



US007050990B1

(12) **United States Patent**  
**Chu et al.**

(10) **Patent No.:** **US 7,050,990 B1**  
(45) **Date of Patent:** **May 23, 2006**

(54) **INFORMATION DISTRIBUTION SYSTEM**

5,231,494 A	7/1993	Wachob	348/385.1
5,237,157 A	8/1993	Kaplan	235/375
5,267,171 A	11/1993	Suzuki et al.	700/234
5,283,731 A	2/1994	Lalonde et al.	705/1
5,305,195 A	4/1994	Murphy	705/1
5,319,455 A	6/1994	Hoarty et al.	725/34

(75) Inventors: **Lester Chu**, Southlake, TX (US);  
**Edwin Harada**, Irving, TX (US);  
**Douglas Heatherly**, Coppell, TX (US);  
**Timothy Mahoney**, Bedford, TX (US);  
**James Messina**, Colleyville, TX (US);  
**James Palma**, Corinth, TX (US)

(Continued)

**FOREIGN PATENT DOCUMENTS**

(73) Assignee: **Verizon Directories Corp.**, DFW Airport, TX (US)

JP 2003-233684 A \* 8/2003

(Continued)

**OTHER PUBLICATIONS**

(\* ) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 166 days.

“Dogpile” webpage, date unknown.\*

(Continued)

(21) Appl. No.: **10/680,952**

(22) Filed: **Oct. 8, 2003**

**Related U.S. Application Data**

*Primary Examiner*—Nicholas D. Rosen  
(74) *Attorney, Agent, or Firm*—Leonard C. Suchyta, Esq.; Joseph R. Palmieri, Esq.; Rader Fishman & Grauer PLLC

(60) Provisional application No. 60/505,597, filed on Sep. 24, 2003.

(57) **ABSTRACT**

(51) **Int. Cl.**  
**G06F 17/60** (2006.01)  
(52) **U.S. Cl.** ..... **705/14; 705/37**  
(58) **Field of Classification Search** ..... **705/14, 705/37; 707/2, 3**  
See application file for complete search history.

A system and method that enhances the “focus” of information exchanged between sellers and buyers. Buyers identify potential sources for goods and services that are desirable to the buyer. Buyers can focus their access to listings of seller information by identifying desirable attributes, including but not limited to: geography attributes relating to the location(s) of the seller; and category attributes relating to the various categories of offerings that interest to the buyer. The use of geographical and categorical attributes is not limited to their inclusion as part of the search terms. Instead, seller listings can be organized into hierarchies of geography-based and category-based attributes in a highly normalized fashion to enhance the ability of a buyer focus on the most desirable listings. The system can be configured to limit, order, or otherwise prioritize the information viewed by the buyer on the basis of the desired attributes identified by the buyer.

(56) **References Cited**

**U.S. PATENT DOCUMENTS**

4,532,554 A	7/1985	Skala	358/434
4,546,382 A	10/1985	McKenna et al.	725/14
4,602,279 A	7/1986	Freeman	725/35
4,789,235 A	12/1988	Borah et al.	351/256
4,850,007 A	7/1989	Marino et al.	379/114.13
4,992,940 A	2/1991	Dworkin	705/26
5,144,663 A	9/1992	Kudelski et al.	380/230
5,155,591 A	10/1992	Wachob	725/35
5,162,989 A	11/1992	Matsuda	705/1
5,187,735 A	2/1993	Herrero et al.	379/88.17
5,220,501 A	6/1993	Lawlor et al.	705/40

**75 Claims, 52 Drawing Sheets**

**SUPERPAGES** Here is the bid page for Mulberry Street Furniture. Plan, look at the Report Page. Check the BIDDING tab on the right below the Merchants tab.

Advertiser Center: Mulberry Street Furniture Bid Report

Steps: 1. Choose Categories 2. Set your per-click 3. Select coverage areas

Select Bid and Coverage Area

Advertiser	Bid
Position A	\$0.80
Position B	\$0.45
Position C	\$0.25
Position D	\$0.20
Position E	\$0.15

Enter Your Bid Amount: \$0.55

Expand your coverage by selecting the regions you would like your listing to appear.

Select coverage area

Select Area

- City - White Plains, NY
- County - Westchester
- Metro - New York, NY
- State - New York
- National - USA

Save & Continue >>

Copyright © 2003. All rights reserved. All in 1 source | superpages.com

U.S. PATENT DOCUMENTS

5,339,239	A	8/1994	Manabe et al.	705/1
5,347,632	A	9/1994	Filepp et al.	709/202
5,359,508	A	10/1994	Rossides	705/30
5,408,417	A	4/1995	Wilder	705/5
5,410,344	A	4/1995	Graves et al.	725/46
5,446,919	A	8/1995	Wilkins	725/35
5,479,491	A	12/1995	Herrero Garcia et al.	379/88.15
5,502,636	A	3/1996	Clarke	705/10
5,515,098	A	5/1996	Carles	725/35
5,532,735	A	7/1996	Blahut et al.	725/32
5,636,346	A	6/1997	Saxe	705/1
5,659,732	A	8/1997	Kirsch	707/5
5,704,060	A *	12/1997	Del Monte	707/104.1
5,704,560	A	1/1998	Wimmer	241/266
5,717,923	A	2/1998	Dedrick	707/102
5,724,424	A	3/1998	Gifford	705/79
5,724,521	A	3/1998	Dedrick	705/26
5,724,524	A	3/1998	Hunt et al.	705/37
5,727,129	A	3/1998	Barrett et al.	706/10
5,740,549	A	4/1998	Reilly	705/14
5,748,954	A	5/1998	Mauldin	707/10
5,752,238	A	5/1998	Dedrick	705/14
5,758,257	A	5/1998	Herz et al.	725/116
5,758,328	A	5/1998	Giovannoli	705/26
5,768,521	A	6/1998	Dedrick	709/7.24
5,774,170	A	6/1998	Hite et al.	725/34
5,774,868	A	6/1998	Cragun et al.	705/10
5,781,632	A	7/1998	Odom	705/78
5,781,894	A	7/1998	Petrecca et al.	705/14
5,794,210	A	8/1998	Goldhaber et al.	705/14
5,826,241	A	10/1998	Stein et al.	705/26
5,835,896	A	11/1998	Fisher et al.	705/37
5,848,397	A	12/1998	Marsh et al.	705/14
5,848,407	A	12/1998	Ishikawa et al.	707/2
5,852,820	A	12/1998	Burrows	707/2
5,855,008	A	12/1998	Goldhaber et al.	705/14
5,864,845	A	1/1999	Voorhees et al.	707/5
5,864,846	A	1/1999	Voorhees et al.	707/5
5,903,882	A	5/1999	Asay et al.	705/44
5,905,975	A	5/1999	Ausubel	705/37
5,915,243	A	6/1999	Smolen	705/14
5,918,014	A	6/1999	Robinson	709/219
5,920,854	A	7/1999	Kirsch et al.	707/3
5,920,859	A	7/1999	Li	707/5
5,930,474	A *	7/1999	Dunworth et al.	709/217
5,933,811	A	8/1999	Angles et al.	705/14
5,948,061	A	9/1999	Merriman et al.	709/219
5,974,398	A	10/1999	Hanson et al.	705/14
5,991,735	A	11/1999	Gerace	705/10
6,006,257	A	12/1999	Slezak	725/110
6,009,410	A	12/1999	LeMole et al.	705/14
6,023,686	A	2/2000	Brown	705/37
6,026,369	A	2/2000	Capek	705/14
6,055,510	A	4/2000	Henrick et al.	705/14
6,058,379	A	5/2000	Odom et al.	705/37
6,078,866	A	6/2000	Buck et al.	702/2
6,161,099	A	12/2000	Harrington et al.	705/37
6,253,189	B1	6/2001	Feezell et al.	705/14
6,269,361	B1	7/2001	Davis et al.	707/3
6,324,519	B1	11/2001	Eldering	705/14
6,360,222	B1 *	3/2002	Quinn	707/100
6,496,843	B1 *	12/2002	Getchius et al.	715/526
6,560,620	B1 *	5/2003	Ching	715/511
6,564,208	B1 *	5/2003	Littlefield et al.	707/3
6,826,559	B1 *	11/2004	Ponte	707/3
2001/0047354	A1 *	11/2001	Davis et al.	707/3
2003/0078991	A1 *	4/2003	Harris	709/218
2003/0101126	A1 *	5/2003	Cheung et al.	705/37
2003/0177076	A1 *	9/2003	Might et al.	705/28
2003/0177111	A1 *	9/2003	Egendorf et al.	707/3

