

EXHIBIT 1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant :	David Strober	Art Unit :	2172
Serial No. :	13/245,001	Examiner :	John M. Heffington
Filed :	September 26, 2011	Conf. No. :	4575
Title :	PLAY CONTROL OF CONTENT ON A DISPLAY DEVICE		

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF DECEMBER 8, 2011

Please amend the above-identified application as follows:

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Attorney's Docket No.: 30160-0002002

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently amended) A machine-implemented method of controlling presentation of video content on a display device by a media player, the method comprising:
receiving, in a server system, one or more signals from a remote personal computing device, the one or more signals specifying a video file to be acted upon and identifying a media player for playing the video content, the one or more signals further including a universal playback control command for controlling the presentation playing of the video content on the display device by the media player,
converting, by the server system, the universal playback control command into corresponding programming code used by the display device to control playing of the video content on the display device by the media player, wherein converting the universal playback control command includes selecting from among a plurality of specific commands, each of which represents a corresponding playback control command for a respective media player, and
storing, in a database associated with the server system, a message for transmission to or retrieval by the display device, wherein the message specifies the video file to be acted upon, identifies the media player for playing the video content, and includes the corresponding programming code used by the display device to control playing of the video content on the display device by the media player in accordance with the universal playback control command.
2. (Currently amended) The method of claim 1 including:
checking, in the server system, the identity of the media player identified in the one or more signals from the personal computing device;
loading an appropriate set of protocols or application programming interfaces from a library based on the identity of the media player; and

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converting the command from the personal computing device into a corresponding JavaScript code ~~used by the display device~~ to control the media player.

3. (Currently amended) The method of claim 1 wherein converting the command into corresponding programming code ~~used by the display device~~ to control the media player includes using information in a look-up table.

4. (Currently amended) The method of claim 3 ~~wherein the command contained in the one or more signals from the personal computing device is in the form of a universal command, and~~ wherein the look-up table stores a plurality of specific commands, each of which represents, respectively, a corresponding command for a particular different media player.

5. (Canceled)

6. (Original) The method of claim 1 wherein the universal command represents an instruction to play the video content, to stop playing the video content or to pause playing the video content.

7. (Original) The method of claim 1 wherein the video content is an interactive video game.

8. (Original) The method of claim 1 wherein the video content is streaming media.

9. (Original) The method of claim 1 including:
receiving, in the server system, a code from the personal computing device, wherein the code is uniquely associated with the display device on which the video content is to be played;
and

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storing in the server system a record establishing a connection between the personal computing device and the display device based on the code.

10. (Original) The method of claim 9 wherein the code is different from an IP address associated with the display device and is different from a MAC address associated with the display device.

11. (Original) The method of claim 9 including assigning a randomly generated code to the display device each time the display device connects to the server system.

12. (Currently amended) A system for controlling playing of video content on a display device by a media player, the system comprising:

a server system;

a first database storing a relationship between a personal computing device and the display device; and

a second database;

wherein the server system is operable to receive one or more signals from a remote personal computing device, the one or more signals specifying a video file to be acted upon and identifying a media player for playing the video content, the one or more signals further including a universal playback control command for controlling the presentation playing of the video content on the display device,

one or more computer-readable media storing instructions that when executed by the server system, cause the server system being operable to perform operations including converting the universal playback control command into corresponding programming code used by the display device to control playing of the video content by the media player, wherein converting the universal playback control command includes selecting from among a plurality of specific commands, each of which represents a corresponding playback control command for a respective media player;

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