Database 2610 explained above.

The Final Presentation Database 2645 will have data fields containing information that relates to the Sellers' presentations of their products, goods, or services to the Buyers on this instance of the Central Presentation and Selection Server 2000. This is data that has been designed, edited and created by the Presentation Generation Program 1710 Fig. 2a of the Central Controller and Presentation Processor 1000 Fig. 2a and then transmitted to the instance of the Central Presentation and Selection Server 2000 for presentation to the Buyers. The data fields held by Final Presentation Database 2645 will vary from seller type to seller type, depending on the structure and design of the presentations. As an example, if an embodiment of the invention were configured to present lodging facilities, the Final Presentation Database 2645 might contain fields for combined facility descriptions, room descriptions, facility amenities, room amenities, payment types accepted, meeting rooms, policies, and any other information to assist in the

presentation and sale of the lodging. These fields, as used in the lodging example, would contain information for all the lodging facilities represented. The Final Presentation Database 2645 is the result of the information contained within the Presentation Database 1640 Fig 2a processed by the Presentation Generation Program 1710 Fig. 2a in conjunction with the information contained in the Presentation Rules Database 1650 Fig. 2a. There is no synchronization of this data, as it only exists for the presentations on a given Central Presentation and Selection Server 2000 and is generally not transferable to other Central Presentation and Selection Servers 2000 due to differing presentation designs and structures. However the Presentation Generation Program 1710 Fig. 2a, using the Presentation Rules Database 1650 Fig. 2a and the Presentation Location Database 1680 Fig. 2c to identify and create the differing presentations, maintains the control of the various presentation designs and structures.

The Inventory Database 2660 will have data fields containing information that monitors and controls the inventory of products, goods, and services offered for sale by the Sellers. In the preferred embodiment of the present invention, the Inventory Database 2660 is synchronized with the Inventory Database 1660 Fig. 2a and the Seller Accounting or Management Program 4000B Fig. 2c depending on the inventory type (see discussion on Resource Saver Protocol). The Inventory Database 2660 can also be used as an alternative to Seller Accounting or Management Program 4000B with the optional Inventory Database 4660 Fig. 2c. The data fields held by the Inventory Database 2660 will vary from seller type to seller type, depending on the type of products, goods, or services that are being sold or reserved. As an example, if an embodiment of the present invention were configured to present lodging facilities, the Inventory Database 2660 might contain fields for Buyer ID, types of rooms, number of rooms available for each type, blocked rooms, blocked dates, exception date rates, and any other fields necessary to present and control that room inventory.

The Referral Database 2670 will have data fields containing information, from the Sellers and from the input of the management of the given instance of the present invention. This data refers Buyers to other sources of the same products, goods, or services offered when a given Seller cannot meet the wishes or needs of the Buyer. The information within the Referral Database 2670 is synchronized with the Referral Database 1670 Fig. 2a. See discussion of Referral Database 1670 Fig. 2a for reasons and origin of data.

The preferred embodiment of the Central Presentation and Selection Server 2000 has a Transaction Negotiation Program 2725, Presentation Server 2740, Selection Server 2750, and other programs as necessary.

Within the embodiment of the present invention, the Transaction Negotiation Program 2725 is responsible for the negotiations and processing of all sales and / or reservation of products, goods, and services.

The Transaction Negotiation Program 2725 of the Central Presentation and Selection Server 2000 negotiates the interactive transaction with the Buyer. The program facilitates the transaction by presenting products, goods, services, offerings, options, add-on items, rates or prices, availability, alternatives or discounts in response to unavailable or denied requests, and other choices to assist the Buyer in making the purchase transaction. During the transaction negotiations, the inventory is held or reserved for that particular Buyer. If the Buyer does not complete the purchase or reservation, the inventory is made available once again. Once the Buyer makes a purchase or reservation decision, the inventory is deemed sold and taken off the available inventory list, and the Transaction Negotiation Program 2725 transmits a transaction message to the Central Controller and Presentation Processor 1000 for confirmation and processing. This transmission either takes place immediately or on a delayed or batch basis depending on the type of inventory being sold or reserved and the settings entered by the Seller. The Transaction Processing Program 1720 Fig. 2a of the Central Controller and Presentation Processor 1000 Fig. 2a performs some of the same functions and calculations as the Transaction Negotiation Program 2725 of the Central Presentation and Selection Server when it receives the transaction message. This duplication serves as both a check of the processes and a validation of the transaction message. It should be noted that although the Transaction Negotiation Program 2725 is referred to as a program, in the embodiment of the present invention it is a collection of programs, procedures and functions that work with the Selection Server 2750 to provide the selection and negotiation environment in which the Buyer can purchase or reserve the products, goods, or services.

The Presentation Server 2740 is a fully functioning Internet or Intranet Web server. In the preferred embodiment of the present invention, the Internet Information Server by Microsoft is the Presentation Server 2740. The Presentation Server 2740 performs the function of controlling the Buyers' access to the Sellers' presentations through the Internet or Intranet. The Presentation Server 2740 is able to allow access either with or without login and password control (in the embodiment of the present invention, no password control is used). The Presentation Server 2740 would allow full access to the Open Access Presentations 2810 without restrictions.

The Selection Server 2750 is a fully functioning Internet or Intranet Dynamic Page Server. This is a server or server component that allows for presentations to be made based on the actions of the user and the functions or algorithms of the presentation designer or programmer. In this embodiment of the present invention, the server component, Active Server Pages by Microsoft, is added to the Presentation Server 2740 to provide this dynamic functionality. The Selection Server 2750 provides the control and access to the presentations held within the Dynamic Presentations 2820. These presentations are only accessible from presentations held within Open Access Presentations 2810 and cannot be independently viewed or accessed.

The embodiment of the Central Presentation and Selection Server 2000 has directory structures Open Access Presentations 2810, Dynamic Presentations 2820, and other directory structures as necessary. Not only do these directory structures provide the physical storage location for the presentation files, but they also provide the framework and path references for access to the presentations by using the Presentation Server 2740 and the Selection Server 2750.

Fig. 2c diagrams the Seller Interface 4000, which includes a central processor (CPU) 4100, operating system 4210, ROM 4220, RAM 4230, clock 4240, communication ports 4250, video driver 4260, video monitor 4310, input devices 4320, modem 4330, network interface 4340, and data storage device 4500. This embodiment of the present invention would also include a Magnetic or Optical Card Reader or Biometric ID Device as well as a Ticket or Confirmation Printer or Admission Control Device.

A personal, workstation, or server-grade computer with sufficient processing capacity, program and data storage capacity, and memory may be used as a Seller Interface 4000. The CPU 4100 may be a single CPU or multiple CPUs as necessary to provide sufficient processing capacity. The Intel Pentium II Processor with a speed of 300MH or any comparable capacity processor that is compatible with the chosen operating system could be used as CPU 4100. In this embodiment of the present invention, the operating system 4210 is Windows NT by Microsoft, although Windows 98 by Microsoft should be sufficient in most cases. The video monitor 4310 is a standard "SVGA" color monitor or its equivalent, with this embodiment of the present invention being a 19-inch standard video monitor. The input devices 4320 are a standard keyboard and mouse or other replacement items. The communication ports 4250 are RS232 serial ports with 16550 UART or alternatives that provide comparable connections to the Modem 4330. The Modem 4330 may be a US Robotics 56K external made by 3Com Inc or a comparable quality modem.

A data storage device 4500 may be one or a combination of standard hard disks, optical storage devices, CD-W drives, CD-RW drives, DVD, flash memory, magnetic tape, or other data storage devices. It must be of sufficient capacity to store all the programs and data necessary as well as provide for future capacity needs. In this embodiment of the present invention, mirrored hard disks with separate hard disk controllers provide a redundancy of data storage and therefore increased dependability and data integrity. This configuration allows for easier recovery in case of data corruption or data storage equipment failure. The aforementioned Windows NT operating system allows for this mirrored configuration. In addition to the mirrored hard disk, daily or more frequent backup of all data to tape, which is then taken off-site for storage, is a required procedure to ensure safe data. The present invention has a degree of data security built into it by design, with the most critical data kept with both the Seller Interface 4000 and the Central Controller and Presentation Processor 1000 Fig. 2a. In a catastrophic destruction of the Seller Interface 4000, the most critical of data can be recovered from the Central Controller and Presentation Processor 1000 Fig. 2a and allow the rebuilding of the lost databases, thereby ensuring the integrity of all transactions.

The data storage device in this embodiment contains relational databases controlled and managed by database software such as Microsoft SQL Server 7 by Microsoft Inc. or, for smaller Sellers, Access 2000 by Microsoft Inc. Data used in the generation of presentations and for the processing of inventory sales in the present invention is contained within the Seller's Databases 4600. The Seller's Databases 4600 contains the Buyer Database 4610, Transaction Database 4620, Seller Database 4630, Third Party Professional Database 4636, Presentation Database 4640, Presentation Rules Database 4650, Inventory Database 4660, Referral Database 4670, and any other databases necessary or desired to service the Sellers.

The Buyer Database 4610 maintains data on Buyers who make interactive purchases or reservations of the products, goods, or services offered by the Sellers over the Central Presentation and Selection Server 2000 Fig. 2b or other Independent Presentation Directories and Indexes 3000 Fig. 1b. The Buyer Database 4610 will have data fields containing Buyer name, network or delivery ID, physical address, phone, email address, credit card information, and any other information deemed necessary to supported the Buyers and the requirements of the Seller. The information within the Buyer Database 4610 is contained in transaction messages received from the Central Controller and Presentation Processor 1000 Fig. 2a along with the purchase information of a given transaction.

The Transaction Database 4620 maintains data on the Buyers' interactive purchases or reservations of products, goods, or services offered by the Sellers over the Central Presentation and Selection Server 2000 Fig. 2b or other Independent Presentation Directories and Indexes 3000 Fig. 1b. The Transaction Database 4620 will have data fields containing information that relates to purchases or reservations made by the Buyer. The specific fields within this database will depend on the type of Seller and their products, goods, or services, but would always contain the field for the purchase or reservation tracking ID. As an example, if an embodiment of the present invention were configured to present lodging facilities, the Transaction Database 4620 might contain fields for Buyer ID, room type or specific room, bed type, check-in date, check-out date, number of adults, number of children, smoking or non-smoking, room rate paid, taxes paid, and special requests such as extra pillows, late check-in, airport pickup service, etc. The information in the Transaction Database 4620 is the result of each requested purchase made with the Central Presentation and Selection Server 2000 Fig. 2b. This information is then passed, via transaction messages, to the Central Controller and Presentation Processor 1000 Fig. 2a and then to the Seller Interface 4000.

The Seller Database 4630 will have data fields containing information that relates to the Seller. The specific fields within the Seller Database 4630 will cover all the necessary information on the Seller, for use both within the Seller's presentation and by the managers of the present invention for the management of the Seller's account. The Seller Database 4630 will have data fields containing company name, contact name, marketing name, physical address, phone, email address, credit card or other payment information, contract dates, product or reservation types for presentation, data transfer modem numbers, accessible third-party management software, and any other information fields deemed necessary to supported the proposed seller. The seller will input this information when first accessing the present invention and joining as a Seller. The Configuration and Presentation Program 4715 will prompt the Seller for the necessary information as well as obtain an agreement to a contract for the services of the present invention and the distribution and payment of all presentations.

The Third Party Professional Database 4636 will have data fields containing information that relates to the Third Party Professionals that are represented within the instance of present invention. The specific fields within the Third Party Professional Database 4636 will cover all the necessary information on the Third Party Professionals as well as detailed information on their offered products and services. This information is used within the Seller Interface to present those Third Party Professionals' products and services and to create a self-serve environment that

allows the Sellers to review and retain or purchase those products and services. The Third Party Professional Database 4636 will have data fields containing company name, marketing name, product or service description, prices, use or purchase restrictions, payment methods accepted, and any other information fields deemed necessary to supported the Third Party Professional that are presented to the Seller. The information within this database is synchronized with the information contained within the Third Party Professional Database 1636 contained within the Central Controller and Presentation Processor 1000 Fig. 2a.

The Presentation Database 4640 will have data fields containing information that relates to the Seller's choice of non-resident media or advertising channels as well as to the interactive presentation of information and data describing their products, goods, or services for presentation to the Buyers. The data fields within Presentation Database 4640 will vary from seller type to seller type, depending on the design of the presentation and the types of other media offered by the given instance of the present invention. As an example, if an embodiment of the present invention were configured to present lodging facilities, the Presentation Database 4640 might contain fields for facility description, facility photos, room descriptions, room photos, facility amenities, room amenities, room service menu, payment types accepted, meeting and reception services offered, meeting rooms, photos of meeting rooms, policies, rates, special package offers, media or advertising channel choices, and any other information to assist in the presentation and sale of the lodging. The Configuration and Presentation Program 4715 will prompt the Seller for the necessary information for the presentations desired by the Seller. The data relationship between the Presentation Database 4640 and the Presentation Database 1640 Fig. 2a part of the Central Controller and Presentation Processor 1000 Fig 2a is one of continual synchronization of the Seller's information. The synchronization is maintained by the Presentation and Configuration Program 4715 and the Communication and Transport Program 4760. The seller makes any updates or corrections to the presentation within the Presentation and Configuration Program 4715. These corrections are then updated to the Presentation Database 4640 and sent to the Central Controller and Presentation Processor 1000 for updating to the Presentation Database 1640 Fig. 2a.

The Presentation Rules Database 4650 will have data fields containing information that controls and limits the style and editing of the presentations created by the Seller using the Presentation and Configuration Program 4715. The data within the Presentation Rules Database 4650 will be synchronized with the data within the Presentation Rules Database 1650, which is stored on the Central Controller and Presentation Processor 1000 Fig 2a. This synchronization

will take place by the sending of updates from the Central Controller and Presentation Processor 1000 Fig. 2a to the Presentation and Configuration Program 4715. The data fields contained in the Presentation Rules Database 4650 will vary from seller type to seller type, depending on the types of media and interactive presentations that are supported by the given instance of the present invention and the design of the presentations. Some fields that might be maintained are presentation templates; blocked words; blocked phrases; blocked references; blocked URLs; grammar guidelines; spelling dictionaries; presentation size restrictions; photo or graphics specifications such as size, compression, and file format; and any other guidelines, benchmarks, or controlling algorithms.

The Inventory Database 4660 will have data fields containing information that monitors and controls the inventory of products, goods, and services offered for sale or reservation by the Sellers within the interactive sales portion of the present invention. In the preferred embodiment of the present invention, the inventory data is maintained by the Seller Accounting or Management Program 4000B. If that software cannot communicate or can only communicate partial data with the present invention, then the Inventory Database 4660 would be used alone or in combination with the Seller Accounting or Management Program 4000B, respectively. The embodiment of the present invention communicates with the Seller Accounting or Management Program 4000B for the synchronization of inventory and other data that can be coordinated. The data fields within the Inventory Database 4660 will vary from seller type to seller type, depending on the type of products, goods, or services that are being sold or reserved. As an example, if an embodiment of the present invention were configured to present lodging facilities, the Inventory Database 4660 might contain fields for Buyer ID, types of rooms, number of rooms available for each type, blocked rooms, blocked dates, exception date rates, and any other fields necessary to present and control that room inventory.

The Referral Database 4670 will have data fields containing information from the Sellers that refers Buyers to other sources of the same products, goods, or services offered when the Sellers cannot meet the wishes or needs of the Buyers. The Seller through prompting by the Presentation and Configuration Program 4715 provides the information within the Referral Database 4670. This information is intended and designed to provide the Buyer with alternative sources when the products, goods, or services offered interactively by a given Seller are either not available or do not meet the needs of the Buyer. The data fields held by the Referral Database 4670 will vary from seller type to seller type, depending on the type of products or services that are being sold or reserved. As an example, if an embodiment of the present invention were

configured to present lodging facilities, the Referral Database 4670 might contain fields for alternative accommodations, dates, or lodging facilities. An embodiment of the present invention configured to present professional services might contain alternative professionals or associates that might be acceptable to the Buyer.

The programs of the preferred embodiment of Seller Interface 4000 are a Presentation and Configuration Program 4715, Transaction Processing Program 4720, Communication and Transport Program 4760, Buyer Admission Control Program 4770, Seller Accounting or Management Program 4000B, Seller Admission Control Program 4000C, and other programs as may be necessary or desirable.

The Presentation and Configuration Program 4715 is both the gateway to the present invention and the controlling software interface for the Seller. The Presentation and Configuration Program 4715 introduces the Seller to the instance of the present invention and allows the Seller to choose in which presentations and which media or advertising channels the Seller wishes to participate. The Presentation and Configuration Program 4715 offers the choices of media and presentations to the Seller, giving requirements and cost for each. Upon choosing media and presentations, the Seller is then presented with a series of questions to answer. The answering of these questions contributes to the Seller Database 4630, Presentation Database 4640, Inventory Database 4660, Referral Database 4670, and any other databases necessary. The responses to the questions asked, text entry areas, photos, graphics, and other input, either required or optional, are monitored by the Presentation and Configuration Program 4715 using the information within the Presentation Rules Database 4650 to guide the Seller in the creation of a presentation that meets the style, editorial, and content guidelines of that instance of the present invention for each media venue or outlet chosen.

The Presentation and Configuration Program 4715 also allows the Seller to select products and services from those offered by Third Party Creative and Management Professionals that are associated with the given instance of the present invention. This allows the Seller who may not have the necessary skills to create their desired presentation, may not have the necessary time, or just wants to out-source part or all of the process of creating and managing the desired presentations, to obtain any level of assistance that they may desire. The products and services offered by Third Party Creative and Management Professionals may be as varied as stock photography for the inclusion in presentations to full management services from conception to execution for the Seller. Within the Presentation and Configuration Program 4715 the Seller may review those products and services with samples and demos as appropriate, review contract terms

and requirements, and contract for those products and services. The information necessary for the Seller's review is drawn from the Third Party Professional Database 4636.

Within this embodiment of the present invention, the Transaction Processing Program 4720 is not utilized, as its functions are performed by the Seller Accounting or Management Program 4000B. If there is no Seller Accounting or Management Program 4000B or it is not able to handle those functions, then the Transaction Processing Program 4720 will perform the necessary functions to process the incoming Transaction Messages; update databases; notify Seller of product, goods, or services sold or reserved; notify Seller of prices or rates paid; perform the necessary confirmations of available inventory and rates / pricing; create or send confirmation messages to buyer or other requested confirmation methods; and perform other functions necessary to process the incoming transaction.

The Communication and Transport Program 4760 monitors, directs, and controls the receiving and transmitting of messages between the Seller and the Central Controller and Presentation Processor 1000 Fig. 2a. During the setup of the Presentation and Configuration Program 4715, the Communication and Transport Program 4760 is initialized and tested with the Modem 4330 and / or Network Interface 4340. The functions of the Communication and Transport Program 4760 are largely transparent to the Seller. It should be noted, however, that in this embodiment of the present invention, the Seller Interface 4000 should be left on, with the Communication and Transport Program 4760 running, 24 hours a day, 7 days a week. This is necessary so that the Transaction Processing Program 4720 can receive and process any transaction messages from the Central Controller and Presentation Processor 1000 Fig. 2a regardless of the hour of the day.

The Buyer Admission Control Program 4770 is present and utilized in the preferred embodiment of the present invention if the Seller's products, goods, or services lend themselves to the type of access control that has traditionally been accomplished using tickets, passes, admission documents, reservations, reservation confirmations, or other physical evidence of purchase or authorization. In this embodiment of the present invention, the Buyer Admission Control Program 4770 may be replaced with Seller Admission Control Program 4000C, a third-party program that is either currently in use or is preferred by the Seller. Normally, communications in the form of admission-controlling messages must be from either the Transaction Processing Program 4720 or the Seller Accounting or Management Program 4000B to the Buyer Admission Control Program 4770 or the Seller Admission Control Program 4000C, depending upon which software is used. In some instances, however, the Seller Accounting or

Management Program 4000B may assume the duties of the Seller Admission Control Program 4000C. The Buyer Admission Control Program 4770 or the Seller Admission Control Program 4000C uses the information in the Buyer Database 4610 to confirm the admission or access of a given Buyer who is physically at the Seller's facility, site, business, venue, or other physical location seeking access. In this embodiment of the present invention, the information from the Buyer Database 4610 is confirmed by use of a magnetic or optical card reader portion of the Optional Magnetic or Optical Card or Biometric ID Device 4350 that reads the physical ID or their Biometric ID in the possession of the Buyer. This physical Magnetic or Optical Card ID is one that was previously issued to the Buyer for another use and is currently valid for that use. It could be a standard credit card, association ID, school ID, credit union ID, a driver's license, or any other "issued ID" that has been approved for use by the management of any given instance of the invention. This feature of the invention, of having the latitude to accept a variety of existing methods of identification, is important in that it allows the Buyer immediate access without requiring the Buyer to be processed to obtain a new ID. An example of this use within an embodiment of the present invention would be a "Major Credit Card" that has agreed to allow its cards to be used as identification for purchases within the invention. An example of this "alternate ID" use would be an instance of the invention that was established as a "Sports Reservation Network". When the Buyer chooses the event that he wants to attend, he would enter the number off of his "Major Credit Card" into the Buyer Interface 5000 Fig. 2d. When the Buyer arrived at the Facility or Event for Admission or Check-in 4380, the Magnetic or Optical Card Reader 4350 would read his "Major Credit Card". The Magnetic or Optical Card Reader 4350, in conjunction with the Buyer Admission Control Program 4770, which draws its information from the Buyer Database 4610, would confirm the Buyer's admission and send the ticket information to the Ticket or Confirmation Printer or Admission Control Device 4360. The Ticket or Confirmation Printer or Admission Control Device 4360 would either print the tickets, allowing the buyer to proceed to the standard ticket entry point, or trip a physical gate or bar that would allow the Buyer entry to the event (Buyer Allowed Admittance 4370).

In another example of an embodiment of the invention, the management of the invention has chosen to support the Biometric Identification method for assessing and guaranteeing the identity of the Buyer. With this method, the Buyer is first registered to use the invention by one of the Sellers who is part of the network and is equipped to perform the appropriate biometric scan. After the Buyer presents proof of identify, they submit to the biometric scan which is then transmitted to the Central Controller and Presentation Processor to become part of the Buyer's

record. The Buyer is given an ID number to allow access to the invention. The next time the Buyer accesses the invention he can use the ID number to make the purchase and then when showing up at that facility his Biometric Scan becomes his ID. Biometric IDs can be any biological feature of the Buyer that is so deemed to be sufficiently unique that it can be used as a method of identification. Features such as fingerprints, palm prints, iris scans, voice, and full-face scans are just some of the currently accepted biometric identification methods. We believe this list of methods will expand and that new methods can easily be utilized by an embodiment of this invention as they are developed and become available. It should be noted that the level of certainty necessary for determining identification using biometric techniques is obviously lower for use in the present invention than the certainty required for other critical applications such as law enforcement or military security access.

In yet another example of an embodiment of the invention, the management of the invention has chosen to support a function to allow Buyers to access their identification documents through the Network in combination with their biometric identification for the purchasing of goods and services. In this embodiment the Buyer is allowed to make purchases of goods and services from those Sellers that support biometric identification using only their personal biometric identification. The charges or payments requested and the biometric ID submitted by the Seller are transmitted to the Central Controller and Presentation Processor 1000 Fig. 2a. The Transaction Processing Program 1720 verifies the biometric ID with the information held within the Buyer Database 1610. The Transaction Processing Program 1720 further verifies that sufficient funds are available for the requested transaction, either through third party sources such as the Identification Documents sponsor or through in-house financing or accounts. The acceptance or rejection of the transaction is then transmitted back to the Seller for the Sellers completion of the purchase or transaction.

Fig 2d diagrams the Buyer Interface 5000, which includes a central processor (CPU) 5100, operating system 5210, ROM 5220, RAM 5230, clock 5240, communication port 5250, video monitor 5310, input devices 5320, modem 5330, network interface 5340, and data storage device 5500.

A personal or workstation computer with sufficient processing capacity, program and data storage capacity, and memory may be used as a Buyer Interface 5000. The CPU 5100 may be a single CPU. The Intel Pentium Processor with a speed of 166MH or any comparable capacity processor that is compatible with the chosen operating system could be used as CPU 5100. In the preferred embodiment of the present invention, the operating system 5210 is either Windows 95

or Windows 98 by Microsoft. The video monitor 5310 is a standard 17-inch "SVGA" color monitor or its equivalent. The input devices 5320 are a standard keyboard and mouse or other replacement items. The communication ports 5250 are RS232 serial ports with 16550 UART or alternatives that provide comparable connections to the Modem 5330. The Modem 5330 may be a modem such as the US Robotics 56K external made by 3Com Inc.

A Data Storage Device 5500 may be one or a combination of standard hard disks, optical storage devices, CD-W drives, CD-RW drives, DVD, flash memory, or other data storage devices. It must be of sufficient capacity to store the programs necessary to access the Sellers' presentations.

The hardware requirements for the Buyer Interface 5000 are minimal compared to the requirements for the Central Controller and Presentation Processor 1000 Fig. 2a, Central Presentation and Selection Server 2000 Fig. 2b, and the Seller Interface 4000 Fig. 2c.

The only software or programs required for the Buyer Interface 5000 is an Internet Browser 5000C of the Buyer's choice. In the embodiment of the present invention, Internet Explorer by Microsoft would be used as Buyer's Choice of Internet Browser 5000C.

No databases are required for the Buyer Interface 5000. The only data storage required is performed by the Buyer's Choice of Internet Browser 5000C in the form of saving "cookies" in the Location for Cookie Storage 5695.

Although the above has described the preferred embodiment of the present invention, any Internet-enabled computer, operating system, and browser combination that can access the Internet and specifically standard HTML presentations should be able to serve as the Buyer Interface 5000.

Fig. 2e diagrams the Media Interface 6000, which includes a central processor (CPU) 6100, operating system 6210, ROM 6220, RAM 6230, clock 6240, communication ports 6250, video driver 6260, video monitor 6310, input devices 6320, modem 6330, network interface 6340, and data storage device 6500.

A personal, workstation, or server-grade computer with sufficient processing capacity, program and data storage capacity, and memory may be used as a Media Interface 6000. The CPU 6100 may be a single CPU or multiple CPUs as necessary to provide sufficient processing capacity. The Intel Pentium II Processor with a speed of 300MH or any comparable capacity processor that is compatible with the chosen operating system could be used as CPU 6100. In this embodiment of the present invention, the operating system 6210 is Windows NT by

Microsoft, although Windows 98 by Microsoft should be sufficient in most cases. The video monitor 6310 is a standard "SVGA" color monitor or its equivalent, with this embodiment of the present invention being a 19-inch standard video monitor. The input devices 6320 are a standard keyboard and mouse or other replacement items. The communication ports 6250 are RS232 serial ports with 16550 UART or alternatives that provide comparable connections to the Modem 6330. The Modem 6330 may be a US Robotics 56K external made by 3Com Inc or a comparable quality modem.

A data storage device 6500 may be one or a combination of standard hard disks, optical storage devices, CD-W drives, CD-RW drives, DVD, flash memory, magnetic tape, or other data storage devices. It must be of sufficient capacity to store all the programs and data necessary as well as provide for future capacity needs. In this embodiment of the present invention, mirrored hard disks with separate hard disk controllers provide a redundancy of data storage and therefore increased dependability and data integrity. This configuration allows for easier recovery in case of data corruption or data storage equipment failure. The aforementioned Windows NT operating system allows for this mirrored configuration. In addition to the mirrored hard disk, daily or more frequent backup of all data to tape, which is then taken off-site for storage, is a required procedure to ensure safe data. The present invention has a degree of data security built into it by design, with the most critical data kept with both the Media Interface 6000 and the Central Controller and Presentation Processor 1000 Fig. 2a. In a catastrophic destruction of the Media Interface 6000, the most critical of data can be recovered from the Central Controller and Presentation Processor 1000 Fig. 2a and allow the rebuilding of the lost databases, thereby ensuring the integrity of all transactions.

The data storage device in this embodiment contains relational databases controlled and managed by database software such as Microsoft SQL Server 7 by Microsoft Inc. or, for smaller Media outlets, Access 2000 by Microsoft Inc. Data used in the generation of presentations and for the processing of inventory sales in the present invention is contained within the Media's Databases 6600. The Media's Databases 6600 contains the Media Buyer's Database 6615, Media Transaction Database 6625, Media Database 6635, Presentation Database 6640, Presentation Rules Database 6650, Media Inventory Database 6665, and any other databases necessary or desired to service the Media.

The Media Buyer Database 6615 maintains data on Sellers who make interactive purchases of presentations offered by the Media over the Central Controller and Presentation Processor 1000 and the Seller Interface 4000. The Media Buyer Database 6615 will have data

fields containing Seller name, physical address, phone, email address, credit card information, and any other information deemed necessary to supported the Media Buyers and the requirements of the Media. The information within the Buyer Database 6615 is contained in transaction mcssages received from the Central Controller and Presentation Processor 1000 Fig. 2a along with the media purchase information of a given transaction.

The Media Transaction Database 6625 maintains data on the Media Buyers' (Sellers') interactive selection and purchases of presentations offered by the Media over the Central Controller and Prescntation Processor 1000 and the Seller Interface 4000. The Transaction Database 6625 will have data fields containing information that relates to the selection and purchases of presentations made by the Seller. The specific fields within this database will depend on the type of Media and their products and services. As an example, if an embodiment of the present invention were configured to offer newspaper advertising as a non-resident media the Media Transaction Database 6625 might contain fields for rates, publishing dates, publishing deadlines, etc. The information in the Media Transaction Databasc 6625 is the result of each requested purchase made with the Seller Interface 4000. This information is then passed, via transaction messages, to the Central Controller and Presentation Processor 1000 Fig. 2a and then to the Media Interface 6000.

The Media Database 6635 will have data fields containing information that relates to the Media. The specific fields within the Media Database 6635 will cover all the necessary information about the Media, for use both within the Media's presentation and by the managers of the present invention for the management of the Media's account. The Media Database 6635 will have data fields containing company name, contact name, marketing name, physical address, phone, email address, payment information, contract dates, product or service types for presentation, data transfer modem numbers, accessible third-party management software, and any other information fields deemed necessary to supported the proposed Media. The Media will input this information when first accessing the present invention and joining as a Media. The Media Configuration Program 6717 will prompt the Media for the necessary information as well as obtain an agreement to a contract between the Media and the management or operators of the present invention.

The Presentation Database 6640 will have data fields containing information that relates to the Media's interactive presentation of information and data describing their products or services offered to Media Buyers (Sellers). The data fields within Presentation Database 6640 will vary from Media type to Media type, depending on the design of the presentation and the

types of other media offered by the given instance of the present invention. The Media Configuration Program 6717 will prompt the Media for the necessary information. The data relationship between the Presentation Database 6640 and the Presentation Database 1640 Fig. 2a, part of the Central Controller and Presentation Processor 1000 Fig 2a, is one of continual synchronization of the Media's information. The synchronization is maintained by the Media Configuration Program 6717 and the Communication and Transport Program 6760. The Media makes any updates or corrections to the presentation within the Media Configuration Program 6717. These corrections are then updated to the Presentation Database 6640 and sent to the Central Controller and Presentation Processor 1000 for updating to the Presentation Database 1640 Fig. 2a.

The Presentation Rules Database 6650 will have data fields containing information that controls and limits the style and editing of the presentations to be created by the Sellers using the Seller Interface 4000 and the Presentation and Configuration Program 4715 for this given Media's product or service. The data within the Presentation Rules Database 6650 will be synchronized with the data within the Presentation Rules Database 1650, which is stored on the Central Controller and Presentation Processor 1000 Fig 2a. This synchronization will take place by sending updates from the Media Interface to the Central Controller and Presentation Processor 1000 Fig. 2a. The data fields contained in the Presentation Rules Database 6650 will vary from Media type to Media type, depending on the types of media and interactive presentations that are supported by the given instance of the present invention and the design of the presentations. Some fields that might be maintained are presentation templates; blocked words; blocked phrases; blocked references; blocked URLs; grammar guidelines; spelling dictionaries; presentation size restrictions; photo or graphics specifications such as size, compression, and file format; and any other guidelines, benchmarks, or controlling algorithms.

The Media Inventory Database (optional) 6665 will have data fields containing information that monitors and controls the inventory of products and services offered by the Media within the interactive Presentation and Configuration Program 4715 of the Seller Interface 4000 of the present invention. In the preferred embodiment of the present invention, the Media Accounting or Management Program 6000B maintains the inventory data. If that software cannot communicate or can only communicate partial data with the present invention, then the Media Inventory Database 6665 would be used alone or in combination with the Media Accounting or Management Program 6000B, respectively. The embodiment of the present invention communicates with the Media Accounting or Management Program 6000B for the

synchronization of inventory and other data that can be coordinated. The data fields within the Inventory Database (optional) 6665 will vary from Media type to Media type, depending on the type of products, goods, or services that are being sold or reserved. The reason that the Media Inventory Database 6665 is optional is that some media types such as newspaper classified ads or printed directories such as regional phone directories have no real limit as to the number or quantity of presentations that they can accept. Therefore there would be no need to track or control inventory.

The programs of this embodiment of Media Interface 6000 are; Media Configuration Program 6717, Transaction Processing Program 6720, Communication and Transport Program 6760, Media Accounting or Management Program 6000B, and other programs as may be necessary or desirable.

The Presentation and Configuration Program 6717 is both the gateway to the present invention and the controlling software interface for the Media. The Media Configuration Program 6717 introduces the Media to the instance of the present invention. The Media Configuration Program 6717 presents the Media with a series of questions to answer. The answering of these questions contributes to the Media Database 6635, Presentation Database 6640, Presentation Rules Database 6650, Media Inventory Database (optional) 6665, and any other databases necessary. The Media Configuration Program 6717 monitors the responses to the questions asked, text entry areas, photos, graphics, and other input, either required or optional.

Within this embodiment of the present invention, the Transaction Processing Program 6720 is not utilized, as the Media Accounting or Management Program 6000B performs its functions. If there is no Media Accounting or Management Program 6000B or it is not able to handle those functions, then the Transaction Processing Program 6720 will perform the necessary functions to process the incoming Transaction Messages. These messages may update databases; notify Media of product, goods, or services sold or reserved; notify Media of prices or rates paid; perform the necessary confirmations of available inventory and rates / pricing; create or send confirmation messages to buyer or other requested confirmation methods; and perform other functions necessary to process the incoming transaction.

The Communication and Transport Program 6760 monitors, directs, and controls the receiving and transmitting of messages between the Media and the Central Controller and Presentation Processor 1000 Fig. 2a. During the setup of the Media Configuration Program

6717, the Communication and Transport Program 6760 is initialized and tested with the Modem 6330 and / or Network Interface 6340. The functions of the Communication and Transport Program 6760 are largely transparent to the Media. It should be noted, however, that in this embodiment of the present invention, the Media Interface 6000 should be left on, with the Communication and Transport Program 6760 running, 24 hours a day, 7 days a week. This is necessary so that the Transaction Processing Program 6720 can receive and process any transaction messages from the Central Controller and Presentation Processor 1000 Fig. 2a regardless of the hour of the day.

Fig. 2f diagrams the Third Party Professionals Interface 7000, which includes a central processor (CPU) 7100, operating system 7210, ROM 7220, RAM 7230, clock 7240, communication ports 7250, video driver 7260, video monitor 7310, input devices 7320, modem 7330, network interface 7340, and data storage device 7500.

A personal, workstation, or server-grade computer with sufficient processing capacity, program and data storage capacity, and memory may be used as a Third Party Professionals Interface 7000. The CPU 7100 may be a single CPU or multiple CPUs as necessary to provide sufficient processing capacity. The Intel Pentium II Processor with a speed of 300MH or any comparable capacity processor that is compatible with the chosen operating system could be used as CPU 7100. In this embodiment of the present invention, the operating system 7210 is Windows NT by Microsoft, although Windows 98 by Microsoft should be sufficient in most cases. The video monitor 7310 is a standard "SVGA" color monitor or its equivalent, with this embodiment of the present invention being a 19-inch standard video monitor. The input devices 7320 are a standard keyboard and mouse or other replacement items. The communication ports 7250 are RS232 serial ports with 16550 UART or alternatives that provide comparable connections to the Modem 7330. The Modem 7330 may be a US Robotics 56K external made by 3Com Inc or a comparable quality modem.

A data storage device 7500 may be one or a combination of standard hard disks, optical storage devices, CD-W drives, CD-RW drives, DVD, flash memory, magnetic tape, or other data storage devices. It must be of sufficient capacity to store all the programs and data necessary as well as provide for future capacity needs. In this embodiment of the present invention, mirrored hard disks with separate hard disk controllers provide a redundancy of data storage and therefore increased dependability and data integrity. This configuration allows for easier recovery in case of data corruption or data storage equipment failure. The aforementioned Windows NT

operating system allows for this mirrored configuration. In addition to the mirrored hard disk, daily or more frequent backup of all data to tape, which is then taken off-site for storage, is a required procedure to ensure safe data. The present invention has a degree of data security built into it by design, with the most critical data kept in both the Third Party Professionals Interface 7000 and the Central Controller and Presentation Processor 1000 Fig. 2a. In a catastrophic destruction of the Third Party Professionals Interface 7000, the most critical of data can be recovered from the Central Controller and Presentation Processor 1000 Fig. 2a and allow the rebuilding of the lost databases, thereby ensuring the integrity of all transactions.

The data storage device in this embodiment contains relational databases controlled and managed by database software such as Microsoft SQL Server 7 by Microsoft Inc. or, for smaller Third Party Professionals outlets, Access 2000 by Microsoft Inc. Data used in the generation of presentations and for the processing of inventory sales in the present invention is contained within the Third Party Professionals' Databases 7600. The Third Party Professionals' Databases 7600 contains the Third Party Professionals Buyer's Database 7615, Third Party Professionals Transaction Database 7625, Third Party Professionals Database 7636, Presentation Database 7640, Presentation Rules Database 7650, Third Party Professionals' Inventory Database 7666, and any other databases necessary or desired to service the Third Party Professional.

The Third Party Professionals' Buyer Database 7615 maintains data on Sellers (who are Buyers to the Third Party Professionals) who make interactive purchases of products or services offered by the Third Party Professional over the Central Controller and Presentation Processor 1000 and the Seller Interface 4000. The Third Party Professionals' Buyer Database 7615 will have data fields containing Seller name, physical address, phone, email address, credit card information, and any other information deemed necessary to supported the Third Party Professionals' Buyers and the requirements of the Third Party Professionals. The information within the Third Party Professionals' Buyer Database 7615 is contained in transaction messages received from the Central Controller and Presentation Processor 1000 Fig. 2a along with the Seller' purchase information of a given transaction.

The Third Party Professionals' Transaction Database 7625 maintains data on the Third Party Professionals' Buyers' (Sellers') interactive selection and purchases of products and services offered by the Third Party Professionals' over the Central Controller and Presentation Processor 1000 and the Seller Interface 4000. The Third Party Professionals' Transaction Database 7625 will have data fields containing information that relates to the selection and purchases of products or services made by the Seller. The specific fields within this database

will depend on the type of Third Party Professionals' and their products and services. As an example, if an embodiment of the present invention were configured to offer newspaper advertising as a non-resident media, a possible Third Party Professional might be an ad copywriter. In that case the Third Party Professionals' Transaction Database 7625 might contain fields for Seller's information (Seller using Seller Interface 4000), due dates, target media venues, created ad copy, payment information, reference to the subject presentation within Presentation Database 1640 within Central Controller and Presentation Processor Fig. 2a, publishing deadlines, etc. The information in the Third Party Professionals' Transaction Database 7625 is the result of each requested purchase made with the Seller Interface 4000. This information is then passed, via transaction messages, to the Central Controller and Presentation Processor 1000 Fig. 2a and then to the Third Party Professionals Interface 7000.

The Third Party Professionals' Database 7636 will have data fields containing information that relates to the Third Party Professional and the product or service that they offer. The specific fields within the Third Party Professionals' Database 7636 will cover all the necessary information about the Third Party Professional, for use both within the Third Party Professionals' presentation and by the managers of the present invention for the management of the Third Party Professionals' account. The Third Party Professionals' Database 7636 will have data fields containing company name, contact name, marketing name, physical address, phone, email address, payment information, contract dates, product or services offered for sale, data transfer modem numbers, accessible third-party management software, and any other information fields deemed necessary to supported the proposed Third Party Professional. The Third Party Professional will input this information when first accessing the present invention and joining as a Third Party Professional. The Third Party Professionals' Configuration Program 7717 will prompt the Third Party Professionals' for the necessary information as well as obtain an agreement to a contract between the Third Party Professionals' and the management or operators of the present invention.

The Third Party Professionals' Presentation Database 7640 will have data fields containing information that relates to the Third Party Professionals' interactive presentation of information and data describing their products or services offered to Third Party Professionals' Buyers (Sellers). The data fields within Third Party Professionals' Presentation Database 7640 will vary from Third Party Professionals' type to type, depending on the design of the presentation and the types of services offered by those Third Party Professionals. The Third Party Professionals' Configuration Program 7717 will prompt the Third Party Professionals' for the

necessary information. The data relationship between the Third Party Professionals' Presentation Database 7640 and the Presentation Database 1640 Fig. 2a, part of the Central Controller and Presentation Processor 1000 Fig 2a, is one of continual synchronization of the Third Party Professionals' information. The synchronization is maintained by the Third Party Professionals' Configuration Program 7717 and the Communication and Transport Program 7760. The Third Party Professional makes any updates or corrections to the presentation within the Third Party Professionals' Configuration Program 7717. These corrections are then updated to the Third Party Professionals' Presentation Database 7640 and sent to the Central Controller and Presentation Processor 1000 for updating to the Presentation Database 1640 Fig. 2a.

The Presentation Rules Database 7650 will have data fields containing information that controls and limits the style and editing of the presentations created by the Third Party Professional using the 3rd P.P. Configuration Program 7717. The data within the Presentation Rules Database 7650 will be synchronized with the data within the Presentation Rules Database 1650, which is stored on the Central Controller and Presentation Processor 1000 Fig 2a. This synchronization will take place by the sending of updates from the Central Controller and Presentation Processor 1000 Fig. 2a to the 3rd P.P. Configuration Program 7717. The data fields contained in the Presentation Rules Database 7650 will vary from Third Party Professional type to Third Party Professional type, depending on the types of media and interactive presentations that are supported by the given instance of the present invention and the design of the presentations. Some fields that might be maintained are presentation templates; blocked words; blocked phrases; blocked references; blocked URLs; grammar guidelines; spelling dictionaries; presentation size restrictions; photo or graphics specifications such as size, compression, and file format; and any other guidelines, benchmarks, or controlling algorithms.

The Third Party Professionals' Inventory Database (optional) 7666 will have data fields containing information that monitors and controls the inventory of products and services offered by the Third Party Professionals' within the interactive Presentation and Configuration Program 4715 of the Seller Interface 4000 of the present invention. In the preferred embodiment of the present invention, the Third Party Professionals' Accounting or Management Program 7000B maintains the inventory data. If that software cannot communicate or can only communicate partial data with the present invention, then the Third Party Professionals' Inventory Database 7666 would be used alone or in combination with the Third Party Professionals' Accounting or Management Program 7000B, respectively. The embodiment of the present invention communicates with the Third Party Professionals' Accounting or Management Program 7000B

for the synchronization of inventory and other data that can be coordinated. The data fields within the Third Party Professionals Inventory Database (optional) 7666 will vary from Third Party Professional type to Third Party Professional type, depending on the products or services that are being sold or retained. The reason that the Third Party Professionals' Inventory Database 7666 is optional is that some Third Party Professional types such as ad copywriters or electronic stock photo suppliers may have no real limit as to the number of Sellers that they may accept as clients or sell electronic photo files to. Therefore there would be no need to track or control inventory.

The programs of this embodiment of Third Party Professionals Interface 7000 are; Third Party Professionals' Configuration Program 7717, Third Party Professionals' Transaction Processing Program 7720, Communication and Transport Program 7760, Third Party Professionals' Accounting or Management Program 7000B, and other programs as may be necessary or desirable.

