

AVAILABLE PORTFOLIOS
INTERNET APPLICATIONS & SOFTWARE

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ADVANCED EMAIL FILTERING & ANTI-SPAM TECHNIQUES

Gytheion Networks LLC

This patent portfolio discloses enhanced email delivery techniques and a method for filtering unwanted email messages.

Emails are currently one of the most common forms of communication in today's marketplace and are widely used for both professional and personal correspondence as well as for various commercial activities including advertising and marketing. However, bulk emails to numerous recipients often result in spamming, thereby increasing the size of message inboxes, network storage space requirements, and IT infrastructure maintenance costs. Furthermore, these unsolicited spam messages can expose users to data or identity theft, fraudulent leaks of bank/financial information, and other security problems. Conventional email filtering techniques are based on statistical models that require regular human inputs or continuous training of filters to accurately categorize spam messages and other threats. However, training the filters at regular intervals is quite tedious and time consuming.

Value Proposition: The solution proposed by this patent portfolio is a method and anti-spam system for preventing email spamming and protecting a computer system/network from cyber attacks and malware. The anti-spam system comprises a network interface coupled to a computer system/network, a second network interface coupled to the external network or internet, a memory unit for storing a software instruction set corresponding to the email filtering technique, and a CPU for executing the said instruction set. The anti-spam system acts as an interface between the external networks and the home network and executes the stored computer instruction set to perform a series of checks on each instance of an email message or webpage accessed by the user. The anti-spam system first analyzes the content of the email to identify its sender/source and then automatically compares the identified sender/source with a pre-defined list of blacklisted or white-listed senders. If the email is identified to have come from blacklisted senders/sources, it is filtered or removed immediately; otherwise, the anti-spam system performs subsequent checks on the email content for any malware and phishing attack. The anti-spam system also checks the recipient of the email message against a pre-defined parental control list blocking access to all but the specified recipient. The pre-defined lists of blacklisted senders/sources and parental control are defined only once by the system administrator or the user and hence does not require regular training of email filtering software by the user. Furthermore, the disclosed system checks the entire source code of a webpage for any phishing or virus attacks, spyware, or malware, enabling a safe browsing experience to the user and enhancing the computer network security.

Priority Date: 02-15-2005

Forward Citing Companies: Microsoft Corporation

Representative Claim: US 7,904,518 – Claim #1

A method for filtering a content of an email message method comprising: connecting an inventive network hardware appliance to an external network within a home network configuration; including a central processing unit (CPU) on the inventive network hardware appliance; providing a memory for storing a set of computer-readable instructions executed by the central processing unit (CPU) on the inventive network hardware appliance; connecting the inventive network hardware appliance to one or more user computers; installing the inventive network hardware appliance between the external network and the user's computer; passing all network traffic between the user's computer and the external network through the inventive network hardware appliance; arranging the inventive network hardware appliance to intercept an email message; implementing a remote scanning service at a remote site using a stand-alone server or a plurality of servers configured to communicate with the inventive network hardware appliance to provide information on detected threats; providing the inventive network hardware appliance, via the remote scanning service,

TECHNOLOGY
COMPUTERS

NOVELTY
DISCLOSED SYSTEM PROVIDES A SAFER BROWSING EXPERIENCE FOR THE USER WHILE ENHANCING NETWORK SECURITY

IMPORTANCE
IP SIGNIFICANT TO MULTIPLE BILLION DOLLAR MARKETS AND SHOULD BE OF INTEREST TO EMAIL SERVICE PROVIDERS, IT SERVICERS, AND ANTI-VIRUS/SPAM SOLUTION DEVELOPERS

