



US006128651C1

(12) **EX PARTE REEXAMINATION CERTIFICATE (9594th)**
United States Patent
Cezar

(10) **Number:** **US 6,128,651 C1**
(45) **Certificate Issued:** **Apr. 12, 2013**

(54) **INTERNET ADVERTISING WITH CONTROLLED AND TIMED DISPLAY OF AD CONTENT FROM CENTRALIZED SYSTEM CONTROLLER**

(75) Inventor: **Robert M. Cezar**, Arroyo Grande, CA (US)

(73) Assignee: **Klaustech, Inc.**, Plano, TX (US)

Reexamination Request:

No. 90/011,303, Oct. 27, 2010

Reexamination Certificate for:

Patent No.: **6,128,651**
Issued: **Oct. 3, 2000**
Appl. No.: **09/291,785**
Filed: **Apr. 14, 1999**

(51) **Int. Cl.**
G06Q 30/00 (2006.01)

(52) **U.S. Cl.**
USPC **709/217**

(58) **Field of Classification Search** **709/217**
See application file for complete search history.

(56) **References Cited**

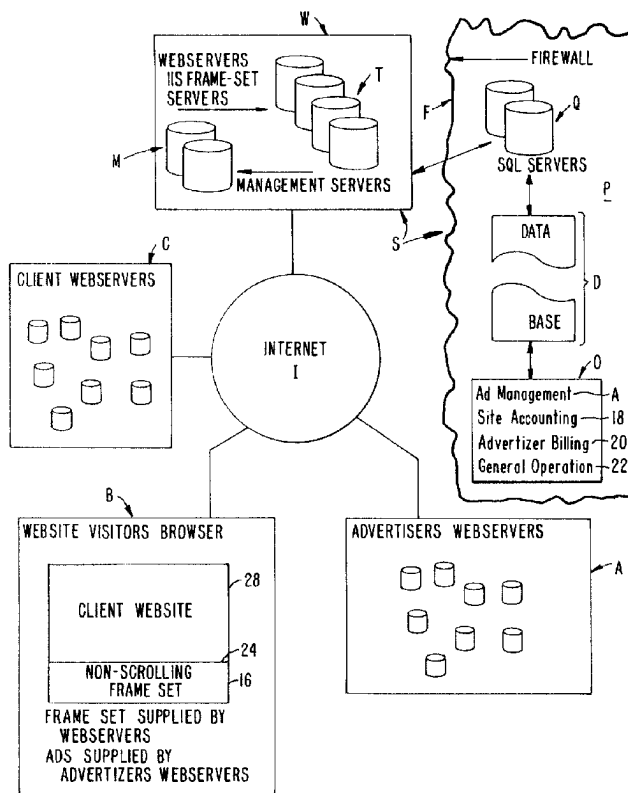
To view the complete listing of prior art documents cited during the proceeding for Reexamination Control Number 90/011,303, please refer to the USPTO's public Patent

Application Information Retrieval (PAIR) system under the Display References tab.

Primary Examiner — Jeffrey D. Carlson

(57) **ABSTRACT**

A non-scrolling ad display is lodged in a website to cause browsers hitting the website to undertake centrally controlled and recorded ad display for guaranteed minimum timed intervals. The system enables precise controlled advertising to each web page viewing browser and accurate advertising budgeting and programming which can be monitored and upgraded to meet marketing needs. The components participating in the system include a website at a webserver for transmitting a page with code for installing a non-scrolling ad frame. Ad content for the non-scrolling ad frame each have individual timers for timing out commencing with display at the browser and an Internet address for fetching by the browser. A central controller with a firewall protected data base directs non-scrolling frame set up in the browser; generates, dispenses and interrogates for unique browser identifiers; maintains records associated with the unique browser identifiers indicating ads displayed and ads available for display; and, finally dispatches to inquiring browsers ad content addresses. The data base provides an audit trail from which websites can be compensated for ad display and advertisers billed for the ad display. Finally, an inquiring browser has the non-scrolling frame set up on the browser, ad content displayed within the browser for a sufficient time interval to timeout the timer, report to the central controller of the display, and retrieval of the address of the next ad content for display.



