EXHIBIT D

Dockets.Justia.com

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

(10) **Patent No.: US 7,249,059 B2**
(45) **Date of Patent: Jul. 24, 2007**

(54) **INTERNET ADVERTISING SYSTEM AND METHOD**

(76) Inventors: **Michael A. Dean**, 6610 Regal Bluff, Dallas, TX (US) 75240; **Lucinda Stone**, 6610 Regal Bluff, Dallas, TX (US) 75240

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 581 days.

(21) Appl. No.: **10/193,465**

(22) Filed: **Jul. 11, 2002**

(65) **Prior Publication Data**

US 2002/0178093 A1 Nov. 28, 2002

Related U.S. Application Data

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

(51) **Int. Cl.**
G06F 17/60 (2006.01)

(52) **U.S. Cl.** **705/26**

(58) **Field of Classification Search** 705/26, 705/28, 27, 2

See application file for complete search history.

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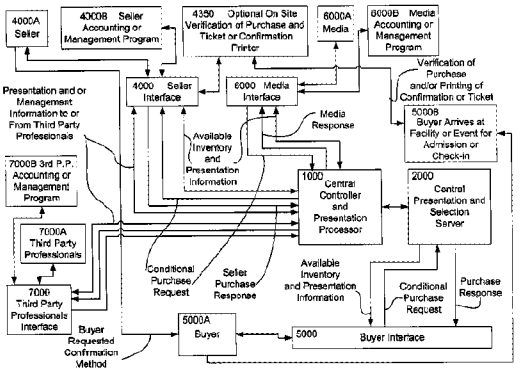
Primary Examiner—Florian (Ryan) Zeender
Assistant Examiner—O. Garcia Ade
(74) *Attorney, Agent, or Firm*—Henry Croskell

(57) **ABSTRACT**

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

52 Claims, 55 Drawing Sheets



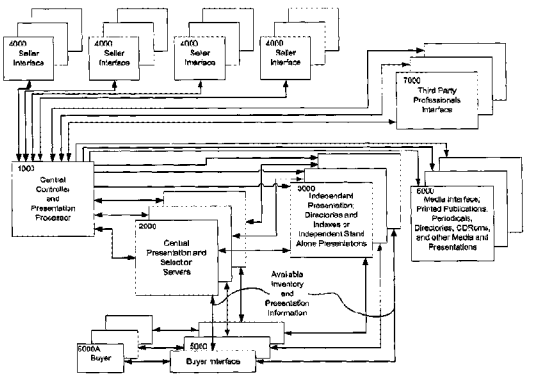


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Fig. 1a

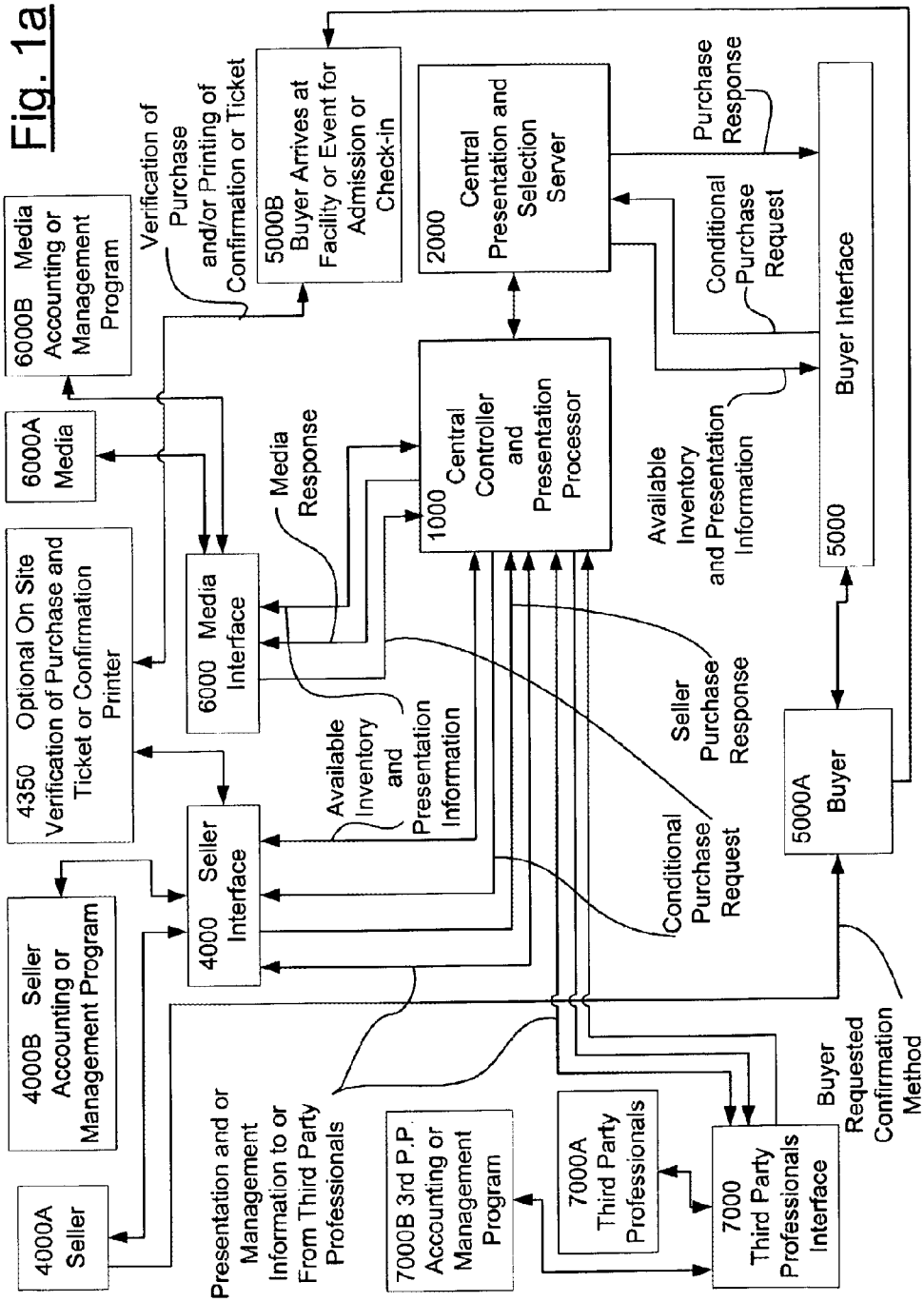

6000B Media Accounting or Management Program
Verification of Purchase and/or Printing of Confirmation or Ticket
5000B Buyer Arrives at Facility or Event for Admission or Check-in
2000 Central Presentation and Selection Server
Purchase Response
Conditional Purchase Request
6000A Media
Media Response
1000 Central Controller and Presentation Processor
Available Inventory and Presentation Information
5000 Buyer Interface
4350 Optional On Site Verification of Purchase and Ticket or Confirmation Printer
6000 Media Interface
Available Inventory and Presentation Information
Seller Purchase Response
Conditional Purchase Request
5000A Buyer
4000B Seller Accounting or Management Program
4000 Seller Interface
4000A Seller
Presentation and or Management Information to or From Third Party Professionals
7000B 3rd P.P. Accounting or Management Program
7000A Third Party Professionals
7000 Third Party Professionals Interface
Buyer Requested Confirmation Method

Fig. 1b

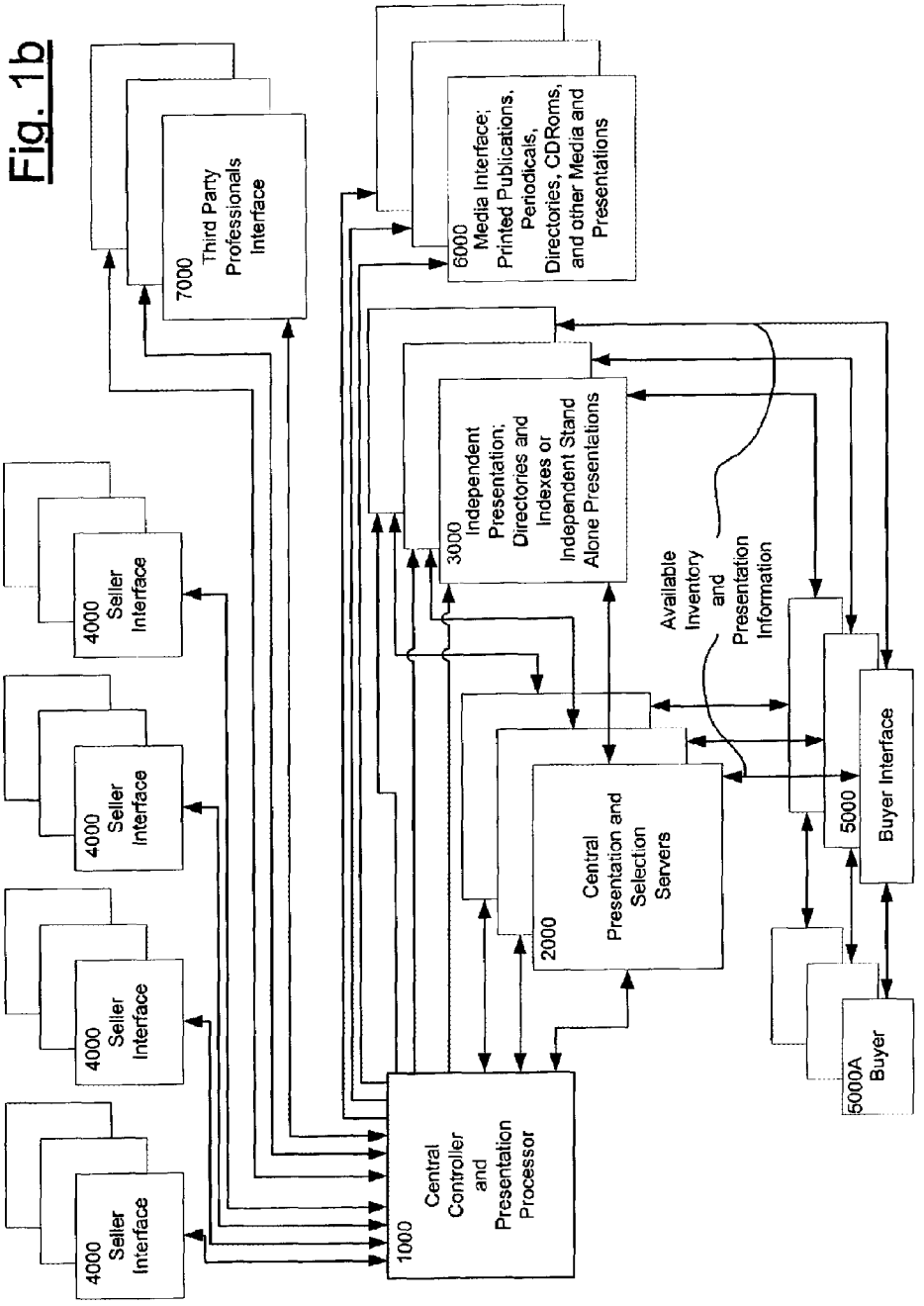

7000 Third Party Professionals Interface
6000 Media Interface; Printed Publications, Periodicals, Directories, CDRoms, and other Media and Presentations
3000 Independent Presentation; Directories and Indexes or Independent Stand Alone Presentations
4000 Seller Interface
4000 Seller Interface
4000 Seller Interface
4000 Seller Interface
Available Inventory and Presentation Information
2000 Central Presentation and Selection Servers
5000 Buyer Interface
5000A Buyer
1000 Central Controller and Presentation Processor

Fig. 2a

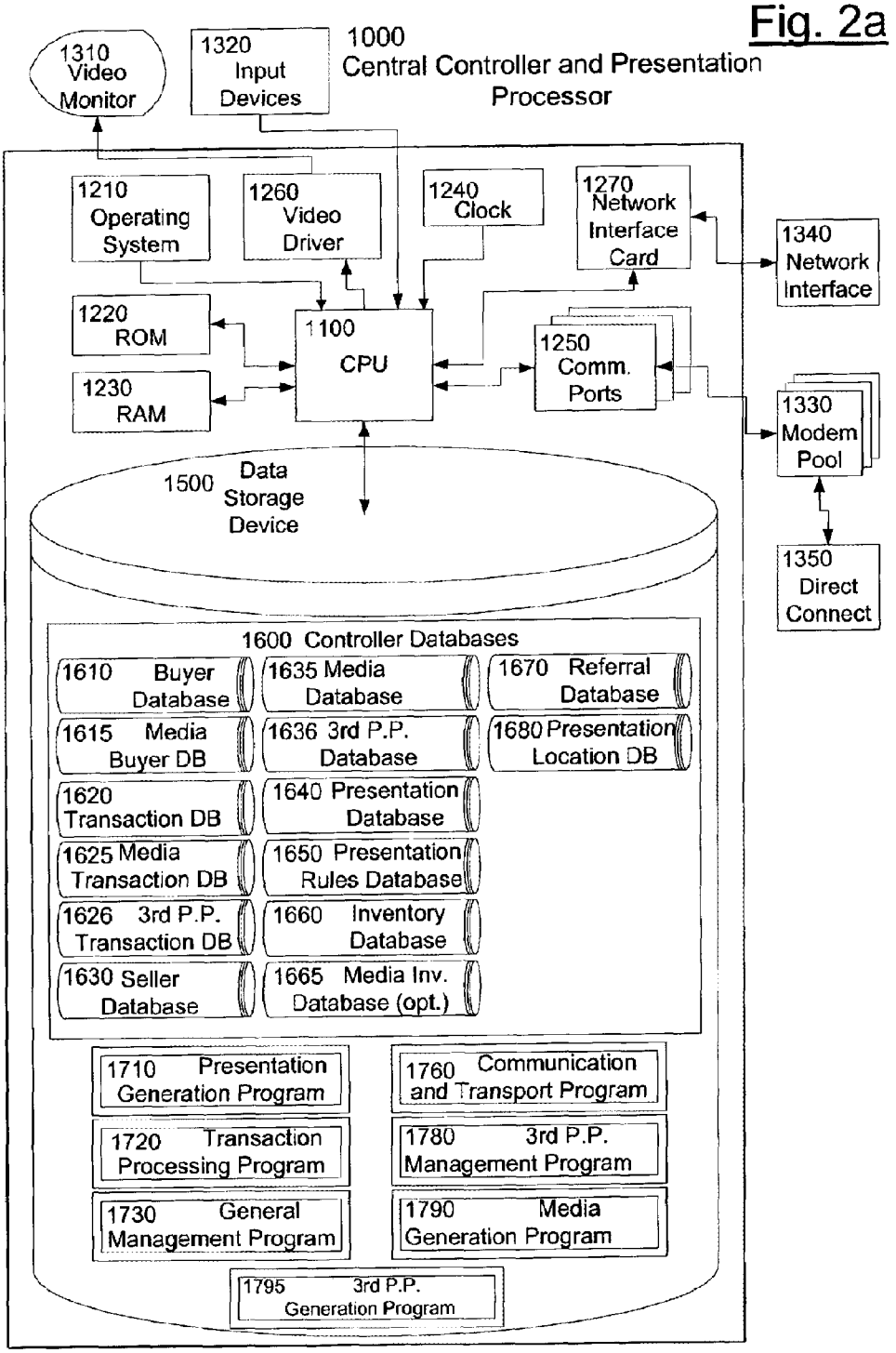

1310 Video Monitor
1320 Input Devices
1000 Central Controller and Presentation Processor
1210 Operating System
1260 Video Driver
1240 Clock
1270 Network Interface Card
1340 Network Interface
1220 ROM
1230 RAM
1100 CPU
1250 Comm. Ports
1330 Modem Pool
1350 Direct Connect
1500 Data Storage Device
1600 Controller Databases
1610 Buyer Database
1635 Media Database
1670 Referral Database
1615 Media Buyer DB
1636 3rd P.P. Database
1680 Presentation Location DB
1620 Transaction DB
1640 Presentation Database
1625 Media Transaction DB
1650 Presentation Rules Database
1626 3rd P.P. Transaction DB
1660 Inventory Database
1630 Seller Database
1665 Media Inv. Database (opt.)
1710 Presentation Generation Program
1760 Communication and Transport Program
1720 Transaction Processing Program
1780 3rd P.P. Management Program
1730 General Management Program
1790 Media Generation Program
1795 3rd P.P. Generation Program

Fig. 2b

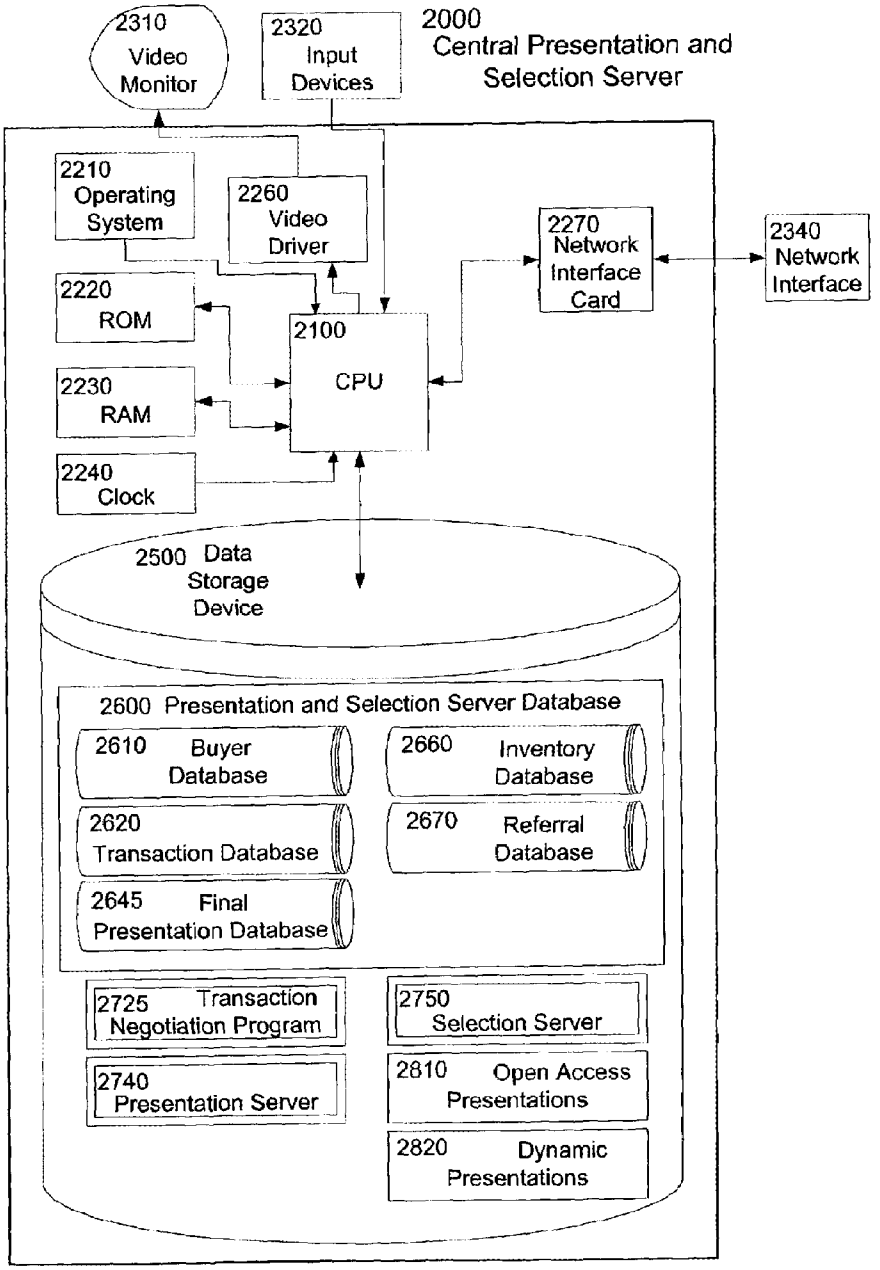

2310 Video Monitor
2320 Input Devices
2000 Central Presentation and Selection Server
2210 Operating System
2260 Video Driver
2270 Network Interface Card
2340 Network Interface
2220 ROM
2100 CPU
2230 RAM
2240 Clock
2500 Data Storage Device
2600 Presentation and Selection Server Database
2610 Buyer Database
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

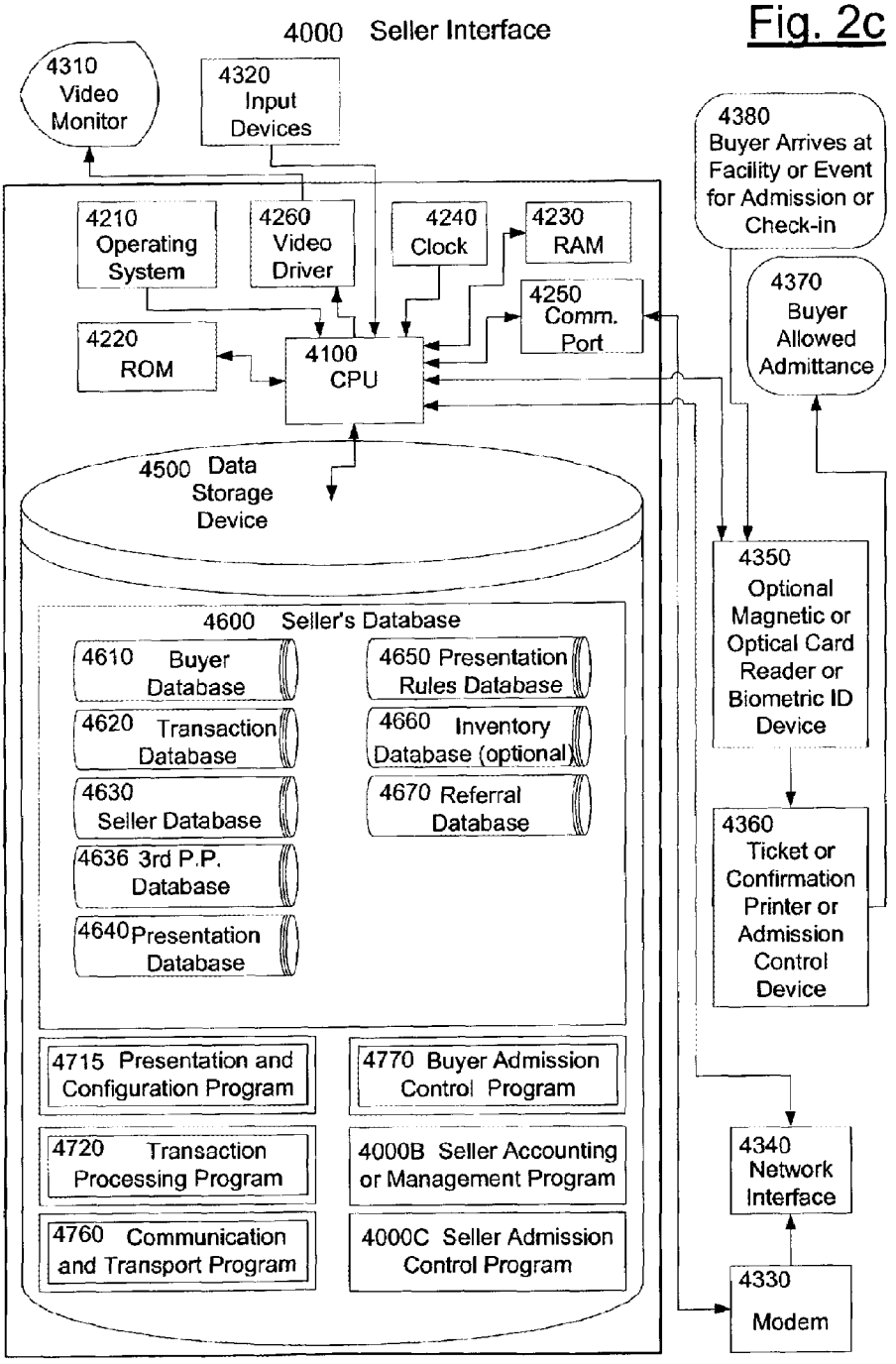

4000 Seller Interface
4310 Video Monitor
4320 Input Devices
4380 Buyer Arrives at Facility or Event for Admission or Check-in
4210 Operating System
4260 Video Driver
4240 Clock
4230 RAM
4250 Comm. Port
4370 Buyer Allowed Admittance
4220 ROM
4100 CPU
4500 Data Storage Device
4350 Optional Magnetic or 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
4636 3rd P.P. 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
4340 Network Interface
4760 Communication and Transport Program
4000C Seller Admission Control Program
4330 Modem

Fig. 2d

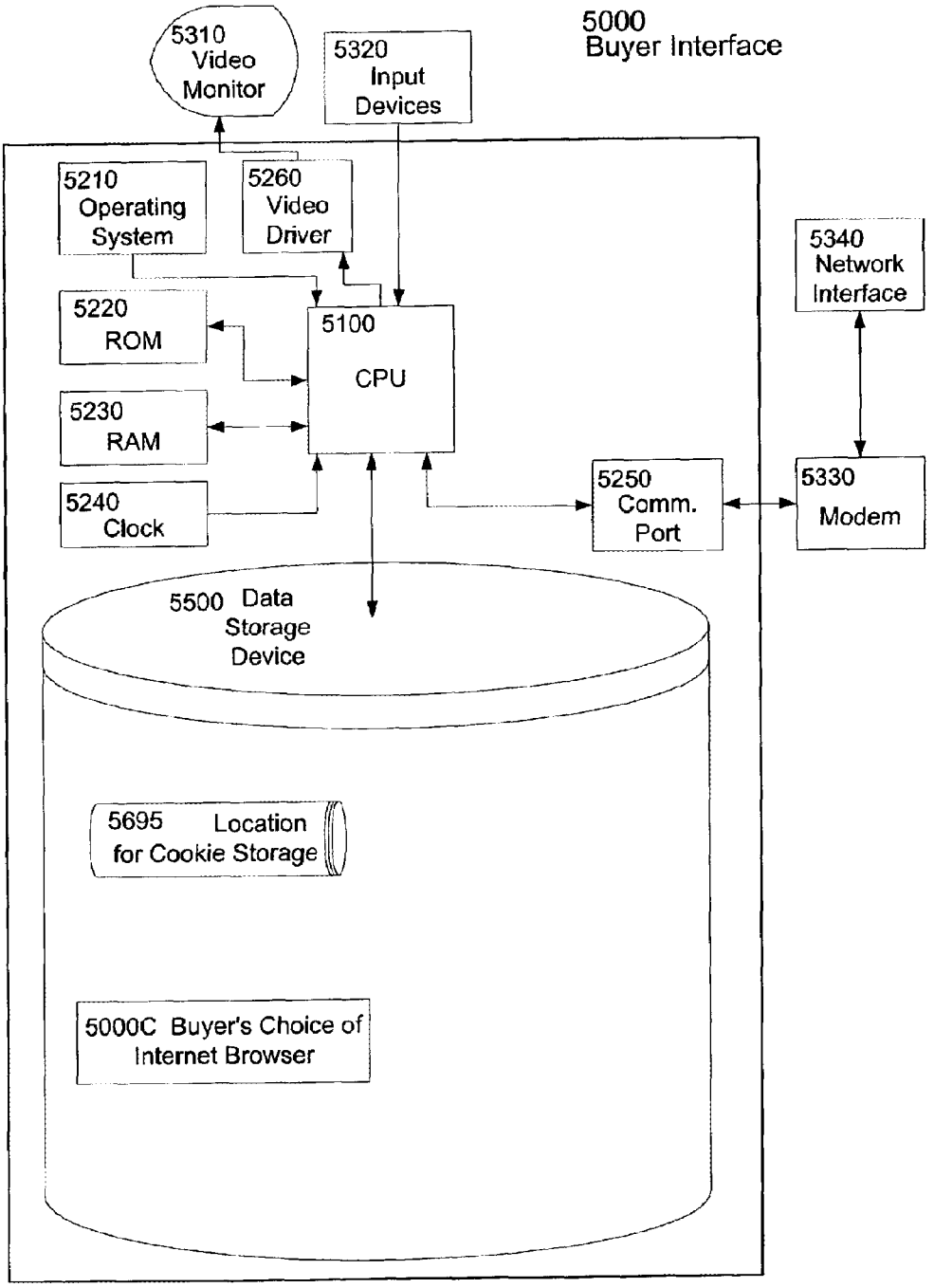

5000
Buyer Interface
5310
Video
Monitor
5320
Input
Devices
5210
Operating
System
5260
Video
Driver
5340
Network
Interface
5220
ROM
5100
CPU
5230
RAM
5240
Clock
5250
Comm.
Port
5330
Modem
5500 Data
Storage
Device
5695 Location
for Cookie Storage
5000C Buyer's Choice of
Internet Browser

