Function Media, L.L.C. v. Google, Inc. et al Doc. 101 Att. 1

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APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/954,820	07/03/2007	7240025	STONE-5	4115

7590 06/13/2007

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 0 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):

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

Dockets.Justia.com

UNITED STATES PATENT AND TRADEMARK OFFICE

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/954,820	09/30/2004	Lucinda Stone	STONE-5	4115

7590 05/04/2007

Henry Croskell, Esq.
6817 Cliffbrook
Dallas, TX 75240

EXAMINER	
FISCHER, ANDREW J	
ART UNIT	PAPER NUMBER
3627	

MAIL DATE	DELIVERY MODE
05/04/2007	PAPER

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

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

Supplemental Notice of Allowability	Application No.	Applicant(s)	
	10/954,820	STONE ET AL.	
	Examiner	Art Unit	
	Andrew J. Fischer	3621	

-- 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 _____.

2. ☒ The allowed claim(s) is/are *48-444*.

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. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date _____
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413), Paper No./Mail Date _____ .
7. ☒ Examiner's Amendment/Comment
8. ☐ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____.

4/4/07

Andrew J Fischer
SPE
Art Unit: 3621

EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

2. Authorization for this examiner's amendment was given in a telephone interview with Michael Dean on or after April 5, 2007.

3. The application has been amended as follows:

In claim 244 (original claim 291), replace "claim 224" (original 271) with --claim 243- - (original 290).

In original claim 277 (original claim 324), replace "claim 277" (original 324) with --claim 276-- (original 323).

In original claim 383 (original claim 430), replace, ", such as ." with --.--.

4. Any inquiry concerning this communication should be directed to Andrew J. Fischer at telephone number (571) 272-6779.

AJFischer 4/4/07

Andrew J Fischer
SPE
Art Unit 3621

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10/954,820	09/30/2004	Lucinda Stone	STONE-5	4115

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Supplemental Notice of Allowability	Application No. 10/954,820	Applicant(s) STONE ET AL.	
	Examiner Andrew J. Fischer	Art Unit 3621	

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4/4/07

Andrew J Fischer
SPE
Art Unit: 3621

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AJFischer 4/4/07

Andrew J Fischer
SPE
Art Unit 3621

PTO/SB/08A (07-05)
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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 2 of 3

Complete if Known	
Application Number	10/954,820
Filing Date	9/30/2004
First Named Inventor	Lucinda Stone
Art Unit	3627
Examiner Name	Fischer, Andrew J.
Attorney Docket Number	Stone-5

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
BK	21	US- 6,138,142 10-2000	~~12-20-1996~~	Linsk	Pages 1-9
BK	22	US- 6,026,371 02-2000	~~11-25-1998~~	Beck et al.	Page 1-9
BK	23	US- 5,991,735 11-1999	~~8-11-1998~~	Gerace	Pages 1-30
BK	24	US- 5,684,918 11-1997	~~9-8-1998~~	Abecassis	Pages 1-57
BK	25	US- 6,073,105 06-2000	~~6-13-1997~~	Sutcliffe et al.	Pages 1-29
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FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]-Number[4]-Kind Code[5] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]

Examiner Signature		Date Considered	10/6/06

*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.

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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 3

Complete if Known	
Application Number	10/954,820
Filing Date	9/30/2004
First Named Inventor	Lucinda Stone
Art Unit	3627
Examiner Name	Fischer, Andrew J.
Attorney Docket Number	Stone-5

IDC-US Ref -19

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
BK AJF	1	US 6,892,226 05-2005	~~12-30-1997~~	Tso et al.	Pages 1-15
	2	US 6,654,725 11-2003	~~11-9-1999~~	Langheinrich et al.	Pages 1-16
	3	US 6,487,538 11-2002	~~11-16-1998~~	Gupta et al.	Pages 1-19
	4	US 6,385,592 05-2002	~~6-30-1999~~	Angles et al.	Pages 1-26
	5	US 6,285,987 09-2001	~~1-22-1997~~	Roth et al.	Pages 1-26
	6	US 6,112,192 08-2000	~~5-9-1997~~	Capek	Pages 1-11
	7	US 5,933,811 08-1999	~~8-20-1996~~	Angles et al.	Pages 1-26
	8	US 6,931,591 08-2005	~~10-15-1999~~	Brown et al.	Pages 1-15
	9	US 6,889,382 05-2005	~~7-27-1999~~	Anderson	Pages 1-7
	10	US 6,718,551 04-2004	~~12-21-1999~~	Swiz et al.	Pages 1-14
	11	US 6,654,725 11-2003	~~12-21-1999~~	Langheinrich et al.	Pages 1-16
	12	US 6,567,854 05-2003	~~10-21-1999~~	Olshansky et al.	Pages 1-19
	13	US 6,553,178 04-2003	~~8-8-1994~~	Abecassis	Pages 1-57
	14	US 6,526,575 02-2003	~~1-7-1997~~	McCoy et al.	Pages 1-50
	15	US 6,466,975 10-2002	~~1-4-2000~~	Sterling	Pages 1-29
	16	US 6,460,036 10-2002	~~12-6-1997~~	Herz	Pages 1-57
	17	US 6,442,577 08-2002	~~11-3-1998~~	Britton et al.	Pages 1-14
	18	US 6,397,246 05-2002	~~11-13-1998~~	Wolfe	Pages 1-14
BK	19	US 6,191,780 02-2001	~~3-25-1998~~	Martin et al.	Page 1-6

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3] Number[4] Kind Code[5] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]
AJF	20	WO/2001/37119	11/15/1999	Ferber et al	Pages 1-32	
		IDC-For Ref -1				

Examiner Signature		Date Considered	10/6/06

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. [1] Applicant's unique citation designation number (optional). [2] See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. [3] Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). [4] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [5] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [6] Applicant is to place a check mark here if English language Translation is attached.

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OIPE IAP41
JAN 22 2007
PATENT & TRADEMARK OFFICE

01-23-07

B/JFW

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	10/954,820
Applicant	:	Lucinda Stone et al.
Filed	:	September 30, 2004
Title	:	A METHOD FOR USING COMPUTERS TO FACILITATE AND CONTROL THE CREATING OF A PLUARLITY OF FUNCTIONS.
TC/A.U.	:	3627
Examiner	:	Andrew J. Fischer
Docket No.	:	Stone 5

Mail Stop Issue Fee
Honorable Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Response to "Notice of Drawing Inconsistency With Specification"

Gentlemen:

This Response is to that "Notice of Drawing Inconsistency With Specification" mailed January 12, 2007. A copy of that notice is attached for your review.

Drawing "4H" is correct as is and should not be changed. For the purpose of consistency paragraph [0050] of the Specification as published (US 2005/0044009) in which the first sentence currently reads "Fig. 4a through 4g is a block diagram showing the Seller's use of the invention." should be corrected to read "Fig. 4a through 4h is a block diagram showing the

Seller's use of the invention." The reference to 4g should be changed to 4h. We believe that the correction of this typo will make the Specification consistent with the intent of the inventors and the Drawings as originally submitted.

The Publishing Division is hereby requested to telephone the undersigned attorney of record at 580-222-9994 or applicants at 903-561-9300, if such would further or expedite the publishing of the instant application.

Respectfully submitted,

Henry Croskell

Attorney for applicants
Registration No. 25847

Dated January 22, 2007
6817 Cliffbrook
Dallas TX. 75254
Phone 580-222-9994

I hereby certify that this correspondence is being deposited with the United States Postal Service as Express Mail (EQ 453030107 US) in an envelope addressed to:
Mail Stop Issue Fee
Commissioner for Patents,
P.O. Box 1450, Alexandria VA. 22313-1450
On 01/22/07 By

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UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
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10/954,820	09/30/2004	Lucinda Stone	STONE-5	4115

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Henry Croskell, Esq.
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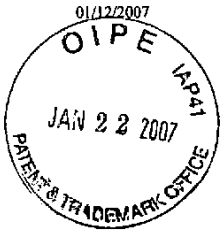
Dallas, TX 75240



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OIPE
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PATENT & TRADEMARK OFFICE

UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

NOTICE OF DRAWING INCONSISTENCY WITH SPECIFICATION

10/950,820

The drawings filed 09 – 30 – 2004 have been received. However, an inconsistency exists between the drawings and the Brief Description of the Drawings in the specification.

Figure _____ is listed in the Brief Description of the Drawings in the specification but not contained in the Drawings.

Figure 4H is contained in the Drawings but not listed in the Brief Description of the Drawings in the specification.

Applicant is required to correct the above-noted inconsistency within a time period of **ONE MONTH or THIRTY (30) DAYS, whichever is longer,** from the mailing date of this Notice, or within the time remaining in the time period set forth in the Notice of Allowability (Form PTOL-37) to file corrected drawings, whichever is longer. **NO EXTENSION OF THIS TIME PERIOD MAY BE GRANTED UNDER EITHER 37 CFR 1.136 (a) OR (b)**

Failure to correct the above noted inconsistency will result in **abandonment** of the application.

The file will be held in the Publishing Division to await the correction of the inconsistency.

Return Corrected Drawings/Specification to:
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Alexandria, VA 22313-1450

Office of Patent Publication/Publishing Division
Customer Service: 703-308-6789
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FORM PTO-1631 (REV. 10-03)

10/954820 (1681)

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7590 01/12/2007

Henry Croskell, Esq.
6817 Cliffbrook
Dallas, TX 75240

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FISCHER, ANDREW J	
ART UNIT	**PAPER NUMBER**
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10/954820 (631)

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Office of Patent Publication/Publishing Division
Customer Service: 703-308-6789
1-888-786-0101

FORM PTO-1631 (REV. 10-03)

12-21-06

OIPE
DEC 19 2006

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)

7590 12/13/2006

Henry Croskell, Esq.
6817 Cliffbrook
Dallas, TX 75240

12/21/2006 ZJUHAR2 00000037 10954820

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)
12/19/06 (EQ 453030084 US) (Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/954,820	09/30/2004	Lucinda Stone	STONE-5	4115

TITLE OF INVENTION: AN INTERNET ADVERTISING SYSTEM AND METHOD

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	03/13/2007

EXAMINER	ART UNIT	CLASS-SUBCLASS
FISCHER, ANDREW J	3627	705-028000

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 Date DEC 19 2006

Typed or printed name HENRY CROSKELL 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.

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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 12/13/2006

Henry Croskell, Esq.
6817 Cliffbrook
Dallas, TX 75240

EXAMINER	
FISCHER, ANDREW J	
ART UNIT	PAPER NUMBER
3627	

DATE MAILED: 12/13/2006

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/954,820	09/30/2004	Lucinda Stone	STONE-5	4115

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nonprovisional	YES	$700	$300	$0	$1000	03/13/2007

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.

PTOL-85 (Rev. 07/06) Approved for use through 04/30/2007.

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

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6817 Cliffbrook
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(Depositor's name)
(Signature)
(Date)

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10/954,820	09/30/2004	Lucinda Stone	STONE-5	4115

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Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/954,820	09/30/2004	Lucinda Stone	STONE-5	4115

7590 12/13/2006

Henry Croskell, Esq.
6817 Cliffbrook
Dallas, TX 75240

EXAMINER	
FISCHER, ANDREW J	
ART UNIT	PAPER NUMBER
3627	

DATE MAILED: 12/13/2006

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 0 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 0 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.

PTOL-85 (Rev. 07/06) Approved for use through 04/30/2007.

Notice of Allowability	Application No. 10/954,820	Applicant(s) STONE ET AL.	
	Examiner Andrew J. Fischer	Art Unit 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 2/21/06.

2. ☒ The allowed claim(s) is/are 48-444.

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. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)
3. ☒ Information Disclosure Statements (PTO-1449 or PTO/SB/08), Paper No./Mail Date 2/13/06, 8/8/06, 2/9/05
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application (PTO-152)
6. ☐ Interview Summary (PTO-413), Paper No./Mail Date _____ .
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____.

Andrew J Fischer
Primary Examiner
Art Unit: 3627

Acknowledgements

1. Applicants' amendment filed February 21, 2006 is acknowledged. Accordingly, claims 48-444 remain pending.

2. The Examiner agrees that contrary to the Examiner's previous office action, Applicants are their own lexicographer. See the original specification, pp 12-22. Additionally, the Examiner notes that a "general term must be understood in the context in which the inventor presents it." *In re Glaug* 283 F.3d 1335, 1340, 62 USPQ2d 1151, 1154 (Fed. Cir. 2002). Therefore the Examiner must interpret the claimed terms as found on pages 12-22 of the original specification.

3. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 C.F.R. § 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a personal interview with Michael Dean on a date prior to Oct 1, 2006.

The application has been amended four (4) times as follows:

In claim 48, line 15, insert after "venues" and before "whereby" the phrase:

--in compliance with the presentation rules of the internet media venue,--

In claim 226, line 15, insert after "venues" and before ",whereby" the phrase:

--in compliance with the presentation rules of the internet media venue,--

In claim 405, line 8, after "format" delete "." and replace it with --,--

In claim 405, line 15, insert after "venues" and before ",whereby" the phrase:

--in compliance with the presentation rules of the internet media venue,--

REASONS FOR ALLOWANCE

4. The following is an Examiner's statement of reasons for allowance:.

5. Using Applicants definition of claim terms as noted above, a combination of the recited features was not reasonable found in the prior art. Moreover, even if all claim limitations could be found in a reasonable number of references, one of ordinary skill in the art would not be motivated to modify a primary reference with the primary references missing features without hindsight.

6. 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."

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Andrew J. Fischer whose telephone number is (571) 272-6779.

8. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

9. 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).

Andrew J. Fischer
Supervisory Patent Examiner
Art Unit 3621

AJF
May 8, 2006

OIPE
FEB 0 9 2005
PATENT & TRADEMARK OFFICE
JC99

PTO/SB/08A (08-03)
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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 3

Complete If Known	
Application Number	10/954,820
Filing Date	OCT-7-2004
First Named Inventor	LUCINDA STONE
Art Unit	3627
Examiner Name	MR ANDREW FISCHER
Attorney Docket Number	STONE 5

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
AF	1	US- 5,893,076	04/06/99	Hafner	Pages: 1 - 15
	2	US- 5,884,277	03/16/99	Vinod Khosla	Pages: 1 - 11
	3	US- 5,946,646	08/31/99	Schena, et al.	Pages: 1 -13
	4	US- 5,724,520	03/03/98	Joel R. Goheen	Pages: 1 - 9
	5	US- 5,581,461	12/03/96	Coll et al.	Pages: 1 -12
	6	US- 5,845,261	12/01/98	Adi Jacob McAbian	Pages: 1 -15
	7	US- 5,797,126	08/18/98	Helbling & Glass	Pages: 1 - 12
	8	US- 5,878,141	03/02/99	Daly & Grate	Pages: 1 - 21
	9	US- 5,794,207	08/11/98	Walker, et al.	Pages: 1 - 41
	10	US- 5,193,056	03/09/93	R. Todd Boes	Pages: 1 – 27
	11	US- 6,119,101-A	09-2000	Peckover	Pages: 1 – 74
	12	US- 6,064,967-A	05-2000	Speicher	Pages: 1 - 23
	13	US- 6,038,545-A	03-2000	Mandeberg	Pages: 1 – 24
	14	US- 6,026,371-A	02-2000	Beck et al.	Pages: 1 – 9
	15	US- 2001/0011226-A1	08-2001	Greer et al.	Pages: 1 - 7
	16	US- 6,324,519-B1	11-2001	Eldering	Pages: 1 - 22
	17	US- 6,560,578-B2	05/06/03	Eldering	Pages: 1 - 31
	18	US- 6,430,603-B2	08/06/02	Hunter	Pages: 1 - 11
	19	US- 6,401,075-B1	06/04/02	Mason et al.	Pages: 1 - 7

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]-Number[4]-Kind Code[5] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]
AF	F1	JP-408249326	08-1996	Daimon		

Examiner Signature	AF Fischer	Date Considered	10/1/06

*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)
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(Use as many sheets as necessary)

Sheet 2 of 3

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Art Unit	3627
Examiner Name	MR ANDREW FISCHER
Attorney Docket Number	STONE 5

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FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]-Number[4]-Kind Code[5] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]

Examiner Signature		Date Considered	10/1/06

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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 3 of 3

Complete if Known	
Application Number	10/954,820
Filing Date	OCT-7-2004
First Named Inventor	LUCINDA STONE
Art Unit	3627
Examiner Name	MR ANDREW FISCHER
Attorney Docket Number	STONE 5

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]
AJF	L1	"Groups set to unveil Web ad guidelines" 09 December 1996, Advertising Age, vol. 67, no. 50, p. 1,	
	L2	"ABC formally launches Reader Profile Service as NAA unveils the NICC's silhouette" 02 Aug 1999, Newsinc, vol. 11, no. 1	
	L3	Hamblen, Matt, "Shell protects brand via net" 10 January 2000, Computerworld, vol. 34, no. 2, p. 39.	
V	L4	www.nationwideadvertising.com About 65 pages taken from the web site as of March 27, 2003.	

Examiner Signature	AJ Fischer	Date Considered	10/1/06

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 3

Complete If Known	
Application Number	10/954,820
Filing Date	9/30/2004
First Named Inventor	Lucinda Stone
Art Unit	3627
Examiner Name	Fischer, Andrew J.
Attorney Docket Number	Stone-5

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
AJF	1	US- 6,892,226	12-30-1997	Tso et al.	Pages 1-15
	2	US- 6,654,725	11-9-1999	Langheinrich et al.	Pages 1-16
	3	US- 6,487,538	11-16-1998	Gupta et al.	Pages 1-19
	4	US- 6,385,592	6-30-1999	Angles et al.	Pages 1-26
	5	US- 6,285,987	1-22-1997	Roth et al.	Pages 1-26
	6	US- 6,112,192	5-9-1997	Capek	Pages 1-11
	7	US- 5,933,811	8-20-1996	Angles et al.	Pages 1-26
	8	US- 6,931,591	10-15-1999	Brown et al.	Pages 1-15
	9	US- 6,889,382	7-27-1999	Anderson	Pages 1-7
	10	US- 6,718,551	12-21-1999	Swiz et al.	Pages 1-14
	11	US- 6,654,725	12-21-1999	Langheinrich et al.	Pages 1-16
	12	US- 6,567,854	10-21-1999	Olshansky et al.	Pages 1-19
	13	US- 6,553,178	9-8-1994	Abecassis	Pages 1-57
	14	US- 6,526,575	1-7-1997	McCoy et al.	Pages 1-50
	15	US- 6,466,975	1-4-2000	Sterling	Pages 1-29
	16	US- 6,460,036	12-5-1997	Herz	Pages 1-57
	17	US- 6,442,577	11-3-1998	Britton et al.	Pages 1-14
	18	US- 6,397,246	11-13-1998	Wolfe	Pages 1-14
	19	US- 6,191,780	3-25-1998	Martin et al.	Page 1-6

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]-Number[4]-Kind Code[5] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]
AJF	20	WO/2001/37119	11/15/1999	Ferber et al	Pages 1-32	

Examiner Signature	Andrew Fischer	Date Considered	10/6/06

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 2 of 3

Complete if Known	
Application Number	10/954,820
Filing Date	9/30/2004
First Named Inventor	Lucinda Stone
Art Unit	3627
Examiner Name	Fischer, Andrew J.
Attorney Docket Number	Stone-5

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
AJF	21	US- 6,138,142	12-20-1996	Linsk	Pages 1-9
	22	US- 6,026,371	11-25-1996	Beck et al.	Page 1-9
	23	US- 5,991,735	8-11-1998	Gerace	Pages 1-30
	24	US- 5,684,918	9-8-1998	Abecassis	Pages 1-57
	25	US- 6,073,105	6-13-1997	Sutcliffe et al.	Pages 1-29
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Examiner Signature	AJFischer	Date Considered	10/6/06

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Sheet 3 of 3

Complete if Known	
Application Number	10/954,820
Filing Date	9/30/2004
First Named Inventor	Lucinda Stone
Art Unit	3627
Examiner Name	Fischer, Andrew J.
Attorney Docket Number	Stone-5

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]
AJF	26	KENNETH S. ROBERTS, Declaration, Document, Feb 10, 2006, Pages 1-8, Los Angles California	

Examiner Signature	AJ Fischer	Date Considered	10/1/06

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 2

Complete if Known	
Application Number	10/954,820
Filing Date	October 7, 2002
First Named Inventor	Stone
Art Unit	3627
Examiner Name	Mr. Andrew J. Fischer
Attorney Docket Number	Stone 5

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AJF	1	US- 6,167,382	12-26-2000	Sparks et al.	1-57
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(Use as many sheets as necessary)

Sheet 2 of 2

Complete if Known	
Application Number	10/954,820
Filing Date	October 7, 2002
First Named Inventor	Stone
Art Unit	3627
Examiner Name	Mr. Andrew J. Fischer
Attorney Docket Number	Stone 5

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GJF	2	Presstime Magazine, NEXPO 97 Report, Copyright 1997, Newspaper of America	

Examiner Signature	GJ Fischer	Date Considered	10/1/06

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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 provides a seller self-serve control for creation, publication, and display of advertisements on internet media venues owned or controlled by entities other than the seller 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 sellers 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. The system also includes an online reporting tool, an interface for a seller's accounting management system to automatically update advertisements and control publication timing, and a buyer interface for purchase, reservation, or referral regarding the advertised product or service.

ENTER
10/1/06

Issue Classification	Application/Control No.	Applicant(s)/Patent under Reexamination	
	10/954,820	STONE ET AL.	
	Examiner	Art Unit	
	Andrew J. Fischer	3627	

ISSUE CLASSIFICATION

ORIGINAL		CROSS REFERENCE(S)							
CLASS	SUBCLASS	CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)						
705	26	705	14						
INTERNATIONAL CLASSIFICATION									
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N/A (Assistant Examiner) (Date)	Andrew J. Fischer 10/1/06 (Primary Examiner) (Date)	Total Claims Allowed: 397
Tonya Hybride 10/11/06 (Legal Instruments Examiner) (Date)		O.G. Print Claim(s): 1 / O.G. Print Fig.: 2e

☒ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
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Issue Classification	Application/Control No. 10/954,820	Applicant(s)/Patent under Reexamination STONE ET AL.
	Examiner Andrew J. Fischer	Art Unit 3621

ISSUE CLASSIFICATION

ORIGINAL		INTERNATIONAL CLASSIFICATION	
CLASS	SUBCLASS	CLAIMED	NON-CLAIMED
705	26	G 06 Q 30 / 60	/

CROSS REFERENCES						
CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)					
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N/A (Assistant Examiner) (Date)	Andrew J. Fischer (Primary Examiner) 10/1/06 (Date)	Total Claims Allowed: 397
Tonya McBride 12/11/06 (Legal Instruments Examiner) (Date)		O.G. Print Claim(s): 1 / O.G. Print Fig.: 2e

☒ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

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172	219	202	249	232	279	262	309	292	339	322	369	352	399
173	220	203	250	233	280	263	310	293	340	323	370	353	400
174	221	204	251	234	281	264	311	294	341	324	371	354	401
175	222	205	252	235	282	265	312	295	342	325	372	355	402
176	223	206	253	236	283	266	313	296	343	326	373	356	403
177	224	207	254	237	284	267	314	297	344	327	374	357	404
178	225	208	255	238	285	268	315	298	345	328	375	358	405
179	226	209	256	239	286	269	316	299	346	329	376	359	406
180	227	210	257	240	287	270	317	300	347	330	377	360	407
181	228	211	258	241	288	271	318	301	348	331	378	361	408
182	229	212	259	242	289	272	319	302	349	332	379	362	409
183	230	213	260	243	290	273	320	303	350	333	380	363	410
184	231	214	261	244	291	274	321	304	351	334	381	364	411
185	232	215	262	245	292	275	322	305	352	335	382	365	422
186	233	216	263	246	293	276	323	306	353	336	383	366	413
187	234	217	264	247	294	277	324	307	354	337	384	367	414
188	235	218	265	248	295	278	325	308	355	338	385	368	415
189	236	219	266	249	296	279	326	309	356	339	386	369	416
190	237	220	267	250	297	280	327	310	357	340	387	370	417
191	238	221	268	251	298	281	328	311	358	341	388	371	418
192	239	222	269	252	299	282	329	312	359	342	389	372	419
193	240	223	270	253	300	283	330	313	360	343	390	373	420

Issue Classification	Application/Control No. 10/954,820	Applicant(s)/Patent under Reexamination STONE ET AL.
	Examiner Andrew J. Fischer	Art Unit 3621

ISSUE CLASSIFICATION

ORIGINAL		INTERNATIONAL CLASSIFICATION									
CLASS	SUBCLASS	CLAIMED						NON-CLAIMED			
705	26	G	06	Q	30/06						/
CROSS REFERENCES					/						/
CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)										
705	14				/						/
					/						/
					/						/
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N/A (Assistant Examiner) (Date)	Andrew J. Fischer /Fischer/ 10/1/06 (Primary Examiner) (Date)	Total Claims Allowed: 397
Tonya McBride 10/11/06 (Legal Instruments Examiner) (Date)		O.G. Print Claim(s): 1 / O.G. Print Fig.: 2e

☒ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
374	421												
375	422												
376	423												
377	424												
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397	444												

Search Notes

Application/Control No.	Applicant(s)/Patent under Reexamination	
10/954,820	STONE ET AL.	
Examiner	**Art Unit**	
Andrew J. Fischer	3627	

SEARCHED			
Class	Subclass	Date	Examiner
705	26	8/7/2005	AJF
705	27	8/7/2005	AJF
705	14	8/7/2005	AJF

INTERFERENCE SEARCHED			
Class	Subclass	Date	Examiner
705	26	5/8/2006	AJF

SEARCH NOTES (INCLUDING SEARCH STRATEGY)		
	DATE	EXMR
Updated Search	5/8/2006	AJF

OIPE IAP82
AUG 08 2006
PATENT & TRADEMARK OFFICE

08-09-06

Amdt. Dated August 8, 2006
Supplemental Information Disclosure Statement

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	10/954,820
Applicant	:	Lucinda Stone et al.
Filed	:	October 7, 2002
Title	:	A METHOD FOR USING COMPUTERS TO FACILITATE AND CONTROL THE CREATING OF A PLUARLITY OF FUNCTIONS.
TC/A.U.	:	3627
Examiners	:	Mr. Andrew J. Fischer
Docket No.	:	Stone 5

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 (Dated February 9, 2005) and an Information Disclosure Statement (Supplement) (Dated February 12, 2006), applicants hereby call the examiner's attention to the following references listed on the

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01 FC:1806 180.00 OP

accompanying forms PTO/SB/08A (1 pages) and PTO/SB/08B (1 page). Copies of the Non U.S. Patents 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 2626.

The two references cited were brought to the attention of the applicants by the Examiner in Application Number 10/193,465 on July 3, 2006.

In the event that this IDS is not received before a Final Action under 37 CFR § 1.113 or a Notice of Allowance under 37 CFR § 1.311, then Applicant respectfully requests that the Office consider the filing of these papers to be submitted under 37 CFR § 1.97(d). The required fee of $180.00 due under 37 CFR § 1.17(p) has been submitted herewith and a statement under 37 CFR § 1.97(e) is included below.

Statement Under 37 CFR § 1.97(e):

No item contained in this IDS was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing this statement after making reasonable inquiry, no item of information contained in this IDS was known to any individual designated in 37 CFR § 1.56(c) more than three months prior to the filing of this IDS.

Lucinda Stone

Michael Dean

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 August 8, 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
Tracking Number EQ 453030036 US in an envelope addressed to:
Commissioner for Patents,
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Alexandria Va. 22313 - 1450
On 08/08/06

Michael Dillen

OIPE IAP82
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PTO/SB/08A (07-06)
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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 2

Complete if Known	
Application Number	10/954,820
Filing Date	October 7, 2002
First Named Inventor	Stone
Art Unit	3627
Examiner Name	Mr. Andrew J. Fischer
Attorney Docket Number	Stone 5

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	1	US- 6,167,382	12-26-2000	Sparks et al.	1-57
		US-			
		US-			
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FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]-Number[4]-Kind Code[5] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]

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.**

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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 2 of 2

	Complete if Known
Application Number	10/954,820
Filing Date	October 7, 2002
First Named Inventor	Stone
Art Unit	3627
Examiner Name	Mr. Andrew J. Fischer
Attorney Docket Number	Stone 5

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]
	2	Presstime Magazine, NEXPO 97 Report, Copyright 1997, Newspaper of America	

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.

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.

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JUN 12 2006
PATENT & TRADEMARK OFFICE
IAP82

06-13-06

DPW

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	10/954,820
Applicant	:	Lucinda Stone et al.
Filed	:	September 30, 2004
Title	:	A METHOD FOR USING COMPUTERS TO FACILITATE AND CONTROL THE CREATING OF A PLUARLITY OF FUNCTIONS.
TC/A.U.	:	3627
Examiner	:	Andrew J. Fischer
Docket No.	:	Stone 5

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

Supplemental Amendment

Gentlemen:

This Amendment is a Supplemental Amendment to that prior Substitute Amendment and Response filed February 21, 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.

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 provides a seller self-serve control for creation, publication, and display of advertisements on internet media venues owned or controlled by entities other than the seller 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 sellers 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. The system also includes an online reporting tool, an interface for a seller's accounting management system to automatically update advertisements and control publication timing, and a buyer interface for purchase, reservation, or referral regarding the advertised product or service.

Remarks

This Supplemental Amendment is being submitted to amend the Specifications with a new Title and a new Abstract.

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 June 12, 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 453029894 US) in an envelope addressed to:
Mail Stop Amendment
Commissioner for Patents,
P.O. Box 1450, Alexandria VA. 22323-1450
On 06/12/06 By Michael Dillon

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02-22-06

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	10/954,820
Applicant	:	Lucinda Stone et al.
Filed	:	September 30, 2004
Title	:	A METHOD FOR USING COMPUTERS TO FACILITATE AND CONTROL THE CREATING OF A PLUARLITY OF FUNCTIONS.
TC/A.U.	:	3627
Examiner	:	Andrew J. Fischer
Docket No.	:	Stone 5

Honorable Commissioner for Patents
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Alexandria, VA 22313-1450

Substitute Amendment and Response

Gentlemen:

This Substitute Amendment and Response is being filed to replace that Amendment dated February 13, 2006 that was in reply to Office Action mailed on August 12, 2005. This Substitute Amendment and Response is intended to correct minor defects within the Claims and Remarks

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03 FC:2622 10.00 OP

sections of the original Amendment dated February 13, 2006 and to bring the Amendment into compliance with 37 CFR §1.121.

A response to the First Office Action was due on or before November 12, 2005. Requests for "Extension of Time" were filed on filed on November 11, 2005 and January 11, 2006; copies of which are submitted herewith. These requests extended the due date to respond to the First Office Action to February 13, 2006 (with February 12, 2006 falling on a Sunday).

This amendment is further in response to the courteous interview extended to Applicants and their counsel on February 1, 2006.

Amendments to the Claims and New Claims are reflected in the listing of claims, which begins on page three of this amendment.

Remarks begin on page 74 of this amendment.

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

Listing of Claims:

32) through 47): (Cancelled)

48. (new) A computer system for creating and publishing customized electronic advertisements, for a seller, to internet media venues owned or controlled by other than the seller, 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 to select one or more of the internet media venues and prompted to input information to create an electronic advertisement for publication to the selected internet media venues;

a second database storing the information input by the seller through the second 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 each of the one or more of the selected internet media venues in compliance with the presentation rules of the internet media venue.

49. (new) The computer system of claim 48, wherein the computer system and the computer controller each comprise a network of computers.

50. (new) The computer system of claim 48, wherein the electronic advertisement comprises the advertisement or components of the advertisement.

51. (new) The computer system of claim 48, wherein the internet media venue is a website comprising one or more web pages.

52. (new) The computer system of claim 48, wherein the internet media venue comprises one or more virtual locations.

53. (new) The computer system of claim 48, wherein the second interface for the seller is a self-serve interface that prompts the seller to input information using a menu-driven format.

54. (new) The computer system of claim 53, wherein the menu-driven format includes one or more forms with text entry areas and menu-driven choices.

55. (new) The computer system of claim 53, wherein the self-serve interface for the seller prompts the seller to input information identifying the seller.

56. (new) The computer system of claim 55, wherein the seller information comprises information for establishing a seller account with the computer system.

57. (new) The computer system of claim 56, further comprising a seller account database of the second database for storing the seller account information.

58. (new) The computer system of claim 53, wherein the self-serve interface for the seller prompts the seller with a choice of advertisement types.

59. (new) The computer system of claim 58, wherein the choice of advertisement types includes a text advertisement.

60. (new) The computer system of claim 58, wherein the choice of advertisement types includes an image advertisement.

61. (new) The computer system of claim 58, wherein the choice of advertisement types includes an interactive advertisement.

62. (new) The computer system of claim 53, wherein the self-serve interface for the seller prompts the seller for advertising content or other components of the advertisement.

63. (new) The computer system of claim 62, wherein the self-serve interface for the seller prompts the seller for a text component of the advertisement.

64. (new) The computer system of claim 62, wherein the self-serve interface for the seller prompts the seller for an image component of the advertisement.

65. (new) The computer system of claim 62, further comprising an advertising database of the second database for the seller input information that stores the components of the advertisement.

66. (new) The computer system of claim 62, further comprising an advertising database of the second database for the seller input information that stores the advertisement.

67. (new) The computer system of claim 53, wherein the selection information input by the seller targets one or more internet media venues.

68. (new) The computer system of claim 67, wherein the selection information input by the seller targets one or more internet media venues by targeting one or more advertising channels.

69. (new) The computer system of claim 68, wherein an advertising channel comprises one or more internet media venues.

70. (new) The computer system of claim 67, wherein the selection information input by the seller targets one or more internet media venues by targeting demographics of one or more internet media venues.

71. (new) The computer system of claim 67, wherein the selection information includes identification of individual internet media venues.

72. (new) The computer system of claim 71, further comprising:

a database that stores information identifying internet media venues available to the computer system for publishing electronic advertisements,

wherein said seller inputs selection information through the self-serve interface for the seller that comprises identification of one or more individual internet media venues from among the available internet media venues.

73. (new) The computer system of claim 72, wherein the seller inputs selection information through the self-serve interface for the seller that includes identification of individual internet media venues from among a displayed list of available internet media venues.

74. (new) The computer system of claim 67, wherein a targeting database of the second database for the seller input information stores the selection information input by the seller.

75. (new) The computer system of claim 53, wherein the self-serve interface for the seller prompts the seller to input advertising content to create a text advertisement.

76. (new) The computer system of claim 75, further comprising:

a database that stores information identifying internet media venues available to the computer system for publishing advertisements; and

wherein said seller inputs selection information through the self-serve interface for the seller that comprises identification of one or more individual internet media venues from among the available internet media venues.

77. (new) The computer system of claim 76, wherein the seller inputs the identification of one or more individual internet media venues from among a displayed list of available internet media venues.

78. (new) The computer system of claims 48, wherein the first interface for the internet media venue is a self-serve interface that prompts each internet media venue to input its presentation rules using a menu-driven format.

79. (new) The computer system of claim 78, wherein the menu-driven format comprises one or more forms including text entry areas and menu-driven choices.

80. (new) The computer system of claim 78, wherein the self-serve interface for the internet media venue prompts the internet media venue to input information identifying the internet media venue.

81. (new) The computer system of claim 80, wherein the internet media venue identifying information comprises information for establishing an internet media venue account with the computer system.

82. (new) The computer system of claim 81, further comprising an internet media venue account database for storing the internet media venue account information.

83. (new) The computer system of claim 79, wherein the self-serve interface for the internet media venue prompts the internet media venue for a choice of advertisement types.

84. (new) The computer system of claim 83, wherein the choice of advertisement types includes a text advertisement.

85. (new) The computer system of claim 83, wherein the choice of advertisement types includes an image advertisement.

86. (new) The computer system of claim 83, wherein the choice of advertisement types includes an interactive advertisement.

87. (new) The computer system of claim 78, wherein the self-serve interface for the internet media venue prompts the internet media venue for presentation rules comprising presentation guidelines.

88. (new) The computer system of claim 87, wherein the presentation guidelines include standards, restrictions, and other specifications for advertisements.

89. (new) The computer system of claim 87, wherein the presentation rules include controlling algorithms for advertisements.

90. (new) The computer system of claim 87, wherein the presentation rules include benchmarks for advertisements.

91. (new) The computer system of claim 78, further comprising a presentation rules database of the first database that stores the presentation rules for the internet media venue.

92. (new) The computer system of claim 78, wherein the second interface for the seller is a self-serve interface that prompts the seller to input information using a menu-driven format.

93. (new) The computer system of claim 75, wherein the first interface for the internet media venue is a self-serve interface that prompts each internet media venue to input its presentation rules for a text advertisement using a menu-driven format.

94. (new) The computer system of claim 48, wherein the presentation rules of the internet media venue comprise design or style standards, further comprising a computer program design filter to automatically apply or compare the internet media venue design or style standards to the information input by the seller or the advertisement to control look and feel of the advertisement to be displayed on the internet media venue.

95. (new) The computer system of claim 94, wherein the internet media venue design or style standards include formatting standards for advertisements.

96. (new) The computer system of claim 94, wherein the internet media venue design or style standards include standards on amount of text that can be used.

97. (new) The computer system of claim 94, wherein the internet media venue design or style standards include size standards for advertisements

98. (new) The computer system of claim 97, wherein the size standards include standards for height and width of advertisements.

99. (new) The computer system of claim 94, wherein the internet media venue design or style standards include color standards for advertisements.

100. (new) The computer system of claim 94, wherein the internet media venue design or style standards include font standards for advertisements.

101. (new) The computer system of claim 94, wherein the internet media venue design or style standards include image standards for advertisements.

102. (new) The computer system of claim 101, wherein the image standards include size standards for advertisements.

103. (new) The computer system of claim 101, wherein the image standards include compression standards for advertisements

104. (new) The computer system of claim 101, wherein the image standards include file size standards for advertisements.

105. (new) The computer system of claim 94, wherein the second interface for the seller includes the computer program design filter for the internet media venue design or style standards.

106. (new) The computer system of claim 94, wherein the computer controller includes the computer program design filter for the internet media venue design or style standards.

107. (new) The computer system of claim 94, wherein the computer controller is configured to automatically notify the seller if the advertisement does not comply with the internet media venue design or style standards applied or compared by the computer program design filter.

108. (new) The computer system of claim 107, wherein the notification prompts the seller for review.

109. (new) The computer system of claim 92, wherein the presentation rules of the internet media venue comprise design or style standards, further comprising a computer program design filter to automatically apply or compare the internet media venue design or style standards to the information input by the seller or the advertisement to control look and feel of the advertisement to be displayed on the internet media venue.

110. (new) The computer system of claim 93, wherein the presentation rules of the internet media venue comprise design or style standards, further comprising a computer program design filter to automatically apply or compare the internet media venue design or style standards to the information input by the seller or the text advertisement to control look and feel of the text advertisement to be displayed on the internet media venue.

111. (new) The computer system of claim 48, wherein the internet media venue presentation rules include editorial standards, further comprising a computer program editorial filter to automatically apply or compare the internet media venue editorial standards to the information input by the seller or the advertisement to control content of the advertisement to be displayed on the internet media venue.

112. (new) The computer system of claim 111, wherein the internet media venue editorial standards include content standards.

113. (new) The computer system of claim 112, wherein the internet media venue content standards include blocked words.

114. (new) The computer system of claim 112, wherein the internet media venue content standards include blocked phrases.

115. (new) The computer system of claim 112, wherein the internet media venue content standards include link restrictions.

116. (new) The computer system of claim 112, wherein the internet media venue content standards include blocked references.

117. (new) The computer system of claim 112, wherein the internet media venue content standards include language restrictions.

118. (new) The computer system of claim 111, wherein the internet media venue editorial standards include grammar guidelines.

119. (new) The computer system of claim 111, wherein the internet media venue editorial standards include spelling dictionaries.

120. (new) The computer system of claim 111, wherein the second interface includes the computer program editorial filter for the internet media venue editorial standards.

121. (new) The computer system of claim 111, wherein the computer controller includes the computer program editorial filter for the internet media venue editorial standards.

122. (new) The computer system of claim 111, wherein the computer controller notifies the seller if the advertisement does not comply with the internet media venue editorial standards applied or compared by the computer program editorial filter.

123. (new) The computer system of claim 122, wherein the notification prompts the seller for review.

124. (new) The computer system of claim 109, wherein the internet media venue presentation rules comprise editorial standards, further comprising a computer program editorial filter to automatically apply or compare the internet media venue editorial standards to the information input by the seller or the advertisement to control content of the advertisement to be displayed on the internet media venue.

125. (new) The computer system of claim 110, wherein the internet media venue presentation rules comprise editorial standards, further comprising a computer program editorial filter to automatically apply or compare the internet media venue editorial standards to the information input by the seller or the text advertisement to control content of the text advertisement to be displayed on the internet media venue.

126. (new) The computer system of claim 48, wherein the internet media venue presentation rules comprise distribution factors, further comprising a computer program distribution filter configured to automatically apply or compare the internet media venue distribution factors to the information input by the seller or the advertisement to determine whether to publish the advertisement to the internet media venue.

127. (new) The computer system of claim 126, wherein the internet media venue distribution factors include advertisement costs.

128. (new) The computer system of claim 126, wherein the internet media venue distribution factors include blocked URLs.

129. (new) The computer system of claim 126, wherein the internet media venue distribution factors include content standards.

130. (new) The computer system of claim 129, wherein the internet media venue content standards include blocked words.

131. (new) The computer system of claim 129, wherein the internet media venue content standards include blocked phrases.

132. (new) The computer system of claim 129, wherein the internet media venue content standards include link restrictions.

133. (new) The computer system of claim 129, wherein the internet media venue content standards include blocked references.

134. (new) The computer system of claim 129, wherein the internet media venue content standards include language restrictions.

135. (new) The computer system of claim 126, wherein the internet media venue distribution factors include publication dates or deadlines.

136. (new) The computer system of claim 126, wherein the internet media venue distribution factors include demographics.

137. (new) The computer system of claim 109, wherein the internet media venue presentation rules comprise distribution factors, further comprising a computer program distribution filter to automatically apply or compare the internet media venue distribution factors to the information input by the seller or the advertisement to determine whether to publish the advertisement to the internet media venue.

138. (new) The computer system of claim 110, wherein the internet media venue presentation rules comprise distribution factors, further comprising a computer program distribution filter to automatically apply or compare the internet media venue distribution factors to the information input by the seller or the text advertisement to determine whether to publish the text advertisement to the internet media venue.

139. (new) The computer system of claim 48, further comprising an interface for an operator of the computer system to input operator presentation rules to the computer system for advertisements published to the internet media venues.

140. (new) The computer system of claim 139, wherein the operator of the computer system is an administrator or manager operating the computer controller.

141. (new) The computer system of claim 48, further comprising a computer program design filter to automatically apply or compare operator presentation rules to the information input by the seller or the advertisement to control look and feel of the advertisement to be displayed on the internet media venue, wherein the operator presentation rules comprise design or style standards.

142. (new) The computer system of claim 141, wherein the operator design or style standards include formatting standards for advertisements.

143. (new) The computer system of claim 141, wherein the operator design or style standards include standards on amount of text that can be used.

144. (new) The computer system of claim 141, wherein the operator design or style standards include size standards for advertisements

145. (new) The computer system of claim 144, wherein the size standards include standards for height and width of advertisements.

146. (new) The computer system of claim 141, wherein the operator design or style standards include color standards for advertisements.

147. (new) The computer system of claim 141, wherein the operator design or style standards include font standards for advertisements.

148. (new) The computer system of claim 141, wherein the operator design or style standards include image standards for advertisements.

149. (new) The computer system of claim 148, wherein the image standards include size standards for advertisements.

150. (new) The computer system of claim 148, wherein the image standards include compression standards for advertisements

151. (new) The computer system of claim 148, wherein the image standards include file size standards for advertisements.

152. (new) The computer system of claim 141, wherein the second interface for the seller includes the computer program design filter for the operator design or style standards.

153. (new) The computer system of claim 141, wherein the computer controller includes the computer program design filter for the operator design or style standards.

154. (new) The computer system of claim 141, wherein the computer controller is configured to automatically notify the seller if the advertisement does not comply with the operator design or style standards applied or compared by the computer program design filter.

155. (new) The computer system of claim 154, wherein the notification prompts the seller for review.

156. (new) The computer system of claim 137, further comprising an interface for an operator of the computer system to input operator presentation rules to the computer system; and

wherein the presentation rules of the operator comprise design or style standards, further comprising a computer program filter to automatically apply or compare the operator design or style standards to the information input by the seller or the advertisement to control look and feel of the advertisement to be displayed on the internet media venue.

157. (new) The computer system of claim 138, further comprising an interface for an operator of the computer system to input operator presentation rules to the computer system; and

wherein the presentation rules of the operator include design or style standards, further comprising a computer program design filter to automatically apply or compare the operator

design or style standards to the information input by the seller or the text advertisement to control look and feel of the text advertisement to be displayed on the internet media venue.

158. (new) The computer system of claim 48, further comprising a computer program editorial filter to automatically apply or compare operator presentation rules to the information input by the seller or the advertisement to control content of the advertisement to be displayed on the internet media venue, wherein the operator presentation rules comprise editorial standards.

159. (new) The computer system of claim 158 wherein the operator editorial standards include content standards.

160. (new) The computer system of claim 159, wherein the operator content standards include blocked words.

161. (new) The computer system of claim 159, wherein the operator content standards include blocked phrases.

162. (new) The computer system of claim 159, wherein the operator content standards include link restrictions.

163. (new) The computer system of claim 159, wherein the operator content standards include blocked references.

164. (new) The computer system of claim 159, wherein the operator content standards include language restrictions.

165. (new) The computer system of claim 158, wherein the operator editorial standards include grammar guidelines.

166. (new) The computer system of claim 158, wherein the operator editorial standards include spelling dictionaries.

167. (new) The computer system of claim 158, wherein the second interface includes the computer program editorial filter for the operator editorial standards.

168. (new) The computer system of claim 158, wherein the computer controller includes the computer program editorial filter for the operator editorial standards.

169. (new) The computer system of claim 158, wherein the computer controller notifies the seller if the advertisement does not comply with the operator editorial standards applied or compared by the computer program editorial filter.

170. (new) The computer system of claim 169, wherein the notification prompts the seller for review.

171. (new) The computer system of claim 156, wherein the operator presentation rules include editorial standards, further comprising a computer program editorial filter to automatically apply or compare the operator editorial standards to the information input by the seller or the advertisement to control content of the advertisement to be displayed on the internet media venue.

172. (new) The computer system of claim 157, wherein the operator presentation rules include editorial standards, further comprising a computer program editorial filter configured to automatically apply or compare the operator editorial standards to the information input by the seller or the text advertisement to control content of the text advertisement to be displayed on the internet media venue.

173. (new) The computer system of claim 48, further comprising a computer program distribution filter configured to automatically apply or compare operator presentation rules to the information input by the seller or the advertisement to determine whether to publish the advertisement to the internet media venue, wherein the operator presentation rules include distribution factors.

174. (new) The computer system of claim 173, wherein the operator distribution factors include advertisement costs.

175. (new) The computer system of claim 173, wherein the operator distribution factors include blocked URLs.

176. (new) The computer system of claim 173, wherein the operator distribution factors include content standards.

177. (new) The computer system of claim 176, wherein the operator content standards include blocked words.

178. (new) The computer system of claim 176, wherein the operator content standards include blocked phrases.

179. (new) The computer system of claim 176, wherein the operator content standards include link restrictions.

180. (new) The computer system of claim 176, wherein the operator content standards include blocked references.

181. (new) The computer system of claim 176, wherein the operator content standards include language restrictions.

182. (new) The computer system of claim 173, wherein the operator distribution factors include publication dates or deadlines.

183. (new) The computer system of claim 173, wherein the operator distribution factors include demographics.

184. (new) The computer system of claim 48, wherein the second interface for the seller automatically applies or compares the internet media venue presentation rules to the information input by the seller or the advertisement to enforce compliance with the internet media venue presentation rules.

185. (new) The computer system of claim 48, wherein the second interface for the seller automatically modifies or re-formats the information input by the seller or the advertisement to comply with the internet media venue presentation rules.

186. (new) The computer system of claim 48, wherein the second interface for the seller automatically restructures data comprising the information input by the seller or the advertisement to comply with the internet media venue presentation rules.

187. (new) The computer system of claim 48, wherein the computer controller processes the advertisement by automatically applying or comparing the internet media venue presentation

rules to the information input by the seller or the advertisement to enforce compliance with the internet media venue presentation rules.

188. (new) The computer system of claim 48, wherein the computer controller processes the advertisement by automatically modifying or reformatting the advertisement to comply with the internet media venue presentation rules.

189. (new) The computer system of claim 48, wherein the computer controller processes the advertisement by automatically restructuring data comprising the information input by the seller or the advertisement so that the advertisement complies with the internet media venue presentation rules.

190. (new) The computer system of claim 48, 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.

191. (new) The computer system of claim 190, wherein the advertisement generation program operates on each of the one or more of the selected internet media venues.

192. (new) The computer system of claim 191, further comprising a database associated with the advertisement generation program for storing the internet media venue presentation rules.

193. (new) The computer system of claim 190, wherein the computer controller publishes the advertisement with the internet media venue presentation rules to the one or more of the selected internet media venues for display by the advertisement generation program in compliance with the internet media venue presentation rules.

194. (new) The computer system of claim 190, wherein the computer controller publishes the internet media venue presentation rules to the one or more of the selected internet media venues in advance of publishing the advertisement for display by the advertisement generation program in compliance with the internet media venue presentation rules.

195. (new) The computer system of claim 188, wherein the computer controller publishes the modified or reformatted advertisement to the one or more of the selected internet media venues for display by an advertisement generation program in compliance with the internet media venue presentation rules.

196. (new) The computer system of claim 189, wherein the computer controller publishes the restructured advertisement to the one or more of the selected internet media venues for display by an advertisement generation program in compliance with the internet media venue presentation rules.

197. (new) The computer system of claim 48, further comprising a general management program of the computer controller for generating online reports.

198. (new) The computer system of claim 197, wherein the online reports include accounting reports.

199. (new) The computer system of claim 197, wherein the online reports include trend analysis reports.

200. (new) The computer system of claim 197, wherein the online reports include billing and collection reports.

201. (new) The computer system of claim 197, wherein the online reports include transaction reports.

202. (new) The computer system of claim 48, further comprising a management interface for one or more inventory or accounting management systems of the seller.

203. (new) The computer system of claim 202, wherein the computer controller automatically updates, changes, or modifies information in the advertisement based on information received from the inventory or accounting management systems through the management interface.

204. (new) The computer system of claim 203, wherein the computer controller automatically updates, changes, or modifies the advertisement to the one or more of the selected internet media venues in real time or near real time.

205. (new) The computer system of claim 203, wherein the computer controller automatically updates, changes, or modifies the advertisement in response to an increase or decrease in available inventory of a product, good, or service of the advertisement.

206. (new) The computer system of claim 203, wherein the computer controller automatically updates, changes, or modifies the advertisement in response to an increase or decrease in price of a product, good, or service of the advertisement.

207. (new) The computer system of claim 203, wherein the computer controller automatically updates, changes, or modifies the advertisement in response to an increase or decrease in available quantity of a product, good, or service of the advertisement.

208. (new) The computer system of claim 203, wherein the computer controller automatically updates, changes, or modifies the advertisement in response to a change in description of a product, good, or service of the advertisement.

209. (new) The computer system of claim 203, wherein the computer controller automatically controls timing for publishing the advertisement to the one or more of the selected internet media

venues based on information received from the one or more inventory control and management systems through the management interface.

210. (new) The computer system of claim 48, wherein the computer system further comprises:

a web server owned or controlled by the operator of the computer system for hosting a website; and

wherein said website operates as a internet media venue for the computer system and displays the electronic advertisement of the seller as an interactive electronic advertisement offering for sale, transfer, or conveyance a product, good, or service of a seller to a buyer.

211. (new) The computer system of claim 210, further comprising an interface of the website prompting the buyer for information for the computer system to complete a sale, transfer, or conveyance transaction for the product, good, or service.

212. (new) The computer system of claim 211, wherein the computer system further comprises a transaction computer program to process and complete the transaction based on the information input by the buyer.

213. (new) The computer system of claim 210, wherein the interactive advertisement provides pricing information for the product, good, or service.

214. (new) The computer system of claim 210, wherein the interactive advertisement provides available inventory information for the product, good, or service.

215. (new) The computer system of claim 210, wherein the interactive advertisement provides a description of the product, good, or service.

216. (new) The computer system of claim 210, further comprising a referral computer program that determines one or more available alternative products, goods, or services for an unavailable product, good, or service of the interactive electronic advertisement.

217. (new) The computer system of claim 216, wherein the interface prompting the buyer offers for sale, transfer, or conveyance the one or more alternative products, goods, or services to the buyer. (new)

218. (new) The computer system of claim 48, wherein the computer system further comprises:

a web server owned or controlled by the operator of the computer system for hosting a website; and

wherein said website operates as a internet media venue for the computer system and displays the electronic advertisement of the seller as an interactive electronic advertisement offering for reservation a product, good, or service of a seller to a buyer.

219. (new) The computer system of claim 218, further comprising an interface of the website prompting the buyer for information for the computer system to complete a reservation transaction for the product, good, or service.

220. (new) The computer system of claim 219, wherein the computer system further comprises a transaction computer program to process and complete the reservation transaction based on the information input by the buyer.

221. (new) The computer system of claim 218, wherein the interactive advertisement provides pricing information for the product, good, or service.

222. (new) The computer system of claim 218, wherein the interactive advertisement provides available inventory information for the product, good, or service.

223. (new) The computer system of claim 218, wherein the interactive advertisement provides a description of the product, good, or service.

224. (new) The computer system of claim 218, further comprising a reservation referral computer program that determines one or more available alternative products, goods, or services for an unavailable product, good, or service of the interactive electronic advertisement.

225. (new) The computer system of claim 224, wherein the interface prompting the buyer offers for reservation the one or more alternative products, goods, or services to the buyer.

