

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

BRANCH BANKING AND TRUST COMPANY
Petitioner

v.

EMG Technology, LLC
Patent Owner

U.S. Patent No. 7,441,196

Issue Date: October 21, 2008

Title: APPARATUS AND METHOD OF MANIPULATING A REGION ON A
WIRELESS DEVICE SCREEN FOR VIEWING, ZOOMING AND SCROLLING
INTERNET CONTENT

Covered Business Method Patent Review No. Unassigned

**PETITION FOR COVERED BUSINESS METHOD REVIEW
UNDER 35 U.S.C. § 321 AND § 18 OF THE LEAHY-SMITH AMERICA
INVENTS ACT**

TABLE OF CONTENTS

I.	Introduction.....	1
II.	Formalities.....	1
	A. Real Party in Interest.....	1
	B. Related Matters and Eligibility Based on Infringement Suit	1
	C. Eligibility Based on Lack of Estoppel and Timing of Filing.....	1
	D. The ‘196 patent is a Covered Business Method Patent	1
	E. Fee.....	1
	F. Designation of Lead and Backup Counsel.....	2
	G. Power of Attorney.....	2
	H. Service Information.....	2
III.	Summary of the ‘196 Patent.....	2
IV.	The ‘196 Patent is a Covered Business Method Patent	9
	A. The ‘196 Patent Claims Methods Used in the Practice, Administration or Management of Financial Products or Services.....	10
	B. One or More Claims of the ‘196 Patent is Not Directed to a “Technological Invention”.....	13
V.	Statement of Relief Requested.....	17
VI.	Person of Ordinary Skill in the Art and Claim Construction.....	18
VII.	Priority Date of the ‘196 Patent.....	21
VIII.	Full Statement of the Reasons for the Relief Requested.....	22
	A. Claims 1-76 of the ‘196 Patent are Rendered Obvious By Reformulating HTML (Ex. 1012), HTML 4.0 (Ex. 1013), CSS2	

	(Ex. 1014), AOL (Ex. 1015), and the Knowledge of a Person of Ordinary Skill in the Art.....	22
B.	Claims 1-76 of the ‘196 Patent are Rendered Obvious By Reformulating HTML, Apte (Ex. 1016), Leak (Ex. 1017), AOL, and the Knowledge of a Person of Ordinary Skill in the Art.....	55
VIII.	Conclusion.....	80

LIST OF EXHIBITS

Exhibit 1001	U.S. Patent No. 7,441,196 (“the ‘196 patent”)
Exhibit 1002	Form PTO-SB/08b
Exhibit 1003	Complaint in <i>EMG Technology, LLC v. Branch Banking and Trust Company</i> , No. 6:15-CV-95 (E.D.TX). EMG filed the complaint against Petitioner on February 12, 2014.
Exhibit 1004	<i>Volusion, Inc. v. Versata Software, Inc. and Versata Development Group, Inc.</i> , CBM2013-00017, Paper No. 8, Decision Institution of Covered Business Method Patent Review (October 24, 2013)
Exhibit 1005	77 Fed. Reg. 157 (August 14, 2012) 48734-48773
Exhibit 1006	<i>SAP America, Inc. v. Versata Development Group, Inc.</i> , CBM2012-00001, Paper No. 36, Decision Institution of Covered Business Method Review (January 9, 2013)
Exhibit 1007	Original Prosecution History of the ‘196 patent
Exhibit 1008	Ex Parte Reexamination Prosecution History for the ‘196 patent
Exhibit 1009	U.S. Patent No. 6,660,497, filed November 15, 1999.
Exhibit 1010	EMG Technology Group, LLC v. Vanguard Group, Inc. et al., 6:12-cv-00543, Memorandum Opinion and Order, 2013 WL 6354154 (E.D.Tex.).
Exhibit 1011	EMG Technology Group, LLC v. Chrysler Group, LL, 6:12-cv-00259, Memorandum Opinion and Order, 2013 WL 3753562 (E.D.Tex.).
Exhibit 1012	Reformulating HTML in XML, W3C, Dec. 5, 1998, <i>available at</i> http://www.w3.org/TR/1998/WD-html-in-xml-19981205/ (“Reformulating HTML”)
Exhibit 1013	“HTML 4.0 Specification”, <i>available at</i> http://www.w3.org/TR/1998?REC-html40-19980424/html40.txt , April 24, 1998 (“HTML 4.0”).
Exhibit 1014	“Cascading Style Sheets, level 2 CSS2 Specification”, <i>available at</i> http://www.w3.org/TR/1998/REC-CSS2-19980512 , May 12, 1998 (“CSS2”).
Exhibit 1015	Steinberg, Gene, Special Edition Using America Online, Second Edition, copyright 1996 by Que Corporation (“AOL”)
Exhibit 1016	European Patent Application EP 0822535A2 to Apte, filed 1/8/1997, published 4/2/1998 (“Apte”)
Exhibit 1017	International Publication No. WO 98/43381 to Leak et al., filed 3/26/1998, published 10/1/1998 (“Leak”)

Exhibit 1018	Declaration of Dr. Robert J. Sherwood Concerning the Invalidity of U.S. Patent No. 7,441,196 (“Sherwood Dec.”)
Exhibit 1019	W3C, A Little History of the World Wide Web, created circa 1995 by Robert Cailliau
Exhibit 1020	Bederson, et al. Pad++: A Zoomable Graphical Sketchpad for Exploring Alternate Interface Physics, September 19, 1995 (“Pad++”)
Exhibit 1021	Londergan, Steve, The Lotus Domino Server, Integrating Lotus Notes 4.5 With the Internet (1 st ed. 1997) (“Domino”)
Exhibit 1022	Dragon Systems, Dragon NaturallySpeaking Creating Voice Commands, Version 3.0, August 1998.
Exhibit 1023	Wireless Application Protocol – Wireless Markup Specification Version 3.0, April 1998, produced by the WAP Forum (“WAP WML”)
Exhibit 1024	Wireless Application Protocol – Wireless Application Environment Overview Version 3.0, April 1998, produced by the WAP Forum (“WAP WAE”)
Exhibit 1025	Wireless Application Protocol Architecture Specification Version 3.0, April 1998, produced by the WAP Forum (“WAP Architecture”)
Exhibit 1026	U.S. Patent No. 5,602,596 to Claussen et al., filed on April 8, 1994, issued on February 11, 1997 (“Claussen”)

I. Introduction. Branch Banking and Trust Company (“BB&T” and/or “Petitioner”) petitions for Covered Business Method Patent Review (“Petition”), seeking cancellation of claims 1-76 of U.S. Patent No. 7,441,196 to Gottfurcht, et al. (“the ‘196 patent”, Ex. 1001), owned by EMG Technology, LLC (“EMG”).

II. Formalities

A. Real Party in Interest. BB&T is the real party-in-interest.

B. Related Matters and Eligibility Based on Infringement Suit. The ‘196 patent is asserted against BB&T in *EMG Technology, LLC v. Branch Banking and Trust Company*, No. 6:15-CV-95 (E.D.TX), filed on 2/12/2014. *See* Ex. 1003. Moreover, the ‘196 patent is related to CBM2014-00094, filed March 14, 2014.

C. Eligibility Based on Lack of Estoppel and Timing of Filing. BB&T certifies that estoppel does not prohibit review on the grounds identified in this petition. This petition is not filed in a period during which a petition for post-grant review of the ‘196 patent would satisfy the requirements of 35 U.S.C. § 321(c).

D. The ‘196 patent is a Covered Business Method Patent. The ‘196 patent is a covered business method patent, as explained in § IV.

E. Fee. This petition is accompanied by the required fee in accordance with 37 C.F.R. § 42.15(b). The Office is hereby authorized to charge any further fees required by this Petition to Deposit Account No. 20-1430.

F. Designation of Lead and Backup Counsel.

Lead Counsel	Back-Up Counsel
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Petitioner hereby consents to email service.

G. Power of Attorney. A power of attorney is being filed with the designation of counsel in accordance with 37 C.F.R. § 42.10(b).

H. Service Information. As identified in the attached Certificate of Service, a copy of the present petition, in its entirety, is being served to the address of the attorney or agent of record. BB&T may be served at its counsel, Kilpatrick Townsend & Stockton LLP.

III. Summary of the ‘196 Patent

The ‘196 patent is a covered business method and does not claim a technological invention. Further, the claims of the ‘196 patent were well-known in the prior art and should not have issued. In view of the showings of obviousness provided below, claims 1-76 of the ‘196 patent are unpatentable.

The ‘196 patent is directed to e-commerce. Ex. 1001, 1:18-22. Using the World Wide Web (“Web”) to display advertisements and accept user inputs to navigate commercial web sites involved well-known components such as hyperlinks, markup languages, navigation interfaces, and selectable inputs. Ex.

1018, § II. The Web was developed at least in part by Tim Berners-Lee who later went on to found the World Wide Web Consortium (W3C), which develops and publishes standards for the Web. Ex. 1018, § II. Displaying hyperlinks that, when selected, navigated to other media was well-known in the 1960s. Ex. 1018, § II. Also, since its inception, the Web has allowed content to be displayed and navigated on devices having various display and input capabilities. Ex. 1018, § II.

The Hypertext Markup Language (HTML) is the standard markup language of the Web, and was derived in the early 1990s from the standardized generalized markup language (SGML). Ex. 1018, § II. At least before 1999, extensible markup language (XML) had practically supplanted SGML. Ex. 1018, § II. XML was recognized as having all the power and flexibility of SGML without its complexity. Ex. 1018, § II. This power and flexibility made XML well-suited for connecting display- and input-limited devices to the Web. Ex. 1018, § II. Reformatting web content from HTML to XML was well-known in the 1990s. Ex. 1018, § II. And the technology used to automate and scale reformatting processes (e.g., transcoding) was also mature by the late-1990s. Ex. 1018, § II.

By the late 1990s, XML was a preferred markup language for reformatting. Ex. 1018, § II. For example, when the telecom industry assembled to develop a markup language for displaying web content on Internet-capable mobile phones, the Wireless Application Protocol Forum chose XML, resulting in adoption of the

Wireless Markup Language (WML). Ex. 1018, § II.

WML was designed to facilitate using mobile devices with *limited user input facilities*. Ex. 1018, § II. Mobile phone keypads made data entry laborious. Ex. 1018, § II. This well-defined and solvable problem also faced developers of Internet-enabled TVs, who were also focused on simplifying web navigation. For example, technology commercially known as WebTV™ allowed viewers to navigate the Web using an ordinary television and remote control. Ex. 1018, § II. With WebTV™, a person used a remote control to easily navigate between objects on the Web with little effort, as if simply changing the channels on the television. Ex. 1018, § II. And because the remote control and mobile phones keypads were similar, a common solution could be employed. Ex. 1018, § II.

One solution was to partition the screen into individual regions into which a navigation option associated with distinct inputs could be embedded. Ex. 1018, § II. The distinct inputs could reflect those available on a specific device. In the case of a phone or TV remote control, these inputs were the standard 3-by-3 arrangement of buttons as well as buttons for scrolling up or down to navigate between items on a menu or list. Ex. 1018, § II.

Underlying such implementations was the mature server architecture that allowed the Web to reach a range of devices. Proxy server architecture for reformatting or transcoding content from one format to another was common and

well-understood long before the late 1990s. Ex. 1018, § II. For example, WebTV’s server functioned as a proxy, providing Internet access for the TV. Transcoding was commonly utilized to modify HTML pages for display on various devices, such as TVs or phones. Ex. 1018, § II. W3C explicitly encouraged product developers to use such proxy-based transformational software to reformat HTML to XML. Ex. 1018, § II.

The growing availability of content specifically adapted to the small or big screen highlighted the need for *linking between HTML and XML documents* to standards-setting organizations such as the W3C. Ex. 1018, § II. Thus, to enable XML processors to recognize encoded hypertext links, the “a” tag was incorporated into the XML specification (the xml:link attribute). Ex. 1018, § II. Also, XML Linking Language (XLink) syntax created structures capable of describing *both* simple unidirectional hyperlinks in HTML as well as the more sophisticated multi-ended and typed links in XML. Ex. 1018, § II. A significant objective of this synergy was to keep HTML content connected to its XML counterparts and vice versa. Ex. 1018, § II. The W3C in the 1990s recognized that standards were needed to facilitate transforming HTML into XML and to make their links compatible. Ex. 1018, § II.

The option to navigate between two versions of a web site – one version simplified for display on a device with limited capabilities and another version in

the full, rich, or original format – was not new. Indeed, several prior art references cited in this Petition disclose displaying hyperlinks to navigate from an original version of a web site to a simplified version. *See, e.g.*, Ex. 1015, pp. 662, 668, 678; Ex. 1018, §§ II, VI. It was also well-known throughout the 1990s to use the Web as a channel for disseminating commercial information, including advertisements, and for effectuating buying and selling on the web. Ex. 1018, § II. The patent itself acknowledges that users could already purchase goods over the Internet. Ex. 1001, 1:18-39.

The claims of the ‘196 patent are e-commerce methods for displaying web pages reformatted from HTML into XML. The reformatted web pages provide “a simplified navigation interface” comprising a “two-dimensional layer of cells.” All four independent claims (1, 9, 25, and 58) recite the following limitations, directly or inferentially, provided here by way of summary, not of construction (construction is addressed in § VI): (1) content reformatted from HTML to XML to generate a “sister site”; (2) the “sister site” has a simplified user interface for navigation on a television, cell phone, or other device; (3) the interface is in the form of a “matrix” or “layer” of “cells”; (4) the content (and/or advertisements) is displayed in the cells, navigation between “layers” is hierarchical; (5) a “hyperlink” on the “sister site” to navigate to the web page, or vice versa; (6) the user selects a “navigation option” to browse another “layer”; and (7) “regions” can

be scrolled or zoomed. *See, e.g.,* Ex. 1001, 1007, 1008, 1009. The prior art cited in this Petition disclosed these limitations, and all others, before November 15, 1999, the earliest possible priority date of the ‘196 patent.

In a prior reexamination, the originally-issued claims were found to be unpatentable. *See, e.g.,* Ex. 1008, pp. 1341-1385. EMG’s attempts to distinguish a “sister site” having a simplified navigation interface from the prior art failed. *See, e.g.,* Ex. 1008, pp. 805-849. After all claims were twice rejected, EMG, in a rare inter partes reexamination interview, argued that the simple idea of hyperlinking the simplified web site to the original web site (or vice versa) was the key patentable feature. *See, e.g.,* Ex. 1008, pp. 80, 82-84. As the parties settled by that time, the reexamination had for all practical purposes become ex parte, and EMG’s amendments incorporating the hyperlink limitations were unopposed. With no new art cited and no arguments to the contrary on which to rely, the Examiner allowed the claims. *See, e.g.,* Ex. 1008, p. 14. As no adverse party remained, no party appealed.

The unopposed amendment added the simple step of “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.” In the reasons for allowance, the “displaying a hyperlink” element was singled out as the only arguably novel and non-obvious feature:

“The prior art cited by the Requester teaches methods of converting HTML documents to XML type documents to allow non-standard devices (typically mobile devices) to more easily navigate web content. The prior art cited by the Requester further teaches simplified navigation interfaces such as two-dimensional navigation interfaces that are more easily used by a mobile device. However, none of the cited references provide any disclosure detailing a hyperlink mechanism for navigating between the HTML website and XML sister site.”¹ Ex. 1008, p. 14 (emphasis added).

In short, but for the newly added limitation of displaying a hyperlink on the website to navigate to the sister site (or vice versa), the Office *already* found all of the claimed features of the independent claims unpatentable, including the concept of a sister site. As discussed below, EMG’s addition is inadequate to sustain the patentability of the claims of the ‘196 patent. Such hyperlinking would have been obvious to one of skill in the art and was disclosed in numerous prior art publications. *See, e.g.*, Ex. 1015, pp. 662, 668, 678; Ex. 1018, §§ II, VI.

IV. The ‘196 patent is a Covered Business Method Patent

A ‘covered business method (“CBM”) patent’ is a patent that claims a method or corresponding apparatus for performing data processing or other operations used in the practice, administration, or management of a financial

¹ Emphasis added throughout unless otherwise noted.

product or service, except that the term does not include patents for technological inventions. AIA, § 18(d)(1). To institute a CBM review, a patent need only have *one* claim directed to a CBM, and not a technological invention. *See* Ex. 1004, p. 8; Ex. 1005, 48736. As discussed below, one or more of the claims of the ‘196 patent is directed to a covered business method and not a technological invention. Thus, the ‘196 patent is eligible for CBM review.

A. The ‘196 patent Claims Methods Used in the Practice, Administration or Management of Financial Products or Services

The ‘196 patent squarely meets the AIA definition of covered business method (“CBM”). The AIA defines a CBM patent as “a patent that claims a method or corresponding apparatus for performing data processing or other operations used in the practice, administration, or management of a financial product or service....” AIA § 18(d)(1); *see also* 37 C.F.R. § 42.301. The Office noted that the AIA’s legislative history demonstrates that “financial product or service” should be “interpreted broadly,” encompassing patents “claiming activities that are financial in nature, incidental to a financial activity or complementary to a financial activity.” 77 Fed. Reg. 157, p. 48735.