Fig. 2e

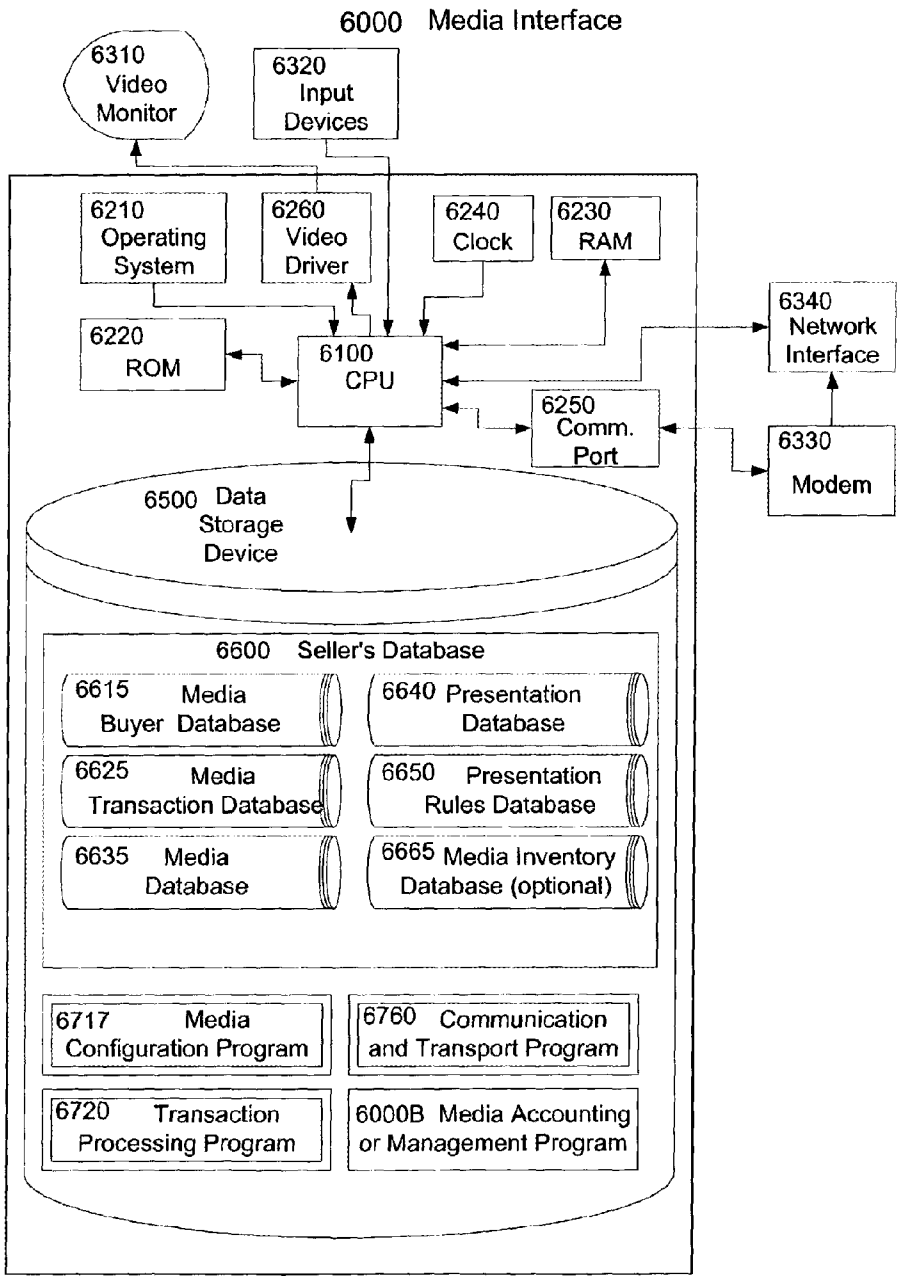

6000 Media Interface
6310 Video Monitor
6320 Input Devices
6210 Operating System
6260 Video Driver
6240 Clock
6230 RAM
6340 Network Interface
6220 ROM
6100 CPU
6250 Comm. Port
6330 Modem
6500 Data Storage Device
6600 Seller's Database
6615 Media Buyer Database
6640 Presentation Database
6625 Media Transaction 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. 2f

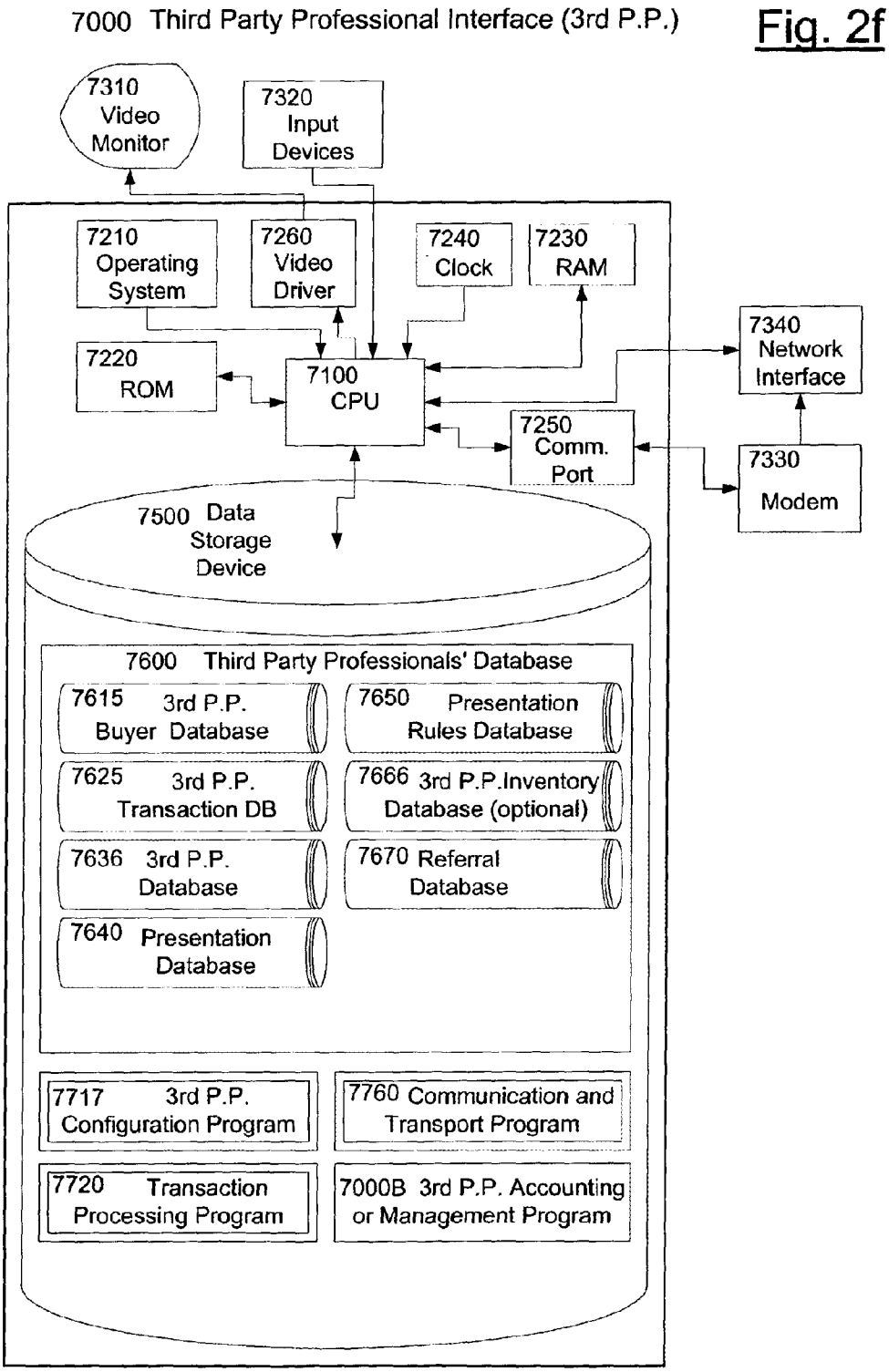

7000 Third Party Professional Interface (3rd P.P.)
7310 Video Monitor
7320 Input Devices
7210 Operating System
7260 Video Driver
7240 Clock
7230 RAM
7340 Network Interface
7220 ROM
7100 CPU
7250 Comm. Port
7330 Modem
7500 Data Storage Device
7600 Third Party Professionals' Database
7615 3rd P.P. Buyer Database
7650 Presentation Rules Database
7625 3rd P.P. Transaction DB
7666 3rd P.P.Inventory Database (optional)
7636 3rd P.P. Database
7670 Referral Database
7640 Presentation Database
7717 3rd P.P. Configuration Program
7760 Communication and Transport Program
7720 Transaction Processing Program
7000B 3rd P.P. Accounting or Management Program

Fig. 3a

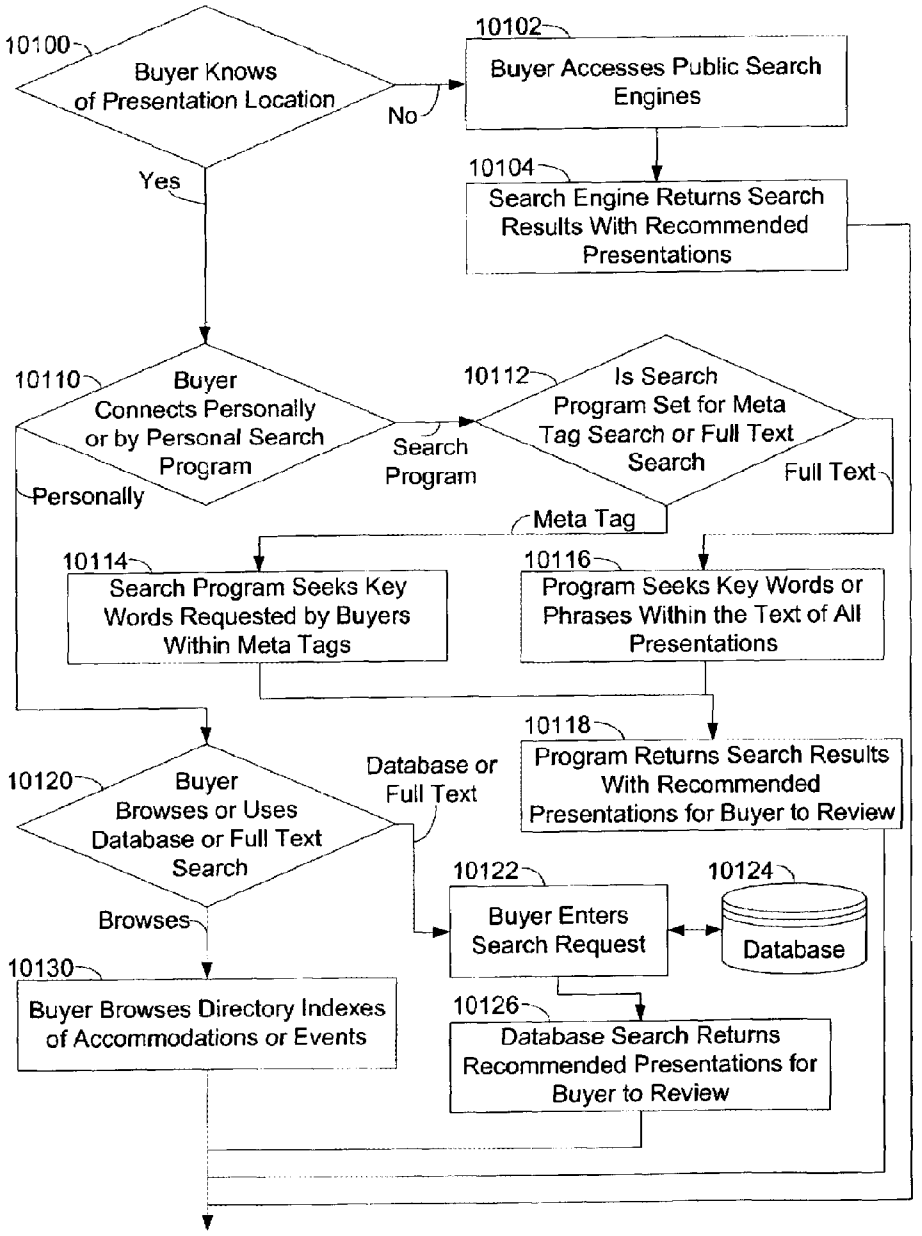

10100
Buyer Knows of Presentation Location
No
Yes
10102
Buyer Accesses Public Search Engines
10104
Search Engine Returns Search Results With Recommended Presentations
10110
Buyer Connects Personally or by Personal Search Program
Personally
Search Program
10112
Is Search Program Set for Meta Tag Search 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

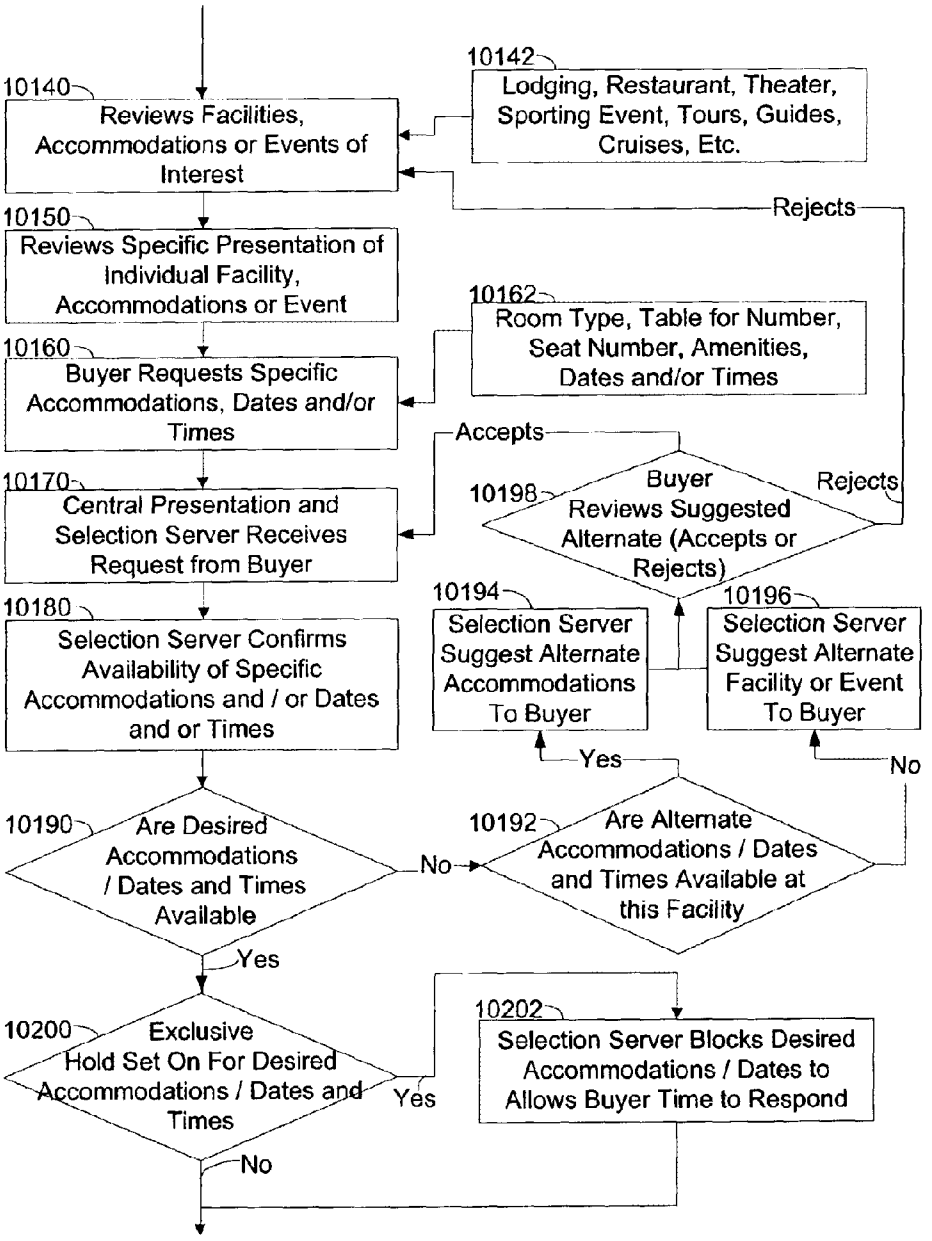

10140
Reviews Facilities, Accommodations or Events of Interest
10142
Lodging, Restaurant, Theater, Sporting Event, Tours, Guides, Cruises, Etc.
Rejects
10150
Reviews Specific Presentation of Individual Facility, Accommodations or Event
10162
Room Type, Table for Number, Seat Number, Amenities, Dates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

Fig. 3c

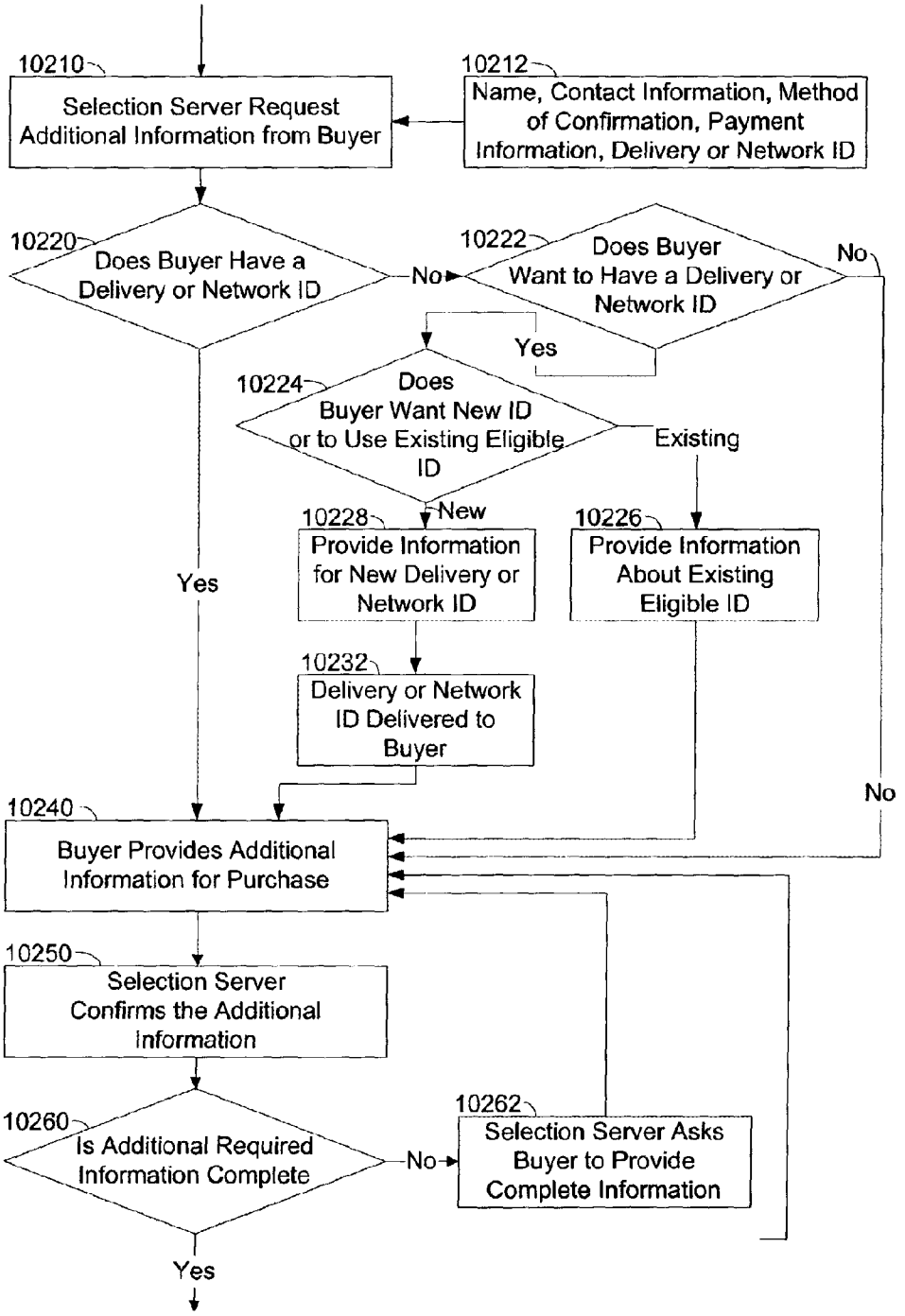

10210
Selection Server Request Additional Information from Buyer
10212
Name, Contact Information, Method of Confirmation, Payment Information, Delivery or Network ID
10220
Does Buyer Have a Delivery or Network ID
No
10222
Does Buyer Want to Have a Delivery or Network ID
No
Yes
10224
Does Buyer Want New ID or to Use Existing Eligible ID
Existing
New
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

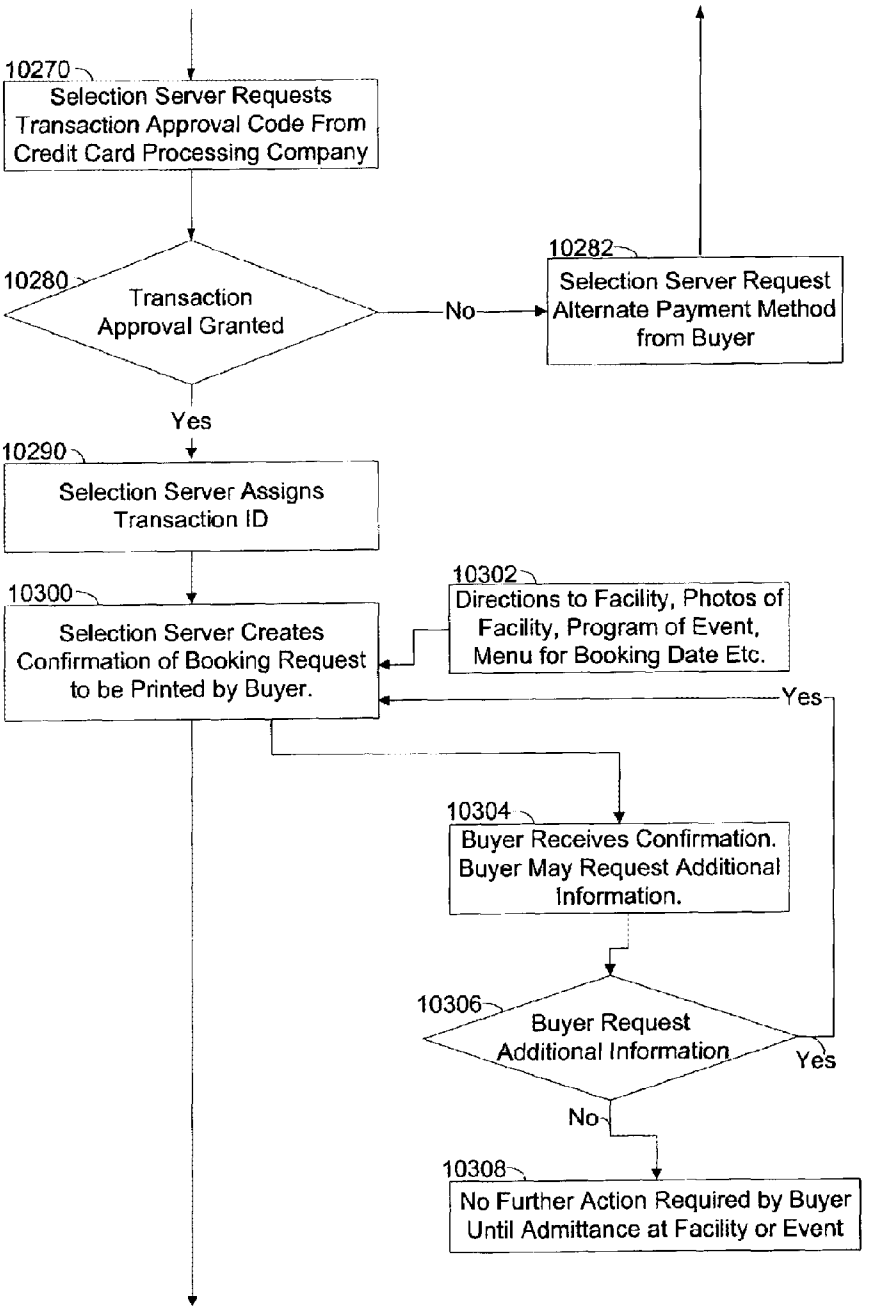

10270
Selection Server Requests Transaction Approval Code From Credit Card Processing Company
10280
Transaction Approval Granted
No
10282
Selection Server Request Alternate Payment Method from Buyer
Yes
10290
Selection Server Assigns Transaction ID
10300
Selection Server Creates Confirmation of Booking 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

