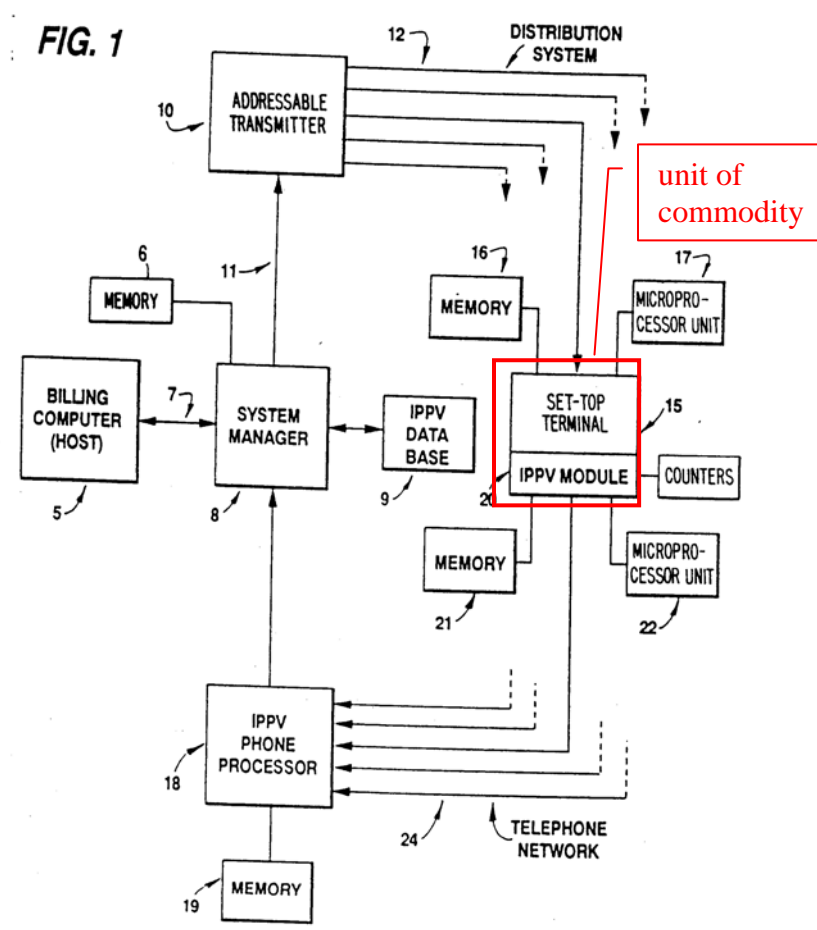


EXHIBIT CC-A

5,003,384 (“DURDEN”) ANTICIPATES CLAIMS 1-7, 10-16, 18, 22, 24, 25, 30-32, 38, 46-48, 50-53, AND 69-74 OF US PATENT 7,222,078 UNDER 35 U.S.C. §102(B)

Claim 1	Disclosure In Durden
A system comprising	<p>Durden discloses a system.</p> <p>“An impulse pay-per-view system wherein a number of downloadable transactions may be utilized to effect increased control and diversity is disclosed.” (Abstract:1-3)</p>
units of a commodity that can be used by respective users in different locations,	<p>Durden discloses units of a commodity that can be used by respective users in different locations.</p> <p>Durden discloses set-top terminals (“units of a commodity”) that can be used by respective subscribers (“users”) in different locations.</p> <div style="text-align: center;">  <p>(Fig. 1)</p> </div>

Claim 1	Disclosure In Durden
	<p>“Each subscriber in the addressable cable system is provided with a set –top terminal (STT) 15 by the cable operator as schematically indicated in FIG. 1. STT 15 allows the subscriber to tune and descramble the services that he has requested from the cable system operator.” (6:43–48)</p>
<p>a user interface, which is part of each of the units of the commodity,</p>	<p>Durden discloses a user interface, which is part of each of the units of the commodity.</p> <p>Durden discloses a hand-held remote control and LED display (“a user interface”) that are a part of the converter/set-top terminal (“unit of a commodity”).</p> <p>“With the converter turned on, the subscriber depresses the keyboard keys “PRG” and “–” of his hand–held remote control. If an access code is required to purchase programming, this must be entered before the converter will enter the IPPV mode and display “VCR” using LED elements.” (11:68–12:5)</p> <p>Durden discloses that the IPPV module 20 that is part of the set-top terminal (“unit of the commodity”) is used to authorize a purchase of a pay-per-view event.</p> <p>“Module 20 allows the subscriber to authorize his STT to receive a pay–per–view event, store the data associated with the purchase of that event in memory 21, and transmit that stored data to the cable operator via the telephone network 24.” (6:57–61)</p> <p>“Set–top commands are used to configure an IPPV equipped STT for impulse PPV purchase. They enable the module for IPPV purchases and define the “buy code” that must be entered in order to purchase an IPPV event.” (8:51–55)</p>
<p>configured to provide a medium for two-way local interaction between one of the users and the corresponding unit of the commodity, and</p>	<p>Durden discloses that the user interface is configured to provide a medium for two-way local interaction between one of the users and the corresponding unit of the commodity.</p> <p>Durden discloses that the subscriber depresses keys to enter an access code and sees the LED elements (“two-way local interaction”) of the converter/set-top terminal.</p> <p>“Each subscriber in the addressable cable system is</p>

