

SUPERINTENDENCIA DE INDUSTRIA Y COMERCIO
División de Nuevas Creaciones
E. S. D.

Ref: EXPEDIENTE N° 02-070055
Solicitud de Patente a nombre de
HUGHES ELECTRONICS CORPORATION

En el asunto de la referencia me permito presentar los siguiente documentos:

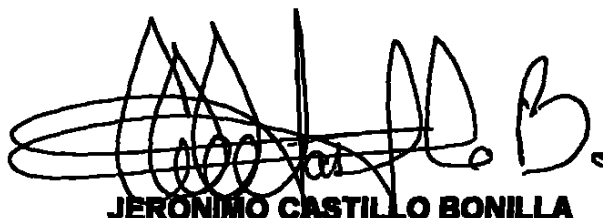
1-La copia certificada de la solicitud estadounidense No 60/312.210 del 13 de Agosto de 2001, de la cual se reclama prioridad.

2-La copia certificada de la solicitud estadounidense No 10/051.933 del 17 de enero del 2002 de la cual también se reclama prioridad. Observo que su texto corresponde a texto en español que obra en el expediente.

3-El documento de cesión-poder legalizado por Apostilla, con su traducción simple.

Como el expediente queda así completo, pido se ordene su trámite.

Atentamente,


JERONIMO CASTILLO BONILLA
T.P. 104167 C.S. Judicatura
C.C. 79.462.057 Bogotá

62

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(Convention de La Haye du 5 octobre 1961)

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Certified

5. at Tallahassee, Florida

6. the Thirty-First day of July, A.D., 2002

7. by Secretary of State, State of Florida

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Katherine Harris

Secretary of State

DSDE 99 (1-99)

63 *q*

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PEDRO CASTILLO PINEDA & ASSOCIATES
P.O. BOX 48362
Bogotá, Colombia / South America**

Power with Assignment

**Insert here
Full name
And address
Assignor**

The undersigned

**EDWARD LESTER of 10070 Umlerland Place, Boca Raton, Florida 33428, U.S.A.
and
CHRIS STEWART of 5822 Kelsey Lane, Tamarac, Florida 33321, U.S.A.**

**hereby appoints Jerónimo Castillo Bonilla and/or Ximena Bonilla Pereira
and/or Alvaro Castillo Grau domiciled at Calle 93A N° 14-17 of Bogotá,
Colombia, conjointly, alternatively or indistinctly as attorneys with special
and sufficient powers to apply and obtain from the competent offices and
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**Name and
Address of
Assignee**

**to be issued in the name of HUGHES ELECTRONICS CORPORATION
domiciled at 200 North Sepulveda Boulevard, El Segundo, California, U.S.A.
to whom assignment has been made of all right and title of said patent for
the territory of Colombia without any restriction.**

**The assignee also signs these presents in token of acceptance of the said
assignment and hereby authorizes the said attorneys to take all necessary
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Signatures

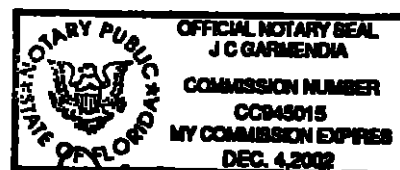
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EDWARD LESTER

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Michal W. Sales
HUGHES ELECTRONICS CORPORATION
MICHAL W. SALES
Assistant Secretary



J. Garmendia

64
State of California

SECRETARY OF STATE

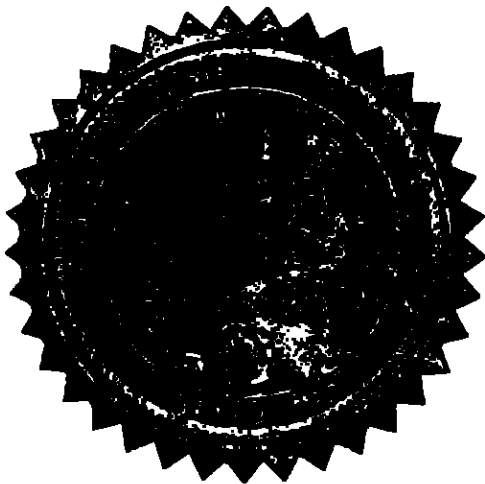
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5. *At Sacramento, California*
6. *the 1st day of August 2002*
7. *by Deputy Secretary of State, State of California*
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10. *Signature*

Bill Jones
BILL JONES
Secretary of State



BY *Muy*

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

STATE OF CALIFORNIA)

COUNTY OF LOS ANGELES)

On July 12, 2002 before me, JANET E. SHIBATA, Notary Public,

DATE

NAME, TITLE OF OFFICER, E.G. "JANE DOE, NOTARY PUBLIC"

personally appeared MICHAEL W. SALES

NAME(S) OF SIGNER(S)

☒ personally known to me - OR - ☐ proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.

Janet E. Shibata
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Assistant Secretary

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DESCRIPTION OF ATTACHED DOCUMENT

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TITLE OR TYPE OF DOCUMENT

ONE

NUMBER OF PAGES

JULY 2002

DATE OF DOCUMENT

EDWARD LESTER

CHRIS STEWART

SIGNER(S) OTHER THAN NAMED ABOVE

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(Convención de La Haya de Octubre 5, 1961)

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- 5. En Tallahassee, Florida**
- 6. El Treinta y Uno de Julio, 2002**
- 7. Por el Secretario de Estado, Estado de la Florida**
- 8. No. 2002-32254**
- 9. Sello/Estampilla**
- 10. Firma: KATHERINE HARRIS**
Secretaria de Estado

PODER CON CESIÓN

El suscrito

EDWARD LESTER domiciliado en 10070 Umberland Place, Boca Ratón, Florida 33428, Estados Unidos de América, y **CHRIS STEWART** domiciliado en 5822 Kelsey Lane, Tamarac, Florida 33321, Estados Unidos de América

Por el presente nombran a Jerónimo Castillo Bonilla y/o Ximena Bonilla Pereira y/o Alvaro Castillo Grau domiciliados en Calle 93ª No. 14-17 en Bogotá, Colombia, conjunta, alternativa o indistintamente como abogados con poderes especiales y suficientes para solicitar y obtener de las oficinas y autoridades competentes Colombianas, patentes de invención.

Para ser concedidas a nombre de **HUGHES ELECTRONICS CORPORATION** domiciliada en 200 North Sepulveda Boulevard, El Segundo, California, Estados Unidos de América, a quién la cesión se ha hecho sobre todos los derechos y títulos de la mencionada patente para el territorio de Colombia y sin restricción alguna.

El cesionario también firma estos documentos en prueba de aceptación de la cesión y autoriza a los mencionados abogados para que tomen todos los pasos necesarios ante las mencionadas oficinas y autoridades para el propósito arriba mencionado.

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EDWARD LESTER

Ilegible

CHRIS STEWART

Cesionario:

Ilegible

HUGHES ELECTRONICS CORPORATION

MICHAEL W. SALES

Secretario Asistente

Sello Notarial **JC GARMENDIA**

ESTADO DE CALIFORNIA
Secretaría de Estado

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CERTIFICADO

5. En Sacramento, California
6. El Primer día de Agosto, 2002
7. Por el Diputado del Secretario de Estado, Estado de California
8. No. 130089
9. Sello/Estampilla
10. Firma: BILL JONES
Bill Jones
Secretario de Estado
Por: Firma ilegible

CALIFORNIA – ACEPTACIÓN PARA CUALQUIER PROPOSITO

**ESTADO DE CALIFORNIA
CONDADO DE LOS ANGELES**

**En Julio 12, 2002, ante mi, JANET E. SHIBATA, Notario Público
Personalmente compareció MICHAEL W. SALES
Personalmente conocido por mí
COLOCANDO mi firma y sello oficial
JANET E. SHIBATA**

**OPCIONAL
CAPACIDAD REIVINDICADA POR EL FIRMANTE
Oficial Corporativo
Secretario Asistente
EL FIRMANTE REPRESENTA A
HUGHES ELECTRONICS CORPORATION**

**DESCRIPCIÓN DEL DOCUMENTO ANEXO
Poder con Cesión
Páginas: 1
Fecha: Julio 2002
Firmas diferentes a las mencionadas arriba: EDWARD LESTER y CHRIS STEWART**

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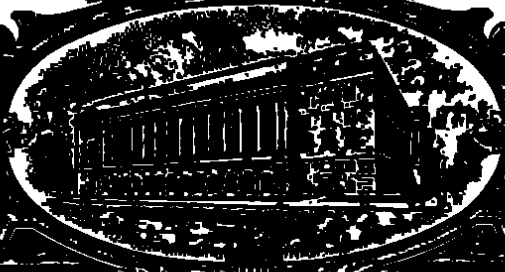
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LO SIGUIENTE ES PARA CERTIFICAR QUE LO QUE AQUÍ SE ANEXA ES UNA COPIA VERDADERA DE LOS ARCHIVOS DE LA OFICINA DE PATENTES Y MARCAS DE LOS ESTADOS UNIDOS, SOBRE AQUELLOS DOCUMENTOS ABAJO IDENTIFICADOS COMO UNA SOLICITUD DE PATENTE, Y QUE LOS MISMOS REUNEN LOS REQUISITOS PARA QUE SE LES OTORQUE UNA FECHA DE PRESENTACION BAJO EL 35 USC 111.

NUMERO DE SOLICITUD: 10/051.933
FECHA DE PRESENTACION: Enero 17, 2002

Por la Autoridad del
COMISIONADO PARA PATENTES Y MARCAS
W. MONTGOMERY
Oficial Certificador

PA 564509



THE UNITED STATES OF AMERICA

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July 08, 2002

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APPLICATION NUMBER: 10/051,933

FILING DATE: January 17, 2002



**By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS**

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W. MONTGOMERY
Certifying Officer

01-22-02

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PATENT APPLICATION TRANSMITTAL LETTER

PD-201165

**TO:
COMMISSIONER OF PATENTS AND TRADEMARKS:**

Transmitted herewith for filing is the patent application of co-inventors: Edward Lester and Chris Stewart entitled: **PROACTIVE INTERNET SEARCHING TOOL** including specification, abstract, and claims totaling 35 pages.

Enclosed are:

- ☒ 15 sheet(s) of ☒ formal, ☐ informal drawing(s).
☒ **CLAIMS AS FILED OTHER THAN A SMALL ENTITY**

Basic Filing Fee		\$740.00
Total Claims 13 - 20 = excess	x \$18.00 =	\$
Indep Claims 3 - 3 = excess	x \$84.00 =	\$
Multiple Dependent Claims	x \$280.00 =	\$

TOTAL \$740.00

- ☐ Applicant is a Small Entity
☐ Applicant(s) hereby request(s) that the above-captioned application NOT BE PUBLISHED under 35 U.S.C. § 122(b) and 37 C.F.R. § 1.211. The undersigned hereby certifies that the invention disclosed in this application has not and will not be the subject of an application filed in another country, or under a multilateral international agreement, that requires publication at eighteen months after filing.
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Michael W. Sales, Esq. Reg. No. 30,213
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U.S. PTO
10/15/93
01/17/94

U.S. PTO
01/17/94

10051 33011702

Patent Application Entitled: PROACTIVE INTERNET SEARCHING TOOL
Serial Number: To Be Assigned
Our File No.: PD 201165

CERTIFICATE OF EXPRESS MAIL

I HEREBY CERTIFY that the following correspondence; *Patent Application with Fifteen Formal Drawing Sheets; Transmittal Letter; Large Entity Filing Fee in the Amount of \$740.00 and a Return Postcard for confirmation of receipt*, is being deposited with the United States Postal Service as Express Mail No. EE659025352 US, addressed to: Commissioner of Patents and Trademarks, Box SN, Washington, D.C. 20231, on this 17 day of January, 2002.

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PD-201165

PROACTIVE INTERNET SEARCHING TOOL

Inventors: Edward Lester
Chris Stewart

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PROACTIVE INTERNET SEARCHING TOOLBACKGROUND OF THE INVENTION1. Field of the Invention

The invention generally relates to an Internet content searching tool and more particularly to a system and method for providing an Internet viewer that has no pre-conceived notion of the specific subject matter he or she wishes to initially view, with an Internet searching tool which assists the viewer in locating a web page of interest by presenting a variety of general categories, each corresponding to a plurality of content-related web page.

2. Description of the Prior Art

In today's world, the Internet has become the most popular and easiest source of information and entertainment. When one wants to learn the latest-breaking news, one simply logs onto the Internet and contacts one's favorite news web site, such as MSNBC® or CNN®. If access to the latest sports scores is desired, a fan can simply contact his or her favorite sports network site, such as ESPN®, or FOX®.

However, it is often the case that the viewer does not know exactly what he or she is looking for, but just knows that he or she want to be entertained. In this instance, viewers resort to the television, flipping through channel after channel in order to find entertaining subject matter. One would think that it would

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subject matter. However, present Internet searching tools require that the user have a general subject area in mind. But this is not a practical approach. When going to a library or bookstore, for example, one may not have the name of a book in mind, or may not even have a subject in mind. Rather, people browse through aisles, hoping a catchy advertisement or book title catches their eye. Book browsers may follow signs leading them through aisles corresponding to a particular subject, narrowing their searches, until they focus on an interesting book.

A similar system is needed for Internet users. Existing Internet searching systems are based upon the requirements that users have an idea of what they are seeking. Existing systems require the user to enter the exact URL corresponding to a particular web site or key words that describe the subject matter they are interested in. But systems of this kind are reactive instead of proactive and do not account for the users who have no idea of where they want to travel on the Web, or the subject matter they wish to access and simply want to be "taken somewhere" that is interesting.

Accordingly, what is needed in the art is a system and method designed to provide Internet users that have no specific web site or subject matter in mind, with an easy-to-use graphical interface navigation tool which presents the user with a plurality of subject category choices, each corresponding to a list of common-

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theme web sites, in such a manner that the user can easily navigate toward the web sites that are associated with the user's selected general area of interest.

It is, therefore, to the effective resolution of the
5 aforementioned problems and shortcomings of the prior art that the present invention is directed.

SUMMARY OF THE INVENTION

10 The present invention deviates from prior art Internet searching systems by no longer requiring users to have a pre-conceived idea of the information they are seeking. Instead, the present invention is a method for allowing Internet users to review information that has been acquired solely to stimulate their imaginations. This paradigm shift supplies a unique
15 entertainment value to the World Wide Web.

Generally, the invention utilizes an "Imagination Guide", which displays, on the use's computer screen, a plurality of subject category headings, each heading identifying a unique area of interest. After the user screen allows a user to select a
20 preferred language, the screen is refreshed and the user is again presented with the list of subject categories. Preferably, different subject category choices are presented depending upon the language selected. Each subject category is associated with an "Imagination" database containing groups of web page URLs, each

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web page represented by a specific channel number, each having subject matter related to a unique subject category.

Specifically, the invention is a method for use in a communications network to proactively assist a user in locating one or more web sites, stored on servers connected to said communications network, wherein each web site is associated with a subject category based upon the user's chosen general area of interest.

The method comprises the steps of providing the user with an option of either selecting a specific web site or selecting one of a plurality of subject categories and displaying a plurality of subject categories, wherein each subject category is identified by a subject heading and is associated with a set of one or more web pages, each web page represented by a separate channel number, wherein each of said set of web pages contain content related to a particular subject category. If the user selects one of the subject categories, the user visually receives a display of one or more channel numbers, each channel number corresponding to a web page, with subject matter related to the selected subject category. The user display allows the user to select one of the displayed channels and retrieves and displays web page content corresponding to the selected channel.

The system further displays channel content summary descriptions which enable the user to easily identify the general

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subject matter content of each web site. The system also displays related subject category information corresponding to the subject matter of the selected subject category.

In the preferred embodiment, prior to the step of allowing the user to select one of said displayed channels, the system allows the user to initially select one of a plurality of languages wherein upon the initial selection and prior to a subsequent selection of a different language, text in each subsequent display will be in the selected language, and wherein a different set of subject categories are presented for each selected language. The related subject category information corresponding to the subject matter of the selected subject category includes advertisements, logos and/or scrolling text, which are displayed at various locations on the user's computer screen.

Preferably, the user selects the subject categories, language and/or channel by clicking on a remote control display appearing on the user's computer screen. The remote control display resembles a hand-held remote control device commonly used by television viewers to navigate through television channels.

It is therefore an object of the present invention to provide an Internet-content searching tool to assist users who do not have a specific area of interest in mind.

It is another object of the present invention to provide an

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Internet-content searching tool that presents the user with a list of general subject matters, each subject matter specific to the language chosen by the user.

It is still another object of the present invention to provide an Internet-content searching tool that includes a remote control image on the computer screen thereby simulating browsing through channels on a television.

It is yet another object of the present invention to provide an Internet-content searching tool that retrieves, groups and presents to the user a set of web sites with similar subject matter, each followed by a brief identification description thereby allowing the user, after having selected a general subject category, to access a particular web page.

It is still another object of the present invention to rotate and display advertisements, logos and text on the user's computer screen, each related to the general subject matter selected by the user.

It is to be understood that both the foregoing general description and the following detailed description are explanatory and are not restrictive of the invention as claimed. The accompanying drawings, which are incorporated in and constitute part of the specification, illustrate the preferred embodiment of the present invention and together with the general description, serve to explain principles of the present invention.

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In accordance with these and other objects which will become apparent hereinafter, the instant invention will now be described with particular reference to the accompanying drawings.

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BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 illustrates a flow diagram showing the steps performed by the present invention.

10 Figure 2 illustrates a typical user computer screen of a user's computer connected to a web portal containing the present invention.

Figure 3 illustrates a flow diagram showing the steps performed by the Value Communicator portion of the present invention.

15 Figure 4 illustrates a flow diagram showing the steps performed by the Subject Category Selector portion of the present invention.

20 Figure 5 illustrates a flow diagram showing the steps performed by the Imagination Guide portion of the present invention.

Figure 6A is a flow diagram illustrating the function of the channel database when the user has entered the "Imagination Guide mode".

Figure 6B is a continuation of the flow diagram of Figure 6A.

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Figure 7A illustrates a flow diagram showing the steps performed by the Remote Control portion of the present invention.

Figure 7B is a continuation of the flow diagram of Figure 7A.

Figure 7C is a continuation of the flow diagram of Figure 7B.

Figure 8 illustrates a flow diagram showing the steps performed by the Advertising Flow portion of the present invention.

Figure 9 illustrates a flow diagram showing the steps performed by the Scrolling Text portion of the present invention.

Figure 10A illustrates a flow diagram showing the steps performed by the Refresh.asp subroutine of the present invention.

Figure 10B is a continuation of the flow diagram of Figure 10A.

DESCRIPTION OF THE PREFERRED EMBODIMENTS

The present invention is a method and system for providing an Internet user that has no pre-conceived notion of the specific subject matter he or she wishes to initially view, with a graphical user interface which assists the viewer in locating subject matter of interest by first presenting the user with a variety of general categories, each corresponding to a plurality of content-related web sites, and ultimately guiding the user to a specific web page corresponding to the user's selected subject matter of interest.

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Referring to Figure 1, a flowchart is shown which illustrates the steps performed by the present invention 10. The user, upon accessing the web site portal 15 containing the invention is first presented with a choice of accessing a specific web site, represented by a channel number, or accessing an "Imagination Guide" ("IG"). The user can make this selection easily in a number of ways. The traditional method is by entering the web sites' URL. The user will then be connected with the selected web site. Alternately, the user can make selections via a remote control image via step 20 (shown in Figure 2). This image allows the user to select specific channels representing web pages in the same way the user would choose a channel to view on his or her television set. The user may have access to a list of available web pages, each represented by a different channel number. The list is often provided by the user's interactive television service provider. Finally, if the user does not know the specific web page he or she wishes to view, and instead wants to be taken to various places that might be of interest, the user can invoke the IG by simply pressing the "IMAGINATION GUIDE" button 75 on the remote control image 60 (see Figure 2).

The user, therefore, has the option of choosing a channel or invoking the Imagination Guide. If the Imagination Guide is selected 25, a listing of channels are shown, each channel representing one or more websites having subject matter relating

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to a selected or a default subject category 45. If the Imagination Guide has not been selected, the system awaits a channel selection, step 27. Once a specific channel has been selected, the system reads the user's input via step 30 and
 5 retrieves the web page associated with the selected channel by querying a database of channel numbers 35 and refreshing several areas of the present page, via step 40. This will be discussed in greater detail below.

Upon entering the IG mode, the user has informed the system
 10 that he or she does not have a specific subject in mind and wants simply to use his or her "imagination" and be guided to an interesting or entertaining subject. The IG is comprised of an IG database that includes sets of web page addresses and links, each set associated with a specific subject category. These subject
 15 categories are displayed as headings on the user's computer screen, as seen in Figure 2. The IG database is further classified by language; each language has a set of corresponding subject categories, which has associated with it a unique collection of web page addresses and links. Therefore, different
 20 combinations of user-selected languages result in the display of different subject categories.