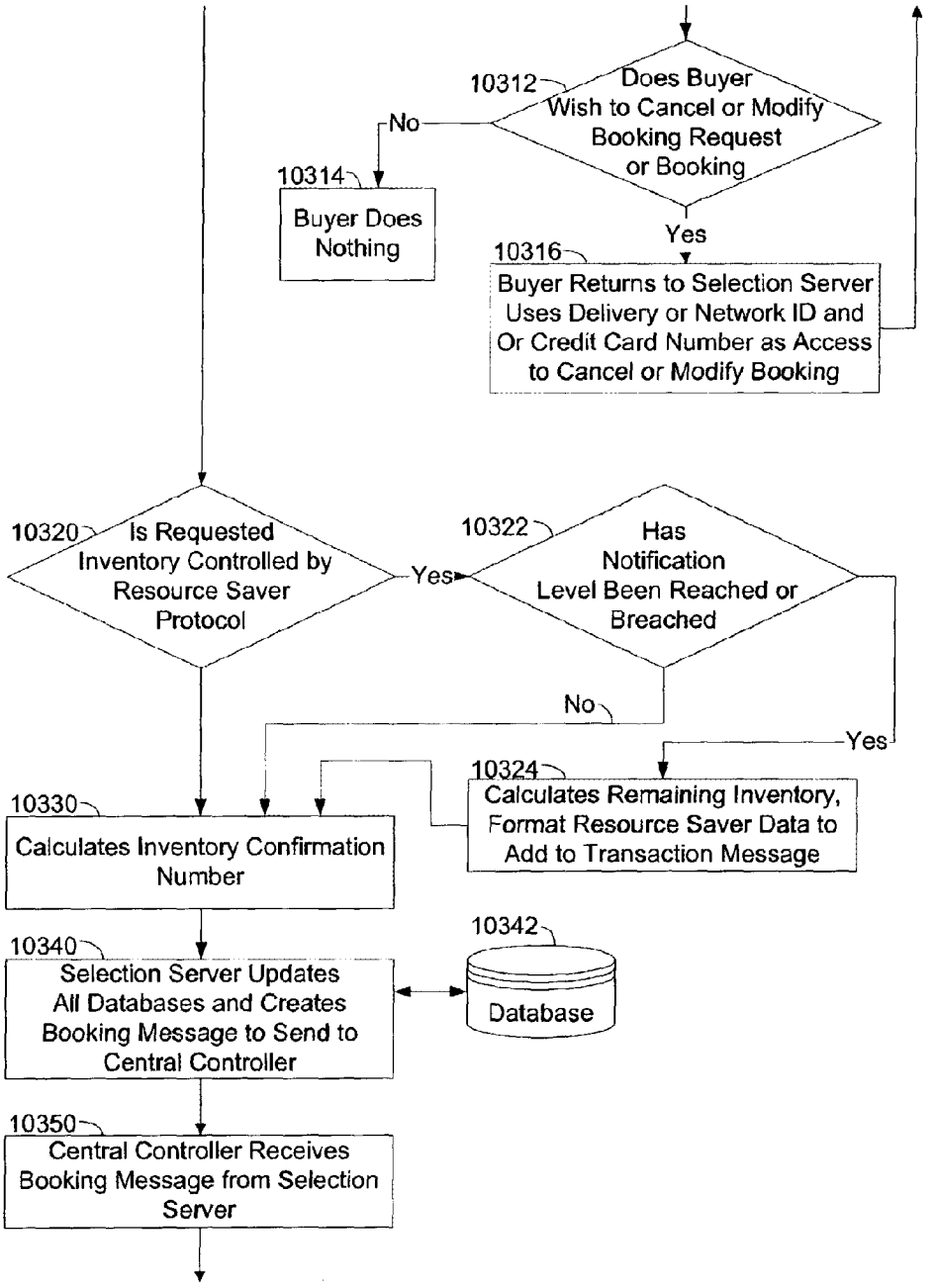

10312
Does Buyer Wish to Cancel or Modify Booking Request or Booking
No
Yes
10314
Buyer Does Nothing
10316
Buyer Returns to Selection Server Uses Delivery or Network ID and Or Credit Card Number as Access to Cancel or Modify Booking
10320
Is Requested Inventory Controlled by Resource Saver Protocol
Yes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

Fig. 3f

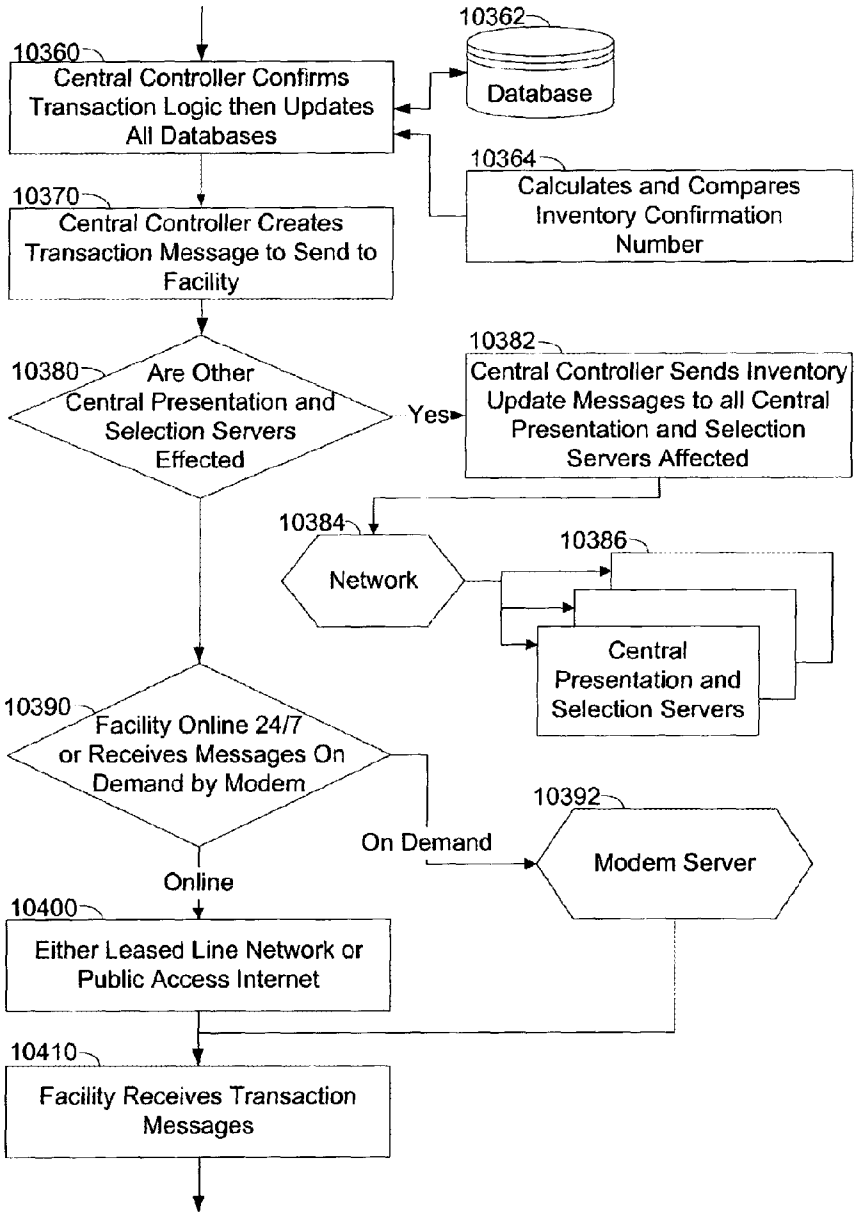

10360
Central Controller Confirms Transaction Logic then Updates All Databases
10362
Database
10364
Calculates and Compares Inventory Confirmation Number
10370
Central Controller Creates Transaction Message to Send to Facility
10380
Are Other Central Presentation and Selection Servers Effected
Yes
10382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

Fig. 3g

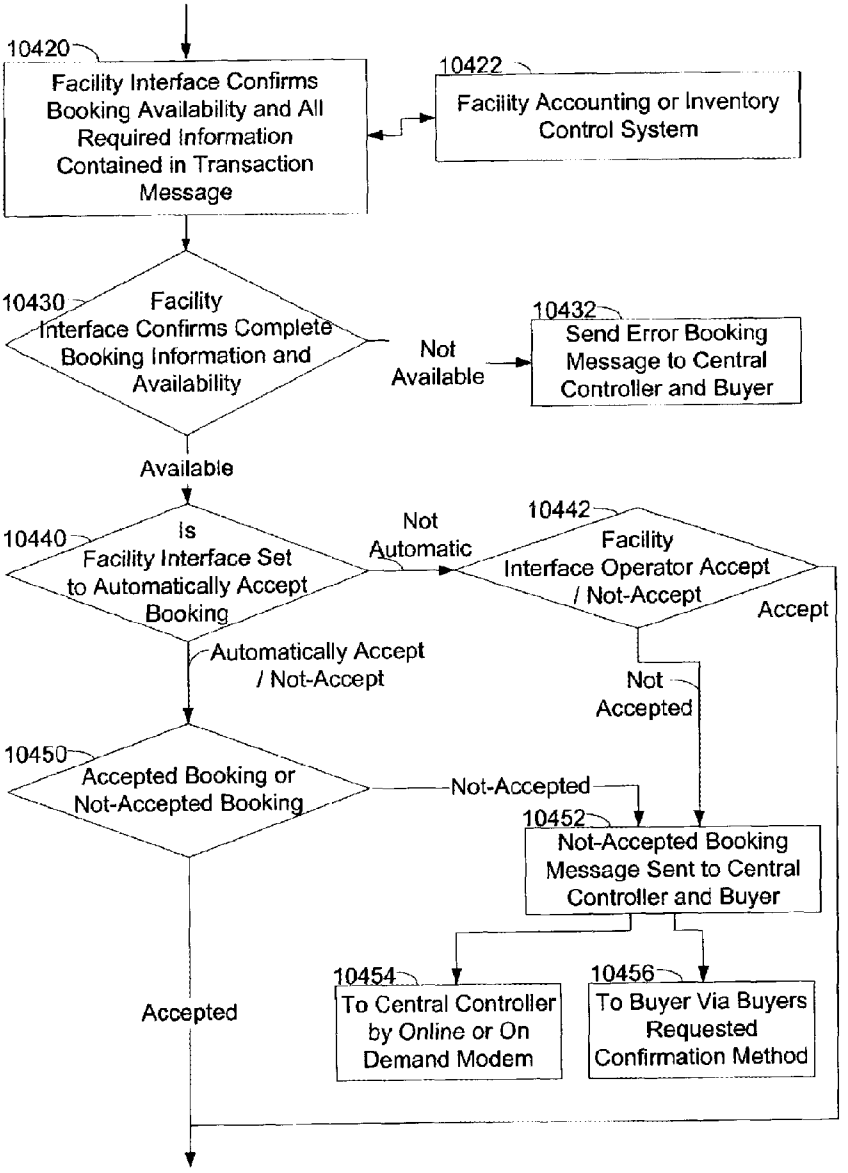

10420
Facility Interface Confirms Booking Availability and All Required Information Contained in Transaction Message
10422
Facility Accounting or Inventory Control System
10430
Facility Interface Confirms Complete Booking Information and Availability
Not Available
10432
Send Error Booking Message to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

Fig. 3h

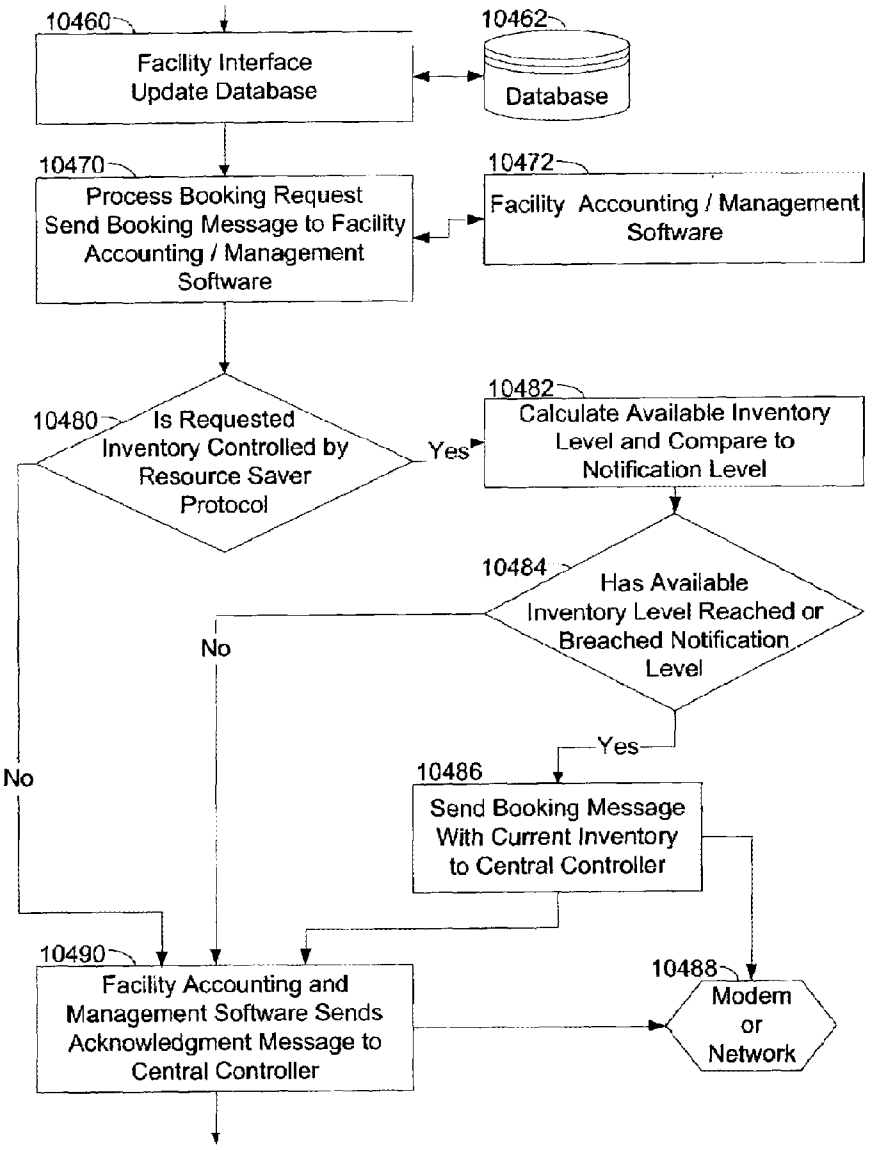

10460
Facility Interface Update Database
10462
Database
10470
Process Booking Request Send Booking Message to Facility Accounting / Management Software
10472
Facility Accounting / Management Software
10480
Is Requested Inventory Controlled by Resource Saver Protocol
Yes
10482
Calculate Available Inventory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

Fig. 3i

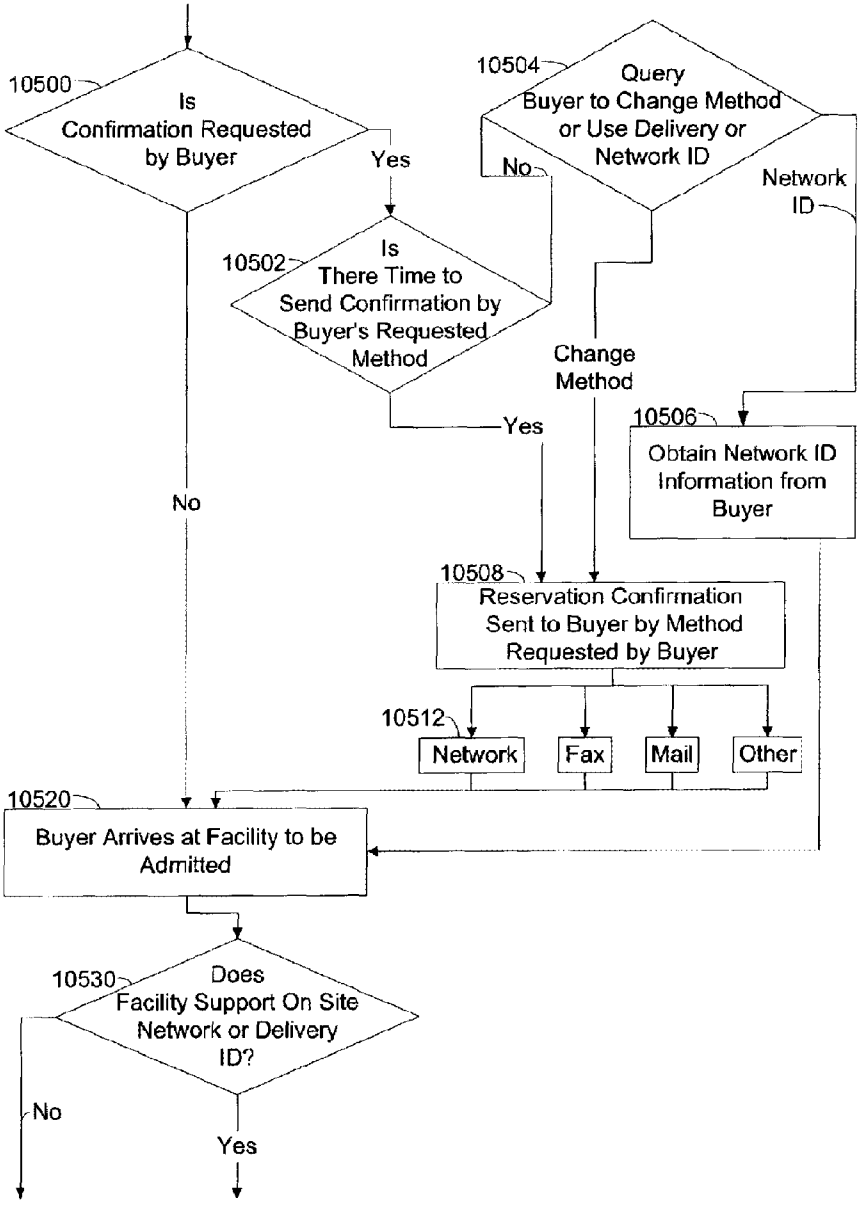

10500
Is Confirmation Requested by Buyer
Yes
No
10502
Is There Time to Send Confirmation by Buyer's Requested Method
Yes
No
10504
Query Buyer to Change Method or Use Delivery or Network ID
Change Method
Network ID
10506
Obtain Network ID Information from Buyer
10508
Reservation Confirmation Sent to Buyer 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

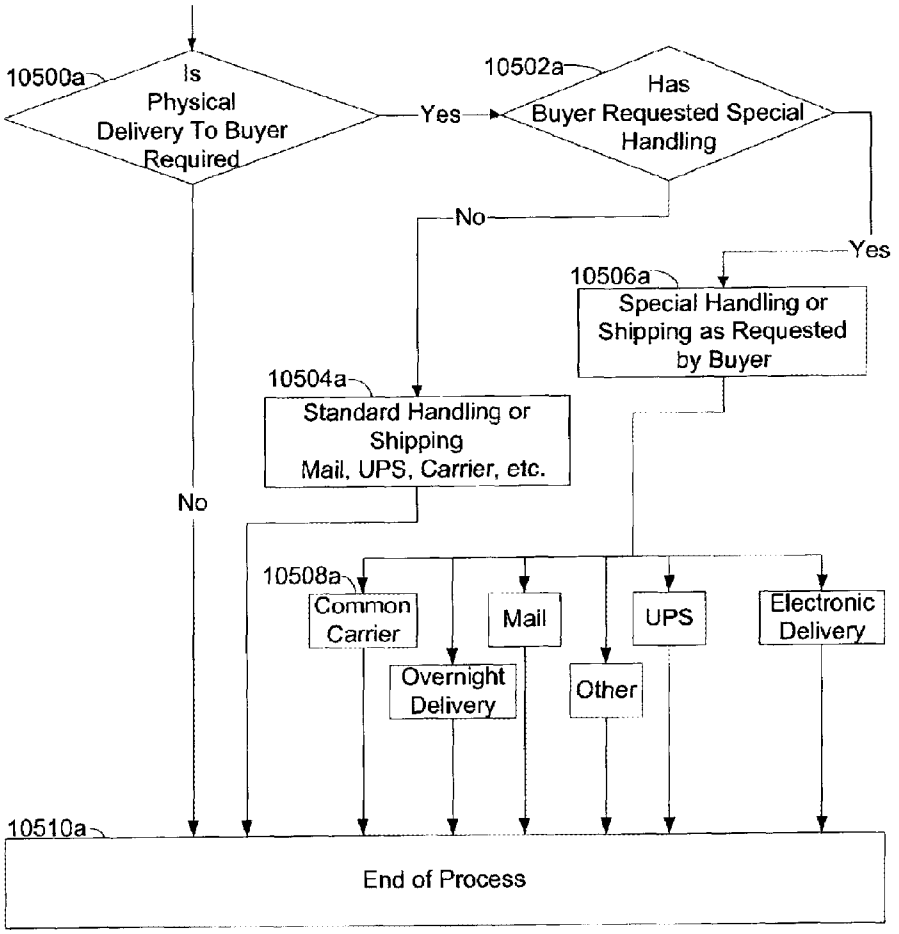

10500a
Is Physical Delivery To Buyer Required
Yes
10502a
Has Buyer Requested Special Handling
No
Yes
10506a
Special Handling or Shipping as Requested by Buyer
10504a
Standard Handling or Shipping Mail, UPS, Carrier, etc.
No
10508a
Common Carrier
Mail
UPS
Electronic Delivery
Overnight Delivery
Other
10510a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

Fig. 3j

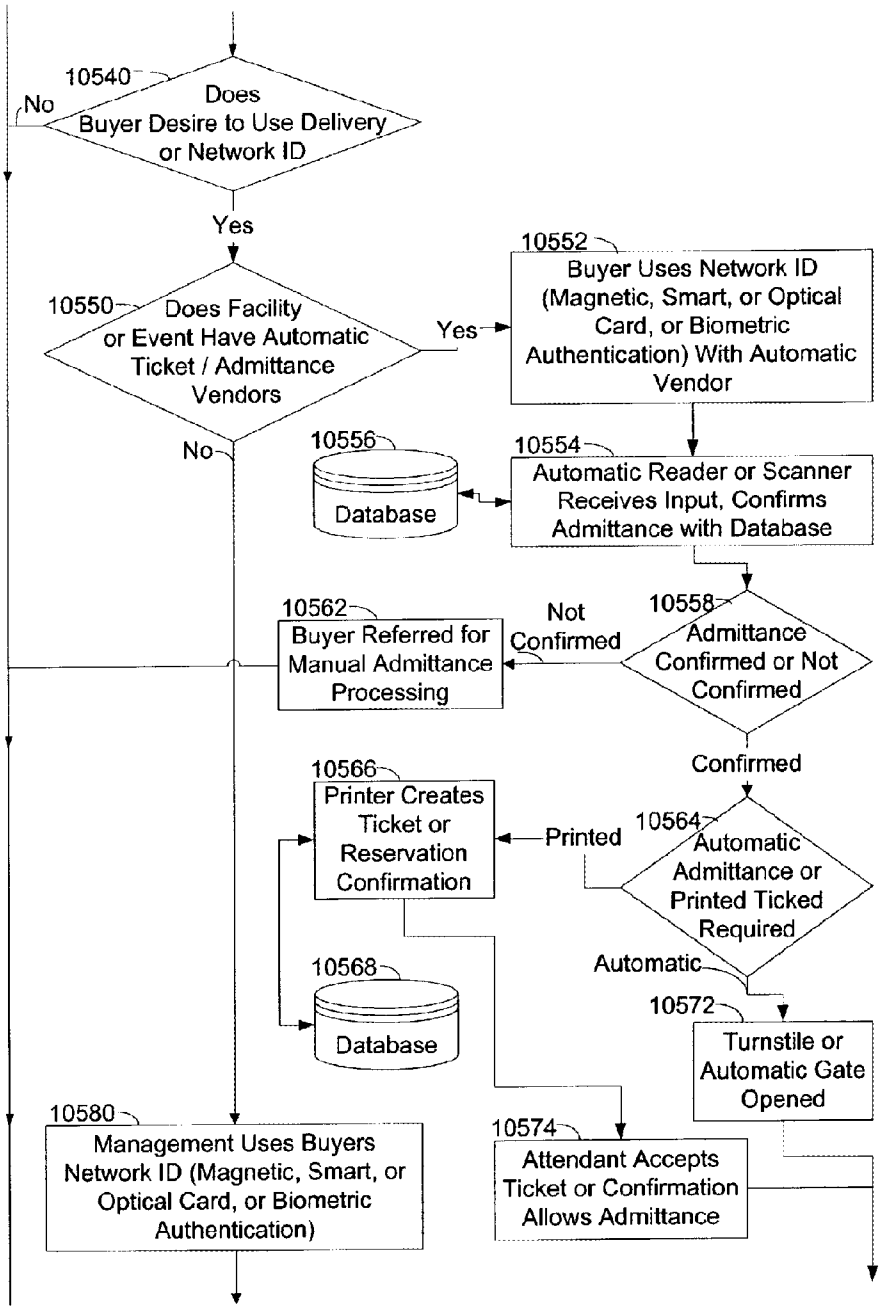

10540
Does Buyer Desire to Use Delivery or Network ID
No
Yes
10550
Does Facility or Event Have Automatic Ticket / Admittance Vendors
Yes
No
10552
Buyer Uses Network ID (Magnetic, Smart, or Optical Card, or Biometric Authentication) With Automatic Vendor
10556
Database
10554
Automatic Reader or Scanner Receives Input, Confirms Admittance with Database
10562
Buyer Referred for Manual Admittance Processing
Not Confirmed
10558
Admittance Confirmed or Not Confirmed
Confirmed
10566
Printer Creates Ticket or Reservation Confirmation
Printed
10564
Automatic Admittance or Printed Ticked Required
Automatic
10568
Database
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

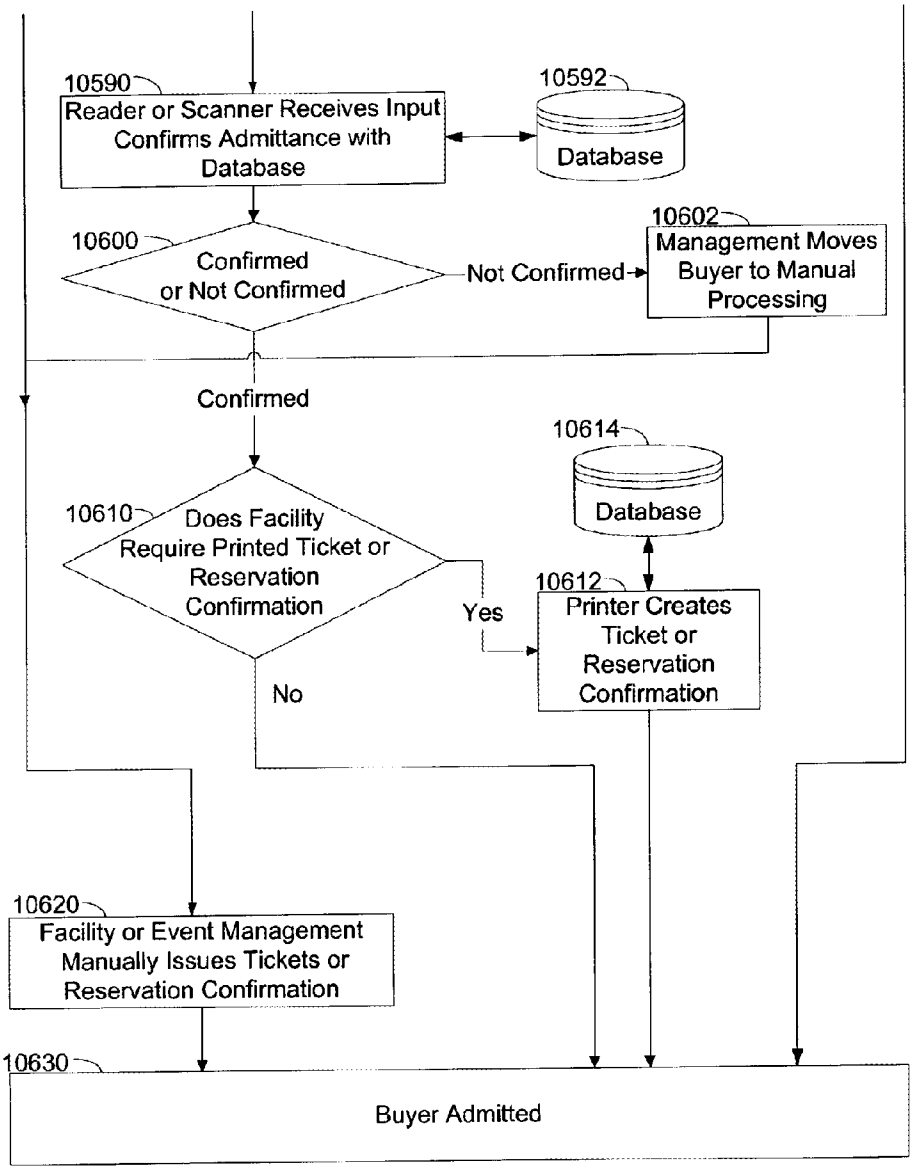

10590
Reader or Scanner Receives Input Confirms Admittance with Database
10592
Database
10600
Confirmed or Not Confirmed
Not Confirmed
10602
Management Moves Buyer to Manual Processing
Confirmed
10614
Database
10610
Does Facility Require Printed Ticket or Reservation Confirmation
Yes
10612
Printer Creates Ticket or Reservation Confirmation
No
10620
Facility or Event Management Manually Issues Tickets or Reservation Confirmation
10630
Buyer Admitted