Claim 1	Disclosure In Durden
	<p>provided with a set –top terminal (STT) 15 by the cable operator as schematically indicated in FIG. 1. STT 15 allows the subscriber to tune and descramble the services that he has requested from the cable system operator.” (6:43–48)</p> <p>“With the converter turned on, the subscriber depresses the keyboard keys “PRG” and “–” of his hand–held remote control. If an access code is required to purchase programming, this must be entered before the converter will enter the IPPV mode and display “VCR” using LED elements.” (11:68–12:5)</p>
<p>further configured to elicit, from a user, information about the user’s perception of the commodity,</p>	<p>Durden discloses that the user interface is further configured to elicit, from a user, information about the user’s perception of the commodity.</p> <p>Durden discloses that the set-top-terminal is configured to elicit the subscriber’s intention/desire to authorize a purchase (“information about the user’s perception of the commodity”) of a pay-per-view program.</p> <p>“Each subscriber in the addressable cable system is provided with a set –top terminal (STT) 15 by the cable operator as schematically indicated in FIG. 1. STT 15 allows the subscriber to tune and descramble the services that he has requested from the cable system operator.” (6:43–48)</p> <p>Durden discloses that the IPPV module 20 is configured to elicit from a subscriber a request a pay-per-view event (“information about the user’s perception of the commodity”).</p> <p>“Module 20 allows the subscriber to authorize his STT to receive a pay–per–view event, store the data associated with the purchase of that event in memory 21, and transmit that stored data to the cable operator via the telephone network 24.” (6:57–61)</p> <p>“With the converter turned on, the subscriber depresses the keyboard keys “PRG” and “–” of his hand–held remote control. If an access code is required to purchase programming, this must be entered before the converter will enter the IPPV mode and display “VCR” using LED elements.” (11:68–12:5)</p>
<p>a memory within each of the units of</p>	<p>Durden discloses a memory within each of the units of the commodity capable of storing results of the two-way local interaction, the results</p>

Claim 1	Disclosure In Durden
<p>the commodity capable of storing results of the two-way local interaction, the results including elicited information about user perception of the commodity,</p>	<p>including elicited information about user perception of the commodity.</p> <p>Durden discloses a memory within each of the set-top terminals (“units of the commodity”).</p> <div data-bbox="584 420 1315 1323"> </div> <p>(Fig. 1)</p> <p>Durden discloses that the set-top terminal stores the IPPV transactions (“information about the user perception of the commodity”) in the memory.</p> <p>“A computer of system manager 8 will have a disk and controller dedicated to the storage of IPPV information. A memory resident program of system manager 8 will read the IPPV transactions, uploaded from the IPPV modules in the system.” (5:12–16)</p> <p>“Module 20 allows the subscriber to authorize his STT to receive a pay-per-view event, store the data associated with the purchase of that event in memory 21, and</p>

Claim 1	Disclosure In Durden
	<p>transmit that stored data to the cable operator via the telephone network 24.” (6:57–61)</p> <p>“The system manager will also maintain a table of viewing statistics in memory 6 and on the IPPV disk. System manager 8 will further be able to direct all IPPV–equipped set–top terminals to record the channel to which each is tuned by transmitting a viewing statistic transaction (discussed in detail below) via addressable transmitter (ATX) 10. This information is recorded in the IPPV module’s memory and is transmitted along with the IPPV transaction data during the next interrogation of the module.” (5:28–37)</p>
<p>a communication element associated with each of the units of the commodity</p>	<p>Durden discloses a communication element associated with each of the units of the commodity.</p> <p>Durden discloses a transmitter (“communication element”) associated with the set-top terminal (“unit of the commodity”).</p> <p>“A transmitter coupled to the memory transmits the stored billing information over a telephone network.” (3:39–41)</p>
<p>capable of carrying results of the two-way local interaction from each of the units of the commodity to a central location, and</p>	<p>Durden discloses that the communication element is capable of carrying results of the two-way local interaction from each of the units of the commodity to a central location.</p> <p>Durden discloses that the billing information transmitted to a billing computer (“a central location”) includes the subscriber’s authorization (<i>e.g.</i>, access code) (“results of the two-way local interaction”).</p>

Claim 1	Disclosure In Durden
	<p>FIG. 1</p> <p>central location</p> <p>(Fig. 1)</p> <p>“Billing computer 5 records and maintains records for each cable subscriber. These records may contain information such as the subscriber’s name, address and telephone number, the type of equipment the subscriber has in his possession, and which pay services the subscriber is authorized to view.” (4:51–57)</p>
<p>a component capable of managing the interactions of the users in different locations and collecting the results of the interactions at the central location.</p>	<p>Durden discloses a component capable of managing the interactions of the users in different locations and collecting the results of the interactions at the central location.</p> <p>Durden discloses a system manager (“a component” “at a central location”) reads billing information including the subscriber’s authorization (<i>e.g.</i>, access code) (“results of the two-way local interaction”) uploaded from the IPPV modules of the subscriber’s set-top terminal.</p>

Claim 1	Disclosure In Durden
	<p>“A computer of system manager 8 will have a disk and controller dedicated to the storage of IPPV information. A memory resident program of system manager 8 will read the IPPV transactions, uploaded from the IPPV modules in the system.” (5:12–16)</p> <p>Durden also discloses that the billing computer (“a component” “at a central location”) maintains records including the subscriber’s authorization (<i>e.g.</i>, access code) (“results of the two-way local interaction”).</p> <p>“Billing computer 5 records and maintains records for each cable subscriber. These records may contain information such as the subscriber’s name, address and telephone number, the type of equipment the subscriber has in his possession, and which pay services the subscriber is authorized to view.” (4:51–57)</p>

Claim 2	Disclosure In Durden
The system of claim 1	Durden discloses the system of claim 1 as described above.
in which the user interface is triggered based on user behaviors to generate two-way interactions with each of the users,	<p>Durden discloses that the user interface is triggered based on user behaviors to generate two-way interactions with each of the users.</p> <p>Durden discloses that the subscriber’s depression of “PRG” and “-” keys (“user behavior”) generates an access code and shows the LED elements (“two-way local interaction”) of the converter/set-top terminal .</p> <p>“With the converter turned on, the subscriber depresses the keyboard keys “PRG” and “-” of his hand-held remote control. If an access code is required to purchase programming, this must be entered before the converter will enter the IPPV mode and display “VCR” using LED elements.” (11:68–12:5)</p> <p>Durden discloses that the subscriber’s depression of “AU” key (“user behavior”) enters into a pre-buy mode in which the subscriber enters an event ID number. (“two-way local interaction”).</p> <p>“Once in the IPPV mode, depression of the "AU" key creates access to the pre-buy mode. Once in the pre-buy mode, the subscriber simply enters the three or four digit event ID number of the program he wishes to purchase. The ID numbers may be provided in a</p>

