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(54) Title: WEBTOP AND MONETIZATION ENGINE, SYSTEM AND METHOD

(57) Abstract: Systems and methods for an improved webtop, and a monetization engine that better takes advantage of the interests and life segments of a user, are described. A monetization engine embedded in a hyperspace webtop, is provided which includes a user record having a plurality of information items regarding life segments of at least one user, a presentation engine that presents advertisements to at least the user in accordance with at least one information item, and a plurality of tabs, wherein at least one of the tabs is presented to the user in accordance with at least one information item, and wherein each of the plurality of tabs is indicative of content associated with a third party having available for sale to at least one user at least one selected from the group including of a good and a service.



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WEBTOP AND MONETIZATION ENGINE, SYSTEM AND METHOD

BACKGROUND OF THE INVENTION

[0001] This Application claims priority to copending Application Serial No. 61/070,611, entitled "WEBTOP AND MONETIZATION ENGINE, SYSTEM AND METHOD", filed March 24, 2008, the entire disclosure of which is hereby incorporated by reference as being set forth in its entirety herein.

FIELD OF THE INVENTION

[0002] The present invention relates to internet use, and, more specifically, to a webtop and monetization engine, system and method.

DESCRIPTION OF THE BACKGROUND

[0003] In a typical computer-use in the present art, a user, upon each usage of a computer, must sit for a lengthy session of logging into a laundry list of websites, e-mail accounts, and computing communities or social networks. Alternatively, a user may use multiple browser, browser tabs, or favorite site marking to maintain the often lengthy list of internet locations frequented. Thus, the current art offers no personalized, organized and convenient digital experience. Further, even were the available art to offer such an improved, personalized experience, the experience would not be relevant to the different aspects, or segments, of a typical user's life, such as Work, Family, Entertainment, Community, etc. Additionally, this lack of understanding of the segments, and important elements, of a typical user's life, as well as a lack of involvement in the web-surfing process, limits the marketing and sales opportunities available in the present art.

[0004] Thus, the need exists for an improved webtop, and a monetization engine, system and method that better takes advantage of the interests and life segments of a user.

SUMMARY OF THE INVENTION

- [0005] The present invention is directed to a monetization engine, system and method embedded in a hyperspace webtop, including a user record having a plurality of information items regarding life segments of at least one user, a presentation engine that presents advertisements to at least the user in accordance with at least one information item, and a plurality of tabs, wherein at least one of the tabs is presented to the user in accordance with at least one information item, and wherein each of the plurality of tabs is indicative of content associated with a third party having available for sale to at least one user at least one selected from the group including of a good and a service.
- [0006] The present invention solves problems experienced with the prior art because it provides for an improved webtop, and a monetization engine, system and method that better takes advantage of the interests and life segments of a user. Those and other advantages and benefits of the present invention will become apparent from the detailed description of the invention hereinbelow.

BRIEF DESCRIPTION OF THE DRAWINGS

- [0007] Understanding of the present invention will be facilitated by consideration of the following detailed description of the embodiments of the present invention taken in conjunction with the accompanying drawings, in which like numerals refer to like parts and in which:
- [0008] Figure 1a is a illustrative representation of the monetization engine according to an aspect of the present invention;
- [0009] Figure 1b is a illustrative representation of the monetization engine according to an aspect of the present invention;
- [0010] Figure 1c is a illustrative representation of the monetization engine according to an aspect of the present invention;

- [0011] Figure 2 is a illustrative representation of the monetization engine according to an aspect of the present invention;
- [0012] Figure 3 is a illustrative representation of the monetization engine according to an aspect of the present invention;
- [0013] Figure 4 is a illustrative representation of the monetization engine according to an aspect of the present invention; and
- [0014] Figure 5 is a illustrative representation of the monetization engine according to an aspect of the present invention.

DESCRIPTION OF THE INVENTION

- [0015] It is to be understood that the figures and descriptions of the present invention have been simplified to illustrate elements that are relevant for a clear understanding of the present invention, while eliminating, for the purposes of clarity, many other elements found in typical computing apparatuses, systems and methods. Those of ordinary skill in the art will recognize that other elements are desirable and/or required in order to implement the present invention. However, because such elements are well known in the art, and because they do not facilitate a better understanding of the present invention, a discussion of such elements is not provided herein.
- [0016] The present invention may include a personalized webtop, such as that shown in Figure 1a-c. The personal webtop of the present invention may function and behave much like a traditional Personal Computer ("PC") desktop. However, although the webtop can run entirely inside a traditional web browser, its functionality is not limited to a single device or platform. For example, the webtop may offer drag-and-drop content functionality, web-based centralized storage, and collaboration tools, and thereby the webtop may become the centralized storage and access point for all content and web applications a user desires. It may utilize a core structure based on any of a variety of factors, such as life-segment, and