Fig. 4a

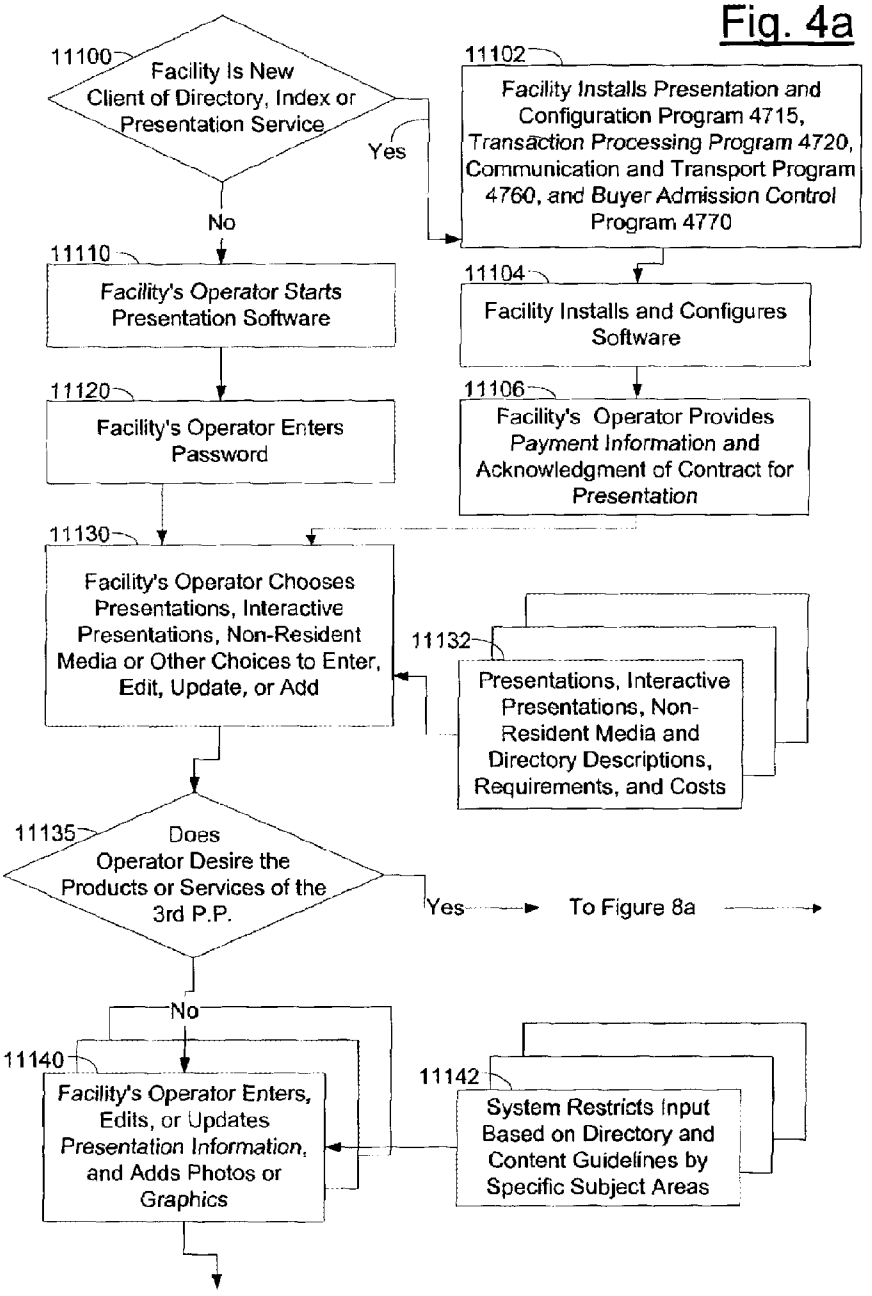

11100
Facility Is New Client of Directory, Index or Presentation Service
Yes
No
11102
Facility Installs Presentation and Configuration Program 4715, Transaction Processing Program 4720, Communication and Transport Program 4760, and Buyer Admission Control Program 4770
11104
Facility Installs and Configures Software
11106
Facility's Operator Provides Payment Information and Acknowledgment of Contract for Presentation
11110
Facility's Operator Starts Presentation Software
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
11135
Does Operator Desire the Products or Services of the 3rd P.P.
Yes
To Figure 8a
No
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

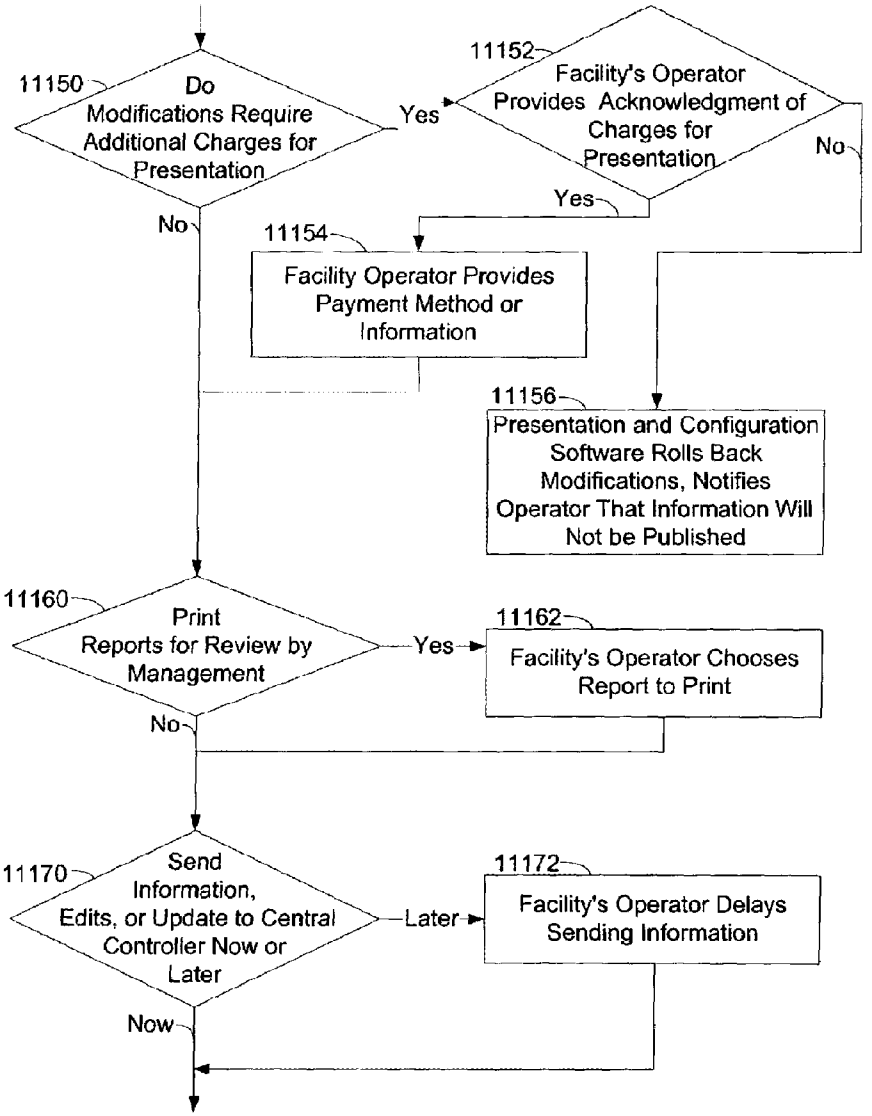

11150
Do Modifications Require Additional Charges for Presentation
Yes
11152
Facility's Operator Provides Acknowledgment of Charges for Presentation
No
Yes
No
11154
Facility Operator Provides Payment Method or Information
11156
Presentation and Configuration Software Rolls Back Modifications, Notifies 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

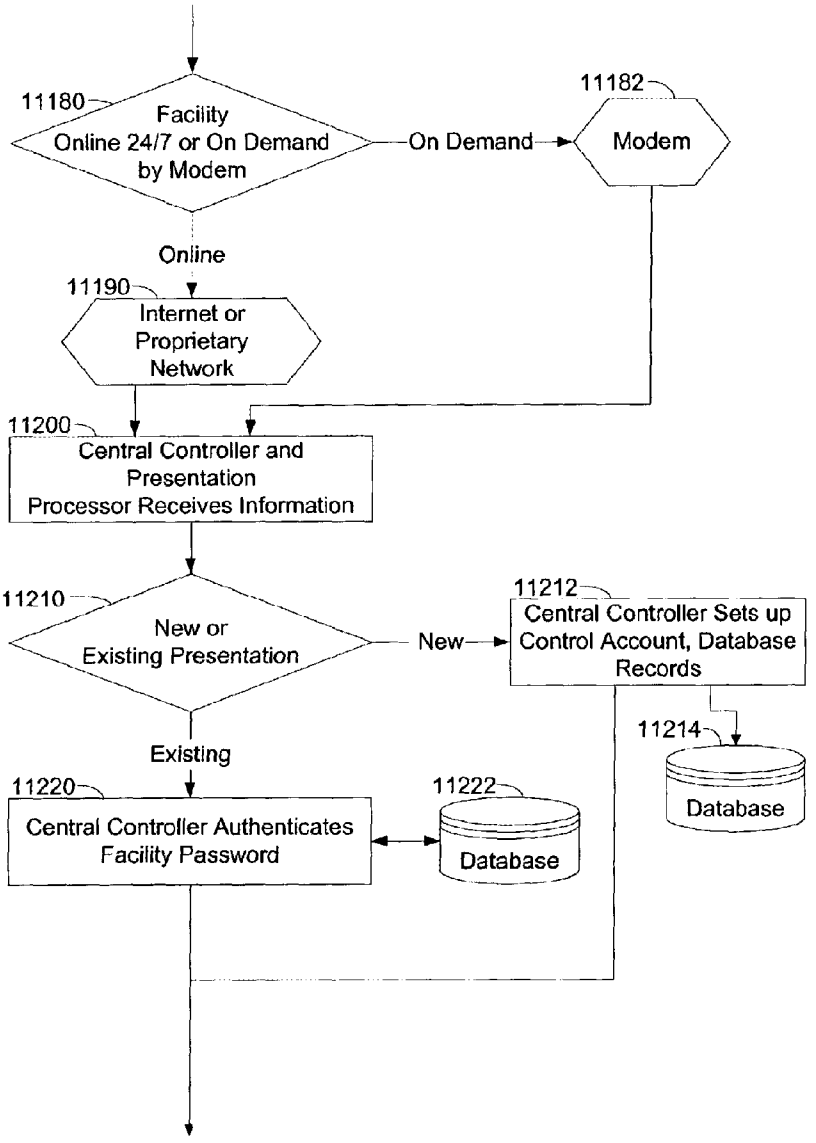

11180
Facility
Online 24/7 or On Demand
by Modem
On Demand
11182
Modem
Online
11190
Internet or
Proprietary
Network
11200
Central Controller and
Presentation
Processor Receives Information
11210
New or
Existing Presentation
New
11212
Central Controller Sets up
Control Account, Database
Records
11214
Database
Existing
11220
Central Controller Authenticates
Facility Password
11222
Database

Fig. 4d

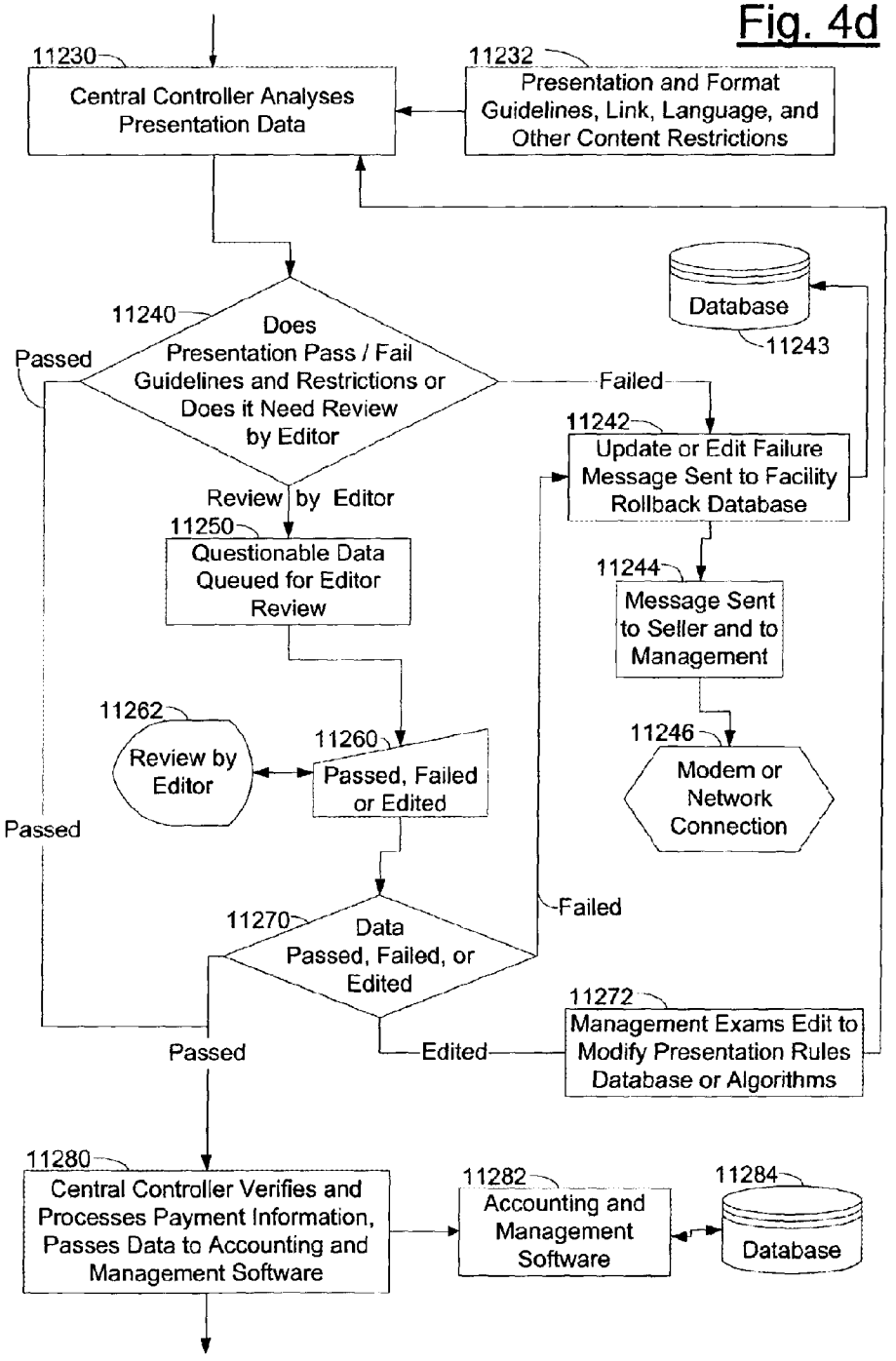

11230
Central Controller Analyses Presentation Data
11232
Presentation and Format Guidelines, Link, Language, and Other Content Restrictions
Database
11243
11240
Does Presentation Pass / Fail Guidelines and Restrictions or Does it Need Review by Editor
Passed
Failed
11242
Update or Edit Failure Message 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
Failed
11270
Data Passed, Failed, or Edited
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

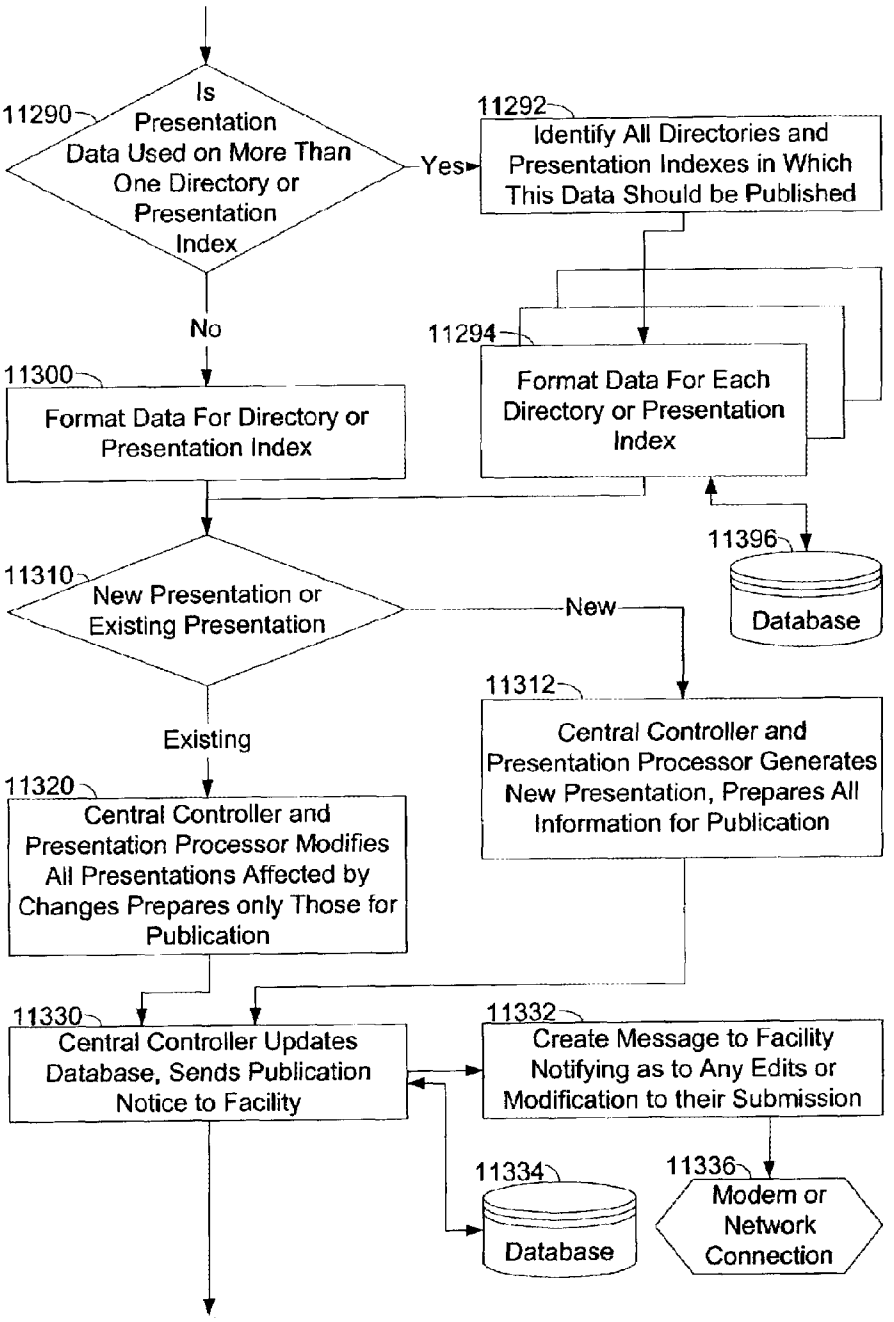

11290
Is Presentation Data Used on More Than One Directory or Presentation Index
Yes
11292
Identify All Directories and Presentation Indexes in Which This Data Should be Published
No
11294
Format Data For Each Directory or Presentation Index
11300
Format Data For Directory or Presentation Index
11396
Database
11310
New Presentation or Existing Presentation
New
Existing
11312
Central Controller and Presentation Processor Generates New Presentation, Prepares All Information for Publication
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

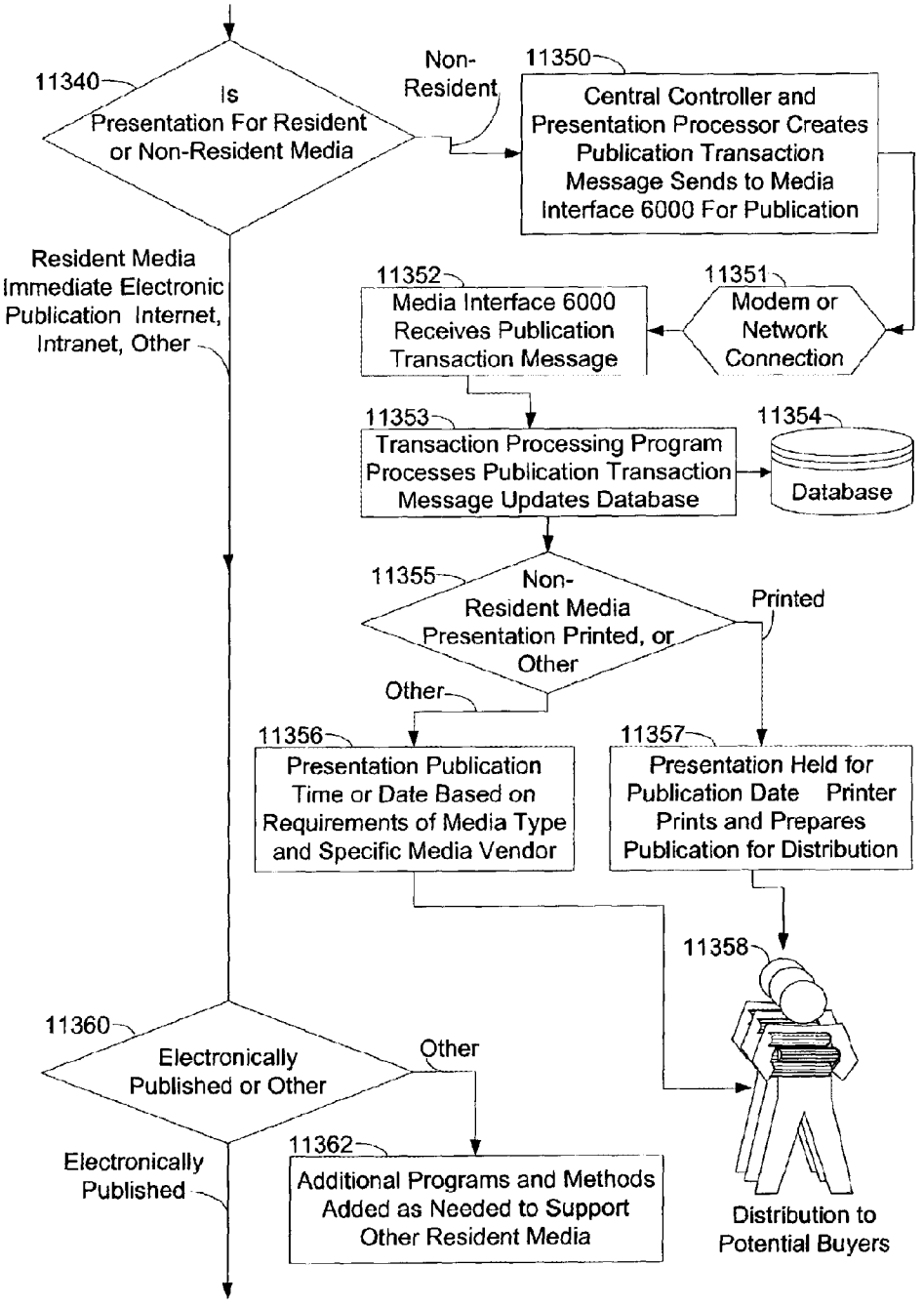

11340
Is Presentation For Resident or Non-Resident Media
Non-Resident
11350
Central Controller and Presentation Processor Creates Publication Transaction Message Sends to Media Interface 6000 For Publication
Resident Media Immediate Electronic Publication Internet, Intranet, Other
11352
Media Interface 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
11360
Electronically Published or Other
Other
Electronically Published
11362
Additional Programs and Methods Added as Needed to Support Other Resident Media
Distribution to Potential Buyers

Fig. 4g

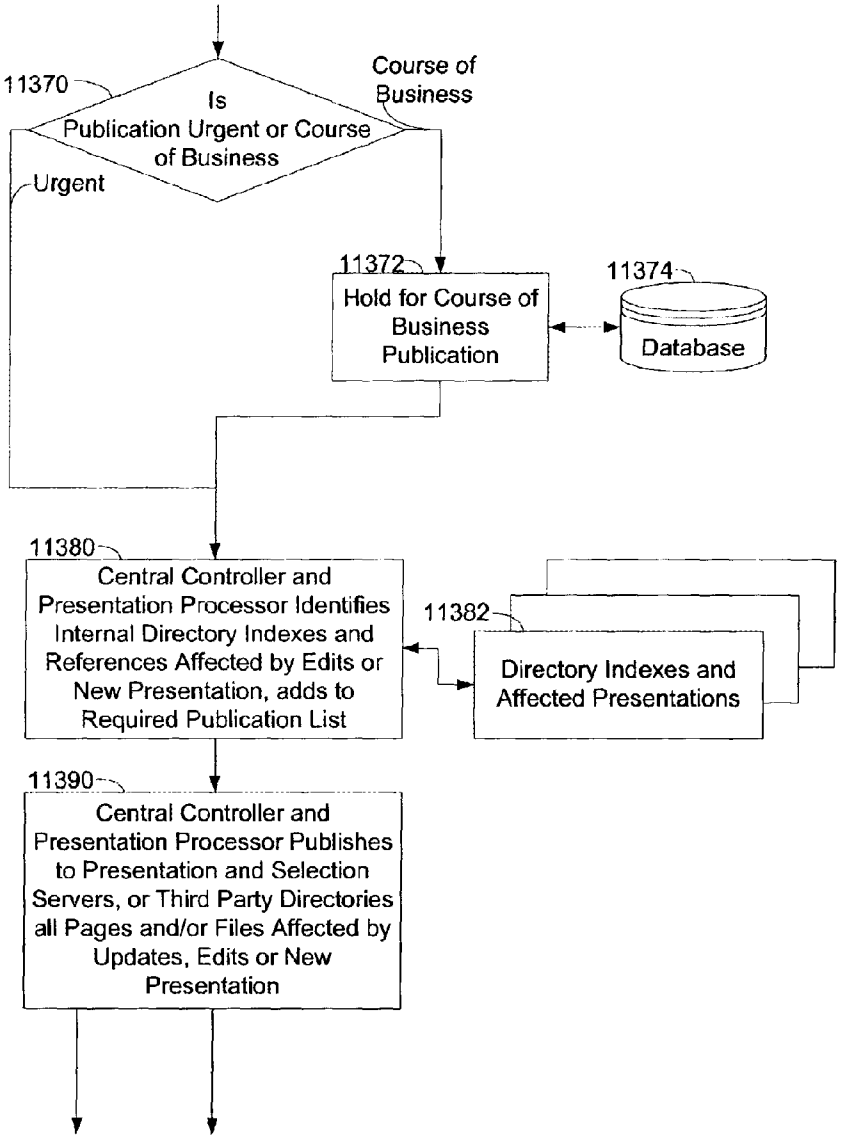

11370
Is Publication Urgent or Course of Business
Course of Business
Urgent
11372
Hold for Course of Business Publication
11374
Database
11380
Central Controller and Presentation Processor Identifies Internal Directory Indexes and References Affected by Edits or New Presentation, adds to Required Publication 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