2003/0220918	A1 *	11/2003	Roy et al.	707/3
2004/0006478	A1 *	1/2004	Alpdemir et al.	704/275
2004/0023644	A1 *	2/2004	Montemer	455/414.1
2004/0167845	A1 *	8/2004	Corn et al.	705/37
2004/0260604	A1 *	12/2004	Bedingfield, Sr.	705/14
2005/0015307	A1 *	1/2005	Simpson et al.	705/26
2005/0021596	A1 *	1/2005	Do	709/200
2005/0119957	A1 *	6/2005	Faber et al.	705/35

FOREIGN PATENT DOCUMENTS

WO	WO 97/17774	5/1997
WO	WO 98/28906	7/1998
WO	WO 98/34189	8/1998
WO	WO 99/20486	4/1999
WO	WO 99/48028	9/1999
WO	WO 00/41090	1/2000
WO	WO 00/16218	3/2000

OTHER PUBLICATIONS

"BizRate.com comparsion shopping" webpage, date unknown.\*  
 Kuchinskas, S., "Attention, please," Brandwek, vol. 41, No. 3, pp 56-60, Jan. 17, 2000.\*  
 Anon., "Digest (news Briefs)," New Media Age, 4, Mar. 16, 2000.\*  
 Webb, C.L., "Search Engine Resurgence," WashingtonPost.com, Feb. 19, 2003.\*  
 Maddox, K., "Slicing up IT Niches," BtoB, vol. 88, No. 6, p. 20, Jun. 9, 2003.\*  
 Pelline, "New search engine goes commercial" from <http://news.cnet.com/news/0,10000,0-1005-200-326672,00.html>, Feb. 18, 1998.  
 Haar, "Service To Let Ad Bids Dictate Search Rankings" from Tech InfoBase, Feb. 23, 1998.  
 McKenna, "New Search Engines Go To Charges For Hits" from Tech InfoBase, Feb. 23, 1998.  
 Rich, "New Search Engine Allows Sites to Pay Their Way to Top" from <http://www.adweek.com>, Feb. 23, 1998.  
 Mardesh, "Search engine charges hit sites" from San Jose Mercury News, Feb. 21, 1998.  
 Swartz, "Browser Only Lists Paying Web Sites" from San Francisco Chronical, Feb. 21, 1998.  
 Riedman, "Search engine startup to auction listings" from Advertising Age, Feb. 23, 1998.  
 "Lycos Adds New Features, Reorganizes Suggested Links" from <http://www.searchenginewatch.com/sereport/98/01-lycos.html>, Jan. 9, 1998.  
 "Lycos Adds Predetermined Listings" from <http://www.searchenginewatch.com/sereport/97/12-lycos.html>, Dec. 4, 1997.  
 Pontin, "Gross Idea" from [http://www.herring.com/story\\_redirect.asp?layout=story\\_generic&docid=RH640016664&ch...](http://www.herring.com/story_redirect.asp?layout=story_generic&docid=RH640016664&ch...), Aug. 6, 2001.  
 Yahoo.com (as archived on archive.org).  
 Google.com (as archived on archive.org).  
 Findwhat.com (as archived on archive.org).  
 Looksmart.com (as archived on archive.org).  
 MSN.com (as archived on archive.org).  
 WebCrawler.com (as archived on archive.org).  
 Internet Discussion Group, Aug. 7, 2001.  
 metacrawler.com (as archived on archive.org).  
 BellSouth RealPages.com (as archived on archive.org).  
 SmartPages.com (as archived on archive.org).  
 qwestdex.com (as archived on archive.org).  
 business.com (as archived on archive.org).  
 Shopping.com (as archived on archive.org).  
 Citysearch.com (as archived on archive.org).

