



US006788314C1

(12) INTER PARTES REEXAMINATION CERTIFICATE (1315th)

United States Patent

Freiberger et al.

(10) Number: **US 6,788,314 C1**

(45) Certificate Issued: ***Aug. 1, 2016**

(54) **ATTENTION MANAGER FOR OCCUPYING THE PERIPHERAL ATTENTION OF A PERSON IN THE VICINITY OF A DISPLAY DEVICE**

(52) **U.S. Cl.**
CPC **G09F 27/00** (2013.01)

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

(75) Inventors: **Paul A. Freiberger**, San Mateo, CA (US); **Golan Levin**, San Francisco, CA (US); **David P. Reed**, Dover, MA (US); **Marc E. Davis**, San Francisco, CA (US); **Neal A. Bhadkamkar**, Palo Alto, CA (US); **Philippe P. Piernot**, Palo Alto, CA (US); **Todd A. Aquilnick**, San Francisco, CA (US); **Sally N. Rosenthal**, Palo Alto, CA (US); **Giles N. Goodhead**, Los Angeles, CA (US)

(56) **References Cited**

To view the complete listing of prior art documents cited during the proceeding for Reexamination Control Number 95/001,577, please refer to the USPTO's public Patent Application Information Retrieval (PAIR) system under the Display References tab.

(73) Assignee: **INTERVAL LICENSING LLC**, Seattle, WA (US)

Primary Examiner — Deandra Hughes

Reexamination Request:

No. 95/001,577, Mar. 16, 2011

Reexamination Certificate for:

Patent No.: **6,788,314**
Issued: **Sep. 7, 2004**
Appl. No.: **09/528,803**
Filed: **Mar. 20, 2000**

(57) **ABSTRACT**

An attention manager presents information to a person in the vicinity of a display device in a manner that engages at least the peripheral attention of the person. The information is embodied by one or more sets of content data (e.g., video or audio data). Each set of content data is formulated by a content provider and made available for use by content display systems. Upon appropriate activation, each content display system displays images corresponding to the sets of content data in accordance with predetermined scheduling information. The attention manager makes use of "unused capacity" of the display device and the person's attention, providing information to the person that the person might not otherwise expend adequate energy to obtain. The attention manager also affords an opportunity to content providers to disseminate their information to people that are interested in receiving such information, enabling the content providers to provide better directed information dissemination, as well as providing access to the previously unused attention capacity of those interested users.

(*) Notice: This patent is subject to a terminal disclaimer.

Related U.S. Application Data

(63) Continuation of application No. 09/372,399, filed on Aug. 10, 1999, now abandoned, which is a continuation of application No. 08/620,641, filed on Mar. 22, 1996, now Pat. No. 6,034,652.

(51) **Int. Cl.**
G09F 27/00 (2006.01)

