

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

SNAP INC.,
Petitioner

v.

PALO ALTO RESEARCH CENTER INC.,
Patent Owner

Patent No. 8,489,599

DECLARATION OF STEVE SMOOT

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A.	<i>Rosenberg</i> Discloses the Limitations of Claims 1-2, 4-7, 10-13, 17-20, 22-25	28
1.	Claim 1	28
a)	[1.a] A method for delivering context-based content to a first user, the method comprising:	28
b)	[1.b] receiving at least one content package, wherein the content package includes at least one content piece and a set of rules associated with the content package, wherein the set of rules includes a trigger condition and an expected response, and wherein the trigger condition specifies a context that triggers a presentation of the content piece;	30

c)	[1.c] receiving a set of contextual information with respect to the first user;.....	37
d)	[1.d] processing the contextual information to determine a current context for the first user;	40
e)	[1.e] determining whether the current context satisfies the trigger condition;.....	43
f)	[1.f] in response to the trigger condition being satisfied, presenting the content piece to the first user;.....	45
g)	[1.g] receiving a response from the first user corresponding to the presented content piece;.....	47
h)	[1.h] determining whether the received response matches the expected response; and.....	50
i)	[1.i] performing an action based on an outcome of the determination.	52
2.	Claim 2	55
a)	[2.a] The method of claim 1, wherein the method further comprises creating the content package for the first user, wherein creating the content package involves: recording the content piece that is provided by the first user;.....	55
b)	[2.b] creating an entry in a content database for the recorded content piece, wherein the entry includes one or more trigger conditions; and.....	56
c)	[2.c] associating the one or more trigger conditions for the entry with a user-defined context; and.....	59
d)	[2.d] wherein the method further comprises: continuously comparing previously defined trigger conditions for the entry with the ongoing context of the first user, and.....	60

e)	[2.e] in response to the one or more trigger conditions being met, retrieving the content piece, and presenting the retrieved content piece to the first user.....	62
3.	Claim 4.....	64
a)	[4.a] The method of claim 1, wherein the method further comprises defining a context by: creating one or more context entries in a context manager; and.....	64
b)	[4.b] associating a respective context entry with a set of contextual information.....	66
4.	Claim 5.....	67
a)	The method of claim 4, wherein the method further comprises updating entries in the content database and updating the context entries in the context manager responsive to actions performed by the first user.	67
5.	Claim 6.....	71
a)	The method of claim 1, wherein the context is defined as a combination of at least a high-level abstraction which corresponds to one or more low-level contextual information values, wherein the low-level contextual information values can correspond to one or more measurable parameters.	71
6.	Claim 7.....	74
a)	The method of claim 1, wherein a respective rule is defined with one or more high-level abstractions.	74
7.	Claim 10.....	74

a)	The method of claim 1, wherein the contextual information includes one or more of time, date, location, proximity to a system-detectable tag, device orientation, velocity, direction, distance, vibration, altitude, temperature, pressure, humidity, sound, luminous intensity, camera image, and video stream.....	74
8.	Claim 11	75
a)	The method of claim 1, wherein the content piece includes one or more of audio clip, image, video stream, language lesson, e-mail, weather report, calendar reminder, news feed, rich site summary (RSS) feed, information update from a Web 2.0 application, and Internet blog.	75
9.	Claim 12	76
a)	[12.a] A computer-readable storage medium storing instructions that when executed by a computer cause the computer to perform a method for delivering context-based content to a first user, the method comprising:	76
b)	[12.b] – [12.i].....	79
10.	Claims 13, 17-18	79
11.	Claims 19	80
a)	[19.a] An apparatus for delivering context-based content to a first user, comprising:	80
b)	[19.b] a processor;	81
c)	[19.c] an input mechanism configured to receive a set of contextual information with respect to the first user;.....	81

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