

Exhibit A



US008856030B2

(12) **United States Patent**
Russek

(10) **Patent No.:** **US 8,856,030 B2**
(45) **Date of Patent:** **Oct. 7, 2014**

- (54) **METHOD, SYSTEM AND SOFTWARE FOR ASSOCIATING ATTRIBUTES WITHIN DIGITAL MEDIA PRESENTATIONS**
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- (73) Assignee: **Sevnecho, LLC**, Norristown, PA (US)
- (*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 1841 days.
- (21) Appl. No.: **10/819,514**
- (22) Filed: **Apr. 7, 2004**

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(65) **Prior Publication Data**
US 2004/0199923 A1 Oct. 7, 2004

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Related U.S. Application Data

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(60) Provisional application No. 60/460,998, filed on Apr. 7, 2003.

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(51) **Int. Cl.**
G06Q 30/02 (2012.01)
G06Q 30/00 (2012.01)
G06F 17/30 (2006.01)

Primary Examiner — Donald L. Champagne

(52) **U.S. Cl.**
CPC **G06F 17/30867** (2013.01); **G06Q 30/00** (2013.01); **G06F 17/30265** (2013.01)
USPC **705/14.66**; **705/319**

(74) *Attorney, Agent, or Firm* — Pepper Hamilton LLP

(58) **Field of Classification Search**
CPC G06Q 50/01; G06Q 30/0269
USPC 705/14, 14.66, 319
See application file for complete search history.

(57) **ABSTRACT**

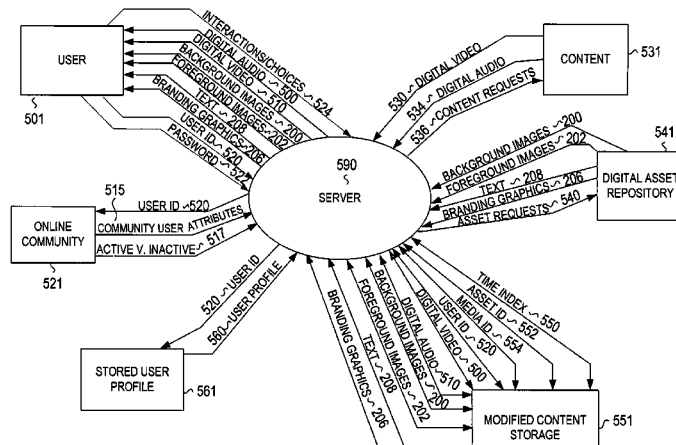
Disclosed are a system, method and software to associate attributes with digital media assets. Digital media contains specific assets, such as images, that can be replaced with other assets. The system, method and software permit the association of attributes with specific assets. The association of attributes and assets enables the provision of content that is enhanced and more impacting for a user.

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2 Claims, 25 Drawing Sheets



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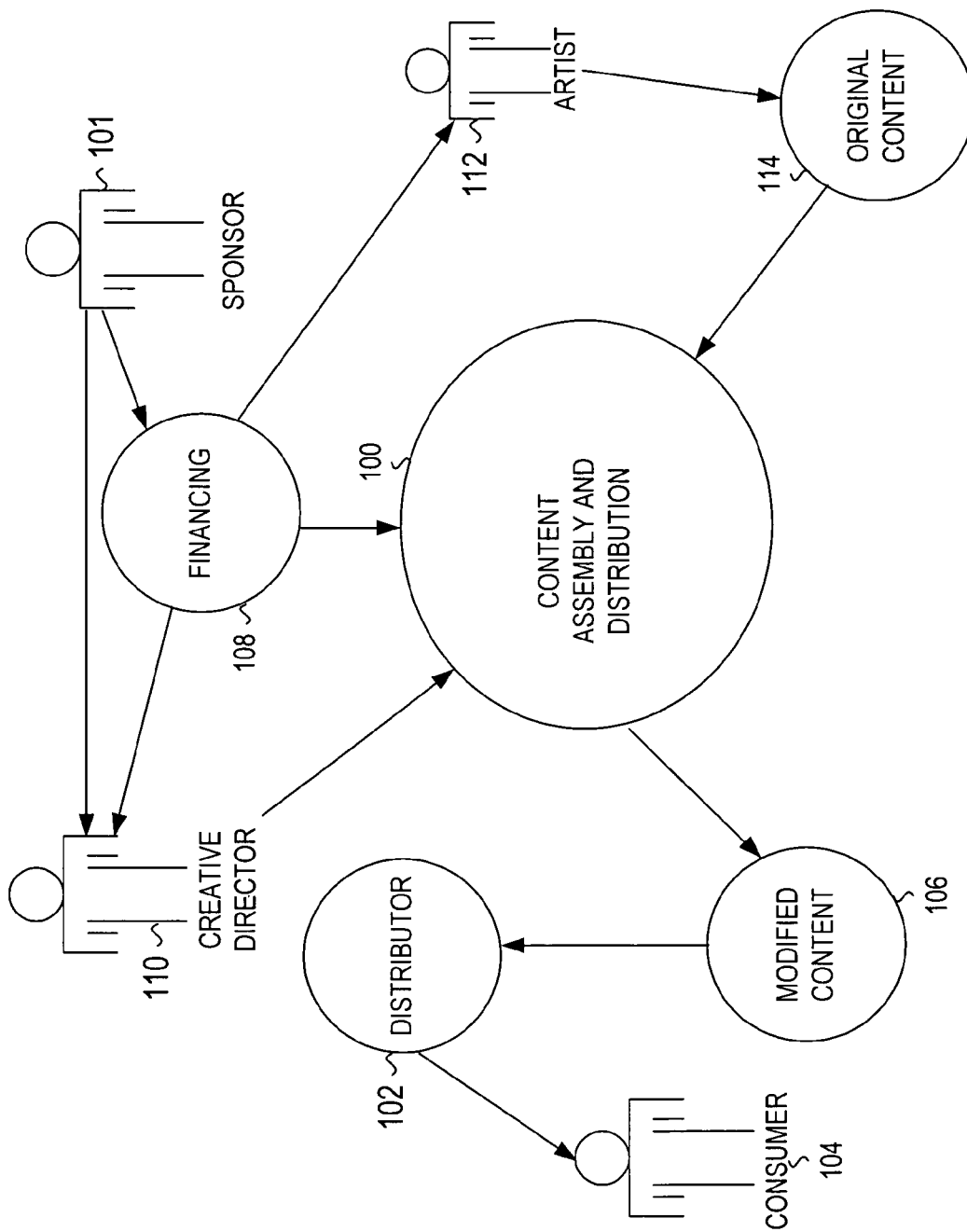


