

Exhibit A



(12) **United States Patent**
Johnson

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(45) **Date of Patent:** **Jul. 28, 2020**

(54) **SYSTEMS AND METHODS FOR PLAYBACK RESPONSIVE ADVERTISEMENTS AND PURCHASE TRANSACTIONS**

USPC 725/34
See application file for complete search history.

(71) Applicant: **PUCs, LLC**, Los Angeles, CA (US)

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(72) Inventor: **Charles Johnson**, Los Angeles, CA (US)

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(73) Assignee: **PUCs, LLC**, Los Angeles, CA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

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(65) **Prior Publication Data**

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Related U.S. Application Data

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(74) *Attorney, Agent, or Firm* — Fish IP Law, LLP

(51) **Int. Cl.**

H04N 7/10 (2006.01)
H04N 21/458 (2011.01)
H04N 21/44 (2011.01)
H04N 21/478 (2011.01)
H04N 21/466 (2011.01)
H04N 21/81 (2011.01)

(57) **ABSTRACT**

In a method for displaying tailored advertising in response to user media playback behavior, an ad engine detects media playback by a user. The ad engine retrieves an advertisement rule associated with the user. Following retrieval of the advertisement rule, the ad engine analyzes the content associated with the media playback and queues user tailored advertisements based on the analyzed content and the advertisement rule. The ad engine then displays an advertisement in response to detecting a pause in the media playback in a content provider-based software application.

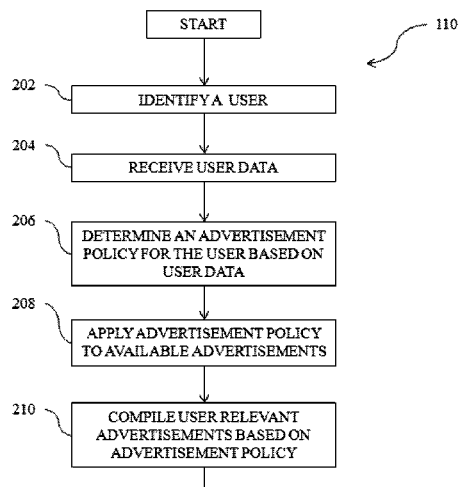
(52) **U.S. Cl.**

CPC **H04N 21/458** (2013.01); **H04N 21/44016** (2013.01); **H04N 21/4667** (2013.01); **H04N 21/47815** (2013.01); **H04N 21/812** (2013.01)

(58) **Field of Classification Search**

CPC H04N 21/458; H04N 21/44016; H04N 21/47815; H04N 21/4667; H04N 21/812; H04N 21/2668; H04N 21/6582; H04N 21/44204

12 Claims, 4 Drawing Sheets



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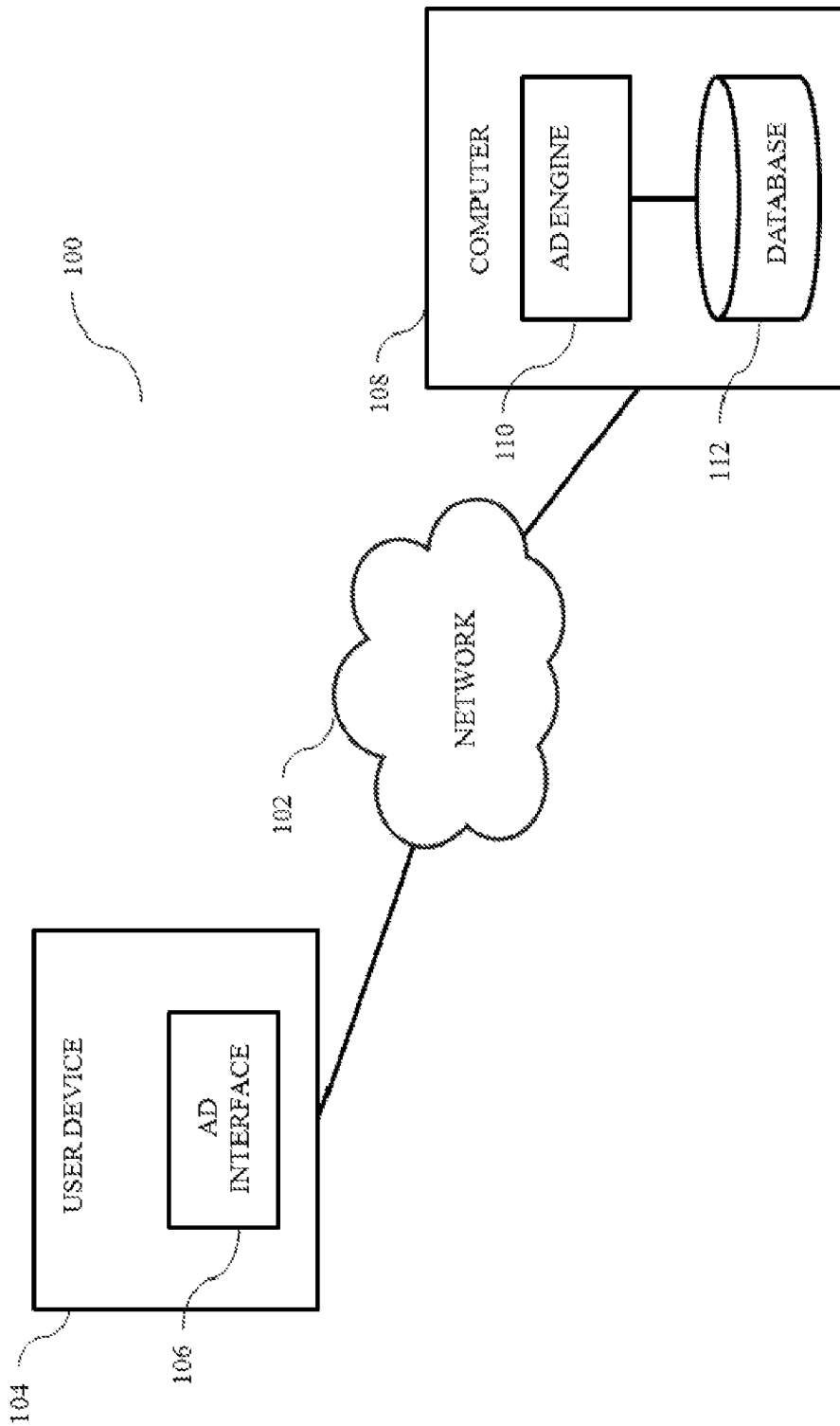


