

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE INC.
Petitioner

v.

EMG TECHNOLOGY, LLC
Patent Owner

Case CBM2013-00036
U.S. Patent No. 7,441,196

Before JAMESON LEE, JONI Y. CHANG, and MICHAEL R. ZECHER,
Administrative Patent Judges.

CHANG, *Administrative Patent Judge.*

ORDER
Termination of Proceeding
37 C.F.R. § 42.73

On September 4, 2013, the parties filed a joint motion to terminate the instant proceeding with respect to the petitioner (“Google”). Paper 9. With the joint motion, the parties filed a copy of their written settlement agreement made in connection with the termination of the instant proceeding. Ex. 1027. The parties also filed a joint request to have their settlement agreement treated as confidential business information under 35 U.S.C. § 327(b) and 37 C.F.R. § 42.74(c). Paper 10.

In the joint motion, the parties represent that they reached an agreement resolving the dispute in the instant proceeding. Paper 9 at 2. The parties further indicate that they jointly filed, on August 28, 2013, a dismissal of all of their respective claims in the litigation associated with the instant proceeding (Ex. 1028) and a form dismissal order for entry by the district court (Ex. 1029). Paper 9 at 2-3. The dismissal stipulates that Patent Owner (“EMG”) dismisses all claims against Google with prejudice. Ex. 1028. The parties also note that the joint stipulation is self-actuating under Rule 41 of the Local Rules for the U.S. District Court for the Eastern District of Texas, and the parties expect that the dismissal order will be executed promptly and entered. Paper 9 at 3.

Generally, the Board expects that a proceeding will terminate after the filing of a settlement agreement. *See, e.g., Office Patent Trial Practice Guide*, 77 *Fed. Reg.* 48756, 48768 (Aug. 14, 2012). Google’s petition was filed on July 15, 2013, and EMG has not yet filed its patent owner preliminary response. The Board has not yet determined the merits of the proceeding—specifically, whether a covered business method patent review should be instituted.

Even if the Board institutes a review and commences a trial, Google will no longer participate. That means even if a review is instituted, Google will not file a reply to any patent owner response or an opposition to any motion to amend claims. Google also will not be conducting any cross examination of EMG's witnesses. In addition, because of non-participation of Google, EMG may not have an opportunity to cross examine Google's witness whose testimony is relied upon by Google's petition.

As no trial has been instituted based on Google's petition, the instant proceeding is in the preliminary proceeding stage.¹ Based on the facts of this case, it is appropriate to enter judgment.²

Accordingly, it is:

ORDERED that the joint motion to terminate CBM2103-00036 is *granted*, and this proceeding is hereby terminated as to all parties including Google and EMG; and

FURTHER ORDERED that the parties' joint request to have their settlement agreement treated as business confidential information under the 35 U.S.C. § 327(b) and 37 C.F.R. § 42.74(c) also is *granted*.

¹ A preliminary proceeding begins with the filing of a petition for instituting a trial and ends with a written decision as to whether a trial will be instituted. 37 C.F.R. § 42.2.

² A judgment means a final written decision by the Board, or a termination of a proceeding. 37 C.F.R. § 42.2.

Case CBM2013-00036
U.S. Patent No. 7,441,196

PETITIONER:

Michael Messinger
Michelle Holoubek
Mikem-PTAB@skgf.com
Mholoubek-PTAB@skgf.com

PATENT OWNER:

Gregory Cordrey
gxc@jmbm.com

AO 120 (Rev. 08/10)

TO: Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
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In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court _____ for the Eastern District of Texas, Tyler Division _____ on the following

☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.);

DOCKET NO. 6:13-cv-145	DATE FILED 2/12/2013	U.S. DISTRICT COURT for the Eastern District of Texas, Tyler Division
PLAINTIFF EMG Technology, LLC		DEFENDANT Puma North America, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY <input type="checkbox"/> Amendment <input type="checkbox"/> Answer <input type="checkbox"/> Cross Bill <input type="checkbox"/> Other Pleading		
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK	
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE
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Copy 1—Upon initiation of action, mail this copy to Director Copy 3—Upon termination of action, mail this copy to Director
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☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:13-cv-144	DATE FILED 2/12/2013	U.S. DISTRICT COURT for the Eastern District of Texas, Tyler Division
PLAINTIFF EMG Technology, LLC		DEFENDANT Green Mountain Coffee Roaster, Inc., Keurig, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

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☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:12-cv-505	DATE FILED 8/10/2012	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT Expedia, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:12-cv-453	DATE FILED 7/13/2012	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT Costco Wholesale Corporation
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY <input type="checkbox"/> Amendment <input type="checkbox"/> Answer <input type="checkbox"/> Cross Bill <input type="checkbox"/> Other Pleading		
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK	
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☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.);

DOCKET NO. 6:13-cv-143	DATE FILED 2/12/2013	U.S. DISTRICT COURT for the Eastern District of Texas, Tyler Division
PLAINTIFF EMG Technology, LLC		DEFENDANT AutoZone, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

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PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK	
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☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:cv-12-903	DATE FILED 11/29/2012	U.S. DISTRICT COURT for the Eastern District of Texas, Tyler Division
PLAINTIFF EMG Technology, LLC		DEFENDANT Alcoa Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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DOCKET NO. 6:13-cv-157	DATE FILED 2/15/2013	U.S. DISTRICT COURT for the Eastern District of Texas, Tyler Division
PLAINTIFF EMG Technology, LLC		DEFENDANT Ally Financial Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

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filed in the U.S. District Court Eastern District of Texas on the following

☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:12-cv-495	DATE FILED 8/8/2012	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT 7-Eleven, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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filed in the U.S. District Court Eastern District of Texas on the following

☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:12-cv-496	DATE FILED 8/8/2012	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT Travelocity.com L.P.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:12-cv-501	DATE FILED 8/9/2012	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT AOL Inc.,
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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DOCKET NO. 6:12-cv-505	DATE FILED 8/10/2012	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT Expedia, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.);

DOCKET NO. 6:12-cv-543	DATE FILED 8/17/2012	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT The Vanguard Group, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.);

DOCKET NO. 6:12-cv-741	DATE FILED 10/5/2012	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT Union Pacific Railroad Company
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:12-cv-740	DATE FILED 10/5/2012	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT The Goodyear Tire & Rubber Company
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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AO 120 (Rev. 08/10)

TO: Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
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In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court _____ for the Eastern District of Texas, Tyler Division _____ on the following

☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:12-cv-904	DATE FILED 11/29/2012	U.S. DISTRICT COURT for the Eastern District of Texas, Tyler Division
PLAINTIFF EMG Technology, LLC		DEFENDANT THE TJX COMPANIES, INC.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY <input type="checkbox"/> Amendment <input type="checkbox"/> Answer <input type="checkbox"/> Cross Bill <input type="checkbox"/> Other Pleading		
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK	
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE
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☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.);

DOCKET NO. 6:12-cv-00887	DATE FILED 11/20/2012	U.S. DISTRICT COURT for the Eastern District of Texas, Tyler Division
PLAINTIFF EMG Technology, LLC		DEFENDANT Motorola Mobility LLC
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY <input type="checkbox"/> Amendment <input type="checkbox"/> Answer <input type="checkbox"/> Cross Bill <input type="checkbox"/> Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
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☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:12-cv-905	DATE FILED 11/29/2012	U.S. DISTRICT COURT for the Eastern District of Texas, Tyler Division
PLAINTIFF EMG Technology, LLC		DEFENDANT J. C. PENNEY CORPORATION, INC.,
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY <input type="checkbox"/> Amendment <input type="checkbox"/> Answer <input type="checkbox"/> Cross Bill <input type="checkbox"/> Other Pleading		
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK	
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☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.);

DOCKET NO. 6:13-cv-31	DATE FILED 1/4/2013	U.S. DISTRICT COURT for the Eastern District of Texas, Tyler Division
PLAINTIFF EMG Technology, LLC		DEFENDANT WILLIAMS-SONOMA, INC., POTTERY BARN, INC., POTTERY BARN KIDS, INC.; POTTERY BARN TEEN, INC.; WEST ELM, INC.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY <input type="checkbox"/> Amendment <input type="checkbox"/> Answer <input type="checkbox"/> Cross Bill <input type="checkbox"/> Other Pleading		
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK	
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☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:13-CV-30	DATE FILED 1/1/2013	U.S. DISTRICT COURT for the Eastern District of Texas, Tyler Division
PLAINTIFF EMG Technology, LLC		DEFENDANT FOOT LOCKER, INC.; FOOTLOCKER.COM. INC.; EASTBAY, INC.; CCS DIRECT, LLC.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY <input type="checkbox"/> Amendment <input type="checkbox"/> Answer <input type="checkbox"/> Cross Bill <input type="checkbox"/> Other Pleading
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK
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☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.);

DOCKET NO. 6:13-cv-029	DATE FILED 1/4/2013	U.S. DISTRICT COURT for the Eastern District of Texas, Tyler Division
PLAINTIFF EMG Technology, LLC		DEFENDANT COACH, INC.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

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☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.);

DOCKET NO. 6:cv-12-903		DATE FILED 11/29/2012	U.S. DISTRICT COURT for the Eastern District of Texas, Tyler Division
PLAINTIFF EMG Technology, LLC		DEFENDANT Alcoa Inc.	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK	
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC	
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☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.);

DOCKET NO. 6:12-cv-00887	DATE FILED 11/20/2012	U.S. DISTRICT COURT for the Eastern District of Texas, Tyler Division
PLAINTIFF EMG Technology, LLC		DEFENDANT Motorola Mobility LLC
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:12-cv-904	DATE FILED 11/29/2012	U.S. DISTRICT COURT for the Eastern District of Texas, Tyler Division
PLAINTIFF EMG Technology, LLC		DEFENDANT THE TJX COMPANIES, INC.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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DOCKET NO. 6:12-cv-905	DATE FILED 11/29/2012	U.S. DISTRICT COURT for the Eastern District of Texas, Tyler Division
PLAINTIFF EMG Technology, LLC		DEFENDANT J. C. PENNEY CORPORATION, INC.,
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:cv-12-903	DATE FILED 11/29/2012	U.S. DISTRICT COURT for the Eastern District of Texas, Tyler Division
PLAINTIFF EMG Technology, LLC		DEFENDANT Alcoa Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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filed in the U.S. District Court Eastern District of Texas on the following

☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:12-cv-453	DATE FILED 7/13/2012	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT Costco Wholesale Corporation
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY <input type="checkbox"/> Amendment <input type="checkbox"/> Answer <input type="checkbox"/> Cross Bill <input type="checkbox"/> Other Pleading		
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK	
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In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court Eastern District of Texas on the following

☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.);

DOCKET NO. 6:12-cv-543	DATE FILED 8/17/2012	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT The Vanguard Group, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

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filed in the U.S. District Court Eastern District of Texas on the following

☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:12-cv-495	DATE FILED 8/8/2012	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT 7-Eleven, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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filed in the U.S. District Court Eastern District of Texas on the following

☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.);

DOCKET NO. 6:12-cv-496	DATE FILED 8/8/2012	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT Travelocity.com L.P.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

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☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:12-cv-501	DATE FILED 8/9/2012	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT AOL Inc.,
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY <input type="checkbox"/> Amendment <input type="checkbox"/> Answer <input type="checkbox"/> Cross Bill <input type="checkbox"/> Other Pleading		
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK	
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE
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Copy 1—Upon initiation of action, mail this copy to Director Copy 3—Upon termination of action, mail this copy to Director
Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy

AO 120 (Rev. 08/10)

TO: Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
---	---

In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been
filed in the U.S. District Court Eastern District of Texas on the following

☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.);

DOCKET NO. 6:12-cv-505	DATE FILED 8/10/2012	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT Expedia, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY <input type="checkbox"/> Amendment <input type="checkbox"/> Answer <input type="checkbox"/> Cross Bill <input type="checkbox"/> Other Pleading		
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK	
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE
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Copy 1—Upon initiation of action, mail this copy to Director Copy 3—Upon termination of action, mail this copy to Director
Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy

AO 120 (Rev. 08/10)

TO: Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
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In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been
filed in the U.S. District Court Eastern District of Texas on the following

☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:12-cv-453	DATE FILED 7/13/2012	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT Costco Wholesale Corporation
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY <input type="checkbox"/> Amendment <input type="checkbox"/> Answer <input type="checkbox"/> Cross Bill <input type="checkbox"/> Other Pleading		
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK	
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE
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Copy 1—Upon initiation of action, mail this copy to Director Copy 3—Upon termination of action, mail this copy to Director
Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy

AO 120 (Rev. 08/10)

TO: Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
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In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court Eastern District of Texas on the following

☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:12-cv-454	DATE FILED 7/13/2012	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT American Express Company
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY <input type="checkbox"/> Amendment <input type="checkbox"/> Answer <input type="checkbox"/> Cross Bill <input type="checkbox"/> Other Pleading		
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK	
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE
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Copy 1—Upon initiation of action, mail this copy to Director Copy 3—Upon termination of action, mail this copy to Director
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AO 120 (Rev. 08/10)

TO: Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
---	---

In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court Eastern District of Texas on the following

☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.);

DOCKET NO. 6:12-cv-479	DATE FILED 7/27/2012	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT Visa, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY <input type="checkbox"/> Amendment <input type="checkbox"/> Answer <input type="checkbox"/> Cross Bill <input type="checkbox"/> Other Pleading		
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK	
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE
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Copy 1—Upon initiation of action, mail this copy to Director Copy 3—Upon termination of action, mail this copy to Director
 Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy

AO 120 (Rev. 08/10)

TO: Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
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In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been
filed in the U.S. District Court Eastern District of Texas on the following

☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:12-cv-480	DATE FILED 7/27/2012	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT Mastercard Incorporated
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY <input type="checkbox"/> Amendment <input type="checkbox"/> Answer <input type="checkbox"/> Cross Bill <input type="checkbox"/> Other Pleading		
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK	
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE
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Copy 1—Upon initiation of action, mail this copy to Director Copy 3—Upon termination of action, mail this copy to Director
Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy

AO 120 (Rev. 08/10)

TO: Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
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In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court Eastern District of Texas on the following

☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:12-cv-00439	DATE FILED 7/10/2012	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT Google Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY <input type="checkbox"/> Amendment <input type="checkbox"/> Answer <input type="checkbox"/> Cross Bill <input type="checkbox"/> Other Pleading		
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK	
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE
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 Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy

AO 120 (Rev. 08/10)

TO: Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
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In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court Eastern District of Texas on the following

☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.);

DOCKET NO. 6:12-cv-80	DATE FILED 2/22/2012	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT Macy's, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
2 7,020,845	3/28/2006	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY <input type="checkbox"/> Amendment <input type="checkbox"/> Answer <input type="checkbox"/> Cross Bill <input type="checkbox"/> Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE
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Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy

AO 120 (Rev. 08/10)

TO: Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
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In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court Eastern District of Texas on the following

☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:11-cv-488	DATE FILED 9/14/2011	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT Radio Shack Corporation, Ford Motor Company, The Allstate Corporation, Aetna, Inc., Avis Budget Group, Inc., et al
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
2 7,020,845	3/28/2006	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY <input type="checkbox"/> Amendment <input type="checkbox"/> Answer <input type="checkbox"/> Cross Bill <input type="checkbox"/> Other Pleading		
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK	
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE
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Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy

TO: Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
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In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been
filed in the U.S. District Court Eastern District of Texas on the following

☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.);

DOCKET NO. 6:10-cv-536	DATE FILED 10/8/2010	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT Dr. Pepper Snapple Group, Inc., Time, Inc., McDonald's Corporation, Wal-Mart Stores, Inc., U.S. Bancorp, Aflac Incorporated, Domino's Pizza, Inc., et al
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,441,196	10/21/2008	EMG TECHNOLOGY, LLC
2 7,020,845	3/28/2006	EMG TECHNOLOGY, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY <input type="checkbox"/> Amendment <input type="checkbox"/> Answer <input type="checkbox"/> Cross Bill <input type="checkbox"/> Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE
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Copy 1—Upon initiation of action, mail this copy to Director Copy 3—Upon termination of action, mail this copy to Director
Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy

**CHANGE OF
CORRESPONDENCE ADDRESS**
Patent

Address to:
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Patent Number	7,441,196
Issue Date	October 21, 2008
First Named Inventor	Elliot A. GOTTFURCHT, et al.
Art Unit	
Examiner Name	
Attorney Docket Number	365499US91CONT

Please change the Correspondence Address for the above-identified patent to:

☒ The address associated with Customer Number:

22850

I am the:

- ☐ Patentee.
- ☐ Assignee of record of the entire interest.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96)
- ☒ Attorney or agent of record. Registration Number 42,866.
- ☐ Registered practitioner named in the application transmittal letter in an application without an Executed oath or declaration. See 37 CFR 1.33(a)(1). Registration Number _____.

Signature

Typed or Printed Name

Scott A. McKeown

Date

August 27, 2010

Telephone

703-412-6297

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.

☒ *Total of 1 forms are submitted.

Electronic Acknowledgement Receipt

EFS ID:	8305357
Application Number:	11373324
International Application Number:	
Confirmation Number:	8795
Title of Invention:	Apparatus and method of manipulating a region on a wireless device screen for viewing, zooming and scrolling internet content
First Named Inventor/Applicant Name:	Elliot A. Gottfurcht
Customer Number:	24574
Filer:	Scott Anthony McKeown/Corrine Cunningham
Filer Authorized By:	Scott Anthony McKeown
Attorney Docket Number:	G015-P07578US
Receipt Date:	27-AUG-2010
Filing Date:	13-MAR-2006
Time Stamp:	11:04:14
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Change of Address	365499USchange.PDF	31616 65133dc382b184620c733206ee36518fc0f364b8	no	1

Warnings:

Information:

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

FAX COVER PAGE

RECEIVED

APR 13 2010

MAINTENANCE FEE

OFFICE OF PETITIONS

Elliot Gottfurcht

EMG Technology

1018 Hartzell Street

Pacific Palisades, CA 90272

310.395.7555

Elliot@malltv.com

**Re: Change patent status from small to large entity & and pay \$490 for deficiency for patent
7,194,698.**

Please change the following patents from small to large entities:

6,600,497, 7,020,845, 7,194,698 & 7,441,196



Attached is the credit card form to charge \$490 for deficiency for '698 patent.

Fax Number: 571.273.6500

Number of pages including cover page: 2

04/07/2010 MBANGURA 00000015 7194698

01 FC:1559

490.00 OP

AO 120 (Rev. 3/04)

TO: Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
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In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been
 filed in the U.S. District Court Eastern District of Texas on the following ☒ Patents or ☐ Trademarks:

DOCKET NO. 6:09cv367	DATE FILED 8/14/2009	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF EMG TECHNOLOGY, LLC		DEFENDANT Microsoft Corporation, Scottrade, Inc., and Southwest Airlines Co.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 US 7,441,196 B2	10/21/2008	EMG Technology, LLC
2		
3 US 7,020,845 B1	3/28/2006	EMG Technology, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY <input type="checkbox"/> Amendment <input type="checkbox"/> Answer <input type="checkbox"/> Cross Bill <input type="checkbox"/> Other Pleading
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT		
CLERK	(BY) DEPUTY CLERK	DATE

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UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
11/373,324	03/13/2006	Elliot A. Gottfurcht	G015-P07578US

CONFIRMATION NO. 8795

POWER OF ATTORNEY NOTICE

33356
SoCAL IP LAW GROUP LLP
310 N. WESTLAKE BLVD. STE 120
WESTLAKE VILLAGE, CA 91362



Date Mailed: 01/29/2009

NOTICE REGARDING CHANGE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 01/16/2009.

- The Power of Attorney to you in this application has been revoked by the assignee who has intervened as provided by 37 CFR 3.71. Future correspondence will be mailed to the new address of record(37 CFR 1.33).

/atesfai/

Office of Data Management, Application Assistance Unit (571) 272-4000, or (571) 272-4200, or 1-888-786-0101



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
11/373,324	03/13/2006	Elliot A. Gottfurcht	G015-P07578US

CONFIRMATION NO. 8795

POA ACCEPTANCE LETTER

24574
JEFFER, MANGELS, BUTLER & MARMARO, LLP
1900 AVENUE OF THE STARS, 7TH FLOOR
LOS ANGELES, CA 90067



Date Mailed: 01/29/2009

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 01/16/2009.

The Power of Attorney in this application is accepted. Correspondence in this application will be mailed to the above address as provided by 37 CFR 1.33.

/atesfai/

Office of Data Management, Application Assistance Unit (571) 272-4000, or (571) 272-4200, or 1-888-786-0101

POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

I hereby appoint:

☒ Practitioners associated with the Customer Number:

24574

OR

☐ Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number	Name	Registration Number

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(b) to:

☒ The address associated with Customer Number:

24574

OR

<input type="checkbox"/> Firm or Individual Name			
Address			
City		State	Zip
Country			
Telephone			Email


Assignee Name and Address:

EMG Technology, LLC
6351 Owensmouth, Suite 203, Woodland Hills, CA 91367

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

Signature		Date	01.09.09
Name	Elliot Gottfurcht		Telephone
Title	Manager		

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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

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STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: Elliot Gottfurcht

Application No./Patent No.: 7,441,196 Filed/Issue Date: 10/21/2008

Entitled: Apparatus and method of manipulating a region on a wireless device screen for viewing, zooming and scrolling internet content

EMG Technologies, LLC, a limited liability company
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest
(The extent (by percentage) of its ownership interest is _____ %)

in the patent application/patent identified above by virtue of either:

A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy therefore is attached.

OR

B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: G. GOTTFURCHT; A.-M. LONG To: GOTTFURCHT, ELLIOT

The document was recorded in the United States Patent and Trademark Office at
Reel 019968, Frame 0175, or for which a copy thereof is attached.

2. From: GOTTFURCHT, ELLIOT A. To: MARLO LONGSTREET 2003 IRREVOCABLE

The document was recorded in the United States Patent and Trademark Office at
Reel 019970, Frame 0486, or for which a copy thereof is attached.

3. From: GOTTFURCHT, ELLIOT A. To: THE ELLIOT GOTTFURCHT REVOCABLE

The document was recorded in the United States Patent and Trademark Office at
Reel 021861, Frame 0452, or for which a copy thereof is attached.

☒ Additional documents in the chain of title are listed on a supplemental sheet.

☒ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

[Signature]
Signature

1/14/09
Date

Brennan C. Swain, Reg. No. 43175
Printed or Typed Name

310-203-8080
Telephone Number

Attorney of record

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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60539-5001

60539-5001



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Assignments on the Web > Patent Query

Patent Assignment Abstract of Title

**NOTE: Results display only for issued patents and published applications.
For pending or abandoned applications please consult USPTO staff.**

Total Assignments: 6

Patent #: [7441196](#)

Issue Dt: 10/21/2008

Application #: 11373324

Filing Dt: 03/13/2006

Publication #: [20060212811](#)

Pub Dt: 09/21/2006

Inventors: Elliot A. Gottfurcht, Grant E. Gottfurcht, Albert-Michel C. Long

Title: Apparatus and method of manipulating a region on a wireless device screen for viewing, zooming and scrolling internet content

Assignment: 1

Reel/Frame: [019968/0175](#)

Recorded: 10/16/2007

Pages: 2

Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignors: [GOTTFURCHT, GRANT E.](#)

Exec Dt: 03/03/2000

[LONG, ALBERT-MICHEL C.](#)

Exec Dt: 03/03/2000

Assignee: [GOTTFURCHT, ELLIOT](#)

1018 HARTZELL STREET

PACIFIC PALISADES, CALIFORNIA 90272

Correspondent: SOCAL IP LAW GROUP LLP

310 N. WESTLAKE BLVD.

SUITE 120

WESTLAKE VILLAGE, CA 91362

Assignment: 2

Reel/Frame: [019970/0486](#)

Recorded: 10/16/2007

Pages: 7

Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignor: [GOTTFURCHT, ELLIOT A.](#)

Exec Dt: 01/10/2003

Assignees: [MARLO LONGSTREET 2003 IRREVOCABLE TRUST](#)

8267 W. 4TH STREET

LOS ANGELES, CALIFORNIA 90048

[GRANT GOTTFURCHT 2003 IRREVOCABLE TRUST](#)

433 PUERTO DEL MAR

PACIFIC PALISADES, CALIFORNIA 90272

Correspondent: SOCAL IP LAW GROUP LLP

310 N. WESTLAKE BLVD.

SUITE 120

WESTLAKE VILLAGE, CA 91362

Assignment: 3

Reel/Frame: [021861/0452](#)

Recorded: 11/20/2008

Pages: 2

Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignor: [GOTTFURCHT, ELLIOT A.](#)

Exec Dt: 08/07/2008

Assignee: [THE ELLIOT GOTTFURCHT REVOCABLE TRUST](#)

1018 HARTZELL

PACIFIC PALISADES, CALIFORNIA 90272

Correspondent: BRENNAN C. SWAIN

JEFFER MANGELS BUTLER & MARMARO LLP

1900 AVENUE OF THE STARS, 7TH FLOOR

LOS ANGELES, CA 90067

Assignment: 4**Reel/Frame:** 021861/0459**Recorded:** 11/20/2008**Pages:** 2**Conveyance:** ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).**Assignor:** THE GRANT GOTTFURCHT 2003 IRREVOCABLE TRUST DATED
JANUARY 10, 2003**Exec Dt:** 11/19/2008**Assignee:** EMG TECHNOLOGY, LLC6351 OWNESMOUTH, SUITE 203
WOODLAND HILLS, CALIFORNIA 91367**Correspondent:** BRENNAN C. SWAINJEFFER MANGELS BUTLER & MARMARO LLP
1900 AVENUE OF THE STARS, 7TH FLOOR
LOS ANGELES, CA 90067**Assignment: 5****Reel/Frame:** 021861/0461**Recorded:** 11/20/2008**Pages:** 2**Conveyance:** ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).**Assignor:** THE MARLO LONGSTREET 2003 IRREVOCABLE TRUST DATED
JANUARY 10, 2003**Exec Dt:** 11/19/2008**Assignee:** EMG TECHNOLOGY, LLC6351 OWNESMOUTH, SUITE 203
WOODLAND HILLS, CALIFORNIA 91367**Correspondent:** BRENNAN C. SWAINJEFFER MANGELS BUTLER & MARMARO LLP
1900 AVENUE OF THE STARS, 7TH FLOOR
LOS ANGELES, CA 90067**Assignment: 6****Reel/Frame:** 021861/0613**Recorded:** 11/21/2008**Pages:** 2**Conveyance:** ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).**Assignor:** THE ELLIOT GOTTFURCHT REVOCABLE TRUST**Exec Dt:** 11/19/2008**Assignee:** EMG TECHNOLOGY, LLC6351 OWENSMOUTH, SUITE 203
WOODLAND HILLS, CALIFORNIA 91367**Correspondent:** BRENNAN C. SWAINJEFFER MANGELS BUTLER & MARMARO LLP
1900 AVENUE OF THE STARS, 7TH FLOOR
LOS ANGELES, CA 90067

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Web interface last modified: October 18, 2008 v.2.0.2[| .HOME](#) | [INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [CONTACT US](#) | [PRIVACY STATEMENT](#)

Electronic Acknowledgement Receipt

EFS ID:	4630536
Application Number:	11373324
International Application Number:	
Confirmation Number:	8795
Title of Invention:	Apparatus and method of manipulating a region on a wireless device screen for viewing, zooming and scrolling internet content
First Named Inventor/Applicant Name:	Elliot A. Gottfurcht
Customer Number:	33356
Filer:	Brennan C. Swain/Marta Hodur
Filer Authorized By:	Brennan C. Swain
Attorney Docket Number:	G015-P07578US
Receipt Date:	16-JAN-2009
Filing Date:	13-MAR-2006
Time Stamp:	16:08:28
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		60539_5001_POA.pdf	134525 ca6b1e11cff8c7f30b4a3a74fd98f215f582ce3	yes	4

	Multipart Description/PDF files in .zip description		
	Document Description	Start	End
	Power of Attorney	1	1
	Assignee showing of ownership per 37 CFR 3.73(b).	2	4
Warnings:			
Information:			
Total Files Size (in bytes):		134525	
<p>This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.</p> <p><u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.</p> <p><u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.</p> <p><u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.</p>			

UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION

PATENT NO. : 7,441,196 B2
APPLICATION NO. : 11/373324
DATED : October 21, 2008
INVENTOR(S) : Gottfurcht et al.