A user computer is connected to a portal containing the present invention. The user's computer screen is represented in Figure 2, showing the various computer screen sections. It is to

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be understood that Figure 2 represents the preferred layout of the user computer screen utilizing the present invention. Other orientations of screen layouts are equally applicable. For example, the remote control image may appear on the right side of the screen or may not appear at all, while advertisements, logos, web site content and scrolling text may appear at various other locations on the screen.

Screen 50 is comprised of several sections. A remote control image section 55 depicts an image of a remote control device 60. Here, the user can simply select a channel to be viewed by clicking on the appropriate number buttons 65, navigate to other channels by clicking on the channel navigational buttons 70 or clicking on the IMAGINATION GUIDE button 75. If, for example, the user knows that channel 113 corresponds to an international sports site (such as CNN[®] International), the user simply points and clicks the mouse on the "1", "1" and "3" buttons on remote control image 60. The system accesses a database where each channel number is stored along with its web pages, each having its associated URL. The appropriate web page is retrieved, various sections of the screen are refreshed and content from the selected web page is displayed.

If the user wants to invoke the IG, he or she simply clicks on the "IMAGINATION GUIDE" button 75 on remote control image 60, and the user is taken into the "IG mode". Referring once again to

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Figure 2, it can be seen that a plurality of subject categories 80 are listed in the Subject Category section 85. After entering the IG mode, the user can select which subject category he or she wants to access. It is to be understood that the number of subject categories 80 is not fixed, and can be expanded to virtually any number, limited only by the amount of available viewable space on the user's computer screen.

In the preferred embodiment of the invention, prior to choosing subject category 80, the user is presented with the option of choosing a classification, such as a language, via the language selector button 90 on remote control image 60. The choice of subject categories 80 changes for each language selected. For example, if the user selects Spanish, the subject categories would include subjects particular to a Spanish audience. In one embodiment, the language choices are Spanish, English and Portuguese, although the present invention is not limited in the number or variety of possible language selections.

View button 92 allows the user to vary the locations of the subject categories 80, i.e., by repeatedly clicking on the view button 92, the subject category headings can appear at different locations on the user's screen such as along the right side, the left side, or along the bottom.

It is important to note that the present invention does not merely present the user with, for example, the same fifteen

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subject categories, each with associated web page and advertisement links, regardless of the language selected by the user, with the only difference being the language of the text. Instead, the present invention is specifically tailored to different audiences by taking into account that different audiences have different areas of interest. For example, a Spanish-speaking user, by selecting "SPANISH" from remote control image 60 as the language of choice, is presented with categories that, through market research, have been shown to be of particular interest to the Spanish-speaking public. Soccer and Spanish newsworthy events might be included. Therefore, the invention not only translates all text into the selected language, but displays different subject category choices for each language selected.

The present invention is not limited to language classifications, but can also apply to virtually any other classifications such as, for example, teen-agers, senior citizens or women. By selecting a "classification", the user can be presented with a listing of user-classifications, and asked to select one. After selecting "TEENAGERS", for example, the entry is detected by the system and that portion of the database containing the subject categories related to the selected classification, is displayed to the user. Therefore, the system would display subject categories corresponding to subject matters that generally interest teenagers. These subject categories would

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differ from the subject categories displayed after the user has selected, "women" or "senior citizens".

Once the user has selected a subject category 80, whether entering a specific classification or just accepting the default classification and its subject categories, the system refreshes each of the screen sections, depending on the subject category or language chosen. If, for example, "SPORTS" is the subject category chosen, the system searches its database for the group of web page URLs having a sports theme and displays these web pages.

The Imagination Guide display 100 appears in Figure 2. If the IG is selected, channels are displayed in section 100. Preferably, a channel number 95 appears first, followed by a plurality of website headings (ESPN, FOX, for example). The next channel in the listing may contain additional websites heading. By clicking on each heading, the user can access the website, the content of which appears in section 115.

If the IG is not selected, the user may select a channel instead by entering the channel number in the remote control image 60, or by clicking on the channel listings 95 in section 100. For example, the user may click on channel 113, which may be corresponding to SPORTS-related web pages. Section 100 displays the channels in ascending order, giving the user a quick way to browse through the various channels. In section 100, following the each channel number is a brief one or two word description 105

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of the subject matter contained in the web page (e.g. "Baseball Scores", "World Sports") and/or identification of the name of the web site sponsor (ESPN®, FOX®, CNN® etc.). This information provides the user with enough information to allow the user to select a specific web page from the listed channels 95. In this fashion, the invention is proactive rather than reactive in that it "feeds" small amounts of information to the user, starting with a list of subjects of wide variety, hopefully stirring the user's interest, presenting the user with a listing of web pages containing subject matter related to the selected subject category 80 and then helping the user narrow his or her choice, until he or she selects a web page containing the subject matter of most interest.

In Figure 2, channels 113, 114, 126 and 127 appear in section 100. If the IG had been selected, all channels corresponding to websites matching the selected subject category would appear. Figure 2 represents a screen where the user has not yet selected the IG or a channel and is merely presented with a default screen, i.e. a listing of channel numbers 95, followed by website descriptions 105.

Other sections of the computer screen are refreshed to correspond with the selected subject category 80. Advertisements corresponding to the chosen subject appear in the lower left of screen section 110. In the preferred embodiment, advertisements

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are rotated, and new advertisements appear after a predetermined amount of time if the user does not click on the advertisement.

Section 112 is a Ticker Section. Here, text is scrolled, much like a ticker tape. If, for example, "SPORTS" is the category chosen, updated game scores appear in this section. Other logos appear throughout the screen, including section 120, each corresponding with the subject category 80 selected.

After viewing the choice of channels and their brief subject descriptions 105 in section 100, the user selects a channel 95. Web page content corresponding to the selected channel 95 is then shown in section 115, the "Value Communicator" section along with other helpful information which is shown to the user in other portions of computer screen 50.

Figure 3 illustrates how the present invention updates screen information in section 115 (Figure 2) depending on the user's input. Section 115 is known as the "Value Communicator" section of the screen and provides valuable information to the user including web page content. As discussed earlier, the user is given a choice of languages in which to operate in. After selecting a language, via step 125, the user then selects a subject category, via step 130. Subject content 135 is displayed in section 115 corresponding to the chosen subject category. At the same time, advertisements 140 and user help content 145 are also displayed on screen 50. All of the presented information is

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related in subject matter to the selected subject category heading. For example, if SPORTS is the selected subject, advertisements for sporting equipment or sporting events would appear along with logos such as ADIDAS®, or NIKE®. From here, additional useful information can be presented to the user, such as specific promotional or upcoming events (e.g. "World Cup Guide" 150) and entertainment packages 155. The system can also provide information on other non-related information such as interactive television e-mail 160. The refresh.asp subroutine 165 refreshes the screen content if another language or subject category is chosen.

Figure 4 illustrates the steps taken by the present invention in presenting the user with a choice of available subject categories 80. The user first visits the web site portal that incorporates the present invention, step 170. The user, if in IG mode, selects one of the subject categories, via step 175. The database stores the web site location of one or more logos corresponding to the subject matter of each subject category heading and the system displays the logo based upon which subject category heading was selected by the user, step 180. Depending upon which subject category heading was clicked, the application displays a logo in the top corner, or in another screen location, step 185.

Figure 5 illustrates the steps taken when the user invokes

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the Imagination Guide (IG) feature. The Guide.asp subroutine 190 is invoked 195 when the user selects the IMAGINATION GUIDE button 75 from remote control image 60. The IG database 205 is comprised of groups of web site addresses, each group classified according to a specific subject category, language and channel 200. The system then determines if the user has selected the Imagination Guide, via step 210.

If the Imagination Guide has been accessed, each recordset of channels containing web pages having subject matter related to the selected subject category heading 80 is displayed in channel section 100, via step 215. As shown in Figure 2, the IG has not yet been selected and section 100 displays a default listing of channel numbers 95, in ascending order, allowing the user to scroll to the channel number 95 of choice. Following each channel number 95 are brief channel content descriptions 105. This gives the user information identifying the subject matter or owner of the web site corresponding to each channel. If the Imagination Guide has not been accessed, step 220, each recordset is displayed in section 100. In this case where the user has not selected the Imagination Guide, the recordset is simply consecutive channel listings, without regard to subject matter content.

Figure 6A further illustrates the function of the channel database when the user has entered the "Imagination Guide mode". After the user has accessed the portal containing the present

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invention, step 170, the user chooses a language or accepts the default language associated with the user's lactation, step 125 and selects a subject category 80, via step 130. Once again, the user can select from a listing of available subject categories 80 or choose to access a default subject category. In the preferred embodiment of the invention, the subject categories 80 vary depending upon the language selected by the user.

Referring to Figure 6B, a continuation of the flow diagram of Figure 6A, the database of records containing web sites with identifying URLs, descriptions and number of hits 225 is queried based upon the selected subject category and language, step 230. The results, i.e. the channels representing web pages having subject matter related to the selected subject, are displayed in section 100 of screen 30, via step 235. The user then selects one of the listed channels, step 240, in which case the web site content related to the chosen web site is displayed, via step 250 and a counter recording the number of "channel hits" is updated, step 245. If a new language is selected, the process is updated and the user presented with new subjects to choose from. If a new subject category is selected, a new query is sent to the web site database and new results displayed in Imagination Guide section 100.

Figures 7A-7C illustrate the steps taken when using the remote control subsystem of the present invention. The user

screen 50 includes a section with the image of a remote control device 60, similar to a remote control used to operate a television. In this manner, an Internet user can navigate through "channels" each representing a distinct web page as one would
5 navigate through television channels, each representing a different television station.

In Figure 7A, from remote control image 60, the user can simply click and select the appropriate language 125, channel 240, or access the Imagination Guide subsystem, via step 215. When the
10 system receives a request for a specific language, a Change Language request 260 is sent to the Refresh.asp subroutine 165. The subject category choices are then refreshed, depending upon the language chosen. If the user selects a channel directly without invoking the IG, a Channel Request 265 is sent directly to
15 the Guide.asp subroutine 190 and the selected channel is displayed. When the IG is invoked, a request is forwarded to the Guide.asp routine 190, and the system awaits a subject category selection from the user. An appropriate channel list is then displayed in section 100.

20 In Figure 7B, user remote control features are illustrated. The user can scroll up or down to get to the desired channel, step 270, or skip channels by 5 (or other multiples) to reach the desired channel, step 275. Additionally, instead of pointing out and clicking the desired subject category 80, the user can select

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the subject of choice using the remote control image, via step 280. Here, the category 80 is displayed on the remote control image display 60 and the user can scroll to the subsequent or previous subject category by using buttons on the remote control image.

Figure 7C illustrates additional features of the remote control subsystem including GO 285, GO BACK 290, CLEAR 295 and SEARCH 300 features.

Depending upon the subject category chosen, advertisements appear on the user's computer screen 50. Choosing the subject "KIDS", for example, will provide the user with a list of available child-oriented web page choices. Choosing subject category heading 80 also retrieves advertisements, each based upon the subject selection.

The invention determines which subject category 80 has been selected and how it retrieves appropriate advertisements, which include logos, data, text and hyperlinks. Several advertisements can be displayed by a rotating engine that displays an advertisement at a specific screen location, and if no action (point-and-click) is taken by the user, displays another advertisement in the same screen location. If the user clicks on an advertisement within a given time (five seconds, for example), the "hit" is tracked, the advertiser's URL is displayed in a separate window and the advertiser's web site is displayed.

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In Figure 8, the advertising routine begins, step 310, and the selected subject is determined, step 320. Advertisements based upon the selected subject are retrieved, via step 330. The advertiser's data, related links and logos 335, are retrieved by an ad rotator engine, step 340. The priority and sequence of the advertisements are determined as the data is parsed and placed in a rotating order by the ad rotator engine, via step 345 and displayed on screen 50 via step 350. If the advertisement, text or logo is not clicked on by the user within a predetermined amount of time, step 355, the data is parsed again 345. If the user does click on the advertisement, a counter is updated, via step 360, the advertiser's URL is opened in a new window, step 365, and the advertiser's web site is displayed, via step 370.

Figure 9A illustrates the step-by-step process used to display text in the ticker window 112 of screen 50. After the user has accessed the portal containing the present invention, via step 170, and selected a language, via step 125, the user selects a subject category, step 130 from the listing of subjects 80.

In Figure 9B, a continuation of the flow diagram of Figure 9A, once again, the web site database 225 is queried based upon the language and subject category selection inputs, step 230, and results are displayed in the ticker window section 112, as marquee, or scrolling text, via step 375. The user then selects text from the scrolling ticker window 112, via step 380, which

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prompts the channel "hit" counter to be updated for the channel corresponding to the scrolling text via step 360 and the web site corresponding to the channel to be displayed 370. The channel process continues until a new subject or new language is selected. The text in the ticker window appears as scrolling or marquee text, and might include stock prices if a "FINANCE" subject is chosen, or sports scores if the "SPORTS" subject is chosen.

Figures 10A and 10B illustrate the refresh.asp subroutine 165 that refreshes the user's screen after certain user variables are entered. If the system detects a change of language request 385 the language is changed 390 and stored as a session variable via step 395. The imagination guide database is updated by a new language query, step 400 (in Figure 10B), an update is sent to the value communicator to refresh the content in that section with new content based upon the new language, step 405 (Figure 10B), and an update is sent to the ad rotator engine for new language, via step 410 (Figure 10B).

If the user does not change the language, the system then determines if the user has requested an earlier page, via step 415. The user may, at times wish to revert back to a previously displayed web page. If this is the case, a request is made to retrieve an earlier page, 420 and JAVASCRIPT, or an equivalent application, sends an update to the web portal site 15 with

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information from history, step 425.

Subroutine 165 then determines if the user has requested a change of subject, step 430. If "YES", then the new subject selection is stored as a session variable, step 435 and updates are sent to the imagination guide for a new subject query, step 440 and to the value communicator 445(Figure 10B) and ad rotator engine 450(Figure 10B), for a new subject category.

If the user has not changed the subject category, the subroutine then detects if a new window must be opened based upon a user request for a specific channel, step 455. If this is "YES", the channel tracker is updated, step 460, and new window is created, with a window handle, or identification parameter, being stored, via step 465, the web site is redirected to the new window 470 (Figure 10B), and the user is shown the new web site, step 475 (Figure 10B). If the user has selected a new channel 480, the window handle is closed, via step 485. If the user has not selected a new channel the system is queried as to the status of web portal 15, at step 490. If web portal 15 is no longer open, the window handle is also closed, at 485.

The following represents portions of the source code for the referesh.asp routine. Generally, the subroutine updates the system tracking system by adding 1 to the count_of_hits, and if the user selects a channel, adding 1 to the count_of_hits for the selected channel; opens a new window, showing the channel in the

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open window; if the user selects a new language, updating the system with this information; if the user selects a new screen layout, using the VIEW button on the remote image, notify the system.

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```

5      Response.AddHeader "Pragma", "no-cache"
      Response.CacheControl = "no-cache"
      Response.Expires=-1
      <!--#INCLUDE FILE="../_Include/Portal.inc" --> <%This line is
10     from the
      WebMerge - BOSS files %>
      <%

15     Response.Buffer=false 'Comment this line once the coding is done.
      done=false 'Set this when we find our option

      if Request.Item("ID")<>" " then

20         'Lets log this visit to the program:
         set ObjDB=DbConnection
         objDB.Open
         sql="insert into watcher (IP, ID) values ('" &
         Request.ServerVariables("REMOTE_ADDR") & "', " &
         Request.Item("ID") & "')"
25         set ObjRS = ObjDB.Execute(SQL)
         'set ObjRS = nothing
         'set ObjDB = nothing

         ' Response.Write "<!--Found ID - Launching new window-->"
30         done=true
         ' Set ObjDB = DbConnection
         ' ObjDB.Open

         'Lets store the ID
35         ID=Request.Item("id")

         'Get the CountofHits
         sql="select url, CountofHits, Channel from IG where ID=" & id
         'Set ObjDB = DbConnection
40         'ObjDB.Open

         Set ObjRS = ObjDB.Execute(Sql)
         url=Trim(objrs("URL"))
         Session("Charnel")=Trim(objrs("Channel"))

45         'Add 1 to the count
         CountofHits=trim(objrs("CountofHits"))+1

         'Update the CountofHits
50         sql="UPDATE IG SET CountOfHits = " & CountofHits & "WHERE ID = " &

```

```

id
Set ObjRS = ObjDB.Execute(Sql)

5  set ObjRS = nothing
   set ObjDB = nothing
   %>
   <html>
   <head>
   <script language="JavaScript">
10
   var remote=null;
   function rs(u) {
       remote=window.open('<%=url%>','channel','width=800, height=600,
15   left=0, top=200,
       resizable=yes,scrollbars=yes,status=0,menubar=yes');
   }

   function unl() {
       remote.close(); }

20   </script>
   </head>
   <body
25   onload="rs(0);top.control.location='/portal/controle_remoto.html?t
   ime=<%
   =timer*100%>';" onunload="unl()">
       Loading Page . . . <%=url%>
   </body>
   </html>
30   <%
   end if

   if not done and Request.item("language")<>" and l=2 then
35       done=true
       select case ucase(session("Language"))
           case "E" : Session("Language")="S"
           case "S" : Session("Language")="P"
           case "P" : Session("Language")="E"
40       end select
   %>
   <html>
   <body
45   onload="top.guids.location='/portal/guide.asp?time=<%=timer*100%>'
   ;
       top.subbrands.location='/portal/selector.asp?time=<%=timer*100%>';
       top.communicator.location='/portal/portal.asp?time=<%=timer*1000%>
       '">
       old-Changing Languages - <%=session("Language")%> -
50   <%=timer*1000%>'a
   </body>
   </html>
   <%
55   end if

   if not done and Request.item("language")<>"then

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```

done=true
select case ucase(session("Language"))
  case "E" : Session("Language")="S"
  case "S" : Session("Language")="P"
  case "P" : Session("Language")="E"
end select
%>
<html>
<body
onload="top.guide.location='/portal/guide.asp?time=<%-timer*100%>'
;
top.subbrands.location='/portal/subbrands.asp?time=<%-timer*100%>'
;
top.communicator.location='/portal/portal.asp?time=<%-timer*1000%>'
">
  new-Changing Languages - <%-session("Language")%> -
  <%-timer*1000%>'s
</body>
</html>
<%
end if

if not done and Request.item("hlanguage")="1" then
  done=true
  select case ucase(session("Language"))
    case "E" : Session("Language")="S"
    case "S" : Session("Language")="P"
    case "P" : Session("Language")="E"
  end select
  %>
  <html>
  <body
onload="top.guide.location='/portal/guide.asp?time=<%-timer*100%>'
;
top.subbrands.location='/portal/subbrands.asp?time=<%-timer*100%>'
;
top.communicator.location='/portal/portal.asp?time=<%-timer*1000%>'
">
    Changing Languages - <%-session("Language")%> -
    <%-timer*1000%>'s
  </body>
</html>
<%
end if

if not done and Request.Item("Channel")<>" then
  done=true
  C=Request.Item("Channel")
  L=Session("Language")
  S=Session("Subbrand")

  sql="select id from ig where channel='" & C & "' and Lang='" & L
  & "'"
  and Subbrand='" & S & "'"

```

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```

Set ObjDB = DbConnection
ObjDB.Open
Set ObjRS = ObjDB.Execute(Sql)

5 ID=ObjRS("ID")

set ObjDB = Nothing
Set ObjRS = Nothing
10 Response.Redirect "refresh.asp?id=" & id
end if

15 if not done and Request.Item("Skins")="1" then
done=true
L=session("BaseHref") 'Which layout are we using???

select case L
20 case "/portal/default.asp" : L="/portal/default2.asp"
case "/portal/default2.asp" : L="/portal/default3.asp"
case "/portal/default3.asp" : L="/portal/default.asp"
end select

Session("BaseHref")=L

25 %>
<html>
<SCRIPT LANGUAGE="JavaScript">
top.location.href = "<%=session("BaseHref")%>";
30 </SCRIPT>
</html>
<%
end if

35 if not done then Response.write "Didn't find the option. " &
Request.QueryString
%>

```

The instant invention has been shown and described herein in what is considered to be the most practical and preferred embodiment. It is recognized, however, that departures may be made therefrom within the scope of the invention and that obvious modifications will occur to a person skilled in the art.

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CLAIMS

What Is Claimed Is:

1. A method for use in a communications network to
5 proactively assist a user in locating one or more web pages stored
on servers connected to said communications network, each web page
containing subject matter related to the user's chosen general
area of interest, said method comprising the steps of:

presenting the user with an option of either selecting a
10 specific web page or selecting one of a plurality of subject
categories;

displaying a plurality of said subject categories, each said
subject category identified by a subject heading and being
associated with a set of one or more web pages, each said web
15 page represented by a separate channel number, wherein each said
set of web pages contain content related to a particular said
subject category;

if the user selects said one of said plurality of subject
categories,

20 displaying one or more said channel numbers, each said
channel number corresponding to one or more web pages containing
subject matter related to said selected subject category;

allowing the user to select said one of said displayed
channels; and

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displaying web page content corresponding to said selected channel.