226. (new) A method of using a computer system for creating and publishing customized electronic advertisements, for a seller, to internet media venues owned or controlled by other than the seller, 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 a seller through a second interface to the computer system to input information to select one or more of the internet media venues;

prompting the seller through the second interface to input information to create an electronic advertisement for publication to the selected internet media venues;

storing the information input by the seller through the second interface in a second 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 each of the one or more of the selected internet media venues in compliance with the presentation rules of the internet media venue.

227. (new) The method of claim 226, wherein the step of processing and publishing includes using a computer controller of the computer system.

228. (new) The method of claim 227, wherein the computer system and the computer controller each comprise a network of computers.

229. (new) The method of claim 226, wherein the step of processing and publishing the electronic advertisement comprises publishing the advertisement or components of the advertisement.

230. (new) The method of claim 226, wherein the internet media venue is a website comprising one or more web pages.

231. (new) The method of claim 226, wherein the internet media venue comprises one or more virtual locations.

232. (new) The method of claim 226, wherein the step of prompting a seller through a second interface to input information includes prompting the seller to input information through a self-serve interface using a menu-driven format.

233. (new) The method of claim 232, wherein the step of prompting the seller to input information through a self-serve interface using a menu-driven format includes providing one or more forms including text entry areas and menu-driven choices.

234. (new) The method of claim 232, further comprising the step of prompting the seller through the self-serve interface to input information identifying the seller.

235. (new) The method of claim 234, further comprising the step of establishing a seller account with the computer system with information inputted by the seller.

236. (new) The method of claim 235, further comprising the step of storing the seller account information in a seller account database of the second database.

237. (new) The method of claim 232, further comprising the step of prompting the seller through the self-serve interface with a choice of advertisement types.

238. (new) The method of claim 237, wherein the choice of advertisement types includes a text advertisement.

239. (new) The method of claim 237, wherein the choice of advertisement types includes an image advertisement.

240. (new) The method of claim 237, wherein the choice of advertisement types includes an interactive advertisement.

241. (new) The method of claim 232, further comprising the step of prompting the seller through the self-serve interface for advertising content or other components of the advertisement.

242. (new) The method of claim 241, wherein the step of prompting the seller through the self-serve interface for advertising content or other components of the advertisement includes prompting the seller for a text component of the advertisement.

243. (new) The method of claim 241, wherein the step of prompting the seller through the self-serve interface for advertising content or other components of the advertisement includes prompting the seller for an image component of the advertisement.

244. (new) The method of claim 241, further comprising the step of storing the components of the advertisement in an advertising database of the second database.

245. (new) The method of claim 241, further comprising the step of storing the advertisement in an advertising database of the second database.

246. (new) The method of claim 232, further comprising the step of targeting one or more internet media venues using the selection information input by the seller.

247. (new) The method of claim 246, wherein the step of targeting one or more internet media venues includes targeting one or more advertising channels.

248. (new) The method of claim 247, wherein an advertising channel comprises one or more internet media venues.

249. (new) The method of claim 246, wherein the step of targeting one or more internet media venues includes targeting demographics of one or more internet media venues.

250. (new) The method of claim 246, wherein the selection information includes the identification of individual internet media venues.

251. (new) The method of claim 250, further comprising the step of

storing information identifying internet media venues available to the computer system for publishing electronic advertisements in an internet media venue database,

wherein the selection information input by the seller through the self-serve interface for the seller comprises information identifying one or more individual internet media venues from among the available internet media venues.

252. (new) The method of claim 251, wherein the step of prompting the seller to input information through the self-serve interface for the seller to select internet media venues includes

prompting the seller to identify individual intemet media venues from among a displayed list of available intemet media venues.

253. (new) The method of claim 246, further comprising the step of storing selection information input by the seller in a targeting database of the second database for the seller input information.

254. (new) The method of claim 232, wherein the step of prompting the seller to input information through a self-serve interface includes prompting the seller to input advertising content to create a text advertisement.

255. (new) The method of claim 254, further comprising the step of

storing information identifying the intemet media venues available to the computer system for publishing electronic advertisements in an intemet media venue database; and

wherein the selection information input by the seller through the self-serve interface for the seller comprises information identifying one or more individual intemet media venues from among the available intemet media venues.

256. (new) The method of claim 255, wherein the step of prompting the seller to input selection information includes prompting the seller to identify one or more individual intemet media venues from among a displayed list of available intemet media venues.

257. (new) The method of claim 226, wherein the step of prompting each of the internet media venues through a first interface to input presentation rules includes prompting each internet media venue to input its presentation rules through a self-serve interface using a menu-driven format.

258. (new) The method of claim 257, wherein the step of prompting each internet media venue to input its presentation rules through a self-serve interface using a menu-driven format includes providing one or more forms including text entry areas and menu-driven choices.

259. (new) The method of claim 257, further comprising the step of prompting the internet media venue through the self-serve interface to input information identifying the internet media venue.

260. (new) The method of claim 259, further comprising the step of establishing an internet media venue account with the computer system with identifying information inputted by the internet media venue.

261. (new) The method of claim 260, further comprising the step of storing the internet media venue account information in an internet media venue account database.

262. (new) The method of claim 257, further comprising the step of prompting the internet media venue through the self-serve interface with a choice of advertisement types.

263. (new) The method of claim 262, wherein the choice of advertisement types includes a text advertisement.

264. (new) The method of claim 262, wherein the choice of advertisement types includes an image advertisement.

265. (new) The method of claim 262, wherein the choice of advertisement types includes an interactive advertisement.

266. (new) The method of claim 257, further comprising the step of prompting the internet media venue through the self-serve interface for internet media venue for presentation rules comprising presentation guidelines.

267. (new) The method of claim 266, wherein the presentation guidelines include standards, restrictions, and other specifications for advertisements.

268. (new) The method of claim 266, wherein the presentation rules include controlling algorithms for advertisements.

269. (new) The method of claim 266, wherein the presentation rules include benchmarks for advertisements.

270. (new) The method of claim 257, further comprising the step of storing the presentation rules for the internet media venue in a presentation rules database of the first database.

271. (new) The method of claim 257, wherein the step of prompting a seller through a second interface to input information includes prompting the seller to input information through a self-serve interface using a menu-driven format.

272. (new) The method of claim 254, wherein the step of prompting each of the internet media venues through a first interface to input presentation rules includes prompting each internet media venue to input its presentation rules for a text advertisement through a self-serve interface using a menu-driven format.

273. (new) The method of claim 226, wherein the presentation rules of the internet media venue comprise design or style standards, further comprising the step of automatically applying or comparing the internet media venue design or style standards to the information input by the seller or the advertisement to control look and feel of the advertisement to be displayed on the internet media venue.

274. (new) The method of claim 273, wherein the internet media venue design or style standards include formatting standards for advertisements.

275. (new) The method of claim 273, wherein the internet media venue design or style standards include standards on amount of text that can be used.

276. (new) The method of claim 273, wherein the internet media venue design or style standards include size standards for advertisements

277. (new) The method of claim 276, wherein the size standards include standards for height and width of advertisements.

278. (new) The method of claim 273, wherein the internet media venue design or style standards include color standards for advertisements.

279. (new) The method of claim 273, wherein the internet media venue design or style standards include font standards for advertisements.

280. (new) The method of claim 273, wherein the internet media venue design or style standards include image standards for advertisements.

281. (new) The method of claim 280, wherein the image standards include size standards for advertisements.

282. (new) The method of claim 280, wherein the image standards include compression standards for advertisements

283. (new) The method of claim 280, wherein the image standards include file size standards for advertisements.

284. (new) The method of claim 273, wherein the step of automatically applying or comparing the internet media venue design or style standards includes applying or comparing the standards through the second interface using a computer program design filter.

285. (new) The method of claim 273, wherein the step of automatically applying or comparing the internet media venue design or style standards includes applying or comparing the standards through the computer controller using a computer program design filter.

286. (new) The method of claim 273, further comprising the step of automatically notifying the seller if the advertisement does not comply with the internet media venue design or style standards.

287. (new) The method of claim 286, wherein the step of notifying includes prompting the seller for review.

288. (new) The method of claim 271, wherein the presentation rules of the internet media venue comprise design or style standards, further comprising the step of automatically applying or comparing the internet media venue design or style standards to the information input by the seller or the advertisement to control look and feel of the advertisement to be displayed on the internet media venue.

289. (new) The method of claim 272, wherein the presentation rules of the internet media venue comprise design or style standards, further comprising the step of automatically applying or comparing the internet media venue design or style standards to the information input by the seller or the text advertisement to control look and feel of the text advertisement to be displayed on the internet media venue.

290. (new) The method of claim 226, wherein the internet media venue presentation rules include editorial standards, further comprising the step of automatically applying or comparing the internet media venue editorial standards to the information input by the seller or the advertisement to control content of the advertisement to be displayed on the internet media venue.

291. (new) The method of claim 271, wherein the internet media venue editorial standards include content standards.

292. (new) The method of claim 291, wherein the internet media venue content standards include blocked words.

293. (new) The method of claim 291, wherein the internet media venue content standards include blocked phrases.

294. (new) The method of claim 291, wherein the internet media venue content standards include link restrictions.

295. (new) The method of claim 291, wherein the internet media venue content standards include blocked references.

296. (new) The method of claim 291, wherein the internet media venue content standards include language restrictions.

297. (new) The method of claim 290, wherein the internet media venue editorial standards include grammar guidelines.

298. (new) The method of claim 290, wherein the internet media venue editorial standards include spelling dictionaries.

299. (new) The method of claim 290, wherein the step of automatically applying or comparing the internet media venue editorial standards includes applying or comparing the standards through the second interface using a computer program editorial filter.

300. (new) The method of claim 290, wherein the step of automatically applying or comparing the internet media venue editorial standards includes applying or comparing the standards through the computer controller using a computer program editorial filter.

301. (new) The method of claim 290, further comprising the step of automatically notifying the seller if the advertisement does not comply with the internet media venue editorial standards.

302. (new) The method of claim 301, wherein the step of notifying includes prompting the seller for review.

303. (new) The method of claim 288, wherein the internet media venue presentation rules comprise editorial standards, further comprising the step of automatically applying or comparing the internet media venue editorial standards to the information input by the seller or the advertisement to control content of the advertisement to be displayed on the internet media venue.

304. (new) The method of claim 289, wherein the internet media venue presentation rules comprise editorial standards, further comprising the step of automatically applying or comparing

the internet media venue editorial standards to the information input by the seller or the text advertisement to control content of the text advertisement to be displayed on the internet media venue.

305. (new) The method of claim 226, wherein the internet media venue presentation rules comprise distribution factors, further comprising the step of automatically applying or comparing the internet media venue distribution factors to the information input by the seller or the advertisement to determine whether to publish the advertisement to the internet media venue.

306. (new) The method of claim 305, wherein the internet media venue distribution factors include advertisement costs.

307. (new) The method of claim 305, wherein the internet media venue distribution factors include blocked URLs.

308. (new) The method of claim 305, wherein the internet media venue distribution factors include content standards.

309. (new) The method of claim 308, wherein the internet media venue content standards include blocked words.

310. (new) The method of claim 308, wherein the internet media venue content standards include blocked phrases.

311. (new) The method of claim 308, wherein the internet media venue content standards include link restrictions.

312. (new) The method of claim 308, wherein the internet media venue content standards include blocked references.

313. (new) The method of claim 308, wherein the internet media venue content standards include language restrictions.

314. (new) The method of claim 305, wherein the internet media venue distribution factors include publication dates or deadlines.

315. (new) The method of claim 305, wherein the internet media venue distribution factors include demographics.

316. (new) The method of claim 288, wherein the internet media venue presentation rules comprise distribution factors, further comprising the step of automatically applying or comparing the internet media venue distribution factors to the information input by the seller or the advertisement to determine whether to publish the advertisement to the internet media venue.

317. (new) The method of claim 289, wherein the internet media venue presentation rules comprise distribution factors, further comprising the step of automatically applying or comparing the internet media venue distribution factors to the information input by the seller or the text advertisement to determine whether to publish the text advertisement to the internet media venue.

318. (new) The method of claim 226, further comprising the step of prompting an operator of the computer system through an operator interface to input operator presentation rules to the computer system for advertisements published to the internet media venues.

319. (new) The method of claim 226, wherein the operator of the computer system is an administrator or manager operating the computer controller.

320. (new) The method of claim 226, further comprising the step of automatically applying or comparing operator presentation rules to the information input by the seller or the advertisement to control look and feel of the advertisement to be displayed on the internet media venue, wherein the operator presentation rules comprise design or style standards.

321. (new) The method of claim 320, wherein the operator design or style standards include formatting standards for advertisements.

322. (new) The method of claim 320, wherein the operator design or style standards include standards on amount of text that can be used.

323. (new) The method of claim 320, wherein the operator design or style standards include size standards for advertisements

324. (new) The method of claim 324, wherein the size standards include standards for height and width of advertisements.

325. (new) The method of claim 320, wherein the operator design or style standards include color standards for advertisements.

326. (new) The method of claim 320, wherein the operator design or style standards include font standards for advertisements.

327. (new) The method of claim 320, wherein the operator design or style standards include image standards for advertisements.

328. (new) The method of claim 327, wherein the image standards include size standards for advertisements.

329. (new) The method of claim 327, wherein the image standards include compression standards for advertisements

330. (new) The method of claim 327, wherein the image standards include file size standards for advertisements.

331. (new) The method of claim 320, wherein the step of automatically applying or comparing the operator design or style standards includes applying or comparing the standards through the second interface for the seller using a computer program design filter.

332. (new) The method of claim 320, wherein the step of automatically applying or comparing the operator design or style standards includes applying or comparing the standards through the computer controller using a computer program design filter.

333. (new) The method of claim 320, further comprising the step of automatically notifying the seller if the advertisement does not comply with the operator design or style standards.

334. (new) The method of claim 333, wherein the step of notifying includes prompting the seller for review.

335. (new) The method of claim 316, further comprising the step of prompting an operator of the computer system to input operator presentation rules to the computer system through an operator interface of the computer system; and

wherein the presentation rules of the operator comprise design or style standards, further comprising the step of automatically applying or comparing the operator design or style standards to the information input by the seller or the advertisement to control look and feel of the advertisement to be displayed on the internet media venue.

336. (new) The method of claim 317, further comprising the step of prompting an operator of the computer system to input operator presentation rules to the computer system through an operator interface of the computer system; and

wherein the presentation rules of the operator include design or style standards, further comprising the step of automatically applying or comparing the operator design or style standards to the information input by the seller or the text advertisement to control look and feel of the text advertisement to be displayed on the internet media venue.

337. (new) The method of claim 226, further comprising the step of automatically applying or comparing operator presentation rules to the information input by the seller or the advertisement to control content of the advertisement to be displayed on the internet media venue, wherein the operator presentation rules comprise editorial standards.

338. (new) The method of claim 337 wherein the operator editorial standards include content standards.

339. (new) The method of claim 338, wherein the operator content standards include blocked words.

340. (new) The method of claim 338, wherein the operator content standards include blocked phrases.

341. (new) The method of claim 338, wherein the operator content standards include link restrictions.

342. (new) The method of claim 338, wherein the operator content standards include blocked references.

343. (new) The method of claim 338, wherein the operator content standards include language restrictions.

344. (new) The method of claim 337, wherein the operator editorial standards include grammar guidelines.

345. (new) The method of claim 337, wherein the operator editorial standards include spelling dictionaries.

346. (new) The method of claim 337, wherein the step of automatically applying or comparing the operator editorial standards includes applying or comparing the standards through the second interface using a computer program editorial filter.

347. (new) The method of claim 337, wherein the step of automatically applying or comparing the operator editorial standards includes applying or comparing the standards through the computer controller using a computer program editorial filter.

348. (new) The method of claim 337, further comprising the step of automatically notifying the seller if the advertisement does not comply with the operator editorial standards.

349. (new) The method of claim 348, wherein the step of notifying includes prompting the seller for review

350. (new) The method of claim 335, wherein the operator presentation rules include editorial standards, further comprising the step of automatically applying or comparing the operator editorial standards to the information input by the seller or the advertisement to control content of the advertisement to be displayed on the internet media venue.

351. (new) The method of claim 336, wherein the operator presentation rules include editorial standards, further comprising the step of automatically applying or comparing the operator editorial standards to the information input by the seller or the text advertisement to control content of the text advertisement to be displayed on the internet media venue.

352. (new) The method of claim 226, further comprising the step of automatically applying or comparing operator presentation rules to the information input by the seller or the advertisement to determine whether to publish the advertisement to the internet media venue, wherein the operator presentation rules include distribution factors.

353. (new) The method of claim 352, wherein the operator distribution factors include advertisement costs.

354. (new) The method of claim 352, wherein the operator distribution factors include blocked URLs.

355. (new) The method of claim 352, wherein the operator distribution factors include content standards.

356. (new) The method of claim 355, wherein the operator content standards include blocked words.

357. (new) The method of claim 355, wherein the operator content standards include blocked phrases.

358. (new) The method of claim 355, wherein the operator content standards include link restrictions.

359. (new) The method of claim 355, wherein the operator content standards include blocked references.

360. (new) The method of claim 355, wherein the operator content standards include language restrictions.

361. (new) The method of claim 352, wherein the operator distribution factors include publication dates or deadlines.

362. (new) The method of claim 352, wherein the operator distribution factors include demographics.

363. (new) The method of claim 226, further comprising the step of automatically applying or comparing through the second interface the internet media venue presentation rules to the information input by the seller or the advertisement to enforce compliance with the internet media venue presentation rules.

364. (new) The method of claim 226, further comprising the step of automatically modifying or re-formatting through the second interface the information input by the seller or the advertisement to comply with the internet media venue presentation rules.

365. (new) The method of claim 226, further comprising the step of automatically through the second interface restructuring data comprising the information input by the seller or the advertisement to comply with the internet media venue presentation rules.

366. (new) The method of claim 226, further comprising the step of automatically through the computer controller applying or comparing the internet media venue presentation rules to the information input by the seller or the advertisement to enforce compliance with the internet media venue presentation rules.

367. (new) The method of claim 226, further comprising the step of automatically through the computer controller modifying or reformatting the advertisement to comply with the internet media venue presentation rules.

368. (new) The method of claim 226, further comprising the step of automatically through the computer controller restructuring data comprising the information input by the seller or the advertisement so that the advertisement complies with the internet media venue presentation rules.

369. (new) The method of claim 226, 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 using an advertisement generation program.

370. (new) The method of claim 369, wherein the step of displaying includes operating the advertisement generation program on each of the one or more of the selected internet media venues.

371. (new) The method of claim 370, further comprising the step of storing the internet media venue presentation rules in a database associated with the advertisement generation program.

372. (new) The method of claim 369, further comprising the step of automatically through the computer controller publishing the advertisement with the internet media venue presentation rules to the one or more of the selected internet media venues for display by the advertisement generation program in compliance with the internet media venue presentation rules.

373. (new) The method of claim 369, further comprising the step of publishing the internet media venue presentation rules through the computer controller to the one or more of the selected internet media venues in advance of publishing the advertisement for display by the

advertisement generation program in compliance with the internet media venue presentation rules.

374. (new) The method of claim 367, further comprising the step of publishing the modified or reformatted advertisement through the computer controller to the one or more of the selected internet media venues for display by an advertisement generation program in compliance with the internet media venue presentation rules.

375. (new) The method of claim 368, further comprising the step of publishing the restructured advertisement through the computer controller to the one or more of the selected internet media venues for display by an advertisement generation program in compliance with the internet media venue presentation rules.

376. (new) The method of claim 226, further comprising step of generating online reports

377. (new) The method of claim 376, wherein the online reports include accounting reports.

378. (new) The method of claim 376, wherein the online reports include trend analysis reports.

379. (new) The method of claim 376, wherein the online reports include billing and collection reports.

380. (new) The method of claim 376, wherein the online reports include transaction reports.

381. (new) The method of claim 226, further comprising the step of providing a management interface for one or more inventory or accounting management systems of the seller.

382. (new) The method of claim 381, further comprising the step of automatically updating, changing, or modifying information in the advertisement based on information received from the inventory or accounting management systems through the management interface.

383. (new) The method of claim 382, further comprising the step of automatically updating, changing, or modifying the advertisement to the one or more of the selected internet media venues in real time or near real time.

384. (new) The method of claim 382, further comprising step of automatically updating, changing, or modifying the advertisement in response to an increase or decrease in available inventory of a product, good, or service of the advertisement.

385. (new) The method of claim 382, further comprising step of automatically updating, changing, or modifying the advertisement in response to an increase or decrease in price of a product, good, or service of the advertisement.

386. (new) The method of claim 382, further comprising step of automatically updating, changing, or modifying the advertisement in response to an increase or decrease in available quantity of a product, good, or service of the advertisement.

387 (new) The method of claim 382, further comprising step of automatically updating, changing, or modifying the advertisement in response to a change in description of a product, good, or service of the advertisement.

388. (new) The method of claim 382, further comprising step of automatically controlling the timing for publishing the advertisement to the one or more of the selected internet media venues based on information received from the one or more inventory control and management systems through the management interface.

389. (new) The method of claim 226, further comprising the steps of:

hosting a website on a web server owned or controlled by the operator of the computer system; and

operating the website as a internet media venue for the computer system and displaying the electronic advertisement of the seller as an interactive electronic advertisement offering for sale, transfer, or conveyance a product, good, or service of a seller to a buyer.

390. (new) The method of claim 389, further comprising the step of prompting a buyer through an interface of the website for information for the computer system to complete a sale, transfer, or conveyance transaction for the product, good, or service.

391. (new) The method of claim 390, further comprising the step of processing and completing the transaction through a transaction computer program and based on the information input by the buyer.

392. (new) The method of claim 389 wherein the interactive advertisement provides pricing information for the product, good, or service.

393. (new) The method of claim 389, wherein the interactive advertisement provides available inventory information for the product, good, or service.

394. (new) The method of claim 389, wherein the interactive advertisement provides a description of the product, good, or service.

395. (new) The method of claim 389, further comprising the step of determining, through a referral computer program, one or more available alternative products, goods, or services for an unavailable product, good, or service of the interactive electronic advertisement.

396. (new) The method of claim 395, further comprising the step offering for sale, transfer, or conveyance the one or more alternative products, goods, or services to the buyer through the interface prompting the buyer.

397. (new) The method of claim 226, further comprising the steps of:

hosting a website on a web server owned or controlled by the operator of the computer system; and

operating the website as a internet media venue for the computer system and displaying the electronic advertisement of the seller as an interactive electronic advertisement offering for reservation a product, good, or service of a seller to a buyer.

398. (new) The method of claim 397, further comprising the step of prompting the buyer through an interface of the website for information for the computer system to complete a reservation transaction for the product, good, or service.

399. (new) The method of claim 398, further comprising the step of processing and completing the reservation transaction using a transaction computer program and based on the information input by the buyer.

400. (new) The method of claim 397, wherein the interactive advertisement provides pricing information for the product, good, or service.

401. (new) The method of claim 397, wherein the interactive advertisement provides available inventory information for the product, good, or service.

402. (new) The method of claim 397, wherein the interactive advertisement provides a description of the product, good, or service.

403. (new) The method of claim 397, further comprising the step of determining one or more available alternative products, goods, or services for an unavailable product, good, or service of the interactive electronic advertisement using a reservation referral computer program.

404. (new) The method of claim 403, further comprising the step of offering for reservation the one or more alternative products, goods, or services to the buyer through the interface prompting the buyer.

405. (new) A computer system for creating and publishing customized electronic advertisements, for a seller, to internet media venues owned or controlled by other than the seller, comprising:

a first self-serve interface to the computer system through which each of the internet media venues is prompted to input design or style standards for the internet media venue to control look and feel of the advertisement when displayed on the internet media venue; said first interface prompting each internet media venue for design or style standards using a menu-driven format.

a first database storing the design or style standards input by the internet media venues through the first interface;

a second self-serve interface to the computer system through which a seller is prompted to input targeting information to target one or more of the internet media venues and prompted to input advertising content information to create an electronic advertisement for publication to the selected internet media venues; said second interface prompting each seller for the advertising content and selection information using a menu-driven format.

a second database storing the advertising content and selection information input by the seller through the second 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 each of the one or more of the selected internet media venues in compliance with the design or style standards of the internet media venue; said computer controller comprising a design filter automatically applying or comparing the design or style standards of the internet media venue to the advertising content information input by the seller or the advertisement to control the look and feel of the advertisement when displayed on the internet media venue.

406. (new) The computer system of claim 405, wherein the internet media venue design or style standards comprise design or style restrictions or other specifications for advertisements.

407. (new) The computer system of claim 405, wherein the internet media venue design or style standards include one or more format standards for advertisements;

408. (new) The computer system of claim 405, wherein the internet media venue design or style standards include one or more color standards for advertisements.

409. (new) The computer system of claim 405, wherein the internet media venue design or style standards include one or more image standards for advertisements.

410. (new) The computer system of claim 405, wherein the design filter automatically modifies or reformats the advertisement to comply with the design or style standards of the internet media venue.

411. (new) The computer system of claim 405, wherein the design filter automatically restructures data comprising the advertisement so that the advertisement complies with design or style standards of the internet media venue.

412. (new) The computer system of claim 405, 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 media venue presentation rules.

413. (new) The computer system of claim 412, wherein the advertisement generation program operates on each of the one or more of the selected internet media venues; wherein each of said internet media venues is a website comprising one or more web pages..

414. (new) The computer system of claim 405, wherein internet media venue is enabled to input distribution factors through the first self-serve interface, further comprising a distribution filter automatically applying or comparing the internet media venue distribution factors to the information input by the seller or the advertisement to determine whether to publish the advertisement to the media venue.

415. (new) The computer system of claim 414, wherein the internet media venue distribution factors include advertisement costs.

416. (new) The computer system of claim 414, wherein the internet media venue distribution factors include blocked URLs.

417. (new) The computer system of claim 414, wherein the internet media venue distribution factors include content standards.

418. (new) The computer system of claim 417, wherein the internet media venue content standards include blocked words.

419. (new) The computer system of claim 417, wherein the media venue content standards include blocked phrases.

420. (new) The computer system of claim 417, wherein the media venue content standards include link restrictions.

421. (new) The computer system of claim 417, wherein the media venue content standards include blocked references.

422. (new) The computer system of claim 417, wherein the media venue content standards include language restrictions.

423. (new) The computer system of claim 414, wherein the media venue distribution factors include publication dates or deadlines.

424. (new) The computer system of claim 414, wherein the media venue distribution factors include demographics.

425. (new) The computer system of claim 405, further comprising a general management program of the computer controller for generating online reports.

426. (new) The computer system of claim 425, wherein the online reports include trend analysis reports.

427. (new) The computer system of claim 425, wherein the online reports include billing and collection reports.

428. (new) The computer system of claim 425, wherein the online reports include transaction reports.

429. (new) The computer system of claim 405, further comprising a management interface for one or more inventory or accounting management systems of the seller.

430. (new) The computer system of claim 429, wherein the computer controller automatically updates, changes, or modifies the advertisement based on information received from the inventory or accounting management systems through the management interface, such as .

431. (new) The computer system of claim 430, wherein the computer controller automatically updates, changes, or modifies the advertisement based on an increase or decrease in available inventory or quantity of a product, good, or service of the advertisement.

432. (new) The computer system of claim 430, wherein the computer controller automatically updates, changes, or modifies the advertisement in response to an increase or decrease in price of a product, good, or service of the advertisement.

433. (new) The computer system of claim 430, wherein the computer controller automatically updates, changes, or modifies the advertisement in response to a change in description of a product, good, or service of the advertisement.

434. (new) The computer system of claim 430, wherein the computer controller controls timing of publication of the advertisement based on information received from the one or more inventory control and management systems through the management interface.

435. (new) The computer system of claim 405, said computer system further comprising:

a web server owned or controlled by the operator of the computer system for hosting a website; and

wherein said website operates as a internet media venue for the computer system and displays the electronic advertisement of the seller as an interactive electronic advertisement offering for sale, transfer, or conveyance a product, good, or service of a seller to a buyer.

436. (new) The computer system of claim 435, further comprising an interface of the website prompting the buyer for information for the computer system to complete a sale, transfer, or conveyance transaction for the product, good, or service.

437. (new) The computer system of claim 436, wherein the computer system further comprises a transaction computer program to process and complete the transaction based on the information input by the buyer.

438. (new) The computer system of claim 435, further comprising a referral computer program that determines one or more available alternative products, goods, or services for an unavailable product, good, or service of the interactive electronic advertisement.

439. (new) The computer system of claim 438, wherein the buyer interface offers for sale, transfer, or conveyance the one or more alternative products, goods, or services to the buyer.

440. (new) The computer system of claim 405, said computer system further comprising:

a web server owned or controlled by the operator of the computer system for hosting a website; and

wherein said website operates as a internet media venue for the computer system and displays the electronic advertisement of the seller as an interactive electronic advertisement offering for reservation a product, good, or service of a seller to a buyer.

441. (new) The computer system of claim 440, further comprising an interface of the website prompting the buyer for information for the computer system to complete a reservation transaction for the product, good, or service.

442. (new) The computer system of claim 441, wherein the computer system further comprises a transaction computer program to process and complete the reservation transaction based on the information input by the buyer.

443. (new) The computer system of claim 440, further comprising a reservation referral computer program that determines one or more available alternative products, goods, or services for an unavailable product, good, or service of the interactive electronic advertisement.

444. (new) The computer system of claim 443, wherein the buyer interface offers for reservation the one or more alternative products, goods, or services to the buyer.

Remarks

This Substitute Amendment and Response is being filed to replace that Amendment dated February 13, 2006. The claims submitted with this Substitute Amendment and Response are intended to correct minor errors made in the original amended claims submitted February 13, 2006 and to bring the Amendment into compliance with 37 CFR §1.121. The nature of the corrections are such as leaving "New" out as a claim description or adding an additional "New" where one was not needed. No new claims have been added from the February 13, 2006 Amendment. Applicants apologize to the examiner for the mistakes making this Replacement Amendment necessary.

Please be advised that total new claims are equal to 397 claims, 3 independent claims and 394 dependent claims. Applicants' original Transmittal paid for 31 total claims, 4 independent and 27 dependent claims. Additional fees paid (at the time of submission) were a total of $145 for the 1 additional independent claim plus the 11 dependent claims. Being a small entity the current submission of 3 independent and 394 dependent claims would require a total payment of $9,425. (Representing those claims in excess of 20 being 377 X $25.00 = $9,425) This total amount would be reduced by the $145 credit from the original submission thereby giving a total due upon this Amendment of $9,280.00. The amounted that was submitted in error with the Amendment dated February 13, 2006 was $8,125.00 in the form of Check number 2517 made

payable to the U.S. Patent Office. This would bring the current amount due to correct the previous error to $1,155.00. A check has been prepared for the one thousand one hundred fifty five dollars due. (Check number 2522 is enclosed for one thousand one hundred fifty five dollars to the U.S. Patent Office.)

In the Office Action, the examiner rejected claims 32-47 under 35 U.S.C. §§ 101 and 103, and claims 32-35 under the judicially created doctrine of obviousness-type double patenting. Applicants have cancelled claims 32-47 without prejudice and presented herewith new claims 48--444. Applicants respectfully submit that new claims 48--444 are in condition for allowance and respectfully request favorable action on the merits.

Applicants wish to acknowledge and thank the examiner for the courteous interview the examiner extended to Applicants and their undersigned counsel on February 1, 2006.

Claims Rejection -- 35 USC Section 101

The examiner rejected claims 32—47 under 35 USC § 101. Applicants have cancelled claims 32 - 47 and replaced them with new claims 48--444. Applicants respectfully submit that claims 48--444 meet the requirements for patentability under 35 U.S.C. § 101

Claims Rejection -- Double Patenting

The examiner rejected claims 32-35 under the judicially created doctrine of obviousness-type double patenting as being unpatentable over claim 5 of U.S. Patent No. 6,829,587 B2 and claim 5 of U.S. Patent No. 6,446,045 B1. Applicants have cancelled claims 32 - 47 and replaced

them with new claims 48--444. Applicants respectfully submit that claims 48--444 do not constitute double patenting under the judicially created doctrine of obviousness type double patenting in view of U.S. Patent No. 6,829,587 B2 and U.S. Patent No. 6,446,045 B1, and therefore meet the requirement for patentability.

Claims Rejection 35 USC Section 103

The examiner rejected claims 32 - 47 under 35 U.S.C. 103(a) as being unpatentable over Rosser et. al. (U.S 5,543,856) in view of Ron White's How Computers Work, Millennium Ed. ("White"). Applicants have cancelled claims 32 - 47 and replaced them with new claims 48--444. Applicants respectfully submit that Rosser et al. and White cannot be used to establish a prima facie case of obviousness in regard to new claims 48--444. Applicant's have carefully reviewed Rosser, which appears to describe transmitting information to a media venue, i.e., an electronic billboard embedded in a broadcast transmission, and respectfully submit that Rosser et al and White do not describe, teach or suggest, alone or in combination, all of the elements of the claims.

More particularly, Rosser et al and White, alone or in combination, do not describe, teach or suggest at least the following limitations:

> 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 second interface to the computer system through which a seller 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 publication to the selected internet media venues;

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 each of the one or more of the selected internet media venues in compliance with the presentation rules of the internet media venue.

as claimed in claim 48, and

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 media venue;

prompting a seller through a second interface to the computer system to input information to select one or more of the internet media venues;

prompting the seller through the second interface to input information to create an electronic advertisement;

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

as claimed in claim 226. Accordingly, new claims 48 and 226, and claims 49--225 and 226 -- 404 by virtue of their dependence upon claims 48 and 226, respectively, meet the requirements for patentability under 35 USC § 103. Similarly, new claims 405—404 are not described taught

or suggested by Rosser et al. and therefore meet the requirements for patentability under 35 USC § 103

Applicants to be their own Lexicographer

As Applicants noted during the interview that the specifications include a Glossary (paragraph 0057 of the Patent Application Publication (U.S. 2005/0044009 A1)) for the purpose of defining many of the terms or descriptions used by the Applicants within the specifications and claims.

Information Disclosure Statement

As Applicants noted during the interview, Applicants conducted a prior art investigation and have included the results of the investigation in an Information Disclosure Statement("IDS") submitted herewith. 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.

The Declaration of Kenneth S. Roberts was mistakenly submitted in the form of an unsigned copy. Applicants have attached a signed copy to this Replacement Amendment to correct that deficiency.

Conclusion

In view of new claims 48 -- 444 and remarks presented in this amendment, Applicants respectfully submit that the forgoing amendment and response has placed the application 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 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 February 21, 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 495491467 US) in an envelope addressed to:
Mail Stop Amendment
Commissioner for Patents,
P.O. Box 1450, Alexandria VA. 22323-1450
On 2/21/06 By Melissa Moseley

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PATENT & TRADEMARK OFFICE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Stone et al
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.

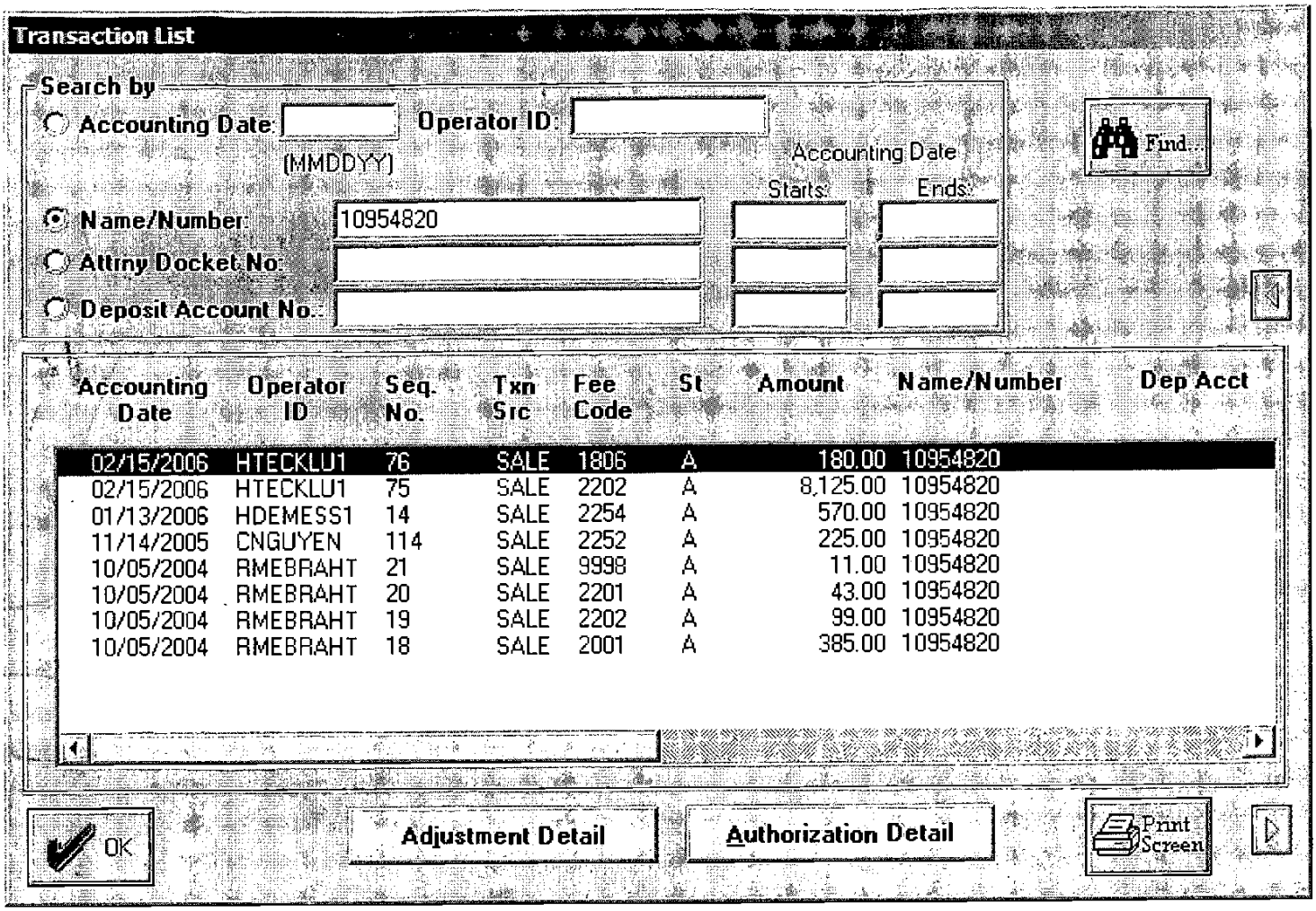
7. On or about November 30, 2005, I telephoned Mr. Behrman again. During our conversation, Mr. Behrman confirmed that he received my email and that he did not have any changes or corrections.

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

Kenneth S. Roberts
Reg. No. 38, 283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Deposit Account No.:
Accounting Date
Operator ID
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Fee Code
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Amount
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Dep Acct
02/15/2006 HTECKLU1 76 SALE 1806 A 180.00 10954820
02/15/2006 HTECKLU1 75 SALE 2202 A 8,125.00 10954820
01/13/2006 HDEMESS1 14 SALE 2254 A 570.00 10954820
11/14/2005 CNGUYEN 114 SALE 2252 A 225.00 10954820
10/05/2004 RMEBRAHT 21 SALE 9998 A 11.00 10954820
10/05/2004 RMEBRAHT 20 SALE 2201 A 43.00 10954820
10/05/2004 RMEBRAHT 19 SALE 2202 A 99.00 10954820
10/05/2004 RMEBRAHT 18 SALE 2001 A 385.00 10954820
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Print Screen

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	10/954,820
Applicant	:	Lucinda Stone et al.
Filed	:	October 7, 2004
Title	:	A METHOD FOR USING COMPUTERS TO FACILITATE AND CONTROL THE CREATING OF A PLUARLITY OF FUNCTIONS.
TC/A.U.	:	3627
Examiner	:	Mr. Andrew J. Fischer
Docket No.	:	Stone 5

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

Petition For Extension Of Time

Gentlemen:

Applicants request an additional two-month extension of time in which to respond to the First Office Action Dated August 7, 2005 and mailed August 12, 2005 thereby requiring a response by November 12, 2005. A two-month extension of time was requested on November 11, 2005 requiring a response by January 12, 2006. An additional two-month extension of time will place the new extended response date at March 12, 2006.

The fee for an extension of four months is listed as $795.00. This minus the previously paid $225.00 requires an additional fee of $570.00. A check (Bank of

02/27/2006 HTECKLU1 00000041 10954820
01 FC:2254 570.00 OP

America, Lucinda Stone Account, check number 2497) in the amount of $570.00 is enclosed to cover the new 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 11, 2006
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	10/954,820
Applicant	:	Lucinda Stone et al.
Filed	:	September 30, 2004
Title	:	A METHOD OF USING A NEWTORK OF COMPUTERS TO FACILATE AND CONTROL THE PUBLISHING OF PRESENTATIONS TO A PLURALITY OF PRINT MEDIA VENUES.
TC/A.U.	:	3627
Examiner	:	Andrew J. Fischer
Docket No.	:	Stone 5

02/15/2006 HTECKLU1 00000067 10954820
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Honorable Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Amendment

Gentlemen:

This amendment is being filed in response to the First Office Action dated August 7, 2004 and mailed on August 12, 2005, wherein all claims of record, claims 32 – 47 were rejected. A response to the First Office Action was due on or before November 12, 2005. Requests for "Extension of Time" were filed on filed on November 11, 2005 and January 11, 2006; copies of

which are submitted herewith. These requests extended the due date to respond to the First Office Action to February 13, 2006 (with February 12, 2006 falling on a Sunday).

This amendment is further in response to the courteous interview extended to Applicants and their counsel on February 1, 2006.

Amendments to the Claims and New Claims are reflected in the listing of claims, which begins on page three of this amendment.

Remarks begin on page 74 of this amendment.

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

Listing of Claims:

32) through 47): (Cancelled)

48. (New) A computer system for creating and publishing customized electronic advertisements, for a seller, to internet media venues owned or controlled by other than the seller, 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 to select one or more of the internet media venues and prompted to input information to create an electronic advertisement for publication to the selected internet media venues;

a second database storing the information input by the seller through the second 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 each of the one or more of the selected internet media venues in compliance with the presentation rules of the internet media venue.

49. (new) The computer system of claim 48, wherein the computer system and the computer controller each comprise a network of computers.

50. (new) The computer system of claim 48, wherein the electronic advertisement comprises the advertisement or components of the advertisement.

51. (new) The computer system of claim 48, wherein the internet media venue is a website comprising one or more web pages.

52. (new) The computer system of claim 48, wherein the internet media venue comprises one or more virtual locations.

53. (new) The computer system of claim 48, wherein the second interface for the seller is a self-serve interface that prompts the seller to input information using a menu-driven format.

54. (new) The computer system of claim 53, wherein the menu-driven format includes a series of forms with text entry areas and menu-driven choices.

55. (new) The computer system of claim 53, wherein the self-serve interface for the seller prompts the seller to input information identifying the seller.

56. (new) The computer system of claim 55, wherein the seller information comprises information for establishing a seller account with the computer system.

57. (new) The computer system of claim 56, further comprising a seller account database of the second database for storing the seller account information.

58. (new) The computer system of claim 53, wherein the self-serve interface for the seller prompts the seller with a choice of advertisement types.

59. (new) The computer system of claim 58, wherein the choice of advertisement types includes a text advertisement.

60. (new) The computer system of claim 58, wherein the choice of advertisement types includes an image advertisement.

61. (new) The computer system of claim 58, wherein the choice of advertisement types includes an interactive advertisement.

62. (new) The computer system of claim 53, wherein the self-serve interface for the seller prompts the seller for advertising content or other components of the advertisement.

63. (new) The computer system of claim 62, wherein the self-serve interface for the seller prompts the seller for a text component of the advertisement.

64. (new) The computer system of claim 62, wherein the self-serve interface for the seller prompts the seller for an image component of the advertisement.

65. (new) The computer system of claim 62, further comprising an advertising database of the second database for the seller input information that stores the components of the advertisement.

66. (new) The computer system of claim 62, further comprising an advertising database of the second database for the seller input information that stores the advertisement.

67. (new) The computer system of claim 53, wherein the selection information input by the seller targets one or more internet media venues. (new)

68. (new) The computer system of claim 67, wherein the selection information input by the seller targets one or more internet media venues by targeting one or more advertising channels.

69. (new) The computer system of claim 68, wherein an advertising channel comprises one or more internet media venues.

70. (new) The computer system of claim 67, wherein the selection information input by the seller targets one or more internet media venues by targeting demographics of one or more internet media venues.

71. (new) The computer system of claim 67, wherein the selection information includes identification of individual internet media venues.

72. (new) The computer system of claim 71, further comprising:

a database that stores information identifying internet media venues available to the computer system for publishing electronic advertisements,

wherein said seller inputs selection information through the self-serve interface for the seller that comprises identification of one or more individual internet media venues from among the available internet media venues.

73. (new) The computer system of claim 72, wherein the seller inputs selection information through the self-serve interface for the seller that includes identification of individual internet media venues from among a displayed list of available internet media venues.

74. (new) The computer system of claim 67, wherein a targeting database of the second database for the seller input information stores the selection information input by the seller.

75. (new) The computer system of claim 53, wherein the self-serve interface for the seller prompts the seller to input advertising content to create a text advertisement.

76. (new) The computer system of claim 75, further comprising:

a database that stores information identifying internet media venues available to the computer system for publishing advertisements; and

wherein said seller inputs selection information through the self-serve interface for the seller that comprises identification of one or more individual internet media venues from among the available internet media venues.

77. (new) The computer system of claim 76, wherein the seller inputs the identification of one or more individual internet media venues from among a displayed list of available internet media venues.

78. (new) The computer system of claims 48, wherein the first interface for the internet media venue is a self-serve interface that prompts each internet media venue to input its presentation rules using a menu-driven format.

79. (new) The computer system of claim 78, wherein the menu-driven format comprises a series of forms including text entry areas and menu-driven choices.

80. (new) The computer system of claim 78, wherein the self-serve interface for the internet media venue prompts the internet media venue to input information identifying the internet media venue.

81. (new) The computer system of claim 80, wherein the internet media venue identifying information comprises information for establishing an internet media venue account with the computer system.

82. (new) The computer system of claim 81, further comprising an internet media venue account database for storing the internet media venue account information.

83. (new) The computer system of claim 79, wherein the self-serve interface for the internet media venue prompts the internet media venue for a choice of advertisement types.

84. (new) The computer system of claim 83, wherein the choice of advertisement types includes a text advertisement.

85. (new) The computer system of claim 83, wherein the choice of advertisement types includes an image advertisement.

86. (new) The computer system of claim 83, wherein the choice of advertisement types includes an interactive advertisement.

87. (new) The computer system of claim 78, wherein the self-serve interface for the internet media venue prompts the internet media venue for presentation rules comprising presentation guidelines.

88. (new) The computer system of claim 87, wherein the presentation guidelines include standards, restrictions, and other specifications for advertisements.

89. (new) The computer system of claim 87, wherein the presentation rules include controlling algorithms for advertisements.

90. (new) The computer system of claim 87, wherein the presentation rules include benchmarks for advertisements.

91. (new) The computer system of claim 78, further comprising a presentation rules database of the first database that stores the presentation rules for the internet media venue.

92. (new) The computer system of claim 78, wherein the second interface for the seller is a self-serve interface that prompts the seller to input information using a menu-driven format.

93. (new) The computer system of claim 75, wherein the first interface for the internet media venue is a self-serve interface that prompts each internet media venue to input its presentation rules for a text advertisement using a menu-driven format.

94. (new) The computer system of claim 48, wherein the presentation rules of the internet media venue comprise design or style standards, further comprising a computer program design filter to automatically apply or compare the internet media venue design or style standards to the information input by the seller or the advertisement to control look and feel of the advertisement to be displayed on the internet media venue.

95. (new) The computer system of claim 94, wherein the internet media venue design or style standards include formatting standards for advertisements. (new)

96. (new) The computer system of claim 94, wherein the internet media venue design or style standards include standards on amount of text that can be used.

97. (new) The computer system of claim 94, wherein the internet media venue design or style standards include size standards for advertisements

98. (new) The computer system of claim 97, wherein the size standards include standards for height and width of advertisements. (new)

99. (new) The computer system of claim 94, wherein the internet media venue design or style standards include color standards for advertisements.

100. (new) The computer system of claim 94, wherein the internet media venue design or style standards include font standards for advertisements.

101. (new) The computer system of claim 94, wherein the internet media venue design or style standards include image standards for advertisements.

102. (new) The computer system of claim 101, wherein the image standards include size standards for advertisements.

103. (new) The computer system of claim 101, wherein the image standards include compression standards for advertisements

104. (new) The computer system of claim 101, wherein the image standards include file size standards for advertisements.

105. (new) The computer system of claim 94, wherein the second interface for the seller includes the computer program design filter for the internet media venue design or style standards.

106. (new) The computer system of claim 94, wherein the computer controller includes the computer program design filter for the internet media venue design or style standards.

107. (new) The computer system of claim 94, wherein the computer controller is configured to automatically notify the seller if the advertisement does not comply with the internet media venue design or style standards applied or compared by the computer program design filter.

108. (new) The computer system of claim 107, wherein the notification prompts the seller for review.

109. (new) The computer system of claim 92, wherein the presentation rules of the internet media venue comprise design or style standards, further comprising a computer program design filter to automatically apply or compare the internet media venue design or style standards to the information input by the seller or the advertisement to control look and feel of the advertisement to be displayed on the internet media venue.

110. (new) The computer system of claim 93, wherein the presentation rules of the internet media venue comprise design or style standards, further comprising a computer program design filter to automatically apply or compare the internet media venue design or style standards to the information input by the seller or the text advertisement to control look and feel of the text advertisement to be displayed on the internet media venue.

111. (new) The computer system of claim 92, wherein the internet media venue presentation rules include editorial standards, further comprising a computer program editorial filter to automatically apply or compare the internet media venue editorial standards to the information input by the seller or the advertisement to control content of the advertisement to be displayed on the internet media venue.

112. (new) The computer system of claim 111, wherein the internet media venue editorial standards include content standards.

113. (new) The computer system of claim 112, wherein the internet media venue content standards include blocked words.

114. (new) The computer system of claim 112, wherein the internet media venue content standards include blocked phrases.

115. (new) The computer system of claim 112, wherein the internet media venue content standards include link restrictions.

116. (new) The computer system of claim 112, wherein the internet media venue content standards include blocked references.

117. (new) The computer system of claim 112, wherein the internet media venue content standards include language restrictions.

118. (new) The computer system of claim 111, wherein the internet media venue editorial standards include grammar guidelines.

119. (new) The computer system of claim 111, wherein the internet media venue editorial standards include spelling dictionaries.

120. (new) The computer system of claim 111, wherein the second interface includes the computer program editorial filter for the internet media venue editorial standards.

121. (new) The computer system of claim 111, wherein the computer controller includes the computer program editorial filter for the internet media venue editorial standards.

122. (new) The computer system of claim 111, wherein the computer controller notifies the seller if the advertisement does not comply with the internet media venue editorial standards applied or compared by the computer program editorial filter.

123. (new) The computer system of claim 122, wherein the notification prompts the seller for review.

124. (new) The computer system of claim 109, wherein the internet media venue presentation rules comprise editorial standards, further comprising a computer program editorial filter to automatically apply or compare the internet media venue editorial standards to the information input by the seller or the advertisement to control content of the advertisement to be displayed on the internet media venue.

125. (new) The computer system of claim 110, wherein the internet media venue presentation rules comprise editorial standards, further comprising a computer program editorial filter to automatically apply or compare the internet media venue editorial standards to the information input by the seller or the text advertisement to control content of the text advertisement to be displayed on the internet media venue.

126. (new) The computer system of claim 48, wherein the internet media venue presentation rules comprise distribution factors, further comprising a computer program distribution filter configured to automatically apply or compare the internet media venue distribution factors to the information input by the seller or the advertisement to determine whether to publish the advertisement to the internet media venue. (new)

127. (new) The computer system of claim 126, wherein the internet media venue distribution factors include advertisement costs.

128. (new) The computer system of claim 126, wherein the internet media venue distribution factors include blocked URLs. (new)

129. (new) The computer system of claim 126, wherein the internet media venue distribution factors include content standards.

130. (new) The computer system of claim 129, wherein the internet media venue content standards include blocked words.

131. (new) The computer system of claim 129, wherein the internet media venue content standards include blocked phrases.

132. The computer system of claim 129, wherein the internet media venue content standards include link restrictions.

133. The computer system of claim 129, wherein the internet media venue content standards include blocked references.

134. (new) The computer system of claim 129, wherein the internet media venue content standards include language restrictions.

135. (new) The computer system of claim 126, wherein the internet media venue distribution factors include publication dates or deadlines.

136. (new) The computer system of claim 126, wherein the internet media venue distribution factors include demographics.

137. (new) The computer system of claim 109, wherein the internet media venue presentation rules comprise distribution factors, further comprising a computer program distribution filter to automatically apply or compare the internet media venue distribution factors to the information input by the seller or the advertisement to determine whether to publish the advertisement to the internet media venue.

138. (new) The computer system of claim 110, wherein the internet media venue presentation rules comprise distribution factors, further comprising a computer program distribution filter to automatically apply or compare the internet media venue distribution factors to the information input by the seller or the text advertisement to determine whether to publish the text advertisement to the internet media venue.

139. (new) The computer system of claim 48, further comprising an interface for an operator of the computer system to input operator presentation rules to the computer system for advertisements published to the internet media venues.

140. (new) The computer system of claim 139, wherein the operator of the computer system is an administrator or manager operating the computer controller.

141. (new) The computer system of claim 48, further comprising a computer program design filter to automatically apply or compare operator presentation rules to the information input by the seller or the advertisement to control look and feel of the advertisement to be displayed on the internet media venue, wherein the operator presentation rules comprise design or style standards.

142. (new) The computer system of claim 141, wherein the operator design or style standards include formatting standards for advertisements.

143. (new) The computer system of claim 141, wherein the operator design or style standards include standards on amount of text that can be used.

144. (new) The computer system of claim 141, wherein the operator design or style standards include size standards for advertisements

145. (new) The computer system of claim 144, wherein the size standards include standards for height and width of advertisements. (new)

146. (new) The computer system of claim 141, wherein the operator design or style standards include color standards for advertisements.