may present dynamic data triggered by key events correspondent to the core structure, such as key life events (e.g., having a baby, going to college). By dividing the webtop into segments around a core structure (work, family, entertainment, and community, for example), a better understanding of the users is made available, thereby allowing for development of strategic marketing and monetization channels, as well as presently unavailable partnerships, all to the benefit of the user and the marketer. For example, as depicted in Figure 2, the user may access favorite web properties, including multiple sites, IM services, VOIP services, email accounts, and social networking sites, to name a few. Needless to say, each such web property may create a monetizable avenue. Further, it almost goes without saying that, due to the nature of the aforementioned webtop, and its capability for use in an application space within a hyper-visor, for example, the monetization events discussed herein throughout, including those based on ad serving, may be performed within a hyperspace.

[0017] For example, either through the aforementioned webtop, or via a prior art desktop or webtop, users may be provided the capability to create their own content rich widgets, which may be, in whole or in part, sponsored by advertisers. These widgets may, for example, have click through capability to purchase the sponsored product (e.g., click to Amazon or iTunes, for example). Further, the present invention may allow for a search engine to locate such widgets, or preferred portions of a widget for placement into an overall widget, and such searching may be monetized for these widgets in the manner in which presently available "web crawling" search engines, such as Google or Yahoo!, are monetized.

[0018] A widget in accordance with the present invention, and as will be understood by one of ordinary skill in the art, is a portable portion of code that may be installed or executed within any separate HTML based

webpage by an end user without necessitating additional compilation of that code portion. Such widget code portions, in accordance with the present invention, are embeddable by the end user. As such, a widget in accordance with the present invention is any code portion that may be embedded by the end user within a selected page of HTML, XML, or like code that causes presentation of that selected web page. The widget, via the embedded code portion, thereby adds non-static content to the subject webpage.

[0019] A widget in accordance with the present invention may allow a user to take a discreet portion of a favored user experience on a network, such as a portion of favorite interactive information, a favorite website, or a particular application, and transport that favorite portion for use in an approved on-line experience targeted to the particular interests of that user. For example, such a widget constituting a discreet portion of a favored user experience may be applied to the aforementioned web top experience to personalize such a desktop or web top experience to that particular user. Further, such widgets in the present invention may allow for transport of a favored user experience to other user experience locations, such as computing communities and/or social networking sites, in order to improve that user's experience of such other sites or network locations. Needless to say, as used herein a network or network experience is and includes an internet, intranet, extranet, telecommunications network, and any other network experience that allows for importation of the widget concept. Thus, via the creation of an improved user experience on a webtop or desktop, and/or via allowing for the transport of a favored user experience, the user may be charged an appropriate fee, thereby allowing for a monetization event.

[0020] In an exemplary embodiment of the present invention, the widgets may be located by a user, or designed by a user, in accordance with preferred

techniques. Such preferred techniques may include, for example, in the case of the user-defined widget, the provision of widget templates, into which a user may develop that user's own unique widgets by using discreet physical locations within such template to place code for the subject widget in an overall widget physical format provided by the template. For example, such a widget template may be divided into fields, wherein a user may be given discreet options for each portion of the field as to what widget content the user wishes the ultimate widget to have in that field. For example, the user may click on a particular field, such as the upper left quadrant of the subject widget as illustrated in Figure 3, and may be presented with a series of content links that are authorized for incorporation into the widget, or a dropdown menu from which the user can select authorized types of content for that portion of the widget, or a hierarchal dropdown menu from which the user can select a top level, and subsequently more specific levels of allowed content from the available authorized content. The user may thereby be charged for the placement of such content into a widget field.

[0021] Further, the use of particular content in one portion of a widget template may limit the allowable content in other portions of the widget template. For example, once a user elects to have a quadrant of a widget themed in accordance with a particular musical artist, the template may limit the allowable artists that may be involved in other portions or quadrants of the widget template. Marketed entities or marketers may pay a fee for this "exclusivity" service. For example, in the event that an active aspect for the overall widget is incorporated into the upper left quadrant of Figure 3 in relation specifically to musical artist Eminem, and thereby at least a portion of the widget code relates to artist Eminem, the options available for the remainder of the widget may be limited only to those relating to musical artist Eminem, that is, for musical widget content, all of the code

for the overall widget must relate to the artist Eminem, or may be limited to only those artists recording on the same label as Eminem. Upon design of a widget, the user may “publish” the widget to a desired location.