2. The method of claim 1 further comprising the steps of displaying channel content summary descriptions to enable the user to identify subject matter content of each said channel, and displaying subject category information comprising subject matter related to said selected subject category.

3. The method of claim 1 wherein prior to the step of allowing the user to select said one of said displayed channels, allowing the user to initially select one of a plurality of classifications wherein upon said initial selection, and prior to a subsequent selection of a different classification, a different set of subject categories is presented for each said selected classification.

4. The method of claim 3 wherein said classification is a language and wherein upon said initial selection, text in each subsequent display will be in the selected language.

5. The method of claim 2 wherein said subject category information comprising subject matter related to said selected subject category includes advertisements, logos and/or text.

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6. The method of claim 3 wherein said steps of selecting said subject category, selecting said channel, and/or selecting said classification is performed by pointing and clicking on a button on a remote control image situated on the user's computer screen.

7. A system for use in a communications network to proactively assist a user in locating one or more web pages stored on servers connected to said communications network, each web page containing subject matter related to the user's chosen general area of interest, said method comprising:

means for providing the user with an option of either selecting a specific web page or selecting one of a plurality of subject categories;

means for presenting the user with a list of said plurality of said subject categories, each said subject category being associated with a set of one or more web pages wherein each said set of web pages contain content related to a particular said subject category;

means for selecting said one of said plurality of subject categories,

means for displaying one or more said channel numbers, each said channel number corresponding to one or more web pages

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containing subject matter related to said selected subject category;

means for allowing the user to select said one of said displayed channels; and

5 means for displaying web page content corresponding to said selected channel.

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8. The system of claim 7 further comprising channel content summary descriptions to enable the user to identify
10 subject matter content of each said channel, and subject category information comprising subject matter related to said selected subject category.

15 9. The system of claim 7 further comprising means for allowing the user to initially select one of a plurality of classifications wherein upon said initial selection, and prior to a subsequent selection of a different classification, a different set of subject categories is presented for each said selected classification.

20

10. The system of claim 9 wherein said classification is a language and wherein upon said initial selection, text in each subsequent display will be in the selected language.

11. The system of claim 8 wherein said subject category information comprising subject matter related to said selected subject category includes advertisements, logos and/or text.

12. The system of claim 7 wherein said means for selecting said one of said plurality of subject categories, means for allowing the user to select said one of said displayed channels and means for allowing the user to initially select one of a plurality of classifications comprises a remote control image displayed on the user's computer screen.

13. A method for use in a communications network to proactively assist a user in locating one or more web pages stored on servers connected to said communications network, each web page containing subject matter related to the user's chosen general area of interest, said method comprising the steps of:

displaying a plurality of subject categories, each said subject category being identified by a subject heading and associated with a set of one or more web pages, each said web page represented by a separate channel number, wherein each said set of web pages contain content related to a particular said subject category;

allowing the user to initially select one of a plurality of languages wherein upon said initial selection, and prior to a

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subsequent selection of a different language, a different set of subject categories is presented for each said selected language;

displaying one or more said channel numbers, each said channel number corresponding to a web page containing subject

5 matter related to said selected subject category;

displaying channel content summary descriptions to enable the user to identify subject matter content of each said channel;

displaying subject category information comprising subject matter related to said selected subject category;

10 allowing the user to select said one of said displayed channels; and

displaying web page content corresponding to said selected channel.

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ABSTRACT OF THE DISCLOSURE

A system and method for providing an Internet user that has no pre-conceived notion of the specific subject matter he or she wishes to initially view, with a graphical user interface which assists the user in locating a web site of interest by first displaying a variety of general categories, each corresponding to a plurality of content-related web sites, and gradually guiding the user to a web page of interest. The system allows an Internet user to review information that has been acquired solely to stimulate their imagination. The invention utilizes an "Imagination Guide", which presents, on the use's computer screen, a plurality of subject category headings, each heading identifying a unique area of interest. The user can select a preferred language, and is then presented by the list of subject categories corresponding to the selected language. Each subject category corresponds to an "Imagination" Data Base containing accessible web page URLs, each represented by a specific channel number, and all having subject matter related to the user's selected subject category.

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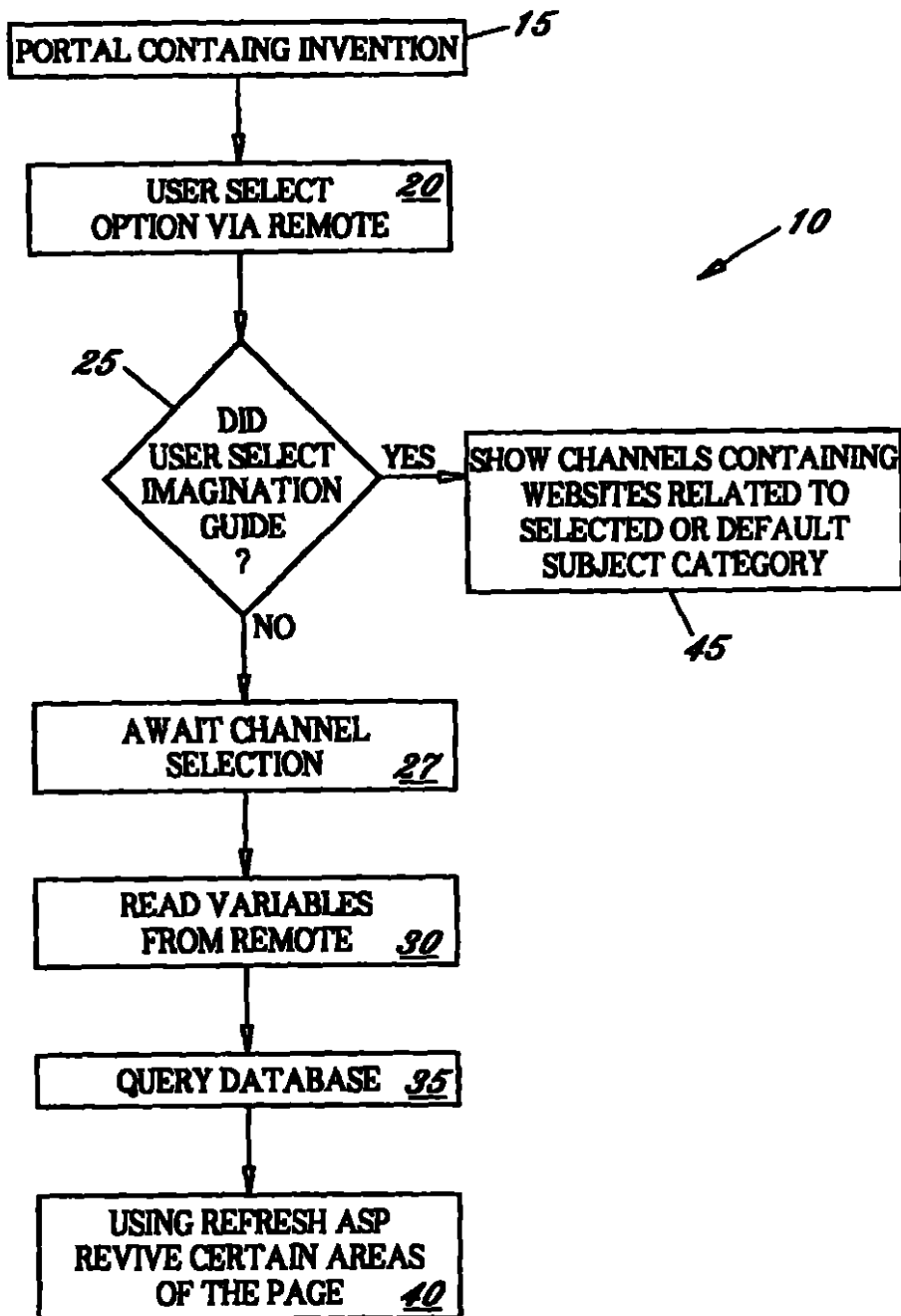


Fig. 1

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✓

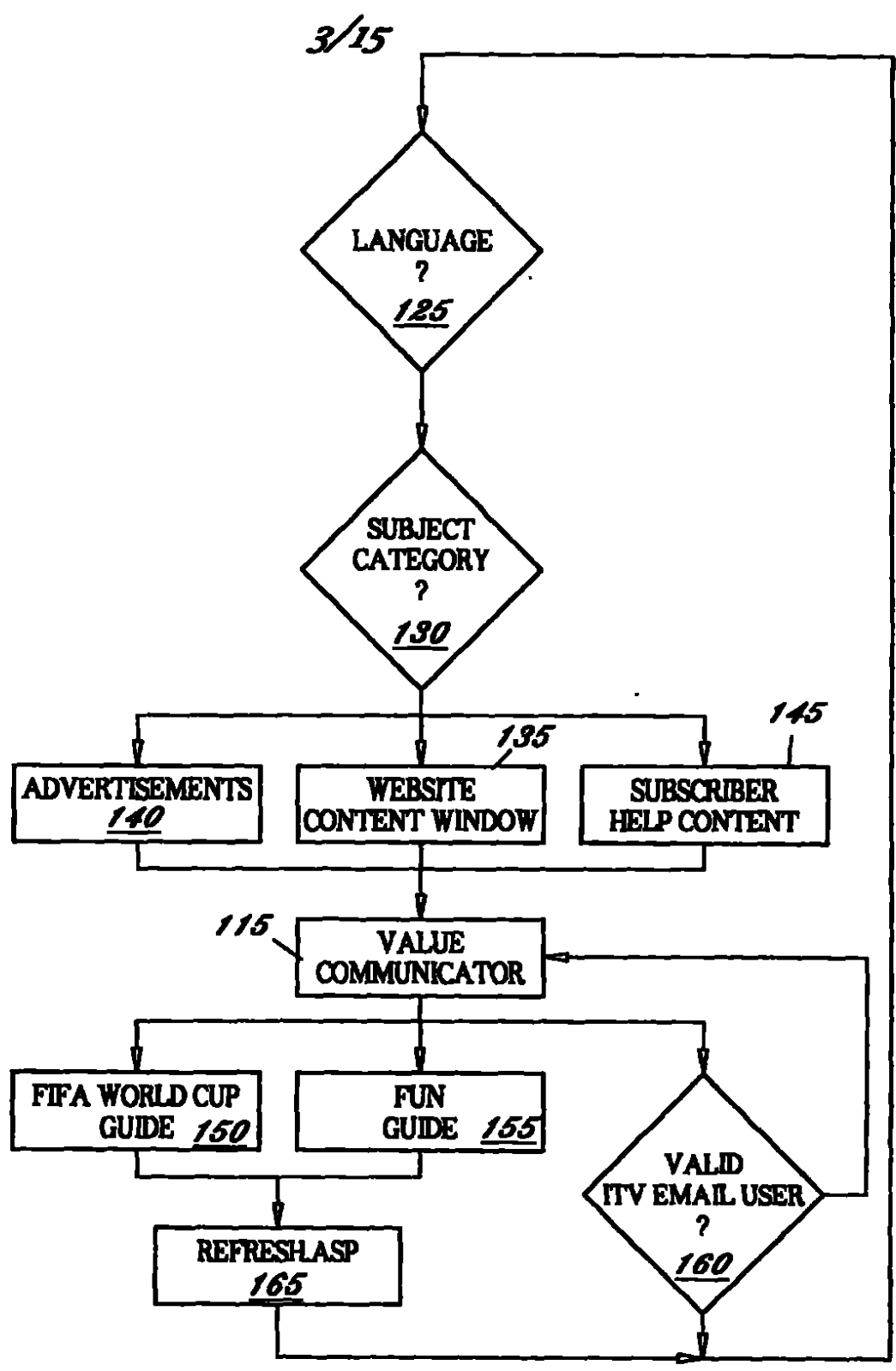


Fig. 3

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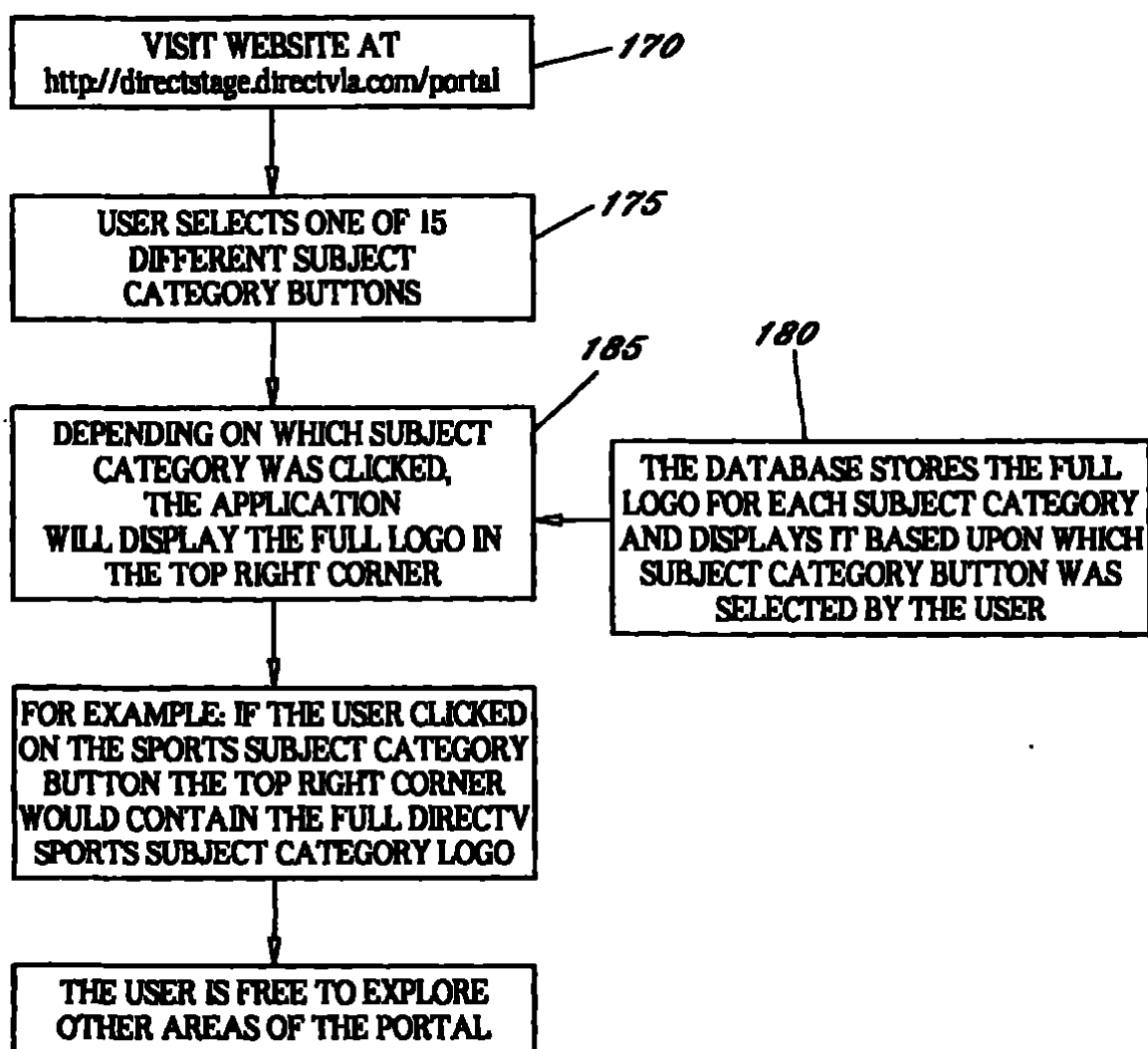


Fig. 4

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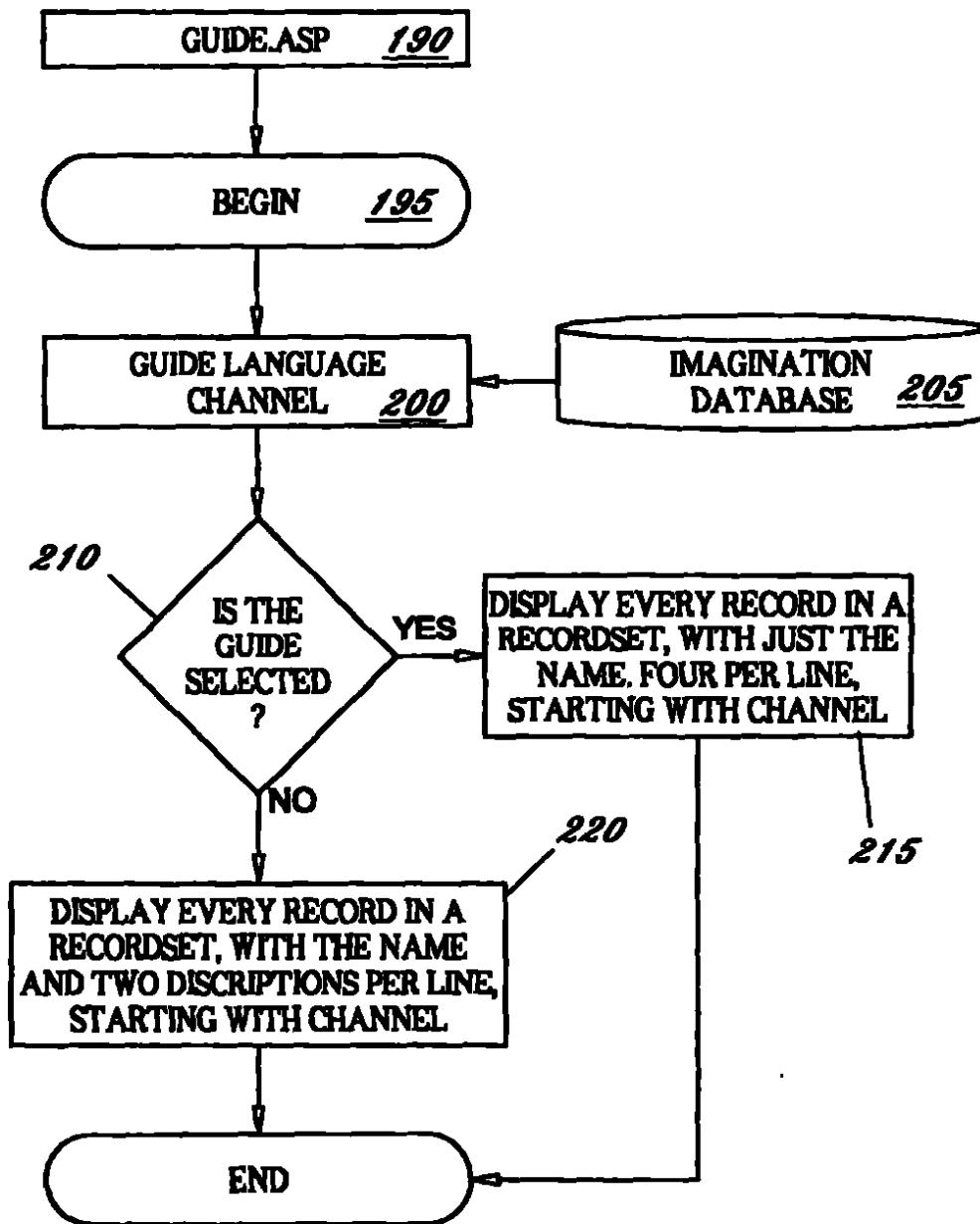