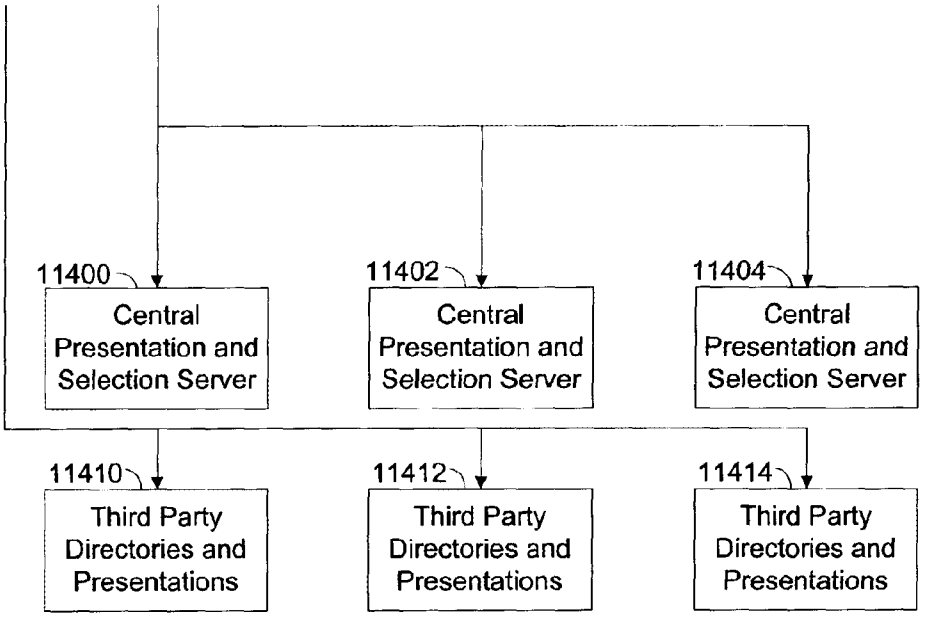

11400
Central Presentation and Selection Server
11402
Central Presentation and Selection Server
11404
Central Presentation and Selection Server
11410
Third Party Directories and Presentations
11412
Third Party Directories and Presentations
11414
Third Party Directories and Presentations

Fig. 5a

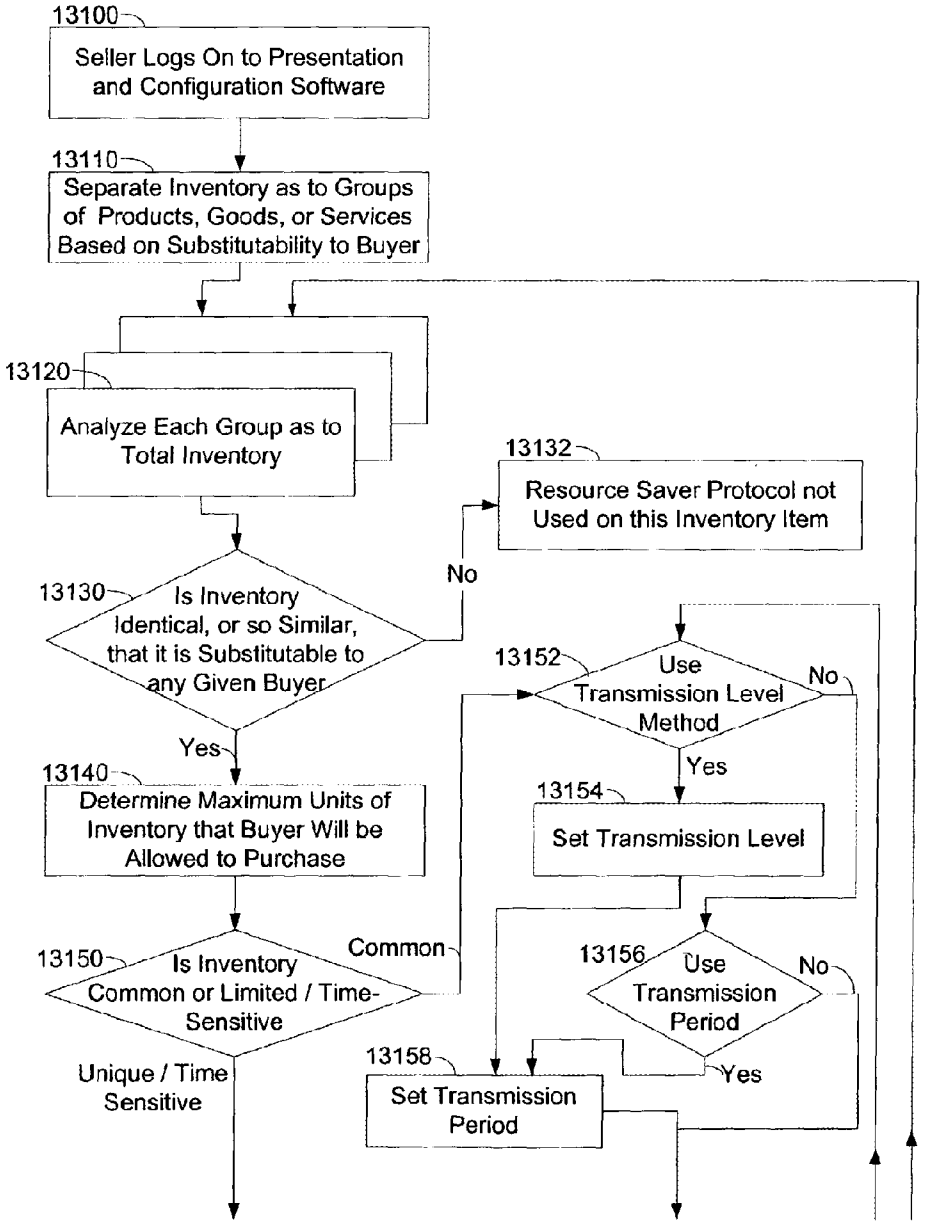

13100
Seller Logs On to Presentation and Configuration Software
13110
Separate Inventory as to Groups of Products, Goods, or Services Based on Substitutability to Buyer
13120
Analyze Each Group as to Total Inventory
13130
Is Inventory Identical, or so Similar, that it is Substitutable to any Given Buyer
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

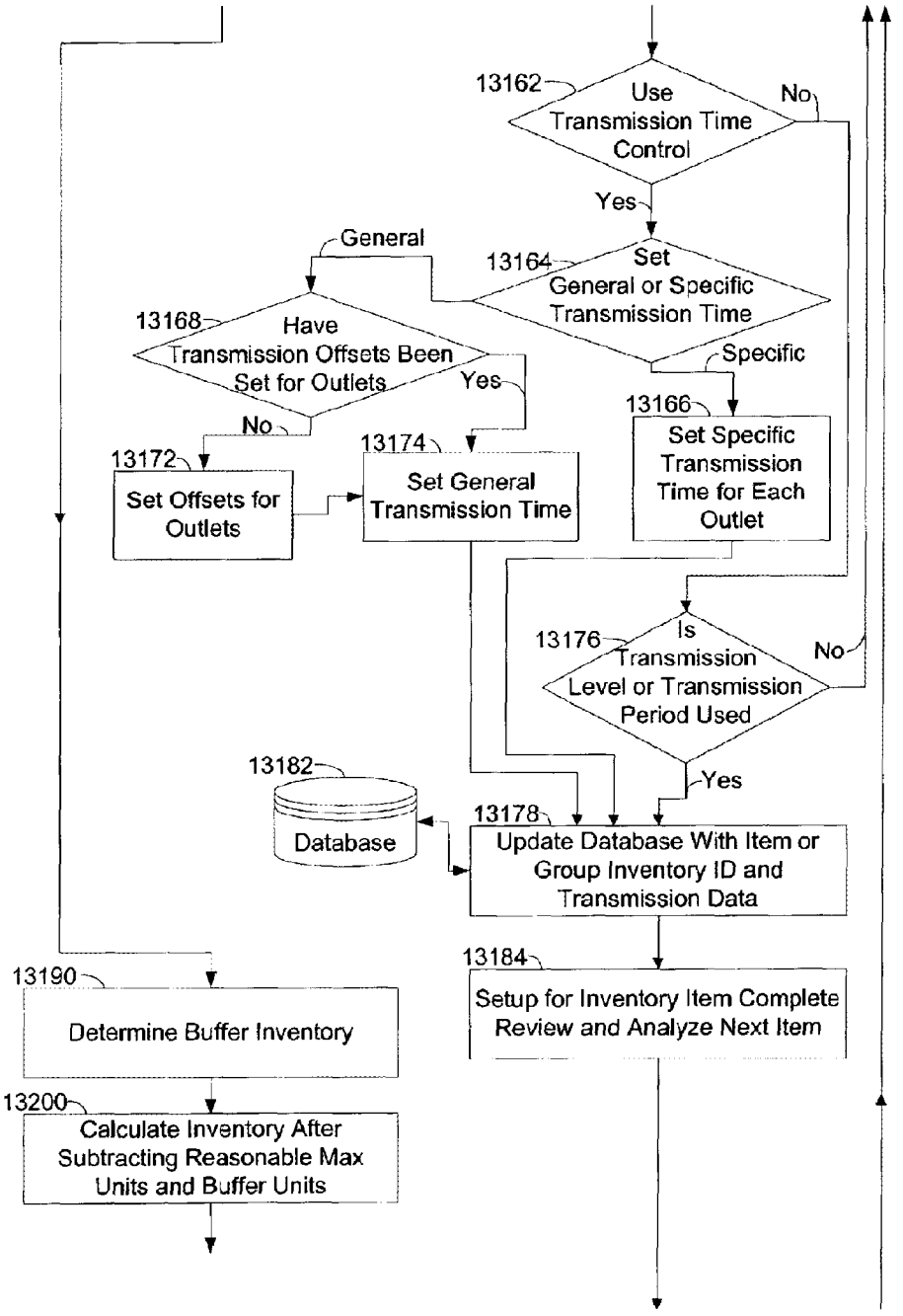

13162
Use Transmission Time Control
No
Yes
13164
Set General or Specific Transmission Time
General
Specific
13168
Have Transmission Offsets Been Set for Outlets
Yes
No
13172
Set Offsets for Outlets
13174
Set General Transmission Time
13166
Set Specific Transmission Time for Each Outlet
13176
Is Transmission 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

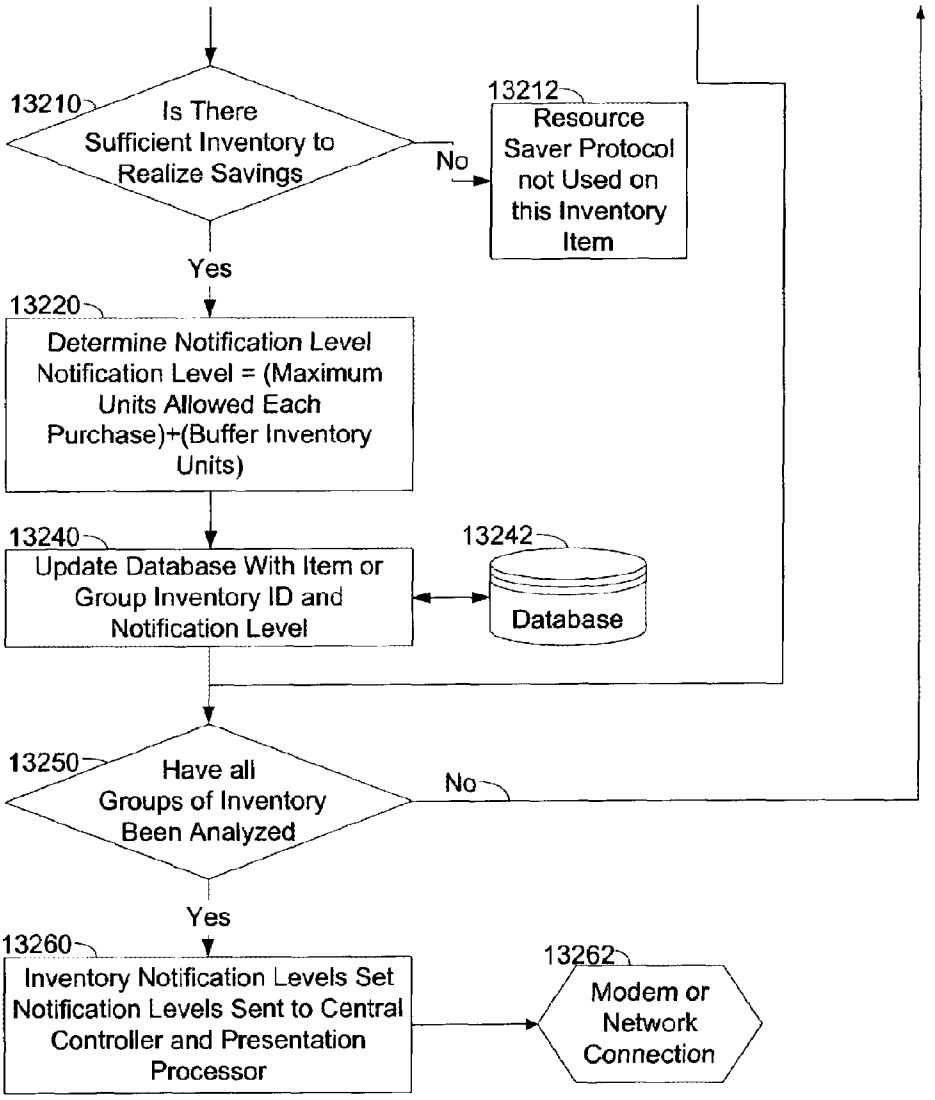

13210
Is There Sufficient Inventory to Realize Savings
No
13212
Resource Saver Protocol not Used on this Inventory Item
Yes
13220
Determine Notification Level Notification Level = (Maximum Units Allowed Each Purchase)+(Buffer Inventory Units)
13240
Update Database With Item or Group Inventory ID and 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

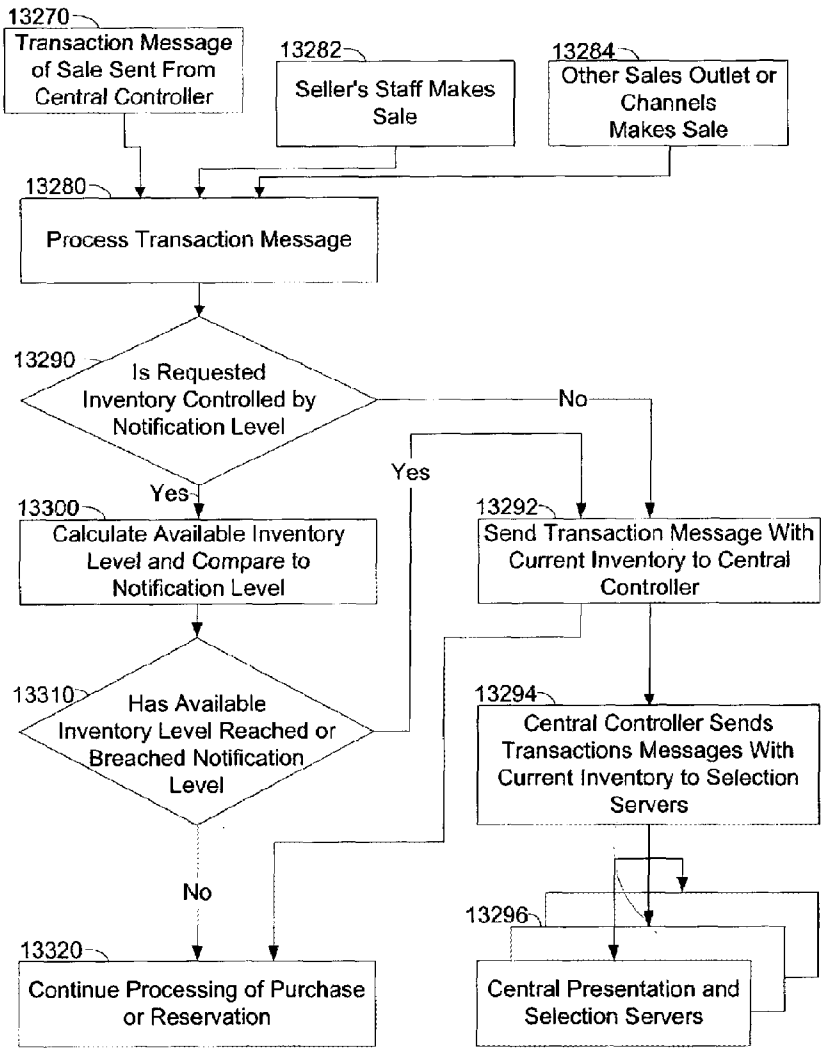

13270
Transaction Message of Sale Sent From Central Controller
13282
Seller's Staff Makes Sale
13284
Other Sales Outlet or Channels Makes Sale
13280
Process Transaction Message
13290
Is Requested Inventory Controlled by Notification Level
No
Yes
Yes
13300
Calculate Available Inventory Level and Compare 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. 5f

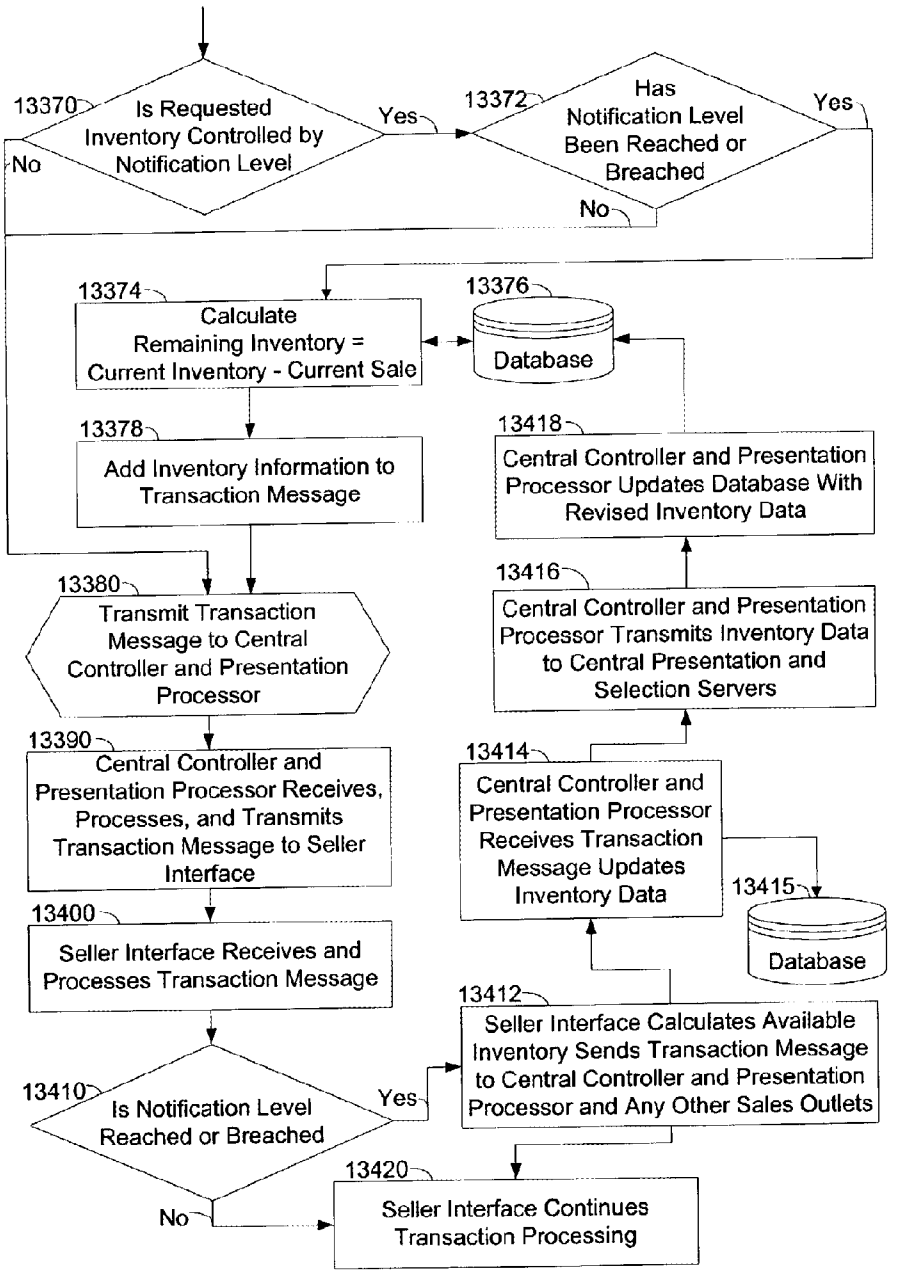

13370
Is Requested Inventory Controlled by Notification Level
Yes
No
13372
Has Notification Level Been Reached or Breached
Yes
No
13374
Calculate Remaining Inventory = Current Inventory - Current Sale
13376
Database
13378
Add Inventory Information to Transaction Message
13418
Central Controller and Presentation Processor Updates Database With Revised Inventory Data
13380
Transmit Transaction Message to Central Controller and Presentation Processor
13416
Central Controller and Presentation Processor Transmits Inventory Data to Central Presentation and Selection Servers
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. 5e

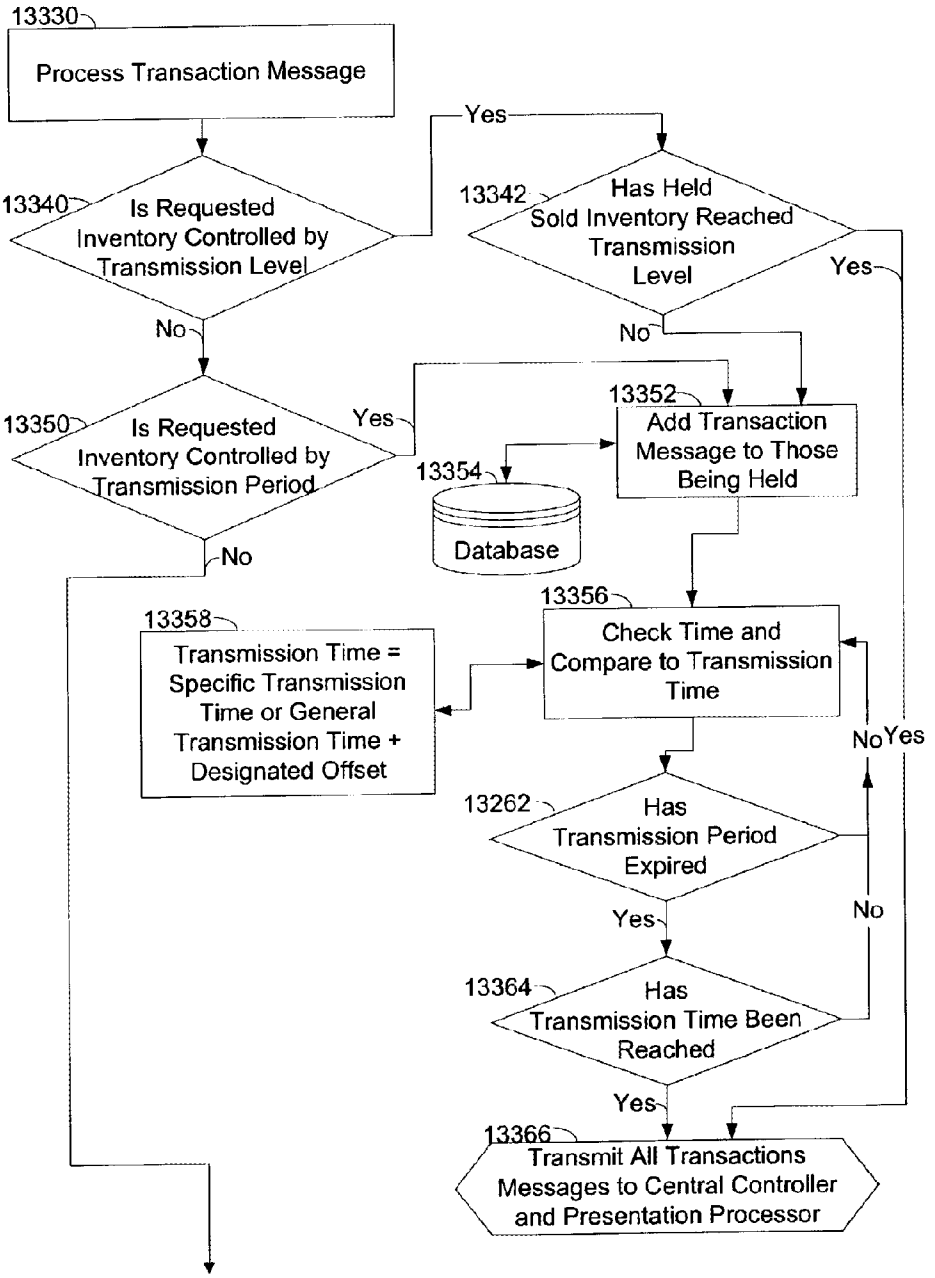

13330
Process Transaction Message
13340
Is Requested Inventory Controlled by Transmission Level
Yes
13342
Has Held Sold Inventory Reached Transmission Level
Yes
No
No
13350
Is Requested Inventory Controlled by Transmission Period
Yes
No
13352
Add Transaction Message to Those Being Held
13354
Database
13356
Check Time and Compare to Transmission Time
13358
Transmission Time = Specific Transmission Time or General Transmission Time + Designated Offset
13262
Has Transmission Period Expired
No
Yes
Yes
13364
Has Transmission Time Been Reached
No
Yes
13366
Transmit All Transactions Messages to Central Controller and Presentation Processor