NUMBER OF ASSETS
1

US PATENTS (1)
7,904,518

with the processing power required to perform a scanning operation; generating a request to retrieve email message(s) corresponding to an email service of a user from the user's email client software located on the user's computer, the user's computer being connected to the inventive network hardware appliance; receiving an email message at the user's computer connected to the inventive network hardware appliance; arranging the inventive network hardware appliance to intercept the user's retrieved email message(s); intercepting the email message by the inventive network hardware appliance; performing an inspection of the received email message(s) and the received email message's attachment(s) upon the interception of the email message(s) by the inventive network hardware appliance from the user's computer; checking a sender of the email message against a blacklist; checking the sender of the email message against a whitelist; checking a recipient of the email message against a parental control list; checking the email message for phishing scam; checking the email message for SPAM; generating results based on the checks performed by the inventive network hardware appliance; accessing the remote scanning service by the inventive network hardware appliance; performing scanning operations by the remote scanning service in an on-demand manner; submitting a service request to the remote scanning service from the inventive network hardware appliance; sending the service request after interception of the email message by the inventive network hardware appliance; determining if the email message contains an encrypted attachment before sending the service request to the remote scanning service; sending the service request from the inventive network hardware appliance to the remote scanning service only if the email message does not contain an encrypted attachment; allowing or denying the email message based on the results and a response from the remote scanning service; the remote scanning service receiving, through the network interface, a service request from the inventive network hardware appliance, responding to the inventive network hardware appliance by the remote scanning service with a response containing information on any detected threats after completion of the scanning operation by the remote scanning service; providing information on the detected threats of the email messages by the remote scanning service response to the inventive network hardware appliance; and in response to detection of at least one threat in the email message, modifying the email message to neutralize the detected threat and forwarding the modified email message to the user.

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The information that has been provided is believed to be complete to the extent provided and described, but ICAP Patent Brokerage makes no warranty that it is complete for all purposes or any specific purpose, industry, or business. Each party considering the portfolio is cautioned to make its own analysis regarding the utility and coverage of the portfolio, and to seek independent assistance in doing so.

SIMPLE INTERNET NAVIGATION ON TELEVISION SYSTEMS

EMG Technology LLC

This patent portfolio discloses simplified navigation techniques for browsing through internet content on a television using a remote control.

Internet browsing has evolved into an essential tool for performing many everyday tasks including gathering and sharing information, online shopping and other eCommerce applications. More and more users are performing online retail shopping within the confines of their own homes and with the advent of innovative communication technologies, such as IPTV and internet-enabled set-top boxes, online retail shopping is increasingly being performed through television display systems. However, conventional techniques of internet navigation on television display units require the use of additional peripheral devices that are inconvenient to the user and add to the overall system cost.

Value Proposition: The assets included in this portfolio disclose a method and system for simplified internet navigation on television display units via a user-interactive control device such as a remote control and a voice-actuated audio interface. The system provides a user-interface that allows a "parent" website to be represented in a matrix-like webpage with selectable navigation options hyperlinked to the various web-links or HTML pages on the parent website. Each of these navigation options on the matrix-like webpage are further associated with the keys or voice-actuated audio signals of the user-interactive control device for easy navigation. For example, a TV remote control device can be used as the user-interactive control device, wherein each of the keys of the remote control is associated with a separate web-link on the parent webpage. Similarly, an audio input device can be used as the user-interactive control device wherein user voice-commands are used for selecting options or navigating through multiple web-links on the parent website. The disclosed system removes the need for a separate mouse or other peripheral device and can also be used to categorize online or television advertisements. Additionally, the disclosed system can also be linked with a local or global network, wherein the user-interactive control device enables the system to exchange information with network servers of other product or service providers, thereby allowing business entities to directly deal with internet or home network users.

Evidence of Use: Yes (Disclosed under NDA)

Priority Date: 11-15-1999

Forward Citing Companies: Microsoft, Samsung, Sony, Nokia, Xerox, Canon

Representative Claim: US 6,600,497 – Claim #1

A method comprising: displaying, in a client node, a two-dimensional layer of a navigation matrix having a plurality of cells each associated with a unique input; receiving a first key press event at a processor on the client node displaying the navigation matrix layer having a first plurality of primary navigation options, the first key press corresponding uniquely to a cell in the matrix; forwarding the key press event across a WAN to a server node, and receiving a next deeper navigation matrix layer having a second plurality of primary navigation options.

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TECHNOLOGY

IPTV NAVIGATION

NOVELTY

MANIPULATION OF A REGION ON A WIRELESS DEVICE OR TV SCREEN FOR VIEWING, ZOOMING, AND SCROLLING INTERNET CONTENT

IMPORTANCE

SIGNIFICANT IP ACROSS MULTIPLE INDUSTRIES INCLUDING IPTV SERVICES, CABLE TV BROADCASTING, ONLINE ADVERTISING, E-COMMERCE, AND SOFTWARE APPLICATION DEVELOPMENT

NUMBER OF ASSETS

6

US PATENTS (4)

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

APPLICATIONS (2)

US 12/253814
US 12/547429

**PS
492**

ENHANCED SEARCH ENGINE

Vectortag, Inc.