Fig. 5

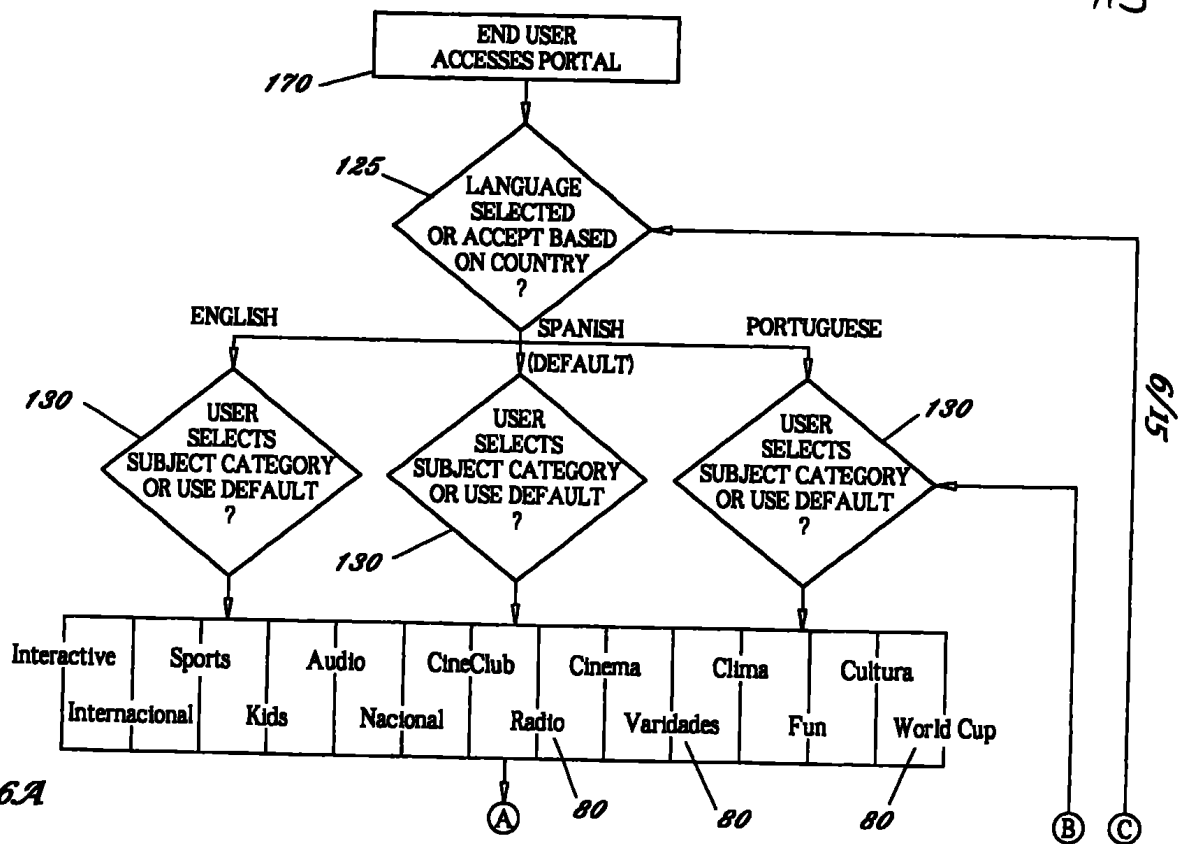


Fig 6A

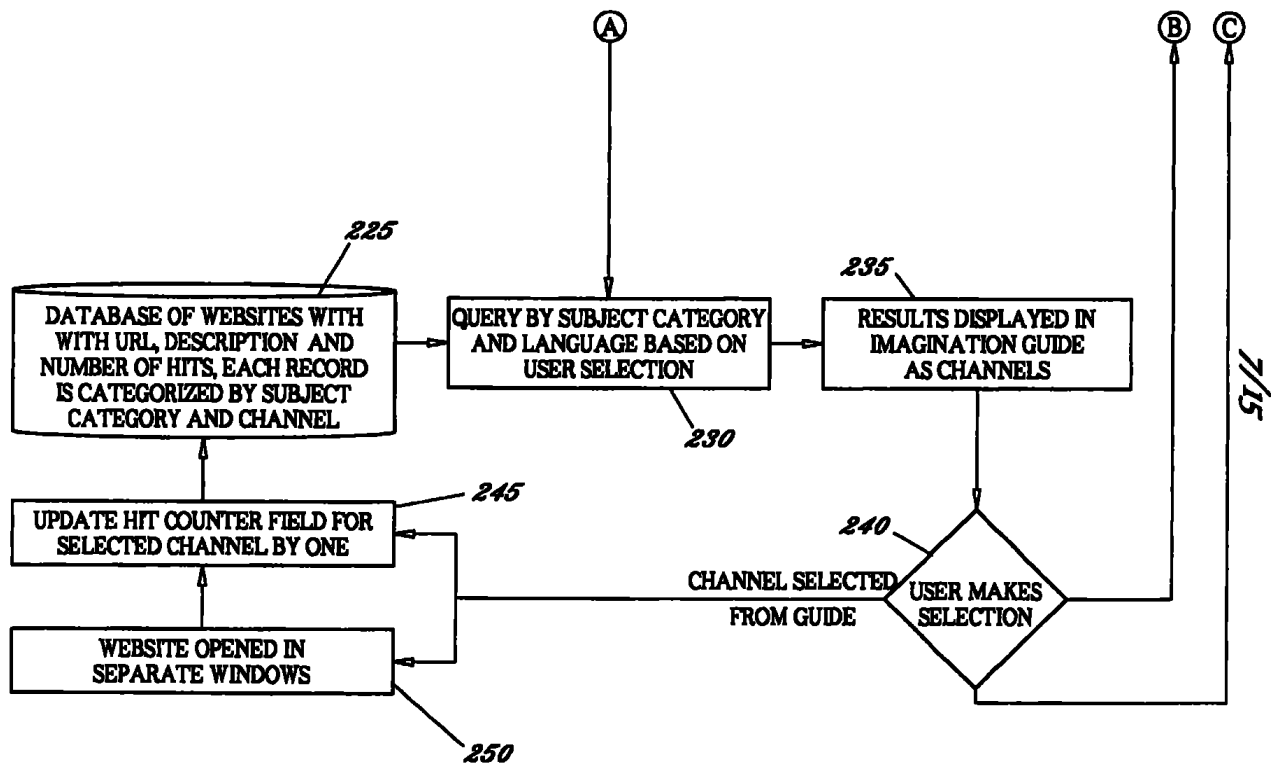
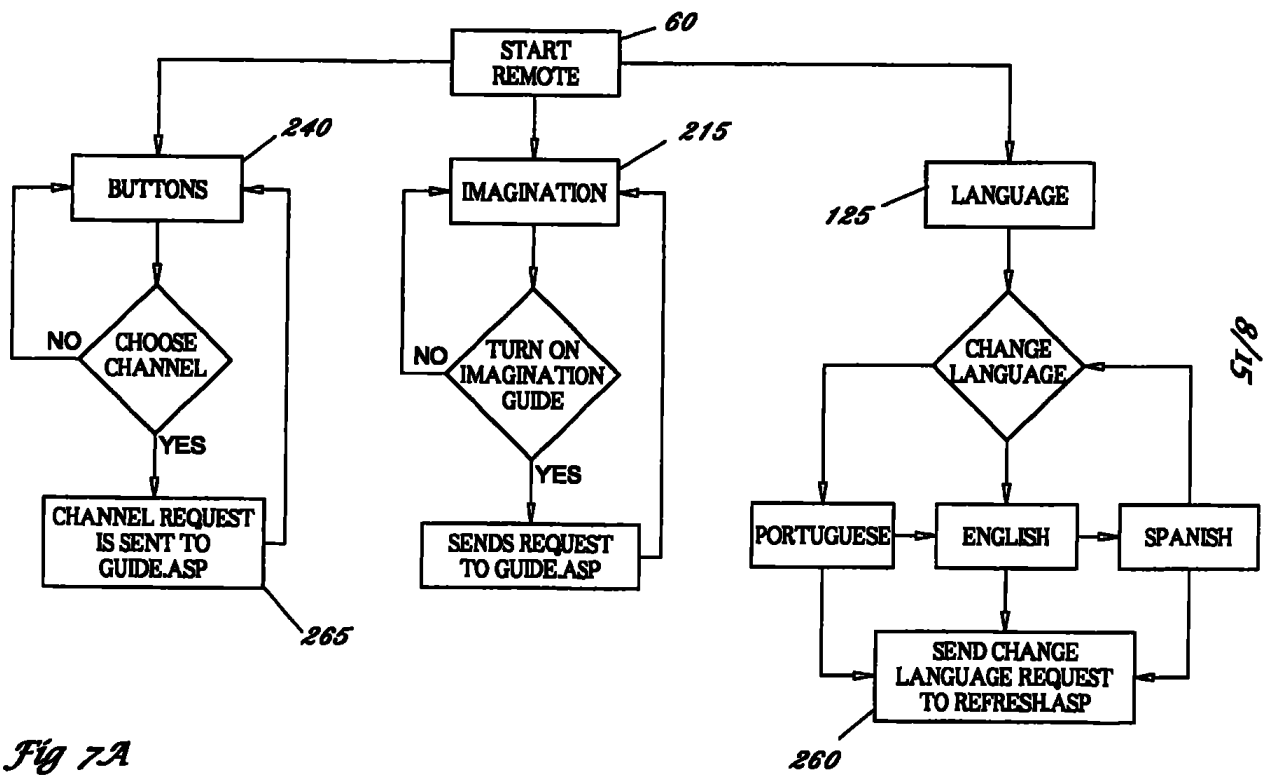


Fig 6B



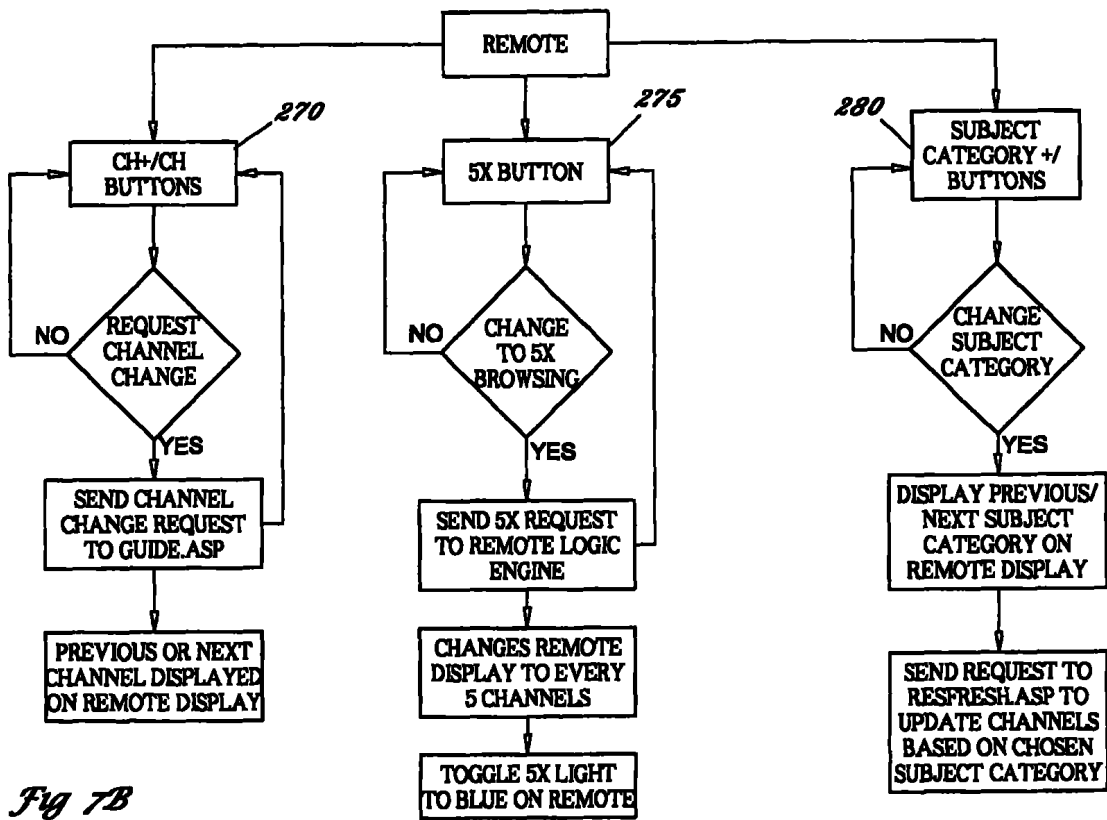


Fig 7B

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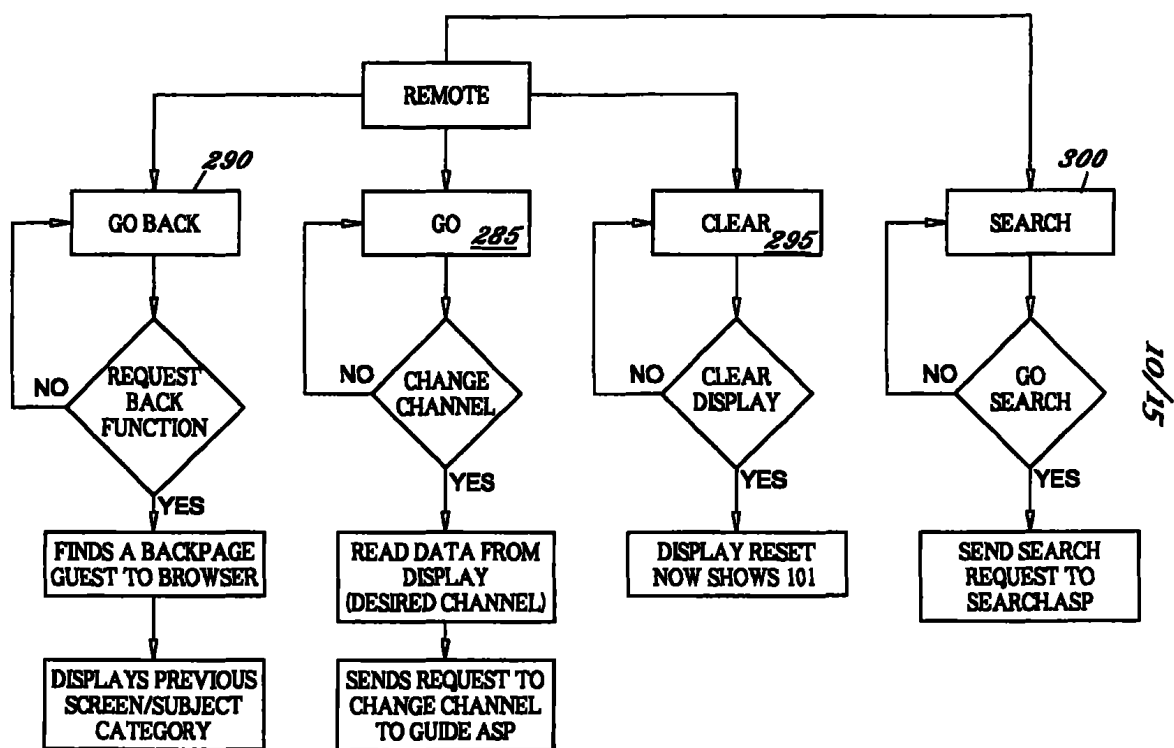


Fig 7C

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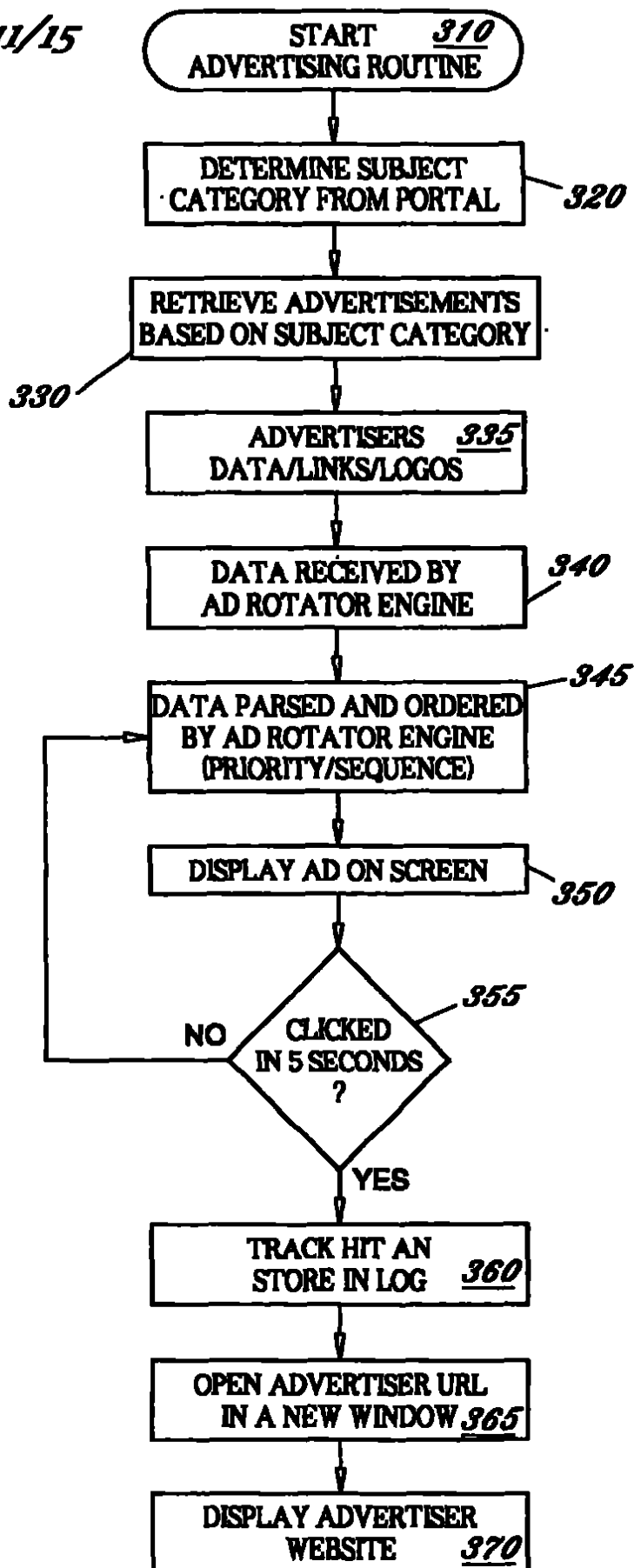


Fig. 8

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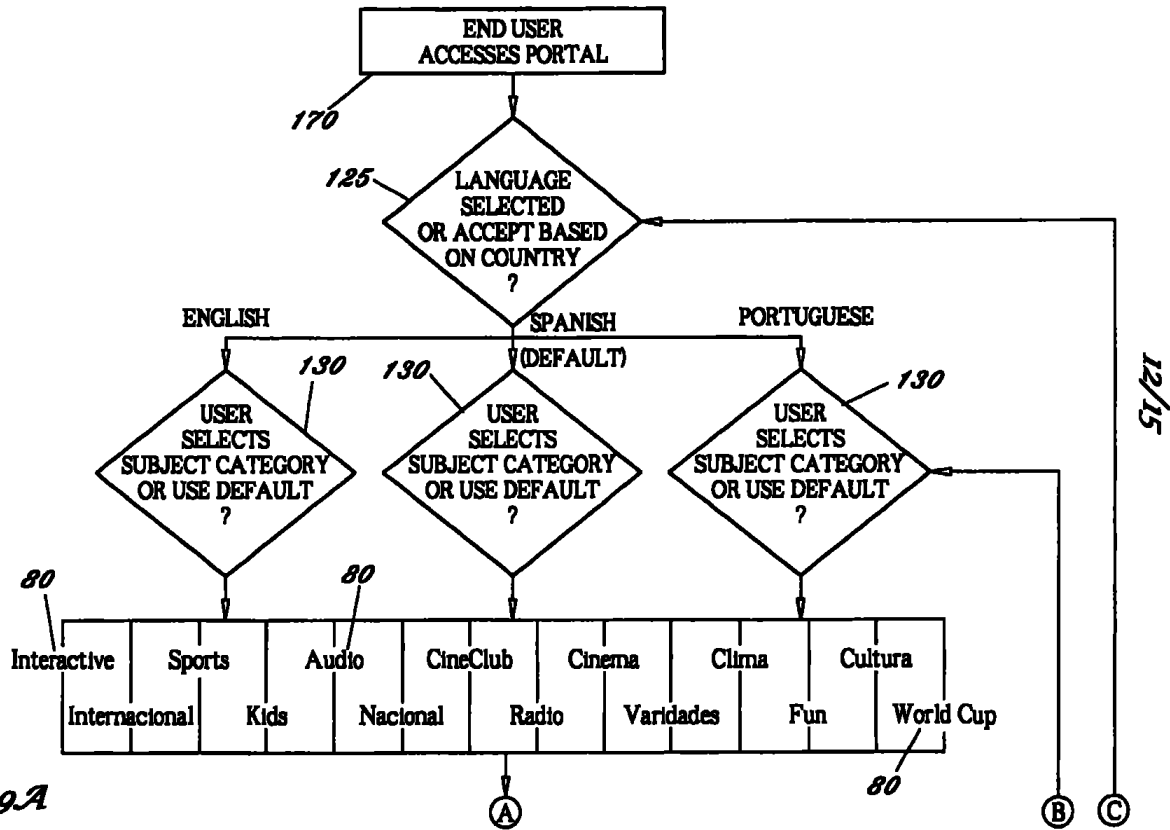


