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**Declarations under Rule 4.17:**

— as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))

[Continued on next page]

(54) Title: PUSHING CONTENT TO SECONDARY CONNECTED DEVICES

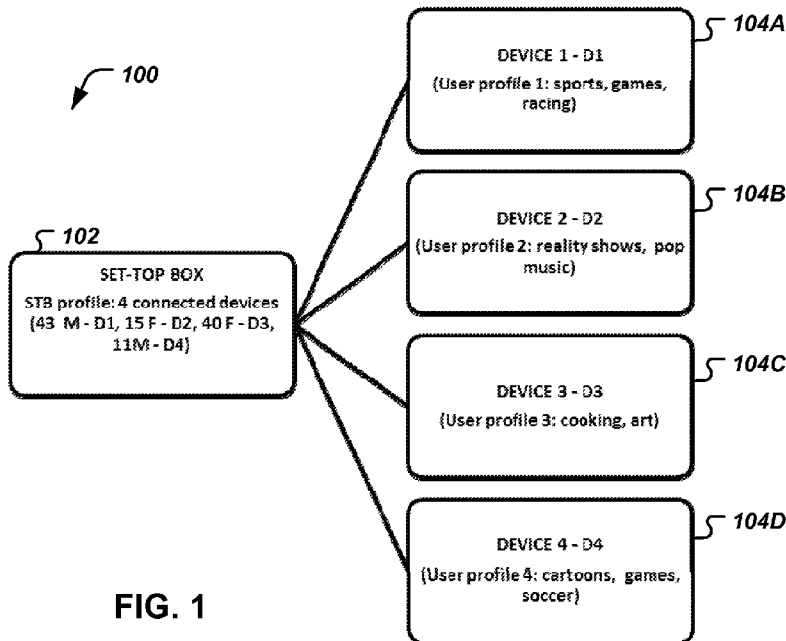
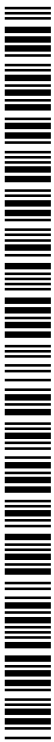


FIG. 1

(57) Abstract: Systems and methods of pushing content to secondary connected devices include pushing targeted content such as interactive advertisements, banners, games or application to secondary connected devices in a household. The targeted content may reflect user preferences associated with the secondary connected devices, including user behaviour and previous interaction with various forms of content viewed on the secondary connected devices. The targeted content may be either locally cached or retrieved from an advertisement server at the time of pushing to the secondary connected devices.





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- *with international search report (Art. 21(3))*
- *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*

**INTERNATIONAL SEARCH REPORT**

International application No.  
PCT/US13/58306

**A. CLASSIFICATION OF SUBJECT MATTER**  
 IPC(8) - H04N 21/458 (2014.01)  
 USPC - 725/42  
 According to International Patent Classification (IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**  
 Minimum documentation searched (classification system followed by classification symbols)  
 IPC(8) Classification(s): G06Q 30/00,30/02; H04N 21/458 (2014.01)  
 USPC Classification(s): 725/32, 34, 42, 46

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)  
 MicroPatent (US-G, US-A, EP-A, EP-B, WO, JP-bib, DE-C,B, DE-A, DE-T, DE-U, GB-A, FR-A); ProQuest; IEEE; Google/Google Scholar  
 Keywords: Content, Advertisement, Attribute, Recognition, Device, Primary, Secondary, Streaming Media, Characteristic, Banner