This patent portfolio discloses techniques for enhanced electronic file searching.

Search engines are commonly used to search the Internet for electronic content or files. Users can specify search words or search strings that are used to retrieve results such as websites, files, or other digital content. Search engines use a crawler to search for pertinent descriptive information about a website or a document and score it for applicability to the user's search. The descriptive information is created by the owner of the content and may be valid or invalid. However, the crawlers have no way to assess the accuracy of the descriptors and can lead to unexpected search results.

Value Proposition: This portfolio discloses vector mathematics techniques for searching files or content. With this technology, files are located and retrieved via vector-based mathematics by comparing vectors associated with search words to vectors assigned to the words stored in a file (e.g., a web page). The disclosed technique determines whether the vectors are sufficiently proximate in space to show a match between the file and the search words or strings. Users can provide a range of matches to ensure compatibility of the search results with the search words. Further, the users can tag or provide feedback on the search results to update them. The technique disclosed in this portfolio is quicker and uses easier computations than traditional text search engines.

Evidence of Use: Yes (Available under NDA)

Priority Date: 04-10-2007

Representative Claim: US Patent 7,933,904 - Claim #6

A method for a computer processor to determine whether individual search terms entered by a searcher match the content of a respective file that is part of a global electronic filing system, the method comprising: uploading search term text elements over a computer network to a file server system; uploading file descriptor text elements over a computer network to a file server system; assigning a unique vector to all of said text elements, said vectors representing a location for each respective text element in spatial coordinates; determining a degree of separation between respective spatial locations assigned to at least two text elements, wherein the degree of separation indicates the similarity or dissimilarity of the text elements; returning search results to the searcher, wherein the search results include files within the filing system comprising vectors that are spatially located within the acceptable degree of separation.

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TECHNOLOGY

INTERNET SOFTWARE;
SEARCH

NOVELTY

ADVANCED SEARCH
ENGINE TECHNIQUES WITH
IMPROVED ACCURACY
AND EFFICIENCY

IMPORTANCE

IP HAS SIGNIFICANT
RELEVANCE TO
ECOMMERCE AS WELL AS
THE INTERNET SEARCH
MARKET IN GENERAL

NUMBER OF ASSETS

2

US PATENTS (1)

7,933,904

US APPLICATIONS (1)

60/910,934

WEBSITE NAVIGATION FOR THE VISUALLY IMPAIRED

AudioEye, Inc.

This patent portfolio discloses techniques for developing an audible website for navigation and access by visually impaired users. Typically, websites are created with the assumption that they will be used by people who can see, and therefore do not convey much content audibly making them difficult to be accessed by visually impaired users. One option to overcome this problem is to get text files translated into audio files by specialized synthetic speech software, so that the audio file can be played back to the visually impaired user while navigating the website. However, such a system has limitations including the large size of the resulting files as well as the fact that only text would be played back and not other data such as graphics, music, or images.

Value Proposition: This portfolio discloses techniques for developing audible websites for visually impaired users. These techniques involve creating an audible website by utilizing voice talent to read and describe web content. The content is converted into audio files for each section within an original website, and assigned a hierarchy and navigation based on the original website design. A software program is used for playing a tone upon the user's visit indicating that the website is accessible as an audio website. The audio navigation can be performed by pressing a specific key. Further, the user can navigate the website menus or move from one website to another by making use of regular input keys.

Priority Date: 08-08-2003

Forward Citing Companies: Telecommunications Systems, Inc.

Representative Claim: US7653544– Claim #11

A device for accessing an audible website comprising: a) a computer network having an original website; b) a program on the original website which plays a sound through an audio interface upon a user's visit to the original website indicating that the original website is accessible audibly; c) a key which, when pressed, causes the user to exit the original website and enter an audible website residing on the computer network.