Fig 9A

121

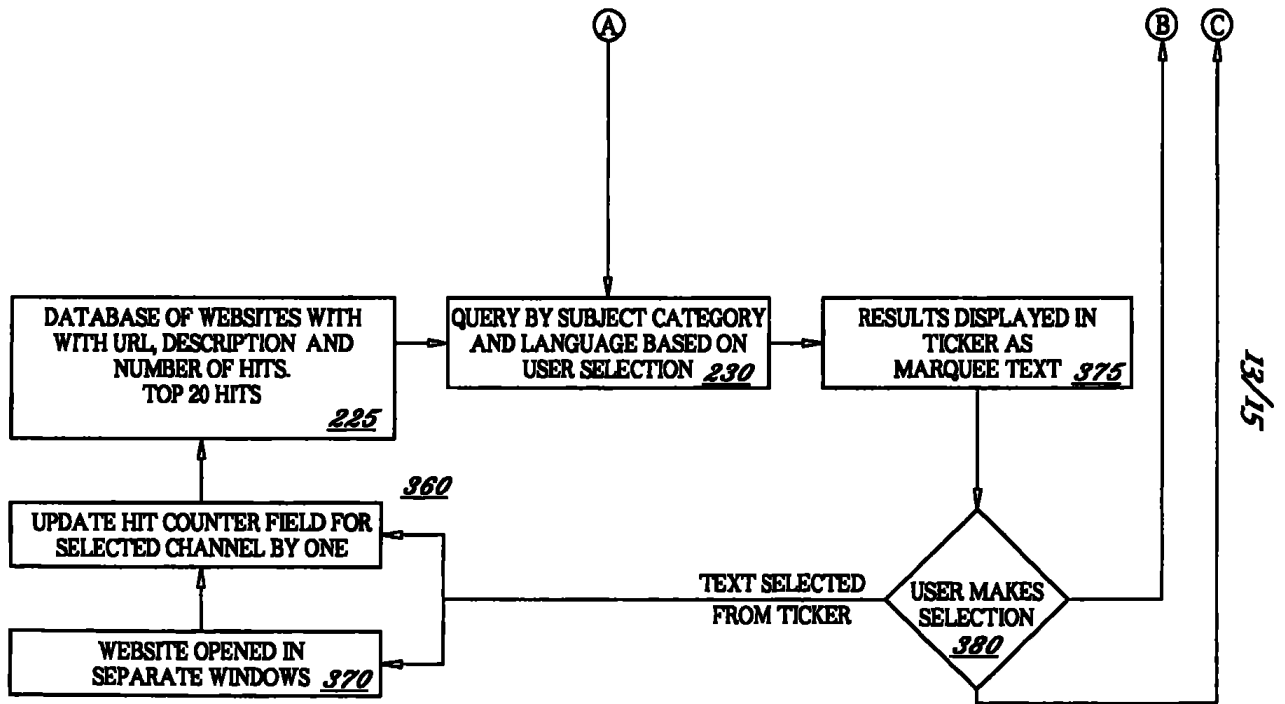


Fig 9B

123
123

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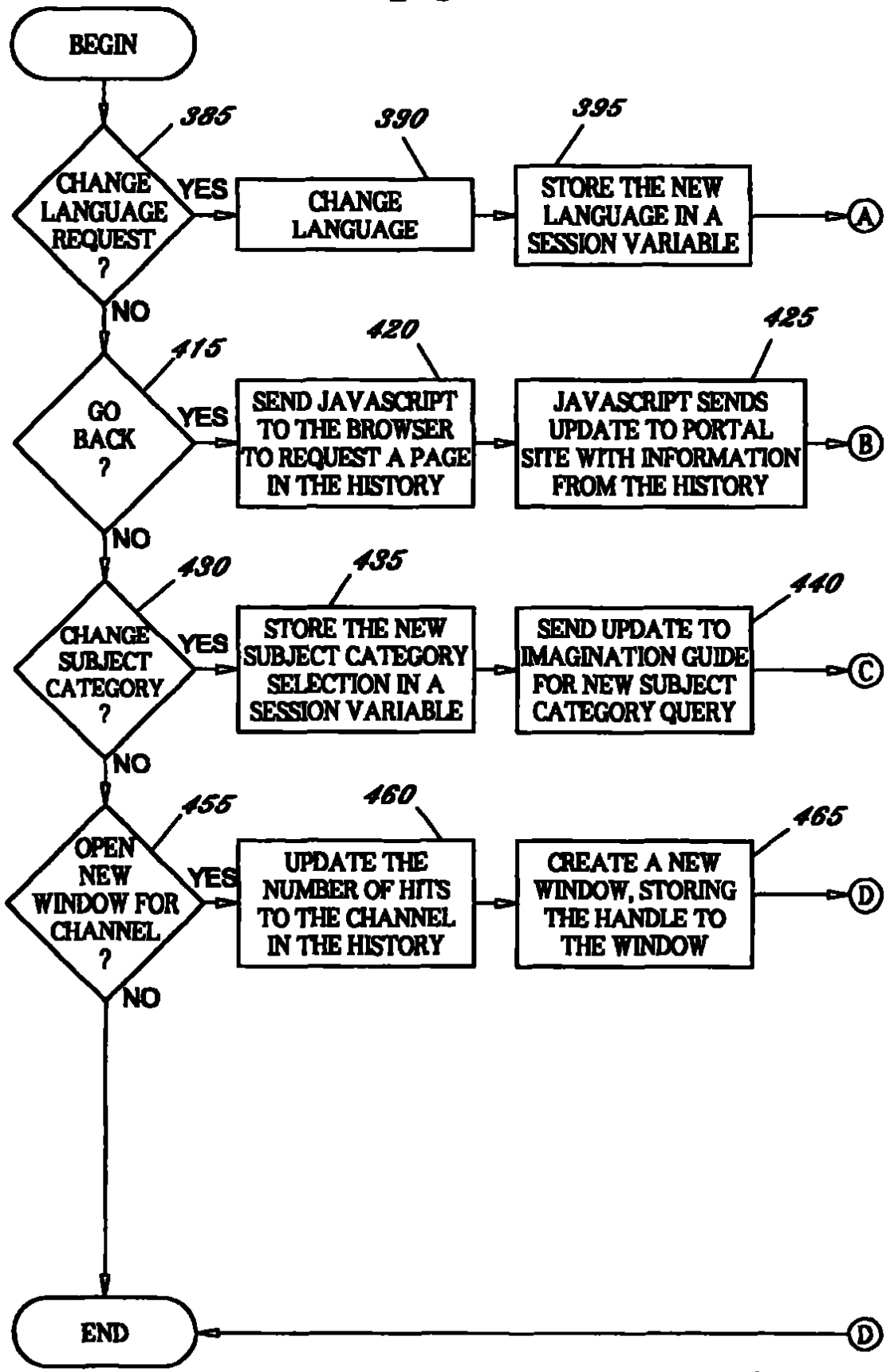


Fig. 10A

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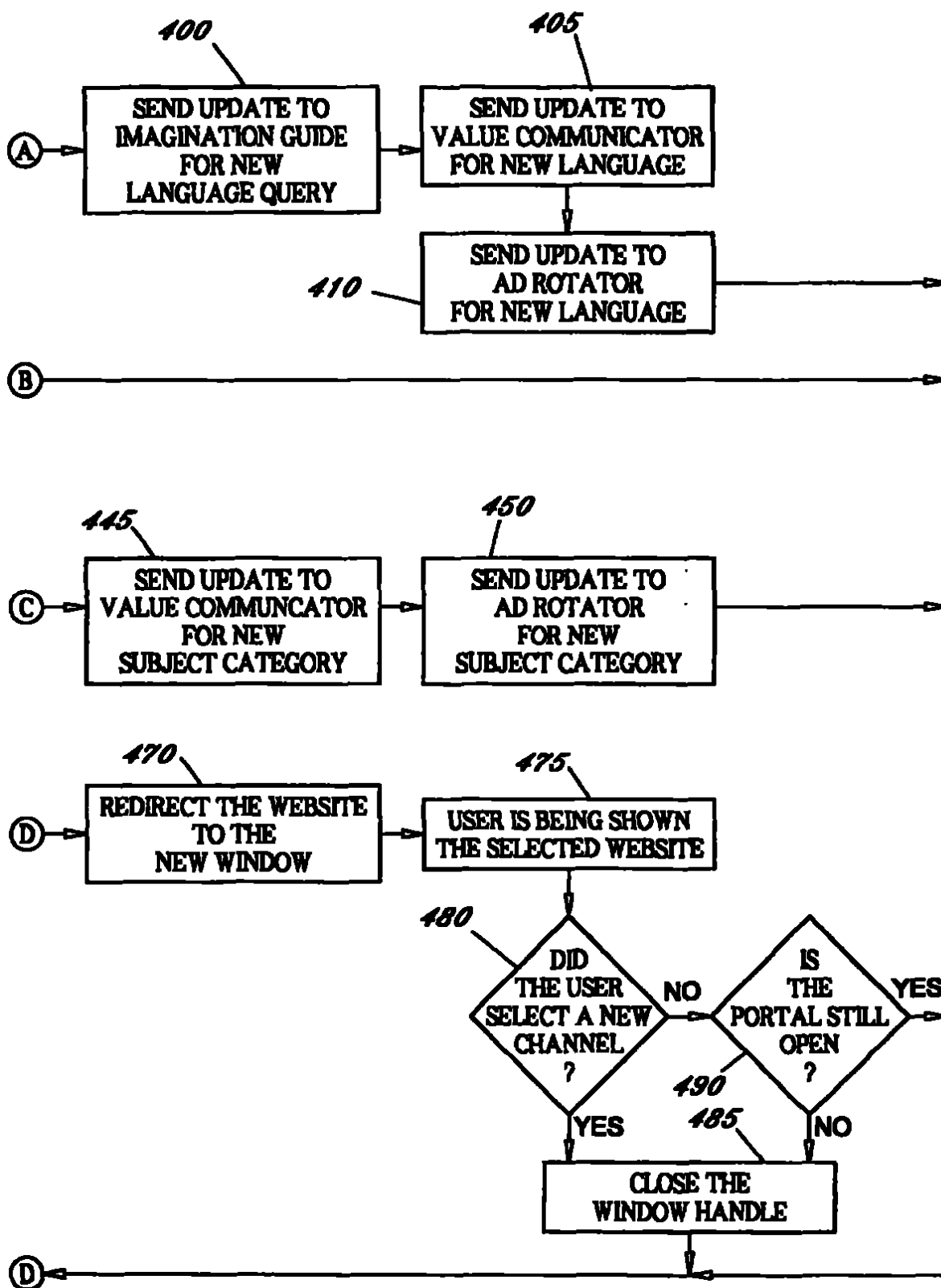


Fig. 10B

125
125

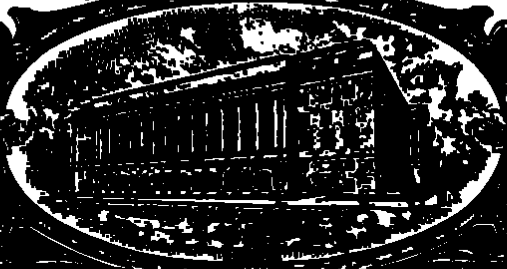
LOS ESTADOS UNIDOS DE AMERICA
A TODOS A QUIENES ESTE DOCUMENTO PUEDA IMPORTAR
DEPARTAMENTO DE COMERCIO DE ESTADOS UNIDOS
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NUMERO DE SOLICITUD: 60/312.210
FECHA DE PRESENTACION: Agosto 13, 2001

Por la Autoridad del
COMISIONADO PARA PATENTES Y MARCAS
W. MONTGOMERY
Oficial Certificador



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

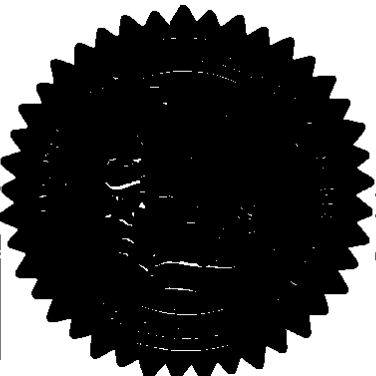
United States Patent and Trademark Office

July 09, 2002

THIS IS TO CERTIFY THAT ANNEXED HERETO IS A TRUE COPY FROM THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE OF THOSE PAPERS OF THE BELOW IDENTIFIED PATENT APPLICATION THAT MET THE REQUIREMENTS TO BE GRANTED A FILING DATE UNDER 35 USC 111.

APPLICATION NUMBER: 60/312,210

FILING DATE: August 13, 2001



**By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS**

W. Montgomery
W. MONTGOMERY

Certifying Officer

08-15-01

AIPROV

FEB 127

PROVISIONAL APPLICATION FOR PATENT COVER SHEET

08/13/01

3549 U.S. PAT. & TM. OFF.

This is a request for filing a PROVISIONAL APPLICATION FOR PATENT under 37 CFR 1.63(c).

Sheet of

INVENTOR(S)

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☐ Additional inventors are named on the separately numbered sheets attached hereto.

TITLE OF THE INVENTION (280 characters max)

DIRECTV INTERNET IMAGINATION GUIDE

CORRESPONDENCE ADDRESS

Direct all correspondence to:

☒ Customer Number 20991Place Customer Number
Bar Code Label here☒ Firm or Individual Name HUGHES ELECTRONICS CORPORATION, CORPORATE PATENTS AND LICENSING

Address PO BOX 956

Address 200 NORTH SEPULVEDA BLVD., ES/001/A109

City EL SEGUNDO

State

CA

ZIP

90245

Country UNITED STATES

Telephone

(310) 882-9916

Fax

(310) 416-1216

ENCLOSED APPLICATION PARTS (Check all that apply.)

☒ Specification - Number of Sheets 25 ☐ CD(s), Number☒ Drawing(s) - Number of Sheets 14 ☐ Other - Specify☒ Application Data Sheet (See 37 CFR 1.76)

METHOD OF PAYMENT OF FILING FEES (This form is being filed in triplicate)

☐ Applicant claims small entity status (See 37 CFR 1.27).FILING FEE
AMOUNT

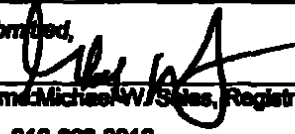
\$ 150.00

☐ A check or money order is enclosed to cover the filing fee.☒ The Commissioner is hereby authorized to charge the filing fee and credit any overpayments to Deposit Account Number: 50-0383

The invention was made by an agency of the United States Government or under a contract with an agency of the United States Government.

☒ No. ☐ Yes, the name of the U.S. Government agency and the government contract number are:

Respectfully submitted,

Signature: 
Printed Name: Michael W. Sales, Registration No. 30,213

Telephone: 310-882-9916

Date: August 13, 2001
Attorney Docket No. PD-201185

Customer No: 20991

Certification under 37 CFR 1.10 (if applicable)

EF740971056US

EXPRESS MAIL Mailing No.

8/13/01

Date of Deposit (m/d/yyyy)

I hereby certify that this application is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Commissioner of Patents and Trademarks, Washington, D.C. 20231.

Vickie Chapp

(Type or printed name of person mailing application)


(Signature of person mailing application)

PATENT
PD 201165

DIRECTV INTERNET IMAGINATION GUIDE

INVENTORS:

**EDWARD M. LESTER
CHIRS STEWART**

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50227E09-0180E101

DIRECTV INTERNET IMAGINATION GUIDE

SUMMARY OF INVENTION

Current Web information searching is originated from the individual having an idea of what they are seeking. This invention modifies the criteria such that the individual enters without any preconceived idea of the information they are seeking. By use of the DIRECTV Imagination Guide they will be able to review information that has been acquired solely to stimulate their imagination. This paradigm shift will supply entertainment value from the Web instead of pure information.

The purpose of this invention will be to supplement the entertainment value supplied by DIRECTV to our subscribers. We want to expand the entertainment value of DIRECTV to be multimedia based. The advantage of this invention will be that our subscribers will be able to access our Web site and let their imagination guide them to the entertainment they desire without having a specific idea of what they are after. The Imagination guide will be grouped to match our sub brands to assist in classifying areas of interest. Each sub brand will contain an Imagination Data Base that would be selectable by Portuguese, Spanish and English subjects of interest.

The expected value will be to increase the value proposition for our subscribers. In addition, the invention would reduce churn due to the fact that the DIRECTV Imagination Guide would only be available from DIRECTV. If the patent is approved, we would be first to market and would be able to sell the patent to all entertainment companies. The advertising revenues and revenues from joint linking should increase the profitability of the company. By supplying an additional source of entertainment to the subscribers we will also be able to offer additional exposure for our channel providers and advertisers.

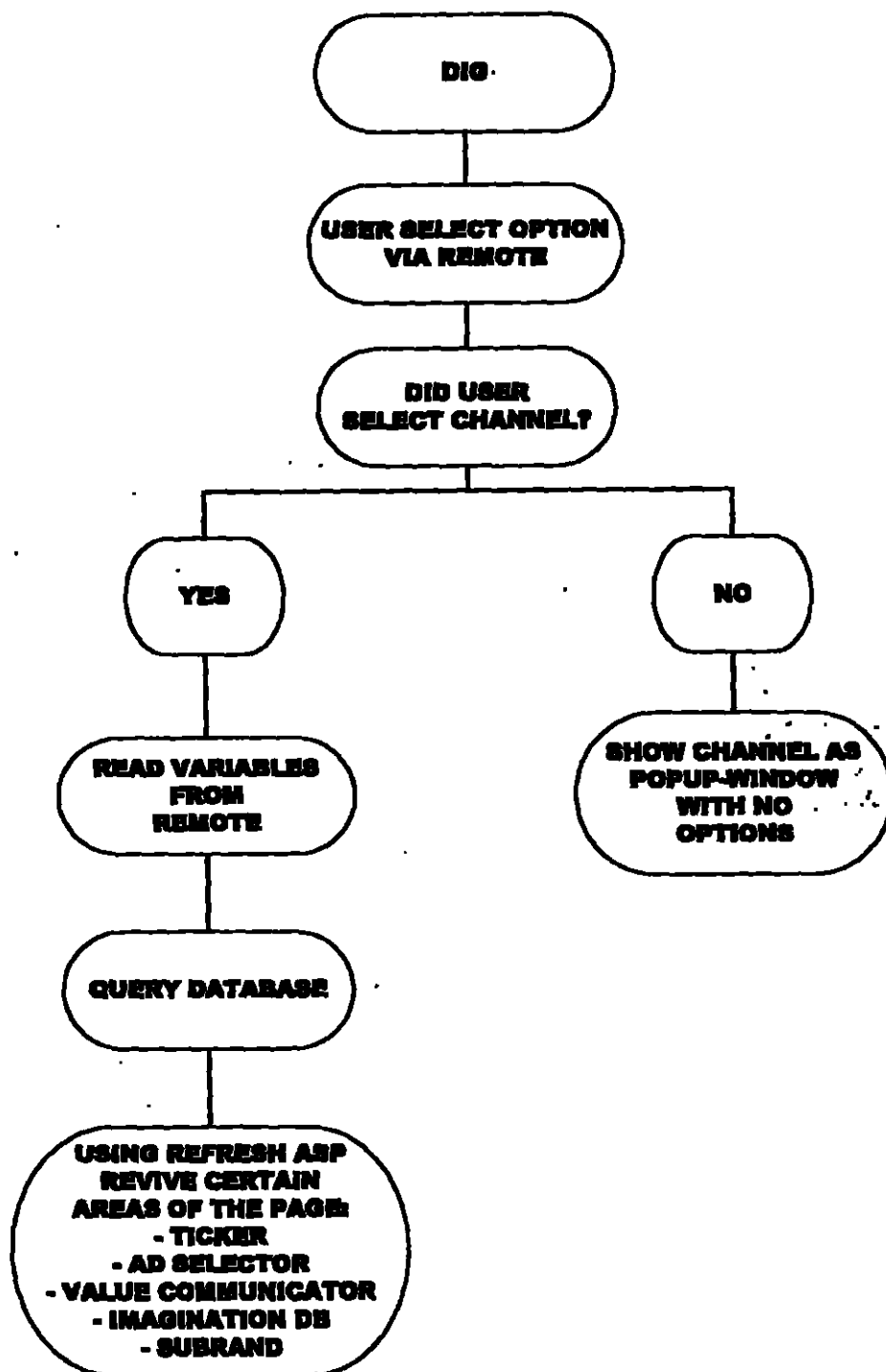
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DIRECTV PORTAL PROJECT

#130

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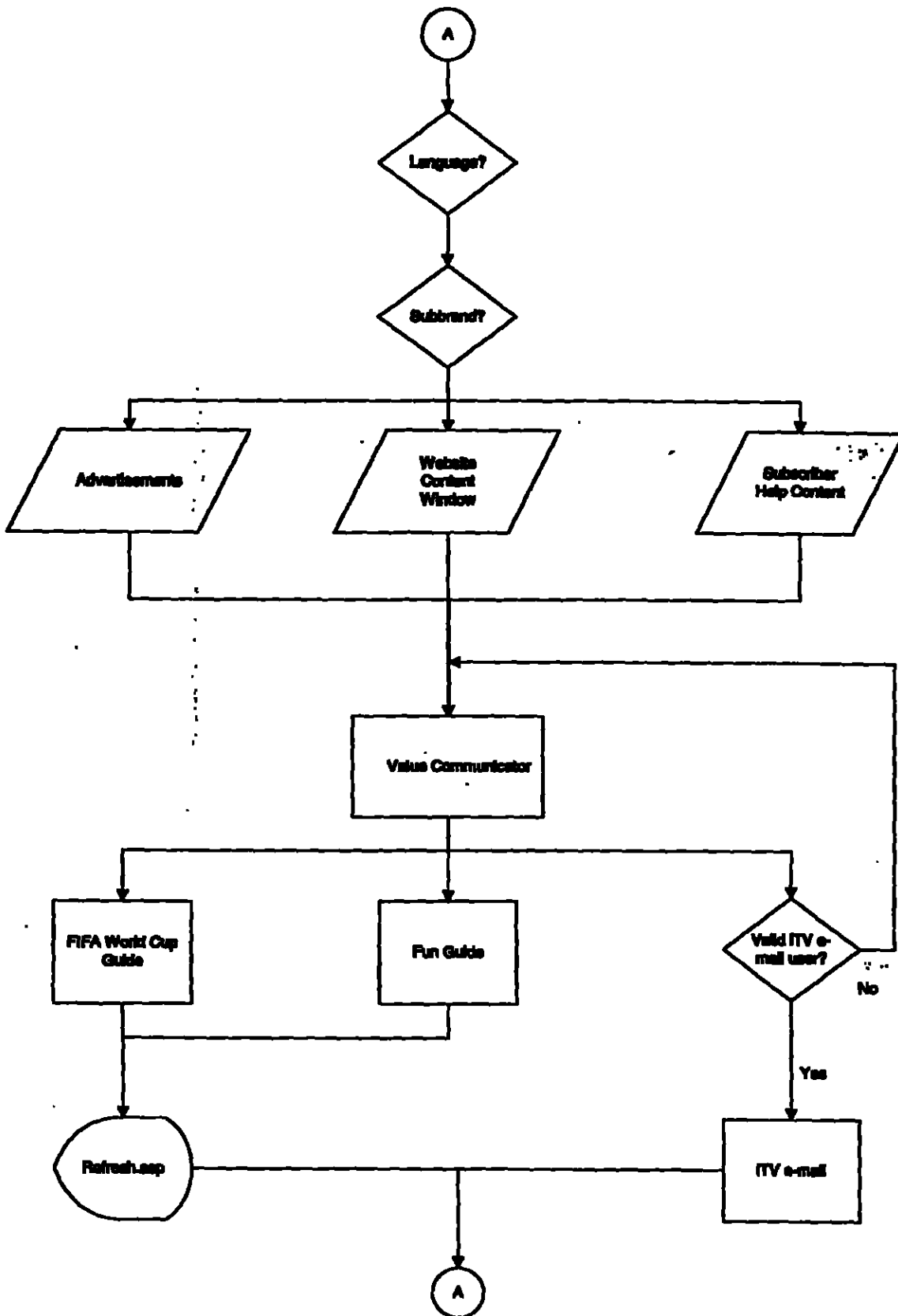
Value Communicator