Claim 2	Disclosure In Durden
	<p>programming guide, for example. After the last digit of each program ID has been entered, it is stored in nonvolatile memory 21 of the module.” (12:8-14)</p> <p>Durden also discloses that that the subscriber has an opportunity to cancel a purchased IPPV event. It is understood that the subscriber’s action (“behavior”) for canceling the IPPV event is provided in a two-way local interaction. For example, a certain model of the subscribers’ set-top boxes would provide a screen for listing the purchased IPPV events and allow the subscriber to enter a key for cancellation.</p> <p>“As indicated, it is possible to step through the list of programs which have been pre-bought with an opportunity to cancel any event which the subscriber no longer wishes to view or which have erroneously entered. Although the above description has been given with respect to a particular set-top model, it will be apparent to those of ordinary skill that similar procedures may be employed on different set-tops and the invention should not be understood as limited in this respect.” (12:14-23)</p>
each of the interactions relating to a corresponding specific one of the behaviors.	<p>Durden discloses that each of the interactions relates to a corresponding specific one of the behaviors.</p> <p>Durden discloses that each of predetermined key sequences (“each of the interactions”) corresponds to the subscriber’s action for selecting the event (“specific one of the behaviors”).</p> <p>“First, a predetermined key sequence is actuated, the key sequence generating information corresponding to a selected event on one of the plurality of channels.” (2:58-61)</p>

Claim 3	Disclosure In Durden
The system of claim 1	Durden discloses the system of claim 1 as described above.
in which the interactions are triggered to occur repetitively for each of the users based on repeated uses of a feature of a unit of	<p>Durden discloses that the interactions are triggered to occur repetitively for each of the users based on repeated uses of a feature of a unit of the commodity by the user.</p> <p>Durden discloses entering a predetermined key sequence (“each of the interactions”). It is understood that the subscriber can repeatedly enter</p>

Claim 3	Disclosure In Durden
the commodity by the user.	<p>keys (“uses of a feature”) of the set-top box (“unit of the commodity”).</p> <p>“First, a predetermined key sequence is actuated, the key sequence generating information corresponding to a selected event on one of the plurality of channels.” (2:58-61)</p>

Claim 4	Disclosure In Durden
The system of claim 1	Durden discloses the system of claim 1 as described above.
in which the user interface comprises part of a functional user interface of the unit of the commodity that can be used to control features of the commodity.	<p>Durden discloses that the user interface comprises part of a functional user interface of the unit of the commodity that can be used to control features of the commodity.</p> <p>Durden discloses a hand-held remote control and LED display (“functional user interface”) that are a part of the converter/set-top terminal (“unit of a commodity”) and used to control entry of keys and display (“features”) of the converter/set-top terminal (“unit of a commodity”).</p> <p>“With the converter turned on, the subscriber depresses the keyboard keys “PRG” and “–” of his hand-held remote control. If an access code is required to purchase programming, this must be entered before the converter will enter the IPPV mode and display “VCR” using LED elements.” (11:68–12:5)</p>

Claim 5	Disclosure In Durden
The system of claim 1	Durden discloses the system of claim 1 as described above.
in which the communication element also carries information from a passive probe that monitors the user’s use of the commodity.	<p>Durden discloses that the communication element also carries information from a passive probe that monitors the user’s use of the commodity.</p> <p>Durden discloses that the event ID number (“information”) that the subscriber enters (“user’s use of the commodity”) is carried via the telephone network (“communication element”). It is understood that the set-top terminal/converter has a passive probe that monitors the subscriber’s entry of the event ID number (“use of the commodity”).</p> <p>“Once in the IPPV mode, depression of the "AU" key creates access to the pre-buy mode. Once in the pre-buy mode, the subscriber simply enters the three or four digit event ID number of the program he wishes</p>

Claim 5	Disclosure In Durden
	to purchase. The ID numbers may be provided in a programming guide, for example. After the last digit of each program ID has been entered, it is stored in nonvolatile memory 21 of the module.” (12:7-14)

Claim 6	Disclosure In Durden
The system of claim 1	Durden discloses the system of claim 1 as described above.
in which the units of the commodity comprise telephone extension equipment and	<p>Durden discloses that the units of the commodity comprise telephone extension equipment.</p> <p>Durden discloses a telephone network. It is understood that the subscriber’s set-top terminal/converter has telephone extension equipment.</p> <p>“Module 20 allows the subscriber to authorize his STT to receive a pay-per-view event, store the data associated with the purchase of that event in memory 21, and transmit that stored data to the cable operator via the telephone network 24.” (6:57-61)</p>
the central location comprises a private branch exchange or other central telephone network facility.	<p>Durden discloses that the central location comprises a private branch exchange or other central telephone network facility.</p> <p>Durden discloses a phone processor (“central telephone network facility”).</p> <p>“Module 20 transfers IPPV data to the system manager 8 via phone processor 18 when a "request IPPV data" command is received.” (6:67-7:2)</p> <p>Durden also discloses a private branch exchange.</p> <p>“This is particularly useful when it is necessary to dial out of a local private branch exchange.” (13:3-4)</p>

Claim 7	Disclosure In Durden
The system of claim 1	Durden discloses the system of claim 1 as described above.
in which the results of the interactions are forwarded from the central location to a remote server for	<p>Durden discloses that the results of the interactions are forwarded from the central location to a remote server for analysis.</p> <p>Durden discloses transmitting the record of PPV events (<i>e.g.</i>, access code and event ID number) purchased by a subscriber to a system</p>