[0022] Additionally, a library of existing widgets may be designed to be made available to improve the user experience upon use of a particular web top or desktop. Such a library may be available via a particular website, via a web top application, via a desktop application, or via discreet application, for example. For example, under the assumption that rights are obtained to create widgets for placement into the library with regard to all artists operating under a particular music recording label, widgets may be designed for placement into the library for all artists recording under that music label. Searching this library presents an availability of a particular search fee, if desired, and creates advertising opportunities akin to those employed by prior art search engines.

[0023] Similarly, the present invention include a fully portable, widgetized avatar having associated therewith multiple items of information and/or social information that may be generally searched for and/or otherwise requested for association with at least two different computing communities or transactions. Widgetization of the avatar of the present invention necessarily allows for portability of the avatar of the present invention. Needless to say, a monetization event may occur to allow for the generation of a fully transportable, widgetized avatar.

[0024] The present invention may provide a physical manifestation of all of this information, such as in a “trading card” format widget, as illustrated in Figure 4. For example, the front of the virtual trading card may include an avatar having particular physical features, clothing, accessories, activities, likes, dislikes and expertise, and the like, along with an associated user name. However, when an interaction, such as selection of a drop-down menu, selection of a link, a double click, or the like is undertaken to “flip” a

trading card to the back, a myriad of additional information is displayed regarding the user related to the widgetized avatar, such as age, interests, likes and dislikes, employment status, and the like.

[0025] The physical manifestation of a widgetized avatar in accordance with the present invention allows for the monetization of the selection, by the user, of certain clothing or accessories for his or her avatar. For example, a user may pay a fee to access and use certain virtualized clothing and accessories based on the lines of real-world clothing and accessory providers (e.g. Phat Farm, Gucci). Conversely, selection by a user of a virtualized clothing or accessories, such as for the aforementioned fee, may present a high probability upsell of real-world goods to that user. For example, if a user purchases a Gucci purse for her avatar, the probability is higher that the user will want to purchase a real-world Gucci purse for herself. Thus, targeted advertising may be directed to the subject user, or a direct real-world purchase opportunity presented to the user, based on the purchase of virtualized goods. Needless to say, in an alternative embodiment, the reverse case may likewise be true, that is, the purchase of a real-world good may lead to an endeavor to sell a virtualized good. Thus, not only may the sale to the user of virtualized and/or real-world goods be monetized, but likewise the sale of highly targeted advertising, based on clearly and simultaneously known preferences, may also be monetized.

[0026] Through the use of the present invention, widgets may be tracked. For example, widgets of the present invention may be associated with a cached identification, which is matched to the widget, and as such each time the widget is dragged and dropped downloaded, or otherwise moved and/or used in a user's desired location, such as a web top, the movement and/or download of the widget is tracked. As such, information with regard to the party's dragging and dropping the widget, or the point to

point locations from which a widget is dragged and dropped each time that widget is dragged and dropped, may be tracked by tracking of the associated cached identification. As such, particular metrics, such as Google® metrics, may be associated with each widget, and the use of each widget. Such tracking information may be provided, such as to the publisher, i.e., the third party creator, of a particular widget, in order that the publisher may be enabled to make an accounting for the use and/or download of the widget. Thereby, payment methodologies may be associated with the use and/or download of the widget, and monetization opportunities present based on the tracking information associated with each widget.

[0027] Additionally, for example, as will be understood by those skilled in the art in light of the discussion herein, in embodiments wherein the certain characteristics of a user are known to the search engine of the present invention, the downloading of widgets in accordance with the present invention allows for a monitoring of who performed a search, what they deemed most relevant responsive to it, and what was done responsive to that relevance, such as the downloading of a widget. Thus, again, the present invention may provide an advanced marketing and sales tool.

[0028] Further, discretely or in association with the aforementioned tracking of widgets, the use of particular widgets may allow for assumptions with regard to the interest of the downloading user of the subject widget. Thereby, monetization, such as advertising monetization, may be associated with the user of the subject widget, such as by allowing for the presentation to the user of particular advertisements, such as from an advertising server, based on the user's use or download of a particular widget. Further, such advertising may be directly associated by the publisher of the subject widget for presentation to the user of the subject widget at predetermined times, or upon predetermined uses of the subject

widget. For example, a publisher, i.e., a third party creator, of a subject widget may determine that an advertisement related to that publisher is to be displayed to a user at least once per week following the downloading by that user of a widget associated with that publisher.