Fig. 5g

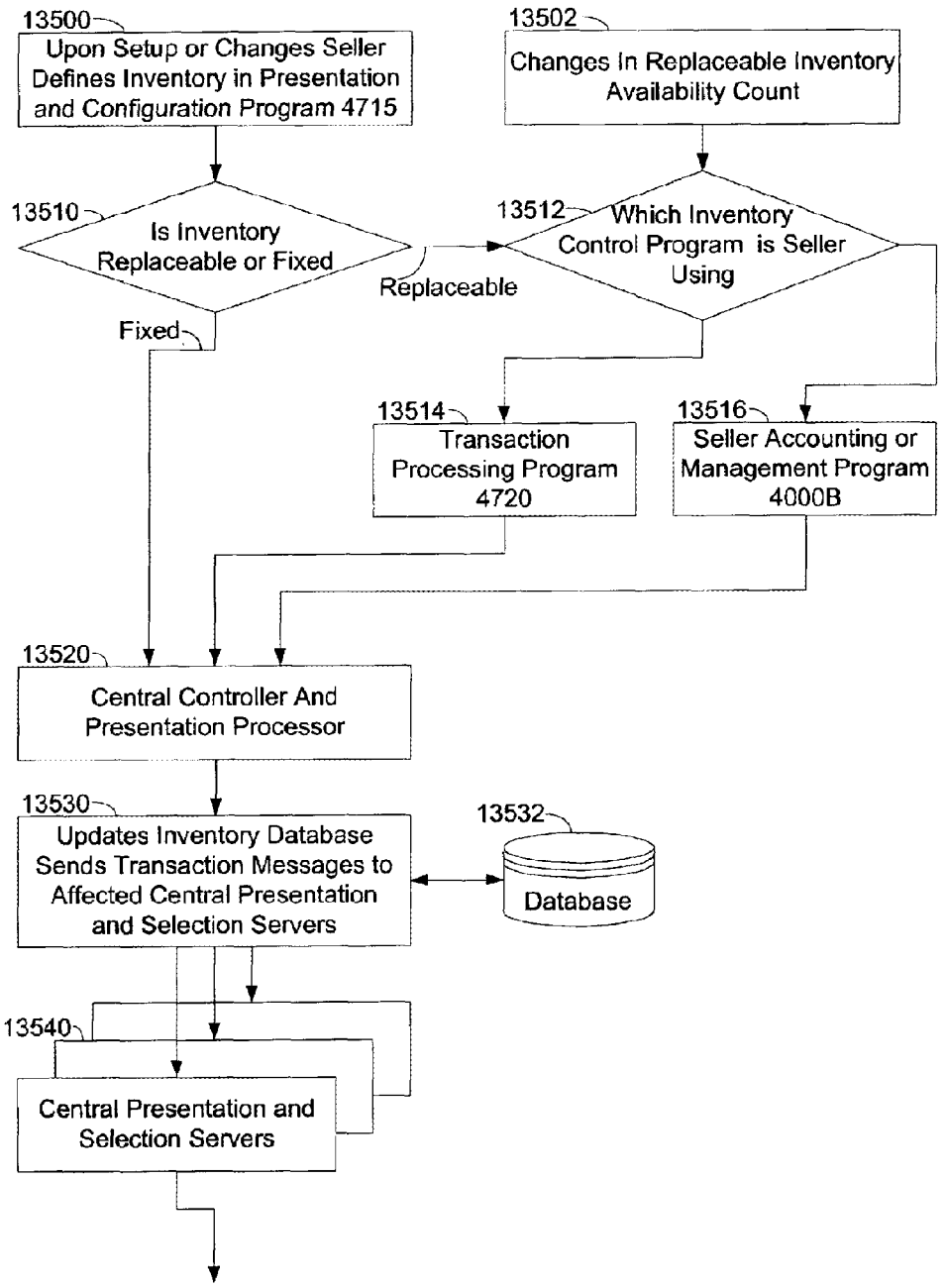

13500
Upon Setup or Changes Seller Defines Inventory in Presentation and Configuration Program 4715
13502
Changes In Replaceable Inventory Availability Count
13510
Is Inventory Replaceable or Fixed
Replaceable
13512
Which Inventory Control Program is Seller Using
Fixed
13514
Transaction Processing Program 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

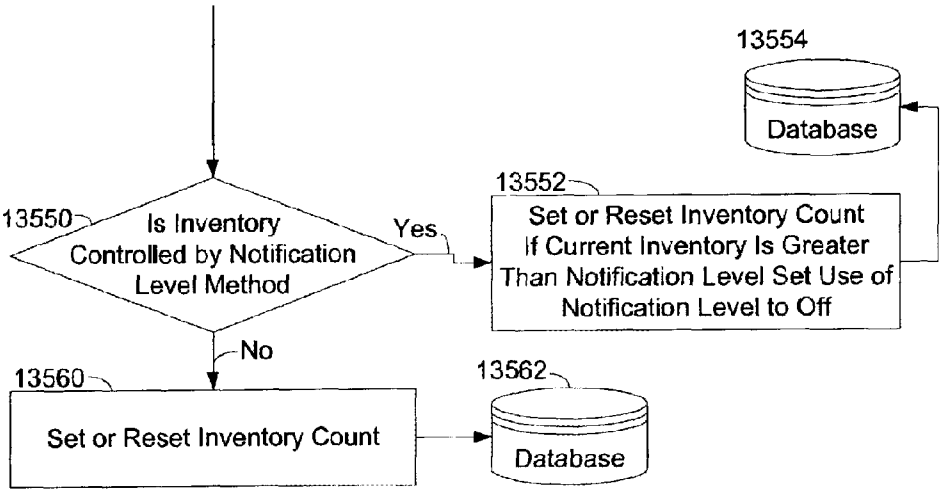

13554
Database
13552
Set or Reset Inventory Count If Current Inventory Is Greater Than Notification Level Set Use of Notification Level to Off
13550
Is Inventory Controlled by Notification Level Method
Yes
No
13560
Set or Reset Inventory Count
13562
Database

Fig. 6a

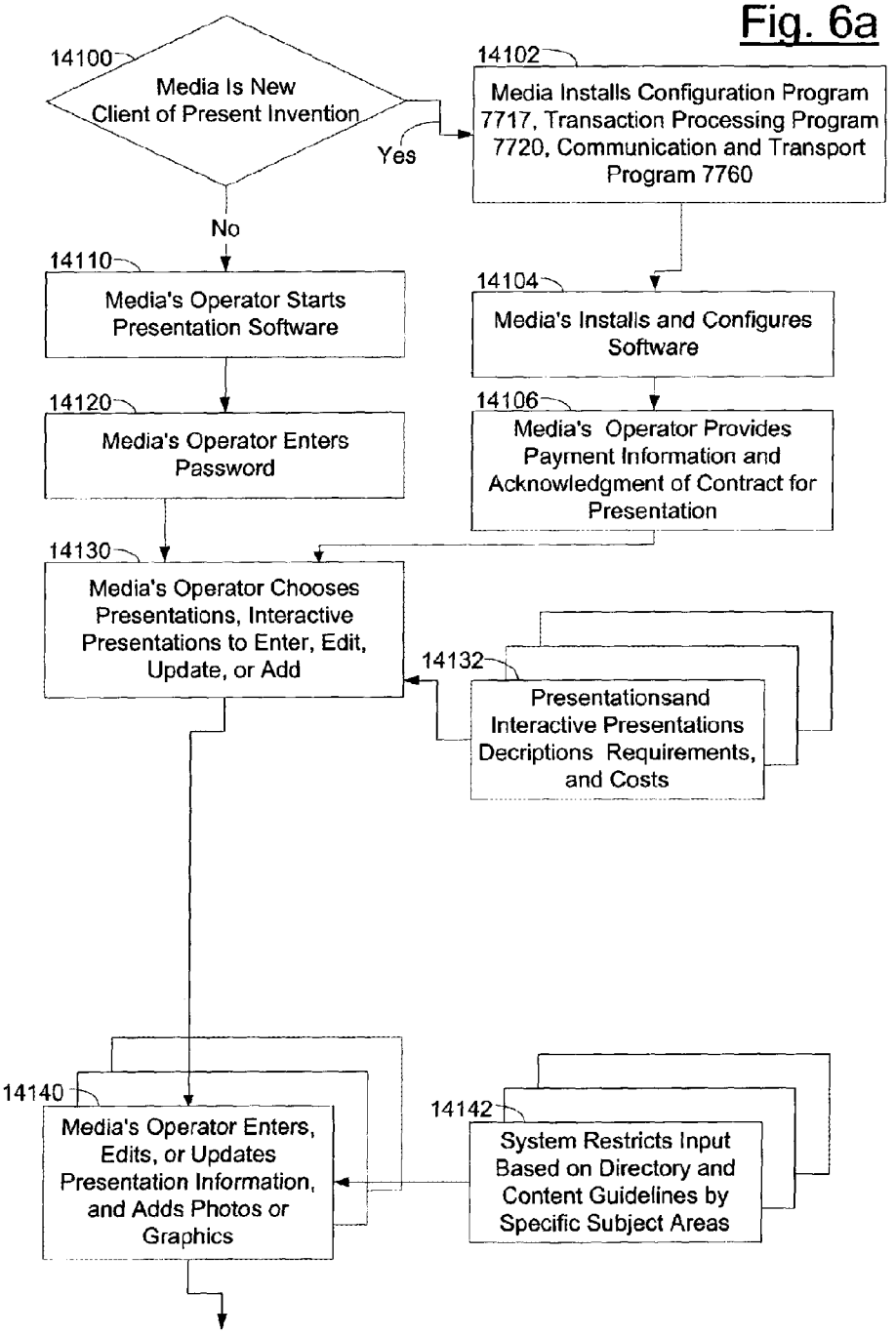

14100
Media Is New Client of Present Invention
Yes
No
14102
Media Installs Configuration Program 7717, Transaction Processing Program 7720, Communication and Transport Program 7760
14104
Media's Installs and Configures Software
14106
Media's Operator Provides Payment Information and Acknowledgment of Contract for Presentation
14110
Media's Operator Starts Presentation Software
14120
Media's Operator Enters Password
14130
Media's Operator Chooses Presentations, Interactive Presentations to Enter, Edit, Update, or Add
14132
Presentationsand Interactive Presentations Decriptions Requirements, and Costs
14140
Media's Operator Enters, Edits, or Updates Presentation Information, and Adds Photos or Graphics
14142
System Restricts Input Based on Directory and Content Guidelines by Specific Subject Areas

Fig. 6b

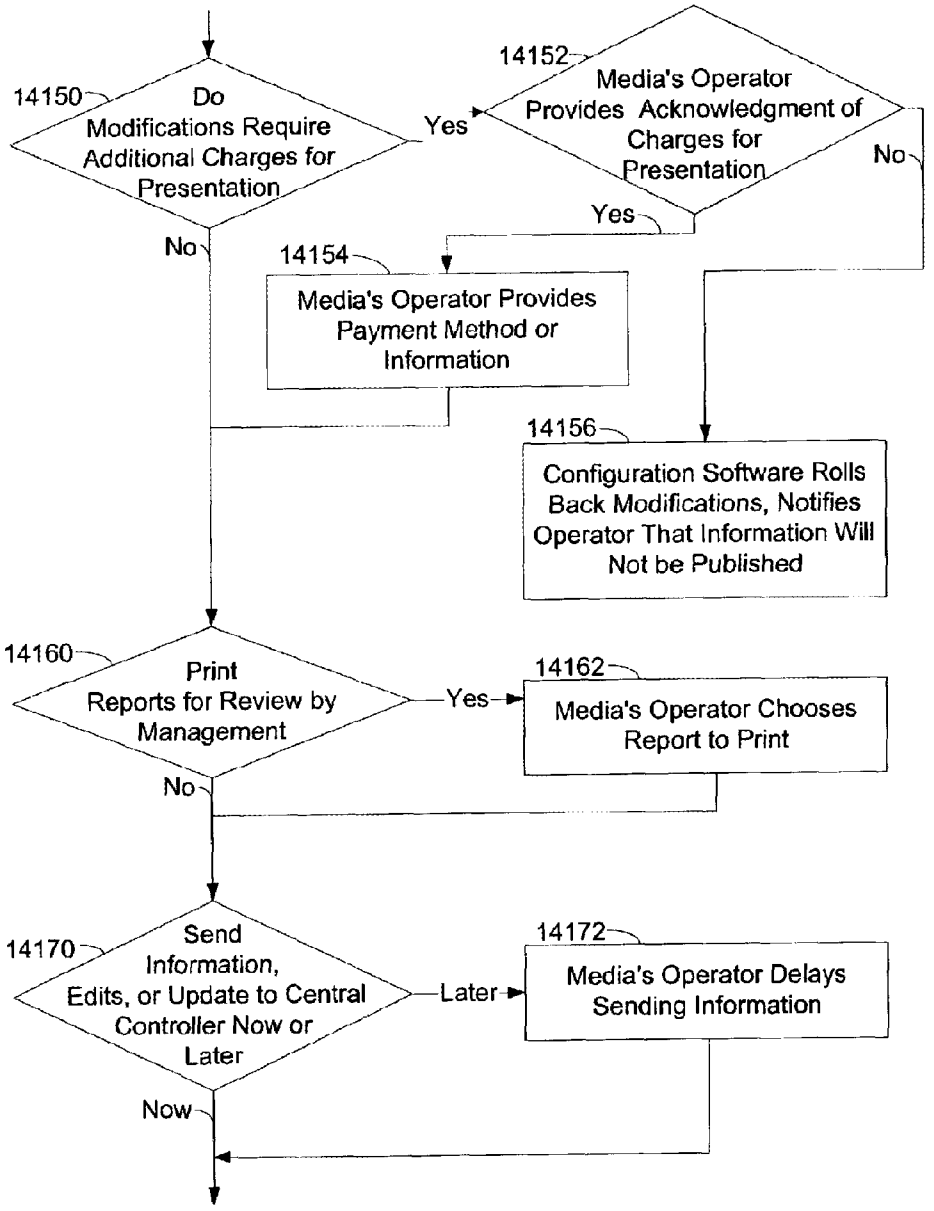

14150
Do Modifications Require Additional Charges for Presentation
Yes
No
14152
Media's Operator Provides Acknowledgment of Charges for Presentation
Yes
No
14154
Media's Operator Provides Payment Method or Information
14156
Configuration Software Rolls Back Modifications, Notifies Operator That Information Will Not be Published
14160
Print Reports for Review by Management
Yes
No
14162
Media's Operator Chooses Report to Print
14170
Send Information, Edits, or Update to Central Controller Now or Later
Later
Now
14172
Media's Operator Delays Sending Information

Fig. 6c

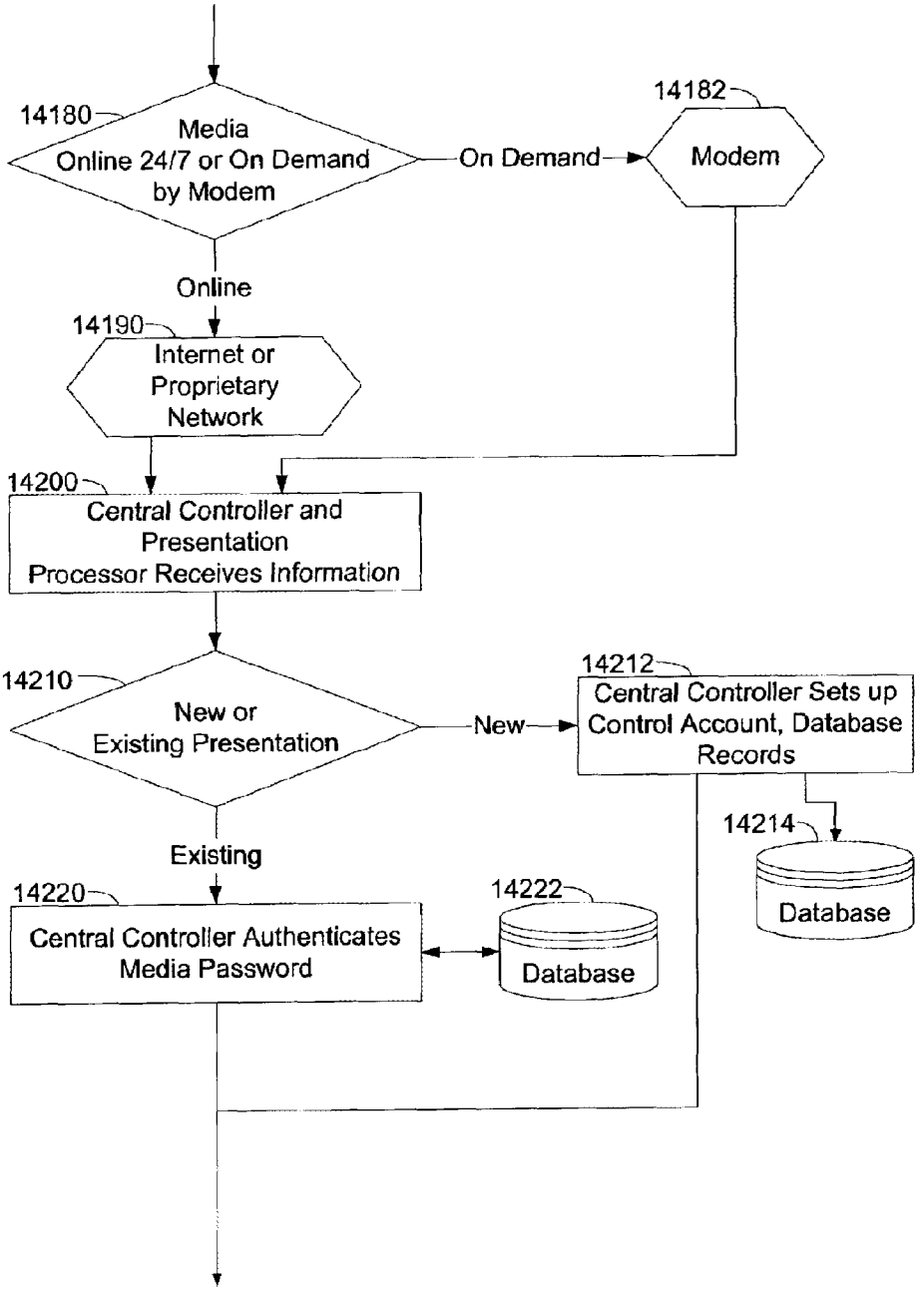

14180
Media
Online 24/7 or On Demand
by Modem
On Demand
14182
Modem
Online
14190
Internet or
Proprietary
Network
14200
Central Controller and
Presentation
Processor Receives Information
14210
New or
Existing Presentation
New
14212
Central Controller Sets up
Control Account, Database
Records
14214
Database
Existing
14220
Central Controller Authenticates
Media Password
14222
Database

Fig. 6d

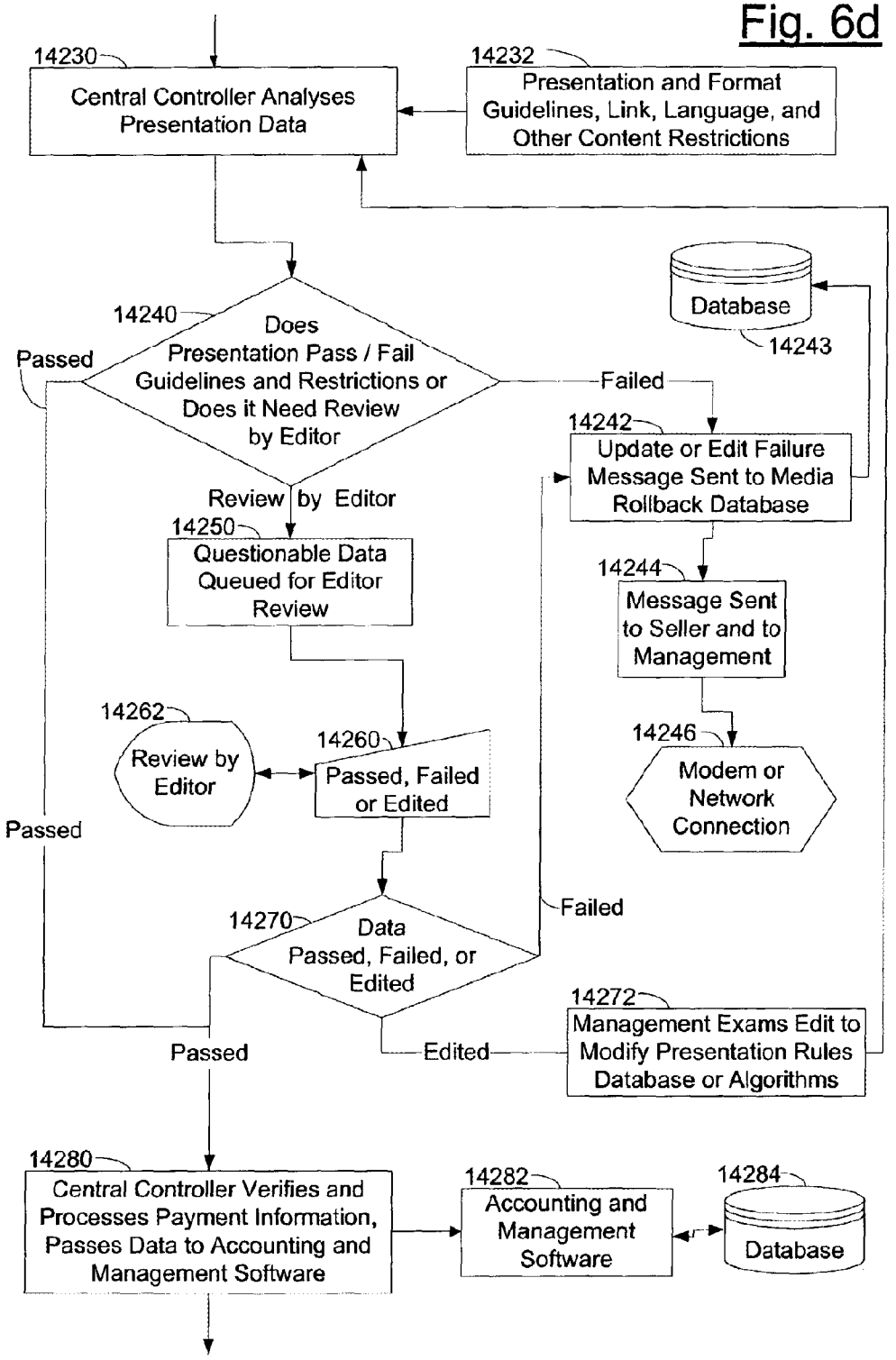

14230
Central Controller Analyses Presentation Data
14232
Presentation and Format Guidelines, Link, Language, and Other Content Restrictions
Database
14243
14240
Does Presentation Pass / Fail Guidelines and Restrictions or Does it Need Review by Editor
Passed
Failed
14242
Update or Edit Failure Message Sent to Media Rollback Database
Review by Editor
14250
Questionable Data Queued for Editor Review
14244
Message Sent to Seller and to Management
14262
Review by Editor
14260
Passed, Failed or Edited
14246
Modem or Network Connection
Passed
Failed
14270
Data Passed, Failed, or Edited
14272
Management Exams Edit to Modify Presentation Rules Database or Algorithms
Passed
Edited
14280
Central Controller Verifies and Processes Payment Information, Passes Data to Accounting and Management Software
14282
Accounting and Management Software
14284
Database

Fig. 6e

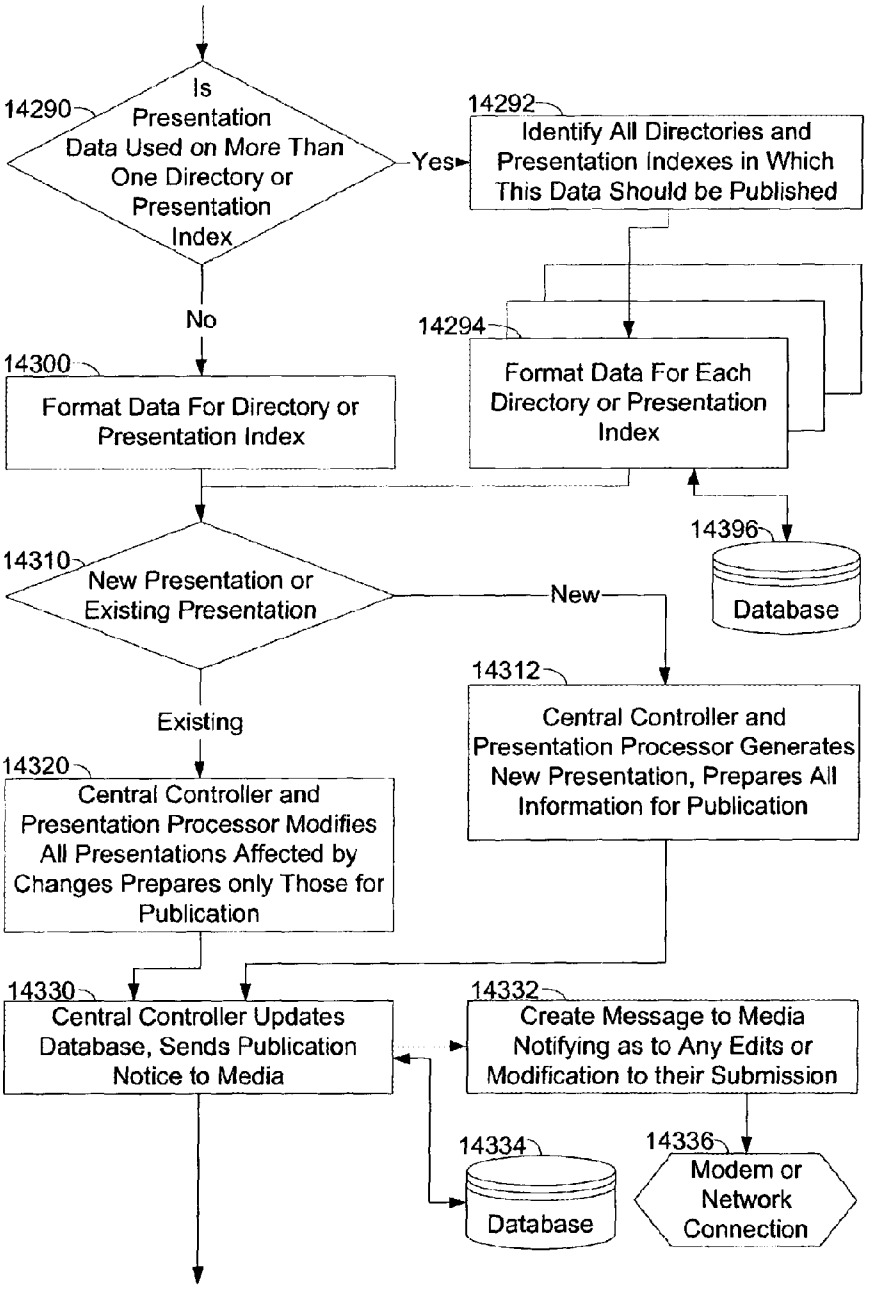

14290
Is Presentation Data Used on More Than One Directory or Presentation Index
Yes
14292
Identify All Directories and Presentation Indexes in Which This Data Should be Published
No
14294
Format Data For Each Directory or Presentation Index
14300
Format Data For Directory or Presentation Index
14396
Database
14310
New Presentation or Existing Presentation
New
14312
Central Controller and Presentation Processor Generates New Presentation, Prepares All Information for Publication
Existing
14320
Central Controller and Presentation Processor Modifies All Presentations Affected by Changes Prepares only Those for Publication
14330
Central Controller Updates Database, Sends Publication Notice to Media
14332
Create Message to Media Notifying as to Any Edits or Modification to their Submission
14334
Database
14336
Modem or Network Connection