The Third Party Professionals' Configuration Program 7717 is both the gateway to the present invention and the controlling software interface for the Third Party Professional. The Third Party Professional's Configuration Program 7717 introduces the Third Party Professional to the instance of the present invention. The Third Party Professional's Configuration Program 7717 presents the Third Party Professionals' with a series of questions to answer. The answering of these questions contributes to the Third Party Professionals' Database 7636, Third Party Professionals' Presentation Database 7640, Third Party Professionals' Inventory Database (optional) 7666, and any other databases necessary. The Third Party Professionals' Configuration Program 7717 monitors the responses to the questions asked, text entry areas, photos, graphics, contract text, disclaimers, agency agreement text, and other input, either required or optional.

Within this embodiment of the present invention, the Third Party Professionals' Transaction Processing Program 7720 is not utilized, as the Third Party Professionals' Accounting or Management Program 7000B performs its functions. If there is no Third Party Professionals' Accounting or Management Program 7000B or it is not able to handle those functions, then the Transaction Processing Program 7720 will perform the necessary functions to process the incoming Transaction Messages. These messages may update databases; notify Third Party Professionals' of product, goods, or services sold or reserved; notify Third Party Professionals' of prices or rates paid; perform the necessary confirmations of available inventory and rates / pricing; create or send confirmation messages to buyer or other requested

confirmation methods; and perform other functions necessary to process the incoming transaction.

The Communication and Transport Program 7760 monitors, directs, and controls the receiving and transmitting of messages between the Third Party Professionals' and the Central Controller and Presentation Processor 1000 Fig. 2a. During the setup of the Third Party Professionals' Configuration Program 7717, the Communication and Transport Program 7760 is initialized and tested with the Modem 7330 and / or Network Interface 7340. The functions of the Communication and Transport Program 7760 are largely transparent to the Third Party Professional. It should be noted, however, that in this embodiment of the present invention, the Third Party Professionals Interface 7000 should be left on, with the Communication and Transport Program 7760 running, 24 hours a day, 7 days a week. This is necessary so that the Transaction Processing Program 7720 can receive and process any transaction messages from the Central Controller and Presentation Processor 1000 Fig. 2a regardless of the hour of the day.

Buyer's Use of Present Invention Demonstrating Transaction Processing and Access Delivery Substitution

The preferred embodiment of the present invention allows for "open access" to all electronic presentations by assembling the presentations in an accessible format that can be searched and read by independent, public, electronic search engines as well as by individual private search programs. We are referring to Internet Search Engines such as Yahoo, Lycos, Web Crawler, Excite, Hotbot, Altavista, and other referral and / or robotic, publicly accessible "Search Engines." The block diagram of Fig. 3a through 3k is an example of the preferred embodiment of the present invention that, for this example, has been configured for presenting lodging and event service-type sellers.

With this open-access design or architecture, the Buyer may choose any of the available access methods to find or search for the goods, products, events, or services represented. If the Buyer is aware of how to access the directory, index, or presentation site that may contain the subject presentations that the Buyer is interested in, he can go directly to the site or direct his personal search program to search the site. This searching of the site may be done either on a single search basis or as part of a group or list of sites that the Buyer wants to search. As an example, if the Buyer is looking for lodging in a given city, the Buyer might give instructions and search parameters to the Buyer's private search program. Those instructions and search

parameters would include a list of sites that the Buyer wants to search. That list of sites could contain a wide range of sites that have been created under various methods including the present invention. The private search program can perform the searches while the Buyer is waiting for the results or can be scheduled to search during off-peak hours, then present the search results to the Buyer at his convenience. The search results delivered to the Buyer are a listing of those pages or presentations that meet the search instructions and parameters that were entered by the Buyer (blocks 10100, 10110 – 10118).

If the Buyer has the access location knowledge, he also has the option to access the presentations directly using Internet access and any Internet Browser such as Netscape 4.0 or any other browser software. Once the Buyer has accessed the site directly, he has the choice to either conduct a search for the desired products, goods, or services using the on-site search capabilities or browse the presentations much the same way one would browse the aisles of books at a library. Search methods of the present invention can vary from instance to instance, but the preferred embodiment would always give the option of a full text-based search of all presentations or a database search of the information contained within the Final Presentation Database 2645 Fig. 2b. The search function is easily accessed by the Buyer entering key words or phrases that will most likely result in finding the information that he wants (blocks 10120 – 10126). The search results obtained from the on-site search function will direct the Buyer to those presentations contained within that Central Presentation and Selection Server 2000, but not to other sites or sources. For the Buyer who wishes to browse the structure of the presentations contained on the Central Presentation and Selection Server 2000, the design and architecture of the presentation structure will direct him to the information he seeks by means of subject indexes and directories.

Buyers who are not aware of how to access the directory, index, or presentation site can access the presentations by using the public search engines such as Yahoo, Lycos, Web Crawler, Excite, Hotbot, Altavista, and other referral and / or robotic publicly accessible "Search Engines". With the open-access format and structure, the present invention allows the search engines to have full access to the presentations to review and index the subject matter of each presentation. Every search engine uses different algorithms to conduct the search and to establish the priorities in presenting the results of the requested searches. The result of these searches is presented to the Buyer in the form of direct references to the presentations which the search algorithms have determined contain the requested information (blocks 10102, 10104).

Once the Buyer has narrowed his information search to a manageable amount by either automated search systems or by browsing, the Buyer would then review the presentations available (blocks 10140, 10150). If, for example, the Buyer is searching for lodging, he would, after deciding on a specific lodging facility and room type, request a reservation for a given set of dates (blocks 10660, 10162). This request is made interactively while he views the presentations on the Central Presentation and Selection Server 2000. The Transaction Negotiation Program 2725 processes that request, using the information contained within the Inventory Database 2660 and the Referral Database 2670 if necessary. Continuing the lodging example, the program checks if the requested room is available for the dates requested and, if not, enters a negotiation mode. The program will suggest alternative accommodations (different rooms or even a different lodging facility and rooms), using logic to suggest the best alternative. As an example of this logic, the algorithms would not suggest a bridal suite when the Buyer has requested a single economy room, or it may offer a discount for an upgraded room (block 10170 – 10198). If the suggested alternatives do not meet the needs of the Buyer, then the buyer is referred back to the indexes to review the lodging possibilities again and start over (block 10140). Once the Buyer has chosen a facility, room, and dates (in the lodging example) which the Transaction Negotiation Program 2725 accepts, that program puts that particular inventory on a hold status to allow the Buyer time to respond with the additional information necessary to make the purchase or reservation (block 10200, 10202). It is important that the Buyer is not burdened with inputting the required information until the items (in the lodging example, room and dates) that he wants are confirmed to be available. If a Buyer is forced to input the additional information and then find that the inventory is not available, he will feel that the system has wasted his time and will probably not use the service in the future. Only when the program first confirms the availability of the inventory and then asks for the additional information will the Buyer view the process as appropriate and necessary. The type and amount of additional information that is required largely depends on the type of products, goods, or services that are represented. In the preferred embodiment of the present invention, the Buyer would be prompted to apply for a Delivery or Network ID. Once the Buyer has this ID number and the associated password, then he would only have to enter that ID number for future use instead of entering all required information. The Delivery or Network ID is also used as a substitute for the more traditional methods of proof-of-access such as tickets, passes, admission documents, reservations, reservation confirmations, and other physical proof of purchase. In this embodiment of the present invention, the Delivery or Network ID could also be used to give discounts for use, promotional offers, upgrades, or other marketing incentives. The information required in the

application for the Delivery or Network ID would be owner names; contact names, numbers, and address; payment and credit information or payment method information; and any other information necessary to support the Delivery or Network ID. The Buyer would also be required to identify which physical card or ID that he currently holds, he intends to use as the Delivery or Network ID. (blocks 10220 – 10232). An example of the appropriate use for the Delivery or Network ID would be in conjunction with an instance of the present invention that is configured to represent professional sporting events. The Buyer in our example could purchase access to a given represented sporting event through the Central Presentation and Selection Server 2000, and the only requirement of the Buyer when arriving at the facility to attend the event would be to present his Delivery or Network ID for processing. If the Buyer has a Delivery or Network ID, he is prompted for the Delivery or Network ID and its password. If the Buyer does not want a Delivery or Network ID, he is prompted for the necessary information in lieu of the Delivery or Network ID. Depending on the information required and the responses from the Buyer, the Transaction Negotiation Program continues to prompt the Buyer until all information requirements have been met (blocks 10220 – 10262).

Having received and reviewed all the required information requested from the Buyer, the Transaction Negotiation Program 2725 then requests a transaction approval code from a credit card processing company. If the credit card is not approved, the program then requests an alternative payment method from the Buyer (blocks 10270 – 10282).

A Transaction ID is assigned after the Transaction Approval Code has been received (block 10290). With the assignment of the Transaction ID, the Transaction Negotiation Program 2725 creates a confirmation proof of purchase or order (Confirmation of Booking in the lodging example). This confirmation is presented to the Buyer with prompts for choosing any additional information that may be available to add to this document prior to the Buyer printing it. With the lodging example, the additional information might include directions to the facility, description and photos of the facility and or room, list of amenities of the facility such as pool and gym, list of activities in the area, or any other information of interest or concern to the Buyer (blocks (10300 – 10308). If, in the preferred embodiment of the present invention, the Buyer later wishes to cancel or modify his purchase, reservation, or request, he would return to the Seller's presentation and access and modify his purchase or reservation by using his Delivery or Network ID, Transaction ID, confirmation number, credit card number, some combination of these, or some other identification method (blocks 10312 – 10316).

After the Transaction ID has been assigned and the Buyer has been presented with the purchase response, the Transaction Negotiation Program 2725 determines if the inventory sold or reserved was controlled by the Resource Saver Protocol. If the inventory is controlled by the Resource Saver Protocol, the program determines if the Inventory Notification Level has been reached and if so, what the remaining inventory count currently is after subtracting the transactions currently on hold (blocks 10320 – 10324). Regardless of whether the Resource Saver Protocol applies to a particular instance of this invention, the program must calculate the Inventory Confirmation Number (block 10330). This Inventory Confirmation Number, which varies from seller type to seller type, is used as a “check number” to confirm that all components, the Central Presentation and Selection Server 2000, the Central Controller and Presentation Processor 1000, and the Seller Interface 4000 have their associated inventory databases in synchronization.

The Transaction Negotiation Program 2725 also assigns a sequential transaction message number associated with this transaction. It is through the tracking of this number that the Central Controller and Presentation Processor 1000 and Seller Interface 4000 can determine if a gap exists and a missing transaction message needs to be requested from the component that sent the missed message.

The Transaction Negotiation Program 2725 updates Buyer Database 2610, Transaction Database 2620, Inventory Database 2660, and any other databases necessary. It uses all the aforementioned data to create the Transaction Message that is sent from the Central Presentation and Selection Server 2000 to the Central Controller and Presentation Processor 1000 (blocks 10340, 10342).

Upon receipt of the Transaction Message, the Transaction Processing Program 1720 on the Central Controller and Presentation Processor 1000 confirms the transaction logic and then updates the Buyer Database 1610, Transaction Database 1620, Inventory Database 1660, and any other database affected. By confirming the transaction logic, we mean that the Transaction Processing Program 1720 recalculates all of the calculations done by the Transaction Negotiation Program 2725 on the Central Presentation and Selection Server 2000. This is done for quality control and security reasons (blocks 10360 – 10364).

The Transaction Processing Program 1720 then creates the Transaction Messages to send to the Seller Interface 4000 and updates any other Central Presentation and Selection Servers 2000 that may be affected by any change in inventory as a result of this transaction. It should be

noted that this is an example of the savings presented by the Resource Saver Protocol. For those items of inventory that are controlled by the Resource Saver Protocol, Transaction Messages need not be sent to the related or sibling Central Presentation and Selection Servers 2000 unless the Notification Level has been reached or breached for that group of inventory. For those items of inventory that are not controlled by the Resource Saver Protocol, the Central Controller and Presentation Processor 1000 sends Transaction Messages to the Seller Interface 4000 and to all affected Central Presentation and Selection Servers 2000. In this embodiment of the present invention, the Central Controller and Presentation Processor 1000 and any Central Presentation and Selection Servers 2000 are linked via a full-time network connection, which would allow the update or Transaction Message to be sent via the network. The Sellers could be on the same network, but more likely would be communicating with the use of modem on demand, meaning that a communications link would only be established when there were Transaction Messages, Updates, or other data or information to exchange or deliver. The communications between the Central Presentation and Selection Server 2000, the Central Controller and Presentation Processor 1000 and the Seller Interface 4000 is either protected by encryption or only takes place on a private network or secure line modem (blocks 10370 – 10400).

Upon receiving a Transaction Message, either the Transaction Processing Program 4720 or the Seller Accounting or Management Program 4000B of the Seller Interface 4000 confirms that the purchased inventory or reservation is available and recalculates and confirms all needed data contained within the Transaction Message. If the Transaction Message is found to contain erroneous or missing data, then error messages are sent to the Central Controller and Presentation Processor 1000, the management or administrator, and to the Buyer (blocks 10410 – 10432). It should be noted that in this embodiment of the present invention, the Transaction Processing Program 4720 is present but disabled whenever a compatible Seller Accounting or Management Program 4000B is in use and capable of performing the functions of the Transaction Processing Program 4720.

In this embodiment of the present invention, the Transaction Processing Program 4720 or the Seller Accounting or Management Program 4000B of the Seller Interface 4000, whichever is enabled, will have the option to be set to automatically accept or reject the purchase or reservation without any further operator interaction. If the automatic option is not invoked by the management of the Seller Interface 4000, then the processing of the Transaction Message would require the human operator to review the transaction and either accept or reject the transaction and provide the appropriate responses (blocks 10440 – 10456).

All appropriate databases are updated, and then, if the Transaction Processing Program 4720 has been used instead of the Seller Accounting or Management Program 4000B, a Transaction Message may be sent to a second-level or non-compatible accounting or management software. An embodiment of the present invention distinguishes between a fully compatible Seller Accounting or Management Program 4000B that performs all the necessary functions and a second-level or non-compatible accounting or management software that the seller may be using that does not meet the standards of the present invention (blocks 10460 – 10472).

If the inventory or reservations purchased are controlled by the Resource Saver Protocol, then the Transaction Processing Program 4720 or the Seller Accounting or Management Program 4000B performs the appropriate inventory calculations. If the inventory level has reached or breached the notification level, then the Transaction Processing Program 4720 or the Seller Accounting or Management Program 4000B must send a transaction message to the Central Controller and Presentation Processor 1000, which in turn sends it to the Central Presentation and Selection Servers 2000. The transaction message prompts the Central Controller and Presentation Processor 1000 and the Central Presentation and Selection Servers 2000 to update their respective databases. Regardless of whether or not the Resource Saver Protocol has been activated, the Transaction Processing Program or Seller Accounting or Management Program 4000B sends an Acknowledgment Message to the Central Controller and Presentation Processor 1000 to confirm that it has received and processed the Transaction Message (blocks 10480 – 10490).

Depending on the Seller type, the Transaction Message may contain a request from the Buyer for a confirmation of the purchase or reservation. This request will be delivered to the Seller and, by necessity, would primarily be handled or satisfied outside the realm of the present invention (blocks 10500 – 10512).

If the purchased item is to be delivered to the buyer, then the alternative block diagram Fig. 3i-a shows the possible configuration of that transaction flow. This configuration would be for goods or products that might require physical delivery of the good or product to the Buyer. The Central Presentation and Selection Server 2000 formats and sends a Transaction Message, which contains any shipping request or special instructions to the Seller. The Central Controller and Presentation Processor 1000 processes the Transaction Message and then sends it to the Seller Interface 4000. The Seller will respond to those shipping and special requests outside the realm of the present invention. (Fig 3i-a, blocks 10500a – 10510a).

In keeping with the configuration of the block diagram that is intended for the delivery of tickets, passes, admission documents, reservations, or reservation confirmations, all processing is completed at block 10512 until the Buyer arrives at the facility, site, business, or venue to be admitted. For events that might traditionally require a ticket, pass, admission document, or reservation confirmation as proof of admittance, an instance of the present invention has several options for the confirmation and delivery of said documents. It should be noted that even though the Central Presentation and Selection Server 2000 supports the use of the Network or Delivery ID, which makes repeated use of the Central Presentation and Selection Server 2000 easier for the Buyer to utilize. The physical use of the Network or Delivery ID is optional at the level of the facility, site, business, or venue. The preferred embodiment of the present invention, when fully configured for the acceptance of the Delivery or Network ID, allows the Buyer several options. If the Buyer arriving at the facility, site, business, or venue chooses to use the Delivery or Network ID, he would simply have his ID Card read by an unattended automatic reader that would either print the necessary ticket, pass, admission document, or reservation confirmation or immediately allow admittance through a gate or turnstile (blocks 10550 – 10574). The savings to the Seller, in the form of time and labor for processing admittance, is obvious. The real advantage, however, comes in the form of Buyer goodwill resulting from the convenience of reducing the time it takes to be admitted or to obtain the physical tickets, passes, admission documents, reservations, or reservation confirmations. The use of the Delivery or Network ID within an embodiment of the present invention is accomplished by either the Buyer Admission Control Program 4770, which is a component of the present invention, or by compatible third-party programs such as the Seller Admission Control Program 4000C or the Seller Accounting or Management Program 4000B with an integrated admission control program to either print tickets or passes or open physical barriers.

If the Seller's facility, site, business, or venue does not support the automatic processing of the Buyer's admittance, then the Seller may use the Delivery or Network ID, with an attendant visually examining the ID or operating the scanner or reader and responding to the results with either admittance or the printing of the tickets, passes, admission documents, reservations, or reservation confirmations. This would not be as efficient as the automatic process, but may present a transition method to the full implementation of the preferred embodiment of the present invention (blocks 10580 – 10612). In each of these methods, there is a small risk of the physical failure of the Delivery or Network ID or of the reader to accurately identify the Buyer. In all cases of failure, the management would manually confirm the identification and process the

admittance of the Buyer (block 10620). In this embodiment of the present invention, the Delivery or Network ID is a Magnetic, Smart, or Optical Card similar to a standard Credit Card. The present invention allows for the use of any unique identification method either presently in use or to be developed in the future. The use of biometric scanners for voice, full face, finger print, iris, or other identification methods are just becoming commercially economical for this type of use and will require the secure and verified obtaining of the original scan or sample.

Buyer is admitted to facility or event (block 10630).

Seller's Use of Present Invention.

The preferred embodiment of the present invention allows Sellers to have a "self-serve" relationship to the networks, directories, indexes, printed media, and other sales and advertising channels (resident and non-resident media) available to and serviced by the given instance of the present invention. The Sellers also have available to them the same "self-serve" relationship to Third Party Creative and Management Professionals who provide products, content, and services available by the given instance of the present invention. These Third Party Professional services, content, and products may be purchased and where necessary managed by the Seller within the present invention. This relationship and process is accomplished through the Presentation and Configuration Program 4715 which allows for the interactive access, by the Sellers, to the resident and non-resident media as well as the services, content, and products of the Third Party Professionals. The Seller obtains the Presentation and Configuration Program 4715 on either a compact disc (CD-ROM), DVD disc, downloaded file, or some other method, then installs the Presentation and Configuration Program 4715 and its associated programs on an either dedicated or shared-use computer (diagrammed block 11102 to 11106 Fig. 4a). This embodiment of this component of the present invention is shown as Seller Interface 4000 Fig. 2c, which shows the relationship between the Presentation Program 4715 and the associated hardware, programs and databases of Seller Interface 4000.

Once installed and configured, the Presentation and Configuration Program 4715 allows the Seller to control access to the program through password protection (block 11120), allowing only authorized personal of the Seller to access the program. This access control is important because the Presentation and Configuration Program 4715 may control substantial portions of the

seller's sales, therefore the presentations should only be created or modified by authorized personnel.

Upon accessing the Presentation and Configuration Program 4715, the new Seller / client is presented with a series of forms containing yes/no choices, text entry areas, menu-driven choices, and other data and information entry methods. These forms lead the Seller through his establishment as a client of the given instance of the present invention. This portion of the Presentation and Configuration Program 4715 prompts the Seller for information such as contact numbers, contact address, payment methods, and other Seller / client information for the use of the management of the instance of the present invention in working with and servicing the Seller. This portion of the Presentation and Configuration Program 4715 also presents the service contract for the review and agreement of the Seller. This agreement, complete with the management information, is then transmitted to the Central Controller and Presentation Processor 1000 along with all other Seller / client information upon the first submission of the Seller's presentation information. In the case of an existing Seller / client, the Seller enters his password (block 11120) to access the body of the program for creation and maintenance of his presentations.

Upon entering the information to establish the client relationship, the new Seller / client is presented with the forms that give the choices of presentations, interactive sales presentations, resident and non-resident media, and Third Party Professionals that are supported by the given instance of the present invention. These choices are accompanied with descriptions of each choice and the approximate cost of each presentation for all choices of presentations, resident and non-resident media. In addition choices and descriptions are available for Third Party Professionals and their associated content, products, and services. These descriptions vary widely depending on the products and or services offered by the Third Party Professionals but will be sufficiently complete with detailed descriptions and pricing so the Sellers can make informed decisions. This information comes from the Presentation Rules Database 4650 for the presentation information and from the Third Party Professionals Database 4636 for the information about the content, products and services offered to assist the seller. Because in many cases the Seller will be receiving transactions and taking orders over the instance of the present invention, the Seller may be given the option of paying for the services by monthly, quarterly, or annual subscriptions; on a per sale or percentage basis; some combination of any of the above; or another payment method. As an example, if the instance of the present invention were configured to support "Sailboats For Sale," the Seller may be given the choice of three Internet

Directories that specialize in boating-related goods and services, two printed magazines, and a subscription-based CD-ROM. The Seller could then choose one or two or all of the media / means of communication in which to be represented, with all presentations created by the Presentation and Configuration Program 4715 (blocks 11130, 11132). The Presentation and Configuration Program 4715 would then prompt the Seller for the necessary and optional information to complete the presentations (block 11140, 11142). During this process where the presentations are being created, the Seller may choose to utilize one of the Third Party Professionals as a supplier of content, products, or services. For example the Seller may choose to obtain a stock photo or graphic of a sailboat from one of the Third Party Professionals to include in the printed magazine presentations or the Seller may choose a tracking service to monitor the effectiveness of the Internet Directories. It should be noted that each presentation might have very different standards for publishing the same information. In those cases, the same questions or at least similar prompts may be presented to the Seller, requiring the entering of virtually the same information in multiple locations on the forms. Although this may seem redundant to the Seller, the differences will become apparent because each separate entry is controlled by the information contained within the Presentation Rules Database 4650. As a simple example, the description in a particular Internet Directory may allow for up to 3000 characters, whereas a printed magazine may allow only 300, depending on the presentations chosen. As the Seller enters information, the Presentation and Configuration Program 4715, using the information contained in the Presentation Rules Database 4650, controls and monitors that entered information to conform to the controlling format and style for each targeted media venue or outlet presentation.

After the Seller has chosen the channels and means of communication and has entered the information necessary to create all the selected presentations, the Presentation and Configuration Program 4715 notifies the Seller of the cost of and payment methods acceptable for those presentations or modifications and prompts the Seller for acceptance of the charges. If the Seller does not accept the charges, then the Presentation and Configuration Program 4715 rolls the information or modifications back and notifies the Seller that the information will not be published or modified (blocks 11150 – 11156).

The Seller is allowed to print reports for management review or for hard copy records. Those reports include the charges and conditions that have been agreed to by the Seller (blocks 11160, 11162).

It should be noted that the Third Party Professionals may offer many options for the Seller to take advantage of professional products or services to either enhance the Seller's presentation or to relieve the Seller of part or all of the responsibility of creating and managing the presentations or whole advertising campaigns. The Seller in the previous simple example may choose to retain a Professional Sailboat Marketer to create the presentations and choose which media venues will be used to successfully sell said sail boat. In this case the Seller would contract and pay for the services of the Sailboat Marketer through the instance of the present invention. The present invention would then allow the Seller to monitor the progress of the retained Sailboat Marketer in the creation and placement of the presentations. If the Seller elected to retain the Sailboat Marketer as their agent then the Sailboat Marketer could then act on the Sellers behalf to perform the directed duties of creation and management for specific presentations or the whole effort to "sell the Sailboat". The Third Party Professional agent of the Seller may perform any, some, or all the previous or following descriptions of actions that may be taken by the Seller after that agent has been appointed or retained by the Seller and given specific instructions with which to act upon within the present invention.

The information entered, either as a new presentation or as modifications to an existing presentation, can be sent to the Central Controller and Presentation Processor 1000 immediately or delayed for publication later. The reasons for delay could be that the presentation is geared to a given date or holiday, such as a Valentine's Day getaway offer from a resort, or is a special promotional offer to be used upon reaching a given inventory level (blocks 11170, 11172).

The Communication and Transport Program 4760 performs the transmission of the Seller's presentation information from the Seller Interface 4000 to the Central Controller and Presentation Processor 1000. The Communication and Transport Program 4760 utilizes either the modem or network connections to perform this transmission. The Communication and Transport Program 4760 applies the appropriate level of encryption of data necessary, depending on the method of transmission. In this embodiment of the present invention, the connection used for transmission between the Seller Interface 4000 and the Central Controller and Presentation Processor 1000 is a direct dial-up modem connection. This configuration is more secure than public networks, even with encryption, and, due to the relatively small amount of data transmitted, has sufficient transmission capacity (blocks 11180-11190).

Once the Central Controller and Presentation Processor 1000 receives the presentation message from the Seller Interface 4000 (block 11200), the Presentation Generation Program 1710 determines if the presentation message is information from a new Seller / client or

modification to an existing current presentation from an existing Seller / client (block 11210). If it is a presentation message from a new Seller / client, the presentation message is passed to the General Management Program 1730. The General Management Program 1730 sets up the necessary Seller / client control accounts, payment information, contact information, database records, and any other administrative functions necessary to establish the Seller / client within the instance of the present invention and allows the creation of presentations by the Presentation Generation Program 1710 (blocks 11212, 11214). If the presentation message is from an existing Seller / client, the presentation message does not leave the control of the Presentation Generation Program 1710, which confirms the authenticity of the Seller / client presentation message prior to processing the message (block 11220, 11222).

Once the Presentation Generation Program 1710 has either confirmed the authenticity and origin of the presentation message or the message has passed through the General Management Program 1730, the Presentation Generation Program 1710 then analyses the information using the format and style guidelines contained within the Presentation Rules Database 1650 (blocks 11230, 11232). This process parallels the functions performed by the Presentation and Configuration Program 4715 and the Presentation Rules Database 4650. This duplication of function ensures both quality control of content and prevents tampering of the process by either the Seller or any non-authorized entity. This duplication of function also ensures that the latest version of the Presentation Rules Database 1650 has been applied to every presentation. This embodiment of the present invention updates any changes in the Presentation Rules Database 1650 to the Presentation Rules Database 4650 using update messages to the Seller Interface 4000. Although this method should result in the Presentation and Configuration Program 4715 always using the best and most current information that has been updated to the Presentation Rules Database 4650, the integrity of the presentations is critical enough to require the duplication of this function.

During the analysis of the presentation performed by the Presentation Generation Program 1710, the program reviews the information and assigns the presentations into one of three processing categories: pass, fail, and needs review (blocks 11240 - 11272). A presentation in the "fail" category causes a rollback of data in the Presentation Database 1640, and a message is sent to the Seller notifying them that the presentation failed and the reason why (blocks 11242 - 11246). Messages are also sent to the management of the instance of the present invention because the synchronization of the Presentation Rules Database 1650 and Presentation Rules Database 4650 should prevent this failure. The management would investigate the reason

for the failure and take appropriate action. Those presentations in the “needs review” category are ones which have content that is not recognized as being either allowed or not allowed by the Presentation Generation Program 1710. These presentations are referred to a human operator for review (blocks 11250 – 11262). The operator will pass, fail, or edit the presentations at this point. Those that fail return to block 11242. Those that are edited are sent back to block 11230. This forces the analysis done by the Presentation Generation Program 1710 to pass every presentation. It is through this process of forcing corrections to be made, examined, and reviewed by management that the information contained within the Presentation Rules Database 1650 and the algorithms which apply that information within the Presentation Generation Program 1710 are refined (block 11272).

Once the presentation has worked through the analysis and review process, the Presentation Generation Program 1710 passes information to the General Management Program 1730 confirming the acceptability of the presentations. The General Management Program 1730 then confirms payment method and amounts, processes credit card payments, updates databases, and performs any other administrative procedures necessary (blocks 11280 – 11284).

Having passed the presentation information for content and style, the Presentation Generation Program 1710 next determines the directories and presentation indexes in which this information should be published (blocks 11290 – 11296). In the preferred embodiment of the present invention, each Central Controller and Presentation Processor 1000 may support any number of client outlets, channels, resident media, or non-resident media. These client outlets, channels, resident media, or non-resident media may include Central Presentation and Selection Servers 2000; Independent Presentation 3000; Printed Publications, Periodicals, Directories, CD-ROMs, and other Media Interface 6000 Fig. 2e; and other sales outlets, channels, or advertising methods.

The Presentation Generation Program 1710, using the information contained within the Presentation Rules Database 1650, then formats the presentation information for each client outlet, channel, resident media, or non-resident media (blocks 11300, 11294). New presentations are created in their entirety, while only the portions of existing presentations affected by any modifications are republished. After creating or modifying the presentations, messages confirming any edits or modifications of submissions are created and sent to the Sellers (blocks 11310 – 11336).

The presentations are then separated by their publication destination: resident or non-resident. The presentations destined for non-resident publication are formatted into media transaction messages and sent to the appropriate Media Interface 6000 for processing and ultimate publication. Upon receiving the media transaction message, the Media Interface 6000 and specifically the Transaction Processing Program 6720 or Media Accounting or Management Program 6000B if available, will process the message and schedule the publication of the presentation depending on media type, venue, available dates or other considerations. It should be noted that the non-resident media category and Media Interface 6000 is designed to provide a nearly seamless, self serve transaction environment that can be configured for an extremely broad spectrum of media vendors, resellers, and representatives. The makeup of these media vendors, resellers, and representatives will be in direct response to the demographics of buyers and sellers of the given instance of the present invention. The configuration of the offerings to the Sellers and also the design and configuration of the Media Interface 6000 are a result of the media vendors, resellers and representatives (blocks 11340 – 11358).

The presentations that are to be published in resident media are then sorted into those that the Central Controller and Presentation Processor 1000 publishes to directly, supported electronic media such as Internet, Intranet, and other similar electronic presentations and those “other” supported resident media. For any given instance of the present invention there may or may not be other resident media such as printed directories and presentations. Their inclusion is entirely optional (blocks 11360, 11362).

Presentations that the Central Controller and Presentation Processor 1000 will directly publish on media such as the Central Presentation and Selection Servers 2000 may be published either on an “urgent” or “course of business” basis. This designation is set by the Seller at the time that the “original presentation” or “update to a publication” information is sent to the Central Controller and Presentation Processor 1000 thereby allowing the Seller a measure of control if the nature of the presentation or correction warrants it. The “urgent” designation means that the Central Controller and Presentation Processor 1000 will process that presentation as soon as it receives the message. The “course of business” designation allows the Central Controller and Presentation Processor 1000 to place the presentation and any associate files into a queue for processing and publishing at a time when the resources of the network are at their lowest utilization (blocks 11370 – 11374).

The publications that are directed for resident media and are to be electronically published on the Internet, Intranet, or other electronic presentation channels are matched to the

supporting, linking, dependent, reference, attached, or other affected parts or components of the directories, indexes, or presentation structures to which the presentations are published. Once identified, those parts or components are updated to reflect the changes caused by the new and updated presentations and information. As an example of the cascading or domino effect that the publication of a new presentation might have on an instance of the present invention, suppose the Central Controller and Presentation Processor 1000 is supporting a Central Presentation and Selection Server 2000 that is configured to represent lodging. A given directory for lodging may require that the new presentation be indexed by the state and city in which the lodging facility is located. In the interest of giving the best and most useful presentation to potential Buyers of the lodging services, the directory could also index the lodging facility by other categories to make the Buyer's selection easier. Some of the possible logical divisions are by locations such as "Lodging by the Ocean" or "Lodging in the Mountains", by services or specialties such as "Weddings" or "Business Conference and Meeting Facilities", or by promotional offerings such as "Romantic Getaways" or "Corporate Retreats". Each of these additional categories would need indexes and supporting structures that would be updated and changed when the referenced facilities were changed or updated. It should be noted that the prior art generally allowed these indexes or categories to be accessed by the buyer using database searches thereby not allowing or promoting the open access created by the present invention.

This embodiment of the present invention is not configured to support resident media other than the core presentations intended for Internet, Intranet, and interactive electronic presentations. However, depending on the demographics of the Buyers and Sellers, additional resident media can be added by the management of the instance of the present invention (block 11380).

At this point the Presentation Generation Program 1710 contains all the presentations and presentation components that have been created or edited. The Presentation Generation Program 1710 will proceed to publish or place the presentations and any supporting components in their proper locations on the Central Presentation and Selection Servers 2000 and Independent Presentation Directories and Indexes 3000 (block 11390 – 11414).

Seller Setup and Use of the Resource Saver Protocol

The preferred embodiment of the present invention utilizes the Resource Saver Protocol to reduce the number of messages sent and received by all components of the present invention while maintaining the control and synchronization of any qualified inventory that is offered for sale. With the reductions in the quantity of messages needed to maintain inventory synchronization, there is a corresponding reduction in all other aspects of communications and processing overhead between both collocated and remote components. This savings is especially significant, with magnified results, when more than one Central Presentation and Selection Servers 2000, sales outlets or channels are used in the marketing of the controlled inventory. Although most inventory types can benefit substantially from the utilization of the Resource Saver Protocol, it is most effective when controlling those inventory items that are substitutable but may be limited in availability.

It should be noted that the term inventory is used in a very broad and general sense. The term inventory can apply to goods, products, services, reservations for services, or any other identifiable unit or item to be sold, conveyed, or reserved.

The block diagram of Fig. 5a through 5h is an example of the Seller's setup and use of the Resource Saver Protocol as part of this embodiment of the present invention. In the first example, the instance of the present invention has been configured to represent Hotels and Lodging, and the Seller is a hotel with 312 rooms of the following types: 200 standard rooms, 100 upgrade rooms, and 12 suites.

The setup of the Resource Saver Protocol is accomplished within the Presentation and Configuration Program 4715 of the Seller Interface 4000. The seller divides the inventory into its logical groups for marketing, presentation, and sales to the Buyers. In this case, the groups are standard rooms, upgrade rooms, and penthouse suites (blocks 13100, 13110). Each item in each group of inventory must be substitutable with all the other items within that group. With the example hotel, we will assume that all rooms are identical within their groups without special view or amenities (blocks 13120 – 13132). If the inventory were not absolutely substitutable to any given Buyer, then the Seller would not use the Resource Saver Protocol with this inventory. That does not mean that all the Inventory items or groups of a Seller must either be or not be controlled by the Resource Saver Protocol. The Seller may have any combination of Inventory items or groups controlled or not controlled by the Resource Saver Protocol.

In the case of the current hotel example, the inventory is considered to be both Limited and Time Sensitive. There are only a limited number of rooms of each type, and they are time sensitive in the fact that the inventory is sold by the "unit night" which, if not sold, can never be used or recovered (block 13150).

Next, the Seller must set the maximum units of inventory that any given Buyer will be allowed to purchase in any given single purchase. In our hotel example, the Seller might set a limit of 4 rooms for any given Buyer to purchase from any Central Presentation and Selection Server 2000 serviced by this instance of the present invention (block 13140). By setting a reasonable maximum number of units of inventory that any given Buyer may purchase, the Seller prevents that rare but possible case of a self-serve Buyer purchasing or reserving more inventory than is available. The Buyer is still allowed to purchase as much as he would like, but the purchase must be transacted in sequential "maximum unit" transactions as opposed to one large transaction.

The explanation for blocks 13152 to 13184, which covers common inventory, follows the next example. The next decision pertaining to the suitability of each inventory group for control by the Resource Saver Protocol must be arrived at by assigning a number for the buffer inventory level. The purpose of this buffer is to allow for a margin of error, based on processing time and communications delays, that prevents the overselling of inventory (overbooking in the hotel example). This number is an estimate intended to be adjusted, based on the Seller's experience over time. The only loss of efficiency associated with setting the buffer number too high is the cost of the communications for the extra units within the buffer category (block 13190). In our hotel example, the management might set the buffer at 8 units (twice the maximum single purchase) as a starting point, to be adjusted later based on experience.

To determine if there is sufficient inventory to realize a savings by utilizing the Resource Saver Protocol, the Seller subtracts the total of maximum single purchase units and buffer units from the total inventory. In our hotel example, the 200 standard rooms minus 4 maximum purchase rooms and minus 8 buffer rooms results in 188 rooms for which the Seller could realize savings. For the upgrade rooms, the management might use the same maximum purchase number and buffer number, resulting in savings for 88 rooms. In the case of the suites, the management might set the maximum purchase at 3 and the buffer at 6, which would only result in savings on 3 units. This "savings" would probably not be worth implementing the Resource Saver Protocol (blocks 13210,13212).

If the savings are sufficient enough to utilize the Resource Saver Protocol, then the Seller must determine the Notification Level. The Notification Level equals the maximum purchase units plus the buffer units. In our hotel example, the Notification Level for the standard rooms and upgrade rooms would be 12, and the suites would not be covered by the Resource Saver Protocol at all due to the limited inventory (blocks 13210 – 13232).

Once all groups of inventory have been analyzed and any notification levels have been set then the Presentation and Configuration Program 4715 would update its databases and transmit the settings to the Central Controller and Presentation Processor 1000. The Central Controller and Presentation Processor 1000 would update its databases and then forward the information to any Central Presentation and Selection Servers 2000 that are affected (blocks 13260,13262).

It should be noted that the savings generated are more substantial than they appear to be for some Seller types. This is because the typical total sales of inventory in any given period does not reach the level that triggers the notification of Central Presentation and Selection Servers 2000 or other outlets and channels. With our hotel example, the hotel may only operate above the 88 percent occupancy of the standard and upgrade rooms a few days a month, thereby not triggering the communications and processing required above that notification level except for those few days.

The savings become obvious when one looks at the processing of the individual transaction messages as outlined on Fig. 5d. All transactions, from all sources, are entered in such a way as to produce transaction messages that are then processed within the total system (blocks 13270 – 13284). As the transaction messages are processed by the Seller Interface 4000, more specifically the Transaction Processing Program 4720 or the Seller Accounting or Management Program 4000B. Only those that are not controlled by the Resource Saver Protocol and those that have reached or breached the notification level trigger the sending of transaction messages with the current inventory count to the Central Controller and Presentation Processor 1000. The Central Controller and Presentation Processor 1000 then sends that message on to all Central Presentation and Selection Servers 2000 that are affected. If that Central Controller and Presentation Processor 1000 is controlling 3 Central Presentation and Selection Servers 2000, then each message that is passed to the Central Controller and Presentation Processor 1000 generates 3 additional messages to the Central Presentation and Selection Servers 2000 (blocks 13290 – 13296). Those transaction messages that are controlled by the Resource Saver Protocol and do not reach or breach the Notification Level would require no messages to be sent to the Central Controller and Presentation Processor 1000 and then on to the Central Presentation and Selection Servers 2000 (blocks 13310 – 13320).

It would not be unreasonable to expect the hotel in our example to experience a 95 percent saving in transaction communications and the associated overhead by using the Resource Saver Protocol.

Common goods and products experience the most savings within the present invention by utilizing the Transmission Level Method in conjunction with the setting of the Transmission Period.

As an example, consider a Seller of music CDs. The Seller would separate his inventory into titles to be offered. Each CD of a given title is obviously substitutable with any other CD with that same title and is available in an almost unlimited supply. The Seller could order or press more if needed (blocks 13100 to 13130). The inventory is substitutable and almost unlimited in supply, therefore common. The setting of the maximum units of inventory that any given Buyer will be allowed to purchase with common inventory is not as critical to prevent overselling as with Limited or Time-Sensitive inventory; however, this is one of the controlling factors in setting the Transmission Level (block 13140). With a common type inventory, the savings of communications and processing while utilizing the present invention comes from the periodic processing and transmission of all transaction messages based on the setting of Transmission Levels, Transmission Periods, and Transmission Times. The use of these settings is possible with common inventory items because there is no concern for overselling the inventory. The Transmission Level is the total cumulative number of inventory items sold at any given Central Presentation and Selection Server 2000 or outlet that forces a transmission of the transactions messages. The Transmission Level is the maximum units of inventory allocated by the transaction messages saved, stored, or held as a batch by the Central Presentation and Selection Server 2000 or outlet that then forces the transaction messages to be transmitted to the Central Controller and Presentation Processor 1000. The initial setting of this number by the Seller requires the consideration of the availability of inventory and the processing and delivery of the sold inventory. With our CD Seller example, if the Seller were represented on 20 Central Presentation and Selection Servers 2000, the potential sales surge caused by the maximum held units is 20 times the setting of the Transmission Level. It may be unlikely that all Central Presentation and Selection Servers 2000 and outlets would reach maximum held items at the same time, but this volume can be handled with planning. If the CD Seller were to set the Transmission Level at 100, then whenever each Central Presentation and Selection Servers 2000 or outlet was holding that many combined sales, it would trigger the transmission of all transaction messages and the clearing of that number or buffer (blocks 13152 – 13158). If the Seller utilizes the Transmission Level Method, he must also set the Transmission Period. This prevents the Central Presentation and Selection Servers 2000 or outlet from holding the transactions messages indefinitely when the Transmission Level has not been reached and ensures a reasonable processing flow of transactions. If the Seller does not utilize the

Transmission Level Method, he may set the Transmission Period alone to control the sending of transaction messages on a regular basis (block 13146).

The setting of the Transmission Time Control allows the Seller to direct the Central Presentation and Selection Servers 2000 or outlets to transmit their transaction messages at a specific time. The intent of this setting is to allow the Seller to schedule the transmissions to take place when the communications and processor utilization is at the lowest point during the daily business cycle. The Seller is allowed to either set each Central Presentation and Selection Server 2000 or outlets to a specific time for transmission or set a specific time to be used with random offsets that have been set for the Central Presentation and Selection Servers 2000s or outlets. The use of offsets creates a spread or staggering of the times at which the Central Presentation and Selection Servers 2000s or outlets are transmitting their transaction messages, thereby better utilizing all communications and processing resources (blocks 13162 – 13184).

In the CD Seller example, the major savings experienced utilizing the Resource Saver Protocol would not only be in limiting the number of times messages are transmitted back and forth, but would also be in the utilization of the automatic scheduling of the communications and processing usage times so that transaction messages will be received at times of less usage. This last method of savings is even more powerful when the Seller realizes more accessibility by potential buyers at high usage times when the computers and networks are freed up from transaction messages.

The block diagram of Fig. 5e through 5f is an example of the Resource Saver Protocol as used by an instance of a Central Presentation and Selection Server 2000 as part of the preferred embodiment of the present invention.

Once the Buyer has made his purchase decision and has provided the necessary purchase information, the Central Presentation and Selection Server 2000 and more specifically the Transaction Negotiation Program 2725 processes and creates a transaction message for transmission to the Central Controller and Presentation Processor 1000 (block 13330). If the item of inventory is “common” and the Seller is using the Transmission Level method to control the transmission of the transaction messages, then the transaction messages being processed are placed on hold. If the total of all sold inventory represented by the held transaction messages equals or exceeds the Transmission Level, then all messages are immediately sent to the Central Controller and Presentation Processor (blocks 13342 and 13366). The Transmission Level is set by the Seller to prevent the accumulation of too much sold inventory on any given Central Presentation and Selection Server 2000 or other sales outlet. If the accumulated inventory sales exceed the Transmission Level at any time, then all messages are sent immediately. If the

Transmission Level has not been exceeded, then the transaction messages are held until the Transmission Period has elapsed and the Transmission Time has arrived (blocks 13262 through 13366). By setting the Transmission Period, the Seller can require all transaction messages being held to be transmitted on a regular or periodic basis. As an example, the Seller might require the transaction messages to be sent every 24 hours. This setting allows the Seller to set the urgency of the processing of transactions messages and ensures that transaction messages are processed in a timely fashion. Another setting that allows the Seller to control the workflow and processing of transaction messages is the Transmission Offsets, which are specific to each sales outlet. The Transmission Offset is a number of minutes that is assigned to each sales outlet, which is then added to the Transmission Time that has been selected by the Seller. This sets the actual time an outlet is to transmit its accumulated transaction messages. This offset allows the Seller to prevent all Central Presentation and Selection Server 2000 and other sales outlets from attempting to transmit their transaction messages at exactly the same time (blocks 13356 – 13366). The Seller has the option of not utilizing the Transmission Level, instead setting only the Transmission Period (blocks 13340, 13350). This combination might be used for a Seller that has an unlimited inventory such as the music CDs. If the Seller sells out of current inventory, they can create unlimited additional units.