Moreover, the language “practice, administration, or management” is “intended to cover any ancillary activities related to a financial product or service, including... marketing, customer interfaces, [and] Web site management and functionality...” 157 Cong. Rec. S1365, daily ed. March 8, 2011, Sen. Schumer. Of

particular pertinence to the ‘196 patent, Sen. Schumer, co-author of § 18, stated:

“[t]o meet this [eligibility] requirement, the patent need not recite a specific financial product or service. Rather, the patent claims must only be broad enough to cover a financial product or service. For example, if a patent claims a general online marketing method but does not specifically mention the marketing of a financial product, such as a savings account, if that marketing method could be applied to marketing a financial product or service, the patent would be deemed to cover a ‘financial product or service.’ *Id.*

The ‘196 patent is directed to displaying marketing content, such as advertisements, on an e-commerce website having a “simplified” interface in comparison with an original website, to make it easier for customers to purchase products or services. *See* § III. Indeed, various embodiments describe exploring a simplified version of amazon.com, and allowing a user to select advertisements and purchase advertised products. *See, e.g.,* Ex. 1001, 8:18-9:31. The same methods are equally applicable to the marketing of financial goods and services.

The intrinsic evidence further establishes the invention as a finance-related business method. The patent describe its field of invention as e-commerce services. *See, e.g.,* Ex. 1001, 1:18-19. And the stated goal is “providing easy navigation to facilitate access to [electronic commerce] services.” Ex. 1001, 1:19-22 (emphasis added). The ‘196 patent adds, “[t]he ability of consumers to buy products, obtain information from the comfort of their own home is revolutionizing the way

business is done.” Ex. 1001, 1:25-27 (emphasis added). In short, the ‘196 patent is directed to using a simplified navigation interface to access goods and services through marketing. The patent’s technology is *at least* incidental or complementary to a financial product or service, as required by the PTAB.

The claims themselves support this conclusion. Independent claims 9 and 25 are directed to a method and machine readable medium, respectively, for displaying advertisements. Claims 22 and 37 recite displaying purchasing interfaces. Indeed, a user can browse product listings and advertisements at various levels of detail and purchase items through the simplified interface. Since the method is designed to supply product options so as to “encourage users to be more willing to conduct e-commerce,” and involves marketing and purchasing, the ‘196 patent is related to the practice, administration, or management of a financial product or service. Ex. 1001, 8:67-9:2.

The patent owner’s actions also establish that the patent is related to the financial services industry. In addition to the lawsuit filed against Petitioner, a financial service company, EMG has filed infringement lawsuits against numerous other financial services companies: The Vanguard Group, Discover Bank, Ally Financial Inc., Mastercard Inc., Visa, Inc., Bloomberg L.P. and Bloomberg Finance L.P., Scottrade, Inc., U.S. Bancorp, SunTrust Banks, Inc., T. Rowe Price Group, Inc., TD Ameritrade Holding Corporation, and American Express Co. In its

complaint against BB&T, EMG asserts that **“BB&T is in the business of providing commercial and retail banking and financial services, and that a significant portion of its revenue derives from the promotion and/or sale of its products and services through its Internet web sites . . .”** Ex. 1003, p. 2.

In short, EMG believes, and has argued to district courts, that the patented technology is being used by financial services companies as part of their financial business practices. EMG cannot now reasonably argue that the patent is unrelated to the practice, administration, or management of a financial service or product.

The legislative history further supports the conclusion that the ‘196 patent is a covered business method. On the day that § 18 was added as an amendment to the AIA, Sen. Schumer confirmed: “[I]f a patent holder alleges that a financial product or service infringes its patent, the patent shall be deemed to cover a ‘financial product or service’ for purposes of this amendment regardless of whether the asserted claims specifically reference the type of product of [sic] service accused of infringing.” 157 Cong. Rec. S1365, daily ed. March 8, 2011.

For at least these reasons, the ‘196 patent is a covered business method.

B. One or More Claims of the ‘196 patent is Not Directed to a “Technological Invention”

The AIA excludes “patents for technological inventions” from the definition of covered business method patents. AIA § 18(d)(2). The ‘196 patent does not claim a technological invention under the AIA because its chief elements are

displaying content through a simplified navigation interface, displaying hyperlinks, and displaying advertisements. To be directed to a technological invention, “(1) the claimed subject matter as a whole must recite a technological feature that is novel and unobvious over the prior art; *and* (2) it must solve a technical problem using a technical solution.” Ex. 1004, p. 8; *See* 37 C.F.R. § 42.301. However, “the presence of a single claim [not directed to a technological invention] is sufficient to institute a [CBM] review.” Ex. 1006, p. 26. To assist in the determination of whether a patent is for a technological invention, the Office Trial Practice Guide provides that the following would not typically render a patent a technological invention:

- (a) Mere recitation of known technologies, such as computer hardware, communication or computer networks, software, memory, computer readable storage medium, scanners, display devices, or databases, or specialized machines, such as ATM or point of sale device.
- (b) Reciting the use of known prior art technology to accomplish a process or method, even if the process or method is novel and non-obvious.
- (c) Combining prior art structures to achieve the normal, expected, or predictable result of that combination. Ex. 1005, pp. 48763-64.

Under this framework, the ‘196 patent claims do not meet the requirements of a “technological invention.” Not only do the claims of the ‘196 patent fail to

recite a novel and unobvious technological feature, but they do not solve a technical problem using a technical solution.

Turning to the first prong, the claims do not recite a technological feature that is novel and unobvious. The prosecution history is illustrative on this point. In reexamination, the originally-issued '196 patent claims were found unpatentable over the prior art. *See* Ex. 1008, pp. 14, 1341-1385. Simply put, EMG failed to distinguish the concept of a sister site having a simplified navigation interface from the prior art. *See supra* § III. After the requester stopped participating, EMG amended each independent claim to add the “displaying a hyperlink” feature, the only arguably distinguishing limitation.

Regardless of whether the prior art before the Office during reexamination taught this feature, it is unreasonable to conclude that “displaying a hyperlink” to a related website was novel in 1999. Ex. 1018, § II. Indeed, by 1999 the dot-corn boom was nearing its end. Ex. 1018, § II. WebTV had existed at least five years, and Internet-capable mobile devices were becoming pervasive. Ex. 1018, § II. Because such devices had constraints as compared to conventional PCs, adapted websites were commonplace. Ex. 1018, § II. Simply put, in 1999, and well before, displaying a hyperlink to navigate between original and simplified versions of a web site was well-known in the art. Ex. 1018, § II. As the prior art cited in this Petition shows, displaying a hyperlink on a website to a so-called “sister site” was

nothing new, and was in fact in use by many different websites before the ‘196 patent was filed. *See* Ex. 1015, pp. 662, 668, 678; Ex. 1018, §§ II, VI; *see also infra* § VIII. Because this is not novel or unobvious over the prior art, the claims fail at least the “technological feature is novel and non-obvious” prong of the technological invention exception.

The analysis could stop there – the “technical invention” exception does not apply when *even one* prong of the definition is not met. Regardless, the ‘196 patent does not satisfy the second prong either. The claimed subject matter does not solve a technical problem using a technical solution. Simply being related to technology or using technology does not qualify a patent for the technological invention exception. Within this framework, the ‘196 patent does not solve a technical problem using a technical solution.

First, there is no technical problem described by the ‘196 patent. The patent purports to provide a “method and apparatus of simplified navigation.” Ex. 1001, Abstract. But the patent admits that users could already purchase goods over the Internet. Ex. 1001, 1:18-39. The patent also acknowledges that users could already view web sites on a variety of devices, including a television.” Ex. 1001, 1:31-36. As noted above, the sole new element that EMG relied on to overcome the rejection during reexamination is the simple idea of hyperlinking a simplified web site to an original web site (or vice versa). Ex. 1008, pp. 80, 82-84. Thus, the lack

of such a hyperlink is the apparent problem solved by the ‘196 patent. The “technological invention” exception to CBM eligibility was not designed to exclude from review patents that solve such problems, even if they recite technological components.

Second, there is no technical solution. The claimed approach, with its focus on broad notions of displaying information, receiving information, manipulating a display, etc., is overbroad and not directed to technology, much less a technical solution. EMG will undoubtedly argue that specific references to HTML, XML, and displayed webpages in the claims demonstrate that the solution is technical. That is a fallacy. Not only do these references refer to known technology, such as converting a webpage from HTML format to XML format, but they merely define an environment in which the claimed method is to be used. Indeed, none of the arguably “technical” elements are positively recited. For example, there is no claimed reformatting step. The claims only recite displaying reformatted content that was either “reformatted” in advance of a request or was “reformatted” on the fly. But “reformatting” does not appear in the claim language. As such, the claims do not provide a solution grounded in technology.

The ‘196 claims are not directed to a “technical invention.” The claims neither recite a technological feature that is novel and unobvious nor solve a technical problem using a technical solution. Accordingly, the patent is a CBM

patent eligible for review under § 18.

V. Statement of Relief Requested. This petition requests cancellation of claims 1-76 (the “Challenged Claims”) of the ‘196 patent as being rendered obvious by:

- Reformulating HTML in XML, W3C, Dec. 5, 1998 (“Reformulating HTML”, Ex. 1012), “HTML 4.0 Specification”, April 24, 1998 (“HTML 4.0”, Ex. 1013), “Cascading Style Sheets, level 2 CSS2 Specification”, May 12, 1998 (“CSS2”, Ex. 1014), Steinberg, Gene, Special Edition Using America Online, Second Edition, copyright 1996 by Que Corporation (“AOL”, Ex. 1015) and the Knowledge of a Person of Ordinary Skill in the Art; and/or
- Reformulating HTML, European Patent Application EP 0822535A2 to Apte, filed 1/8/1997, published 4/2/1998 (“Apte”, Ex. 1016), International Publication No. WO 98/43381 to Leak et al., filed 3/26/1998, published 10/1/1998 (“Leak”, Ex. 1017), AOL, and the Knowledge of a Person of Ordinary Skill in the Art.

VI. Person of Ordinary Skill in the Art and Claim Construction

A person of ordinary skill in the art (“POSITA”) is one who is presumed to be aware of all pertinent art, thinks along conventional wisdom in the art, and is a person of ordinary creativity. Considering these factors in the context of the claims

of the '196 patent, a POSITA in the 1999/2000 time frame would have had a bachelor's degree in computer science or commensurate industry experience of at least two years of experience with HTML programming and general knowledge of Internet browser technology or a similar field. Ex. 1018, § IV.B.

In a covered business method review, claim terms are interpreted under a “broadest reasonable construction” standard. *See* 37 C.F.R. § 42.300(b). In compliance with 37 C.F.R. § 42.304(b)(4), the “claim terms are presumed to take on their ordinary and customary meaning.” *See* Ex. 1005, 48699. In *EMG v. Apple, et al.*, the patent owner produced claim charts providing its proposed construction for certain terms. *See* Ex. 1008, pp. 4657-64. Petitioner respectfully submits that the broadest reasonable interpretation of each of “displaying on-line content via the Internet”, “the on-line content reformatted from a webpage in an HTML format into an XML format to generate a sister site”, “HTML”, “XML”, “sister site”, “a simplified navigation interface”, “displayed in a form of a two-dimensional layer of cells”, “from a plurality of layers and a plurality of cells”, “being received”, “navigation matrix”, “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 online-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”, “exclusive to a separate single

navigation option”, “navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper layer”, “receiving a user selection of one or the navigation options”, and “specific unique input” is at least as broad as that patent owner’s proposed construction. *See* Ex. 1008, pp. 4658- 64.

In prior litigations involving the ‘196 patent, the District Court in the Eastern District of Texas construed certain claim terms of the ‘196 patent. *See* Ex. 1010, 1011. Petitioner respectfully submits that the broadest reasonable interpretation is at least as broad as the Court’s constructions. Accordingly, Petitioner submits that the broadest reasonable interpretation for each of “purchasing interface”, “exclusive to a separate single navigation option”, “unique input”, “to navigate to the web page”, “to navigate to the sister site”, “to generate a sister site”, “the two-dimensional layer in a form of a navigation matrix”, “webpage”, “web page” is at least as broad as the Court’s constructions. *See* Ex. 1010, p. 32; Ex. 1011, p. 19. Further, Petitioner asserts that the broadest reasonable interpretation of “sister site”, “navigation options”, and “primary navigation options” are as follows:

Sister Site: According to the specification, “[a]s used herein, ‘sister site’ is deemed to mean a site that provides for navigation of the site using a simplified navigation system, such as matrix navigation described in more detail below.” Ex. 1001, 2:49-53. Although the “sister site” is described using idiosyncratic

terminology (e.g., “matrix navigation,” “matrix layers”), the specification explains that in the preferred embodiment, these “matrix layers” are simply XHTML web pages reformatted with Cascading Style Sheets (CSS), displayable and navigable on a prior art browser. Ex. 1001, 3:23-37. The specification explains that such pages may exist on a web site or be generated on the fly. “Content partners may maintain a database of sister site web pages corresponding to the pages in the general use site. Alternatively, content partners may provide a facility for converting web pages on the fly to the sister site format.” Ex. 1001, 2:56-59. A sister site is thus reasonably construed to mean “one or more web pages that provide for navigation of the web page(s) using a simplified navigation interface.” Ex. 1018, § IV.B.

Navigation Options: The specification explains that cells are “navigation options.” Ex. 1001, 7:65-8:3. As would be expected for a browser, a mouse or other pointer device can be used to select “navigation options.” Ex. 1001, 8:14-15. Navigation also works like ordinary web page navigation – selecting a link or “navigation option” brings up a new XHTML “layer.” Ex. 1001, 8:39-41, FIGs. 10a-10b. The specification indicates that, as shown in Figures 3, 8, and 10A-G, the “matrix layers” are XHTML pages displayed in a browser, navigated by selecting links with a mouse or other input device. The specification notes, “[t]he additional cells represent navigation paths that have not reached their maximum depth. For

example, by pressing a 3, one would get to a features (sic) of the Technics product content layer.” Ex. 1001, 9:11-16. As such, “navigation options” is reasonably construed to mean “a link a user may select to access a layer of content.” Ex. 1018, § IV.B.

Primary Navigation Options: The ‘196 specification states that “[p]rimary navigation options’ as used herein are those navigation options that necessarily change between successive matrix layers, changing from general to more specific with increases in depth in the matrix” and thus the broadest reasonable interpretation is at least as broad. Ex. 1001, 7:46-49.

VII. Priority Date of the ‘196 Patent

The application leading to the ‘196 patent was filed on March 13, 2006, is a continuation of application no. 09/518,015, filed on March 3, 2000, and a continuation-in-part of application no. 09/440,214, filed on November 15, 1999, now U.S. Patent No. 6,600,497. *See* Ex. 1001. Each of the independent claims of the ‘196 patent recites “content reformatted from a webpage in a hypertext markup language (HTML) format into an extensible markup language (XML) format to generate a sister site” and “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.” *See* Ex. 1001. The ‘214 application, however, does not provide support for these limitations at least because it does not disclose the claimed sister site. *See* Ex.

1009; Ex. 1018, §§ IV.A, VI.F. Therefore, the ‘196 patent is entitled to a priority date no earlier than March 3, 2000.

VIII. Full Statement of the Reasons for the Relief Requested

A. Claims 1-76 of the ‘196 Patent are Obvious Over Reformulating HTML (Ex. 1012), HTML 4.0 (Ex. 1013), CSS2 (Ex. 1014), AOL (Ex. 1015), and Knowledge

Reformulating HTML was published at least as early as Dec. 5, 1998, HTML 4.0 was published at least as early as April 24, 1998, CSS2 was published at least as early as May 12, 1998, and AOL was published at least as early as 1996. Thus, Reformulating HTML, HTML 4.0, CSS2, and AOL are each prior art under § 18(a)(1)(C).

Reformulating HTML incorporates by reference HTML 4.0 and explicitly references CSS2. *See* Ex. 1012, pp. 1, 14, 20. Moreover, Reformulating HTML, HTML 4.0, and CSS2 were all published by W3C and have been available online from www.w3.org since they were first published. *See* Ex. 1012, p. 1; Ex. 1013, p. 1; Ex. 1014, p. 1. HTML 4.0 and CSS2, among other things, describe the structure and operation of Hypertext Markup and Cascading Style Sheets described in Reformulating HTML. Ex. 1018, § VI.N.

Reformulating HTML discloses reformulating HTML as an XML application to create XHTML. Ex. 1018, § V.A. The reformulation was code named “Voyager” in Reformulating HTML and was later changed to XHTML in

the next version of the working draft published February 24, 1999. Ex. 1018, § V.A. Reformulating HTML discloses reformatting a web page originally in a HTML format into an XML format to generate sister site that includes all or a portion of the content of the web page

Therefore, it would have been obvious for a person of ordinary skill in the art at the relevant time to combine Reformulating HTML (which incorporates HTML 4.0) with HTML 4.0 and CSS2 at least because these references are in the same field of endeavor and because Reformulating HTML explicitly references HTML 4.0 and CSS2. Ex. 1018, § VI.N. Furthermore, it would have been obvious to combine these references because doing so would better enable publishers of web content to create web pages that could be viewed uniformly across a variety of different devices and platforms. Ex. 1018, § VI.N. Finally, a person of ordinary skill in the art would recognize that this combination of references would provide significant cost savings to publishers of web content by permitting content providers to repurpose web pages encoded in HTML for display on other devices and platforms that were only supported XML. Ex. 1018, § VI.N.