[0029] Additionally, the webtop discussed herein throughout may include multiple search options, such as those discussed herein throughout and/or multiple search engines, or may present different search options based on any number of factors, such as user characteristics, such as age or income, user preferences, and/or user geographic location. Thereby, monetization from search engine providers may be provided by allowing for the use of different search engines on different devices employing the referenced webtop, i.e. search engine 1 on cell phones and search engine 2 on the internet, and/or the use of different search engines by users in different geographic locations.

[0030] Further, the present invention may allow for the presentation of original content, and/or the licensing of third party content and/or content presentation methodologies. Thereby, the present invention allows for a monetization event in capitalizing on advertising revenue when such original and/or licensed content is viewed, such as by a user of the aforementioned webtop.

[0031] Additionally, the present invention may generate revenue by selling "Tabs" on the referenced webtop, as illustrated in Figure 5, to content providers who want to create their own sub-experience within the webtop. For example, Johnson & Johnson may wish to sponsor the "baby care" tab on the main "cover page" of the subject webtop. Because the webtop of the present invention may operate in an application space of a hyperspace, and thus may be embedded in the device as always being presented to the user as an unchangeable "cover page", such "cover page tabs" may provide a very highly desirable advertising location. To capitalize on this

and to provide a compelling user experience, tabs may be provided to a company willing to pay for a tab and maintain a compelling user experience within its respective tab. Of course, as was the case with search methods, tabs may be geographically localized or monetized.

[0032] It will be apparent to those skilled in the art, in light of the disclosure herein, that traditional web-based advertising models may likewise be incorporated for use with the present invention.

[0033] Although the invention has been described and pictured in an exemplary form with a certain degree of particularity, it is understood that the present disclosure of the exemplary form has been made by way of example, and that numerous changes in the details of construction and combination and arrangement of parts and steps may be made without departing from the spirit and scope of the invention.

CLAIMS

What is claimed is:

1. A monetization engine embedded in a hyperspace webtop, comprising:
 - a user record comprising a plurality of information items regarding life segments of at least one user;
 - a presentation engine that presents advertisements to at least the user in accordance with at least one of the plurality of information items; and
 - a plurality of tabs, wherein at least one of said tabs is presented to the user in accordance with the at least one information item, and wherein each of said plurality of tabs is indicative of content associated with a third party having available for sale to at least one user at least one selected from the group consisting of a good and a service.
2. The engine of claim 1, wherein the advertisements presented are limited to at least one group of advertisements selected in advance for use.
3. The engine of claim 1, wherein the plurality of information items are related to at least one third party content and wherein the user has permission to access said at least one third party content.
4. The engine of claim 1, wherein the user record contains a portable avatar.
5. The engine of claim 1, wherein the user record is a virtual trading card.

6. The engine of claim 1, wherein the plurality of information items at least one selected from the group consisting of avatar attributes, user name, and user preferences.

7. A monetization engine, comprising:

a user record comprising a plurality of information items regarding life segments of at least one user of a webtop, wherein the user record includes at least one avatar;

a remote presentation engine that presents advertisements locally to the at least the user in accordance with at least one of the plurality of information items;

a purchasing engine wherein the purchasing engine facilitates purchases for the user and records such purchases with the user record; and

a plurality of tabs, wherein at least one of said tabs is presented to the user in accordance with at least one information item, and wherein each of said plurality of tabs is indicative of content associated with a third party having available for sale to at least one user at least one selected from the group consisting of a good and a service.

8. The engine of claim 7, wherein at least one purchase is made for the at least one avatar.

9. The engine of claim 8, wherein the purchasing engine creates at least one new information item in accordance with said avatar purchase.