Page 1 of 1

It is certified that error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

Title Pg, Item (56)

Page 3, Column 1 add the following references:

3,586,771 6/1971 Hamburger

4,650,977 3/1987 Couch

4,706,121 11/1987 Young

4,992,940 2/1991 Dworkin

Title Pg, Item (56)

Page 3, Column 1 replace "2002/0035174 A1 3/2002 Alpdemir"
with --2002/0035474 A1 3/2002 Alpdemir--

Title Pg, Item (56)

Page 3, Column 2 add the following Foreign Patent Document:
CA CA2,001,263 4/1990 McCalley

Signed and Sealed this

Thirtieth Day of December, 2008



JON W. DUDAS
Director of the United States Patent and Trademark Office

UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION

PATENT NO. : 7,441,196 B2
APPLICATION NO. : 11/373324
DATED : October 21, 2008
INVENTOR(S) : Gottfurcht et al.

Page 1 of 1

It is certified that error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

Column 10, line 62 replace "received any one" with --received from any one--

Signed and Sealed this

Sixteenth Day of December, 2008

A handwritten signature in black ink, appearing to read "Jon W. Dudas". The signature is stylized with a large, looping initial "J" and a distinct "D".

JON W. DUDAS
Director of the United States Patent and Trademark Office

UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION

PATENT NO. : 7,441,196 B2
APPLICATION NO. : 11/373324
DATED : October 21, 2008
INVENTOR(S) : Gottfurcht et al.

Page 1 of 1

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Page 3, Column 1 add the following references:

3,586,771 6/1971 Hamburger
4,650,977 3/1987 Couch
4,706,121 11/1987 Young
4,992,940 2/1991 Dworkin

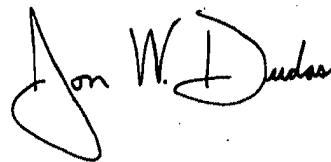
Page 3, Column 1 replace "2002/0035174 A1 3/2002 Alpdemir"
with -- 2002/0035474 A1 3/2002 Alpdemir--

Page 3, Column 2 add the following Foreign Patent Document:
CA CA2,001,263 4/1990 McCalley

Column 10, line 62 replace "received any one" with --received from any one--

Signed and Sealed this

Ninth Day of December, 2008

A handwritten signature in black ink, appearing to read "Jon W. Dudas". The signature is stylized with a large, looped initial "J" and a distinct "D".

JON W. DUDAS
Director of the United States Patent and Trademark Office

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Patent No. : 7,441,196 B2
Application No. : 11/373,324
Inventor : Gottfurcht, et al.
Issued : 10/21/2008
Docket No. : G015-P07578US
Customer No. : 33356

Commissioner for Patents
Certificate of Correction Branch
P.O. Box 1450
Alexandria, VA 22313-1450

**Request for Reconsideration of Certificate of Correction
of Applicant's Mistake Under Section 1.323**

The Commissioner is requested to reconsider the Request for Certificate of Correction filed October 31, 2008 in connection with the above-identified patent.

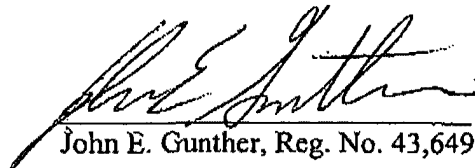
Pursuant to the letter of denial issued by Examiner Ernest C. White, further consideration will be given by the Decisions & Certificates of Correction Branch upon receipt of form(s) 1449 or 892 recording the cited references as considered by the Examiner. Copies of those documents are enclosed. With respect to the Canadian reference CA-CA2001263 (McCalley) please note that while Examiner Ke's initials do not appear next to the reference, a notation at the bottom of the form indicates that all references were considered excepted where lined through.

The Commissioner is hereby requested to correct the typographical errors identified on the enclosed form PTO/SB/44. There are four errors.

Please contact the undersigned if there are any questions, or if this Request is not in a form to be granted.

Respectfully submitted,

Date: November 25, 2008



John E. Gunther, Reg. No. 43,649

SoCal IP Law Group
310 N. Westlake Blvd., Suite 120
Westlake Village, CA 91362
Telephone: 805/230-1350
Facsimile: 805/230-1355
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fax +1 (805) 230-1355
jgunther@socalip.com

November 25, 2008

Via Fax: 571-270-9943 (9 pages)
Ernest C. White
Decisions & Certificates of Correction Branch
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

Re: Request for Reconsideration for Certificate of Correction
U.S. Patent No.: 7,441,196 B2 Issued: 10/21/2008
Serial No.: 11/373,324
Inventor: Gottfurcht et al
Title: APPARATUS AND METHOD FOR MANIPULATING A REGION
ON A WIRELESS DEVICE SCREEN FOR VIEWING, ZOOMING AND
SCROLLING INTERNET CONTENT
Our Ref. No.: G015-P07578US

Dear Examiner White:

We request reconsideration of our Request for Certificate of Correction in connection with the above-identified patent.

A Request for Certificate of Correction was submitted to the USPTO via EFS Web on October 31, 2008 under 37 CFR 1.323 (Applicant Error), along with the requisite \$100 payment. The request was denied, however the letter of denial indicates that further consideration will be given upon submission of documents recording the cited references as considered by the Examiner. Those documents are now enclosed for your consideration.

Enclosed please find the following:

- Request for Consideration of Certificate of Correction of Applicant's Mistake Under Section 1.323
- A copy of the Certificate of Correction
- Copies of Information Disclosure Statement forms recording the Examiner Peng Ke's consideration of the references for Hamburger, Couch, Young, Dworkin, Alpdemir and McCalley.

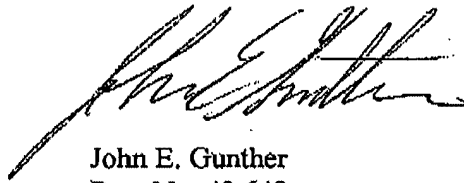
Ernest C. White
November 25, 2008
Page 2

SoCal IP
Law Group LLP

We appreciate your re-consideration of our Request and ask you now to issue the Certificate of Correction for this patent. If you should have any questions, please contact me.

Very truly yours,

SoCal IP Law Group LLP



John E. Gunther
Reg. No. 43,649

JGL:tlr
Enclosures



FORM 1449 (S&J Version)	Docket No.: 15771.0004C3
INFORMATION DISCLOSURE STATEMENT BY APPLICANT	Applicant: Elliot A. GOTTFURCHT et al.
	Application No.: 11/373,324
	Filing Date: March 13, 2006
	Examiner: Unassigned
	Group Art Unit: 2174

U.S. PATENT DOCUMENTS						
Examiner's Initials*	Document No.	Issue Date	Inventor	Class	Subclass	Filing Date If Appropriate
PK	6,041,312	03/21/2000	Bickerton et al.			
	5,617,570	04/01/1997	Russell et al.			
	5,553,242	09/1996	Russell et al.			
	5,064,999	11/12/1991	Okamoto et al.			
	4,630,977	03/17/1987	Couch			
	3,586,771	06/22/1971	Hamburger			
	6,012,049	01/04/2000	Kawan			
	5,848,396	12/08/1998	Gerace			
	6,269,343	07/31/2001	Pallakoff			
	6,292,786	09/18/2001	Deaton et al.			
	6,112,186	08/29/2000	Bergh et al.			
	6,477,573	11/05/2002	Koeppel et al.			
	6,421,724	07/16/2002	Nickerson et al.			
	6,631,523	10/07/2003	Mathews, III et al.			
	6,025,837	02/15/2000	Mathews, III et al.			
	6,445,398	09/30/2002	Gerba et al.			
	6,151,050	11/21/2000	Hosono et al.			
	6,826,572	11/30/2004	Colace et al.			
	2004/0260689	12/23/2004	Colace et al.			
	5,119,188	06/02/1992	McCalley et al.			
	5,410,326	04/25/1995	Goldstein			
	5,559,548	09/24/1996	Davis et al.			
	5,710,887	01/20/1998	Chelliah et al.			
	5,734,719	03/31/1998	Tsevdos et al.			
	5,796,252	08/18/1998	Kleinberg et al.			
	5,822,014	10/13/1998	Steyer et al.			
	5,851,149	12/22/1998	Xidos et al.			
	5,874,906	02/23/1999	Willner et al.			
	5,878,222	03/02/1999	Harrison			
	5,918,014	06/29/1999	Robinson			
	5,925,103	07/20/1999	Magallanes et al.			
	5,935,002	08/10/1999	Falciglia			
	5,960,411	09/28/1999	Hartman et al.			
	5,978,381	11/02/1999	Perlman et al.			
	5,990,927	11/23/1999	Hendricks et al.			
	6,005,562	12/21/1999	Shiga et al.			
	6,005,631	12/21/1999	Anderson et al.			
	6,094,156	07/25/2000	Henty			

Examiner's Signature	Date Considered
	9/27/07

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



FORM 1449 (S&J Version)	Docket No.: 15771.0004C3
INFORMATION DISCLOSURE STATEMENT BY APPLICANT	Applicant: Elliot A. GOTTFURCHT et al.
	Application No.: 11/373,324
	Filing Date: March 13, 2006
	Examiner: Unassigned Group Art Unit: 2174

U.S. PATENT DOCUMENTS						
Examiner's Initials*	Document No.	Issue Date	Inventor	Class	Subclass	Filing Date If Appropriate
PK	5,896,133	04/20/1999	Lynch et al.			
	5,625,781	04/29/1997	Cline et al.			
	5,828,839	10/27/1998	Moncreiff			
	5,900,905	05/04/1999	Shoff et al.			
	5,902,353	05/11/1999	Reber et al.			
	5,903,729	05/11/1999	Reber et al.			
	5,911,145	06/08/1999	Arora et al.			
	6,002,853	12/14/1999	de Hond			
	6,072,492	06/06/2000	Schagen et al.			
	6,091,417	07/18/2000	Lefkowitz			
	6,151,630	11/21/2000	Williams			
	6,160,552	12/12/2000	Wilsher et al.			
	6,177,936	01/23/2001	Cragun			
	6,199,098	03/06/2001	Jones et al.			
	6,237,030	05/22/2001	Adams et al.			
	6,266,060	07/24/2001	Roth			
	6,295,057	09/25/2001	Rosin et al.			
	6,229,540	05/08/2001	Tonelli et al.			
	6,269,403	07/31/2001	Anders			
	6,333,753	12/25/2001	Hinckley			
	6,271,832	08/07/2001	Kamaguchi et al.			
	6,334,145	12/25/2001	Adams et al.			
	6,336,131	01/01/2002	Wolfe et al.			
	6,330,005	12/11/2001	Tonelli et al.			
	5,758,126	05/26/1998	Daniels et al.			
	5,801,702	09/01/1998	Dolan et al.			
	5,956,681	09/21/1999	Yamakita			
	5,958,012	09/28/1999	Battat et al.			
	6,292,782	09/18/2001	Weideman			
	6,101,473	08/08/2000	Scott et al.			
	6,075,575	06/13/2000	Schein et al.			
	4,706,121	11/10/1987	Young			
	5,479,268	12/26/1995	Young et al.			
	5,809,204	09/15/1998	Young et al.			
	6,388,714	05/14/2002	Schein et al.			
	6,031,537	02/29/2000	Hugh			
	6,243,093	06/2001	Czerwinski et al.			
✓	6,054,989	04/25/2000	Robertson et al.			

Examiner's Signature		Date Considered	9/27/07
----------------------	--	-----------------	---------

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



FORM 1449 (S&J Version)	Docket No.: 15771.0004C3
INFORMATION DISCLOSURE STATEMENT BY APPLICANT	Applicant: Elliot A. GOTTFURCHT et al.
	Application No.: 11/373,324
	Filing Date: March 13, 2006
	Examiner: Unassigned
	Group Art Unit: 2174

U.S. PATENT DOCUMENTS						
Examiner's Initials*	Document No.	Issue Date	Inventor	Class	Subclass	Filing Date If Appropriate
PK	6,172,677	01/09/2001	Staumer et al.			
	6,198,481	03/06/2001	Urano et al.			
	6,226,642	05/01/2001	Beránek et al.			
	6,285,987	09/04/2001	Roth et al.			
	6,288,716	09/11/2001	Humpelman et al.			
	6,312,336	11/06/2001	Handelman et al.			
	6,334,108	12/25/2001	Deaton et al.			
	6,337,715	01/08/2002	Inagaki et al.			
	6,411,337	06/25/2002	Cove et al.			
	6,421,066	07/16/2002	Sivan			
	6,522,342	02/18/2003	Gagnon et al.			
	6,615,248	09/02/2003	Smith			
	6,618,039	09/09/2003	Grant et al.			
	6,684,062	01/27/2004	Gosior et al.			
	6,692,358	02/17/2004	Lawrence et al.			
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	4,992,940	02/1991	Dworkin			
	6,301,566	10/2001	Costello			

Examiner's Signature		Date Considered	9/27/07
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

PTO/SB/08A (10-07)

Approved for use through 10/31/2007. OMB 0851-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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

Substitute for form 1449/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 1 of 3

Complete if Known

Application Number	11/373,324
Filing Date	03/13/2006
First Named Inventor	Gottfurcht
Art Unit	2174
Examiner Name	Ke, Peng
Attorney Docket Number	G015-P07578US

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No.	Document Number Number-Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
/PK/		US- 2004-0210824 A1	10-21-2004	Shoff et al.	
		US- 2006-0155598 A1	07-13-2006	Spurr et al.	
		US- 2006-0224987 A1	10-05-2006	Caffarelli	
		US- 5,236,199	08-17-1993	Thompson	
		US- 5,602,596	02-11-1997	Claussen et al.	
		US- 5,981,593	10-05-1999	Gabber et al.	
		US- 5,532,735	07-02-1996	Blahut et al.	
		US- 5,838,314	11-17-1998	Neel et al.	
		US- 6,006,257	12-21-1999	Slezak	
		US- 6,014,502	01-11-2000	Moraes	
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		US- 6,212,265 B1	04-03-2001	Duphorne	
		US- 6,769,989 B2	08-03-2004	Smith et al.	
		US- 6,868,525 B1	03-15-2005	Szabo	
		US- 6,928,610 B2	08-09-2005	Brintzenhofe et al.	
		US- 6,973,669 B2	12-06-2005	Daniels	
		US- 7,174,512 B2	02-06-2007	Martin et al.	
		US- 2001-0003845 A1	06-14-2001	Tsukamoto et al.	
		US- 2001-0012286 A1	08-09-2001	Huna et al.	

FOREIGN PATENT DOCUMENTS					
Examiner Initials*	Cite No.	Foreign Patent Document Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		CA-CA2001263	04/25/1990	McCalley	

Examiner Signature	/Peng Ke/	Date Considered	07/22/2008
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 809. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹Applicant's unique citation designation number (optional). ²See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶Applicant is to place a check mark here if English language translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /PK/



UNITED STATES DEPARTMENT OF COMMERCE
COMMISSIONER FOR PATENTS
P. O. BOX 1450
ALEXANDRIA, VA 22313-1450

Date : 11/19/2008
Patent No. : 7,441,196 B2
Inventor(s) : Gottfurcht et al.
Issue Date : October 21, 2008
Title : **APPARATUS AND METHOD OF MANIPULATING A REGION
A WIRELESS DEVICE SCREEN FOR VIEWING, ZOOMING
AND SCROLLING INTERNET CONTENT**
Doc./File No. : **G015-P07578US**

Re: Certificate of Correction

Consideration has been given your request for a certificate of correction, for the above-identified patent under the provisions of Rule 1.322 and 1.323.

Respecting the alleged error(s) in the References Cited, the patent is printed in accordance with the record, since there is no record of a 1449 or 892 with reference(s) considered by the Examiner.

In view of the foregoing, your request in this matter is denied. However, further consideration will be given your request in this matter upon receipt of a copy of the 1449 or 892 with the requested reference(s) considered by the Examiner.

A certificate of correction will be issued for the error in column 10, line 62.

Further consideration will be given concerning this matter upon receipt of a request for **Reconsideration** (reconsideration should be accompanied by supporting document(s) such as, amendment, postcard receipt, 1449/892, etc.) and should be filed and directed to Decisions & Certificates of Correction Branch.

Ernest C. White, *LIE* (703) 308-9390 x122
Mary F. Diggs, *Supervisor* (703) 308-9390 x125
Decisions & Certificates of Correction Branch

SoCAL IP LAW GROUP LLP
310 N. WESTLAKE BLVD. STE 120
WESTLAKE VILLAGE CA 91362

ecw

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Patent No. : 7,441,196 B2
Application No. : 11/373,324
Inventor : Gottfurcht, et al.
Issued : 10/21/2008
Docket No. : G015-P07578US
Customer No. : 33356

Commissioner for Patents
Certificate of Correction Branch
P.O. Box 1450
Alexandria, VA 22313-1450

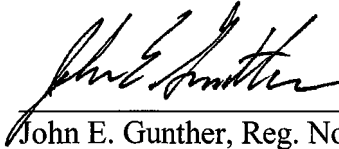
Request for Certificate of Correction of Applicant's Mistake
Under Section 1.323

The Commissioner is hereby requested to correct the typographical errors identified on the enclosed form PTO/SB/44. There are four errors.

Please contact the undersigned if there are any questions, or if this Request is not in a form to be granted.

Respectfully submitted,

Date: October 30, 2008


John E. Gunther, Reg. No. 43,649

SoCal IP Law Group
310 N. Westlake Blvd., Suite 120
Westlake Village, CA 91362
Telephone: 805/230-1350
Facsimile: 805/230-1355
email: info@socalip.com

**UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION**Page 1 of 1

PATENT NO. : 7,441,196 B2
APPLICATION NO.: 11/373,324
ISSUE DATE : 10/21/2008
INVENTOR(S) : Gottfurcht, et al.

It is certified that an error appears or errors appear in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

Page 3, Column 1 add the following references:

3,586,771 6/1971 Hamburger

4,650,977 3/1987 Couch

4,706,121 11/1987 Young

4,992,940 2/1991 Dworkin

Page 3, Column 1 replace "2002/0035174 A1 3/2002 Alpdemir"
with --2002/0035474 A1 3/2002 Alpdemir--

Page 3, Column 2 add the following Foreign Patent Document:
CA CA2,001,263 4/1990 McCalley

Column 10, line 62 replace "received any one" with --received from any one--

MAILING ADDRESS OF SENDER (Please do not use customer number below):

SoCal IP Law Group LLP
310 N. Westlake Blvd. Suite 120
Westlake Village, CA 91362

This collection of information is required by 37 CFR 1.322, 1.323, and 1.324. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1.0 hour to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: **Attention Certificate of Corrections Branch, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

Electronic Patent Application Fee Transmittal

Application Number:	11373324			
Filing Date:	13-Mar-2006			
Title of Invention:	Apparatus and method of manipulating a region on a wireless device screen for viewing, zooming and scrolling internet content			
First Named Inventor/Applicant Name:	Elliot A. Gottfurcht			
Filer:	John Edward Gunther/Terry Rozelle			
Attorney Docket Number:	G015-P07578US			
Filed as Large Entity				
Utility under 35 USC 111(a) Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Certificate of correction	1811	1	100	100
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Miscellaneous:				
Total in USD (\$)				100

Electronic Acknowledgement Receipt

EFS ID:	4209888
Application Number:	11373324
International Application Number:	
Confirmation Number:	8795
Title of Invention:	Apparatus and method of manipulating a region on a wireless device screen for viewing, zooming and scrolling internet content
First Named Inventor/Applicant Name:	Elliot A. Gottfurcht
Customer Number:	33356
Filer:	John Edward Gunther
Filer Authorized By:	
Attorney Docket Number:	G015-P07578US
Receipt Date:	31-OCT-2008
Filing Date:	13-MAR-2006
Time Stamp:	20:07:58
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$ 100
RAM confirmation Number	3934
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
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1	Request for Certificate of Correction	G015-P07578US_Request-for-Certificate-of-Correction.pdf	68340 563bc0d45608a25c84fcecec9cf08e8886ae8382	no	2
Warnings:					
Information:					
2	Fee Worksheet (PTO-06)	fee-info.pdf	30078 1be7619e973fd0c7d8c0b3862390b20ecd372706	no	2
Warnings:					
Information:					
Total Files Size (in bytes):			98418		
<p>This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.</p> <p><u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.</p> <p><u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.</p> <p><u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.</p>					



UNITED STATES PATENT AND TRADEMARK OFFICE

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United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/373,324	10/21/2008	7441196	G015-P07578US	8795

33356 7590 10/01/2008
SoCAL IP LAW GROUP LLP
310 N. WESTLAKE BLVD. STE 120
WESTLAKE VILLAGE, CA 91362

ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b) (application filed on or after May 29, 2000)

The Patent Term Adjustment is 0 day(s). Any patent to issue from the above-identified application will include an indication of the adjustment on the front page.

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (<http://pair.uspto.gov>).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at (571)-272-4200.

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

Elliot A. Gottfurcht, Pacific Palisades, CA;
Grant E. Gottfurcht, Pacific Palisades, CA;
Albert-Michel C. Long, Irvine, CA;

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Substitute for form 1449/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 2 of 3

Complete if Known

Application Number	11/373,324
Filing Date	03/13/2006
First Named Inventor	Gottfurcht
Art Unit	2174
Examiner Name	Ke, Peng
Attorney Docket Number	G015-P07578US

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
/PK/		US- 2001-0044751 A1	11-22-2001	Pugliese, III et al.	
		US- 2001-0049824 A1	12-06-2001	Baker et al.	
		US- 2002-0042914 A1	04-11-2002	Walker et al.	
		US- 2002-0042921 A1	04-11-2002	Ellis	
		US- 2002-0056098 A1	05-09-2002	White	
		US- 2002-0059590 A1	05-16-2002	Kitsukawa et al.	
		US- 2002-0077177 A1	06-20-2002	Elliott	
		US- 2003-0074661 A1	04-17-2003	Krapf et al.	
		US- 2004-0098747 A1	05-20-2004	Kay et al.	
		US- 2004-0103439 A1	05-27-2004	Macrae et al.	
		US- 2004-0117831 A1	06-17-2004	Ellis et al.	
		US- 2004-0148625 A1	07-29-2004	Eldering et al.	
		US- 2007-0008332 A1	04-11-2007	Smith	01/2007
		US- 2005-0234895 A1	10-20-2005	Kramer	
		US- 6,484,149 B1	11-19-2002	Jammes et al.	
		US- 2002-0032782 A1	03-14-2002	Rangan et al.	
		US- 2001-0016947 A1	08-23-2001	Nishikawa et al.	
		US- 6,615,247 B1	09-02-2003	Murphy	
		US- 6,356,905 B1	03-12-2002	Gershman et al.	

FOREIGN PATENT DOCUMENTS

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

Examiner
Signature

/Peng Ke/

Date

Considered


07/22/2008

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

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ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /PK/

Search Notes 	Application/Control No. 11373324	Applicant(s)/Patent Under Reexamination GOTTFURCHT ET AL.
	Examiner SIMON KE	Art Unit 2174

SEARCHED			
Class	Subclass	Date	Examiner
715	700, 733-740, 760	7/3/08/	PK

SEARCH NOTES		
Search Notes	Date	Examiner
East Text Search (US-PGPub, USPAT; Derwent, EPO, JPO)	7/3/08	PK
Inventor Name Search	7/3/08	PK

INTERFERENCE SEARCH			
Class	Subclass	Date	Examiner
	US-PGPub Update Search See East Search Search	7/3/08	PK

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Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/373,324	03/13/2006	Elliot A. Gottfurcht	G015-P07578US	8795
33356	7590	09/04/2008		
SoCAL IP LAW GROUP LLP 310 N. WESTLAKE BLVD. STE 120 WESTLAKE VILLAGE, CA 91362			EXAMINER KE, PENG	
			ART UNIT 2174	PAPER NUMBER
			MAIL DATE 09/04/2008	DELIVERY MODE PAPER

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

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

**Supplemental
Notice of Allowability**

Application No.

11/373,324

Examiner

SIMON KE

Applicant(s)

GOTTFURCHT ET AL.

Art Unit

2174

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 5/15/08.
2. ☒ The allowed claim(s) is/are 180, 181, 183, 188, 189, 191-193, 257-260, 262-267, 270-273, 275, 276, 278-281, 283-287, 291-294, 296, 297, 382, 384, 385, 388, 389 and 495-526.

3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) ☐ All b) ☐ Some* c) ☐ None of the:

1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
- (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
- 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
- (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

- | | |
|--|--|
| 1. <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 5. <input type="checkbox"/> Notice of Informal Patent Application |
| 2. <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 6. <input type="checkbox"/> Interview Summary (PTO-413),
Paper No./Mail Date _____. |
| 3. <input type="checkbox"/> Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date _____ | 7. <input type="checkbox"/> Examiner's Amendment/Comment |
| 4. <input type="checkbox"/> Examiner's Comment Regarding Requirement for Deposit
of Biological Material | 8. <input checked="" type="checkbox"/> Examiner's Statement of Reasons for Allowance |
| | 9. <input type="checkbox"/> Other _____. |

Examiner's Amendment

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

Authorization for this examiner's amendment was given in a telephone interview with John Gunther on 8/26/08.

The application has been amended as follows:

519. The machine readable medium of claim 518, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:
displaying the simplified navigation interface as an overlay over the one or more advertisements.

Deleted: 519

Allowable Subject Matter

Claims 180, 181, 183, 188, 189, 191-193, 257-260, 262-267, 270-273, 275, 276, 278-281, 283-287, 291-294, 296, 297, 382, 384, 385, 388, 389 and 495-526 allowed.

The following is a statement of reasons for the indication of allowable subject matter:

Prior art either alone or in combination doesn't show or teach "the on-line content reformatted from a webpage in a hypertext markup language (HTML) format into an extensible markup language (XML) format to generate a sister site, the sister site including a portion or a whole of content of the web page reformatted to be displayed and navigable through a simplified navigation interface on any one of a television, web appliance, console device, handheld device, wireless device or cellular phone, the simplified navigation interface displayed in a form of a

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

Contact Information

Any inquiry concerning this communication or earlier communications from the examiner should be directed to SIMON KE whose telephone number is (571)272-4062. The examiner can normally be reached on M-Th and Alternate Fridays 8:30-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner’s supervisor, Stephen S. Hong can be reached on (571) 272-4124. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Peng Ke

/Peng Ke/

Primary Examiner, Art Unit 2174

Notice of References Cited	Application/Control No. 11/373,324		Applicant(s)/Patent Under Reexamination GOTTFURCHT ET AL.	
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U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-6,583,800	06-2003	Ridgley et al.	715/854
*	B	US-6,662,224	12-2003	Angwin et al.	709/224
	C	US-			
	D	US-			
	E	US-			
	F	US-			
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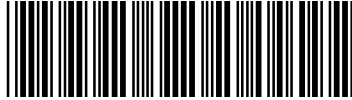
FOREIGN PATENT DOCUMENTS

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NON-PATENT DOCUMENTS

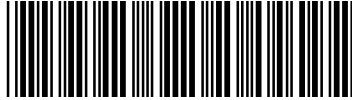
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	V	
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

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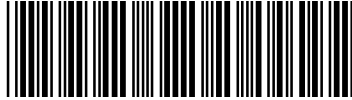
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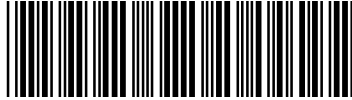
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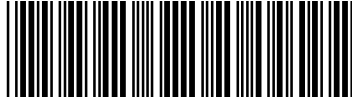
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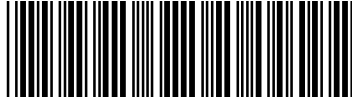
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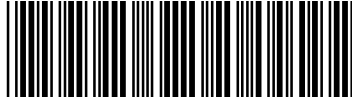
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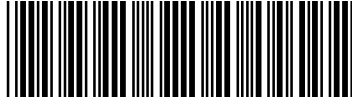
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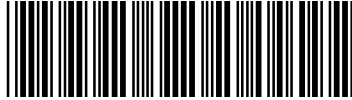
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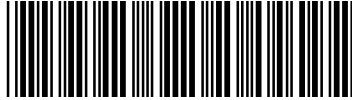
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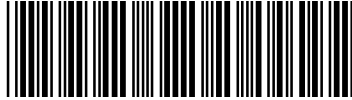
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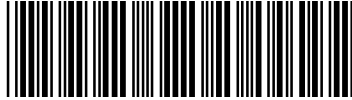
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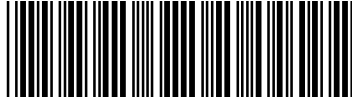
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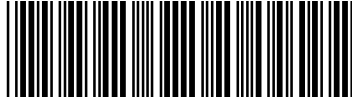
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<i>Index of Claims</i> 	Application/Control No. 11373324	Applicant(s)/Patent Under Reexamination GOTTFURCHT ET AL.
	Examiner SIMON KE	Art Unit 2174

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

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

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/373,324	03/13/2006	Elliot A. Gottfurcht	G015-P07578US	8795
33356	7590	08/20/2008		
SoCAL IP LAW GROUP LLP 310 N. WESTLAKE BLVD. STE 120 WESTLAKE VILLAGE, CA 91362			EXAMINER KE, PENG	
			ART UNIT 2174	PAPER NUMBER
			MAIL DATE 08/20/2008	DELIVERY MODE PAPER

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

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

**Supplemental
Notice of Allowability**

Application No.