Claim 7	Disclosure In Durden
analysis.	<p>manager (“server”).</p> <p>“This data is transmitted to the system manager by the IPPV module 20 via the telephone network 24 and contains a record of which PPV events have been purchased by each subscriber.” (7:36-39)</p> <p>Durden also discloses that the system manager (“central location”) uploads transaction data (“results of the interactions”) to a billing computer (“remote server”) where the data is grouped (“analysis”).</p> <p>“System manager 8 will upload the transaction data to billing computer 5 in response to an Initialize IPPV Upload command. The data returned to the billing computer will be grouped by the identification of a particular set-top terminal or converter, that is, all event IDs associated with a particular converter serial number will be returned together.” (5:21-27)</p>

Claim 10	Disclosure In Durden
The system of claim 1	Durden discloses the system of claim 1 as described above.
in which the two-way interaction provides instructions on how to use the commodity.	<p>Durden discloses that the two-way interaction provides instructions on how to use the commodity.</p> <p>Durden discloses that the transactions (“two-way interaction”) include instructions to effect a predetermined period between dialing (“how to use the commodity”).</p> <p>“The present invention is further concerned with a method of instructing a plurality of subscriber modules to report over a public telephone network billing information associated with the viewing of selected events on the plurality of channels. A transaction is downloaded to the subscriber module which includes a telephone number corresponding to a storage means for storing billing information associated with the plurality of subscribers. Included in this transaction are instructions adapted to effect a predetermined delay period between the dialing of selected digits.” (3:3-13)</p>

Claim 11	Disclosure In Durden
The system of claim 1	Durden discloses the system of claim 1 as described above.

Claim 11	Disclosure In Durden
in which the units of the commodity comprise consumer television equipment.	<p>Durden discloses that the units of the commodity comprise consumer television equipment.</p> <p>Durden discloses a cable television system.</p> <p>“This object may be achieved in a control apparatus for an individual subscriber in a cable television system which distributes a television signal from a headend office to a plurality of subscribers...” (2:11-14)</p> <p>Durden also discloses that each subscriber is equipped with a set-top terminal (“consumer television equipment”) of the cable television system.</p> <p>“Each subscriber in the addressable cable system is provided with a set –top terminal (STT) 15 by the cable operator as schematically indicated in FIG. 1. STT 15 allows the subscriber to tune and descramble the services that he has requested from the cable system operator.” (6:43–48)</p>

Claim 12	Disclosure In Durden
The system of claim 11	Durden discloses the system of claim 11 as described above.
in which the two-way interaction comprises posing questions to a user on a television screen concerning use of the commodity and	<p>Durden discloses that the two-way interaction comprises posing questions to a user on a television screen concerning use of the commodity.</p> <p>Durden discloses a programming guide allowing the subscriber to view choices of pay-per-view programs available (“posing questions to a user on a television”).</p> <p>“Once in the pre-buy mode, the subscriber simply enters the three or four digit event ID number of the program he wishes to purchase. The ID numbers may be provided in a programming guide, for example. After the last digit of each program ID has been entered, it is stored in nonvolatile memory 21 of the module.” (12:7-14)</p>
receiving answers from the user expressed through a keypad or a handheld remote.	<p>Durden discloses that the two-way interaction comprises receiving answers from the user expressed through a keypad or a handheld remote.</p> <p>Durden discloses that the subscriber enters the event ID (“answers from the user expressed through a keypad or a hand-held remote”) for a pay-</p>

Claim 12	Disclosure In Durden
	<p>per-view program to watch.</p> <p>“Once in the pre-buy mode, the subscriber simply enters the three or four digit event ID number of the program he wishes to purchase. The ID numbers may be provided in a programming guide, for example. After the last digit of each program ID has been entered, it is stored in nonvolatile memory 21 of the module.” (12:7-14)</p> <p>Durden discloses a hand-held remote control (“hand-held remote”).</p> <p>“The process for performing a pre-buy with a Scientific Atlanta Set-top Model 8550 or 8585 is illustrated in FIG. 3. With the converter turned on, the subscriber depresses the keyboard keys "PRG" and "-" of his hand-held remote control. If an access code is required to purchase programming, this must be entered before the converter will enter the IPPV mode and display "VCR" using LED elements.” (11:66-12:5)</p>

Claim 13	Disclosure In Durden
The system of claim 12	Durden discloses the system of claim 12 as described above.
in which the answers are forwarded to a vendor of the commodity.	<p>Durden discloses that the answers are forwarded to a vendor of the commodity.</p> <p>Durden discloses that the subscriber’s data (“answers”) associated with the purchase of a pay-per-view event is transmitted to a cable operator (“vendor of the commodity”).</p> <p>“Module 20 allows the subscriber to authorize his STT to receive a pay-per-view event, store the data associated with the purchase of that event in memory 21, and transmit that stored data to the cable operator via the telephone network 24.” (6:57-61)</p>

Claim 14	Disclosure In Durden
The system of claim 12	Durden discloses the system of claim 12 as described above.
in which the keypad or hand-held remote comprises numeric	Durden discloses that the keypad or hand-held remote comprises numeric keys.

Claim 14	Disclosure In Durden
keys.	<p>Durden discloses that the hand-held remote control (“hand-held remote”) has keyboard keys (“numeric keys”).</p> <p>“The process for performing a pre-buy with a Scientific Atlanta Set-top Model 8550 or 8585 is illustrated in FIG. 3. With the converter turned on, the subscriber depresses the keyboard keys "PRG" and "-" of his hand-held remote control. If an access code is required to purchase programming, this must be entered before the converter will enter the IPPV mode and display "VCR" using LED elements.” (11:66-12:5)</p>

Claim 15	Disclosure In Durden
The system of claim 1	Durden discloses the system of claim 1 as described above.
in which the two-way interaction is mediated by a publicly or privately accessible on-line computerized information service.	<p>Durden discloses that the two-way interaction is mediated by a publicly or privately accessible on-line computerized information service.</p> <p>Durden discloses that the billing computer controls the cable TV IPPV service (“on-line computerized information service”).</p> <p>“...billing computer 5 functions to control IPPV service, maintain IPPV access codes, control IPPV event billing, and maintain PPV event and preview definitions.” (4:59-61)</p>