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X ----- Y	US 2011/0270685 A1 (MARKS B. et al.) 03 November 2011; paragraphs [0014], [0015], [0036], [0048], [0064], [0081], [0106].	1-3, 5, 10-11, 21, 28 ----- 4, 6-9, 12-20, 22-27
Y	US 2009/0285444 A1 (EROL, B. et al.) 19 November 2009; paragraphs [0040], [0041].	4
Y	US 2011/0137723 A1 (THÖRN, O.) 09 June 2011; paragraphs [0014], [0037], [0039].	6, 9
Y	US 2010/0153831 A1 (BEATON, J.) 17 June 2010; paragraphs [0062], [0063].	7-8, 15
Y	WO 2012/087419 A2 (GOUDARZI, R. et al.) 28 June 2012; paragraphs [0048], [0070], [0072].	9, 14, 17-20
Y	EP 1 876 539 A1 (BJARNESTAM, A. et al.) 09 January 2008; paragraphs [0013], [0014].	12
Y	US 2008/0290987 A1 (LI, L.) 27 November 2008; paragraphs [0703], [0740], [0769].	13-16
Y	WO 2006/113975 A1 (WILSON, J.) 02 November 2006; page 8, lines 9-15, claim 26.	16
Y	US 8,026,805 B1 (ROWE, E.) 27 September 2011; column 16, lines 61-64, column 20, lines 23-29.	22
Y	US 2004/0025180 A1 (BEGEJA, L. et al.) 05 February 2004; claims 5, 13, paragraph [0010].	23
Y	US 2012/0110619 A1 (KILAR, J. et al.) 03 May 2012; paragraphs [0086], [0091], [0124], [0181], [0188], [0198], [0316].	24-27

Further documents are listed in the continuation of Box C.

* Special categories of cited documents:	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"A" document defining the general state of the art which is not considered to be of particular relevance	"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"E" earlier application or patent but published on or after the international filing date	"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"&" document member of the same patent family
"O" document referring to an oral disclosure, use, exhibition or other means	
"P" document published prior to the international filing date but later than the priority date claimed	

Date of the actual completion of the international search 05 May 2014 (05.05.2014)	Date of mailing of the international search report <b>14 MAY 2014</b>
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Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201	Authorized officer: Shane Thomas PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774
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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US13/58306

**Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)**

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1.  Claims Nos.:  
because they relate to subject matter not required to be searched by this Authority, namely:
  
2.  Claims Nos.:  
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:
  
3.  Claims Nos.:  
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

**Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)**

This International Searching Authority found multiple inventions in this international application, as follows:

Group I: Claims 1-23 and 28; Group II: Claims 24-27

\*\*\*-Please see Supplemental Page-\*\*\*

1.  As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2.  As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of additional fees.
3.  As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:
  
4.  No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

**Remark on Protest**

- The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- No protest accompanied the payment of additional search fees.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US13/58306

-\*\*\*-Continued from Box No. III -Observations where unity of invention is lacking-\*\*\*-

This application contains the following inventions or groups of inventions which are not so linked as to form a single general inventive concept under PCT Rule 13.1. In order for all inventions to be examined, the appropriate additional examination fee must be paid.

Group I: Claims 1-23 and 28 are directed toward a method of providing advertisement content to a user.

Group II: Claims 24-27 are directed toward an apparatus for providing advertisement playback information to a primary user device.

The inventions listed as Groups I-II do not relate to a single general inventive concept under PCT Rule 13.1 because, under PCT Rule 13.2, they lack the same or corresponding special technical features for the following reasons:

The special technical features of Group I include a secondary user device; and selectively modifying a primary content with a secondary advertisement, which are not present in Group II.

The special technical features of Group II include a user interaction module that captures a level of user interaction with a displayed advertisement; and a feedback module that provides feedback to a primary user device including the level of user interaction, which are not present in Group I.

The common technical feature shared by Groups I-II is an apparatus for providing advertisement playback information to a primary user device, the apparatus comprising: a content recognition module that performs content recognition on a received multimedia program to determine that an advertisement is being received; a display controller that causes the advertisement to be displayed to a user. However, this common feature is previously disclosed by US 2012/0109755 A1 (Birch). Birch discloses an apparatus for providing advertisement playback information to a primary user device (delivering targeted advertisements in a content stream to consumers having an electronic device, the content stream including timing indicators; Abstract and Fig. 1A), the apparatus comprising: a content recognition module that performs content recognition on a received multimedia program (opportunity detection module is operable to recognize advertisement placement opportunities in the content stream; paragraph [0097]) to determine that an advertisement is being received (confirm the execution of the advertising; paragraph [0027]); a display controller that causes the advertisement to be displayed to a user (display the information in the content stream to a user; paragraphs [0026] and [0082]).

Since the common technical feature is previously disclosed by the Birch reference, this common feature is not special and so Groups I-II lack unity.