

# **EXHIBIT “B”**



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(12) **INTER PARTES REEXAMINATION CERTIFICATE (0299th)**

**United States Patent**  
**Gottfurcht et al.**

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- (54) **APPARATUS AND METHOD OF MANIPULATING A REGION ON A WIRELESS DEVICE SCREEN FOR VIEWING, ZOOMING AND SCROLLING INTERNET CONTENT**

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- (52) **U.S. Cl.** ..... **715/740; 715/730; 715/760**

- (58) **Field of Classification Search** ..... None  
See application file for complete search history.

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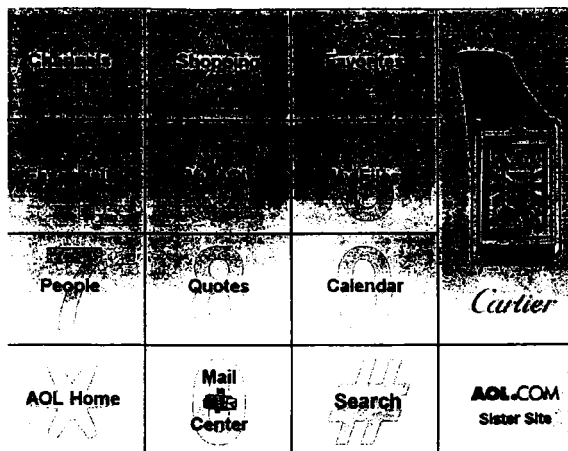
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**(57) ABSTRACT**

A method and apparatus of simplified navigation. A web page is provided having a link to a sister site. The sister site facilitates simplified navigation. Pages from the sister site are served responsive to actuation of the sister site link. In one embodiment, the sister site includes matrix pages to permit matrix navigation.



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**INTER PARTES  
REEXAMINATION CERTIFICATE  
ISSUED UNDER 35 U.S.C. 316**

THE PATENT IS HEREBY AMENDED AS  
INDICATED BELOW.

Matter enclosed in heavy brackets [ ] appeared in the patent, but has been deleted and is no longer a part of the patent; matter printed in italics indicates additions made to the patent.

AS A RESULT OF REEXAMINATION, IT HAS BEEN DETERMINED THAT:

Claims 1, 9, 25 and 58 are determined to be patentable as amended.

Claims 2-8, 10-24, 26-57 and 59-76, dependent on an amended claim, are determined to be patentable.

1. A method of navigating the Internet, comprising:

displaying on-line content accessed via the Internet, the on-line content reformatted from a webpage in a hypertext markup language (HTML) format into an extensible markup language (XML) format to generate a sister site, the sister site including a portion or a whole of content of the web page reformatted to be displayed and navigable through a simplified navigation interface on any one of a television, web appliance, console device, handheld device, wireless device or cellular phone, the simplified navigation interface displayed in a form of a two-dimensional layer of cells from a plurality of layers and a plurality of cells, the two-dimensional layer in a form of a navigation matrix, each cell is a division of a screen and exclusive to a separate single navigation option associated with a specific unique input, the on-line content formatted to be displayed in one or more of the plurality of cells and formatted to be selected for navigation by one or more of the unique inputs, navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper layer;

*displaying a hyperlink on the sister site to navigate to the web page, or displaying a hyperlink on the web page to navigate to the sister site;*

receiving a user selection of one of the navigation options; forwarding the selected navigation option across the internet to a server providing the simplified navigation interface;

receiving a next deeper navigation layer of the simplified navigation interface corresponding to the selected navigation option; and

manipulating a region of the screen for viewing and zooming and/or scrolling of the displayed on-line content.