147. (new) The computer system of claim 141, wherein the operator design or style standards include font standards for advertisements.

148. (new) The computer system of claim 141, wherein the operator design or style standards include image standards for advertisements.

149. (new) The computer system of claim 148, wherein the image standards include size standards for advertisements.

150. (new) The computer system of claim 148, wherein the image standards include compression standards for advertisements

151. (new) The computer system of claim 148, wherein the image standards include file size standards for advertisements. (new)

152. (new) The computer system of claim 141, wherein the second interface for the seller includes the computer program design filter for the operator design or style standards.

153. (new) The computer system of claim 141, wherein the computer controller includes the computer program design filter for the operator design or style standards.

154. (new) The computer system of claim 141, wherein the computer controller is configured to automatically notify the seller if the advertisement does not comply with the operator design or style standards applied or compared by the computer program design filter.

155. (new) The computer system of claim 154, wherein the notification prompts the seller for review.

156. (new) The computer system of claim 137, further comprising an interface for an operator of the computer system to input operator presentation rules to the computer system; and

wherein the presentation rules of the operator comprise design or style standards, further comprising a computer program filter to automatically apply or compare the operator design or style standards to the information input by the seller or the advertisement to control look and feel of the advertisement to be displayed on the internet media venue.

157. (new) The computer system of claim 138, further comprising an interface for an operator of the computer system to input operator presentation rules to the computer system; and

wherein the presentation rules of the operator include design or style standards, further comprising a computer program design filter to automatically apply or compare the operator

design or style standards to the information input by the seller or the text advertisement to control look and feel of the text advertisement to be displayed on the internet media venue.

158. (new) The computer system of claim 48, further comprising a computer program editorial filter to automatically apply or compare operator presentation rules to the information input by the seller or the advertisement to control content of the advertisement to be displayed on the internet media venue, wherein the operator presentation rules comprise editorial standards.

159. (new) The computer system of claim 158 wherein the operator editorial standards include content standards.

160. (new) The computer system of claim 159, wherein the operator content standards include blocked words.

161. (new) The computer system of claim 159, wherein the operator content standards include blocked phrases.

162. (new) The computer system of claim 159, wherein the operator content standards include link restrictions.

163. (new) The computer system of claim 159, wherein the operator content standards include blocked references.

164. (new) The computer system of claim 159, wherein the operator content standards include language restrictions.

165. (new) The computer system of claim 158, wherein the operator editorial standards include grammar guidelines.

166. (new) The computer system of claim 158, wherein the operator editorial standards include spelling dictionaries.

167. (new) The computer system of claim 158, wherein the second interface includes the computer program editorial filter for the operator editorial standards.

168. (new) The computer system of claim 158, wherein the computer controller includes the computer program editorial filter for the operator editorial standards.

169. (new) The computer system of claim 158, wherein the computer controller notifies the seller if the advertisement does not comply with the operator editorial standards applied or compared by the computer program editorial filter.

170. (new) The computer system of claim 169, wherein the notification prompts the seller for review.

171. (new) The computer system of claim 156, wherein the operator presentation rules include editorial standards, further comprising a computer program editorial filter to automatically apply or compare the operator editorial standards to the information input by the seller or the advertisement to control content of the advertisement to be displayed on the internet media venue.

172. (new) The computer system of claim 157, wherein the operator presentation rules include editorial standards, further comprising a computer program editorial filter configured to automatically apply or compare the operator editorial standards to the information input by the seller or the text advertisement to control content of the text advertisement to be displayed on the internet media venue.

173. (new) The computer system of claim 48, further comprising a computer program distribution filter configured to automatically apply or compare operator presentation rules to the information input by the seller or the advertisement to determine whether to publish the advertisement to the internet media venue, wherein the operator presentation rules include distribution factors.

174. (new) The computer system of claim 173, wherein the operator distribution factors include advertisement costs.

175. (new) The computer system of claim 173, wherein the operator distribution factors include blocked URLs.

176. (new) The computer system of claim 173, wherein the operator distribution factors include content standards.

177. (new) The computer system of claim 176, wherein the operator content standards include blocked words.

178. (new) The computer system of claim 176, wherein the operator content standards include blocked phrases.

179. (new) The computer system of claim 176, wherein the operator content standards include link restrictions.

180. (new) The computer system of claim 176, wherein the operator content standards include blocked references.

181. (new) The computer system of claim 176, wherein the operator content standards include language restrictions.

182. (new) The computer system of claim 173, wherein the operator distribution factors include publication dates or deadlines.

183. (new) The computer system of claim 173, wherein the operator distribution factors include demographics.

184. (new) The computer system of claim 48, wherein the second interface for the seller automatically applies or compares the internet media venue presentation rules to the information input by the seller or the advertisement to enforce compliance with the internet media venue presentation rules.

185. (new) The computer system of claim 48, wherein the second interface for the seller automatically modifies or re-formats the information input by the seller or the advertisement to comply with the internet media venue presentation rules.

186. (new) The computer system of claim 48, wherein the second interface for the seller automatically restructures data comprising the information input by the seller or the advertisement to comply with the internet media venue presentation rules.

187. (new) The computer system of claim 48, wherein the computer controller processes the advertisement by automatically applying or comparing the internet media venue presentation

rules to the information input by the seller or the advertisement to enforce compliance with the internet media venue presentation rules.

188. (new) The computer system of claim 48, wherein the computer controller processes the advertisement by automatically modifying or reformatting the advertisement to comply with the internet media venue presentation rules.

189. (new) The computer system of claim 48, wherein the computer controller processes the advertisement by automatically restructuring data comprising the information input by the seller or the advertisement so that the advertisement complies with the internet media venue presentation rules.

190. (new) The computer system of claim 48, 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.

191. (new) The computer system of claim 190, wherein the advertisement generation program operates on each of the one or more of the selected internet media venues.

192. (new) The computer system of claim 191, further comprising a database associated with the advertisement generation program for storing the internet media venue presentation rules.

193. (new) The computer system of claim 190, wherein the computer controller publishes the advertisement with the internet media venue presentation rules to the one or more of the selected internet media venues for display by the advertisement generation program in compliance with the internet media venue presentation rules.

194. (new) The computer system of claim 190, wherein the computer controller publishes the internet media venue presentation rules to the one or more of the selected internet media venues in advance of publishing the advertisement for display by the advertisement generation program in compliance with the internet media venue presentation rules.

195. (new) The computer system of claim 188, wherein the computer controller publishes the modified or reformatted advertisement to the one or more of the selected internet media venues for display by an advertisement generation program in compliance with the internet media venue presentation rules.

196. (new) The computer system of claim 189, wherein the computer controller publishes the restructured advertisement to the one or more of the selected internet media venues for display by an advertisement generation program in compliance with the internet media venue presentation rules.

197. (new) The computer system of claim 48, further comprising a general management program of the computer controller for generating online reports.

198. (new) The computer system of claim 197, wherein the online reports include accounting reports.

199. (new) The computer system of claim 197, wherein the online reports include trend analysis reports.

200. (new) The computer system of claim 197, wherein the online reports include billing and collection reports.

201. (new) The computer system of claim 197, wherein the online reports include transaction reports.

202. (new) The computer system of claim 48, further comprising a management interface for one or more inventory or accounting management systems of the seller.

203. (new) The computer system of claim 202, wherein the computer controller automatically updates, changes, or modifies information in the advertisement based on information received from the inventory or accounting management systems through the management interface.

204. (new) The computer system of claim 203, wherein the computer controller automatically updates, changes, or modifies the advertisement to the one or more of the selected internet media venues in real time or near real time.

205. (new) The computer system of claim 203, wherein the computer controller automatically updates, changes, or modifies the advertisement in response to an increase or decrease in available inventory of a product, good, or service of the advertisement.

206. (new) The computer system of claim 203, wherein the computer controller automatically updates, changes, or modifies the advertisement in response to an increase or decrease in price of a product, good, or service of the advertisement.

207. (new) The computer system of claim 203, wherein the computer controller automatically updates, changes, or modifies the advertisement in response to an increase or decrease in available quantity of a product, good, or service of the advertisement.

208. (new) The computer system of claim 203, wherein the computer controller automatically updates, changes, or modifies the advertisement in response to a change in description of a product, good, or service of the advertisement.

209. (new) The computer system of claim 203, wherein the computer controller automatically controls timing for publishing the advertisement to the one or more of the selected internet media

venues based on information received from the one or more inventory control and management systems through the management interface.

210. (new) The computer system of claim 48, wherein the computer system further comprises:

a web server owned or controlled by the operator of the computer system for hosting a website; and

wherein said website operates as a internet media venue for the computer system and displays the electronic advertisement of the seller as an interactive electronic advertisement offering for sale, transfer, or conveyance a product, good, or service of a seller to a buyer.

211. (new) The computer system of claim 210, further comprising an interface of the website prompting the buyer for information for the computer system to complete a sale, transfer, or conveyance transaction for the product, good, or service.

212. (new) The computer system of claim 211, wherein the computer system further comprises a transaction computer program to process and complete the transaction based on the information input by the buyer. (new)

213. (new) The computer system of claim 210, wherein the interactive advertisement provides pricing information for the product, good, or service.

214. (new) The computer system of claim 210, wherein the interactive advertisement provides available inventory information for the product, good, or service.

215. (new) The computer system of claim 210, wherein the interactive advertisement provides a description of the product, good, or service.

216. (new) The computer system of claim 210, further comprising a referral computer program that determines one or more available alternative products, goods, or services for an unavailable product, good, or service of the interactive electronic advertisement.

217. (new) The computer system of claim 216, wherein the interface prompting the buyer offers for sale, transfer, or conveyance the one or more alternative products, goods, or services to the buyer. (new)

218. (new) The computer system of claim 48, wherein the computer system further comprises:

a web server owned or controlled by the operator of the computer system for hosting a website; and

wherein said website operates as a internet media venue for the computer system and displays the electronic advertisement of the seller as an interactive electronic advertisement offering for reservation a product, good, or service of a seller to a buyer.

219. (new) The computer system of claim 218, further comprising an interface of the website prompting the buyer for information for the computer system to complete a reservation transaction for the product, good, or service.

220. (new) The computer system of claim 219, wherein the computer system further comprises a transaction computer program to process and complete the reservation transaction based on the information input by the buyer.

221. (new) The computer system of claim 218, wherein the interactive advertisement provides pricing information for the product, good, or service.

222. (new) The computer system of claim 218, wherein the interactive advertisement provides available inventory information for the product, good, or service.

223. (new) The computer system of claim 218, wherein the interactive advertisement provides a description of the product, good, or service.

224. (new) The computer system of claim 218, further comprising a reservation referral computer program that determines one or more available alternative products, goods, or services for an unavailable product, good, or service of the interactive electronic advertisement.

225. (new) The computer system of claim 224, wherein the interface prompting the buyer offers for reservation the one or more alternative products, goods, or services to the buyer.

226. (new) (new) A method of using a computer system for creating and publishing customized electronic advertisements, for a seller, to internet media venues owned or controlled by other than the seller, 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 a seller through a second interface to the computer system to input information to select one or more of the internet media venues;

prompting the seller through the second interface to input information to create an electronic advertisement for publication to the selected internet media venues;

storing the information input by the seller through the second interface in a second 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 each of the one or more of the selected internet media venues in compliance with the presentation rules of the internet media venue.

227. (new) The method of claim 226, wherein the step of processing and publishing includes using a computer controller of the computer system.

228. (new) The method of claim 227, wherein the computer system and the computer controller each comprise a network of computers.

229. (new) The method of claim 226, wherein the step of processing and publishing the electronic advertisement comprises publishing the advertisement or components of the advertisement.

230. (new) The method of claim 226, wherein the internet media venue is a website comprising one or more web pages.

231. (new) The method of claim 226, wherein the internet media venue comprises one or more virtual locations.

232. (new) The method of claim 226, wherein the step of prompting a seller through a second interface to input information includes prompting the seller to input information through a self-serve interface using a menu-driven format.

233. (new) The method of claim 232, wherein the step of prompting the seller to input information through a self-serve interface using a menu-driven format includes providing a series of forms including text entry areas and menu-driven choices.

234. (new) The method of claim 232, further comprising the step of prompting the seller through the self-serve interface to input information identifying the seller.

235. (new) The method of claim 234, further comprising the step of establishing a seller account with the computer system with information inputted by the seller.

236. (new) The method of claim 235, further comprising the step of storing the seller account information in a seller account database of the second database.

237. (new) The method of claim 232, further comprising the step of prompting the seller through the self-serve interface with a choice of advertisement types.

238. (new) The method of claim 237, wherein the choice of advertisement types includes a text advertisement.

239. (new) The method of claim 237, wherein the choice of advertisement types includes an image advertisement.

240. (new) The method of claim 237, wherein the choice of advertisement types includes an interactive advertisement.

241. (new) The method of claim 232, further comprising the step of prompting the seller through the self-serve interface for advertising content or other components of the advertisement.

242. (new) The method of claim 241, wherein the step of prompting the seller through the self-serve interface for advertising content or other components of the advertisement includes prompting the seller for a text component of the advertisement. (new)

243. (new) The method of claim 241, wherein the step of prompting the seller through the self-serve interface for advertising content or other components of the advertisement includes prompting the seller for an image component of the advertisement.

244. (new) The method of claim 241, further comprising the step of storing the components of the advertisement in an advertising database of the second database.

245. (new) The method of claim 241, further comprising the step of storing the advertisement in an advertising database of the second database.

246. (new) The method of claim 232, further comprising the step of targeting one or more internet media venues using the selection information input by the seller.

247. (new) The method of claim 246, wherein the step of targeting one or more internet media venues includes targeting one or more advertising channels.

248. (new) The method of claim 247, wherein an advertising channel comprises one or more internet media venues.

249. (new) The method of claim 246, wherein the step of targeting one or more internet media venues includes targeting demographics of one or more internet media venues.

250. (new) The method of claim 246, wherein the selection information includes the identification of individual internet media venues.

251. (new) The method of claim 250, further comprising the step of

storing information identifying internet media venues available to the computer system for publishing electronic advertisements in an internet media venue database,

wherein the selection information input by the seller through the self-serve interface for the seller comprises information identifying one or more individual internet media venues from among the available internet media venues.

252. (new) The method of claim 251, wherein the step of prompting the seller to input information through the self-serve interface for the seller to select internet media venues includes

prompting the seller to identify individual internet media venues from among a displayed list of available internet media venues.

253. (new) The method of claim 246, further comprising the step of storing selection information input by the seller in a targeting database of the second database for the seller input information. (new)

254. (new) The method of claim 232, wherein the step of prompting the seller to input information through a self-serve interface includes prompting the seller to input advertising content to create a text advertisement.

255. (new) The method of claim 254, further comprising the step of

storing information identifying the internet media venues available to the computer system for publishing electronic advertisements in an internet media venue database; and

wherein the selection information input by the seller through the self-serve interface for the seller comprises information identifying one or more individual internet media venues from among the available internet media venues.

256. (new) The method of claim 255, wherein the step of prompting the seller to input selection information includes prompting the seller to identify one or more individual internet media venues from among a displayed list of available internet media venues.

257. (new) The method of claim 226, wherein the step of prompting each of the internet media venues through a first interface to input presentation rules includes prompting each internet media venue to input its presentation rules through a self-serve interface using a menu-driven format.

258. (new) The method of claim 257, wherein the step of prompting each internet media venue to input its presentation rules through a self-serve interface using a menu-driven format includes providing a series of forms including text entry areas and menu-driven choices.

259. (new) The method of claim 257, further comprising the step of prompting the internet media venue through the self-serve interface to input information identifying the internet media venue.

260. (new) The method of claim 259, further comprising the step of establishing an internet media venue account with the computer system with identifying information inputted by the internet media venue.

261. (new) The method of claim 260, further comprising the step of storing the internet media venue account information in an internet media venue account database. (new)

262. (new) The method of claim 257, further comprising the step of prompting the internet media venue through the self-serve interface with a choice of advertisement types.

263. (new) The method of claim 262, wherein the choice of advertisement types includes a text advertisement.

264. (new) The method of claim 262, wherein the choice of advertisement types includes an image advertisement.

265. (new) The method of claim 262, wherein the choice of advertisement types includes an interactive advertisement.

266. (new) The method of claim 257, further comprising the step of prompting the internet media venue through the self-serve interface for internet media venue for presentation rules comprising presentation guidelines.

267. (new) The method of claim 266, wherein the presentation guidelines include standards, restrictions, and other specifications for advertisements.

268. (new) The method of claim 266, wherein the presentation rules include controlling algorithms for advertisements.

269. (new) The method of claim 266, wherein the presentation rules include benchmarks for advertisements.

270. (new) The method of claim 257, further comprising the step of storing the presentation rules for the internet media venue in a presentation rules database of the first database.

271. (new) The method of claim 257, wherein the step of prompting a seller through a second interface to input information includes prompting the seller to input information through a self-serve interface using a menu-driven format.

272. (new) The method of claim 254, wherein the step of prompting each of the internet media venues through a first interface to input presentation rules includes prompting each internet media venue to input its presentation rules for a test advertisement through a self-serve interface using a menu-driven format.

273. (new) The method of claim 226, wherein the presentation rules of the internet media venue comprise design or style standards, further comprising the step of automatically applying or comparing the internet media venue design or style standards to the information input by the seller or the advertisement to control look and feel of the advertisement to be displayed on the internet media venue.

274. (new) The method of claim 273, wherein the internet media venue design or style standards include formatting standards for advertisements.

275. (new) The method of claim 273, wherein the internet media venue design or style standards include standards on amount of text that can be used.

276. (new) The method of claim 273, wherein the internet media venue design or style standards include size standards for advertisements

277. (new) The method of claim 276, wherein the size standards include standards for height and width of advertisements.

278. (new) The method of claim 273, wherein the internet media venue design or style standards include color standards for advertisements.

279. (new) The method of claim 273, wherein the internet media venue design or style standards include font standards for advertisements.

280. (new) The method of claim 273, wherein the internet media venue design or style standards include image standards for advertisements.

281. (new) The method of claim 280, wherein the image standards include size standards for advertisements.

282. (new) The method of claim 280, wherein the image standards include compression standards for advertisements

283. (new) The method of claim 280, wherein the image standards include file size standards for advertisements.

284. (new) The method of claim 273, wherein the step of automatically applying or comparing the internet media venue design or style standards includes applying or comparing the standards through the second interface using a computer program design filter.

285. (new) The method of claim 273, wherein the step of automatically applying or comparing the internet media venue design or style standards includes applying or comparing the standards through the computer controller using a computer program design filter.

286. (new) The method of claim 273, further comprising the step of automatically notifying the seller if the advertisement does not comply with the internet media venue design or style standards.

287. (new) The method of claim 286, wherein the step of notifying includes prompting the seller for review.

288. (new) The method of claim 271, wherein the presentation rules of the internet media venue comprise design or style standards, further comprising the step of automatically applying or comparing the internet media venue design or style standards to the information input by the seller or the advertisement to control look and feel of the advertisement to be displayed on the internet media venue.

289. (new) The method of claim 272, wherein the presentation rules of the internet media venue comprise design or style standards, further comprising the step of automatically applying or comparing the internet media venue design or style standards to the information input by the seller or the text advertisement to control look and feel of the text advertisement to be displayed on the internet media venue.

290. (new) The method of claim 271, wherein the internet media venue presentation rules include editorial standards, further comprising the step of automatically applying or comparing the internet media venue editorial standards to the information input by the seller or the advertisement to control content of the advertisement to be displayed on the internet media venue.

291. (new) The method of claim 271, wherein the internet media venue editorial standards include content standards.

292. (new) The method of claim 291, wherein the internet media venue content standards include blocked words.

293. (new) The method of claim 291, wherein the internet media venue content standards include blocked phrases.

294. (new) The method of claim 291, wherein the internet media venue content standards include link restrictions.

295. (new) The method of claim 291, wherein the internet media venue content standards include blocked references.

296. (new) The method of claim 291, wherein the internet media venue content standards include language restrictions.

297. (new) The method of claim 290, wherein the internet media venue editorial standards include grammar guidelines.

298. (new) The method of claim 290, wherein the internet media venue editorial standards include spelling dictionaries.

299. (new) The method of claim 290, wherein the step of automatically applying or comparing the internet media venue editorial standards includes applying or comparing the standards through the second interface using a computer program editorial filter.

300. (new) The method of claim 290, wherein the step of automatically applying or comparing the internet media venue editorial standards includes applying or comparing the standards through the computer controller using a computer program editorial filter.

301. (new) The method of claim 290, further comprising the step of automatically notifying the seller if the advertisement does not comply with the internet media venue editorial standards.

302. (new) The method of claim 301, wherein the step of notifying includes prompting the seller for review.

303. (new) The method of claim 288, wherein the internet media venue presentation rules comprise editorial standards, further comprising the step of automatically applying or comparing the internet media venue editorial standards to the information input by the seller or the advertisement to control content of the advertisement to be displayed on the internet media venue.

304. (new) The method of claim 289, wherein the internet media venue presentation rules comprise editorial standards, further comprising the step of automatically applying or comparing

the internet media venue editorial standards to the information input by the seller or the text advertisement to control content of the text advertisement to be displayed on the internet media venue.

305. (new) The method of claim 226, wherein the internet media venue presentation rules comprise distribution factors, further comprising the step of automatically applying or comparing the internet media venue distribution factors to the information input by the seller or the advertisement to determine whether to publish the advertisement to the internet media venue. (new)

306. (new) The method of claim 305, wherein the internet media venue distribution factors include advertisement costs.

307. (new) The method of claim 305, wherein the internet media venue distribution factors include blocked URLs. (new)

308. (new) The method of claim 305, wherein the internet media venue distribution factors include content standards.

309. (new) The method of claim 308, wherein the internet media venue content standards include blocked words.

310. (new) The method of claim 308, wherein the internet media venue content standards include blocked phrases.

311. The method of claim 308, wherein the internet media venue content standards include link restrictions.

312. The method of claim 308, wherein the internet media venue content standards include blocked references.

313. (new) The method of claim 308, wherein the internet media venue content standards include language restrictions.

314. (new) The method of claim 305, wherein the internet media venue distribution factors include publication dates or deadlines.

315. (new) The method of claim 305, wherein the internet media venue distribution factors include demographics.

316. (new) The method of claim 288, wherein the internet media venue presentation rules comprise distribution factors, further comprising the step of automatically applying or comparing the internet media venue distribution factors to the information input by the seller or the advertisement to determine whether to publish the advertisement to the internet media venue.

317. (new) The method of claim 289, wherein the intemet media venue presentation rules comprise distribution factors, further comprising the step of automatically applying or comparing the intemet media venue distribution factors to the information input by the seller or the text advertisement to determine whether to publish the text advertisement to the intemet media venue. (new)

318. (new) The method of claim 226, further comprising the step of prompting an operator of the computer system through an operator interface to input operator presentation rules to the computer system for advertisements published to the intemet media venues.

319. (new) The method of claim226, wherein the operator of the computer system is an administrator or manager operating the computer controller. (new)

320. (new) The method of claim 226, further comprising the step of automatically applying or comparing operator presentation rules to the information input by the seller or the advertisement to control look and feel of the advertisement to be displayed on the intemet media venue, wherein the operator presentation rules comprise design or style standards.

321. (new) The method of claim 320, wherein the operator design or style standards include formatting standards for advertisements.

322. (new) The method of claim 320, wherein the operator design or style standards include standards on amount of text that can be used.

323. (new) The method of claim 320, wherein the operator design or style standards include size standards for advertisements

324. (new) The method of claim 320, wherein the size standards include standards for height and width of advertisements.

325. (new) The method of claim 320, wherein the operator design or style standards include color standards for advertisements.

326. (new) The method of claim 320, wherein the operator design or style standards include font standards for advertisements.

327. (new) The method of claim 320, wherein the operator design or style standards include image standards for advertisements.

328. (new) The method of claim 327, wherein the image standards include size standards for advertisements.

329. (new) The method of claim 327, wherein the image standards include compression standards for advertisements

330. (new) The method of claim 327, wherein the image standards include file size standards for advertisements.

331. (new) The method of claim 320, wherein the step of automatically applying or comparing the operator design or style standards includes applying or comparing the standards through the second interface for the seller using a computer program design filter.

332. (new) The method of claim 320, wherein the step of automatically applying or comparing the operator design or style standards includes applying or comparing the standards through the computer controller using a computer program design filter.

333. (new) The method of claim 320, further comprising the step of automatically notifying the seller if the advertisement does not comply with the operator design or style standards.

334. (new) The method of claim 333, wherein the step of notifying includes prompting the seller for review.

335. (new) The method of claim 316, further comprising the step of prompting an operator of the computer system to input operator presentation rules to the computer system through an operator interface of the computer system; and

wherein the presentation rules of the operator comprise design or style standards, further comprising the step of automatically applying or comparing the operator design or style standards to the information input by the seller or the advertisement to control look and feel of the advertisement to be displayed on the internet media venue.

336. (new) The method of claim 317, further comprising the step of prompting an operator of the computer system to input operator presentation rules to the computer system through an operator interface of the computer system; and

wherein the presentation rules of the operator include design or style standards, further comprising the step of automatically applying or comparing the operator design or style standards to the information input by the seller or the text advertisement to control look and feel of the text advertisement to be displayed on the internet media venue.

337. (new) The method of claim 226, further comprising the step of automatically applying or comparing operator presentation rules to the information input by the seller or the advertisement to control content of the advertisement to be displayed on the internet media venue, wherein the operator presentation rules comprise editorial standards.

338. (new) The method of claim 337 wherein the operator editorial standards include content standards.

339. (new) The method of claim 338, wherein the operator content standards include blocked words.

340. (new) The method of claim 338, wherein the operator content standards include blocked phrases.

341. (new) The method of claim 338, wherein the operator content standards include link restrictions.

342. (new) The method of claim 338, wherein the operator content standards include blocked references.

343. (new) The method of claim 338, wherein the operator content standards include language restrictions.

344. (new) The method of claim 337, wherein the operator editorial standards include grammar guidelines.

345. (new) The method of claim 337, wherein the operator editorial standards include spelling dictionaries.

346. (new) The method of claim 337, wherein the step of automatically applying or comparing the operator editorial standards includes applying or comparing the standards through the second interface using a computer program editorial filter.

347. (new) The method of claim 337, wherein the step of automatically applying or comparing the operator editorial standards includes applying or comparing the standards through the computer controller using a computer program editorial filter.

348. (new) The method of claim 337, further comprising the step of automatically notifying the seller if the advertisement does not comply with the comply with the operator editorial standards.

349. (new) The method of claim 348, wherein the step of notifying includes prompting the seller for review

350. (new) The method of claim 335, wherein the operator presentation rules include editorial standards, further comprising the step of automatically applying or comparing the operator editorial standards to the information input by the seller or the advertisement to control content of the advertisement to be displayed on the internet media venue.

351. (new) The method of claim 336, wherein the operator presentation rules include editorial standards, further comprising the step of automatically applying or comparing the operator editorial standards to the information input by the seller or the text advertisement to control content of the text advertisement to be displayed on the internet media venue.

352. (new) The method of claim 226, further comprising the step of automatically applying or comparing operator presentation rules to the information input by the seller or the advertisement to determine whether to publish the advertisement to the internet media venue, wherein the operator presentation rules include distribution factors.

353. (new) The method of claim 352, wherein the operator distribution factors include advertisement costs.

354. (new) The method of claim 352, wherein the operator distribution factors include blocked URLs.

355. (new) The method of claim 352, wherein the operator distribution factors include content standards.

356. (new) The method of claim 355, wherein the operator content standards include blocked words.

357. (new) The method of claim 355, wherein the operator content standards include blocked phrases.

358. (new) The method of claim 355, wherein the operator content standards include link restrictions.

359. (new) The method of claim 355, wherein the operator content standards include blocked references.

360. (new) The method of claim 355, wherein the operator content standards include language restrictions.

361. (new) The method of claim 352, wherein the operator distribution factors include publication dates or deadlines.

362. (new) The method of claim 352, wherein the operator distribution factors include demographics.

363. (new) The method of claim 226, further comprising the step of automatically applying or comparing through the second interface the internet media venue presentation rules to the information input by the seller or the advertisement to enforce compliance with the internet media venue presentation rules.

364. (new) The method of claim 226, further comprising the step of automatically modifying or re-formatting through the second interface the information input by the seller or the advertisement to comply with the internet media venue presentation rules.

365. (new) The method of claim 226, further comprising the step of automatically through the second interface restructuring data comprising the information input by the seller or the advertisement to comply with the internet media venue presentation rules.

366. (new) The method of claim 226, further comprising the step of automatically through the computer controller applying or comparing the internet media venue presentation rules to the information input by the seller or the advertisement to enforce compliance with the internet media venue presentation rules.

367. (new) The method of claim 226, further comprising the step of automatically through the computer controller modifying or reformatting the advertisement to comply with the internet media venue presentation rules.

368. (new) The method of claim 226, further comprising the step of automatically through the computer controller restructuring data comprising the information input by the seller or the advertisement so that the advertisement complies with the internet media venue presentation rules.

369. (new) The method of claim 226, 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 using an advertisement generation program.

370. (new) The method of claim 369, wherein the step of displaying includes operating the advertisement generation program on each of the one or more of the selected internet media venues.

371. (new) The method of claim 370, further comprising the step of storing the internet media venue presentation rules in a database associated with the advertisement generation program.

372. (new) The method of claim 369, further comprising the step of automatically through the computer controller publishing the advertisement with the internet media venue presentation rules to the one or more of the selected internet media venues for display by the advertisement generation program in compliance with the internet media venue presentation rules.

373. (new) The method of claim 369, further comprising the step of publishing the internet media venue presentation rules through the computer controller to the one or more of the selected internet media venues in advance of publishing the advertisement for display by the

advertisement generation program in compliance with the internet media venue presentation rules.

374. (new) The method of claim 367, further comprising the step of publishing the modified or reformatted advertisement through the computer controller to the one or more of the selected internet media venues for display by an advertisement generation program in compliance with the internet media venue presentation rules.

375. (new) The method of claim 368, further comprising the step of publishing the restructured advertisement through the computer controller to the one or more of the selected internet media venues for display by an advertisement generation program in compliance with the internet media venue presentation rules.

376. (new) The method of claim 226, further comprising step of generating online reports

377. (new) The method of claim 376, wherein the online reports include accounting reports.

378. (new) The method of claim 376, wherein the online reports include trend analysis reports.

379. (new) The method of claim 376, wherein the online reports include billing and collection reports.

380. (new) The method of claim 376, wherein the online reports include transaction reports.

381. (new) The method of claim 226, further comprising the step of providing a management interface for one or more inventory or accounting management systems of the seller.

382. (new) The method of claim 381, further comprising the step of automatically updating, changing, or modifying information in the advertisement based on information received from the inventory or accounting management systems through the management interface.

383. (new) The method of claim 382, further comprising the step of automatically updating, changing, or modifying the advertisement to the one or more of the selected internet media venues in real time or near real time.

384. (new) The method of claim 382, further comprising step of automatically updating, changing, or modifying the advertisement in response to an increase or decrease in available inventory of a product, good, or service of the advertisement.

385. (new) The method of claim 382, further comprising step of automatically updating, changing, or modifying the advertisement in response to an increase or decrease in price of a product, good, or service of the advertisement.

386. (new) The method of claim 382, further comprising step of automatically updating, changing, or modifying the advertisement in response to an increase or decrease in available quantity of a product, good, or service of the advertisement.

387 The method of claim 382, further comprising step of automatically updating, changing, or modifying the advertisement in response to a change in description of a product, good, or service of the advertisement.

388. (new) The method of claim 382, further comprising step of automatically controlling the timing for publishing the advertisement to the one or more of the selected internet media venues based on information received from the one or more inventory control and management systems through the management interface.

389. (new) The method of claim 226, further comprising the steps of:

hosting a website on a web server owned or controlled by the operator of the computer system; and

operating the website as a internet media venue for the computer system and displaying the electronic advertisement of the seller as an interactive electronic advertisement offering for sale, transfer, or conveyance a product, good, or service of a seller to a buyer. (new)

390. (new) The method of claim 389, further comprising the step of prompting a buyer through an interface of the website for information for the computer system to complete a sale, transfer, or conveyance transaction for the product, good, or service.

391. (new) The method of claim 390, further comprising the step of processing and completing the transaction through a transaction computer program and based on the information input by the buyer. (new)

392. (new) The method of claim 389 wherein the interactive advertisement provides pricing information for the product, good, or service.

393. (new) The method of claim 389, wherein the interactive advertisement provides available inventory information for the product, good, or service.

394. (new) The method of claim 389, wherein the interactive advertisement provides a description of the product, good, or service.

395. (new) The method of claim 389, further comprising the step of determining, through a referral computer program, one or more available alternative products, goods, or services for an unavailable product, good, or service of the interactive electronic advertisement.

396. (new) The method of claim 395, further comprising the step offering for sale, transfer, or conveyance the one or more alternative products, goods, or services to the buyer through the interface prompting the buyer.

397. (new) The method of claim 226, further comprising the steps of:

hosting a website on a web server owned or controlled by the operator of the computer system; and

operating the website as a internet media venue for the computer system and displaying the electronic advertisement of the seller as an interactive electronic advertisement offering for reservation a product, good, or service of a seller to a buyer.

398. (new) The method of claim 397, further comprising the step of prompting the buyer through an interface of the website for information for the computer system to complete a reservation transaction for the product, good, or service.

399. (new) The method of claim 398, further comprising the step of processing and completing the reservation transaction using a transaction computer program and based on the information input by the buyer.

400. (new) The method of claim 397, wherein the interactive advertisement provides pricing information for the product, good, or service.

401. (new) The method of claim 397, wherein the interactive advertisement provides available inventory information for the product, good, or service.

402. (new) The method of claim 397, wherein the interactive advertisement provides a description of the product, good, or service.

403. (new) The method of claim 397, further comprising the step of determining one or more available alternative products, goods, or services for an unavailable product, good, or service of the interactive electronic advertisement using a reservation referral computer program.

404. (new) The method of claim 403, further comprising the step of offering for reservation the one or more alternative products, goods, or services to the buyer through the interface prompting the buyer.

405. (new) A computer system for creating and publishing customized electronic advertisements, for a seller, to internet media venues owned or controlled by other than the seller, comprising:

a first self-serve interface to the computer system through which each of the internet media venues is prompted to input design or style standards for the internet media venue to control look and feel of the advertisement when displayed on the internet media venue; said first interface prompting each internet media venue for design or style standards using a menu-driven format.

a first database storing the design or style standards input by the internet media venues through the first interface;

a second self-serve interface to the computer system through which a seller is prompted to input targeting information to target one or more of the internet media venues and prompted to input advertising content information to create an electronic advertisement for publication to the selected internet media venues; said second interface prompting each seller for the advertising content and selection information using a menu-driven format.

a second database storing the advertising content and selection information input by the seller through the second 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 each of the one or more of the selected internet media venues in compliance with the design or style standards of the internet media venue; said computer controller comprising a design filter automatically applying or comparing the design or style standards of the internet media venue to the advertising content information input by the seller or the advertisement to control the look and feel of the advertisement when displayed on the internet media venue.

406. (new) The computer system of claim 405, wherein the internet media venue design or style standards comprise design or style restrictions or other specifications for advertisements.

407. (new) The computer system of claim 405, wherein the internet media venue design or style standards include one or more format standards for advertisements;

408. (new) The computer system of claim 405, wherein the internet media venue design or style standards include one or more color standards for advertisements.

409. (new) The computer system of claim 405, wherein the internet media venue design or style standards include one or more image standards for advertisements.

410. (new) The computer system of claim 405, wherein the design filter automatically modifies or reformats the advertisement to comply with the design or style standards of the internet media venue.

411. (new) The computer system of claim 405, wherein the design filter automatically restructures data comprising the advertisement so that the advertisement complies with design or style standards of the internet media venue.

412. (new) The computer system of claim 405, 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 media venue presentation rules.

413. (new) The computer system of claim 412., wherein the advertisement generation program operates on each of the one or more of the selected internet media venues; wherein each of said internet media venues is a website comprising one or more web pages..

414. (new) The computer system of claim 405, wherein internet media venue is enabled to input distribution factors through the first self-serve interface, further comprising a distribution filter automatically applying or comparing the internet media venue distribution factors to the information input by the seller or the advertisement to determine whether to publish the advertisement to the media venue.

415. (new) The computer system of claim 414, wherein the internet media venue distribution factors include advertisement costs.

416. (new) The computer system of claim 414, wherein the internet media venue distribution factors include blocked URLs.

417. (new) The computer system of claim 414, wherein the internet media venue distribution factors include content standards.

418. (new) The computer system of claim 417, wherein the internet media venue content standards include blocked words.

419. (new) The computer system of claim 417, wherein the media venue content standards include blocked phrases.

420. (new) The computer system of claim 417, wherein the media venue content standards include link restrictions.

421. (new) The computer system of claim 417, wherein the media venue content standards include blocked references.

422. (new) The computer system of claim 417, wherein the media venue content standards include language restrictions.

423. (new) The computer system of claim 414, wherein the media venue distribution factors include publication dates or deadlines.

424. (new) The computer system of claim 414, wherein the media venue distribution factors include demographics.

425. (new) The computer system of claim 405, further comprising a general management program of the computer controller for generating online reports.

426. (new) The computer system of claim 425, wherein the online reports include trend analysis reports.

427. (new) The computer system of claim 425, wherein the online reports include billing and collection reports.

428. (new) The computer system of claim 425, wherein the online reports include transaction reports.

429. (new) The computer system of claim 405, further comprising a management interface for one or more inventory or accounting management systems of the seller.

430. (new) The computer system of claim 429, wherein the computer controller automatically updates, changes, or modifies the advertisement based on information received from the inventory or accounting management systems through the management interface, such as .

431. (new) The computer system of claim 429, wherein the computer controller automatically updates, changes, or modifies the advertisement based on an increase or decrease in available inventory or quantity of a product, good, or service of the advertisement.

432. (new) The computer system of claim 429, wherein the computer controller automatically updates, changes, or modifies the advertisement in response to an increase or decrease in price of a product, good, or service of the advertisement.

433. (new) The computer system of claim 429, wherein the computer controller automatically updates, changes, or modifies the advertisement in response to a change in description of a product, good, or service of the advertisement.

434. (new) The computer system of claim 429, wherein the computer controller controls timing of publication of the advertisement based on information received from the one or more inventory control and management systems through the management interface.

435. (new) The computer system of claim 405, said computer system further comprising:

a web server owned or controlled by the operator of the computer system for hosting a website; and

wherein said website operates as a internet media venue for the computer system and displays the electronic advertisement of the seller as an interactive electronic advertisement offering for sale, transfer, or conveyance a product, good, or service of a seller to a buyer.

436. (new) The computer system of claim 435, further comprising an interface of the website prompting the buyer for information for the computer system to complete a sale, transfer, or conveyance transaction for the product, good, or service.

437. (new) The computer system of claim 436, wherein the computer system further comprises a transaction computer program to process and complete the transaction based on the information input by the buyer.

438. (new) The computer system of claim 435, further comprising a referral computer program that determines one or more available alternative products, goods, or services for an unavailable product, good, or service of the interactive electronic advertisement.

439. (new) The computer system of claim 438, wherein the buyer interface offers for sale, transfer, or conveyance the one or more alternative products, goods, or services to the buyer.

Reservation Transactions

440. (new) The computer system of claim 405, said computer system further comprising:

a web server owned or controlled by the operator of the computer system for hosting a website; and

wherein said website operates as a internet media venue for the computer system and displays the electronic advertisement of the seller as an interactive electronic advertisement offering for reservation a product, good, or service of a seller to a buyer.

441. (new) The computer system of claim 440, further comprising an interface of the website prompting the buyer for information for the computer system to complete a reservation transaction for the product, good, or service.

442. (new) The computer system of claim 441, wherein the computer system further comprises a transaction computer program to process and complete the reservation transaction based on the information input by the buyer.

443. (new) The computer system of claim 440, further comprising a reservation referral computer program that determines one or more available alternative products, goods, or services for an unavailable product, good, or service of the interactive electronic advertisement.

444. (new) The computer system of claim 443, wherein the buyer interface offers for reservation the one or more alternative products, goods, or services to the buyer.

Remarks

In the Office Action, the examiner rejected claims 32-47 under 35 U.S.C. §§ 101 and 103, and claims 32-35 under the judicially created doctrine of obviousness-type double patenting. Applicants have cancelled claims 32-47 without prejudice and presented herewith new claims 48--444. Applicants respectfully submit that new claims 48--444 are in condition for allowance and respectfully request favorable action on the merits.

Please be advised that total new claims are equal to 356 claims, two independent claims and 354 dependent claims thus incorporating an additional 325 dependent over those originally submitted (we originally submitted and paid for 31 dependent claims). Being a small entity a check has been prepared for 325 times twenty-five dollars totaling eight thousand one hundred twenty five dollars due. (Check number 2517 enclosed for eight thousand one hundred twenty five dollars to the U.S. Patent Office.)

Applicants wish to acknowledge and thank the examiner for the courteous interview the examiner extended to Applicants and their undersigned counsel on February 1, 2006.

Claims Rejection -- 35 USC Section 101

The examiner rejected claims 32—47 under 35 USC § 101. Applicants have cancelled claims 32 - 47 and replaced them with new claims 48--444. Applicants respectfully submit that claims 48--444 meet the requirements for patentability under 35 U.S.C. § 101

Claims Rejection -- Double Patenting

The examiner rejected claims 32-35 under the judicially created doctrine of obviousness-type double patenting as being unpatentable over claim 5 of U.S. Patent No. 6,829,587 B2 and claim 5 of U.S. Patent No. 6,446,045 B1. Applicants have cancelled claims 32 - 47 and replaced them with new claims 48--444. Applicants respectfully submit that claims 48--444 do not constitute double patenting under the judicially created doctrine of obviousness type double patenting in view of U.S. Patent No. 6,829,587 B2 and U.S. Patent No. 6,446,045 B1, and therefore meet the requirement for patentability.

Claims Rejection 35 USC Section 103

The examiner rejected claims 32 - 47 under 35 U.S.C. 103(a) as being unpatentable over Rosser et. al. (U.S 5,543,856) in view of Ron White's How Computers Work, Millennium Ed. ("White"). Applicants have cancelled claims 32 - 47 and replaced them with new claims 48--444. Applicants respectfully submit that Rosser et al. and White cannot be used to establish a prima facie case of obviousness in regard to new claims 48--444. Applicant's have carefully reviewed Rosser, which appears to describe transmitting information to a media venue, i.e., an electronic billboard embedded in a broadcast transmission, and respectfully submit that Rosser et al and White do not describe, teach or suggest, alone or in combination, all of the elements of the claims.

More particularly, Rosser et al and White, alone or in combination, do not describe, teach or suggest at least the following limitations:

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 second interface to the computer system through which a seller 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 publication to the selected internet media venues;

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 each of the one or more of the selected internet media venues in compliance with the presentation rules of the internet media venue.

as claimed in claim 48, and

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 media venue;

prompting a seller through a second interface to the computer system to input information to select one or more of the internet media venues;

prompting the seller through the second interface to input information to create an electronic advertisement;

processing and publishing the electronic advertisement to one or more of the selected internet media venues, whereby the electronic advertisement is

displayed on each of the one or more of the selected internet media venues in compliance with the presentation rules of the internet media venue.

as claimed in claim 226. Accordingly, new claims 48 and 226, and claims 49--225 and 226 --404 by virtue of their dependence upon claims 48 and 226, respectively, meet the requirements for patentability under 35 USC § 103. Similarly, new claims 405—404 are not described taught or suggested by Rosser et al. and therefore meet the requirements for patentabality under 35 USC § 103

Applicants to be their own Lexicographer

As Applicants noted during the interview that the specifications include a Glossary (paragraph 0057 of the Patent Application Publication (U.S. 2005/0044009 A1)) for the purpose of defining many of the terms or descriptions used by the Applicants within the specifications and claims.

Information Disclosure Statement

As Applicants noted during the interview, Applicants conducted a prior art investigation and have included the results of the investigation in an Information Disclosure Statement("IDS") submitted herewith. 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.

Conclusion

In view of new claims 48 -- 444 and remarks presented in this amendment, Applicants respectfully submit that the forgoing amendment and response has placed the application 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 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 February 13, 2006
6817 Cliffbrook
Dallas TX. 75254
Phone 972-233-7773

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Commissioner for Patents,
P.O. Box 1450, Alexandria VA. 22323-1450
On 2/13/06 By Melissa Moseley

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PATENT & TRADEMARK OFFICE

Amdt. Dated February 12, 2006
Reply to "First Office Action" Mailed August 12, 2005 requiring a response not later than February 12, 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	10/954,820
Applicant	:	Lucinda Stone et al.
Filed	:	October 7, 2002
Title	:	A METHOD FOR USING COMPUTERS TO FACILITATE AND CONTROL THE CREATING OF A PLUARLITY OF FUNCTIONS.
TC/A.U.	:	3627
Examiners	:	Mr. Andrew J. Fischer
Docket No.	:	Stone 5

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 and other documents are attached. Applicants are filing this Information Disclosure Statement in

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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 2516.

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

Henry Croskell
Attorney for applicants
Registration No. 25847

Dated February 13, 2006
6817 Cliffbrook
Dallas TX. 75254
Phone 972-233-7773

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Commissioner for Patents,
Washington, D.C. 20231
On 2/13/06

Melissa Moseley

OIPE IAP82 FEB 13 2006 PATENT & TRADEMARK OFFICE

PTO/SB/08A (08-03)
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet | | of | 3

Complete if Known	
Application Number	10/954,820
Filing Date	9/30/2004
First Named Inventor	Lucinda Stone
Art Unit	3627
Examiner Name	Fischer, Andrew J.
Attorney Docket Number	Stone-5

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	1	US- 6,892,226	12-30-1997	Tso et al.	Pages 1-15
	2	US- 6,654,725	11-9-1999	Langheinrich et al.	Pages 1-16
	3	US- 6,487,538	11-16-1998	Gupta et al.	Pages 1-19
	4	US- 6,385,592	6-30-1999	Angles et al.	Pages 1-26
	5	US- 6,285,987	1-22-1997	Roth et al.	Pages 1-26
	6	US- 6,112,192	5-9-1997	Capek	Pages 1-11
	7	US- 5,933,811	8-20-1996	Angles et al.	Pages 1-26
	8	US- 6,931,591	10-15-1999	Brown et al.	Pages 1-15
	9	US- 6,889,382	7-27-1999	Anderson	Pages 1-7
	10	US- 6,718,551	12-21-1999	Swiz et al.	Pages 1-14
	11	US- 6,654,725	12-21-1999	Langheinrich et al.	Pages 1-16
	12	US- 6,567,854	10-21-1999	Olshansky et al.	Pages 1-19
	13	US- 6,553,178	9-8-1994	Abecassis	Pages 1-57
	14	US- 6,526,575	1-7-1997	McCoy et al.	Pages 1-50
	15	US- 6,466,975	1-4-2000	Sterling	Pages 1-29
	16	US- 6,460,036	12-5-1997	Herz	Pages 1-57
	17	US- 6,442,577	11-3-1998	Britton et al.	Pages 1-14
	18	US- 6,397,246	11-13-1998	Wolfe	Pages 1-14
	19	US- 6,191,780	3-25-1998	Martin et al.	Page 1-6

FOREIGN PATENT DOCUMENTS

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

Examiner Signature		Date Considered	

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This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 2 of 3

Complete if Known	
Application Number	10/954,820
Filing Date	9/30/2004
First Named Inventor	Lucinda Stone
Art Unit	3627
Examiner Name	Fischer, Andrew J.
Attorney Docket Number	Stone-5

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	21	US- 6,138,142	12-20-1996	Linsk	Pages 1-9
	22	US- 6,026,371	11-25-1996	Beck et al.	Page 1-9
	23	US- 5,991,735	8-11-1998	Gerace	Pages 1-30
	24	US- 5,684,918	9-8-1998	Abecassis	Pages 1-57
	25	US- 6,073,105	6-13-1997	Sutcliffe et al.	Pages 1-29
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Examiner Signature		Date Considered	

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(Use as many sheets as necessary)

Sheet 3 of 3

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Application Number	10/954,820
Filing Date	9/30/2004
First Named Inventor	Lucinda Stone
Art Unit	3627
Examiner Name	Fischer, Andrew J.
Attorney Docket Number	Stone-5

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]
	26	KENNETH S. ROBERTS, Declaration, Document, Feb 10, 2006, Pages 1-8, Los Angles California	

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1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached.

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(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[7]: G06F 17/00

(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

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(74) Agents: ROBERTS, Jon, L. et al.; Roberts Abokhair & Mardula, LLC, Suite 1000, 11800 Sunrise Valley Drive, Reston, VA 20191 (US).

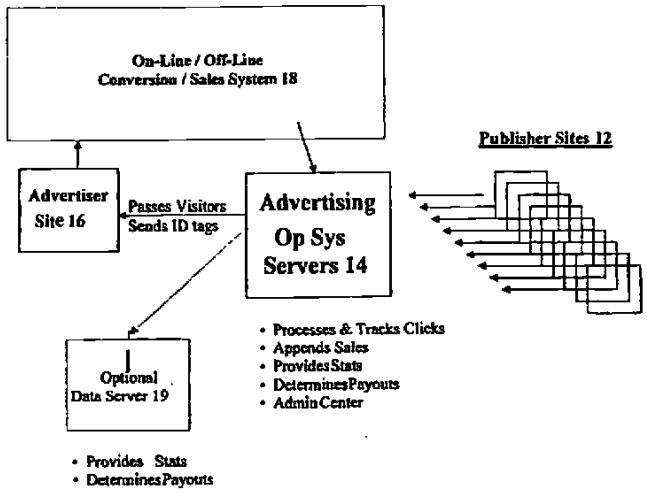
(81) Designated States *(national)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, 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

FIELD OF THE INVENTION

The present invention is drawn to an Advertising Operating System that provides users with the opportunity to execute high-speed, optimized ad serving across multiple Internet-enabled channels for multiple clients.

BACKGROUND INFORMATION

In recent years, the exponential growth of the network of computer networks known as the Internet has also lead to enormous growth in the area of "on-line" advertising.

Typically, online advertising has been accomplished by banner advertisements in the form of graphics, such as Graphics Interchange Format (GIF) images, that serve as anchors for URL links to advertiser sites. The publisher of the Internet Web site typically specifies the ads to be shown on their site.

Many prior art systems required a publisher to contract with advertisers and to store ads on their own servers. In order to increase efficiency, better target the advertising and manage ad campaigns, various schemes relating to ad serving have been developed.

U.S. Patent No. 5,948,061 to Merriman, and assigned to DoubleClick, Inc., discloses a system in which statistics are compiled on individual users and networks and the use of the advertisements is tracked to permit targeting of the advertisements of individual users. In response to requests from affiliated sites, an advertising server transmits to people accessing the page of a site an appropriate one of the advertisement based upon profiling of users and networks.

Other systems, such as U.S. Patents Nos. 6,128,663 to Thomas and 6,141,010 to Hoyle, also collect demographic information on users and the information is then used to send targeted advertisements to them. However, many of these systems lack the tools needed for ad campaign management, are not particularly suited to serving many different types of creative, and are not suited to serving advertisements to multiple Internet-enabled channels.

BRIEF SUMMARY OF THE INVENTION

It is an object of the invention to create, install and maintain an Advertising Operating System for publishers, networks, agencies and advertisers.

It is a further object of the invention to provide automated publisher sign-up for an advertising network, with a centrally managed "Approval / Denial" capability for the publishers and advertisers who sign up.

It is another object of the invention to provide for differential payouts to each of the different publishers.

It is another object of the invention to provide an Advertising Operating System that provides ad serving capabilities so that publishers can dynamically change ads on Internet-enabled channels, whether by specific rules, by random, by fractional representation, by mathematical optimization, or by other means.

It is yet another object of the invention to provide a hyperlink / redirection from a publisher's Internet-enabled channel to services being promoted if a potential customer clicks on an Advertising Operating System provided banner or other form of creative.

It is yet another object of the invention to provide an Advertising Operating System that tracks clicks made from a publisher's Internet-enabled channel and tracks the result of those clicks into either a sale of or an inquiry into or any other action or set of actions in relation to the advertising network's advertisers.

It is yet another object of the invention to provide an Advertising Operating System that reports the clicks, sales, branding effect and any other advertising related measurement of the advertising network's products to both publishers and advertisers/agencies.

It is yet another object of the invention to provide an Advertising Operating System that allows multi-level reporting so that different parts of an organization can have different views of the data, depending upon "security clearance" granted by the owner of the data, whether a publisher, advertiser, networks thereof or other users.

It is yet another object of the invention to provide an Advertising Operating System that provides detailed level statistics on program performance at the publisher level, whether for publishers, advertisers, networks thereof or other users.

It is yet another object of the invention to provide an Advertising Operating System that provides an interface with relevant accounting systems so that checks can be issued in an automated fashion to publishers.

The Advertising Operating System of the present invention provides fast and cost-effective ad and content serving for online media for advertisers, agencies, networks and publishers.

What differentiates Advertising Operating System ad serving technology from other services is that it is capable of delivering tens of billions of marketing messages per month via Internet-enabled channels, such as the web, wireless, and e-mail, and it offers detailed reporting, delivery, management, and customer service tools to effectively serve and manage online marketing campaigns. Using the present invention, advertisers, publishers, and networks (users) can view the performance of each advertisement, creative, campaign, or creative content placement location and produce customized ad tracking reports.