Moreover, it would have been obvious to combine the simplified user interface of AOL with content published through the combination of Reformulating HTML, HTML 4.0, and CSS2. AOL discloses or suggests a graphical user interface consisting of a matrix of navigational options selectable by

the user as icons. Ex. 1015, pp. 82, 83, 91, Ex. 1018, § VI.N. HTML 4.0 is a standard for formatting data to be displayed to a user and discloses or suggests tables, which can be composed of cells in rows and columns comprising links, images, text, and other arranged data. Ex. 1013, pp. 49-50, Ex. 1018, § VI.N. It would have been obvious to a person of ordinary skill in the art to combine the visual navigational interface of AOL with a table implemented in HTML. Ex. 1018, § VI.N. The nature of the problem to be solved in both AOL and HTML 4.0 (presenting information in a simplified manner and processing user requests for information), as well as the need to implement the solution to this problem on a wide variety of devices, such as web appliances, televisions, or mobile phones, would have led one of ordinary skill in the art to implement the simplified navigation interface of AOL as a table in HTML. Ex. 1015, pp. 82, 83, 91; Ex. 1013, pp. 49-50; Ex. 1018, § VI.N. Furthermore, AOL itself teaches toward this combination because AOL discloses or suggests displaying HTML encoded tables through AOL's visual interface. Ex. 1015, Figs. 36.12, 36.17, 36.25, 36.27; Ex. 1018, § VI.N.

It would have been obvious to combine the simplified navigation interface of AOL with the means of encoding web content in Reformulating HTML, HTML 4.0, and CSS2. Doing so would allow information such as content and advertisements to be presented to a user easily and efficiently. Ex. 1018, § VI.N.

This would improve the user's experience in navigating through the content and advertisements, which would in turn encourage users to spend more time experiencing content and advertisements. Ex. 1018, § VI.N. Increased user exposure would make advertisements more effective by generating more impressions per advertisement, and an obvious financial incentive exists for merchants and content providers to make advertisements more effective. Ex. 1018, § VI.N.

Reformulating HTML, HTML 4.0, CSS2, and AOL disclose or suggest a method of navigating the Internet and a machine readable medium having instructions that when executed cause a machine to perform a set of operations including software for reformulating HTML into XML, software for web browsers to access web pages via the Internet, and various devices that could store and execute instructions. See, e.g., Ex. 1012, pp. 7-9; Ex. 1013, p. 9; Ex. 1015, pp. 44, 64; Ex. 1018, § VI.A.

<u>Claims 1, 9, Preamble</u> A method [of navigating the Internet,] comprising:	See, e.g., support cited for claims 1, 9, 25, 58 for Reformulating HTML, HTML 4.0, CSS2, AOL and Knowledge. See, e.g., Ex. 1012, pp. 4, 8-9; Ex. 1013, 8, 9; Ex. 1014, p. 33; Ex. 1015 2, 64, 699. <i>See also</i> Ex. 1018, § VI.A; Ex. 1008, pp. 1549-1630, 2641-2735.
<u>Claims 25, 58, Preamble</u> A machine readable medium	“Voyager is the code name for HTML reformulated as an application of XML . . . Voyager must be easy and straightforward to use over the Internet.” Ex. 1012, pp. 8-9. “HTML has been developed with the vision that all manner of devices should be able to use information on the Web: PCs with

having instructions stored therein, which when executed cause a machine to perform a set of operations comprising:	graphics displays of varying resolution and color depths, cellular telephones, hand held devices, devices for speech for output and input, computers with high or low bandwidth, and so on.” Ex. 1013, p. 9. “The [America Online] service offers online shopping, information services such as daily newspapers and magazines . . . In addition, America Online lets you reach out beyond the borders of its service, by providing a direct gateway to the Internet, which serves tens of millions of computer users across the world.” Ex. 1015, p. 44. “This version of Windows AOL software was released in the spring of 1995. The software includes . . . [a] World Wide Web Browser . . . This feature, integrated into your AOL software, enables you to access World Wide Web pages on the Internet.” Ex. 1015, p. 64. Ex. 1015, p. 699.
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Reformulating HTML, HTML 4.0, CSS2, and AOL disclose or suggest displaying content and/or advertisements accessed via the Internet. See, e.g., Ex. 1013, p. 46; Ex. 1015, p. 665; Ex. 1018, § VI.B. For example, AOL discloses the display of an advertisement by AutoByTel and content from America Online in a web browser. Ex. 1015, p. 665. Furthermore, AOL discloses or it would have been

obvious to a person of skill in the art that the content and advertisement could be accessed via the Internet as indicated by the URL “http://www.blue.aol.com” displayed in the web browser. Ex. 1015, p. 665; Ex. 1018, § VI.B.

Reformulating HTML, HTML 4.0, CSS2, and AOL disclose or suggest that content can be reformatted from a web page in an HTML format into an XML format to generate a sister site. Ex. 1012, pp. 4, 9, 13; Ex. 1018, § VI.B. For example, Reformulating HTML discloses an application called HTML Tidy that converts existing web content, such as a web page in an HTML format, into Voyager, “the code name for HTML reformulated as an application of XML.” Ex. 1012, p. 13. Reformulating HTML further discloses that “Voyager documents must be XML documents.” Ex. 1012, p. 9. Thus, Reformulating HTML discloses or it would have been obvious to a person of ordinary skill in the art at the relevant time to reformat content from a web page in an HTML format into an XML format to generate a sister site. Ex. 1012, pp. 4, 9, 13; Ex. 1018, § VI.B. Doing so could “give[] product developers the tools with which they can extend or subset HTML to address the perceived needs of their customers.” Ex. 1012, p. 4; Ex. 1018, § VI.B. Doing so could also allow content to efficiently be moved from “HTML onto mobile devices (handheld computers, portable phones, etc.), television devices (digital televisions, tv-based web browsers, etc.), and appliances (fixed function devices)” thereby providing greater convenience to users of various devices and

reduced development costs. Ex. 1012, p. 4; Ex. 1018, § VI.B.

Moreover, it is implied and/or would have been obvious that all or a portion of a web page reformatted into Voyager (XML) could include all or a portion of the content of the web page. Ex. 1018, § VI.C. In addition, Reformulating HTML discloses that content can be transformed based on the capabilities or configuration of various devices such as a TV screen, cellular phone, desktop computer, etc., by stripping out scripts, style sheets, images, etc. Ex. 1012, pp. 4, 7-8. It thus is implied and/or would have been obvious that those items not stripped out would remain to be displayed and navigable through a simplified navigation interface on various devices. Ex. 1018, § VI.C. Thus, Reformulating HTML, HTML 4.0, CSS2, and AOL disclose or suggest that the sister site can include all or a portion of the web page reformatted to be displayed and navigable through a simplified navigation interface on various devices such as handheld computers, portable phones, tv-based web browsers, appliances, desktop computers, etc. Ex. 1012, pp. 4, 7-8; Ex. 1013, p. 9; Ex. 1018, § VI.C.

Furthermore, Reformulating HTML, HTML 4.0, CSS2, and AOL disclose or suggest that content and/or advertisements could be displayed and navigable through a simplified navigation interface having a two-dimensional layer of cells from a plurality of layers and a plurality of cells, with the two-dimensional layer being in the form of a navigation matrix. See, e.g., Ex. 1013, pp. 8, 46, 49, 58-59,

74; Ex. 1014, pp. 101, 102, 125-127, 149-151, 253-256; Ex. 1015, pp. 121, 129, 665, 669, 702; Ex. 1018, §§ VI.B-VI.E.

For example, HTML 4.0 discloses a two-dimensional table of cells for text, images, links, other tables, etc. Ex. 1013, pp. 49, 58-59. In addition, AOL discloses that content can be displayed and navigable through a two-dimensional layer of cells being in the form of a navigation matrix. Ex. 1015, pp. 121, 702. Moreover, a person of skill in the art would have known that content and/or advertisements can be in the form of text or an image and thus it would have been obvious for content and/or advertisement(s) to be displayed in one or more cells of a table. See, e.g., Ex. 1013, p. 46; Ex. 1015, pp. 665, 699; Ex. 1018, § VI.D. In addition, a person of skill in the art at the time would have known that text or images in one or more cells of a table could be linked to another document, image, etc., thereby providing navigation capabilities. Ex. 1013, pp. 8, 49, 58-59; Ex. 1018, § VI.D.

Reformulating HTML also discloses that a CSS Style Sheet “provides the means to control the rendering of HTML documents as well as the means for transforming documents,” and CSS2 discloses that, “[i]n the [CSS] visual formatting model, each element in the document tree generates zero or more boxes according to the box model.” Ex. 1012, p. 14; Ex. 1014, p. 95. Elements that do not generate boxes have no effect on the formatting structure and are not displayed. *See* Ex. 1014, pp. 101-102, 149-151; Ex. 1018, § VI.D. Moreover, CSS2 discloses

that each box has a horizontal, vertical, and z-axis position such that each box overlays the boxes below it, and that content can be hidden or displayed. See Ex. 1014, pp. 101, 102, 125-127, 149-151.

Therefore, Reformulating HTML, HTML 4.0, CSS2, and AOL disclose or it would have been obvious for a simplified navigation interface to have a two-dimensional layer of cells from a plurality of layers and a plurality of cells. Ex. 1018, § VI.D. As one example, a nested table (e.g., a table within a cell of another table) as disclosed by HTML 4.0 could have multiple cells and multiple layers. See Ex. 1013, pp. 49, 58-59; Ex. 1014, pp. 101, 102, 125-127, 149-151, 253-256; Ex. 1018, § VI.D. As another example, CSS2 discloses code for two boxes having the same size and position. Ex. 1014, pp. 149-151. In this example, when a user presses a button, one of the boxes becomes visible and the other becomes hidden such that the effect is that one box replaces the other box. Ex. 1014, pp. 149-151.

Furthermore, in *EMG v. Apple, et al.*, the patent owner proposed that “displayed in a form of a two-dimensional layer of cells” be construed to mean “cells on a single virtual plane”, “from a plurality of layers and a plurality of cells” be construed to mean “cells in any shape or arrangement on multiple virtual levels”, and “navigation matrix” be construed to mean “cells on a single virtual level.” See Ex. 1008, p. 4660. Given these constructions, Reformulating HTML, HTML 4.0, CSS2, and AOL disclose or it would have been obvious for content

and/or advertisements to be displayed and navigable though a simplified navigation interface having a two-dimensional layer of cells from a plurality of layers and a plurality of cells, with the two-dimensional layer being in the form of a navigation matrix. Ex. 1018, § VI.C-VI.E.

<u>Claims 1, 58,</u> <u>Element A</u> 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,	See, e.g., support cited for claims 1, 9, 25, 58 for Reformulating HTML, HTML 4.0, CSS2, AOL and Knowledge. See, e.g., Ex. 1012, pp. 1-21; Ex. 1013, pp. 9-85; Ex. 1014, pp. 95, 102, 149-151, 245, 253-56; Ex. 1015, pp. 120, 121, 129, 665, 681, 699, 722. <i>See also</i> Ex. 1018, §§ VI.B-VI.E; Ex. 1008, pp. 1549-1630, 2641-2735. “1.5 Transforming mark-up to make it suitable for different devices Document profiles and device profiles should greatly simplify tuning mark-up to match the needs of different devices. When the set of HTML features supported by a class of devices can be precisely anticipated, transformational software can repurpose the markup in a simple and reliable fashion. For example, consider a mobile phone that doesn't support scripts, style sheets or images.... Transformations may be applied by the author working on the website, at a proxy server under the control of an ISP, or in the browser itself.” Ex. 1012, pp. 7-8.
<u>Claims 9, 25,</u> <u>Element A</u> displaying a first advertisement, the displaying of the first advertisement being via an internet and through a simplified navigation interface,	<pre> graph TD A[Document mark-up] --> B[Transformed by means of a style sheet, script or program] B --> C[TV screen] B --> D[Cellular phone] B --> E[Voice-based device] B --> F[Desk-top computer] G[Transformation can be done on the primary server, on the proxy server or at the client] --> B </pre> Ex. 1012, p. 8. “Voyager documents must be XML documents that can be validated according to the Voyager specification.” Ex. 1012, p. 9. “HTML Tidy is W3C sample code providing a means to

displaying a first content via the internet and through the simplified navigation interface,	automatically convert existing web content to Voyager [the code name for HTML reformulated as an application of XML].” Ex. 1012, p. 13. “Style Sheets (CSS and XSL) These provide the means to control the rendering of HTML documents as well as a means for transforming documents.” Ex. 1012, p. 14.
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,	“There is a great movement afoot for using HTML across increasingly diverse computing platforms. Currently there is activity to move HTML onto mobile devices (handheld computers, portable phones, etc.), television devices (digital televisions, tv-based web browsers, etc.), and appliances (fixed function devices). Each of these devices has different requirements and constraints. Reformulating HTML in XML gives product developers the tools with which they can extend or subset HTML to address the perceived needs of their customers..” Ex. 1012, p. 4. “In HTML, URIs are used to: [1] Link to another document or resource, (see the A and LINK elements). [2] Link to an external style sheet or script (see the LINK and SCRIPT elements). [3] Include an image, object, applets in a page, (see the IMG, OBJECT, APPLET and INPUT elements) . [4] Create an image map (see the MAP and AREA elements) . . .” Ex. 1013, p. 8.
<u>Claims 1, 9, 25, 58, Element B</u>	
the sister site including a portion or a whole of content of the web page reformatted to be displayed and navigable through [a/the] simplified navigation interface on any	“HTML has been developed with the vision that all manner of devices should be able to use information on the Web: PCs with graphics displays of varying resolution and color depths, cellular telephones, hand held devices, devices for speech for output and input, computers with high or low bandwidth, and so on.” Ex. 1013, p. 9. “For general purpose processing by user agents (e.g. for identifying fields when extracting data from HTML pages into a database, translating HTML documents into other formats, etc.).” Ex. 1013, p. 31. “Thus, when advertising a product, might use a definition list” Ex. 1013, p. 46.

one of a television, web appliance, console device, handheld device, wireless device or cellular phone,

Claims 1, 25, 58,

Element C

the simplified navigation interface [displayed in a form of a two-dimensional layer of cells from / presenting advertisements and content through] a plurality of layers and a plurality of cells,

Claims 9, 25,

Element C

the simplified navigation interface presenting advertisements and content through a plurality of layers and a plurality of cells,

the first content displayed in one

“The HTML table model allows authors to arrange data -- text, preformatted text, images, links, forms, form fields, other tables, etc. -- into rows and columns of cells.” Ex. 1013, p. 49.

1	2	3
4		6
7	8	9

Ex. 1013, p. 58.

1	2	3
4		6
7	8	9

Ex. 1013, pp. 58-59.

“Images and other included objects may have hyperlinks associated with them, both through the standard linking mechanism, but also via image maps. An image map specifies active geometric regions of an included object and assigns a link to each region. When activated, these links may cause a document to be retrieved, may run a program on the server, etc.” Ex. 1013, p. 74.

“In the [CSS] visual formatting model, each document in the document tree generates zero or more boxes according to the box model.” Ex. 1014, p. 95.

“The ‘display property’ . . . none . . . This value causes an element to generate no boxes in the formatting structure . . . Please note that a display of ‘none’ does not create an invisible box; it creates no box at all.” Ex. 1014, p. 101.

“IMG { display: none } /* Don’t display images */” Ex. 1014, p. 102.

“In CSS2, each box has a position in three dimensions. In addition to their horizontal and vertical positions, boxes lie along a “z-axis” and are formatted one on top of the other.” Ex. 1014, p. 125. See Ex. 1014, pp. 125-127.

“In the following example, pressing either form button invokes a user-defined script function that causes the corresponding box

the two-dimensional layer in a form of a navigation matrix,

[illegible]

AMERICA
Online
CHANNELS

Find

@ / computers & software

DIGITAL CITY

my first internet art

GAMES

HEALTH & FITNESS

THE FIVE

International

INTERNET CONNECTION

KIDS ONLY

Learning & Culture

A Life Style Choices

MARKETPLACE

MUSIC SPACE

STAND

TODAY'S NEWS

PEOPLE CONNECTION

PERSONAL FINANCE

REFERENCE DESK

VW

STYLE CHANNEL

TRAVEL

Presenting...

[Home](#)
[Back](#)
[Forward](#)
[Reload](#)
[Load Images](#)
[Stop](#)
[Load Default](#)

Current URL: <http://www.bluewin.com>

[Page complete](#)
[Image complete](#)



[About AOL](#)
[AOL's Hot](#)
[Explore](#)
[AOL Community](#)
[Give Back](#)

There are always **NEW** places to visit on the Web.