11/373,324

Examiner

SIMON KE

Applicant(s)

GOTTFURCHT ET AL.

Art Unit

2174

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 5/15/08.
2. ☒ The allowed claim(s) is/are 180, 181, 183, 188, 189, 191-193, 257-260, 262-267, 270-273, 275, 276, 278-281, 283-287, 291-294, 296, 297, 382, 384, 385, 388, 389 and 495-526.

3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) ☐ All b) ☐ Some* c) ☐ None of the:

1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
- (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
- 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
- (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

- | | |
|--|--|
| 1. <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 5. <input type="checkbox"/> Notice of Informal Patent Application |
| 2. <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 6. <input type="checkbox"/> Interview Summary (PTO-413),
Paper No./Mail Date _____. |
| 3. <input type="checkbox"/> Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date _____ | 7. <input type="checkbox"/> Examiner's Amendment/Comment |
| 4. <input type="checkbox"/> Examiner's Comment Regarding Requirement for Deposit
of Biological Material | 8. <input checked="" type="checkbox"/> Examiner's Statement of Reasons for Allowance |
| | 9. <input type="checkbox"/> Other _____. |

Allowable Subject Matter

Claims 180, 181, 183, 188, 189, 191-193, 257-260, 262-267, 270-273, 275, 276, 278-281, 283-287, 291-294, 296, 297, 382, 384, 385, 388, 389 and 495-526 allowed.

The following is a statement of reasons for the indication of allowable subject matter:

Prior art either alone or in combination doesn't show or teach "the on-line content reformatted from a webpage in a hypertext markup language (HTML) format into an extensible markup language (XML) format to generate a sister site, the sister site including a portion or a whole of content of the web page reformatted to be displayed and navigable through a simplified navigation interface on any one of a television, web appliance, console device, handheld device, wireless device or cellular phone, the simplified navigation interface displayed in a form of a two-dimensional layer of cells from a plurality of layers and a plurality of cells, the two-dimensional layer in a form of a navigation matrix, each cell is a division of a screen and exclusive to a separate single navigation option associated with a specific unique input, the on-line content formatted to be displayed in one or more of the plurality of cells and formatted to be selected for navigation by one or more of the unique inputs, navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper layer; receiving a user selection of one of the navigation options;" in combination with other features.

Contact Information

Any inquiry concerning this communication or earlier communications from the examiner should be directed to SIMON KE whose telephone number is (571)272-4062. The examiner can normally be reached on M-Th and Alternate Fridays 8:30-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, David A. Wiley can be reached on (571) 272-3923. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Peng Ke

/Peng Ke/

Primary Examiner, Art Unit 2174

Notice of References Cited	Application/Control No. 11/373,324		Applicant(s)/Patent Under Reexamination GOTTFURCHT ET AL.	
	Examiner SIMON KE		Art Unit 2174	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-6,583,800	06-2003	Ridgley et al.	715/854
*	B	US-6,662,224	12-2003	Angwin et al.	709/224
	C	US-			
	D	US-			
	E	US-			
	F	US-			
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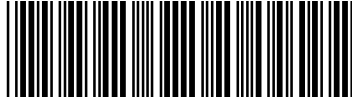
FOREIGN PATENT DOCUMENTS

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NON-PATENT DOCUMENTS

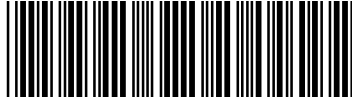
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	V	
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

<i>Index of Claims</i> 	Application/Control No. 11373324	Applicant(s)/Patent Under Reexamination GOTTFURCHT ET AL.
	Examiner SIMON KE	Art Unit 2174

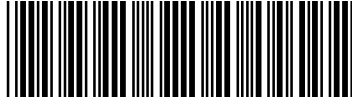
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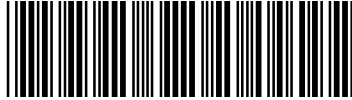
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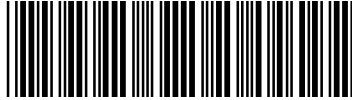
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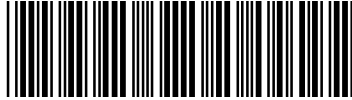
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	Examiner SIMON KE	Art Unit 2174

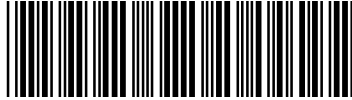
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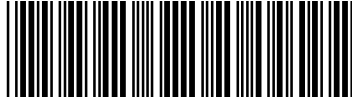
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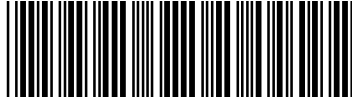
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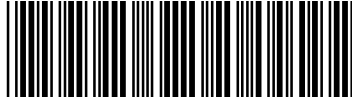
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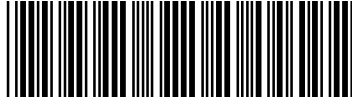
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	Examiner SIMON KE	Art Unit 2174

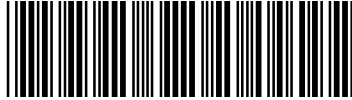
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<i>Index of Claims</i> 	Application/Control No. 11373324	Applicant(s)/Patent Under Reexamination GOTTFURCHT ET AL.
	Examiner SIMON KE	Art Unit 2174

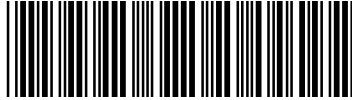
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=	Allowed	÷	Restricted	I	Interference	O	Objected

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CLAIM		DATE								
Final	Original	07/03/2008								
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<i>Index of Claims</i> 	Application/Control No. 11373324	Applicant(s)/Patent Under Reexamination GOTTFURCHT ET AL.
	Examiner SIMON KE	Art Unit 2174

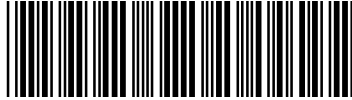
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=	Allowed	÷	Restricted	I	Interference	O	Objected

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<i>Index of Claims</i> 	Application/Control No. 11373324	Applicant(s)/Patent Under Reexamination GOTTFURCHT ET AL.
	Examiner SIMON KE	Art Unit 2174

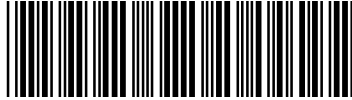
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<i>Index of Claims</i> 	Application/Control No. 11373324	Applicant(s)/Patent Under Reexamination GOTTFURCHT ET AL.
	Examiner SIMON KE	Art Unit 2174


✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
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<input type="checkbox"/> Claims renumbered in the same order as presented by applicant <input type="checkbox"/> CPA <input checked="" type="checkbox"/> T.D. <input type="checkbox"/> R.1.47										
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Final	Original	07/03/2008								
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<i>Index of Claims</i> 	Application/Control No. 11373324	Applicant(s)/Patent Under Reexamination GOTTFURCHT ET AL.
	Examiner SIMON KE	Art Unit 2174

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=	Allowed	÷	Restricted	I	Interference	O	Objected

<input type="checkbox"/> Claims renumbered in the same order as presented by applicant			<input type="checkbox"/> CPA			<input checked="" type="checkbox"/> T.D.			<input type="checkbox"/> R.1.47		
CLAIM		DATE									
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Search Notes 	Application/Control No. 11373324	Applicant(s)/Patent Under Reexamination GOTTFURCHT ET AL.
	Examiner SIMON KE	Art Unit 2174

SEARCHED			
Class	Subclass	Date	Examiner
715	700, 733-740, 760	7/3/08/	PK

SEARCH NOTES		
Search Notes	Date	Examiner
East Text Search (US-PGPub, USPAT; Derwent, EPO, JPO)	7/3/08	PK
Inventor Name Search	7/3/08	PK

INTERFERENCE SEARCH			
Class	Subclass	Date	Examiner
	US-PGPub Update Search See East Search Search	7/3/08	PK



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 P.O. Box 1450
 Alexandria, Virginia 22313-1450
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Bib Data Sheet

CONFIRMATION NO. 8795

SERIAL NUMBER 11/373,324	FILING OR 371(c) DATE 03/13/2006 RULE	CLASS 715	GROUP ART UNIT 2174	ATTORNEY DOCKET NO. G015-P07578US
APPLICANTS Elliot A. Gottfurcht, Pacific Palisades, CA; Grant E. Gottfurcht, Pacific Palisades, CA; Albert-Michel C. Long, Irvine, CA;				
** CONTINUING DATA ***** This application is a CON of 09/518,015 03/03/2000 PAT 7,020,845 which is a CIP of 09/440,214 11/15/1999 PAT 6,600,497				
** FOREIGN APPLICATIONS *****				
IF REQUIRED, FOREIGN FILING LICENSE GRANTED** SMALL ENTITY ** ** 05/03/2006				
Foreign Priority claimed <input type="checkbox"/> yes <input checked="" type="checkbox"/> no 35 USC 119 (a-d) conditions <input type="checkbox"/> yes <input checked="" type="checkbox"/> no <input type="checkbox"/> Met after Allowance Verified and Acknowledged _____ Examiner's Signature _____ Initials _____		STATE OR COUNTRY CA	SHEETS DRAWING 28	TOTAL CLAIMS 80
INDEPENDENT CLAIMS 2				
ADDRESS 33356				
TITLE Apparatus and method of manipulating a region on a wireless device screen for viewing, zooming and scrolling internet content				
FILING FEE RECEIVED 8355	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:		<input type="checkbox"/> All Fees <input type="checkbox"/> 1.16 Fees (Filing) <input type="checkbox"/> 1.17 Fees (Processing Ext. of time) <input type="checkbox"/> 1.18 Fees (Issue) <input type="checkbox"/> Other _____ <input type="checkbox"/> Credit	

PART B - FEE(S) TRANSMITTAL

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

INSTRUCTIONS: This form should be used for transmitting the **ISSUE FEE** and **PUBLICATION FEE** (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

33356 7590 08/04/2008
SoCAL IP LAW GROUP LLP
310 N. WESTLAKE BLVD. STE 120
WESTLAKE VILLAGE, CA 91362

Certificate of Mailing or Transmission -----Via EFS
 I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

Douglas S. Kirk	(Depositor's name)
	(Signature)
August 8, 2008	(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/373,324	03/13/2006	Elliot A. Gottfurcht	G015-P07578US	8795

TITLE OF INVENTION: APPARATUS AND METHOD FOR SIMPLE WIDE-AREA NETWORK NAVIGATION

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$720	\$300	\$0	\$1020	11/04/2008

EXAMINER	ART UNIT	CLASS-SUBCLASS
KE, PENG	2174	715-853000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

- ☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. Use of a Customer Number is required.

2. For printing on the patent front page, list

- (1) the names of up to 3 registered patent attorneys or agents OR, alternatively,
 (2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1. SoCal IP Law Group LLP
 2. Steven C. Sereboff
 3. John E. Gunther

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

Elliot Gottfurcht;
 Marlo Longstreet 2003 Irrevocable Trust; and
 Grant Gottfurcht 2003 Irrevocable Trust

(B) RESIDENCE (CITY and STATE OR COUNTRY)

Pacific Palisades, California;
 Pacific Palisades, California; and
 Pacific Palisades, California

Please check the appropriate assignee category or categories (will not be printed on the patent): ☒ Individual ☒ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

- ☒ Issue Fee
☒ Publication Fee (No small entity discount permitted)
☐ Advance Order - # of Copies _____

4b. Payment of Fee(s): (Please first reapply any previously paid issue fee shown above)

- ☐ A check is enclosed.
☒ Payment by credit card. Form ~~PTO-2018~~ ~~is attached~~ Via EFS
☒ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number 503456 (enclose an extra copy of this form).

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

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

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature

Date August 8, 2008

Typed or printed name

John E. Gunther

Registration No. 43,649

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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

Electronic Patent Application Fee Transmittal

Application Number:	11373324			
Filing Date:	13-Mar-2006			
Title of Invention:	APPARATUS AND METHOD FOR SIMPLE WIDE-AREA NETWORK NAVIGATION			
First Named Inventor/Applicant Name:	Elliot A. Gottfurcht			
Filer:	John Edward Gunther/Douglas Kirk			
Attorney Docket Number:	G015-P07578US			
Filed as Small Entity				
Utility Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Publ. Fee- early, voluntary, or normal	1504	1	300	300
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Utility Appl issue fee	2501	1	720	720

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				1020

Electronic Acknowledgement Receipt

EFS ID:	3755389
Application Number:	11373324
International Application Number:	
Confirmation Number:	8795
Title of Invention:	APPARATUS AND METHOD FOR SIMPLE WIDE-AREA NETWORK NAVIGATION
First Named Inventor/Applicant Name:	Elliot A. Gottfurcht
Customer Number:	33356
Filer:	John Edward Gunther
Filer Authorized By:	
Attorney Docket Number:	G015-P07578US
Receipt Date:	08-AUG-2008
Filing Date:	13-MAR-2006
Time Stamp:	19:03:54
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$ 1020
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Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes) /Message Digest	Multi Part /.zip	Pages (if appl.)
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<p>This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.</p> <p><u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.</p> <p><u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.</p> <p><u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.</p>					



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UNITED STATES DEPARTMENT OF COMMERCE
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NOTICE OF ALLOWANCE AND FEE(S) DUE

33356 7590 08/04/2008

SoCAL IP LAW GROUP LLP
310 N. WESTLAKE BLVD. STE 120
WESTLAKE VILLAGE, CA 91362

EXAMINER

KE, PENG

ART UNIT

PAPER NUMBER

2174

DATE MAILED: 08/04/2008

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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11/373,324

03/13/2006

Elliot A. Gottfurcht

G015-P07578US

8795

TITLE OF INVENTION: APPARATUS AND METHOD FOR SIMPLE WIDE-AREA NETWORK NAVIGATION

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$720	\$300	\$0	\$1020	11/04/2008

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY TO THIS NOTICE:

I. Review the SMALL ENTITY status shown above.

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

A. If the status is the same, pay the TOTAL FEE(S) DUE shown above.

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

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

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

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

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

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: **Mail** **Mail Stop ISSUE FEE**
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INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

33356 7590 08/04/2008

SoCAL IP LAW GROUP LLP
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I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

11/373,324 03/13/2006 Elliot A. Gottfurcht G015-P07578US 8795

TITLE OF INVENTION: APPARATUS AND METHOD FOR SIMPLE WIDE-AREA NETWORK NAVIGATION

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
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nonprovisional YES \$720 \$300 \$0 \$1020 11/04/2008

EXAMINER	ART UNIT	CLASS-SUBCLASS
KE, PENG	2174	715-853000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

- ☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
- ☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list

- (1) the names of up to 3 registered patent attorneys or agents OR, alternatively, 1 _____
- (2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed. 2 _____
- 3 _____

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE (B) RESIDENCE: (CITY AND STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☐ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

- ☐ Issue Fee
- ☐ Publication Fee (No small entity discount permitted)
- ☐ Advance Order - # of Copies _____

4b. Payment of Fee(s); (Please first reapply any previously paid issue fee shown above)

- ☐ A check is enclosed.
- ☐ Payment by credit card. Form PTO-2038 is attached.
- ☐ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

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

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

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature _____

Date _____

Typed or printed name _____

Registration No. _____

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/373,324	03/13/2006	Elliot A. Gottfurcht	G015-P07578US	8795
33356	7590	08/04/2008	EXAMINER	
SoCAL IP LAW GROUP LLP 310 N. WESTLAKE BLVD. STE 120 WESTLAKE VILLAGE, CA 91362			KE, PENG	
			ART UNIT	PAPER NUMBER
			2174	
DATE MAILED: 08/04/2008				

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b) (application filed on or after May 29, 2000)

The Patent Term Adjustment to date is 0 day(s). If the issue fee is paid on the date that is three months after the mailing date of this notice and the patent issues on the Tuesday before the date that is 28 weeks (six and a half months) after the mailing date of this notice, the Patent Term Adjustment will be 0 day(s).

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (<http://pair.uspto.gov>).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

Notice of Allowability	Application No.	Applicant(s)	
	11/373,324	GOTTFURCHT ET AL.	
	Examiner	Art Unit	
	SIMON KE	2174	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 5/15/08.
2. ☒ The allowed claim(s) is/are 180,181,183,188,257-259,262,265,270,273,276,278-280,286,291,294,297,384 and 495-526.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) ☐ All b) ☐ Some* c) ☐ None of the:
 1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).
 - * Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
 - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

- | | |
|--|--|
| 1. <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 5. <input type="checkbox"/> Notice of Informal Patent Application |
| 2. <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 6. <input type="checkbox"/> Interview Summary (PTO-413),
Paper No./Mail Date _____. |
| 3. <input checked="" type="checkbox"/> Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date _____ | 7. <input type="checkbox"/> Examiner's Amendment/Comment |
| 4. <input type="checkbox"/> Examiner's Comment Regarding Requirement for Deposit
of Biological Material | 8. <input checked="" type="checkbox"/> Examiner's Statement of Reasons for Allowance |
| | 9. <input type="checkbox"/> Other _____. |

Allowable Subject Matter

Claims 180,181,183,188,257-259,262,265,270,273,276,278-280,286,291,294,297,384 and 495-526 allowed.

The following is a statement of reasons for the indication of allowable subject matter:

Prior art either alone or in combination doesn't show or teach "the on-line content reformatted from a webpage in a hypertext markup language (HTML) format into an extensible markup language (XML) format to generate a sister site, the sister site including a portion or a whole of content of the web page reformatted to be displayed and navigable through a simplified navigation interface on any one of a television, web appliance, console device, handheld device, wireless device or cellular phone, the simplified navigation interface displayed in a form of a two-dimensional layer of cells from a plurality of layers and a plurality of cells, the two-dimensional layer in a form of a navigation matrix, each cell is a division of a screen and exclusive to a separate single navigation option associated with a specific unique input, the on-line content formatted to be displayed in one or more of the plurality of cells and formatted to be selected for navigation by one or more of the unique inputs, navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper layer; receiving a user selection of one of the navigation options;" in combination with other features.

Contact Information

Any inquiry concerning this communication or earlier communications from the examiner should be directed to SIMON KE whose telephone number is (571)272-4062. The examiner can normally be reached on M-Th and Alternate Fridays 8:30-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, David A. Wiley can be reached on (571) 272-3923. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Peng Ke

/Peng Ke/

Primary Examiner, Art Unit 2174

Notice of References Cited	Application/Control No. 11/373,324		Applicant(s)/Patent Under Reexamination GOTTFURCHT ET AL.	
	Examiner SIMON KE		Art Unit 2174	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-6,583,800	06-2003	Ridgley et al.	715/854
*	B	US-6,662,224	12-2003	Angwin et al.	709/224
	C	US-			
	D	US-			
	E	US-			
	F	US-			
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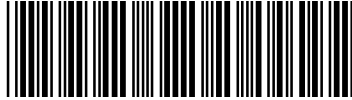
FOREIGN PATENT DOCUMENTS

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NON-PATENT DOCUMENTS

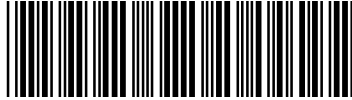
*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
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	V	
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

<i>Index of Claims</i> 	Application/Control No. 11373324	Applicant(s)/Patent Under Reexamination GOTTFURCHT ET AL.
	Examiner SIMON KE	Art Unit 2174

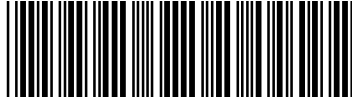
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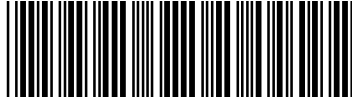
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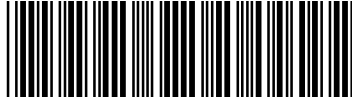
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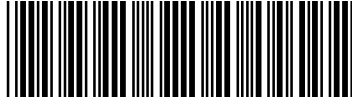
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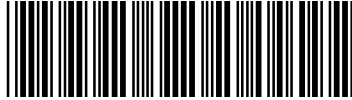
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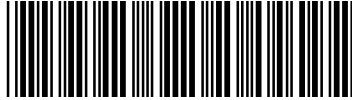
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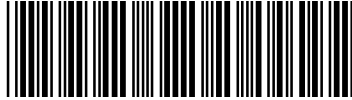
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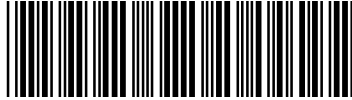
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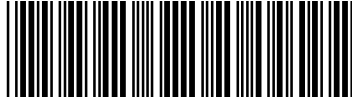
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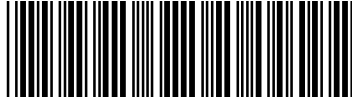
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<i>Index of Claims</i> 	Application/Control No. 11373324	Applicant(s)/Patent Under Reexamination GOTTFURCHT ET AL.
	Examiner SIMON KE	Art Unit 2174

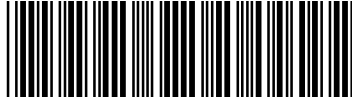
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=	Allowed	÷	Restricted	I	Interference	O	Objected

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<i>Index of Claims</i> 	Application/Control No. 11373324	Applicant(s)/Patent Under Reexamination GOTTFURCHT ET AL.
	Examiner SIMON KE	Art Unit 2174

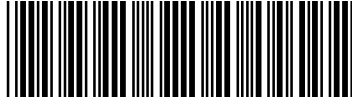
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<i>Index of Claims</i> 	Application/Control No. 11373324	Applicant(s)/Patent Under Reexamination GOTTFURCHT ET AL.
	Examiner SIMON KE	Art Unit 2174

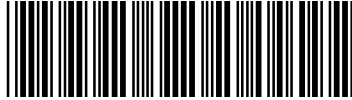
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<i>Index of Claims</i> 	Application/Control No. 11373324	Applicant(s)/Patent Under Reexamination GOTTFURCHT ET AL.
	Examiner SIMON KE	Art Unit 2174


✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
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<i>Index of Claims</i> 	Application/Control No. 11373324	Applicant(s)/Patent Under Reexamination GOTTFURCHT ET AL.
	Examiner SIMON KE	Art Unit 2174

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

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Search Notes 	Application/Control No. 11373324	Applicant(s)/Patent Under Reexamination GOTTFURCHT ET AL.
	Examiner SIMON KE	Art Unit 2174

SEARCHED			
Class	Subclass	Date	Examiner
715	700, 733-740, 760	7/3/08/	PK

SEARCH NOTES		
Search Notes	Date	Examiner
East Text Search (US-PGPub, USPAT; Derwent, EPO, JPO)	7/3/08	PK
Inventor Name Search	7/3/08	PK

INTERFERENCE SEARCH			
Class	Subclass	Date	Examiner
	US-PGPub Update Search See East Search Search	7/3/08	PK

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

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Complete if Known

Application Number	11/373,324
Filing Date	03/13/2006
First Named Inventor	Gottfurcht
Art Unit	2174
Examiner Name	Ke, Peng
Attorney Docket Number	G015-P07578US

Sheet 1 of 3

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
/PK/		US- 2004-0210824 A1	10-21-2004	Shoff et al.	
		US- 2006-0155598 A1	07-13-2006	Spurr et al.	
		US- 2006-0224987 A1	10-05-2006	Caffarelli	
		US- 5,236,199	08-17-1993	Thompson	
		US- 5,602,596	02-11-1997	Claussen et al.	
		US- 5,961,593	10-05-1999	Gabber et al.	
		US- 5,532,735	07-02-1996	Blahut et al.	
		US- 5,838,314	11-17-1998	Neel et al.	
		US- 6,006,257	12-21-1999	Slezak	
		US- 6,014,502	01-11-2000	Moraes	
		US- 6,018,372	01-25-2000	Etheredge	
		US- 6,212,265 B1	04-03-2001	Duphorne	
		US- 6,769,989 B2	08-03-2004	Smith et al.	
		US- 6,868,525 B1	03-15-2005	Szabo	
		US- 6,928,610 B2	08-09-2005	Brintzenhofe et al.	
		US- 6,973,669 B2	12-06-2005	Daniels	
		US- 7,174,512 B2	02-06-2007	Martin et al.	
		US- 2001-0003845 A1	06-14-2001	Tsukamoto et al.	
		US- 2001-0012286 A1	08-09-2001	Huna et al.	

FOREIGN PATENT DOCUMENTS

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		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)				
		CA-CA2001263	04/25/1990	McCalley		

Examiner
Signature

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Date
Considered

07/22/2008

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

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Sheet **2** of **3****Complete if Known**

Application Number	11/373,324
Filing Date	03/13/2006
First Named Inventor	Gottfurcht
Art Unit	2174
Examiner Name	Ke, Peng
Attorney Docket Number	G015-P07578US

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Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
/PK/		US- 2001-0044751 A1	11-22-2001	Pugliese, III et al.	
		US- 2001-0049824 A1	12-06-2001	Baker et al.	
		US- 2002-0042914 A1	04-11-2002	Walker et al.	
		US- 2002-0042921 A1	04-11-2002	Ellis	
		US- 2002-0056098 A1	05-09-2002	White	
		US- 2002-0059590 A1	05-16-2002	Kitsukawa et al.	
		US- 2002-0077177 A1	06-20-2002	Elliott	
		US- 2003-0074661 A1	04-17-2003	Krapf et al.	
		US- 2004-0098747 A1	05-20-2004	Kay et al.	
		US- 2004-0103439 A1	05-27-2004	Macrae et al.	
		US- 2004-0117831 A1	06-17-2004	Ellis et al.	
		US- 2004-0148625 A1	07-29-2004	Eldering et al.	
		US- 2007-0008332 A1	01-11-2001	Smith	
		US- 2005-0234895 A1	10-20-2005	Kramer	
		US- 6,484,149 B1	11-19-2002	Jammes et al.	
		US- 2002-0032782 A1	03-14-2002	Rangan et al.	
		US- 2001-0016947 A1	08-23-2001	Nishikawa et al.	
		US- 6,615,247 B1	09-02-2003	Murphy	
		US- 6,356,905 B1	03-12-2002	Gershman et al.	