Claim 16	Disclosure In Durden
The system of claim 1	Durden discloses the system of claim 1 as described above.
in which the user interface presents information in one or more of the following styles: text, lists, charts, views, arrangements, hierarchies, graphical maps, sample extracts, abstracts, summary descriptions, or hypertext.	<p>Durden discloses that the user interface presents information in one or more of the following styles: text, lists, charts, views, arrangements, hierarchies, graphical maps, sample extracts, abstracts, summary descriptions, or hypertext.</p> <p>Durden discloses that the programming guide lists available pay-per-view programs with event ID number (“lists”).</p> <p>“Once in the pre-buy mode, the subscriber simply enters the three or four digit event ID number of the program he wishes to purchase. The ID numbers may be provided in a programming guide, for example. After the last digit of each program ID has been entered, it is stored in</p>

Claim 16	Disclosure In Durden
	nonvolatile memory 21 of the module.” (12:7-14)

Claim 18	Disclosure In Durden
The system of claim 16	Durden discloses the system of claim 16 as described above.
in which the style is hypertext.	<p>Durden discloses that the style is hypertext.</p> <p>Durden discloses that the programming guide lists available pay-per-view programs with event ID number (“lists”). It is understood that the program list can be provided in hypertext.</p> <p>“Once in the pre-buy mode, the subscriber simply enters the three or four digit event ID number of the program he wishes to purchase. The ID numbers may be provided in a programming guide, for example. After the last digit of each program ID has been entered, it is stored in nonvolatile memory 21 of the module.” (12:8-14)</p>

Claim 22	Disclosure In Durden
The system of claim 1	Durden discloses the system of claim 1 as described above.
wherein the elicited information is information about the user's needs with respect to use of the commodity.	<p>Durden discloses that the elicited information is information about the user's needs with respect to use of the commodity.</p> <p>Durden discloses that the subscriber requests for a service (“user’s need with respect to use of the commodity”).</p> <p>“STT 15 allows the subscriber to tune and descramble the services that he has requested from the cable system operator.” (6:45–48)</p>

Claim 24	Disclosure In Durden
The system of claim 1	Durden discloses the system of claim 1 as in claim 1 as described above.
wherein the two-way local interactions comprise a transaction for sale of a product or a service contract for the commodity.	<p>Durden discloses that the two-way local interactions comprise a transaction for sale of a product or a service contract for the commodity.</p> <p>Durden discloses that the subscriber’s entry of an access code (“two-way local interactions”) allows IPPS transaction for sale (“transaction for sale”) of an IPPV program (“a product or a service”).</p> <p>“Another feature of the IPPV system of the present</p>

Claim 24	Disclosure In Durden
	<p>invention is the ability to pre-buy a pay-per-view event.” (11:57-58)</p> <p>“A computer of system manager 8 will have a disk and controller dedicated to the storage of IPPV information. A memory resident program of system manager 8 will read the IPPV transactions, uploaded from the IPPV modules in the system.” (5:12-16)</p> <p>“Set-top commands are used to configure an IPPV equipped STT for impulse PPV purchase. They enable the module for IPPV purchases and define the “buy code” that must be entered in order to purchase an IPPV event.” (8:51-55)</p> <p>Durden also discloses that the subscriber’s entry of an access code (“two-way local interactions”) authorizes pay services (“a service contract for the commodity”) of the set-top terminal equipment (“unit of commodity”).</p> <p>“Billing computer 5 records and maintains records for each cable subscriber. These records may contain information such as the subscriber’s name, address and telephone number, the type of equipment the subscriber has in his possession, and which pay services the subscriber is authorized to view.” (4:51-57)</p>

Claim 25	Disclosure In Durden
The system of claim 1	Durden discloses the system of claim 1 as described above.
wherein the two-way local interactions comprise a request for servicing of the commodity by the user.	<p>Durden discloses that the two-way local interactions comprise a request for servicing of the commodity by the user.</p> <p>Durden discloses that the subscriber requests for a service (“request for servicing of the commodity”).</p> <p>“STT 15 allows the subscriber to tune and descramble the services that he has requested from the cable system operator.” (6:45-48)</p>

Claim 30	Disclosure In Durden
The system of claim 1	Durden discloses the system of claim 1 as described above.

Claim 30	Disclosure In Durden
wherein the user interface includes a console displaying text or graphics.	<p>Durden discloses that the user interface includes a console displaying text or graphics.</p> <p>Durden discloses the set-top terminal displays “VCR” (“text”) using LED elements.</p> <p>“The process for performing a pre-buy with a Scientific Atlanta Set-top Model 8550 or 8585 is illustrated in FIG. 3. With the converter turned on, the subscriber depresses the keyboard keys "PRG" and "-" of his hand-held remote control. If an access code is required to purchase programming, this must be entered before the converter will enter the IPPV mode and display "VCR" using LED elements.” (11:66-12:5)</p>

Claim 31	Disclosure In Durden
The system of claim 30	Durden discloses the system of claim 30 as described above.
wherein the console comprises a display of a computer, phone, or handheld device.	<p>Durden discloses that the console comprises a display of a computer, phone, or handheld device.</p> <p>Durden discloses that the display is of the set-top terminal (“computer”).</p> <p>“The process for performing a pre-buy with a Scientific Atlanta Set-top Model 8550 or 8585 is illustrated in FIG. 3. With the converter turned on, the subscriber depresses the keyboard keys "PRG" and "-" of his hand-held remote control. If an access code is required to purchase programming, this must be entered before the converter will enter the IPPV mode and display "VCR" using LED elements.” (11:66-12:5)</p>

Claim 32	Disclosure In Durden
The system of claim 1	Durden discloses the system of claim 1 as described above.
wherein the component is configured to provide access to the collection of results to vendors of the commodity.	<p>Durden discloses that the component is configured to provide access to the collection of results to vendors of the commodity.</p> <p>Durden discloses that the computer time (“collection of results”) is shared with billing vendors (“provide access ... to the vendors of the commodity”).</p> <p>“...the cable operator owns the billing computer, leases</p>