10. The engine of claim 9, wherein the advertisements are responsive to the at least one new information item.

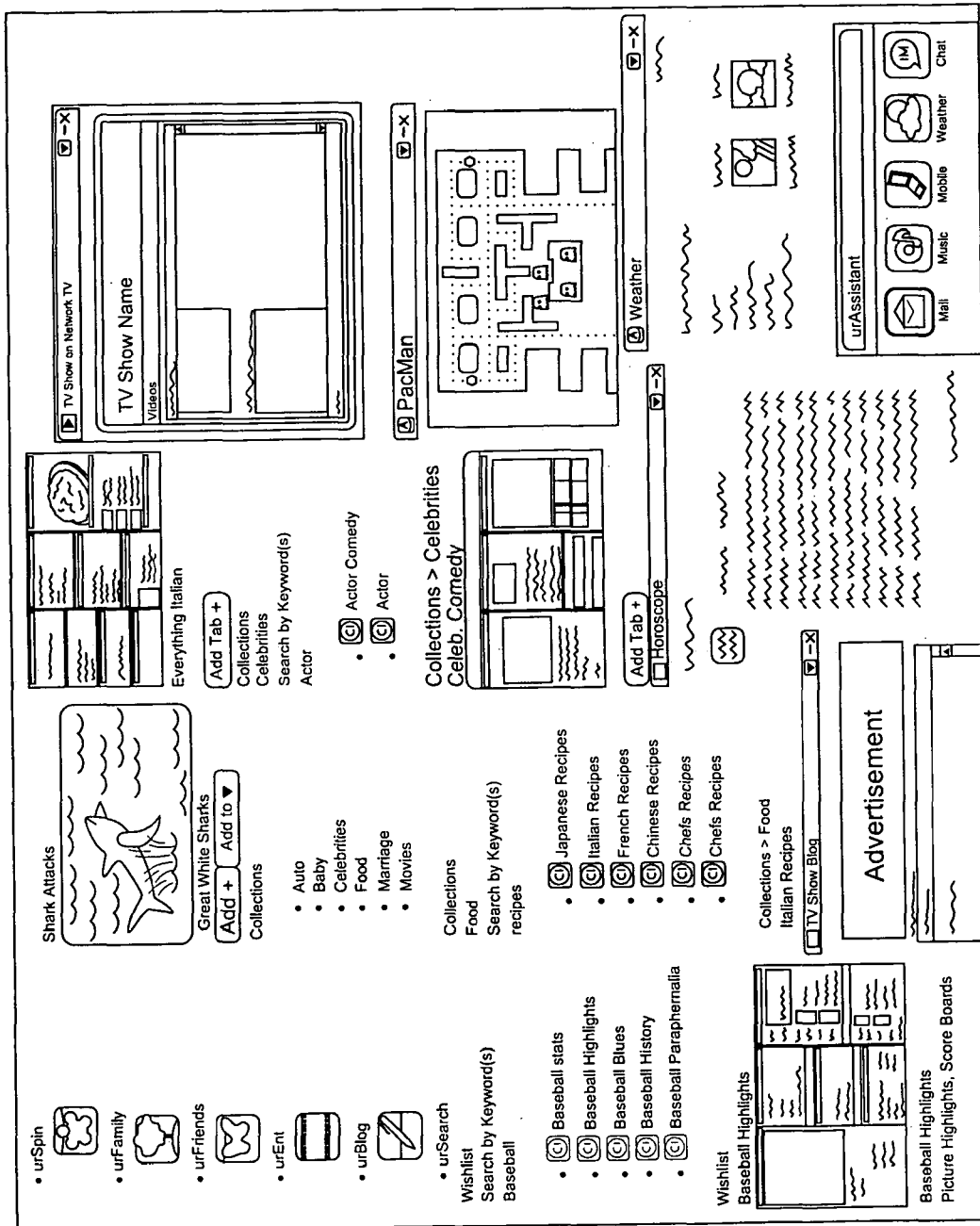


FIG. 1A

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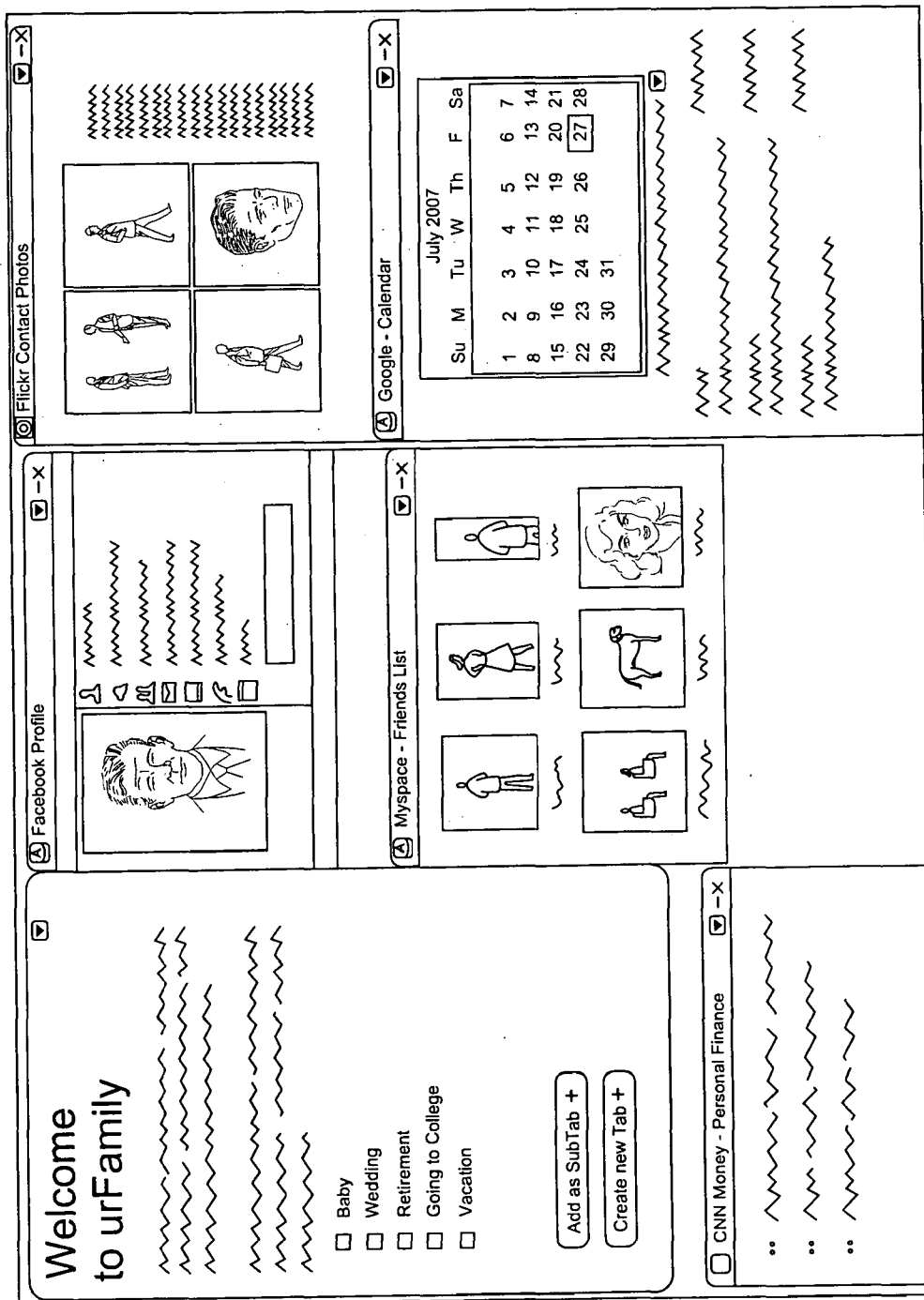