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TECHNOLOGY
WEB NAVIGATION

NOVELTY
FULLY FUNCTIONAL
AUDIBLE WEBSITES

IMPORTANCE
STRATEGIC PORTFOLIO
TO MOBILE DEVICE
MANUFACTURERS AS WELL
AS INTERNET SOFTWARE
DEVELOPERS

NUMBER OF ASSETS
3

US PATENTS (3)
7,653,544
7,966,184
8,046,229

SOFTWARE FOR CONSTRUCTION PROJECT BID MANAGEMENT

Michael Walker

This patent portfolio discloses software for streamlining the bidding system in construction projects. In the real estate industry, several parties are involved to execute different tasks required for a given project. For example, a manager asks for bids from various contractors, who further invites sub-contractors for bidding. Contractors and subcontractors typically do not provide the same bid structures, level of detail or software programs, making it difficult for construction managers to compare bids. Moreover, lack of thoroughness and bid format consistency lead to misjudgements, wasted time, and wasted money by the parties involved in the project. Therefore, techniques are required for making the bidding easy and comparable.

Value Proposition: This patent portfolio discloses a web-based software system that enables comparative bidding for construction projects. A new project is created by a manager by logging into the website which provides a selection of various contractors and sub-contractors from an available database. Subsequently, invitations are sent to the selected parties for participating in the bidding procedure. Selected parties must submit their bids only for their concerned categories in the formats provided by the software system. Therefore, the bid formats for every party are synchronized, providing increased bid detail. The software also displays the complete bid data summary to the manager in a comparison tabular format, making it easy for the manager to decide the winning contractor and for contractors to decide the winning sub-contractors. This web-based system thus makes it easier to compare the received bids, identify scope discrepancies and decide the most favorable parties for the project.

Priority Date: 11-01-2006

Representative Claim: US 7,881,977 – Claim #1

A construction bidding system comprising: a. a manager workstation; b. a general contractor workstation; c. a subcontractor workstation; d. at least one database upon which is stored a listing of general contractors, a listing of subcontractors, a listing of trade divisions and a listing of categories for each trade division; e. a server in communication with the manager, general contractor and subcontractor workstations and the at least one database; f. said server having software for a website whereby: i) a manager may select general contractors from the at least one database, input project information into the at least one database and send an invitation to bid to each of the selected general contractors via the manager workstation; ii) a general contractor may receive the invitation to bid from the manager, review the project information, select trade divisions and categories and subcontractors for the selected trade divisions and categories from the at least one database and send an invitation to bid to each of the selected subcontractors via the general contractor workstation; iii) a subcontractor may receive the invitation to bid from the general contractor and is presented with a website screen that includes fields generated by the software for materials unit pricing and quantity details corresponding to the trade division and categories selected for the subcontractor by the general contractor so that the subcontractor may input and submit bid information to the general contractor that must include the unit pricing and quantity details and is solely for the trade divisions and categories selected for the subcontractor by the general contractor using the subcontractor workstation; and iv) the general contractor may provide bid information to the manager, that must include the unit pricing and quantity details input by the subcontractor, using the general contractor workstation.

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TECHNOLOGY

INTERNET APPLICATIONS
& SOFTWARE

NOVELTY

EFFICIENTLY MANAGING
AND COMPARING BIDS
FOR A CONSTRUCTION
PROJECT

IMPORTANCE

IMPORTANT PORTFOLIO
FOR WEB-BASED
SOFTWARE SYSTEMS
DEVELOPERS AND
PROVIDERS

NUMBER OF ASSETS

3

US PATENTS (1)

7,881,977

APPLICATIONS (2)

US 60/856,225
PCT/US07/83325

PS
571

TRAFFIC AREA ADVERTISEMENT & SIGNAGE

Christopher Gongolas

The technology in this portfolio relates to signage systems on pavement, concrete, flooring, and the like. The disclosed systems can be installed on pedestrian walkways, traffic areas and parking areas, such as garages and parking lots. Interactive and illuminated displays are disclosed for improved advertisements that also provide additional lighting to traffic areas. Adding high visibility billboards is not an option in most areas, and they only provide single frequency views to drivers. On the ground lighted curbing can provide an alternative to otherwise expensive street lighting while pushing the cost of lighting off onto the advertisers. In other words, the advertisers sponsor the safety of a road or parking lot by putting lighting where it is needed 'on the side of the road' rather than 50-100 feet in the air.