The present invention also includes such features as:

- Geographic targeting so advertisers can target their ad campaigns to visitors from geographic regions, such as US and non-US, MSA, state, country, county, area code;
- Key word targeting capability to provide the ability to deliver targeted creatives or media based on key words used by the visitor or obtained from sections or areas visited reflecting interest in a keyword;
- Multi-level security (Publisher Access) that enables clients to view and configure their network, with all relevant information for their network, such as Internet sites, sign-ups, approvals, campaign and media entry, campaign management, reports, and default configuration options, being available from the user interfaces for the third-party network, and with security provided through logins and associated ownership rights, thereby enabling clients to select exactly which information each party is able to view and how they view it;
- Real-time interfacing with ad-decisioning logic across multiple servers to leverage a broad range of behavioral patterns and capabilities;
- Secure media serving using HTTPS and SSL to secure pages to provide the ability to support secure serving of media and tracking of clicks and actions to sites with secure content without the warning interstitials for non-secure media and provide security via

support for HTTPS- and SSL-based delivery of campaign creatives with proprietary security systems and protocols e.g. America Online, private networks;

- Fully multi-threaded ad servers that increase the scalability and performance of the ad servers distributed across fully redundant, scalable and failsafe systems; and
- Real-Time over-delivery prevention for advertisers and publishers to provide the ability to end campaigns more accurately for organic and third-party networks by monitoring the delivery of campaigns as they approach end-of-run across multiple servers.

The present invention also provides the advantages of:

- Reporting - the customized reporting capability provides a spectrum of detailed reports, all completely customizable and exportable to programs such as Excel as well as in other open and proprietary formats. This function gives the user the ability to create targeted reports on the fly, including highly informative graphs;
- Being multi-compliant - the present invention is compliant with all standard industry Internet systems and proprietary private networks and devices;
- Delivering all forms of Internet media - Successful ad and content delivery requires maximum flexibility - creatives can be in any form or dimension, including most forms of rich media, JavaScript, HTML, text, wireless protocols, video, audio as well as a standard .gif file;
- Reliability - As a stand-alone system, the technology is totally independent of outside software vendors using industry standard components, languages and protocols and can be enhanced and customized based on customer's feedback and needs.
- Delivering on a variety of User objectives to include branding, CTR, conversions, maximum revenue, maximum profit
- The Advertising Operating System can perform the desired functions with or without the use of cookies being placed upon the Recipient's computer
- User definable delivery options can provide variations of delivery to achieve frequency capping, occasion capping, sequential messaging, and triggers all of which can be within a channel or platform or across multiple channels and platforms.

- Delivery and collection of response data to intermittently connected internet devices such as Personal Digital Assistants (PDAs), Interactive Television devices (i.e., set-top boxes) and mobile telephones.

Reports provided by the present invention are comprehensive, flexible, easy-to-use and make it simple to analyze performance down to an hourly level. Any category can be reported on quickly and easily, allowing users to compare, without limitation, items such as campaigns, creatives, Internet sites, days of the week. Impressions, clicks, CTR, conversions or any other measurable action can be viewed instantly, for example, by categories including, but not limited to: advertiser; campaign; creative; Internet publisher; Internet site; conversion; geography; and time of day.

The time period for all reports is completely defined by the user. Reports can be sorted by categories including, but not limited to: run of campaign; year to date; month to date; this week; today; and hour.

Down to a daily level, for example, users can review campaign information on an hourly basis. All online reports can be sorted by any criterion simply by clicking on the title. Graphs can be generated for up to two criteria on any report. All reports can be downloaded to a common file format for easy importing into Excel or other analytic tools.

As used herein, the terms "creative" and "creative content" refers to the concept, design or artwork of an ad or element of content, including the technology used to create or develop the ad or element of content. The most common creative technology for banners is GIF, JPEG images or animated GIFs. Other creative technologies include Java, HTML or streaming media and the particular form/technology of the creative content is not meant as a limitation. The term "Internet-enabled channel" includes, but is not limited to, the World Wide Web, e-mail, instant messaging (IM), short messaging services (SMS), wireless (phone, PDA, pager, etc.), and digital television forms of Internet-based communication. The term "ad" refers to any message or content with an advertising objective. "Advertising Operating System" refers to the system or service used to schedule, choose, and deliver creative content to recipients on behalf of an advertiser, network or agency. "Ad server" refers to any computer or server used for the purpose of managing, scheduling and/or choosing the creative content. "Advertiser" refers to any entity that desires to advertise its own products or

services. "Agency" or "agencies" refers to any entity that represents one or more advertisers for purposes of placement of creative content on behalf of said advertiser(s). "Media server" refers to any computer or server used for the purpose of storage and retrieval of creative content. "Publisher" refers to any person, or representative of a person, who owns a Internet site, a network of Internet sites, email lists, or any other type of inventory in which creative content can be displayed, over any type of medium, such as a webmaster. "Destination sites" refers to any destination, such as Internet sites, wireless devices, and others, to which creative content shall be delivered. As used herein, "URL" refers to any unique destination finder, including, but not limited to uniform resource locators. "Recipient" refers to any individual who receives and/or views creative content. "Users" refers to any advertiser, agency, network or publisher who uses the Advertising Operating System, or a service thereof, of the present invention.

BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 illustrates a schematic diagram of a typical embodiment of the present invention.

Figure 2 illustrates high-level banner serving in accordance with the present invention.

Figure 3 illustrates some details for ad campaign administration in accordance with the present invention.

Figure 4 illustrates a basic technical overview of the present invention.

Figure 5A illustrates a database structure in accordance with the present invention.

Figures 5B-C illustrate more detail of the internal and external data used in **Figure 5A**.

DETAILED DESCRIPTION OF THE INVENTION

The present invention comprises a method and system for providing advertising to Internet-enabled channels. It includes an ad server connected to the Internet, a media server connected to the Internet, an advertiser database connected to said ad server, a publisher database connected to said ad server, an Internet user database connected to said ad server and a database connected to said media server for storing creative for a plurality of Internet-

enabled channels. When an Internet user operates a user device to request publisher content, content is sent from a server of the publisher to the 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.

Upon a user selection of the ad, the code operates the user device to request an advertiser URL from the ad server and the ad server provides an advertiser URL to the user device. The user device uses the advertiser URL to request an advertiser target page from an advertiser server on the Internet and the advertiser server delivers a target page for display on the user device.

The user device includes, but is not limited to, any type of personal computer, Internet device, set-top box, PDA, Internet-enabled phone, or ATM terminal. The creative content can include, but is not limited to, any type of GIF banners, animated GIF banners, JPEG banners, JavaScript, HTML, text, rich media, and streaming media. The Internet-enabled channels can include, but are not limited to, any of web pages, e-mail, text messaging, and any other similar electronic/digital content and messaging platforms and specifically includes wireless channels.

The invention preferably includes an automatic sign-up page for advertisers and publishers, with the automatic sign-up page including a central approval and denial capability. It further allows publishers to dynamically change ads on Internet sites, whether by specific rules, by random, by fractional representation, by mathematical optimization or any other suitable means. The invention also has data sharing and collecting for optimization and accounting purposes.

The business model for the entity facilitating practice the present invention involves creating, installing and maintaining the Advertising Operating System service.

The software has various functions. Initially, it provides automated publisher and advertiser sign-up, such as on a signup page. It also enables a centrally managed "Approval / Denial" capability for the publishers and advertisers who sign up for the program and it allows for differential payouts to each of the different publishers in the program. In addition,

it provides interfaces for sales, trafficking and other functions required for administration of the system.

The software also creates a database of publishers in the program with their required program information (e.g. name, billing address, site URLs, tax ID #, etc.); provides ad serving capabilities so that publishers can dynamically change the ads on channels, whether statically, rules-based or by mathematical optimization; provides a hyperlink / redirection from the publisher's channel to services being promoted if the potential customer clicks on provided banners and other forms of creative; tracks the clicks made from a publisher's channel and the result of those clicks into either a sale of, an inquiry, or other action into program advertisers; and reports the clicks, sales, inquiries, or other actions into products within the program to the publishers and advertisers.

The Advertising Operating System software also allows multi-level reporting so that different parts of the organization can have different views of the data, depending upon "security clearance" granted by the publisher or advertiser. Within this reporting, it provides detailed level statistics on program performance at the publisher and advertiser level and provides an interface with the relevant accounting systems so that checks can be issued in an automated fashion to the publishers.

The installation step involves installing relevant computer code to provide the above functionality on dedicated servers located directly on the backbone of the Internet to ensure optimal performance.

Maintenance is ideally centrally provided for the program so that remote troubleshooting can occur, but the system can also be operated on a standalone basis. The central control of the required hardware and software allows simpler logistics for maintaining the system, with a resultant higher reliability. This also allows the entity practicing the invention to work with publishers and advertisers to provide on-going improvements and modifications and to provide technical assistance to the publishers and advertisers in the program.

Administration of the program involves: managing the approval / denial process of publishers, under the guidance of users; providing a creative farm and access to approved creative for the publishers; providing technical assistance to all publishers in the program; managing direct marketing campaigns (via e-mail, electronic newsletters, etc.) to the

publishers on behalf of advertisers; and managing all publisher payments on behalf of advertisers.

As illustrated in **figure 1A**, publishers from publisher sites **12** sign up with the system of the present invention. Banners (or other creative) are served by the Advertising Operating System to the publisher sites **12** and when the banners are clicked on, the publisher sites redirect visitors to an Advertising Operating System server **14** that processes and tracks the clicks. The Advertising Operating System server **14** then passes the visitor, along with their ID tags, to the advertiser Internet site **16**. Results/tracking information of the visit, such as from conversions or sales **18**, are collected by Advertising Operating System server **14** and used for such purposes as providing statistics, providing reports and determining payouts. This information can optionally be stored on a data server **19**.

A preferred embodiment of the present invention includes data sharing. In this system, advertisers (clients) are able to: receive many (i.e., typically up to seven) fields of data / information from the Advertising Operating System server; make a decision against each visitor, app, etc. and append that relevant decision to the fields of data ("0" or "1" being sufficient); and report that information back to the Advertising Operating System server for payment and stats purposes. Ideally, fields need to be ~25 characters long in type text or characters to allow the sending of both text and numbers in those fields.

Figure 1B illustrates the messaging involved in serving creative content such as an ad. When a user logs onto a user PC, the user is typically brought to an Internet page or a portal or search page as configured by the user. Thus this initial action is a request for some form of content by the user (transaction **1**). Content is then returned to the user from the Internet site that is the user's chosen entry point (transaction **2**).

However, in addition to content being returned, the Internet site that is enabled with the ad serving technology of the present invention requests an ad to be served to the user (transaction **3**) along with the content. This request goes to the ad server of the program, which controls the ad serving process and which keeps information on the user such as user demographics and other advertising administrative data, but not the ad itself. The location for that ad, on a media server that is not the Internet site of any advertiser, is returned to the users PC (transaction **4**) which then requests the ad to be served from the location on the media server (transaction **5**).

The media server contains thousands of banner type ads that can be served to users based upon user demographics and administrative information stored on the ad server. Thus when the ad is requested from the user's PC (transaction 5), the particular banner ad that is to be served is sent down to the user's PC (transaction 6) and displayed along with the content requested by the user. The ad server and media server do not need to be in the same location or even managed by the same company.

If the user does nothing with the ad that is served, no connection is made to the Internet site of the entity that is sponsoring the ad. If however the user is interested in the ad contents that are being displayed, the user can click on the ad. This "click through" results in a message being sent to the ad server (transaction 7) requesting a link to the site of the entity sponsoring the ad. Thus there is no link to the sponsor's site with the banner ad that is served to the user during transaction 6. This must be separately requested when the user clicks on the ad.

The link to the sponsor's location is then provided to the user (transaction 8) and the user's browser is then directed to request information from the sponsor's site via the appropriate URL (transaction 9). Once the request is received at the sponsor's site, the sponsor's Internet page is returned to the user's PC (transaction 10).

Figure 2 illustrates high-level WWW banner serving in accordance with the present invention. As illustrated in the figure, at step **21**, an Internet surfer enters one of the Internet sites in the client network. An ad serving optimizer determines the best ad to serve the Internet surfer. Each Internet surfer has an ID (cookie) appended to their Internet browser that identifies them as unique. If the user has not been in the client network before, they are assigned a unique ID number, and served the "new user" ad for that particular site, time of day, etc. If the Internet surfer has an ID, the optimizer will lookup his/her information and set of product scores, at **22**. The product with the best score will have its ad shown to that particular Internet surfer. In some circumstances (such as creative testing or data gathering), the best ad will not be shown to facilitate modeling efforts.

The ad is then shown to a Internet surfer, at **23**. If the Internet surfer clicks on the ad or responds to it in some way, the user is re-directed to the advertiser's Internet site, at **24**. For certain advertisers that provide tracking access, the advertising server technology tracks

the Internet surfer's movements through the advertiser's Internet site and reports certain transactions back to other parties.

Although described above with respect to a WWW click-thru banner, the invention can also be practiced in other ways. For example, in addition to click-thru and conversion ads, the invention can also be used for "view" ads, such as simple text message ads sent to wireless Internet-enabled devices, as well as other creative. Also, although described with respect to a WWW page, ads can also be delivered in e-mails, such as in an e-mail newsletter. In this case, as well as the wireless device case, the user request for content may be separated in time from the delivery and make take the form of an "opt-in" sign-up for a service that delivers the e-mail newsletter, text, or other type of digitally transmitted message.

Figure 4 illustrates the manner in which the ad server functions. The advertiser's agents enter the relevant advertiser campaign information in the "Admin Entry Screen" **44**. As each Internet surfer enters a client network site, at **40**, an ad server optimizer **42** accesses data **46** to determine which ad to display. The transactions created by the Internet surfer are then recorded at **48** for later analysis, model building, and report **49** generation.

The administrative entry screen, as illustrated in **figure 3**, contains the advertiser information **32** and product/service information **34**. Each advertiser and product receives a unique identification label that is tracked for every advertising campaign. Furthermore, different creatives for the same product are tracked independently. All of the data tracking can be seen in the Data section below.

There are three types of activities or ad serving scenarios that the ad system is responsible for handling:

- Ordinary, rules-based, or optimized ad serving.
- Quick Testing—where only a small sample size is needed to determine overall effectiveness of, for example, one banner over another, or to determine banner fadeout and frequency impacts.
- Data Gathering—the process of serving ads to a broad audience, constrained by the specifications placed by both publishers and advertisers, to develop an accurate model of performance.

The purpose of quick testing includes, but is not limited to, determining which ads work best from a CTR (click-through rate) point of view; determining the optimal frequency

for serving different ads, and determining the length of time before ads lose their appeal. The size of the tests will vary directly with their complexity. The system manages test scenarios **36** so that the appropriate sampling techniques are utilized.

The goal of a forced ad campaign is to deliver a time specified, action specified campaign for advertisers. At times, the present invention will NOT want to deliver the optimal ad to the available space so that it can run a particular campaign based on the client's specs for click, exposure, or sale distribution over time. (E.G. 10,000 clicks a week, uniformly distributed, for 4 weeks on "Women's Interest" sites only.)

By doing this, advertisers get to choose their constrains, such as the time of day and day of week they want their ads to show and both parties get to pick their payout preferences.

The Advertising Operating System server has the ability to collect, track and utilize data for the delivery of advertising. As advertisers become more data driven, the ad server allows advertisers access and use of its substantial data capabilities to enhance the value of their campaigns and increase knowledge of their potential customers. The data models are illustrated in **figures 5A-C**.

One way to organize a database structure is illustrated in **figure 5A**. Data is organized as survey data **51**, which includes, but is not limited to, recipient provided data, Internet surfer or recipient data **52**, external data **53**, advertiser data **54**, product data **55**, ad data **56**, publisher (i.e., webmaster) data **57**, site data **58**, payout data **59**, and transaction data **60**.

As illustrated in **figure 5B**, external data can be categorized as that available on the Internet **510** and that which is not necessarily derived from the Internet (non-Internet) **520**. Likewise, as illustrated in **figure 5C**, internal data can be categorized as that related to the Internet user (websurfer) **530**, the publisher (webmaster) **540**, and the advertiser **550**.

The following functionality / categories of data is collected for use in modeling.

1. **Unique ID branding at 52**: Each person who enters the network of sites/channels needs to have a unique ID branded onto them to determine who they are for frequency calculations and data tracking; every time a Internet surfer enters one of the Internet sites in the network or is messaged (e-mail, IM, wireless), the ad server looks up their ID number and uses that data to determine what ad to serve.
2. **Transaction Database at 60**: Time of day, day of week, exact date that banner/creative is served and other descriptive data and measured actions are taken

(e.g. clicks, download, request for info, etc.)

3. **Advertiser Categorization at 54**: All advertisers will be categorized so that Internet sites/channels/publishers can determine appropriateness for their Internet sites/channels.
4. **Internet site Categorization at 58**: All Internet sites/channels placed in a category of content for ad targeting (see Categories below)
5. **Internet site Tags**: On network Internet sites, capture meta-tags and other keywords to use as targets for identifying similar content. Preferably require all Internet sites/publisher channels to post a category tag or label for each section of content they want to place an ad next to.
6. **IP Address** of Internet surfer.
7. **IP Address Data Lookup**: Using publicly available datasets based on the ISP that owns / reserves the IP address, lookup geographic location (country, state / province), area code, Domain name, Domain type, name of ISP, SIC code for domain name if not an ISP (for bus. to bus. marketing), Occupation category for SIC, and any other suitable descriptive information available
8. **Internet surfer's browser**: Data from the Internet surfer's browser
9. **Survey at 51**: each survey participant needs to be branded with an ID that allows the ad server to look up their raw data (i.e., gender, occupation, age, country, zip code) to serve and analyze creative performance against.
10. **Connection to MC / Visa for Payment Processing**: Order Form connection to International payment systems.
11. **Link to advertisers**: The ability to track sales or movements / actions within an advertiser's Internet site/channel to a particular Internet surfer from the program and link sales info with the ads that generated the sale, etc. to track Internet surfer from "entry into network" to "purchase of product" (also could include data sharing of advertiser preferred attributes for modeling purposes).
12. **Business Information at 53**: A link to an external data source such as American Business Information (ABI) and/or Dun + Bradstreet (not real-time) to track size of business, other attributes for employers and businesses that have been identified.
13. **Network Internet site Registration Data**: Incorporate Internet site registration data

for more explicit targeting.

14. **Micro-Credits Payment System**: Provides network Internet sites and advertisers with ability to charge nominal amounts for certain transactions (like $0.10 - $1.00).

15. **Internet surfer Demographics**: Links to major data houses (i.e., Polk, InfoBase, Axciom, etc.) on a batch or real-time basis.

16. **Credit Bureaus at 53, Batch**: A link to the credit bureaus, done in batch, to track individually identifiable information and to process credit related orders.

A payout schedule 59 is displayed to the publishers. Tracking of historical payout schedules is done so that historical payments can be calculated at any time. The publishers see their payouts earned according to each advertiser in the publisher stats section. The advertiser stats section will have each advertiser's performance across categories, Internet sites/channels and other relevant data view or combinations.

Payouts can be, but are not limited to, one of the following:

- CPM—based on the number of ads served
- Payout / click (visitor)
- $ payout per action
- % payout per action
- Payout based upon recurring actions or a combination of actions

Each advertiser specifies a desired payout option and each publisher can specify whether to accept all, some, or only one of the payout options. This selection criteria could limit the total number of advertisers available for optimization on the publisher's site. Each advertiser has a payout associated with each product they sell. Publisher statistics and payouts are based on all participating advertisers' payout plans.

Raw and unique impressions and clicks are tracked. Unique clicks are defined as unique IP addresses within the past x hours where "x" can be any suitable period of time. Publishers are allowed to place all kinds of links they want for payout options, but they should be specified and tracked separately for ideal placement. For example, position of banners should be tracked—top of page, text link, bottom of page, button, etc.

The present invention has the ability to use multiple graphics types, including enhanced images / graphics, buttons, and pop-up windows / interstitials.

To prevent fraud, the system checks for sudden jumps in performance on both

publishers and advertisers stats and issues automated flags. For acceptance purposes, the system includes the ability to easily check, manually, the categorization and acceptability of Internet sites. The system therefore provides means to capture URLs of Internet pages and provide a quick link to them in a verification page for a client agent.

Reporting is provided by online access to comprehensive performance reports. Performance reports include information vital to monitoring the results of campaigns, including, but not limited to:

- Number of ad impressions delivered
- Number of clicks
- Click rate
- Relative performance by Internet site
- Campaign optimization analysis
- Sell-through by site (if structured for this variable)
- Overall site ranking by designated performance variables

All Internet sites and Internet pages are categorized into categories, as well as geography and language, including, but not limited to:

- Personal Finance
- Business Info / News
- Automotive
- Entertainment
- Games
- Health
- News & Society
- On-line Communities / Chat
- Portal Sites / Search Engines / ISPs
- Sports
- Computers - Software

- Computers – Internet
- Computers - Hardware
- Travel
- Virtual Stores
- On-line Help Centers / Advice for Internet surfers
- Publisher Support Sites
- IT/Technology Professional
- Business-to-Business E-Commerce
- Hobbies and Leisure

The categorizations noted above are not meant as limitations, and other sub-categories are possible within the discretion of the system operator. As time goes on, all Internet pages, Internet sites, and organizations identified through data collection will be categorized according to codes—i.e., the practitioner of the present invention can append Dun & Bradstreet, American Business Information SIC Codes or other recognized standard classification codes if it knows the names of organizations in the United States.

Additionally, all advertisers are categorized into categories, as well as geography (country and zip code / region) and language, including, but not limited to:

- Personal Finance
- Business Info / News
- Automotive
- Entertainment
- Hobbies and Leisure
- Health
- Electronic Equipment
- Clothes
- Toys
- Household Goods / Groceries
- Personal Hygiene Products
- Food / Restaurants / Carryout
- News & Society

- On-line Communities / Chat
- Portal Sites / Search Engines / ISPs
- Sports
- Computers - Software
- Computers – Internet
- Computers - Hardware
- Software
- Games
- Travel
- Generic Virtual Stores
- On-line Help Centers / Advice for Internet surfers
- IT/IS Professionals

Again, the categorizations noted above are not meant as limitations, and other sub-categories are possible within the discretion of the system operator. The system is flexible enough to handle future changes. And again, as time goes on, all Internet pages, Internet sites, and organizations identified through data collection can be categorized according to codes—i.e., the practitioner of the present invention can append Dun & Bradstreet, American Business Information SIC Codes or other recognized standard classification codes if it knows the names of organizations in the United States.

Ad serving in the present invention is provided by dedicated, high-speed connections (>= T-3), backed-up. The database is scaleable, queriable, fast, and reached off-line from the ad serving system.

Data storage in the present invention can involve separate servers for data storage and retrieval from the ad serving servers and is performed in databases for fast and easy querying.

Data for data modeling is accessed in batch or real-time mode from the database servers. The ad servers periodically dump transaction data to the database servers. The database servers then do data linking to external databases if the external connections are not needed in real-time. If external connections are needed in real-time, ad servers will have to make the connection

Data modeling is run, for example, on an hourly basis to update current scores for each product category by Internet surfer/site/location/destination/etc., but can also be run

more or less frequently. For replaced advertisers, current scores on past advertiser in same category will be used until significant amount of data is collected for an updated score to be made.

The invention also includes network site approval. When a site is selected and placed on buy order they immediately receive confirmation via the Internet and through email that their site has been selected with both rate, buy size and scheduling information. The site then executes a review option that does the following through an admin screen:

- Approve or Reject Order
- Rejection letters are form letters designated by reason codes
- Verify categorizations of sites and change them if necessary
- Send approval and / or rejection letters to their specified email address automatically

This invention can be used for advertisers receiving publisher requests for ad buys. The leasing of the system to either Advertising Operating System agencies or ad networks/Internet sites could only be for administration purposes. The actual traffic and creative delivery would occur through the Advertising Operating System of the present invention. Advertisers would sign up under the lessee's system. All that is needed is a change the logo and name on the reports and signup functions, tracking all sub-networks to the originating lessee. The entire system could also be provided on a stand-alone basis.

"Super Administration" functionality can be provided to manage the sub-networks and lessees as a whole. This would include the ability to view reports by lessee—network impressions, clicks, etc.; the ability to review profitability of lessee; and the ability to setup and discontinue a lessee arrangement.

Lessee Administration functionality is very similar to functionality needed by a client to maintain its own network and includes: the ability to enter advertisers and their campaigns; the ability to upload new creatives and to schedule their implementation; the ability to enter advertising constraints and conditions—i.e., targeting, time of day, Internet site category inclusion/exclusion; the ability to schedule ad runs—i.e., amount of traffic over what time frame; and the ability to approve and/or deny Internet sites into their sub-networks.

The ad serving system typically can include load balancers, such as Cisco/Arrowpoint CS 800's performing layer 7 polling with HTTP "get" calls every 1-3 seconds, to evenly

distribute the requests from Internet pages over the Internet to the ad servers. The ad servers will typically consist of 32-36 Pentium III processors running at 600-800 MHz, each having 1-2 GB of RAM and 36GB hard drives. Server software can be C++ compiled and running on FreeBSD, being held together with Chron, Perl, and Perlscripts, and could also be ported to Linux, A/UX, Windows NT, and Sun Solaris.

Typical cookie server hardware, used for serving browsers that cannot or will not accept cookies, can include multi-processor systems with raid arrays and 4GB of RAM, running on Linux or FreeBSD and communicating with the ad server via TCP.

The database hardware can typically include a pair of Sun 4500 processors and an EMC raid array with MySQL, Oracle or other suitable database management software. Cached media can be served based on decisioning logic and optimizer from the ad database via NFS mount to the ad server.

We Claim:

1. A method for providing advertising to Internet-enabled channels, comprising:

providing an ad server connected to the Internet;

providing a media server connected to the Internet;

storing advertiser data in a database connected to said ad server;

storing publisher data in a database connected to said ad server;

storing creative for a plurality of Internet-enabled channels in a database connected to said media server;

wherein a user operates a user device to request publisher content;

said content is sent from a server of said publisher to said user device, said content including code to request an ad be served;

said code operates said user device to request an ad location from said ad server;

said ad server supplies an ad location to said user device;

said code operates said user device to request an ad from said media server; and

said media server supplies said ad for display on said user device.

2. The method of claim 1, wherein upon a user selection on said ad, having said code operate said user device to request an advertiser URL from said ad server; and

said ad server provides an advertiser URL to said user device.

3. The method of claim 2, wherein said user device uses said advertiser URL to request an advertiser target page from an advertiser server on the Internet and said advertiser server delivers a target page for display on said user device.

4. The method of claim 1, wherein said user device includes any of personal computers, Internet devices, set-top boxes, PDAs, Internet-enabled phones, and ATM terminals.

5. The method of claim 1, wherein said creative includes any of GIF banners, animated GIF banners, JPEG banners, JavaScript, HTML, text, rich media, and streaming media.

6. The method of claim 1, wherein said Internet-enabled channel includes any of web pages, e-mail, and text messaging.

7. The method of claim 6, wherein said Internet-enabled channel is wireless.

8. The method of claim 1, further comprising providing an automatic sign-up page for advertisers and publishers, said automatic sign-up page including a central approval and denial capability.

9. The method of claim 1, further comprising allowing publishers to dynamically change ads on Internet sites.

10. The method of claim 9, wherein the change can be performed by specific rules, by random, by fractional representation, or by mathematical optimization.

11. The method of claim 3, further comprising:

collecting data; and

storing Internet user data in a database connected to said ad server.

12. The method of claim 11, wherein said data includes data related to said Internet user.

13. The method of claim 11, wherein said data includes data related to actions performed by said Internet user in relation to said ads.

14. The method of claim 13, wherein said actions include clicks, sales resulting from clicks, and inquiries resulting from clicks.

15. The method of claim 11, further comprising storing said data on a data server connected to said ad server.

16. The method of claim 1, wherein said ad server and said media server are provided at separate locations.

17. The method of claim 16, wherein said ad server and said media server are provided by separate entities.

18. A system for providing advertising to Internet-enabled channels, comprising:

an ad server connected to the Internet;

a media server connected to the Internet;

a database with advertiser data connected to said ad server;

a database with publisher data connected to said ad server;

a database with creative content for a plurality of Internet-enabled channels connected to said media server;

at least one user device to request publisher content;

wherein said content is sent from a server of said publisher to said user device, said content including code to request an ad be served;

said code including means to operate said user device to request an ad location from said ad server;

said ad server having software to supply an ad location to said user device;

said code further including means to operate said user device to request an ad from said media server; and

said media server having software to supply said ad for display on said user device.

19. The system of claim 18, wherein upon a user selection on said ad, having means for said code to operate said user device to request an advertiser URL from said ad server; and

said ad server provides an advertiser URL to said user device.

20. The system of claim 19, wherein said user device uses said advertiser URL to request an advertiser target page from an advertiser server on the Internet and said advertiser server delivers a target page for display on said user device.

21. The system of claim 18, wherein said user device includes any of personal computers, Internet devices, set-top boxes, PDAs, Internet-enabled phones, and ATM terminals.

22. The system of claim 18, wherein said creative includes any of GIF banners, animated GIF banners, JPEG banners, JavaScript, HTML, text, rich media, and streaming media.

23. The system of claim 18, wherein said Intemet-enabled channel includes any of web pages, e-mail, and text messaging.

24. The system of claim 23, wherein said Internet-enabled channel is wireless.

25. The system of claim 18, further comprising providing an Internet page coded for an automatic sign-up for advertisers and publishers, said automatic sign-up page including a central approval and denial capability.

26. The system of claim 18, further comprising means for allowing publishers to dynamically change ads on Internet sites.

27. The system of claim 26, wherein the change can be performed by specific rules, by random, by fractional representation, or by mathematical optimization.

28. The system of claim 18, further comprising:

means for collecting data; and

a database with Internet user data connected to said ad server.

29. The system of claim 28, wherein said data includes data related to said Internet user.

30. The system of claim 28, wherein said data includes data related to actions performed by said Internet user in relation to said ads.

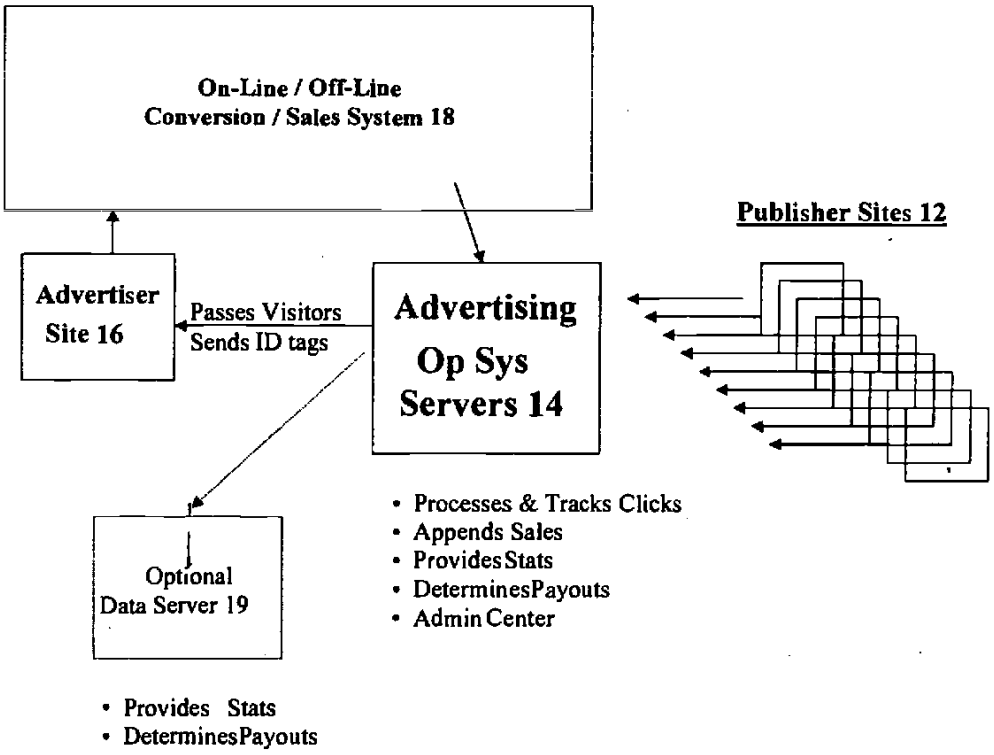
31. The system of claim 30, wherein said actions include clicks, sales resulting from clicks, and inquiries resulting from clicks.

32. The system of claim 28, further comprising a data server for storing said data connected to said ad server.

33. The system of claim 18, wherein said ad server and said media server are connected to the Internet at separate locations.

34. The system of claim 33, wherein said ad server and said media server are connected to the Internet by separate entities.

Figure 1A


On-Line / Off-Line
Conversion / Sales System 18
Publisher Sites 12
Advertiser
Site 16
Passes Visitors
Sends ID tags
Advertising
Op Sys
Servers 14
• Processes & Tracks Clicks
• Appends Sales
• Provides Stats
• Determines Payouts
• Admin Center
Optional
Data Server 19
• Provides Stats
• Determines Payouts

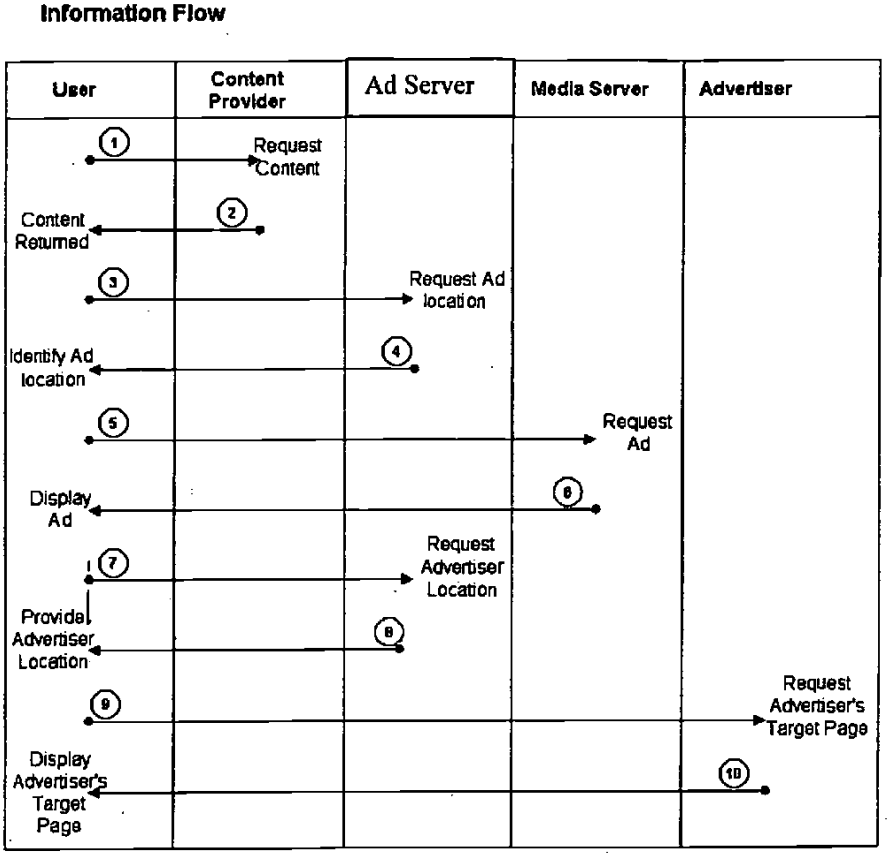
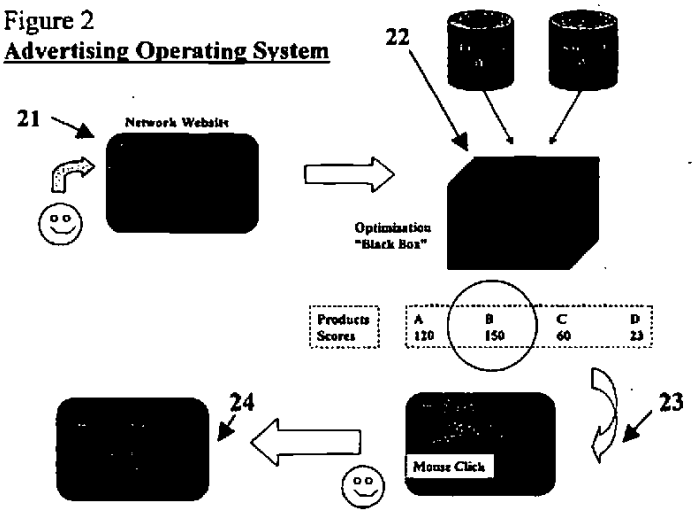

Information Flow
User
Content Provider
Ad Server
Media Server
Advertiser
1
Request Content
2
Content Returned
3
Request Ad location
4
Identify Ad location
5
Request Ad
6
Display Ad
7
Request Advertiser Location
8
Provide Advertiser Location
9
Request Advertiser's Target Page
10
Display Advertiser's Target Page

Figure 1B

Figure 2
Advertising Operating System



Best Available Copy

Figure 3

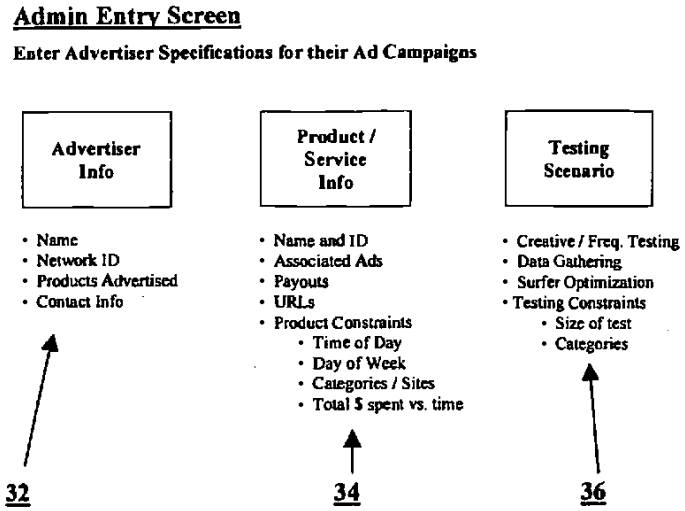

Admin Entry Screen
Enter Advertiser Specifications for their Ad Campaigns
Advertiser Info
Product / Service Info
Testing Scenario
• Name
• Network ID
• Products Advertised
• Contact Info
• Name and ID
• Associated Ads
• Payouts
• URLs
• Product Constraints
• Time of Day
• Day of Week
• Categories / Sites
• Total $ spent vs. time
• Creative / Freq. Testing
• Data Gathering
• Surfer Optimization
• Testing Constraints
• Size of test
• Categories
32
34
36

Figure 4

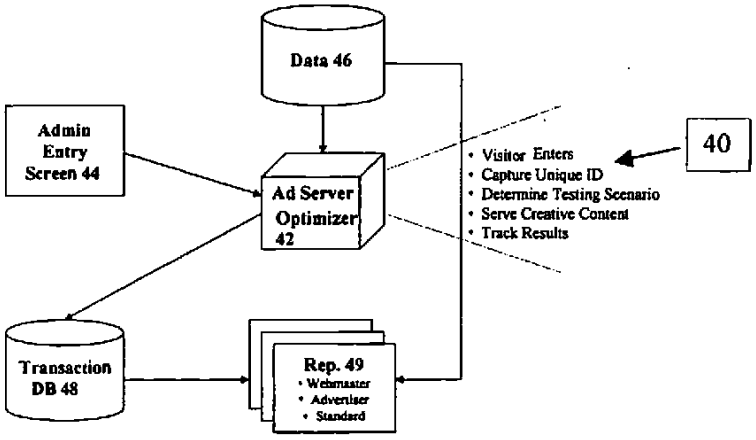

Data 46
Admin Entry Screen 44
Ad Server Optimizer 42
40
• Visitor Enters
• Capture Unique ID
• Determine Testing Scenario
• Serve Creative Content
• Track Results
Transaction DB 48
Rep. 49
• Webmaster
• Advertiser
• Standard

Figure 5A

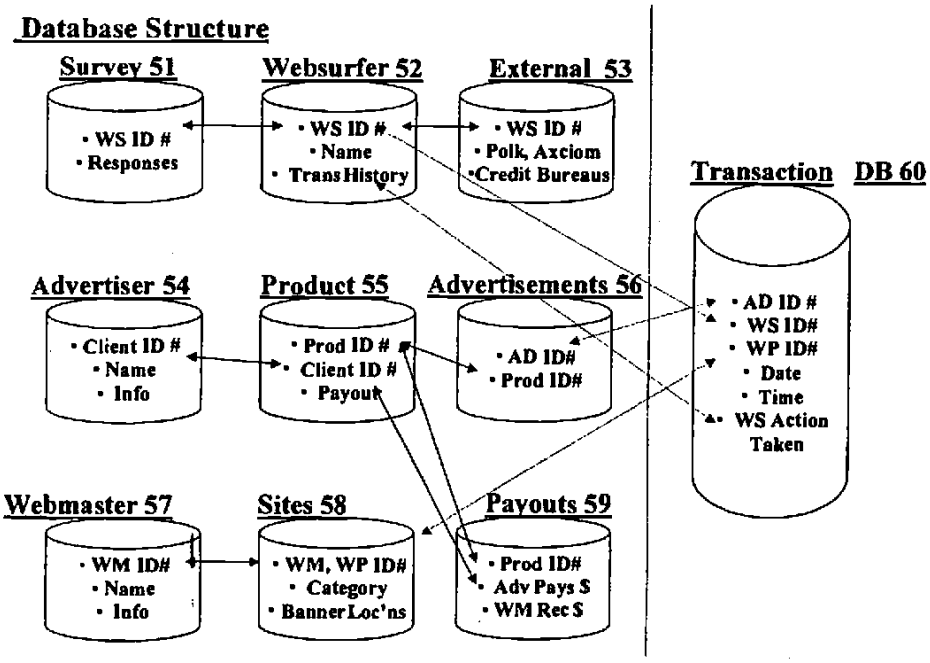

Database Structure
Survey 51
• WS ID #
• Responses
Websurfer 52
• WS ID #
• Name
• Trans History
External 53
• WS ID #
• Polk, Axciom
• Credit Bureaus
Transaction DB 60
• AD ID #
• WS ID#
• WP ID#
• Date
• Time
• WS Action Taken
Advertiser 54
• Client ID #
• Name
• Info
Product 55
• Prod ID #
• Client ID #
• Payout
Advertisements 56
• AD ID#
• Prod ID#
Webmaster 57
• WM ID#
• Name
• Info
Sites 58
• WM, WP ID#
• Category
• Banner Loc'ns
Payouts 59
• Prod ID#
• Adv Pays $
• WM Rec $

Figure 5B

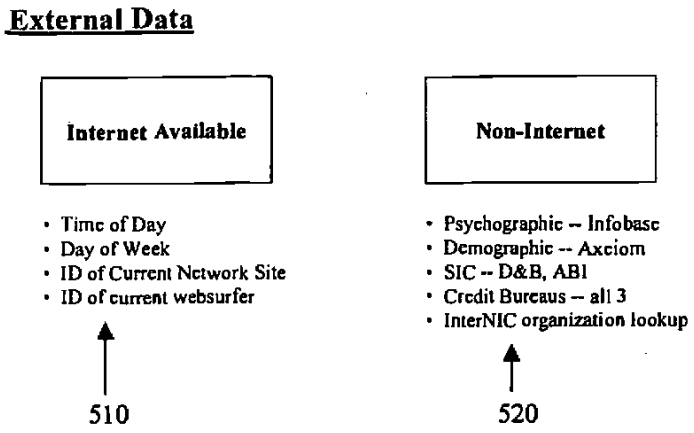
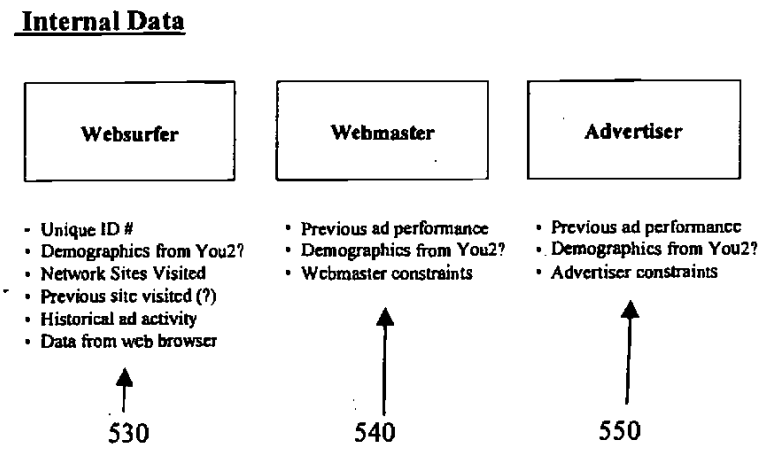


Figure 5C



Interview Summary	Application No.	Applicant(s)	
	10/954,820	STONE ET AL.	
	Examiner	Art Unit	
	Andrew J. Fischer	3627	

All participants (applicant, applicant's representative, PTO personnel):

(1) *Andrew J. Fischer*. (3)*Michael Dean*.

(2) *Henry Croskell*. (4)_____.

Date of Interview: *01 February 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: *Claims of record*.

Identification of prior art discussed: *Prior art of record*.

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.

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.

Fischer 2/1/06
Examiner's signature, if required

Summary of Record of Interview Requirements

Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record
A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews
Paragraph (b)
In every instance where reconsideration is requested in view of an interview with an examiner, a complete written statement of the reasons presented at the interview as warranting favorable action must be filed by the applicant. An interview does not remove the necessity for reply to Office action as specified in §§ 1.111, 1.135. (35 U.S.C. 132)

37 CFR §1.2 Business to be transacted in writing.
All business with the Patent or Trademark Office should be transacted in writing. The personal attendance of applicants or their attorneys or agents at the Patent and Trademark Office is unnecessary. The action of the Patent and Trademark Office will be based exclusively on the written record in the Office. No attention will be paid to any alleged oral promise, stipulation, or understanding in relation to which there is disagreement or doubt.

The action of the Patent and Trademark Office cannot be based exclusively on the written record in the Office if that record is itself incomplete through the failure to record the substance of interviews.

It is the responsibility of the applicant or the attorney or agent to make the substance of an interview of record in the application file, unless the examiner indicates he or she will do so. It is the examiner's responsibility to see that such a record is made and to correct material inaccuracies which bear directly on the question of patentability.

Examiners must complete an Interview Summary Form for each interview held where a matter of substance has been discussed during the interview by checking the appropriate boxes and filling in the blanks. Discussions regarding only procedural matters, directed solely to restriction requirements for which interview recordation is otherwise provided for in Section 812.01 of the Manual of Patent Examining Procedure, or pointing out typographical errors or unreadable script in Office actions or the like, are excluded from the interview recordation procedures below. Where the substance of an interview is completely recorded in an Examiners Amendment, no separate Interview Summary Record is required.

The Interview Summary Form shall be given an appropriate Paper No., placed in the right hand portion of the file, and listed on the "Contents" section of the file wrapper. In a personal interview, a duplicate of the Form is given to the applicant (or attorney or agent) at the conclusion of the interview. In the case of a telephone or video-conference interview, the copy is mailed to the applicant's correspondence address either with or prior to the next official communication. If additional correspondence from the examiner is not likely before an allowance or if other circumstances dictate, the Form should be mailed promptly after the interview rather than with the next official communication.

The Form provides for recordation of the following information:
- Application Number (Series Code and Serial Number)
- Name of applicant
- Name of examiner
- Date of interview
- Type of interview (telephonic, video-conference, or personal)
- Name of participant(s) (applicant, attorney or agent, examiner, other PTO personnel, etc.)
- An indication whether or not an exhibit was shown or a demonstration conducted
- An identification of the specific prior art discussed
- An indication whether an agreement was reached and if so, a description of the general nature of the agreement (may be by attachment of a copy of amendments or claims agreed as being allowable). Note: Agreement as to allowability is tentative and does not restrict further action by the examiner to the contrary.
- The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.

A complete and proper recordation of the substance of any interview should include at least the following applicable items:
1) A brief description of the nature of any exhibit shown or any demonstration conducted.
2) an identification of the claims discussed,
3) an identification of the specific prior art discussed,
4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
5) a brief identification of the general thrust of the principal arguments presented to the examiner,
   (The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
6) a general indication of any other pertinent matters discussed, and
7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicant's record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiner's version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, "Interview Record OK" on the paper recording the substance of the interview along with the date and the examiner's initials.

OIPE
JAN 11 2006
PATENT & TRADEMARK OFFICE

01-12-06

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	10/954,820
Applicant	:	Lucinda Stone et al.
Filed	:	October 7, 2004
Title	:	A METHOD FOR USING COMPUTERS TO FACILITATE AND CONTROL THE CREATING OF A PLUARLITY OF FUNCTIONS.
TC/A.U.	:	3627
Examiner	:	Mr. Andrew J. Fischer
Docket No.	:	Stone 5

01/13/2006 HDEMESS1 00000005 10954820
01 FC:2254 570.00 OP

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

Petition For Extension Of Time

Gentlemen:

Applicants request an additional two-month extension of time in which to respond to the First Office Action Dated August 7, 2005 and mailed August 12, 2005 thereby requiring a response by November 12, 2005. A two-month extension of time was requested on November 11, 2005 requiring a response by January 12, 2006. An additional two-month extension of time will place the new extended response date at March 12, 2006.

The fee for an extension of four months is listed as $795.00. This minus the previously paid $225.00 requires an additional fee of $570.00. A check (Bank of

America, Lucinda Stone Account, check number 2497) in the amount of $570.00 is enclosed to cover the new 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 11, 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 1-11-06
Melissa Mosley

OIPE IAP29
NOV 12 2005
PATENT & TRADEMARK OFFICE

11-14-05

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	10/954,820
Applicant	:	Lucinda Stone et al.
Filed	:	October 7, 2004
Title	:	A METHOD FOR USING COMPUTERS TO FACILITATE AND CONTROL THE CREATING OF A PLUARLITY OF FUNCTIONS.
TC/A.U.	:	3627
Examiner	:	Mr. Andrew J. Fischer
Docket No.	:	Stone 5

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 August 7, 2005 and mailed August 12, 2005 thereby requiring a response by November 12, 2005. A two-month extension of time will place the new extended response due date at January 12, 2005.

A check (Bank of America, Lucinda Stone Account, number 2456) in the amount of $225.00 is enclosed to cover the extension fee.

11/14/2005 CNGUYEN 00000056 10954820
01 FC:2252 225.00 OP

OIPE MP29
NOV 12 2005
PATENT & TRADEMARK OFFICE

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 Crosskell

Henry Crosskell
Attorney for applicants
Registration No. 25847

Dated November 11, 2005
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 Melissa Moseley
11/11/05

12

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.
10/954,820	09/30/2004	Lucinda Stone	STONE-5	4115

7590 08/12/2005

Henry Croskell, Esq.
6817 Cliffbrook
Dallas, TX 75240

EXAMINER
FISCHER, ANDREW J

ART UNIT	PAPER NUMBER
3627	

DATE MAILED: 08/12/2005

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

Office Action Summary	Application No.	Applicant(s)	
	10/954,820	STONE ET AL.	
	Examiner	Art Unit	
	Andrew J. Fischer	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) 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 the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☐ Responsive to communication(s) filed on _____.

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

3)☐ 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) 32-47 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) 32-47 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 _____ 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) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____.
5) ☐ Notice of Informal Patent Application (PTO-152)
6) ☐ Other: _____.

DETAILED ACTION

Acknowledgements

1. Applicants' amendment filed May 18, 2005 is acknowledged. Accordingly, claims 32-47 remain pending.

2. All references in this Office Action to the capitalized versions of "Applicants" refers specifically the Applicants of record. References to lower case versions of "applicant" or "applicants" refers to any or all patent "applicants." Unless expressly noted otherwise , references to "Examiner" in this Office Action refers to the Examiner of record while reference to or use of the lower case version of "examiner" or "examiners" refers to examiner(s) generally.

3. This application in an image file wrapper ("IFW") application. Applicant(s)' response is therefore separated before being placed into the IFW system (*i.e.* claims, remarks, drawings, etc. are separated and independently scanned). To ensure proper handling by he Examiner, the Examiner highly recommends Applicants place the application serial no (*e.g.* 06/123,456) in a header or footer (or other appropriate area) of *each* page submitted. At the very least, the Examiner highly recommends this practice for all pages listing the claims.

4. This Office Action is written in OACS. Because of this, the Examiner is unable to control formatting, paragraph numbering, font, spelling, line spacing, and/or other word processing issues. The Examiner sincerely apologies for these errors.

Claim Rejections - 35 USC § 101

5. 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.

6. Claims 32-47 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:

(1) The invention must be within the technological arts; and
(2) The invention must produce a useful, concrete, and tangible result.

7. Prong (1) requires the claimed invention to be within the technological arts. See *In re Musgrave*, 431 F.2d 882, 167 USPQ 280, 289-90 (C.C.P.A. 1970); and *In re Johnston*, 502 F.2d 765, 183 USPQ 172, 177 (C.C.P.A. 1974). Mere abstract ideas (*i.e.*, laws 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"[1] and are therefore non-statutory subject matter.[2]

8. In this case, at least claim 32 does not produce a useful, concrete and tangible result. The Examiner suggests (if Applicants' specification so permits), outputting the information to a device (*e.g.* computer screen, printer, etc.).

Double Patenting

9. The nonstatutory double patenting rejection is based on a judicially created doctrine grounded in public policy (a policy reflected in the statute) so as to prevent the unjustified or improper timewise extension of the "right to exclude" granted by a patent and to prevent possible harassment by multiple assignees. See *In re Goodman*, 11 F.3d 1046, 29 USPQ2d 2010 (Fed. Cir. 1993); *In re Longi*, 759 F.2d 887, 225 USPQ 645 (Fed. Cir. 1985); *In re Van Ornum*, 686

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[1] It is the Examiner's position that "technological arts" is synonymous with "useful arts" as stated in the U.S. Constitution, Art. I, §8. See *In re Waldbaum*, 457 F.2d 997, 173 USPQ 430, 434 (C.C.P.A. 1972).

[2] *E.g.*, the physical sciences are statutory; *c.f.*, social sciences which are non-statutory

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

10. A timely filed terminal disclaimer in compliance with 37 CFR 1.321(c) may be used to overcome an actual or provisional rejection based on a nonstatutory double patenting ground provided the conflicting application or patent is shown to be commonly owned with this application. See 37 C.F.R. §1.130(b).

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

12. Claim 32-35 are rejected under the judicially created doctrine of obviousness-type double patenting as being unpatentable over claim 5 of U.S. Patent No. 6,829,587 B2. Although the conflicting claims are not identical, they are not patentably distinct from each other.