\* cited by examiner

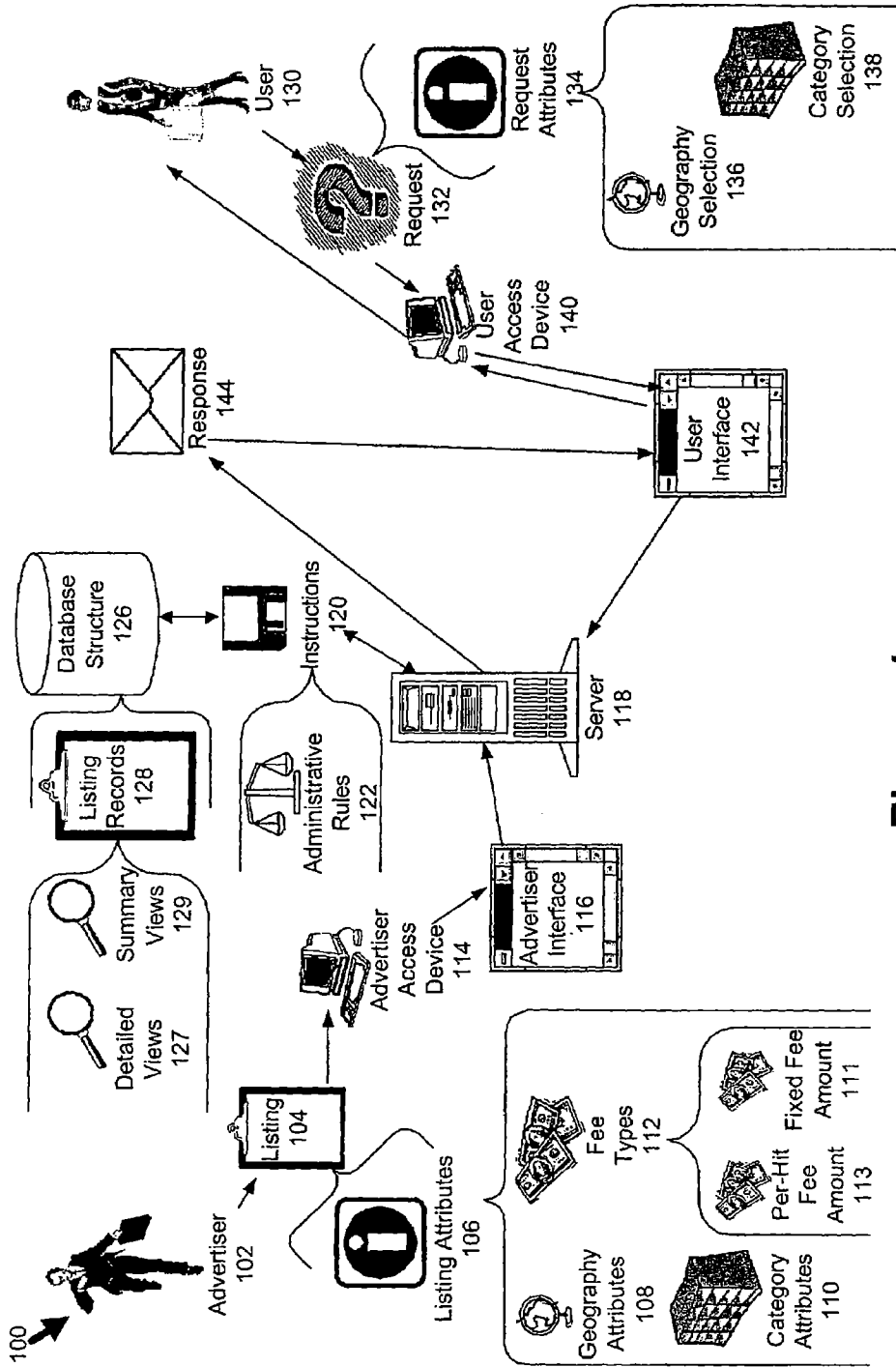


Figure 1

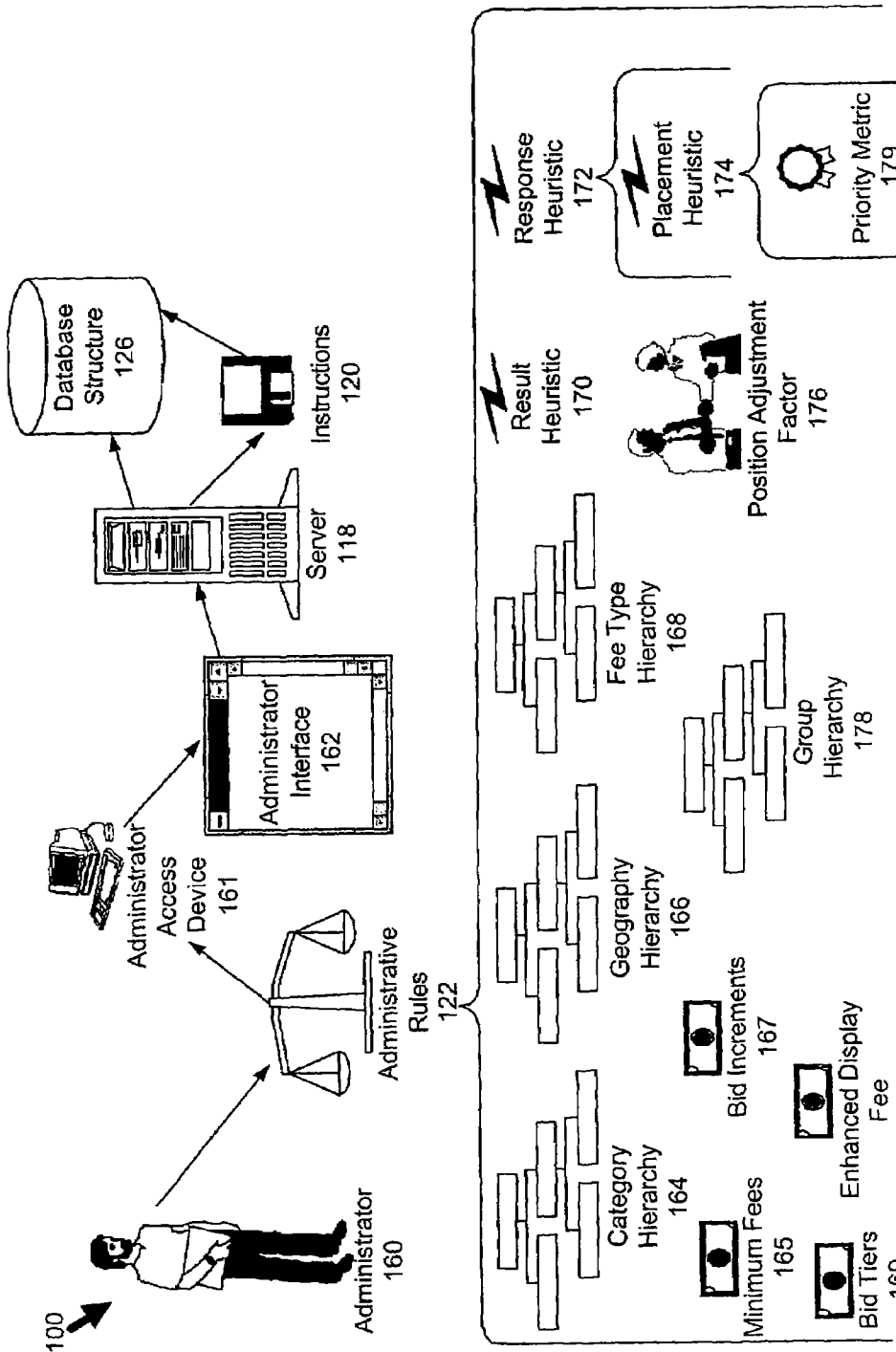


Figure 2

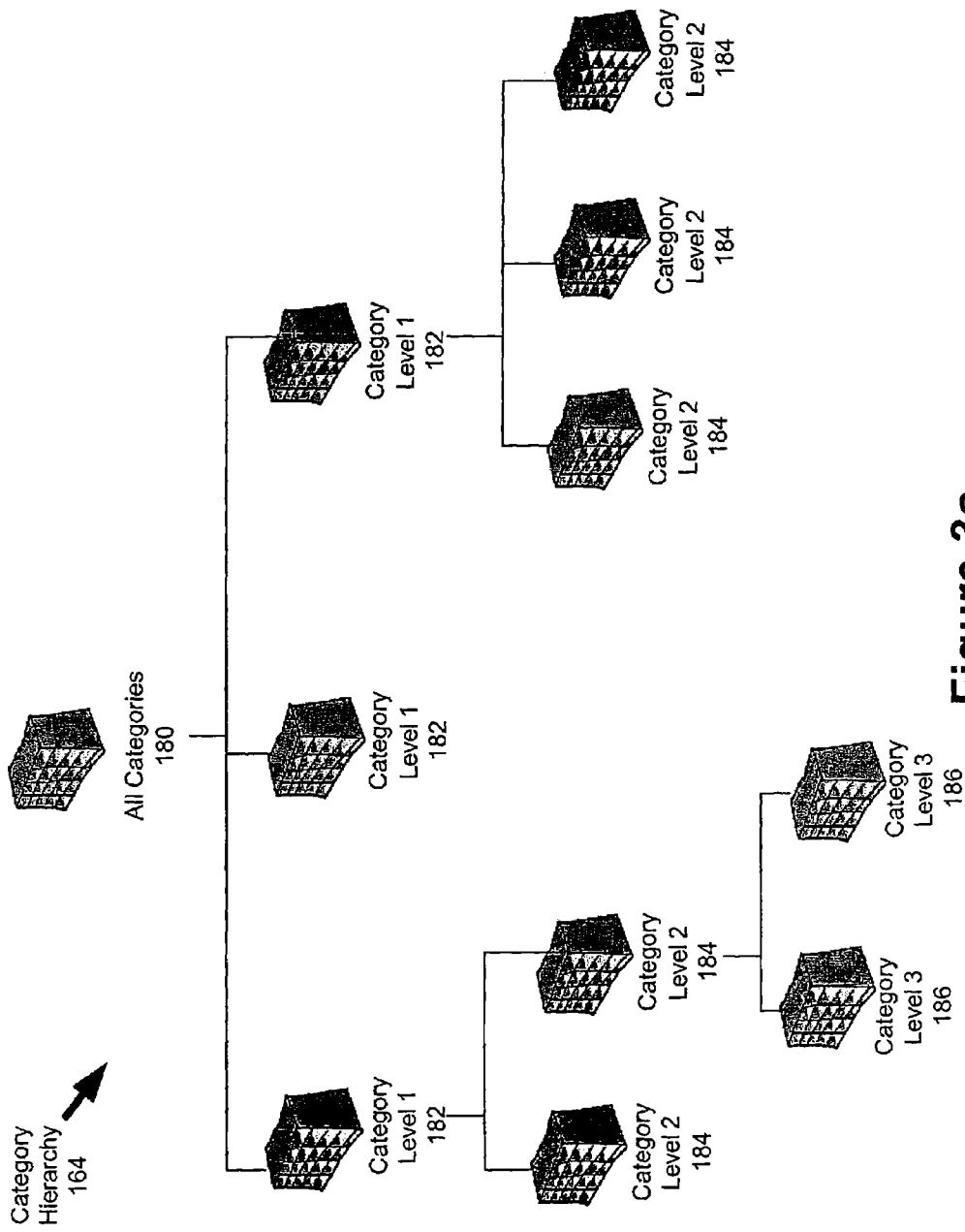


Figure 3a