FIG. 1B

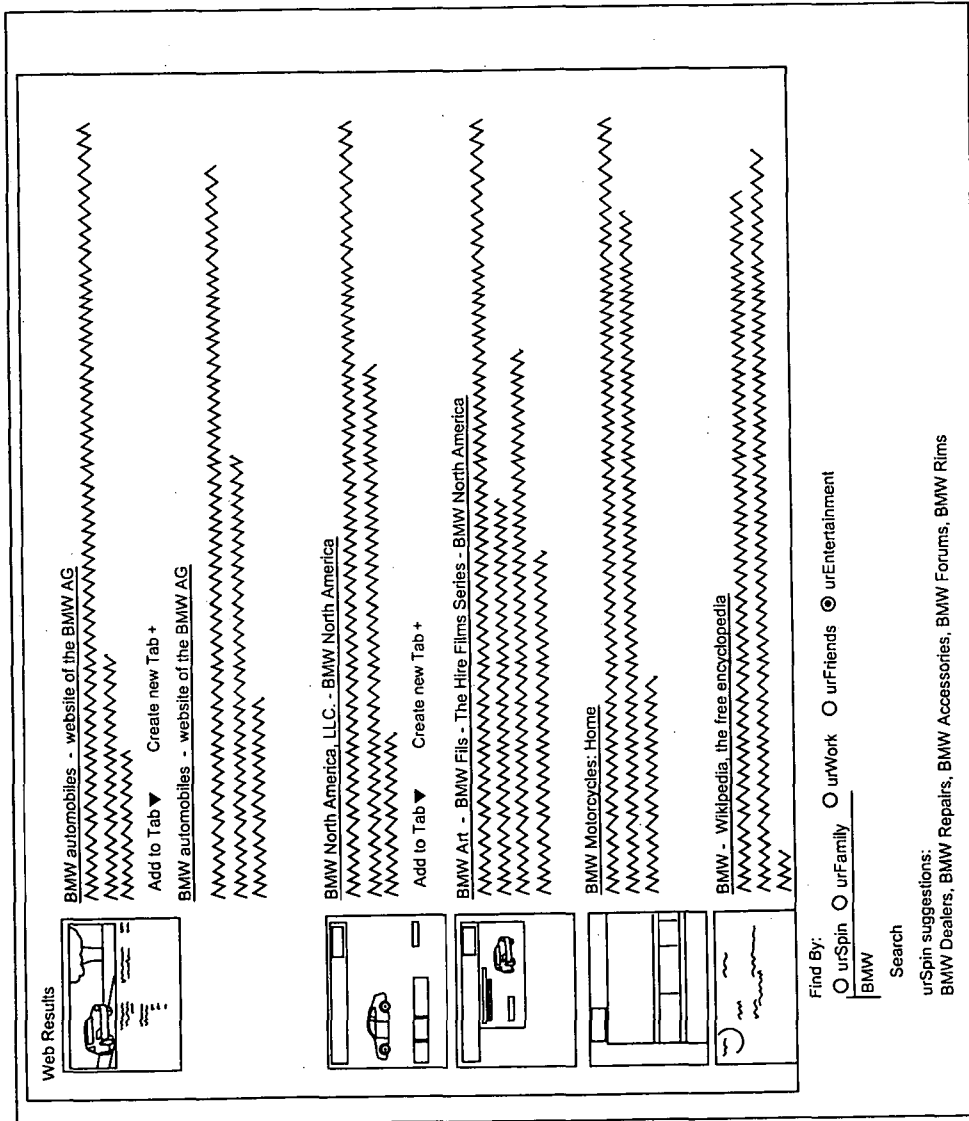


FIG. 1C

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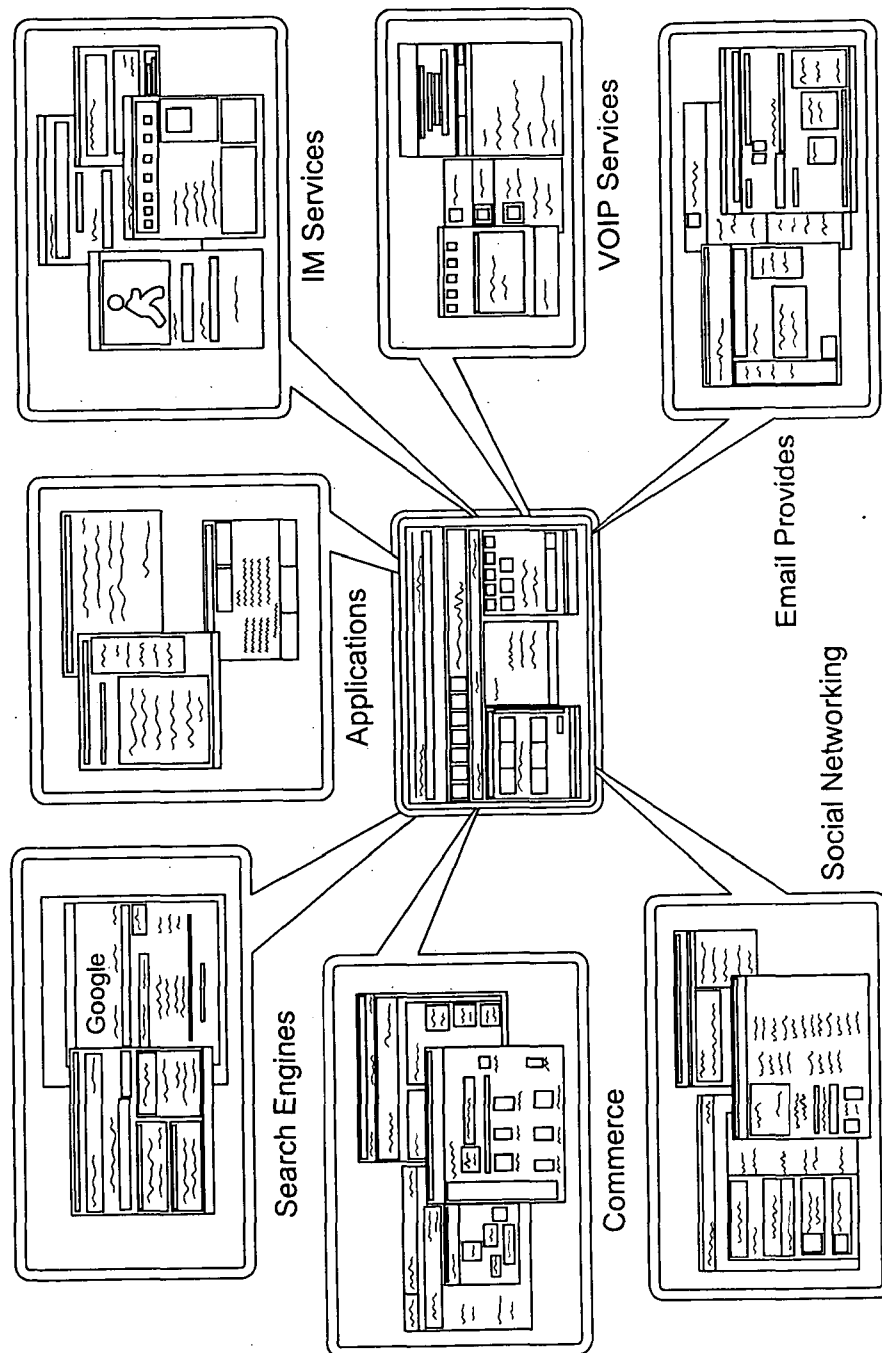