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/Peng Ke/

Date
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet	3	of	3
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Application Number	11/373,324
Filing Date	03/13/2006
First Named Inventor	Gottfurcht
Art Unit	2174
Examiner Name	Ke, Peng
Attorney Docket Number	G015-P07578US

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet	1	of	1
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Complete if Known

Application Number	11/373,324
Filing Date	3/13/2006
First Named Inventor	Gottfurcht
Art Unit	2174
Examiner Name	KE, PENG
Attorney Docket Number	G015-P07578US

U. S. PATENT DOCUMENTS

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**Examiner
Signature**

/Peng Ke/

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~~07/22/2008~~

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EAST Search History

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L37	2	("6154750").PN.	US-PGPUB; USPAT; DERWENT	OR	OFF	2008/07/06 15:48
L38	2	("5,715,449").PN.	US-PGPUB; USPAT; DERWENT	OR	OFF	2008/07/06 15:48
L39	3	("6400996").PN.	US-PGPUB; USPAT; DERWENT	OR	OFF	2008/07/06 15:48
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L41	39	lee-jin.in.	US-PGPUB; USPAT; DERWENT	OR	OFF	2008/07/06 15:48
L42	646	(715/703,760).CCLS.	US-PGPUB; USPAT; DERWENT	OR	OFF	2008/07/06 15:48
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S3	21	S1 and S2	US-PGPUB; USPAT; DERWENT	OR	OFF	2006/02/23 13:14

S4	11	S3 and web	US-PGPUB; USPAT; DERWENT	OR	OFF	2006/02/23 13:14
S5	4	S4 and search	US-PGPUB; USPAT; DERWENT	OR	OFF	2006/02/23 13:14
S6	51	("5619632").URPN.	USPAT	OR	OFF	2006/02/23 13:35
S7	2	("6499026").PN.	US-PGPUB; USPAT; DERWENT	OR	OFF	2006/02/23 13:36
S8	2	("6957205").PN.	US-PGPUB; USPAT; DERWENT	OR	OFF	2006/02/23 13:37
S9	2	("6745201").PN.	US-PGPUB; USPAT; DERWENT	OR	OFF	2006/02/23 13:38
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S20	21	S18 and S19	US-PGPUB; USPAT; DERWENT	OR	OFF	2008/02/18 22:33
S21	11	S20 and web	US-PGPUB; USPAT; DERWENT	OR	OFF	2008/02/18 22:33
S22	4	S21 and search	US-PGPUB; USPAT; DERWENT	OR	OFF	2008/02/18 22:33
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S27	2	("6760734").PN.	US-PGPUB; USPAT; DERWENT	OR	OFF	2008/02/18 22:33
S28	2	("5596702").PN.	US-PGPUB; USPAT; DERWENT	OR	OFF	2008/02/18 22:33
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S30	2	("6154750").PN.	US-PGPUB; USPAT; DERWENT	OR	OFF	2008/02/18 22:33
S31	2	("5,715,449").PN.	US-PGPUB; USPAT; DERWENT	OR	OFF	2008/02/18 22:33
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S34	39	lee-jin.in.	US-PGPUB; USPAT; DERWENT	OR	OFF	2008/02/18 22:33
S35	596	(715/703,760).CCLS.	US-PGPUB; USPAT; DERWENT	OR	OFF	2008/02/18 22:37

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 11/373,324 Confirmation No. 8795
Filed : 3/13/2006
Applicant : Gottfurcht
TC/A.U. : 2174
Examiner : KE, PENG
Docket No. : G015-P07578US
Customer No. : 33356

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

Information Disclosure Statement

Dear Sir:

General Matters

<input checked="" type="checkbox"/>	Copies of the references listed on the attached form PTO/SB/08A are enclosed. Copies of US patents and patent applications are not enclosed.
-------------------------------------	--

This Information Disclosure Statement is being filed under:


<input checked="" type="checkbox"/>	37 CFR 1.97(c)	Before the mailing date of any of a final action under § 1.113, a notice of allowance under § 1.311, or an action that otherwise closes prosecution in the application. This IDS is accompanied by:
<input checked="" type="checkbox"/>		The fee set forth in § 1.17(p).

Deposit Account Authorization

Please apply any charges or credits to Deposit Account No. 503456.

Respectfully submitted,

Date: July 8, 2008



John E. Gunther, Reg. No. 43,649

SoCal IP Law Group LLP
310 N. Westlake Blvd., Suite 120
Westlake Village, CA 91362
Telephone: 805/230-1350
Facsimile: 805/230-1355
e-mail: info@socalip.com

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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Complete if Known

Application Number	11/373,324
Filing Date	3/13/2006
First Named Inventor	Gottfurcht
Art Unit	2174
Examiner Name	KE, PENG
Attorney Docket Number	G015-P07578US

Sheet	1	of	1
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U. S. PATENT DOCUMENTS

[illegible]

FOREIGN PATENT DOCUMENTS

[illegible]

**Examiner
Signature**

/Peng Ke/

Date
Considered

07/22/2008

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

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	11/373,324	Confirmation No.	8795
Applicant	:	Gottfurcht		
Filed	:	03/13/2006		
TC/A.U.	:	2174		
Examiner	:	Ke, Peng		
Docket No.	:	G015-P07578US		
Customer No.	:	33356		

Interview Summary

Dear Sir:

The Examiner is thanked for the brief interview on July 30, 2008.

The undersigned Practitioner called the Examiner to propose a clarifying amendment. In particular, the Practitioner suggested the following amendment to claim 180, which would be made in all of the independent claims: “a simplified navigation interface on at least ~~any~~ one of a television, web appliance, console device, handheld device, wireless device or cellular phone”. The Practitioner and the Examiner discussed the rationale for the proposed amendment, namely the Practitioner’s desire to focus the phrase. The Examiner and the Practitioner discussed claim interpretation, and agreed that “any” as used in the specified phrase should be interpreted to mean “at least”, so further focus was not necessary. Thus, it was agreed that the proposed amendment was not necessary.

The Examiner and the Practitioner also discussed the status of several recently filed IDSes. The Practitioner explained that these IDSes were filed to ensure proper conduct under the

McKesson case, namely by providing the Examiner with copies of Office actions in related cases. The Examiner said that he has considered the prior art cited in the related cases, so there was no issue with him signing off on prior art citations. He further stated that, based upon the MPEP and Office policy, he should not make statements on the record about Office actions in related cases unless he considers the claims to be sufficiently similar. Here, he does not believe that the subject matter of the related applications are sufficiently similar to that of this case that the Office actions would be relevant. He noted that, where he believes the subject matter to be similar, he required a terminal disclaimer and has considered the other Office actions. On this basis, the Practitioner stated that he felt that the policies in *McKesson* were satisfied, and that the Examiner need not sign off on having reviewed the Office actions.

The Practitioner thanked the Examiner for his time and consideration, and both expressed a desire to see this case promptly allowed and prosecution closed.

Respectfully submitted,



Steven C. Sereboff, Reg. No. 37,035

Date: July 30, 2008

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email: info@socalip.com

Electronic Acknowledgement Receipt

EFS ID:	3701936
Application Number:	11373324
International Application Number:	
Confirmation Number:	8795
Title of Invention:	Apparatus and method for simple wide-area network navigation
First Named Inventor/Applicant Name:	Elliot A. Gottfurcht
Customer Number:	33356
Filer:	Steven C. Sereboff
Filer Authorized By:	
Attorney Docket Number:	G015-P07578US
Receipt Date:	30-JUL-2008
Filing Date:	13-MAR-2006
Time Stamp:	15:17:07
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes) /Message Digest	Multi Part /.zip	Pages (if appl.)
1	Applicant summary of interview with examiner	P07578US_InterviewSummary_7-30-2008.pdf	105164 2af3186e75eda3d3174500473aeadb1e7251e022	no	2

Warnings:

Information:

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New Applications Under 35 U.S.C. 111

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National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	11/373,324	Confirmation No.	8795
Filed	:	3/13/2006		
Applicant	:	Gottfurcht		
TC/A.U.	:	2174		
Examiner	:	KE, PENG		
Docket No.	:	G015-P07578US		
Customer No.	:	33356		

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P.O. Box 1450
Alexandria, VA 22313-1450

Information Disclosure Statement

Dear Sir:

General Matters

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This Information Disclosure Statement is being filed under:

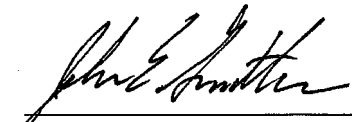
<input checked="" type="checkbox"/>	37 CFR 1.97(c)	Before the mailing date of any of a final action under § 1.113, a notice of allowance under § 1.311, or an action that otherwise closes prosecution in the application. This IDS is accompanied by:
<input checked="" type="checkbox"/>		The fee set forth in § 1.17(p).

Deposit Account Authorization

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Respectfully submitted,

Date: July 9, 2008



John E. Gunther, Reg. No. 43,649

SoCal IP Law Group LLP
310 N. Westlake Blvd., Suite 120
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Telephone: 805/230-1350
Facsimile: 805/230-1355
e-mail: info@socalip.com

Electronic Patent Application Fee Transmittal

Application Number:	11373324			
Filing Date:	13-Mar-2006			
Title of Invention:	Apparatus and method for simple wide-area network navigation			
First Named Inventor/Applicant Name:	Elliot A. Gottfurcht			
Filer:	John Edward Gunther			
Attorney Docket Number:	G015-P07578US			
Filed as Large Entity				
Utility Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Miscellaneous:				
Submission- Information Disclosure Stmt	1806	1	180	180
Total in USD (\$)				180

Electronic Acknowledgement Receipt

EFS ID:	3588458
Application Number:	11373324
International Application Number:	
Confirmation Number:	8795
Title of Invention:	Apparatus and method for simple wide-area network navigation
First Named Inventor/Applicant Name:	Elliot A. Gottfurcht
Customer Number:	33356
Filer:	John Edward Gunther
Filer Authorized By:	
Attorney Docket Number:	G015-P07578US
Receipt Date:	09-JUL-2008
Filing Date:	13-MAR-2006
Time Stamp:	15:49:23
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$ 180
RAM confirmation Number	1037
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes) /Message Digest	Multi Part /.zip	Pages (if appl.)
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1	Information Disclosure Statement (IDS) Filed	G015-P07578US_IDS_07-09-08.pdf	77793 80cc65dc17aef279c5be7dd20f5f252ed4ba8c2a	no	3
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Warnings:					
Information:					
Total Files Size (in bytes):			552115		
<p>This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.</p> <p><u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.</p> <p><u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.</p> <p><u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.</p>					

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 11/373,324 Confirmation No. 8795
Filed : 3/13/2006
Applicant : Gottfurcht
TC/A.U. : 2174
Examiner : KE, PENG
Docket No. : G015-P07578US
Customer No. : 33356

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

Information Disclosure Statement

Dear Sir:

General Matters

<input checked="" type="checkbox"/>	Copies of the references listed on the attached form PTO/SB/08A are enclosed. Copies of US patents and patent applications are not enclosed.
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<input checked="" type="checkbox"/>	37 CFR 1.97(c)	Before the mailing date of any of a final action under § 1.113, a notice of allowance under § 1.311, or an action that otherwise closes prosecution in the application. This IDS is accompanied by:
<input checked="" type="checkbox"/>		The fee set forth in § 1.17(p).

Deposit Account Authorization

Please apply any charges or credits to Deposit Account No. 503456.

Respectfully submitted,

Date: July 8, 2008



John E. Gunther, Reg. No. 43,649

SoCal IP Law Group LLP
310 N. Westlake Blvd., Suite 120
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Facsimile: 805/230-1355
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Complete if Known

Application Number	11/373,324
Filing Date	3/13/2006
First Named Inventor	Gottfurcht
Art Unit	2174
Examiner Name	KE, PENG
Attorney Docket Number	G015-P07578US

Sheet	1	of	1
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U. S. PATENT DOCUMENTS

[illegible]

FOREIGN PATENT DOCUMENTS

[illegible]

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

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Electronic Patent Application Fee Transmittal

Application Number:	11373324			
Filing Date:	13-Mar-2006			
Title of Invention:	Apparatus and method for simple wide-area network navigation			
First Named Inventor/Applicant Name:	Elliot A. Gottfurcht			
Filer:	John Edward Gunther/Terry Rozelle			
Attorney Docket Number:	G015-P07578US			
Filed as Large Entity				
Utility Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Miscellaneous:				
Submission- Information Disclosure Stmt	1806	1	180	180
Total in USD (\$)				180

Electronic Acknowledgement Receipt

EFS ID:	3580017
Application Number:	11373324
International Application Number:	
Confirmation Number:	8795
Title of Invention:	Apparatus and method for simple wide-area network navigation
First Named Inventor/Applicant Name:	Elliot A. Gottfurcht
Customer Number:	33356
Filer:	John Edward Gunther
Filer Authorized By:	
Attorney Docket Number:	G015-P07578US
Receipt Date:	08-JUL-2008
Filing Date:	13-MAR-2006
Time Stamp:	13:16:05
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$ 180
RAM confirmation Number	8408
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes) /Message Digest	Multi Part /.zip	Pages (if appl.)
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1	Information Disclosure Statement (IDS) Filed	G015-P07578US_IDS_07-08.pdf	94497 d81b69987819dbbeca5d885d04c12ee3e6285968	no	3
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Information:					
This is not an USPTO supplied IDS fillable form					
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Warnings:					
Information:					
Total Files Size (in bytes):				102688	
<p>This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.</p> <p><u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.</p> <p><u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.</p> <p><u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.</p>					

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 11/373,324 Confirmation No. 8795
Filed : 3/13/2006
Applicant : Gottfurcht
TC/A.U. : 2174
Examiner : KE, PENG
Docket No. : G015-P07578US
Customer No. : 33356

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

Information Disclosure Statement

Dear Sir:

General Matters

<input checked="" type="checkbox"/>	Copies of the references listed on the attached form PTO/SB/08A are enclosed. Copies of US patents and patent applications are not enclosed.
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This Information Disclosure Statement is being filed under:

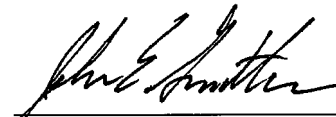
<input checked="" type="checkbox"/>	37 CFR 1.97(c)	Before the mailing date of any of a final action under § 1.113, a notice of allowance under § 1.311, or an action that otherwise closes prosecution in the application. This IDS is accompanied by:
<input checked="" type="checkbox"/>		The fee set forth in § 1.17(p).

Deposit Account Authorization

Please apply any charges or credits to Deposit Account No. 503456.

Respectfully submitted,

Date: June 23, 2008



John E. Gunther, Reg. No. 43,649

SoCal IP Law Group LLP
310 N. Westlake Blvd., Suite 120
Westlake Village, CA 91362
Telephone: 805/230-1350
Facsimile: 805/230-1355
e-mail: info@socalip.com

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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet	1	of	1
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Complete if Known

Application Number	11/373,324
Filing Date	3/13/2006
First Named Inventor	Gottfurcht
Art Unit	2174
Examiner Name	KE, PENG
Attorney Docket Number	G015-P07578US

U. S. PATENT DOCUMENTS

[illegible]

FOREIGN PATENT DOCUMENTS

[illegible]

**Examiner
Signature**

Date
Considered

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

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

Electronic Patent Application Fee Transmittal

Application Number:	11373324			
Filing Date:	13-Mar-2006			
Title of Invention:	Apparatus and method for simple wide-area network navigation			
First Named Inventor/Applicant Name:	Elliot A. Gottfurcht			
Filer:	John Edward Gunther/Terry Rozelle			
Attorney Docket Number:	G015-P07578US			
Filed as Large Entity				
Utility Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Miscellaneous:				
Submission- Information Disclosure Stmt	1806	1	180	180
Total in USD (\$)				180

Electronic Acknowledgement Receipt

EFS ID:	3497147
Application Number:	11373324
International Application Number:	
Confirmation Number:	8795
Title of Invention:	Apparatus and method for simple wide-area network navigation
First Named Inventor/Applicant Name:	Elliot A. Gottfurcht
Customer Number:	33356
Filer:	John Edward Gunther
Filer Authorized By:	
Attorney Docket Number:	G015-P07578US
Receipt Date:	23-JUN-2008
Filing Date:	13-MAR-2006
Time Stamp:	11:50:07
Application Type:	Utility under 35 USC 111(a)


Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$180
RAM confirmation Number	6731
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes) /Message Digest	Multi Part /.zip	Pages (if appl.)
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1	Information Disclosure Statement (IDS) Filed	G015-P07578US_IDS_06-08.pdf	91777 6161428e446012ebc5356912454ca3e d079c1279	no	3
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
2	Fee Worksheet (PTO-06)	fee-info.pdf	8191 c3b4907ad1f444dc57b75ca41f94925a 16424d75	no	2
Warnings:					
Information:					
Total Files Size (in bytes):				99968	
<p>This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.</p> <p><u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.</p> <p><u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.</p> <p><u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.</p>					

Application Number 	Application/Control No. 11/373,324	Applicant(s)/Patent under Reexamination GOTTFURCHT ET AL.
Document Code - DISQ		Internal Document – DO NOT MAIL

TERMINAL DISCLAIMER	<input checked="" type="checkbox"/> APPROVED	<input type="checkbox"/> DISAPPROVED
Date Filed : 6/6/08	This patent is subject to a Terminal Disclaimer	

Approved/Disapproved by:
debbie

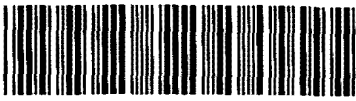
U.S. Patent and Trademark Office

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**TERMINAL DISCLAIMER TO OBVIATE A DOUBLE PATENTING
REJECTION OVER A "PRIOR" PATENT**Docket Number (Optional)
G015-P07578US

In re Application of: Gottfurcht

Application No.: 11/373,324

Filed: 03/13/22006

For: Apparatus and method for simple wide-area network navigation

The owner*, Elliott Gottfurcht, of 50 percent interest in the instant application hereby disclaims, except as provided below, the terminal part of the statutory term of any patent granted on the instant application which would extend beyond the expiration date of the full statutory term **prior patent** No. 6,600,497 as the term of said prior patent is defined in 35 U.S.C. 154 and 173, and as the term of said **prior patent** is presently shortened by any terminal disclaimer. The owner hereby agrees that any patent so granted on the instant application shall be enforceable only for and during such period that it and the **prior patent** are commonly owned. This agreement runs with any patent granted on the instant application and is binding upon the grantee, its successors or assigns.

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- expires for failure to pay a maintenance fee;
- is held unenforceable;
- is found invalid by a court of competent jurisdiction;
- is statutorily disclaimed in whole or terminally disclaimed under 37 CFR 1.321;
- has all claims canceled by a reexamination certificate;
- is reissued; or
- is in any manner terminated prior to the expiration of its full statutory term as presently shortened by any terminal disclaimer.

Check either box 1 or 2 below, if appropriate.

1. ☐ For submissions on behalf of a business/organization (e.g., corporation, partnership, university, government agency, etc.), the undersigned is empowered to act on behalf of the business/organization.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

2. ☒ The undersigned is an attorney or agent of record. Reg. No. 43649

/John E. Gunther 43,649/

Signature

06/06/2008

Date

John E. Gunther

Typed or printed name

805 230 1350 x312

Telephone Number

- ☒ Terminal disclaimer fee under 37 CFR 1.20(d) included.

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*Statement under 37 CFR 3.73(b) is required if terminal disclaimer is signed by the assignee (owner).
Form PTO/SB/96 may be used for making this certification. See MPEP § 324.

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**TERMINAL DISCLAIMER TO OBVIATE A DOUBLE PATENTING
REJECTION OVER A "PRIOR" PATENT**Docket Number (Optional)
G015-P07578US

In re Application of: Gottfurcht

Application No.: 11/373,324

Filed: 03/13/22006

For: Apparatus and method for simple wide-area network navigation

The owner*, Elliott Gottfurcht, of 50 percent interest in the instant application hereby disclaims, except as provided below, the terminal part of the statutory term of any patent granted on the instant application which would extend beyond the expiration date of the full statutory term **prior patent** No. 7,020,845 as the term of said prior patent is defined in 35 U.S.C. 154 and 173, and as the term of said **prior patent** is presently shortened by any terminal disclaimer. The owner hereby agrees that any patent so granted on the instant application shall be enforceable only for and during such period that it and the **prior patent** are commonly owned. This agreement runs with any patent granted on the instant application and is binding upon the grantee, its successors or assigns.

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/John E. Gunther 43,649/

Signature

06/06/2008

Date

John E. Gunther

Typed or printed name

805 230 1350 x312

Telephone Number

- ☒ Terminal disclaimer fee under 37 CFR 1.20(d) included.

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REJECTION OVER A "PRIOR" PATENT**Docket Number (Optional)
G015-P07578US

In re Application of: Gottfurcht

Application No.: 11/373,324

Filed: 03/13/22006

For: Apparatus and method for simple wide-area network navigation

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Check either box 1 or 2 below, if appropriate.

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2. ☒ The undersigned is an attorney or agent of record. Reg. No. 43649

/John E. Gunther 43,649/

Signature

06/06/2008

Date

John E. Gunther

Typed or printed name

805 230 1350 x312

Telephone Number

- ☒ Terminal disclaimer fee under 37 CFR 1.20(d) included.

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REJECTION OVER A "PRIOR" PATENT**Docket Number (Optional)
G015-P07578US

In re Application of: Gottfurcht

Application No.: 11/373,324

Filed: 03/13/22006

For: Apparatus and method for simple wide-area network navigation

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/John E. Gunther 43,649/

Signature

06/06/2008

Date

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Typed or printed name

805 230 1350 x312

Telephone Number

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G015-P07578US

In re Application of: Gottfurcht

Application No.: 11/373,324

Filed: 03/13/22006

For: Apparatus and method for simple wide-area network navigation

The owner*, Marlo Longstreet 2003 Irrevocable Trust, of 25 percent interest in the instant application hereby disclaims, except as provided below, the terminal part of the statutory term of any patent granted on the instant application which would extend beyond the expiration date of the full statutory term **prior patent** No. 6,600,497 as the term of said prior patent is defined in 35 U.S.C. 154 and 173, and as the term of said **prior patent** is presently shortened by any terminal disclaimer. The owner hereby agrees that any patent so granted on the instant application shall be enforceable only for and during such period that it and the **prior patent** are commonly owned. This agreement runs with any patent granted on the instant application and is binding upon the grantee, its successors or assigns.

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/John E. Gunther 43,649/

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**TERMINAL DISCLAIMER TO OBVIATE A DOUBLE PATENTING
REJECTION OVER A "PRIOR" PATENT**Docket Number (Optional)
G015-P07578US

In re Application of: Gottfurcht

Application No.: 11/373,324

Filed: 03/13/22006

For: Apparatus and method for simple wide-area network navigation

The owner*, Marlo Longstreet 2003 Irrevocable Trust, of 25 percent interest in the instant application hereby disclaims, except as provided below, the terminal part of the statutory term of any patent granted on the instant application which would extend beyond the expiration date of the full statutory term **prior patent** No. 7,020,845 as the term of said prior patent is defined in 35 U.S.C. 154 and 173, and as the term of said **prior patent** is presently shortened by any terminal disclaimer. The owner hereby agrees that any patent so granted on the instant application shall be enforceable only for and during such period that it and the **prior patent** are commonly owned. This agreement runs with any patent granted on the instant application and is binding upon the grantee, its successors or assigns.

In making the above disclaimer, the owner does not disclaim the terminal part of the term of any patent granted on the instant application that would extend to the expiration date of the full statutory term as defined in 35 U.S.C. 154 and 173 of the **prior patent**, "as the term of said **prior patent** is presently shortened by any terminal disclaimer," in the event that said **prior patent** later:

expires for failure to pay a maintenance fee;
is held unenforceable;
is found invalid by a court of competent jurisdiction;
is statutorily disclaimed in whole or terminally disclaimed under 37 CFR 1.321;
has all claims canceled by a reexamination certificate;
is reissued; or
is in any manner terminated prior to the expiration of its full statutory term as presently shortened by any terminal disclaimer.

Check either box 1 or 2 below, if appropriate.

1. ☐ For submissions on behalf of a business/organization (e.g., corporation, partnership, university, government agency, etc.), the undersigned is empowered to act on behalf of the business/organization.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

2. ☒ The undersigned is an attorney or agent of record. Reg. No. 43649

/John E. Gunther 43,649/

Signature

06/06/2008

Date

John E. Gunther

Typed or printed name

805 230 1350 x312

Telephone Number

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This collection of information is required by 37 CFR 1.321. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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Electronic Patent Application Fee Transmittal

Application Number:	11373324			
Filing Date:	13-Mar-2006			
Title of Invention:	Apparatus and method for simple wide-area network navigation			
First Named Inventor/Applicant Name:	Elliot A. Gottfurcht			
Filer:	John Edward Gunther			
Attorney Docket Number:	G015-P07578US			
Filed as Large Entity				
Utility Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Statutory disclaimer	1814	6	130	780
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Miscellaneous:				
Total in USD (\$)				780

Electronic Acknowledgement Receipt

EFS ID:	3418723
Application Number:	11373324
International Application Number:	
Confirmation Number:	8795
Title of Invention:	Apparatus and method for simple wide-area network navigation
First Named Inventor/Applicant Name:	Elliot A. Gottfurcht
Customer Number:	33356
Filer:	John Edward Gunther
Filer Authorized By:	
Attorney Docket Number:	G015-P07578US
Receipt Date:	06-JUN-2008
Filing Date:	13-MAR-2006
Time Stamp:	17:09:02
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$ 780
RAM confirmation Number	2299
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes) /Message Digest	Multi Part /.zip	Pages (if appl.)
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1	Statutory disclaimers per MPEP 1490.	P07578US_TD_EG_660049 7.pdf	51922	no	1
			9bc5931dd552f874198a9799038accb51df10320		
Warnings:					
Information:					
2	Statutory disclaimers per MPEP 1490.	P07578US_TD_EG_702084 5.pdf	50429	no	1
			55a2ed77a8a9218e8759a63e1a1759a8e0a7c22c		
Warnings:					
Information:					
3	Statutory disclaimers per MPEP 1490.	P07578US_TD_GG_660049 7.pdf	50574	no	1
			a982bb1911a64a7217c81a737de39c3ed74e3d7d		
Warnings:					
Information:					
4	Statutory disclaimers per MPEP 1490.	P07578US_TD_GG_702084 5.pdf	50570	no	1
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Warnings:					
Information:					
5	Statutory disclaimers per MPEP 1490.	P07578US_TD_ML_660049 7.pdf	50663	no	1
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Warnings:					
Information:					
6	Statutory disclaimers per MPEP 1490.	P07578US_TD_ML_702084 5.pdf	50663	no	1
			ceb19a600c2569af2b5913094d5f47f3cb2440b3		
Warnings:					
Information:					
7	Fee Worksheet (PTO-06)	fee-info.pdf	8153	no	2
			93bc58a9c4b40ef4d35b82b0ee07b12e602cd377		
Warnings:					
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Total Files Size (in bytes):			312974		

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National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	11/373,324	Confirmation No.	8795
Applicant	:	Gottfurcht		
Filed	:	03/13/2006		
TC/A.U.	:	2174		
Examiner	:	Ke, Peng		
Docket No.	:	G015-P07578US		
Customer No.	:	33356		

Supplemental Amendment

Dear Sir:

Please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 23 of this paper.

Amendments to the Claims:

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

Listing of Claims:

1-179. (Canceled)

180. (Currently amended) A method of navigating the Internet, ~~using a wireless an Internet appliance comprising a simplified navigation interface having a plurality of increasingly specific hierarchical layers, and a screen having a plurality of cells corresponding to the hierarchical layers, one or more of the cells associated with on line content, the method comprising:~~

~~selecting one or more of the plurality of cells associated with the on line content
formatted for navigation with unique inputs;~~

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

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

receiving a user selection of one of the navigation options;

forwarding the selected navigation option across the internet to a server providing the simplified navigation interface;

receiving a next deeper navigation layer of the simplified navigation interface corresponding to the selected navigation option; collecting user data through the simplified navigation interface;

selecting the on-line content at least in part based on collected user data; and
manipulating a region of the screen for viewing and zooming and/or scrolling of the displayed on-line content.

181. (Currently amended) The method of claim 180, further comprising:

displaying one or more advertisements on the screen;

receiving a user selection of a displayed advertisement; and

displaying second content accessed via the Internet,
wherein the ~~displayed~~ 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.

182. (Canceled)

183. (Currently amended) The method of claim 180, wherein the on-line content is selected based, at least in part, on user data ~~includes at least one of user interest, user, a navigation path of a user or user's history.~~

184-187. (Canceled)

188. (Currently amended) The method of claim 180, ~~further comprising receiving a~~ wherein the user selection of a unique one of the navigation options is received from any one of a remote control, a pointer device, a keypad, and a keyboard ~~roller ball or a finger.~~

189. (Previously presented) The method of claim 180, wherein a wireless Internet appliance comprises a voice recognition system, the method further comprising receiving one or more navigation input selections through the voice recognition system.