13. Claim 32-35 are also rejected under the judicially created doctrine of obviousness-type double patenting as being unpatentable over claim 5 of U.S. Patent No. 6,446,045 B1. Although the conflicting claims are not identical, they too are not patentably distinct from each other.

Claim Rejections - 35 USC §103

14. The following is a quotation of 35 U.S.C. §103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

15. Claims 32-47 are rejected under 35 U.S.C. §103(a) as being unpatentable over Rosser et. al. (U.S. 5,543,856) in view of Ron White's How Computers Work, Millennium Ed. ("White"). Rosser discloses transmitting information to a selected media venue. Rosser does not directly disclose providing a list and selecting a billboard venue. White teaches using email to send messages. Therefore it would have been obvious to a person having ordinary skill in the art at the time the invention was made to modify Rosser as taught by White to allow a user to select a particular billboard via email. Just as one would talk over the phone about selection of a product, one would select a billboard via email. Such a modification would have helped documents billboard leases by sending the documents via email.

16. After careful review of the specification and prosecution history, the Examiner is unaware of any desire—either expressly or implicitly—by Applicants to be their own lexicographer and to define a claim term to have a meaning other than its ordinary and accustomed meaning. Therefore, the Examiner starts with the heavy presumption that all claim limitations are given their ordinary and accustomed meaning. See *Bell Atlantic Network Services Inc. v. Covad Communications Group Inc.*, 262 F.3d 1258, 1268, 59 USPQ2d 1865, 1870 (Fed. Cir. 2001)("[T]here is a heavy presumption in favor of the ordinary meaning of claim language as understood by one of ordinary skill in the art."); *CCS Fitness Inc. v. Brunswick Corp.*, 288 F.3d 1359,1366, 62 USPQ2d 1658, 1662 (Fed. Cir. 2002) (There is a "heavy presumption that a claim term carries its ordinary and customary meaning."). See also MPEP §2111.01 and *In re Zletz*, 893 F.2d 319, 321, 13 USPQ2d 1320, 1322 (Fed. Cir. 1989).[3]

[3] It is the Examiner's position that "plain meaning" and "ordinary and accustomed meaning" are synonymous. See e.g. *Rexnord Corp. v. Laitram Corp.*, 274 F.3d 1336, 1342, 60 USPQ2d

In accordance with the ordinary and accustomed meaning presumption, during examination the claims are interpreted with their "broadest reasonable interpretation . . . ." *In re Morris*, 127 F.3d 1048, 1054, 44 USPQ2d 1023, 1027 (Fed. Cir. 1997). See also MPEP §2111.

However, if Applicants disagree with the Examiner and have either (a) already used lexicography or (b) wish to use lexicography and therefore (under either (a) or (b)) desire a claim limitation to have a meaning other than its ordinary and accustomed meaning, the Examiner respectfully requests Applicants in their next response to expressly indicate[4] the claim limitation at issue and to show where in the specification or prosecution history the limitation is defined. Such definitions must be clearly stated in the specification or file history. *Bell Atlantic*, 262 F.3d at 1268, 59 USPQ2d at 1870, ("[I]n redefining the meaning of particular claim terms away from the ordinary meaning, the intrinsic evidence must 'clearly set forth' or 'clearly redefine' a claim term so as to put one reasonably skilled in the art on notice that the patentee intended to so redefine the claim term").[5] The Examiner cautions that no new matter is allowed.

1851, 1854 (Fed. Cir. 2001) ("[A]ll terms in a patent claim are to be given their plain, ordinary and accustomed meaning . . .").

[4] "Absent an *express intent* to impart a novel meaning, terms in a claim are to be given their ordinary and accustomed meaning. [Emphasis added.]" *Wenger Manufacturing Inc. v. Coating Mach. Sys.*, Inc., 239 F.3d 1225, 1232, 57 USPQ2d 1679, 1684 (Fed. Cir. 2001) (citations and quotations omitted). "In the absence of an *express intent* to impart a novel meaning to claim terms, an inventor's claim terms take on their ordinary meaning. We indulge a heavy presumption that a claim term carries its ordinary and customary meaning. [Emphasis added.]" *Teleflex Inc. v. Ficosa North America Corp.*, 299 F.3d 1313, 1325, 63 USPQ2d 1374, 1380 (Fed. Cir. 2002) (citations and quotations omitted).

[5] See also *Vitronics Corp. v. Conceptronic, Inc.*, 90 F.3d 1576, 1582, 39 USPQ2d 1573, 1576 (Fed. Cir. 1996), ("[A] patentee may choose to be his own lexicographer and use terms in a manner other than their ordinary meaning, *as long as* the special definition of the term is *clearly stated* in the patent specification or file history. [Emphasis added.]"); *Multiform Desiccants Inc. v. Medzam Ltd.*, 133 F.3d 1473, 1477, 45 USPQ2d 1429, 1432 (Fed. Cir. 1998) ("Such special

Applicants are reminded that failure by Applicants in their next response to properly traverse this issue in accordance with 37 C.F.R §1.111(b) or to be non-responsive to this issue entirely will be considered a desire by Applicants to forgo lexicography in this application and to continue having the claims interpreted with their broadest reasonable interpretation.[6] Additionally, it is the Examiner's position that the above requirements are reasonable.[7] Unless expressly noted otherwise by the Examiner, the preceding discussion on claim interpretation principles applies to all examined claims currently pending.

17. To the extent that the Examiner's interpretations are in dispute with Applicants' interpretations, the Examiner hereby adopts the following definitions—under the broadest reasonable interpretation standard—in all his claim interpretations.[8] Moreover, while the following list is provided in accordance with *In re Morris*, the definitions are a guide to claim

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meaning, however, must be sufficiently clear in the specification that any departure from common usage would be so understood by a person of experience in the field of the invention."). See also MPEP §2111.01, subsection titled "Applicant May Be Own Lexicographer" and MPEP §2173.05(a) titled "New Terminology."

[6] See 37 C.F.R. §1.104(c)(3) which states in part: "the examiner may rely upon admissions by applicant . . . as to *any matter* affecting patentability . . . . [Emphasis added.]"

[7] The Examiner's requirements on this matter are reasonable on at least two separate and independent grounds. First, the Examiner's requirements are simply an express request for clarification of how Applicants intend their claims to be interpreted so that lexicography (or even an *attempt* at lexicography) by Applicants is not inadvertently overlooked by the Examiner. Second, the requirements are reasonable in view of the USPTO's goals of compact prosecution, productivity with particular emphasis on reductions in both pendency and cycle time, and other goals as outlined in the USPTO's The 21st Century Strategic Plan, February 3, 2003 available at www.uspto.gov/web/offices/com/strat21/index.htm (last accessed August 7, 2005).

[8] While most definition(s) are cited because these terms are found in the claims, the Examiner may have provided additional definition(s) to help interpret words, phrases, or concepts found in the definitions themselves or in the prior art.

terminology since claim terms must be interpreted in context of the surrounding claim language.[9] Finally, the following list is not intended to be exhaustive in any way:

Server: "2. On the Internet or other network, a computer or program that responds to commands from a client." Computer Dictionary, 3rd Edition, Microsoft Press, Redmond, WA, 1997.[10] ***Client***: "3. On a local area network or Internet, a computer that accesses shared network resources provided by another computer (called a server)." *Id.* ***Computer***: "Any machine that does three things: accepts structured input, processes it according to prescribed rules, and produces the results as output." *Id.*

18. Additionally, the Examiner notes that "the PTO and the CCPA acknowledged product-by-process claims as an exception to the general rule requiring claims to define products in terms of structural characteristics." *Atlantic Thermoplastics Co. v. Faytex Corp.*, 970 F.2d 834, 845, 23 USPQ2d 1481, 1490 (Fed. Cir. 1992) (hereinafter *"Atlantic Thermoplastics v. Faytex I"*). Furthermore, the Federal Circuit "acknowledges that it has in effect recognized . . . product-by-process claims as exceptional." *Atlantic Thermoplastics v. Faytex I*, 970 F.2d at 847, 23 USPQ2d at 1491.

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[9] See e.g. *Brookhill-Wilk 1 LLC v. Intuitive Surgical Inc.*, 334 F.3d 1294, 1300, 67 USPQ2d 1132, 1137 (Fed. Cir. 2003) (abstract dictionary definitions are not alone determinative; "resort must always be made to the surrounding text of the claims in question").

[10] Based upon Applicants' disclosure, the art of record, and the knowledge of one of ordinary skill in this art as determined by the factors discussed in MPEP §2141.03 (where practical), the Examiner finds that the *Microsoft Press Computer Dictionary* is an appropriate technical dictionary known to be used by one of ordinary skill in this art. See *e.g. Altiris Inc. v. Symantec Corp.*, 318 F.3d 1363, 1373, 65 USPQ2d 1865, 1872 (Fed. Cir. 2003) where the Federal Circuit used the *Microsoft Press Computer Dictionary* (3d ed.) as "a technical dictionary" to define the term "flag." See also *In re Barr*, 444 F.2d 588, 170 USPQ 330 (CCPA 1971)(noting that its appropriate to use technical dictionaries in order to ascertain the meaning of a term of art) and MPEP §2173.05(a) titled 'New Terminology.'

Because of this exceptional status, the Examiner has carefully reviewed the claims and it is the Examiner's position that claims 32-47 *do not* contain any product-by-process limitations whether in a conventional format or otherwise. If Applicants disagree with the Examiner, the Examiner respectfully requests Applicants in their next response to expressly point out any product-by-process claim(s) and their limitations so that they may be afforded their exceptional status and treated accordingly. Applicants are reminded that "even though product-by-process claims are limited by and defined by the process, determination of patentability is based on the product itself." *In re Thorpe*, 777 F.2d 695, 697, 227 USPQ 964, 966 (Fed. Cir. 1985) (citations omitted).[11] Failure by Applicants in their next response to also address this issue in accordance with 37 C.F.R. §1.111(b) or to be non-responsive to this issue entirely will be considered intent by Applicant(s) *not* to recite any product-by-process limitations. Unless expressly noted otherwise by the Examiner, the preceding discussion on product-by-process principles applies to all examined claims currently pending.

Conclusion

19. References considered pertinent to Applicants' disclosure are listed on form PTO-892. All references listed on form PTO-892 are cited in their entirety.

20. The following two (2) citations to the Manual of Patent Examining Procedure ("MPEP") apply to this Office Action: MPEP citations to Chapters 100, 200, 500, 600, 700, 1000, 1100, 1300, 1400, 1500, 1700, 1800, 2000, 2100, 2200, 2500, 2600, and 2700 are from the MPEP 8th

[11] See also MPEP §2113.

Edition, Rev. 2, May 2004. All remaining MPEP citations are from MPEP 8th Edition, August 2001.

21. 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).

22. In accordance with *In re Lee*, 277 F.3d 1338, 1344-45, 61 USPQ2d 1430, 1434-35 (Fed. Cir. 2002), the Examiner finds that the references How Computers Work Millennium Ed. by Ron White; and How the Internet Works, Millennium Ed. by Preston Gralla are additional evidence of what is basic knowledge or common sense to one of ordinary skill in this art. Each reference is cited in its entirety. Moreover, because these two references are directed towards beginners (see *e.g.* "User Level Beginning . . ."), because of the references' basic content (which is self-evident upon review of the references), and after further review of the entire application and all the art now of record in conjunction with the factors as discussed in MPEP §2141.03 (where practical), the Examiner finds that these two references are primarily directed towards those of low skill in this art. Because these two references are directed towards those of low skill in this art, the Examiner finds that one of ordinary skill in this art must—at the very least—be aware of and understand the knowledge and information contained within these two references.

23. In accordance with the USPTO's goals of customer service, compact prosecution, and reduction of cycle time, the Examiner has made every effort to clarify his position regarding

claim interpretation and any rejections or objections in this application. Furthermore, the Examiner has provided Applicants with notice—for due process purposes—of his position regarding his factual determinations and legal conclusions. If Applicants disagree with any factual determination or legal conclusion made by the Examiner in this Office Action whether expressly stated or implied,[12] the Examiner respectfully reminds Applicants to properly traverse the Examiner's position(s) in accordance with 37 C.F.R. §1.111(b) in their next response. By addressing these issues now, matters where the Examiner and Applicants agree can be eliminated allowing the Examiner and Applicants to focus on areas of disagreement (if any) with the goal towards allowance in the shortest possible time. If Applicants have any questions regarding the Examiner's positions or have other questions regarding this communication or even previous communications, Applicants are strongly encouraged to contact Examiner Andrew J. Fischer whose telephone number is (571) 272-6779 . If attempts to reach the Examiner by telephone are unsuccessful, the Examiner's immediate supervisor, Alexander Kalinowski, can be reached at (571) 272-6771. To respond to this Office Action by facsimile, fax to (571) 873-8300.

Andrew J. Fischer
Patent Examiner
Art Unit 3627

AJF
August 7, 2005

[12] *E.g.*, if the Examiner rejected a claim under §103 with two references, although not directly stated, it is the Examiner's implied position that the references are analogous art.

Notice of References Cited	Application/Control No. 10/954,820	Applicant(s)/Patent Under Reexamination STONE ET AL.	
	Examiner Andrew J. Fischer	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-6,829,587 B2	12-2004	Stone et al.	705/26
	B	US-6,446,045 B1	09-2002	Stone et al.	705/26
	C	US-5,543,856	08-1996	Rosser et al.	348/578
	D	US-5,233,423	08-1993	Jernigan et al.	348/564
	E	US-5,214,793	05-1993	Conway et al.	455/500
	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	White, Ron, How Computers Work, Millennium Ed., Que Corporation, September, 1999.
	V	Gralla, Preston, How the Internet Works, Millennium Ed., Que Corporation, September, 1999.
	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.

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Bib Data Sheet

CONFIRMATION NO. 4115

SERIAL NUMBER	FILING DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
10/954,820	09/30/2004 RULE	705	3627	STONE-5

APPLICANTS

Lucinda Stone, Dallas, TX;

Michael A. Dean, Dallas, TX;

** CONTINUING DATA ********** Verified GT

This application is a CON of 10/165,091 06/07/2002 PAT 6,829,587
which is a CON of 09/480,303 01/10/2000 PAT 6,446,045

** FOREIGN APPLICATIONS ********** None GT

IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** SMALL ENTITY **
** 11/18/2004

Foreign Priority claimed	STATE OR	SHEETS	TOTAL	INDEPENDENT
☐ yes ☒ no	COUNTRY	DRAWING	CLAIMS	CLAIMS
35 USC 119 (a-d) conditions met ☐ yes ☒ no ☐ Met after Allowance	TX	35	31	4
Verified and Acknowledged Examiner's Signature Initials				

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

FILING FEE	FEES: Authority has been given in Paper	☐ All Fees
RECEIVED 527	No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:	☐ 1.16 Fees (Filing) ☐ 1.17 Fees (Processing Ext. of time) ☐ 1.18 Fees (Issue) ☐ Other _____ ☐ Credit

Search Notes

Application/Control No.	Applicant(s)/Patent under Reexamination	
10/954,820	STONE ET AL.	
Examiner	**Art Unit**	
Andrew J. Fischer	3627	

SEARCHED			
Class	Subclass	Date	Examiner

INTERFERENCE SEARCHED			
Class	Subclass	Date	Examiner

SEARCH NOTES (INCLUDING SEARCH STRATEGY)		
	DATE	EXMR
Updated Search from Parent App.	8/7/2005	AJF

05-19-05 IFW

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	10/954,820
Applicant	:	Lucinda Stone et al.
Filed	:	October 7, 2004
Title	:	A METHOD FOR USING COMPUTERS TO FACILITATE AND CONTROL THE CREATING OF A PLUARLITY OF FUNCTIONS.
TC/A.U.	:	3627
Examiner	:	Mr. Andrew J. Fischer
Docket No.	:	Stone 5

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

SUPPLEMENTAL AMENDMENT
Response to: Notice of Non-Compliant Amendment (37 CFR 1.121)

Gentlemen:

In the Notice of Non-Compliant Amendment mailed April 25, 2005 the examiner identified the following three deficiencies in the amendment document filled on Feb. 9, 2005:

1) A complete listing of all of the claims was not present.

2) The claims of that amendment were not presented in ascending numerical order.

3) All claims must be listed, including cancelled claims.

Applicants wish to cancel originally filed claims 1through 31 without prejudice and substitute therefore new claims 32-47 applying to the Invention as identified by the examiner and elected for examination by the applicants in the previous amendment dated February 9, 2005. All canceled and new claims are listed beginning on page 3 of this Amendment. This amendment will create 16 total claims, 1 independent claim and 15 dependent claims. Applicants' original Transmittal paid for 31 total claims, 4 independent and 27 dependent claims. Therefore in view of the cancellation all existing claims (4 independent and 27 dependent) no additional fees are deemed necessary.

Support for these new claims is found throughout the applicants' specifications.

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

Listing of Claims:

1) (canceled) A method of using a network of computers to facilitate and control the creating and publishing of presentations to a plurality of media venues while minimizing required input, comprising:

   a) a media database having a list of available media venues;

   b) a presentation rules database having corresponding creative guidelines of the media venues;

   c) means for transmitting said presentations to the selected media venues;

   d) means for the sellers selection of the media venues;

   e) means for sellers inputting information; and

   whereby a person may choose one or more media venues, create a presentation or presentations that comply with said media venues guidelines, and transmit the presentation or presentations to the selected media venues for publication.

2) (canceled) The method of claim 1 wherein a seller database has a list of sellers.

3) (canceled) The method of claim 1 wherein a means for creating structured presentations from sellers information for the media venues.

4) (canceled) The method of claim 3 wherein a means for sellers transferring said created presentations to the media venues for publishing.

5) (canceled) The method of claim 1 wherein said media venues inputs said creative guidelines and information.

6) (canceled) The method of claim 1 wherein means of said media venues receives sellers presentations.

7) (canceled) The method of claim 1 wherein a media buyers database has a list of media buyers.

8) (canceled) The method of claim 1 wherein a media transactions database has a list of all media transactions.

9) (canceled) The method of claim 1 wherein a media inventory database has a list of all media inventory.

10) (canceled) The method of claim 1 whcrein a presentations database contains created presentations.

11) (canceled) The method of claim 1 wherein an inventories database contains available inventory.

12) (canceled) The method of claim 1 wherein a transaction database contains transactions made.

13) (canceled) The method of claim 1 wherein a method of buyers' selection and purchase of goods and services is offered by sellers.

14) (canceled) The method of claim 13 wherein a transaction database contains records of the purchases of goods and services made.

15) (canceled) The method of claim 1 wherein a means of purchasing the goods or services offered is provided.

16) (canceled) The method of claim 1 wherein the media database having a list of available media includes corresponding editorial, design and publication standards.

17) (canceled) The method of claim 1 wherein the media database having a list of available media includes corresponding pricing and media inventory availability.

18) (canceled) The method of claim 1 wherein said presentations to be featured through selected media venues are transferred to them.

19) (canceled) The method of claim 1 wherein a computer is used to control and facilitate the network of computers.

20) (canceled) The method of claim 1 wherein a computer is used to control and facilitate creation and distribution of all presentations to media venues.

21) (canceled) The method of claim 1 further comprising a means of automatically creating open-access electronic presentations.

22) (canceled) The method of claim 1 further comprising a means of publishing open-access presentations electronically.

23) (canceled) The method of claim 1 wherein a computer is used to present dynamic presentations electronically.

24) (canceled) A method for using computers to control sales and inventory while reducing required processing resources comprising:

a) setting of total available inventory;

b) setting of notification level of total available inventory;

c) establishing buffer inventory;

d) monitoring inventory levels;

e) notifying seller of sales;

f) allocating available inventory; and

g) preventing over allocation of inventory.

25) (canceled) The method of claim 24 wherein communications allow for on-demand or on-event transmission of information without the overhead of constant communications.

26) (canceled) The method of claim 24 wherein on-demand transactions without confirming communications are allowed.

27) (canceled) The method of claim 24 wherein a computer is used to monitor transactions and facilitate the allocation of inventory.

28) (canceled) The method according to claim 24 wherein a seller of goods or services can control sales and inventory with reduced processing resources without being required to maintain constant communications with points of sale.

29) (canceled) A method of using a network of computers to facilitate and control access to events or functions comprising:

a) utilizing a buyer's existing identification documents;

b) combining a buyer's inputting existing identification information with purchase information;

c) transmitting said buyer's identification information to seller;

d) verifying by the seller the buyer's identification to allow admittance to event or function utilizing existing identification.

30) (canceled) The method of claim 29 wherein:

a) a biometric identification is utilized to identify the buyer;

b) verifying the buyer's identification by seller to allow admittance to an event or function utilizing said biometric identification.

31) (canceled) A method of using a network of computers to allow holders of identification documents to use said documents in combination with biometric identification for purchasing goods and services comprising:

a) utilizing a buyer's existing identification documents;

b) combining a buyer's purchase information with biometric identification at point of sale;

c) transmitting said information to a central computer;

d) verifying by the central computer of said biometric identification against a database of identification and credit information;

e) verifying by the central computer of credit availability; and

f) notifying the seller of acceptance or rejection of purchase.

32) (new): A method of using a network of computers to facilitate and control the publishing of presentations to a plurality of billboard media venues comprising:

a) providing a list of available billboard media venues;

b) providing means to select the billboard media venues;

c) providing means to input information; and

d) providing means for transmitting said information to a selected billboard media venue of the billboard media venues;

whereby a seller may choose one or more billboard media venues, and transmit the information to the selected billboard media venues for publication.

33) (new): The method of claim 32 further providing a means for creating presentations from the sellers information.

34) (new): The method of claim 33 further providing a means for transferring said created presentations to the billboard media venues for publishing.

35) (new): The method of claim 32 further providing a means for applying corresponding guidelines of the billboard media venues.

36) (new): The method of claim 35 further providing a means for said billboard media venues to input said guidelines and information.

37) (new): The method of claim 32 further providing means for said billboard media venues to receive the sellers presentations.

38) (new): The method of claim 32 further providing a billboard media venues buyers database having a list of billboard media venues buyers.

39) (new): The method of claim 32 further providing a billboard media venues transactions database having a list of billboard media venues transactions.

40) (new): The method of claim 32 further providing a billboard media venues inventory database having a list of billboard media venues inventory.

41) (new): The method of claim 32 further providing a presentations database containing created presentations.

42) (new): The method of claim 32 further providing a seller database having a list of sellers.

43) (new): The method of claim 32 wherein the billboard media venues database includes a list of available billboard media venues and corresponding editorial, design and publication standards.

44) (new): The method of claim 32 wherein the billboard media venues database includes a list of available billboard media venues and corresponding pricing and billboard media venues inventory availability.

45) (new): The method of claim 32 further providing means for transferring said presentations to said billboard media venues.

46) (new): The method of claim 32 further providing a computer to control and facilitate the network of computers.

47) (new): The method of claim 32 further providing a computer to control and facilitate creation and distribution of all presentations to said selected billboard media venues.

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

Henry Croskell
Attorney for applicants
Registration No. 25847

Dated May 18, 2005
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 18 MAY 2005

PATENT APPLICATION FEE DETERMINATION RECORD
Effective October 1, 2003

Application or Docket Number: 10954820

CLAIMS AS FILED - PART I

	(Column 1)	(Column 2)
TOTAL CLAIMS	31	
FOR	NUMBER FILED	NUMBER EXTRA
TOTAL CHARGEABLE CLAIMS	31 minus 20=	* 11
INDEPENDENT CLAIMS	4 minus 3 =	* 1
MULTIPLE DEPENDENT CLAIM PRESENT		☐

* 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		RATE	FEE
BASIC FEE	385.00	OR	BASIC FEE	770.00
XS 9=		OR	XS18=	
X43=		OR	X86=	
+145=		OR	+290=	
TOTAL		OR	TOTAL	

CLAIMS AS AMENDED - PART II

AMENDMENT A

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA
Total	* 16	Minus	** 31	=
Independent	* 1	Minus	*** 4	=
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM				☐

SMALL ENTITY		OR	OTHER THAN SMALL ENTITY	
RATE	ADDITIONAL FEE		RATE	ADDITIONAL FEE
XS 9=		OR	XS18=	
X43=		OR	X86=	
+145=		OR	+290=	
TOTAL ADDIT. FEE		OR	TOTAL ADDIT. FEE	

AMENDMENT B

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA
Total	*	Minus	**	=
Independent	*	Minus	***	=
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM				☐

RATE	ADDITIONAL FEE		RATE	ADDITIONAL FEE
XS 9=		OR	XS18=	
X43=		OR	X86=	
+145=		OR	+290=	
TOTAL ADDIT. FEE		OR	TOTAL ADDIT. FEE	

AMENDMENT C

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA
Total	*	Minus	**	=
Independent	*	Minus	***	=
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM				☐

RATE	ADDITIONAL FEE		RATE	ADDITIONAL FEE
XS 9=		OR	XS18=	
X43=		OR	X86=	
+145=		OR	+290=	
TOTAL ADDIT. FEE		OR	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.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/954,820	09/30/2004	Lucinda Stone	STONE-5	4115

7590 04/25/2005

Henry Croskell, Esq.
6817 Cliffbrook
Dallas, TX 75240

EXAMINER	
FISCHER, ANDREW J	
ART UNIT	**PAPER NUMBER**
3627	

DATE MAILED: 04/25/2005

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

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Paper No.

Notice of Non-Compliant Amendment (37 CFR 1.121)

The amendment document filed on 7/9/05 is considered non-compliant because it has failed to meet the requirements of 37 CFR 1.121, as amended on June 30, 2003 (see *68 Fed. Reg. 38611*, Jun. 30, 2003). In order for the amendment document to be compliant, correction of the following item(s) is required. **Only the corrected section of the non-compliant amendment document must be resubmitted (in its entirety), e.g., the entire "Amendments to the claims" section of applicant's amendment document must be re-submitted.** 37 CFR 1.121(h).

THE FOLLOWING CHECKED (X) ITEM(S) CAUSE THE AMENDMENT DOCUMENT TO BE NON-COMPLIANT:

☐ 1. Amendments to the specification:
- ☐ A. Amended paragraph(s) do not include markings.
- ☐ B. New paragraph(s) should not be underlined.
- ☐ C. Other_____

☐ 2. Abstract:
- ☐ A. Not presented on a separate sheet. 37 CFR 1.72.
- ☐ B. Other_____

☐ 3. Amendments to the drawings: _____

☒ 4. Amendments to the claims:
- ☒ A. A complete listing of all of the claims is not present.
- ☐ B. The listing of claims does not include the text of all claims (including withdrawn claims)
- ☐ C. Each claim has not been provided with the proper status identifier, and as such, the individual status of each claim cannot be identified.
- ☒ D. The claims of this amendment paper have not been presented in ascending numerical order.
- ☒ E. Other: All claims must be listed, including cancelled claims

For further explanation of the amendment format required by 37 CFR 1.121, see MPEP Sec. 714 and the USPTO website at http://www.uspto.gov/web/offices/pac/dapp/opla/preognotice/officeflyer.pdf.

If the non-compliant amendment is a **PRELIMINARY AMENDMENT,** applicant is given ONE MONTH from the mail date of this letter to supply the corrected section which complies with 37 CFR 1.121. Failure to comply with 37 CFR 1.121 will result in non-entry of the preliminary amendment and examination on the merits will commence without consideration of the proposed changes in the preliminary amendment(s). This notice is not an action under 35 U.S.C. 132, and **this ONE MONTH time limit is not extendable.**

If the non-compliant amendment is a reply to a **NON-FINAL OFFICE ACTION (including a submission for an RCE),** and since the amendment appears to be a *bona fide* attempt to be a reply (37 CFR 1.135(c)), applicant is given a TIME PERIOD of ONE MONTH from the mailing of this notice within which to re-submit the corrected section which complies with 37 CFR 1.121 in order to avoid abandonment. **EXTENSIONS OF THIS TIME PERIOD ARE AVAILABLE UNDER 37 CFR 1.136(a).**

If the amendment is a reply to a **FINAL REJECTION,** this form may be an attachment to an Advisory Action. **The period for response to a final rejection continues to run from the date set in the final rejection**, and is not affected by the non-compliant status of the amendment.

Doug Hilliard 571/272-6590

Rev. 10/03

OIPE JC99
FEB 09 2005
PATENT & TRADEMARK OFFICE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	10/954,820
Applicant	:	Lucinda Stone et al.
Filed	:	October 7, 2004
Title	:	
		A METHOD FOR USING COMPUTERS TO FACILITATE AND CONTROL THE CREATING OF A PLUARLITY OF FUNCTIONS.
TC/A.U.	:	3627
Examiner	:	Mr. Andrew J. Fischer
Docket No.	:	Stone 5

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

Information Disclosure Statement

Gentlemen:

As listed on the accompanying forms PTO/SB/08A (consisting of 2 pages) and PTO/SB/08B (1 page), 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.

To assist the examiner in reviewing the submitted prior art the following background, or origin, of the prior art is provided.

Cites 1 through 10 of page 1 of form PTO/SB/08A were originally made within the filling of parent application number 09/480,303 (now patent number 6,446,045).

Cites 11 through 15 as well as cite F1 (Foreign Patent) and L1 through L3 (Non Patent Literature on form PTO/SB/08B) were references made by the examiner during the examination of 09/480,303 (now patent number 6,446,045).

Cites 16 through 20 of pages 1 and 2 of form PTO/SB/08A were references made by the examiner during examination of parent application 10/165,091 (now patent number 6,829,587).

Cite 21 was found by the applicants and is a CIP of Cite 18.

Cite L4 was found by the applicants as a web site and submitted to the examiner during the examination of 10/165,091. 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. In any case applicants believe the examiner should be informed of this reference. 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.

Applicants wish to further direct the examiner's attention to the F1 reference cited by the examiner of this application's parent case 09/480,303. Within the Notice of Allowance of that parent case, a Foreign Patent Document was cited as JP-408249426, Applicants believe that this document number should have been JP-408249326.

The filling 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 filling 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

Henry Croskell
Attorney for applicants
Registration No. 25847

Dated February 9, 2005
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 FEB 9, 2005

OIPE JC99
FEB 0 9 2005
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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
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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 3

Complete if Known	
Application Number	10/954,820
Filing Date	OCT-7-2004
First Named Inventor	LUCINDA STONE
Art Unit	3627
Examiner Name	MR ANDREW FISCHER
Attorney Docket Number	STONE 5

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	1	US- 5,893,076	04/06/99	Hafner	Pages: 1 - 15
	2	US- 5,884,277	03/16/99	Vinod Khosia	Pages: 1 - 11
	3	US- 5,946,646	08/31/99	Schena, et al.	Pages: 1 -13
	4	US- 5,724,520	03/03/98	Joel R. Goheen	Pages: 1 - 9
	5	US- 5,581,461	12/03/96	Coll et al.	Pages: 1 -12
	6	US- 5,845,261	12/01/98	Adi Jacob McAbian	Pages: 1 -15
	7	US- 5,797,126	08/18/98	Helbling & Glass	Pages: 1 - 12
	8	US- 5,878,141	03/02/99	Daly & Grate	Pages: 1 - 21
	9	US- 5,794,207	08/11/98	Walker, et al.	Pages: 1 - 41
	10	US- 5,193,056	03/09/93	R. Todd Boes	Pages: 1 – 27
	11	US- 6,119,101-A	09-2000	Peckover	Pages: 1 – 74
	12	US- 6,064,967-A	05-2000	Speicher	Pages: 1 - 23
	13	US- 6,038,545-A	03-2000	Mandeberg	Pages: 1 – 24
	14	US- 6,026,371-A	02-2000	Beck et al.	Pages: 1 – 9
	15	US- 2001/0011226-A1	08-2001	Greer et al.	Pages: 1 - 7
	16	US- 6,324,519-B1	11-2001	Eldering	Pages: 1 - 22
	17	US- 6,560,578-B2	05/06/03	Eldering	Pages: 1 - 31
	18	US- 6,430,603-B2	08/06/02	Hunter	Pages: 1 - 11
	19	US- 6,401,075-B1	06/04/02	Mason et al.	Pages: 1 - 7

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]-Number[4]-Kind Code[5] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]
	F1	JP-408249326	08-1996	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.

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)
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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 2 of 3

Complete if Known	
Application Number	10/954,820
Filing Date	OCT-7-2004
First Named Inventor	LUCINDA STONER
Art Unit	3627
Examiner Name	MR ANDREW FISCHER
Attorney Docket Number	STONE 5

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	20	US- 6,182,050-B1	01/30/01	Ballard	Pages:1-14
	21	US- 6,430,605-B2	08/06/02	Hunter	Pages:1-14
		US-			
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FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]-Number[4]-Kind Code[5] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]

Examiner Signature		Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. [1] Applicant's unique citation designation number (optional). [2] See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. [3] Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). [4] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [5] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [6] Applicant is to place a check mark here if English language Translation is attached.

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

PTO/SB/08B (08-03)
Approved for use through 07/31/2006. OMB 0651-0031
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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 3 of 3

Complete if Known	
Application Number	10/954,820
Filing Date	OCT-7-2004
First Named Inventor	LUCINDA STONE
Art Unit	3627
Examiner Name	MR ANDREW FISCHER
Attorney Docket Number	STONE 5

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]
	L1	"Groups set to unveil Web ad guidelines" 09 December 1996, Advertising Age, vol. 67, no. 50, p. 1,	
	L2	"ABC formally launches Reader Profile Service as NAA unveils the NICC's silhouette" 02 Aug 1999, Newsinc, vol. 11, no. 1	
	L3	Hamblen, Matt, "Shell protects brand via net" 10 January 2000, Computerworld, vol. 34, no. 2, p. 39.	
	L4	www.nationwideadvertising.com About 65 pages taken from the web site as of March 27, 2003.	

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.

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

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 MASAAKI
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 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（ＪＰ）　(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.[6]	識別記号	庁内整理番号	ＦＩ		技術表示箇所
Ｇ０６Ｆ　17/24		9288－5L	Ｇ０６Ｆ	15/20	５３４Ｐ
3/14	３１０			3/14	３１０Ｃ
		9288－5L		15/20	５３４Ｖ

審査請求　未請求　請求項の数２　ＯＬ　（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　晧榮　（外１名）

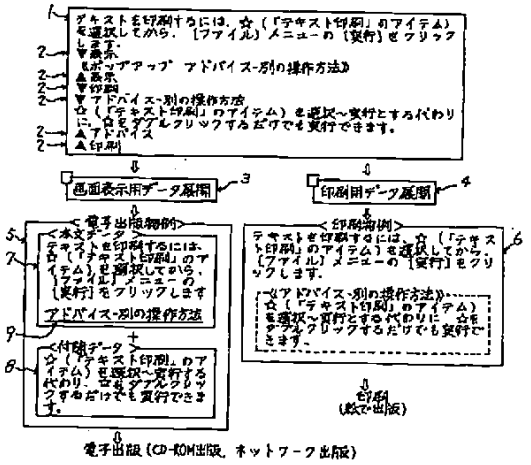
(54)【発明の名称】　同一の原稿から電子出版用データと印刷用データを生成する方法及び装置

(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



1

【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

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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物用の原稿と印刷物用の原稿との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、付随情報表示ウインドウを表示して、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はウインドウ、１１はポインタ、１２はボタン、１３はウインドウ、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また「▼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

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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、付随情報を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L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インドウ10にこれを表示する。そのとき、付随情報を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

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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インドウ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。

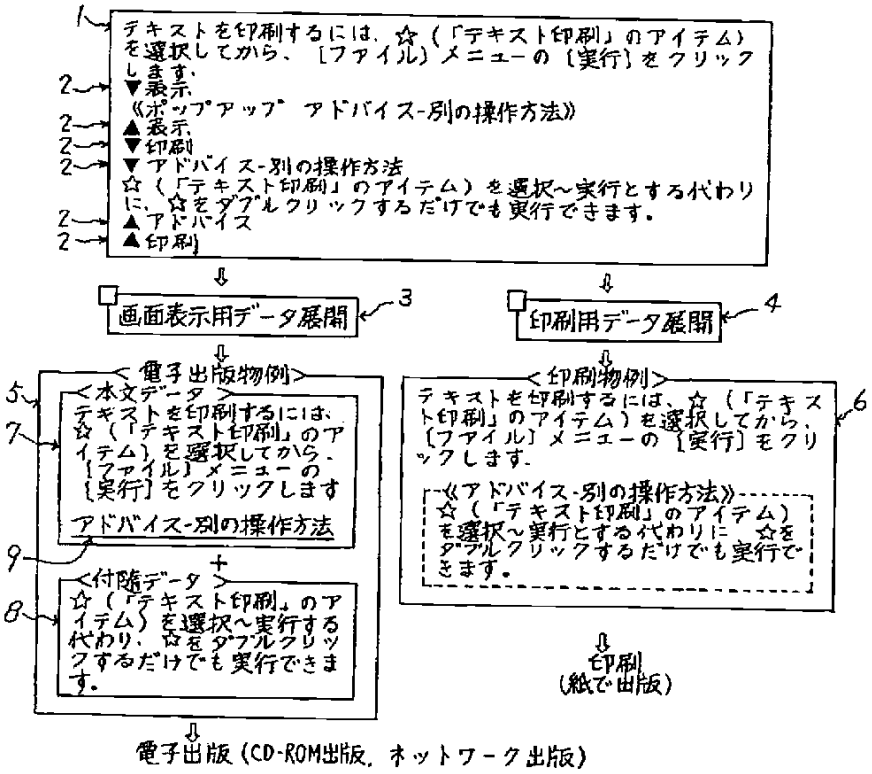
【図4】付随データ説明図である。

【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　ウインドウ
11　ポインタ
12　ボタン
13　ウインドウ
14　表示・制御機構
20　データ展開機構
21　記憶部

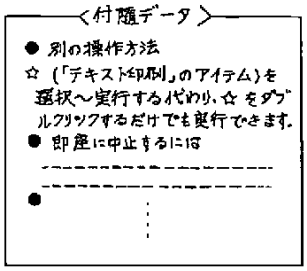
【図1】

本発明の原理説明図



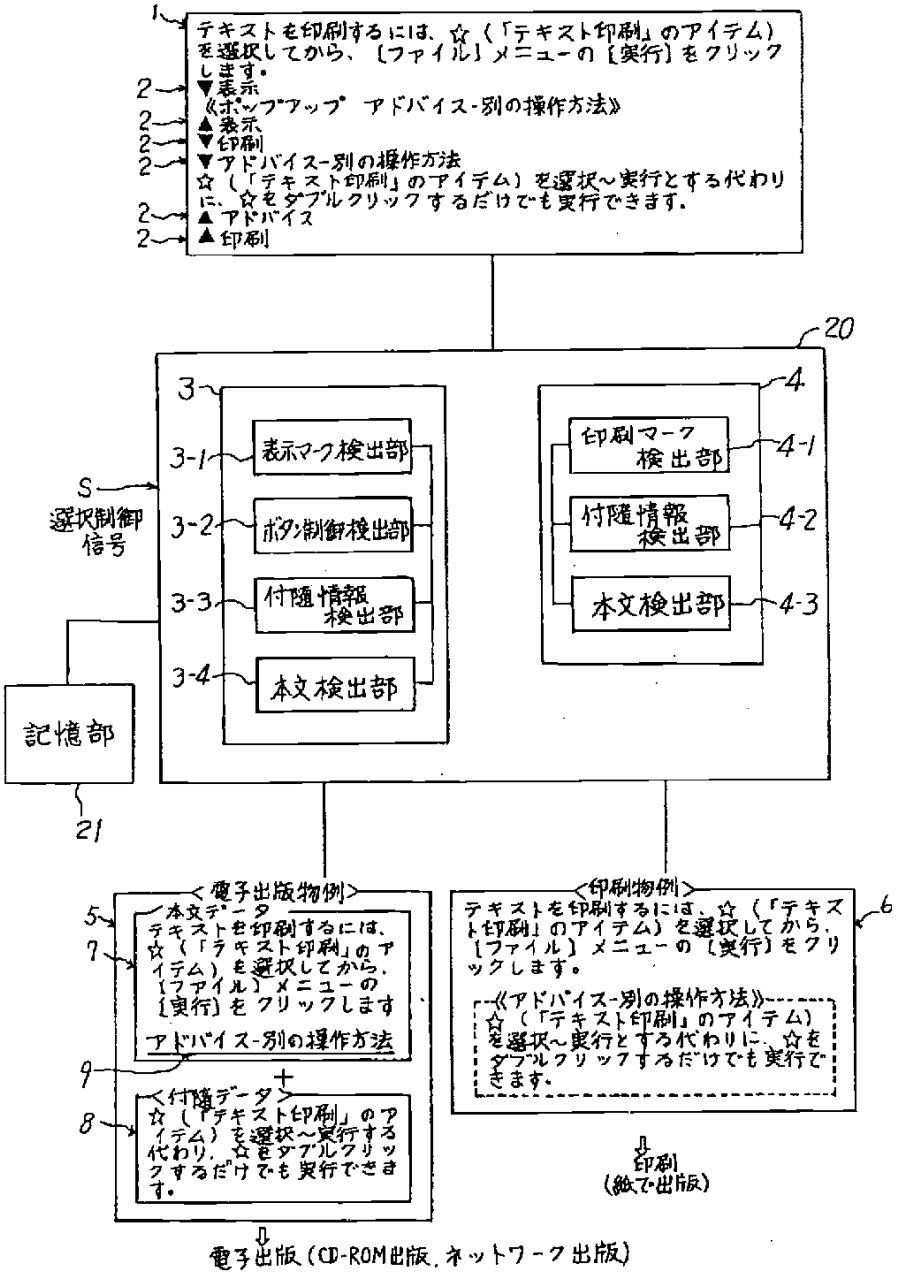
【図4】

付随データ説明図



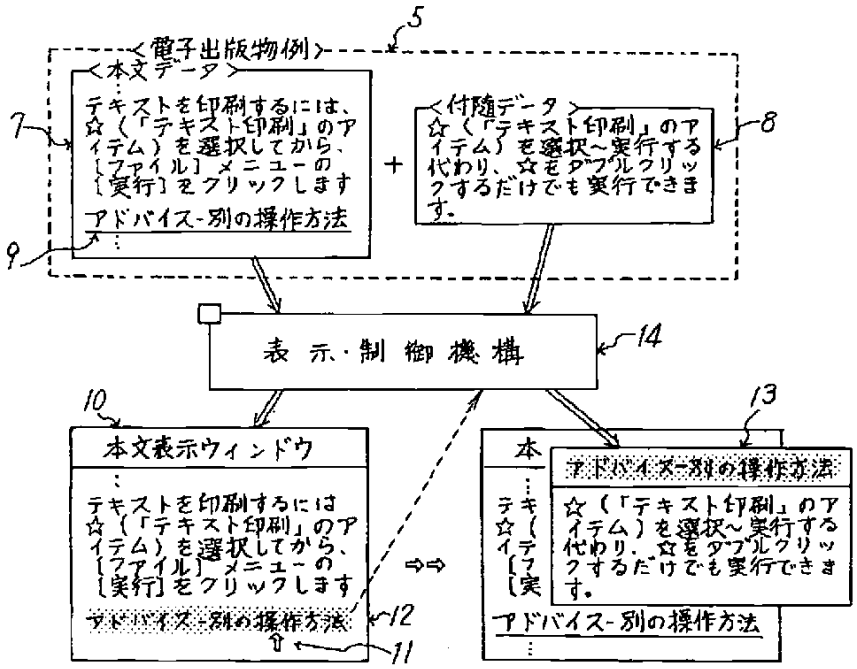
【図2】

本発明の一実施例


1
テキストを印刷するには、☆（「テキスト印刷」のアイテム）を選択してから、〔ファイル〕メニューの〔実行〕をクリックします。
2 ▼表示
《ポップアップ　アドバイス-別の操作方法》
2 ▲表示
2 ▼印刷
2 ▼アドバイス-別の操作方法
☆（「テキスト印刷」のアイテム）を選択～実行とする代わりに、☆をダブルクリックするだけでも実行できます。
2 ▲アドバイス
2 ▲印刷
20
3
3-1 表示マーク検出部
3-2 ボタン制御検出部
3-3 付随情報検出部
3-4 本文検出部
4
印刷マーク検出部 4-1
付随情報検出部 4-2
本文検出部 4-3
S 選択制御信号
記憶部
21
<電子出版物例>
5 本文データ
テキストを印刷するには、☆（「テキスト印刷」のアイテム）を選択してから、〔ファイル〕メニューの〔実行〕をクリックします
7 アドバイス-別の操作方法
9
＋
<付随データ>
8 ☆（「テキスト印刷」のアイテム）を選択～実行する代わり、☆をダブルクリックするだけでも実行できます。
⇩
電子出版（CD-ROM出版，ネットワーク出版）
<印刷物例>
6
テキストを印刷するには、☆（「テキスト印刷」のアイテム）を選択してから、〔ファイル〕メニューの〔実行〕をクリックします。
《アドバイス-別の操作方法》
☆（「テキスト印刷」のアイテム）を選択～実行とする代わりに、☆をダブルクリックするだけでも実行できます。
⇩
印刷
（紙で出版）

【図3】

本発明により作成された電子出版物の表示説明図



OIPE JC99 FEB 09 2005 PATENT & TRADEMARK OFFICE

2-10-05

IFW

Appl. No. 10/954,820
Amdt. Dated February 9, 2005
Reply to "DETAILED ACTION Election/Restrictions" Dated December 13, 2004 mailed January 11, 2005 requiring a response not later than February 11, 2005

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	10/954,820
Applicant	:	Lucinda Stone et al.
Filed	:	October 7, 2004
Title	:	A METHOD FOR USING COMPUTERS TO FACILITATE AND CONTROL THE CREATING OF A PLUARLITY OF FUNCTIONS.
TC/A.U.	:	3627
Examiner	:	Mr. Andrew J. Fischer
Docket No.	:	Stone 5

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

DETAILED ACTION Election/Restrictions

Gentlemen:

The examiner identified the following three inventions:

I. Claims 1-23, drawn to a method of using a network, classified in class 705, subclass 21.

II. Claims 24-28, drawn to a method of using a computer, classified in class 705, subclass 16.

III. Claims 29-31, drawn to a method of controlling access, classified in class 713, subclass 201.

Applicants elect to proceed with the examination of Invention "I" as identified by the examiner covered by claims 1-23 without traverse.

Applicants wish to cancel originally filed claims 1through 31 without prejudice and substitute therefore new claims 32-47 applying to Invention "I" as identified by the examiner and elected for examination by the applicants. These claims are listed on page 3 of this Amendment. This amendment will create 16 total claims, 1 independent claim and 15 dependent claims. Applicants' original Transmittal paid for 31 total claims, 4 independent and 27 dependent claims. Therefore in view of the cancellation all existing claims (4 independent and 27 dependent) no additional fees are deemed necessary.

Support for these new claims is found throughout the applicants' specifications.

Applicants have attached to this amendment the "Information Disclosure Statement" (3 pages) and forms PTO/SB/08A (consisting of 2 pages) and PTO/SB/08B(1 page) in accordance with 37 CFR Sec. 1.56. Copies of the listed references are enclosed with that "Information Disclosure Statement"

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

Listing of Claims:

32) (new): A method of using a network of computers to facilitate and control the publishing of presentations to a plurality of billboard media venues comprising:

a) providing a list of available billboard media venues;

b) providing means to select the billboard media venues;

c) providing means to input information; and

d) providing means for transmitting said information to a selected billboard media venue of the billboard media venues;

whereby a seller may choose one or more billboard media venues, and transmit the information to the selected billboard media venues for publication.

33) (new): The method of claim 32 further providing a means for creating presentations from the sellers information.

34) (new): The method of claim 33 further providing a means for transferring said created presentations to the billboard media venues for publishing.

35) (new): The method of claim 32 further providing a means for applying corresponding guidelines of the billboard media venues.

36) (new): The method of claim 35 further providing a means for said billboard media venues to input said guidelines and information.

37) (new): The method of claim 32 further providing means for said billboard media venues to receive the sellers presentations.

38) (new): The method of claim 32 further providing a billboard media venues buyers database having a list of billboard media venues buyers.

39) (new): The method of claim 32 further providing a billboard media venues transactions database having a list of billboard media venues transactions.

40) (new): The method of claim 32 further providing a billboard media venues inventory database having a list of billboard media venues inventory.

41) (new): The method of claim 32 further providing a presentations database containing created presentations.

42) (new): The method of claim 32 further providing a seller database having a list of sellers.

43) (new): The method of claim 32 wherein the billboard media venues database includes a list of available billboard media venues and corresponding editorial, design and publication standards.

44) (new): The method of claim 32 wherein the billboard media venues database includes a list of available billboard media venues and corresponding pricing and billboard media venues inventory availability.

45) (new): The method of claim 32 further providing means for transferring said presentations to said billboard media venues.

46) (new): The method of claim 32 further providing a computer to control and facilitate the network of computers.

47) (new): The method of claim 32 further providing a computer to control and facilitate creation and distribution of all presentations to said selected billboard media venues.

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

Henry Croskell
Attorney for applicants
Registration No. 25847

Dated February 9, 2005
6817 Cliffbrook
Dallas TX. 75254
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I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to:
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On FEB 9 2005

UNITED STATES PATENT AND TRADEMARK OFFICE

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United States Patent and Trademark Office
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Alexandria, Virginia 22313-1450
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/954,820	09/30/2004	Lucinda Stone	STONE-5	4115

7590 01/11/2005

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Dallas, TX 75240

EXAMINER	
FISCHER, ANDREW J	
ART UNIT	**PAPER NUMBER**
3627	

DATE MAILED: 01/11/2005

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

Office Action Summary	Application No.	Applicant(s)	
	10/954,820	STONE ET AL.	
	Examiner	Art Unit	
	Andrew J. Fischer	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 *1* MONTH(S) 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 the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☐ Responsive to communication(s) filed on _____.

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

3)☐ 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) *131* 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) _____ is/are rejected.

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

8)☒ Claim(s) *1-31* 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 _____ 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) ☐ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(S)/Mail Date _____.
4) ☐ Interview Summary (PTO-413) Paper No(S)/Mail Date. _____.
5) ☐ Notice of Informal Patent Application (PTO-152)
6) ☐ Other: _____.

DETAILED ACTION

Election/Restrictions

1. Restriction to one of the following inventions is required under 35 U.S.C. 121:

I. Claims 1-23, drawn to a method of using a network, classified in class 705, subclass 21.

II. Claims 24-28, drawn to a method of using a computer, classified in class 705, subclass 16.

III. Claims 29-31, drawn to a method of controlling access, classified in class 713, subclass 201.

The inventions are distinct, each from the other because of the following reasons:

2. Inventions I and II are unrelated. Inventions are unrelated if it can be shown that they are not disclosed as capable of use together and they have different modes of operation, different functions, or different effects (MPEP § 806.04, MPEP § 808.01). In the instant case the different inventions have different modes of operation since Invention I uses creative guidelines while the other is directed to inventory levels.

3. Because these inventions are distinct for the reasons given above, because these inventions have acquired a separate status in the art as shown by their different classification and divergent subject matter, and because the search required for Group I is not required for Group II, restriction for examination purposes as indicated is proper.

4. Inventions I and III are unrelated. Inventions are unrelated if it can be shown that they are not disclosed as capable of use together and they have different modes of operation, different functions, or different effects (MPEP § 806.04, MPEP § 808.01). In the instant case the different

inventions have different modes of operation. Again Invention I uses creative guidelines while the other is directed to controlling access to a network.

5. Because these inventions are distinct for the reasons given above, because these inventions have acquired a separate status in the art as shown by their different classification and divergent subject matter, and because the search required for Group I is not required for Group III, restriction for examination purposes as indicated is proper.

6. Inventions II and III are unrelated. Inventions are unrelated if it can be shown that they are not disclosed as capable of use together and they have different modes of operation, different functions, or different effects (MPEP § 806.04, MPEP § 808.01). In the instant case the different inventions have different modes of operation. Invention II concerns inventory management while Invention III relates to controlling access.

7. Because these inventions are distinct for the reasons given above, because these inventions have acquired a separate status in the art as shown by their different classification and divergent subject matter, and because the search required for Group II is not required for Group III, restriction for examination purposes as indicated is proper.

8. A telephone call was made to Henry Croskell on or about December 9, 2004 to request an oral election to the above restriction requirement, but did not result in an election being made.

Applicant is advised that the reply to this requirement to be complete must include an election of the invention to be examined even though the requirement be traversed (37 CFR 1.143).

9. Applicants are reminded that upon the cancellation of claims to a non-elected invention, the inventorship must be amended in compliance with 37 CFR 1.48(b) if one or more of the

currently named inventors is no longer an inventor of at least one claim remaining in the application. Any amendment of inventorship must be accompanied by a request under 37 CFR 1.48(b) and by the fee required under 37 CFR 1.17(i).

10. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Andrew J. Fischer whose telephone number is (703) 305-0292.

11. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Olszewski Robert can be reached on (703) 308-5183. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

12. 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).

AJ Fischer 12/13/04

Andrew J. Fischer
Primary Examiner
Art Unit 3627

AJF
December 13, 2004

21861 U.S. PTO
093004

SMALL ENTITY
Docket No: STONE-5

16834 U.S. PTO
10/954820
093004

Box Patent Application
Commissioner of Patents and Trademarks
Washington D.C. 20231

Sir:

Transmitted herewith for filling is the patent application of:

Inventors: Lucinda Stone and Michael A. Dean

For: A MEHTOD FOR USING COMPUTER TO FACILITATE AND CONTROL Q THE CREATING OF A PLURALITY OF FUNCTIONS

Which is a continuation of copending parent application Serial No. 10/165,091 filled on June 7, 2002, which was a continuation of then copending parent application Serial No. 09/480,303 filed on January 10, 2000.

Enclosed are 103 pages of specifications including 5 pages of claims; 35 sheets of drawings FIGS. 1a – 5h, a Declaration and Power of Attorney; Verified Statement Claiming Small Entity Status, and a postcard. The filling fee has been calculated as shown below:

FOR	NO. FILED	NO. EXTRA	RATE	FEE
BASIC FEE			$385	$395
TOTAL CLAIMS	31-20	11	$ 9	$ 99
INDEP. CLAIMS	4-3	1	$ 44	$ 44
MULTIPLE DEPENDENT CLAIMS = 0				$ 0
			TOTAL	$538

A check in the amount of $538.00 to cover the filling fee is enclosed herewith.