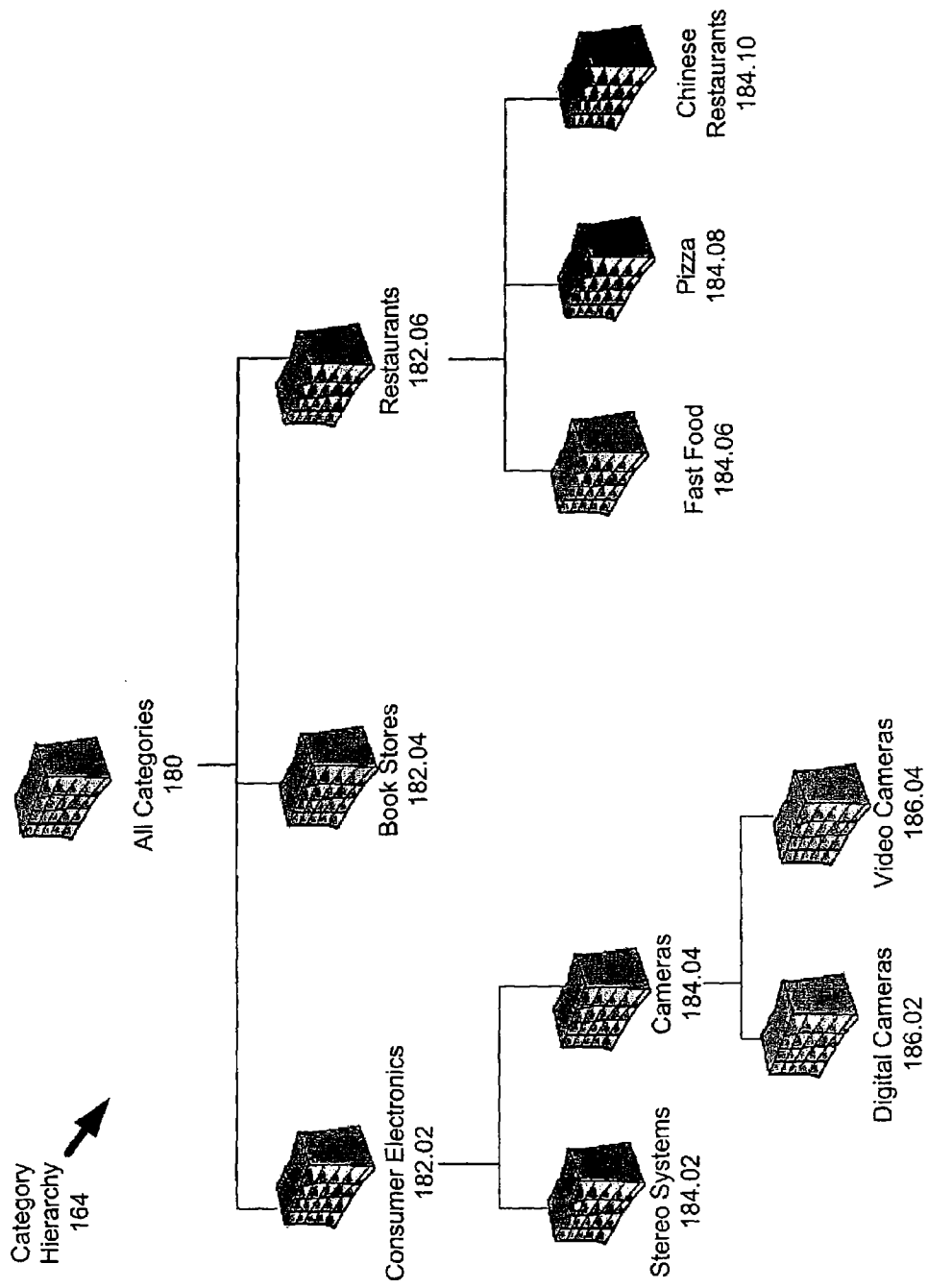


Figure 3b

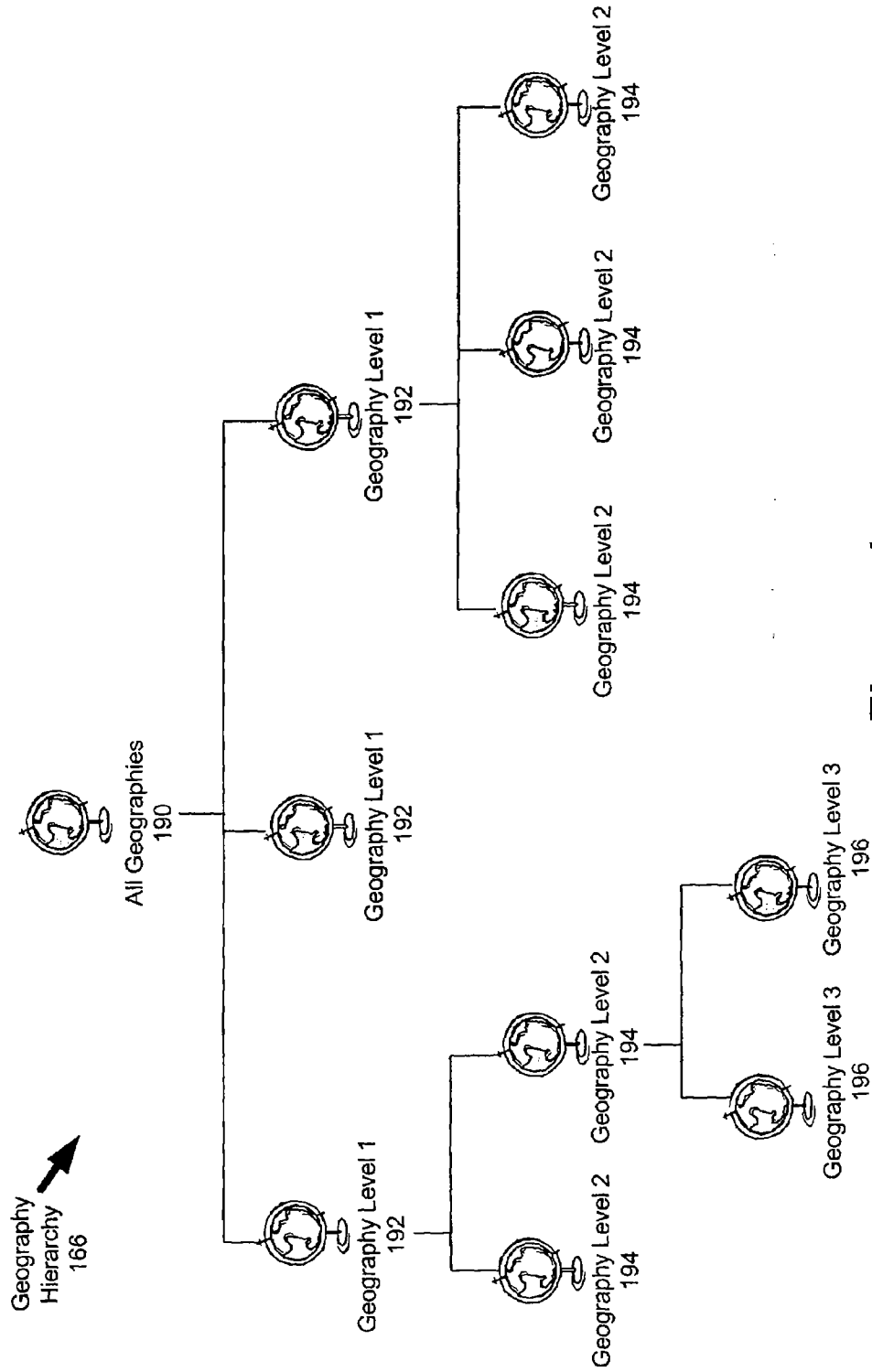


Figure 4a

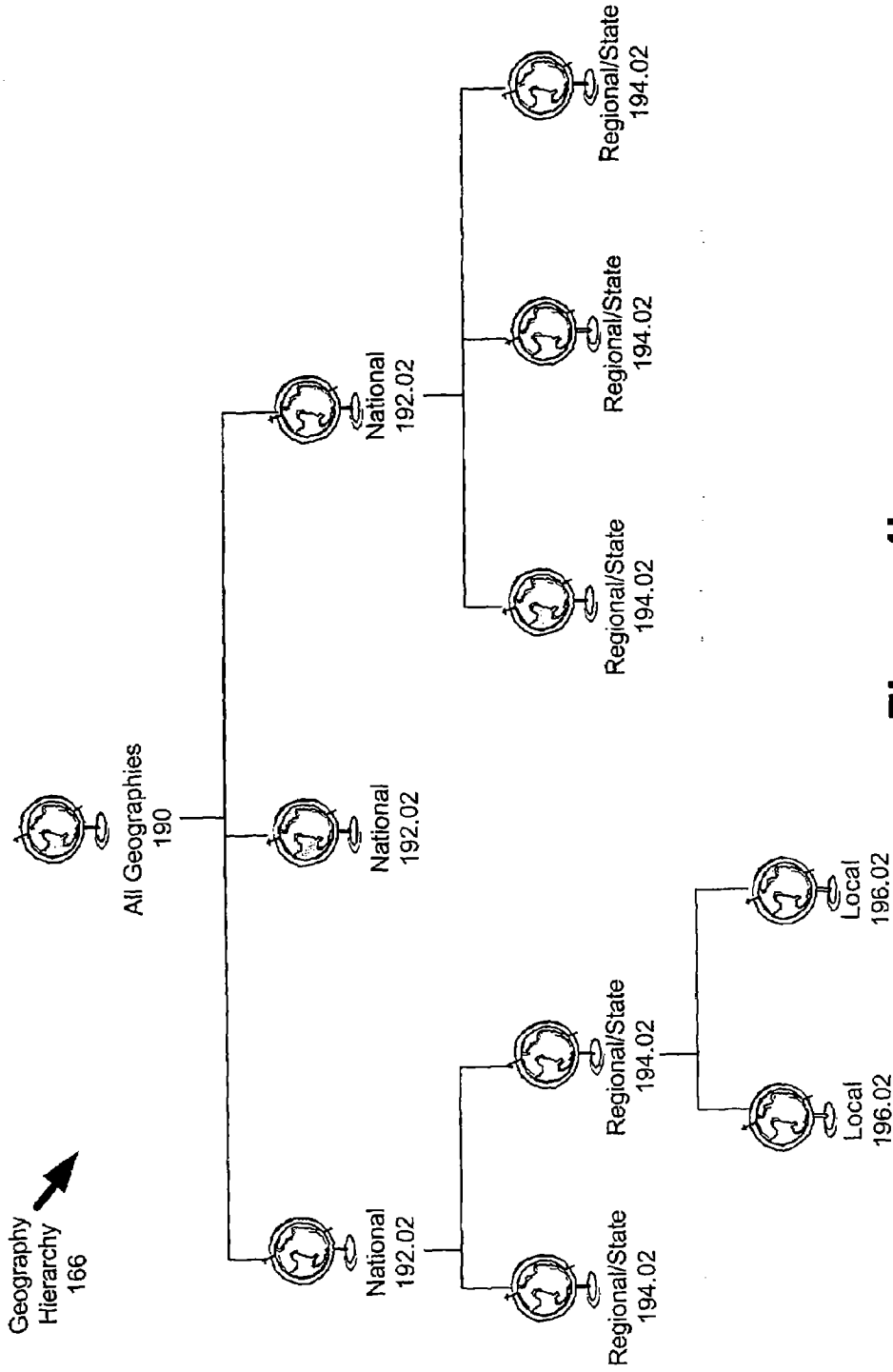


Figure 4b

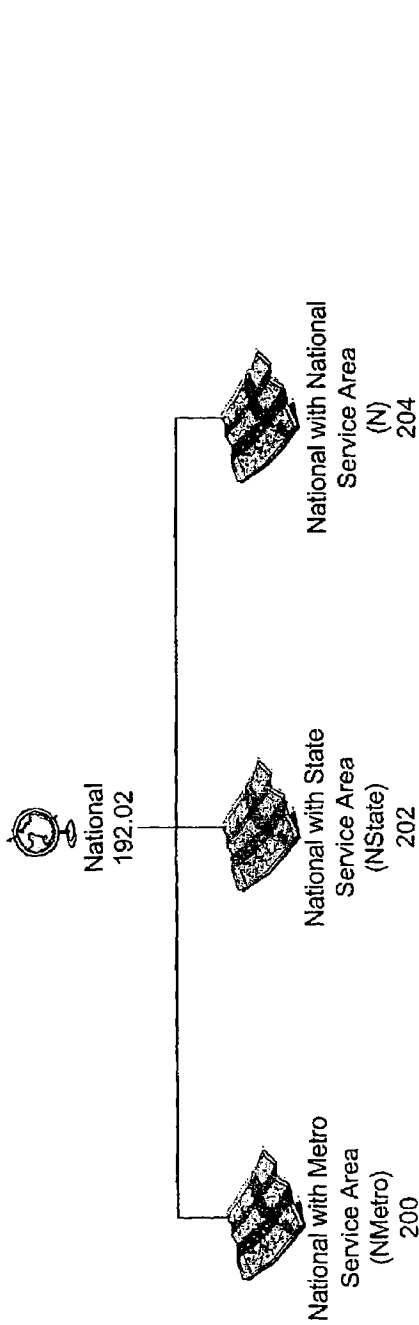