FIGURE 1

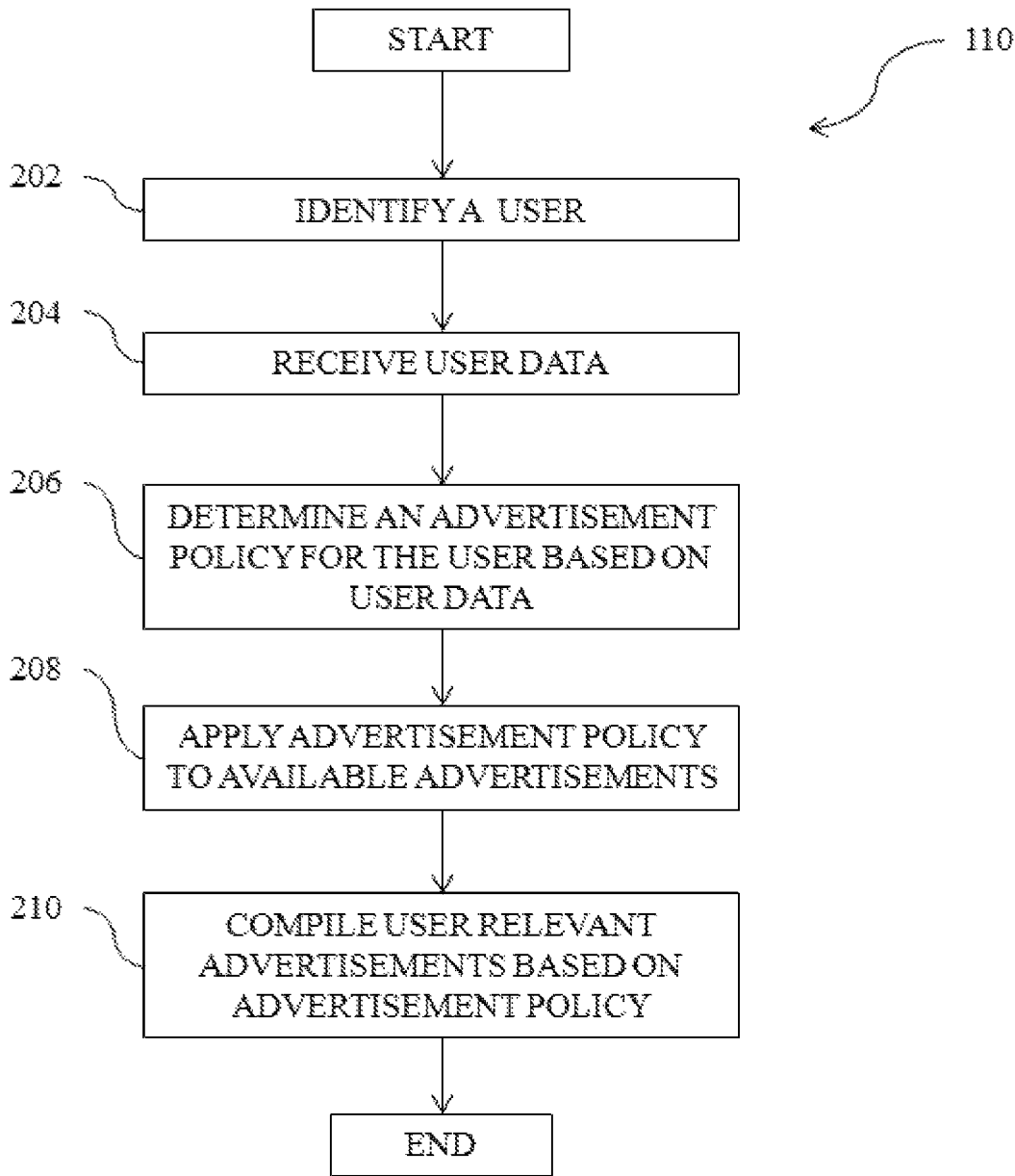


FIGURE 2

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