A

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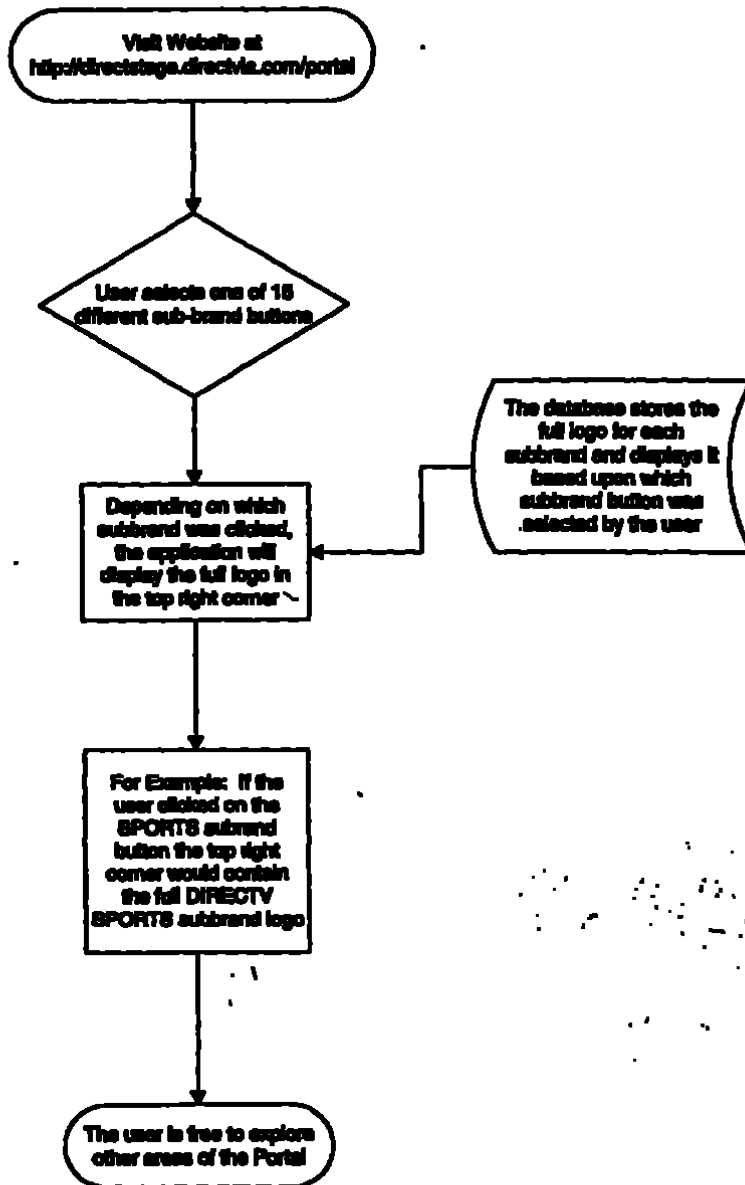
Flow Chart for Sub Brand Buttons

B

434

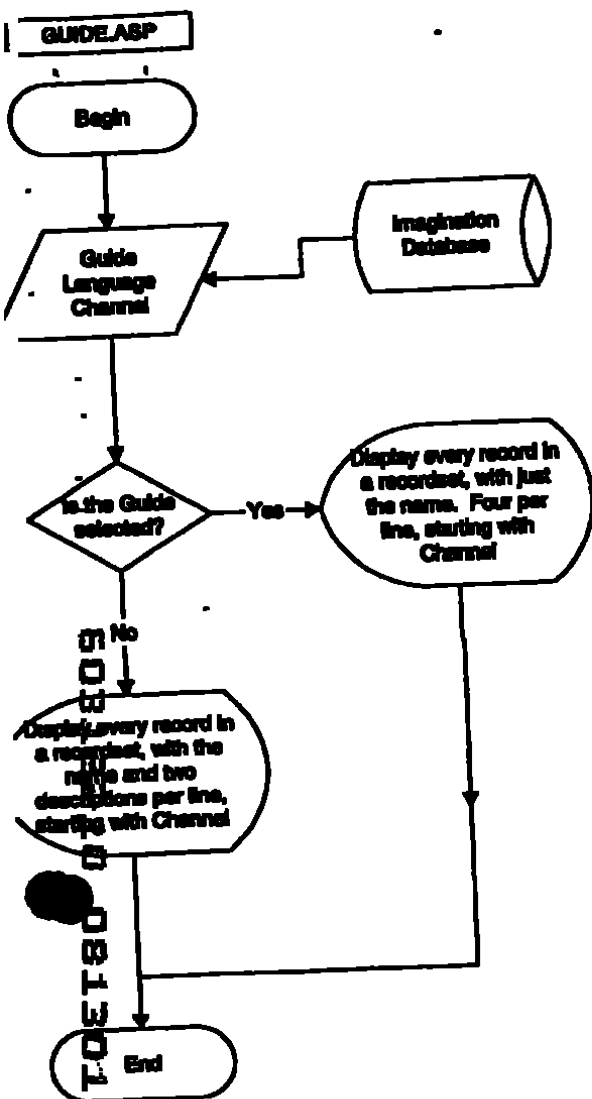
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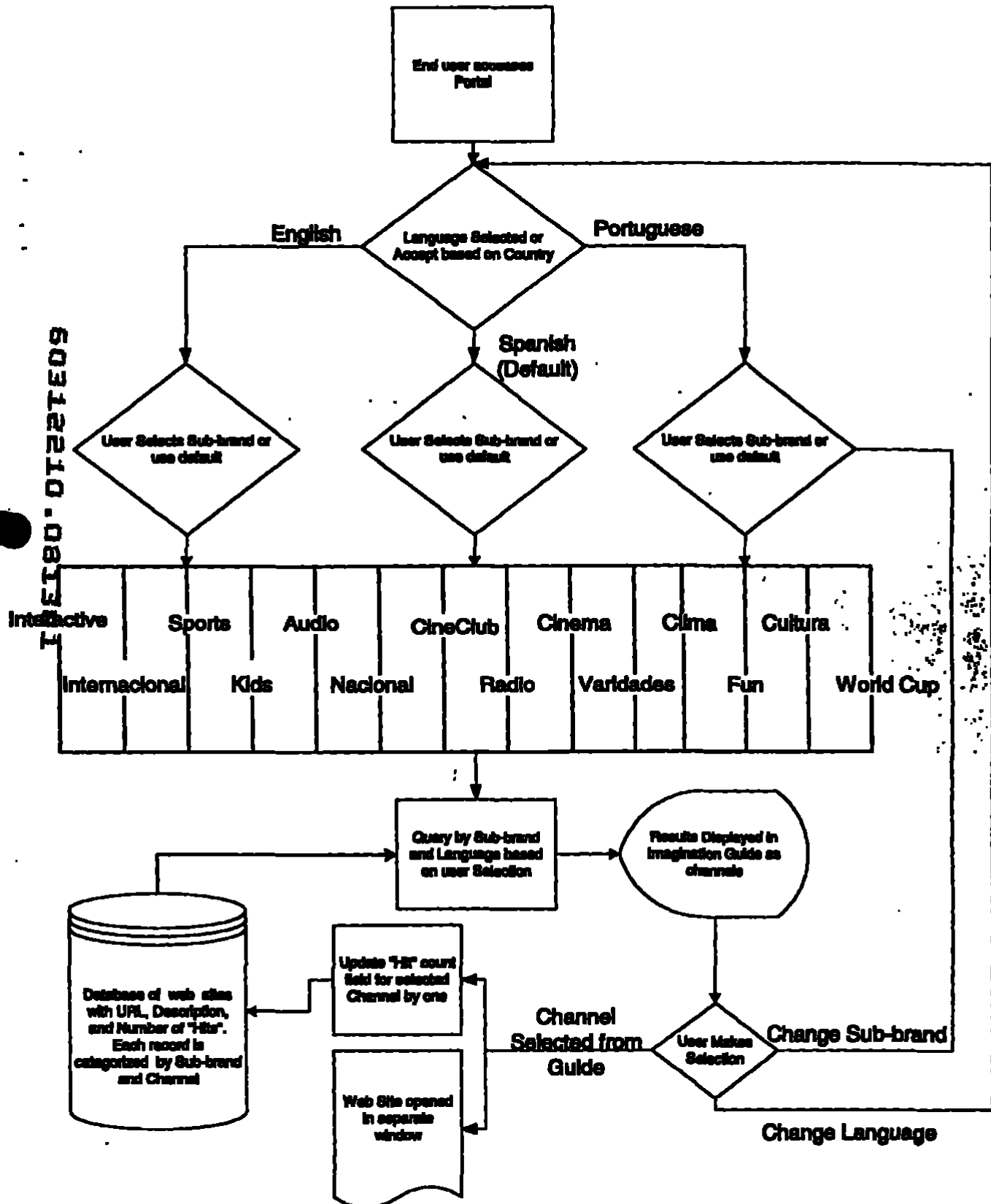
135



Function of the Channel database in the Imagination Guide

C

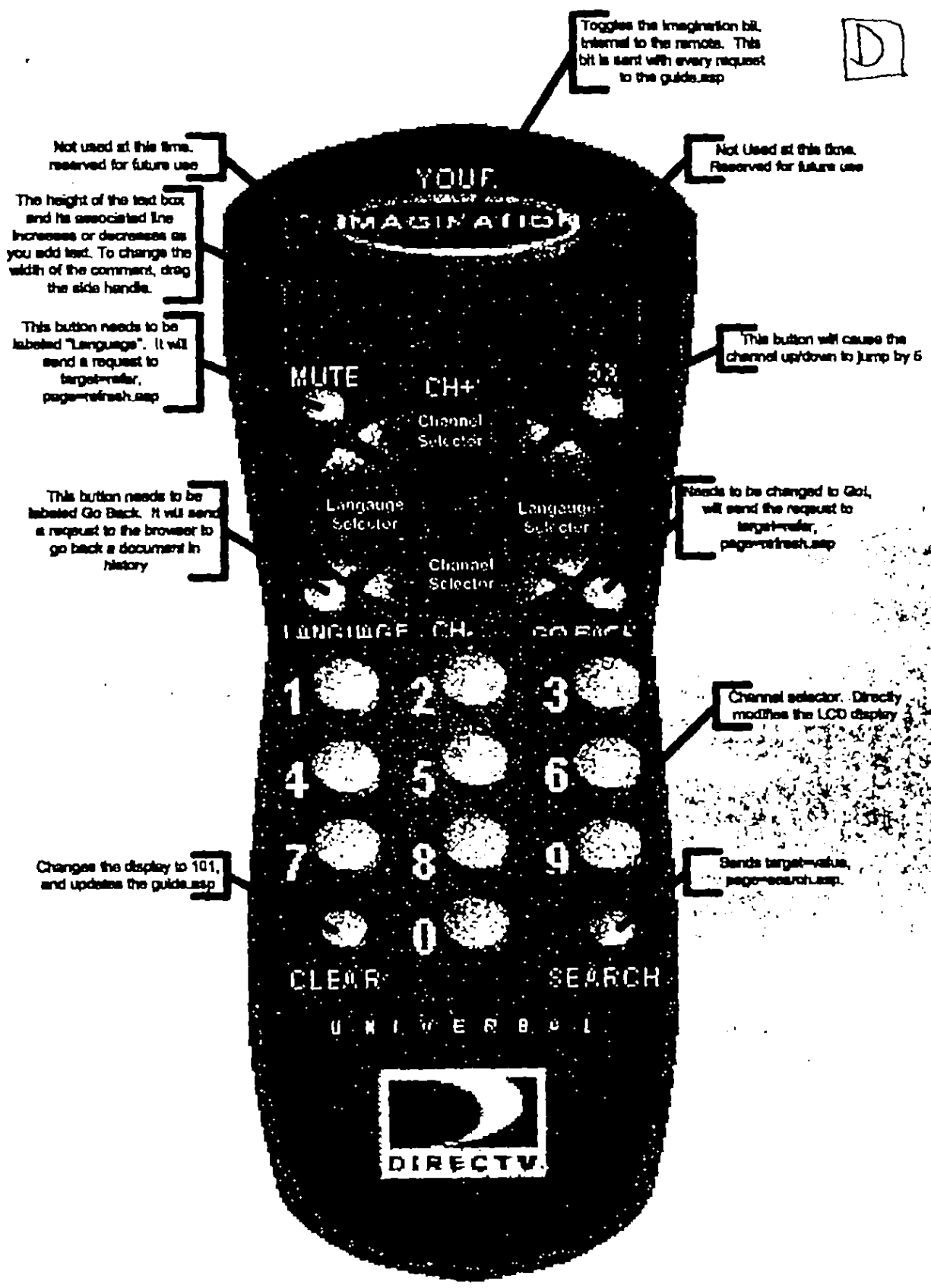
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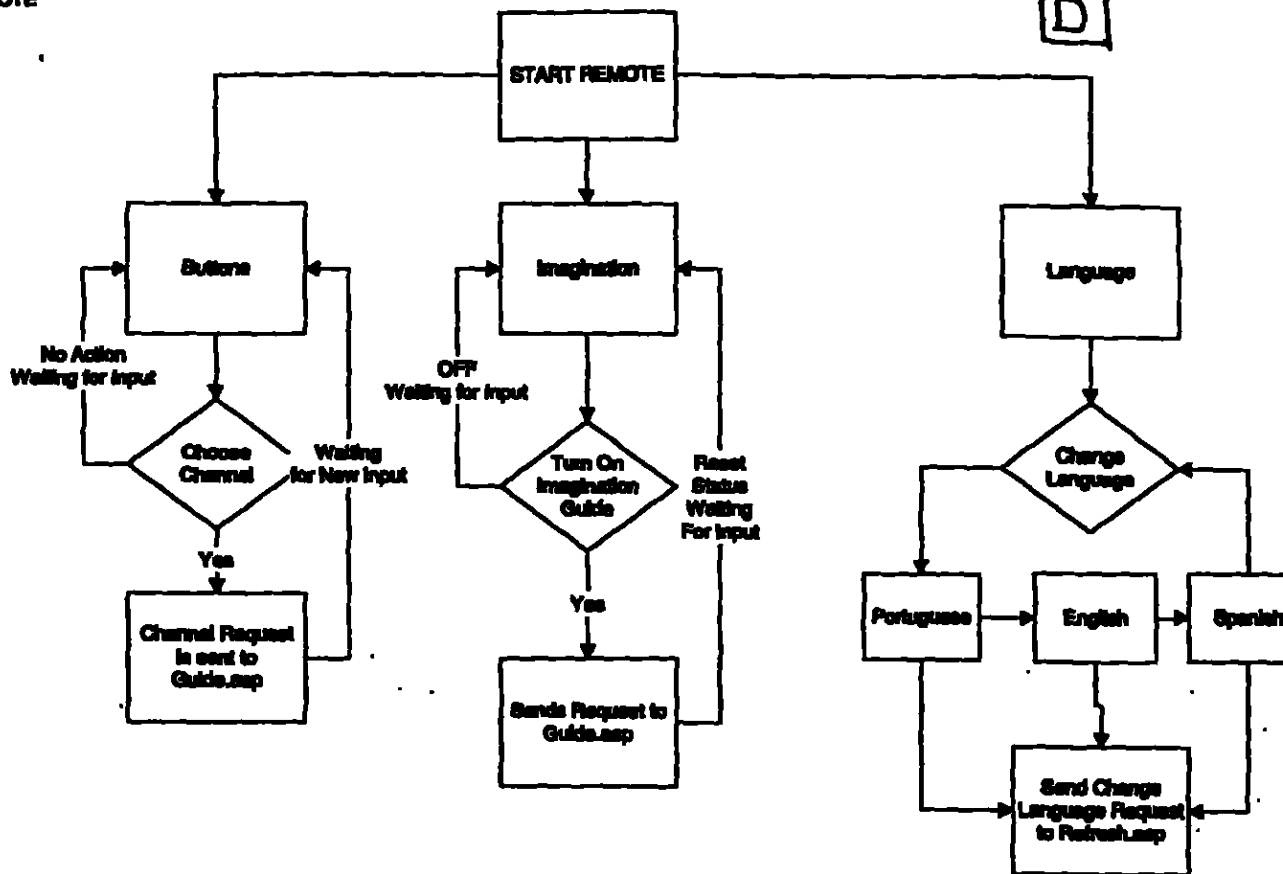
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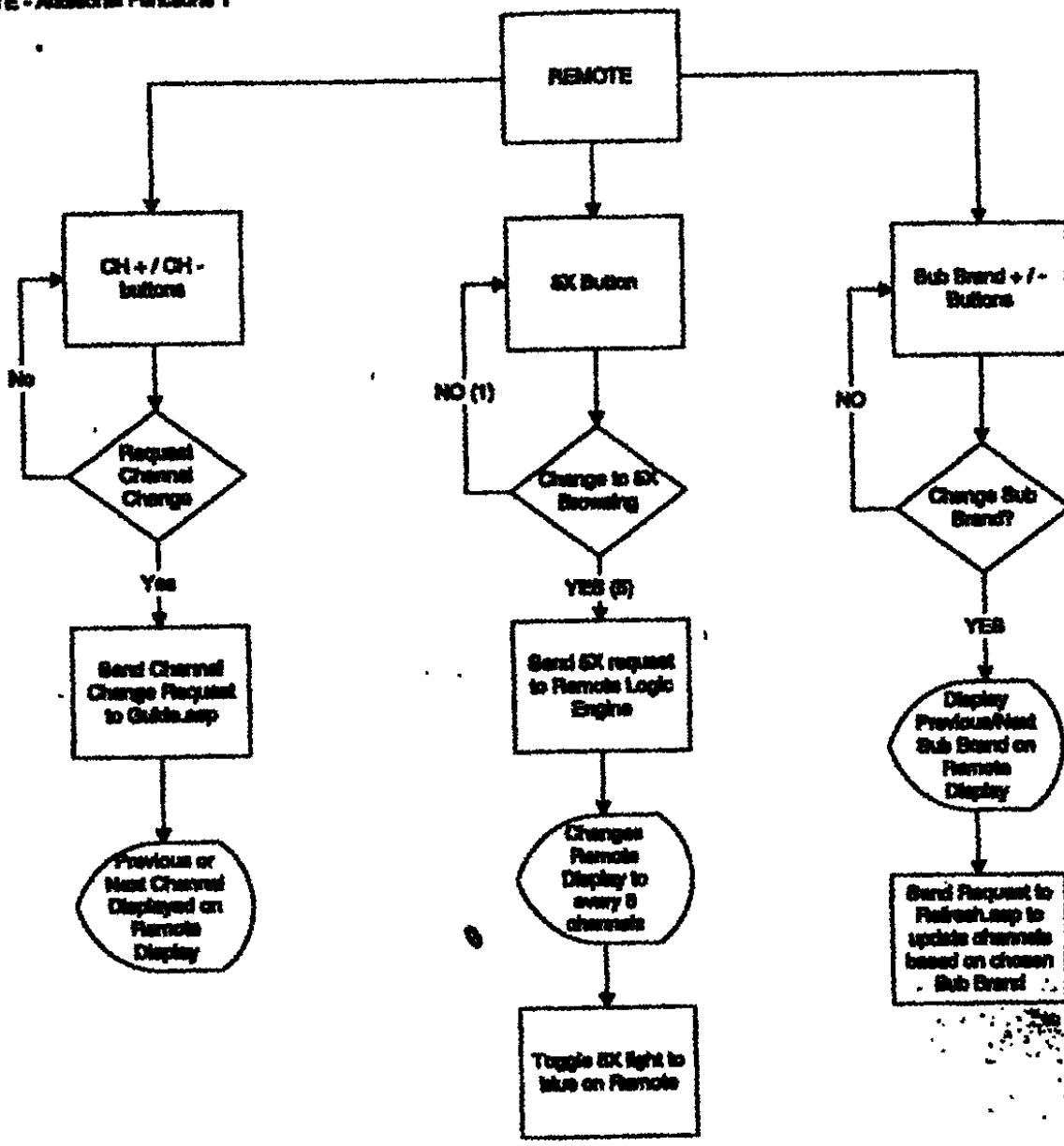
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DIG Remote Control