Figure 4c

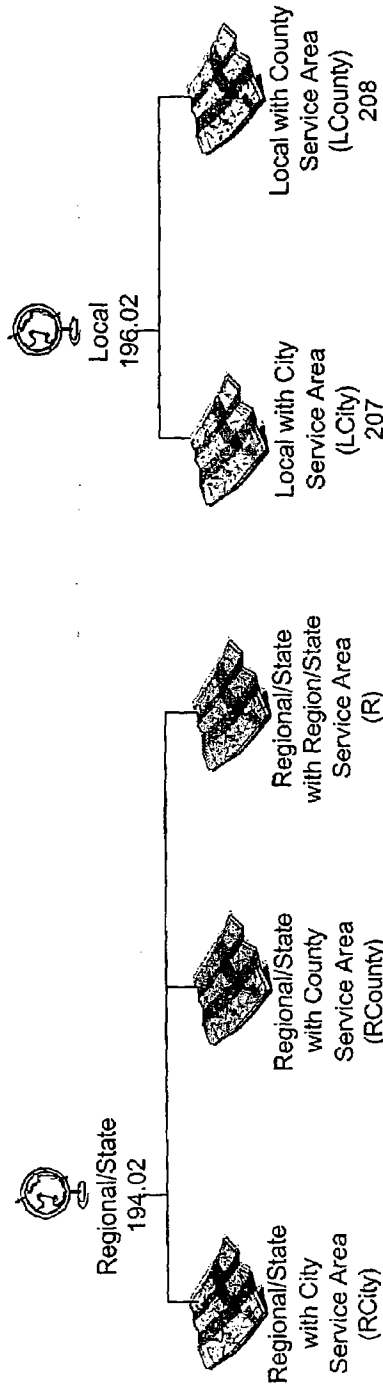


Figure 4e

Figure 4d

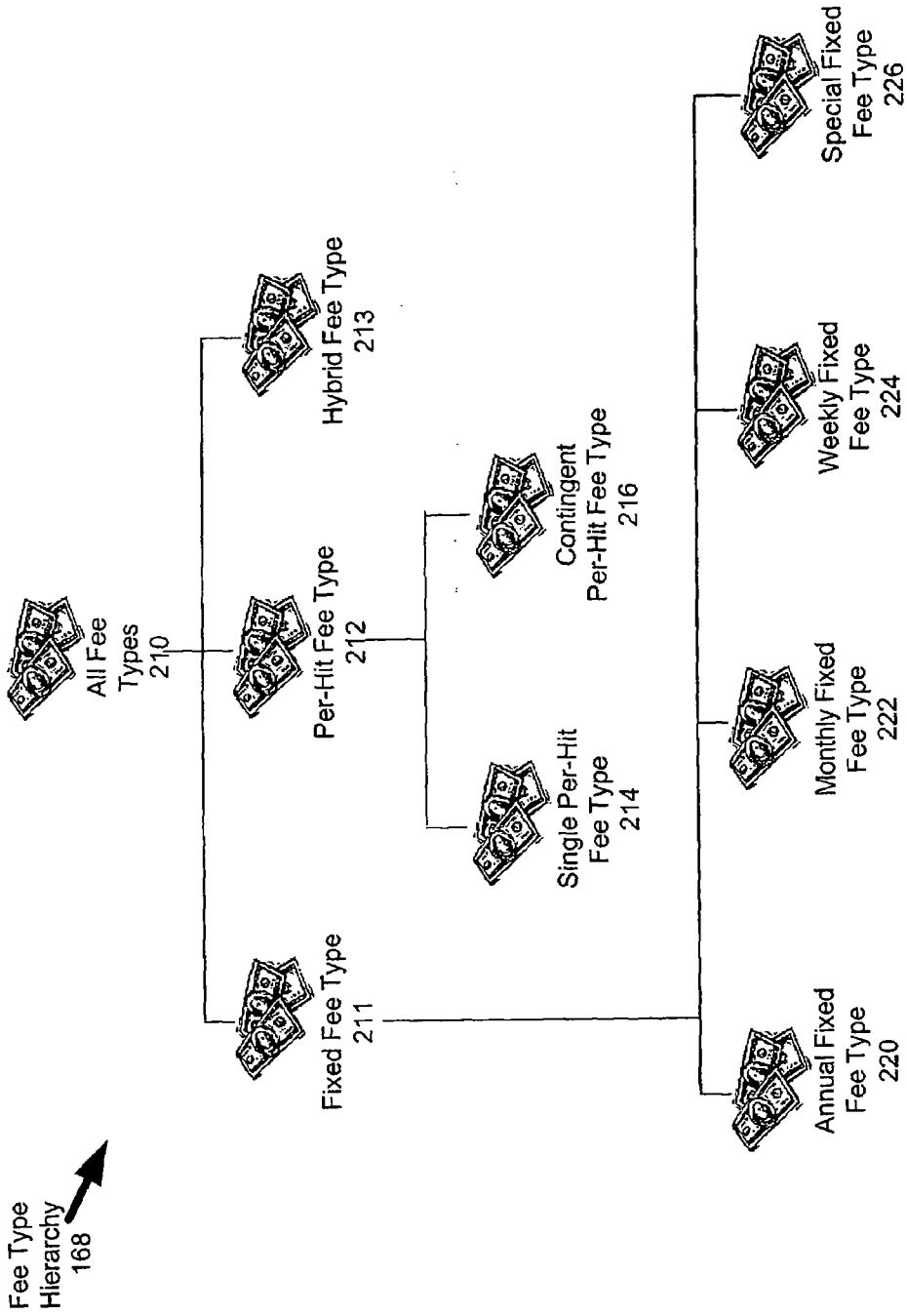


Figure 5

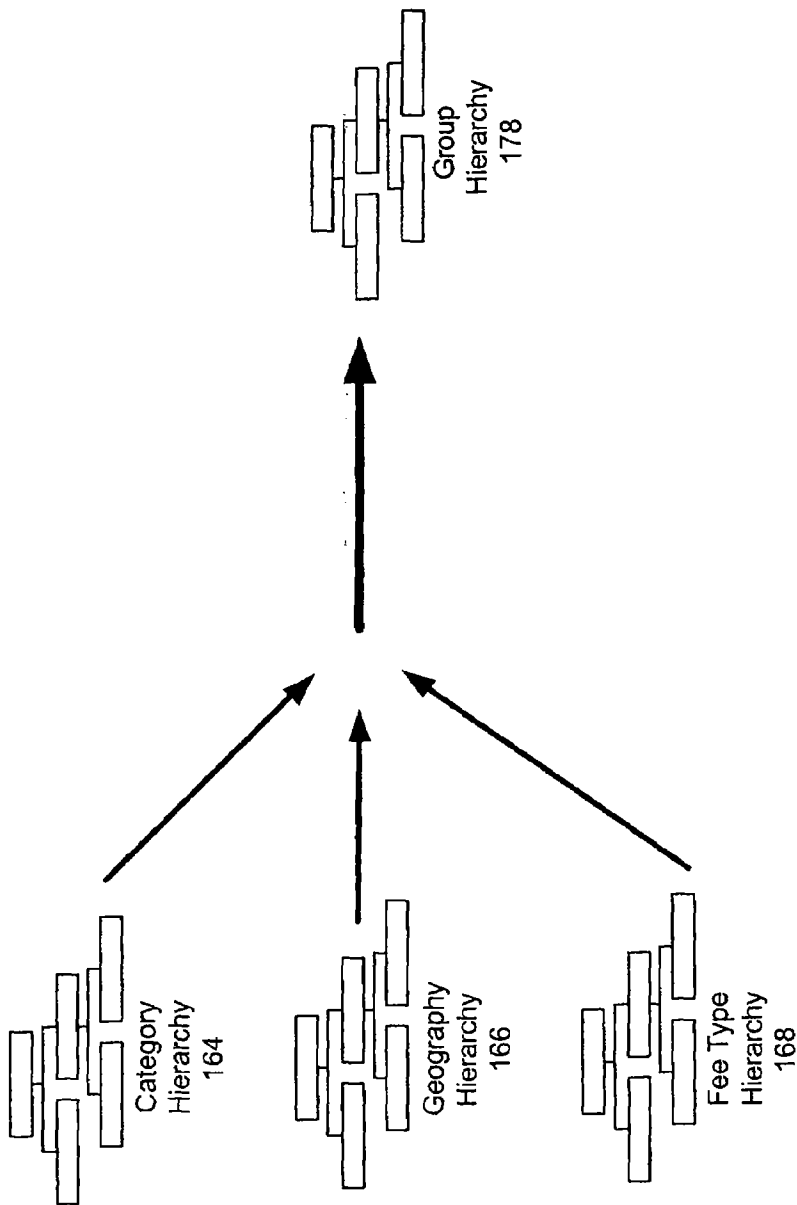