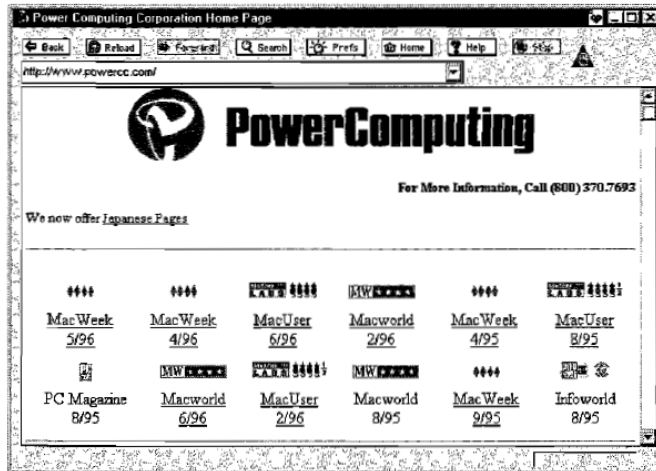
- Do **AOL** employees have Web pages? How about **AOL members**? Find out in our **community area**!
- Don't be a yahoos! Check out **Sadie**, the intelligent way to navigate the net.
- Wonder what goes on behind the doors of America Online? Take the new tour of our **headquarters**!

I will never buy without you again.
 New Toyota Buyer • New Milford, CT

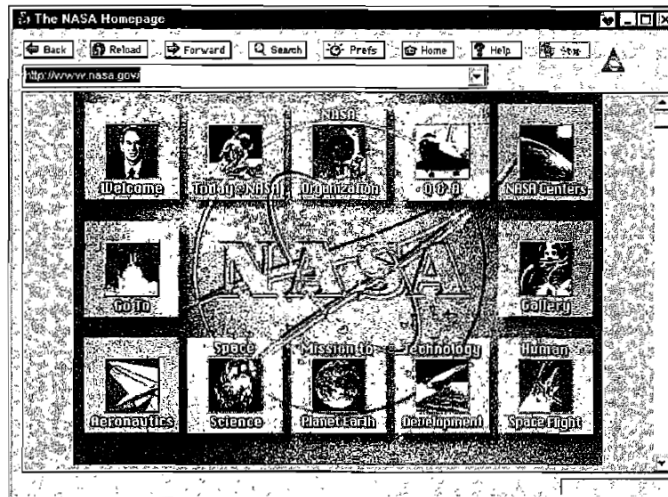
Never Pay Retail!
 New Cars & Trucks

AUTO TEL

34



Ex. 1015, p. 681.



Ex. 1015, p. 702.

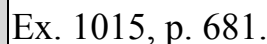
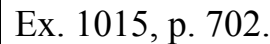
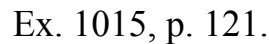
Reformulating HTML, HTML 4.0, CSS2, and AOL disclose or suggest cells as divisions of the screen and unique to navigation options, with content and/or advertisements formatted to be displayed and selectable therein, changing from general to more specific in each layer. Ex. 1013, pp. 8, 49, 58-59; Ex. 1014, pp. 253-256; Ex. 1015, p. 121, 665, 699, 702; Ex. 1018, §§ VI.B, VI.D-VI.H. For example, HTML 4.0 discloses tables comprised of cells which are divisions of a screen, to which particular access keys (unique inputs) may be assigned and into

which content (including links as navigation options) may be embedded, wherein the navigation options progress from general to more specific as a user navigates throughout. See, e.g., Ex. 1013, pp. 8, 10, 49-50, 66, 67, 108, 109, 113-114; Ex. 1018, §§ VI.D-VI.H. In addition, AOL discloses an interface comprised of cells which are divisions of a screen, from which particular channels (unique inputs) are selected and into which content (such as icons corresponding to the channels) may be embedded, wherein the navigation options progress from general to more specific as a user navigates throughout. Ex. 1015, pp. 82, 83, 91; Ex. 1018, §§ VI.D-VI.H.

Claims 1, 9, 25, 58, Element E [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 [associated with a	See, e.g., support cited for claims 1, 9, 25, 58 for Reformulating HTML, HTML 4.0, CSS2, AOL and Knowledge. See, e.g., Ex. 1012; Ex. 1013, pp. 8-114; Ex. 1014, p. 255; Ex. 1015 pp. 120, 121, 129. <i>See also</i> Ex. 1018, §§ VI.B, VI.D-VI.H; Ex. 1008, pp. 1549-1630, 2641-2735. “In HTML, URIs are used to: [1] Link to another document or resource, (see the A and LINK elements). [2] Link to an external style sheet or script (see the LINK and SCRIPT elements). [3] Include an image, object, applets in a page, (see the IMG, OBJECT, APPLET and INPUT elements) . [4] Create an image map (see the MAP and AREA elements). [5] Submit a form (see FORM). [6] Create a frame document (see the FRAME and IFRAME elements). [7] Cite an external reference (see the Q, BLOCKQUOTE, INS and DEL elements) . [8] Refer to metadata conventions describing a document (see the HEAD element) .” Ex. 1013, p. 8. “The HTML table model allows authors to arrange data -- text, preformatted text, images, links, forms, form fields, other tables, etc. -- into rows and columns of cells.” Ex. 1013, p. 49. “In the example that follows, the A element defines a link. The source
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specific unique input],	anchor is the text "W3C Web site" and the destination anchor is "http://www.w3.org/" : For more information about W3C, please consult the W3C Web site." Ex. 1013, p. 69.
<u>Claims 1, 58, Element F</u>	
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,	"Images and other included objects may have hyperlinks associated with them, both through the standard linking mechanism, but also via image maps. An image map specifies active geometric regions of an included object and assigns a link to each region. When activated, these links may cause a document to be retrieved, may run a program on the server, etc." Ex. 1013, p. 74. "In an HTML document, an element must receive focus from the user in order to become active and perform its tasks. For example, users must activate a link specified by the A element in order to follow the specified link . . . There are several ways to give focus to an element: [1] Designate the element with a pointing device. [2] Navigate from one element to the next with the keyboard. The document's author may define a tabbing order that specifies the order in which elements will receive focus if the user navigates the document with the keyboard (see tabbing navigation). Once selected, an element may be activated by some other key sequence. [3] Select an element through an access key (sometimes called "keyboard shortcut" or "keyboard accelerator")." Ex. 1013, p. 113.
<u>Claims 9, 25, Element F</u>	
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	"Attribute definitions accesskey=character [CN] This attribute assigns an access key to an element. An access key is a single character from the document character set.... The action that occurs when an element receives focus depends on the element. For example, when a user activates a link defined by the A element, the user agent generally follows the link." Ex. 1013, pp. 113-114. "In the [CSS] visual formatting model, each document in the document tree generates zero or more boxes according to the box model." Ex. 1014, p. 95.

Claims 1, 9, 25, 58,
Element G
navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper layer;



38

website, and/or vice versa, would have been well-known to a person of ordinary skill in the art. Ex. 1018, § VI.I. For example, it would have been well-known to have a hyperlink on a page in high bandwidth version of a website that could be selected to navigate to a low bandwidth version. Ex. 1018, § VI.I. It would have also been well-known to have a hyperlink on page of a graphics version of a website to navigate to a text-only version. Ex. 1018, § VI.I.

HTML 4.0 discloses receiving user selections via a mouse or keyboard, forwarding those selections across the Internet to the server providing the interface, and returning deeper layers of the interface to the user. Ex. 1013, pp. 8-9, 10, 66, 67, 80. AOL discloses receiving user selections of a particular channel via a mouse and forwarding the selection to AOL's servers, which in turn provide deeper layers of the navigation interface back to the user. Ex. 1015, pp. 3-4, 82, 83, 91.

<u>Claims 1, 9, 25, 58, Element H</u> 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;	See, e.g., support cited for claims 1, 9, 25, 58 for Reformulating HTML, HTML 4.0, CSS2, AOL and Knowledge. See, e.g., Ex. 1012, p. 12; Ex. 1013, pp. 8-109; Ex. 1014, p. 255; Ex. 1015, pp. 45 662, 665, 678, 681. <i>See also</i> Ex. 1018, §§ VI.H-VI.L; Ex. 1008, pp. 1549-1630, 2641-2735. <pre><html xmlns="http://www.w3.org/Profiles/voyager-strict"> <head> <title>Frobnostication</title> </head> <body> <p>Moved to www.frob.com.</p> </body> </html></pre> Ex. 1012, p. 12.
<u>Claims 1, 58, Element I</u>	"Relative URIs are resolved to full URIs using a base URI. As an example of relative URI resolution, assume we have the base URI "http://www.acme.com/support/intro.html". The relative URI in the following markup for a hypertext link: <A

receiving a user selection of one of the navigation options;

Claims 9, 25, Element I

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;

Claims 1, 9, 25, 58,

Element J

forwarding [the selected navigation option/the first input] across the internet to a server providing the simplified navigation interface;

Claims 1, 9, 25, 58,

Element K

receiving a

href="suppliers.html" >Suppliers would expand to the full URI "http://www.acme. com/support/suppliers.html", while the relative URI in the following markup for an image would expand to the full URI "http://www.acme.com/icons/logo.gif". Ex. 1013, p. 8.

“Authors may separate style sheets from HTML documents. This offers several benefits: [1] Authors and Web site managers may share style sheets across a number of documents (and sites). [2] Authors may change the style sheet without requiring modifications to the document. [3] User agents may load style sheets selectively (based on media descriptions).” Ex. 1013, p. 88.

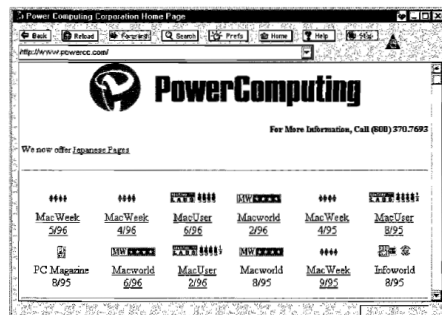


Ex. 1015, p. 662. (emphasis added.)

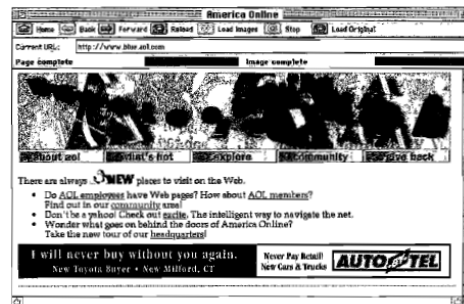


Ex. 1015, p. 678.

next deeper navigation layer of the simplified navigation interface [corresponding to the selected navigation option / in response to receiving the first input]; and



Ex. 1015, p. 681.



Ex. 1015, p. 665.

“Some Web sites offer the ability to display material in text or graphic form. If you don’t have a 14,400 bps or faster modem . . . you’ll want to pick the text option where possible, to improve performance and reduce the time it takes for Web site material to appear on your computer.” Ex. 1015, p. 688.

Reformulating HTML, HTML 4.0, CSS2, and AOL disclose or suggest manipulating a selected region of the screen for viewing and zooming and/or scrolling of the content. Ex. 1013, pp. 52, 95, 101-102; Ex. 1014, p. 276; Ex. 1015, p. 102; Ex. 1018, § VI.M. For example, CSS2 discloses that user agents may magnify a page. Ex. 1014, p. 276. In addition, HTML 4.0 discloses horizontal and/or vertical scrolling to access parts of a table, and AOL likewise discloses the scrolling of content. Ex. 1013, p. 52; Ex. 1015, p. 102. Moreover, HTML 4.0 discloses FRAMES and IFRAMES, and a person of skill in the art at the time would have known that a frame can allow a user to manipulate a selected region of the screen for viewing and/or scrolling of content. Ex. 1013, p. 95, Ex. 1018, § VI.M. Furthermore, manipulating a selected region of a screen for viewing and zooming and/or scrolling content was well-known at the time. Ex. 1018, § VI.M.

Claims 1,	See, e.g., support cited for claims 1, 9, 25, 58 for Reformulating
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9, 25, 58, Element L manipulating a [selected] region of the screen for viewing and zooming and/or scrolling of the displayed on-line content.	HTML, HTML 4.0, CSS2, AOL and Knowledge. See, e.g., Ex. 1012; Ex. 1013, pp. 52, 95; Ex. 1014, pp. 96, 146, 276; Ex. 1015 p. 140. See also Ex. 1018, § VI.M; Ex. 1008, pp. 1549-1630, 2641-2735. “Visual user agents should avoid clipping any part of the table including the caption, unless a means is provided to access all parts, e.g., by horizontal or vertical scrolling.” Ex. 1013, p. 52. “HTML frames allow authors to present documents in multiple views, which may be independent windows or subwindows.” Ex. 1013, p. 95. ‘<IFRAME src=“foo.html” width=“400” height=“500” scrolling=“auto” frameborder=“1”>’ Ex. 1013, pp. 101-102. “User agents may support such magnification in different ways (e.g., larger images, louder sounds, etc.) When magnifying a page, UAs should preserve the relationships between positioned elements. For example, a comic strip may be composed of images with overlaid text elements. When magnifying this page, a user agent should keep the text within the comic strip balloon.” Ex. 1014, p. 276. “User agents may change the document's layout when the viewport is resized (see the initial containing block [p. 96]). When the viewport is smaller than the document's initial containing block, the user agent should offer a scrolling mechanism.” Ex. 1014, p. 96. “scroll This value indicates that the content is clipped and that if the user agent uses scrolling mechanism that is visible on the screen (such as a scroll bar or a panner), that mechanism should be displayed for a box whether or not any of its content is clipped.... auto The behavior of the 'auto' value is user agent-dependent, but should cause a scrolling mechanism to be provided for overflowing boxes.” Ex. 1014, p. 146.
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Reformulating HTML, HTML 4.0, CSS2, and AOL disclose or suggest displaying content and/or advertisements accessed via the Internet on the screen of a user device. See, e.g., Ex. 1013, p. 46; Ex. 1015, p. 665; Ex. 1018, § VI.B.

Moreover, a person of skill in the art at the time would have known that textual and image advertisements could be displayed simultaneously and linked to other content, such as other web pages, accessed via the Internet. Ex. 1013, pp. 8, 74; Ex. 1015, pp. 662, 665, 678, 699, 702; Ex. 1018, § VI.B, VI.O. It thus would have been obvious to a person of skill in the art to receive a user selection of a displayed advertisement and to retrieve content via the Internet from a link corresponding to the displayed advertisement where the link was associated with the selected advertisement. Ex. 1018, § VI.O. Moreover, it would have been obvious to a person of skill in the art for the content to be formatted for navigation with the unique inputs to provide consistency and ease of use to a user. Ex. 1018, § VI.O.

Reformulating HTML, HTML 4.0, CSS2, and AOL disclose or suggest that advertisements can be displayed outside of a cell or a matrix. Ex. 1015, pp. 665, 699; Ex. 1018, § VI.O. In addition, Reformulating HTML, HTML 4.0, CSS2, and AOL disclose or suggest that textual or image advertisements can be hyperlinked thereby providing navigation option for the advertisements. Ex. 1013, pp. 8, 46, 49, 58-59, 69, 74; Ex. 1018, § VI.O. Moreover, Reformulating HTML, HTML 4.0, CSS2, and AOL disclose or suggest overlaying images and/or content over other images and/or content. Ex. 1014, pp. 46, 126, 127; Ex. 1014, p. 702; Ex. 1018, § VI.O. Thus, it would have been obvious to a person of skill in the art to display a second advertisement in a simplified navigation interface that was not displayed in

a cell or matrix, to display the simplified navigation interface over an advertisement, and/or to display an advertisement embedded within on-line content that corresponds to a navigation option. Ex. 1018, § VI.O. Doing so may provide an enhanced viewing experience for a user. Ex. 1018, § VI.O.

Furthermore, HTML 4.0 discloses that a web page can include video clips and/or sound clips. Ex. 1013, p. 8. It thus would have been obvious for the content to include one or more of audio and video content from the web page. Ex. 1013, p. 8; Ex. 1018, VI.O. Doing so may provide additional functionality and an enhanced viewing and/or listening experience for a user. Ex. 1018, VI.O.

<u>Claims 2 and 59</u> displaying one or more advertisements on the screen; receiving a user selection of a displayed advertisement; displaying second content accessed via the Internet, wherein the second content is associated with the selected advertisement, and wherein the second content accessed via the Internet is formatted for navigation with the unique inputs. <u>Claims 12, 28, 43, 68</u> displaying the [on-line content concurrently/first content simultaneous] with one or more advertisements.	See, e.g., support cited for claims 1, 9, 25, 58 for Reformulating HTML, HTML 4.0, CSS2, AOL and Knowledge. See, e.g., Ex. 1012; Ex. 1013, pp. 8-9, 46, 67, 80; Ex. 1014, pp. 46, 126, 127; Ex. 1015, pp. 120-21, 665, 702. See also Ex. 1018, § VI.O; Ex. 1008, pp. 1549-1630, 2641-2735. “HTML gives authors the means to . . . Include spreadsheets, video clips, sound clips, and other applications directly in their documents.” Ex. 1013, p. 8. “Thus, when advertising a product, might use a definition list” Ex. 1013, p. 46. “Lists may also be nested and different list types may be used together, as in the following example, which is a definition list that contains an unordered list (the ingredients) and an ordered list (the procedure)” Ex. 1013, p. 46. <pre>BODY { background: url("http://www.bg.com/pinkish.gif") }</pre> Ex. 1014, p. 46.
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Claims 14, 30

displaying a second advertisement in the simplified navigation interface, the second advertisement not displayed in a cell or matrix.