Claim 32	Disclosure In Durden
	the equipment from a vendor who specializes in this type of equipment, or shares computer time on a machine owned by one of these billing vendors. " (4:62-65)

Claim 38	Disclosure In Durden
The system of claim 1	Durden discloses the system of claim 1 as described above.
in which the units of commodity store one or more probes that elicit specific information from the respective users through the user interfaces.	<p>Durden discloses that the units of commodity store one or more probes that elicit specific information from the respective users through the user interfaces.</p> <p>Durden discloses that the subscriber's set-top terminal stores event ID numbers that the subscriber entered for purchasing ("one or more probes that elicit specific information").</p> <p>"Once in the IPPV mode, depression of the "AU" key creates access to the pre-buy mode. Once in the pre-buy mode, the subscriber simply enters the three or four digit event ID number of the program he wishes to purchase. The ID numbers may be provided in a programming guide, for example. After the last digit of each program ID has been entered, it is stored in nonvolatile memory 21 of the module." (12:7-14)</p>

Claim 46	Disclosure In Durden
The system of claim 1	Durden discloses the system of claim 1 as described above.
in which the two way local interaction enables the user to request help or support.	<p>Durden discloses that the two way local interaction enables the user to request help or support.</p> <p>Durden discloses an IPPV "HELP" barker channel ("request help").</p> <p>"System Manager 8 will also maintain data elements for each headend in its data base. These data elements may include the telephone number for each IPPV module transfer, IPPV "HELP" barker channel, ..." (5:53-57)</p>

Claim 47	Disclosure In Durden
The system of claim 1	Durden discloses the system of claim 1 as described above.
in which the	Durden discloses that the information relates to perception of a problem

Claim 47	Disclosure In Durden
information relates to perception of a problem relating to use of the commodity.	<p>relating to use of the commodity.</p> <p>Durden discloses detecting an unsuccessful response from a phone processor (“problem relating to use of the commodity”).</p> <p>“...after dialing the phone processor, the phone processor sends a signal to the module indicating it has gone off hook. The module will then send its data. Afterwards the phone processor sends a signal indicating it has received the data. ... These parameters may be sent as part of the transaction shown in FIG. 6. The bit patterns TL0-TL1 represent the call back attempt limit and may include values from zero to FF, with zero used to instruct the module to stop calling. L0-L1 represent the host time out or how long the module will wait after dialing the last digit for the first signal from the phone processor. If no response is received, the IPPV module will consider the call to be unsuccessful and retry at a later time.” (13:19-36)</p>

Claim 48	Disclosure In Durden
The system of claim 47	Durden discloses the system of claim 47 as described above.
in which the two-way local interaction includes suggestions of the user to solve the problem.	<p>Durden discloses that the two-way local interaction includes suggestions of the user to solve the problem.</p> <p>Durden discloses an IPPV “HELP” barker channel.</p> <p>“System Manager 8 will also maintain data elements for each headend in its data base. These data elements may include the telephone number for each IPPV module transfer, IPPV "HELP" barker channel, ...” (5:53-57)</p> <p>It is understood that the subscriber can submit suggestions via the IPPV “HELP” barker channel to solve a problem to the system manager or the billing computer.</p>

Claim 50	Disclosure In Durden
The system of claim 1	Durden discloses the system of claim 1 as described above.
wherein the commodity is a demonstration unit.	<p>Durden discloses that the commodity is a demonstration unit.</p> <p>Durden disclose that each subscriber has a set-top terminal.</p>

Claim 50	Disclosure In Durden
	<p>“Each subscriber in the addressable cable system is provided with a set –top terminal (STT) 15 by the cable operator as schematically indicated in FIG. 1. STT 15 allows the subscriber to tune and descramble the services that he has requested from the cable system operator.” (6:43–48)</p> <p>It is understood that the subscriber’s set-top terminal can be a demonstration unit.</p>

Claim 51	Disclosure In Durden
The system of claim 1	Durden discloses the system of claim 1 as described above.
wherein the communication element also carries objective information about the user’s use of the commodity.	<p>Durden discloses that the communication element also carries objective information about the user's use of the commodity.</p> <p>Durden discloses carrying billing information (“objective information about the user’s use of the commodity”).</p> <p>“A memory is coupled to the microprocessor and the selector for storing billing information regarding selected pay-per-view events. A transmitter is coupled to the storage means for transmitting the stored billing information.” (2:25-29)</p>

Claim 52	Disclosure In Durden
The system of claim 1	Durden discloses the system of claim 1 as described above.
wherein the two-way local interactions occur while the user is using the commodity.	<p>Durden discloses that the two-way local interactions occur while the user is using the commodity.</p> <p>Durden discloses that the subscriber depresses keys while watching a channel (“the user is using the commodity”) to enter an access code and sees the LED elements (“two-way local interaction”) of the converter/set-top terminal.</p> <p>“Each subscriber in the addressable cable system is provided with a set –top terminal (STT) 15 by the cable operator as schematically indicated in FIG. 1. STT 15 allows the subscriber to tune and descramble the services that he has requested from the cable system operator.” (6:43–48)</p> <p>“With the converter turned on, the subscriber depresses</p>

Claim 52	Disclosure In Durden
	the keyboard keys “PRG” and “-” of his hand-held remote control. If an access code is required to purchase programming, this must be entered before the converter will enter the IPPV mode and display “VCR” using LED elements.” (11:68–12:5)