Value Proposition: This patent will allow the buyer to exploit and control a completely new and vast outdoor advertising space for any passive lighted panel or active electronic signage built on or into curbing, roadway barriers, parking lots, sidewalks, crosswalks and roadways. On the sell side, it opens up a secure business space for revenue sharing opportunities between the owner and cities, state highway departments, mall owners, stadiums, national oil company retailers and similar retail venues without any investment on their part. The technology offers high frequency and durable repetitive branding opportunities with either static, moving, programmable and interactive brand or message placement for national or local advertisers. Examples of immediate city venues are Times Square and Las Vegas, where lights are welcome and advertising already dominates the area, but the pavement or curbing is an unused or unexploited potential advertising space. Another example is multiple miles of messaging on 'fit for purpose' curbing signage to help light long stretches of highway, exit ramps, or concrete roadway barriers for construction zones where high volume and extreme frequency and logo or message repetition becomes the primary inducement to an advertiser. Roads become better lit, safer and messages are drummed into passengers and drivers.

Priority Date: 03-04-2002

Representative Claim: US 6914540- Claim # 1

A signage system for a traffic area, the traffic area comprising visually-identifiable boundary markers, the signage system comprising sign means on parking space lines comprising boundary markers for defining parking spaces, the sign means visually viewable by a person adjacent the boundary markers in a parking space defined by the boundary markers, interaction apparatus at the parking area for providing communication between a vehicle occupant at the traffic area and a person remote from the traffic area, wherein the traffic area is from the group consisting of parking lot and roadway, wherein the traffic area includes pavement and the sign means is applied to the pavement, wherein the sign means includes at least one electronic display apparatus for presenting information to a person at the traffic area, and wherein the at least one electronic display apparatus is from the group consisting of screen, panel, flat screen, back-lit panel, back-lit screen, and video monitor.

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TECHNOLOGY

ADVERTISEMENT; DISPLAY SYSTEMS

NOVELTY

USE OF PAVEMENT OR CURBING FOR ADVERTISEMENT PURPOSES

IMPORTANCE

KEY PORTFOLIO TO MARKETING AND ADVERTISEMENT COMPANIES AS WELL AS ELECTRONIC DISPLAY MANUFACTURERS

NUMBER OF ASSETS

4

US PATENTS (1)

6,914,540

APPLICATIONS (3)

US 11/171,645
AU 20030214380
PCT/GB03/00900

**PS
575**

METHODS OF EMBEDDING ADVERTISEMENTS IN COMMUNICATIONS

Nixon Peabody LLP and Studebaker & Brackett PC

A user logs on to the internet using their PC. A subscription agreement is presented at the user's request, so the user can subscribe to a service on the network, such as to receive an e-mail account and related services through the internet. In the agreement, the user is provided with a "lowest possible cost" proposition for the service, in exchange for the rights to allow the service provider to access the user's subsequent communications for purpose of embedding advertisements into the user's communications.

Value Proposition: This invention incorporates the use of data processing devices on networks allowing users to send and receive communications wherein advertisements will be automatically embedded. These advertisements may consist of, the forms, functions, and manifestations which include *banners, videos, animations, coupons, auctions and reverse auctions*. The user may automatically share their demographic information with the service provider who will use that information to improve the relevancy of the advertisements the user will find embedded in their communications. The sender is provided with incentives for participation in the program, which may include but are not limited to reduced cost for the services, commissions, bonuses, or any combination of remuneration(s) the service provider wishes to provide.

The recipients of these communications are offered an opportunity to become like the sender and should they make that choice, the transformation is provided with execution of the agreement (EULA) and then, one confirming click. Simply stated, the opportunity to grow the user base is so simplified, there is seemingly no better way to gather a large group of users than through this method. Unlike most any other service present today, this one comes to you.

Automation such as automatic embedding of advertisements which represent the products, services and software the sender specifically and currently utilizes, are found in the specification and claims. The sender can take the time to complete surveys or create testimonials, which assist in making more sales. More sales provide lower costs, commissions, incentives and bonuses to the sender and will translate to the recipient, should the recipient become convinced they should join the service as a user. The platform created through the innovative use of the EULA (Electronic User License Agreement) mediated trade-off of access and services for low or no cost, as specified above, provides for much more in terms of automation. The automation can range from advertisement selection based on demographics of the sender, to use of demographics of the recipient in presenting the best ads that will attract hits, or sales. Advertisements already sent, can be replaced at any time with superior advertisements. Automation of the remuneration process is also discussed. These can include tallies, accounting for sales and payment of commissions, reports on the effective reach of the ads the sender is sending and much more.