190. (Canceled)

191. (Previously presented) The method of claim 180, 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.

192. (Previously Presented) The method of claim 191, further comprising tabbing to focus on different one of the regions.

193. (Previously Presented) The method of claim 191, wherein the focused one of the regions is adapted to be zoomed and/or scrolled independently of other ones of the regions.

194-256. (Canceled)

257. (Currently amended) A method comprising:

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

~~each unique input including the first unique input being exclusive to respective separate single navigation options; navigation options to change between layers of the simplified navigation interface from general to more specific in each deeper layer; the first advertisement navigable by a first navigation option exclusive to a first cell;~~

displaying a first content via the internet and through the simplified navigation interface, the first content displayed in one or more of the plurality of cells, ~~is associated with the first advertisement, the first content formatted for navigation by a second unique input to be received from the input device, the first content navigable by a second navigation option exclusive to the second unique input and a second cell of the plurality of cells, the first content reformatted from a web page in a hypertext markup language (HTML) format into an extensible markup language (XML) format to generate a sister site to be displayed and navigable through the simplified navigation interface, the sister site including a portion or a whole of content of the web page reformatted to be navigable by unique inputs through the simplified navigation interface on any one of a television, web appliance, console device, handheld device, wireless device or cellular phone, each unique input to be received from the input device and being exclusive to respective separate single navigation options;~~

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

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

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

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

258. (Currently amended) The method of claim 257, further comprising:

customizing the display of the simplified navigation interface based on ~~the collected a~~ navigation path of the user-data.

259. (Currently amended) The method of claim 257, wherein the first ~~navigation option is input~~ selects a primary navigation option.

260. (Previously presented) The method of claim 257, further comprising:

displaying the first content simultaneous with the first advertisement.

261. (Canceled)

262. (Currently amended) The method of claim 257, wherein the first input device is received from any one of a remote control, a directional input device, a pointer device, a keypad, and a keyboard~~roller ball device~~.

263. (Previously presented) The method of claim 257, further comprising:

displaying a second advertisement in the simplified navigation interface, the second

advertisement not displayed in a cell or matrix.

264. (Previously presented) The method of claim 263, further comprising:

displaying the simplified navigation interface as an overlay over the second advertisement.

265. (Currently amended) The method of claim 257, ~~further comprising:~~

~~displaying the first content simultaneously with the first advertisement, wherein the first~~
content ~~including any~~ includes one or more of audio content and video content from the web page.

266. (Previously presented) The method of claim 257, further comprising:

receiving navigation input selections for the simplified navigation interface from a voice recognition system.

267. (Previously presented) The method of claim 257, further comprising:

maintaining a database of sister site web pages by a content partner.

268-269. (Canceled)

270. (Currently amended) The method of claim 257, ~~wherein the simplified navigation interface~~
~~employs a multi-layered matrix navigation, the method further comprising:~~

accepting an alphanumeric value as the first ~~unique~~ input to indicate ~~the first navigation~~

~~option selection of a corresponding first cell, the first navigation option cell including a display of the alphanumeric value;~~ and

~~serving a matrix layer corresponding to the navigation option in response to accepting the alphanumeric value.~~

271. (Previously presented) The method of claim 257, wherein the simplified navigation interface includes a search form.

272. (Previously presented) The method of claim 257, wherein the simplified navigation interface includes an email form.

273. (Currently amended) The method of claim 257, further comprising:
displaying a purchasing interface in response to receiving a selection of the first ~~navigation option input.~~

274. (Canceled)

275. (Previously presented) The method of claim 257, wherein the simplified navigation interface is not presented through a standard web browser.

276. (Currently amended) The method of claim 257, further comprising:
displaying a third advertisement embedded within the first on-line content, the third advertisement corresponding to a third navigation option.

277. (Canceled)

278. (Currently amended) A machine readable medium having instructions stored therein, which when executed cause a machine to perform a set of operations comprising:

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

displaying a first content via the internet and through the simplified navigation interface, the first content displayed in one or more of the plurality of cells, is associated with the first advertisement, the first content formatted for navigation by a second unique input to be received

~~from the input device, the first content navigable by a second navigation option exclusive to the second unique input and a second cell of the plurality of cells, the first content reformatted from a web page in a hypertext markup language (HTML) format into an extensible markup language (XML) format to generate a sister site to be displayed and navigable through the simplified navigation interface, the sister site including a portion or a whole of content of the web page reformatted to be navigable by unique inputs through the simplified navigation interface on any one of a television, web appliance, console device, handheld device, wireless device or cellular phone, each unique input to be received from the input device and being exclusive to respective separate single navigation options;~~

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

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

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

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

279. (Currently amended) The machine readable medium of claim 278, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

customizing the display of the simplified navigation interface based on ~~the collected a~~
navigation path of the user-data.

280. (Currently amended) The machine readable medium of claim 278, wherein the first
~~navigation option is~~ input selects a primary navigation option.

281. (Previously presented) The machine readable medium of claim 278, having further
instructions stored therein, which when executed cause the machine to perform further operations,
comprising:

displaying the first content simultaneous with the first advertisement.

282. (Canceled)

283. (Currently amended) The machine readable medium of claim 278, wherein the first input
~~mechanism is received from~~ any one of a remote control, ~~a directional input device,~~ a pointer device,
a keypad, and a keyboard roller ball device.

284. (Previously presented) The machine readable medium of claim 278, having further
instructions stored therein, which when executed cause the machine to perform further operations,
comprising:

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

285. (Previously presented) The machine readable medium of claim 284, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying the simplified navigation interface as an overlay over the second advertisement.

286. (Currently amended) The machine readable medium of claim 278, ~~having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:~~

~~displaying the first content simultaneously with the first advertisement, wherein the first content including any~~ includes one or more of audio content and video content from the web page.

287. (Previously presented) The machine readable medium of claim 278, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

receiving navigation input selections for the simplified navigation interface from a voice recognition system.

288-290. (Canceled)

291. (Currently amended) The machine readable medium of claim 278, ~~wherein the simplified navigation interface employs a multi-layered matrix navigation,~~ the machine readable medium further comprising:

accepting an alphanumeric value as the first ~~unique~~ input to indicate selection of a corresponding first cell, ~~the first navigation option~~, the first ~~navigation option~~ cell including a display of the alphanumeric value; ~~and~~

~~serving a matrix layer corresponding to the navigation option in response to accepting the alphanumeric value.~~

292. (Previously presented) The machine readable medium of claim 278, wherein the simplified navigation interface includes a search form.

293. (Previously presented) The machine readable medium of claim 278, wherein the simplified navigation interface includes an email form.

294. (Currently amended) The machine readable medium of claim 278, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying a purchasing interface in response to receiving ~~a selection of the first navigation option~~ input.

295. (Canceled)

296. (Previously presented) The machine readable medium of claim 278, wherein the simplified navigation interface is not presented through a standard web browser.

297. (Currently amended) The machine readable medium of claim 278, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:
displaying a third advertisement embedded within the ~~first~~ on-line content, the third advertisement corresponding to a third navigation option.

298-381. (Canceled)

382. (Previously presented) The method of claim 180, wherein at least some of the plurality of cells correspond to primary navigation options.

383. (Canceled)

384. (Currently amended) The method of claim 180, further comprising using a pointer device ~~roller ball~~ to select one or more of the plurality of cells and/or to manipulate the screen.

385. (Previously presented) The method of claim 180, further comprising:
maintaining a database of sister site webpages by a content partner.

386-387. (Canceled)

388. (Previously presented) The method of claim 180, further comprising:

displaying the on-line content concurrently with one or more advertisements.

389. (Previously presented) The method of claim 388, further comprising:

displaying the simplified navigation interface as an overlay over the one or more advertisements.

390-494. (Canceled)

495. (New) The method of claim 180, further comprising:

accepting an alphanumeric value as the user selection of the first navigation option, the first navigation option corresponding to a cell including a display of the alphanumeric value.

496. (New) The method of claim 180, wherein the simplified navigation interface includes a search form.

497. (New) The method of claim 180, wherein the simplified navigation interface includes an email form.

498. (New) The method of claim 180, further comprising:

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

499. (New) The method of claim 180, wherein the simplified navigation interface is not presented through a standard web browser.

500. (New) The method of claim 257, 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.

501. (New) The method of claim 500, further comprising tabbing to focus on different one of the regions.

502. (New) The method of claim 500, wherein the focused one of the regions is adapted to be zoomed and/or scrolled independently of other ones of the regions.

503. (New) The method of claim 257, further comprising using a pointer device to select one or more of the plurality of cells and/or to manipulate the screen.

504. (New) The machine readable medium of claim 278, 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.

505. (New) The machine readable medium of claim 504, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

tabbing to focus on different one of the regions.

506. (New) The machine readable medium of claim 504, wherein the focused one of the regions is adapted to be zoomed and/or scrolled independently of other ones of the regions.

507. (New) The machine readable medium of claim 278, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

using a pointer device to select one or more of the plurality of cells and/or to manipulate the screen.

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

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

receiving a user selection of one of the navigation options;

forwarding the selected navigation option across the internet to a server providing the simplified navigation interface;

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

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

509. (New) The machine readable medium of claim 508, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying one or more advertisements on the screen;

receiving a user selection of a displayed advertisement; and

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.

510. (New) The machine readable medium of claim 508, wherein the on-line content is selected based, at least in part, on a navigation path of a user.

511. (New) The machine readable medium of claim 508, wherein the user selection of one of the navigation options is received from any one of a remote control, a pointer device, a keypad, and a keyboard.

512. (New) The machine readable medium of claim 508, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

receiving one or more navigation input selections through a voice recognition system.

513. (New) The machine readable medium of claim 508, 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.

514. (New) The machine readable medium of claim 513, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

tabbing to focus on different one of the regions.

515. (New) The machine readable medium of claim 513, wherein the focused one of the regions is adapted to be zoomed and/or scrolled independently of other ones of the regions.

516. (New) The machine readable medium of claim 508, wherein at least some of the plurality of cells correspond to primary navigation options.

517. (New) The machine readable medium of claim 508, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

using a pointer device to select one or more of the plurality of cells and/or to manipulate the screen.

518. (New) The machine readable medium of claim 508, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying the on-line content concurrently with one or more advertisements.

519. (New) The machine readable medium of claim 519, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

displaying the simplified navigation interface as an overlay over the one or more advertisements.

520. (New) The machine readable medium of claim 508, the machine readable medium further comprising:

accepting an alphanumeric value to indicate selection of the first navigation option, the first navigation option corresponding to a cell including a display of the alphanumeric value.

521. (New) The machine readable medium of claim 508, wherein the simplified navigation interface includes a search form.

522. (New) The machine readable medium of claim 508, wherein the simplified navigation interface includes an email form.

523. (New) The machine readable medium of claim 508, having further instructions stored therein, which when executed cause the machine to perform further operations, comprising:

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

524. (New) The machine readable medium of claim 508, wherein the simplified navigation interface is not presented through a standard web browser.

525. (New) The method of claim 180, wherein the on-line content includes one or more of audio content and video content from the web page.

526. (New) The machine readable medium of claim 508, wherein the on-line content includes one or more of audio content and video content from the web page.

REMARKS

Claims 180, 181, 183, 188, 257-259, 262, 265, 270, 273, 276, 278-280, 283, 286, 291, 294, 297, AND 384 have been amended. Claims 186, 198, 204, 205, 207-210, 217, 229, 244, 261, 268, 269, 274, 277, 282, 288-290, 295, 298-381, 383, 386, 387, and 390-494 have been canceled. New claims 495-526 have been added. No new matter has been added. Claims 180-181, 183, 188-189, 191-193, 257-260, 262-267, 270-273, 275-276, 278-281, 283-287, 291-294, 296-297, 382, 384, 385, 388, 389, and 495-526 are pending.

Independent claim 257 was amended to incorporate elements similar to the elements of depending claims 268 and 440. Claims depending from claim 257 were amended or canceled as necessary for consistency with claim 257. New claims 500-503 depending from claim 257 have been added.

Independent claim 278 was amended to incorporate elements similar to the elements of depending claims 289 and 447. Claims depending from claim 278 were amended or canceled as necessary for consistency with claim 278. New claims 504-507 depending from claim 278 have been added.

Independent claim 180 was amended to incorporate elements similar to the elements incorporated into claim 257. Claims depending from claim 180 were amended or canceled as necessary for consistency with claim 180. New claims 495-499 and 525 depending from claim 180 have been added.

New independent claim 508 and depending claim 509-524 and 526 are machine-readable media claims analogous to method claim 180 and the associated depending claims.

Interview Summaries

A telephone interview was held between Examiner Ke and the undersigned on April 24, 2008, to discuss the supplemental amendment filed on April 15, 2008. A combination of elements from claims 278, 289, and 447 was proposed as potentially allowable.

Additional interviews were held between Examiner Ke and the undersigned on May 6, 2008, and May 7, 2008, to discuss the proposed amendment to claim 278. Similar amendments to claims 180 and 257 were also discussed. Mutual agreement was reached that claims 180, 257, and 278, as amended in the present supplemental amendment, are potentially allowable but subject to additional examination and review, including consideration of an Information Disclosure Statement filed May 5, 2008.

Disclaimers Relating to Claim Interpretation and Prosecution History Estoppel

Any reference herein to “the invention” is intended to refer to the specific claim or claims being addressed herein. The claims of this application are intended to stand on their own and are not to be read in light of the prosecution history of any related or unrelated patent or patent application. Furthermore, no arguments in any prosecution history relate to any claim in this application, except for arguments specifically directed to the claim.

Conclusion

It is submitted that the independent and dependent claims include significant and substantial recitations which are not disclosed in the cited references.

It is respectfully submitted that the present application is now in condition for allowance. Reconsideration and reexamination are respectfully requested and allowance at an early date is solicited.

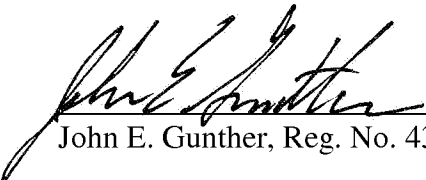
Appl. No. 11/373,324
Amdt. Dated 5/15/2008
Response to Office action dated 10/03/2007

SoCal IP
Law Group LLP

The Examiner is invited to call the undersigned registered practitioner to answer any questions or to discuss steps necessary for placing the application in condition for allowance.

Respectfully submitted,

Date: May 15, 2008


John E. Gunther, Reg. No. 43,649

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Electronic Acknowledgement Receipt

EFS ID:	3309002
Application Number:	11373324
International Application Number:	
Confirmation Number:	8795
Title of Invention:	Apparatus and method for simple wide-area network navigation
First Named Inventor/Applicant Name:	Elliot A. Gottfurcht
Customer Number:	33356
Filer:	John Edward Gunther
Filer Authorized By:	
Attorney Docket Number:	G015-P07578US
Receipt Date:	15-MAY-2008
Filing Date:	13-MAR-2006
Time Stamp:	15:26:09
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes) /Message Digest	Multi Part /.zip	Pages (if appl.)
1		P07578US_SUP_AMEND_II _5-15-08.pdf	107448	yes	25
			2246c604d2294c554f6b6307dd3feb12 2ba79b35		

	Multipart Description/PDF files in .zip description		
	Document Description	Start	End
	Supplemental Response or Supplemental Amendment	1	1
	Claims	2	22
	Applicant Arguments/Remarks Made in an Amendment	23	25
Warnings:			
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Total Files Size (in bytes):		107448	
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875					Application or Docket Number 11/373,324		Filing Date 03/13/2006		<input type="checkbox"/> To be Mailed			
APPLICATION AS FILED – PART I												
(Column 1)			(Column 2)		SMALL ENTITY <input checked="" type="checkbox"/>		OR		OTHER THAN SMALL ENTITY			
FOR	NUMBER FILED	NUMBER EXTRA	RATE (\$)	FEE (\$)	RATE (\$)	FEE (\$)	RATE (\$)	FEE (\$)	RATE (\$)	FEE (\$)		
<input type="checkbox"/> BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A		N/A		N/A		N/A			
<input type="checkbox"/> SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A		N/A		N/A		N/A			
<input type="checkbox"/> EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A		N/A		N/A		N/A			
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X \$	=	OR	X \$	=	X \$	=	X \$		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X \$	=	OR	X \$	=	X \$	=	X \$		
<input type="checkbox"/> APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).											
<input type="checkbox"/> MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))												
* If the difference in column 1 is less than zero, enter "0" in column 2.												
APPLICATION AS AMENDED – PART II												
(Column 1)			(Column 2)		(Column 3)		SMALL ENTITY		OR		OTHER THAN SMALL ENTITY	
AMENDMENT	05/15/2008	CLAIMS REMAINING AFTER AMENDMENT	MINUS	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	RATE (\$)	ADDITIONAL FEE (\$)	RATE (\$)	ADDITIONAL FEE (\$)	
Total (37 CFR 1.16(i))	*	65	Minus	** 99	= 0	X \$25 =	0	OR	X \$	=	X \$	
Independent (37 CFR 1.16(h))	*	3	Minus	*** 5	= 0	X \$105 =	0	OR	X \$	=	X \$	
<input type="checkbox"/> Application Size Fee (37 CFR 1.16(s))												
<input type="checkbox"/> FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))												
						TOTAL ADD'L FEE	0	OR	TOTAL ADD'L FEE			
(Column 1)			(Column 2)		(Column 3)		SMALL ENTITY		OR		OTHER THAN SMALL ENTITY	
AMENDMENT	Total (37 CFR 1.16(i))	CLAIMS REMAINING AFTER AMENDMENT	MINUS	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	RATE (\$)	ADDITIONAL FEE (\$)	RATE (\$)	ADDITIONAL FEE (\$)	
Total (37 CFR 1.16(i))	*	*	Minus	**	=	X \$	=	OR	X \$	=	X \$	
Independent (37 CFR 1.16(h))	*	*	Minus	***	=	X \$	=	OR	X \$	=	X \$	
<input type="checkbox"/> Application Size Fee (37 CFR 1.16(s))												
<input type="checkbox"/> FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))												
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE			
<p>* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.</p> <p>** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".</p> <p>*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".</p> <p>The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.</p>												

Legal Instrument Examiner:
/ERIC V. BURNS/

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 11/373,324 Confirmation No. 8795
Filed : 03/13/2006
Applicant : Gottfurcht et al.
TC/A.U. : 2174
Examiner : Ke, Peng
Docket No. : G015-P07578US
Customer No. : 33356

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

Information Disclosure Statement

Dear Sir:

General Matters

X	Copies of the references listed on the attached form PTO/SB/08A are enclosed. Copies of US patents and patent applications are not enclosed.
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This Information Disclosure Statement is being filed under:


X	37 CFR 1.97(c)	Before the mailing date of any of a final action under § 1.113, a notice of allowance under § 1.311, or an action that otherwise closes prosecution in the application. This IDS is accompanied by:
X		The fee set forth in § 1.17(p).

Deposit Account Authorization

Please apply any charges or credits to Deposit Account No. 503456.

Respectfully submitted,

Date: May 1, 2008



John E. Gunther, Reg. No. 43,649

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 1 of 3

Complete if Known

Application Number	11/373,324
Filing Date	03/13/2006
First Named Inventor	Gottfurcht
Art Unit	2174
Examiner Name	Ke, Peng
Attorney Docket Number	G015-P07578US

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
		US- 2004-0210824 A1	10-21-2004	Shoff et al.	
		US- 2006-0155598 A1	07-13-2006	Spurr et al.	
		US- 2006-0224987 A1	10-05-2006	Caffarelli	
		US- 5,236,199	08-17-1993	Thompson	
		US- 5,602,596	02-11-1997	Claussen et al.	
		US- 5,961,593	10-05-1999	Gabber et al.	
		US- 5,532,735	07-02-1996	Blahut et al.	
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		US- 6,014,502	01-11-2000	Moraes	
		US- 6,018,372	01-25-2000	Etheredge	
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		US- 7,174,512 B2	02-06-2007	Martin et al.	
		US- 2001-0003845 A1	06-14-2001	Tsukamoto et al.	
		US- 2001-0012286 A1	08-09-2001	Huna et al.	

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)				
		CA-CA2001263	04/25/1990	McCalley		

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

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet **2** of **3****Complete if Known**

Application Number	11/373,324
Filing Date	03/13/2006
First Named Inventor	Gottfurcht
Art Unit	2174
Examiner Name	Ke, Peng
Attorney Docket Number	G015-P07578US

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
		US- 2001-0044751 A1	11-22-2001	Pugliese, III et al.	
		US- 2001-0049824 A1	12-06-2001	Baker et al.	
		US- 2002-0042914 A1	04-11-2002	Walker et al.	
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		US- 2002-0077177 A1	06-20-2002	Elliott	
		US- 2003-0074661 A1	04-17-2003	Krapf et al.	
		US- 2004-0098747 A1	05-20-2004	Kay et al.	
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		US- 2007-0008332 A1	01-11-2001	Smith	
		US- 2005-0234895 A1	10-20-2005	Kramer	
		US- 6,484,149 B1	11-19-2002	Jammes et al.	
		US- 2002-0032782 A1	03-14-2002	Rangan et al.	
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		US- 6,615,247 B1	09-02-2003	Murphy	
		US- 6,356,905 B1	03-12-2002	Gershman et al.	

FOREIGN PATENT DOCUMENTS

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

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

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

Application Number	11/373,324
Filing Date	03/13/2006
First Named Inventor	Gottfurcht
Art Unit	2174
Examiner Name	Ke, Peng
Attorney Docket Number	G015-P07578US

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Date Considered	
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(11)	2,001,263
(22)	1989/10/23
(43)	1990/04/25
(52)	

5,073,6/10

(19) (CA) APPLICATION FOR CANADIAN PATENT (12)**(54) Audio Presentation Display System**

(72) McCalley, Karl W. - U.S.A. ;
McNorgan, Richard - Canada ;
Lodberg, Allan E. - Canada ;
Wilson, Steven D. - U.S.A. ;
Fischer, James L. - U.S.A. ;

(73) Telaction Corporation - U.S.A. ;**(30) (US) 262,451 1988/10/25****(57) 16 Claims**

Notice: The specification contained herein as filed

Canada

CCA 3254 (10-89) 41

2001263

ABSTRACT

A digital audio-video presentation display system is disclosed for use in an interactive communications system wherein a subscriber may select for viewing on a television a plurality of audio-video presentations consisting of particular sequences of selected video frames and accompanying audio. The digital audio-video presentation display system is responsive to commands from a host computer which designates and prepares the presentation for playback to the television of the subscriber who has requested it. The digital audio-video presentation display system includes a digital mass storage subsystem which provides for digital storage of compressed video and audio data, and a plurality of digital audio-video display subsystems which include means for retrieving the selected data from the storage subsystem, means for expanding and reformatting the data into a format suitable for television transmission, and means for controlling the transmission of the information to the subscriber who has requested it.

AK/pl
1364a

What is claimed is:

1. In an interactive communications system wherein a subscriber may select for viewing on a television a plurality of audio-video presentations consisting of particular sequences of selected video frames and possibly accompanying audio, a digital audio-video presentation display system responsive to commands from a host computer which designates and prepares the presentation for playback to the television of the subscriber requesting the presentation comprising:

(a) a digital mass storage subsystem for storing compressed video and audio data objects in digital format; and

(b) at least one digital audio-video display subsystem which includes

(i) means for retrieving data objects corresponding to each of the selected video frames and accompanying audio information of the requested sequence in digital format from the digital mass storage subsystem upon command from the host computer;

(ii) means for expanding and reformatting the digital compressed video data into full frames of analog video compatible with television transmission and playback;

(iii) means for transforming the digital audio data into analog baseband audio and for modulating the baseband audio onto audio carrier frequencies compatible with television transmission and playback; and

(iv) means for controlling the transmission of the video frames and accompanying audio information in analog format to the headend of a cable network so that the subscriber requesting the information receives the information in the particular sequence designated by the host computer.

2. The digital audio-video presentation display system of Claim 1 wherein the digital audio-video display subsystem further comprises means for encoding identifying information in the vertical blanking interval of the selected video frames.

3. The digital audio-video presentation display system of Claim 2 wherein the digital mass storage subsystem for storing and retrieving data objects of compressed video and audio data in digital format further comprises:

(a) a plurality of disc storage volumes, each disc storage volume including a disc drive, a disc drive controller, and a single board computer which serves as a disc storage volume manager that provides supervisory control of the disc storage volume;

(b) a plurality of chassis, each chassis housing at least one disc storage volume manager, at least one gateway module for importing and exporting data to and from the digital mass storage subsystem, at least one display system command module for connecting the digital mass storage

subsystem to each of the display system controllers which comprise the digital audio-video display subsystem, at least one object locator module for determining which disc storage volume is associated with a particular data object, and at least one interchassis communications module for interconnecting and transferring data to and from each of the plurality of chassis.

4. The digital audio-video presentation system of Claim 3 wherein the plurality of chassis include a central services module in each chassis for providing maintenance functions.

5. The digital mass storage subsystem of Claim 3 wherein the disc storage volume managers, the gateway modules, the object locator modules, the display system command modules, and the interchassis communications modules each comprise a single board computer.

6. The digital mass storage subsystem of Claim 3 wherein the interchassis communications modules which reside on one chassis are each connected in parallel to corresponding interchassis communications modules on the other chassis of the digital mass storage subsystem.

7. The digital mass storage subsystem of Claim 3 wherein a display system command module is individually connected to a display system controller which comprises the digital audio-video display subsystem.

8. The digital mass storage subsystem of Claim 3 wherein a display system command module is interfaced in a redundant fashion to each of two display system controllers which comprise the digital audio-video display subsystem, and wherein each display system controller is interfaced to two display system command modules, each of which is on a separate chassis of the digital mass subsystem.

9. A method for storing and rapidly accessing and retrieving data objects in the digital mass storage subsystem, in which each data object to be stored is identified by a name having a very large domain of possibilities, comprising the steps of:

- (a) storing the data by the steps of,
 - (i) mapping the large domain of possible data object names into a smaller range of data groups in such a manner that any portion of the large domain maps randomly and uniformly into the smaller range of data groups;
 - (ii) associating an object name that has been so mapped into a particular data group with a particular disc storage volume;
 - (iii) storing the data object into a location at that particular disc storage volume; and
 - (iv) storing the object name associated with the data object in a lookup table associated with that particular disc storage volume; and

(b) accessing and retrieving the data so stored by the steps of;

- (i) performing the same mapping as in step (a) to the object name in order to determine the data group and thereby the disc storage volume wherein the data object has been stored;
- (ii) accessing the lookup table associated with that disc storage volume to determine the location of the data object having the particular name; and
- (iii) accessing and retrieving the data object from the particular disc storage volume wherein it has been stored for further processing.

10. The digital audio-video presentation display system of Claim 1 wherein each digital audio-video display subsystem further comprises:

- (a) at least one digital video distribution unit which includes means for transforming compressed video data in digital format into full frames of video in RGB format;
- (b) at least one digital audio distribution unit which includes means for which transforming digital audio data into baseband audio;
- (c) at least one display system controller which includes means for coordinating the orderly transfer of data from the digital mass storage subsystem to the digital

video distribution units and the digital audio distribution units;

(d) a plurality of audio transmitters which include means for receiving baseband audio signals from the digital audio distribution unit and for modulating these audio signals onto an audio subcarrier having a frequency appropriate for television transmission; and

(e) a scheduler control unit including means for accepting the RGB outputs from the digital video distribution units, and for converting the frame into a format compatible with television transmission and playback.

11. The digital audio-video display subsystem of Claim 10 wherein the scheduler control unit further comprises means for inserting identifying information into the vertical blanking interval of each frame.

12. The digital audio-video display subsystem of Claim 10 wherein the display system controller further comprises a single board computer for receiving presentation requests from the host computer and performing the scheduling of these requests, a plurality of interfaces for connection to the digital mass storage subsystem, a second plurality of interfaces for connection to the digital audio distribution audio unit, a third plurality of interfaces for connection to the digital video distribution unit, a plurality of single board computers for supervisory control for monitoring the loading of the display systems controller.