Figure 6a

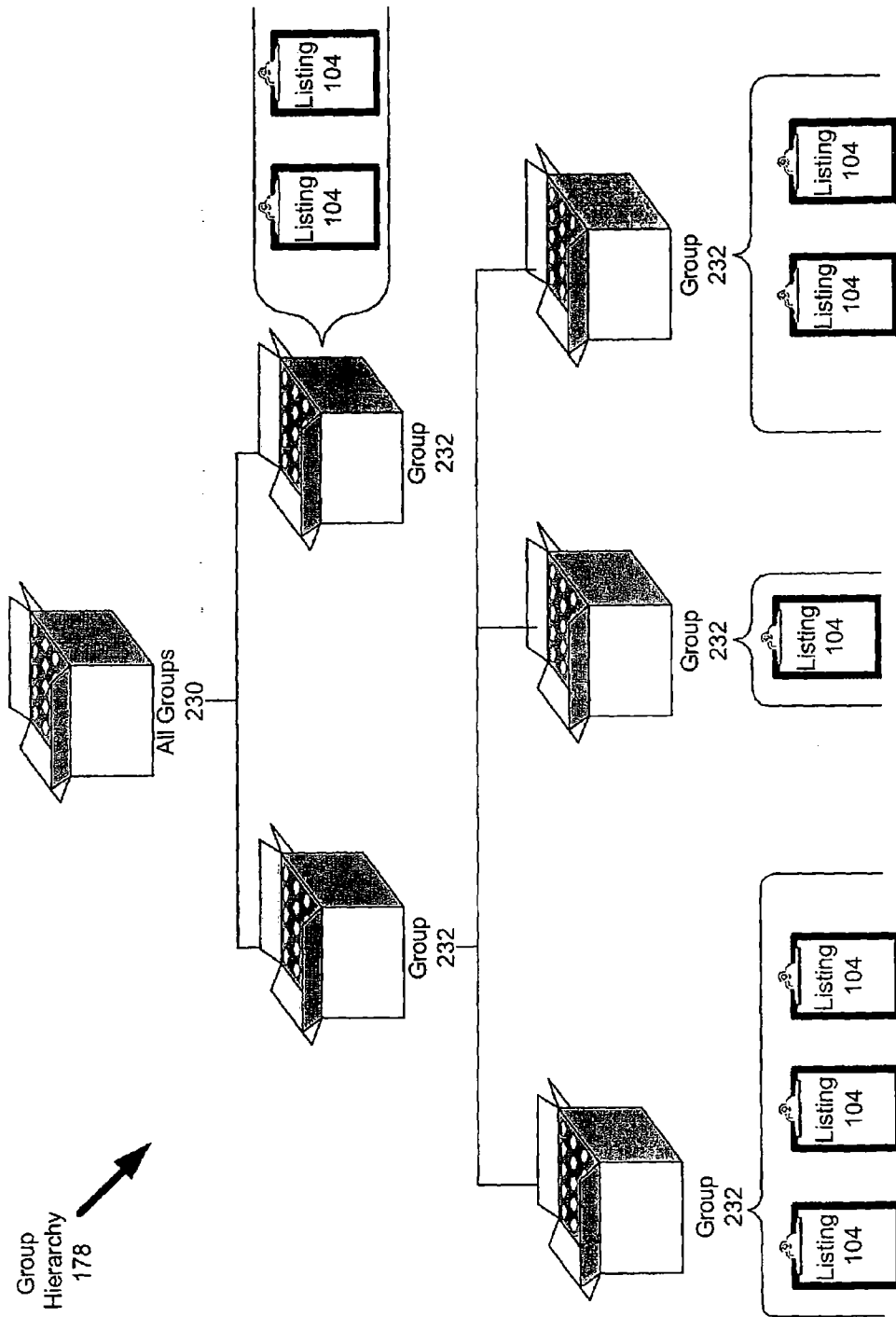


Figure 6b

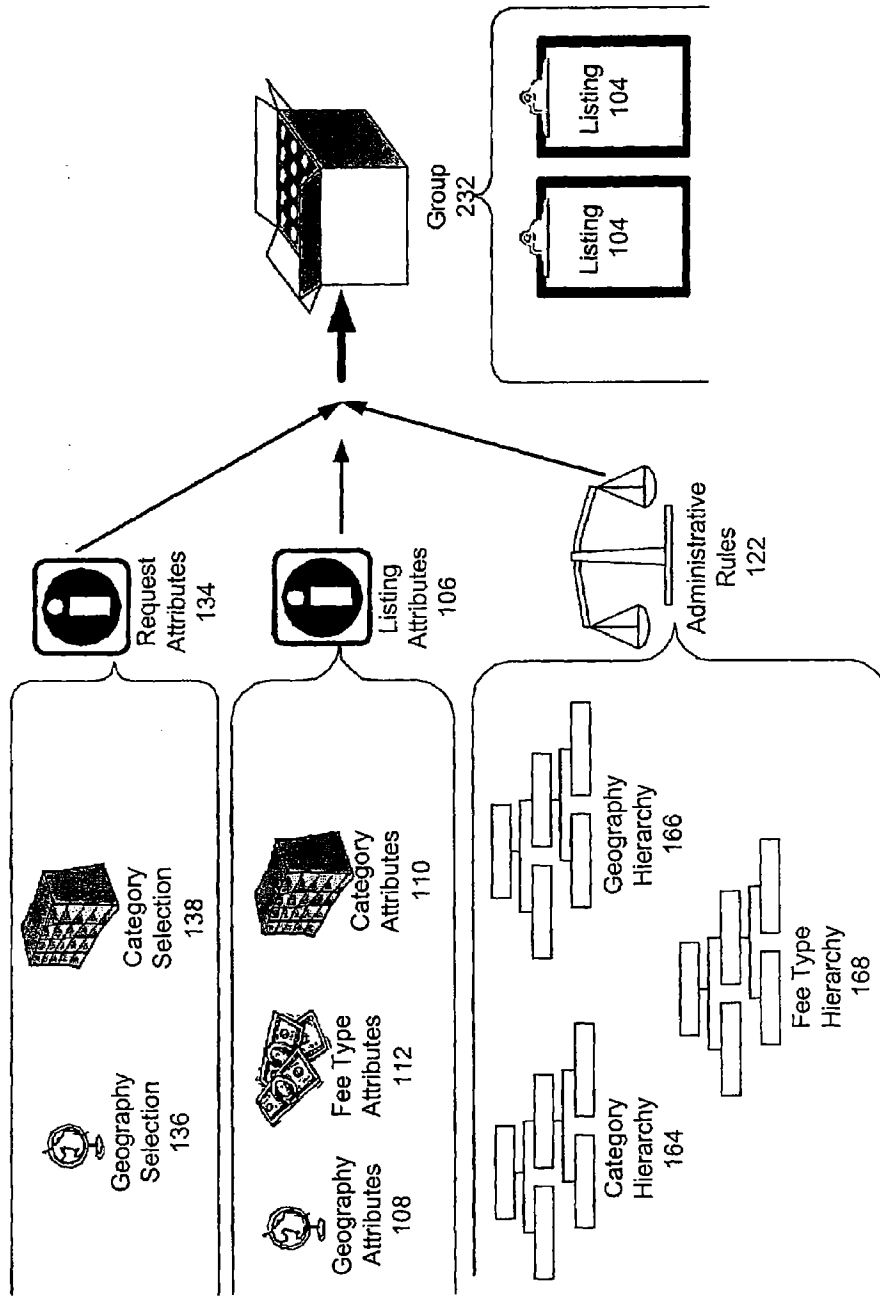


Figure 6c

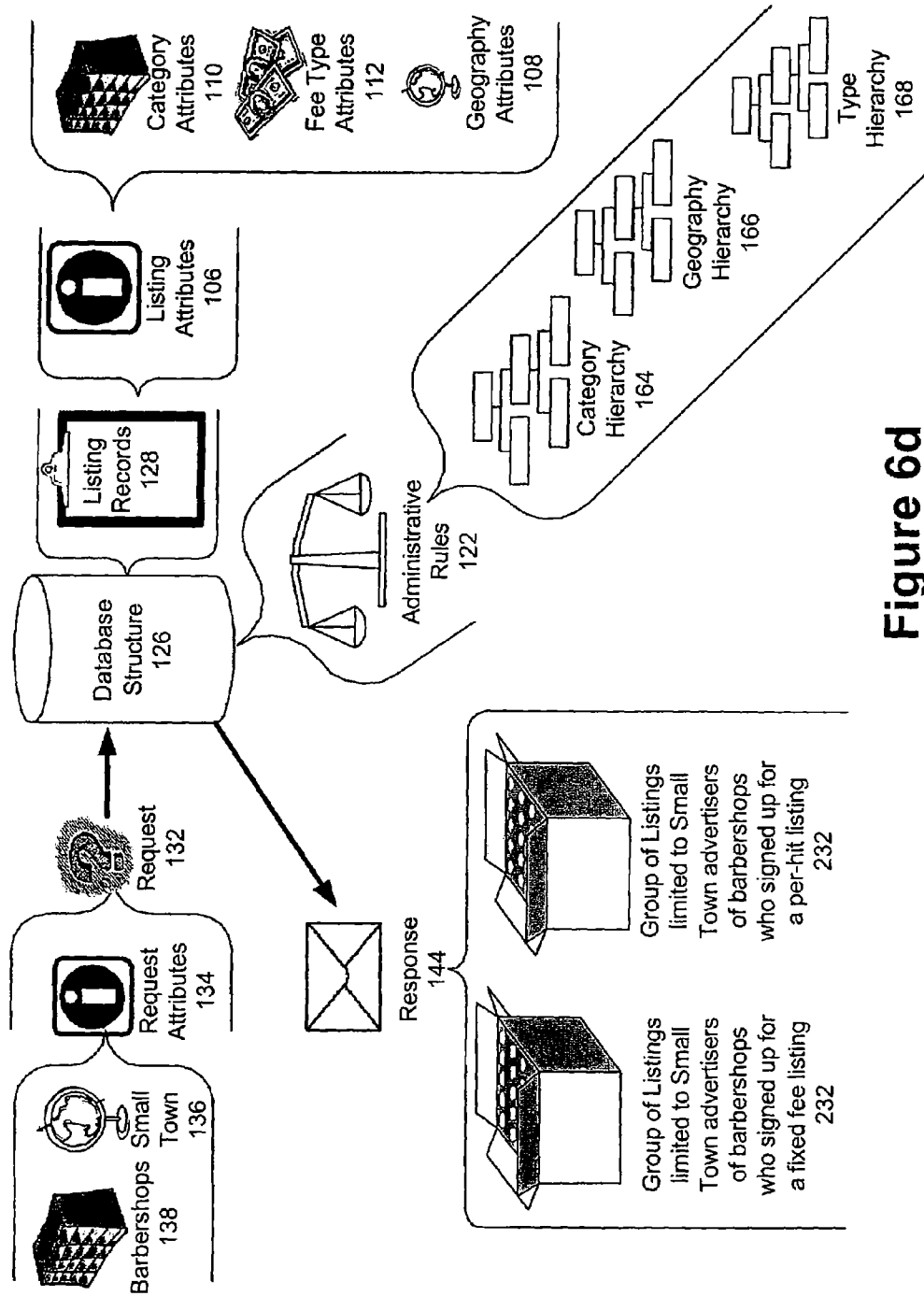


Figure 6d