1
EX PARTE
REEXAMINATION CERTIFICATE
ISSUED UNDER 35 U.S.C. 307

THE PATENT IS HEREBY AMENDED AS
INDICATED BELOW.

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

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

Claims 1-8 and 11-19 are cancelled.

Claims 9-10 are determined to be patentable as amended.

New claims 20-31 are added and determined to be patentable.

9. A non-scrolling ad display from a website for causing a browser hitting the website to undertake centrally controlled and recorded ad display for guaranteed minimum timed intervals comprising the steps of:

providing a website at a webserver for transmitting at least one page with code for installing a non-scrolling ad frame to a browser;

providing a plurality of classed ad contents for the non-scrolling ad frame, each ad content being from a plurality of similarly classified ad contents with each ad content having ad identity, an individual timer for timing out commencing with display at the browser and an Internet address for fetching by the browser;

providing a central controller interrogating for browser identity and maintaining records associated with the browser identity indicating ad identity displayed, and timer timeout;

placing the ad content in the non-scrolling ad frame of the browser to display the ad content and start the individual timer;

timing out the individual timer of the ad content at the non-scrolling frame at the browser;

reporting from the browser to the central controller the timer timeout of the ad content;

retaining in the central controller a record of the browser identity, the ad identity, and the timer timeout of the ad content at the browser;

retrieving the record of browser identity, the ad identity, and timer timeout;

changing the plurality of similarly classified ad contents with the ad identity of the timer timeout ad; and, transmitting to the reporting browser an address of similarly classified ad contents less the ad identity of the timer timeout ad;

repeating the placing, timing out, reporting, retaining, retrieving, changing, and transmitting steps until all similarly classified ad contents have been displayed, *the placing, timing out, reporting, and transmitting steps being repeated in sequential order for each of the plurality of similarly classified ad contents.*

10. A non-scrolling ad display from a website for causing a browser hitting the website to undertake centrally controlled and recorded ad display for guaranteed minimum timed intervals according to claim 9 and wherein:

the step of providing a plurality of classed ad contents for the non-scrolling ad frame includes a plurality of ad

2

content being from a first similarly classified ad contents and a plurality of ad contents being from a second similarly classified ad contents; and,

repeating the placing, timing out, reporting, retaining, retrieving, changing, and transmitting steps *for each of the plurality of ad contents of the first similarly classified ad contents until all of the first similarly classified ad contents [is] for the non-scrolling ad frame have been displayed, the placing, timing out, reporting, and transmitting steps for each of the plurality of ad contents of the first similarly classified ad contents being repeated in sequential order;* and then,

repeating the placing, timing out, reporting, retaining, retrieving, changing, and transmitting steps *for each of the plurality of ad contents of the second similarly classified ad contents until all of the second similarly classified ad contents for the non-scrolling ad frame [is] have been displayed, the placing, timing out, reporting, and transmitting steps for each of the plurality of ad contents of the second similarly classified ad contents being repeated in sequential order.*

20. A non-scrolling ad display from a website for causing a browser hitting the website to undertake centrally controlled and recorded ad display for guaranteed minimum timed intervals comprising the steps of:

providing a website at a webserver for transmitting at least one page with a non-scrolling ad frame to a browser;

providing ad content for the non-scrolling ad frame, each ad content having ad identity and an individual timer for timing out commencing with display at the browser and an Internet address for fetching by the browser;

providing a central controller interrogating for browser identity and maintaining records associated with the browser identity indicating ad identity displayed, and timer timeout;

placing the ad content in the non-scrolling ad frame of the browser to display the ad content and start the individual timer;

timing out the individual timer of the ad content at the non-scrolling frame at the browser;

reporting from the browser to the central controller the timer timeout of the ad content;

retaining in the central controller a record of the browser identity, the ad identity, and the timer timeout of the ad content at the browser; and

transmitting to the reporting browser an Internet address for new ad content for placement in the non-scrolling ad frame in response to receipt of the timer timeout report at the central controller.

21. The non-scrolling ad display from a website for causing a browser hitting the website to undertake centrally controlled and recorded ad display according to claim 20 further comprising:

repeating in sequential order the placing, timing out, and reporting steps for the new ad content.