13. The digital audio-video display subsystem of Claim 10 wherein the digital video distribution unit further comprises a single board computer, an interface card, a floppy disc drive, a floppy disc drive controller and two digital video expander units for reading the compressed video data and producing expanded video frames in RGB format.

14. The digital audio-video display subsystem of Claim 10, wherein the digital audio distribution system further comprises a single board computer, a parallel interface card, a small computer system (SCSI) interface card, a floppy disc drive, a floppy disc drive controller, and a plurality of audio playback boards, each of which contains a digital signal processor, for converting the digital audio data into baseband audio.

15. The digital audio-video display subsystem of Claim 10 wherein the scheduler control unit further comprises an RGB switch, an encoder for converting RGB signals to a standard television transmission and playback format, and an address inserter for placing identifying information onto the vertical blanking interval of the video frame.

16. The address inserter of Claim 15, wherein the identifying information comprises the address of the frame store unit to which the video frame will be sent and the audio receiver tuning code.

A DIGITAL AUDIO-VIDEO PRESENTATION DISPLAY SYSTEMFIELD OF THE INVENTION

The present invention relates to an interactive home shopping system which can deliver to a subscriber particular television video frames depicting shopping items of interest which the subscriber has requested, along with an accompanying audio message. The system permits a shopper, in the comfort of his home, to browse through an "electronic mall" of different shops, obtain detailed information on particular items, and make purchases. More particularly, this invention relates to and describes a digital audio-video presentation display system for use in an interactive home shopping system, in which all the necessary video and audio information is stored in digital form, and wherein the information is further manipulated in digital form to provide the proper timing which ensures that the shopping presentation is transmitted to a particular subscriber in the appropriate time sequence.

BACKGROUND OF THE INVENTION

Home shopping by use of the television has been growing in popularity in recent years. Generally, home shopping channels are transmitted on a community antenna television (CATV) facility. The CATV facility, which has the capacity for transmitting a multiplicity of commercial and public television signals, is usually connected to a large number of homes via

coaxial cable. In most of the home shopping systems being offered to date, subscribers passively view the home shopping channel, watch items and pricing being presented by television sales people, and if interested in any particular item, can place an order over the telephone with a sales person. These systems are non-interactive, in the sense that a viewer can only passively watch items as they are presented on the television screen, but cannot control the course of the shopping presentation.

A more advanced interactive home shopping system has been designed and implemented, in which viewers are able to request particular items to be presented for display and can control the shopping presentation as they proceed. A system of this sort is described in U.S. Patent No. 4,734,764, entitled "Cable Television System Selectively Distributing Pre-recorded Video and Audio Messages". This prior art invention describes a system which conveys still-frame television-quality video with overlaid graphics information and an appropriate audio message (when desired), to a multiplicity of CATV subscribers who tune to a particular cable channel. The subscriber, by use of a Touch-Tone telephone, transmits particular codes in response to message prompts which are displayed in menu form on the TV screen, and requests video displays and information on specific products, as well as make purchases. The user of this system requires no additional equipment other than a Touch-Tone telephone and a television.

In order to interactively operate this type of home shopping system, a subscriber tunes to the CATV channel which is being used for transmission, and dials a telephone number to access the system. Each subscriber is given a particular identification number upon subscribing to the service. When this identifying number is entered via the telephone Touch-Tone keypad, the system recognizes the subscriber and his location. Based upon succeeding codes which are displayed on the television screen, and which the subscriber enters on the Touch-Tone keypad, his television screen begins to display still-frame video, having overlaid graphics where appropriate, and possibly accompanied by a sound track to present information which he has requested on an item. Graphic overlays depicting menus and directories of the "electronic stores" which are on the system are also displayed, and by responding to these menus with a sequence of Touch-Tone commands, the subscriber may browse through a particular store of his choice (e.g. a particular aisle in a supermarket), select a particular product of interest, make purchases or request additional information or help in response to prompts on the television screen.

This interactive home shopping system uses a CATV cable network to transmit the video presentations and accompanying audio messages as requested by subscribers. In conventional video transmission, video frames are transmitted at the rate of 30 frames per second (the North American or Japanese standard), or 25 frames per second (the European standard). A video frame is an interleaved composition of two video fields,

with each video field being further composed of a plurality of scan lines referred to as the "vertical blanking interval, and a larger plurality of scan lines which contains the video image information. The interactive home shopping system described in U.S. Patent No. 4,734,764 makes use of the vertical blanking interval (which consist of the first 21 lines of the video field) to store information which identifies the particular subscriber to whom the requested video and audio data will be sent and his location. The control center of the CATV system (the CATV headend) transmits the video and audio data with this addressing information in the vertical blanking interval down the main "trunk" coaxial cables of the system. In order to compensate for signal losses which naturally occur down the transmission line, most CATV cable systems incorporate amplifiers at strategic locations called "nodes", which are downstream from the control center. At each node an amplifier amplifies the signals from the control center, and transmits the amplified signals down a plurality of secondary distribution cables. Each of the secondary distribution cables is generally provided with a plurality of tertiary distribution cables known as "taps", and finally each of these taps is further split into a plurality of "drop" cables which terminate at the subscriber's home.

In order to accommodate a large number of concurrent subscribers, the interactive shopping system described in U.S. Patent No. 4,734,764 utilizes a device known as a frame store unit typically located at each node of the distribution system.

Each frame store unit services a small number of cable drops, and functions to capture the video frame that is destined for a subscriber whose particular ID code, encoded in the vertical blanking interval, is associated with the unit. Thus, a frame store unit captures video frames having a particular address encoded in the vertical blanking interval of the frame and stores the video information of that frame into its memory. The video frame store then replays the stored video information 30 times per second (according to the U.S. National Television Standards Committee (NTSC) requirement), and transmits the video along with any accompanying audio message to the particular subscriber that it is servicing.

In the prior art system of U.S. Patent No. 4,734,764, which has been briefly described above, the video and audio data which comprise a particular presentation offering by a merchant, must first be processed and encoded onto conventional laser video discs. A plurality of conventional video disc players at the central system site transmit the appropriate video and audio information in analog form, under control of a central processing unit. This information is then time multiplexed in the proper sequence, and appropriately modulated and frequency converted for transmission down the CATV cable channel.

Numerous problems and limitations are associated with this type of "analog" video display system. First, a large number of video disc players are required, making the cost and physical size of the electronics for the interactive home shopping system exorbitant. Second, the response time between a

subscriber keying in a particular code on the telephone keypad and the appearance of a display in response to that code is too slow to provide for a comfortable interactive session. The response time in the analog system is limited by the time it takes for the video disc player to access a particular frame which can be on the order of three seconds. The slow response time is compounded by the graphics overlay process, in which a graphics decoder receives the graphics information that is associated with a particular video frame from the central processing unit, generates the appropriate graphics display data and routes this data to a video combiner, which receives the video frame from the video player and overlays the graphics information onto the video frame.

Further, in the prior art analog system, the audio information is stored on the video disc in the electronic format of the video frame. This imposes a maximum limit of ten seconds for the duration of the audio portion associated with a particular frame. In many cases, this time limitation is too restrictive for practical use.

An additional limitation arises from the use of a laser disc as the storage medium for the video and audio data. A merchant who desires to put a particular presentation for his business onto the interactive home shopping system of the prior art must undertake a lengthy premastering procedure, required to convert his original material (possibly in the format of catalog photographs, video tape information, etc.) into a format which is encoded onto a video disc master. Multiple copies of the

master disc must then be made so that each video disc player in the system can have access to the information when it is called upon to deliver a particular frame to a requesting subscriber. This mastering and duplication process is a time-consuming, linear and batch-oriented procedure which provides no mechanism for making minor modifications at a later date. Thus, no reusable archiving is possible. If changes are required, a new video disc must be mastered and reproduced.

Finally, the prior art system has general problems which are fundamentally related to storing and copying data in analog form. Analog signals are more prone to degradation by noise sources that arise in any electronic system. Further, the maximum signal to noise of the video signals which are attainable at the output of a video disc player is several orders of magnitude below the noise figure for studio quality video broadcast. Degradation of analog signals as they are transmitted down the long lengths of coaxial line which comprises the CATV system is inevitable. This further degrades the video image seen by the subscriber.

SUMMARY OF THE INVENTION

It is the objective of the present invention to provide for a digital audio-video presentation display system as part of a new and improved interactive communications system for merchandising products and services to subscribers.

It is a further object of the present invention to overcome the deficiencies of the analog display system used in

the prior art system described above, by providing a digital audio-video display system which utilizes a different conceptual approach, but which is embodied in a system of hardware and software that is nevertheless downward compatible with the overall home shopping system, as practiced by the prior art U.S. Patent No. 4,734,764.

It is another object of the digital audio-video presentation display system of the present invention, to maintain and process the video and audio signals in a digital format, thereby providing for more accurate reproduction of the original signals.

It is yet another object of this invention to provide for a digital audio-video presentation display system which is considerably more cost effective and of physically smaller size than the prior art analog video display system.

It is still another object of the invention to provide for a digital audio-video presentation display system having markedly decreased response time to a subscriber's input, when compared to the prior art analog system, and which does not impose severe constraints on the length of audio information which can be transmitted along with the video data.

Another object of this invention is to provide for a digital audio-video presentation display system which obviates the need for a cumbersome mastering procedure, as is required in the prior art analog system to prepare masters of video discs which carry the appropriate commercial presentations designed by merchants, and which does not require the making of a plurality of copies of these master discs.

It is another object of this invention to provide for a digital audio-video presentation display system which has an innovative digital mass storage subsystem for storage and retrieval of video and audio data, which can be shared easily among a plurality of digital audio-video display subsystems as described further herein, and which provides for a reusable archiving capability.

It is an additional object of this invention to provide a novel encoding technique for storing large amounts of data in the digital mass storage subsystem which permits rapid retrieval of a particular set of data from the large database of information stored on the digital mass storage subsystem.

The present invention is directed to a digital audio-video presentation display system which can be used in conjunction with other elements of an interactive shopping system which allows a subscriber to choose a shopping presentation comprising particular items for display and purchase by keying in codes on a standard Touch-Tone telephone keypad as prompted by menus, graphics, and audio which are presented on the television screen. The digital audio-video presentation display system of the present invention comprises a digital mass storage subsystem for storing compressed audio and video data, and one or more digital audio-video display subsystems. Each of these digital audio-video display subsystems includes means for retrieving compressed data which corresponds to the selected audio and video presentation from the digital mass storage subsystem, means for expanding and

reformatting the video data into a format compatible for television transmission, means for transforming and modulating the audio data onto appropriate television carrier frequencies, and means for performing the transmission of the audio and video data in proper sequence to a requesting subscriber.

BRIEF DESCRIPTION OF THE DRAWINGS

For a fuller understanding of the nature and objects of the invention, reference should be made to the following detailed description, as illustrated in the accompanying drawings wherein:

FIG. 1 is block diagram of the overall home shopping system which illustrates the major functional components of the system.

FIG. 2 shows the configuration and functions of the digital mass storage subsystem chassis.

FIG. 3 illustrates the disc storage volume, which is the building block of the digital mass storage subsystem.

FIG. 4 represents a scheme for connecting the interchassis communications modules.

FIG. 5 shows a non-redundant method of connecting the digital audio-video display subsystems to the DMSS chassis.

FIG. 6 illustrates a fault-tolerant redundant method of connecting the digital audio-video display subsystems to the DMSS chassis.

FIG. 7 is block diagram of the major functional components of a digital audio-video display subsystem (DAVDS).

FIG. 8 illustrates the hardware interconnection for the display system controller (DSC).

FIG. 9 is a software process diagram representing the major soft tasks implemented in the display system controller (DSC).

FIG. 10 is a block diagram illustrating the hardware configuration of the digital video distribution unit (DVDU).

FIG. 11 is a process flow diagram illustrating the major software tasks implemented by the digital video distribution unit (DVDU).

FIG. 12 is a block diagram which illustrates the hardware configuration of the digital audio distribution unit (DADU).

DETAILED DESCRIPTION OF THE INVENTION

With reference to FIG. 1, the digital audio-video presentation display system is shown in its relationship to the other major elements of the overall interactive home shopping system. At least one telephone management subsystem 10 (TMS) is present in the overall system to receive telephone requests from the subscribers (in the form of Touch-Tone signals) and to relay those requests to the central processing unit of the host computer 20, which in a preferred embodiment is a Tandem VLX mainframe system. The digital audio-video presentation display system 30 comprises a digital mass storage subsystem 40 (DMSS) which holds the database of digitized and compressed video and audio presentations, and at least one digital audio-video

display subsystem 50 (DAVDS). A preferred embodiment of the digital audio-video display system 30 uses seven active digital audio-video display subsystems each one of which is capable of servicing approximately 200 concurrent subscribers. The overall system is protected by a single independent DAVDS. This DAVDS, when requested by the host computer, can replace any one of the seven active DAVDS which may suffer a failure or a reduced performance condition. The overall interactive shopping system incorporates the use of both on-line and off-line measurement techniques to ensure that failures which may cause the system degradation or reduced performance, are rapidly detected.

The output of the digital audio-video display system 30 is transmitted to the CATV headend 80, and then down the CATV cable lines where it is intercepted by the particular frame store unit 60 (FSU) which services the particular subscriber. The frame store unit 60 replays the video frame at an appropriate rate to provide a still-video image, along with any accompanying audio, of selected items in the presentation. A production system 70 is interfaced to DMSS 40. The production system 70 is used by merchants to prepare their commercial presentations, which are then stored in DMSS 40.

DEFINITIONS

It is helpful at this point to define some of the terminology that is used in this disclosure, and which relates particularly to the presently preferred embodiment of the digital audio-video presentation display system.

1. Segment: This is a series of audio frames (usually 0-4) followed by a series of video frames (usually 0-7).
2. Presentation: A presentation consists of a series of segments, as initially set up and defined by the merchant.
3. Script: A script is a data structure generally of several hundred to several thousand bytes in length, which contains information that defines the time sequence for the display of audio and video images within a presentation. The script also contains information as to what kind of data (e.g. video or audio) is contained within the frame, as well as overlay graphics information.
4. Data Object: A data object is a generic term for any string of data. The object string generally includes structural information about itself.

THE DIGITAL MASS STORAGE SUBSYSTEM

The Digital Mass Storage Subsystem (DMSS) comprises the database of digitized/compressed video and audio presentations.

As such, it is a repository for a plurality of large data objects, each of which contains a compressed video image or a portion of digitized audio. The objects range in size from about 200 bytes up to about 100,000 bytes. The average size is about 40,000 bytes. The DMSS, in a preferred embodiment, can

accommodate 1,000,000 such objects (each individually named), can accept "retrieve" commands for individual objects by name and deliver the named object within 80 milliseconds. Additionally, it can accommodate seven active digital audio-video display subsystems (DAVDS) and one spare DAVDS, and provide a bandwidth for delivering objects to any one DAVDS of 4 megabytes/second. When an object is requested by a DAVDS which is not present in the DMSS, it can be fetched automatically through a gateway device to an archival version of the digital mass storage subsystem which contains a backup copy of all data objects. The DMSS can accept commands through the gateway to either delete or store data objects. Further, when traffic demands can not be satisfied instantaneously, the DMSS provides for queuing of commands to be serviced on a priority basis.

In order to meet these requirements, a set of up to eight standard, Multibus II chassis are provided in a preferred embodiment. Multibus II is an "open system" bus architecture which is commonly used by many people in the computer industry. The actual number of chassis required by the system depends upon the number of data objects which need to be contained. Each chassis is populated with 19 identical, single board computers (SBCs) of the Intel 386/100 class, each SBC having two industry standard Small Computer System Interface (SCSI) ports and built-in diagnostics. The functions of the SBCs, as described more fully below, provide for disc volume management, object location, gateway connection, inter-chassis communication, and communication with each DAVDS. Test and future expansion slots

are also available. The hardware layout of a preferred embodiment of the DMSS is depicted in FIG. 2, which shows the configuration and functions of a standard chassis.

The basic building block of the DMSS is called a "disc storage volume". Data objects are stored on the disc storage volumes. A disc storage volume 300, as illustrated in FIG. 3, comprises a disc drive unit 310 such as the Maxtor 760 megabyte unit, a controller 320 for the disc drive unit connected to the drive via an industry standard Enhanced Small Disc Interface (ESDI) interface, and a single board computer (SBC) which acts as the disc storage volume manager 330, and which is connected to the controller via a SCSI interface.

With reference to FIG. 2, the single board computers (SBCs) on board each chassis provide different software functions to the system. The disc storage volume managers 330, of which there may be up to ten on a chassis, have the function of storing, retrieving, and deleting data objects. Each disc storage volume manager 330 also stores a record of the object name index of its associated disc storage volume for recovery purposes. A volume manager 330 also sends messages to each of the object locator modules 350 (OLMs), reporting its own slot and chassis number, and describing the data groups which it contains. The interchassis communication modules 360 (ICCMs) route messages which are received from the Multibus II backplane to other chassis of the DMSS over the SCSI ribbon cables and correspondingly route messages which are received over the ribbon cables to the appropriate slots on their chassis. The

display system command modules 370 (DSCMs) are connected to the display system controllers of the DAVDS, which are described more fully below, via SCSI interface links. The software function performed by the DSCM 370 is to receive requests for data objects from the display system controllers, and deliver corresponding data objects to the display system controllers for further processing. As shown, the preferred embodiment has two DSCMs 370 per chassis. The display system controllers deliver their requests for a desired data object to the DSCM 370. This message is routed to the onboard object locator module 350 via the Multibus II backplane, or to object locator modules on different chassis via the interchassis communication module 360 (ICCM). The object locator module 350 (OLM) performs a mapping function described with more particularity below, which determines the data storage volume where the data object resides, and transmits a retrieval message to that volume requesting that the particular data object be sent to the digital audio-video display subsystem (DAVDS). The gateway module 380 imports and exports data objects and messages upon command from other digital mass storage devices, or from object locator modules 350. Additionally, each chassis contains a central services module 390 (CSM) which performs housekeeping functions for the chassis and which is a required component in a Multibus II application system. Test equipment and additional expansion slots 395 are also available on each chassis for development, testing and future expansion.

FIG. 4 shows with more particularity the parallel connection pathways for connecting the interchassis communication modules 360 which reside on different chassis to each other. As shown, each of the single board computers which provide the ICCM functionality have dual SCSI interface ports. As illustrated, data and command flow between the chassis is provided by up to four of these SCSI connections per chassis, with each pair of ports from a particular ICCM 360 being connected in parallel fashion to all the other chassis of the system. The parallel pathways and the built-in redundancy ensure that communications between chassis occurs rapidly, even under high system load conditions. The number of such connections which are actually necessary depends upon the number of digital audio-video display systems (DAVDS) that are connected to the DMSS.

The display system controllers of each of the digital audio-video display subsystems, which are described more fully below, may be connected with the chassis which comprise the DMSS in the manner shown in FIGS. 5 and 6. The connection arrangement is flexible and may be determined for each installation according to the number of data objects that will be stored and the number of digital audio-video display subsystems which will be needed to service traffic at the operating site. For example, in FIG. 5, a non-redundant connection, in which each of the digital display system controllers 315 is connected via a SCSI interface link to a display system control module 370. FIG. 6 shows an alternative embodiment wherein each display

system controller 315 is connected to two display system control modules 370, each of which is on a different chassis. In turn, each display system control module is seen to service two display system controllers 315 over its dual port SCSI interface. The redundant connection shown in FIG. 6 may be desirable for fault tolerance purposes and to ensure overall system integrity.

Each data object stored in the DMSS must be given an identifying name. In order to provide the system with sufficient flexibility for name allocation purposes, each object name is stored in a data field which is 20 bytes long. An exceedingly large number of possibilities of names (256^{20}) is thereby provided for.

A novel encoding methodology has been implemented in the DMSS which permits rapid search and access of this potentially large set of data objects. The methodology utilizes the notion that the domain which comprises the large set of distinct data object names may be mapped, by any number of straight-forward algorithms, into a range comprising a much smaller set of numbers. Each member of this smaller set, which is designated as a "data group" is then associated with a particular volume. Since the mapping is not one-to-one, each data group represents a plurality of distinct data object names. However, since each data group is associated with a particular volume, the volume containing the desired data object may be rapidly accessed. A second stage search within the data volume, which has a lookup table of manageable size containing

all the distinct data object names that are stored in the data volume, permits rapid location of the desired named data object. Association of a particular data group with a particular data volume is performed by the object locator module 350 (OLM) in each DMSS standard chassis, which at all times knows how many active data volumes are on the system, and which data volumes provide storage for any data group. In order to distribute objects uniformly throughout the different data volumes, the mapping must be performed in such a way that a small region of the large domain of distinct data object names is mapped uniformly over the complete range comprising the data group set. This is required to ensure that data object names are sufficiently randomized during the mapping process so that they are uniformly distributed over the different active data volumes of the system.

The following example serves to illustrate how such a mapping may be performed to map 20 bytes into 2 bytes (or 16 bits), thereby providing for a total of 65,536 possible data group elements. This example illustrates only one of many ways in which a domain of 20 bytes which represents the totality of possible data object names can be mapped uniformly into a 2 byte range. Data object name formats may differ depending upon the particular type of object being named. In this illustrative example we assume that there are three different kinds of data object names. For example, a name for a presentation data object may have the following format:

PRESENTATION OBJECT NAME: TTTTCCCCPPPPPPFFFFF

byte 1.....20

In this naming scheme, the type of data object is allocated a 4 byte field denoted by "T"s, the client name is allocated a 5 byte field denoted by "C"s, the presentation number is a 5 byte field denoted by "P"s. Similarly, the particular frame number is denoted by the F field and the frame type (audio or video) is denoted by the f field. A name for a subscriber identification data object may have the following format:

SUBSCRIBER ID OBJECT NAME: TTTTLLLLLLNNNNNNNNNN

byte 1.....20

in which the "T" field again designates the type of object; the "L" field designates the operating center and the N field designates the subscriber's telephone number. The name for an order data object may be likewise designated as

ORDER OBJECT NAME: TTTTLLLLLLNNNNNNNNNN

byte 1.....20

in which the object type field is again designated by "T"s, the local operating center that has taken the order is designated by the "L" field and the order number is designated by the "N" field.

By appropriately selecting bytes from these different types of data object names which display the most variability, and by performing a series of operations on these bytes which lead to further randomization, one may obtain a two byte range which maps the entire 20 byte domain in a highly uniform manner. For example, it may be determined by analysis of the data object names that the most variable byte in the presentation object name is byte 14 (the lowest order digit of

the presentation number), and that similarly the most variable bytes of the data object name which denotes subscriber identification information are the two last digits of the subscriber's telephone number (bytes 19 and 20). Likewise, it may further be determined that bytes 15 and 16 of the object names as number of which designate orders are the most variable. After selecting the most variable bytes (e.g. byte 14 from the presentation object name, bytes 19 and 20 from the subscriber identification object name, and bytes 15 and 16 from the order object name), one can perform a highly randomized mapping of the original 20 bytes into 2 bytes by following a set of rules such as:

1. Concatenate bytes 14, 19, 20, 15 and 16. Bytes 14, 19, 20 may be designated by A and 15 and 16 as B.

14, 19, 20 15, 16

A B

2. Add B to A, dropping any carry. This leaves a 3 byte result.
3. Add the first 8 bits of the sum (byte 14) to the low order 16 bits, again dropping any carry.

In this manner, a 16 bit (2 byte) number is obtained which by virtue of its construction, is designed to map any section of the domain of the large 20 byte set uniformly over the full range of the much smaller 2 byte set.

In operation, as a particular data object is presented for storage in the DMSS, a mapping function of this type is performed by the object locator module 350 (OLM) which converts

the name of the data object into a particular data group of the small range. The OLM 350 allocates a particular data volume for that data group. As other data objects names come into the system, the mapping again forces the same data groups to be stored in the same volume. The full object name is stored in a lookup table at the disc storage volume manager 330 that is associated with each disc drive. Since each disc drive holds at most 20,000 objects, the lookup table of object names in each volume manager 330 is of manageable size.

In order to retrieve a particular data object, the same mapping is performed, which immediately tells the object locator module 350 (OLM) which data volume contains that particular object. Once the volume is accessed, a second stage of the search, which searches the object name in the particular volume's lookup table is then performed to find and retrieve the data object. This two-step data allocation and retrieval approach permits a very large data base structure to be searched rapidly. Rapid retrieval of data objects is essential in order to provide acceptable response times for the interactive video display system.

THE DIGITAL AUDIO-VIDEO DISPLAY SUBSYSTEM

Each digital audio-video display subsystem 50 of FIG. 1 (DAVDS) is comprised of five major units as shown in FIG. 7, which, with reference to that figure, include:

1. A Display System Controller

The display system controller 100 (DSC) coordinates and orders the transfer of data from the DMSS 40 to other components of the DAVDS, such as to the digital audio-video distribution units 110 (DVDU) and the digital audio distribution units 120 (DADU) which are described below. It also maintains the time synchronization of the DVDUs 110 and DADUs 120 to provide minimum response times to the subscriber and to maintain high presentation data transfer rates. The transfer of audio and video data, as well as control and status information to and from the DADUs and DVDUs is done via standard Small Computer System Interface (SCSI) links.

2. A Digital Video Distribution Unit (DVDU)

It is the function of the digital audio-video distribution unit 110 (DVDU) to transform compressed video data into full frames of video in standard RGB format. In a preferred embodiment each DAVDS contains two or three DVDUs. Each DVDU in turn contains two Digital Video Expanders (DVEs). The two DVDUs, working in combination will provide frames at a rate of about 24 per second. This will serve 200 concurrent users at expected consumption rates. Three DVDUs are needed to provide thirty frames per second, the maximum permitted in the NTSC video format.

3. A Digital Audio Distribution Unit (DADU)

The function of the digital audio distribution unit 120 is to transform audio data which comprises the audio

program, and which may be in compressed form, into baseband audio, which is then sent to the audio transmitters 130 for modulation onto an audio subcarrier. In a preferred embodiment, there are twenty channels of audio per DADU and ten DADUs per DAVDS. Thus each DAVDS has two hundred independent audio channels for concurrently serving 200 active subscribers.

4. Audio Transmitters

Each of the audio transmitters 130 receive audio signals from the DADU 120 and in a preferred embodiment, modulate these audio signals onto one of five hundred and seventy two discrete frequencies in the 41-46 megahertz band. This frequency range corresponds to the standard intermediate frequency (IF) of a CATV upconverter which further converts the audio for transmission to any standard CATV channel. The typical audio system may thus occupy any four-megahertz channel in the CATV distribution network or alternatively, or two groups of audio channels may be combined into a single six-megahertz channel.

5. A Scheduler Control Unit (SCU)

The scheduler control unit 140 (SCU) accepts the RGB outputs from the DVDUs 110 and converts them into the standard NTSC video format (with all required addresses and audio tuning codes included in the vertical blanking interval) for presentation to the CATV headend control center which injects the signals into the CATV transmission network.

A more detailed description of each of these five functional elements of the DAVDS now follows.

1. The Display System Controller (DSC)

In a preferred embodiment, the hardware of the DSC 100 is configured in an open system bus structure such as the Multibus II chassis (which includes a twenty slot Multibus II backplane, a central services module, and a power supply). With reference to FIG. 8, a processor board, which in the preferred embodiment is an Intel 186/530 processor functions as the DSC 100 scheduler 210 and receives presentation segment requests from the host computer via its internal local area network interface 220. The processor schedules the presentation requests, and responds to the host computer with status information when the requests are completed.