If the inventory is of a more unique or time-sensitive nature, then the Seller would probably not use the previous two methods, instead favoring the Notification Level method of the Resource Saver Protocol for all but the very unique inventory items (block 13370). With the Notification Level being the controlling method of processing, the criterion is whether the Notification Level as set by the Seller has been reached or breached. If the current status of the Notification Level is such that it has not been reached or breached, then the transaction message is transmitted immediately to the Central Controller and Presentation Processor 1000. If the current Notification Level has been reached or breached then the current sold units of inventory are subtracted from the inventory count and that information is updated to the database and added to the transmission message to be sent to the Central Controller and Presentation Processor 1000. The transmission message is processed and then transmitted from the Central Controller and Presentation Processor 1000 to the Seller Interface 4000 (blocks 13372 – 13400).

It should be noted that the Seller Interface 4000, and specifically the Transaction Processing Program 4720 or the Seller Accounting or Management Program 4000B, will make the determination for when the Notification Level has been reached or breached (block 13410). As soon as any given transaction, either electronic or otherwise, has reduced the available inventory so that the Notification Level is reached or breached, then either the Transaction

Processing Program 4720 or the Seller Accounting or Management Program 4000B sends updates to the Central Controller and Presentation Processor 1000 and any other sales outlets affected. The Central Controller and Presentation Processor 1000 processes the message, updates its databases, and then sends the updates to any Central Presentation and Selection Servers 2000 under its control (blocks 13410 – 13418). In any given instance of the present invention, once the Central Presentation and Selection Servers 2000 or any other sales outlet has been notified that the Notification Level has been reached or breached and given the current inventory level, then each Central Presentation and Selection Server 2000 or outlet adjusts the available inventory and adds that information to each future transaction message processed (blocks 13372 – 13376).

The block diagram of Fig. 5g through 5h is an example of the inventory setup and maintenance using the Resource Saver Protocol and Seller Interface 4000 as part of the preferred embodiment of the present invention.

Initial setup or adjustment of the inventory takes place by the Seller when first setting up their account and creating their presentations within the Presentation and Configuration Program 4715. The seller establishes the type of inventory and the settings that are appropriate for the inventory's sale and control (blocks 13500). Replaceable inventory is managed by either the Transaction Processing Program 4720 or by the Seller Accounting or Management Program 4000B setting, adding to, or adjusting the inventory count as appropriate (blocks 13502 – 13516). Fixed inventory is managed at the Central Presentation and Selection Server 2000 level with the inventory being set into the future at the given level set by the Seller from the Seller Interface 4000 (blocks 13510 – 13562). The inventory level may vary even with fixed inventory based on Buyers purchasing or canceling the purchase of the inventory. This means that the controls utilized by the Notification Level for a given inventory could be turned on, then off, then back on, several times based on purchases and cancellation of purchases. This on-again off-again tracking of inventory, although appearing confusing, will maintain the synchronization of the inventory and prevent overselling to the Buyer.

If the Resource Saver Protocol is not used to control inventory, then the inventory offered for sale is synchronized by the present invention between all components, Seller Interface 4000, Central Controller and Presentation Processor 1000, and Central Presentation and Selection Server 2000. This synchronization is maintained at all times with the utilization of the transaction messages between all components.

When the Notification Level method of the Resource Saver Protocol is used, then the inventory offered for sale is synchronized by the present invention from the time the Notification Level is reached or breached until all inventory is sold. When all inventory is sold in either case

above, then the Transaction Negotiation Program 2725 of the Central Presentation and Selection Server 2000 of an instance of the present invention notifies the buyer that no inventory is available and may offer possible alternatives or substitutes. The adding to or the replacement of inventory increases the inventory count or level. These events are processed as transactions messages that are sent from the Transaction Processing Program 4720 or the Seller Accounting or Management Program 4000B of the Seller Interface 4000 to the Central Controller and Presentation Processor 1000. The data for the inventory increase or replacement is either entered by the operator of the Seller Interface or is automatically updated by the aforementioned programs. The Central Controller and Presentation Processor 1000 then transmits transaction messages to any Central Presentation and Selection Servers 2000 or other outlets that are affected. Those Central Presentation and Selection Servers 2000 or outlets reset their inventory counts or levels and any control settings that are affected.

The invention allows sellers to present their inventory, products, goods and services in a choice of one or a variety of supported media outlets: in print, such as newspapers, magazines, periodicals, guidebooks, catalogs, brochures, fliers, and directories; in electronic form, such as online directories, web sites, bulletin boards, news groups, CD-ROMs, and interactive media and networks; and in other media, such as billboards, skywriters, bus benches, radio, interactive kiosk and any other form of customer outreach or information distribution. When these media choices are made, the present invention prompts the seller for information that is then used in the creation of presentations for the media outlets he has chosen. The Presentation Rules Database 1650 and 4650 holds all the criteria, formatting architecture, and distribution factors for each participating media outlet. The present invention's Presentation Generation Program 1710, along with the Presentation Rules Database 1650 and 4650, then creates a presentation for each and every media outlet the seller has chosen. The Presentation Generation Program 1710 then either transmits the presentation to the appropriate destination or holds it for a publication date to be submitted for a particular deadline or predetermined promotional market.

The seller can then print out a report that shows him each presentation, distribution or media outlet, and the pricing of each media choice for an overall marketing valuation.

The present invention allows the Seller to update, change, control inventory, and automatically process sales either from his in-house or third-party accounting or management software that has a compatible communication component with the present invention or in the

Network ID card or confirmation of biometric ID. The present invention allows buyers of tickets, passes, admission documents, and reserved services to purchase or reserve those tickets, passes, admission documents, or services remotely via electronic network presentations, Internet, Intranet, dial-up self-serve or operator-served systems using standard telephone communications, or other means. The invention allows the buyer to confirm or prove his purchase at the facility, site, business, or venue by means of magnetic, smart, or optical ID cards or by electronic biometric authentication. These means of proof can be issued by the operators of an instance either for exclusive use for that instance of the present invention, for multi-use in conjunction with other entities and the operators of the other instances of the present invention, or through a "piggy-back" method that will allow the issue of Credit Cards, Membership ID Cards, or other ID Cards. For those services or events that require printed tickets, passes, admission documents, reservation confirmations, or other physical substantiation, those means of confirmation can be printed on demand from either automatic or manual vendors upon electronic reading or scanning of the buyer's Network ID card, the buyer entering a code, or by biometric authentication.

The invention's Resource Saver Protocol allows for the coordination and synchronization of the sales and availability of products, goods, and services between interactive electronic presentations and other sales outlets, channels, or sources while reducing the communications and resources necessary to maintain that coordination and synchronization. The present invention does this while both allowing for the purchase or reservation through electronic networks and other diverse channels or outlets and keeping control of inventory to prevent overselling or overbooking. The seller can define his inventory and establish the settings that are appropriate for the sale and control of said inventory. Then communications will be transmitted when the levels he sets are reached or breached, when a notification time has been reached, or when a notification level has been met. If the seller does not have similar or substitutable inventory, then transmissions must be made for each and every sale. However, the seller may have some inventory that can benefit from the Resource Saver Protocol while other inventory is unique. This cost saving device will also allow the seller to schedule transmissions to be made when other uses of the Central Presentation and Selection Servers 2000 is at a low traffic level.

The invention will not only transmit all sales and reservations to the seller's compatible in-house accounting and management program or to an instance of the present invention at his location, but it will also update and control inventory offered on all the media channels and outlets on which that seller has chosen to sell his products, goods, and services.

Media's Use of Present Invention.

The preferred embodiment of the present invention allows Media or Media Venues to have a "self-serve" vendor or supplier relationship to the Sellers who use the present invention to access, create and manage presentations intended for publication on the networks, directories, indexes, printed media, and other sales and advertising channels (resident and non-resident media) available to the seller through and serviced by the given instance of the present invention. These Media Venues services, content, and products may be purchased or contracted for and where necessary managed by the Seller within the present invention. For the Seller this relationship and process is accomplished through the Presentation and Configuration Program 4715 which allows for the interactive access to the resident and non-resident media as well as the services, content, and products of the Media. For the Media the process is controlled through the Media Configuration Program 6717, which allows for the interactive access by the Media. Through the Media Configuration Program 6717 a presentation may be created and presented through the Central Control and Presentation Processor 1000 to those Sellers using the present Invention. The Media obtains the Configuration Program 6717 on either a compact disc (CD-ROM), DVD disc, downloaded file, or some other method, then installs the Configuration Program 6717 and its associated programs on an either dedicated or shared-use computer (diagrammed block 14102 to 14106 Fig. 6a). The embodiment of this component of the present invention is shown as Media Interface 6000 Fig. 2e, which shows the relationship between the Configuration Program 6717 and the associated hardware, programs and databases of Media Interface 6000.

Once installed and configured the Configuration Program 6717 allows Media to control access to the program through password protection (block 14120), allowing only the Media or authorized personal to access the program. This access control is important because the Configuration Program 6717 may control substantial portions of the Media sales of goods and services and therefore the presentations should only be created or modified by authorized personnel.

Upon accessing the Configuration Program 6717, the new Media / client is presented with a series of forms containing yes/no choices, text entry areas, menu-driven choices, and other data and information entry methods. These forms lead the Media through his establishment as a client of the given instance of the present invention. This portion of the Configuration Program 6717 prompts the Media for information such as contact numbers, contact address, payment methods,

and other Media / client information for the use of the management of the instance of the present invention in working with and servicing the Media. This portion of the Configuration Program 6717 also presents the service contract for the review and agreement of the Media. This agreement, complete with the management information, is then transmitted to the Central Controller and Presentation Processor 1000 along with all other Media / client information upon the first submission of the Media presentation information. In the case of an existing Media / client, the Media enters his password (block 14120) to access the body of the program for creation and maintenance of his presentations.

Upon entering the information to establish the client relationship, the new Media / client is presented with the forms that give the choices of presentations, interactive Media presentations, resident and non-resident media. These choices are accompanied with descriptions of each choice and the approximate cost of each presentation. This information comes from the Presentation Rules Database 6650 for the presentation information and from the Media Database 6636 for the information about the content, products and services that the Media will offer to assist the seller. In many cases the Media will be receiving transactions and taking orders over the instance of the present invention as well as advertising to the Sellers. The Media may be given the option of paying for the services by monthly, quarterly, or annual subscriptions; on a per sale or percentage basis; some combination of any of the above; or another payment method. As an example, let us say that the instance of the present invention is configured (as in a previous Seller's example) to support the "Sailboats For Sale" and the example Media is a sailing magazine. The Media may be given choices or options of including information such as, presenting samples of classified or display ads of sample photos, type sizes and types supported, ink colors available, stock graphics available, etc. The Media could then choose the type of presentation as well as the methods of presenting their products or services (blocks 14130, 14132) to the Sellers as presented by the Media Configuration Program 6717. The Configuration Program 6717 would then prompt the Media for the necessary and optional information to complete the presentations (block 14140, 14142).

After the Media has chosen the methods and means of communication and has entered the information necessary to create all the selected presentations, the Configuration Program 6717 notifies the Media of the cost of and payment methods acceptable for those presentations or modifications and prompts the Media for acceptance of the charges. If the Media does not accept the charges, then the Configuration Program 6717 rolls the information or modifications back

and notifies the Media Venue that the information will not be published or modified (blocks 14150 – 14156).

The Media is allowed to print reports for management review or for hard copy records. Those reports include the charges and conditions that have been agreed to by the Media (blocks 14160, 14162).

The information entered, either as a new presentation or as modifications to an existing presentation, can be sent to the Central Controller and Presentation Processor 1000 immediately or delayed for publication later. The reasons for delay could be that the presentation is to become effective on a given date or is a special promotional offer to be offered on a certain date (blocks 14170, 14172).

The Communication and Transport Program 6760 performs the transmission of Media presentation information from the Media Interface 6000 to the Central Controller and Presentation Processor 1000. The Communication and Transport Program 6760 utilizes either the modem or network connections to perform this transmission. The Communication and Transport Program 6760 applies the appropriate level of encryption of data necessary, depending on the method of transmission. In this embodiment of the present invention, the connection used for transmission between the Media Interface 6000 and the Central Controller and Presentation Processor 1000 is a direct dial-up modem connection. This configuration is more secure than public networks, even with encryption, and, due to the relatively small amount of data transmitted, has sufficient transmission capacity (blocks 14180 – 14190).

Once the Central Controller and Presentation Processor 1000 receives the presentation message from the Media Interface 6000 (block 14200), the Media Generation Program 1790 determines if the presentation message is information from a new Media Venues / client or modification to an existing current presentation from an existing Media Venues / client (block 15210). If it is a presentation message from a new Media Venues / client, the presentation message is passed to the General Management Program 1730. The General Management Program 1730 sets up the necessary Media Venues / client control accounts, payment information, contact information, database records, and any other administrative functions necessary to establish the Media Venues / client within the instance of the present invention and allows the creation of presentations by the Media Generation Program 1790 (blocks 14212, 14214). If the presentation message is from an existing Media / client, the presentation message does not leave the control of the Media Generation Program 1790, which confirms the

authenticity of the Media / client presentation message prior to processing the message (block 14220, 14222).

Once the Media Generation Program 1790 has either confirmed the authenticity and origin of the presentation message or the message has passed through the General Management Program 1730, the Media Generation Program 1790 then analyses the information using the format and style guidelines contained within the Presentation Rules Database 1650 (blocks 14230, 14232). This process parallels the functions performed by Media Configuration Program 6717 and the Presentation Rules Database 6650. This duplication of function ensures both quality control of content and prevents tampering of the process by either the Media or any non-authorized entity. This duplication of function also ensures that the latest version of the Presentation Rules Database 1650 has been applied to every presentation. This embodiment of the present invention updates any changes in the Presentation Rules Database 1650 to the Presentation Rules Database 6650 using update messages to the Media Interface 6000. Although this method should result in the Media Configuration Program 6717 always using the best and most current information that has been updated to the Presentation Rules Database 6650, the integrity of the presentations is critical enough to require the duplication of this function.

During the analysis of the presentation performed by the Media Generation Program 1790, the program reviews the information and assigns the presentations into one of three processing categories: pass, fail, and needs review (blocks 14240 - 14272). A presentation in the "fail" category causes a rollback of data in the Presentation Database 1640, and a message is sent to the Media notifying them that the presentation failed and the reason why (blocks 14242 - 14246). Messages are also sent to the management of the instance of the present invention because the synchronization of the Presentation Rules Database 1650 and Presentation Rules Database 6650 should prevent this failure. The management would investigate the reason for the failure and take appropriate action. Those presentations in the "needs review" category are ones which have content that is not recognized as being either allowed or not allowed by the Media Generation Program 1790. These presentations are referred to a human operator for review (blocks 14250 - 14262). The operator will pass, fail, or edit the presentations at this point. Those that fail return to block 14242. Those that are edited are sent back to block 14230. This forces the analysis done by the Media Generation Program 1790 to pass every presentation. It is through this process of forcing corrections to be made, examined, and reviewed by management that the information contained within the Presentation Rules Database 1650 and the algorithms which apply that information within Media Generation Program 1790 are refined (block 14272).

Once the presentation has worked through the analysis and review process, the Media Generation Program 1790 passes information to the General Management Program 1730 confirming the acceptability of the presentations. The General Management Program 1730 then confirms payment method and amounts, processes credit card payments, updates databases, and performs any other administrative procedures necessary (blocks 14280 – 14284).

Having passed the presentation information for content and style, the Media Generation Program 1790 next determines the categories and presentation indexes within the present invention in which this information should be presented to the Sellers (blocks 14290 – 14296). In the preferred embodiment of the present invention, each Central Controller and Presentation Processor 1000 may support any number of Media.

The Presentation Generation Program 1790, using the information contained within the Presentation Rules Database 1650, then formats the presentation information for each Media (blocks 14300, 14294). New presentations are created in their entirety, while only the portions of existing presentations affected by any modifications are republished. After creating or modifying the presentations, messages confirming any edits or modifications of submissions are created and sent to the Media (blocks 14310 – 14336).

Presentations that the Central Controller and Presentation Processor 1000 will directly publish on media such as the Central Presentation and Selection Servers 2000 may be published either on an “urgent” or “course of business” basis. This designation is set by the Media Venues at the time that the “original presentation” or “update to a publication” information is sent to the Central Controller and Presentation Processor 1000 thereby allowing the Media a measure of control if the nature of the presentation or correction warrants it. The “urgent” designation means that the Central Controller and Presentation Processor 1000 will process that presentation as soon as it receives the message. The “course of business” designation allows the Central Controller and Presentation Processor 1000 to place the presentation and any associate files into a queue for processing and publishing at a time when the resources of the network are at their lowest utilization (blocks 14370 – 14374).

At this point the Media Generation Program 1790 contains all the presentations and presentation components that have been created or edited. The Media Generation Program 1790 will proceed to publish or place the presentations and any supporting components in their proper locations on the Central Presentation and Selection Servers (block 14390 – 14414).

Third Party Creative and Management Professionals' Use of Present Invention.

The preferred embodiment of the present invention allows Third Party Creative and Management Professionals to have a “self-serve” vendor or supplier relationship to the Sellers who use the present invention to access, create and manage presentations intended for publication within the present invention or on the networks, directories, indexes, printed media, and other sales and advertising channels (resident and non-resident media) available to the sellers through and serviced by the given instance of the present invention. These Third Party Creative and Management Professionals’ services, content, and products may be purchased or contracted for and where necessary managed by the Seller within the present invention. For the Seller this relationship and process is accomplished through the Presentation and Configuration Program 4715 which allows for the interactive access to the resident and non-resident media as well as the services, content, and products of the Third Party Professionals. For the Third Party Professional the process is controlled through the 3rd P.P. Configuration Program 7717, which allows for the interactive access, by the Third Party Professional. Through the 3rd P.P. Configuration Program 7717 a presentation may be created and presented through the Central Control and Presentation Processor 1000 and the Seller Interface 4000 to those Sellers using the present Invention. The Third Party Professional obtains the Configuration Program 7717 on either a compact disc (CD-ROM), DVD disc, downloaded file, or some other method, then installs the Configuration Program 7717 and its associated programs on an either dedicated or shared-use computer (diagrammed block 15102 to 15106 Fig. 7a). This embodiment of this component of the present invention is shown as Third Party Professional Interface 7000 Fig. 2f, which shows the relationship between the Configuration Program 7717 and the associated hardware, programs and databases of Third Party Professional Interface 7000.

Once installed and configured, the Configuration Program 7717 allows the Third Party Professional to control access to the program through password protection (block 15120), allowing only the Third Party Professional or authorized personal to access the program. This access control is important because the Configuration Program 7717 may control substantial portions of the Third Party Professional’s sales of goods and services and therefore the presentations should only be created or modified by authorized personnel.

Upon accessing the Configuration Program 7717, the new Third Party Professional / client is presented with a series of forms containing ycs/no choices, text entry areas, menu-driven

choices, and other data and information entry methods. These forms lead the Third Party Professional through his establishment as a client of the given instance of the present invention. This portion of the Configuration Program 7717 prompts the Third Party Professional for information such as contact numbers, contact address, payment methods, and other Third Party Professional / client information for the use of the management of the instance of the present invention in working with and servicing the Third Party Professional. This portion of the Configuration Program 7717 also presents the service contract for the review and agreement of the Third Party Professional. This agreement, complete with the management information, is then transmitted to the Central Controller and Presentation Processor 1000 along with all other Third Party Professional / client information upon the first submission of the Third Party Professional's presentation information. In the case of an existing Third Party Professional / client, the Third Party Professional enters his password (block 15120) to access the body of the program for creation and maintenance of his presentations.

Upon entering the information to establish the client relationship with the operators of the present invention, the new Third Party Professional / client is presented with the forms that give the choices of presentations, interactive Third Party Professional presentations, resident and non-resident media. These choices are accompanied with descriptions of each choice and the approximate cost of each presentation. This information comes from the Presentation Rules Database 7650 for the presentation information and from the 3rd P. P. Database 7636 for the information about the content, products and services that the Third Party Professional will offer to assist the seller. In many cases the Third Party Professional will be receiving transactions and taking orders over the instance of the present invention as well as advertising to the Sellers. The Third Party Professional may be given the option of paying for the services by monthly, quarterly, or annual subscriptions; on a per sale or percentage basis; some combination of any of the above; or another payment method. As an example, let us say that the instance of the present invention is configured (as in a previous Seller's example) to support the "Sailboats For Sale," and the example Third Party Professional intends to offer stock photos. The Third Party Professional may be given choices or options such as, presenting of a few or 1000s of sample photos, various methods of photo selection, various communication and advisory methods, etc. The Third Party Professional could then choose the type of presentation as well as the methods of presenting their products or services (blocks 15130, 15132) to the Sellers as presented by the Presentation and Configuration Program 4715 (Fig 4a blocks 11135 going to Fig 8a). The

Configuration Program 7717 would then prompt the Third Party Professional for the necessary and optional information to complete the presentations (block 15140, 15142).

After the Third Party Professional has chosen the methods and means of communication and has entered the information necessary to create all the selected presentations, the Configuration Program 7717 notifies the Third Party Professional of the cost of and payment methods acceptable for those presentations or modifications and prompts the Third Party Professional for acceptance of the charges. If the Third Party Professional does not accept the charges, then the Configuration Program 7717 rolls the information or modifications back and notifies the Third Party Professional that the information will not be published or modified (blocks 15150 – 15156).

The Third Party Professional is allowed to print reports for management review or for hard copy records. Those reports include the charges and conditions that have been agreed to by the Third Party Professional (blocks 15160, 15162).

The information entered, either as a new presentation or as modifications to an existing presentation, can be sent to the Central Controller and Presentation Processor 1000 immediately or delayed for publication later. The reasons for delay could be that the presentation is to become effective on a given date or is a special promotional offer is to be offered on a certain date (blocks 15170, 15172).

The Communication and Transport Program 7760 performs the transmission of the Third Party Professional's presentation information from the Third Party Professional Interface 7000 to the Central Controller and Presentation Processor 1000. The Communication and Transport Program 7760 utilizes either the modem or network connections to perform this transmission. The Communication and Transport Program 7760 applies the appropriate level of encryption of data necessary, depending on the method of transmission. In this embodiment of the present invention, the connection used for transmission between the Third Party Professional Interface 7000 and the Central Controller and Presentation Processor 1000 is a direct dial-up modem connection. This configuration is more secure than public networks, even with encryption, and, due to the relatively small amount of data transmitted, has sufficient transmission capacity (blocks 15180 – 15190).

Once the Central Controller and Presentation Processor 1000 receives the presentation message from the Third Party Professional Interface 7000 (block 15200), the 3rd P. P. Generation Program 1795 determines if the presentation message is information from a new

Third Party Professional / client or modification to an existing current presentation from an existing Third Party Professional / client (block 15210). If it is a presentation message from a new Third Party Professional / client, the presentation message is passed to the General Management Program 1730. The General Management Program 1730 sets up the necessary Third Party Professional / client control accounts, payment information, contact information, database records, and any other administrative functions necessary to establish the Third Party Professional / client within the instance of the present invention and allows the creation of presentations by the 3rd P. P. Generation Program 1795 (blocks 15212, 15214). If the presentation message is from an existing Third Party Professional / client, the presentation message does not leave the control of the 3rd P. P. Generation Program 1795, which confirms the authenticity of the Third Party Professional / client presentation message prior to processing the message (block 15220, 15222).

Once the 3rd P. P. Generation Program 1795 has either confirmed the authenticity and origin of the presentation message or the message has passed through the General Management Program 1730, the 3rd P. P. Generation Program 1795 then analyses the information using the format and style guidelines contained within the Presentation Rules Database 1650 (blocks 15230, 15232). This process parallels the functions performed by the 3rd P. P. Configuration Program 7717 and the Presentation Rules Database 7650. This duplication of function ensures both quality control of content and prevents tampering of the process by either the Third Party Professional or any non-authorized entity. This duplication of function also ensures that the latest version of the Presentation Rules Database 1650 has been applied to every presentation. This embodiment of the present invention updates any changes in the Presentation Rules Database 1650 to the Presentation Rules Database 7650 using update messages to the Third Party Professional Interface 7000. Although this method should result in the 3rd P. P. Configuration Program 7717 always using the best and most current information that has been updated to the Presentation Rules Database 7650, the integrity of the presentations is critical enough to require the duplication of this function.

During the analysis of the presentation performed by the 3rd P. P. Generation Program 1795, the program reviews the information and assigns the presentations to one of three processing categories: pass, fail, and needs review (blocks 15240 - 15272). A presentation in the "fail" category causes a rollback of data in the Presentation Database 1640, and a message is sent to the Third Party Professional notifying them that the presentation failed and the reason why (blocks 15242 - 15246). Messages are also sent to the management of the instance of the

present invention because the synchronization of the Presentation Rules Database 1650 and Presentation Rules Database 7650 should prevent this failure. The management would investigate the reason for the failure and take appropriate action. Those presentations in the “needs review” category are ones which have content that is not recognized as being either allowed or not allowed by the 3rd P. P. Generation Program 1795. These presentations are referred to a human operator for review (blocks 15250 – 15262). The operator will pass, fail, or edit the presentations at this point. Those that fail return to block 15242. Those that are edited are sent back to block 15230. This forces the analysis done by the 3rd P. P. Generation Program 1795 to pass every presentation. It is through this process of forcing corrections to be made, examined, and reviewed by management that the information contained within the Presentation Rules Database 1650 and the algorithms which apply that information within the 3rd P. P. Generation Program 1795 are refined (block 15272).

Once the presentation has worked through the analysis and review process, the 3rd P. P. Generation Program 1795 passes information to the General Management Program 1730 confirming the acceptability of the presentations. The General Management Program 1730 then confirms payment method and amounts, processes credit card payments, updates databases, and performs any other administrative procedures necessary (blocks 15280 – 15284).

Having passed the presentation information for content and style, the 3rd P. P. Generation Program 1795 next determines the categories and presentation indexes within the present invention in which this information should be presented to the Sellers (blocks 15290 – 15296). In the preferred embodiment of the present invention, each Central Controller and Presentation Processor 1000 may support any number of Third Party Professionals.

The 3rd P. P. Generation Program 1795, using the information contained within the Presentation Rules Database 1650, then formats the presentation information for each Third Party Professionals (blocks 15300, 15294). New presentations are created in their entirety, while only the portions of existing presentations affected by any modifications are republished. After creating or modifying the presentations, messages confirming any edits or modifications of submissions are created and sent to the Third Party Professionals (blocks 15310 – 15336).

Presentations that the Central Controller and Presentation Processor 1000 will directly publish on media such as the Central Presentation and Selection Servers 2000 may be published either on an “urgent” or “course of business” basis. This designation is set by the Third Party Professionals at the time that the “original presentation” or “update to a publication”.

Information is sent to the Central Controller and Presentation Processor 1000 thereby allowing the Third Party Professionals a measure of control if the nature of the presentation or correction warrants it. The “urgent” designation means that the Central Controller and Presentation Processor 1000 will process that presentation as soon as it receives the message. The “course of business” designation allows the Central Controller and Presentation Processor 1000 to place the presentation and any associate files into a queue for processing and publishing at a time when the resources of the network are at their lowest utilization (blocks 15370 – 15374).

At this point the 3rd P. P. Generation Program 1795 contains all the presentations and presentation components that have been created or edited. The 3rd P. P. Generation Program 1795 will proceed to publish or place the presentations and any supporting components in their proper locations on the Central Presentation and Selection Servers (block 15390 – 15414).

Example Use of Invention

The following is a hypothetical example for the use of the present Invention in one possible embodiment. Only the major steps are included in this example to give an overview of one possible application or embodiment of the present invention. This example demonstrates some of the possible interface and interactions between operators of the invention, sellers or providers of goods or services, third party professionals that supply content, products and services to the sellers, and customers or buyers of those goods or services. It is also meant to give an overview of the transaction flow of information, purchase decisions, and possible consummation of those purchase decisions.

For the purpose of this hypothetical example, we will presume that this instance of the Invention has been established for some time and is managed by the ABC Company that promotes it to Professional Sports Franchises and Venues.

Example Clients Are:

Seller:

XYZ is a corporation that owns the XYZ professional basketball team and wishes to promote that team and sell its tickets as efficiently as possible.

Media:

DEF is a basketball oriented web site owned by the DEF Corporation with content and discussion groups about the sport of basketball. Its demographics are centered on young male basketball enthusiasts.

GHI is an all sports oriented web site owned by the GHI Corporation with content and discussion groups covering all sports. Its demographics are largely young male.

JKL is a national sports magazine, published by the JKL Corporation monthly with subscription and retail rack sales. Its demographics are centered on an all sports audience.

MNO is a sports newsletter, published by the MNO Corporation with a circulation that is primarily within the geographic area of the home stadium of the XYZ basketball team.

PQR is a broad-based chain of newspapers published across the country by the PQR Holding Corporation. Their circulation is a general one with a sports section daily and a special sports insert on weekends.

STU is a chain of music and video stores that have displays within their stores allowing sports and event information and ticket sales. Their stores are located within urban malls and their customer base primarily is mixed gender between 15 and 25 years of age with good disposable income and leisure time. STU has also installed the biometric readers necessary to do the initial entry of buyers into the ticket and reservation network, which is part of the ABC instance of the invention.

Third Party Professionals:

AAA Corporation is a stock photo supply house that specializes in sports related photographs of all sports. They supply action photos as well as stylized photos and graphics for sports teams and sports venues.

BBB is an independent contractor who is a free lance ad copywriter that has sports related experience.

CCC Partnership is an advertising agency that handles sports teams and sports venues. Their experience is well known within the industry and their account representatives are considered first rate.

Buyer:

John Q. Public is a basketball enthusiast.

for publication from the ABC Seller Clients will indeed meet the standards for DEF publication.

- 8) The other Media GHI, JKL, MNO, PQR, and STU have gone through a similar process to establish their Media offerings on the ABC instance of the invention.
- 9) The following steps pick up from the Sellers Participation below at step number 18. That Seller's action effects the following media.
- 10) The DEF Sports Web receives electronically the Seller information, agreements, payment information, web pages to be displayed and banner advertising to be placed on their web site. DEF also receives the web interface for the sale of the XYZ tickets.
- 11) The KLM Newspaper Chain receives electronically the Seller information, agreements, payment information, a requested schedule of ad placement and publishing, and the formatted ads. Because KLM also maintains the associated web site it also receives the web interface for the sale of the XYZ tickets.
- 12) The HIJ Basketball Magazine receives electronically the Seller information, agreements, payment information, a requested schedule of ad placement and publishing, and the formatted ads to be placed in their magazine.
- 13) The STU music stores receive electronically the Seller information, agreements, payment information, and the interface for the sale of the XYZ tickets on its in-store displays.
- 14) Once the Ads and Presentations are received by the Media, any changes or updating are either allowed or denied by the Seller Interface 4000 Fig.2c based on the restrictions entered by the Media during their setup.

Third Party Professional Participation:

The AAA and CCC Corporations and BBB (an independent contractor) were approached by the ABC Company and agreed to be represented on the ABC instance of the invention.

9) The AAA Corporation receives electronically, via the ABC instance of the invention, the XYZ information, agreements, payment information, and specific stock photo request. The request is processed by AAA's accounting system and the request stock photo is delivered to XYZ via the ABC instance of the invention.

10) BBB, who is an independent contractor performing ad copy writing services, received his necessary questionnaire allowing him to create a "Proposal of Services To Be Performed" to be delivered to the XYZ corporation for their approval. This system, of XYZ filling out a questionnaire first, allows BBB to fully understand the assistance that a client may want and better customize his "Proposal of Services To Be Performed" so as to meet the needs of the client. This system also saves meeting time for both BBB and his clients and avoids the retention of BBB's services where they are not warranted or appropriate. For clarification BBB personally calls the management of XYZ of some points within the questionnaire. This clarification could have been done within the present invention but in order to expedite the completion of the "Proposal of Services To Be Performed" a personal call was made. Once the "Proposal of Services To Be Performed" is completed it is sent to XYZ via the ABC instance of the invention. XYZ approves the proposal and sends the required information and advance payment there by allowing BBB to start working on the XYZ promotion project. Within a few days BBB completes an initial draft and sends it via the ABC instance of the invention to the management of XYZ. Drafts and remark responses are exchanged several times resulting in the completion of the ad copy writing as contracted to BBB. Final payments are made and the project is completed by BBB with ad copy delivered to XYZ for inclusion in the media presentations.

11) The CCC Advertising Agency has been retained by XYZ to recommend newspaper media venues that XYZ should use to promote their basketball team and its schedule. XYZ contacted an account representative of CCC through the ABC instance of the invention and received a quote for the desired services. CCC is retained because of its extensive experience in the promotion of sports teams and its working relationship with many newspaper media venues. Although CCC recommended several newspaper media venues it was finally decided after several proposals and response between CCC and XYZ that the KLM Newspaper Chain would be the exclusive newspaper media venue used by XYZ. This was

finally negotiated by CCC and additional price concessions were made by the KLM Newspaper Chain to make this an excellent arrangement for XYZ.

12) It should be noted that the working relationships developed by XYZ with the Third Party Professionals, as well as the Media, within the frame work of the ABC instance of the invention, can be and are intended to be an ongoing collaboration. XYZ obviously has the right and the ability within the ABC instance of the invention to review new offerings of Third Party Professionals and Media Venues to enhance their presentations and promotions developed and maintained within the ABC instance of the invention.

Seller Participation:

1. The XYZ Corporation makes the decision to use ABC's services to promote its Basketball team.
2. ABC sends XYZ the necessary software to be installed on their computer.
3. A computer operator at XYZ installs the software on their computer that then is configured as Seller Interface 4000 Fig. 2c.
4. After installation and setup the XYZ operator does basic information input as prompted by the Seller Interface 4000 Fig. 2c of the present Invention.
5. After the input of basic information by the operator, the Seller Interface 4000 presents available media venues and associated information for review by the XYZ Corporation management.

It should be noted that at any point after the completion of the initial installation of the software and the completion of any steps required by the operators of the invention to join the network, the Seller may review and purchase or retain any of the goods or services of the Third Party Professionals currently represented by the instance of the invention. In order to simplify this example the decisions regarding Third Party Professionals are deferred until step 9.

6. ABC currently represents 15 different Media venues within its instance of the present invention. Information such as distribution, users or viewers, price, content restrictions, etc. about each Media venue is available for review by the XYZ management.
7. XYZ management reviews available media and chooses The DEF Sports Web, The HIJ Basket Ball Magazine, and The KLM Newspaper Chain to advertise their schedule of games. With the KLM Newspaper there is also the associated KLM Web Site on which KLM offers information as well as sales of products and services as advertised within the KLM Chain of newspapers. STU music stores are also chosen strictly for the distribution and sales of tickets.
8. The Seller Interface 4000 then presents the publication dates, any specific disclaimers, and the charges for review and approval by the XYZ management.
9. Upon approval of those items, the Seller Interface 4000 prompts the operator for the necessary text, graphics, and any other information as required by the three chosen media to create and format the individual ads for the chosen media. As the operator is reviewing the prompts and options from the Seller Interface 4000 with the XYZ management the decision is reached to take advantage of the Third Party Professionals available through the ABC instance of the invention.
 - a) Stock photos were reviewed and selected from the presentation of the available sports photos from the AAA Corp's presentation on the ABC instance of the invention. AAA's presentation gave the necessary information about the photos as well as the restrictions and conditions of use and the necessary contracts for use and delivery of the stock photos. Payment was made via the ABC instance of the invention and delivery of the digital stock photos for immediate use was made over the ABC instance of the invention.
 - b) In order to have a more polished and professional content within the presentations being created XYZ's management decided to retain the services of the BBB as an independent contractor to write the ad copy for these presentations. The necessary project questionnaire as required by BBB (BBB won't quote a job without this information) is presented by the Seller Interface 4000 to be completed by XYZ's

management so that BBB can form a "Proposal of Services To Be Performed" which serves as BBB's contract. This process takes a day or two and also a personal telephone call from BBB to clarify some details. Once the proposal is created by BBB and sent via the ABC instance of the invention for review and approval by XYZ's management then XYZ can make the agreed upon advance payment as well as progress payments within the structure of the ABC instance of the invention. With the "Proposal of Services To Be Performed" agreed to and advance payment having been made, BBB starts work on the ad copy. This process is a coordinated performance and review system where ad copy is created by BBB and reviewed with comments by the management of XYZ. This create and review process continues until XYZ is satisfied with the results and signs off on the presentations.

- c) XYZ's management has determined that the services of the CCC Partnership (an advertising agency) would be helpful in the selection of the which Newspaper Media Venues would be best for XYZ to promote its Basketball Team. CCC is well known for its management of sports promotion. XYZ contacts a representative of CCC within the ABC instance of the invention by answering a series of questions presented by the CCC presentation and receives a answer with quote and contract for services as well as some of their initial insights into their theory of promoting Basketball Teams in regional markets. XYZ uses the ABC instance of the invention to appoint CCC as its agent for selecting and contracting with Newspaper Media Venues within the ABC instance of the invention. This allows CCC to use its expertise and contacts to better represent XYZ within a more timely and efficient manner. As CCC performs its agreed upon duties copies of its actions and reports are forwarded to XYZ automatically by the ABC instance of the invention.

It should be noted that the above examples of products and services offered by ABC to its Seller clients as well as the examples of how those products and services are delivered and performed are intended only to be a basic sample of the potential of the present invention. These examples are not to be construed as standards or limitations of the potential of the present invention, which may handle much more complex products and services. These are only basic examples intended to demonstrate the general basic uses of the present invention.

It should also be noted that the above interactions of the AAA, BBB, and CCC Third Party Professionals with the XYZ Corporation are also referred to within the previous Third Party Professional Participation section starting at step 9.

10. XYZ management has also elected to offer tickets to their basketball games held within the XYZ stadium. They have installed the necessary software that synchronizes the XYZ ticket sales and accounting software with the sales and inventory control provided by the ABC instance of the invention within the Central Presentation and Selection Server 2000. XYZ chooses to offer ticket sales on the DEF Sports Web, the KLM Newspaper associated site that offers interactive electronic sales, and the STU music and video stores in store electronic ticket sales displays.
- 11) Due to the large number of seats within the stadium and similarity of pricing and desirability among each class of seat, XYZ management has also elected to use the Resource Saver Protocol to allow for better customer service between the various sales outlets.
- 12) The XYZ management sets the various seat and ticket restrictions, standards and pricing. This information will be available to the Buyer when purchasing through the ABC Central Presentation and Selection Server. Each seat or ticket class is assigned a maximum single purchase number and a buffer number, the total of those two numbers become the notification level. It is the notification level that controls the flow of the communications involving the sale of tickets for XYZ.
- 13) In order to take full advantage of the services offered by the ABC Central Presentation and Selection Server XYZ elects to install new automatic ticket vendors using the existing ID cards and biometric methods supported by the ABC Central Presentation and Selection Server.
- 14) At any point during the content input phase, the operator may view the final formatted presentation products based on each Media venue's restructuring of the information to create specific Media presentations.
- 15) When the XYZ management is satisfied with the results, as presented by the Seller Interface 4000, they indicate their approval of the presentations and charges and then transmits the

information to the ABC Central Controller and Presentation Processor 1000. In addition to the presentation information, the game dates, ticket prices, and information that synchronize current sold and available tickets are transmitted also.

- 16) When the ABC Central Controller and Presentation Processor 1000 receives the presentation information it establishes an account for XYZ, reviews and analyzes the presentation information submitted, and then notifies XYZ as to the acceptance, editing or rejection of the material and any adjusted publishing dates.
- 17) The ABC Central Controller and Presentation Processor 1000 then transmits the appropriate formatted presentations to each media that was selected by XYZ.
- 18) The flow of information transfers to the Media Participation section above at step 9.

Buyer Use:

For this example we will follow John Q. Public (our example buyer) as he uses the invention.

John is an avid basketball fan and subscribes to the JKL sports magazine, receives the local PQR newspaper, and frequents the DEF web site to participate in the free discussion groups centering on basketball that are hosted there. John has seen the ads within the PQR newspaper promoting the teams winning record and giving dates of upcoming games. Within the ads it was stated that tickets could be obtained from the PQR web site.

- (1) Unexpectedly one of John's friends called, stated that he would be in town the next night and would it be possible to go to the basketball game. John said that he would find out and call back. John remembered that the PQR newspaper ad for the XYZ team stated that one could buy tickets at the PQR web site.
- (2) John uses his computer and navigates to the PQR web site. Once there he finds the XYZ ticket purchase section, chooses the seats he wants, and asks for availability.

- (3) With availability confirmed John enters his payment information and is then asked how he wants the tickets delivered to him. This presents a dilemma for John because he must work tomorrow and will not have time to go to the stadium to pickup the tickets. He could pick them up at a “will call” station when he and his friend go to the game, but there is always a long line and John does not want to wait.
- (4) Another option that is presented to John is that of using one of several forms of ID (either credit cards, ID cards, or biometric) as the identification method in lieu of advanced ticket delivery to him. John recognizes that he has one of the accepted brands of Credit Card and chooses to use the system using that Credit Card as his personal ID. He enters the card number as his ID, the system accepts the ID and gives John instructions as to the systems use when they arrive at the stadium.
- (5) John calls his friend back and they agree to meet just before the game.
- (6) When John and his friend meet at the stadium they are late and the game is about to start. There is a long line at the “will call” booth and John is glad to avoid that line. John goes to the Automatic Ticket Vending Machine, swipes his credit card, and the Automatic Ticket Vending Machine prints the tickets with the seat location and dispenses them to John.
- (7) John and his friend enter the stadium to watch the game.
- (8) During the game John notices within the free program a notice that he can have his thumbprint taken at the “Will Call” booth and then that will become his identification method when he next attends an event at the XYZ stadium. As John is leaving the game, he stops and has his thumb print scanned to serve as his future identification.

Summary

In the simplest scenario when the chosen section or ticket category was not near a sell out (reaching notification level), the sales location that John was purchasing from simply assigned a set of tickets for that section and confirms the sale. The sales location then transmits all data to the Central Presentation and Selection Server 1000 that transmits the information to the XYZ Seller Interface 4000 that then passes the information to the XYZ in-house Accounting and Ticket Sales software.

Whenever sales in any given section reaches the notification level then all sales sites are notified that the quantity of available tickets is limited and that all sales must be confirmed with the Seller prior to releasing confirmation of the sale to the buyer.

With the Biometric scan (thumbprint) that John had done as he was leaving the stadium he can now reserve seats at any of the events featured on the ABC instance of the current invention and will be able to use his thumbprint as his ID for access to the event or facility instead of or in addition to his existing Credit Card.

Presentation Generation Program: This component of the present invention relates to the creation and placement of presentations of commercial information with the purpose of informing buyers as to available products, goods, and services. The invention's purpose is to allow the seller the ability to influence the buyer and induce said buyer to purchase those products, goods, and services while specifically allowing for the advanced purchase or reservation of those products, good, and services when appropriate.

The invention allows sellers to create presentations on their computers that are automatically transmitted to be published and viewed on a variety of traditional and electronic media networks. The present invention partially resides on the sellers' computers, controls and edits the presentation, and then automatically transmits that information and data for publication on traditional media and electronic networks. The present invention also allows the seller to review and then purchase the offering of goods and services by Creative and Management Third Party Professionals. These Creative and Management Third Party Professionals may then perform or assist the sellers in performing the functions necessary to create and promote successful presentations within the present invention. The present invention allows the sellers to have Third Party Professionals act as their agents for the performance of any functions within the present invention. The seller may then monitor the progress and actions of those Third Party Professionals that they have contracted with or purchased content, products, or services from.