FIG. 2

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FIG. 3

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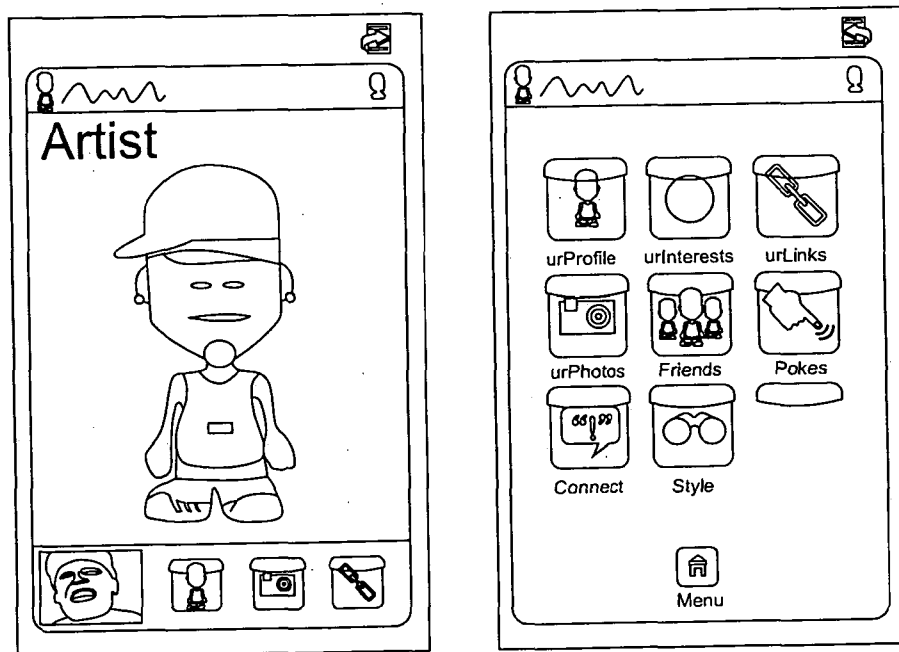


FIG. 4

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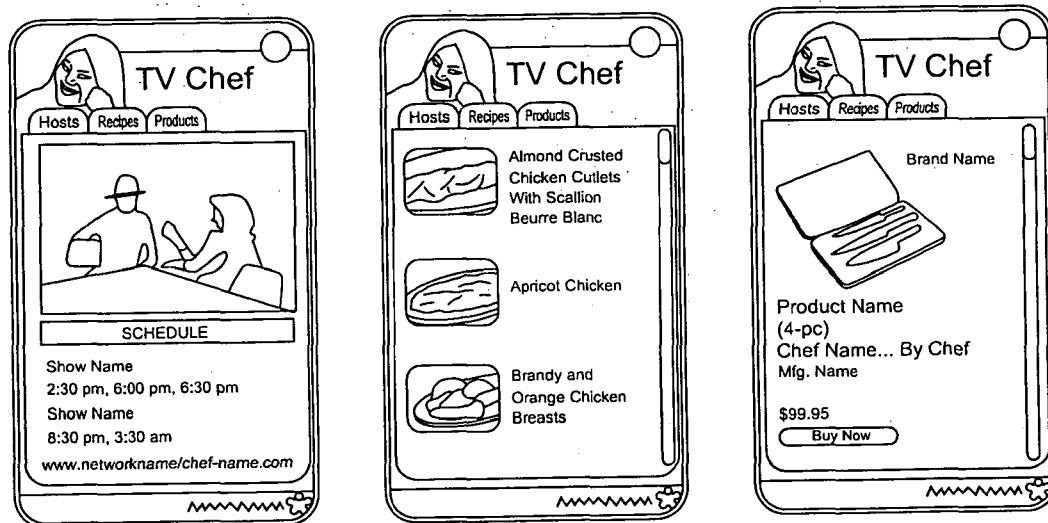


FIG. 5