FIG. 1

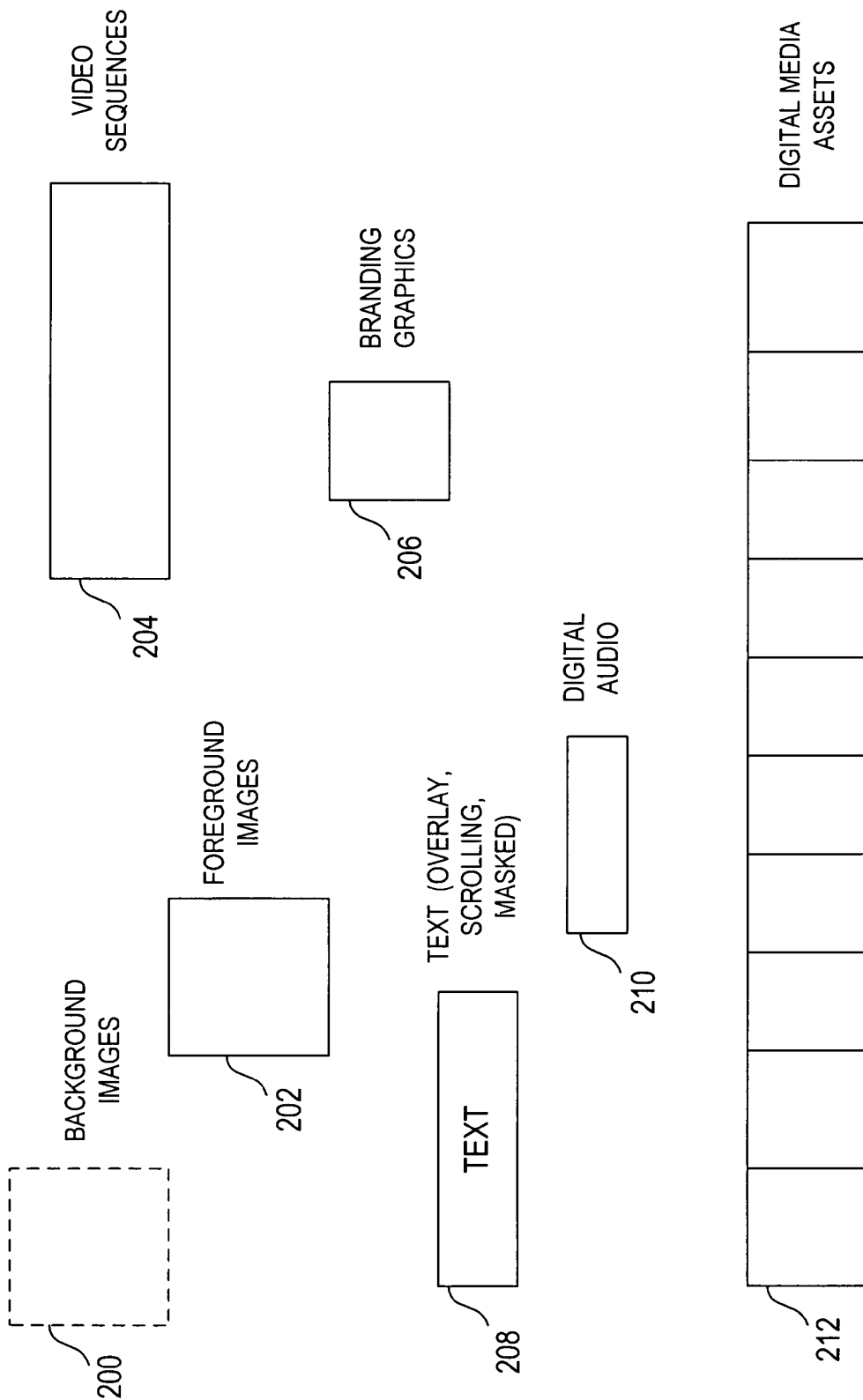


FIG. 2

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