Fig. 6f

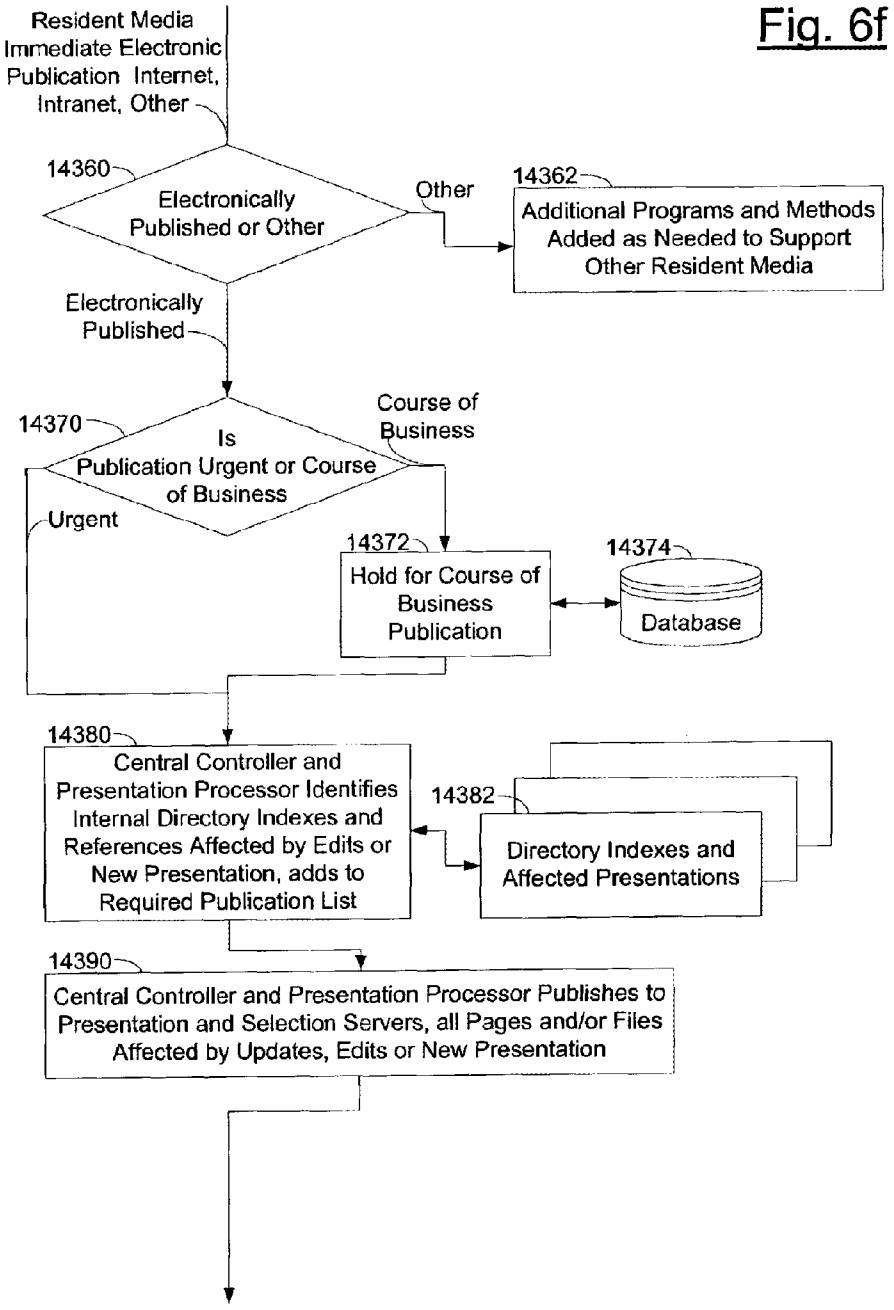

Resident Media
Immediate Electronic Publication Internet, Intranet, Other
14360
Electronically Published or Other
Other
14362
Additional Programs and Methods Added as Needed to Support Other Resident Media
Electronically Published
14370
Is Publication Urgent or Course of Business
Course of Business
Urgent
14372
Hold for Course of Business Publication
14374
Database
14380
Central Controller and Presentation Processor Identifies Internal Directory Indexes and References Affected by Edits or New Presentation, adds to Required Publication List
14382
Directory Indexes and Affected Presentations
14390
Central Controller and Presentation Processor Publishes to Presentation and Selection Servers, all Pages and/or Files Affected by Updates, Edits or New Presentation

Fig. 6g

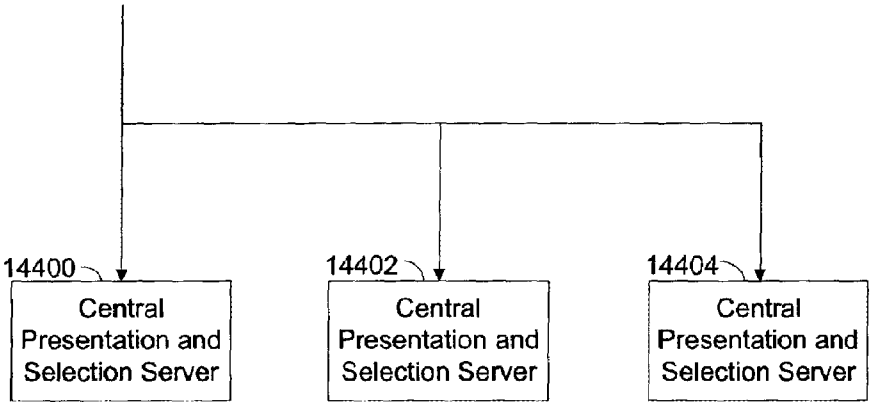

14400
Central Presentation and Selection Server
14402
Central Presentation and Selection Server
14404
Central Presentation and Selection Server

Fig. 7a

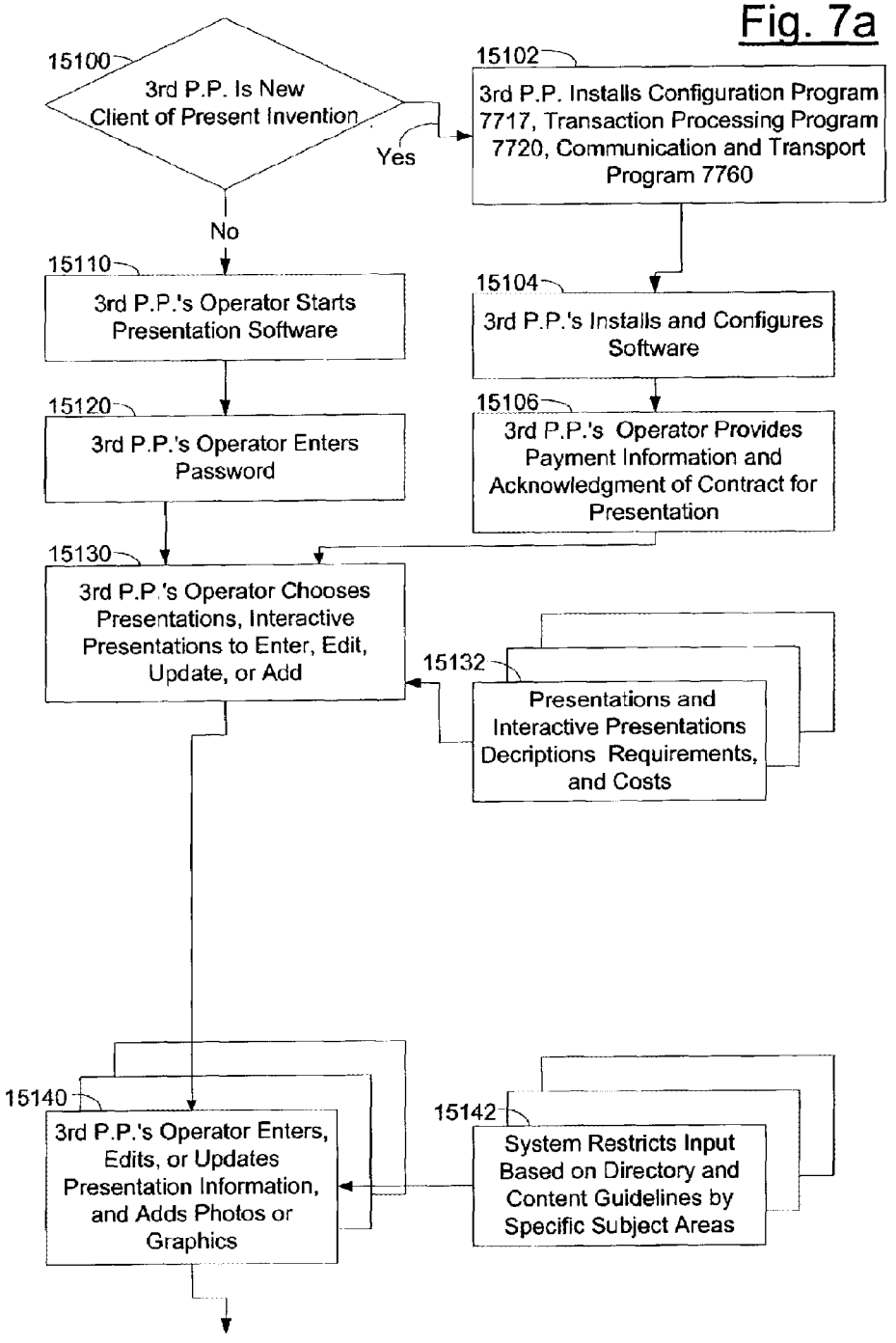

15100
3rd P.P. Is New Client of Present Invention
Yes
No
15102
3rd P.P. Installs Configuration Program 7717, Transaction Processing Program 7720, Communication and Transport Program 7760
15104
3rd P.P.'s Installs and Configures Software
15106
3rd P.P.'s Operator Provides Payment Information and Acknowledgment of Contract for Presentation
15110
3rd P.P.'s Operator Starts Presentation Software
15120
3rd P.P.'s Operator Enters Password
15130
3rd P.P.'s Operator Chooses Presentations, Interactive Presentations to Enter, Edit, Update, or Add
15132
Presentations and Interactive Presentations Decriptions Requirements, and Costs
15140
3rd P.P.'s Operator Enters, Edits, or Updates Presentation Information, and Adds Photos or Graphics
15142
System Restricts Input Based on Directory and Content Guidelines by Specific Subject Areas

Fig. 7b

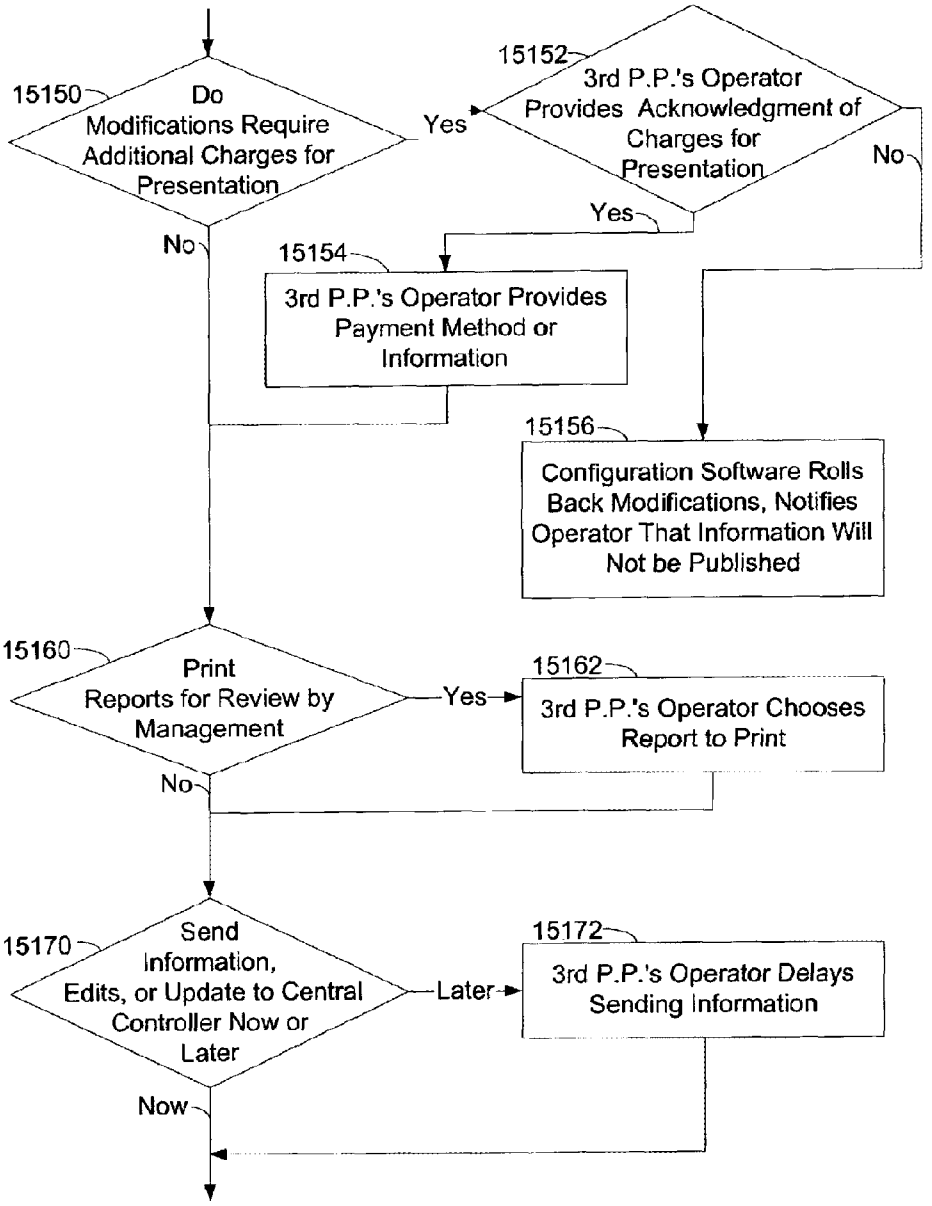

15150
Do Modifications Require Additional Charges for Presentation
Yes
No
15152
3rd P.P.'s Operator Provides Acknowledgment of Charges for Presentation
Yes
No
15154
3rd P.P.'s Operator Provides Payment Method or Information
15156
Configuration Software Rolls Back Modifications, Notifies Operator That Information Will Not be Published
15160
Print Reports for Review by Management
Yes
No
15162
3rd P.P.'s Operator Chooses Report to Print
15170
Send Information, Edits, or Update to Central Controller Now or Later
Later
Now
15172
3rd P.P.'s Operator Delays Sending Information

Fig. 7c

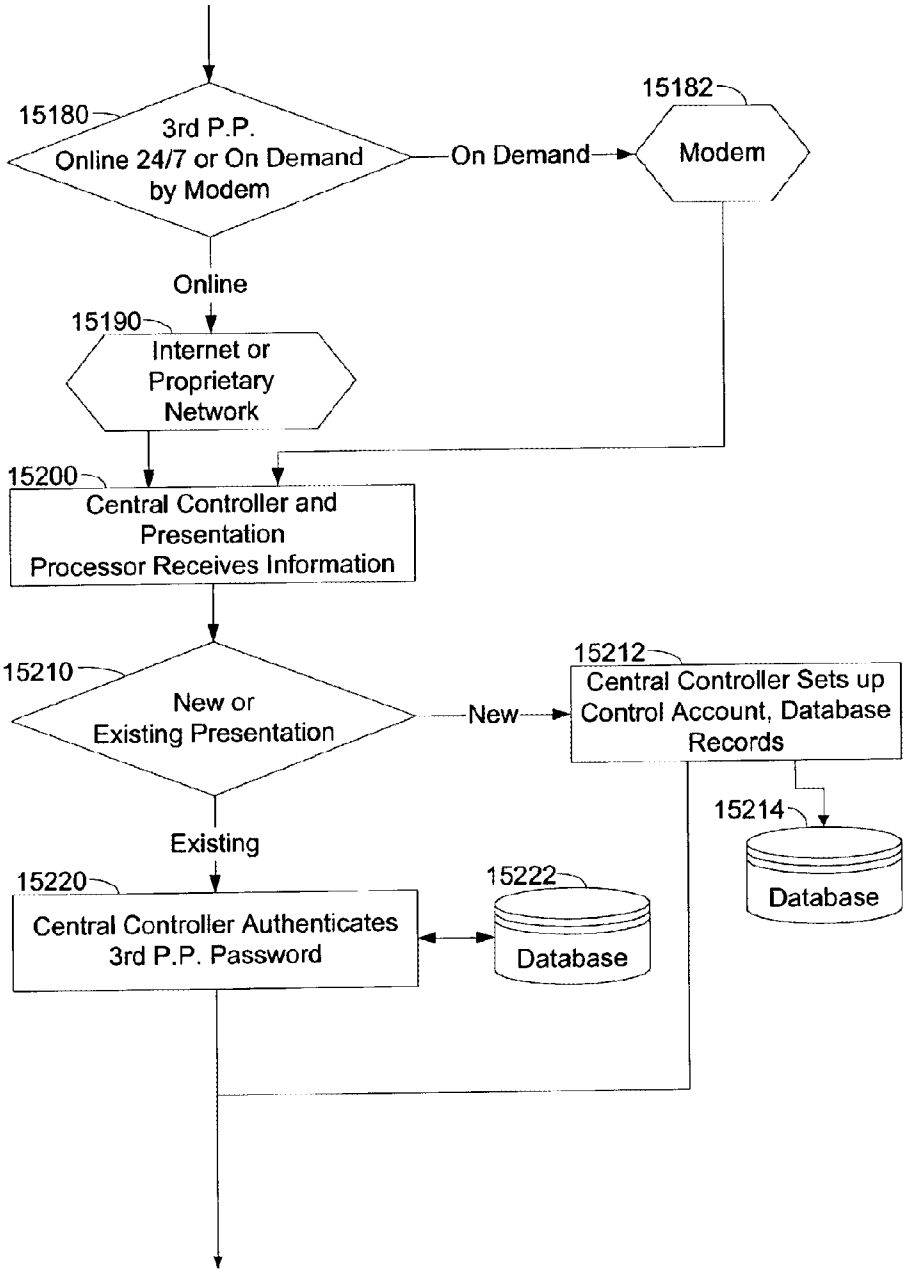

15180
3rd P.P.
Online 24/7 or On Demand
by Modem
On Demand
15182
Modem
Online
15190
Internet or
Proprietary
Network
15200
Central Controller and
Presentation
Processor Receives Information
15210
New or
Existing Presentation
New
15212
Central Controller Sets up
Control Account, Database
Records
15214
Database
Existing
15220
Central Controller Authenticates
3rd P.P. Password
15222
Database

Fig. 7d

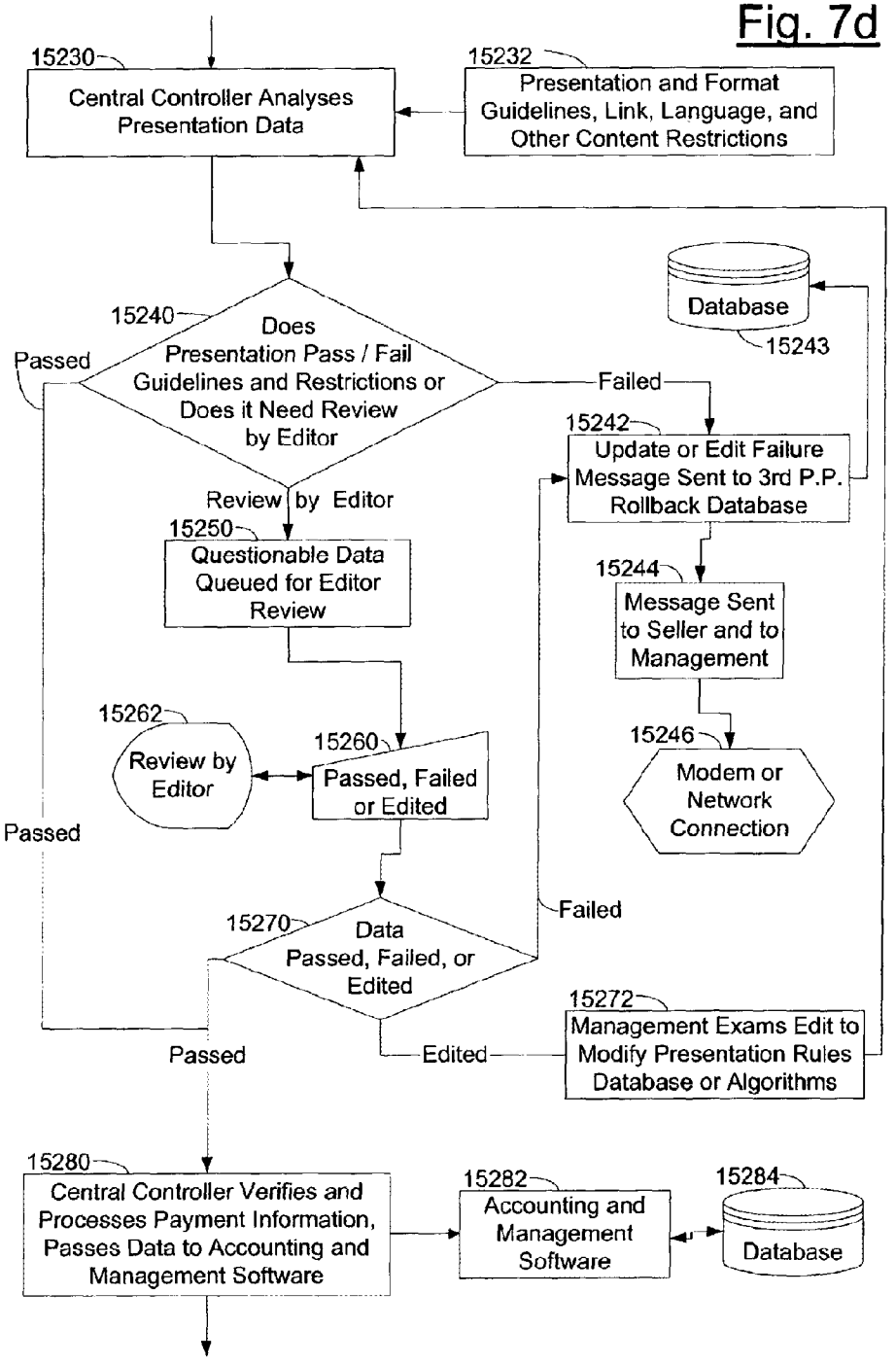

15230
Central Controller Analyses Presentation Data
15232
Presentation and Format Guidelines, Link, Language, and Other Content Restrictions
Database
15243
15240
Does Presentation Pass / Fail Guidelines and Restrictions or Does it Need Review by Editor
Passed
Failed
15242
Update or Edit Failure Message Sent to 3rd P.P. Rollback Database
Review by Editor
15250
Questionable Data Queued for Editor Review
15244
Message Sent to Seller and to Management
15262
Review by Editor
15260
Passed, Failed or Edited
15246
Modem or Network Connection
Passed
15270
Data Passed, Failed, or Edited
Failed
15272
Management Exams Edit to Modify Presentation Rules Database or Algorithms
Passed
Edited
15280
Central Controller Verifies and Processes Payment Information, Passes Data to Accounting and Management Software
15282
Accounting and Management Software
15284
Database

Fig. 7e

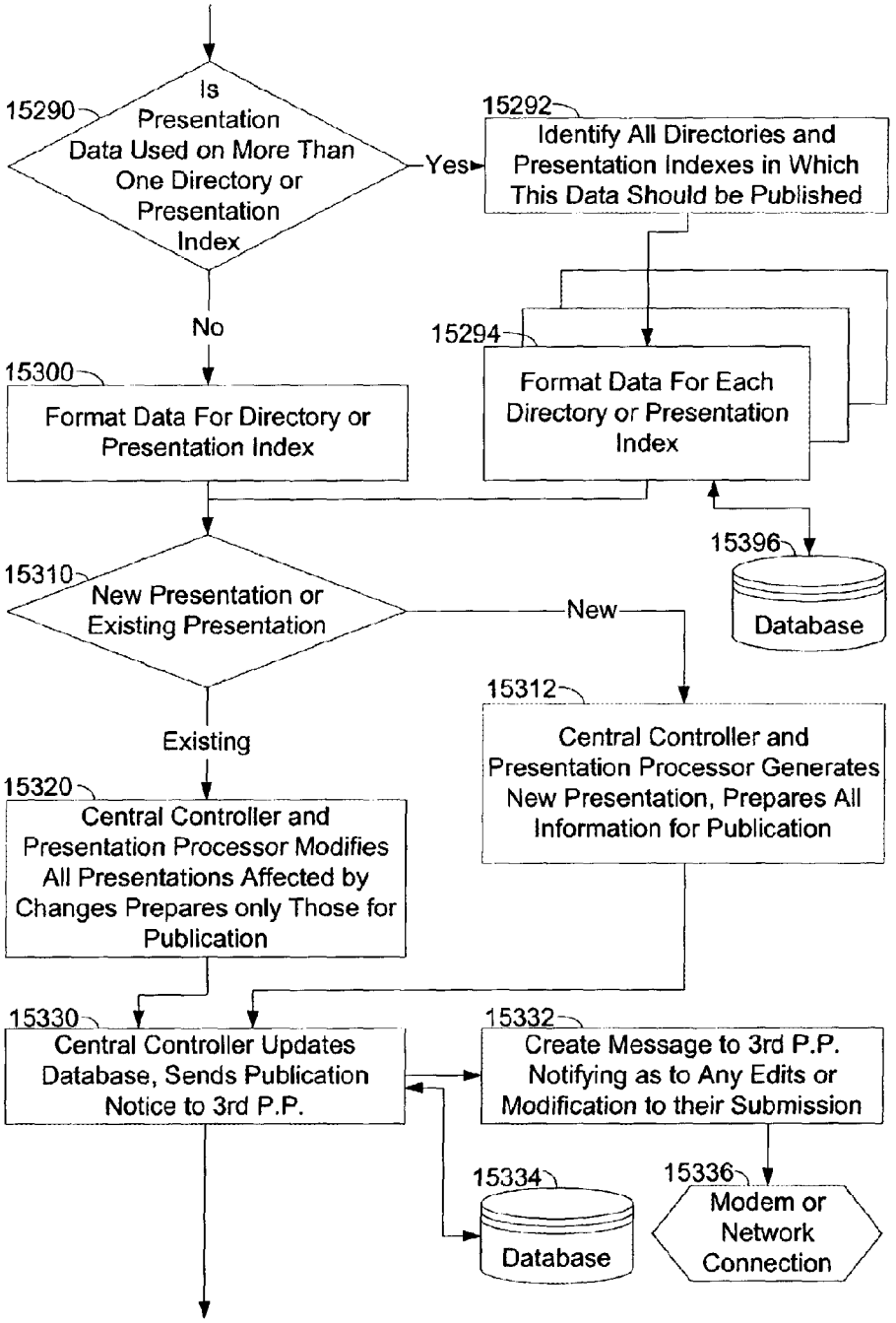

15290
Is Presentation Data Used on More Than One Directory or Presentation Index
Yes
15292
Identify All Directories and Presentation Indexes in Which This Data Should be Published
No
15294
Format Data For Each Directory or Presentation Index
15300
Format Data For Directory or Presentation Index
15396
Database
15310
New Presentation or Existing Presentation
New
Existing
15312
Central Controller and Presentation Processor Generates New Presentation, Prepares All Information for Publication
15320
Central Controller and Presentation Processor Modifies All Presentations Affected by Changes Prepares only Those for Publication
15330
Central Controller Updates Database, Sends Publication Notice to 3rd P.P.
15332
Create Message to 3rd P.P. Notifying as to Any Edits or Modification to their Submission
15334
Database
15336
Modem or Network Connection

