

UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE PATENT TRIAL AND APPEAL BOARD

ZYNGA INC.,

Petitioner

v.

IGT,

Patent Owner

U.S. Patent No. 8,795,064 B2

Original Issue Date: August 5, 2014

Title: METHOD AND APPARATUS FOR OUTPUTTING A MESSAGE AT A
GAME MACHINE

Case No. IPR2022-00200

DECLARATION OF DAVID CRANE

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B. Ground 1: Claims 1-18 Are Obvious Over Aristocrat Based on the Understanding of a POSITA or Aristocrat in Further View of Boushy	26
1. Claim 1	29
a. [1p] A gaming system comprising:	29
b. [1(i)] at least one output device.	29
c. [1(ii)] at least one input device.	30
d. [1(iii)] at least one processor.	31
e. [1(iv)] at least one memory device which stores a plurality of instructions, which when executed by the at least one processor, cause the at least one processor to operate with the at least one output device and the at least one input device to:	32

f.	[1(a)] identify a player placing at least one wager on at least one play of a game.....	36
g.	[1(b)] track information associated with the identified player.	38
h.	[1(c)] if a first set of information associated with the identified player is tracked and a message trigger condition occurs in association with the identified player: (i) determine, based at least in part on the first set of tracked information, a first message, and (ii) output the determined first message to the identified player.	41
i.	[1(d)] if a second, different set of information associated with the identified player is tracked and the message trigger condition occurs in association with the identified player: (i) determine, based at least in part on the second set of tracked information, a second, different message, and (ii) output the determined second message to the identified player.	48
2.	Claim 2: The gaming system of claim 1, wherein the message trigger condition occurs based on at least one selected from the group consisting of: a gaming activity of the identified player, a non-gaming activity of the identified player, at least one preference of the identified player, an activity of another player separate from the identified player, and an output of another message.	54
3.	Claim 3: The gaming system of claim 1, wherein the determined message is at least one selected from the group consisting of: a status message, an instructive message, a communication message, a promotional message, an activity-benefit offer, a hypothetical information message and a recommendation of a feature.	56

4. Claim 4: The gaming system of claim 1, wherein the tracked information associated with the identified player is at least one selected from the group consisting of: an identity of the player, contact information of the player, at least one preference of the player, at least one wagering performance history of the player, an amount of comp points accumulated by the player, a current activity of the player, at least one demographic of the player, at least one input made by the player, wagering information associated with the player and non-wagering information associated with the player.58
5. Claim 5: The gaming system of claim 1, wherein when executed by the at least one processor, the plurality of instructions cause the at least one processor to output, in a partition including a pop-up window, one of: (i) the determined first message, and (ii) the determined second message.60
6. Claim 6: The gaming system of claim 1, wherein the first message is associated with a first representation and the second message is associated with a second, different representation.65
7. Claim 7: The gaming system of claim 1, wherein the message trigger condition which occurs in association with the first set of tracked information is different than the message trigger condition which occurs in association with the second set of tracked information.67
8. Claim 8: The gaming system of claim 1, wherein when executed by the at least one processor, the plurality of instructions cause the at least one processor to suppress any output of any of the messages if the message trigger condition does not occur.68
9. Claim 971
 - a. [9p] A method of operating a gaming system, said method comprising:71
 - b. [9(a)] causing at least one processor to execute a plurality of instructions to identify a player placing at least one wager on at least one play of a game.....71

- c. [9(b)] causing the at least one processor to execute the plurality of instructions to track information associated with the identified player.72
 - d. [9(c)] if a first set of information associated with the identified player is tracked and a message trigger condition occurs in association with the identified player: (i) causing the at least one processor to execute the plurality of instructions to determine, based at least in part on the first set of tracked information, a first message, and (ii) causing at least one output device to output the determined first message to the identified player.....72
 - e. [9(d)] if a second, different set of information associated with the identified player is tracked and the message trigger condition occurs in association with the identified player: (i) causing the at least one processor to execute the plurality of instructions to determine, based at least in part on the second set of tracked information, a second, different message, and (ii) causing the at least one output device to output the determined second message to the identified player.73
10. Claim 10: The method of claim 9, wherein the message trigger condition occurs based on at least one selected from the group consisting of: a gaming activity of the identified player, a non-gaming activity of the identified player, at least one preference of the identified player, an activity of another player separate from the identified player, and an output of another message.....74
11. Claim 11: The method of claim 9, wherein the determined message is at least one selected from the group consisting of: a status message, an instructive message, a communication message, a promotional message, an activity-benefit offer, a hypothetical information message and a recommendation of a feature.74

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