The invention allows for the automatic publishing or updating of presentations within a simple environment that does not require lower-level coding or formatting of the presentation material. The present invention employs a text-only entry of information and data, thereby not requiring the seller to have knowledge of presentation computer codes or low-level formatting.

The invention will provide substantial savings in this area of commerce because the seller can choose the media or outlet for sale of his products, goods, or services. His instance of the present invention can then create presentations that conform to each and every media outlet he chooses, submit the presentation, and prepare a report of the cost for such publication choices. The present invention allows sellers access to Creative and Management Third Party Professionals in an efficient structured environment that would otherwise not be available to the sellers thereby allowing more effective and professional presentations to be created and submitted to the media venues. These Creative and Management Third Party Professionals may provide goods or services that can be purchased by the sellers either to augment the sellers efforts or to wholly take over the duties of the creation and management of the presentations for the seller thereby acting as the agent of the seller. The present invention provides the controlling, monitoring, and reporting structure of Third Party Professionals to better allow the seller to purchase their services or goods and manage their participation in the presentation and promotion process.

The present invention allows sellers to offer their inventory, products, goods, and services for sale in a choice of one or a variety of supported media outlets: in print, such as newspapers, magazines, periodicals, guidebooks, catalogs, brochures, fliers and directories; in electronic form, such as online directories, web sites, bulletin boards, news groups, CD-ROMS, and interactive media and networks; and in other media, such as billboards, skywriters, bus benches, radio, interactive kiosk, and any other form of customer outreach or information distribution.

After the seller makes these media choices, the present invention prompts him for information, based on the criteria set forth by each media outlet and held in The Presentation Rules Database 1650 and 4650, that is then used in the creation of presentations. The Presentation Rules Database 1650 and 4650 holds all the criteria, formatting architecture, distribution factors, and prices for each participating media outlet.

The present invention's Presentation Generation Program 1710, along with the Presentation Rules Database 1650 and 4650, not only creates a presentation designed to conform to the requirements set forth by each media, but it also "dynamically generates" both static

presentations which can be accessed by traditional search methods of the buyer and dynamic presentations which respond to the buyer. This function creates two very distinctively different presentations in a labor-saving database method so the seller can save time and resources while creating presentations that incorporate the best of both "dynamic" and "static" type of presentations. *{Note: static presentations are easily indexed and accessed by search engine and search modes. These are the best formats for accessibility in electronic media. Dynamic presentations are database-driven and respond to the queries of the viewer (buyer) with current and real-time inventory changes, updates, and control}*. An Internet or Intranet presentation that utilizes both methods for delivering information is far superior to any other presentation outline today.

The Presentation Generation Program allows for the creation of traditional and electronic sales and information by minimally trained personnel who merely have to input information into the program, aided by prompting from the present invention.

Once the present invention generates the presentation, it either automatically publishes the presentation to the appropriate electronic destination or holds the presentation for a scheduled publication date to be submitted for a particular deadline or predetermined promotional market. These presentations can be updated for either presentation content or inventory control in near real time by either manual or automatic means via electronic message units from third-party management or inventory control software. This means the seller can update or control his inventory in every media with just one in-house updating function.

The presentations created by the present invention allow for the sale of the products, goods, or services and for the making of payments by buyers on those interactive sites that support electronic sales. Inventory adjustments for production, sales, and other reasons are made in near real time, allowing for an accurate presentation of availability of inventory to buyers in all supported media. The present invention, when used in both electronic and traditional media, also allows for lower cost to both the seller and the media management by creating a self-serve, automated billing environment for the seller's creation and publishing of the presentations. The present invention provides substantial savings in the area of commerce because it allows for transactions to occur instantly at "point of sale" or, to use an appropriately faster term, "point of decision".

The present invention also creates presentations for the Creative and Management Third Party Professionals to allow for the presentation and sale of the products, goods, or services that

they represent for the consumption and support of the sellers in their quest to create and manage their presentations. Inventory and presentation adjustments for production, sales, and other reasons are made in near real time, allowing for an accurate presentation of availability of the inventory of the Third Party Professionals to sellers. The present invention creates a self-serve interactive environment for the sellers to access and take advantage of the products, goods, or services of the Third Party Professionals. The efficient electronic environment and the efficiencies of scale also allows for lower cost to both the seller and the Third Party Professionals. This is accomplished by creating a self-serve, automated billing environment for the seller's creation and publishing of the presentations in collaboration with or with the support of the Third Party Professionals. The present invention provides substantial savings in the area of commerce for the Third Party Professionals because it allows for better exposure and review by the sellers as well as allowing the transactions to occur instantly at the "point of decision" of the over all presentation creation process.

Interactive Sale and Reservations: On the buyer's side of the process, the present invention provides consistent, vendor-appropriate information in all forms of media for products, goods, and services offered for sale. Prior art, in regards to online presentations, often does not give the buyer current information because that inventory must be manually updated, so real-time or near real-time transaction becomes an inaccurate phrase. The information the buyer gets from one media outlet, electronic mall, or directory may be in conflict from another media outlet, electronic mall, or directory. This conflicting information may contribute to a Buyer's potential dissatisfaction of the Seller and the whole online presentation and sales process.

As previously stated, the present invention's electronic presentations are created to give the buyer products, goods, and services that are easily accessible and that dynamically produce the latest, current information, pricing, and availability. Because the seller can automatically update all media outlets from his in-house management or accounting software or an instance of the present invention, the buyer can feel confident in getting current information and inventory. The Buyer has the choice to either conduct a search for the desired products, goods, or services using the on-site search capabilities or browse the presentations much the same way one would browse the aisles of books at a library.

means of confirmation determined by the Seller. As an example, he can even get a complete print-out of directions to the facility if the purchase involves him arriving at a place of lodging, restaurant, arena, store, or any other facility.

Network ID Card: This component of the present invention relates to the verification and substantiation of the purchase of access or admission to those services or events that traditionally have controlled access by means of tickets, passes, admission documents, reservations, reservation confirmations, or other substantiation at the facility, site, business, or venue.

The full implementation of the present invention makes the usual requirement of delivery of tickets, passes, admission confirmations, or reservation confirmations unnecessary. These traditional conveyance forms are replaced or augmented by the buyer's Reservation/Ticket Network ID card or confirmation of biometric ID. The present invention allows buyers of tickets, passes, admission documents, and reserved services to purchase or reserve those tickets, passes, admission documents, or services remotely.

The present invention allows the buyer to confirm or prove his purchase at the facility, site, business, or venue by means of his existing magnetic, smart, or optical ID card; by entry code; or by electronic biometric authentication. These means of proof can be approved by the operators of an instance either for exclusive use for that instance of the present invention, for multi-use in conjunction with other entities and the operators of the other instances of the present invention, or by a "piggy-back" method that will allow the issue or use of new or existing Credit Cards, Membership ID Cards, or other ID Cards.

For those services or events that require printed tickets, passes, admission documents, reservation confirmations, or other physical substantiation, those means of confirmation can be printed on demand from either automatic or manual vendors upon electronic reading or scanning of the buyer's ID card, entry of a code, or biometric authentication. Network or Delivery ID cards may be approved by either one operator of an instance of the present invention or a group of operators of different instances of the present invention with cross-use allowed. Network or Delivery IDs may be Single-use or Multi-use cards that are also access cards to the Network or Delivery ID.

Resource Saver Protocol: This component of the present invention provides a method and apparatus to control, coordinate, and synchronize the sales and availability of either common, unique, or time-sensitive products, goods, and services. The present invention does this while allowing for the purchase or reservation of these products, goods, and services through electronic networks and other diverse channels or outlets and keeping control of inventory to prevent overselling or overbooking. The preferred embodiment of the present invention utilizes the Resource Saver Protocol to reduce the number of messages sent and received by all components of the present invention while maintaining the control and synchronization of any qualified inventory that is interactively offered for sale. With the reductions in the quantity of messages needed to maintain inventory synchronization, there is a corresponding reduction in all other aspects of communications and processing overhead between the remote components and sales outlets.

The invention automatically updates all components of the present invention on multiple sites or media channels in a time-sensitive and time-appropriate basis. The automatic two-way network communications method of the present invention provides the necessary coordination of inventory and sales. With the added dimension of the Resource Saver Protocol, the Seller can divide his inventory into logical groups for marketing, presentation, and sales to the Buyer. Using a hotel as an example, the instance of the present invention is configured to represent Hotels and Lodging, and the Seller is a hotel with 312 rooms of the following types: 200 standard rooms, 100 upgrade rooms, and 12 suites.

The setup of the Resource Saver Protocol is accomplished within the Presentation and Configuration Program 4715 or the Seller Interface 4000. The Seller divides the inventory into its logical groups for marketing, presentation, and sales to the Buyer. In this case, the groups are standard rooms, upgrade rooms, and suites. Each item in each group of items must be substitutable with all the other items within that group.

If the inventory were not absolutely substitutable to any given Buyer, then the Seller would not use the Resource Saver Protocol in this inventory. That does not mean that all the Inventory items or groups of a Seller must either be or not be controlled by the Resource Saver Protocol. The Seller may have any combination of Inventory items or groups controlled or not controlled by the Resource Saver Protocol.

In the case of the current hotel example, the inventory is considered to be both Limited and Time Sensitive. There are only a limited number of rooms of each type, and they are time

sensitive in the fact that the inventory is sold by the "unit night" which, if not sold and utilized by that night, can never be used or recovered.

The Seller must then set the maximum units of inventory that any given Buyer will be allowed to purchase in any given single transaction. In the hotel example, the Seller might set a limit of 5 rooms for any given Buyer to purchase from any Central Presentation and Selection Server 2000 or other outlets serviced by this instance of the present invention. By setting a reasonable maximum number of units of inventory that a Buyer may purchase, the Seller prevents that rare but possible case of a self-serve Buyer purchasing or reserving more inventories than is available. The Buyer is still allowed to purchase or reserve as much inventory as he likes, but the purchase must be transacted in sequential "maximum unit" transactions as opposed to one large transaction.

Next, the Seller sets a buffer number for each of the groups of items to be offered to the Buyer. The purpose of this buffer is to allow for a margin of error, based on processing time and communication delays, to prevent the overselling of inventory (overbooking in the hotel example). This number is an estimate intended to be adjusted, based on the Seller's experience over time. In the hotel example, the management might set the buffer number at 10 units (twice the maximum single purchase) as a starting point, to be adjusted later based on the Seller's experience.

Then the Seller must determine the Notification Level. This level equals the maximum purchase units a Buyer can make at one time plus the buffer number. For instance, if the Seller is a hotel, it has for purchase 200 units of the same type of room, the maximum purchase units are 5 rooms, and the buffer number is 10 rooms, then his Notification Level would be 15. This means that the Seller would receive transmissions from all of his outlets when a purchase is made. However, he would not have to communicate back to those outlets (via one transmission message to the Central Processor and Control Server 1000) until his remaining units reached or breached the available inventory level of 15 units. If the level were reached or breached, transmissions for units within the unit group would be communicated back and forth for each purchase from the available inventory level of 15 until all units are sold for that period of time.

A demonstration of the transmission savings for the example hotel would be as follows. There are 100 rooms available at the example hotel and 5 sale outlets or channels are used. Without the use of the Resource Protocol, 320 (80 messages each to 4 outlets) inventory update messages would have to be sent in order to accomplish the total individual booking of 80 rooms.

Each outlet or channel would maintain the availability count for the rooms, and one update message for the booking of each room would be sent to each of the sale outlets or channels that did not originate a given sale. With presale verification of available inventory for each transaction, our same example hotel would receive and send a combination of 240 queries, responses, and updates (80 each) to reach the 80 rooms booked. The actual number could be much more because the 240 number assumes that each query results in a booking, whereas in actual practice, the experience would be that many queries did not result in booking. In addition, the buyer would be required to wait for the amount of time that it took for the transaction verification process to take place. That amount of time may or may not be significant, depending on several factors such as the current network use, network connection speeds, etc.

With the present invention, each sales outlet, channel, or other source of unique or time-sensitive products queries availability only after receiving notice of a predetermined inventory level or count. This means that with our example hotel, only 80 booking messages would be sent if the management sets the notification level (predetermined available inventory count) at 15 units remaining. This would cause a 66% to 80% savings of communications and computer resources. For our example hotel to reach 100% occupancy, the total message load would be 160 messages (100 booking plus 60 update to four outlets or channels). With verification being required, the total message load would be 190 (100 booking plus 60 update plus 30 queries and responses). This compares with a total of 500 messages without verification and 700 messages with verification (100 booking, plus 400 inventory update message, plus 200 queries and responses for verification), showing savings of 68% to 73%, depending on the method used after the notification level is reached or breached.

It should be noted that the savings generated are more substantial than they appear to be for some Seller types. This is because the typical total sales of inventory in any given period does not reach the level that triggers the notification of the Central Presentation and Selection Servers 2000 or other outlets and channels.

For more common or commodity-like products, goods, or services, there is little concern of overselling. In order to conserve on communication and other resources, the Resource Saver Protocol allows the electronic networks and traditional sales outlets, channels, or other sources of sales to batch or hold the sales transaction messages. These messages are then transmitted once a certain quantity has been sold, once a specified time period has passed, or a combination of both bases. The operator of a given instance of the present invention has the option of settings for

transmission levels or transmission periods and specific transmission times, or general transmission times plus specific outlet offsets.

As an example, a Seller of music CDs who has sufficient inventory might set the transmission level at 35, the transmission period at 24 hours, and the transmission time at 01:00 AM plus any offset. This would then set the electronic networks and traditional sales outlets, channels, or other sources to either transmit transaction messages any time they are holding 35 transactions or more, transmit transaction messages at least every 24 hours, and/or transmit any remaining transactions at 01:00 AM plus any offset. The instruction for transmitting any remaining transactions at a specific time plus offset allows the Seller to set each outlet's specific transactions so that the transmissions are spread over some time frame. The Seller can then choose a time for transmission so he can take advantage of low processing and communications loads. The potential savings by using the present invention in connection with controlling the inventory and sales of common products, goods, or services are obvious but widely varied, based on the Seller's settings and goals.

Operators of the present invention may provide additional transaction certainty and verification in the form of "confirmation of the transaction" messages or "inventory count" and/or "sequence numbers" data fields with each transaction message. All of these methods are optional at the discretion of the operators of the instance of the present invention, based on their experience or concerns.

With the "confirmation of the transaction" method, a confirmation message is sent back to the originating outlet, repeating or confirming each transaction message that has been sent. Although this doubles the message units passed between Sellers and outlets, these "confirmation of the transaction" messages can be sent at times of low processing and communications loads, thereby reducing the impact of their use. The use of these confirmation messages virtually reduces transmission errors to zero. This method can be used during initial periods to build operator confidence in the present invention more than as a method that is used all the time.

The "inventory count" is a field that is passed on all transaction messages where a total inventory has been established and each outlet is comparing and subtracting each sales transaction from that inventory. The establishment of total inventory or noticed inventory is based on whether or not the Seller is using the Notification Level method of monitoring and controlling inventory. If the Seller is not using that method, then the total inventory is known by the outlets and is used as the "inventory count" to be passed. If the Seller is using the

Notification Level method, then the “inventory count” field is only included after the Notification Level has been reached or breached at the Seller’s location and the Notification Level messages have been sent to the outlets. This “inventory count” is used by the present invention to verify that each component (Seller’s location and all sales outlets) is synchronized as to the inventory level that all are working off of.

Hardware or Software Updating

It should be noted that the original application was filed January 10, 2000. Computer hardware and software are very fluid and dynamic industries with improvements of existing products continually being released. The original application cites certain hardware such as the “Intel Pentium II Processor with a speed of 300MH or any comparable capacity processor” which has now been replaced with newer processors such as the Intel Pentium III Processor with speeds exceeding 2000MH. Although the original specifications would still perform their functions the obvious improvements of both speed and reliability would bring worthwhile benefits to the present invention and should be substituted.

The same is true of the software cited within the original application. The original application cited Windows NT as the preferred operating system. Currently as of the filing of this application the present invention would benefit from the replacement of that operating system with its successor product, Windows 2000 as the preferred operating system.

In order to provide consistency within the current application the hardware and software cited in the original application were cited in the improvements added to the specifications within this application. This was done purely to prevent mixing hardware and software specifications even though it is acknowledged that the newer hardware and software would improve performance and reliability.

Through out the original and current application specific hardware and software are cited. These hardware and software specifications should always be reviewed and wherever possible newer, improved, or successor generations of hardware and software should be substituted in order to develop the best reliability and performance.

Although the embodiments of the present invention have been described in detail herein, it is to be understood that these descriptions are merely illustrative. The inventive system may be modified in a variety of ways and equivalents in order to suite a particular purpose while still employing the unique concepts set forth.

What is claimed is:

- 1) A method of using a network of computers to enable sellers to request goods or services provided by third party professionals for the creation or management of presentations comprising:
 - a) providing a third party professional database having a list of available third party professionals;
 - b) providing means for presenting third party professionals goods and services;
 - c) providing means for a seller to select the third party professionals;
 - d) providing means for transmitting said request to a selected third party professional of the third party professionals; and
 - e) providing means for seller to input information;

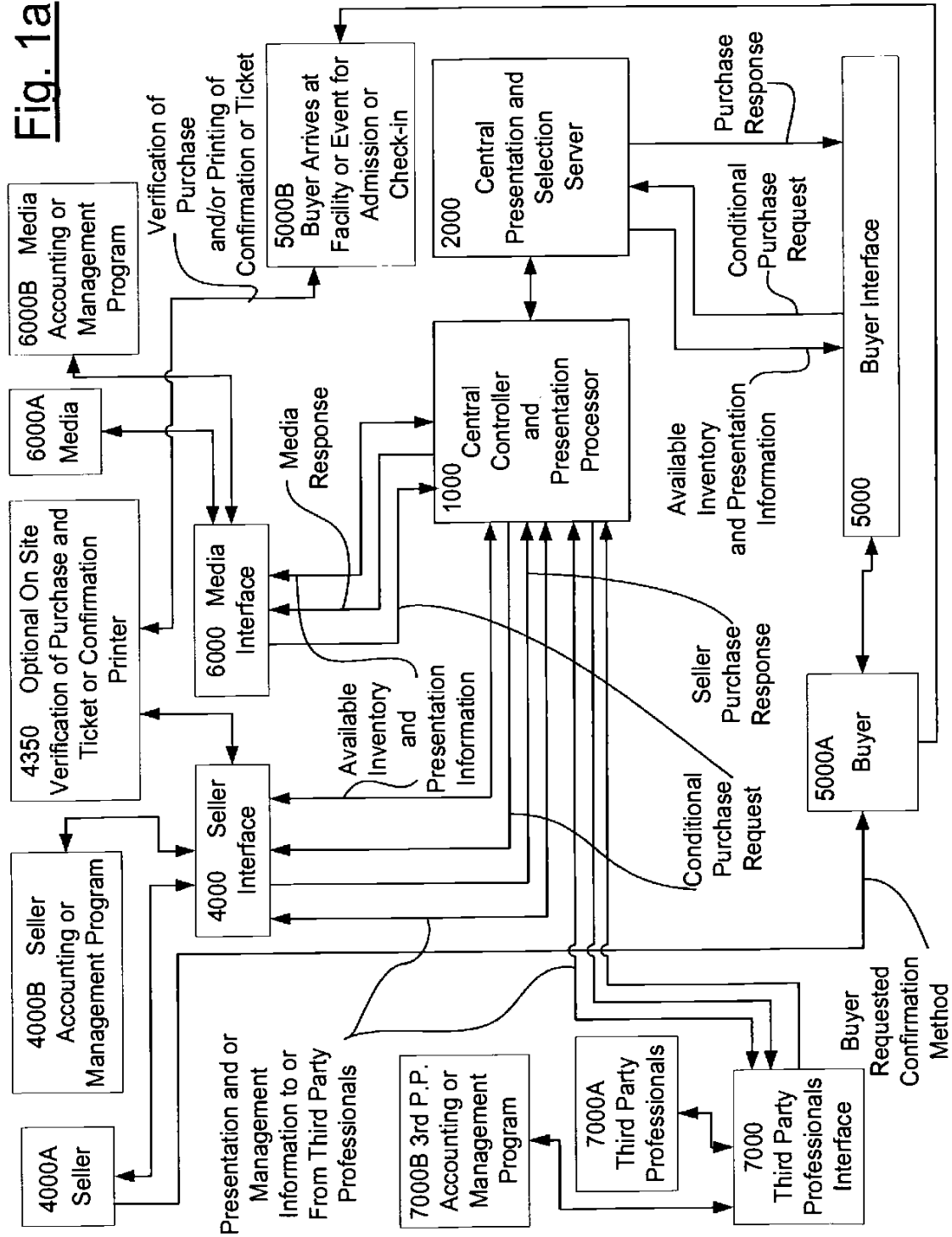
whereby a seller may choose goods or services from one or more third party professionals, and transmit the request to the selected third party professional.
- 2) The method of claim 1 further providing a seller database having a list of sellers.
- 3) The method of claim 1 further providing a means for said third party professional to input guidelines and information.
- 4) The method of claim 1 further providing means for said third party professionals to receive the sellers request for goods or services.
- 5) The method of claim 1 further providing a third party professionals database having a list of third party professionals.
- 6) The method of claim 1 further providing a third party professionals transactions database having a list of third party professional transactions.
- 7) The method of claim 1 further providing a third party professional inventory database having a list of third party professional inventory.

- 8) The method of claim 1 further providing means with instructions for a seller to select and purchase offers of third party professionals.
- 9) The method of claim 8 further providing a transaction database for recording the purchases of the sellers.
- 10) The method of claim 1 wherein the third party professional database includes a list of available third party professional and corresponding guidelines, restrictions and standards.
- 11) The method of claim 1 wherein the third party professional database includes a list of available third party professional and corresponding pricing and third party professional inventory availability.
- 12) The method of claim 1 further providing means for transferring said request to said third party professional.
- 13) The method of claim 1 further providing a computer to control and facilitate the network of computers.
- 14) The method of claim 1 further providing a means that allows the seller to chose the level of third party professional participation in the creation or management of presentations.
- 15) The method of claim 1 further providing a means of seller monitoring the participation of the third party professional.
- 16) The method of claim 1 further providing a means of seller collaborating with the third party professional to provide the goods or services to the seller.
- 17) The method of claim 1 further providing a means of two or more third party professionals to collaborate to provide goods or services to the seller.
- 18) The method of claim 1 further providing a means of seller appointing third party professionals to act as agents of the seller to create or manage presentations.
- 19) The method of claim 18 further providing a means of monitoring the agents.
- 20) The method of claim 1 further providing a means of media venues input to the seller and third party professional based on sellers and third party original input: acceptance by seller and third parties and notification of acceptance to media venues by sellers and third parties.

Abstract of the Invention

The present invention is a method and apparatus that allows competing as well as complementing suppliers, vendors, service providers, purveyors, and other types of sellers internal inventory management as well as controlled design and publication of presentations for external near real-time interactive access to buyer-centered presentation, sales, distribution, and confirmation systems as well as other traditional media advertising and outreach. The Automated Media Presentation Generator including a Publication and Placement Control Engine that allows the sellers a self serve interface accessing a plurality of Media Venues as well as Third Party Creative and Management Professionals, integrates a Distributed Sales and Inventory Control structure with Processing and Communications Resource Saver, and further provides a Reservation, Access, and Verification System replacing traditional ticket and confirmation methods.

Fig. 1a



1000 2000 3000 4000 5000 6000 7000 8000 9000 10000 11000 12000 13000 14000 15000 16000 17000 18000 19000 20000 21000 22000 23000 24000 25000 26000 27000 28000 29000 30000 31000 32000 33000 34000 35000 36000 37000 38000 39000 40000 41000 42000 43000 44000 45000 46000 47000 48000 49000 50000 51000 52000 53000 54000 55000 56000 57000 58000 59000 60000 61000 62000 63000 64000 65000 66000 67000 68000 69000 70000 71000 72000 73000 74000 75000 76000 77000 78000 79000 80000 81000 82000 83000 84000 85000 86000 87000 88000 89000 90000 91000 92000 93000 94000 95000 96000 97000 98000 99000 100000

Fig. 1b

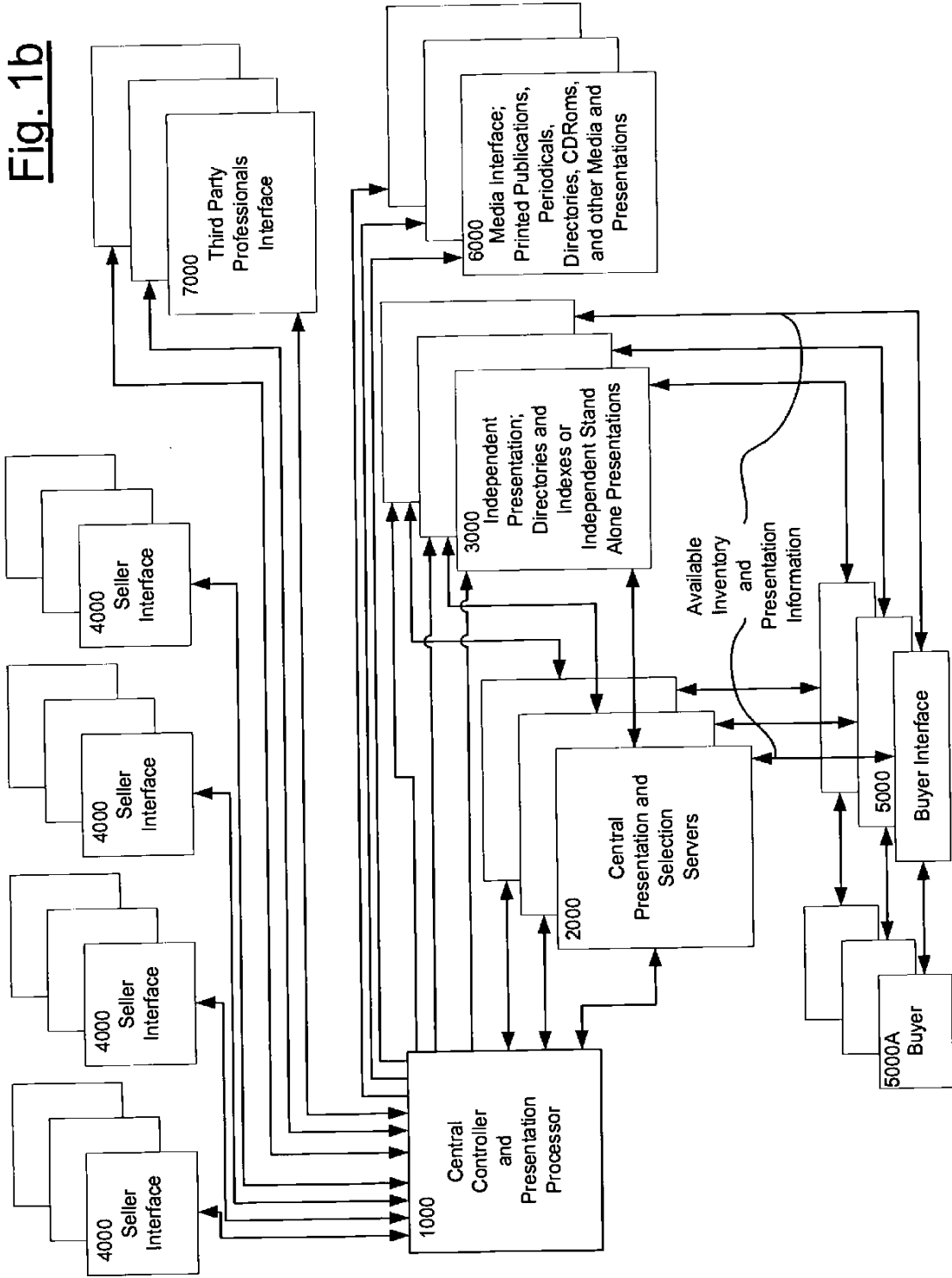


Fig. 2a

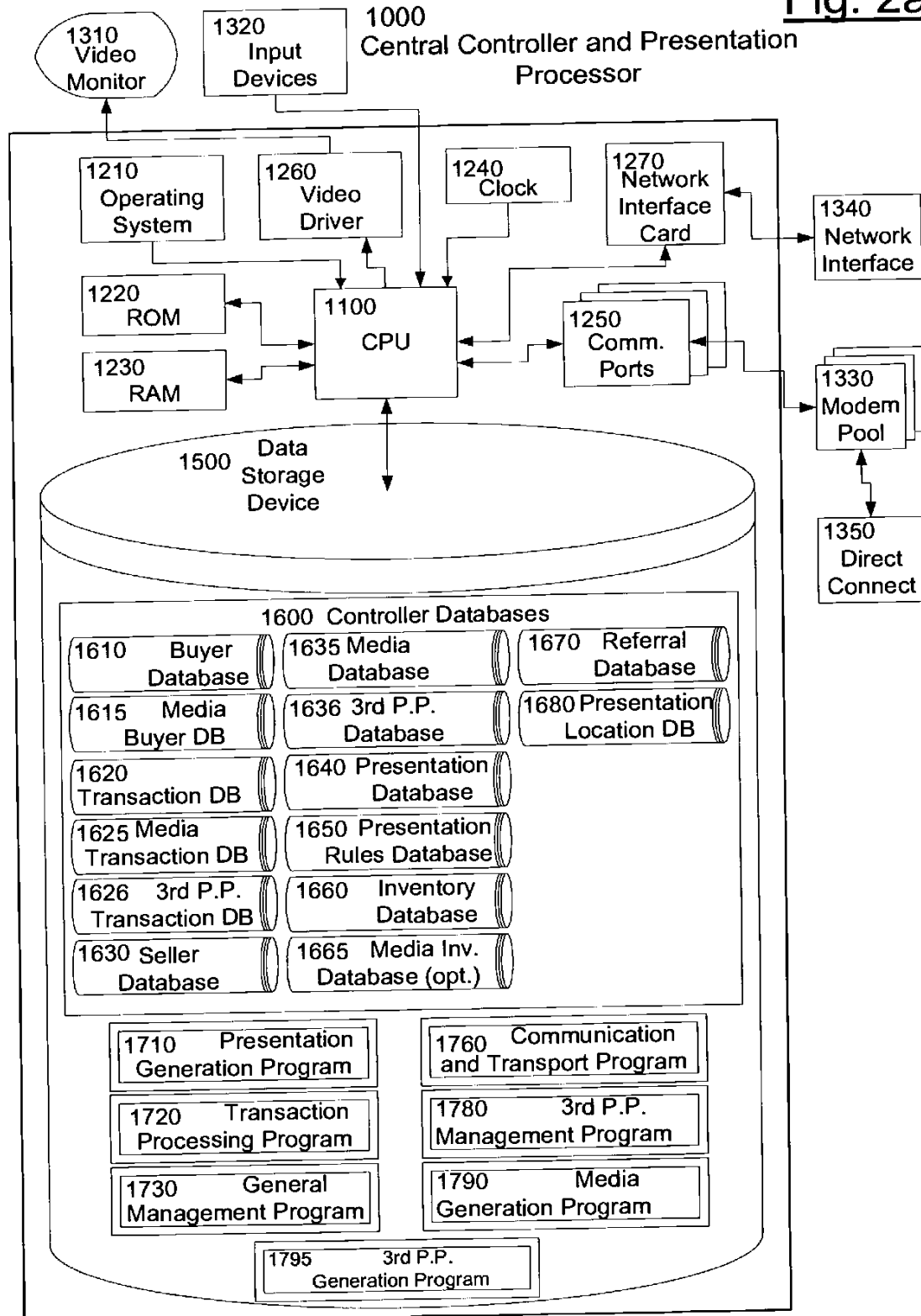


Fig. 2b

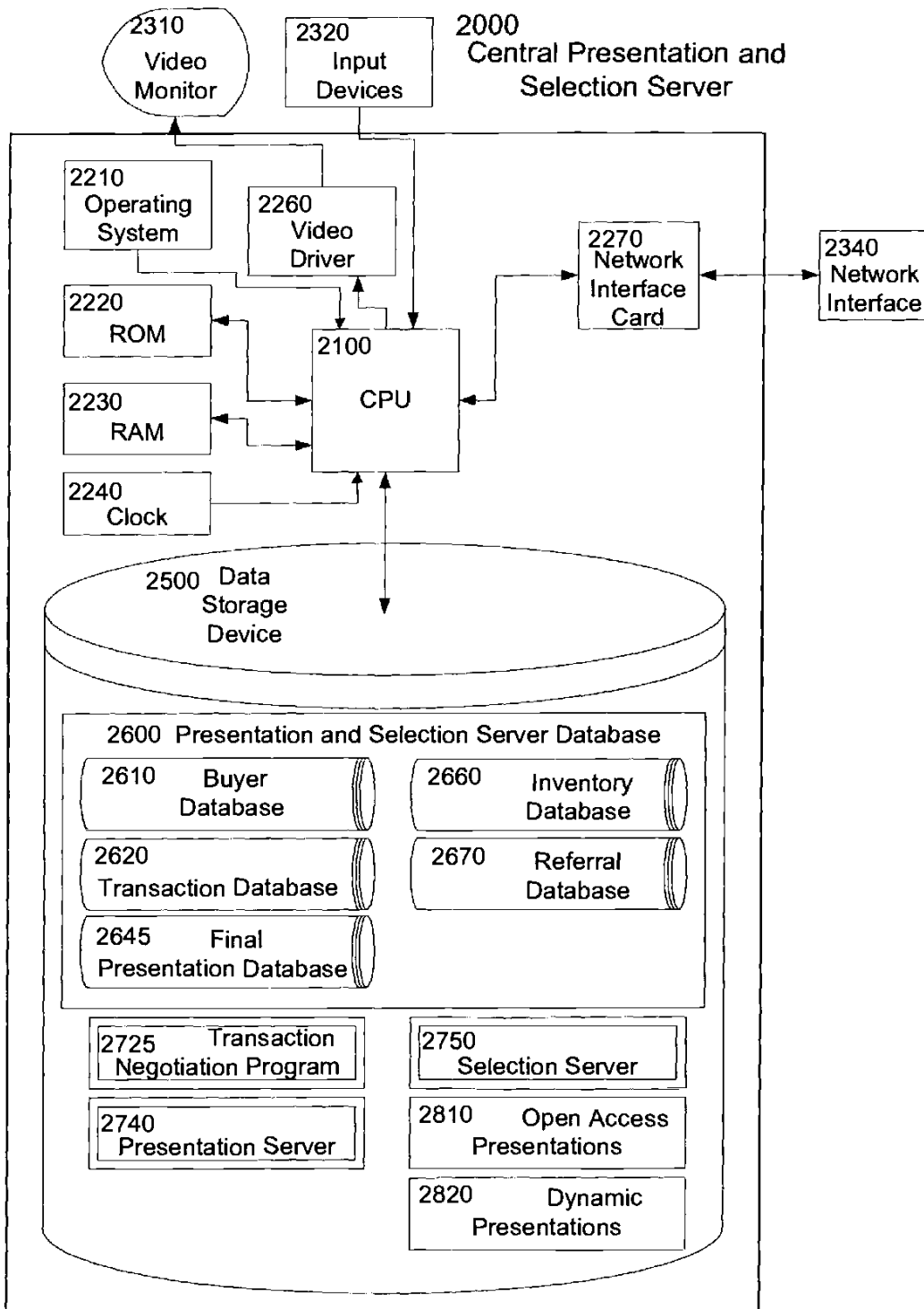


Fig. 2c

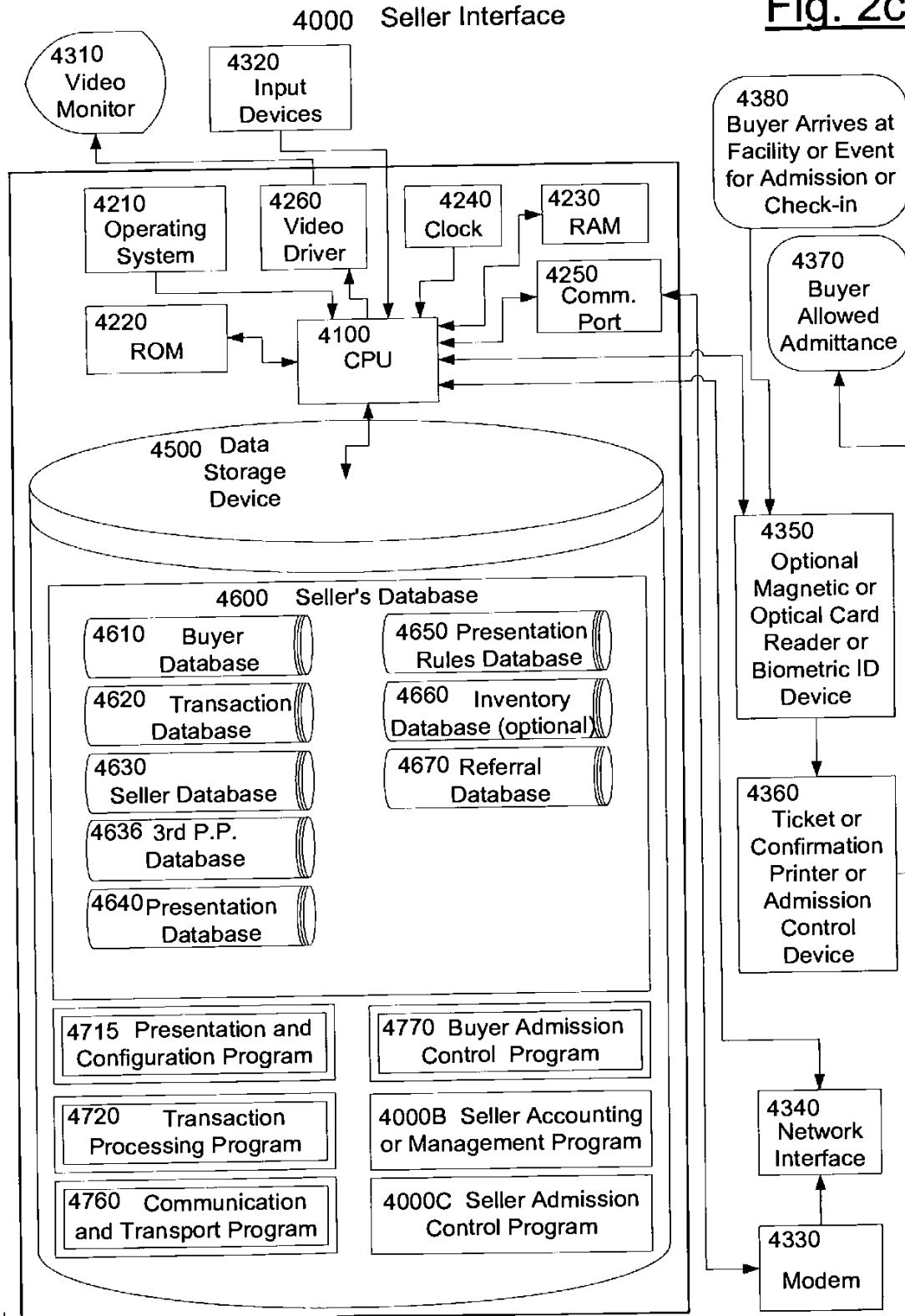


Fig. 2d

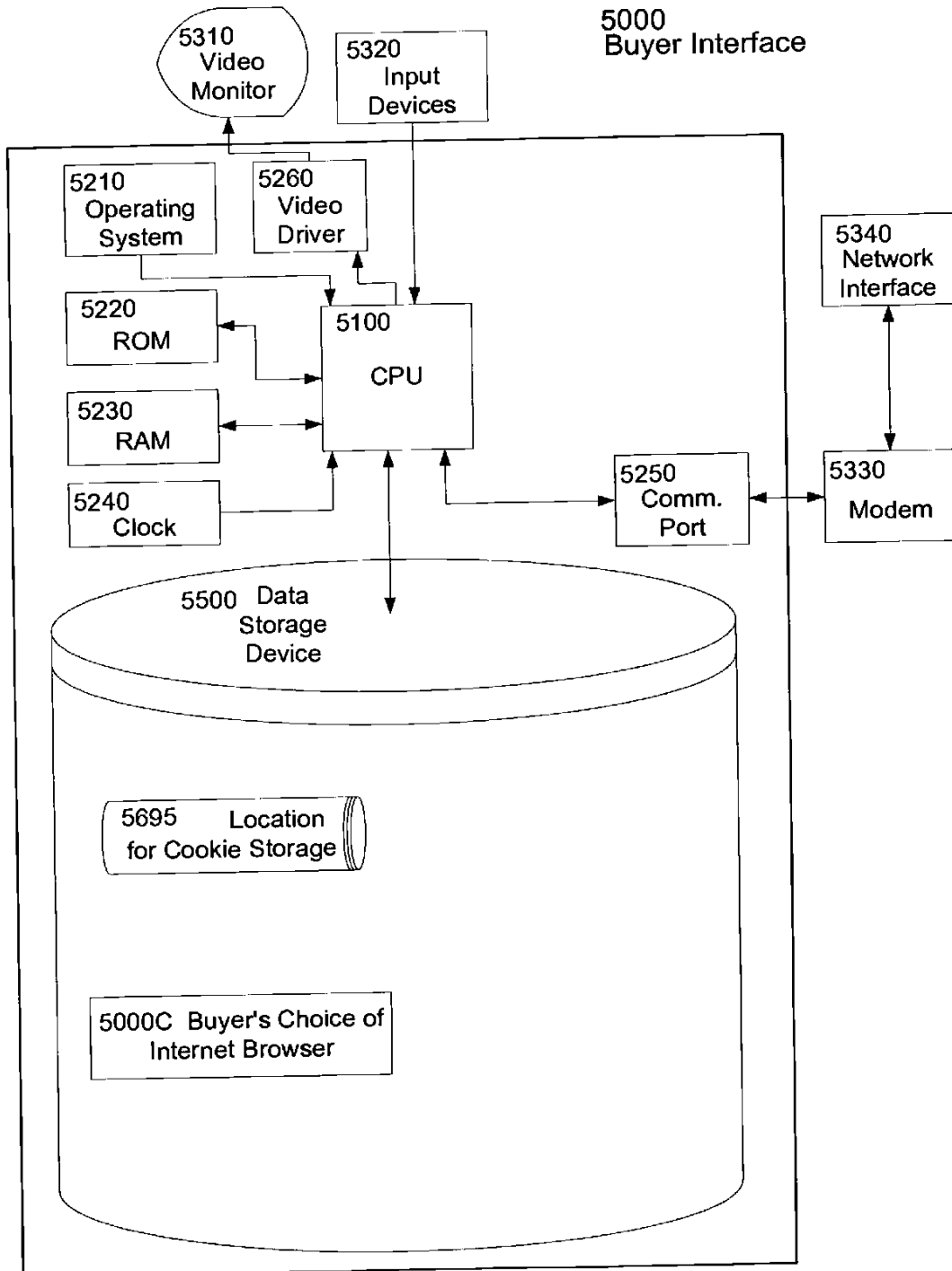
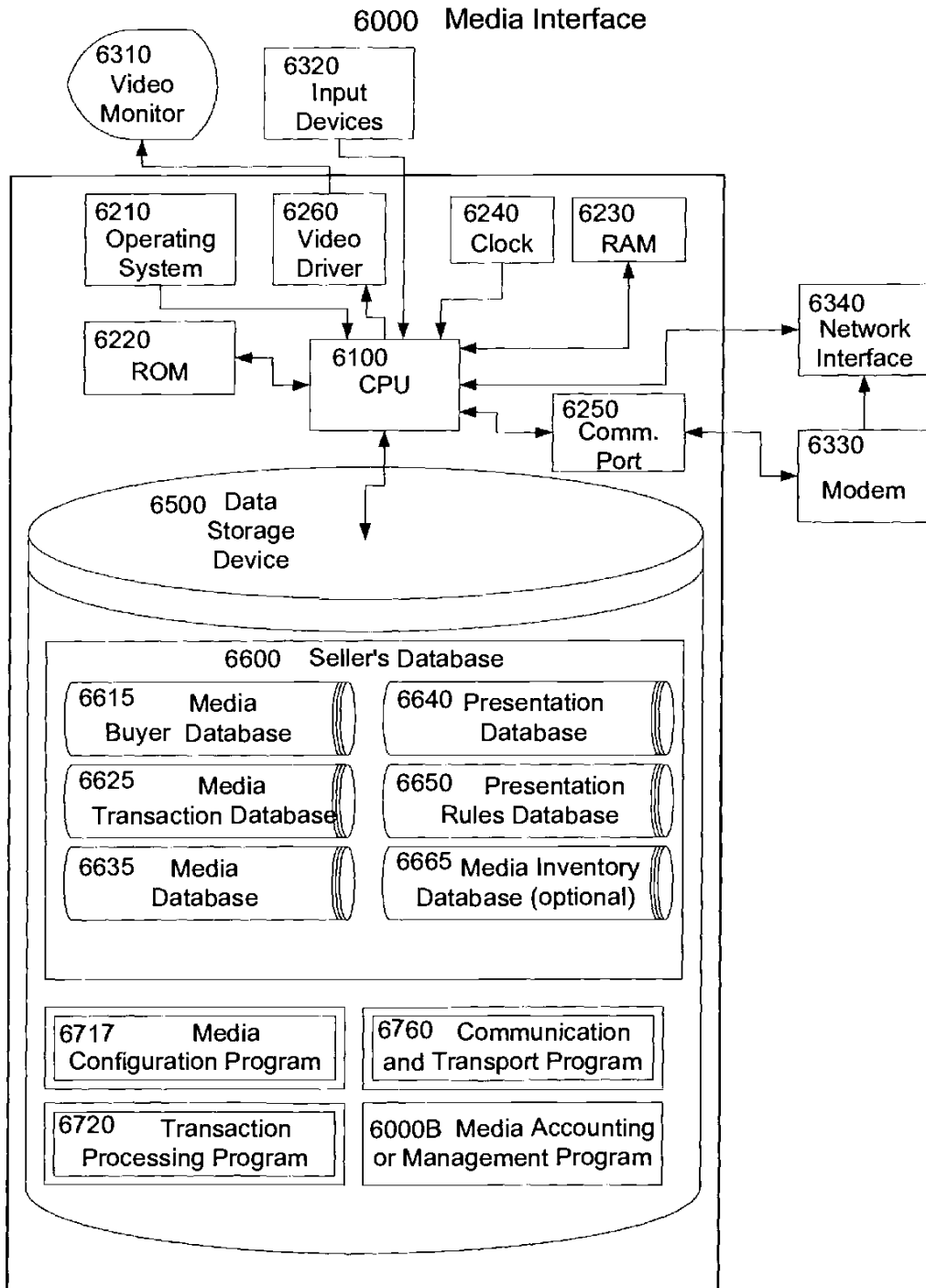