Fig. 7f

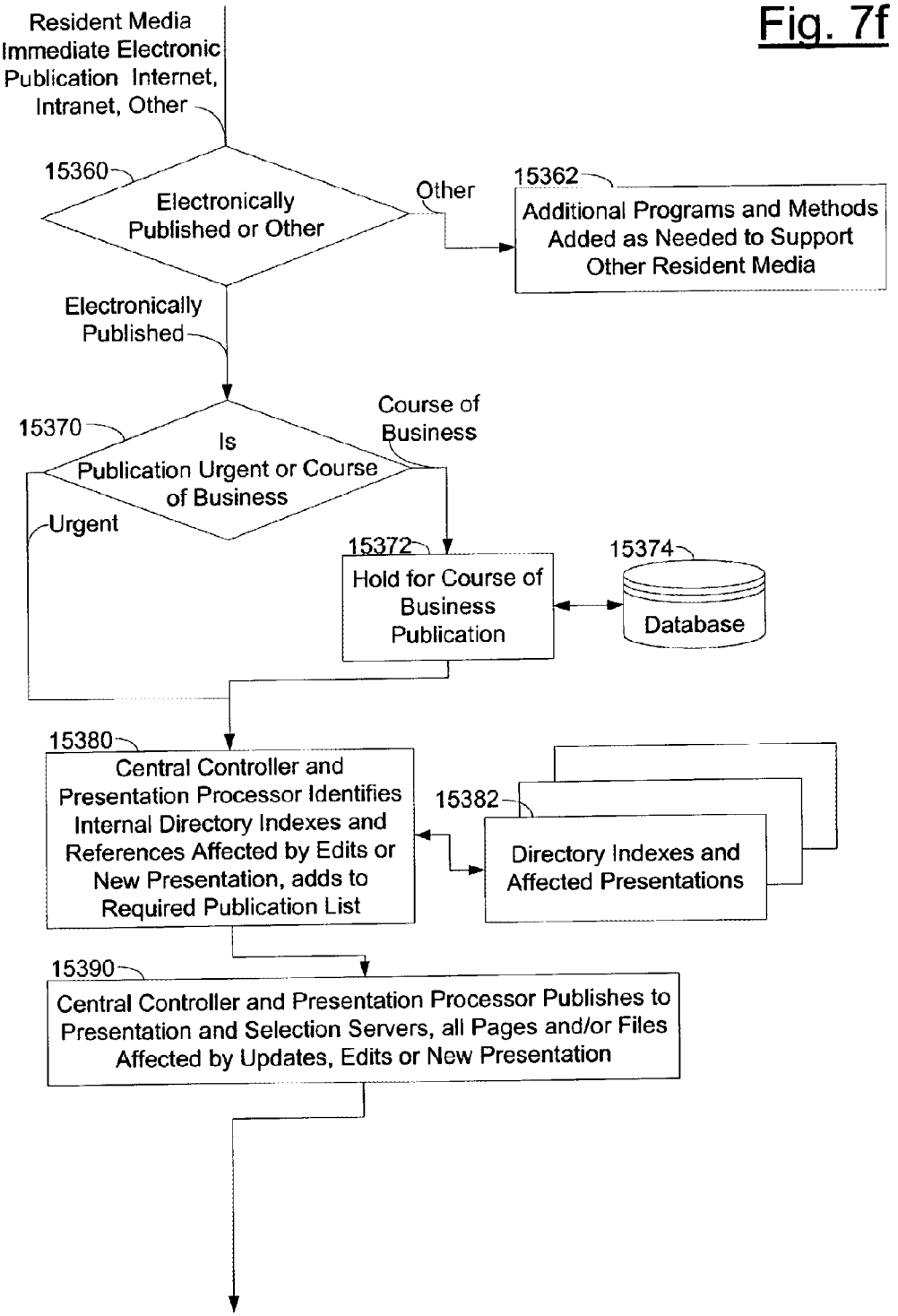

Resident Media Immediate Electronic Publication Internet, Intranet, Other
15360
Electronically Published or Other
Other
15362
Additional Programs and Methods Added as Needed to Support Other Resident Media
Electronically Published
15370
Is Publication Urgent or Course of Business
Course of Business
Urgent
15372
Hold for Course of Business Publication
15374
Database
15380
Central Controller and Presentation Processor Identifies Internal Directory Indexes and References Affected by Edits or New Presentation, adds to Required Publication List
15382
Directory Indexes and Affected Presentations
15390
Central Controller and Presentation Processor Publishes to Presentation and Selection Servers, all Pages and/or Files Affected by Updates, Edits or New Presentation

Fig. 7g

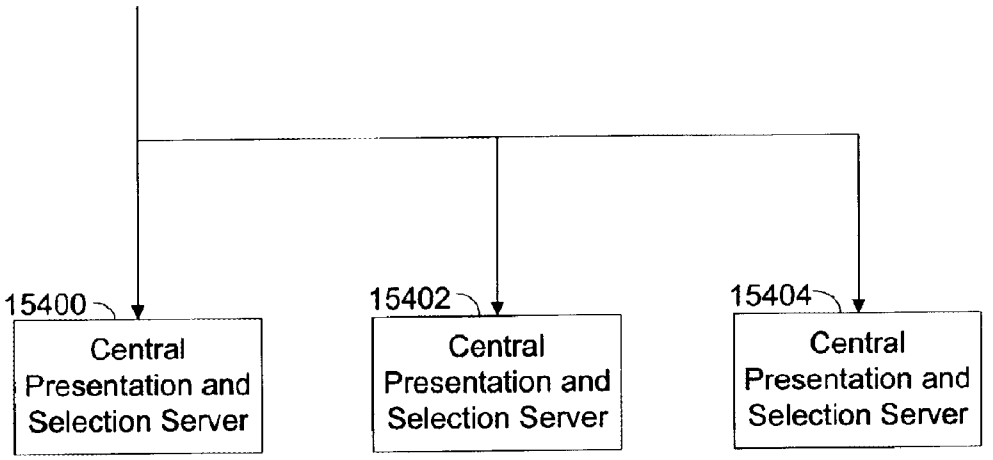

15400
Central Presentation and Selection Server
15402
Central Presentation and Selection Server
15404
Central Presentation and Selection Server

Fig. 8a

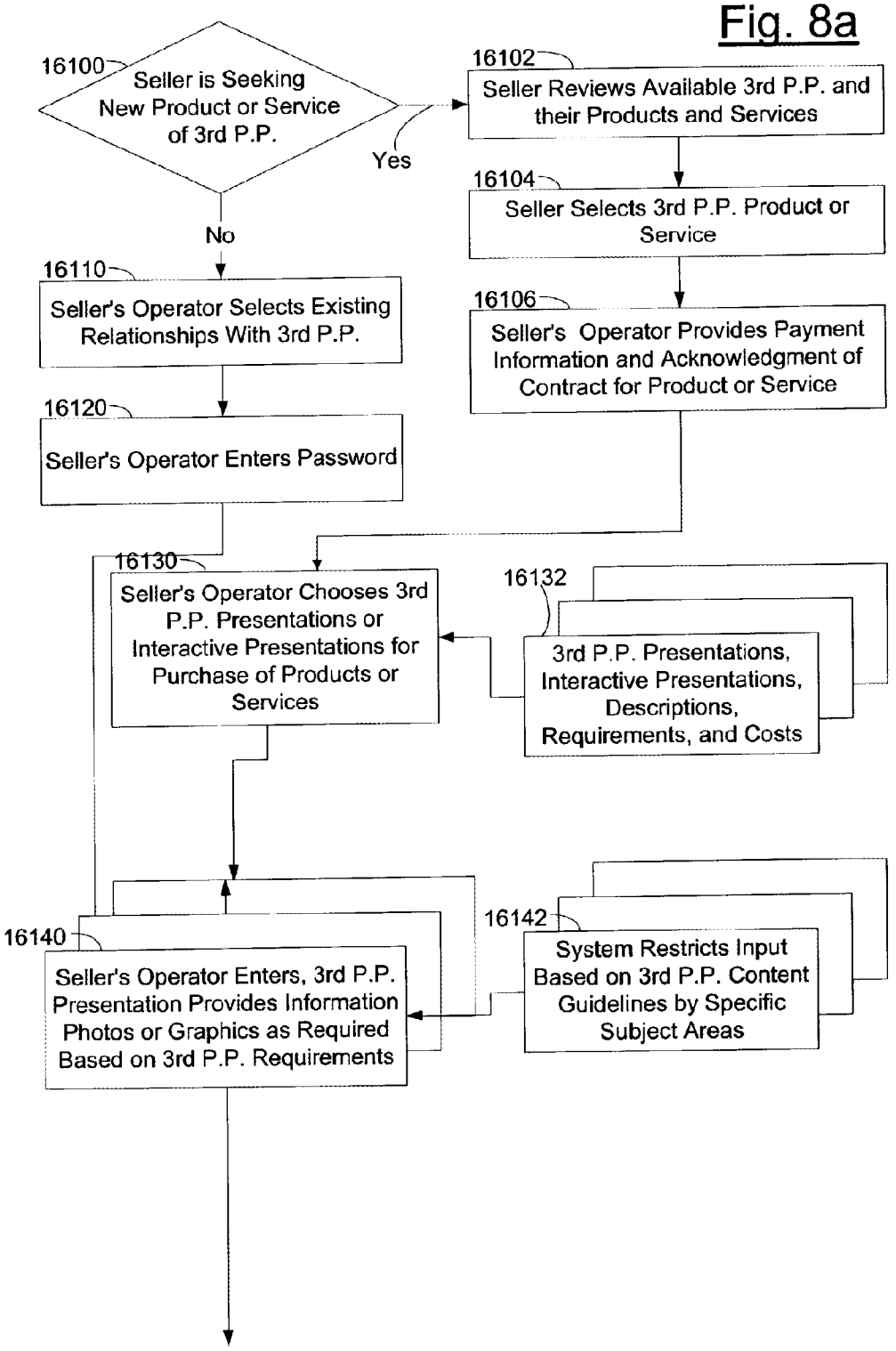

16100
Seller is Seeking New Product or Service of 3rd P.P.
Yes
No
16102
Seller Reviews Available 3rd P.P. and their Products and Services
16104
Seller Selects 3rd P.P. Product or Service
16106
Seller's Operator Provides Payment Information and Acknowledgment of Contract for Product or Service
16110
Seller's Operator Selects Existing Relationships With 3rd P.P.
16120
Seller's Operator Enters Password
16130
Seller's Operator Chooses 3rd P.P. Presentations or Interactive Presentations for Purchase of Products or Services
16132
3rd P.P. Presentations, Interactive Presentations, Descriptions, Requirements, and Costs
16140
Seller's Operator Enters, 3rd P.P. Presentation Provides Information Photos or Graphics as Required Based on 3rd P.P. Requirements
16142
System Restricts Input Based on 3rd P.P. Content Guidelines by Specific Subject Areas

Fig. 8b

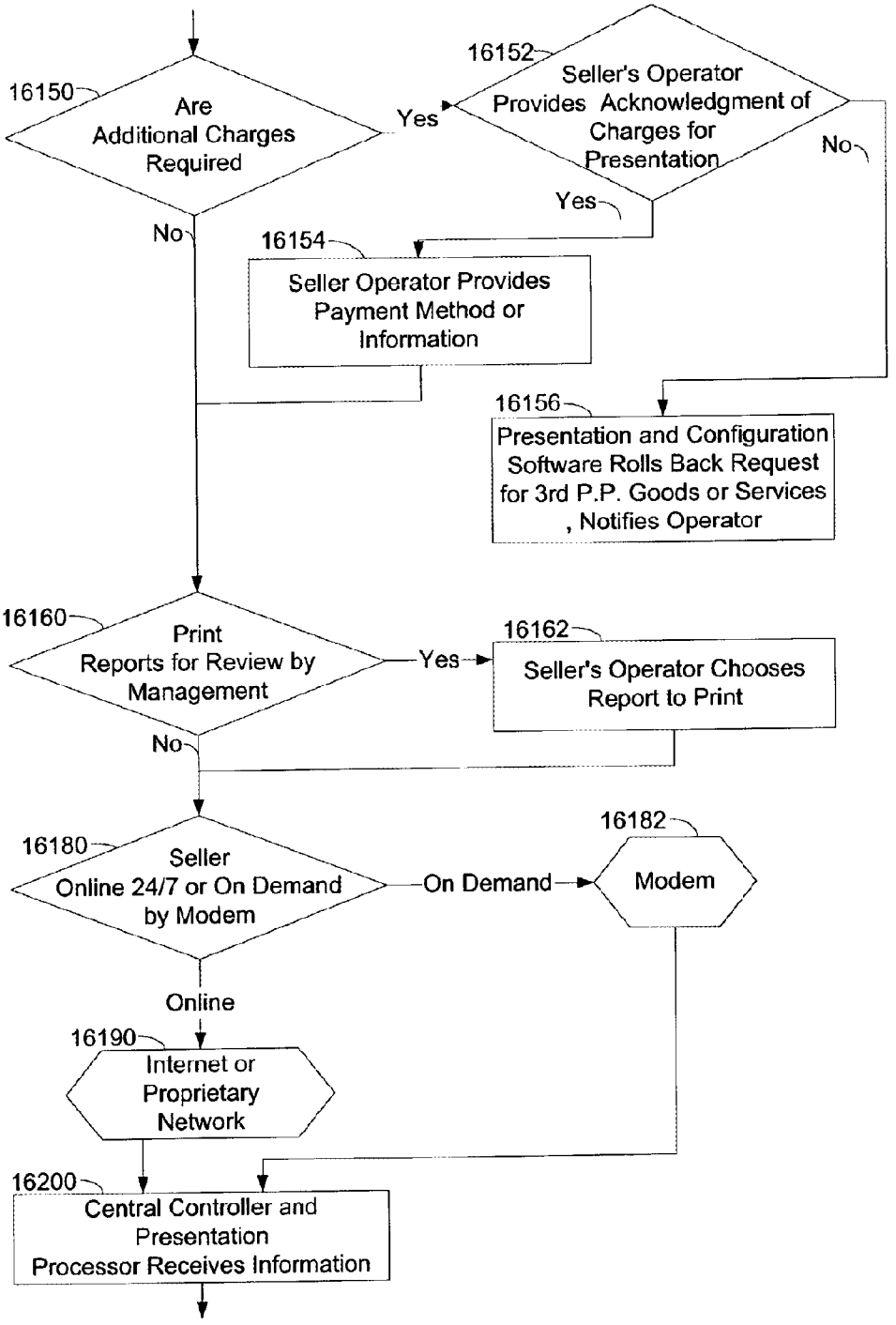

16150
Are Additional Charges Required
Yes
16152
Seller's Operator Provides Acknowledgment of Charges for Presentation
No
Yes
No
16154
Seller Operator Provides Payment Method or Information
16156
Presentation and Configuration Software Rolls Back Request for 3rd P.P. Goods or Services , Notifies Operator
16160
Print Reports for Review by Management
Yes
16162
Seller's Operator Chooses Report to Print
No
16180
Seller Online 24/7 or On Demand by Modem
On Demand
16182
Modem
Online
16190
Internet or Proprietary Network
16200
Central Controller and Presentation Processor Receives Information

Fig. 8c

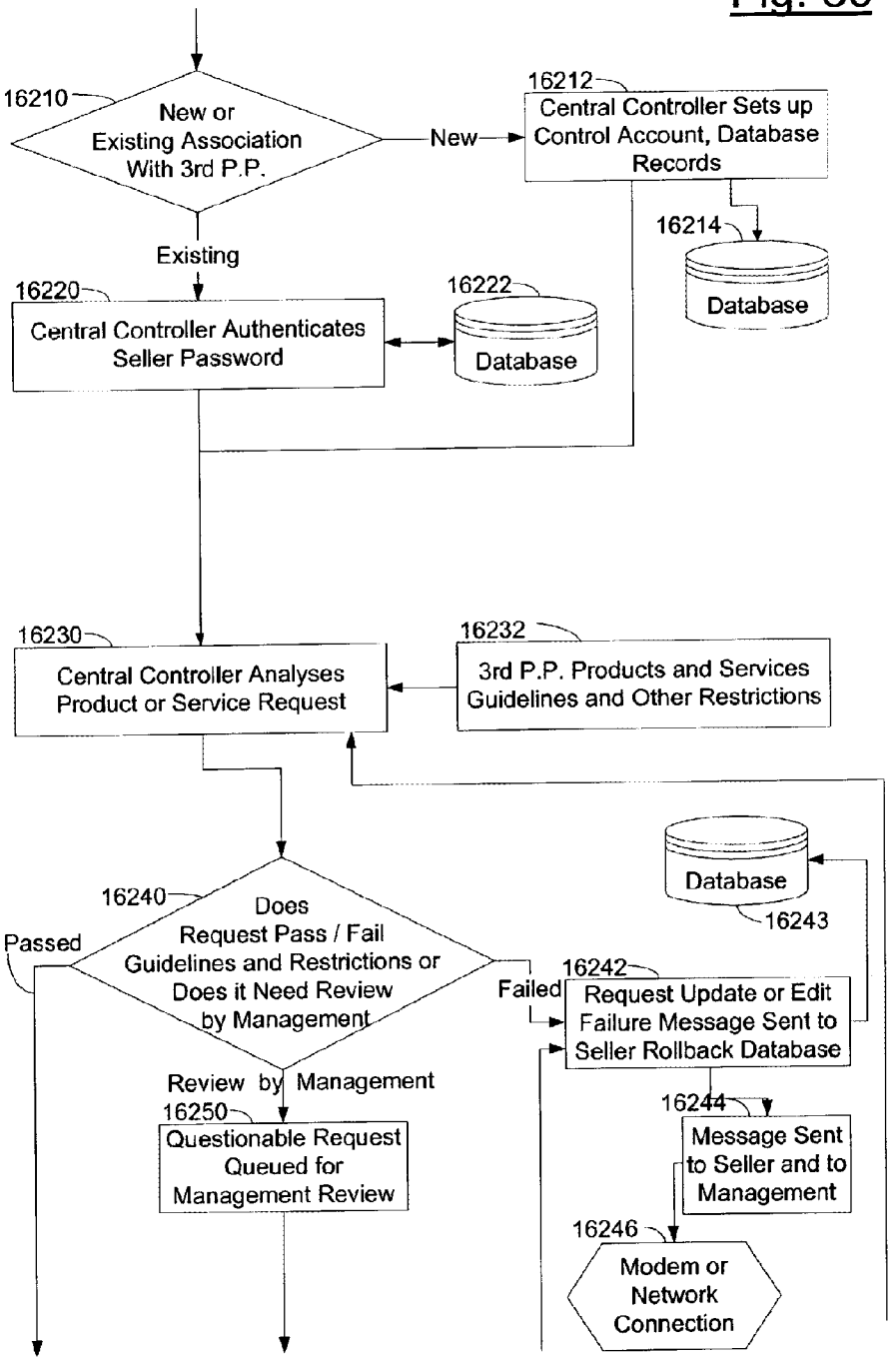

16210
New or Existing Association With 3rd P.P.
New
16212
Central Controller Sets up Control Account, Database Records
16214
Database
Existing
16220
Central Controller Authenticates Seller Password
16222
Database
16230
Central Controller Analyses Product or Service Request
16232
3rd P.P. Products and Services Guidelines and Other Restrictions
Database
16243
16240
Does Request Pass / Fail Guidelines and Restrictions or Does it Need Review by Management
Passed
Failed
16242
Request Update or Edit Failure Message Sent to Seller Rollback Database
Review by Management
16250
Questionable Request Queued for Management Review
16244
Message Sent to Seller and to Management
16246
Modem or Network Connection

Fig. 8d

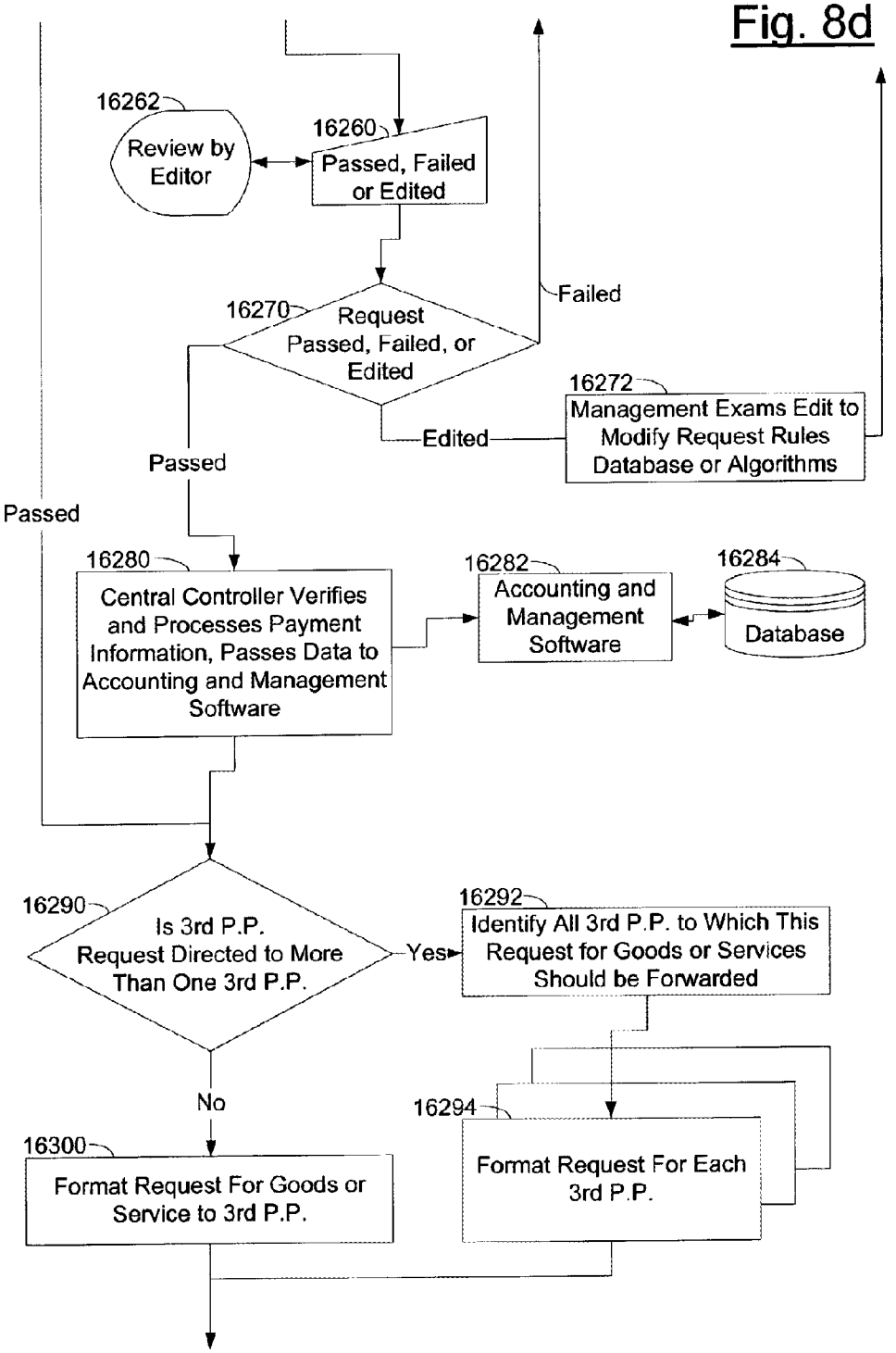
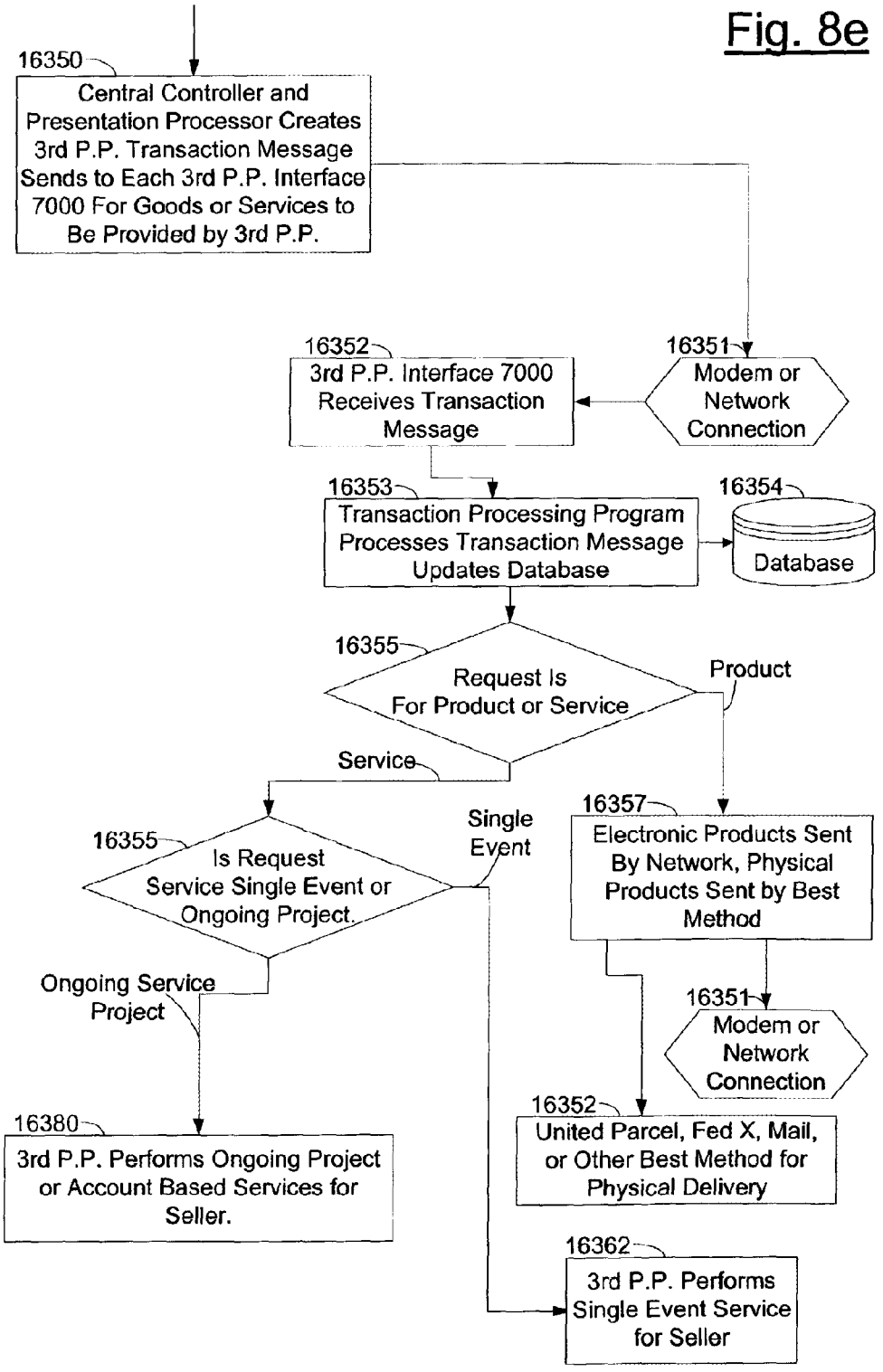

16262
Review by Editor
16260
Passed, Failed or Edited
16270
Request Passed, Failed, or Edited
Failed
Edited
16272
Management Exams Edit to Modify Request Rules Database or Algorithms
Passed
Passed
16280
Central Controller Verifies and Processes Payment Information, Passes Data to Accounting and Management Software
16282
Accounting and Management Software
16284
Database
16290
Is 3rd P.P. Request Directed to More Than One 3rd P.P.
Yes
16292
Identify All 3rd P.P. to Which This Request for Goods or Services Should be Forwarded
No
16294
Format Request For Each 3rd P.P.
16300
Format Request For Goods or Service to 3rd P.P.

Fig. 8e


16350
Central Controller and Presentation Processor Creates 3rd P.P. Transaction Message Sends to Each 3rd P.P. Interface 7000 For Goods or Services to Be Provided by 3rd P.P.
16352
3rd P.P. Interface 7000 Receives Transaction Message
16351
Modem or Network Connection
16353
Transaction Processing Program Processes Transaction Message Updates Database
16354
Database
16355
Request Is For Product or Service
Product
Service
16355
Is Request Service Single Event or Ongoing Project.
Single Event
16357
Electronic Products Sent By Network, Physical Products Sent by Best Method
Ongoing Service Project
16351
Modem or Network Connection
16352
United Parcel, Fed X, Mail, or Other Best Method for Physical Delivery
16380
3rd P.P. Performs Ongoing Project or Account Based Services for Seller.
16362
3rd P.P. Performs Single Event Service for Seller