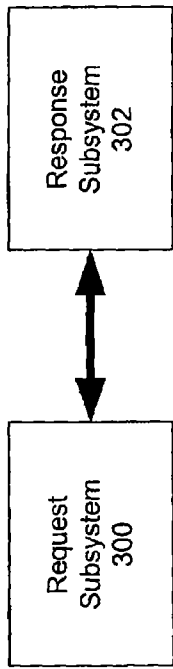


Figure 7a

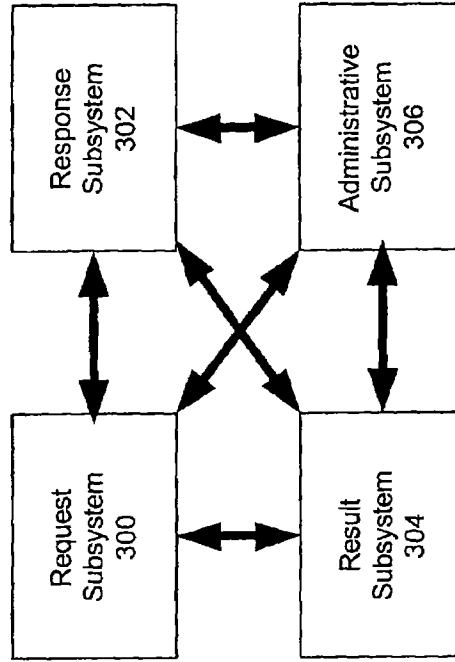


Figure 7c

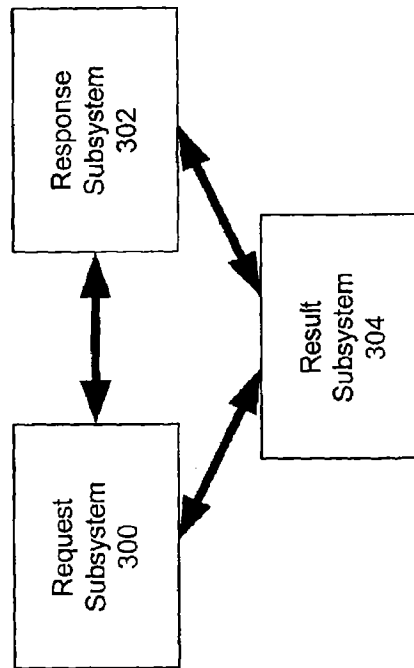
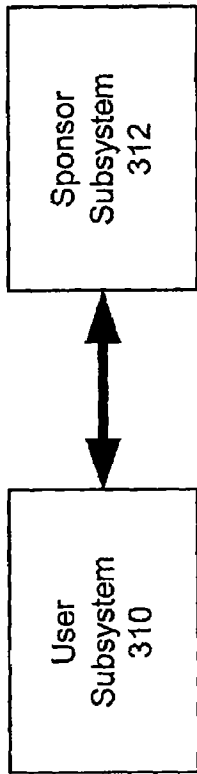