Claims 15, 31, 44, 69

displaying the simplified navigation interface as an overlay over the [one or more advertisements/second advertisement].

Claims 16, 32, 75, 76

wherein the [on-line/first] content includes one or more of audio content and video content from the web page

Claims 24, 39

displaying a third advertisement embedded within the on-line content, the third advertisement corresponding to a third navigation option.

```
<F>
<IMG id="image" class="pile"
      src="butterfly.gif" alt="A butterfly image"
      style="z-index: 1">

<DIV id="text1" class="pile"
      style="z-index: 3">
  This text will overlay the butterfly image.
```

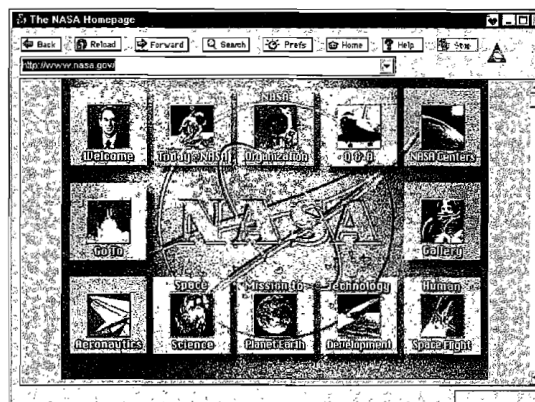
Ex. 1014, p. 126.

```
<DIV id="text3" class="pile"
      style="z-index: 2">
  This text will underlay text1, but overlay the butterfly image
</DIV>
```

Ex. 1014, p. 127.



Ex. 1015, p. 665.



Ex. 1015, p. 702.

Reformulating HTML, HTML 4.0, CSS2, and AOL disclose or suggest selecting and/or customizing the display of the simplified navigation interface based on a navigation path of the user. See, e.g., Ex. 1013, p. 8; Ex. 1014, pp. 149-151; Ex. 1018, § VI.P. For example, the selection and display of the simplified navigation interface can be customized based on links or buttons selected by user

to navigate to other web pages having a customized navigation interface. Ex. 1013, p. 8; Ex. 1018, § VI.P. As another example, the selection and display of the simplified navigation interface can be customized based on links or buttons selected by user to display or hide certain content displayed in the simplified navigation interface. Ex. 1014, pp. 149-151; Ex. 1018, § VI.P. Furthermore, HTML 4.0 discloses FRAMES and IFRAMES, and a person of skill in the art at the time would have known that a frame may allow a user to change content in another frame by selecting a link displayed within the frame. Ex. 1013, p. 95; Ex. 1018, § VI.P.

<u>Claims 3 and 60</u> wherein the on-line content is selected based, at least in part, on a navigation path of a user.	See, e.g., support cited for claims 1, 9, 25, 58 for Reformulating HTML, HTML 4.0, CSS2, AOL and Knowledge. See, e.g., Ex. 1012; Ex. 1013, pp. 8, 72; Ex. 1014, pp. 149-151; Ex. 1015, p. 141. See also Ex. 1018, § VI.P; Ex. 1008, pp. 1549-1630, 2641-2735. ‘3. The name of the resource itself, given as a path. Consider the URI that designates the current HTML specification: http://www.w3.org/TR/REC-html40/ This URI may be read as follows: There is a document available via the HTTP protocol (see [RFC2068]), residing on the machine www.w3.org, accessible via the path <code>"/TR/REC-html4/"</code>.’ Ex. 1013, p. 8.
<u>Claims 10, 26</u> customizing the display of the simplified navigation interface based on a	“Every resource available on the Web – HTML document, image video clip, program, etc. – has an address that may be encoded by a Universal Resource Identifier, or ‘URI’” Ex. 1013, p. 8. “In the following example, pressing either form button invokes a user-defined script function that causes the corresponding box to become visible and the other to be hidden. Since these boxes have the same size and position, the effect is that one replaces the other.” Ex. 1014, p. 150. See Ex. 1014, pp. 149-151.

navigation path of the user.	<pre> <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0//EN" "http://www.w3.org/TR/REC-html40/strict.dtd"> <HTML> <HEAD> <TITLE>Our Products</TITLE> <BASE href="http://www.aviary.com/products/intro.html"> </HEAD> <BODY> <P>Have you seen our Bird Cages? </BODY> </HTML> </pre> Ex. 1013, p. 72. <i>World Wide Web.</i> Much of the content of the Internet is in text form, but it's easy to navigate through America Online's friendly, helpful interface. The World Wide Web is the newest Internet feature that combines text, pictures, and even sound into a single, unified presentation. Using hypertext links, you are able to click a topic and jump right to the material related to that subject. (Macintosh users familiar with HyperCard have already had somewhat of a sample of what the World Wide Web looks like.) Ex. 1015, p. 141.
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Reformulating HTML, HTML 4.0, CSS2, and AOL disclose or suggest receiving user selection of a link by clicking a button on a mouse. Ex. 1013, pp. 9, 80; Ex. 1015, p. 46. A person of skill in the art would at the time have understood that a mouse is a pointer device that could be used to select a cell or manipulate the screen. Ex. 1013, pp. 9, 80, 126, 113; Ex. 1015, p. 46, 665, 678; Ex. 1018, § VI.Q. It thus would have been obvious to a person of skill in the art at the relevant time for a user selection of a navigation option or an input to be received from a remote control, a pointer, a keypad, and/or a keyboard. Ex. 1018, § VI.Q. Likewise, it would have been obvious to use a pointer device to select one or more cells and/or to manipulate the screen. Ex. 1018, § VI.Q.

<u>Claims 4, 13, 29, 61</u> wherein [the user	See, e.g., support cited for claims 1, 9, 25, 58 for Reformulating HTML, HTML 4.0, CSS2, AOL and
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selection of one of the navigation options/the first input] is received from any one of a remote control, a pointer device, a keypad, and a keyboard.	Knowledge. See, e.g., Ex. 1012; Ex. 1013, pp. 9, 67, 80, 113, 126; Ex. 1014, pp. 63-64; Ex. 1015, p. 46. See also Ex. 1018, § VI.Q; Ex. 1008, pp. 1549-1630, 2641-2735. “Retrieve online information via hypertext links, at the click of a button.” Ex. 1013, p. 9. “[1] Client-side. When a user activates a region of a client-side image map with a mouse, the pixel coordinates are by the user agent.” Ex. 1013, p. 80.
<u>Claims 41, 53, 57, 67</u> using a pointer device to select one or more of the plurality of cells and/or to manipulate the screen.	“feedback as to whether or not the pointer is over an active region.” Ex. 1013, p. 80. <pre> <IDENTITY % events "onclick %Script; #IMPLIED -- a pointer button was clicked -- ondblclick %Script; #IMPLIED -- a pointer button was double clicked-- onmousedown %Script; #IMPLIED -- a pointer button was pressed down -- onmouseup %Script; #IMPLIED -- a pointer button was released -- onmouseover %Script; #IMPLIED -- a pointer was moved onto -- onmousemove %Script; #IMPLIED -- a pointer was moved within -- onmouseout %Script; #IMPLIED -- a pointer was moved away -- onkeypress %Script; #IMPLIED -- a key was pressed and released -- onkeydown %Script; #IMPLIED -- a key was pressed down -- onkeyup %Script; #IMPLIED -- a key was released --" > </pre> Ex. 1013, p. 126. “In an HTML document, an element must receive focus from the user in order to become active and perform its tasks..” Ex. 1013, p. 113. When you connect to America Online, it seems like such a simple process. For you it involves a single click of the mouse, but behind that simple action is a complex process of data transfers and computer processing. You generally hook up to America Online with two electronic boxes: your computer and a device called a modem. A modem is a small computer that converts a stream of digital ones and zeros into audible tones that are fed through telephone lines and received by another modem at a remote location. Ex. 1015, p. 46.

Reformulating HTML, HTML 4.0, CSS2, and AOL disclose or suggest “voice-based devices” and devices for speech input. Ex. 1012, p. 8; Ex. 1013, p. 9; Ex. 1018, § VI. R. Moreover, a person of skill in the art would have known speech recognition software, such as Dragon NaturallySpeaking, that allowed navigation

input selections to be made verbally. Ex. 1018, § VI.R. It thus would have been obvious to a person of skill in the art at the time for a wireless Internet application to have a voice recognition system through which navigation input selections for a simplified navigation interface could be received. Ex. 1018, § VI.R.

Claims 5, 17, 33, 62 [wherein a wireless Internet appliance comprises a voice recognition system, the method further comprising] receiving [one or more] navigation input selections [for the simplified navigation interface] [through/from] [the/a] voice recognition system.	See, e.g., support cited for claims 1, 9, 25, 58 for Reformulating HTML, HTML 4.0, CSS2, AOL and Knowledge. See, e.g., Ex. 1012, p. 8; Ex. 1013, pp. 9, 67; Ex. 1014; Ex. 1015, p. 80. See also Ex. 1018, § VI.R; Ex. 1008, pp. 1549-1630, 2641-2735. <pre> graph TD A[] --> B[TV screen] A --> C[Cellular phone] A --> D[Voice-based device] A --> E[Desk-top computer] </pre> Ex. 1012, p. 8. “HTML has been developed with the vision that all manner of devices should be able to use information on the Web: PCs with graphics displays of varying resolution and color depths, cellular telephones, hand held devices, devices for speech for output and input, computers with high or low bandwidth, and so on.” Ex. 1013, p. 9.
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Reformulating HTML, HTML 4.0, CSS2, and AOL disclose or suggest tabbing to focus on different regions and doing so was well-known at the time. Ex. 1013, pp. 31, 49, 68, 113; Ex. 1015, p. 853; Ex. 1018, § VI.S-VI.U. In addition, Reformulating HTML, HTML 4.0, CSS2, and AOL disclose or suggest that individual regions could be brought into focus such that the content could be manipulated, zoomed, scrolled, etc. within a selected region. Ex. 1013, pp. 31, 49, 101-102; Ex. 1014, pp. 27, 204, 275-276; Ex. 1018, § VI.S-VI.U. For example,

form fields within a particular cell of a table and/or an IFRAME could be selected and manipulated by a user. Ex. 1013, p. 49, 101-102; Ex. 1018, § VI.S-VI.U. In addition, a person of skill in the art would have known that HTML, JavaScript, and/or CSS could be used to change the background color, magnification of font-size, etc. for a focused region. Ex. 1013, p. 31; Ex. 1014, pp. 149-151, 204, 275-276; Ex. 1018, § VI.S-VI.U. Furthermore, HTML 4.0 discloses FRAMES and IFRAMES, and a person of skill in the art at the time would have known that a frame may allow a user to scroll content within the frame independently of other regions. Ex. 1013, pp. 101-102; Ex. 1018, § VI.S-VI.U.

<u>Claims 6, 50, 54, 63</u> wherein the screen includes individual regions adapted to be brought into focus and further adapted such that the on-line content can be manipulated within a selected one of the regions.	See, e.g., support cited for claims 1, 9, 25, 58 for Reformulating HTML, HTML 4.0, CSS2, AOL and Knowledge. See, e.g., Ex. 1012, pp. 3-19; Ex. 1013, pp. 31-113; Ex. 1014, pp. 27, 204, 275, 276; Ex. 1015, pp. 101, 120, 121, 129, 140, 853. See also Ex. 1018, § VI.S-VI.U; Ex. 1008, pp. 1549-1630, 2641-2735. “onclick, ondblclick, onmousedown, onmouseup, onmouseover, onmousemove, onmouseout, onkeypress, onkeydown, onkeyup (intrinsic events)” Ex. 1013, p. 31. “The HTML table model allows authors to arrange data -- text, preformatted text, images, links, forms, form fields, other tables, etc. -- into rows and columns of cells.” Ex. 1013, p. 49. <code>tabindex NUMBER #IMPLIED -- position in tabbing order --</code> Ex. 1013, p. 68. “The tabbing order defines the order in which elements will receive focus when navigated by the user via the keyboard. The tabbing order may include elements nested within other elements . . . Tabbing keys.” Ex. 1013, p. 113.
<u>Claims 7, 51,</u>	“Alternative language bindings. The set of CSS properties described

<u>55, 64</u> tabbing to focus on different one of the regions.	in this specification form a consistent formatting model for visual and aural presentations. This formatting model can be accessed through the CSS language, but bindings to other languages are also possible. For example, a JavaScript program may dynamically change the value of a certain element's 'color' property. Ex. 1014, p. 27.
<u>Claims 8, 52, 56, 65</u> wherein the focused one of the regions is adapted to be zoomed and/or scrolled independently of other ones of the regions.	Ex. 1014, p. 204. <pre>P { font-size: 12pt; } BLOCKQUOTE { font-size: larger } EM { font-size: 150% } EM { font-size: 1.5em }</pre> Ex. 1014, p. 275. <pre>A:focus { background: yellow } A:focus:hover { background: white }</pre> Ex. 1014, p. 276. <pre>:focus { outline: thick solid black } :active { outline: thick solid red }</pre> TIP A quick way to navigate from one data-entry point (field) to another is to press Tab. To return to the preceding field, press Shift+Tab. Ex. 1015, p. 853.

Reformulating HTML, HTML 4.0, CSS2, and AOL disclose or suggest navigation options in the form of relative hyperlinks that can change from general to more specific with increases in the depth of navigation. Ex. 1013, p. 8; Ex. 1018, § VI.V.

<u>Claims 11, 27, 40, 66</u> wherein [at least some of the plurality of cells correspond to the first input	See, e.g., support cited for claims 1, 9, 25, 58 for Reformulating HTML, HTML 4.0, CSS2, AOL and Knowledge. See, e.g., Ex. 1012; Ex. 1013, pp. 8, 49, 113-14; Ex. 1014; Ex. 1015, pp. 120, 121, 129. See also Ex. 1018, § VI.V; Ex. 1008, pp. 1549-1630, 2641-2735. “Relative URIs are resolved to full URIs using a base URI. As an example of relative URI resolution, assume we have the base URI "http://www.acme.com/support/intro.html". The relative URI in the following markup for a hypertext link: Suppliers would expand to the full URI "http://www.acme.
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selects a] primary navigation [options/option].	com/support/suppliers.html", while the relative URI in the following markup for an image would expand to the full URI "http://www.acme.com/icons/logo.gif". Ex. 1013, p. 8.
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Reformulating HTML, HTML 4.0, CSS2, and AOL disclose extracting data from HTML pages to store in a database and generating an HTML document based on information in a database. Ex. 1013, pp. 31, 33. Moreover a person of skill in the art at the time would have known that a webpage could be stored in a database and thus it would have been obvious to a person of skill in the art at the time to maintain a database of sister webpages by a content partner. Ex. 1018, § VI.W.

<u>Claims 18, 42</u> maintaining a database of sister site webpages by a content partner.	See, e.g., support cited for claims 1, 9, 25, 58 for Reformulating HTML, HTML 4.0, CSS2, AOL and Knowledge. See, e.g., Ex. 1012; Ex. 1013, pp. 18-88; Ex. 1014; Ex. 1015, p. 469. See also Ex. 1018, § VI.W; Ex. 1008, pp. 1549-1630, 2641-2735. “For general purpose processing by user agents (e.g. for identifying fields when extracting data from HTML pages into a database, translating HTML documents into other formats, etc.).” Ex. 1013, p. 31. “Suppose, for example, that we wanted to generate an HTML document based on a database of client information. Since HTML does not include elements that identify objects such as "client", "telephone number", "email address", etc., we use DIV and SPAN to achieve the desired structural and presentational effects.” Ex. 1013, p. 33.
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Reformulating HTML, HTML 4.0, CSS2, and AOL disclose or suggest accepting an alphanumeric keyboard input to indicate selection of an element, such

as a link defined by the A element. Ex. 1013, pp. 113-114; Ex. 1018, § VI.X. It thus would have been obvious to a person of skill in the art to accept an alphanumeric value as an input or selection of a navigation option corresponding to a cell including a display of the alphanumeric value. Ex. 1018, § VI.X.