In addition, the invention includes the steps of a user "subscribing to a service to be used by the user operating the data processing system, establishing an agreement with the user to include an advertisement associated with said service in communications transmitted from the data processing system using a communications application associated with the user; receiving a request from the user, via said communications application, to initiate a communication from said data processing system; automatically embedding an advertisement associated with said service with said initiated communication in accordance with said agreement; and transmitting, to the receiving party, said communication with said advertisement automatically embedded therein."

The significance of this claim and the invention it describes is important, because one can build upon the foundation of the claim and move into new paradigms of advertisement distribution through use of effective placement of the advertisements in mainstream communication forms. The screen being primarily targeted

TECHNOLOGY

INTERNET ADVERTISING

NOVELTY

ADVANCED ADVERTISING METHOD THAT OVERCOMES THE DEFICIENCIES OF TRADITIONAL ONLINE ADVERTISEMENTS

IMPORTANCE

STRATEGIC PORTFOLIO FOR ECOMMERCE COMPANIES AND OTHER ENTITIES INVOLVED IN ONLINE ADVERTISING

NUMBER OF ASSETS

1

US PATENTS (1)

8,041,604

is the screen presenting a user's communications intended for a specific recipient, such as the e-mail, the fax, the text, the tweet, instant message, customized page view, an individual result or even a video, and utilization of such media delivery as digital communications, VOIP or any suitable communications medium. These words and the intent of the invention are all found in the original specification.

It is important to note, the claims allowed come after review by the examiner of "KSR" and "Bilski", the intervening authority(s) of the Supreme Court which emerged during the 13 - year prosecution of this application. Having passed both the "KSR" test and the "Bilski" test(s) in the examiner's view, emphasis is then respectfully suggested to carefully read the specification contents, and then read the claims in light of the specification.

In addition, the fixed screen of a given URL becomes a communication when a user asks for a unique variant of the fixed screen as a reply. An example is a search result, or, a customized reply page unique to the initiating user. The reply page is the communication and advertisements embedded in that communication are specifically covered by this invention. Equally, practitioners of the computer science and electronic networking art form recognize the data processor of a service provider is also a user, albeit an automated user. Specific reference is found in the specification, discussing how intermediary servers can intervene and function to embed the ads in communications streams of the users, senders, recipients and intermediary server use are discussed, on point. As a side note, nothing in the specification or claims is intended to limit the invention to "URL switching", meaning, the invention can function without switching a user from one URL to another, just to process an order, display a result or perform other work.

Highlights of the invention include;

- Encompasses the best method to reach more users in their day to day use of a network
- When recipients receive ads from the sender, they are offered an opportunity to become like the sender with a minimal effort, hence, the opportunity to "go viral" exists not just within the ads for product, eg a "really good deal", but also within *the opportunity to virally grow the subscribed user base*.
- Lower costs in exchange for a given user's agreement to subscribe
- Higher value propositions in exchange for a given user's agreement to subscribe
- Per the Supreme Court in "KSR" what becomes obvious once the specification is dated and then read, as applied to the claims allowed, greatly heightens the reach of this invention
- Per the Supreme Court in "Bilski", this "method of" Patent achieves an utterly efficient "reach" as it touches on advertising for the largest known reachable user base on earth, eg those seeking electronic communications in all forms.

Priority Date: 03-16-1999

Representative Claims: US 8,041,604 – Claim #30

A method of transmitting an advertisement from a user of a data processing system to a receiving party, comprising the steps of: subscribing to a service to be used by the user operating the data processing system, establishing an agreement with the user to include an advertisement associated with said service in communications transmitted from the data processing system using a communications application associated with the user; receiving a request from the user, via said communications application, to initiate a communication from said data processing system; automatically embedding an advertisement associated with said service with said initiated communication in accordance with said agreement; and transmitting, to the receiving party, said communication with said advertisement automatically embedded therein.

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