Dated: 9/30/04

Henry Croskell, Esq.
Reg. No. 25,847

6817 Cliffbrook
Dallas, Texas 75254
(972) 233.7773 – phone
(972) 233.6669 – facsimile

CERTIFICATE OF MAILINE BY "EXPRESS MAIL": Express Mail Mailing Label No.: EL495491515 US Date of Deposit 9/30/04, 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 address to the Commissioner of Patents and Trademarks, Washington, D.C. 20231.

Signature

Title

A method for using computers to facilitate and control the creating of a plurality of functions.

This application is a continuation of copending parent application Serial Number 10/165,091, filed June 7, 2002 which was a continuation of the then copending parent application Serial Number 09/480,303 filed January 10, 2000, issued as patent No. 6,446,045 on September 3, 2002.

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 Resource Saver, Inventory Control, and Ticket Distribution Vending System.

The invention also relates to the 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 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 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.

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.

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 a 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 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 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 a 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 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 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.

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

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. 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.

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.

Advertising

Any presentation or effort to inform or influence target demographics or the general public. This includes all media types and methods such as but not limited to audio and visual, print, electronic, multimedia etc.

Algorithm

The method or logic that performs given functions within a program. Typically can be described as a series of information access, comparisons, decisions, choices, and resulting outputs.

Automatic Searches

These are information text-based searches that are conducted of targeted Internet or Intranet sites on a page-by-page basis using either the information contained within the meta tags of each HTML page or full text searches of all content.

Automatic Vendors

Machines that read or scan the Delivery or Network ID Cards, access a database of Buyer information for confirmation of ID, and then dispense a custom printed ticket, pass, admission document, or reservation confirmation showing the appropriate access information. The tickets, passes, admission documents, reservations, or reservation confirmations could then be processed with normal procedures.

Biometric identification

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 Seller either paid for or as a gratuity.

Central Controller

Refers 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.

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 or 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 identification, that is used as substitution for the delivery of traditional tickets, to access to facilities, events, or venues.

Network of Computers

Two or more computers that may communicate either continuously or on-demand for the purpose of sharing processing, transferring information and data.

Non-Resident Media

Refers to media that is not wholly owned or controlled by the management, operators, or affiliates of the given instance of the present invention but are contracted for, designed, submitted, and controlled through the given instance of the present invention.

On-demand

Functions, programs, or resources that are called or utilized when needed as opposed to being employed, engaged, or utilized continuously.

Presentation

Any content intended to inform or influence the viewers or readers of a given media venue. It may be in an advertising, public service, editorial, informational or any other format. It may be text, graphics, audio, multimedia, or a combination of any communication methods.

Products

Items that are manufactured, assembled, processed or created by the Seller and offered for sale or transfer.

Publishing

The act of placing or making available the presentation or information within the framework of media venue so that it is accessible by the end users, consumers, viewers, 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")

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. 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. 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. 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. The presentations can also be integrated into interactive sales-enabled standalone 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. 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. 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.

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, 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, 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, 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, Seller Database 1630, Media Database 1635, 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 Database1625 might contain publishing deadlines, placement or section requirements, rate paid, taxes paid, and any other information necessary to support that given media.

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 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 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.

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, and other programs as necessary.

The Presentation Generation Program 1710 utilizes the information submitted by the Sellers 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 in the Presentation Rules Database 4650 Fig. 2c, which is part of the Seller Interface 4000 Fig. 2c. 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, 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.

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 confirms available inventory and rates / pricing, updates any other Central Presentation and Selection Servers 2000 Fig. 2b and

Independent Presentations Directories and Indexes 3000 Fig. 1b if necessary, updates databases, and creates and sends the transaction message to the Seller Interface 4000 Fig. 2c. The transmission of transaction messages from the Central Controller and Presentation Processor 1000 to the Seller Interface 4000 Fig. 2c 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.

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, 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 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.

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 messages 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 Presentation 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 Database 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.

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. This relationship and process is accomplished through the Presentation and Configuration Program 4715. 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 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. This information comes from the Presentation Rules Database 4650. 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). 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).

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 Program1710 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 2650 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 present invention. He can accomplish this updating and inventory control to all media outlets simultaneously.

The Presentation Generation Program 1710 creates presentations that can be accessed by the buying public in location/outlet-appropriate formats and availability through the Central Presentation and Selection Server 2000; Independent Presentation Directories and Indexes or Independent stand-alone Presentations 3000; Printed Publications, Periodicals, Directories, CD-ROMs, and other Media and Presentations 6000; and the Buyers Interface 5000. The present invention allows buyers to review descriptions; specifications; photos; graphics; pricing; and the availability of products, goods, and services, including time- and allocation-critical services. The buyer can access this information and these resources through either a search specific mode or a browsing mode, depending on the advertising channel or media outlet he is using.

The invention allows buyers to hold or commit to the purchase; reservation; or utilization of those products, goods, and services, within the practical limits of the expiration of their utility or availability, on those media outlets supported by a Central Presentation and

Selection Server 2000. The buyer can confidently select products, goods, and services with real-time or near real-time purchasing. Once the buyer has committed to a purchase, the commitment is transmitted to the seller and the inventory is updated. With the present invention, inventory control of the suppliers, vendors, service providers, purveyors, and other types of sellers is maintained with transaction and, when necessary, confirmation message units sent between the Central Controller and Presentation Processor 2000 and those same suppliers, vendors, service providers, and purveyors.

Once the buyer makes a purchase or reservation, he can choose a method of confirmation, get a print-out of seller's commitment for delivery, an entry code number or whatever means of confirmation determined by the Seller. As an example, the buyer can even get a complete printout of directions to the facility if the purchase involves him arriving at a place of lodging, restaurant, arena, store, or any other facility. All these methods of confirmation can be near real-time. The buyer does not have to wait for printed tickets, passes, admission documents, reservation confirmations, or other physical substantiation to be mailed or conventionally delivered to him.

Thus, 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 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.

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, 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.

Buyer:

John Q. Public is a basketball enthusiast.

Media Participation:

The DEF Corporation was approached by the ABC Company and agrees to be represented on the ABC instance of the invention.

1) The DEF Corporation decides that it will promote one of the five Internet Web Sites that it publishes on the ABC instance of the invention. DEF will promote its basketball site because it matches well with the focus and demographics of the ABC instance of the invention.

2) ABC sends DEF the necessary software to be installed on their computer.

3) A computer operator at DEF installs the software on their computer that then is configured as Media Interface 6000 Fig. 2e.

4) After installation and setup the DEF operator does basic information input as prompted by the Media Interface 6000 Fig. 2e of the present Invention.

5) After the input of basic information by the operator, the Media Interface 6000 prompts the operator for input that describes and sets the standards for the presentations that Seller Clients of ABC will use (by way of the invention to publish presentations) on the DEF Web Site. The inputs set the upper and lower limits of quantities such as amounts of text and size of images, restrictions of language and reference, standards of style and presentation, choices of type fonts and colors, as well as the cost of presentations and demographics of the DEF subscribers or viewers. Any disclaimers and contracts or agreements are added to be delivered and acknowledge electronically concurrent with the submission of presentations.

6) DEF has also chosen to offer interactive sales of appropriate products and services through its web site as managed by the ABC Central Presentation and Selection Server.

7) At any point during the input of information the operator may test the presentations that will be created using the standards set within the Media Interface 6000 Fig. 2e. This allows the operator and DEF's management to insure that those presentations received 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.

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.

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.

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" both 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 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 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 online 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".

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.

Once the Buyer has made a selection on those supported interactive outlets, he can purchase, reserve, or hold products, goods, or services. The present invention will then tell him that his request is available and ask him to reaffirm his choice.

If his selection is not available, the present invention may give him the opportunity to choose something else, change his purchase request, or provide him with optional choices from the Referral Database 2670. The Referral Database is an option that Sellers can use to recommend other Sellers of similar products, goods, and services. In the case of lodging facilities, often Sellers will refer their overflow to other lodging facilities in their immediate area. In the preferred embodiment of the present invention, Sellers will input referral to other Sellers into their instance of the present invention.

Once the Buyer has been assured that his choice of a product, goods, or service is available, the present invention will then prompt him to enter the information required by the Seller. The Buyer Database 2610 maintains data on buyers who make interactive purchases

or reservations of the products, goods, and services offered by the Seller over the Central Presentation and Selection Server 2000 or Independent Presentations 3000. Data fields may contain Buyer's name, network or delivery ID, physical address, phone, email address, credit card information, and any other information deemed necessary to support the Buyer and the Seller's required buyer information. If the Buyer has previously made a purchase through the same instance of the present invention, most or all the information needed may already be in the Buyer Database 2610. In this case, the information required by the Seller will come up on the screen and the Buyer will be prompted to update any information that may have changed or needs to be added.

Once the buyer has committed to a purchase and has completed all the transaction data required, the commitment is transmitted to the seller and the inventory is updated. With the present invention, inventory control of the suppliers, vendors, service providers, purveyors, and other types of sellers is maintained with a transaction and confirmation message unit sent between the Central Presentation and Selection Servers 2000, Central Controller and Presentation Processor 1000, and those suppliers, vendors, service providers and purveyors.

The present invention will then ask the Buyer to choose a confirmation method. Choices of confirmation may be by phone, fax, email, confirmation number, or any requirements the Seller may select for proof of purchase. Once the Buyer chooses a method of confirmation, he can get a print-out of the Seller's commitment for delivery, a confirmation number, or whatever 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 Sellers 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.

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 facilitate and control the creating and publishing of presentations to a plurality of media venues while minimizing required input, comprising:

a) a media database having a list of available media venues;

b) a presentation rules database having corresponding creative guidelines of the media venues;

c) means for transmitting said presentations to the selected media venues;

d) means for the sellers selection of the media venues;

e) means for sellers inputting information; and

whereby a person may choose one or more media venues, create a presentation or presentations that comply with said media venues guidelines, and transmit the presentation or presentations to the selected media venues for publication.

2) The method of claim 1 wherein a seller database has a list of sellers.

3) The method of claim 1 wherein a means for creating structured presentations from sellers information for the media venues.

4) The method of claim 3 wherein a means for sellers transferring said created presentations to the media venues for publishing.

5) The method of claim 1 wherein said media venues inputs said creative guidelines and information.

6) The method of claim 1 wherein means of said media venues receives sellers presentations.

7) The method of claim 1 wherein a media buyers database has a list of media buyers.

8) The method of claim 1 wherein a media transactions database has a list of all media transactions.

9) The method of claim 1 wherein a media inventory database has a list of all media inventory.

10) The method of claim 1 wherein a presentations database contains created presentations.

11) The method of claim 1 wherein an inventories database contains available inventory.

12) The method of claim 1 wherein a transaction database contains transactions made.

13) The method of claim 1 wherein a method of buyers' selection and purchase of goods and services is offered by sellers.

14) The method of claim 13 wherein a transaction database contains records of the purchases of goods and services made.

15) The method of claim 1 wherein a means of purchasing the goods or services offered is provided.

16) The method of claim 1 wherein the media database having a list of available media includes corresponding editorial, design and publication standards.

17) The method of claim 1 wherein the media database having a list of available media includes corresponding pricing and media inventory availability.

18) The method of claim 1 wherein said presentations to be featured through selected media venues are transferred to them.

19) The method of claim 1 wherein a computer is used to control and facilitate the network of computers.

20) The method of claim 1 wherein a computer is used to control and facilitate creation and distribution of all presentations to media venues.

21) The method of claim 1 further comprising a means of automatically creating open-access electronic presentations.

22) The method of claim 1 further comprising a means of publishing open-access presentations electronically.

23) The method of claim 1 wherein a computer is used to present dynamic presentations electronically.

24) A method for using computers to control sales and inventory while reducing required processing resources comprising:

a) setting of total available inventory;

b) setting of notification level of total available inventory;

c) establishing buffer inventory;

d) monitoring inventory levels;

e) notifying seller of sales;

f) allocating available inventory; and

g) preventing over allocation of inventory.

25) The method of claim 24 wherein communications allow for on-demand or on-event transmission of information without the overhead of constant communications.

26) The method of claim 24 wherein on-demand transactions without confirming communications are allowed.

27) The method of claim 24 wherein a computer is used to monitor transactions and facilitate the allocation of inventory.

28) The method according to claim 24 wherein a seller of goods or services can control sales and inventory with reduced processing resources without being required to maintain constant communications with points of sale.

29) A method of using a network of computers to facilitate and control access to events or functions comprising:

a) utilizing a buyer's existing identification documents;

b) combining a buyer's inputting existing identification information with purchase information;

c) transmitting said buyer's identification information to seller;

d) verifying by the seller the buyer's identification to allow admittance to event or function utilizing existing identification.

30) The method of claim 29 wherein:

a) a biometric identification is utilized to identify the buyer;

b) verifying the buyer's identification by seller to allow admittance to an event or function utilizing said biometric identification.

31) A method of using a network of computers to allow holders of identification documents to use said documents in combination with biometric identification for purchasing goods and services comprising:

a) utilizing a buyer's existing identification documents;

b) combining a buyer's purchase information with biometric identification at point of sale;

c) transmitting said information to a central computer;

d) verifying by the central computer of said biometric identification against a database of identification and credit information;

e) verifying by the central computer of credit availability; and

f) notifying the seller of acceptance or rejection of purchase.

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, 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.

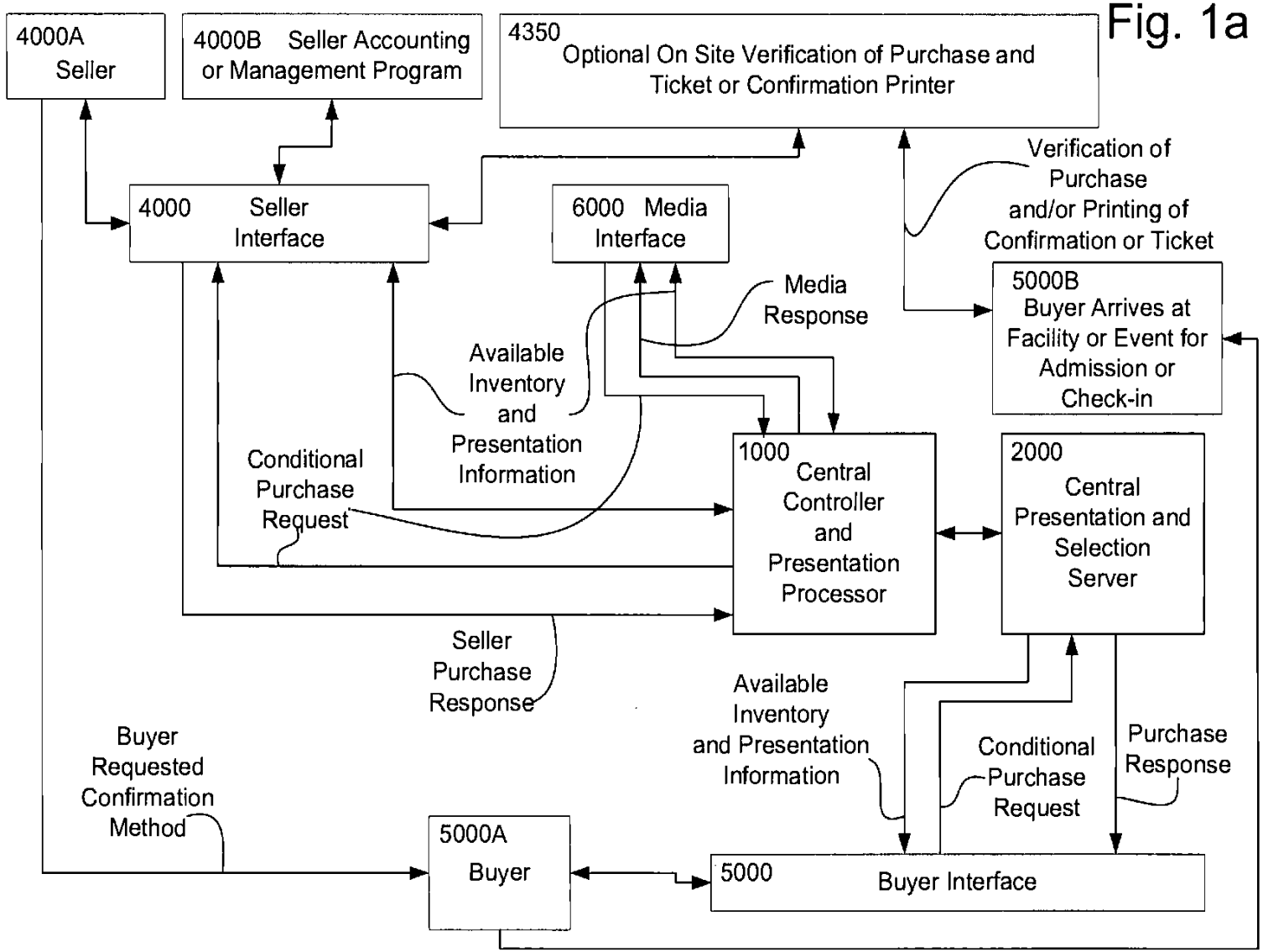

4000A
Seller
4000B Seller Accounting
or Management Program
4350
Optional On Site Verification of Purchase and
Ticket or Confirmation Printer
4000 Seller
Interface
6000 Media
Interface
Verification of
Purchase
and/or Printing of
Confirmation or Ticket
5000B
Buyer Arrives at
Facility or Event for
Admission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

Fig. 1a

Fig. 1b

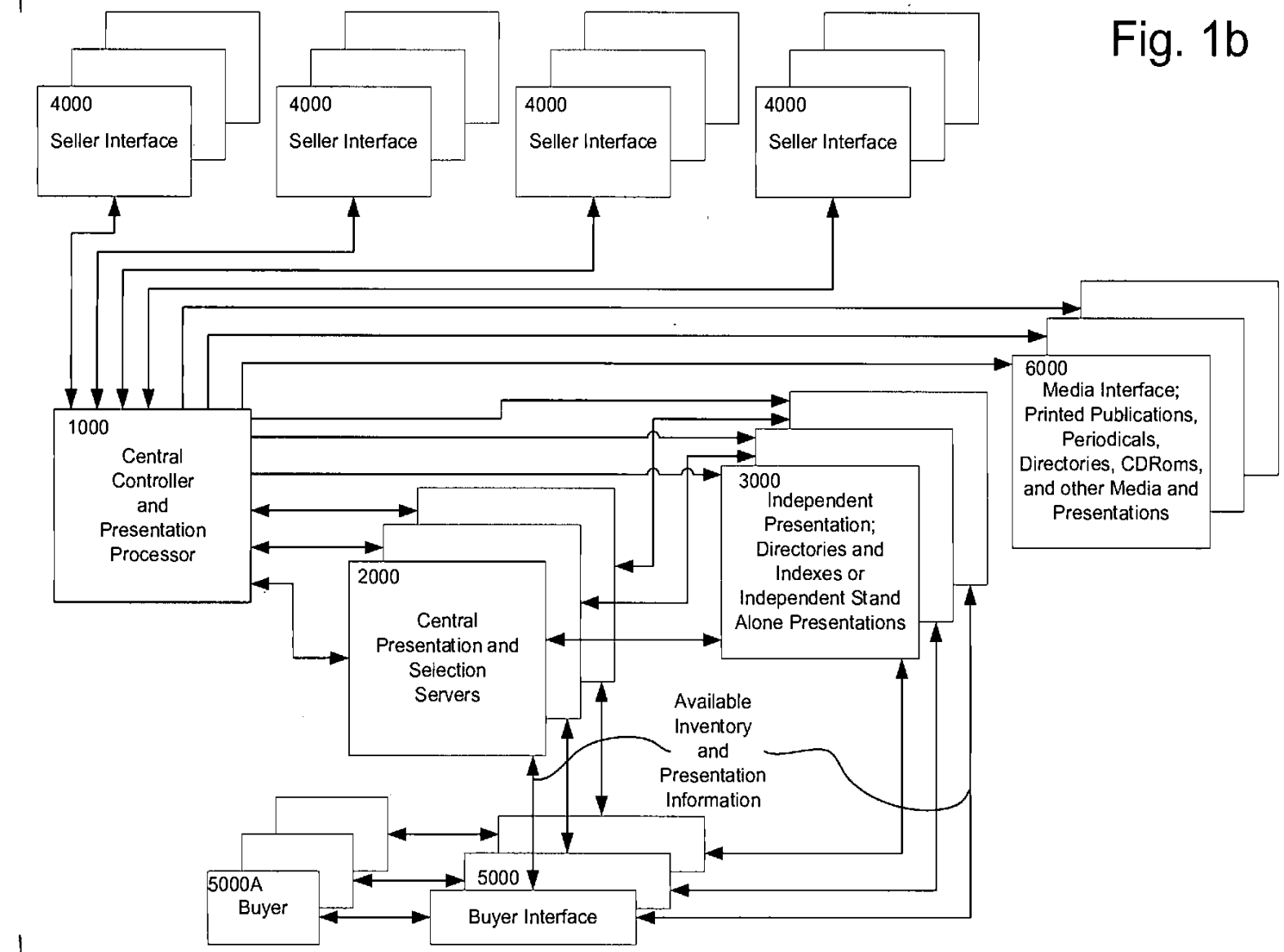

4000
Seller Interface
4000
Seller Interface
4000
Seller Interface
4000
Seller Interface
6000
Media Interface;
Printed Publications,
Periodicals,
Directories, CDRoms,
and other Media and
Presentations
1000
Central
Controller
and
Presentation
Processor
3000
Independent
Presentation;
Directories and
Indexes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

Fig. 2a

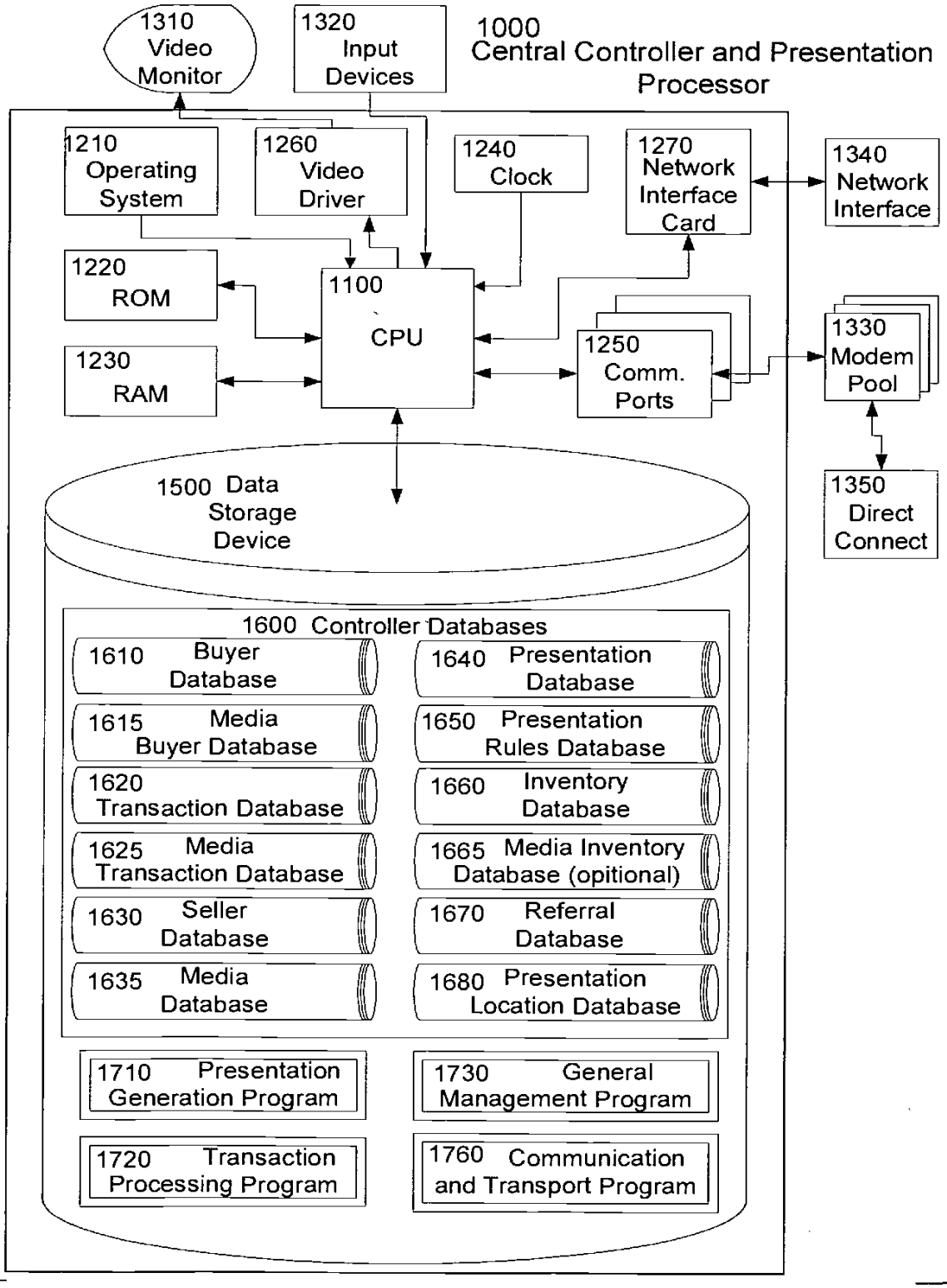

1310 Video Monitor
1320 Input Devices
1000 Central Controller and Presentation Processor
1210 Operating System
1260 Video Driver
1240 Clock
1270 Network Interface Card
1340 Network Interface
1220 ROM
1100 CPU
1230 RAM
1250 Comm. Ports
1330 Modem Pool
1350 Direct Connect
1500 Data Storage Device
1600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

Fig. 2b

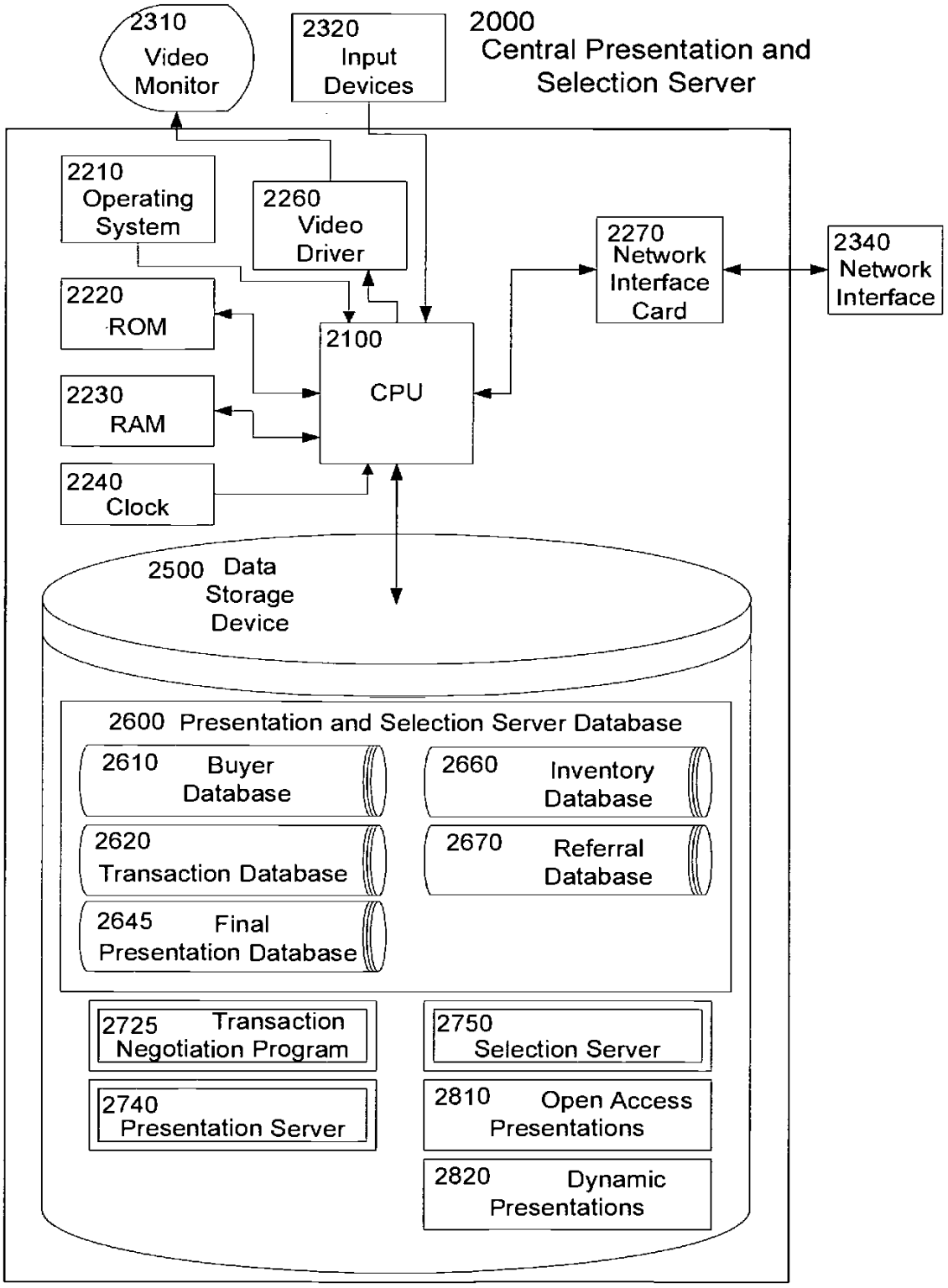

2310
Video
Monitor
2320
Input
Devices
2000
Central Presentation and
Selection Server
2210
Operating
System
2260
Video
Driver
2270
Network
Interface
Card
2340
Network
Interface
2220
ROM
2100
CPU
2230
RAM
2240
Clock
2500 Data
Storage
Device
2600 Presentation and Selection Server Database
2610 Buyer
Database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

Fig. 2c

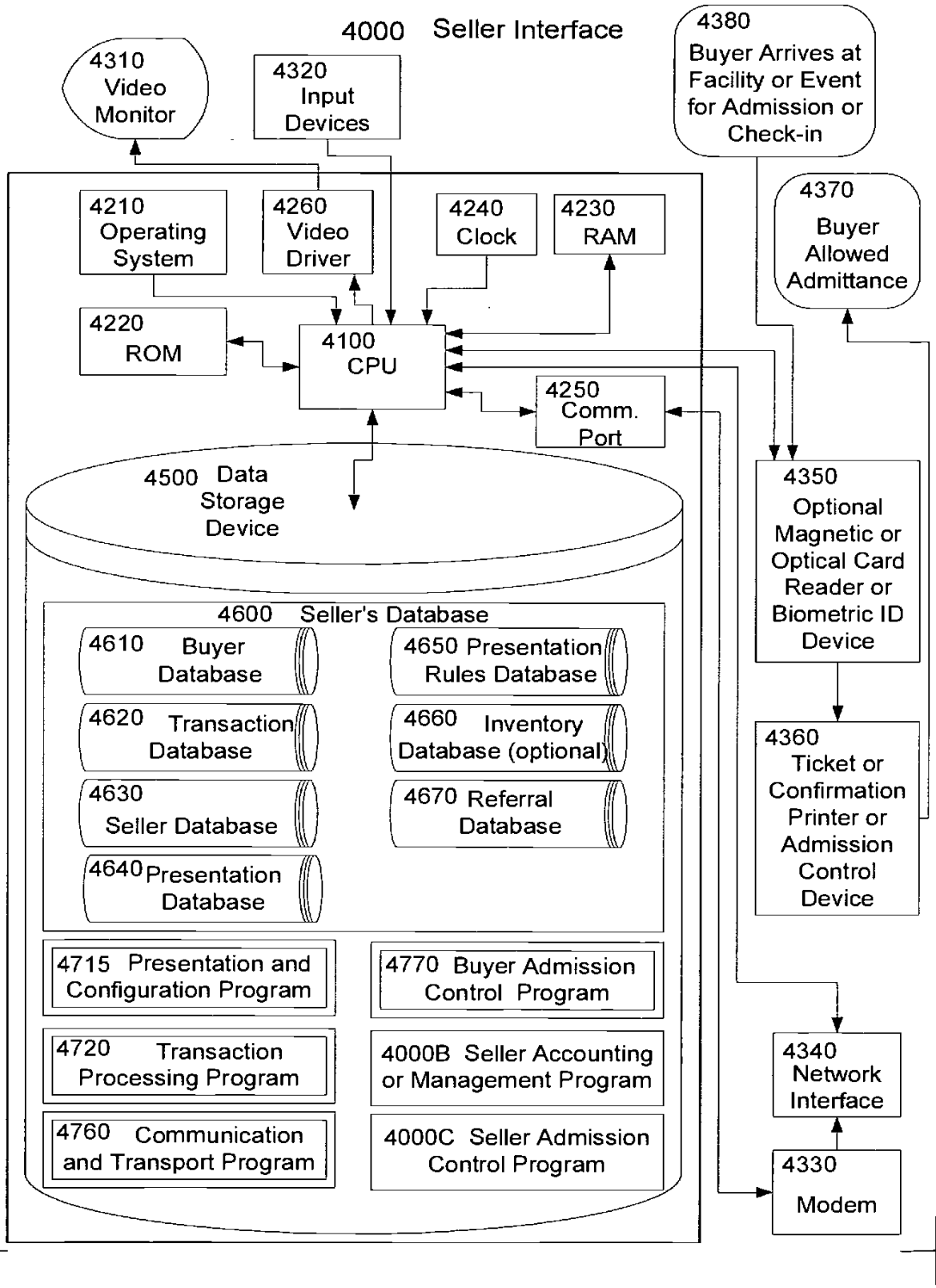

4000 Seller Interface
4310 Video Monitor
4320 Input Devices
4380 Buyer Arrives at Facility or Event for Admission or Check-in
4370 Buyer Allowed Admittance
4210 Operating System
4260 Video Driver
4240 Clock
4230 RAM
4220 ROM
4100 CPU
4250 Comm. Port
4500 Data Storage Device
4350 Optional Magnetic or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

Fig. 2d

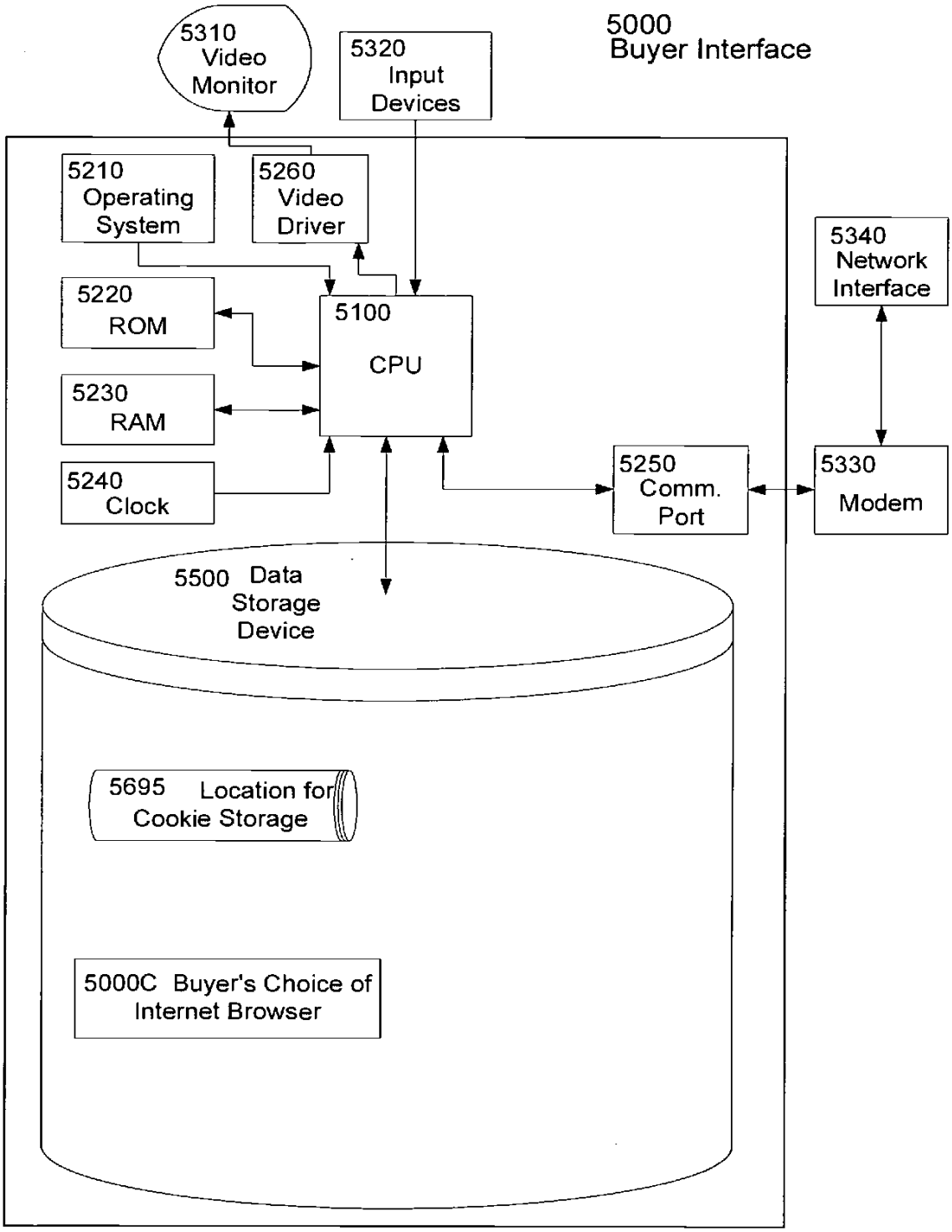

5000
Buyer Interface
5310
Video
Monitor
5320
Input
Devices
5210
Operating
System
5260
Video
Driver
5340
Network
Interface
5220
ROM
5100
CPU
5230
RAM
5240
Clock
5250
Comm.
Port
5330
Modem
5500 Data
Storage
Device
5695 Location for
Cookie Storage
5000C Buyer's Choice of
Internet Browser

Fig. 2e

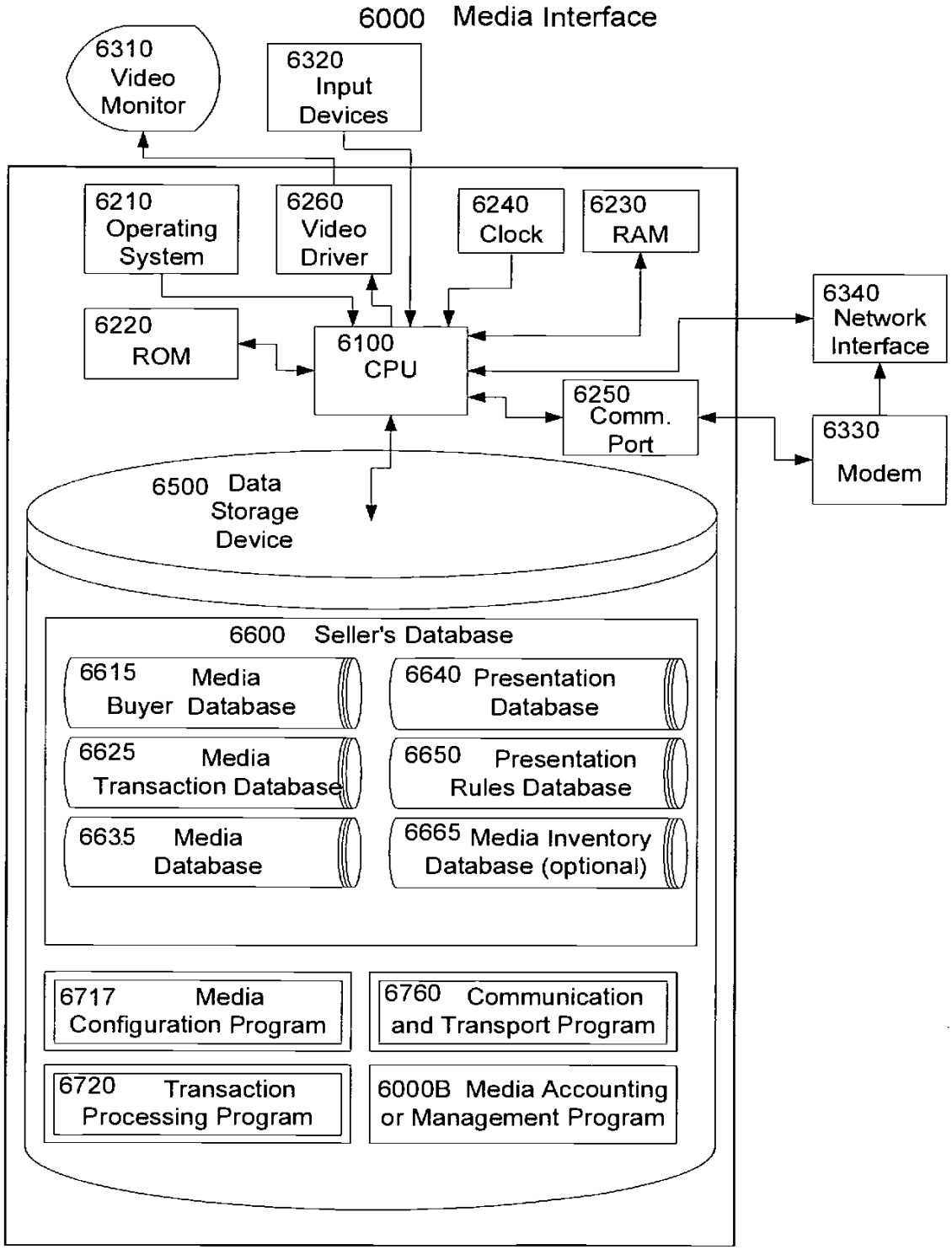

6000 Media Interface
6310 Video Monitor
6320 Input Devices
6210 Operating System
6260 Video Driver
6240 Clock
6230 RAM
6340 Network Interface
6220 ROM
6100 CPU
6250 Comm. Port
6330 Modem
6500 Data Storage Device
6600 Seller's Database
6615 Media Buyer Database
6640 Presentation Database
6625 Media Transaction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

Fig. 3a

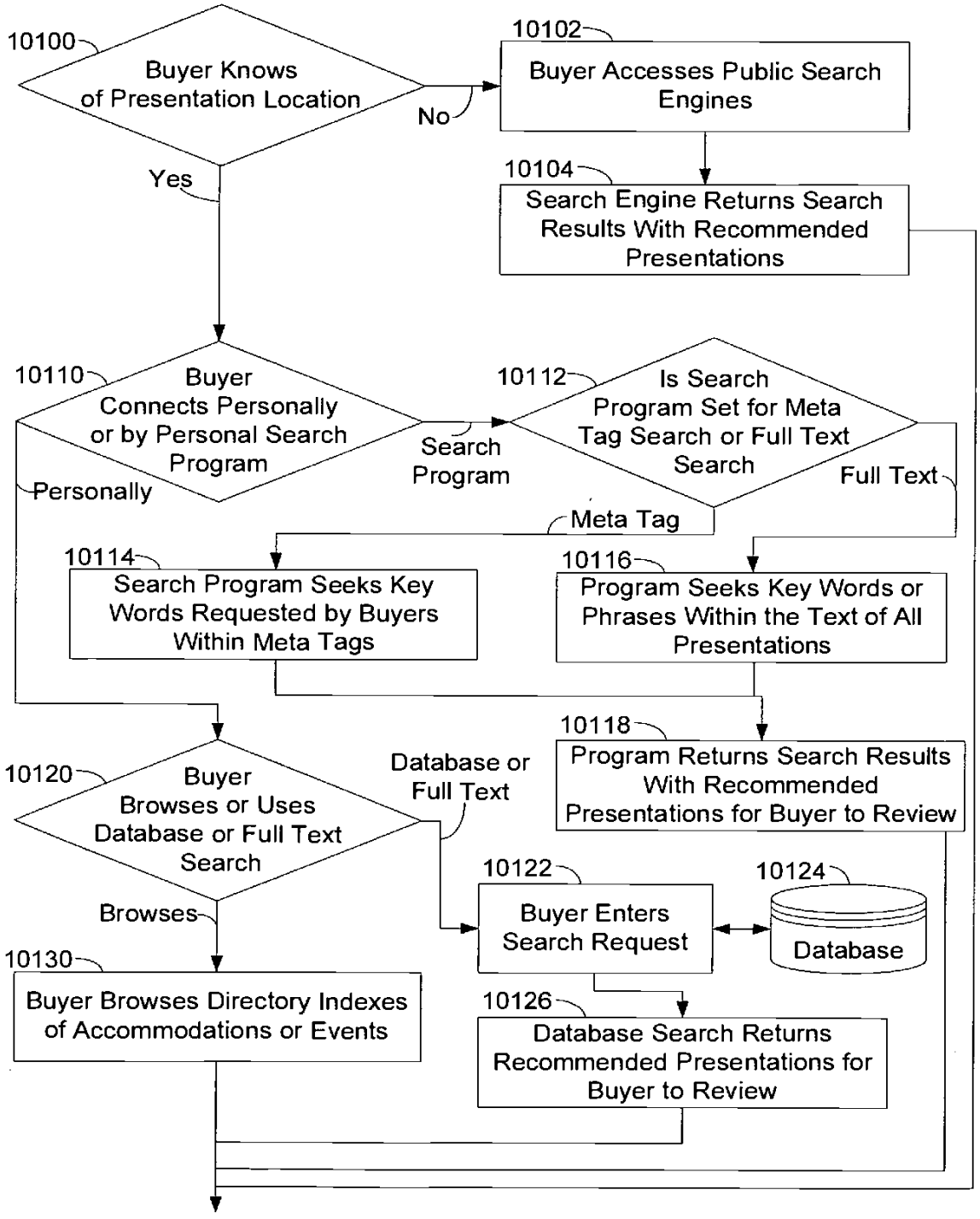

10100
Buyer Knows of Presentation Location
No
Yes
10102
Buyer Accesses Public Search Engines
10104
Search Engine Returns Search Results With Recommended Presentations
10110
Buyer Connects Personally or by Personal Search Program
Personally
Search Program
10112
Is Search Program Set for Meta Tag Search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

Fig. 3b

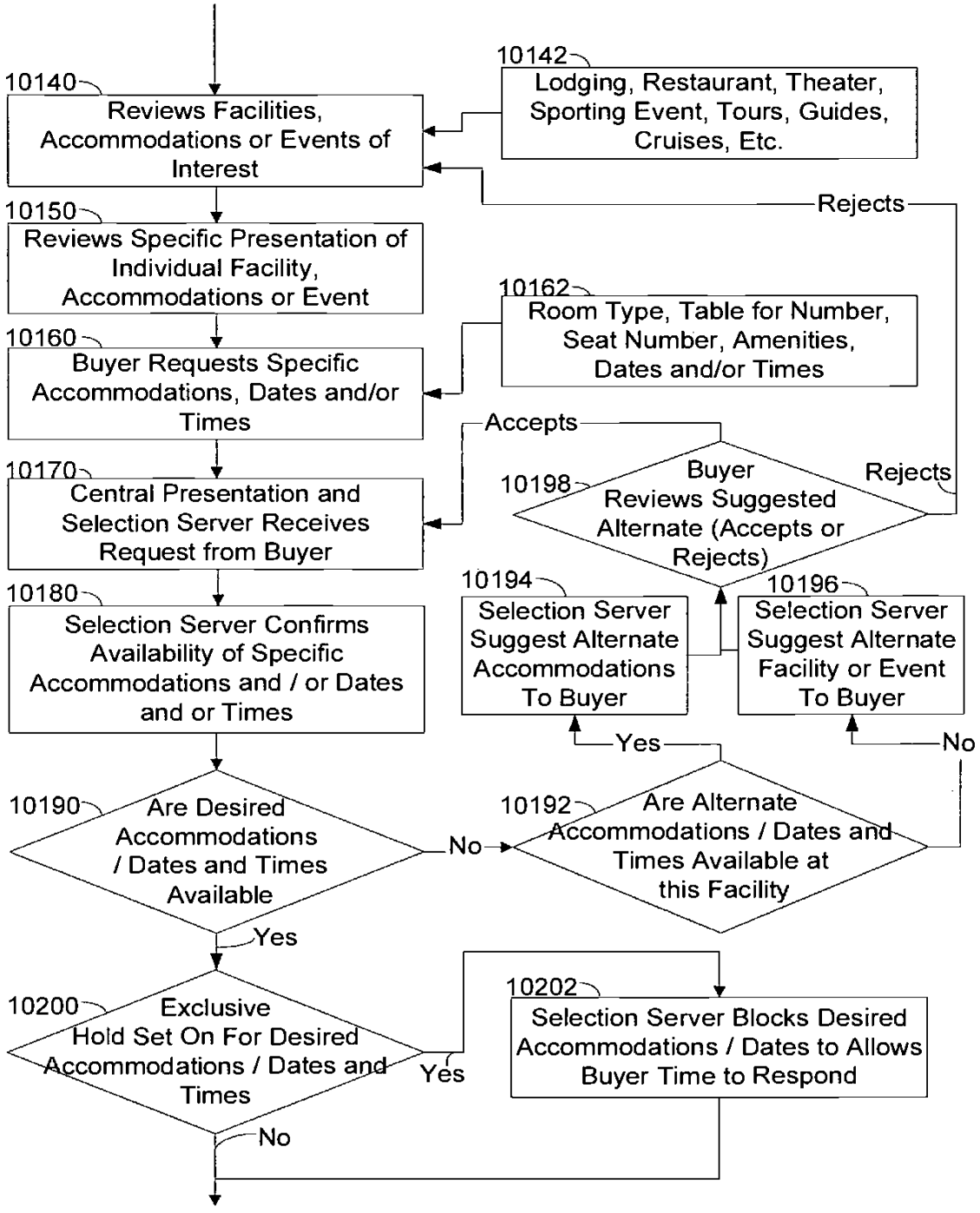

10140
Reviews Facilities, Accommodations or Events of Interest
10142
Lodging, Restaurant, Theater, Sporting Event, Tours, Guides, Cruises, Etc.
Rejects
10150
Reviews Specific Presentation of Individual Facility, Accommodations or Event
10162
Room Type, Table for Number, Seat Number, Amenities, Dates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

Fig. 3c

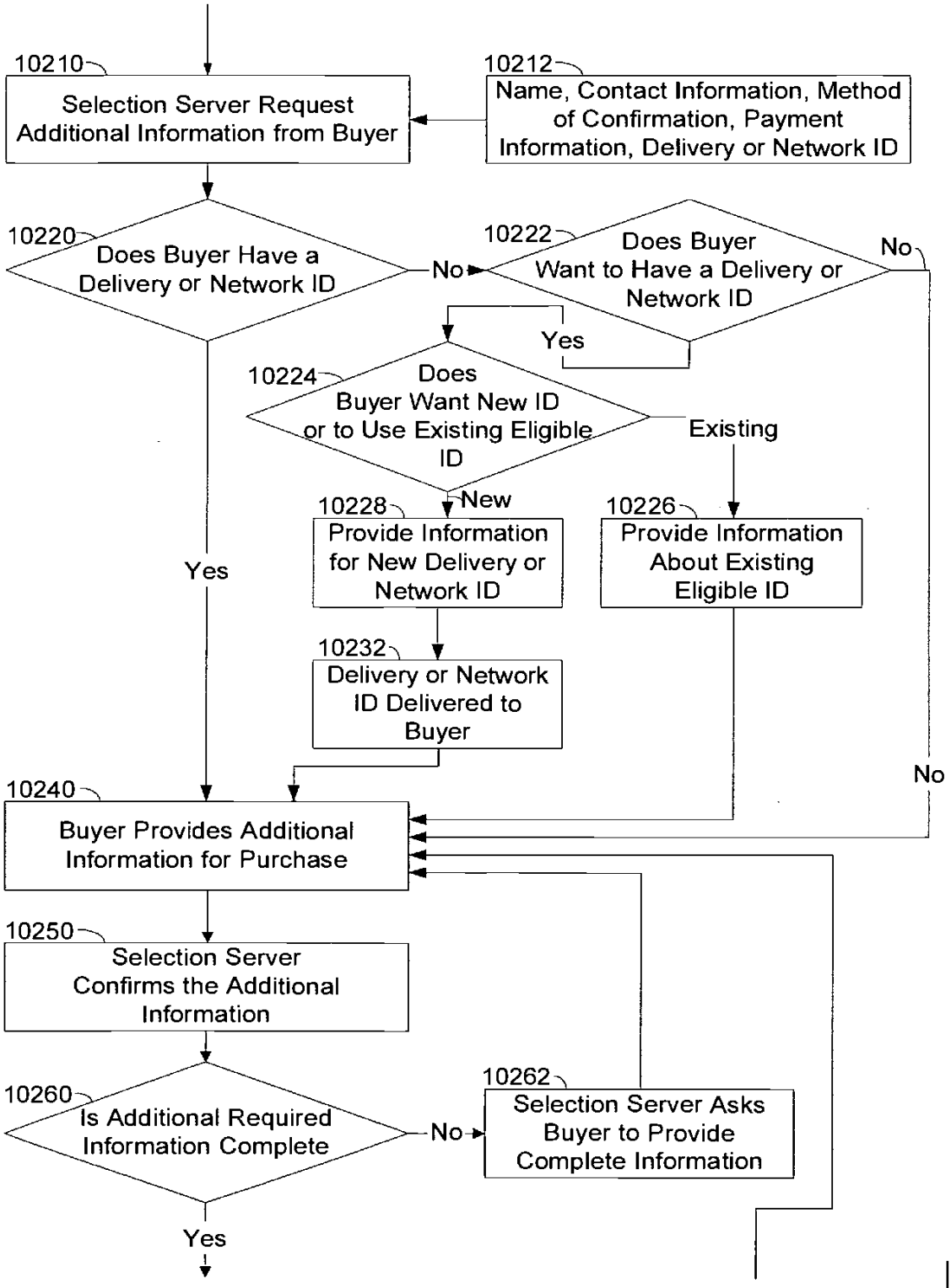

10210
Selection Server Request Additional Information from Buyer
10212
Name, Contact Information, Method of Confirmation, Payment Information, Delivery or Network ID
10220
Does Buyer Have a Delivery or Network ID
No
10222
Does Buyer Want to Have a Delivery or Network ID
No
Yes
10224
Does Buyer Want New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

