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(71) Applicant and

(72) Inventor: MAGGIO, Frank S. [US/US]; 7660 Paradise
Pointe Circle S., St. Petersburg, FL 33711 (US).

(74) Agent: ISAACS, William, O.; 191 Peachtree Street, At-
lanta, GA 30303 (US).

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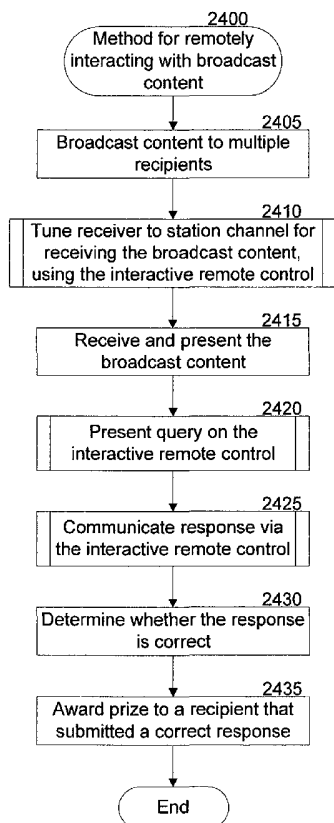
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(54) Title: REMOTE CONTROL SYSTEM AND METHOD FOR INTERACTING WITH BROADCAST CONTENT



(57) Abstract: Interacting with broadcast content (2400). A mass media broadcast network communicates broadcast content to multiple recipients (2405). Broadcast receivers present the broadcast content to the recipients (2415). Client computers transmit a query about a selected portion of the broadcast content (2420). Interactive remote controls each operated by a respective recipient transmit a channel control signal to tune a broadcast receiver to a station channel upon which the broadcast content is presented. The controls also receive the query, present the query to a recipient, accept input of a response to the query, and transmit the response to the client computer (2425). Each correct response verifies exposure of the responding recipient to the selected content portion.

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For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US03/32241

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 17/60
US CL : 705/14

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
U.S. : 705/14

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
EAST (USPAT, US PGPUB, EPO, JPO, DERWENT, IBM TB)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 3,858,212 (TOMPKINS et al) 31 December 1974 (31.12.1974)	1-53
X	US 2002/0046098 A1 (MAGGIO) 18 April 2002 (18.04.2002), pages 1-11, paragraphs 0002-0113.	1-78
Y	US 2002/0056100 A1 (SHIMOMURA et al) 09 May 2002 (09.05.2002), page 1, paragraphs 0003-0009.	1-53
Y	US 2002/0123999 A1 (BANKERT et al) 05 September 2002 (05.09.2002), page 1, paragraphs 0006-0016.	1-53
Y	US 2002/0143944 A1 (TRAVERSAT et al) 03 October 2002 (03.10.2002), pages 1-3, paragraphs 0009-0037.	1-55
Y	US 3,987,397 (BELCHER et al) 19 October 1976 (19.10.1976), column 2, line 40 - column 3, line 42.	54-72
Y	US 4,789,235 (BORAH et al) 06 December 1988 (06.12.1988), column 1, line 39 - column 8, line 43.	73-78
A	US 5,164,992 (TURK et al) 17 November 1992 (17.11.1992).	73-78
Y	US 5,481,294 (THOMAS et al) 02 January 1996 (02.01.1996), column 1, line 14 - column 8, line 13.	73-78

Further documents are listed in the continuation of Box C.

See patent family annex.

* Special categories of cited documents:	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"A" document defining the general state of the art which is not considered to be of particular relevance	"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"E" earlier application or patent published on or after the international filing date	"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"&" document member of the same patent family
"O" document referring to an oral disclosure, use, exhibition or other means	
"P" document published prior to the international filing date but later than the priority date claimed	

Date of the actual completion of the international search

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Date of mailing of the international search report

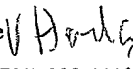
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Name and mailing address of the ISA/US

Mail Stop PCT, Attn: ISA/US
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Facsimile No. (703)305-3230

Authorized officer

James W. Myhre 
Telephone No. (703) 308-1113

INTERNATIONAL SEARCH REPORT

C. (Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 5,570,415 (STRETTON et al) 29 October 1996 (29.10.1996), column 1, line 18 - column 3, line 30.	54-72
Y	US 5,579,124 (AJALA et al) 26 November 1996 (26.11.1996), column 1, line 11 - column 3, line 51.	73-78
Y	US 6,380,928 B1 (TODD) 30 April 2002 (30.04.2002), column 1, line 23 - column 6, line 10.	73-78
Y	US 6,405,370 B1 (JARRELL) 11 June 2002 (11.06.2002), column 1, line 15 - column 5, line 9.	73-78

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US03/32241

Box I Observations where certain claims were found unsearchable (Continuation of Item 1 of first sheet)

This international report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

- 1. Claim Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:

- 2. Claim Nos.:
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:

- 3. Claim Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box II Observations where unity of invention is lacking (Continuation of Item 2 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:
Please See Continuation Sheet

- 1. As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
- 2. As all searchable claims could be searched without effort justifying an additional fee, this Authority did not invite payment of any additional fee.
- 3. As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:

- 4. No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

Remark on Protest The additional search fees were accompanied by the applicant's protest.
 No protest accompanied the payment of additional search fees.

BOX II. OBSERVATIONS WHERE UNITY OF INVENTION IS LACKING

Group I: Claims 1-53, pertaining to responding to a query received from or presented to an interactive receiver.

Group II: Claims 54-72, pertaining to remotely tuning a broadcast receiver to a specific channel.

Group III: Claims 73-78, pertaining to detecting audience share information by detecting presentation of the content signal.