22. The non-scrolling ad display from a website for causing a browser hitting the website to undertake centrally controlled and recorded ad display according to claim 20 and wherein:

the step of providing a website at a webserver for transmitting at least one page with a non-scrolling ad frame to a browser further includes:

having the website transmit code to the browser to interrogate the browser for the presence of the non-scrolling ad frame; and,

upon not finding a non-scrolling ad frame at the browser, diverting the browser to the central controller; and,

3

having the central controller directly provide to the browser the non-scrolling ad frame.

23. The non-scrolling ad display from a website for causing a browser hitting the website to undertake centrally controlled and recorded ad display according to claim 20 and wherein:

the step of providing ad content for the non-scrolling ad frame includes providing the browser with an internet address of the ad content; and,

having the browser retrieve the ad content from the provided Internet address.

24. The non-scrolling ad display from a website for causing a browser hitting the website to undertake centrally controlled and recorded ad display according to claim 23 and wherein:

the step of providing the browser with an internet address of the ad content includes having the central controller provide the internet address of the ad content.

25. A non-scrolling ad display from a website for causing a browser hitting the website to undertake centrally controlled and recorded ad display for guaranteed minimum timed intervals comprising the steps of:

providing a website at a webserver for transmitting at least one page with a non-scrolling ad frame to a browser;

providing ad content for the non-scrolling ad frame, each ad content having ad identity and an individual timer for timing out commencing with display at the browser and an Internet address for fetching by the browser;

providing a central controller interrogating for browser identity and maintaining records associated with the browser identity indicating ad identity displayed, and timer timeout;

placing the ad content in the non-scrolling ad frame of the browser to display the ad content and start the individual timer, and displaying the ad content at the same time with the at least one page of the website;

timing out the individual timer of the ad content at the non-scrolling frame at the browser;

reporting from the browser to the central controller the timer timeout of the ad content;

retaining in the central controller a record of the browser identity, the ad identity, and the timer timeout of the ad content at the browser; and

transmitting to the reporting browser an Internet address for new ad content for placement in the non-scrolling ad frame in response to receipt of the timer timeout report at the central controller, wherein the ad content and the new ad content are displayed successively in the non-scrolling ad frame independent of any user input.

26. The non-scrolling ad display from a website for causing a browser hitting the website to undertake centrally controlled and recorded ad display according to claim 25 further comprising:

4

repeating in sequential order the placing, timing out, and reporting steps for the new ad content.

27. The non-scrolling ad display from a website for causing a browser hitting the website to undertake centrally controlled and recorded ad display according to claim 25 and wherein:

the step of providing a website at a webserver for transmitting at least one page with a non-scrolling ad frame to a browser further includes:

having the website transmit code to the browser to interrogate the browser for the presence of the non-scrolling ad frame; and,

upon not finding a non-scrolling ad frame at the browser, diverting the browser to the central controller; and,

having the central controller directly provide to the browser the non-scrolling ad frame.

28. The non-scrolling ad display from a website for causing a browser hitting the website to undertake centrally controlled and recorded ad display according to claim 25 and wherein:

the step of providing ad content for the non-scrolling ad frame includes providing the browser with an internet address of the ad content; and,

having the browser retrieve the ad content from the provided internet address.

29. The non-scrolling ad display from a website for causing a browser hitting the website to undertake centrally controlled and recorded ad display according to claim 28 and wherein:

the step of providing the browser with an internet address of the ad content includes having the central controller provide the internet address of the ad content.

30. The non-scrolling ad display from a website for causing a browser hitting the website to undertake centrally controlled and recorded ad display according to claim 9 and wherein:

the step of providing the plurality of classed ad contents for the non-scrolling ad frame includes providing the browser with an internet address of each of the ad contents; and,

having the browser retrieve the ad contents from the provided internet addresses.

31. The non-scrolling ad display from a website for causing a browser hitting the website to undertake centrally controlled and recorded ad display according to claim 30 and wherein:

the step of providing the browser with an internet address of each of the ad contents includes having the central controller provide the internet addresses of the ad contents.

* * * * *