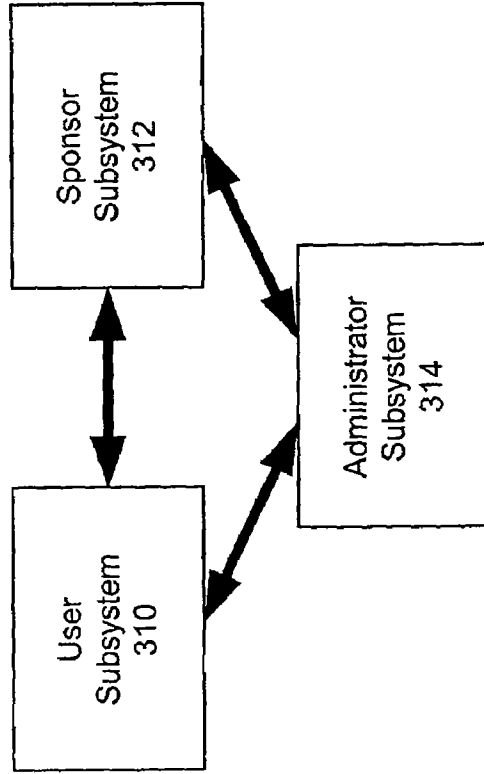


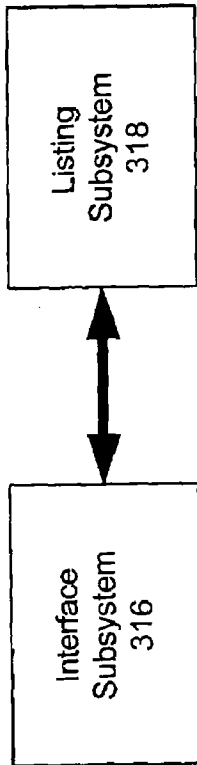
Figure 7b



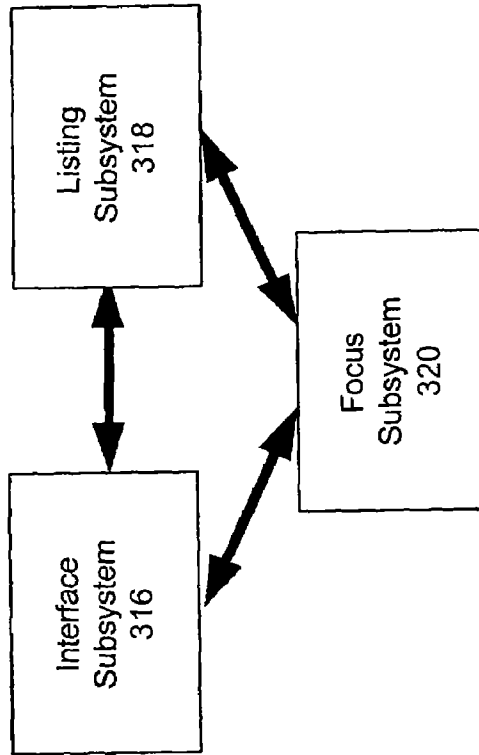
**Figure 8a**



**Figure 8b**



**Figure 9a**



**Figure 9b**