Claims 19, 34, 45, 70 accepting an alphanumeric value as the [user/first input to indicate] selection of [the first navigation option, the first navigation option corresponding to a/a corresponding first cell, the first] cell including a display of the alphanumeric value.	See, e.g., support cited for claims 1, 9, 25, 58 for Reformulating HTML, HTML 4.0, CSS2, AOL and Knowledge. See, e.g., Ex. 1012; Ex. 1013, pp. 113-14; Ex. 1014; Ex. 1015, p. 875. See also Ex. 1018, § VI.X; Ex. 1008, pp. 1549-1630, 2641-2735. “Attribute definitions accesskey=character [CN] This attribute assigns an access key to an element.... Pressing an access key assigned to an element gives focus to the element. The action that occurs when an element receives focus depends on the element. For example, when a user activates a link defined by the A element, the user agent generally follows the link.” Ex. 1013, pp. 113-114.
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Reformulating HTML, HTML 4.0, CSS2, and AOL disclose or suggest that a simplified navigation interface can have a search form and/or an email form. See, e.g., Ex. 1013, pp. 102, 110; Ex. 1018, § VI.Y. Moreover, search forms, email forms, and purchasing interfaces to assist customers with making purchases were well-known. See, e.g., Ex. 1013, p. 9; Ex. 1018, § VI.Y. It thus would have been obvious to display a purchasing interface in response to receiving a first navigation option, such as selecting “Buy” for a hyperlinked image or text associated with a product. See, e.g., Ex. 1015, pp. 531-532; Ex. 1018, § VI.Y. Moreover, Reformulating HTML, HTML 4.0, CSS2, and AOL disclose tv-based web

browsers, appliances (fixed function devices), portable phones, Windows AOL software with an integrated browser and other non-standard browsers would have been known to a person of skill in the art. Ex. 1012, p. 4; Ex. 1015, p. 64; Ex. 1018, § VI.Y. When using such a non-standard browser, it would have been implied and/or obvious for the simplified navigation interface to not be presented through a standard web browser. Ex. 1018, § VI.Y.

<u>Claims</u> <u>20, 35, 46,</u> <u>71</u> wherein the simplified navigation interface includes a search form.	See, e.g., support cited for claims 1, 9, 25, 58 for Reformulating HTML, HTML 4.0, CSS2, AOL and Knowledge. See, e.g., Ex. 1012, p. 4; Ex. 1013, pp. 8, 9, 71, 90, 102, 104, 110; Ex. 1014, p. 32; Ex. 1015, pp. 61, 531-33. See also Ex. 1018, § VI.Y; Ex. 1008, pp. 1549-1630, 2641-2735. “Currently there is activity to move HTML onto mobile devices (handheld computers, portable phones, etc.), television devices (digital televisions, tv-based web browsers, etc.), and appliances (fixed function devices). Each of these devices has different requirements and constraints.” Ex. 1012, p. 4.
<u>Claims</u> <u>21, 36, 47,</u> <u>72</u> wherein the simplified navigation interface includes an email form.	“Design forms for conducting transactions with remote services, for in searching for information, making reservations, ordering products, etc.” Ex. 1013, p. 9. “An HTML form is a section of a document containing normal content, markup, special elements called controls (checkboxes, radio buttons, menus, etc.), and labels on those controls. Users generally “complete” a form by modifying its controls (enter text selecting menu items, etc.), before submitting the form to an agent for processing (e.g., to a Web server, to a mail server, etc.).” Ex. 1013, p. 102.
<u>Claims</u> <u>22, 37, 48,</u> <u>73</u> displaying	“This version of Windows AOL software was released in the spring of 1995. The software includes . . . [a] World Wide Web Browser . . . This feature, integrated into your AOL software, enables you to access World Wide Web pages on the Internet.” Ex. 1015, p. 64.

a purchasing interface in response to receiving the first navigation option.

Claims 23, 38, 49, 74

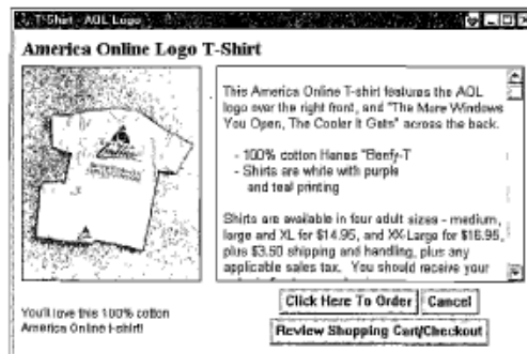
wherein the simplified navigation interface is not presented through a standard web browser.

```
<FORM action="http://somesite.com/prog/adduser" method="post">
<P>
<LABEL for="firstname">First name: </LABEL>
<INPUT type="text" id="firstname"><BR>
<LABEL for="lastname">Last name: </LABEL>
<INPUT type="text" id="lastname"><BR>
<LABEL for="email">email: </LABEL>
<INPUT type="text" id="email"><BR>
<INPUT type="radio" name="sex" value="Male"> Male<BR>
<INPUT type="radio" name="sex" value="Female"> Female<BR>
<INPUT type="submit" value="Send"> <INPUT type="reset">
</P>
</FORM>
```

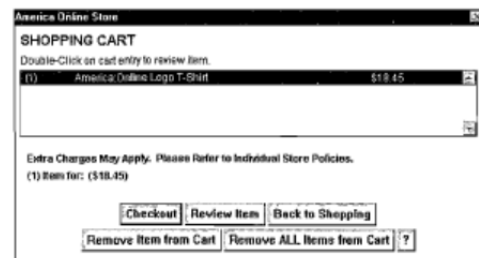
Ex. 1013, p. 102.

```
<FORM action="..." method="post">
<P>Enter your search phrase: <INPUT type="text"></P>
</FORM>
```

Ex. 1013, p. 110.



Ex. 1015, p. 531.



Ex. 1015, p. 532.

B. Claims 1-76 of the '196 Patent are Obvious Over Reformulating HTML, Apte (Ex. 1016), Leak (Ex. 1017), AOL, and Knowledge

As discussed above, Reformulating HTML and AOL are prior art and disclose or suggest aspects of claims 1-76 of the '196 patent. Apte was published at least as early as April 2, 1998 and Leak was published at least as early as October 1, 1998. Thus, Apte and Leak are prior art under § 18(a)(1)(C).

Leak discusses technology commercially known as WebTV. WebTV allows a person to access and navigate web pages using a television set and a remote

control. Ex. 1017, 1:26-32. WebTV allowed a user to navigate between hyper-text objects on a web page “with little effort or thought, so that a person feels more as if he is simply changing the channels on a television set.” Ex. 1017, 1:31-35. WebTV provides a graphical user interface for accessing WebTV Network services and the Web. Ex. 1017, 6:1-3.

Apte provides targeted, interactive, and/or multimedia advertisements and electronic commerce capabilities on a hypertext network, such as the Internet. Ex. 1016, Abstract. As explained in Apte, it was well-known that the web could be used as a channel for disseminating commercial information, advertisements, as well as for effectuating buying and selling on the web. Ex. 1016, 1:35-54.

It would have been obvious for a person of ordinary skill in the art at the relevant time to combine aspects of Reformulating HTML with Apte, Leak, and AOL at least because these references are in the same field of endeavor. Ex. 1018, § VI.N. For example, it would have been obvious to for a person of ordinary skill in the art to combine Reformulating HTML with Leak because Leak discloses a transcoder that “automatically modifies certain Web pages and other files retrieved from remote servers.” Ex. 1017, 7:27-28; Ex. 1018, § VI.N. Reformulating HTML discloses transformational software that converts HTML as an application of XML suitable for viewing on a wide variety of devices, including a television screen. Ex. 1012, p. 8. It would have been obvious to a person of ordinary skill in the art to

modify the transcoder in Leak to reformulate HTML as an application of XML in order to display content on a television, at least because both Leak and Reformulating HTML teach displaying web content via a television. Ex. 1017, 1:26-32; Ex. 1012, p. 8; Ex. 1018, § VI.N.

Moreover, it was well-known to a person of ordinary skill in the art that advertisements could be transmitted via the Internet and that advertisements could be displayed on a television. Ex. 1018, § VI.N. Apte, Leak, and AOL each disclose or suggest simplified navigation interfaces for viewing content and/or advertisements in the form of matrices of cells arranged in rows and columns. Ex. 1015, pp. 82, 83, 91; Ex. 1016, 7:26-8:5, Fig. 5; Ex. 1017, 13:22-14:2, Figs. 8, 12; Ex. 1018, §§ VI.B, VI.C. It would have been obvious to one of ordinary skill in the art to combine the advertisements of Apte and AOL with the simplified navigation interface of Leak to provide a means to efficiently deliver advertising content to a greater number of users. Ex. 1018, § VI.N.

Furthermore, it would have been obvious to a one of ordinary skill in the art to incorporate the visual interface of AOL in the combination of Reformulating HTML, Leak, and Apte described above. Ex. 1018, § VI.N. As discussed above, AOL discloses or suggests a graphical user interface consisting of a matrix of navigational options selectable by the user as icons. Ex. 1015, pp. 82, 83, 91. A person of skill in the art would have been motivated to implement the visual

interface disclosed in AOL on various devices, such as a television as taught by Leak, in order to provide a consistent presentation of information in a format easy for a user to view and navigate thereby providing greater convenience and ease of use to a user. Ex. 1018, § VI.N. Moreover, one of skill in the art would under that targeted advertisements, as disclosed by Apte, could be delivered to users based on their navigation paths, which would make advertisements more relevant and effective thereby providing financial benefits to content providers and merchants and more relevant ads to users. Ex. 1018, § VI.N.

In addition to the disclosure in Reformulating HTML and AOL discussed above, Apte discloses that web content may be written in a machine-readable medium such as HTML, and that hypertext files are displayed on a computer using software such as a browser. Ex. 1016, 1:14-32. Leak discloses that hypertext links correspond to pages that may be identified and browsed on the World Wide Web. Ex. 1017, Abstract, 1:5-7. Thus, Reformulating HTML, Apte, Leak, and AOL disclose or it would have been obvious to a person of skill in the art for “[a] method of navigating the Internet”, “[a] method”, and “[a] machine readable medium having instructions stored therein, which when executed cause a machine to perform a set of operations.” Ex. 1018, § VI.A.

<u>Claims 1, 2, Preamble</u>	See, e.g., support cited for claims 1-76 for Reformulating HTML, Apte, Leak, AOL, and Knowledge. See, e.g., Ex. 1012 p. 4, Ex. 1015, p. 2, Ex. 1016, 1:5-32; Ex. 1017, Abstract, 1:5-7. See also Ex. 1018, § VI.A.
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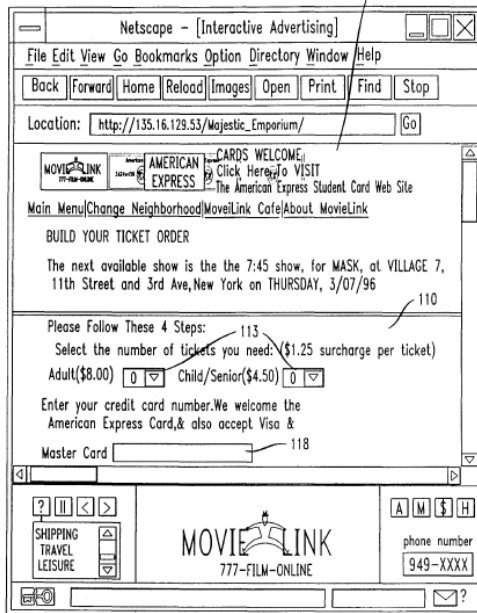
<u>Claims 25, 58, Preamble</u>	“A hypertext file is displayed on a computer as a page through software called a browser. A page comprises links that, when selected by a user, cause another page to be displayed (known as the linked page), cause another part of the presently displayed page to be shown, or else cause a computer program to execute. A hypertext file is written in a programming language such as Hypertext Markup Language (HTML). A logical grouping of hypertext files is called a site. Sites may reside on different computers. A set of sites that are interconnected by links is called a web. A site on a first computer may be effectively linked to a site on a second computer by connecting the first and second computers through a network. An example of a set of sites residing on different computers interconnected by a network is the World Wide Web (WWW), which is a set of sites written in HTML on computers interconnected by the Internet. Each site on the WWW is known as a website.” Ex. 1016, 1:14-32. Leak is directed to “displaying World Wide Web pages on a display device. A number of hypertext links are identified, wherein each hypertext link is for locating one of a plurality of Web pages. The hypertext links may be identified from a particular Web page or from results of a Web search. Web pages are retrieved using the identified hypertext links.” Ex. 1017, Abstract. Leak is directed to “processing systems configured to allow browsing of the World Wide Web.” Ex. 1017, 1:5-7.
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In addition to the disclosure in Reformulating HTML and AOL discussed above, Apte discloses targeted, multimedia advertisements that are displayed through the Internet and viewable through a web appliance, such as a computer with a browser. Ex. 1016, 1:5-10. Leak discloses content transcoded for display on a television via the Internet and displayed through a simplified navigation interface to the user. Ex. 1017, 7:23-28, Figs. 6, 12. Furthermore, it would have been obvious to one of skill in the art that the teachings of Apte and/or Leak could be

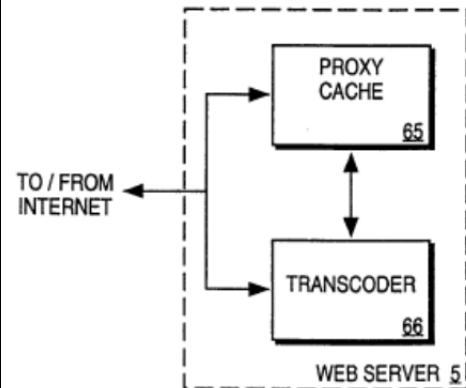
used to create sister sites for web pages that comprise some or all of the content of the original pages. Ex. 1018, § VI.B. Thus, Reformulating HTML, Apte, Leak, and AOL disclose or it would have been obvious to a person of skill in the art for online content to be reformatted from HTML to XML, displaying advertisements through a simplified navigation interface, and displaying content through the internet, and sister sites including content to be displayed and navigable through a simplified navigation interface on either a television, web appliance, console device, handheld device, wireless device or cellular phone. Ex. 1018, §§ VI.B, VI.C.

<u>Claims 1, 58, Element A</u>	See, e.g., support cited for claims 1-76 for Reformulating HTML, Apte, Leak, AOL, and Knowledge. See, e.g., Ex. 1012, pp. 1-21; Ex. 1015, pp. 120, 121, 129, 665, 681, 699, 722; Ex. 1016, 1:5-32, 7:9-43, Fig. 9; Ex. 1017, 2:10-2:2, 3:33-36, 4:1-6, 7:23-28, 8:5-24, 10:35-11:3, 13:22-14:1, Figs. 2, 6, 10, 12. See also Ex. 1018, §§ VI.B-VI.C.
<u>Claims 9, 25, Element A</u>	“This invention relates to providing interactive advertising and secure purchase opportunities on a network, and particularly to a system and method for providing targeted, interactive, multimedia advertising and electronic commerce capabilities through a hypertext network.” Ex. 1016, 1:5-10.
<u>Claims 1, 9, 25, 58, Element B</u>	“The advertiser software acts with the browser to present to the user a display, an embodiment of which is shown in FIG 5. The user's screen is divided into two areas: the browser area 31 and the advertisement area 32. The browser area and the advertising area operate essentially independently so that several advertisements may advantageously be displayed to the user while the user is browsing a single page displayed in the browser area. The browser area 31 retains all of the controls originally provided by the browser, including the file features 33, the edit feature 34, the bookmarks feature 35, and so on. Thus, the browser area continues to function essentially as the original browser

(before the advertising software was downloaded and executed). In this embodiment, the area for viewing pages 31 has been decreased to accommodate the advertiser area 32. The advertisement area 32 comprises a control area 36, a display area 37, and a transaction area 38. The control area is provided with a help button 39, a pause button 40, a step back button 41, and a step forward button 42. Each button acts as a link.” Ex. 1016, 7:9-34.

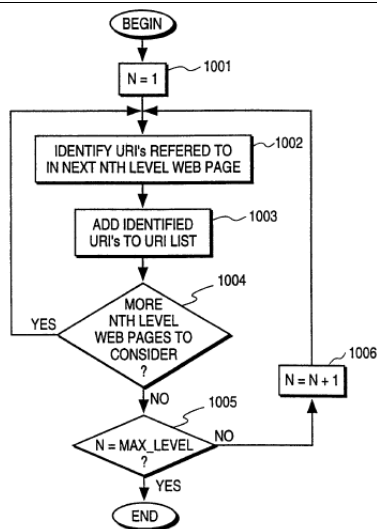


Ex. 1016, Figure 9 and associated disclosure.

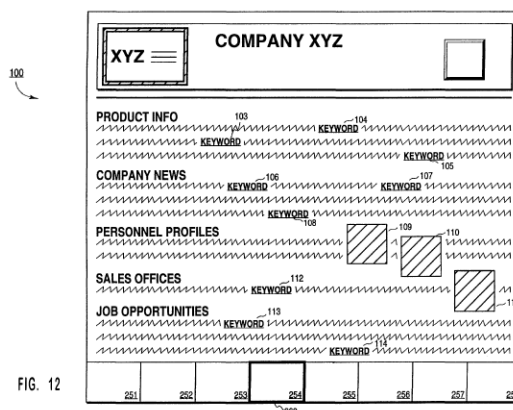


Ex. 1017, Figure 6 and associated disclosure.