The function of the DSC 100 is to generate the timing for properly interspersing and collating the video frames for all concurrent subscribers who have shopping sessions in progress (up to approximately 200 per DAVDS). The information which describes the playback of the presentation to the subscriber is contained in "a script", which as defined above, is a data structure of several hundred to several thousand bytes which contains the time sequence information for properly displaying audio and video images within a presentation. Upon capturing the script from the host, the DSC 100 ascertains that the script is played out properly to the particular subscriber who has requested it. Moreover, the DSC 100 properly intersperses the scripts to different subscribers in such a way that timing

delays caused by system load conditions are minimized so that the video and audio are presented as closely as possible to what was intended. The script information resides in the presentation database of the host computer. DSC 100 is connected to the DMSS 40 by a plurality of SCSI boards 230. These boards carry the fetch requests to, and return compressed audio and video data from the DMSS 40. Two additional SCSI boards 250 connect DSC 100 to the digital audio distribution units. Control information and audio data, are transmitted from the DSC 100 to the DADUs 120 along this interface, which also functions to return the response information from DADUs 120. Two more SCSI boards 240 connect the DSC 100 to the DVDUs 110. These boards permit the transmission of control information for the text and video data to the digital video display units, and return response information from the video display units back to DSC 100. An additional four Intel 186/100 processor boards, known as DSC image controllers 260 perform supervisory control over the SCSI interfaces which connect DMSS 40, DVDUs 110 and DADUs 120. An additional Intel 186/100 board known as the DSC 100 queuer 270 is provided to allocate requests to, and monitor the loading of the four DSC 100 image controllers 260.

Software Functions Of The DSC

In addition to a number of system processes and support processes, application processes are provided in the DSC 100 system which are responsible for processing the segment messages from the host computer. A process flow diagram for the

DSC 100 is shown in FIG. 9. With reference to that figure, the major software tasks which are provided in the preferred embodiment of the DSC 100 are briefly described as follows:

A. Scheduler:

As individual steps contained in the script received from the host computer become due, the scheduler 400 sends request messages to the queuer task 410 to initiate the presentation of the image to the appropriate subscriber.

B. Queuer:

The queuer task 410 partitions the requests it receives from the scheduler, and spreads them across the available image controllers 420 in order to achieve and maintain a proper system load balance. The queuer 410 also selects which DVDU will be used to process the request.

C. Image Controller:

This process provides the appropriate command sequences for synchronizing the audio and video generation and the delivery of the data to a subscriber's frame store unit. It monitors the DVDU and the DADU throughput and attempts to initiate the audio part of the presentation as closely as possible to the delivery of the first video frame.

2. The Digital Video Distribution Unit (DVDU):

The function of the digital video distribution unit (DVDU) is to transform compressed frames of video into full frames of video in standard RGB video format so that when requested, these frames can be presented to the scheduler control unit (SCU) 280 for transmission to the cable system.

In the preferred embodiment, the hardware configuration of the DVDU, as shown in FIG. 10, is contained in a chassis which has a passive IBM PC-AT backplane, an 80386 AT-compatible CPU card with four megabytes of memory 500, a SCSI interface card having an integral floppy disc controller 510, a floppy disc drive 520 and two digital video expander (DVE) units 530. The SCSI interface provides the pathway for receipt of compressed video data and control information and for transmission of status information to the display system controller (DSC 100).

The two digital video expander (DVE) boards 530 each comprise a pair of video processors. Compressed video data is read by the first processor, which produces a block of data in expanded format. The expanded data is then processed by the second processor to produce the video frame in RGB format for subsequent presentation to the scheduler control unit. An additional function of the DVDU which is provided by the second video processor is to produce graphics image overlays of a variety of fonts, having different colors (background and foreground), sizes and other artistic attributes such as drop shadows, and kerning. The graphics data for these image overlays is produced either during the initial set up of the presentation by the merchant, or interactively by the host computer in response to particular requests made by the subscriber during the shopping session. The appropriate scripts for the overlay graphics are stored in the host computer.

The compression of video data is performed at the time of initial presentation encoding by the merchant. The result of

this compression is data which represents the original video image and which also contains a set of algorithms which are needed to reconstruct the original image.

Software Functions Of The DVDU:

The basic function of the DVDUs 110 is to expand compressed video data, combine it with any associated text/graphics data and deliver RGB formatted video to the video switch of the SCU.

The software structure for the DVDU is illustrated in FIG. 11. The three basic tasks required to perform the above functions are briefly described as follows:

A. Scheduler:

The scheduler task 600 provides a communication capability to the DVDU and the DSC 100 via a SCSI interface 625 and also provides for synchronization of the operations within the DVDU.

B. Overlay Manager:

The overlay manager task 610 controls the translation of text/graphics commands into the proper microcode instructions which are acceptable by the second digital video expander 612.

C. Display Management:

The display manager task 620 controls the expansion of the video by digital video expander 614, and its display in response to commands from the DSC 100.

3. The Digital Audio Distribution Unit (DADU):

The digital audio distribution unit transforms the audio data, which may be in compressed format, into original baseband audio form. This is then presented to the transmitters for modulation onto a channel of the CATV cable system.

With reference to FIG. 12, the hardware configuration of the DADU in a preferred embodiment is contained in a chassis which has an IBM PC-AT backplane, and 80386 AT-compatible CPU card 700 with four megabytes of memory, a parallel interface card 710 which serves as a communications port to the transmitter, a SCSI interface card having an integral floppy disc controller 720, a floppy disc drive 730 and 10 dual-channel audio playback boards 740.

The audio portion of the shopping presentations may be encoded and compressed using an Adaptive-Differential-Pulse-Code-Modulation (ADPCM) during the initial presentation processing. The ADPCM group of algorithms is widely used and exhibits well characterized behavior. The compressed audio data as well as appropriate control information is transmitted from the DSC 100 along the SCSI interface to the DADU. The parallel interface provides tuning control of the transmitters and monitors their status. The CPU manages the data flow into and out of system memory and ensures that the audio data is routed to the appropriate audio playback circuits. Each of the audio boards contains a digital signal processor with enough buffer memory to provide continuous audio playback while the CPU performs other tasks.

The Software Functions Of The DADU

The DADU software, upon receipt of audio playback requests from the DSC 100, manages the audio data associated with these requests and controls the loading of this data into the audio playback circuits. The DADU software also provides proper interfacing to the audio transmitters. The software includes both utility tasks as well as supervisory tasks. Among the utility tasks, there is a SCSI driver which provides a data path for receiving audio data from the DSC 100 and for properly routing it to a buffer memory from which it is transferred back to the audio boards, a tuner driver which communicates over the parallel port to the DADU to pass signals to the transmitter tuner hardware, and an audio driver which provides the proper protocol for transferring data to and from the audio boards.

The most important of the supervisory tasks is performed by the schedule control program which acts to receive new audio loads from the DSC 100, sets up appropriate audio channels, and tunes the transmitters.

4. The Audio Transmitter

The audio transmitter in the preferred embodiment, consists of 10 dual transmitter cards, an interface card and a power supply mounted in a chassis. It functions to amplitude-modulate up to twenty baseband audio channels which are received from the DADU and then mixes and places them onto a carrier frequency associated with a specified audio IF channel. In particular, in the preferred embodiment, each transmitter card consists of two

single transmitters having combined outputs. The audio signal is double-side band amplitude modulated onto a 10.738635 MHz carrier, and this amplitude modulated IF signal is then up-converted to the desired CATV channel output frequency by standard mixing techniques.

5. The Scheduler Control Unit

The scheduler control unit 140 (SCU), as shown in FIG. 7, comprises, in a preferred embodiment, an RGB video switch 142, an RGB to NTSC encoder 144 and an address inserter 146. The RGB video switch 142 accepts the multiple RGB outputs from the DVDUs 110 110, and switches these outputs into a signal path which forms the RGB signal stream. The NTSC encoder 144 operates on this signal stream and produces NTSC formatted video output which is passed to the address inserter 146. In countries which do not utilize the NTSC transmission standard, a similar encoder would be utilized to perform the function of producing formatted video output compatible with that country's transmission standard. In particular, systems designed for use in most Western European countries (as well as some South American countries), which utilize the PAL transmission standard would convert the RGB output to the PAL format. Similarly, the RGB signals would be converted to SECAM format in systems designed for use in France and the USSR. In the address inserter, the address of the particular frame store unit and the audio receiver tuning code are inserted into the vertical blanking interval of the frame.

In a preferred embodiment, the SCU hardware is configured within the DSC 100 and communicates, via a number of parallel input/output lines with the address inserter and the RGB switch.

To summarize, a digital audio-video presentation display system (DAVDS) has been disclosed which overcomes the deficiencies present in analog video display systems used in the prior art. The digital audio-video presentation display system disclosed herein comprises a digital mass storage subsystem and a digital audio-video display subsystem. A novel method of encoding a large set of object names required by the interactive home shopping system has been presented which permits rapid retrieval of a particular data object from the DMSS 40. Further, both the hardware and software functionalities of the major components of the DAVDS have been described.

Although the invention herein has been described with reference to particular embodiments, it is to be understood that these embodiments are merely illustrative examples of the different aspects of the invention. Thus, it will be apparent to one skilled in the art that numerous modifications may be made to the illustrative embodiments and other arrangements may be devised to implement the invention which do not depart from the spirit and scope of the invention. Such modifications and arrangements are therefore intended to be embraced by the claims presented herein.

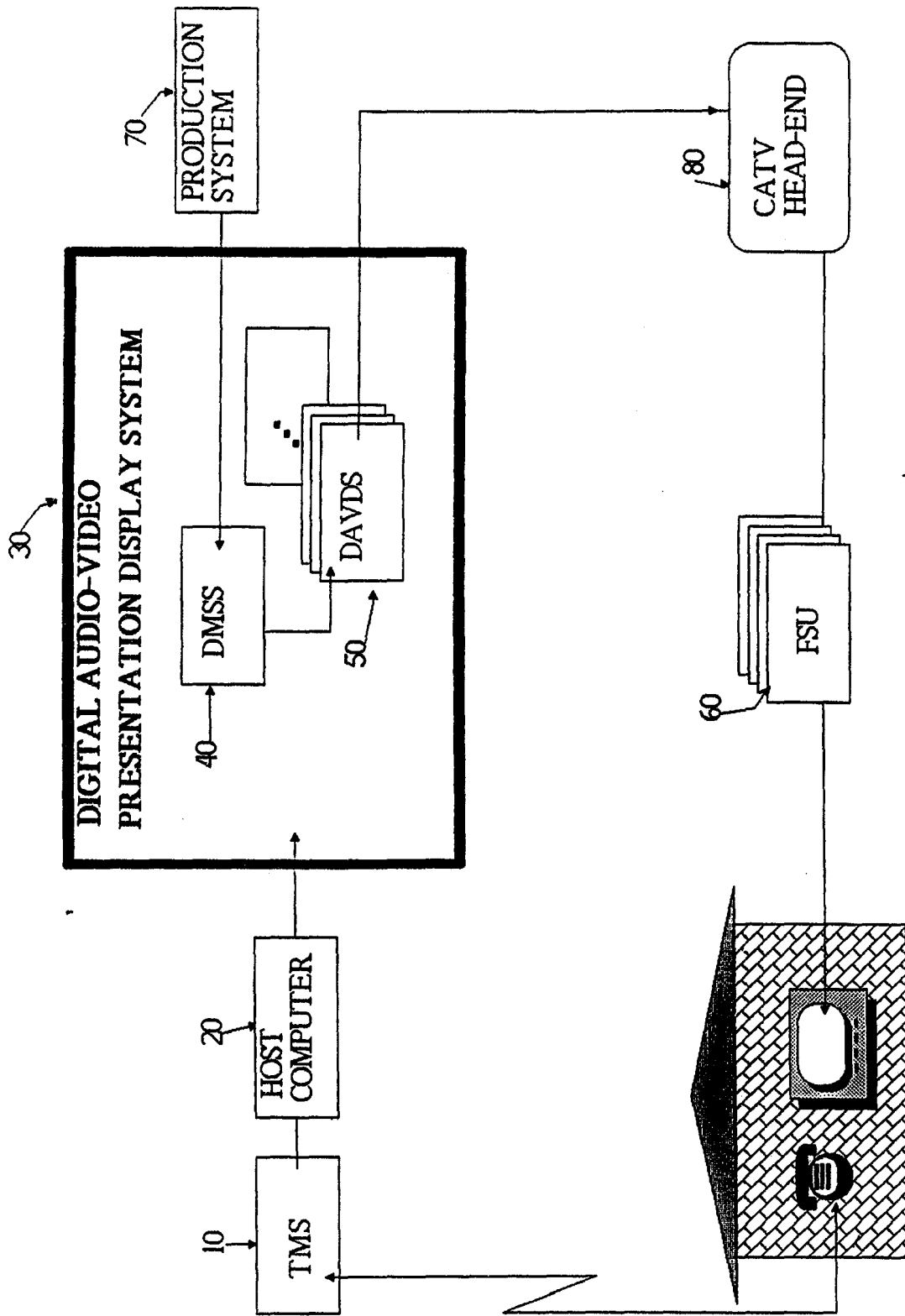


Fig. 1

Digital Mass Storage Subsystem Chassis

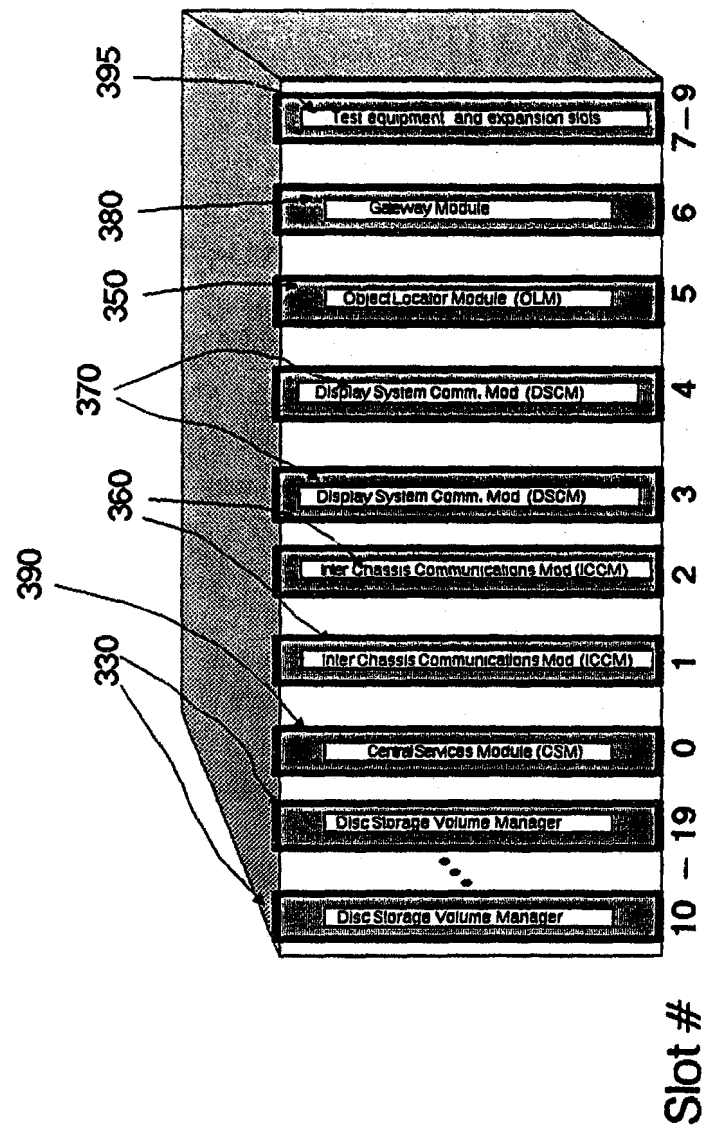


fig. 2

Digital Mass Storage Subsystem – Disc Storage Volume

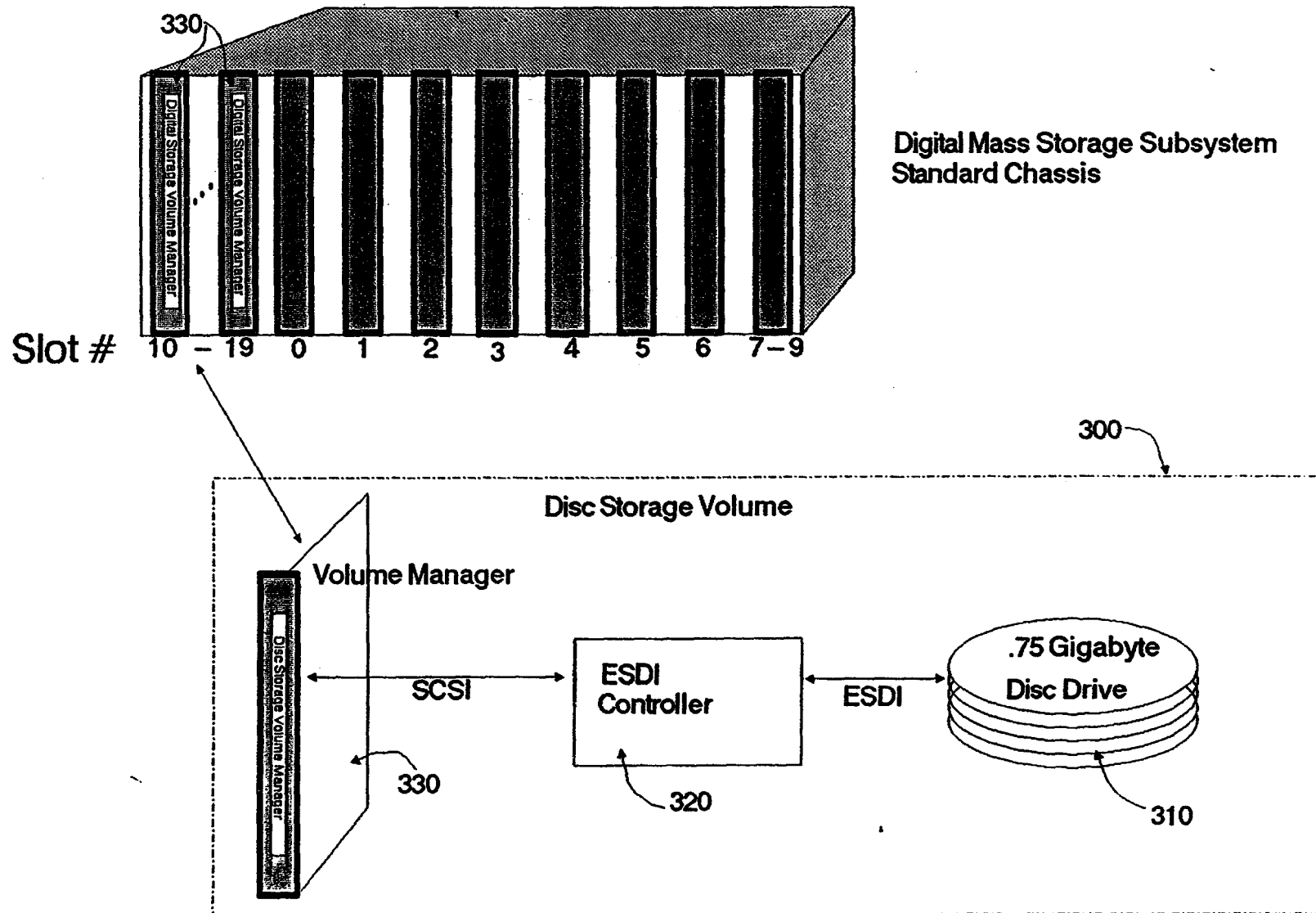


fig. 3

Digital Mass Storage Subsystem Inter – chassis Communication

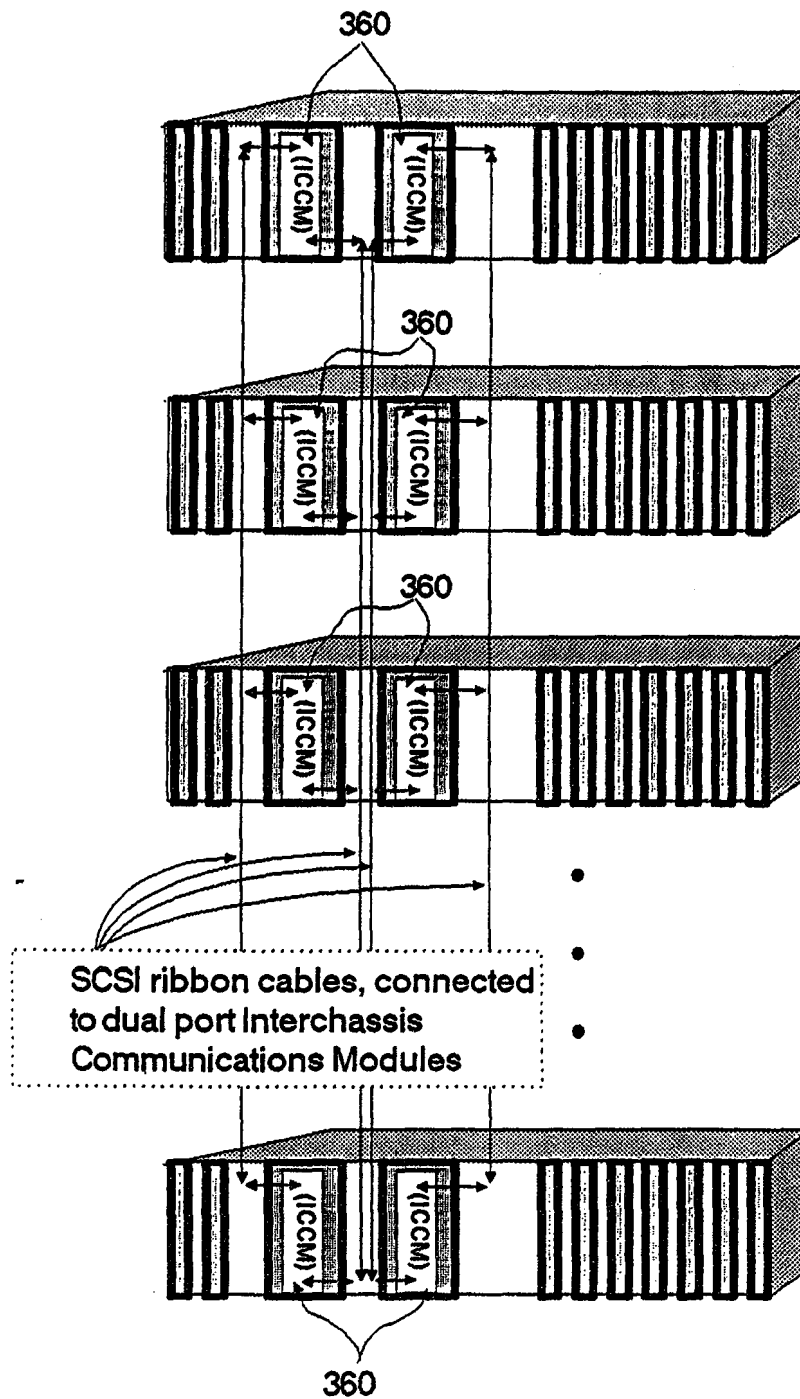


fig. 4

**Digital Mass Storage Subsystem –
Typical Interconnection
Arrangement for Display Systems
and Storage Chassis. Non – Redundant
Connections**

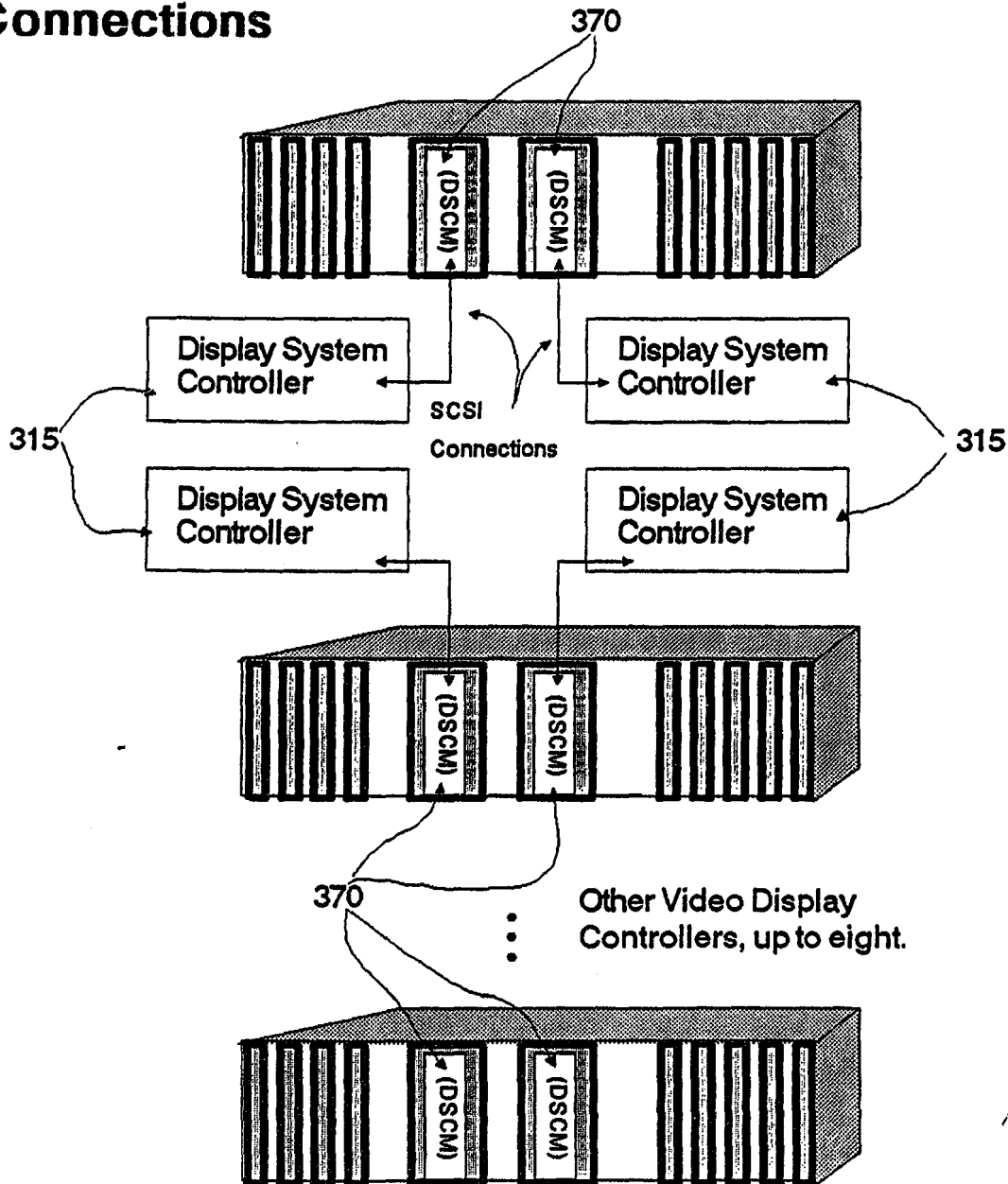


fig. 5

Digital Mass Storage Subsystem – Typical Interconnection Arrangement for Display Systems and Storage Chassis. Redundant Connections.