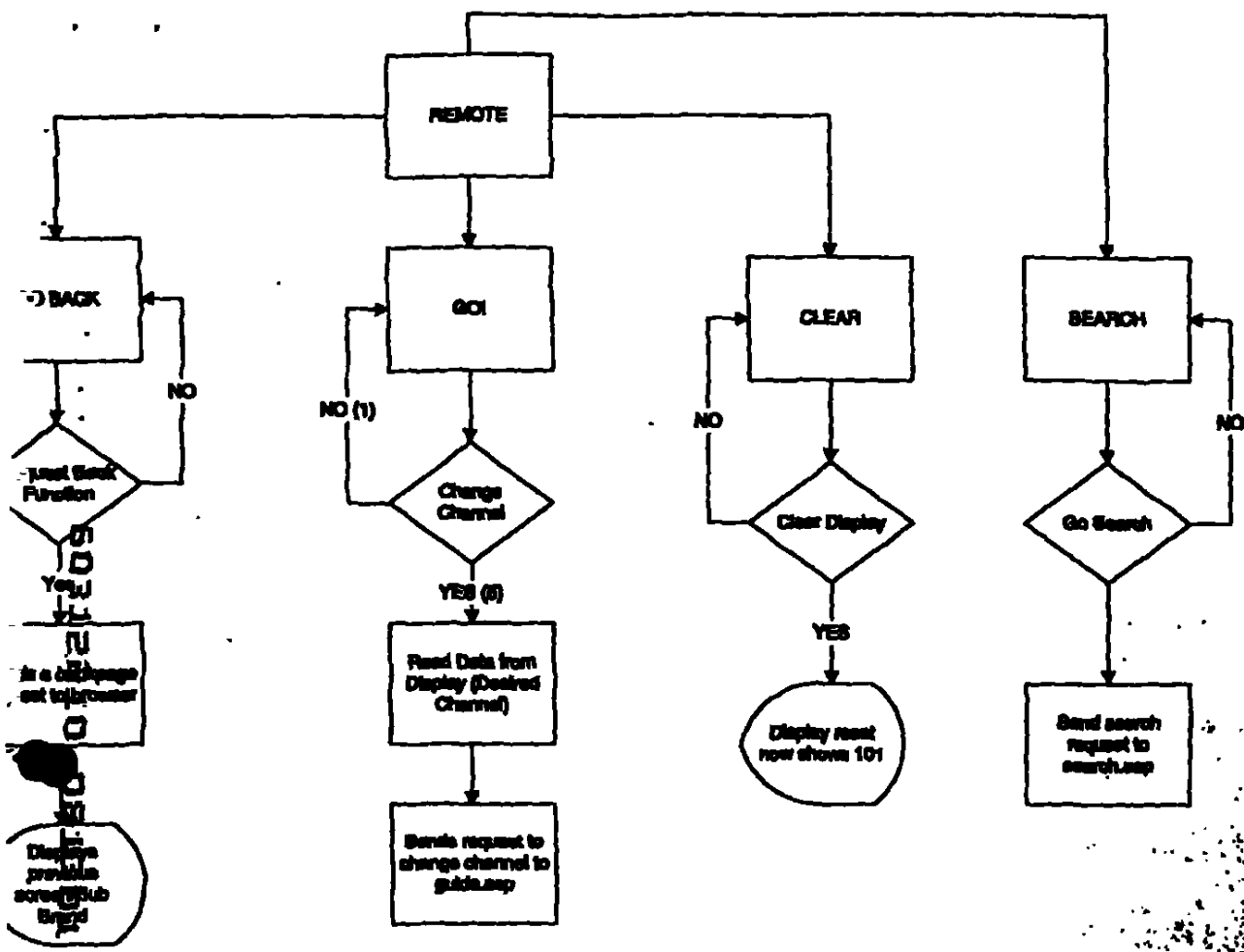


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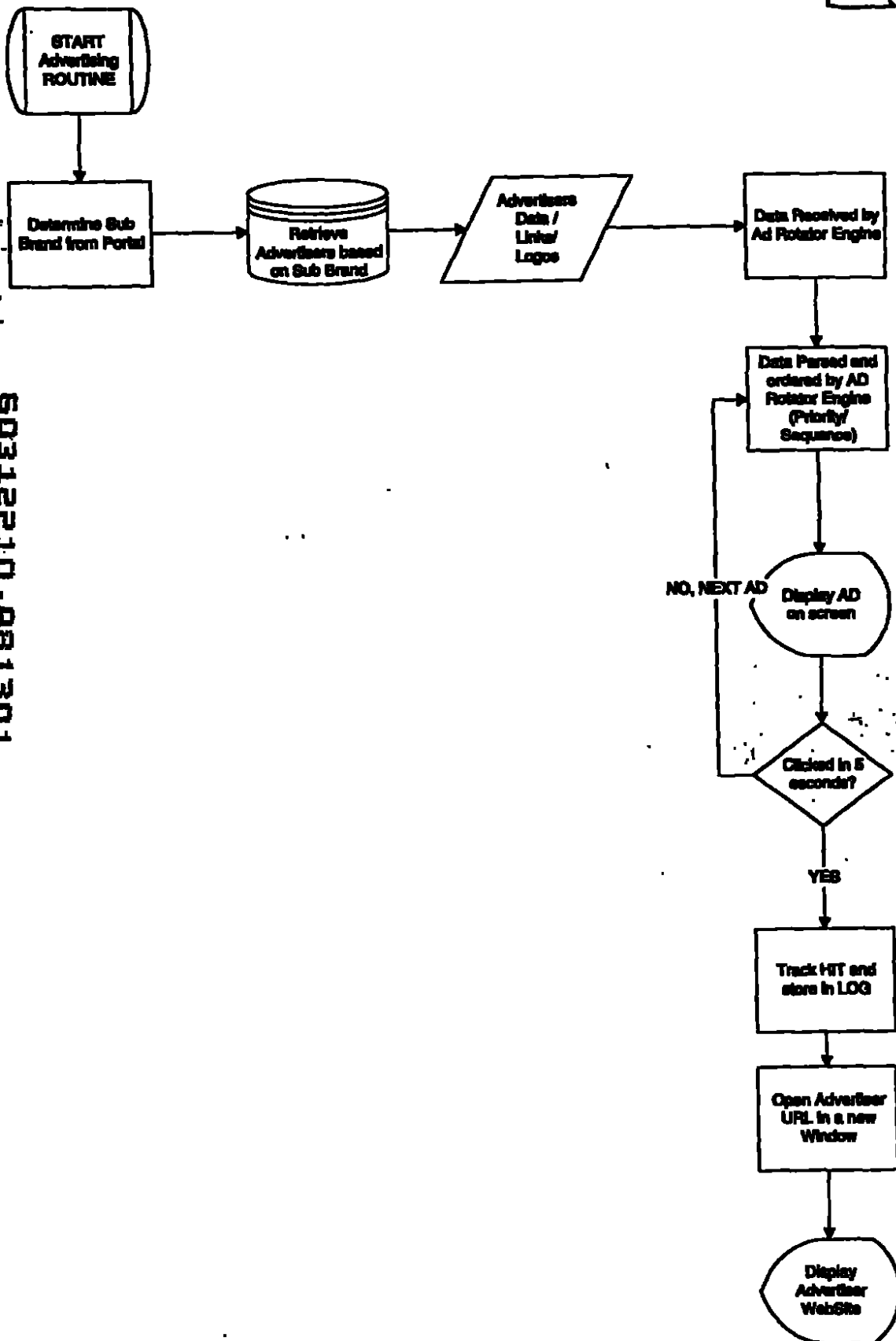


Advertising Flow

E

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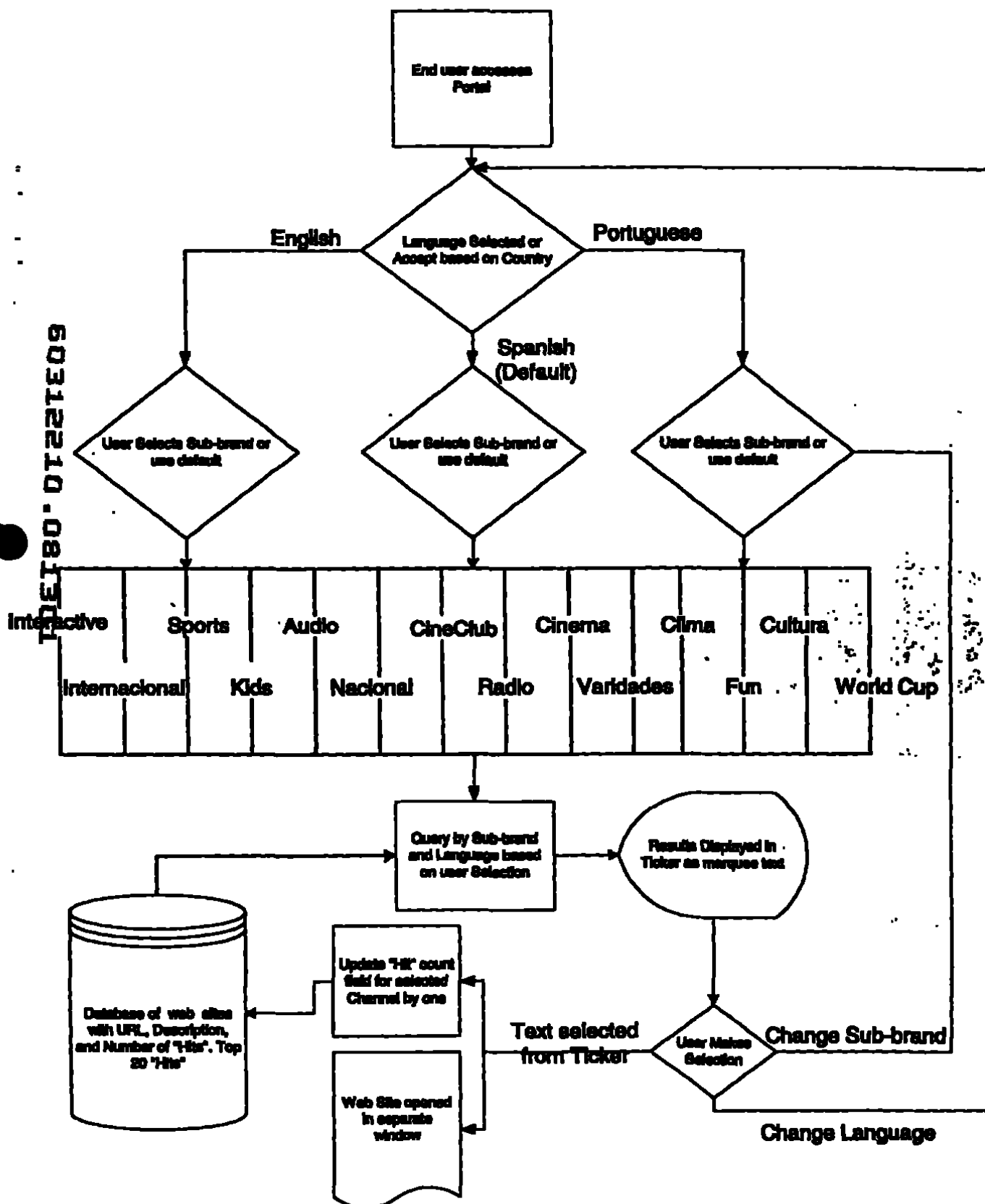
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Function of the Ticker window in the DIRECTV Portal

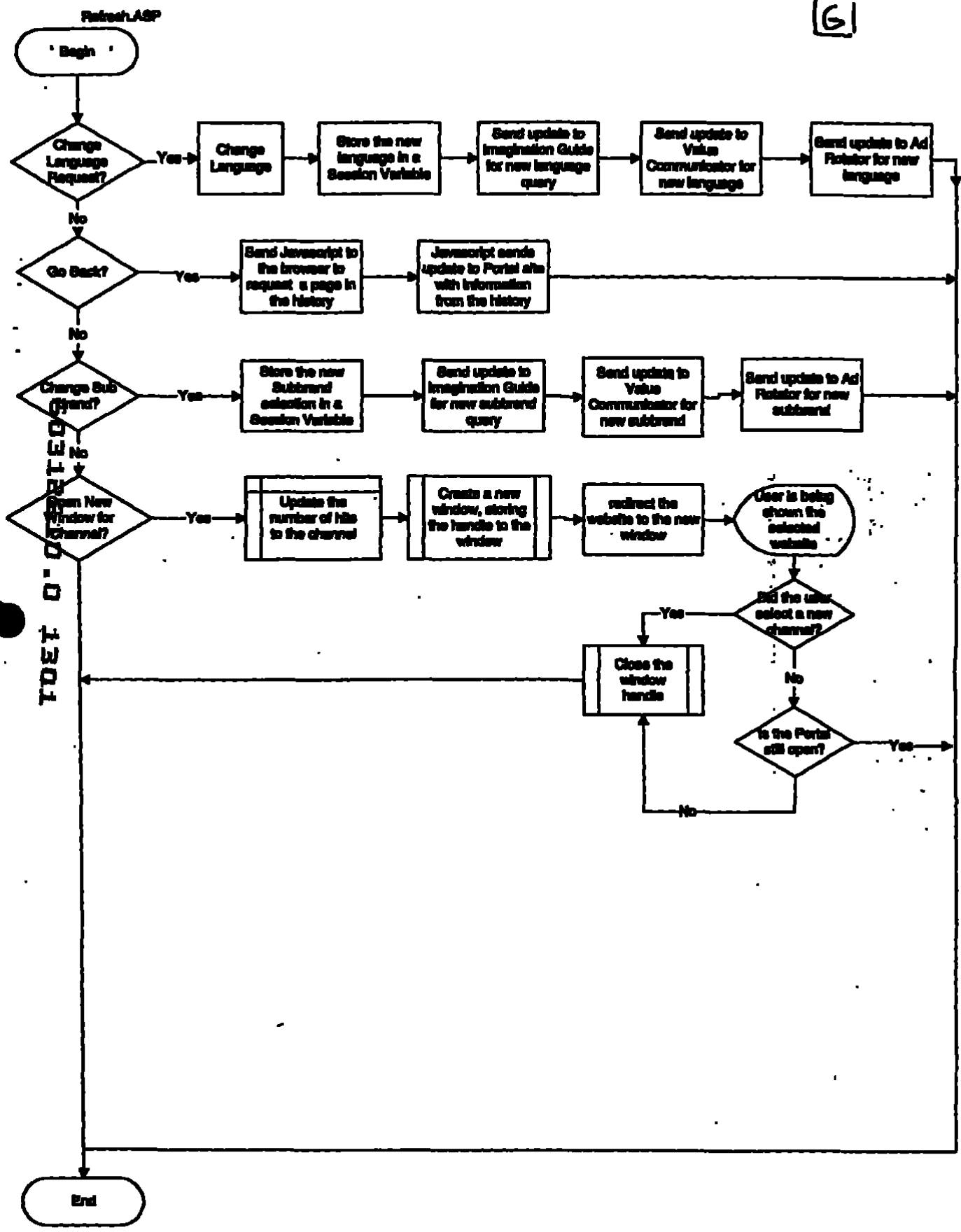
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[G]



DIRECTV

Sports

DIRECTV SPORTS

CONFIDENZA

Confianza

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JOSÉ GARCÍA

PORTAL HOME PAGE

DIRECTV

KOREAJAPAN

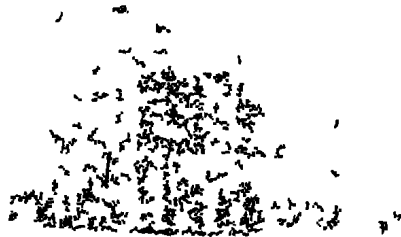
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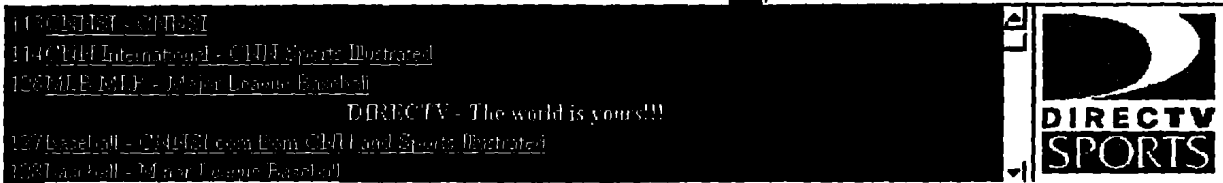
Overview

- DIRECTV IG revamps the way that people search the internet because it is Proactive rather than Retroactive
- Adds value to the subscription of DIRECTV
- DIRECTV maintains no content other than the actual DIG software

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Imagination Guide

- Stimulates Imagination
- Users are able to select multiple different themes
- DIRECT SPORTS* Sub brand identifies which theme they are using at
- Can process banner-advertising (dark blue line)
- Easy-to-use and familiar web interface
- Consistent with current *Web Look and Feel*

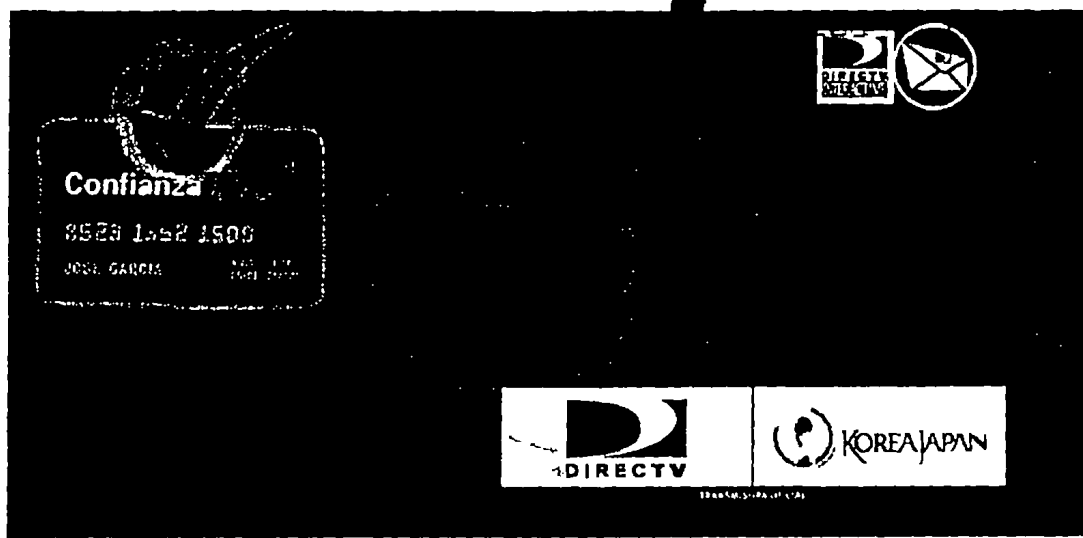
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Subbrand Selector

- Allows users to select which sub brand or theme that fits their current general interest
- New themes can be added very easily

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Value Communicator

- Easy to use message system for subscribers
- Easy access point for DIRECTV Interactive Webmail
- Explains how the portal adds value to the subscriber

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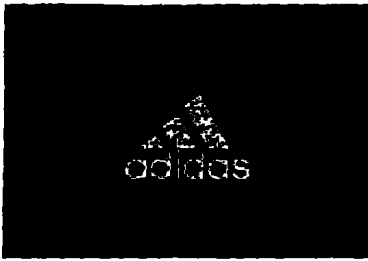
Value Ticker

- Helps to tie the website together
- Promotes upcoming Sports, Movies, Weather, and Events on DIRECTV
- Has ability to link to other areas of the Portal

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Site Advertising

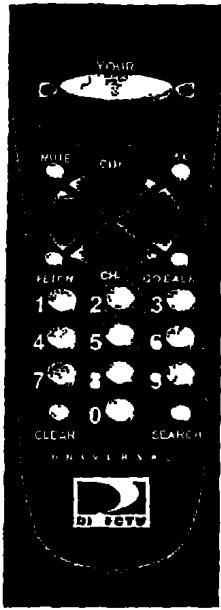
- Provides a mechanism for the subscriber to quickly click on more options
- A way for advertisers of the DIRECTV Portal to easily reach millions of subscribers with very little effort
- Can leverage off of the current and future DIRECTV Interactive advertisers

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Qst 002

Remote Control

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- Same look and feel as the current DIRECTV system
- Provides added functionality to the website via mouse clicks
- Offers features that the current remote control does not (5X, your imagination)
- *Your imagination* button changes the view to one that will stimulate your imagination differently

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Goals

- Provide additional value to the subscriber, which will aid in reducing Churn
- Completely redesign the thinking of the Internet, moving towards a model that currently works
 - Similar to a book store, where all of the books are in front of you and you only need to choose the general theme and your imagination finds the best from there

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Limitations

- Imaginations
- Support To maintain the database of all of the best links, we will need a few good web surfers

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DIRECTV™ WEB PORTAL



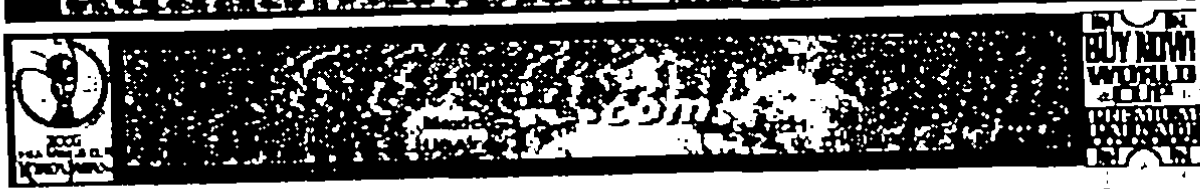
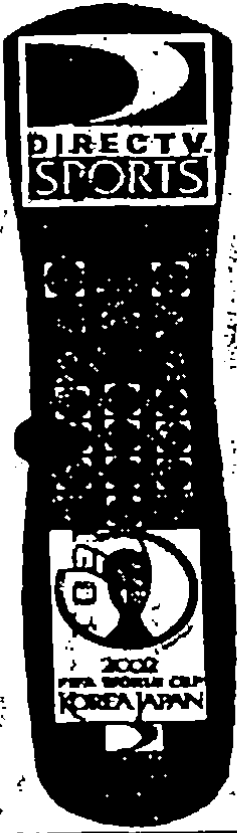
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155
155

CONTROL AREA

305		
306		
307		



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SPOT AREA

**DIRECTV
SPORTS**

2002
FIFA WORLD CUP
KOREA JAPAN

305		
306		
307		
308		
309		
310		

**DIRECTV
SPORTS**

**WEB
PORTAL**

2002
FIFA WORLD CUP
KOREA JAPAN

SPONSORED BY

Budweiser

2002
FIFA WORLD CUP
KOREA JAPAN

2002
FIFA WORLD CUP
KOREA JAPAN

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<u>Sports Hyperlinks</u>	Error! Bookmark not defined.