Claim 53	Disclosure In Durden
The system of claim 1	Durden discloses the system of claim 1 as described above.
wherein the component further manages collection of the results of the interactions along with information about a trigger event that initiated each respective interaction.	<p>Durden discloses that the component further manages collection of the results of the interactions along with information about a trigger event that initiated each respective interaction.</p> <p>Durden discloses counting elapsed time (“information about a trigger event”) using a counter of the set-top terminal (“product”).</p> <p>“Once the subscriber has tuned to a channel on which a IPPV event is being shown, a counter counts down until the free time has elapsed.” (10:47-49)</p> <p>Durden discloses that the counters correspond to pay channels. The counter information is managed by the system manager and billing computer.</p> <p>“each subscriber module has a plurality of counters corresponding to the number of pay channels. A preferred embodiment includes sixteen counters.” (10:51-54)</p> <p>Durden also discloses a security counter that allows a subscriber to view an IPPV programming as the time elapses (“information about a trigger event”).</p> <p>“A security counter controls the length of time that an impulse pay-per-view module will allow the cable TV subscriber to view an impulse pay-per-view channel without receiving an IPPV authorization transaction.” (11:17-20)</p> <p>Durden discloses that the subscriber’s request IPPV data command (“information about a trigger event that initiated each respective interaction”) is sent to the system manager (“component” that “manages collection of the results of the interactions”).</p> <p>“Module 20 transfers IPPV data to the system manager 8</p>

Claim 53	Disclosure In Durden
	<p>via phone processor 18 when a "request IPPV data" command is received." (6:67-7:2)</p> <p>Durden also discloses that the IPPV transactions from respective subscribers are managed by the system manager ("component" that "manages collection of the results of the interactions").</p> <p>"This data is transmitted to the system manager by the IPPV module 20 via the telephone network 24 and contains a record of which PPV events have been purchased by each subscriber." (7:36-39)</p> <p>"A computer of system manager 8 will have a disk and controller dedicated to the storage of IPPV information. A memory resident program of system manager 8 will read the IPPV transactions, uploaded from the IPPV modules in the system." (5:12-16)</p>

Claim 69	Disclosure In Durden
A method for gathering information from units of a commodity in different locations,	<p>Durden discloses a method for gathering information from units of a commodity in different locations.</p> <p>Durden discloses a method for storing billing information ("gathering information") from set-top terminals ("units of a commodity in different locations").</p> <p>"A memory is coupled to the microprocessor and the selector for storing billing information regarding selected pay-per-view events. A transmitter is coupled to the storage means for transmitting the stored billing information." (2:25-29)</p>
each unit of the commodity being coupled to a remote database on a network,	<p>Durden discloses that each unit of the commodity is coupled to a remote database on a network.</p> <p>Durden discloses set-top terminals ("units of a commodity") that can be used by respective subscribers ("users") in different locations.</p>

Claim 69	Disclosure In Durden
	<p>FIG. 1</p> <p>(Fig. 1)</p> <p>“Each subscriber in the addressable cable system is provided with a set –top terminal (STT) 15 by the cable operator as schematically indicated in FIG. 1. STT 15 allows the subscriber to tune and descramble the services that he has requested from the cable system operator.” (6:43–48)</p> <p>Durden discloses a memory (“remote database”) coupled to a system manager.</p> <p>“The system manager will also maintain a table of viewing statistics in memory 6 and on the IPPV disk.” (5:28–29)</p>
the method comprising: eliciting user perceptions of respective units of the	Durden discloses eliciting user perceptions of respective units of the commodity through interactions at a user-interface of the respective unit.

Claim 69	Disclosure In Durden
commodity through interactions at a user-interface of the respective unit;	<p>Durden discloses a hand-held remote control and LED display (“a user interface”) that are a part of the converter/set-top terminal (“unit of a commodity”).</p> <p>“With the converter turned on, the subscriber depresses the keyboard keys “PRG” and “–” of his hand-held remote control. If an access code is required to purchase programming, this must be entered before the converter will enter the IPPV mode and display “VCR” using LED elements.” (11:68–12:5)</p> <p>Durden discloses that the IPPV module 20 that is part of the set-top terminal (“unit of the commodity”) is used to authorize a purchase of a pay-per-view event.</p> <p>“Module 20 allows the subscriber to authorize his STT to receive a pay-per-view event, store the data associated with the purchase of that event in memory 21, and transmit that stored data to the cable operator via the telephone network 24.” (6:57–61)</p> <p>“Set-top commands are used to configure an IPPV equipped STT for impulse PPV purchase. They enable the module for IPPV purchases and define the “buy code” that must be entered in order to purchase an IPPV event.” (8:51–55)</p> <p>Durden discloses that the set-top-terminal is configured to elicit the subscriber’s intention/desire to authorize a purchase (“user perceptions of the respective units of the commodity”) of a pay-per-view program.</p> <p>“Each subscriber in the addressable cable system is provided with a set –top terminal (STT) 15 by the cable operator as schematically indicated in FIG. 1. STT 15 allows the subscriber to tune and descramble the services that he has requested from the cable system operator.” (6:43–48)</p> <p>The subscriber enters an event ID for the program that he wishes to purchase (“elicit, from a user, information about the user’s perception”).</p> <p>“...the subscriber simply enters the three or four digit event ID number of the program he wishes to purchase.” (12:9-11)</p>

Claim 69	Disclosure In Durden
	<p>Durden also discloses that the set-top terminal is configured to cancel a pre-bought program (“elicit, from a user, information about the user’s perception”).</p> <p>“...it is possible to step through the list of programs which have been pre-bought with an opportunity to cancel any event which the subscriber no longer wishes to view or which have erroneously entered.” (12:14-18)</p> <p><i>Id.</i>, 12:14-18 (emphasis added).</p> <p>Durden discloses that the IPPV module 20 is configured to allow a subscriber to request and purchase a pay-per-view event (“user perceptions of the respective units of the commodity”).</p> <p>“Module 20 allows the subscriber to authorize his STT to receive a pay-per-view event, store the data associated with the purchase of that event in memory 21, and transmit that stored data to the cable operator via the telephone network 24.” (6:57–61)</p> <p>“With the converter turned on, the subscriber depresses the keyboard keys “PRG” and “–” of his hand-held remote control. If an access code is required to purchase programming, this must be entered before the converter will enter the IPPV mode and display “VCR” using LED elements.” (11:68–12:5)</p>
<p>generating perception information based on inputs of the users at the respective user-interfaces;</p>	<p>Durden discloses generating perception information based on inputs of the users at the respective user-interfaces.</p> <p>Durden discloses that the set-top terminal generates the IPPV transactions based on the subscriber’s input for the event ID number and/or access code (“perception information based on inputs of the users”).</p> <p>“A computer of system manager 8 will have a disk and controller dedicated to the storage of IPPV information. A memory resident program of system manager 8 will read the IPPV transactions, uploaded from the IPPV modules in the system.” (5:12–16)</p> <p>“Module 20 allows the subscriber to authorize his STT to receive a pay-per-view event, store the data associated with the purchase of that event in memory 21, and</p>