Fig. 3d

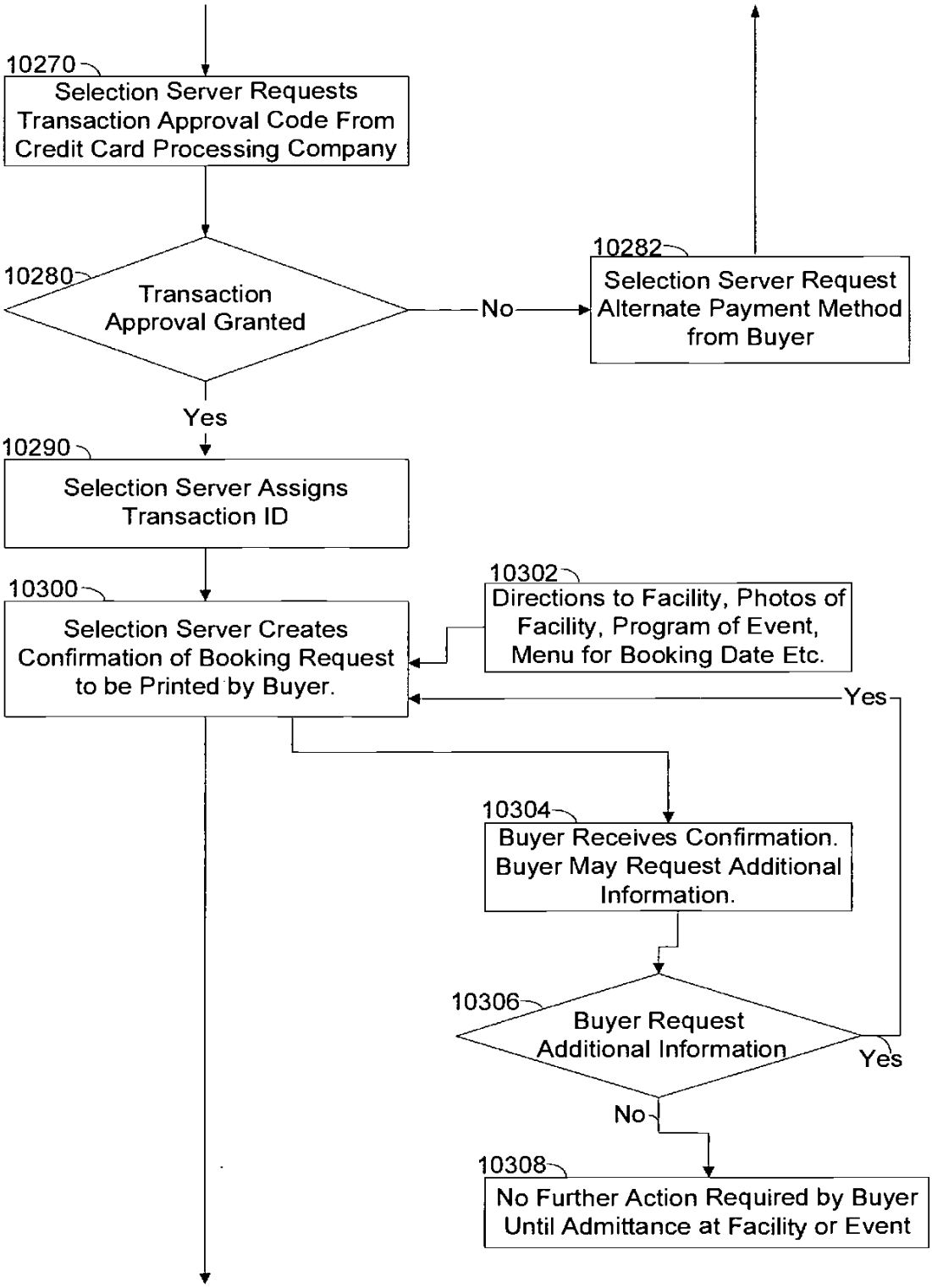

10270
Selection Server Requests Transaction Approval Code From Credit Card Processing Company
10280
Transaction Approval Granted
No
10282
Selection Server Request Alternate Payment Method from Buyer
Yes
10290
Selection Server Assigns Transaction ID
10300
Selection Server Creates Confirmation of Booking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

Fig. 3e

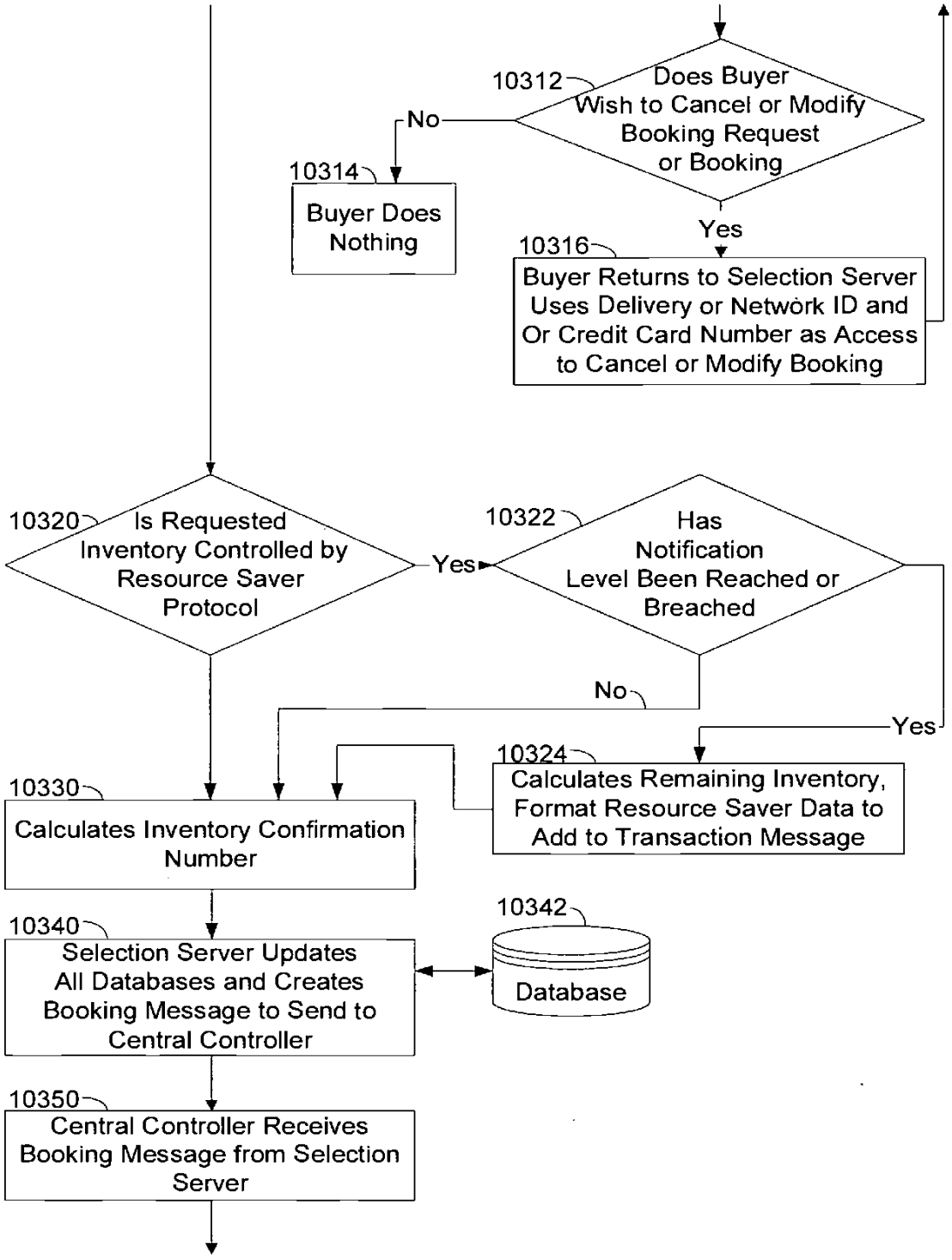

10312
Does Buyer Wish to Cancel or Modify Booking Request or Booking
No
10314
Buyer Does Nothing
Yes
10316
Buyer Returns to Selection Server Uses Delivery or Network ID and Or Credit Card Number as Access to Cancel or Modify Booking
10320
Is Requested Inventory Controlled by Resource Saver Protocol
Yes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

Fig. 3f

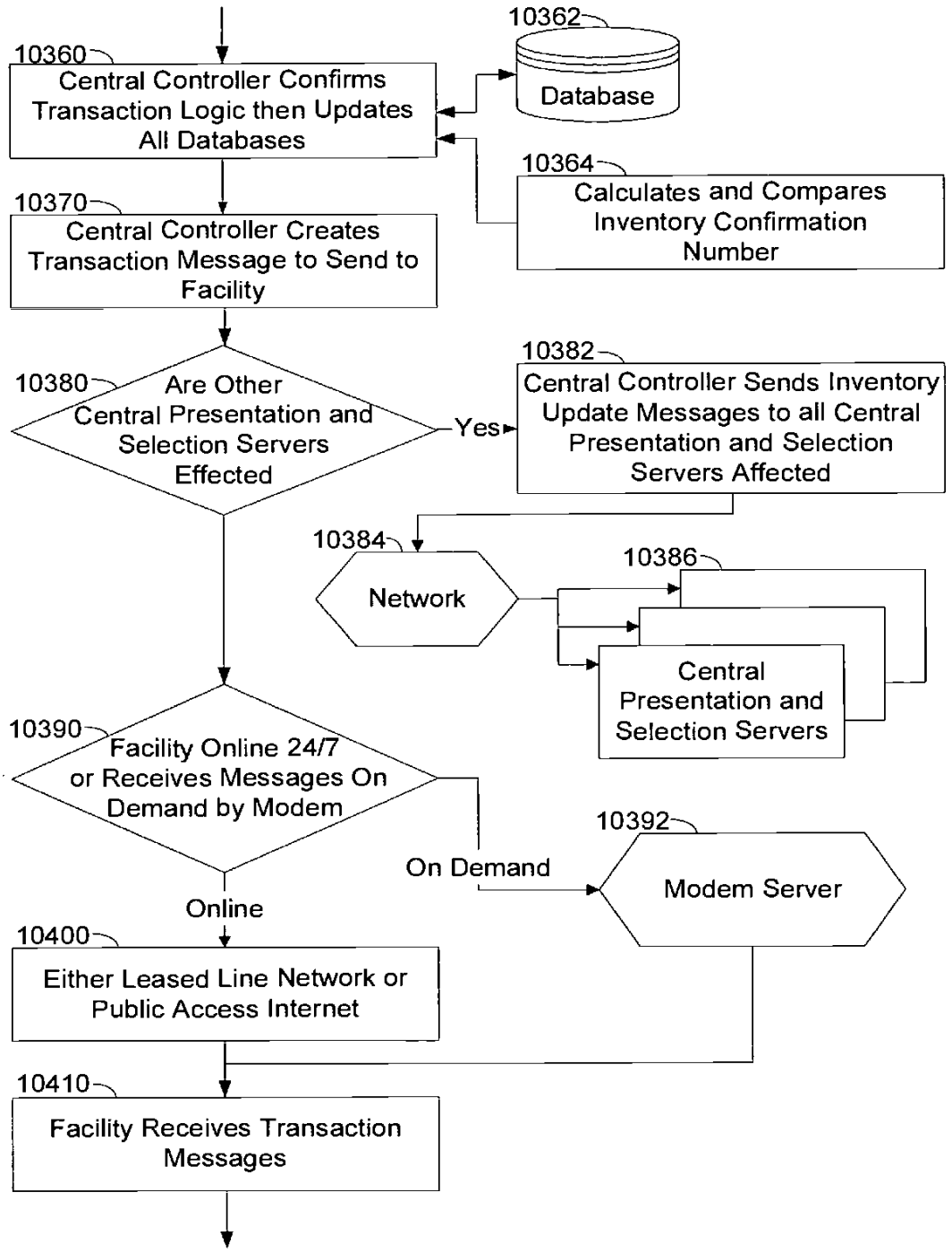

10360
Central Controller Confirms Transaction Logic then Updates All Databases
10362
Database
10364
Calculates and Compares Inventory Confirmation Number
10370
Central Controller Creates Transaction Message to Send to Facility
10380
Are Other Central Presentation and Selection Servers Effected
Yes
10382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

Fig. 3g

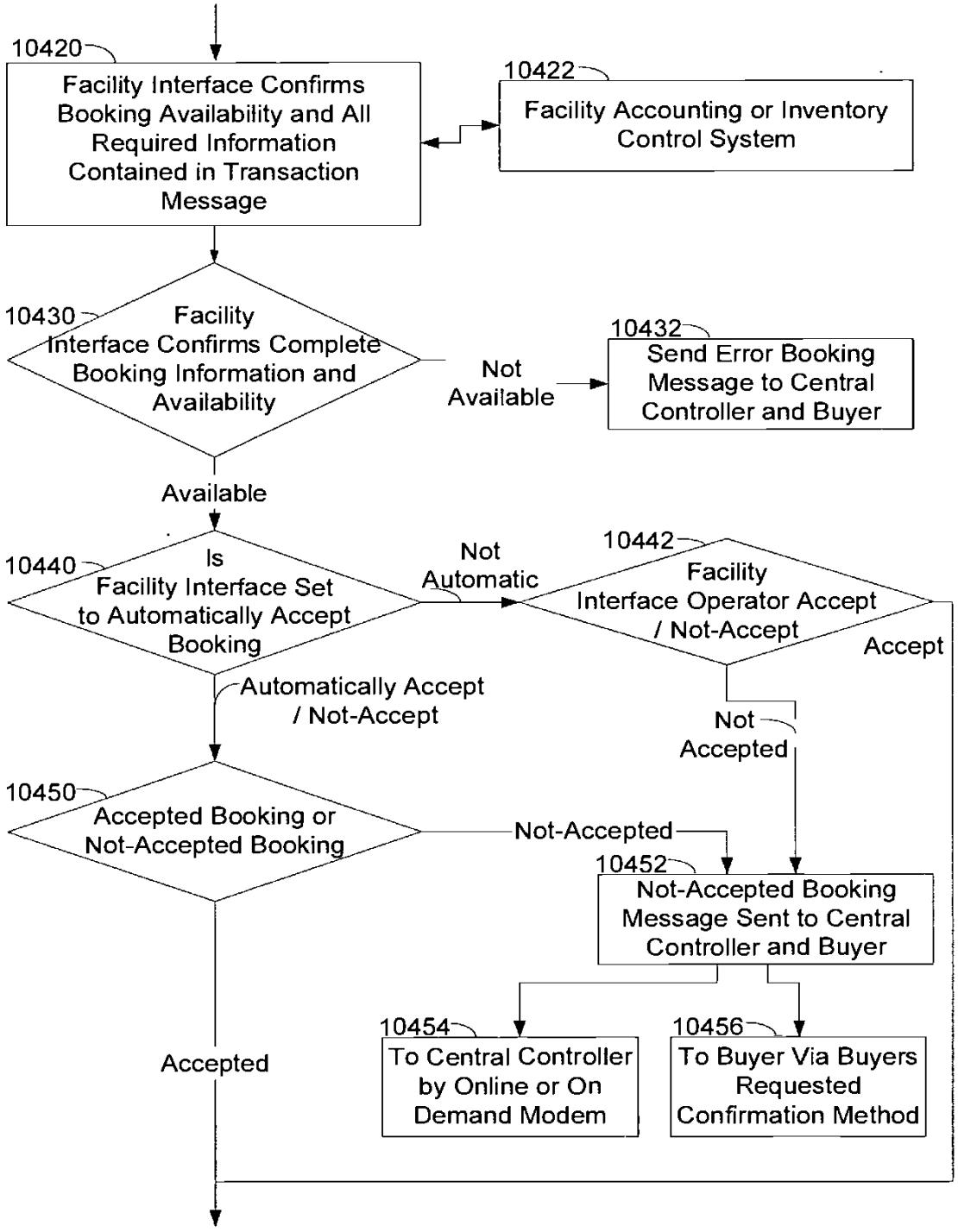

10420
Facility Interface Confirms Booking Availability and All Required Information Contained in Transaction Message
10422
Facility Accounting or Inventory Control System
10430
Facility Interface Confirms Complete Booking Information and Availability
Not Available
10432
Send Error Booking Message to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

Fig. 3h

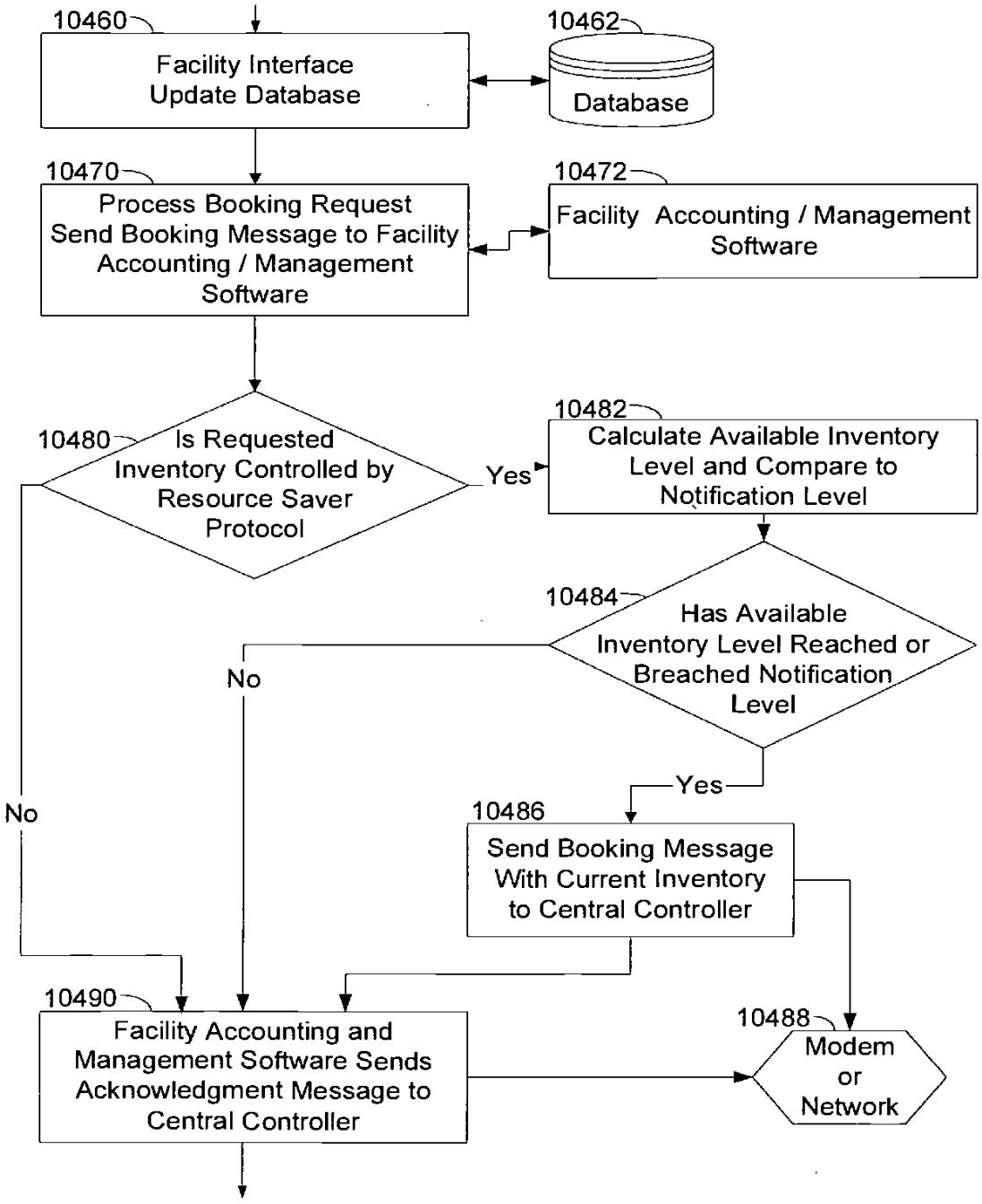

10460
Facility Interface Update Database
10462
Database
10470
Process Booking Request Send Booking Message to Facility Accounting / Management Software
10472
Facility Accounting / Management Software
10480
Is Requested Inventory Controlled by Resource Saver Protocol
Yes
10482
Calculate Available Inventory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

Fig. 3i

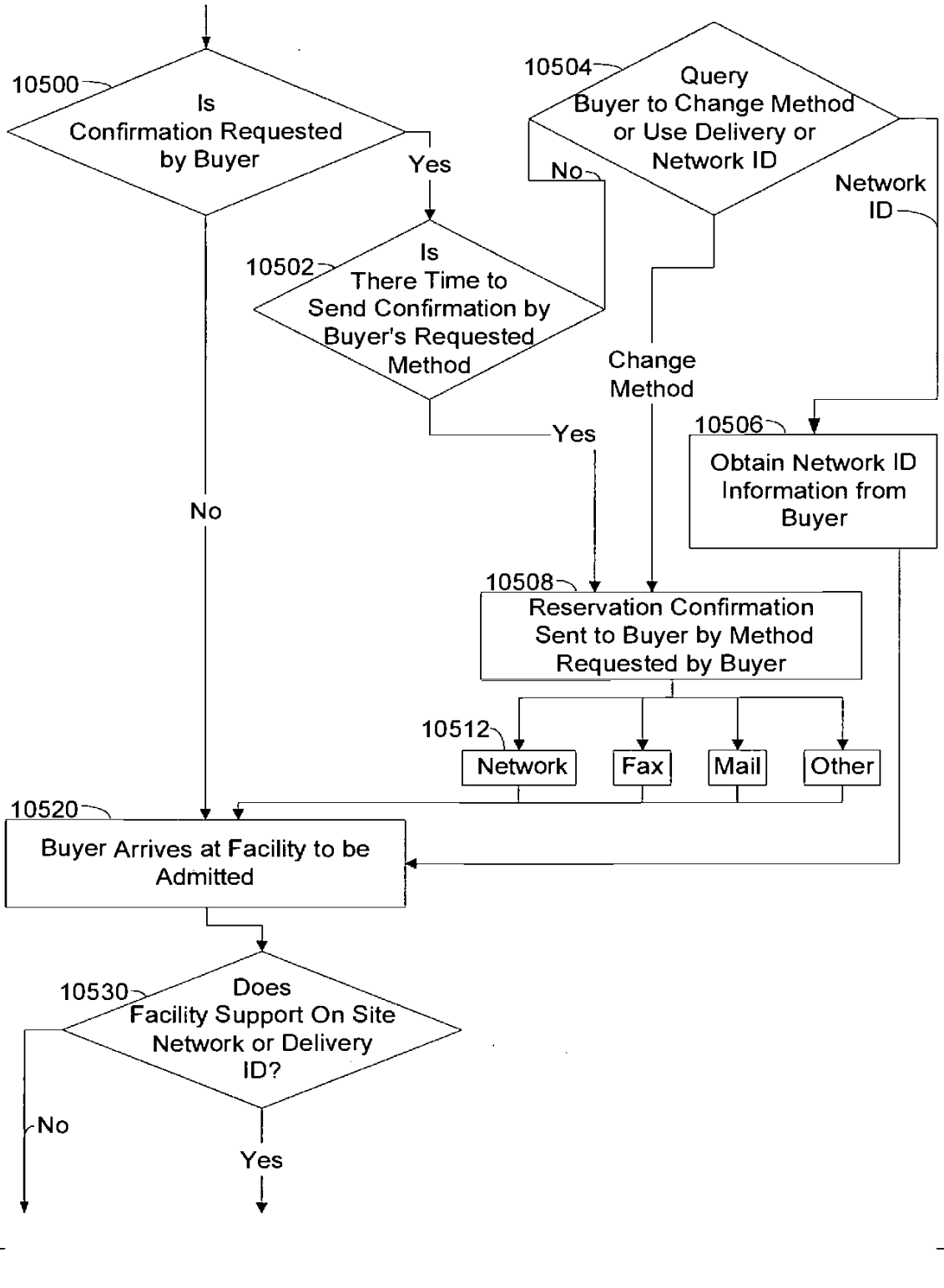

10500
Is Confirmation Requested by Buyer
Yes
No
10502
Is There Time to Send Confirmation by Buyer's Requested Method
Yes
No
10504
Query Buyer to Change Method or Use Delivery or Network ID
Change Method
Network ID
10506
Obtain Network ID Information from Buyer
10508
Reservation Confirmation Sent to Buyer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

Fig. 3i-a

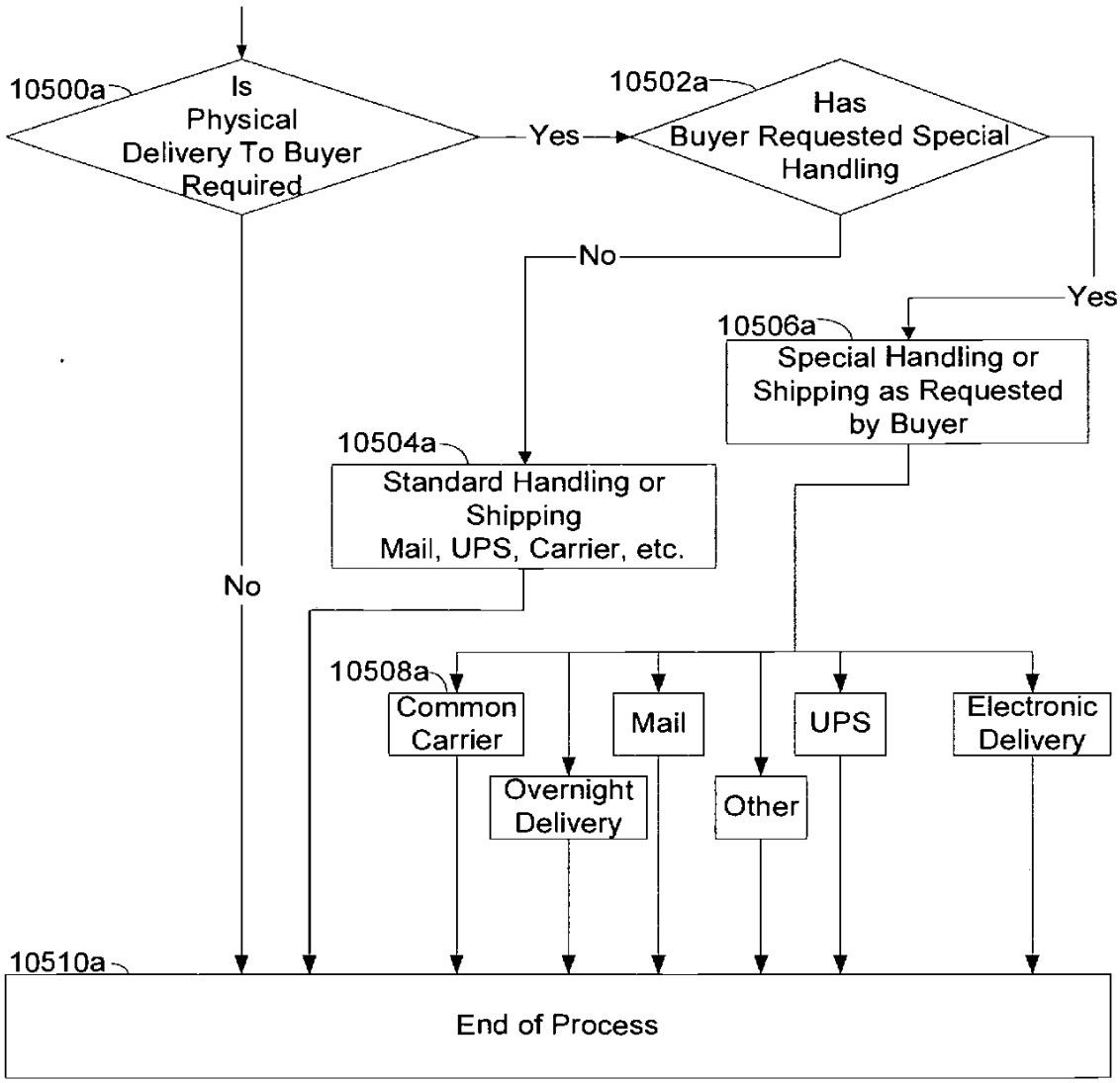

10500a
Is Physical Delivery To Buyer Required
Yes
10502a
Has Buyer Requested Special Handling
No
Yes
10506a
Special Handling or Shipping as Requested by Buyer
10504a
Standard Handling or Shipping Mail, UPS, Carrier, etc.
No
10508a
Common Carrier
Overnight Delivery
Mail
Other
UPS
Electronic Delivery
10510a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

Fig. 3j

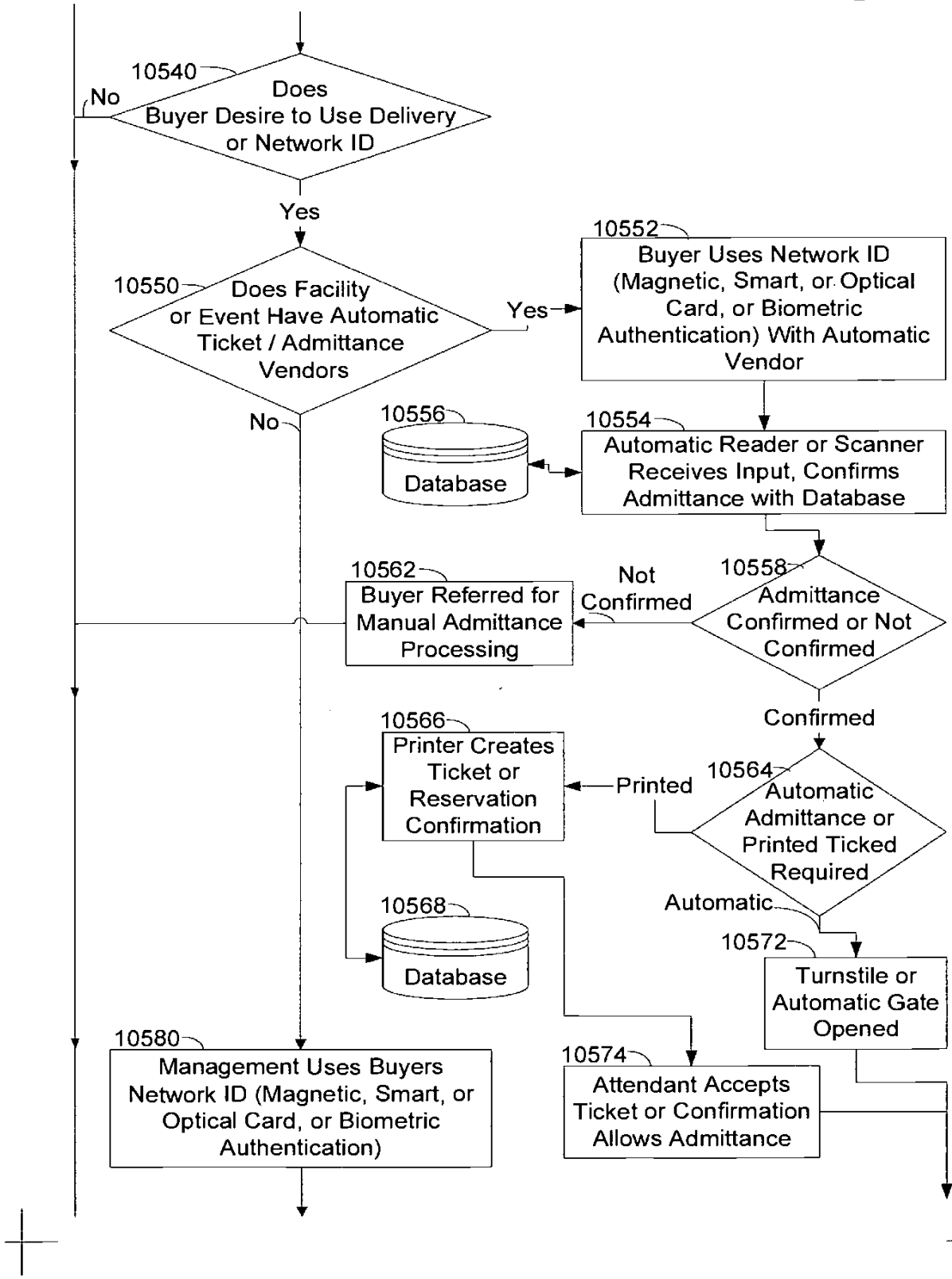

10540
Does Buyer Desire to Use Delivery or Network ID
No
Yes
10550
Does Facility or Event Have Automatic Ticket / Admittance Vendors
Yes
No
10552
Buyer Uses Network ID (Magnetic, Smart, or Optical Card, or Biometric Authentication) With Automatic Vendor
10556
Database
10554
Automatic Reader or Scanner Receives Input, Confirms Admittance with Database
10558
Admittance Confirmed or Not Confirmed
Not Confirmed
10562
Buyer Referred for Manual Admittance Processing
Confirmed
10566
Printer Creates Ticket or Reservation Confirmation
Printed
10564
Automatic Admittance or Printed Ticked Required
10568
Database
Automatic
10572
Turnstile or Automatic Gate Opened
10580
Management Uses Buyers Network ID (Magnetic, Smart, or Optical Card, or Biometric Authentication)
10574
Attendant Accepts Ticket or Confirmation Allows Admittance

Fig. 3k

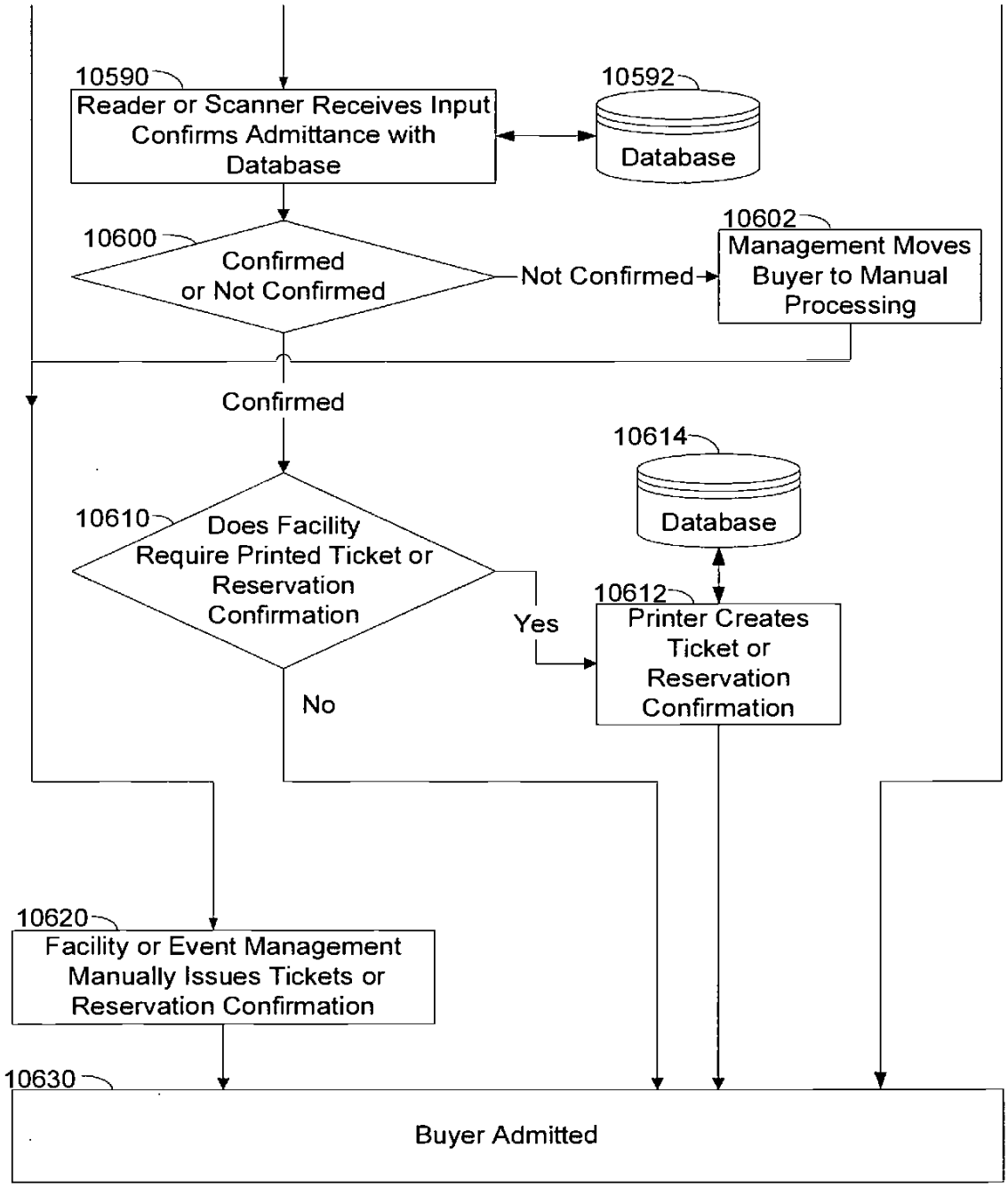

10590
Reader or Scanner Receives Input Confirms Admittance with Database
10592
Database
10600
Confirmed or Not Confirmed
Not Confirmed
10602
Management Moves Buyer to Manual Processing
Confirmed
10614
Database
10610
Does Facility Require Printed Ticket or Reservation Confirmation
Yes
10612
Printer Creates Ticket or Reservation Confirmation
No
10620
Facility or Event Management Manually Issues Tickets or Reservation Confirmation
10630
Buyer Admitted

Fig. 4a

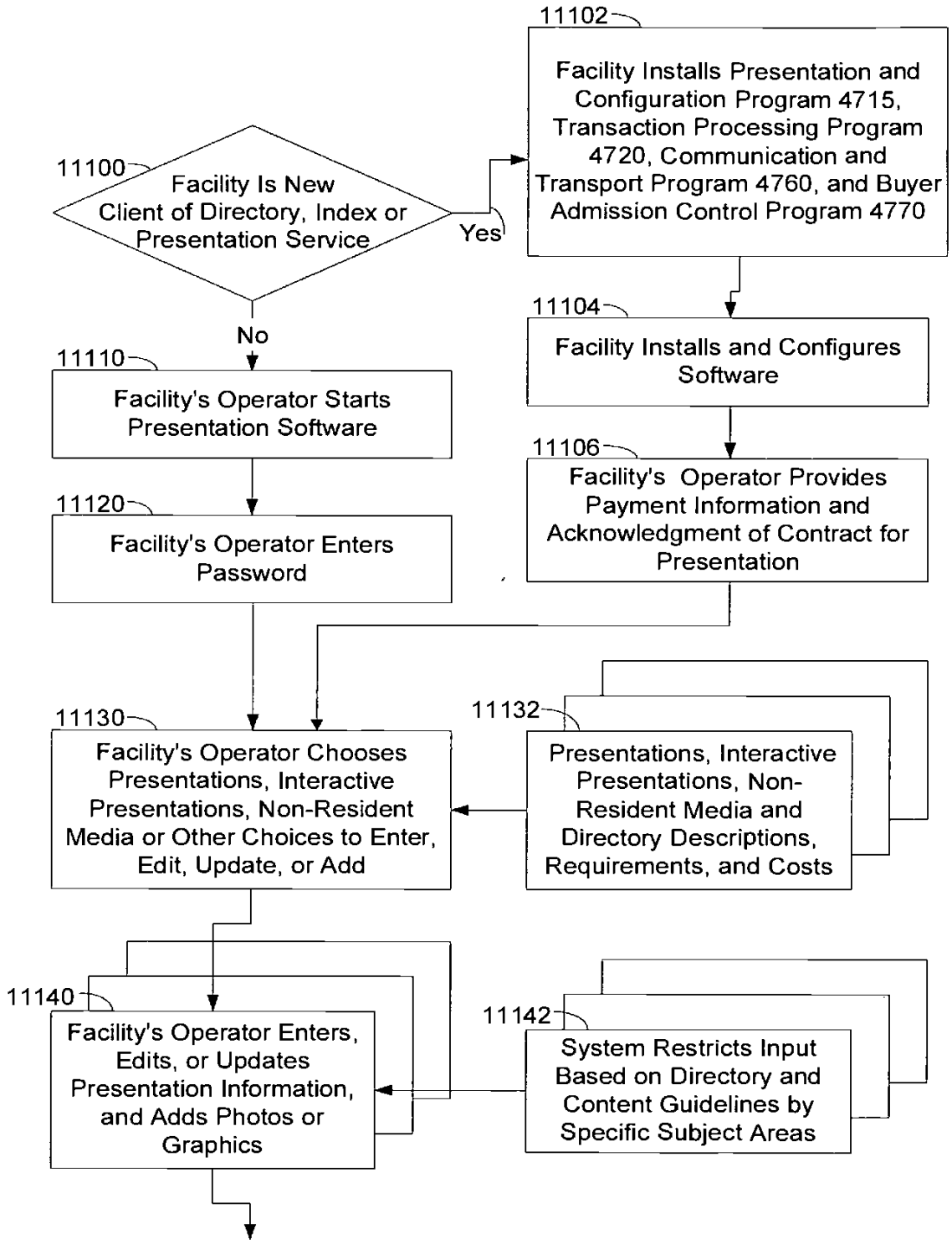

11102
Facility Installs Presentation and Configuration Program 4715, Transaction Processing Program 4720, Communication and Transport Program 4760, and Buyer Admission Control Program 4770
11100
Facility Is New Client of Directory, Index or Presentation Service
Yes
No
11104
Facility Installs and Configures Software
11110
Facility's Operator Starts Presentation Software
11106
Facility's Operator Provides Payment Information and Acknowledgment of Contract for Presentation
11120
Facility's Operator Enters Password
11130
Facility's Operator Chooses Presentations, Interactive Presentations, Non-Resident Media or Other Choices to Enter, Edit, Update, or Add
11132
Presentations, Interactive Presentations, Non-Resident Media and Directory Descriptions, Requirements, and Costs
11140
Facility's Operator Enters, Edits, or Updates Presentation Information, and Adds Photos or Graphics
11142
System Restricts Input Based on Directory and Content Guidelines by Specific Subject Areas

Fig. 4b

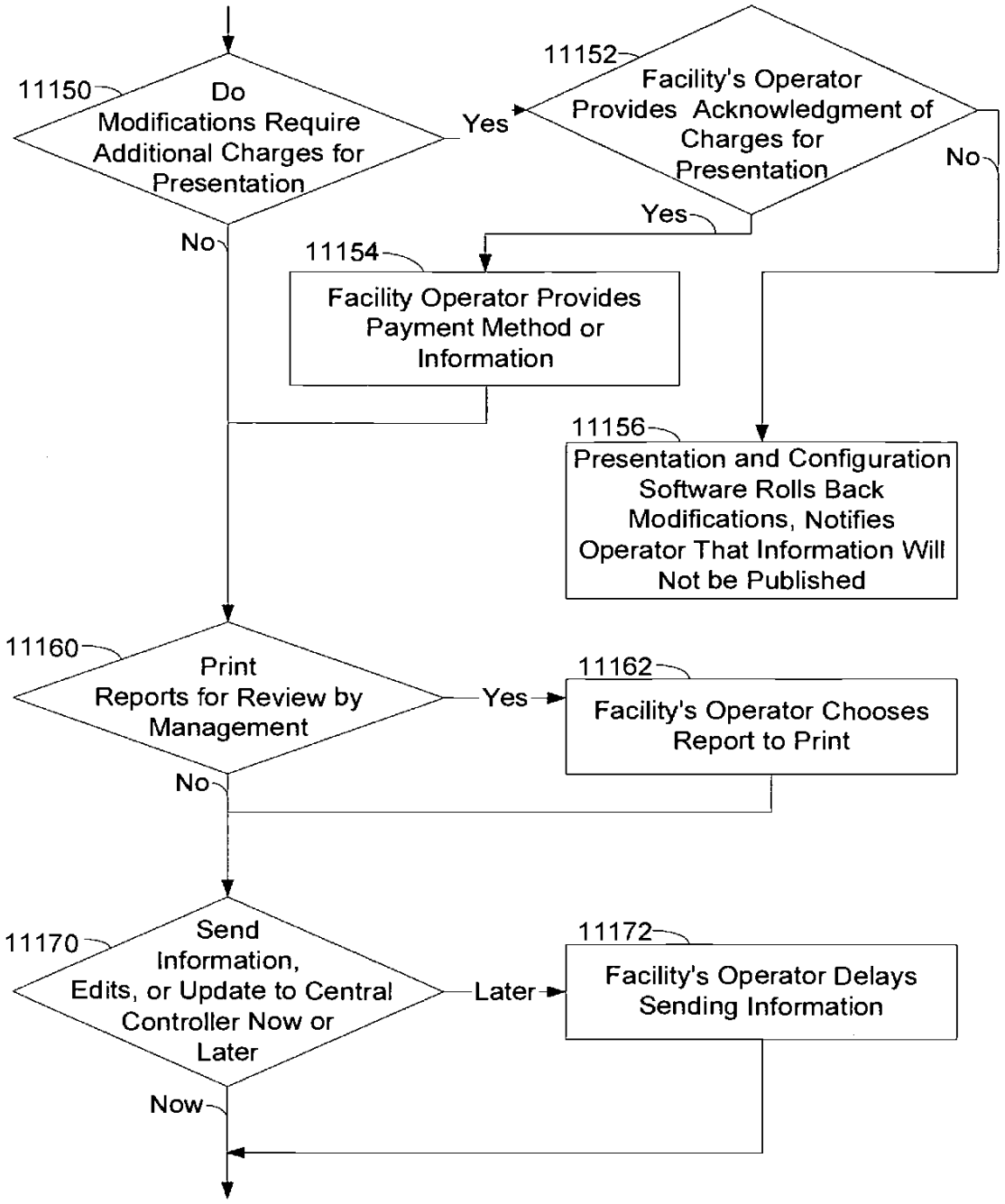

11150
Do Modifications Require Additional Charges for Presentation
Yes
11152
Facility's Operator Provides Acknowledgment of Charges for Presentation
No
Yes
No
11154
Facility Operator Provides Payment Method or Information
11156
Presentation and Configuration Software Rolls Back Modifications, Notifies Operator That Information Will Not be Published
11160
Print Reports for Review by Management
Yes
11162
Facility's Operator Chooses Report to Print
No
11170
Send Information, Edits, or Update to Central Controller Now or Later
Later
11172
Facility's Operator Delays Sending Information
Now

Fig. 4c

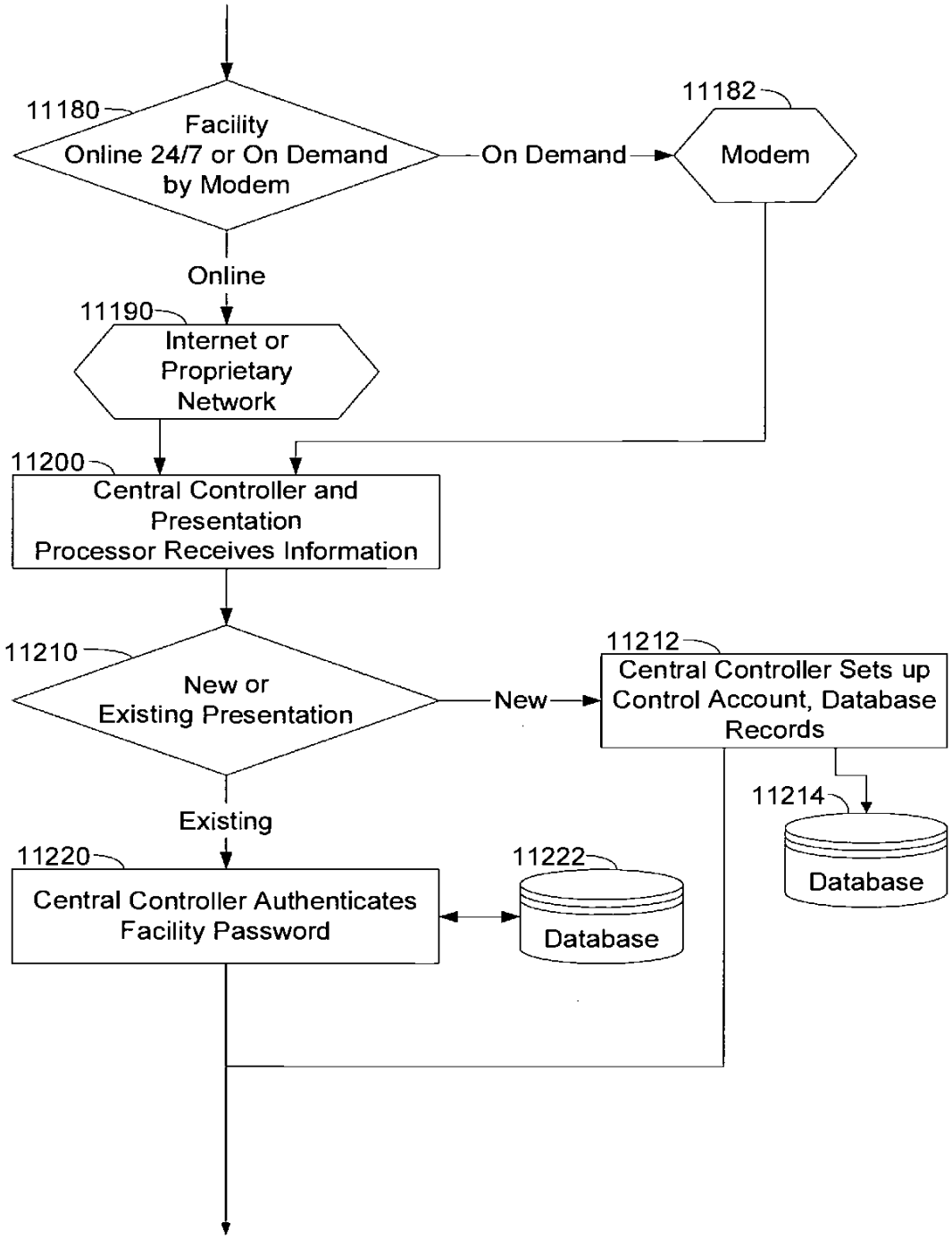

11180
Facility
Online 24/7 or On Demand
by Modem
On Demand
11182
Modem
Online
11190
Internet or
Proprietary
Network
11200
Central Controller and
Presentation
Processor Receives Information
11210
New or
Existing Presentation
New
11212
Central Controller Sets up
Control Account, Database
Records
11214
Database
Existing
11220
Central Controller Authenticates
Facility Password
11222
Database

Fig. 4d

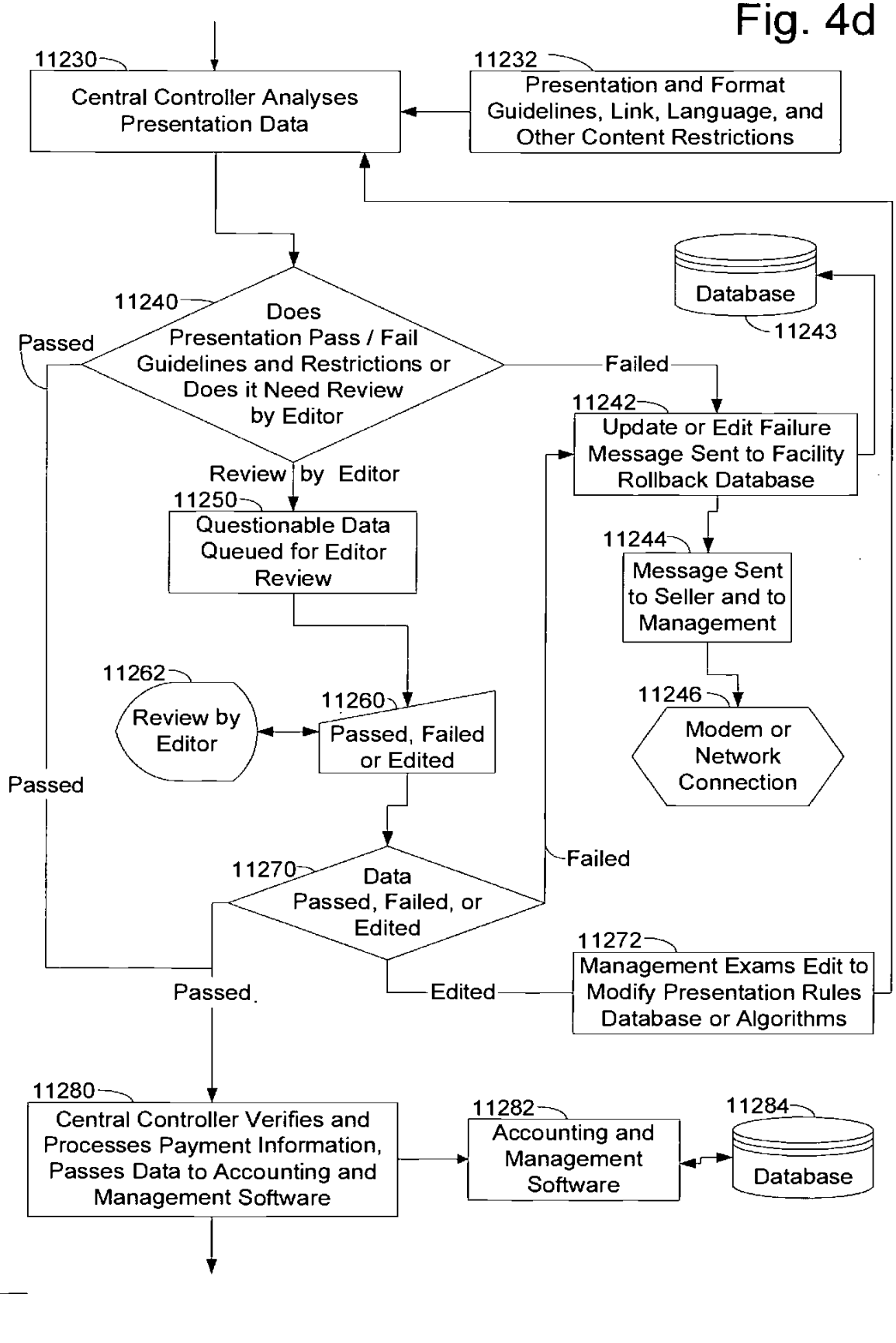

11230
Central Controller Analyses Presentation Data
11232
Presentation and Format Guidelines, Link, Language, and Other Content Restrictions
Database
11243
11240
Does Presentation Pass / Fail Guidelines and Restrictions or Does it Need Review by Editor
Passed
Failed
11242
Update or Edit Failure Message Sent to Facility Rollback Database
Review by Editor
11250
Questionable Data Queued for Editor Review
11244
Message Sent to Seller and to Management
11262
Review by Editor
11260
Passed, Failed or Edited
11246
Modem or Network Connection
Passed
11270
Data Passed, Failed, or Edited
Failed
11272
Management Exams Edit to Modify Presentation Rules Database or Algorithms
Passed
Edited
11280
Central Controller Verifies and Processes Payment Information, Passes Data to Accounting and Management Software
11282
Accounting and Management Software
11284
Database