Fig. 2e



7000 Third Party Professional Interface (3rd P.P.)

Fig. 2f

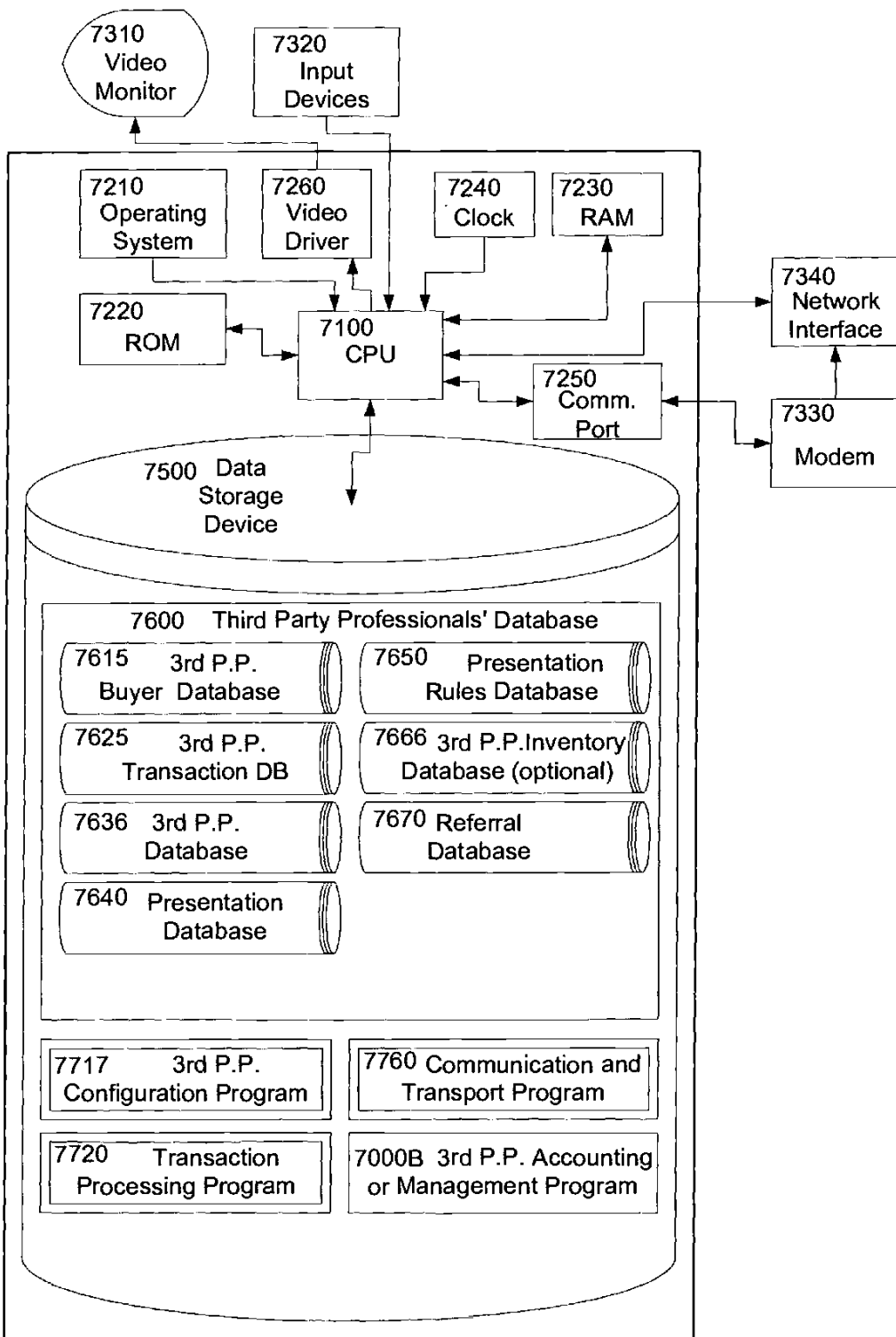


Fig. 3a

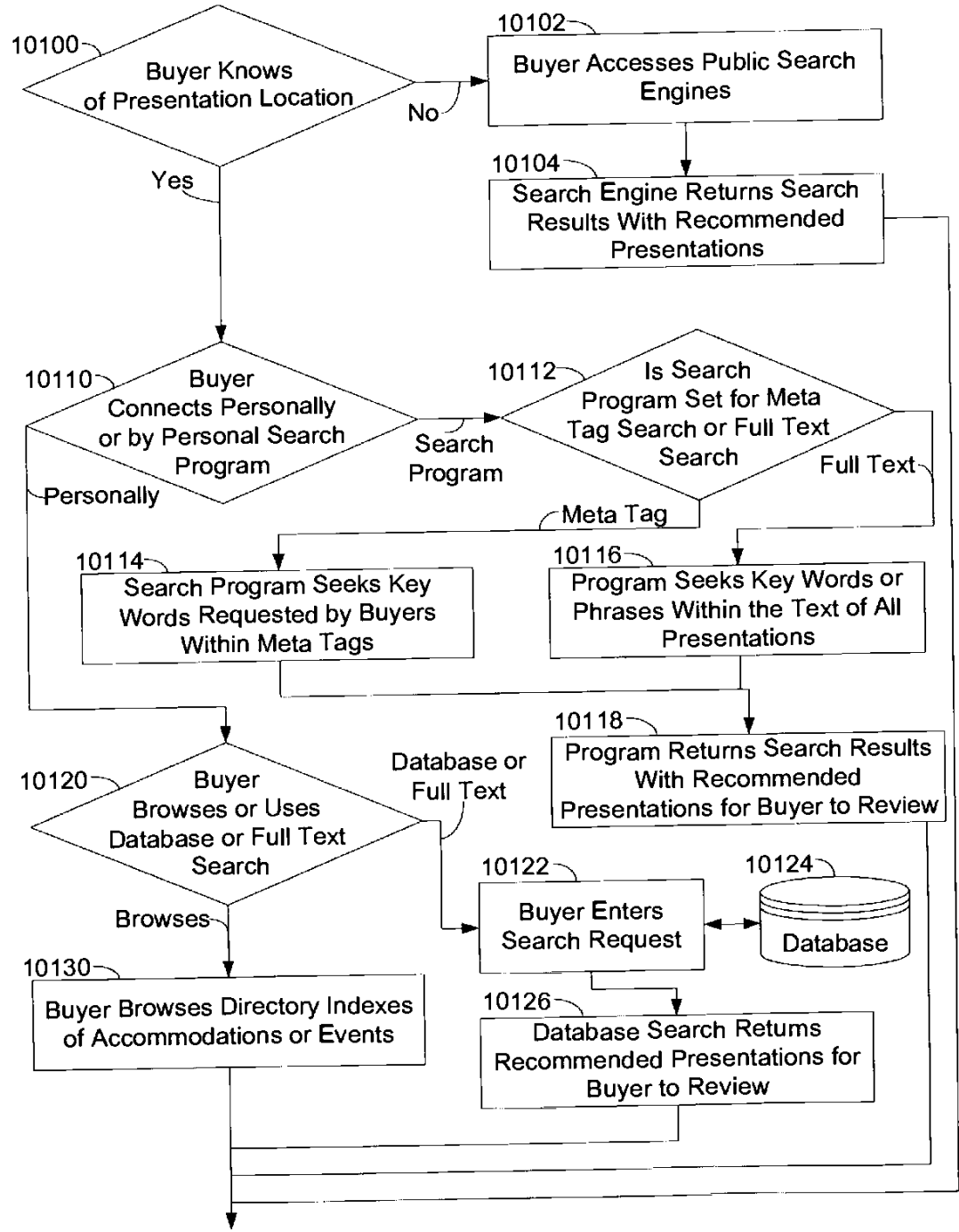


Fig. 3b

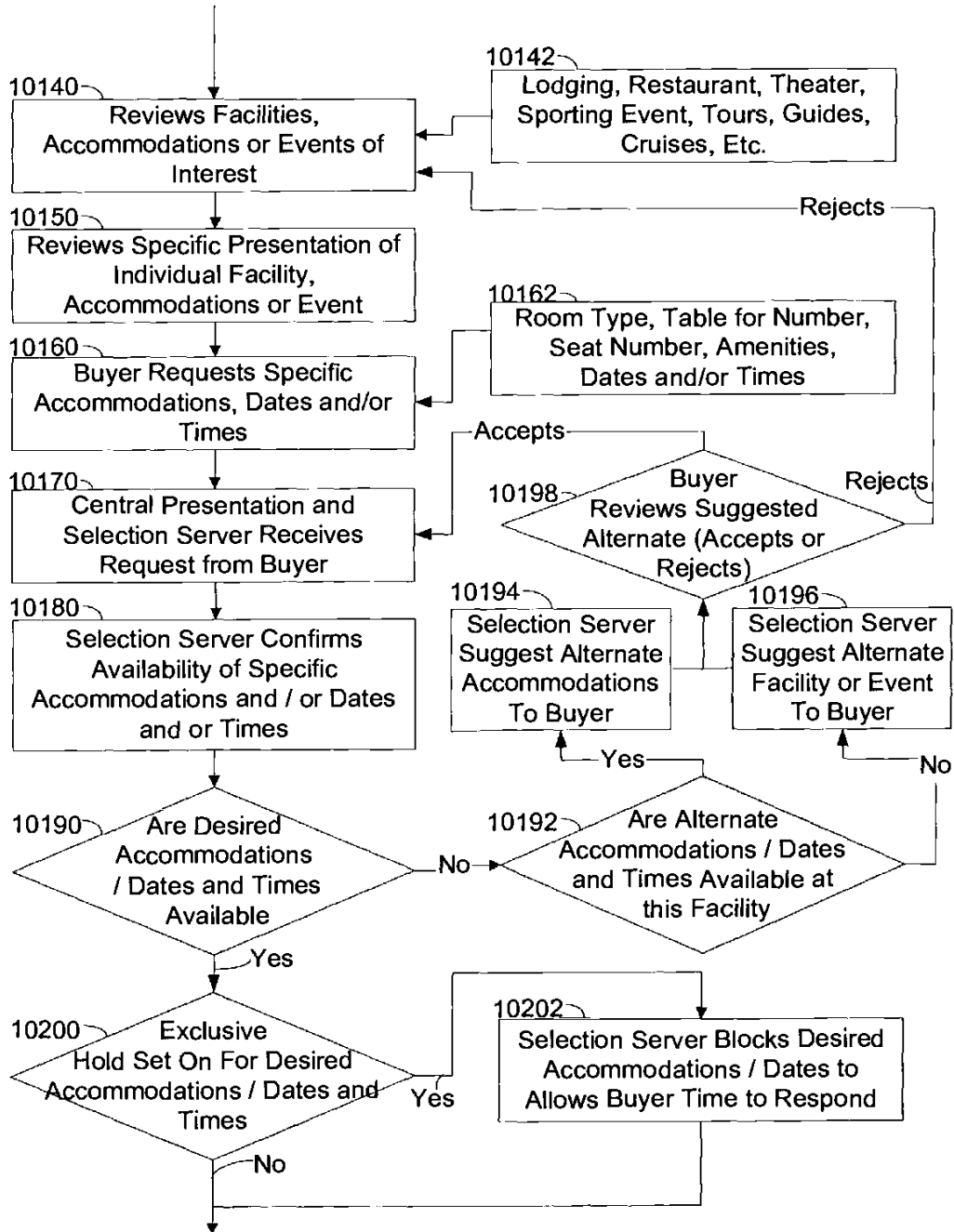


Fig. 3c

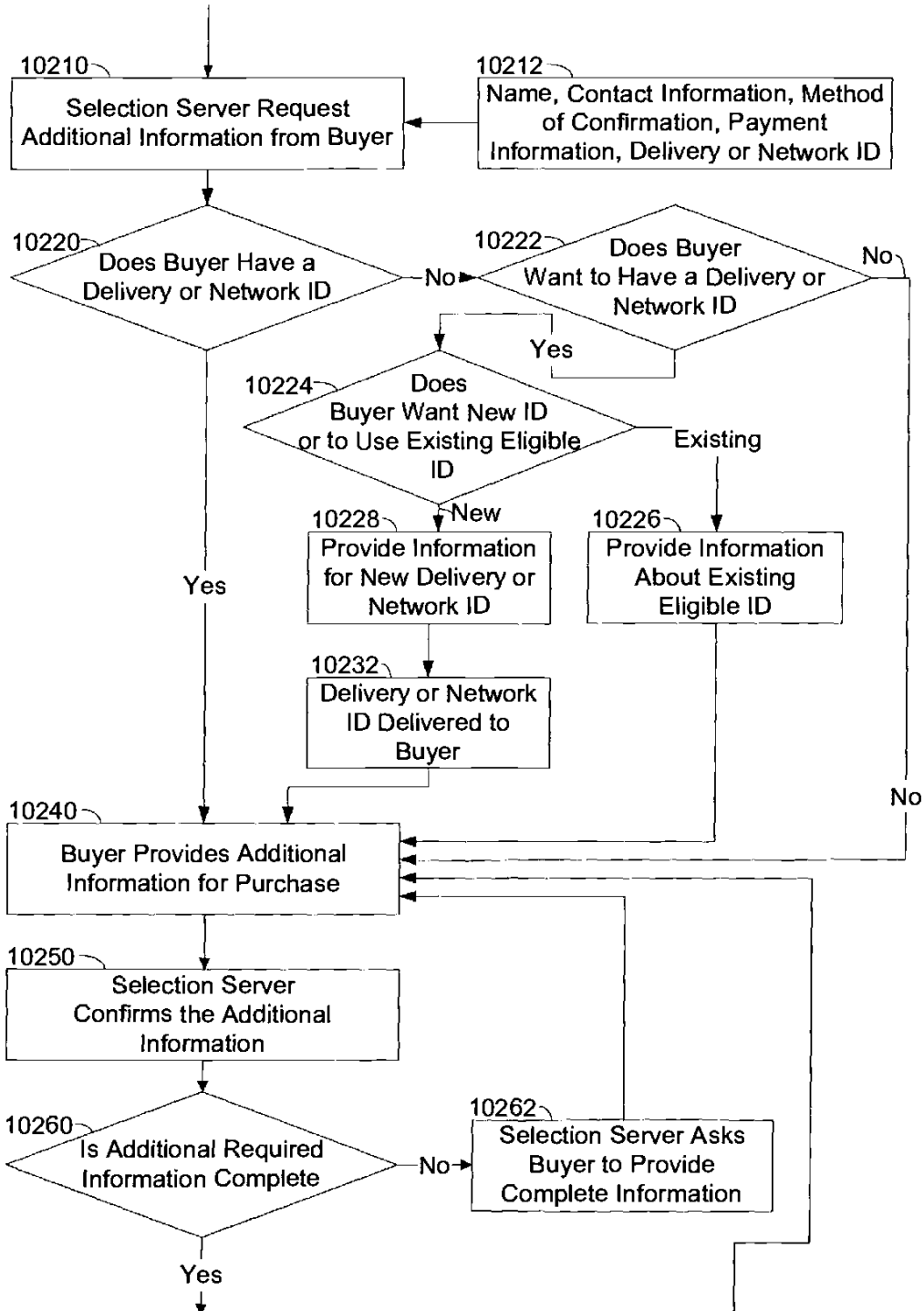


Fig. 3d

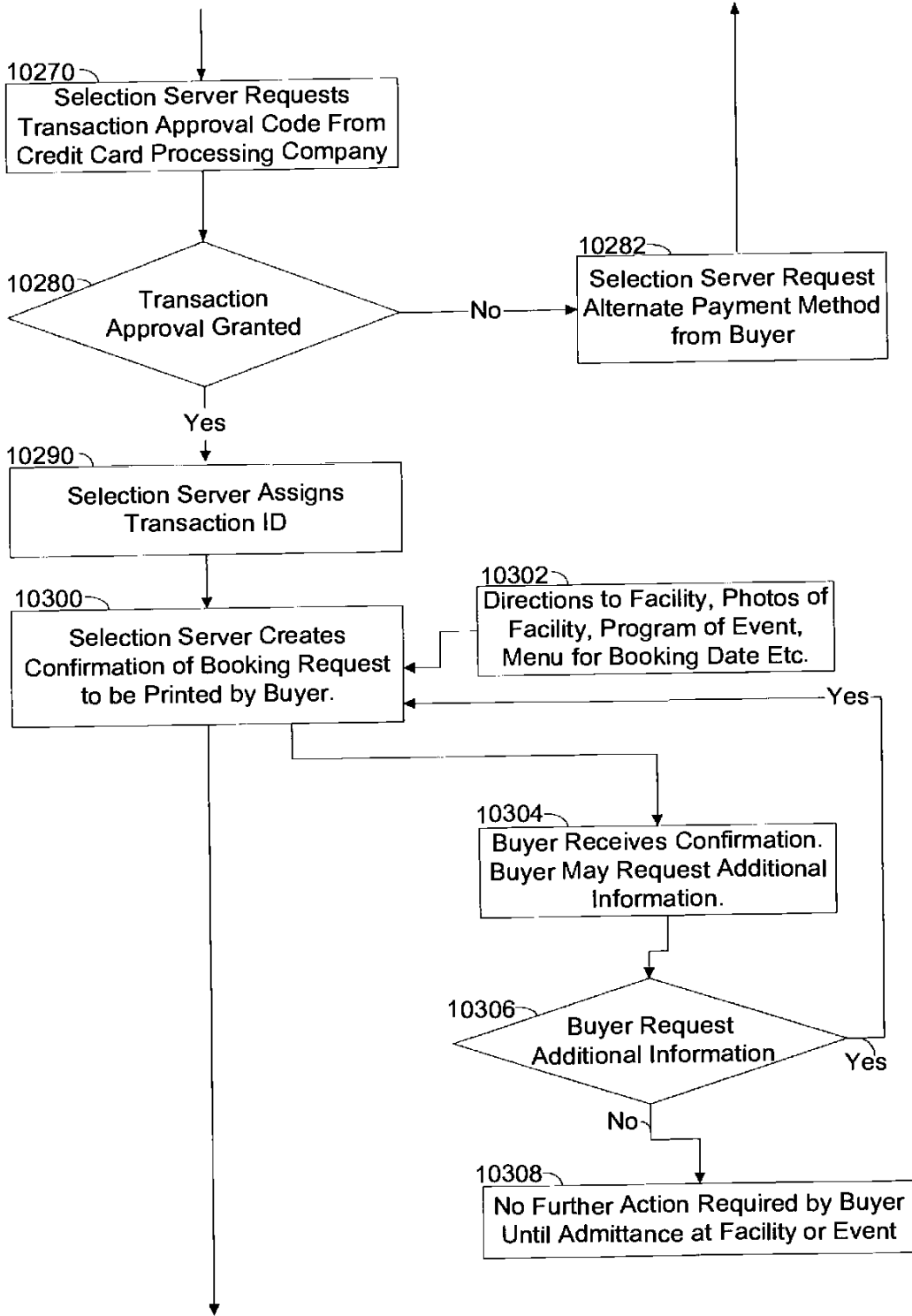


Fig. 3e

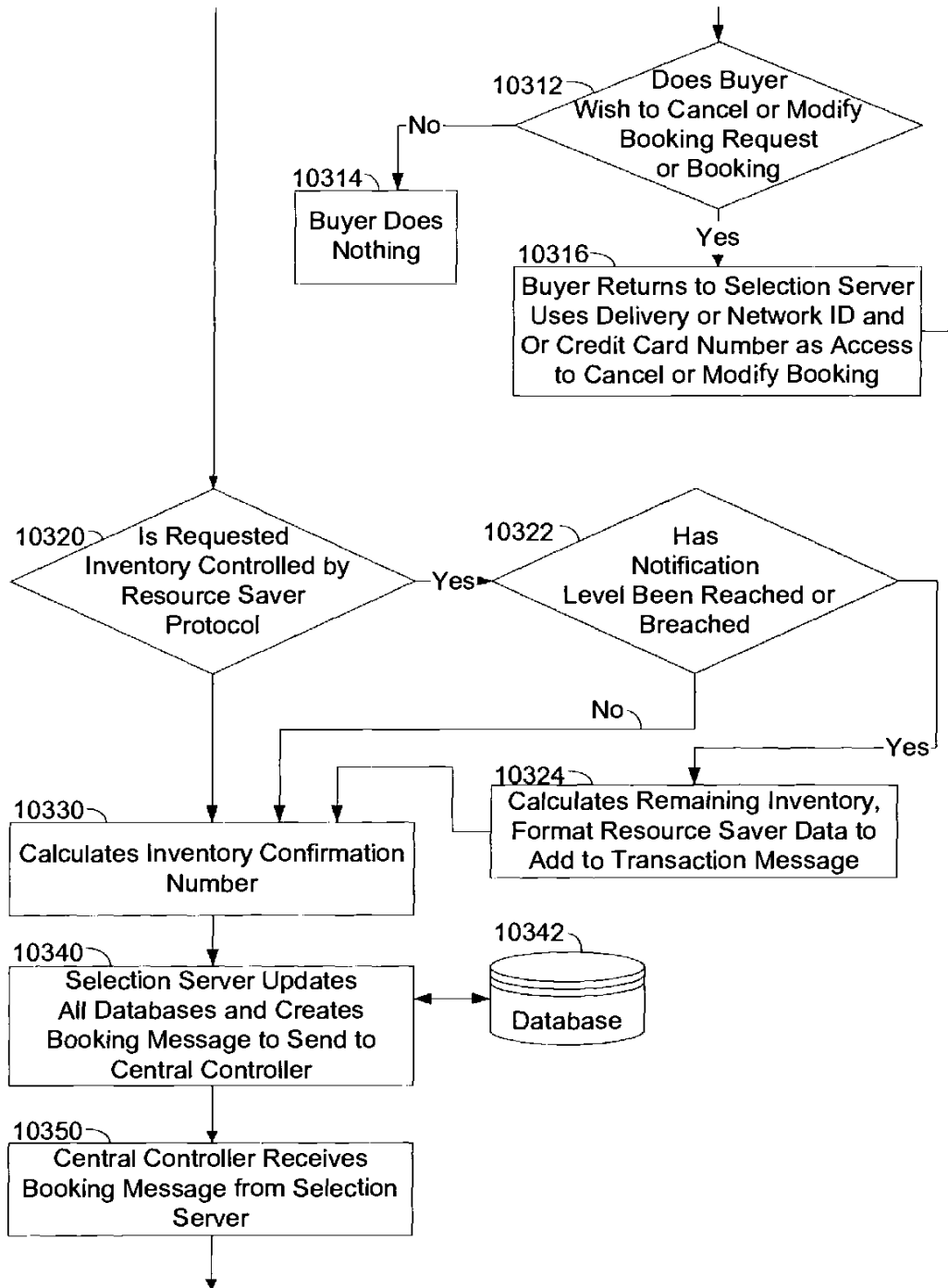


Fig. 3f

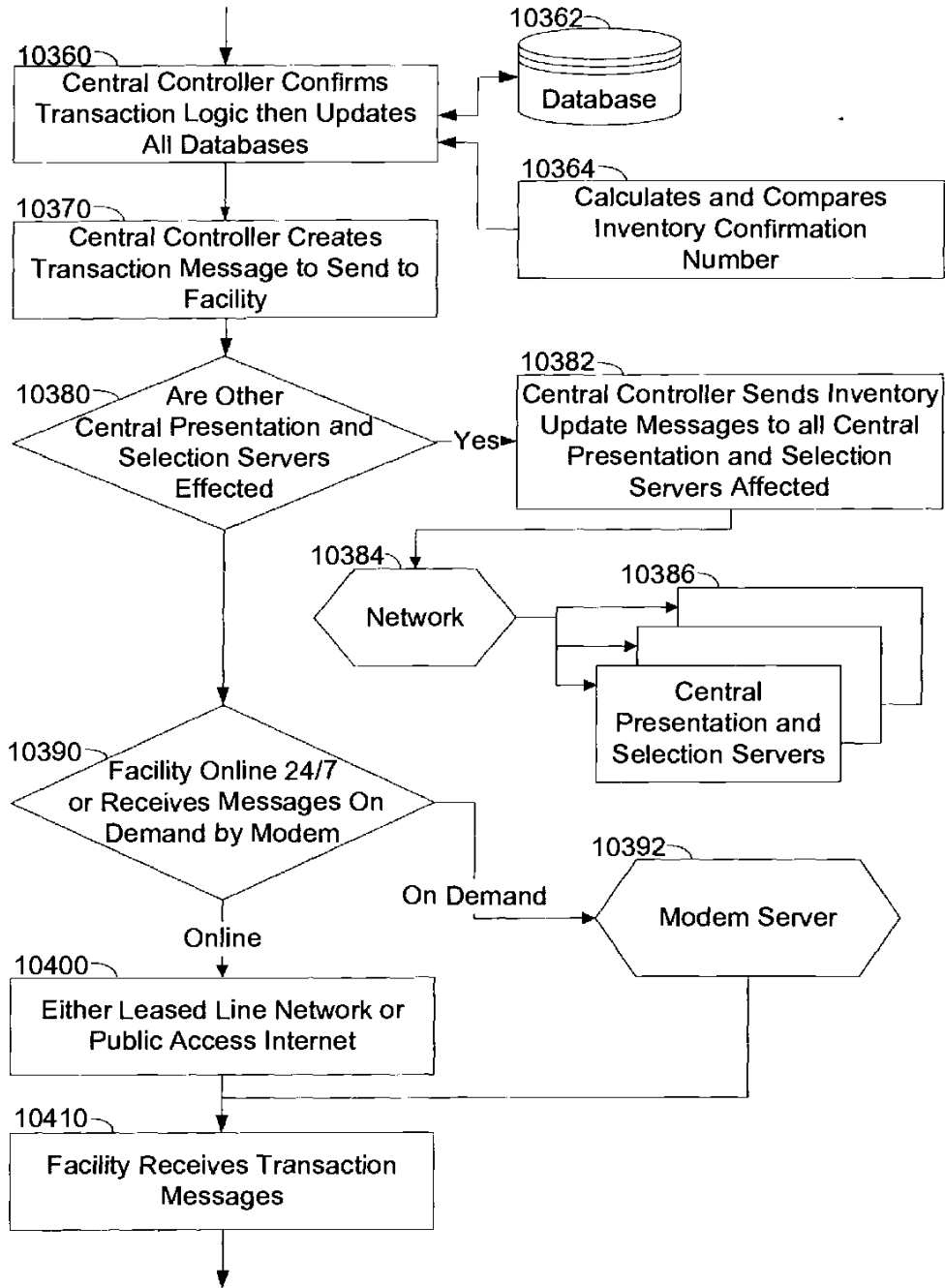


Fig. 3g

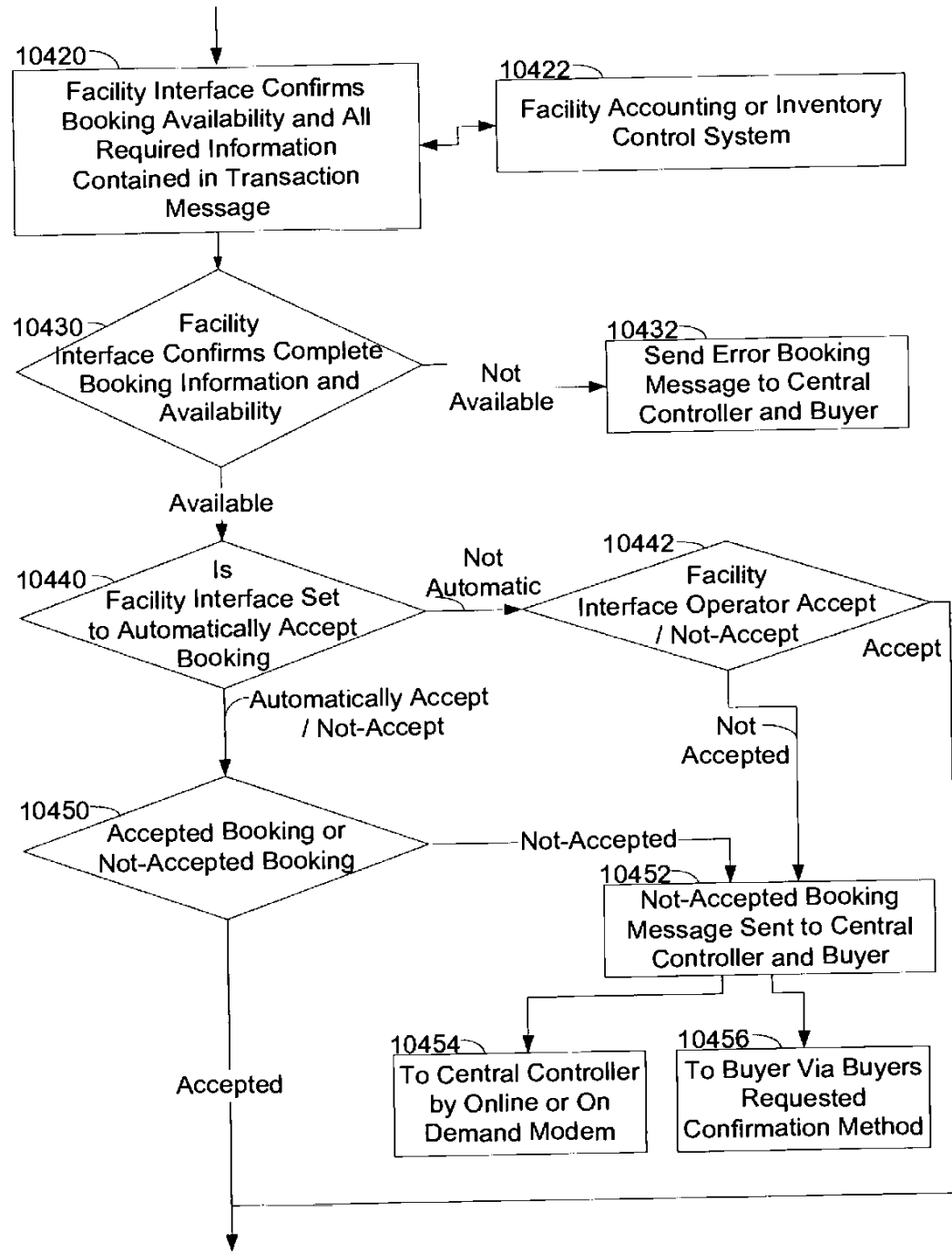


Fig. 3h

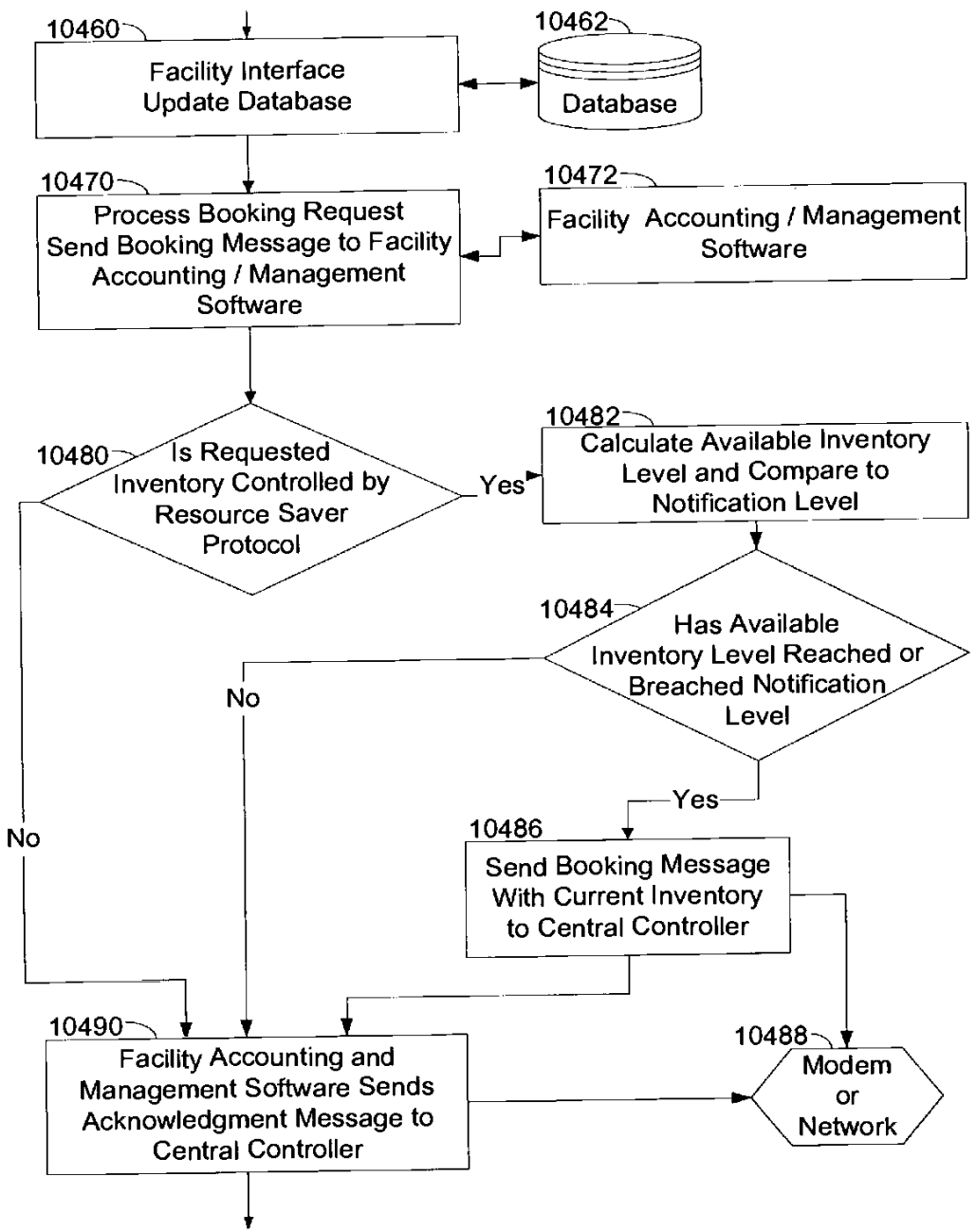


Fig. 3i

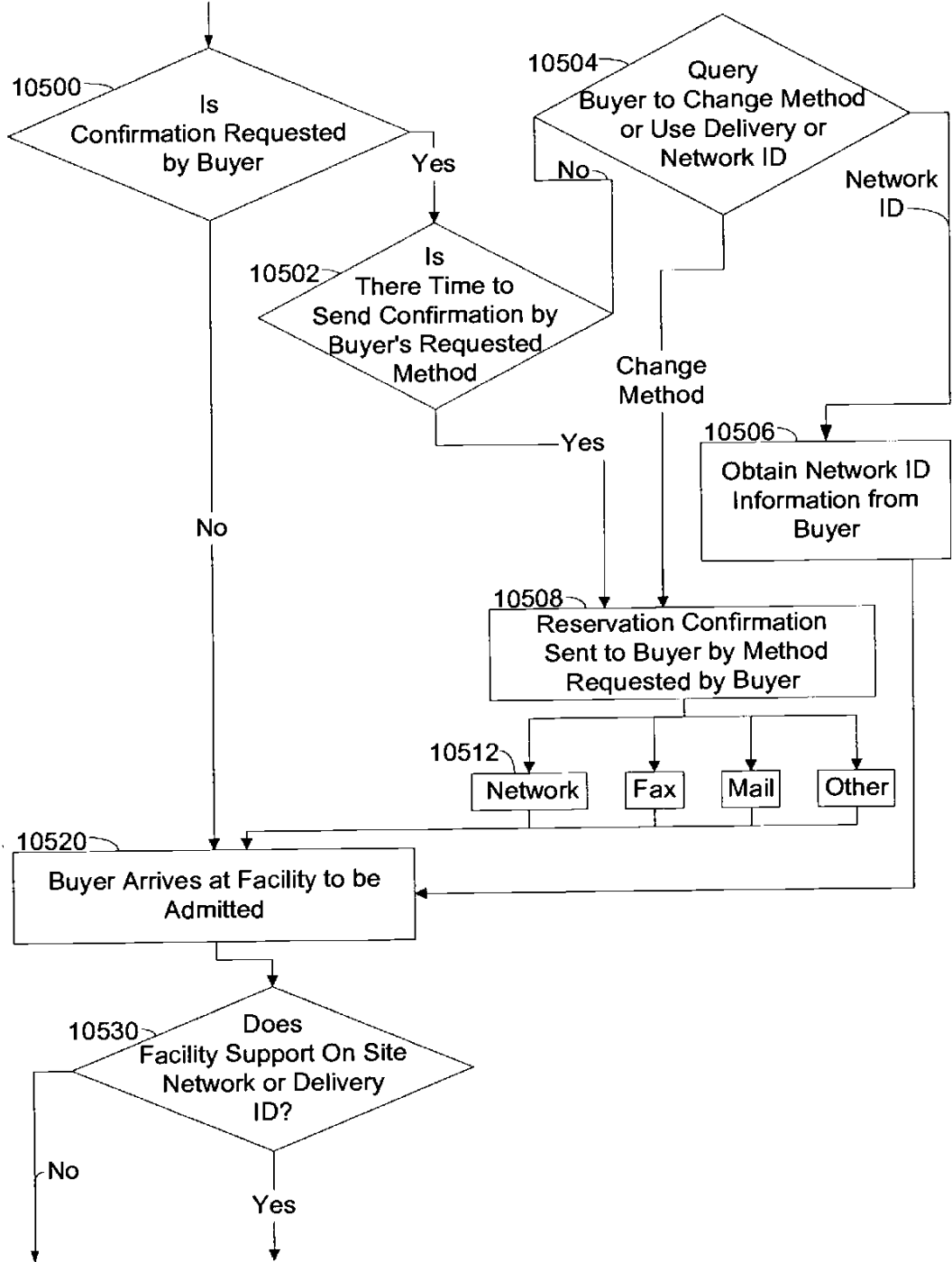


Fig. 3i-a

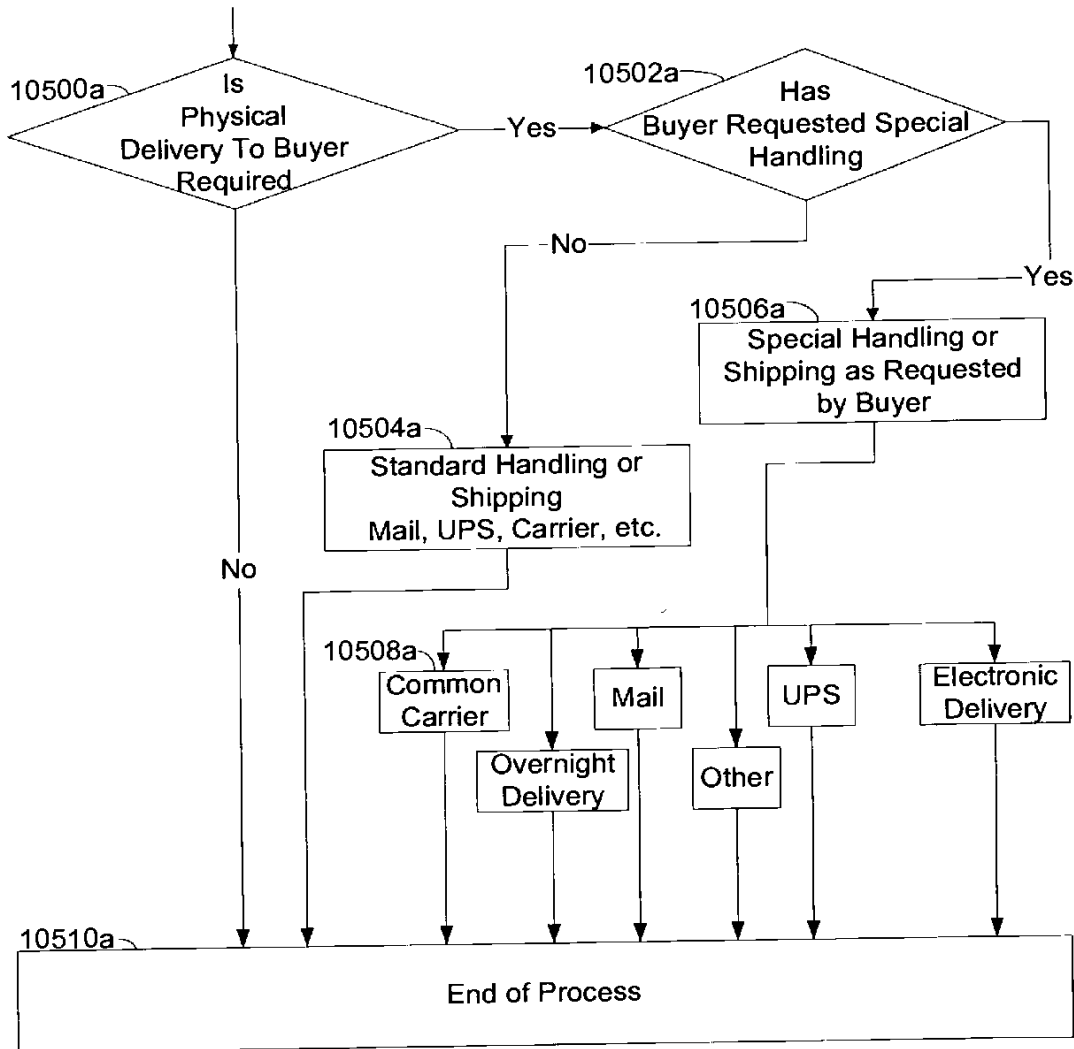


Fig. 3j

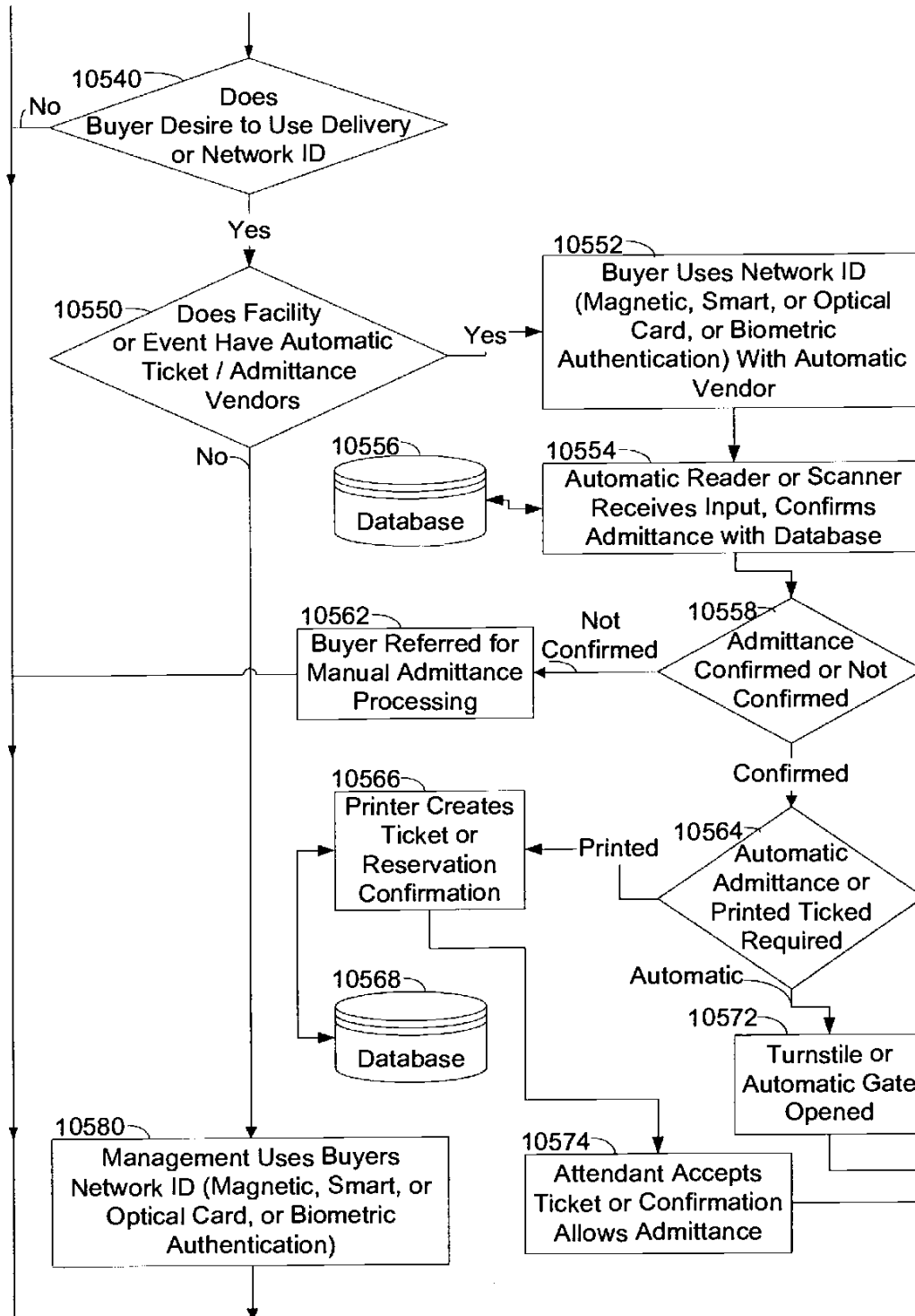


Fig. 3k

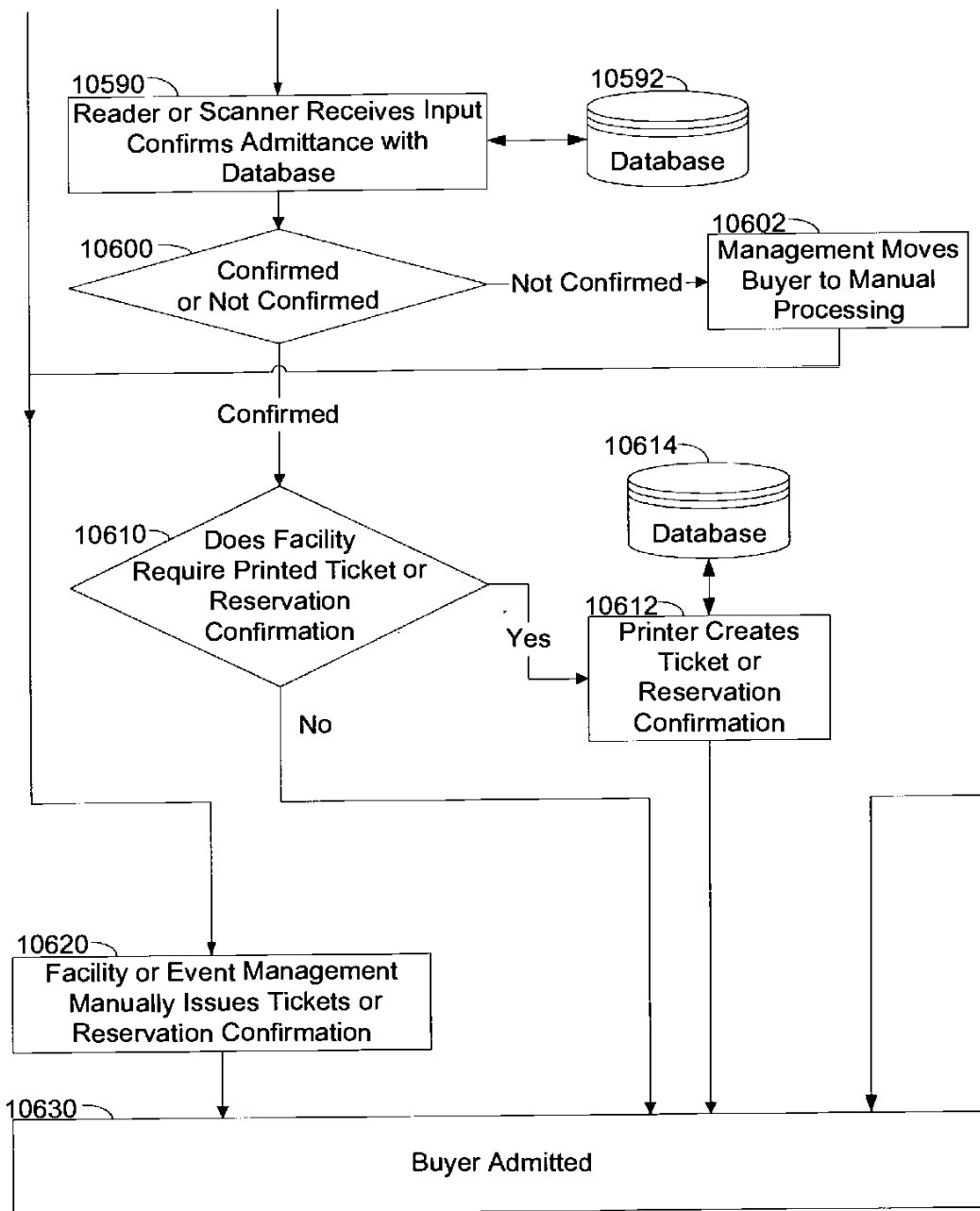


Fig. 4a

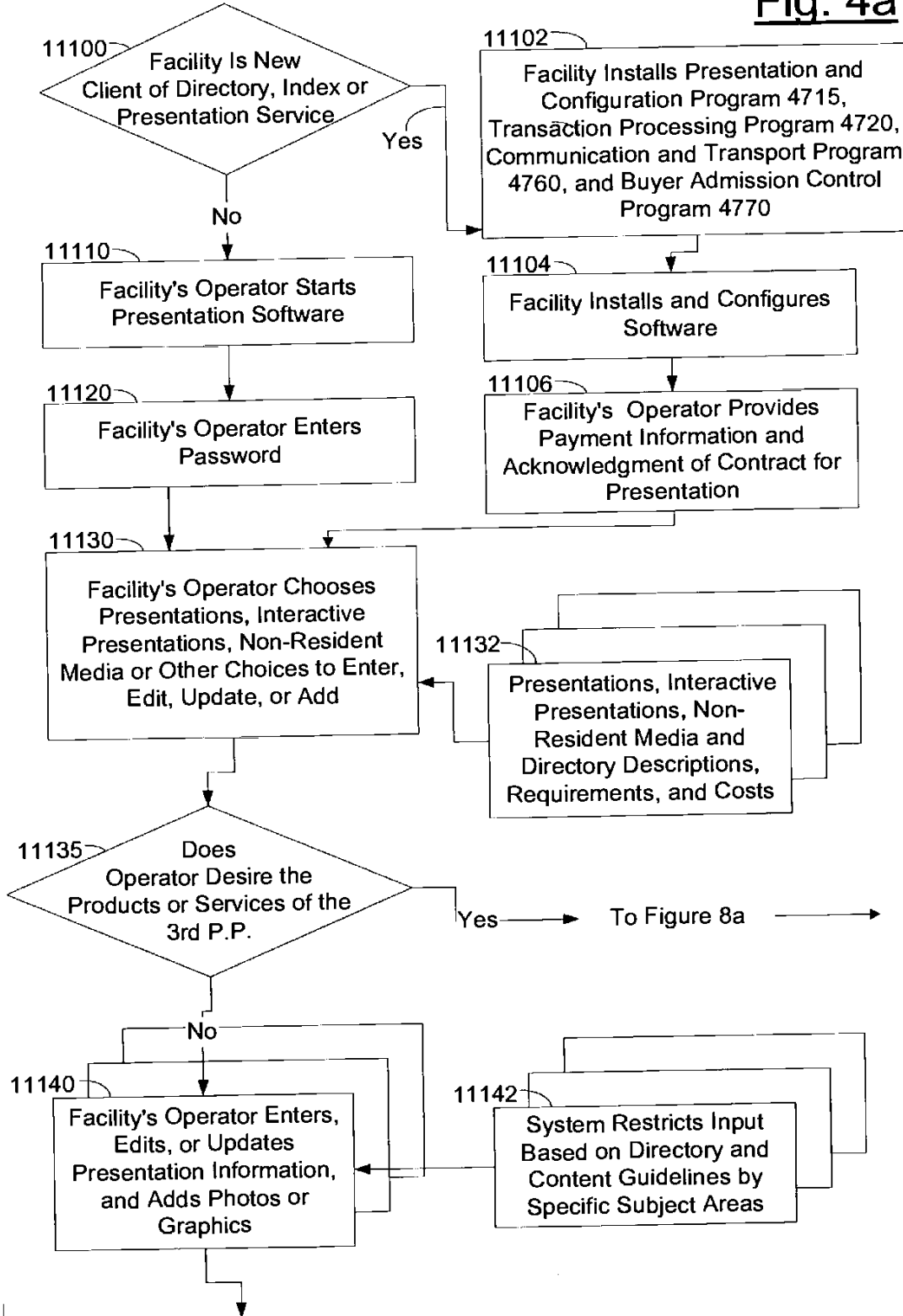


Fig. 4b

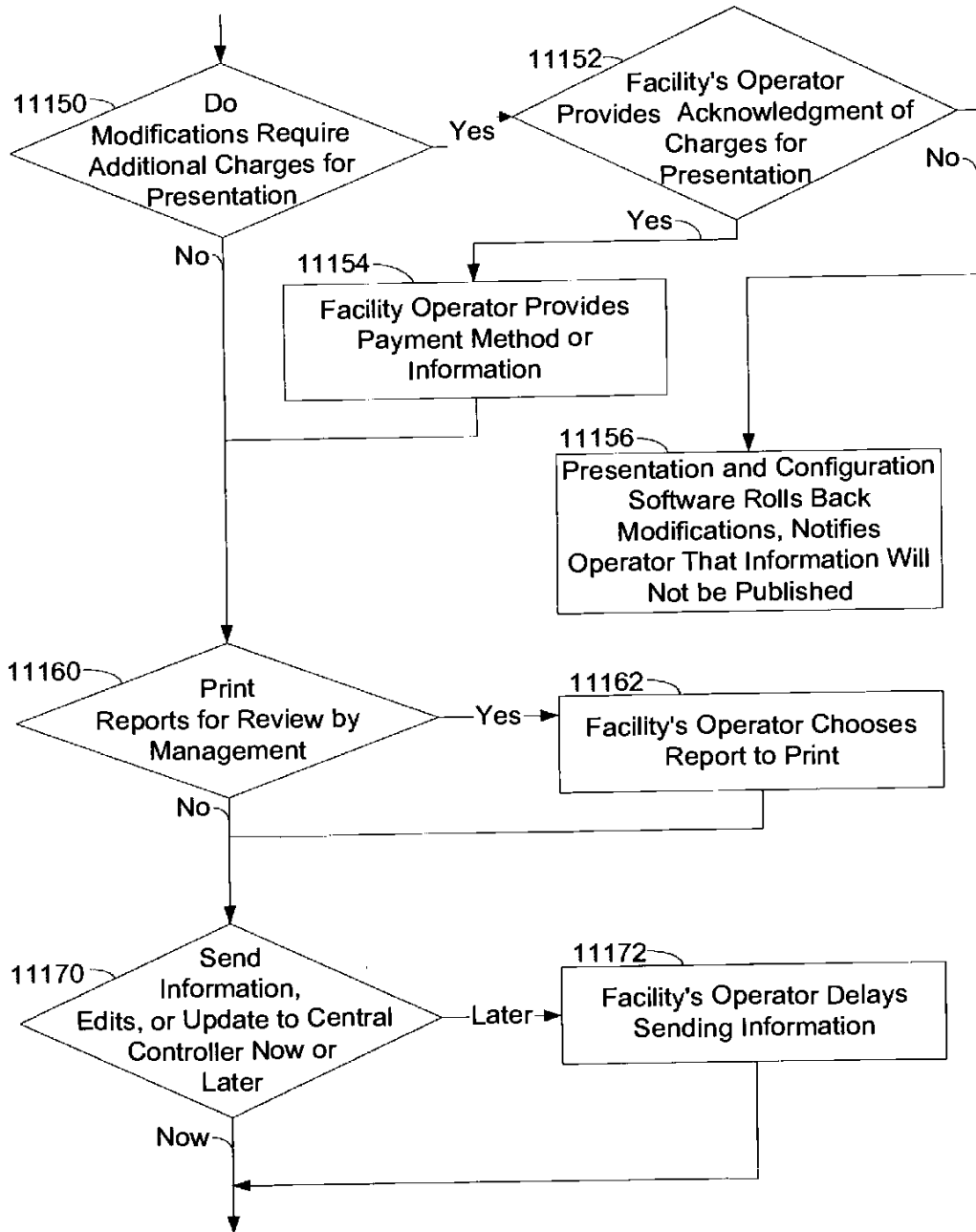


Fig. 4c

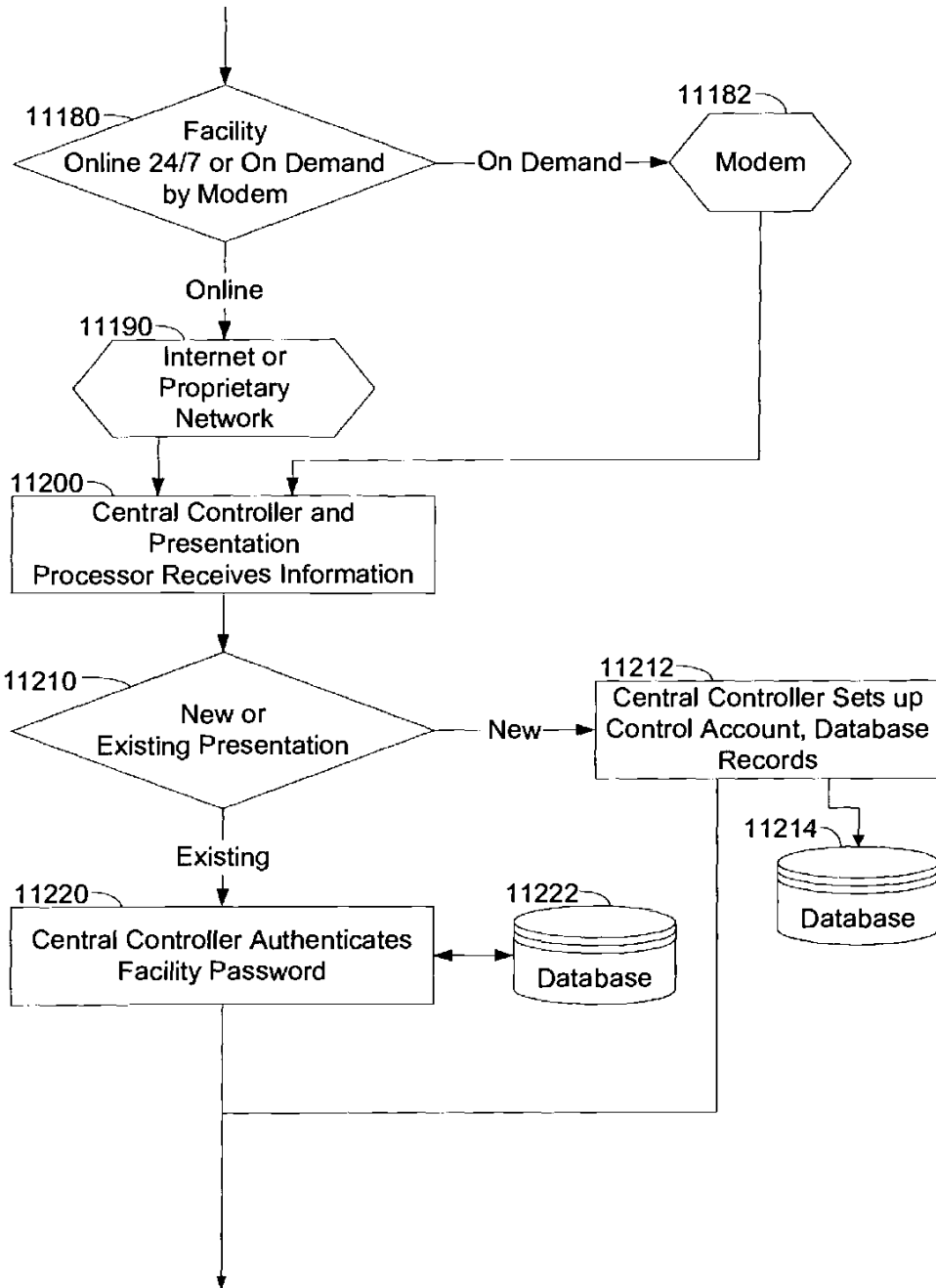


Fig. 4d

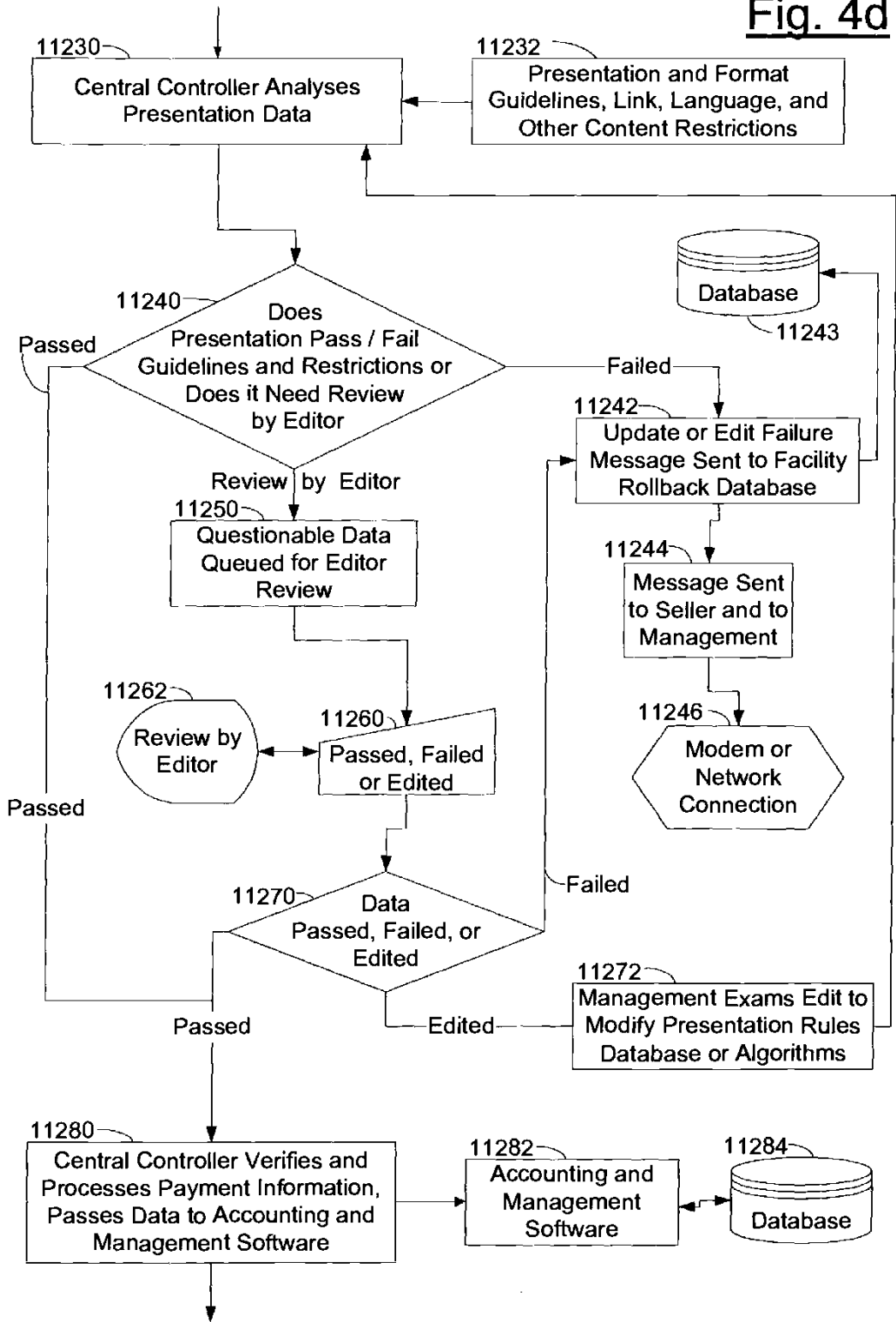


Fig. 4e

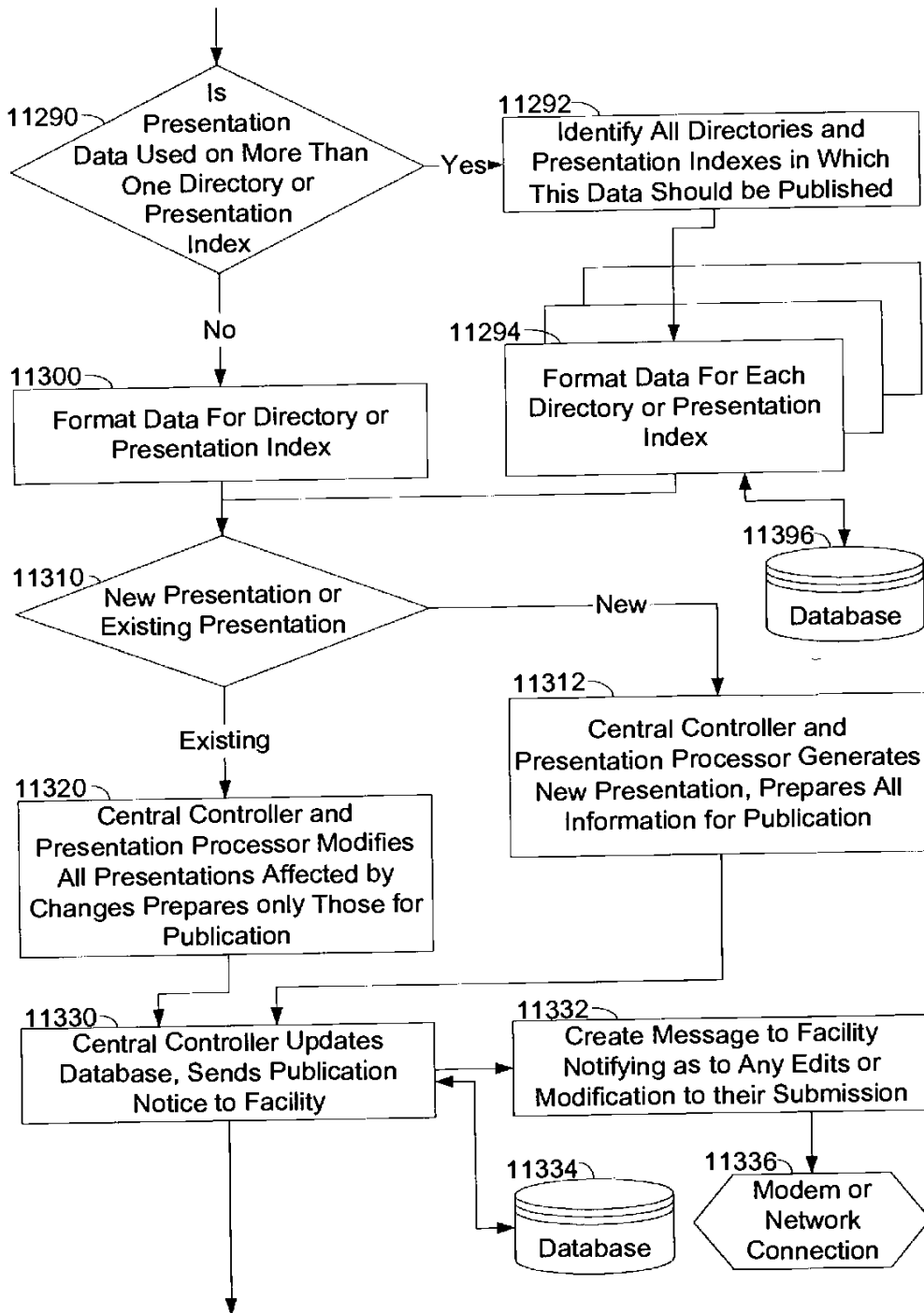


Fig. 4f

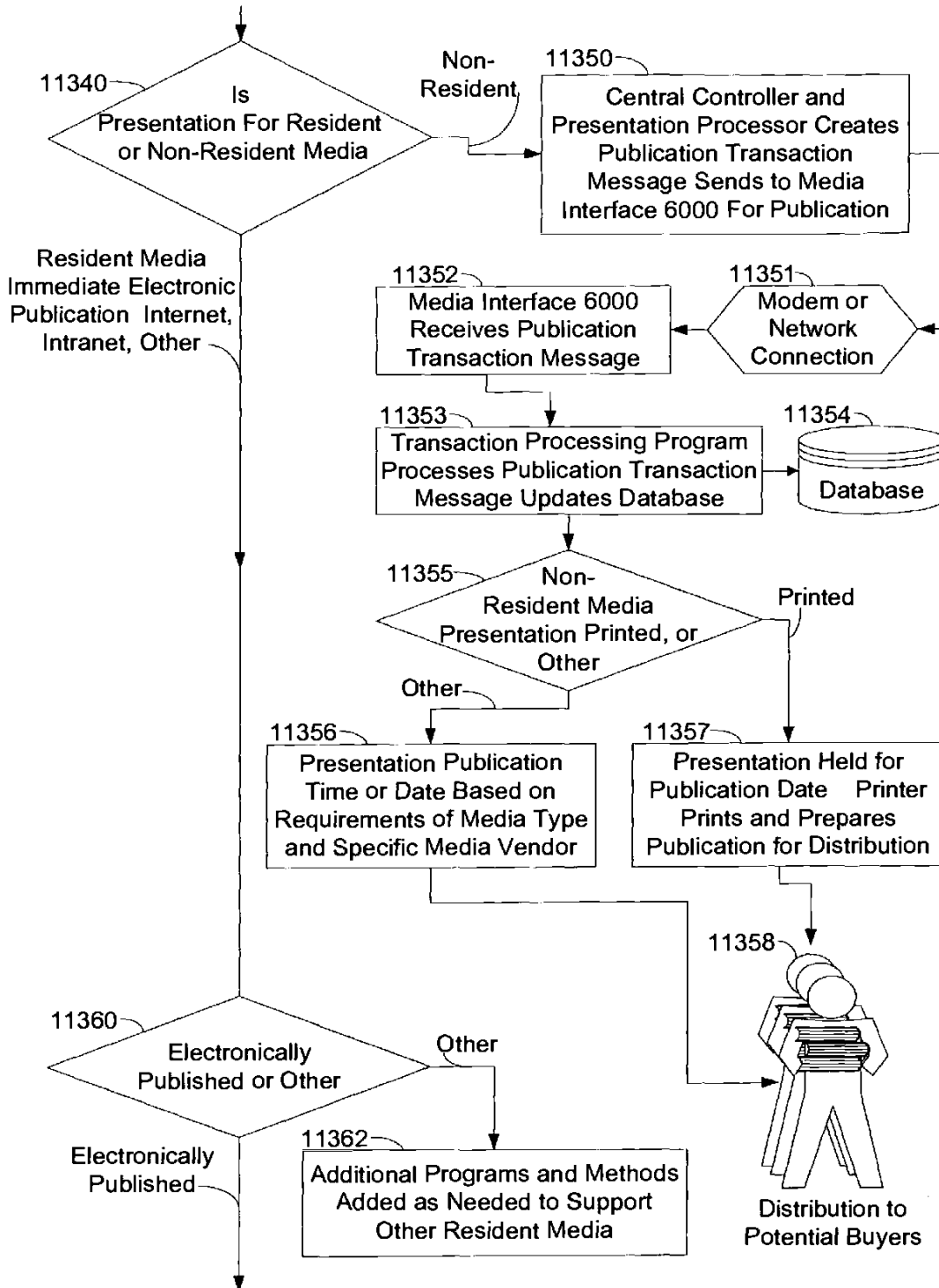


Fig. 4h

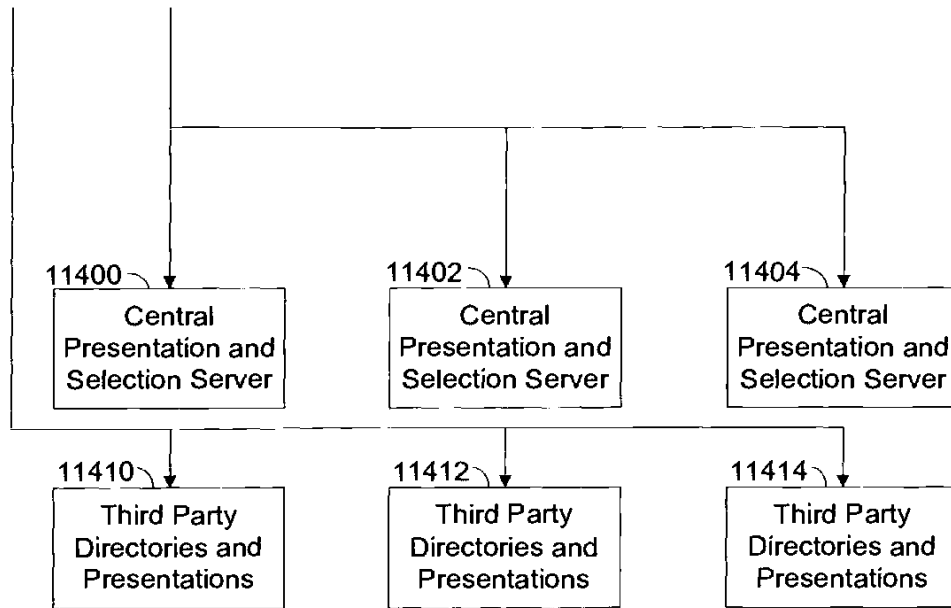


Fig. 5a

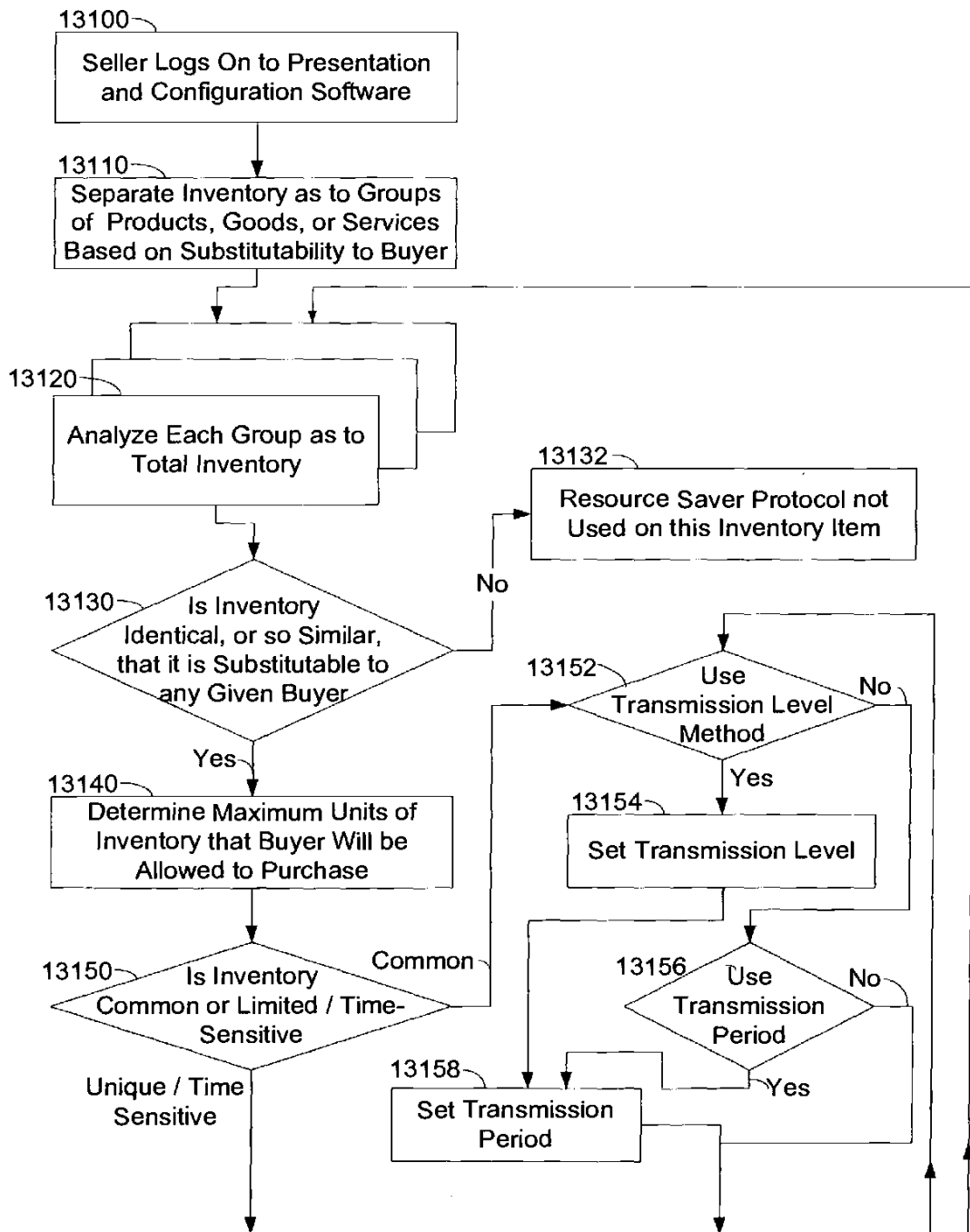


Fig. 5b

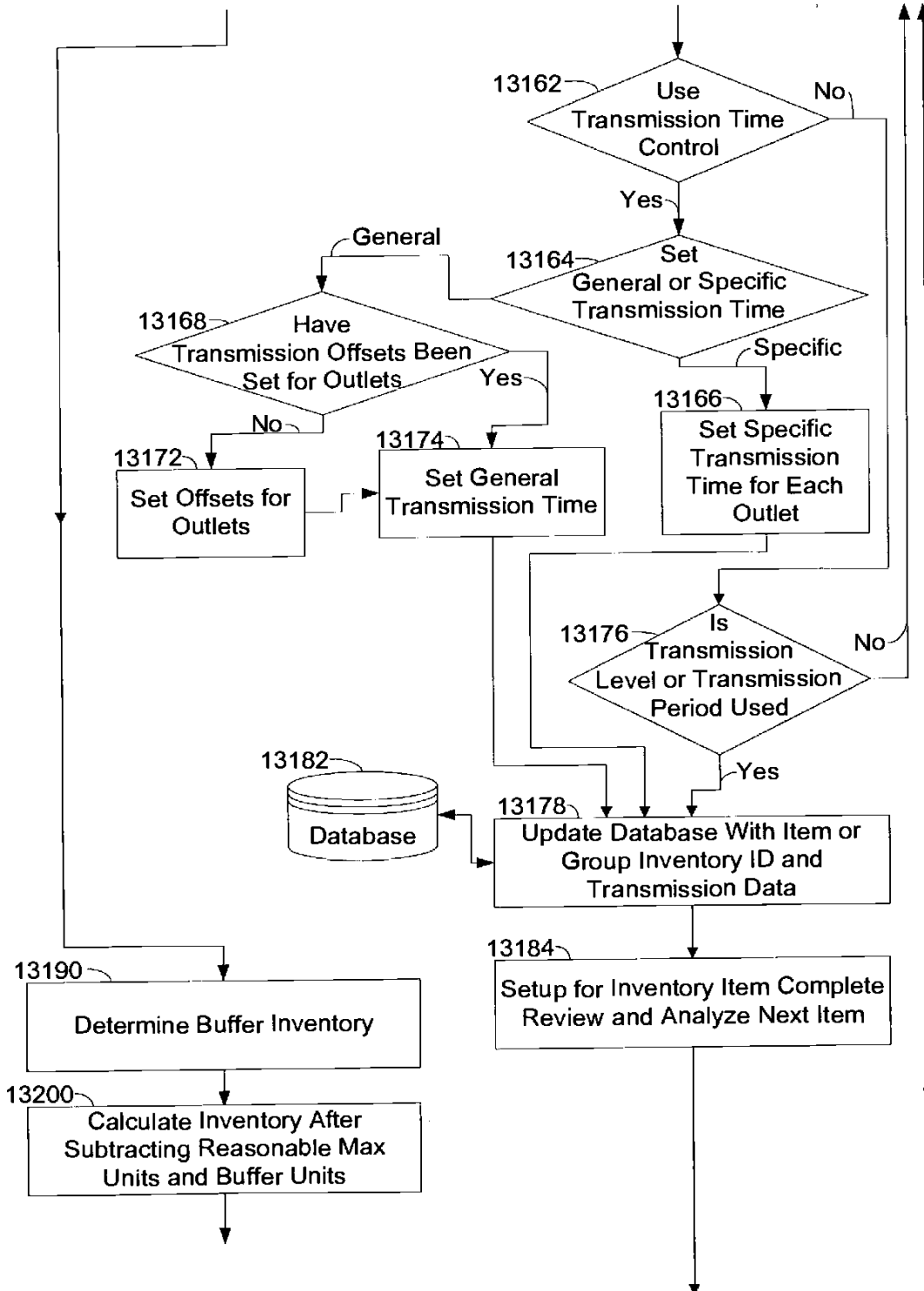


Fig. 5c

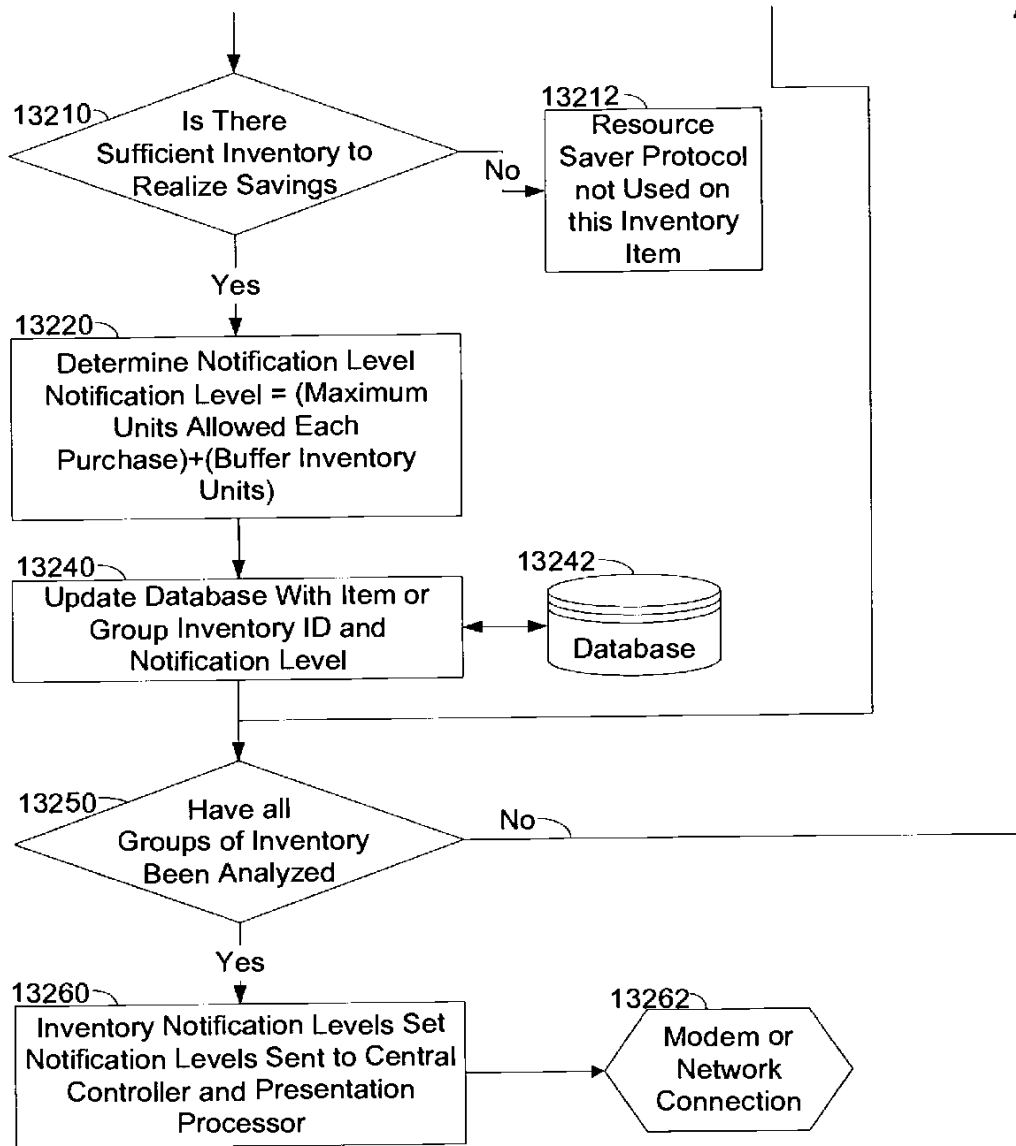


Fig. 5d

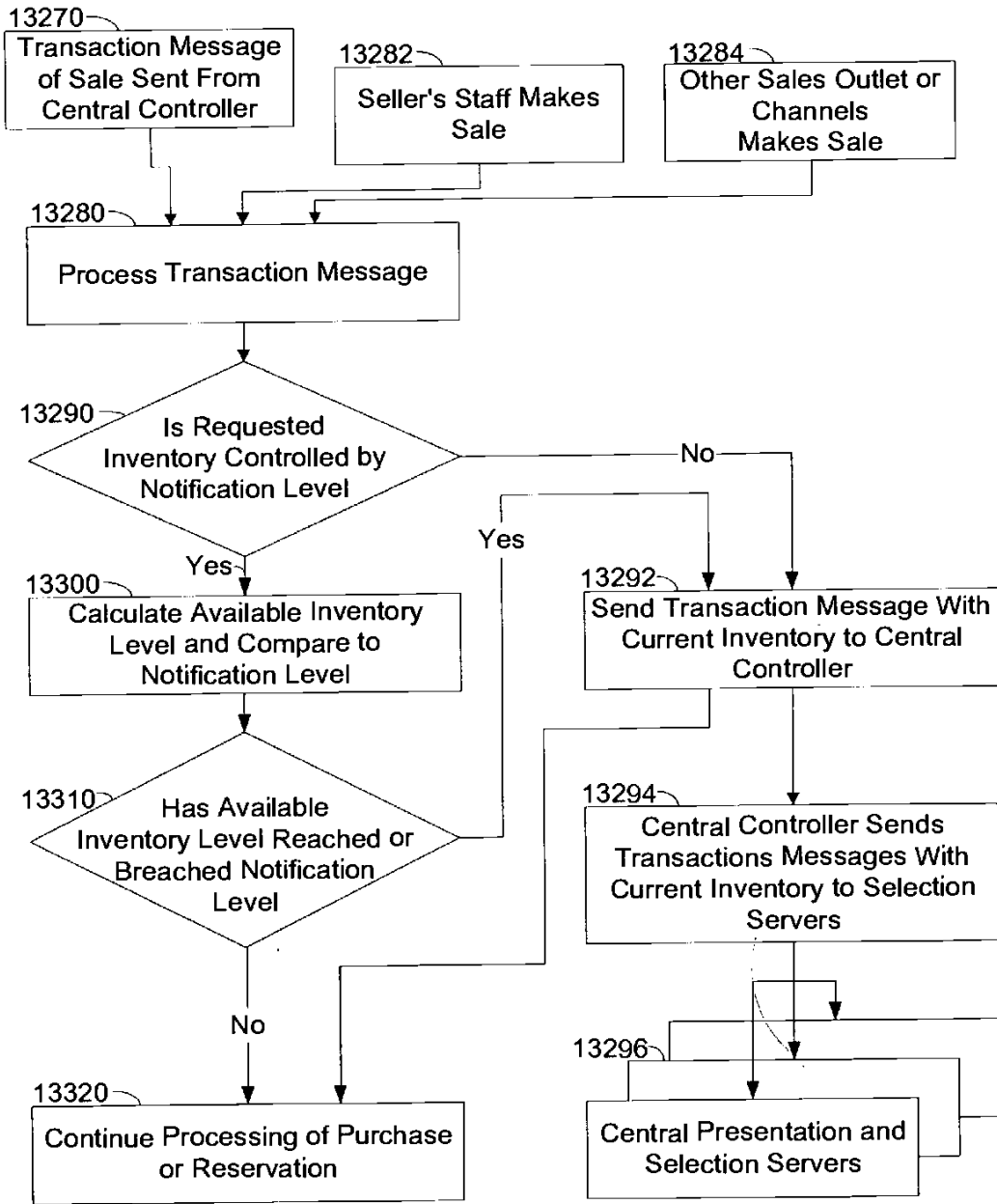


Fig. 5f

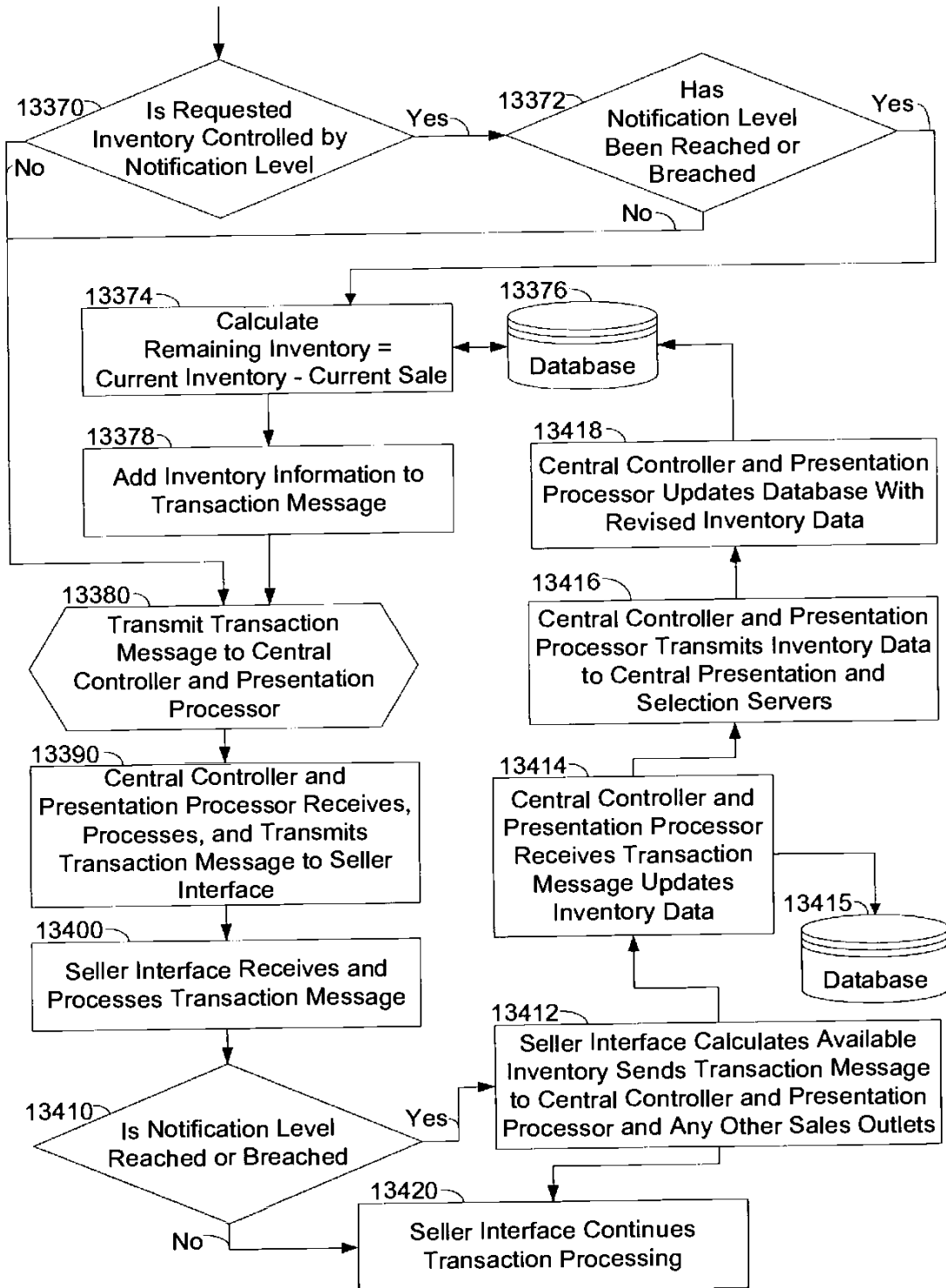


Fig. 5e

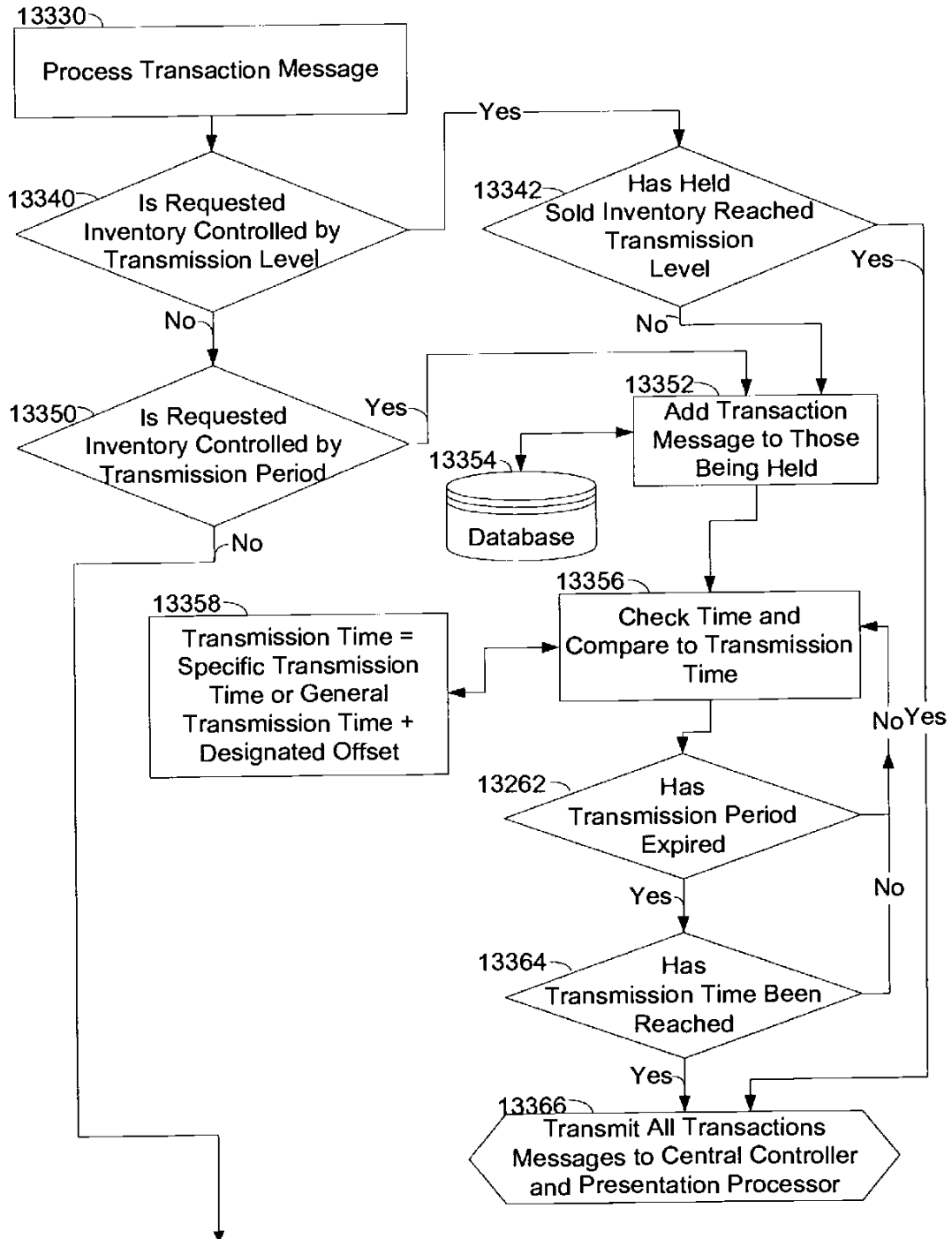


Fig. 5g

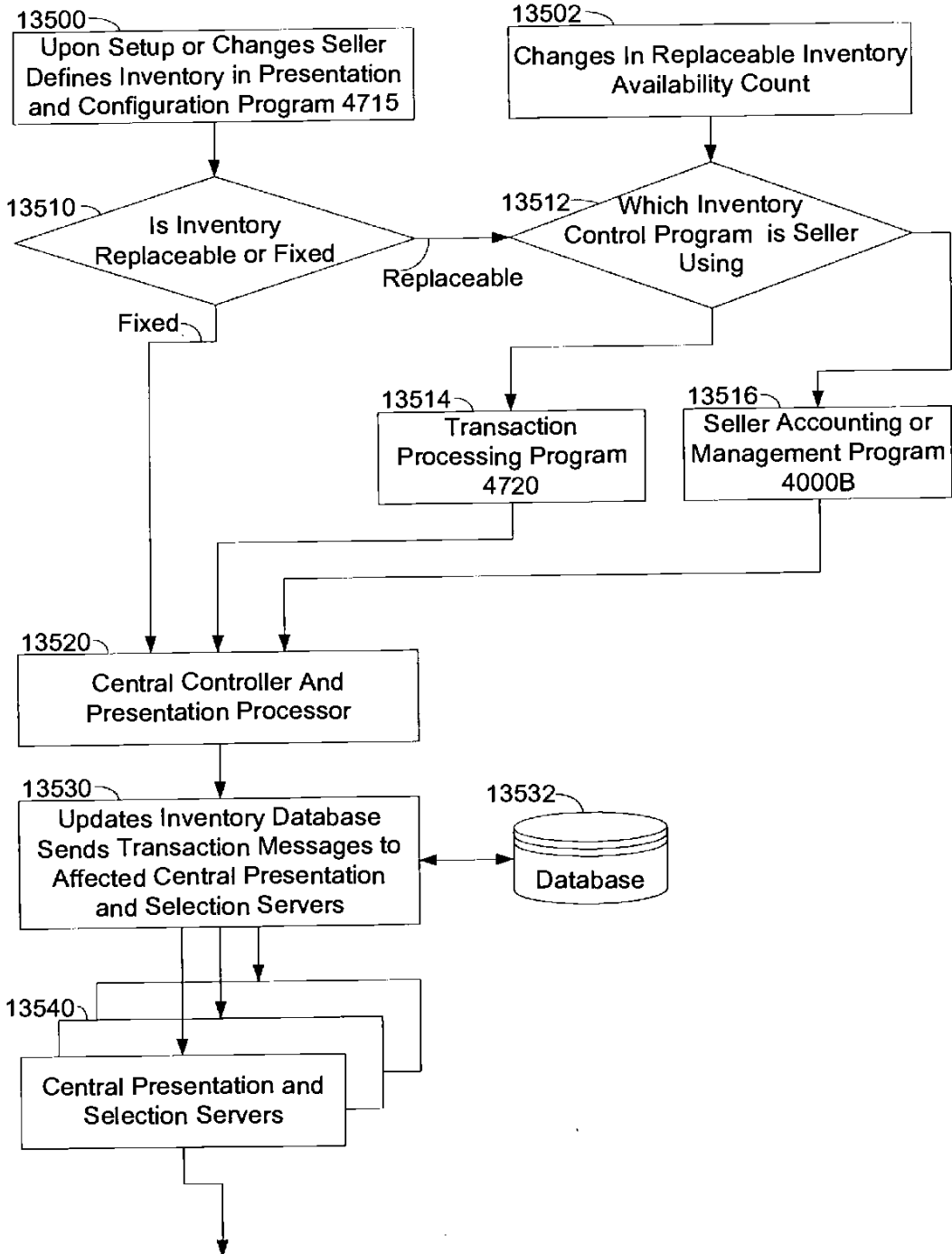


Fig. 5h

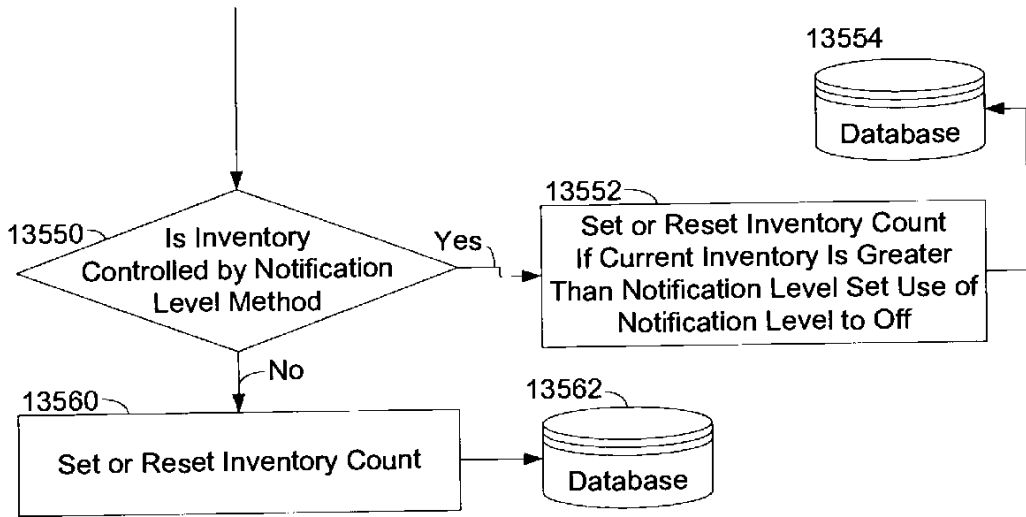


Fig. 6a

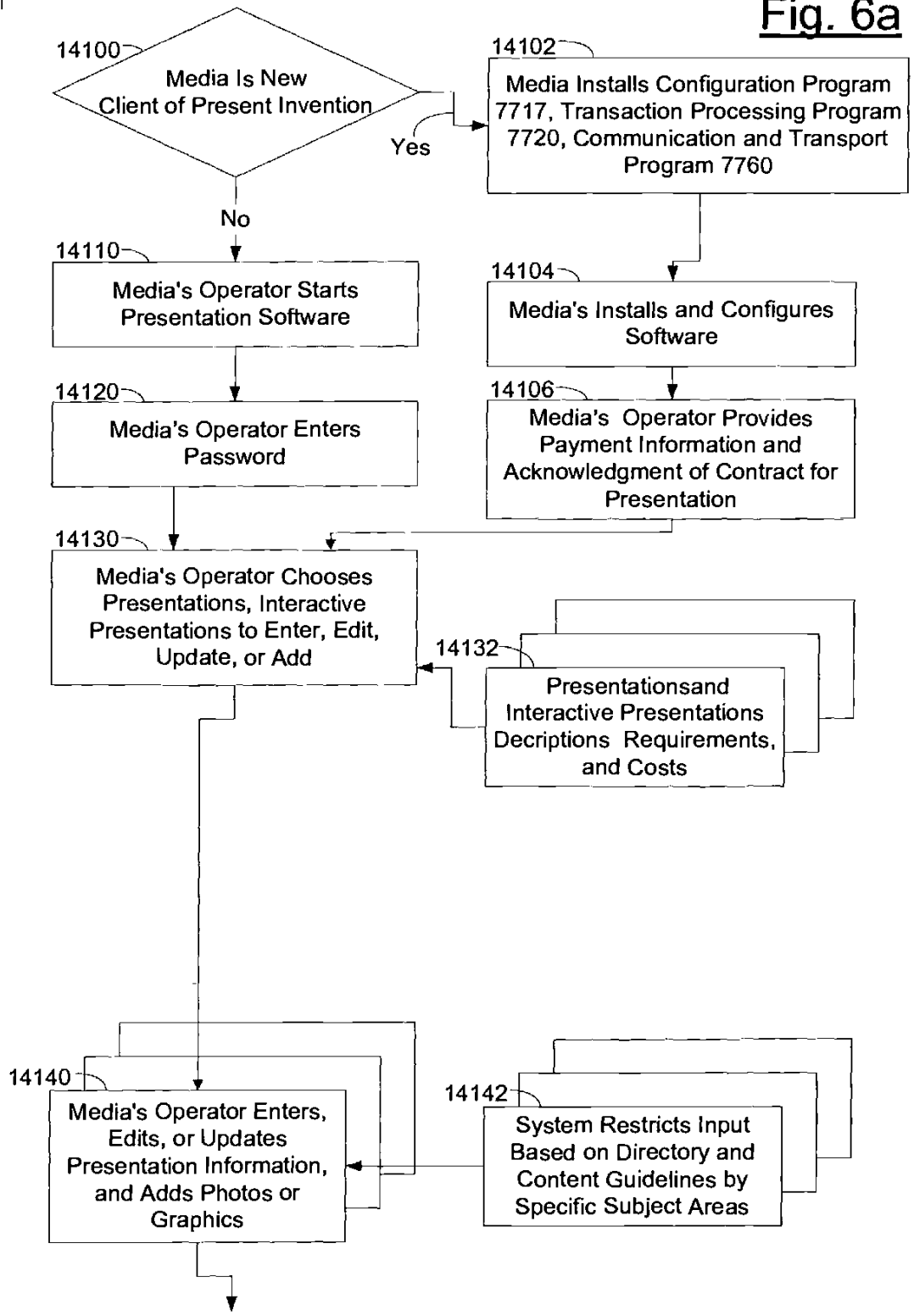


Fig. 6b

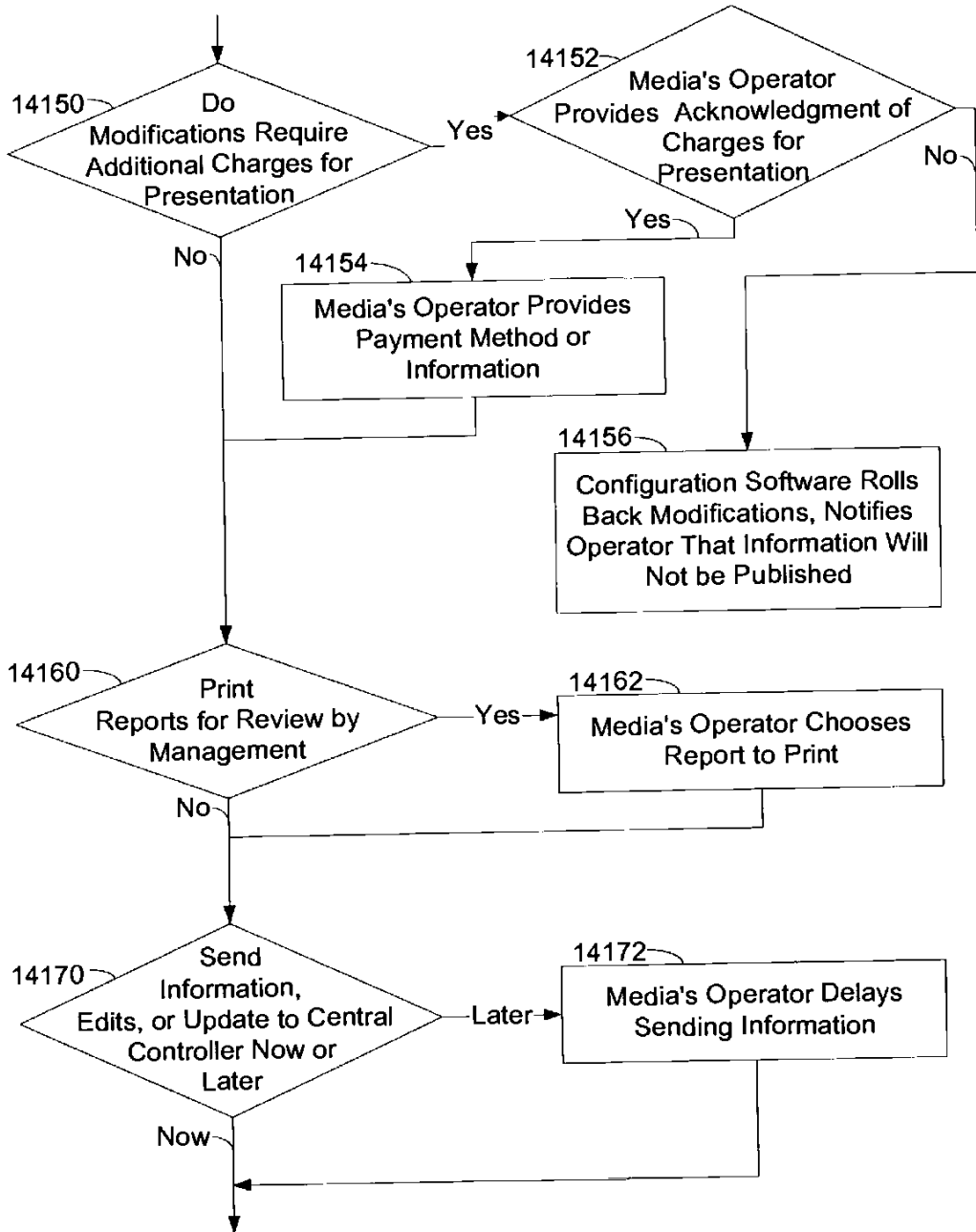


Fig. 6c

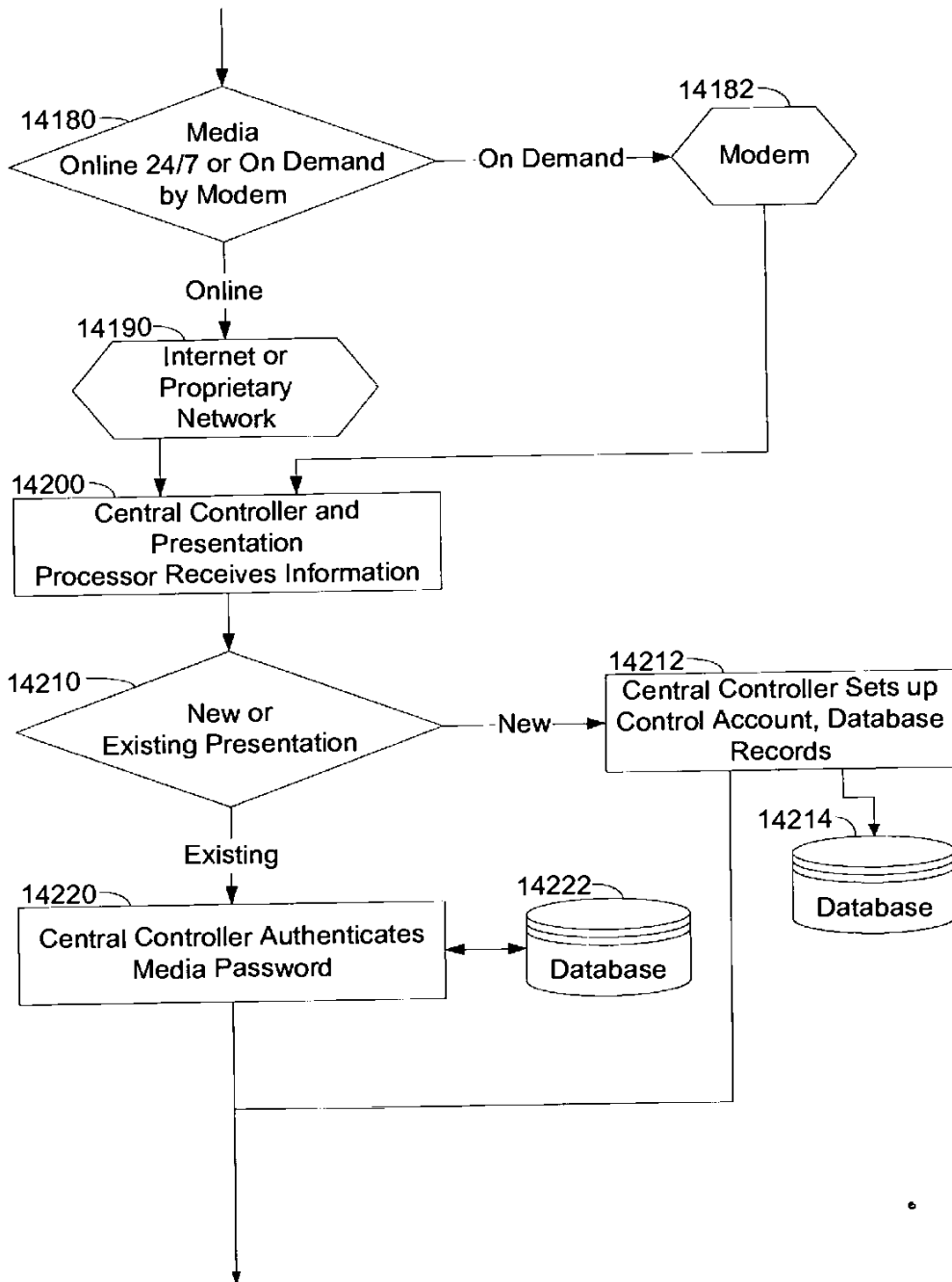


Fig. 6d

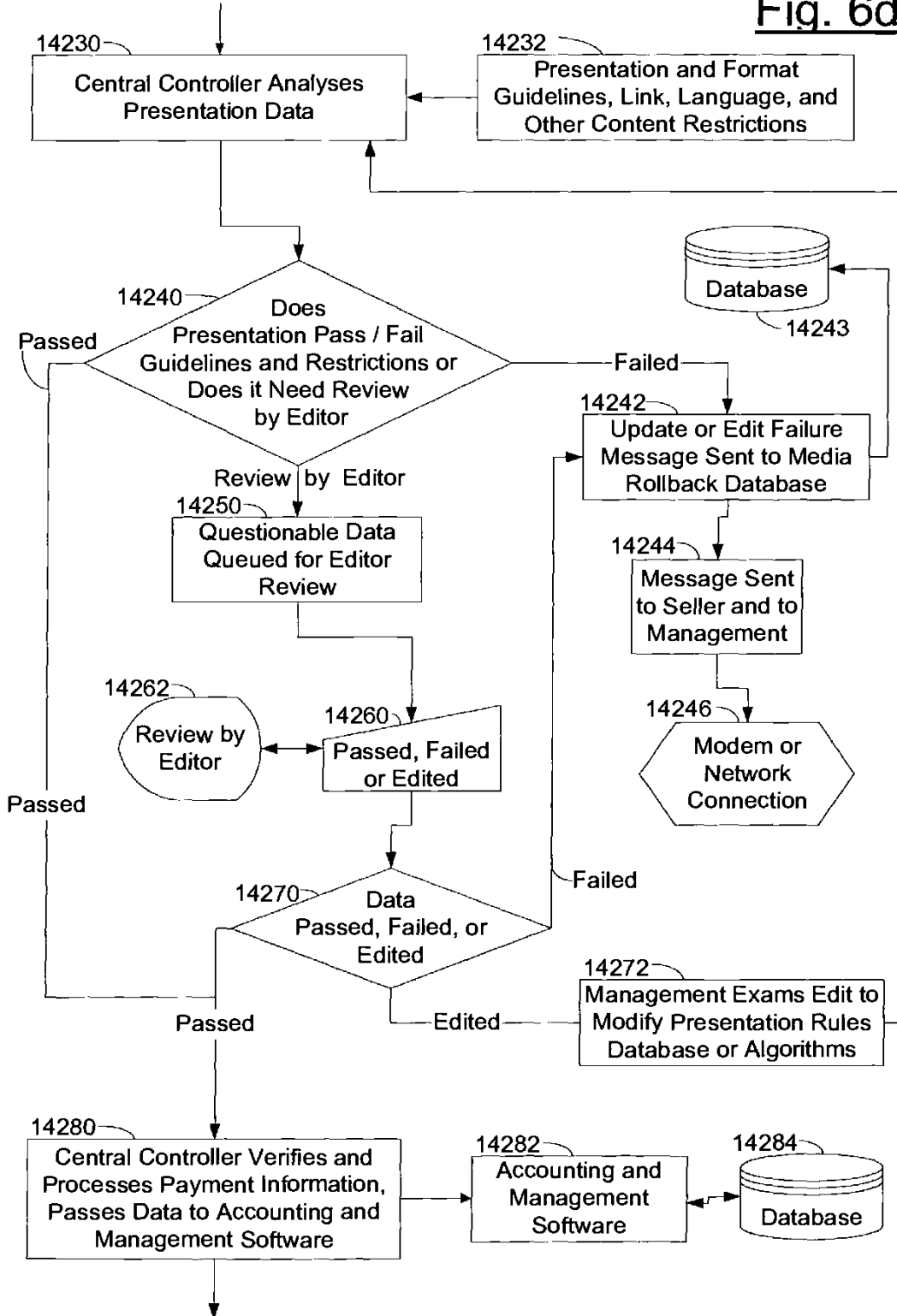


Fig. 6e

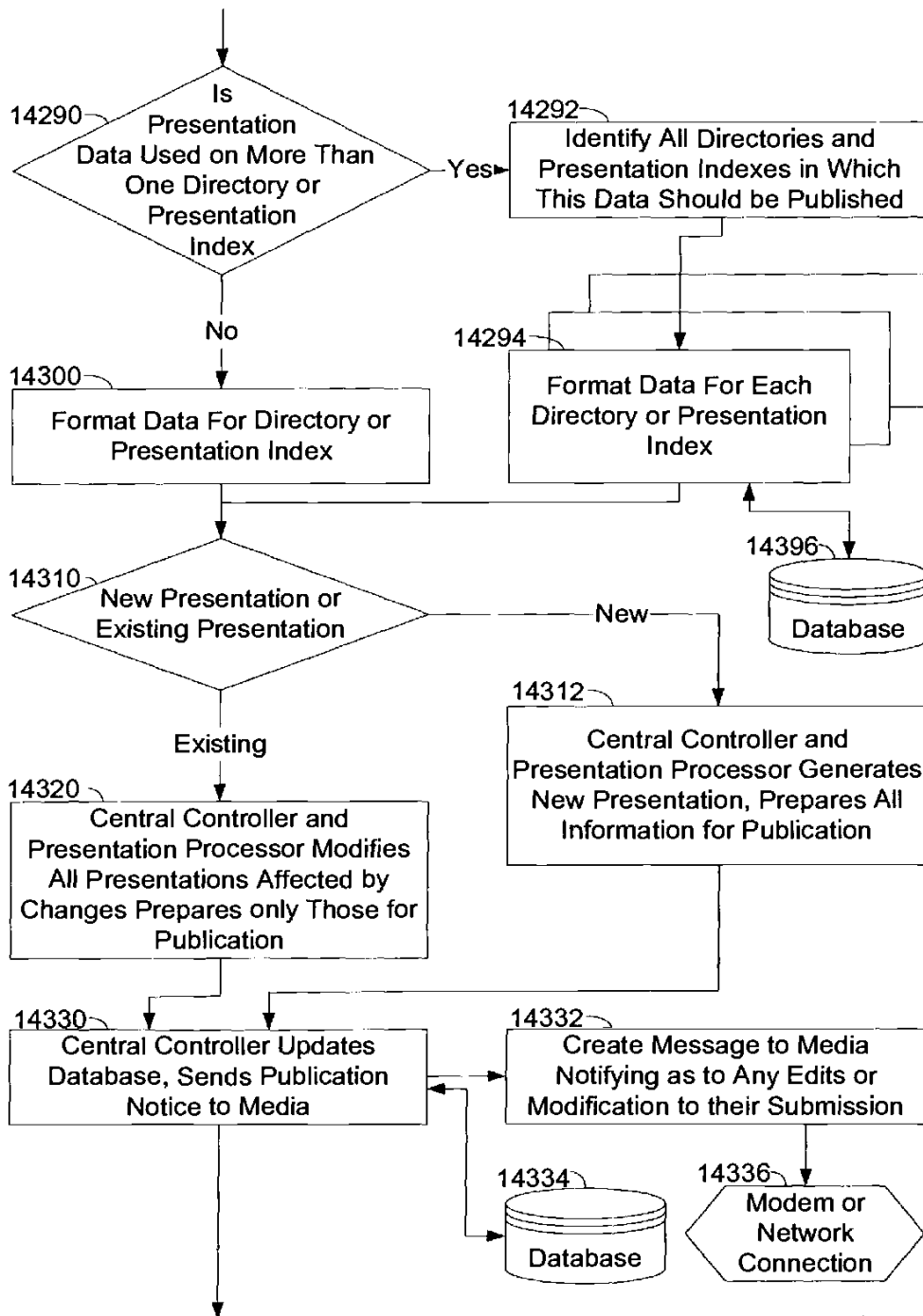


Fig. 6f

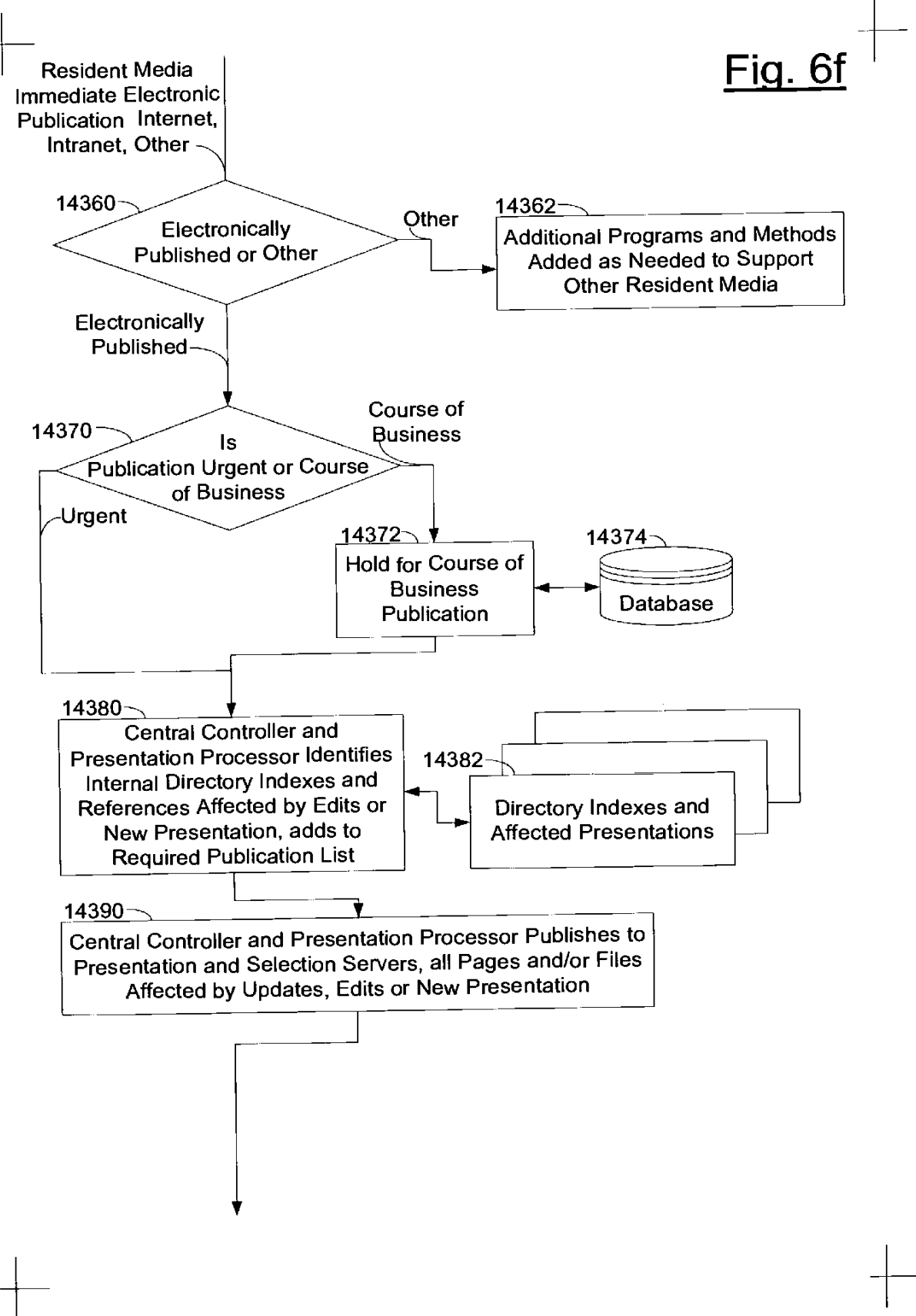


Fig. 6g

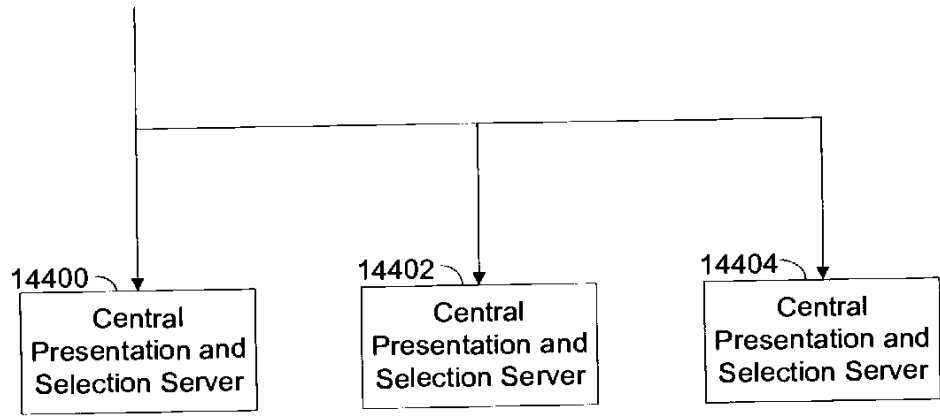


Fig. 7a

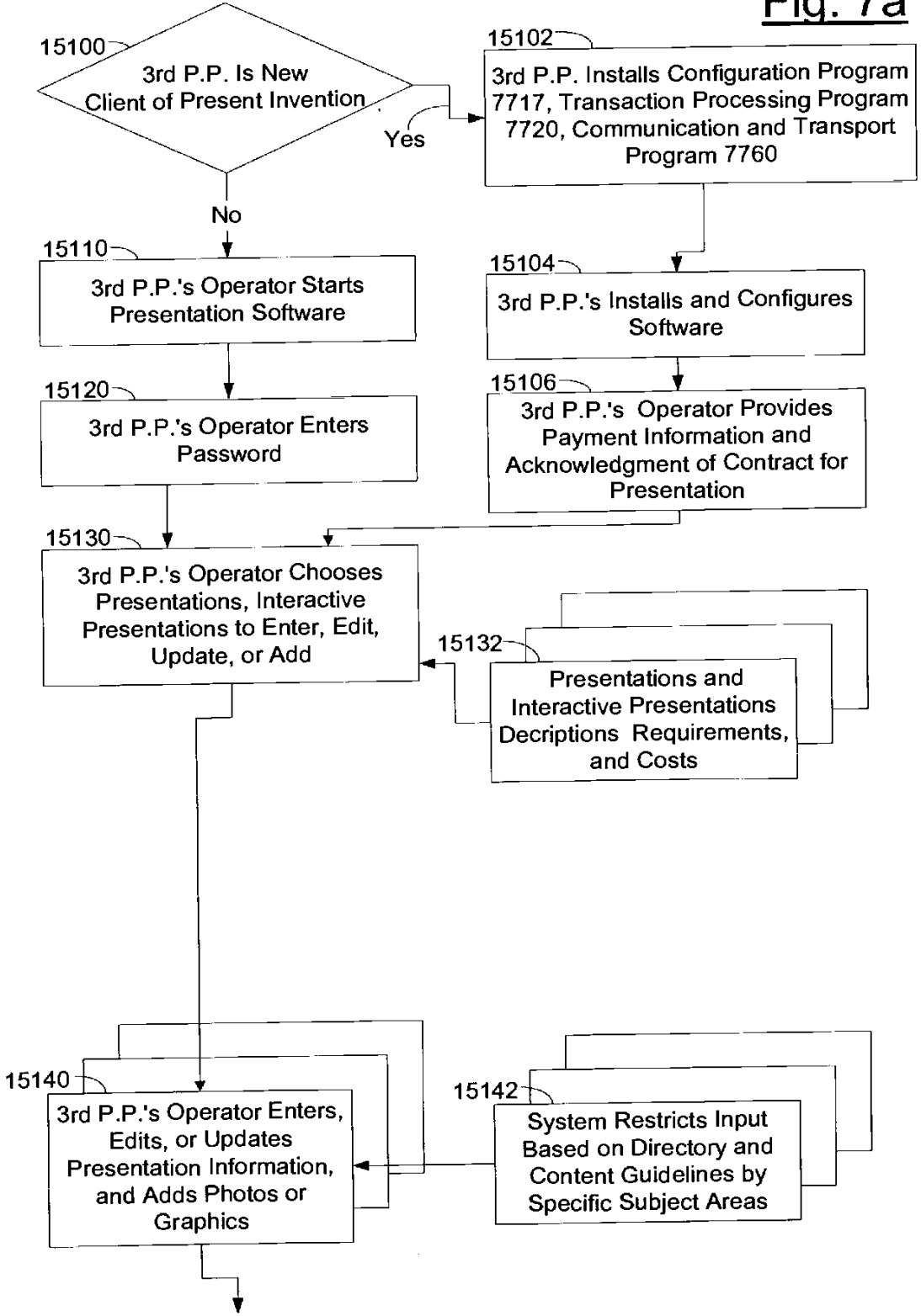


Fig. 7b

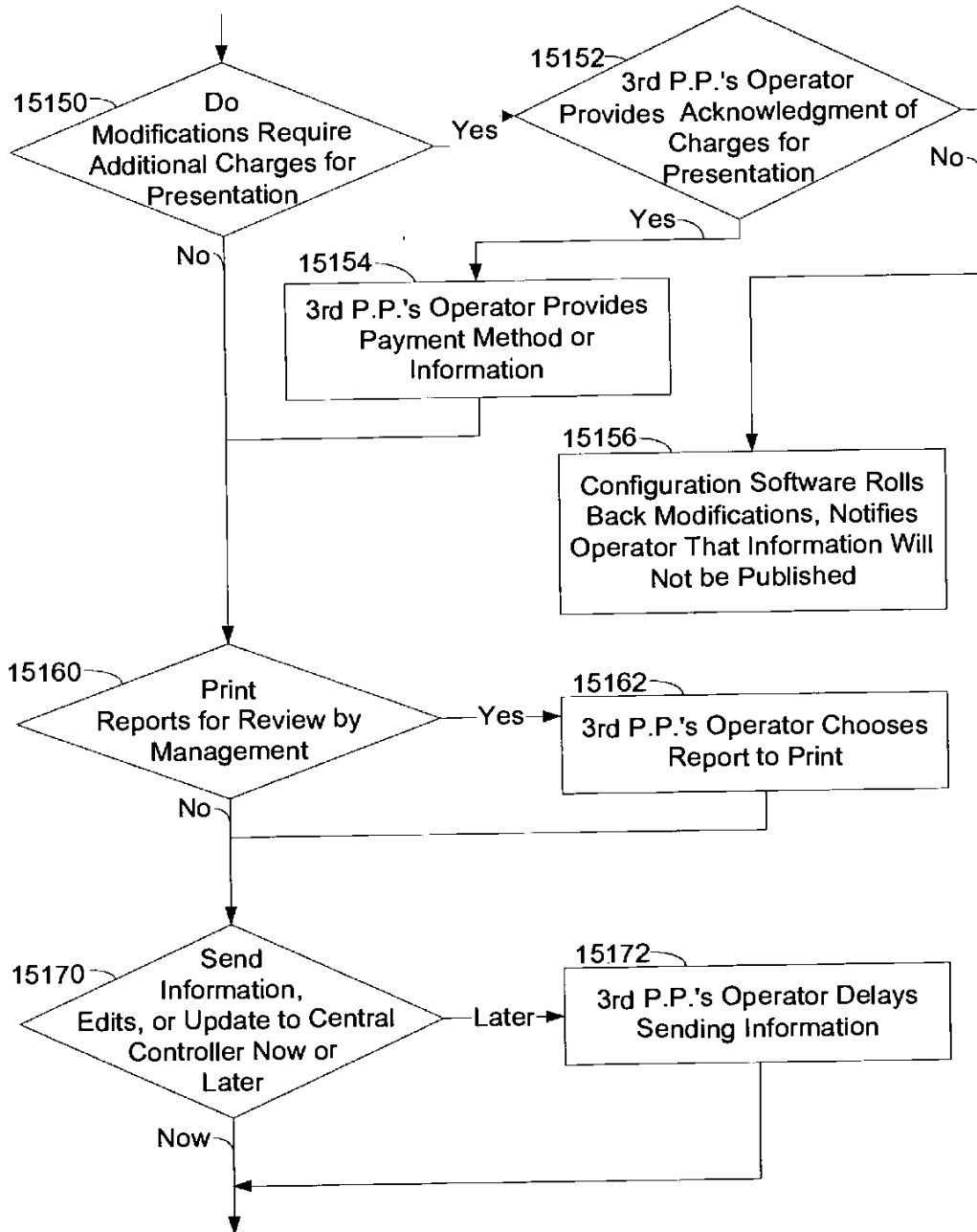


Fig. 7c

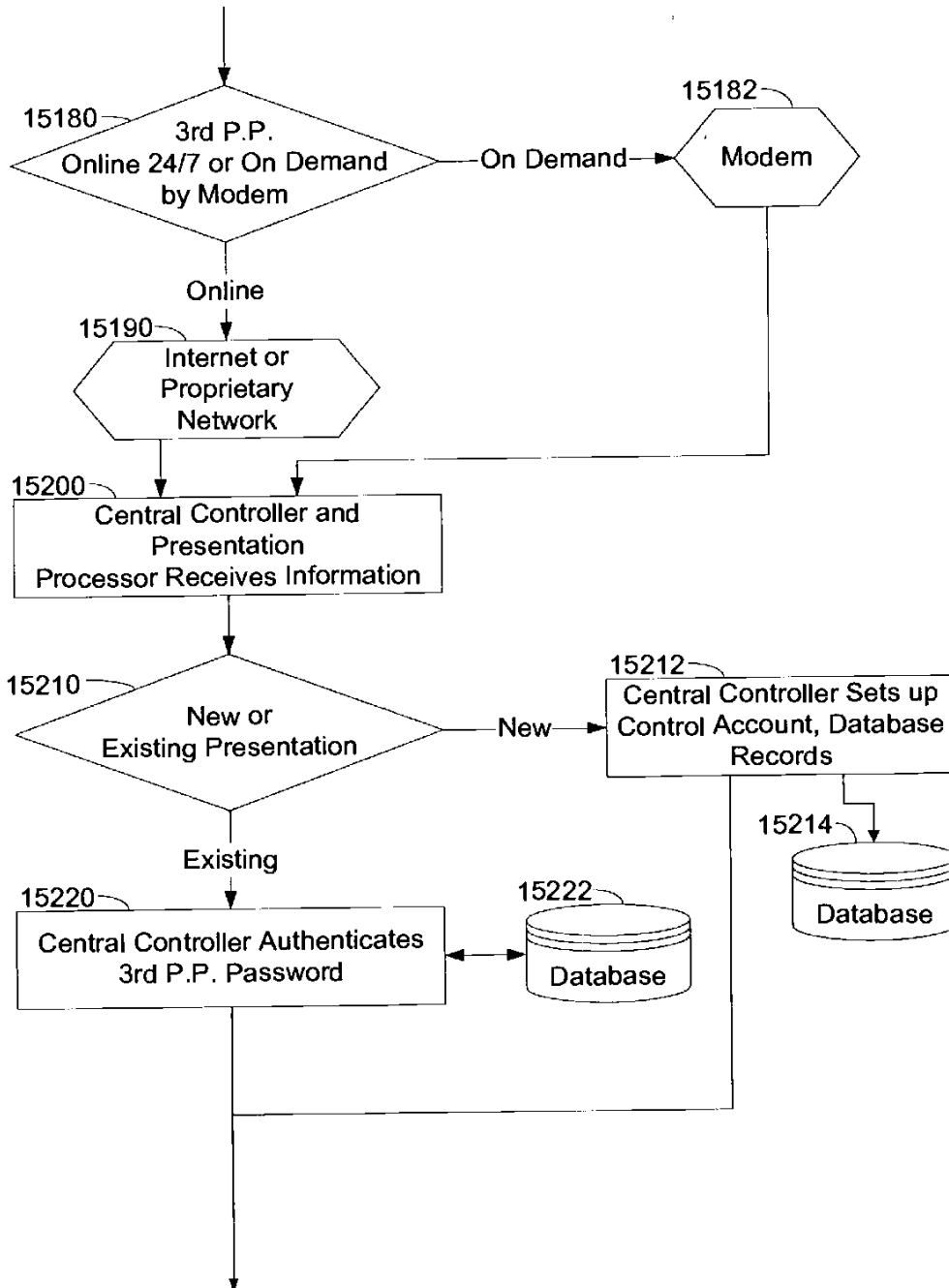


Fig. 7d

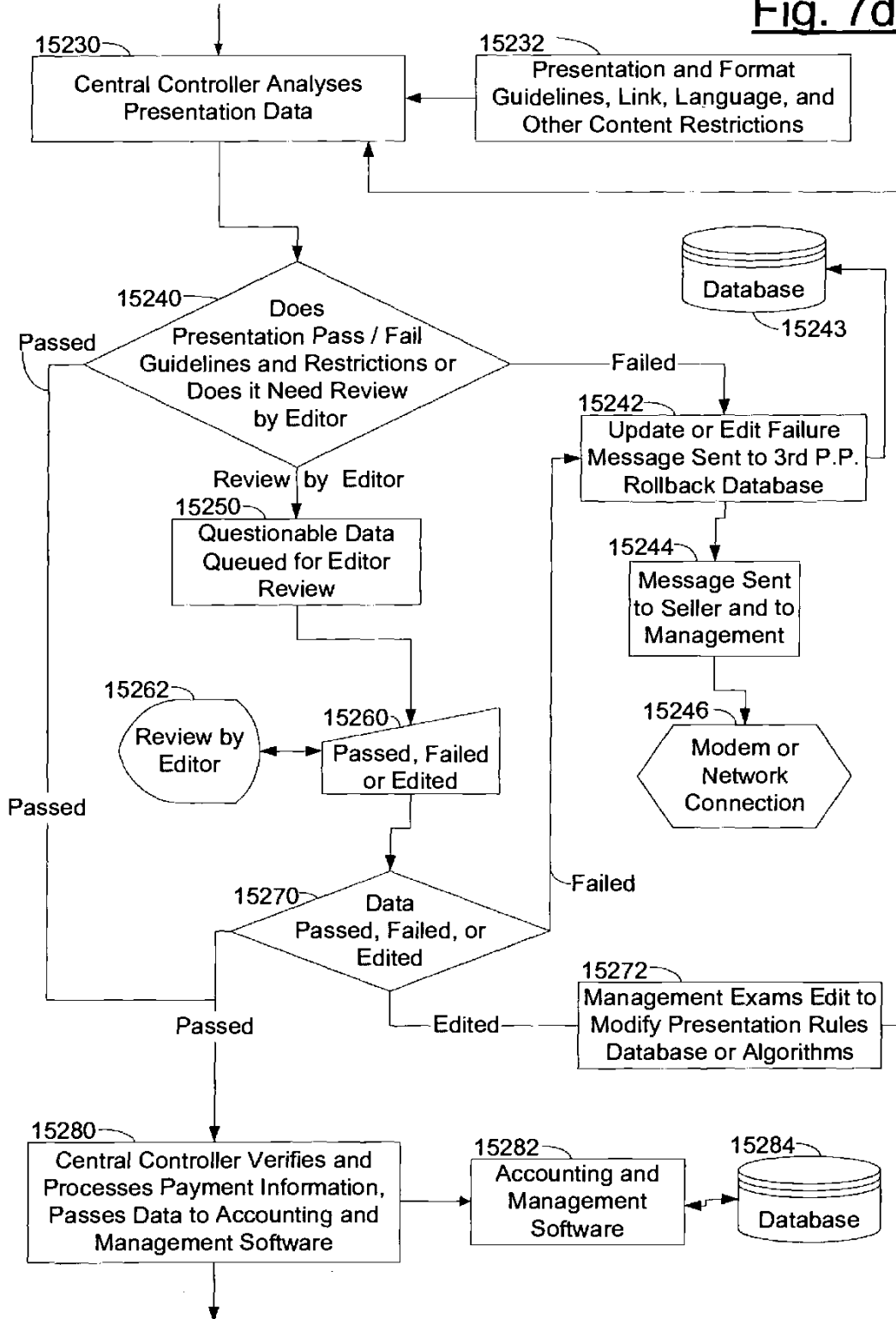


Fig. 7e