Claim 69	Disclosure In Durden
	<p>transmit that stored data to the cable operator via the telephone network 24.” (6:57–61)</p> <p>“The system manager will also maintain a table of viewing statistics in memory 6 and on the IPPV disk. System manager 8 will further be able to direct all IPPV–equipped set–top terminals to record the channel to which each is tuned by transmitting a viewing statistic transaction (discussed in detail below) via addressable transmitter (ATX) 10. This information is recorded in the IPPV module’s memory and is transmitted along with the IPPV transaction data during the next interrogation of the module.” (5:28–37)</p>
transmitting the perception information to the remote database;	<p>Durden discloses transmitting the perception information to the remote database.</p> <p>Durden discloses carrying the results of the purchased IPPV transactions (“transmitting the perception information”) to the memory (“remote database”) of the system manager.</p>

Claim 69	Disclosure In Durden
	<p>“Module 20 allows the subscriber to authorize his STT to receive a pay-per-view event, store the data associated with the purchase of that event in memory 21, and transmit that stored data to the cable operator via the telephone network 24.” (6:57–61)</p>
collecting and storing the received information at the remote database.	<p>Durden discloses collecting and storing the received information at the remote database.</p> <p>Durden discloses that the system manager collects and stores the IPPV transactions (“received information”).</p> <p>“A computer of system manager 8 will have a disk and controller dedicated to the storage of IPPV information. A memory resident program of system manager 8 will read the IPPV transactions, uploaded from the IPPV modules in the system.” (5:12–16)</p> <p>Durden discloses that the billing computer records and maintains records including the subscriber’s authorization (<i>e.g.</i>, access code) (“received information”).</p> <p>“Billing computer 5 records and maintains records for each cable subscriber. These records may contain information such as the subscriber’s name, address and telephone number, the type of equipment the subscriber has in his possession, and which pay services the subscriber is authorized to view.” (4:51–57)</p>

Claim 70	Disclosure In Durden
The method of claim 69 further comprising	Durden discloses the method of claim 69 as described above.
enabling users of the commodities to access the received information.	<p>Durden discloses enabling users of the commodities to access the received information.</p> <p>Durden discloses that that the subscriber has an opportunity to access and cancel a purchased IPPV event (“received information”)</p> <p>“As indicated, it is possible to step through the list of programs which have been pre-bought with an opportunity to cancel any event which the subscriber no longer wishes to view or which have erroneously entered.” (12:14-18)</p>

Claim 71	Disclosure In Durden
The method of claim 69 further comprising	Durden discloses the method of claim 69 as described above.
enabling third parties to access the received information.	<p>Durden discloses enabling third parties to access the received information.</p> <p>Durden discloses that the computer time (“received information”) is shared with billing vendors (“enabling third parties to access”).</p> <p>“...the cable operator owns the billing computer, leases the equipment from a vendor who specializes in this type of equipment, or shares computer time on a machine owned by one of these billing vendors.” (4:62-65)</p>

Claim 72	Disclosure In Durden
The method of claim 71	Durden discloses the method of claim 71 as described above.
in which the third parties include vendors or designers of the commodities.	<p>Durden discloses that the third parties include vendors or designers of the commodities.</p> <p>Durden discloses equipment leasing vendors and billing vendors (“vendors”).</p> <p>“...the cable operator owns the billing computer, leases the equipment from a vendor who specializes in this type of equipment, or shares computer time on a machine owned by one of these billing vendors.” (4:62-65)</p>

Claim 73	Disclosure In Durden
The method of claim 69 further comprising	Durden discloses the method of claim 69 as described above.
making a design change using the received information, or marketing the commodity using the received information.	<p>Durden discloses making a design change using the received information, or marketing the commodity using the received information.</p> <p>Durden discloses sharing (“marketing the commodity”) the computer time (“received information”) with billing vendors.</p> <p>“...the cable operator owns the billing computer, leases the equipment from a vendor who specializes in this type of equipment, or shares computer time on a machine owned by one of these billing vendors.”</p>

Claim 73	Disclosure In Durden
	(4:62-65)

Claim 74	Disclosure In Durden
The method of claim 69	Durden discloses the method of claim 69 as described above.
said eliciting step includes interacting with the users through the respective user-interfaces of units of commodity	<p>Durden discloses interacting with the users through the respective user-interfaces of units of commodity.</p> <p>Durden discloses that each subscriber (“user”) uses a hand-held remote control and LED display (“interacting ... through the respective user-interfaces”) to purchase pay-per-view programming.</p> <p>“With the converter turned on, the subscriber depresses the keyboard keys “PRG” and “-” of his hand-held remote control. If an access code is required to purchase programming, this must be entered before the converter will enter the IPPV mode and display “VCR” using LED elements.” (11:68–12:5)</p>
to elicit perception information about (i) steps that a vendor of the commodity could take to improve user satisfaction or (ii) training or support provided for users of the commodity.	<p>Durden discloses eliciting perception information about (i) steps that a vendor of the commodity could take to improve user satisfaction or (ii) training or support provided for users of the commodity.</p> <p>Durden discloses an IPPV “HELP” barker channel.</p> <p>“System Manager 8 will also maintain data elements for each headend in its data base. These data elements may include the telephone number for each IPPV module transfer, IPPV “HELP” barker channel, ...” (5:53-57)</p> <p>It is understood that the subscriber can submit perception information via the IPPV “HELP” barker channel to improve user satisfaction or training or support.</p>