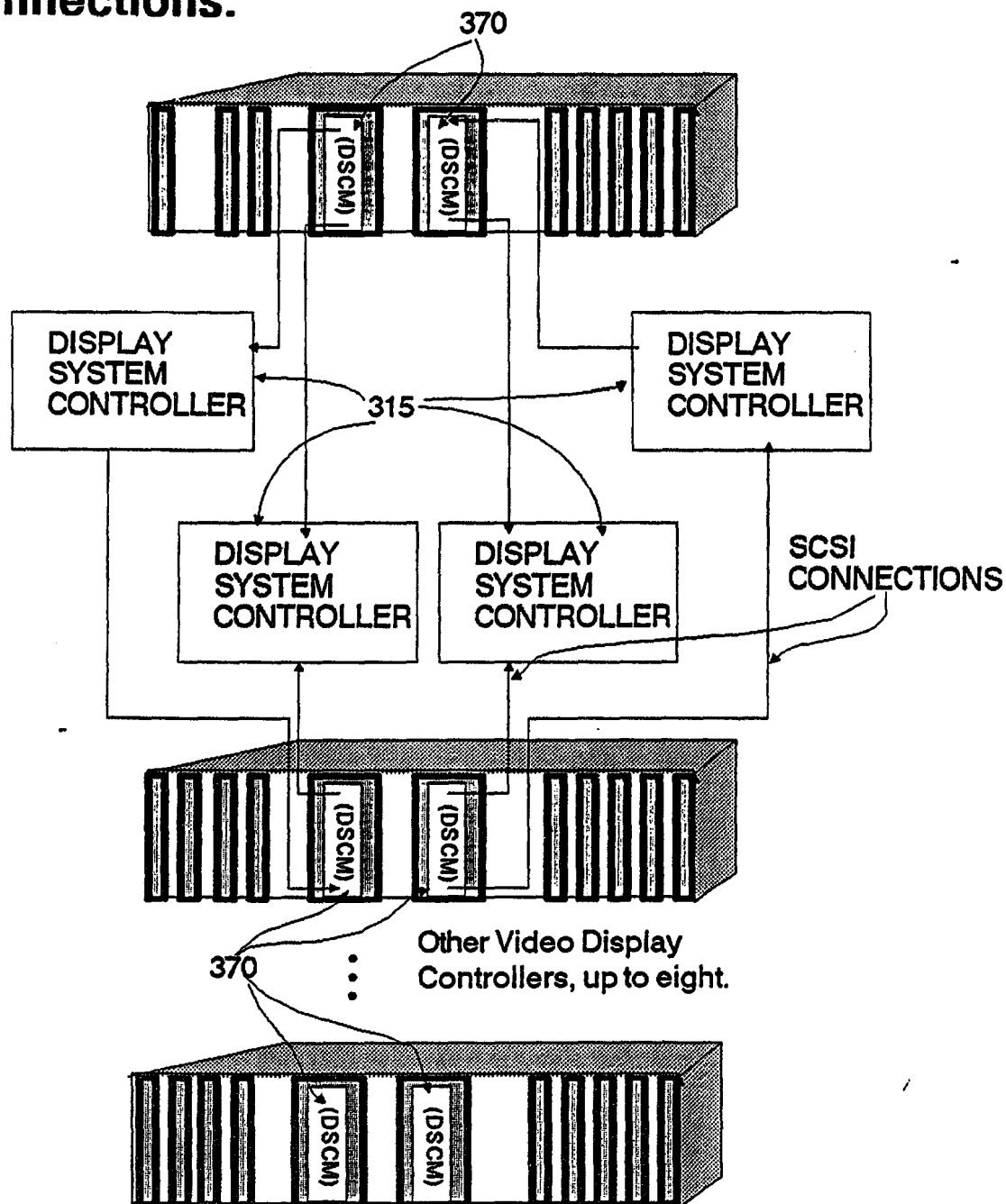


fig. 6

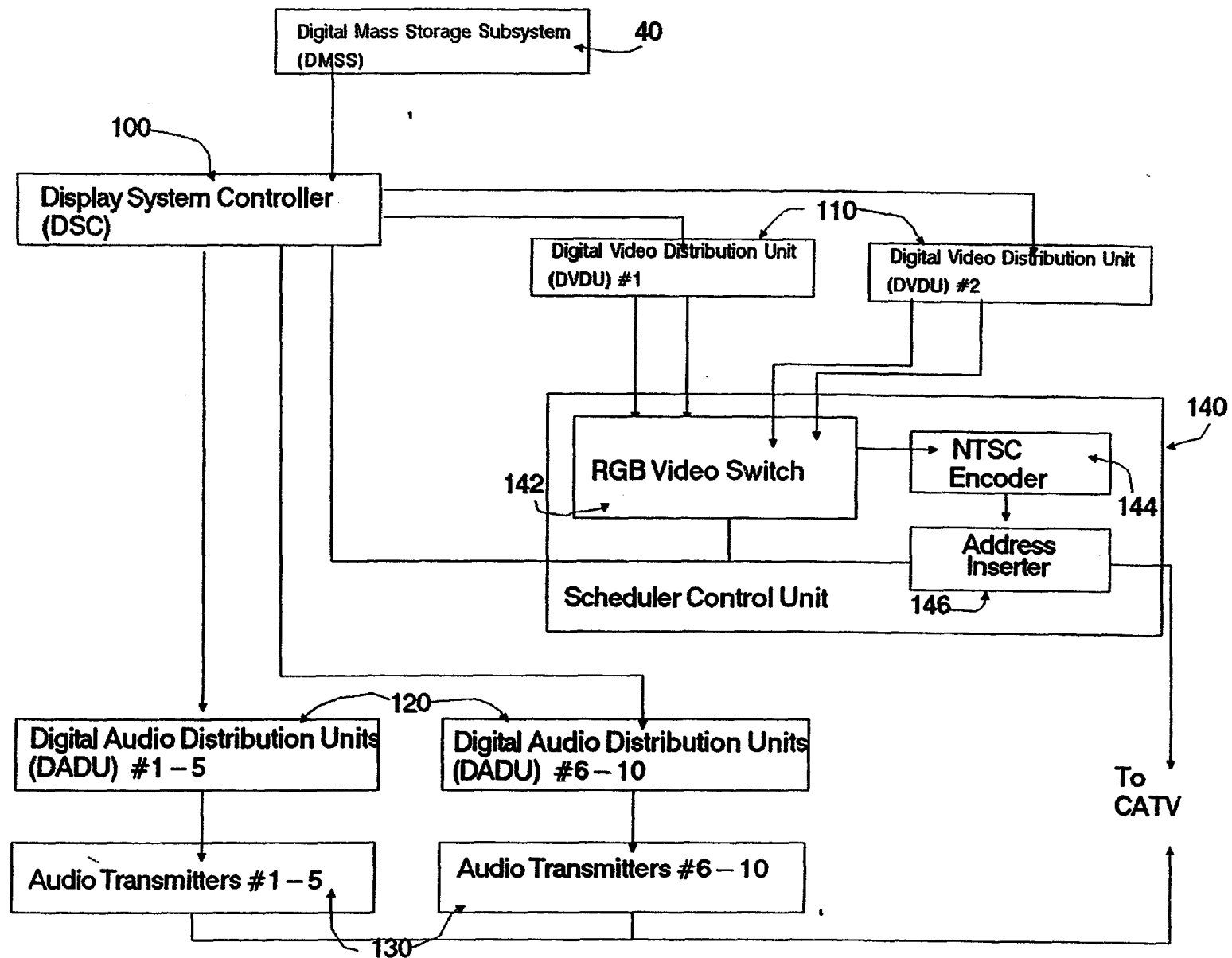


fig. 7

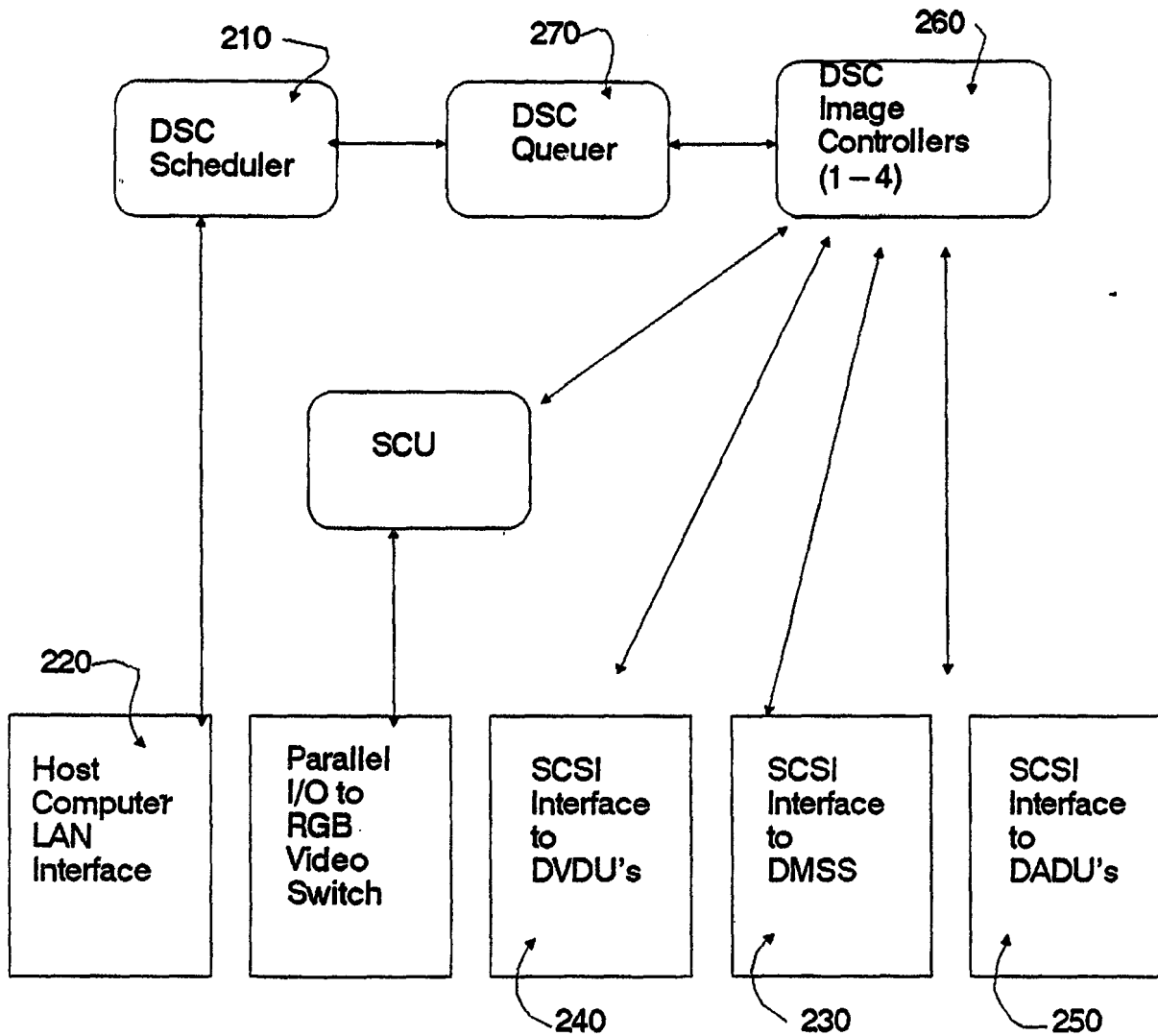


fig. 8

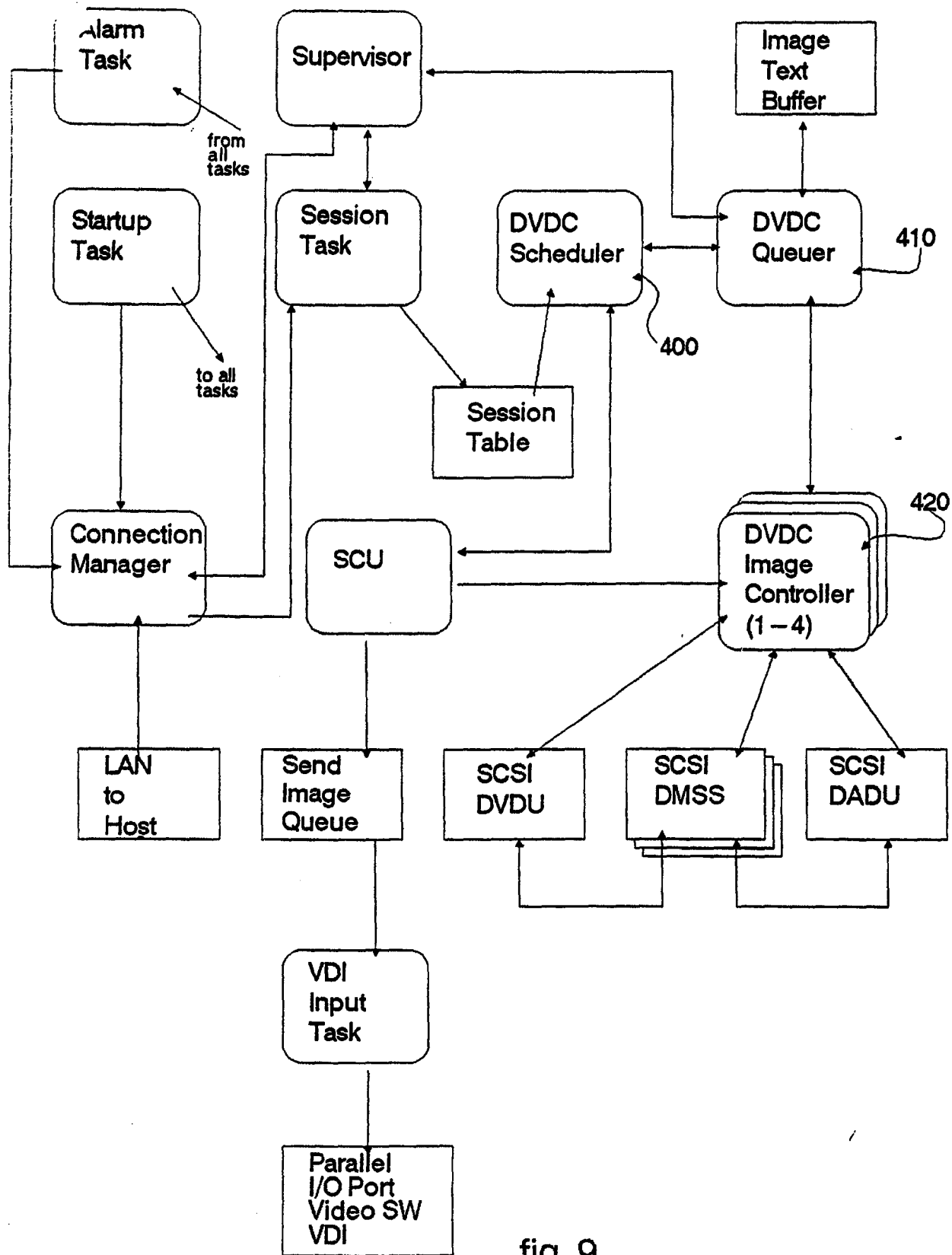


fig. 9

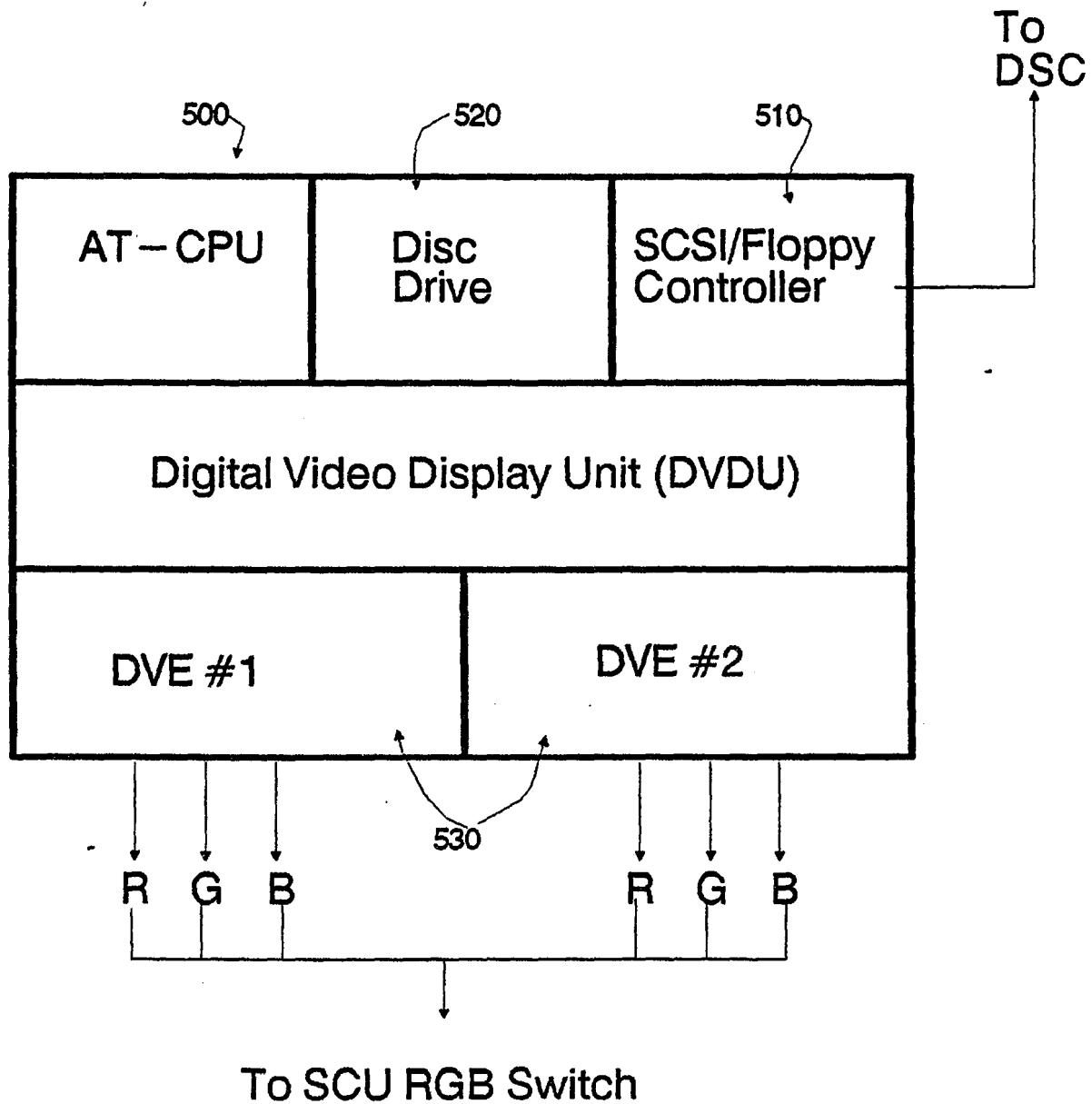


fig. 10

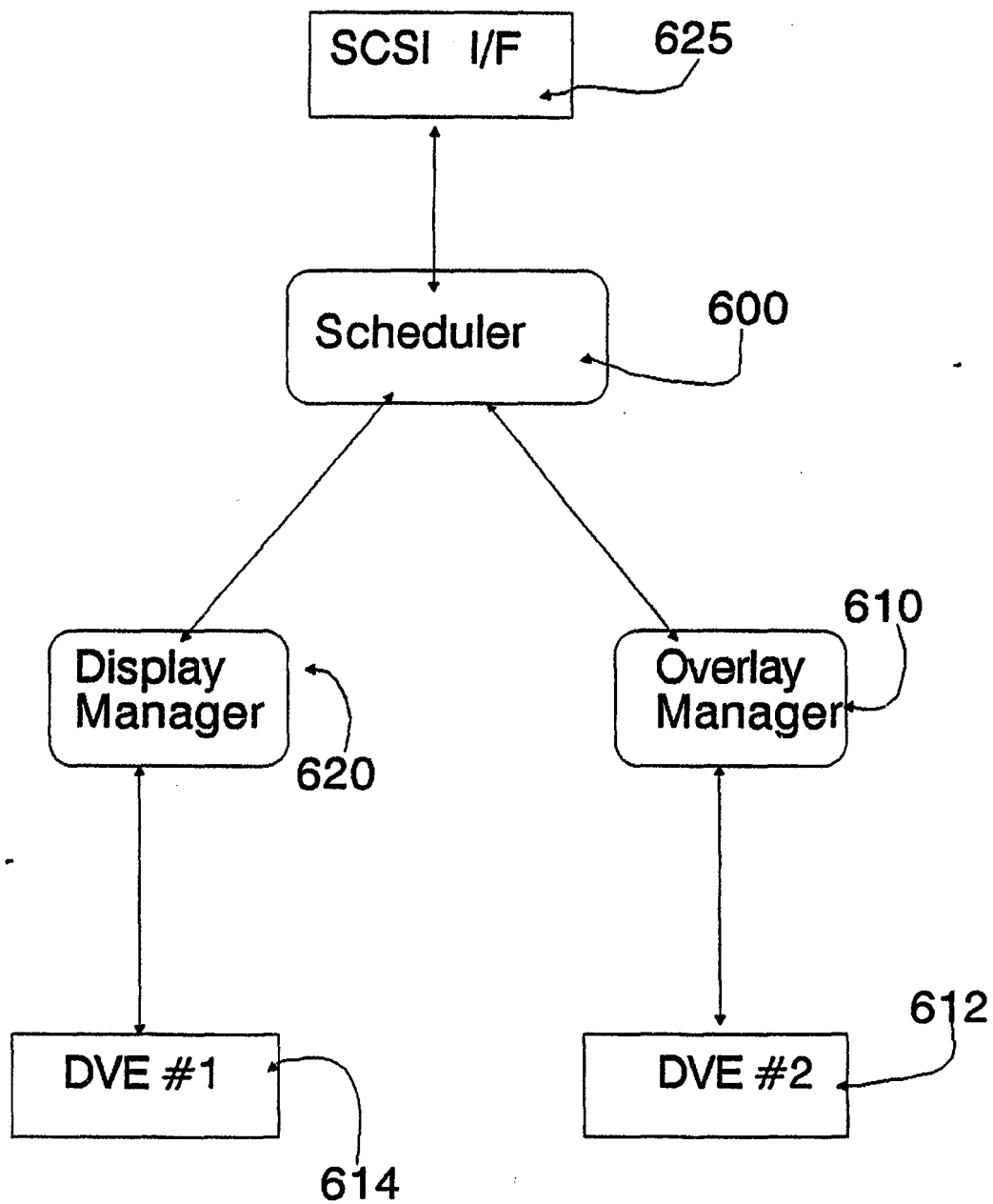


fig. 11

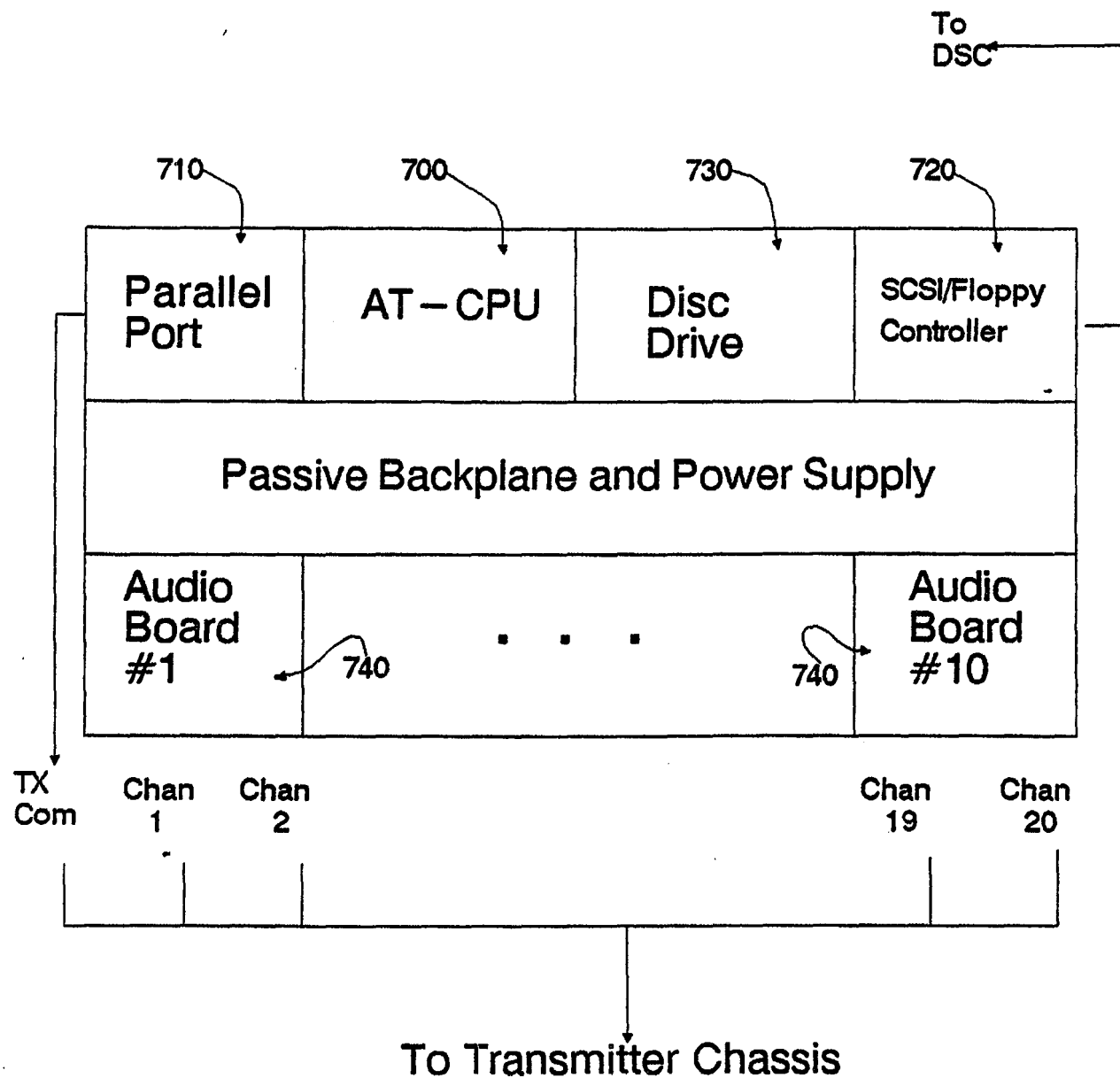


fig. 12

Electronic Patent Application Fee Transmittal

Application Number:	11373324			
Filing Date:	13-Mar-2006			
Title of Invention:	Apparatus and method for simple wide-area network navigation			
First Named Inventor/Applicant Name:	Elliot A. Gottfurcht			
Filer:	John Edward Gunther/Terry Rozelle			
Attorney Docket Number:	G015-P07578US			
Filed as Large Entity				
Utility Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Miscellaneous:				
Submission- Information Disclosure Stmt	1806	1	180	180
Total in USD (\$)				180

Electronic Acknowledgement Receipt

EFS ID:	3242964
Application Number:	11373324
International Application Number:	
Confirmation Number:	8795
Title of Invention:	Apparatus and method for simple wide-area network navigation
First Named Inventor/Applicant Name:	Elliot A. Gottfurcht
Customer Number:	33356
Filer:	John Edward Gunther
Filer Authorized By:	
Attorney Docket Number:	G015-P07578US
Receipt Date:	05-MAY-2008
Filing Date:	13-MAR-2006
Time Stamp:	17:57:22
Application Type:	Utility under 35 USC 111(a)

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RAM confirmation Number	3139
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes) /Message Digest	Multi Part /.zip	Pages (if appl.)
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1	Information Disclosure Statement (IDS) Filed	G015-P07578US_IDS_05-08.pdf	235260 0a2923ece78131348b03b981b93404a07714e9ad	no	5
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
2	Foreign Reference	CA2001263.pdf	2284441 7c4f73ce4193cec2677e589c7c4fd6581aec638	no	54
Warnings:					
Information:					
3	Fee Worksheet (PTO-06)	fee-info.pdf	8191 fe2c8df348efb299d8a5b037e8311408e3ef586d	no	2
Warnings:					
Information:					
Total Files Size (in bytes):				2527892	
<p>This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.</p> <p><u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.</p> <p><u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.</p> <p><u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.</p>					



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/373,324	03/13/2006	Elliot A. Gottfurcht	G015-P07578US	8795
33356 7590 04/30/2008 SoCAL IP LAW GROUP LLP 310 N. WESTLAKE BLVD. STE 120 WESTLAKE VILLAGE, CA 91362			EXAMINER KE, PENG	
			ART UNIT 2174	PAPER NUMBER
			MAIL DATE 04/30/2008	DELIVERY MODE PAPER

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

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

Interview Summary	Application No. 11/373,324	Applicant(s) GOTTFURCHT ET AL.	
	Examiner Peng Ke	Art Unit 2174	

All participants (applicant, applicant's representative, PTO personnel):

(1) Peng Ke. (3) ____.

(2) John E. Gunther. (4) ____.

Date of Interview: 24 April 2008.

Type: a) ☐ Telephonic b) ☐ Video Conference
c) ☐ Personal [copy given to: 1) ☐ applicant 2) ☐ applicant's representative]

Exhibit shown or demonstration conducted: d) ☐ Yes e) ☒ No.
If Yes, brief description: ____.

Claim(s) discussed: 278.

Identification of prior art discussed: ____.

Agreement with respect to the claims f) ☐ was reached. g) ☐ was not reached. h) ☒ N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: The examiner and the attorney talked a possible amendment of combining claims 278, 289, and 447 together.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN A NON-EXTENDABLE PERIOD OF THE LONGER OF ONE MONTH OR THIRTY DAYS FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

/Peng Ke/
Primary Examiner, Art Unit 2174

Examiner's signature, if required

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.