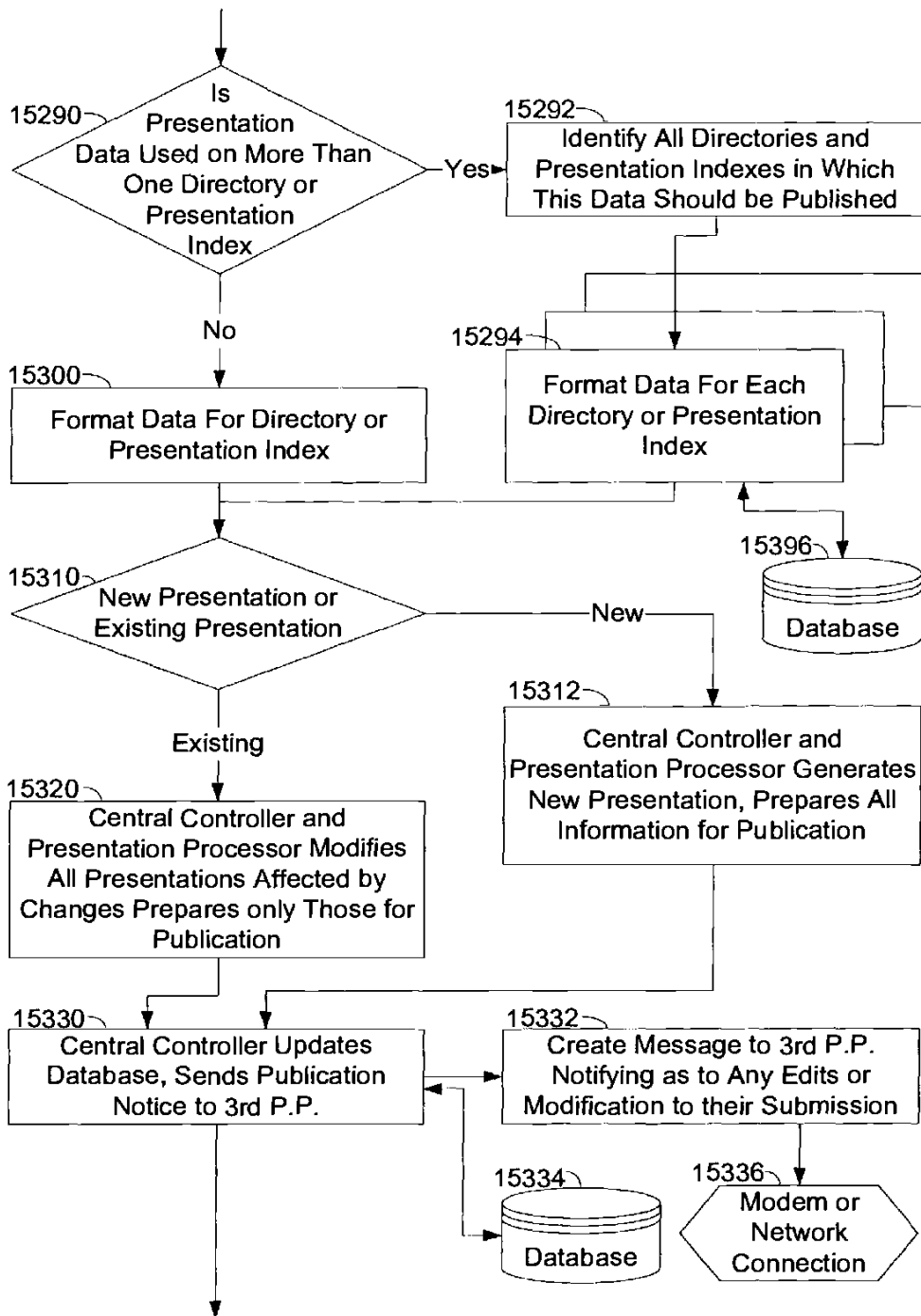


Fig. 7f

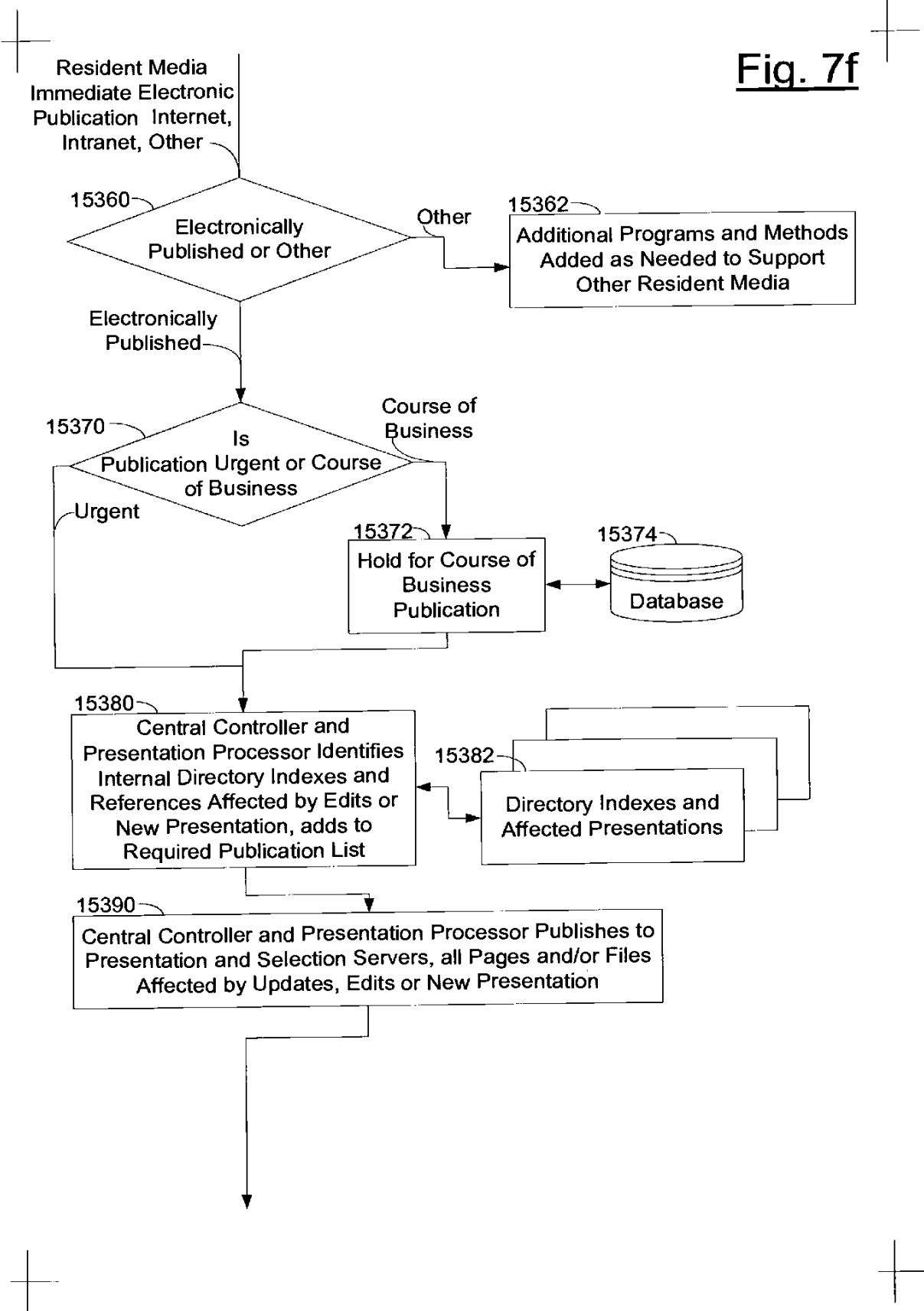


Fig. 7g

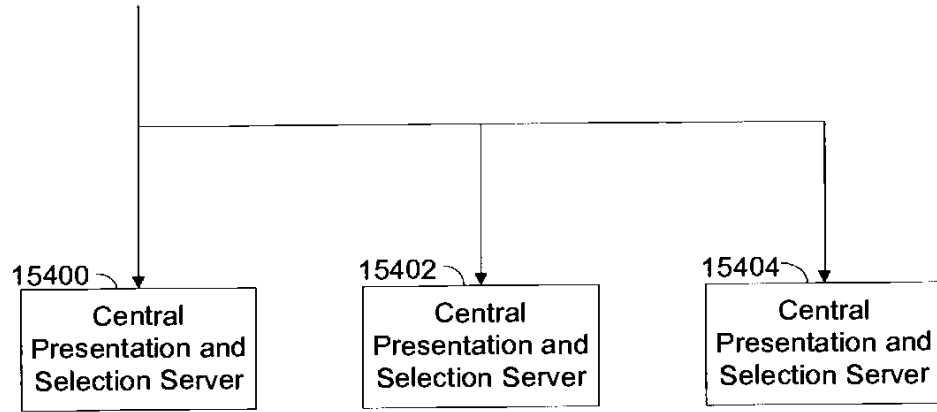


Fig. 8a

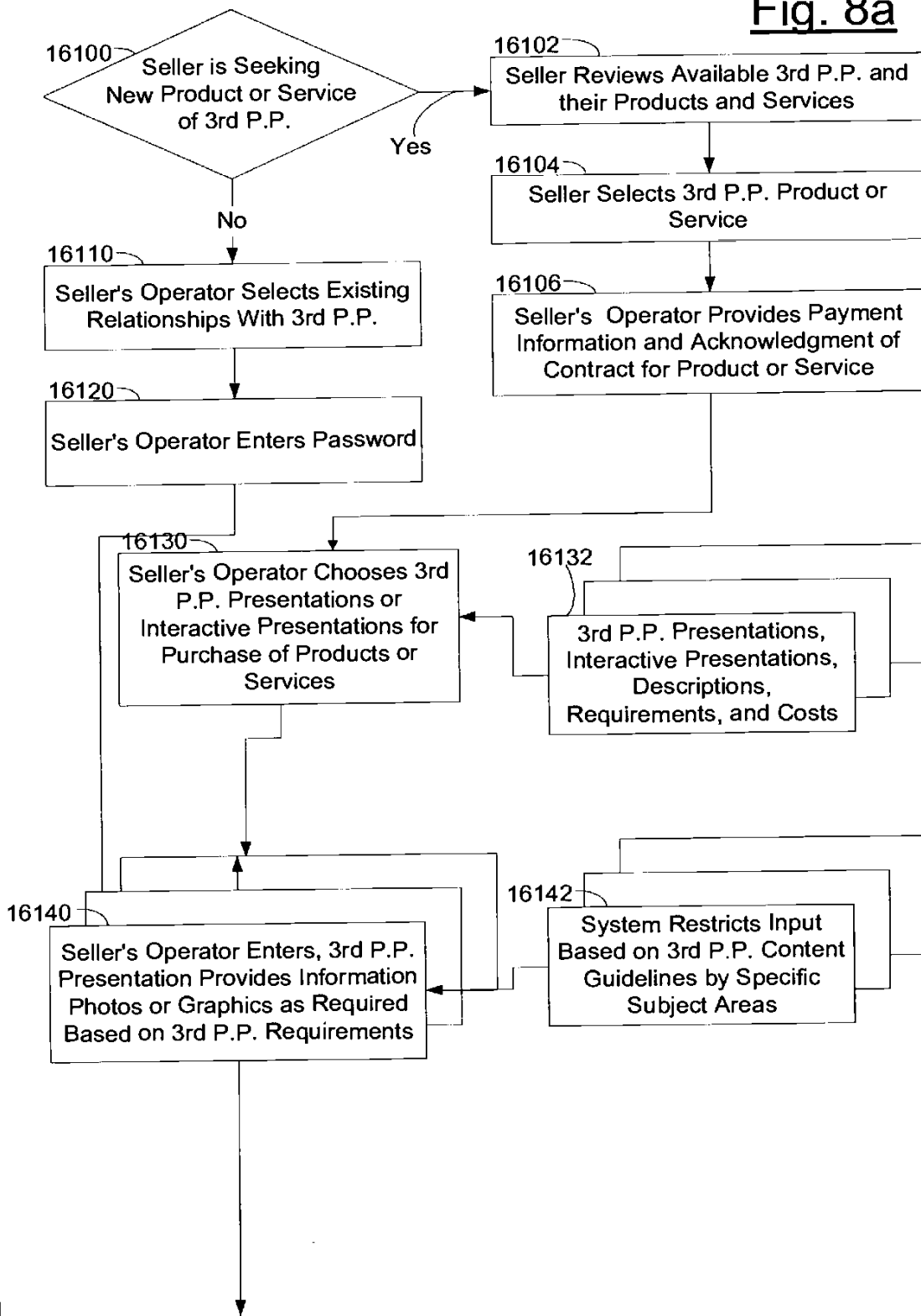


Fig. 8b

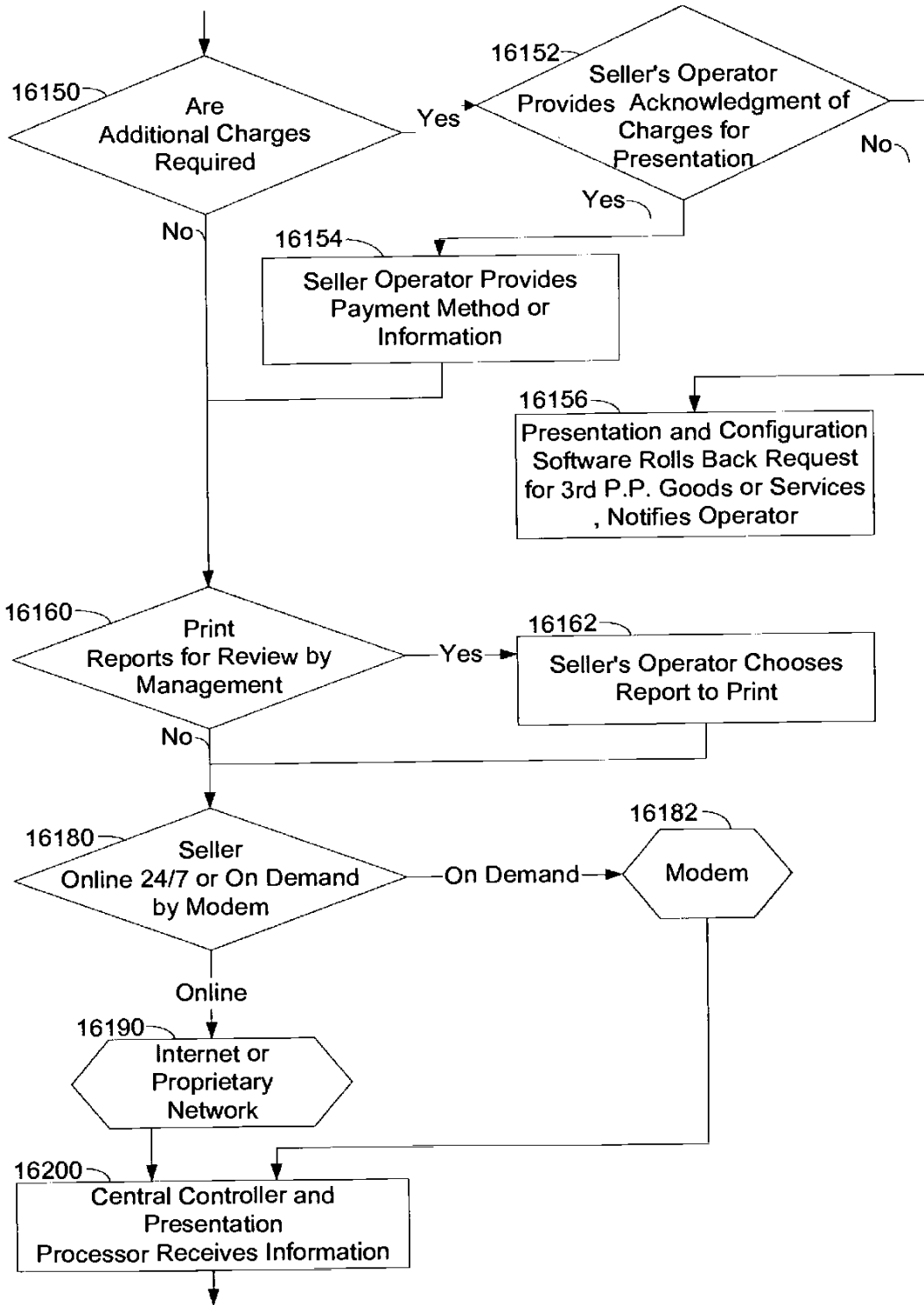


Fig. 8c

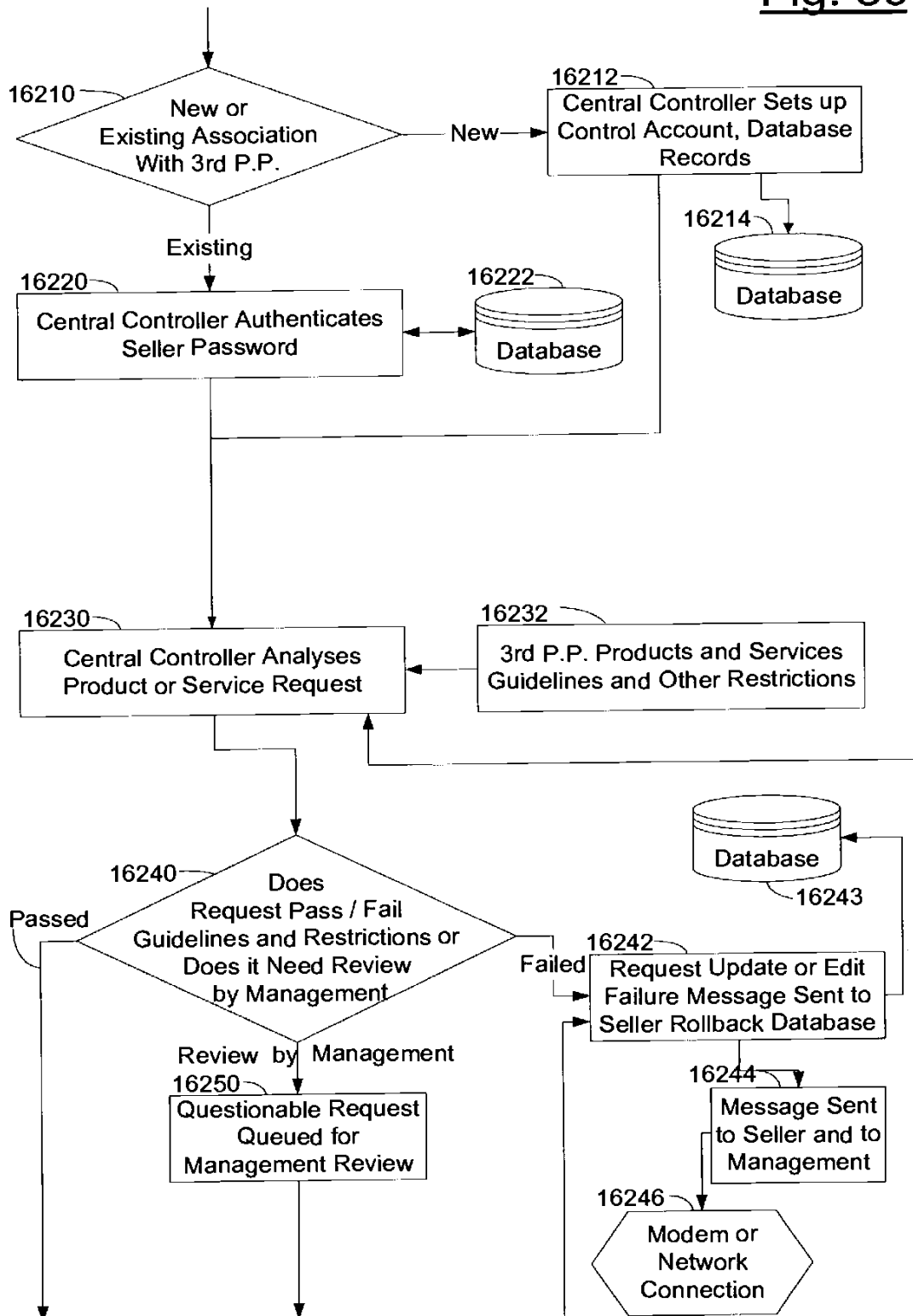


Fig. 8d

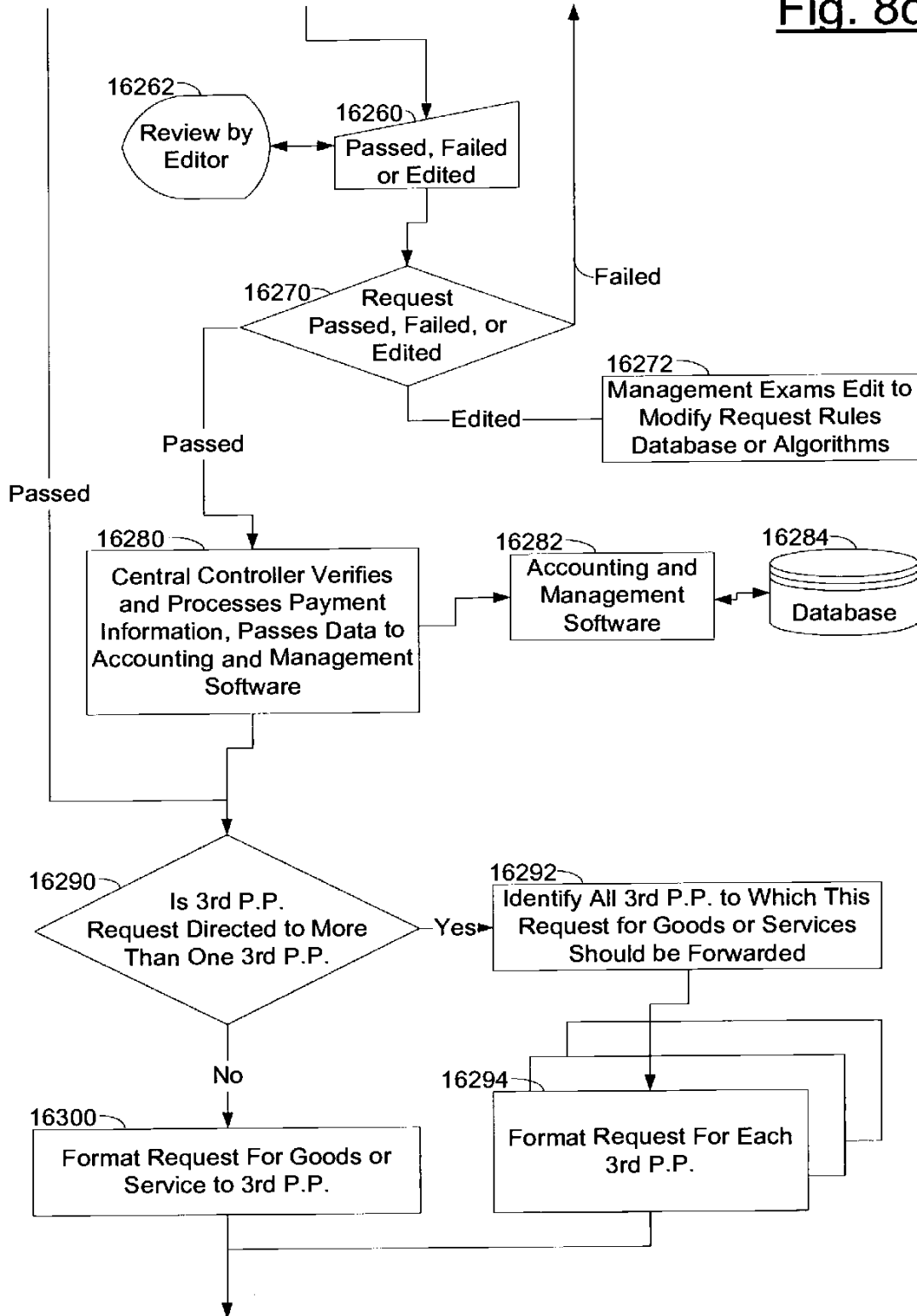
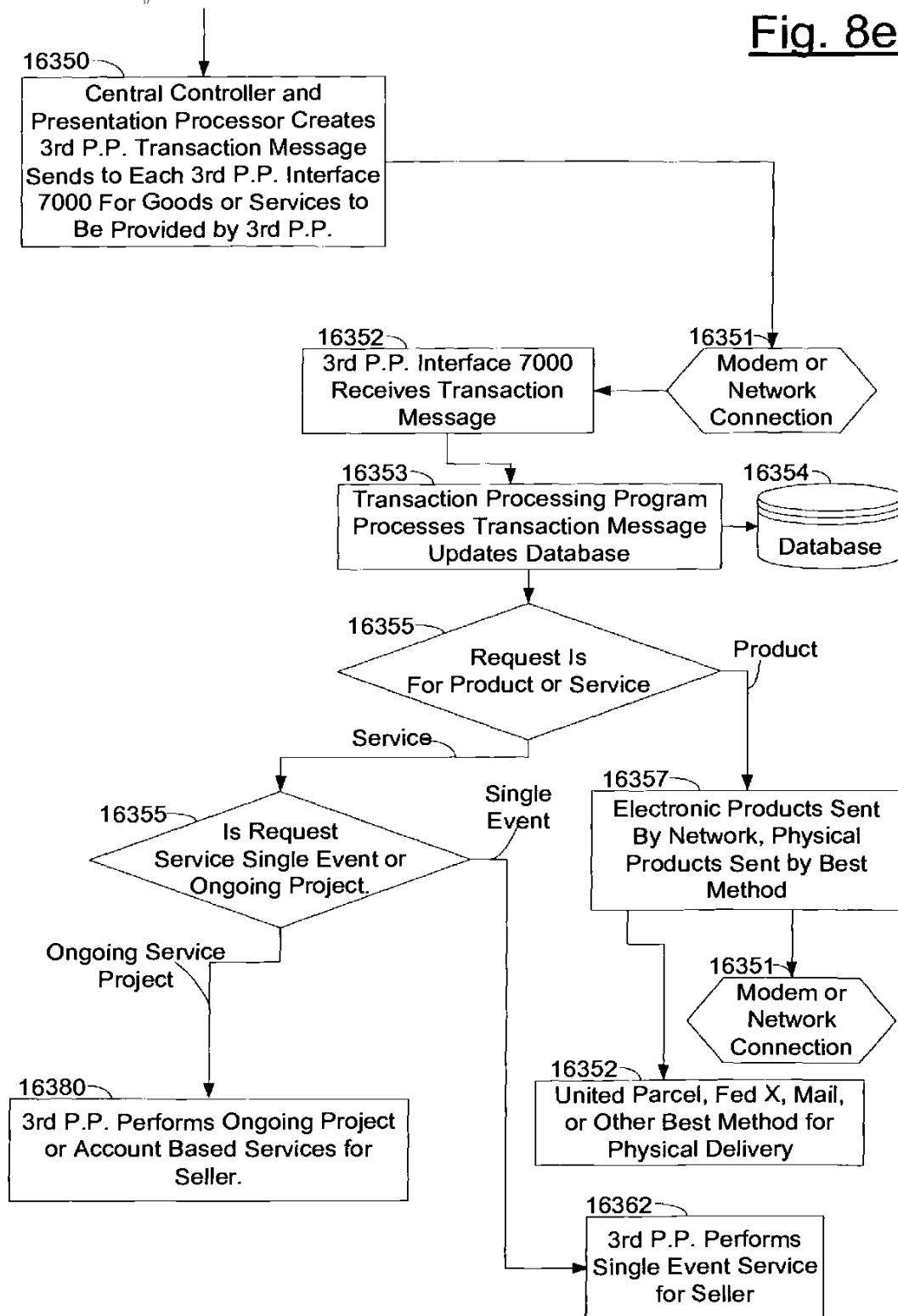


Fig. 8e



PATENT APPLICATION
Docket No.: Stone CIP

DECLARATION AND POWER OF ATTORNEY

As below named inventors, we hereby declare that:

Our residences, post office addresses and citizenships are as stated below next to our names,

We believe we are the original, first and joint inventors of the subject matter which is claimed and for which a patent is sought on the invention entitled: "A METHOD FOR USING COMPUTERS TO FACILITATE AND CONTROL THE CREATING OF A PLURALITY OF FUNCTIONS", the specification therefor being attached hereto.

We hereby state that we have reviewed and understand the contents of the above identified application, including the claims, as amended by any amendment referred to above.

We acknowledge the duty to disclose information which is material to the patentability of this application in accordance with Title 37, Code of Federal Regulations, §1.56(a).

We hereby claim foreign priority benefits under Title 35, United States Code, §119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

NONE

We hereby claim the benefit under Title 35, United States Code, §120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code §112, we acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, §1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

U.S. Application Serial No. 09/480,303, filed on January 10, 2000, still pending

And we hereby appoint:

Henry Croskell, Esq.
Reg. No. 25,847


as our attorney to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

We request that all correspondence be addressed to:

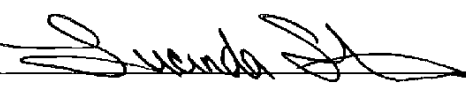
Henry Croskell, Esq.
6817 Cliffbrook
Dallas, Texas 75240
972.233.7773 - telephone
972.233.6669 - facsimile

