

# EXHIBIT A



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(12) **United States Patent**  
**Pocock**

(10) **Patent No.:** **US 7,574,721 B2**  
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(54) **APPARATUS AND METHOD TO GENERATE AND ACCESS BROADCAST INFORMATION**

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(\* ) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 511 days.

(21) Appl. No.: **09/965,808**

(22) Filed: **Oct. 1, 2001**

(65) **Prior Publication Data**

US 2002/0023272 A1 Feb. 21, 2002

**Related U.S. Application Data**

(63) Continuation of application No. 08/916,099, filed on Aug. 21, 1997, now Pat. No. 6,314,577, which is a continuation of application No. 08/329,837, filed on Oct. 27, 1994, now Pat. No. 5,661,787.

(51) **Int. Cl.**

**H04N 7/173** (2006.01)  
**H04M 1/00** (2006.01)  
**H04N 7/16** (2006.01)

(52) **U.S. Cl.** ..... **725/52; 725/53; 725/115; 725/116; 707/2; 707/3; 455/154.1; 455/158.1**

(58) **Field of Classification Search** ..... **455/45, 455/154.1, 158.1; 725/38, 45, 115, 52, 53, 725/116; 707/2, 3**

See application file for complete search history.

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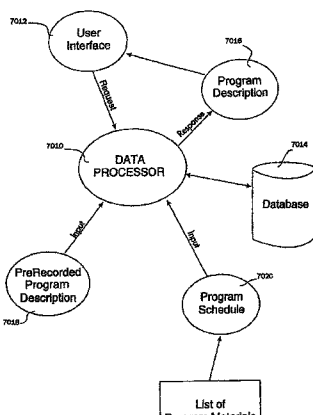
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(57) **ABSTRACT**

The system enables listeners and viewers of a broadcast to access additional information associated with a broadcast. Listeners and viewers utilize a user device to connect to a database containing program descriptions (e.g. audio, text, video or combination thereof) further describing the programming and ancillary information. The database is indexed by the broadcast's program list or schedule thereby allowing a user of the system to search and select a particular program description of interest. Hearing or viewing program descriptions enables users to preview excerpts and review a broadcast before purchasing an item heard or viewed on a broadcast.

**35 Claims, 7 Drawing Sheets**



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FIG. 1

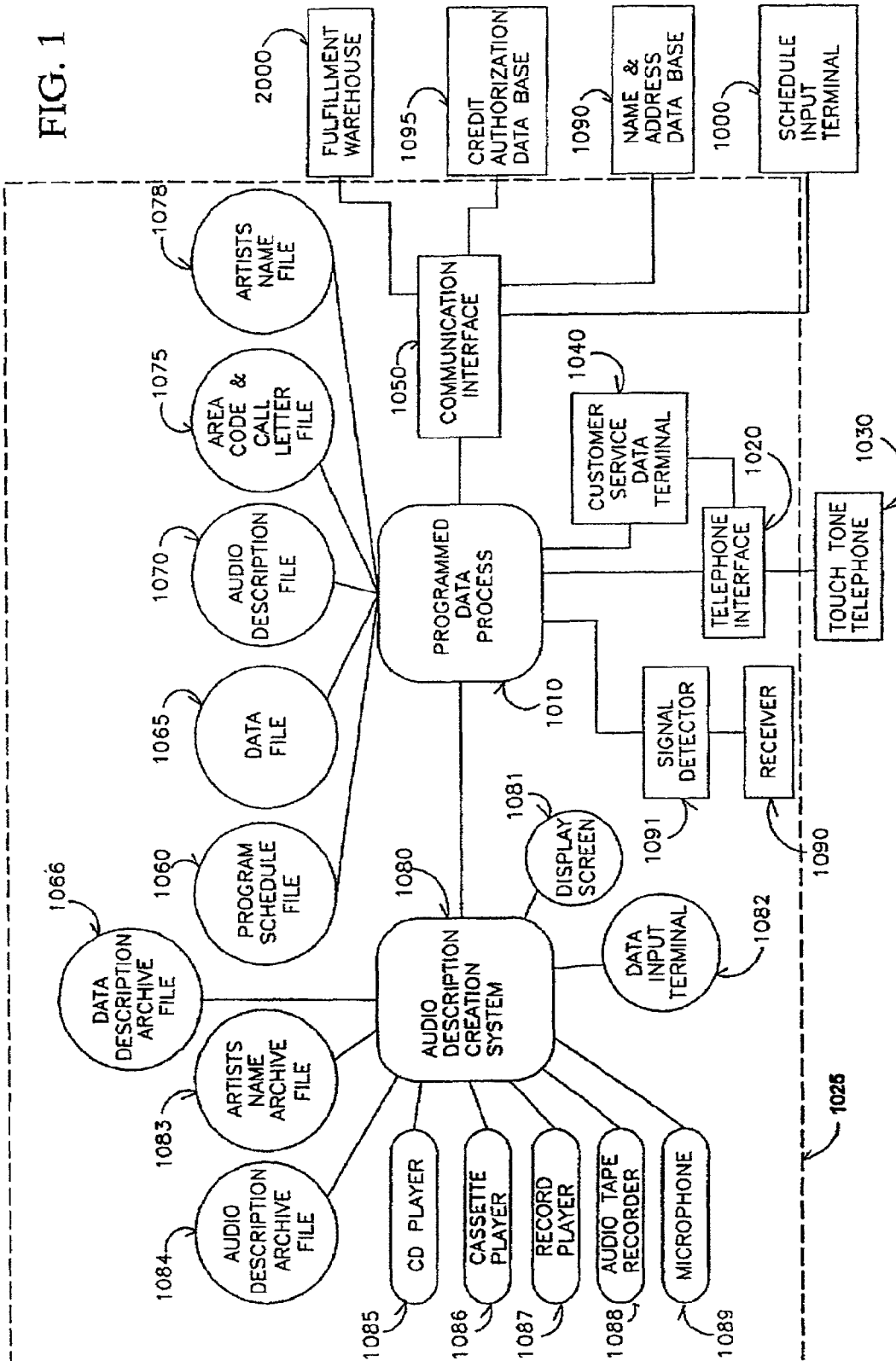


FIG. 2

FIELD #	2000	2005	2010	2015	2020	2025	2030	2035
	①	②	③	④	⑤	⑥	⑦	⑧
	9728	80694	176	001	032406			9064
				002	032710			9123

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