“Referring now to Figure 6, the WebTV server 5 includes a proxy cache 65 and a transcoder 66, which are functionally coupled together and to the Internet 3. The proxy cache 65 provides temporary storage Web documents, images, and other information that is requested frequently by either the WebTV client 1 or the server 5. The transcoder 66 automatically modifies certain Web pages and other files retrieved from remote servers 4.” Ex. 1017, 7:23-28.



Ex. 1017, Figure 10 and associated disclosure.



Ex. 1017, Figure 12 and associated disclosure.

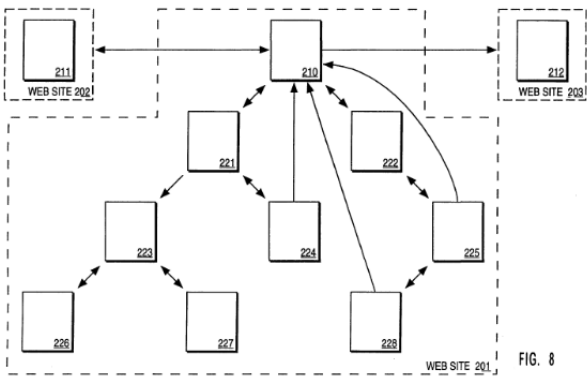
“FIG. 12 again illustrates the home page 100 of Company XYZ. In addition, a number of reduced size images 251-258 of Web pages have been displayed over Web page 100 . . . The images 251-258 indicate the context of the currently displayed Web page 100, as indicated by highlighting 260. The other images, 251-253 and 255-258, represent the web pages which are immediately adjacent to web page 100 within the display sequence.... In addition, the images 251-258 can be made selectable objects, such that the user can randomly access the (full-size) Web page corresponding to any of the reduced size images. Specifically, the user may use the directional buttons 15-18 on remote control 11 to highlight the appropriate image and then press Enter button 19 to cause the selected Web page to be displayed.” Ex. 1017, 13:22-14:1.

“The World-Side Web (‘the Web’) is a collection of formatted hypertext pages and other information distributed among numerous computers logically connected by the Internet. ... [M]ost people in modern society are quite comfortable with their television sets. Even ardent technophobes tend to view the television set as a familiar part of daily life. Most people are also comfortable using a remote control to operate a television set, a video cassette recorder (VCR), home audio system, or other electronic device. Consequently, Web TV Networks Inc., of Palo Alto, Calif., has developed technology to allow people to access the Web through their television sets. This

	technology is known as 'WebTV™' and is currently available through Philips Magnavox and Sony Electronics Inc. WebTV allows a person to access and navigate through Web pages using an ordinary television set and a remote control.” Ex. 1017, 1:10-2:2. “An HTML document may contain text and/or refer to images and other media types. FIG. 7 illustrates a Web page 100 as it is displayed by the client system 1 on the television 12. Web page 100 is the ‘home page’ (top level page, or root level) of the Web site of a fictitious company, Company XYZ. An HTML document typically includes one or more ‘hypertext anchors’. Hypertext anchors, which are also sometimes called ‘links’, ‘hot links’ or ‘hot spots’, are displayable objects (text or image) that represent hypertext links to other Web pages or other data ... Hypertext anchors and other displayable objects are identified in an HTML document by a number of ‘tags’, which specify the attributes of the object, including the associated URI in the case of hypertext anchors.” Ex. 1017, 8:5-24. “N represents a current level within a Web page hierarchy for a given Web site. Thus, N=1 corresponds to the top (root) level, or home page, of the given Web site. Increasing values of N represent successive ‘generations’ (i.e., levels increasing in ‘link distance’ from the root level) in the hierarchy.” Ex. 1017, 10:35-11:3.
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In addition to the disclosure in Reformulating HTML and AOL discussed above, Apte discloses a simplified navigation interface comprising several control buttons and viewing areas in a plurality of cells and layers. Ex. 1016, 7:26-53, Fig. 5-11. Leak discloses web content displayed in a plurality of layers and cells on a television via the Internet. Ex. 1017, 7:23-28, 8:29-9:5, Figs. 6, 12. Thus, Reformulating HTML, Apte, Leak, and AOL disclose or it would have been obvious to a person of skill in the art for a simplified navigation interface to be displayed in a two-dimensional layer from a plurality of cells and layers, with

content displayed in the cells. Ex. 1018, § VI.D.

<u>Claims 1, 25, 58, Element C</u> <u>Claims 9, 25, Element C</u>	See, e.g., support cited for claims 1-76 for Reformulating HTML, Apte, Leak, AOL, and Knowledge. See, e.g., Ex. 1012, pp. 1-21; Ex. 1015, pp. 120, 121, 129, 665, 681, 699, 722; Ex. 1016, 5:26-28, 7:26-8:5, Fig. 5; Ex. 1017, 13:22-14:2, Figs. 8, 12. See also Ex. 1018, § VI.D.  Ex. 1017, Figure 8 and associated disclosure.
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In addition to the disclosure in Reformulating HTML and AOL discussed above, Apte discloses control buttons and viewing areas as cells arranged on a single virtual level of the navigation interface. Ex. 1016, 7:26-53, Fig. 5. Leak discloses thumbnail images of web pages arranged as cells on a single virtual level of the simplified navigation matrix. Ex. 1017, 13:22-14:2, Fig. 12. Thus, Reformulating HTML, Apte, Leak, and AOL disclose or it would have been obvious to a person of skill in the art for the two-dimensional layer to be in a form of a navigation matrix. Ex. 1018, § VI.E.

<u>Claims 1, 9, 25, 58, Element D</u>	See, e.g., support cited for claims 1-76 for Reformulating HTML, Apte, Leak, AOL, and Knowledge. See, e.g., Ex. 1012, pp. 1-21; Ex. 1015, pp. 120, 121, 129, 665, 681, 699, 722; Ex. 1016, 4:43-49, 5:26-28, 7:26-8:5, Fig. 5; Ex. 1017, 8:5-24, 13:22-14:2, Fig. 12. See also Ex. 1018, § VI.E.
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“[A]dvertisements shown to the user are interactive multimedia advertisements, comprising one or more of text, graphics, animation, video, audio, and virtual object media that include at least one link to a page that is displayed in the browser area when selected.” Ex. 1016, 4:43-49.

"FIG. 7 illustrates a Web page 100 as it is displayed by the client system 1 on the television 12. Web page 100 is the 'home page' (top level page, or root level) 45 of the Web site of a fictitious company, Company XYZ. An HTML document typically includes one or more 'hypertext anchors'. Hypertext anchors, which are also sometimes called 'links', 'hot links' or 'hot spots', are displayable objects (text or image) that represent hypertext links to other Web pages or other data. A hypertext anchor may represent a link to different media types, such as an audio stream. ... Anchors 103-108 and 112-114 are keywords or phrases representing hypertext links to pages related to those keywords. Hypertext anchors 109-111 are image maps.” Ex. 1017. 8:5-24.

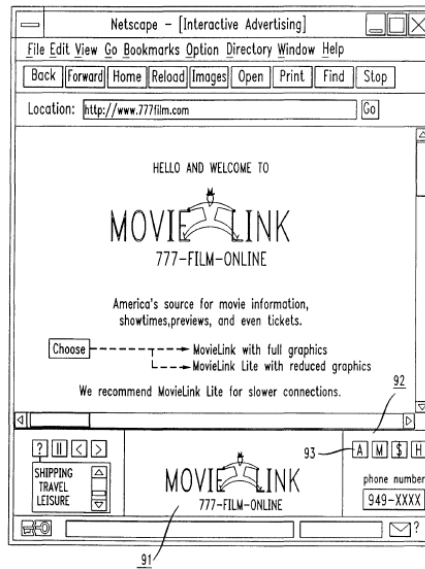
In addition to the disclosure in Reformulating HTML and AOL discussed above, Apte discloses that the viewing area cells are divisions of the screen, and advertisements in each cell are selectable, allowing more specific content to be displayed. Ex. 1016, 7:26-8:5, Figs. 5-11. Leak discloses that thumbnail images of webpages are selectable divisions of the screen, and the navigation options are hierarchically organized from general to more specific in each layer. Ex. 1017, 8:25-9:5, 13:22-14:2, Figs. 8, 12. Thus, Reformulating HTML, Apte, Leak, and AOL disclose or it would have been obvious to a person of skill in the art to display cells as divisions of the screen and unique to navigation options, with content and advertisements displayed and selectable therein, changing from general to more specific in each layer. Ex. 1018, §§ VI.F, VI.G, VI.H.

<u>Claims 1, 9, 25, 58, Element E</u>	See, e.g., support cited for claims 1-76 for Reformulating HTML, Apte, Leak, AOL, and Knowledge. See, e.g., Ex. 1012, Ex. 1015, pp. 120, 121, 129; Ex. 1016, 4:43-49, 5:26-28, 7:26-8:5, Fig. 5; Ex. 1017, 8:5-9:5, 13:22-14:2, Fig. 12. See also Ex. 1018, § VI.F-VI.H.
<u>Claims 1, 58, Element F</u>	“In Figure 10, N represents a current level within a Web page hierarchy for a given Web site. Thus, N=1 corresponds to the top (root) level, or home page, of the given Web site. Increasing values of N represent successive 'generations' (i.e., levels increasing in 'link distance' from the root level) in the hierarchy.” (Leak, p. 10, 36-p. 11, 3).
<u>Claims 9, 25, Element F</u>	“[T]he images 251-258 can be made selectable objects, such that the user can randomly access the (full-size) Web page corresponding to any of the reduced size images. Specifically, the user may use the directional buttons 15-18 on remote control 11 to highlight the appropriate image and then press Enter button 19 to cause the selected Web page to be displayed.” Ex. 1017, 13:32-14:1.
<u>Claims 1, 9, 25, 58, Element G</u>	

In addition to the disclosure in Reformulating HTML and AOL discussed above, Apte discloses a web page with hyperlinks to sister sites that are either full-graphic or low-graphic versions. Ex. 1016, Figs. 7. Furthermore, it would be obvious to a person of ordinary skill in the art to display a hyperlink on a web page to a sister site encoded in a different format to improve the interoperability of the web page across different platforms and accommodate users who have slower internet connections. Ex. 1018, § VI.I. Thus, Reformulating HTML, Apte, Leak, and AOL disclose or it would have been obvious to a person of skill in the art to display hyperlinks to navigate between web pages and sister sites. Ex. 1018, § VI.I.

<u>Claims 1, 9, 25, 58, Element H</u>	See, e.g., support cited for claims 1-76 for Reformulating HTML, Apte, Leak, AOL, and Knowledge. See, e.g., Ex. 1012, p. 12; Ex. 1015, pp. 662, 665, 678, 681; Ex. 1016, Fig. 7; Ex. 1017. See also Ex.
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1018, § VI.I.



Ex. 1016, Figure 7 and associated disclosure.

In addition to the disclosure in Reformulating HTML and AOL discussed above, Apte discloses receiving input via a control button, forwarding said input to the server providing the interface, and returning a next deeper layer of the interface to the user. Ex. 1016, 6:23-41, 7:26-8:5, Figs. 3-11. Leak discloses receiving user input, forwarding the input to the WebTV server, and returning a next deeper web page in the hierarchy to the simplified interface. Ex. 1017, 4:8-23, 8:25-9:5, 13:22-14:2, Figs. 1, 5, 8. Thus, Reformulating HTML, Apte, Leak, and AOL disclose or it would have been obvious to a person of skill in the art to receive user selections and input coupled to navigation options, forward those selections to a server providing the interface, and receive a next deeper layer of the interface in response. Ex. 1018, §§ VI.J, VI.K, VI.L.

Claims 1,	See, e.g., support cited for claims 1-76 for Reformulating HTML,
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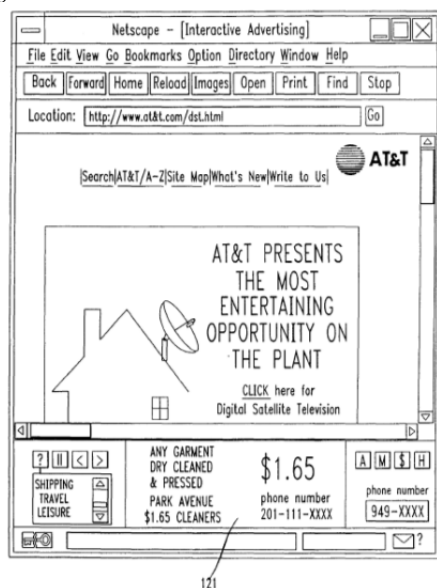
<u>58,</u> <u>Element I</u> <u>Claims 9,</u> <u>25,</u> <u>Element I</u> <u>Claims 1,</u> <u>9, 25, 58,</u> <u>Element J</u> <u>Claims 1,</u> <u>9, 25, 58,</u> <u>Element K</u>	Apte, Leak, AOL, and Knowledge. See, e.g., Ex. 1012, p. 12; Ex. 1015, pp. 662, 665, 678, 681; Ex. 1016, 1:5-32, 2:28-41; 4:43-49, 5:26-28, 6:23-41, 7:26-8:5, Figs. 3, 4, 5; Ex. 1017, 1:31-35, 4:8-23, 8:5-9:5, 10:17-23, 13:22-14:2, Figs. 1, 5, 8, 12. See also Ex. 1018, § VI.J-VI.L. FIG. 8 Ex. 1017, Figure 8 and associated disclosure. “Figure 8 illustrates three Web sites, i.e., sites 20 1, 202 and 203. Each of the Web sites 201-203 has a home page, i.e., Web pages 210, 211 and 212, respectively. The Web pages stored on sites 201-203 are arranged in a logical hierarchy, as shown in Web site 201. (Although Figure 8 shows only the home pages 211 and 212 of sites 202 and 203, these Web sites may include other Web pages arranged in similar hierarchies.) The home page of each Web site represents the top level (level 1) of the hierarchy. The home page of each site contains a number of hypertext links to other Web pages on that Web site; for example, Web site 201 contains links to Web pages 221-228. Web pages 221 and 222, which are directly linked to home page 210, shall be referred to herein as second level (level 2) Web pages on Web site 201.” Ex. 1017, 8:25-9:5.
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In addition to the disclosure in Reformulating HTML and AOL discussed above, Apte discloses scrollbars for scrolling displayed content. Ex. 1016, Fig. 10. Leak discloses thumbnail images of websites that can be zoomed in by the user to access the full web page, and the scrolling of possible navigation options via a

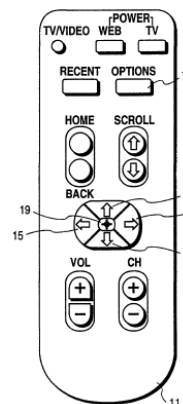
remote control. Ex. 1017, 13:22-14:1, Figs. 3, 12. Thus, Reformulating HTML, Apte, Leak, and AOL disclose or it would have been obvious to a person of skill in the art to manipulate the screen for viewing and zooming and/or scrolling of the content. Ex. 1018, § VI.M.

Claims 1, 9, 25, 58, Element L

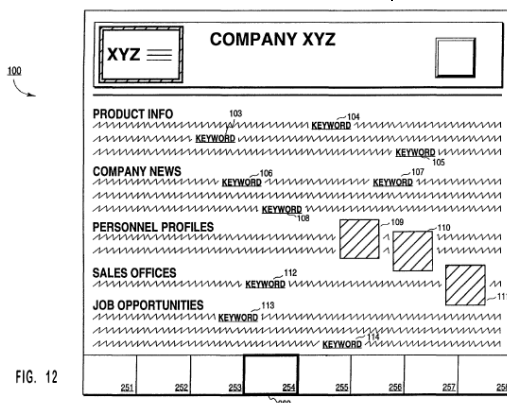
See, e.g., support cited for claims 1-76 for Reformulating HTML, Apte, Leak, AOL, and Knowledge. See, e.g., Ex. 1012; Ex. 1015, p. 140; Ex. 1016, Fig. 10; Ex. 1017, 13:22-14:1, Figs. 3, 12. See also Ex. 1018, § VI.M.



Ex. 1016, Figure 10 and associated disclosure.



Ex. 1017, Figure 3 and associated disclosure.



Ex. 1017, Figure 12 and associated disclosure.

	“The size of the images 251-258 can be appropriately selected to provide the user with a rough indication of the content of the represented Web pages. In addition, the images 251-258 can be made selectable objects, such that the user can randomly access the (full-size) Web page corresponding to any of the reduced size images. Specifically, the user may use the directional buttons 15-18 on remote control 11 to highlight the appropriate image and then press Enter button 19 to cause the selected Web page to be displayed.” Ex. 1017, 13:22-14:1.
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In addition to the disclosure in Reformulating HTML and AOL discussed above, Apte discloses or suggests displaying one or more hyperlinked advertisements on a screen and, when a user selected the advertisement, displaying additional content accessed via the Internet that is associated with the selected advertisement and that is formatted for navigation with the unique inputs. Ex. 1016, 4:43-55. Apte further discloses displaying content simultaneously with advertisements, displaying a navigation interface as an overlay of the content, and displaying audio, video, and/or text as part of the content. Ex. 1016, 4:7-10, 4:56-5:2, 8:28-33, Figs. 6-10. Leak discloses web pages with associated audio files. Ex. 1017, 9:22-24. Thus, Reformulating HTML, Apte, Leak, and AOL disclose or it would have been obvious to a person of skill in the art to: display content and/or advertisements accessed via the Internet on a screen of a device; link text and/or images to other content using a hyperlink; retrieve the other content from the Internet; convert a document from one format into another format for easy viewing, navigating, and access; display that particular content in-line with other

content, outside of other content, and/or as an overlay over other content; and that content accessed could include text, audio, and/or video. Ex. 1018, § VI.O.