We hereby declare that all statements made herein of our 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.

Full name of inventor: Michael A. Dean
Residence and Post Office Address: 6610 Regal Bluff
Dallas, Texas 75240
Citizenship: United States

Inventor's signature: 
Date: 7/11/02

Full name of inventor: Lucinda Stone
Residence and Post Office Address: 6610 Regal Bluff
Dallas, Texas 75240
Citizenship: United States

Inventor's signature: 
Date: 7/11/02



Docket No.: Stone CIP

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

VERIFIED STATEMENT CLAIMING SMALL ENTITY STATUS
(37 C.F.R. 1.9(f) and 1.27(b)) - INDEPENDENT INVENTORS

As below named inventors, we hereby declare that we qualify as independent inventors as defined in 37 C.F.R. 1.9(c) for purposes of paying reduced fees under Section 41(a) and (b) of Title 35, United States Code, to the Patent and Trademark Office with regard to the invention entitled: ~~APPARATUS METHODS AND COMPOSITIONS FOR PLACING ADDITIVE FLUIDS INTO A REFRIGERANT CIRCUIT~~, described in the specification filed herewith. ^{7/11/02} ~~A METHOD FOR USING COMPUTERS TO FACILITATE AND CONTROL THE CREATING OF A PLURALITY OF FUNCTIONS~~ _{7/11/02}

We have not assigned, granted, conveyed or licensed and are under no obligation under contract or law to assign, grant, convey or license, any rights in the invention to any person who could not be classified as an independent inventor under 37 C.F.R. 1.9(c) if that person had made the invention, or to any concern which would not qualify as a small business concern under 37 C.F.R. 1.9(e).

Each person, concern or organization to which we have assigned, granted, conveyed, or licensed or are under an obligation under contract or law to assign, grant, convey, or license any rights in the invention is listed below:

no such person, concern, or organization.

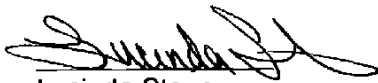
We acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate (37 C.F.R. 1.28(b)).

We hereby declare that all statements made herein of our 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, any patent issuing thereon, or any patent to which this verified statement is directed.