9. A method comprising:

displaying a first advertisement, the displaying of the first advertisement being via an internet and through a simplified navigation interface, the simplified navigation interface presenting advertisements and content through a plurality of layers and a plurality of cells, the simplified navigation interface displayed in a form of a two-dimensional layer of cells from the plurality of layers and the plurality of cells, the two-dimensional layer

in a form of a navigation matrix, each cell in the navigation matrix associated with a specific unique input, each cell is a division of a screen and exclusive to a separate single navigation option, the first advertisement formatted for display in one of the plurality of cells and formatted to be selected for navigation by one of the unique inputs, navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper layer;

displaying a first content via the internet and through the simplified navigation interface, the first content displayed in one or more of the plurality of cells, the first content reformatted from a web page in a hypertext markup language (HTML) format into an extensible markup language (XML) format to generate a sister site to be displayed and navigable through the simplified navigation interface, the sister site including a portion or a whole of content of the web page reformatted to be navigable by unique inputs through the simplified navigation interface on any one of a television, web appliance, console device, handheld device, wireless device or cellular phone;

*displaying a hyperlink on the sister site to navigate to the web page, or displaying a hyperlink on the web page to navigate to the sister site;*

receiving a first input, the first input received as the specific unique input that is uniquely coupled with an associated cell in the navigation matrix;

forwarding the first input across the internet to a server providing the simplified navigation interface;

receiving a next deeper navigation layer of the simplified navigation interface in response to receiving the first input; and

manipulating a selected region of the screen for viewing and zooming and/or scrolling of the displayed on-line content.

25. A machine readable medium having instructions stored therein, which when executed cause a machine to perform a set of operations comprising:

displaying a first advertisement, the displaying of the first advertisement being via an internet and through a simplified navigation interface, the simplified navigation interface presenting advertisements and content through a plurality of layers and a plurality of cells, the simplified navigation interface displayed in a form of a two-dimensional layer of cells from the plurality of layers and the plurality of cells, the two-dimensional layer in a form of a navigation matrix, each cell in the navigation matrix associated with a specific unique input, each cell is a division of a screen and exclusive to a separate single navigation option, the first advertisement formatted for display in one of the plurality of cells and formatted to be selected for navigation by one of the unique inputs, navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper layer;

displaying a first content via the internet and through the simplified navigation interface, the first content displayed in one or more of the plurality of cells, the first content reformatted from a web page in a hypertext markup language (HTML) format into an extensible markup language (XML) format to generate a sister site to be displayed and navigable through the simplified navigation interface, the sister site including a portion or a whole of content of the web page reformatted to be navigable by unique inputs through the simplified navi-



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gation interface on any one of a television, web appliance, console device, handheld device, wireless device or cellular phone;

*displaying a hyperlink on the sister site to navigate to the web page, or displaying a hyperlink on the web page to* 5  
*navigate to the sister site;*

receiving a first input, the first input received as the specific unique input that is uniquely coupled with an associated cell in the navigation matrix;

forwarding the first input across the internet to a server to providing the simplified navigation interface;

receiving a next deeper navigation layer of the simplified navigation interface in response to receiving the first input; and

manipulating a selected region of the screen for viewing 15  
and zooming and/or scrolling of the displayed on-line content.

58. A machine readable medium having instructions stored therein, which when executed cause a machine to 20  
perform a set of operations comprising:

displaying on-line content accessed via the Internet, the on-line content reformatted from a webpage in a hypertext markup language (HTML) format into an extensible markup language (XML) format to generate a sister site, the sister site including a portion or a whole of 25  
content of the web page reformatted to be displayed and navigable through a simplified navigation interface on any one of a television, web appliance, console device, handheld device, wireless device or cellular

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phone, the simplified navigation interface displayed in a form of a two-dimensional layer of cells from a plurality of layers and a plurality of cells, the two-dimensional layer in a form of a navigation matrix, each cell is a division of a screen and exclusive to a separate single navigation option associated with a specific unique input, the on-line content formatted to be displayed in one or more of the plurality of cells and formatted to be selected for navigation by one or more of the unique inputs, navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper layer;

*displaying a hyperlink on the sister site to navigate to the web page, or displaying a hyperlink on the web page to*  
*navigate to the sister site;*

receiving a user selection of one of the navigation options; forwarding the selected navigation option across the internet to a server providing the simplified navigation interface;

receiving a next deeper navigation layer of the simplified navigation interface corresponding to the selected navigation option; and

manipulating a region of the screen for viewing and zooming and/or scrolling of the displayed on-line content.