<u>Claims 2 and 59</u>	See, e.g., support cited for claims 1-76 for Reformulating HTML, Apte, Leak, AOL, and Knowledge. See, e.g., Ex. 1012; Ex. 1015, pp. 120-21, 665, 702, Ex. 1016, 4:7-5:28, 7:9-8:51, 9:25-33, Figs. 9, 10; Ex. 1017, 9:12-29. See also Ex. 1018, § VI.O.
<u>Claims 12, 28, 43, 68</u>	
<u>Claims 14, 30</u>	“The advertising software operates as an overlay to a conventional, known browser, such as the Netscape browser, dividing the user's client computer display into an advertising area and a browser area.” Ex. 1016, 4:7-10.
<u>Claims 15, 31, 44, 69</u>	“The user's screen is divided into two areas: the browser area 31 and the advertisement area 32. The browser area and the advertising area operate essentially independently so that several advertisements may advantageously be displayed to the user while the user is browsing a single page displayed in the browser area.” Ex. 1016, 7:10-17.
<u>Claims 16, 32, 75, 76</u>	“[A]dvertisements shown to the user are interactive multimedia advertisements, comprising one or more of text, graphics, animation, video, audio, and virtual object media that include at least one link to a page that is displayed in the browser area when selected.” Ex. 1016, 4:43-49.
<u>Claims 24, 39</u>	“The media clip button 44 generates a multimedia 25 display shown in the browser area, when selected.” Ex. 1016, 9:25-33.

In addition to the disclosure in Reformulating HTML and AOL discussed above, Apte discloses that specific advertisements are targeted to a particular user based on the navigation path of the user and Leak discloses that particular web content is displayed to the user based on the navigation selections made by the user through the simplified navigational interface. Ex. 1016, 8:34-51; Ex. 1017, 9:12-29. Leak further discloses that the thumbnail images of the simplified user interface are based on the context of the currently displayed page selected

according to the navigation path of the user. Ex. 1017, 13:22-14:2, Fig. 12. Thus, Reformulating HTML, Apte, Leak, and AOL disclose or it would have been obvious to a person of skill in the art for content to be selected and for the display to be customized based at least in part on a navigation path of the user. Ex. 1018, §§ VI.P, VI.V.

<u>Claims 3 and 60</u>	See, e.g., support cited for claims 1-76 for Reformulating HTML, Apte, Leak, AOL, and Knowledge. See, e.g., Ex. 1012, Ex. 1015, p. 141, Ex. 1016, 8:34-51; Ex. 1017, 9:12-29, Fig. 9. See also Ex. 1018, § VI.P.
<u>Claims 10, 26</u>	“Because the advertisements are streamed from a server rather than downloaded as a set and played to the user in a loop, the present invention can make choices about which advertisements to display to the user that are responsive to the user's current viewing habits. Thus, if a user is selecting and viewing pages in the browser area 31 concerning outdoor activities, the present invention can select advertisements for camping gear, which are streamed from the server to the client for display to the user.” Ex. 1016 8: 34-51. “Referring to Figure 9, in step 901, the client system 1 initially receives a Web page (i.e., the top level Web page). The Web page may be received in response to the user of the client system 1 activating a hypertext link in another Web page, 15 for example. In step 902, the client system 1 identifies URIs that are referred to by the received Web page. As noted above, the client system 1 is able to identity URIs based on the tags in an HTML document. In step 903, the client system 1 uses the identified URIs to request and receive each of the Web pages that are directly linked to the current Web page (i.e., the second level of Web pages). In step 904, the client system 1 displays these 20 additional Web pages in a sequence, displaying each Web page for a defined period of time. ” Ex. 1017, 9:12-29.

In addition to the disclosure in Reformulating HTML and AOL discussed above, Apte discloses that the client computer comprises a keyboard and mouse,

and the mouse is used to manipulate control buttons (cells). Ex. 1016, 6:15-22, 7:26-53, Fig. 3. Leak discloses a remote control pointer device used to manipulate cells within the navigation interface. Ex. 1017, Fig. 3. Thus, Reformulating HTML, Apte, Leak, and AOL disclose or it would have been obvious to a person of skill in the art for receiving input on any one of a remote control, a pointer device, a keypad, and a keyboard, and using a pointer device to select one or more of the plurality of cells and/or to manipulate the screen. Ex. 1018, § VI.Q.

**Claims 4,
13, 29, 61**

**Claims 41,
53, 57, 67**

See, e.g., support cited for claims 1-76 for Reformulating HTML, Apte, Leak, AOL, and Knowledge. See, e.g., Ex. 1012; Ex. 1015, p. 46; Ex. 1016, 6:15-22, 7:26-53, Fig. 3; Ex. 1017, Fig. 3. See also Ex. 1018, § VI.Q.

“The system of the present invention, shown in FIG 3, comprises a server 51 and client computer 52 that has a browser, with the server 51 and client computer 52 interconnected through a network 53. The client computer 52 comprises a microprocessor, a display device such as a screen, storage devices such as a hard disk drive and random access memory, and input devices such as a keyboard and mouse.” Ex. 1016, 6:15-22.

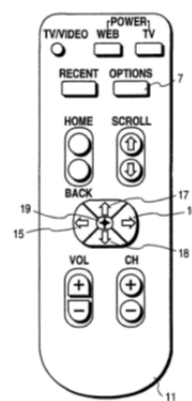


FIG. 3

Ex. 1017, Fig. 3 and associated disclosure.

In addition to the disclosure in Reformulating HTML and AOL discussed above, it would have been obvious for one of skill in the art to combine the voice recognition system of AOL to the simplified navigation interfaces of Apte and

Leak in order to facilitate the use of those systems by disabled persons who could only make navigation selections via voice command. Ex. 1018, § VI.R. Thus, Reformulating HTML, Apte, Leak, and AOL disclose or it would have been obvious to a person of skill in the art to have a voice recognition system. Ex. 1018, § VI.R.

In addition to the disclosure in Reformulating HTML and AOL discussed above, Apte discloses browsing and advertisement areas such that an advertisement may be brought into focus and the content therein manipulated. Ex. 1016, 4:7-10, 4:20-31, 7:9-34. Leak discloses directional buttons on a remote control allow highlighting appropriate navigation options and manipulating the content therein by selecting a hyperlink. Ex. 1017, 13:34-35, Fig. 12. Thus, Reformulating HTML, Apte, Leak, and AOL disclose or it would have been obvious to a person of skill in the art for a screen that includes individual regions adapted to be brought into focus and further adapted such that the on-line content can be manipulated within a selected one of the regions. Ex. 1018, § VI.S.

<u>Claims 5, 17, 33, 62</u>	See, e.g., support cited for claims 1-76 for Reformulating HTML, Apte, Leak, AOL, and Knowledge. See, e.g., Ex. 1012; Ex. 1015, pp. 120, 121, 129; Ex. 1016, 4:7-31, 7:9-34; Ex. 1017. See also Ex. 1018, § VI.R-VI.S.
<u>Claims 6, 50, 54, 63</u>	“The browser area retains the original functionality of the underlying browser and operates independently of the advertising area, except that certain buttons (e.g., control buttons and electronic transaction buttons) in the advertising area cause pages to load and display in the browser area when selected” Ex. 1016, 4:20-31.

In addition to the disclosure in Reformulating HTML and AOL discussed above, Apte discloses step forward and step back buttons to focus on different advertisements in the advertising region of the navigation matrix. Ex. 1016, 7:26-53. Furthermore, it would have been obvious to one of ordinary skill in the art to combine the tabbing functionality disclosed in AOL and Reformulating HTML with Apte and Leak because it would permit a user to quickly focus on one region with a single keystroke. Thus, Reformulating HTML, Apte, Leak, and AOL disclose or it would have been obvious to a person of skill in the art to tab to focus on different one of the regions. Ex. 1018, § VI.T.

<u>Claims 7, 51, 55, 64</u>	See, e.g., support cited for claims 1-76 for Reformulating HTML, Apte, Leak, AOL, and Knowledge. See, e.g., Ex. 1012; Ex. 1015, p. 101; Ex. 1016, 7:26-53; Ex. 1017. See also Ex. 1018, § VI.T. “The advertisement area 32 comprises a control area 36, a display area 37, and a transaction area 38. The control area is provided with a help button 39, a pause button 40, a step back button 41, and a step forward button 42. Each button acts as a link.” Ex. 1016, 7:26-53.
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In addition to the disclosure in Reformulating HTML and AOL discussed above, Apte discloses that the browser area of the interface may be operated independently of the advertising area, to include scrolling of the browser window. Ex. 1016, 4:20-31, Figs. 5-11. Leak discloses that the thumbnail images of the simplified user interface may be scrolled independently of the web viewing area. Ex. 1017, 13:22-14:2, Fig. 12. Thus, Reformulating HTML, Apte, Leak, and AOL

disclose or it would have been obvious to a person of skill in the art for a focused one of the regions to be adapted to be zoomed and/or scrolled independently of other ones of the regions. Ex. 1018, § VI.U.

<u>Claims 8, 52, 56, 65</u>	See, e.g., support cited for claims 1-76 for Reformulating HTML, Apte, Leak, AOL, and Knowledge. See, e.g., Ex. 1012; Ex. 1015, p. 140; Ex. 1016, 4:7-31, 7:9-34, Fig. 10; Ex. 1017. See also Ex. 1018, § VI.U. “The browser area retains the original functionality of the underlying browser and operates independently of the advertising area, except that certain buttons (e.g., control buttons and electronic transaction buttons) in the advertising area cause pages to load and display in the browser area when selected.” Ex. 1016, 4:20-31.
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In addition to the disclosure in Reformulating HTML and AOL discussed above, Apte discloses that the navigation interface has control buttons (e.g., help, step forward/back) and that when the user makes a first input, one of these primary navigation options is selected (e.g., “When selected by a user, the help button 39 loads and displays an advertising service help page in the browser area 31”). Ex. 1016, 7:26-53. Leak discloses that the thumbnail images of the simplified user interface can be selected via the remote control. Ex. 1017, 13:22-14:2, Fig. 12. Thus, Reformulating HTML, Apte, Leak, and AOL disclose or it would have been obvious to a person of skill in the art for the first input to select a primary navigation option. Ex. 1018, § VI.V.

In addition to the disclosure in Reformulating HTML and AOL discussed above, Leak maintains a database of sister site web pages by a content partner.

WebTV server 5 includes a proxy cache 65 and a transcoder 66, functionally coupled to the Internet 3. Ex. 1017, 7:22-28. The proxy cache 65 provides storage web documents, images, and other information requested frequently by the WebTV client 1 or server 5. Ex. 1017, 7:22-28. Transcoder 66 modifies certain pages and other files retrieved from remote servers 4. Ex. 1017, 7:22-28. One of ordinary skill in the art would have understood that modification using transcoder 66 generates a sister site. Ex. 1018, § VI.W. One of ordinary skill in the art would also have understood that where cache 65 stores content requested frequently, that this would have been maintained in a database of sister site pages. Ex. 1017, 7:22-28; Ex. 1018, § VI.W. A content partner is reasonably construed as Company XYZ, the provider of the content. Ex. 1017, Fig. 7. Thus, Reformulating HTML, Apte, Leak, and AOL disclose or it would have been obvious to a person of skill in the art for the first input to select a primary navigation option. Ex. 1018, § VI.W.

<u>Claims 11, 27, 40, 66</u>	See, e.g., support cited for claims 1-76 for Reformulating HTML, Apte, Leak, AOL, and Knowledge. See, e.g., Ex. 1012; Ex. 1015, p. 469; Ex. 1016, 7:26-53; Ex. 1017, 10:24-31. See also Ex. 1018, § VI.V-VI.W.
<u>Claims 18, 42</u>	“A tour can also be generated by the server system 5. For example, the server system 5 may provide a list of URIs to the client system, which the client system 1 then displays based on sequence information within the list. Alternatively, the server system 5 may download each page to the client system based on its own list.” Ex. 1017, 10:24-31.

In addition to the disclosure in Reformulating HTML and AOL discussed

above, Apte discloses using keyword searching, wherein “[k]eywords are obtained by noting words that appear between TITLE headers in HTML documents” and correspond to primary navigation options which are keyed in by a user. Ex. 1016, 11:42 –12:9. Furthermore, it would be obvious to one of ordinary skill in the art to combine the alphanumeric navigation option selection functionality of Reformulating HTML to the interface of Apte and Leak in order to allow a user to more quickly access desired content. Ex. 1018, § VI.X. Thus, Reformulating HTML, Apte, Leak, and AOL disclose or it would have been obvious to a person of skill in the art for accepting an alphanumeric value as the first input to indicate selection of a corresponding first cell, the first cell including a display of the alphanumeric value. Ex. 1018, § VI.X.

<u>Claims 19, 34, 45, 70</u>	See, e.g., support cited for claims 1-76 for Reformulating HTML, Apte, Leak, AOL, and Knowledge. See, e.g., Ex. 1012; Ex. 1015, p. 875; Ex. 1016, 11:42-12:9; Ex. 1017. See also Ex. 1018, § VI.X. “In one embodiment, the present invention carries out this content-sensitive advertising by conducting a keyword search of a page requested to be displayed on the client computer by the user.” Ex. 1016, 11:42-12: 9.
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In addition to the disclosure in Reformulating HTML and AOL discussed above, Apte discloses a searchable index, an email form, and a purchasing interface. Ex. 1016, 7:35-43, 10:54-57, 9:54-10:20, Figs. 9, 10. Leak discloses a search engine and sending email via WebTV. Ex. 1017, 10: 3-8, 4: 25-31. Leak further discloses displaying the simplified navigation interface through a

television. Ex. 1017, 3:33-36, Fig. 2. A person of ordinary skill in the art would recognize that displaying a navigation interface through a television would not be accomplished through a standard web browser. Ex. 1018, § VI.Y. Thus, Reformulating HTML, Apte, Leak, and AOL disclose or it would have been obvious to a person of skill in the art that a simplified navigation interface can have a search form, an email form, a purchasing interface, and not presenting the simplified interface through a standard web browser. Ex. 1018, § VI.Y.

**Claims 20,
35, 46, 71**

**Claims 21,
36, 47, 72**

**Claims 22,
37, 48, 73**

**Claims 23,
38, 49, 74**

See, e.g., support cited for claims 1-76 for Reformulating HTML, Apte, Leak, AOL, and Knowledge. See, e.g., Ex. 1012; Ex. 1015, pp. 45, 531-33, 664, 674, 876, 877; Ex. 1016, 7:35-43, 9:54-10:57, Figs. 9, 11; Ex. 1017, 3:33-36, 4:1-31, 10:3-8, Fig. 2. See also Ex. 1018, § VI.Y.

“In an embodiment shown in FIG 9, the present invention presents the user with a form 110 in the 55 browser area 111 by which the user provides secure purchase information such as credit card number 112 and number of items to be purchased 113 to the advertiser.” Ex. 1016, 9:54 – 10:20.

“If the user selects the e-mail option 133, the user is prompted for his email address 137, and a copy of the coupon is transmitted to the user via e-mail.” Ex. 1016, 10:54-57.



Ex. 1016, Fig. 11 and associated disclosure.

	“Step 901 may be preceded or replaced by a step of receiving search results from a conventional search engine. ... Hence, the URL identified in step 902 may be identified from a hit list resulting from a Web search rather than from a single Web page.” Ex. 1017, 10:3-8. “Figure 2 illustrates a WebTV client system 1 according to one embodiment. The client system 1 includes an electronics unit 10 (hereinafter referred to as "the WebTV box 10" or "the box 10"), an ordinary television set 12, and a hand-held remote control 11. In an alternative embodiment (not shown), the WebTV box 10 is built into the television set 12 as an integral unit. The box 10 includes hardware and software for providing the user with a graphical user interface, by which the user can access the WebTV Network services, i.e., browse the Web, send e-mail, etc.” Ex. 1017, 4:25-31.
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IX. Conclusion

Because one or more of claims 1-76 is directed to a method used in the practice, administration or management of a financial product or service and is not directed to a technological invention, the ‘196 patent is a CBM patent. Further, claims 1-76 of the ‘196 patent are invalid under § 103.

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CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of this Petition for Covered Business Method Review, along with Exhibits 1001-1026, has been served via Express Mail on June 13, 2014, upon the following:

JEFFER, MANGELS, BUTLER & MITCHELL, LLP
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Dated: June 13, 2014

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