7/11/02
Date


Michael A. Dean

7/11/02
Date


Lucinda Stone



12/3/02
AT

PATENT APPLICATION SERIAL NO. _____

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
FEE RECORD SHEET

07/17/2002 TBESHANI 00000012 10193465

01 FC:201

370.00 OP

PTO-1556
(5/87)

PATENT APPLICATION FEE DETERMINATION RECORD
Effective October 1, 2001

Application or Docket Number

stone cip
70193465

CLAIMS AS FILED - PART I

	(Column 1)	(Column 2)
TOTAL CLAIMS	<i>20</i>	
FOR	NUMBER FILED	NUMBER EXTRA
TOTAL CHARGEABLE CLAIMS	<i>20</i> minus 20 = *	<i>8</i>
INDEPENDENT CLAIMS	<i>1</i> minus 3 = *	<i>8</i>
MULTIPLE DEPENDENT CLAIM PRESENT <input type="checkbox"/>		

* If the difference in column 1 is less than zero, enter "0" in column 2

SMALL ENTITY TYPE OR

OTHER THAN SMALL ENTITY

RATE	FEE
BASIC FEE	370.00
X\$ 9=	/
X42=	
+140=	
TOTAL	

RATE	FEE
BASIC FEE	740.00
X\$18=	
X84=	
+280=	
TOTAL	

CLAIMS AS AMENDED - PART II

	(Column 1)		(Column 2)	(Column 3)
AMENDMENT A		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR
	Total	*	Minus	**
	Independent	*	Minus	***
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM <input type="checkbox"/>				

SMALL ENTITY OR

OTHER THAN SMALL ENTITY

RATE	ADDITIONAL FEE
X\$ 9=	
X42=	
+140=	
TOTAL ADDIT. FEE	

RATE	ADDITIONAL FEE
X\$18=	
X84=	
+280=	
TOTAL ADDIT. FEE	

	(Column 1)		(Column 2)	(Column 3)
AMENDMENT B		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR
	Total	*	Minus	**
	Independent	*	Minus	***
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM <input type="checkbox"/>				

RATE	ADDITIONAL FEE
X\$ 9=	
X42=	
+140=	
TOTAL ADDIT. FEE	

RATE	ADDITIONAL FEE
X\$18=	
X84=	
+280=	
TOTAL ADDIT. FEE	

	(Column 1)		(Column 2)	(Column 3)
AMENDMENT C		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR
	Total	*	Minus	**
	Independent	*	Minus	***
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM <input type="checkbox"/>				

RATE	ADDITIONAL FEE
X\$ 9=	
X42=	
+140=	
TOTAL ADDIT. FEE	

RATE	ADDITIONAL FEE
X\$18=	
X84=	
+280=	
TOTAL ADDIT. 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.

BEST AVAILABLE COPY