Fig. 4e

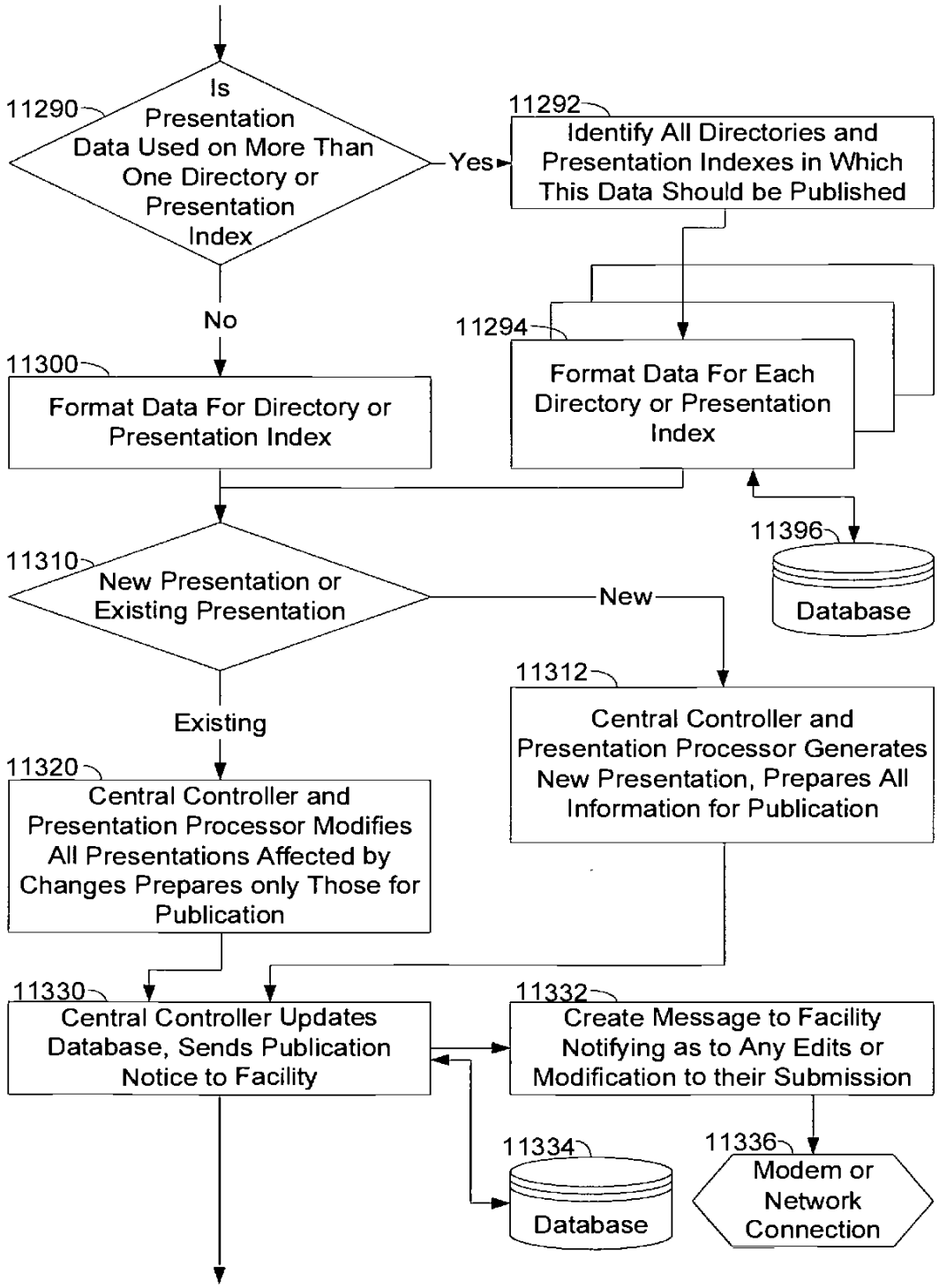

11290
Is Presentation Data Used on More Than One Directory or Presentation Index
Yes
11292
Identify All Directories and Presentation Indexes in Which This Data Should be Published
No
11294
Format Data For Each Directory or Presentation Index
11300
Format Data For Directory or Presentation Index
11396
Database
11310
New Presentation or Existing Presentation
New
11312
Central Controller and Presentation Processor Generates New Presentation, Prepares All Information for Publication
Existing
11320
Central Controller and Presentation Processor Modifies All Presentations Affected by Changes Prepares only Those for Publication
11330
Central Controller Updates Database, Sends Publication Notice to Facility
11332
Create Message to Facility Notifying as to Any Edits or Modification to their Submission
11334
Database
11336
Modem or Network Connection

Fig. 4f

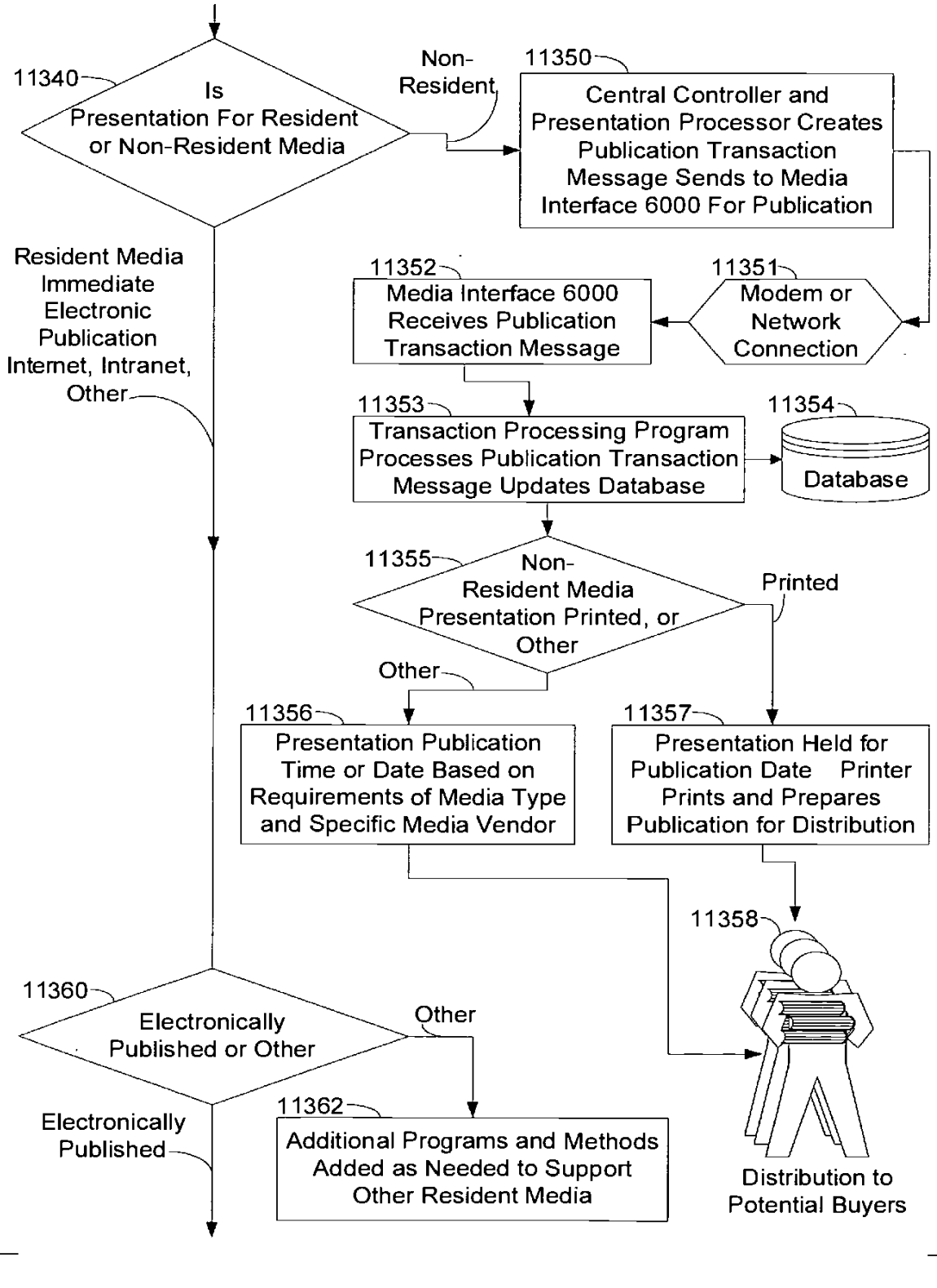

11340
Is Presentation For Resident or Non-Resident Media
Non-Resident
11350
Central Controller and Presentation Processor Creates Publication Transaction Message Sends to Media Interface 6000 For Publication
Resident Media Immediate Electronic Publication Internet, Intranet, Other
11352
Media Interface 6000 Receives Publication Transaction Message
11351
Modem or Network Connection
11353
Transaction Processing Program Processes Publication Transaction Message Updates Database
11354
Database
11355
Non-Resident Media Presentation Printed, or Other
Printed
Other
11356
Presentation Publication Time or Date Based on Requirements of Media Type and Specific Media Vendor
11357
Presentation Held for Publication Date Printer Prints and Prepares Publication for Distribution
11358
Distribution to Potential Buyers
11360
Electronically Published or Other
Other
Electronically Published
11362
Additional Programs and Methods Added as Needed to Support Other Resident Media

Fig. 4g

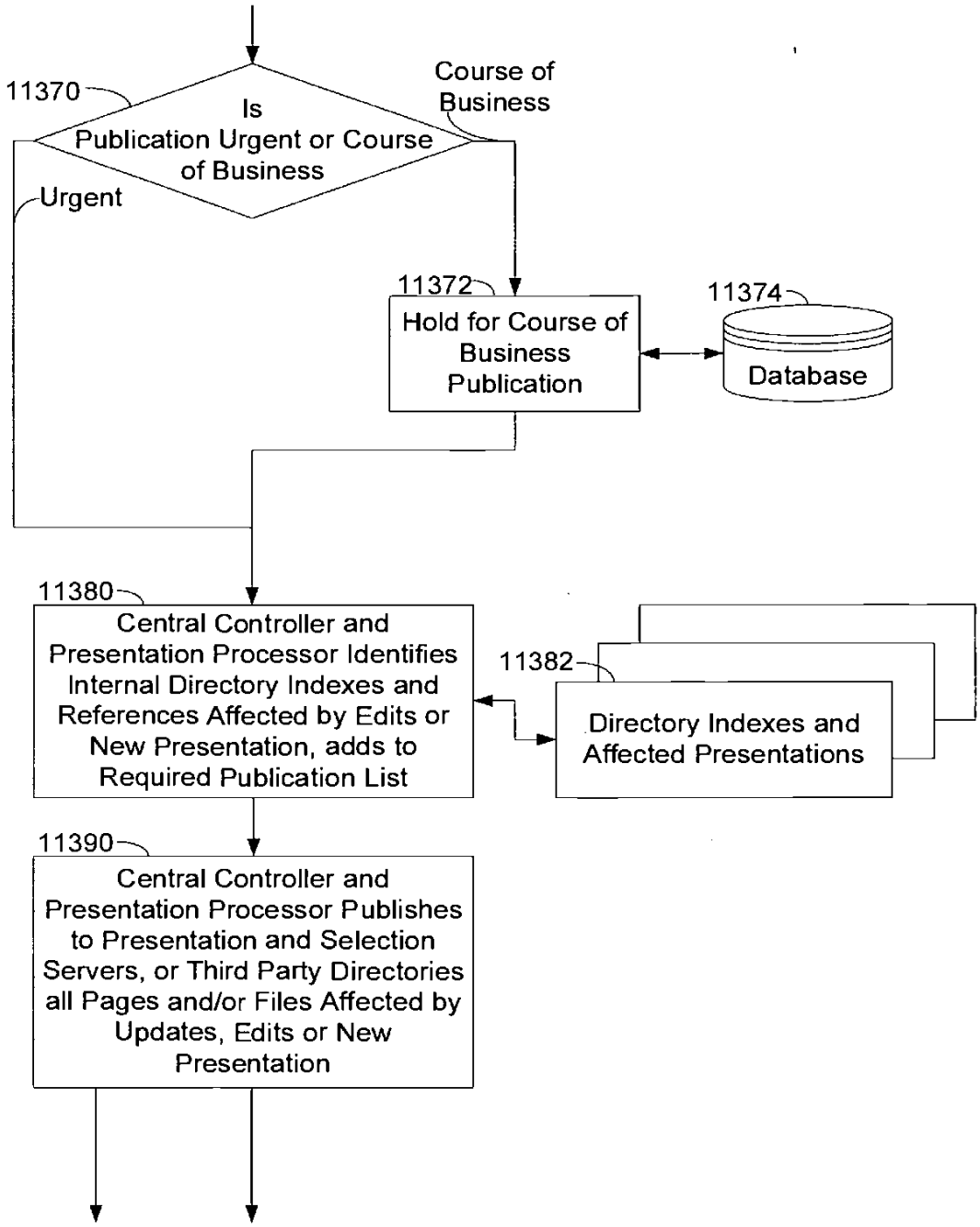

11370
Is Publication Urgent or Course of Business
Course of Business
Urgent
11372
Hold for Course of Business Publication
11374
Database
11380
Central Controller and Presentation Processor Identifies Internal Directory Indexes and References Affected by Edits or New Presentation, adds to Required Publication List
11382
Directory Indexes and Affected Presentations
11390
Central Controller and Presentation Processor Publishes to Presentation and Selection Servers, or Third Party Directories all Pages and/or Files Affected by Updates, Edits or New Presentation

Fig. 4h

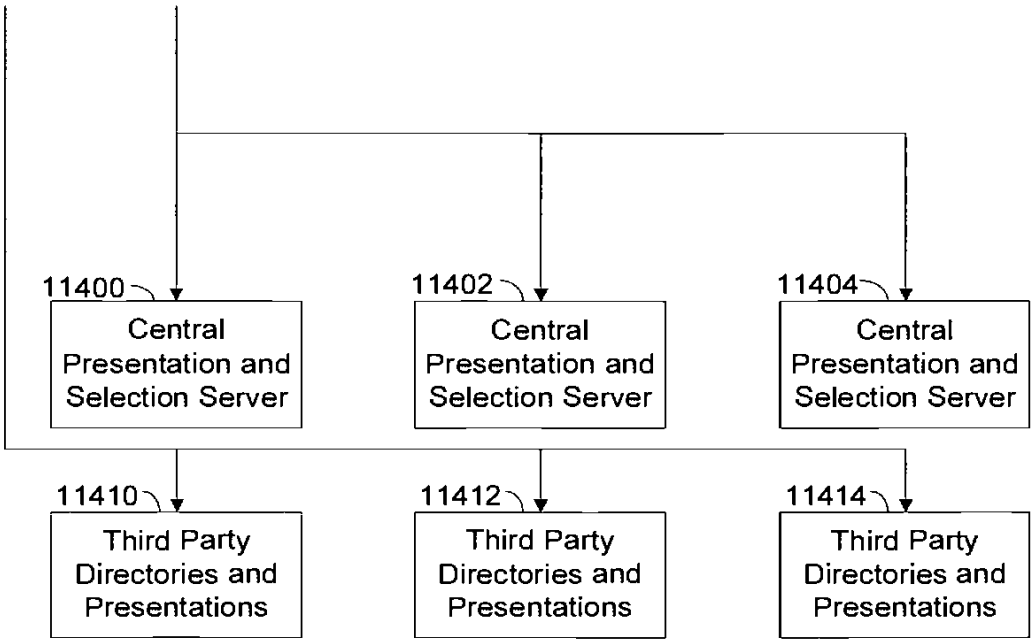

11400
Central Presentation and Selection Server
11402
Central Presentation and Selection Server
11404
Central Presentation and Selection Server
11410
Third Party Directories and Presentations
11412
Third Party Directories and Presentations
11414
Third Party Directories and Presentations

Fig. 5a

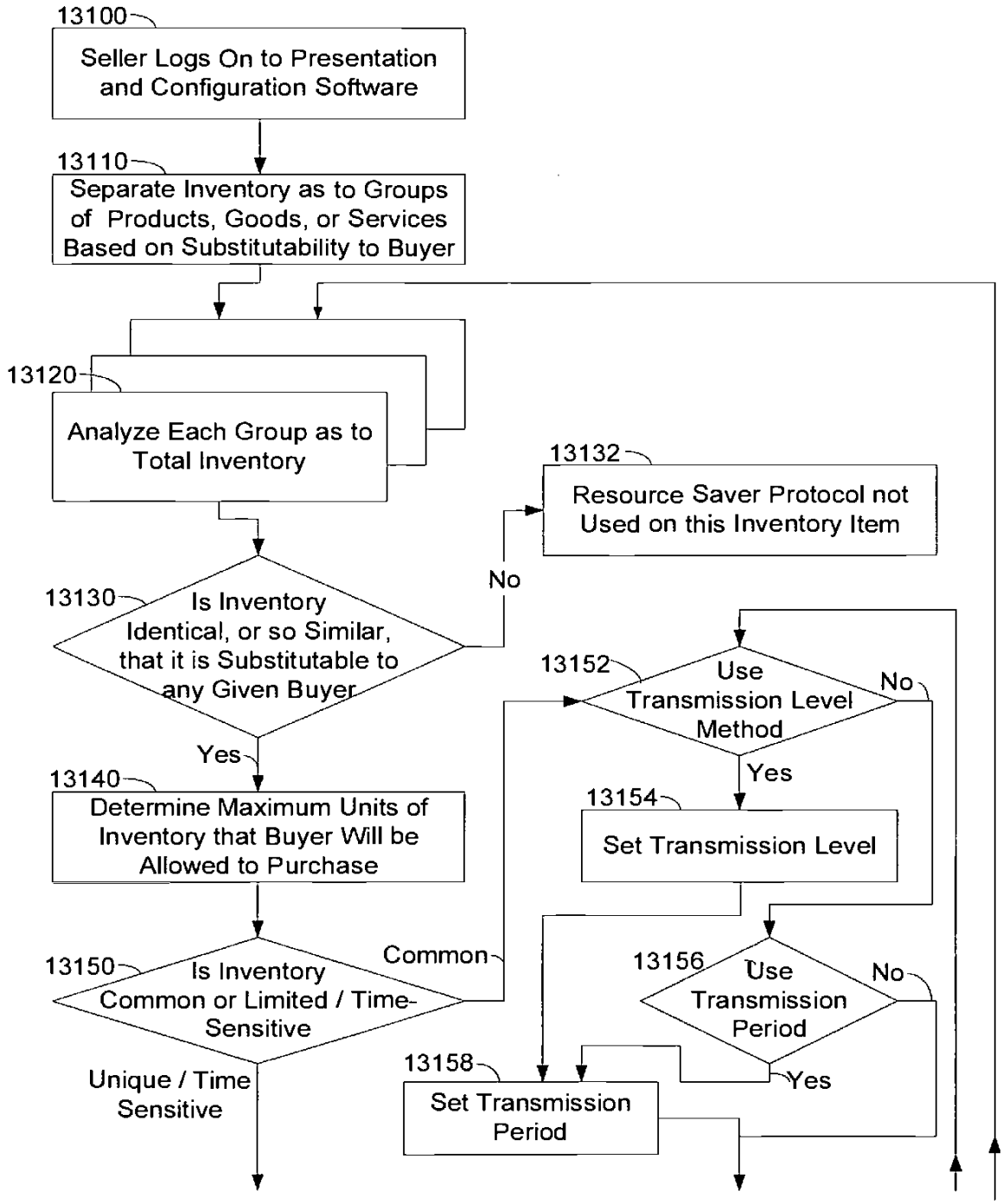

13100
Seller Logs On to Presentation and Configuration Software
13110
Separate Inventory as to Groups of Products, Goods, or Services Based on Substitutability to Buyer
13120
Analyze Each Group as to Total Inventory
13130
Is Inventory Identical, or so Similar, that it is Substitutable to any Given Buyer
No
13132
Resource Saver Protocol not Used on this Inventory Item
Yes
13140
Determine Maximum Units of Inventory that Buyer Will be Allowed to Purchase
13150
Is Inventory Common or Limited / Time-Sensitive
Common
Unique / Time Sensitive
13152
Use Transmission Level Method
No
Yes
13154
Set Transmission Level
13156
Use Transmission Period
No
Yes
13158
Set Transmission Period

Fig. 5b

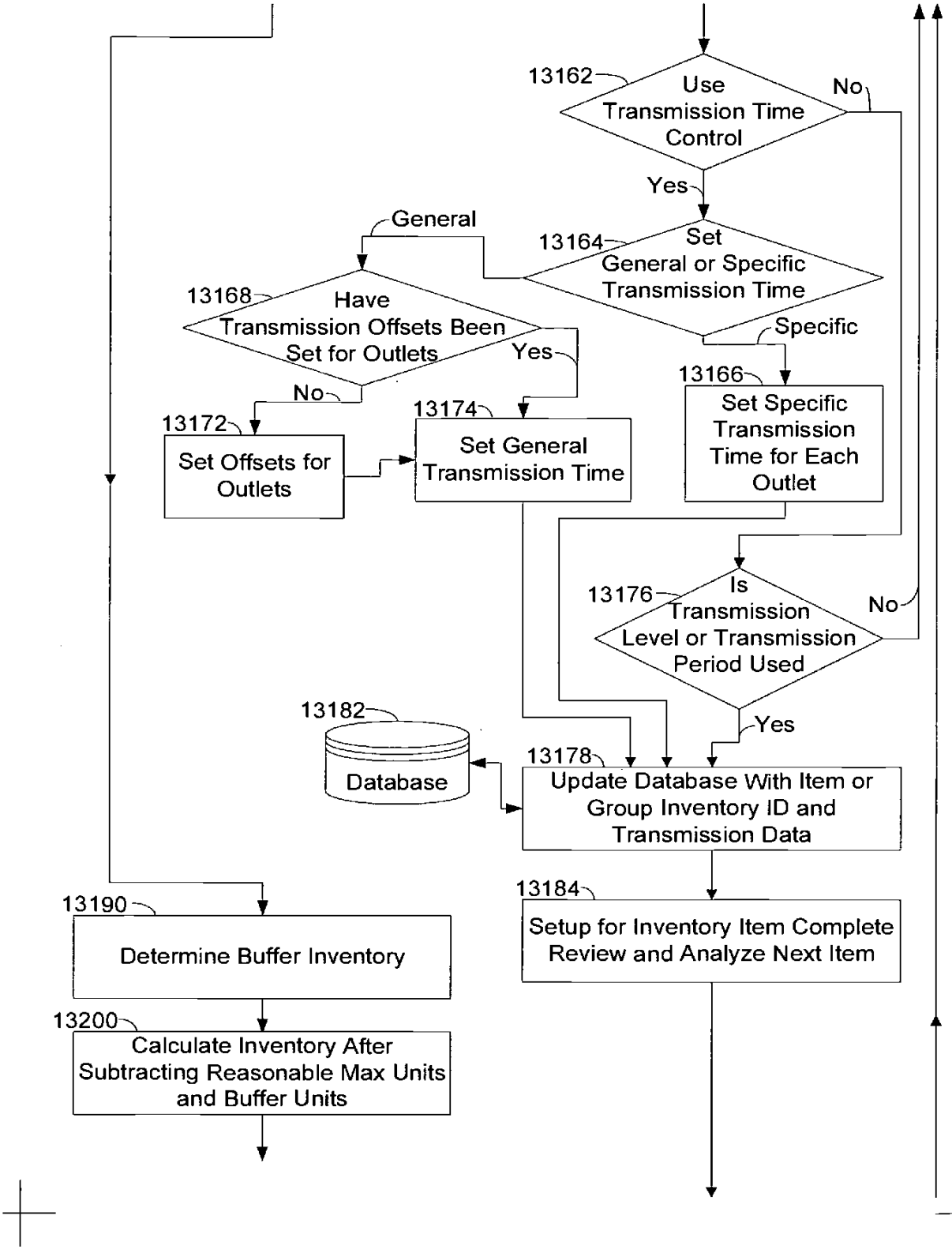

13162
Use Transmission Time Control
No
Yes
General
13164
Set General or Specific Transmission Time
Specific
13168
Have Transmission Offsets Been Set for Outlets
Yes
No
13166
Set Specific Transmission Time for Each Outlet
13172
Set Offsets for Outlets
13174
Set General Transmission Time
13176
Is Transmission Level or Transmission Period Used
No
Yes
13182
Database
13178
Update Database With Item or Group Inventory ID and Transmission Data
13184
Setup for Inventory Item Complete Review and Analyze Next Item
13190
Determine Buffer Inventory
13200
Calculate Inventory After Subtracting Reasonable Max Units and Buffer Units

Fig. 5c

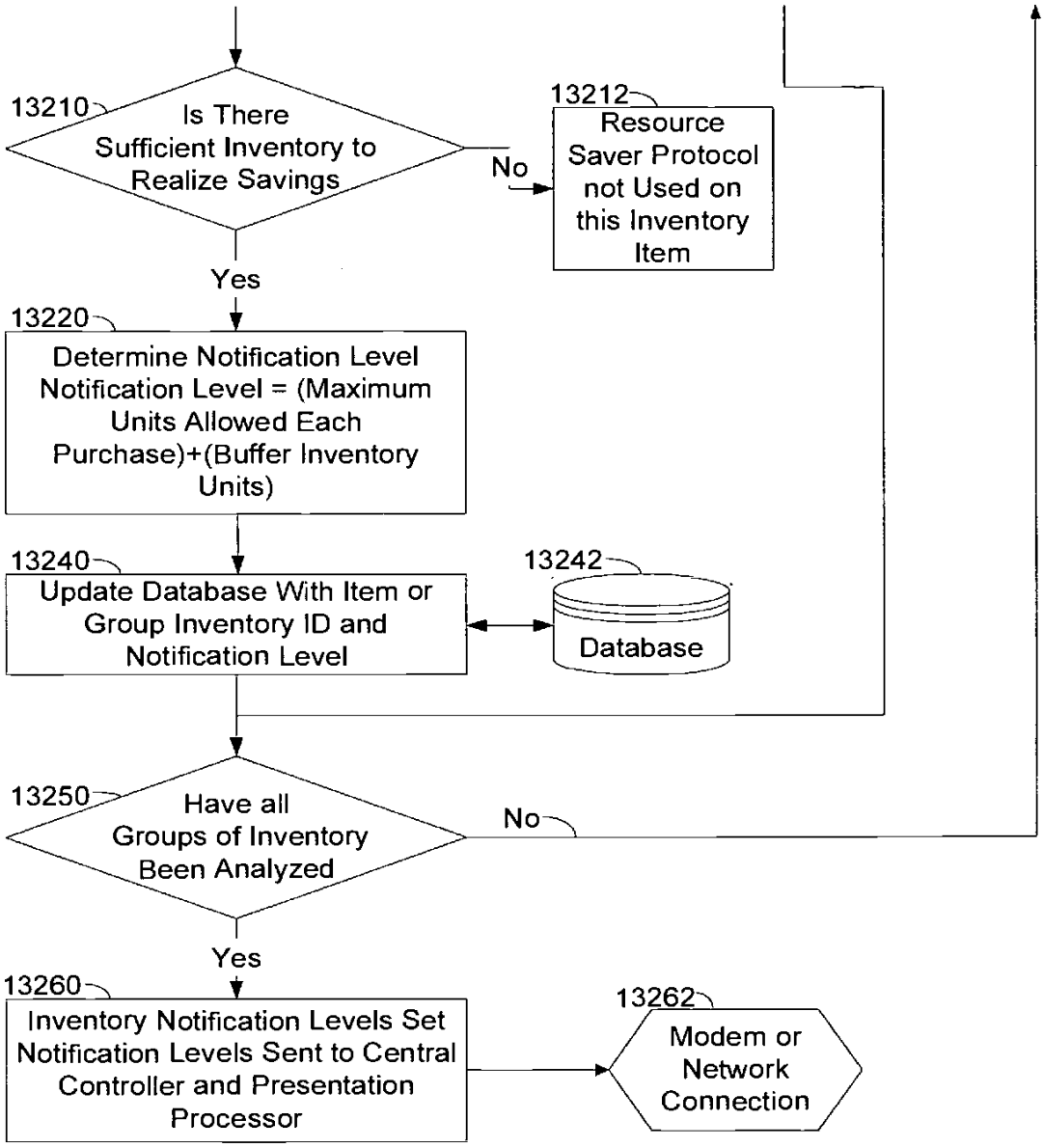

13210
Is There Sufficient Inventory to Realize Savings
No
13212
Resource Saver Protocol not Used on this Inventory Item
Yes
13220
Determine Notification Level Notification Level = (Maximum Units Allowed Each Purchase)+(Buffer Inventory Units)
13240
Update Database With Item or Group Inventory ID and Notification Level
13242
Database
13250
Have all Groups of Inventory Been Analyzed
No
Yes
13260
Inventory Notification Levels Set Notification Levels Sent to Central Controller and Presentation Processor
13262
Modem or Network Connection

Fig. 5d

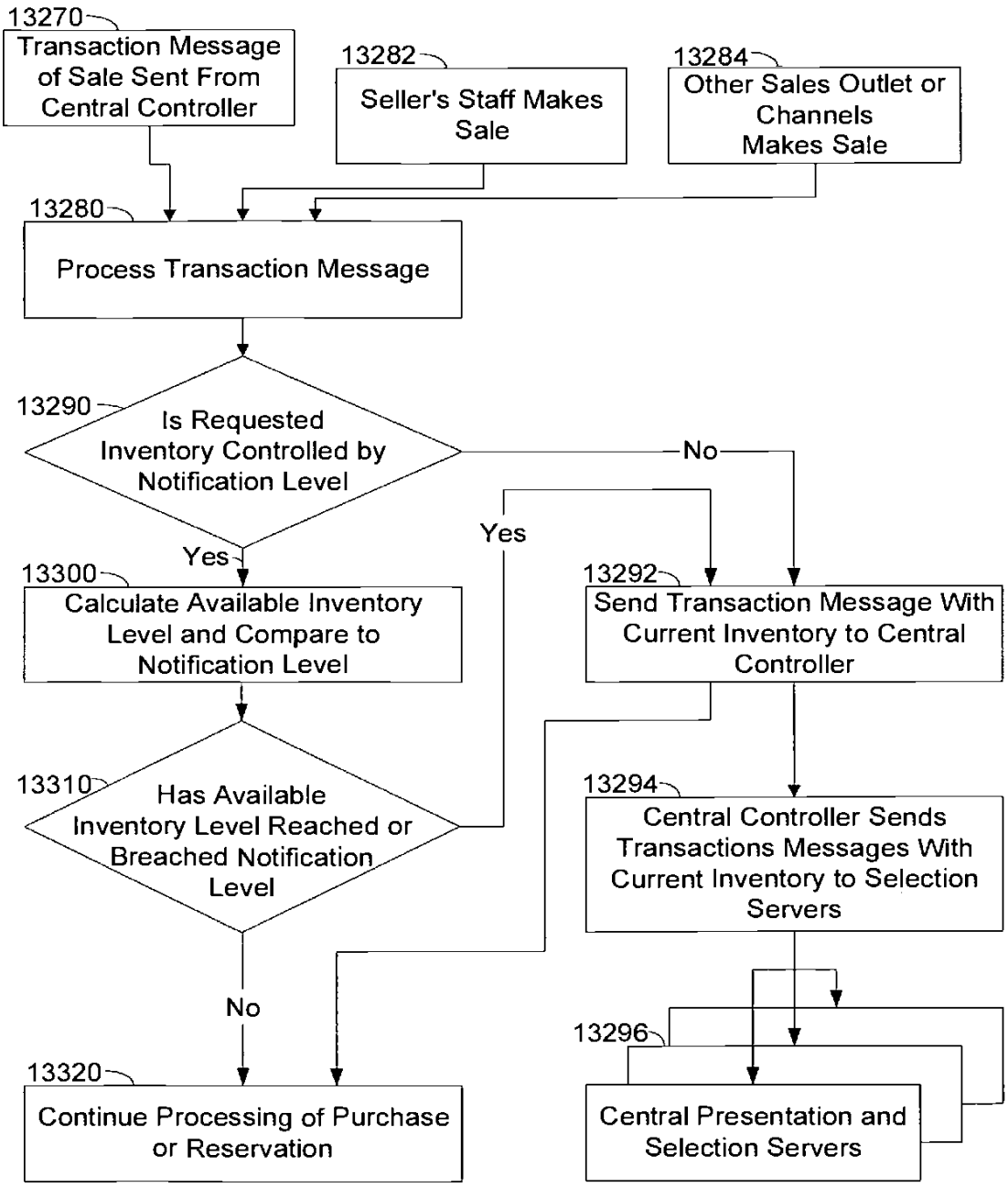

13270
Transaction Message of Sale Sent From Central Controller
13282
Seller's Staff Makes Sale
13284
Other Sales Outlet or Channels Makes Sale
13280
Process Transaction Message
13290
Is Requested Inventory Controlled by Notification Level
No
Yes
Yes
13300
Calculate Available Inventory Level and Compare to Notification Level
13292
Send Transaction Message With Current Inventory to Central Controller
13310
Has Available Inventory Level Reached or Breached Notification Level
13294
Central Controller Sends Transactions Messages With Current Inventory to Selection Servers
No
13296
13320
Continue Processing of Purchase or Reservation
Central Presentation and Selection Servers

Fig. 5e

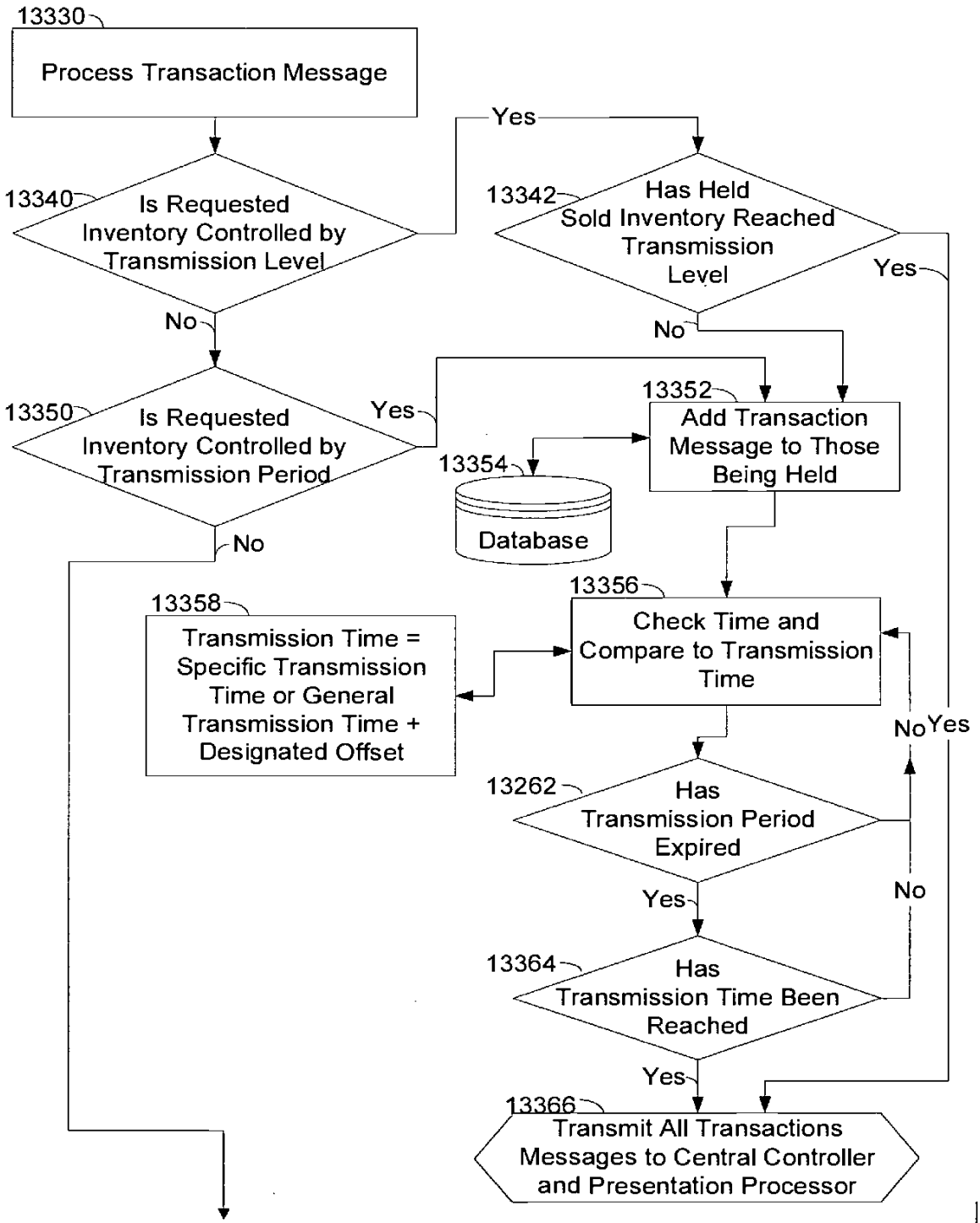

13330
Process Transaction Message
13340
Is Requested Inventory Controlled by Transmission Level
Yes
13342
Has Held Sold Inventory Reached Transmission Level
Yes
No
No
13350
Is Requested Inventory Controlled by Transmission Period
Yes
13352
Add Transaction Message to Those Being Held
13354
Database
No
13356
Check Time and Compare to Transmission Time
13358
Transmission Time = Specific Transmission Time or General Transmission Time + Designated Offset
No
Yes
13262
Has Transmission Period Expired
Yes
No
13364
Has Transmission Time Been Reached
Yes
13366
Transmit All Transactions Messages to Central Controller and Presentation Processor

Fig. 5f

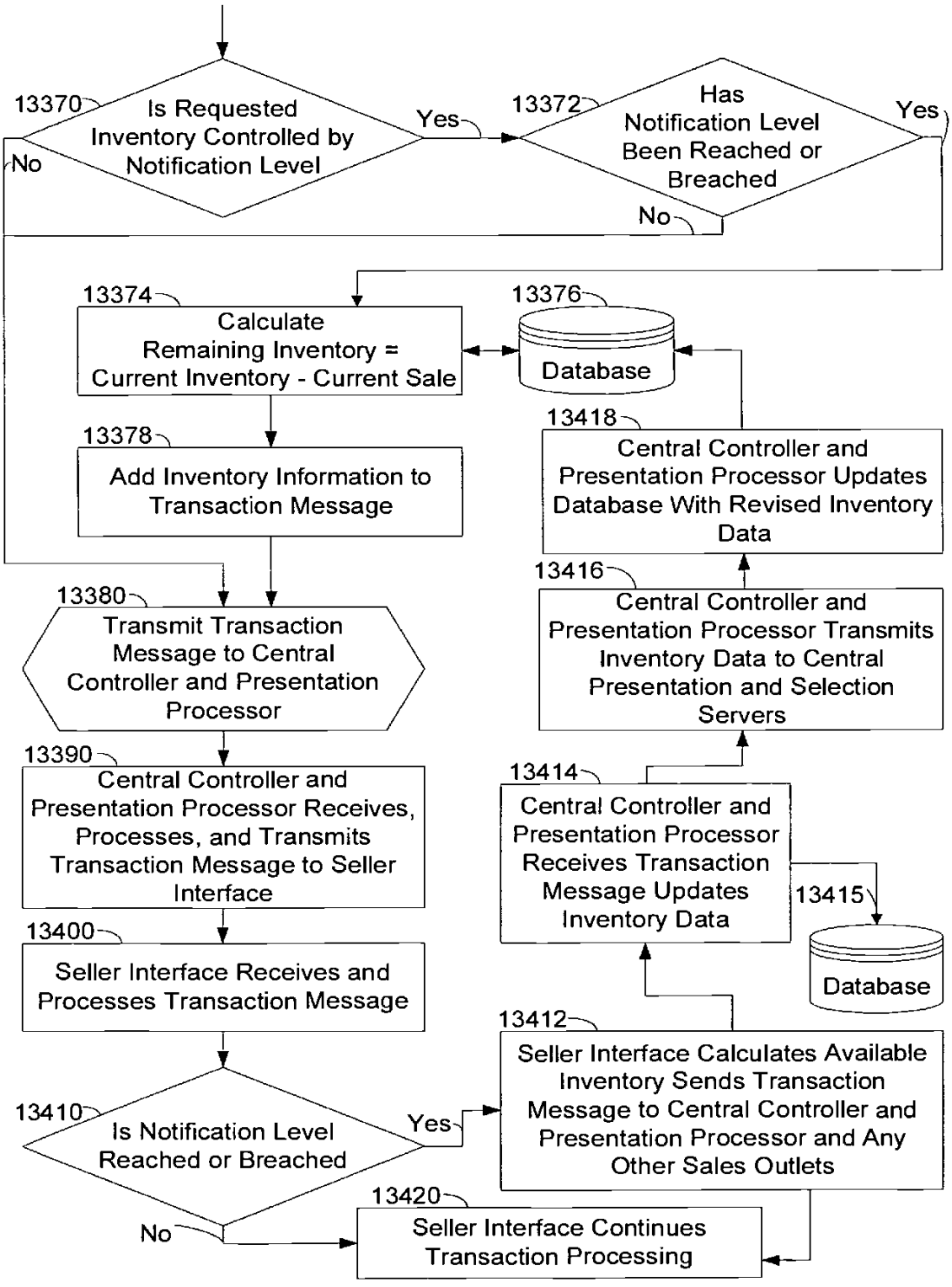

13370
Is Requested Inventory Controlled by Notification Level
Yes
No
13372
Has Notification Level Been Reached or Breached
Yes
No
13374
Calculate Remaining Inventory = Current Inventory - Current Sale
13376
Database
13378
Add Inventory Information to Transaction Message
13418
Central Controller and Presentation Processor Updates Database With Revised Inventory Data
13416
Central Controller and Presentation Processor Transmits Inventory Data to Central Presentation and Selection Servers
13380
Transmit Transaction Message to Central Controller and Presentation Processor
13390
Central Controller and Presentation Processor Receives, Processes, and Transmits Transaction Message to Seller Interface
13414
Central Controller and Presentation Processor Receives Transaction Message Updates Inventory Data
13415
Database
13400
Seller Interface Receives and Processes Transaction Message
13412
Seller Interface Calculates Available Inventory Sends Transaction Message to Central Controller and Presentation Processor and Any Other Sales Outlets
13410
Is Notification Level Reached or Breached
Yes
No
13420
Seller Interface Continues Transaction Processing

Fig. 5g

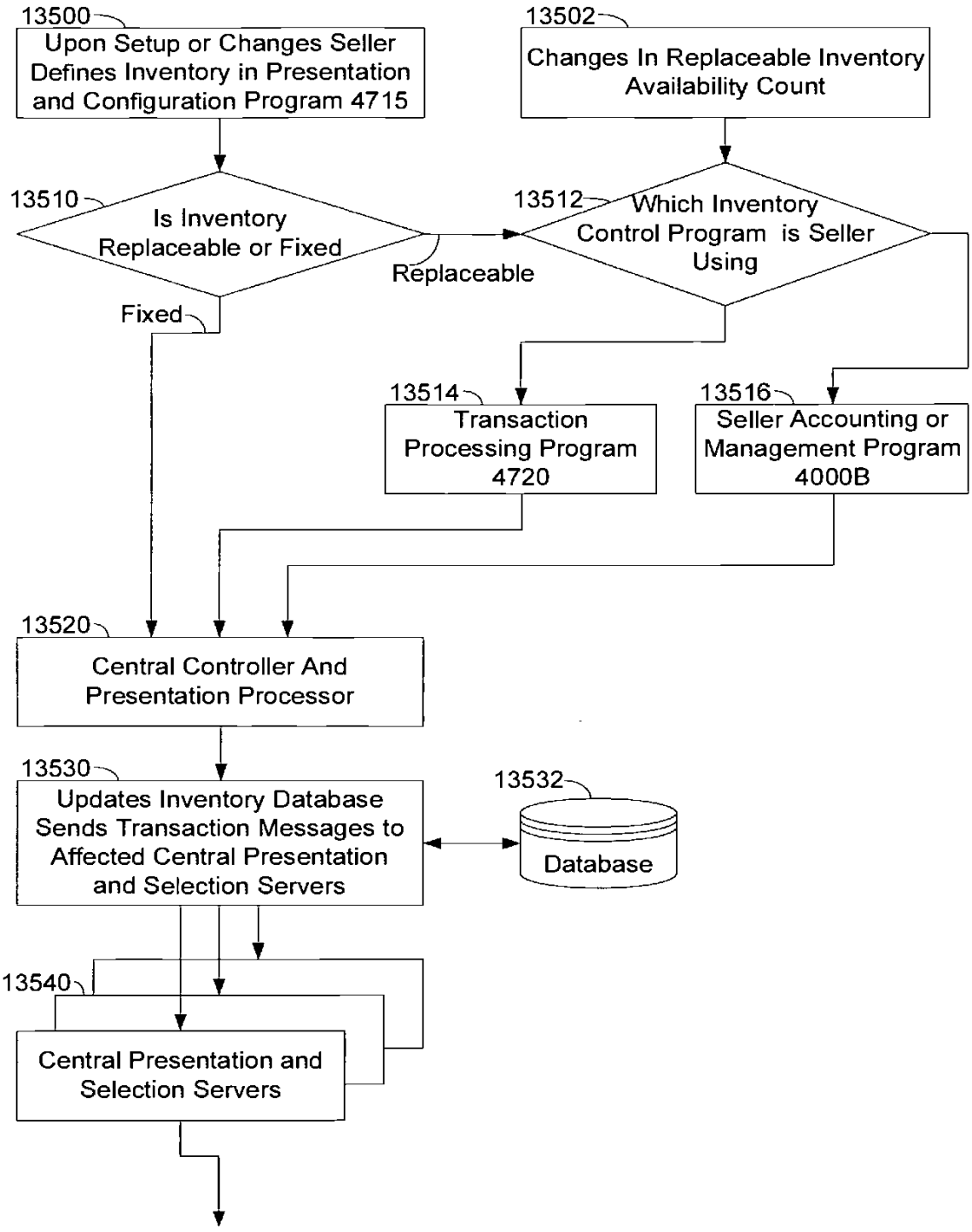
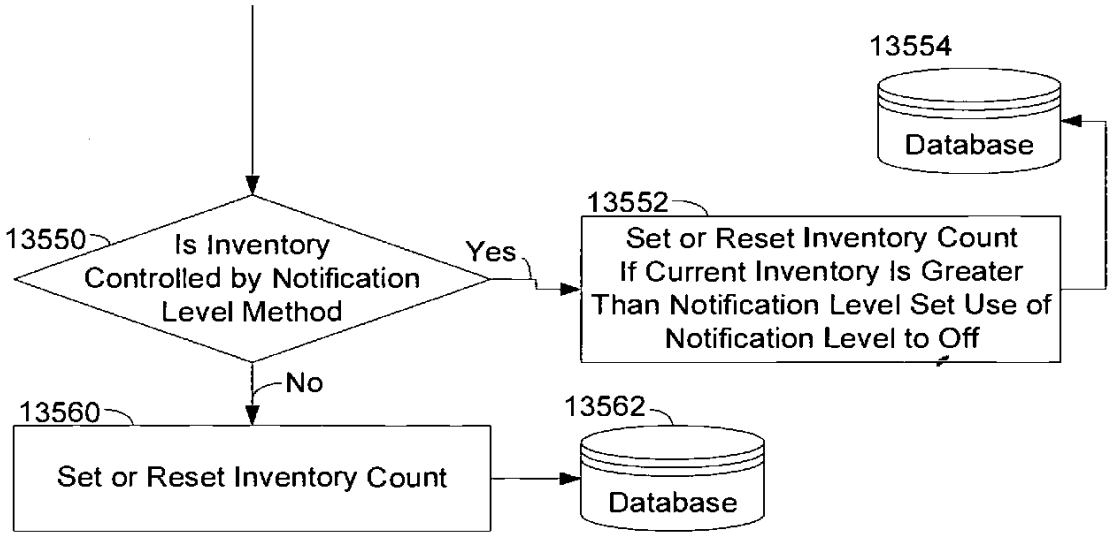

13500
Upon Setup or Changes Seller Defines Inventory in Presentation and Configuration Program 4715
13502
Changes In Replaceable Inventory Availability Count
13510
Is Inventory Replaceable or Fixed
Replaceable
13512
Which Inventory Control Program is Seller Using
Fixed
13514
Transaction Processing Program 4720
13516
Seller Accounting or Management Program 4000B
13520
Central Controller And Presentation Processor
13530
Updates Inventory Database Sends Transaction Messages to Affected Central Presentation and Selection Servers
13532
Database
13540
Central Presentation and Selection Servers

Fig. 5h


13554
Database
13552
Set or Reset Inventory Count If Current Inventory Is Greater Than Notification Level Set Use of Notification Level to Off
13550
Is Inventory Controlled by Notification Level Method
Yes
No
13560
Set or Reset Inventory Count
13562
Database

PATENT APPLICATION
Docket No.: Stone 5

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 wheich is material to the patentability of this application in accordance with Title 37, Code of Federal Regulations, Section 1.56(a).

We hereby claim foreign priority benefits under Title 35, United States Code, Section 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 tof the application on which priority is claimed:

NONE

We hereby claim the benefit under Title 35, United States Code, Section 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, Untied states Code Section 112, we acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, Section 1.56(a) which occurred between the filling date of the prior application and the national or PCT international filing date of this application:

U.S. Application Serial No. 10/165,091, filed on June 7, 2002, still pending
U.S. Application Serial No. 09/480,303, filed on January 10, 2000, patent issued September 3, 2002 as No. 6,446,045

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:

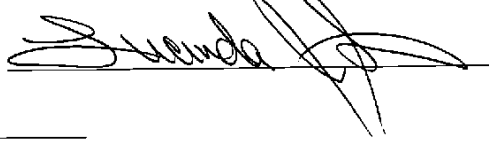
Henry Croskell, Esq.
6817 Cliffbrook
Dallas Texas 75240
972.233.7773 – telephone
972.233.6669 – facsimile

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: Lucinda Stone

Residence and Post Office Address: 6610 Regal Bluff
Dallas, Texas 75240

Citizenship: United States

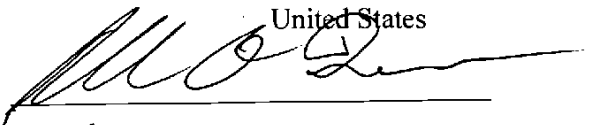
Inventor's signature: 

Date: 9/30/04

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: 9/30/04

Docket No.: Stone 5

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: A METHOD FOR USING COMPUTERS TO FACILITATE AND CONTROL THE CREATING OF A PLURALITY OF FUNCTIONS as described in the specifications filed herewith.

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 right 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 statement 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.

9/30/04
Date

Lucinda Stone

9/30/04
Date

Michael A. Dean

PATENT APPLICATION FEE DETERMINATION RECORD
Effective October 1, 2003

Application or Docket Number: 10954820

CLAIMS AS FILED - PART I

	(Column 1)	(Column 2)
TOTAL CLAIMS	31	
FOR	NUMBER FILED	NUMBER EXTRA
TOTAL CHARGEABLE CLAIMS	31 minus 20=	* 11
INDEPENDENT CLAIMS	4 minus 3 =	* 1
MULTIPLE DEPENDENT CLAIM PRESENT		☐

* 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		RATE	FEE
BASIC FEE	385.00	OR	BASIC FEE	770.00
XS 9=		OR	XS18=	
X43=		OR	X86=	
+145=		OR	+290=	
TOTAL		OR	TOTAL	

CLAIMS AS AMENDED - PART II

AMENDMENT A	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA
Total	*	Minus	**	=
Independent	*	Minus	***	=
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM ☐				

SMALL ENTITY		OR	OTHER THAN SMALL ENTITY	
RATE	ADDITIONAL FEE		RATE	ADDITIONAL FEE
XS 9=		OR	XS18=	
X43=		OR	X86=	
+145=		OR	+290=	
TOTAL ADDIT. FEE		OR	TOTAL ADDIT. FEE	

AMENDMENT B	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA
Total	*	Minus	**	=
Independent	*	Minus	***	=
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM ☐				

RATE	ADDITIONAL FEE		RATE	ADDITIONAL FEE
XS 9=		OR	XS18=	
X43=		OR	X86=	
+145=		OR	+290=	
TOTAL ADDIT. FEE		OR	TOTAL ADDIT. FEE	

AMENDMENT C	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA
Total	*	Minus	**	=
Independent	*	Minus	***	=
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM ☐				

RATE	ADDITIONAL FEE		RATE	ADDITIONAL FEE
XS 9=		OR	XS18=	
X43=		OR	X86=	
+145=		OR	+290=	
TOTAL ADDIT. FEE		OR	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.

PATENT APPLICATION SERIAL NO. _____

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
FEE RECORD SHEET

10/05/2004 RMEBRAHT 00000010 10954820

01 FC:2001	385.00 OP
02 FC:2202	99.00 OP
03 FC:2201	43.00 OP
04 FC:9998	11.00 OP

PTO-1556
(5/87)

*U.S. Government Printing Office: 2002 — 469-267/69033