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DIRECTV Latin America Sports World Cup Portal

The rules have changed! In order for an established business to survive and in fact thrive, new strategies and new avenues of revenue must be developed and deployed in a cooperative and cost effective manner. Development and implementation of a practical DIRECTV World Cup Portal website will attract new customers, increase revenue, and add increased value to our broadcast offering. DIRECTV Latin America has stated its mission as being the best provider of entertainment in Latin America for our customers. For these reasons...

"DIRECTV Latin America is proud to announce the creation of the ultimate Sports Portal of the entertainment world! DIRECTV has created one central point for all subscribers to enjoy the latest entertainment offered via the Internet."

This single point of entry for all of our subscriber's World Cup needs shall be focused towards our subscriber's sports needs and desires. The Portal (common Web lingo for central access point) will be designed to utilize as much commonality as possible from the DIRECTV broadcast system. The layout will utilize an input output (I/O) device similar to what our subscribers are currently familiar with (remote control, only virtual). We will supply a program guide that provides easy access to all websites that carry the theme we are after. The program guide will follow as much as possible the design utilized by broadcast DIRECTV (channel assignments will match as close as possible the theme). 100 - 200 will contain the international mix of all possible combinations of value channels, 201-300 will offer the channels that pertain to our subject specifically and 600 - 700 will be all radio URL's. We would like to follow the theme of all even channel are Spanish, all odd channels are Portuguese and 900-999 are in English.

A Service Level Agreement (SLA) will be written to assure our subscribers are always supplied with top performance from the DIRECTV portal, the best quality on the Web and an ease of navigation that our competition will want to copy. This SLA will be the performance metrics for operation, operational requirements and change management.

For access into our portal we have envisioned restricted access available only to DIRECTV subscribers but available for a cost to all interested potential DIRECTV customers. We would like to have this portal as a second page accessible from several points currently available on the Web (Merge, search engines, Corporate page, all partner channels as reverse advertisement, etc.). We have also envisioned that we would be able to utilize the current branding that is available from the DIRECTV Sports logo. The portal concept would be adaptable to the other DIRECTV logos as determined by the business.

The implementation will involve 5 stages to complete. These five stages of DIRECTV World Cup Portal development consist of:

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DIRECTV Portal

Stage 1 – Information gathering consisting of review of product, service, distribution channels, competition and existing activities. Short and long term goals are defined, objectives are mapped and metrics are defined to measure our progress towards meeting our stated goals.

Stage 2 – Strategic planning will define our target audience, content will be analyzed and organized, technologies defined and selected, and resources identified.

Stage 3 – Site production will review our communication process and verify proper performance, navigation routes, proper use of graphics and content.

Stage 4 – Launch and promotion will utilize the marketing methodologies currently in place for the DIRECTV Brand and incorporate best practices from leading Web portal sites.

Stage 5 – Maintenance and Support will make sure that we keep our Web portal updated with fresh/new content. Additionally, the technology must be updated on a regular basis and tested to verify we are meeting the customer's needs.

CONFIDENTIAL

We will not require any licenses due to the design of a portal as opposed to a content provider. Service would be free to all current DIRECTV subscribers (could potentially include DIRECTV US customers) and available for a cost to anyone interested. Sponsorship would be from the entire DIRECTV Latin America Executive team.

CONFIDENTIAL

The Portal should be ready no later than 30 August 2001. This will allow for availability for the holiday season.

CONFIDENTIAL

Stage 1, 2 and 3 will require two dedicated marketing employees, two dedicated IT employees, one finance employee for support in creating the business case, one manager and some consultant assistance. Stage 4 would require support from all OC's to market the World Cup Portal. Stage 5 will require two dedicated employees to answer inquiries, update program guide and search for new programs. In addition, selling support for our advertising will be required. If the idea catches fire, additional resources would be required. The additional dollars required would be \$236,000.00. Table 1 breaks down all of the resource requirements:

Table 1

#	Task	Cost	Comments
1	Six employees	\$96,000	Twelve Man Months
2	Consultants	\$50,000	
3	Two Servers	\$50,000	
4	Software	\$10,000	
5	Travel	\$30,000	6 trips at \$5K each
6	Subtotal:	\$236,000	

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[illegible]

A prototype demo has been created to present the concept and get the process started. In addition we have created the base for our program guide and the potential rules for Advertisement.

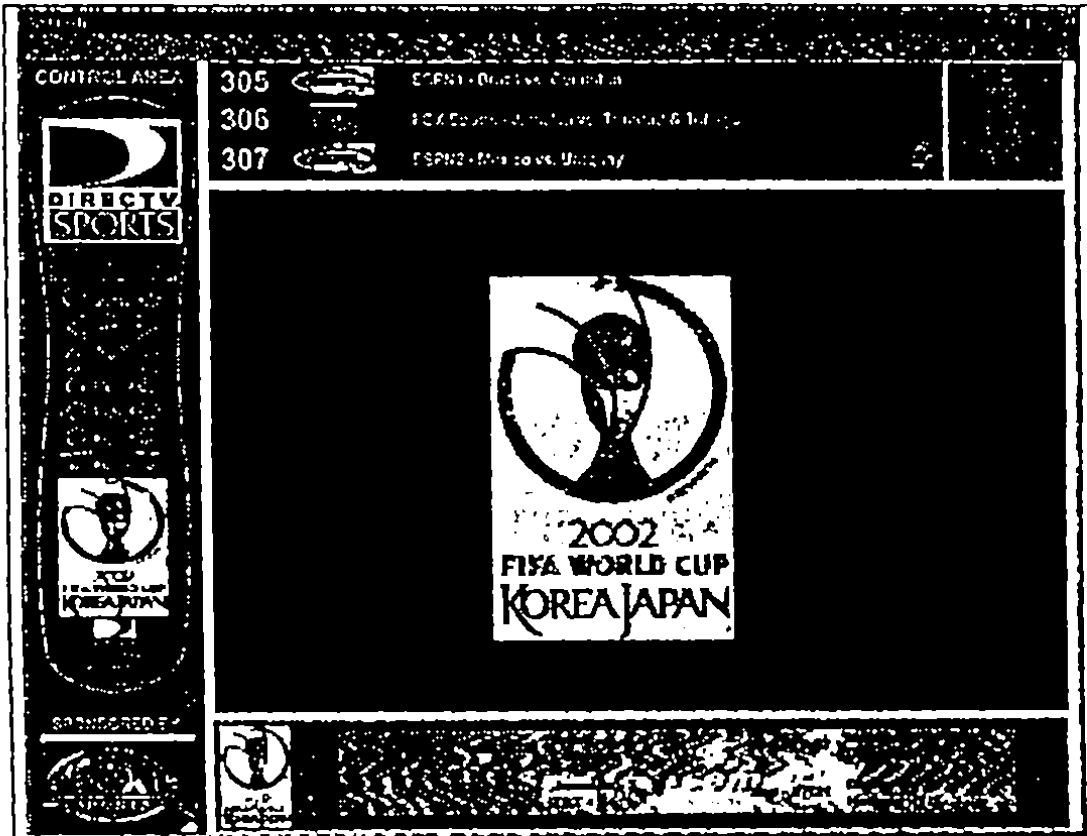
This idea has been presented to several (trusted) subscribers just to get their reaction and it has had tremendous response. We have the opportunity to expand our current business, increase our value to our subscribers and become a true multimedia entertainment giant!

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DIRECTV Portal

Figure 1: DIRECTV Sports Portal



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Confidential

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Advertising on Web Portals

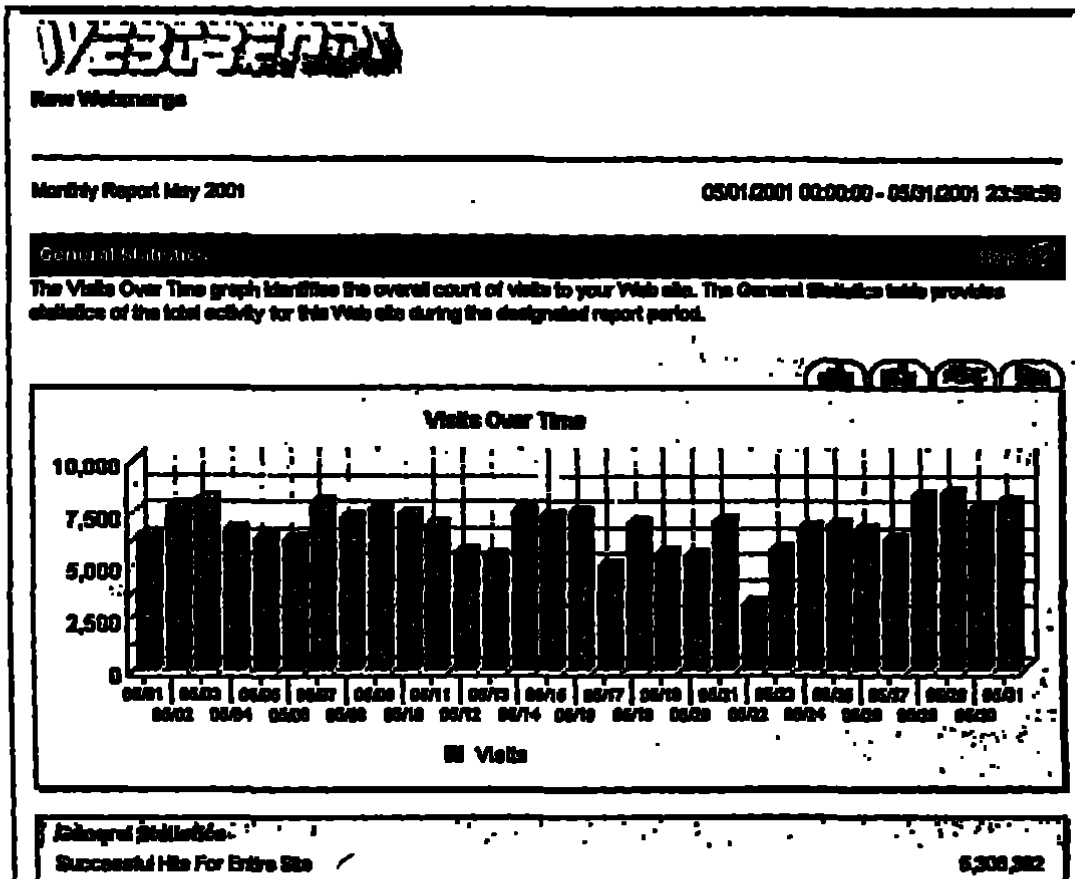
The DIRECTV Portal is DIRECTV Latin America's answer to our Latin America subscriber's, and potential subscriber's, needs for a single point of entry to get to their favorite web content. Web Portals are revenue-generating vehicles by providing advertising content on their websites. Web Portal companies like AOL.com (<http://www.aol.com/>) and Yahoo.com (<http://www.yahoo.com>), according to the SEC, have reported advertising revenues of \$2.053 billion (<http://biz.yahoo.com/e/1/a/aol.html>) and \$149.9 million (<http://biz.yahoo.com/e/010504/yahoo.html>), respectively, for the end of first quarter 2001. There exist other very popular web portals like Excite, Lycos, MSN, NBCi, GO, Netcape and iWon.com who are also advertising on their websites. Also, a recent study by, Nielsen//NetRatings (<http://dailynews.yahoo.com/h/nf/20010611/tc/111411.html>), states the following about the popularity of web portals:

"One out of every three Americans visits a portal site like America Online (NYSE: AOL - news) or Yahoo! (Nasdaq: YHOO - news) each day, giving the portal category an audience reach of more than 92 percent, the report said."

Between May 1, 2001 and May 31, 2001, our business to consumer website, known as the Web Merge, received a total of 5.3 million hits (see figure 2). This statistic illustrates our company's strong presence on the web in Latin America. We can easily tap into this potential revenue-generating medium by presenting advertising content on the DIRECTV Portal.

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Figure 2: Web Merge statistics for May, 2001



Our company is already working on providing advertising content on our Interactive TV (iTV) product. We can provide value-added benefit to our advertising sponsors in iTV by also including their advertising content on our web portal.

As can be seen the likelihood of a return on investment is very good since the work and resources needed to develop and maintain such a system are minimal according to our work plan (please refer to the *Budget* portion of this document) and the cost would be recouped with advertising, DIRECTV Merchandise and the service fee.

A system and supporting processes & procedures are required to support the new advertising opportunities made available on the DIRECTV Portal. Each web page on the DIRECTV Portal will contain a graphic that will be used for advertising. Each graphic can be rotated on a 5 second interval. Initially the volumes are expected to be low and within time increase accordingly. Based on this assumption the rotation intervals will

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DIRECTV Portal

probably not be as frequent, but the system has to support this 5-second interval in the future. Scalability is key for future growth and demand. An interface for submission of ads is required for use by DIRECTV business, which will be the driver of this content.

Requirements

This section will elaborate on the advertisement system for the DIRECTV Portal.

The following table (table 2) explains the ad graphic specifications for all advertisement content. Figure 1 is a DIRECTV Portal proto-type web page illustrating the Fox Sports advertisement.

Table 2

Location:	Lower left on web page below remote control
Size:	124 x 100 pixels (w x h)
Format:	GIF, JPEG or PNG
Color amount:	256 colors

This section will explain how the advertisement will behave on the web page.

- i. The ad graphic will have the ability to rotate ads in five-second intervals.
- ii. The ad graphic content will differ depending on which theme (or DIRECTV sub brand) is currently selected. For example, the initial startup web page will consist of a Sports theme (or DIRECTV Sports), therefore, the ad graphic will consist of sports related ads (Fox Sports, ESPN, Coca-Cola, Budweiser...etc). Advertisement content will exist for all DIRECTV sub brand themes.
- iii. Upon user entry into one of the program channel hyperlinks, the web page will then display advertisement content relative to the hyperlink specified. For example, if the user clicks on the ESPN hyperlink, then all ESPN related advertisements would be displayed (eg. ESPN, ESPN2 could display rotating in five-second intervals).
- iv. Each graphic will be a hyperlink to the advertising company's web page.

A web interface is required to administer the ad content. This web interface must be user and password authenticated. This interface will include an online user's guide to aide in the administration of and upkeep of the most current content on the DIRECTV Portal.

The DIRECTV business personnel would be the drivers of this interface.

All ads should go through an internal testing process prior to being broadcast. A testing infrastructure must exist simulating a production environment.

This will ensure that all DIRECTV Portal content is 100% functional before it is broadcast on the web.

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[REDACTED]

The client will provide the advertisement content. The submitted graphic content must adhere to the advertisement graphic specifications stated above. If a theme web page does not have a client advertisement then DIRECTV Latin America decides what ad graphic to install.

[REDACTED]

DIRECTV Latin America must decide the price hierarchy of advertising on the DIRECTV Portal. It is natural that advertising clients would prefer to have their content resident on the default Sports theme web page. Higher rates can be introduced according to the most popular web pages.

[REDACTED]

DIRECTV Latin America must setup a billing system for all of our advertising clients. The billing system must contain the following:

- Customer information
- Client package description
- Payment information (e.g. Credit card authorization, Direct payment from bank account, or bill client)

[REDACTED]

DIRECTV Latin America must have hit analysis software to monitor advertisement graphic hits. This is useful so we can provide our advertising clients with valuable hit statistics.

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United States Patent & Trademark Office
Office of Initial Patent Examination

Application papers not suitable for publication

SN 60312210

Mail Date 5-13-01

☐ Non-English Specification

☒ Specification contains drawing(s) on page(s) all or table(s) _____

☐ Landscape orientation of text ☐ Specification ☐ Claims ☐ Abstract

☐ Handwritten ☐ Specification ☐ Claims ☐ Abstract

☐ More than one column ☐ Specification ☐ Claims ☐ Abstract

☐ Improper line spacing ☐ Specification ☐ Claims ☐ Abstract

☐ Claims not on separate page(s)

☐ Abstract not on separate page(s)

☐ Improper paper size -- Must be either A4 (21 cm x 29.7 cm) or 8-1/2"x 11"

☐ Specification page(s) _____

☐ Abstract

☐ Drawing page(s) _____

☐ Claim(s)

☐ Improper margins

☐ Specification page(s) _____

☐ Abstract

☐ Drawing page(s) _____

☐ Claim(s)

☐ Not reproducible

Section

Reason

☐ Specification page(s) _____

☐ Paper too thin

☐ Drawing page(s) _____

☐ Glossy pages

☐ Abstract

☐ Non-white background

☐ Claim(s)

☐ Drawing objection(s)

☐ Missing lead lines, drawing(s) _____

☐ Line quality is too light, drawing(s) _____

☐ More than 1 drawing and not numbered correctly

☐ Non-English text, drawing(s) _____

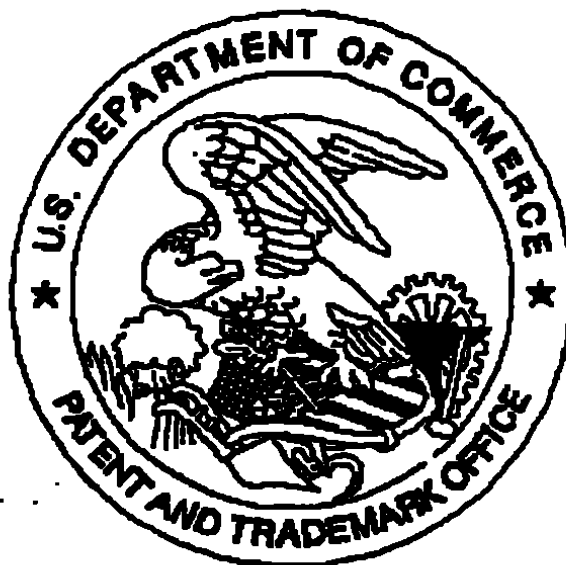
☐ Excessive text, drawing(s) _____

☐ Photographs capable of illustration, drawing(s) _____

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Application deficiencies found during scanning:

☐ Page(s) _____ of _____ were not present
for scanning. (Document title)

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for scanning. (Document title)

☒ Scanned copy is best available. *Specification*

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Item		No de unidades	
1	CD		
2	DVD		
3	REVISTA		
4	LIBRO		
5	PERIODICO		
6	DISQUETES		
7	SOBRE DE MANILA	4	
8	SOBRE BLANCO TAMAÑO CARTA		
9	SOBRE BLANCO TAMAÑO OFICIO		
10	OTROS:		

Observaciones: arte final