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(54) Title: AUGMENTING TELEVISION MEDIA

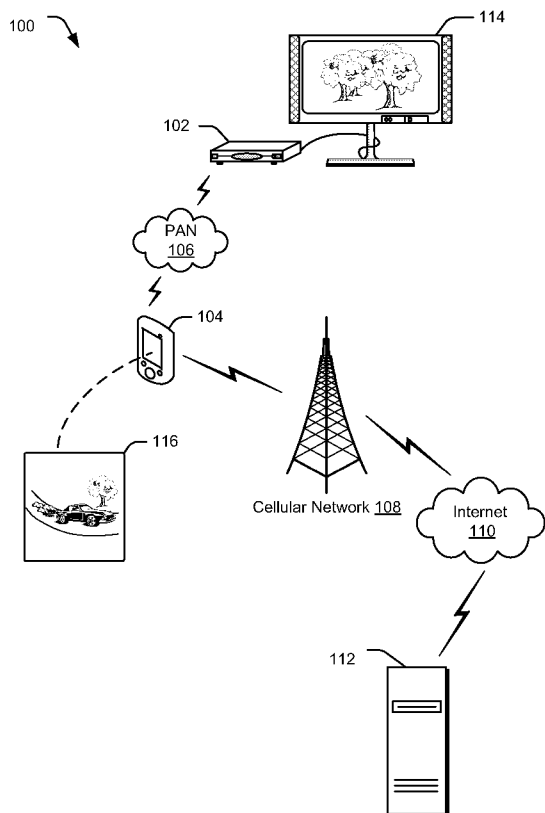


Fig. 1

(57) Abstract: This document describes techniques for, and apparatuses capable of, augmenting television media through a mobile computing device and/or a television-capable computing device. In one embodiment, a user's mobile computing device receives an event associated with a particular program of television media from the television-capable computing device, and, using this event, augments that television media through the mobile computing device with information associated with this event.



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- *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*

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A. CLASSIFICATION OF SUBJECT MATTER***H04N 7/173(2011.01)i***

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)

H04N 7/173; H04N 7/10; H04N 21/4788; H04N 21/436; G06F 3/00; H04N 7/16

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

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS(KIPO internal) & Keywords: television, mobile, event

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2005-0177861 A1 (YUE MA et al.) 11 August 2005 See abstract; paragraphs [0010]-[0015]; claim 1; figure 1.	1-15
A	US 06049333A A (LAJOIE; MICHAEL L. et al.) 11 April 2000 See abstract; column 4, line 45 - column, 6 line 25; claim 1; figure 1.	1-15
A	KR 10-2010-0045776 A (SK TELECOM. CO., LTD.) 04 May 2010 See abstract; paragraphs [0015]-[0020]; claim 1; figure 1.	1-15



Further documents are listed in the continuation of Box C.



See patent family annex.

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"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

"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

"&" document member of the same patent family

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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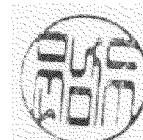
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INTERNATIONAL SEARCH REPORT

Information on patent family members

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2005-0177861 A1	11.08.2005	AU 2003-220618 A1 WO 03-088671 A1	27.10.2003 23.10.2003
US 06049333A A	11.04.2000	None	
KR 10-2010-0045776 A	04.05.2010	None	