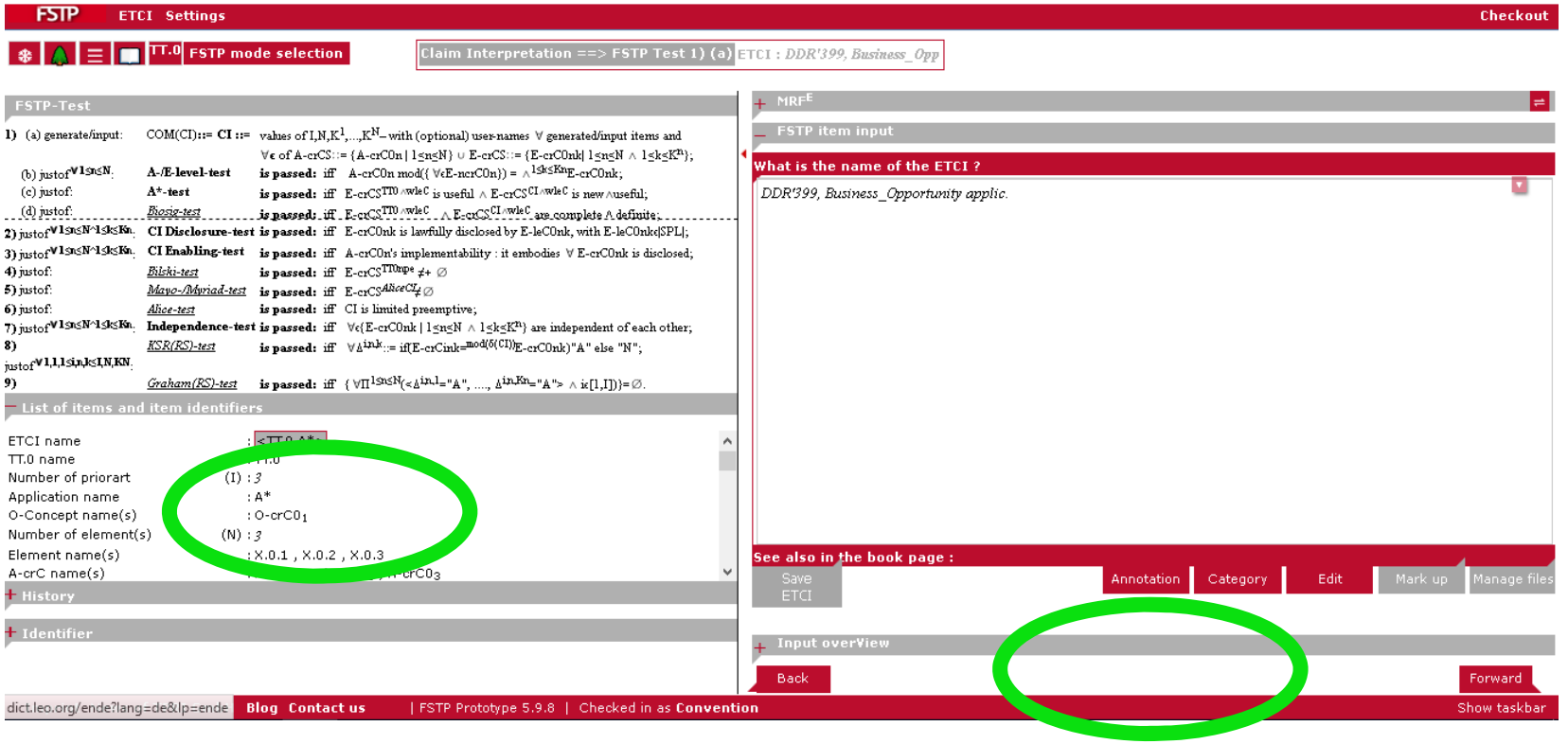
Global IP Convention 2017, New Delhi

11th – 13th January 2017

January 12th, 2017
www.fstp-expert-system.com

Have all tests been actually applied?

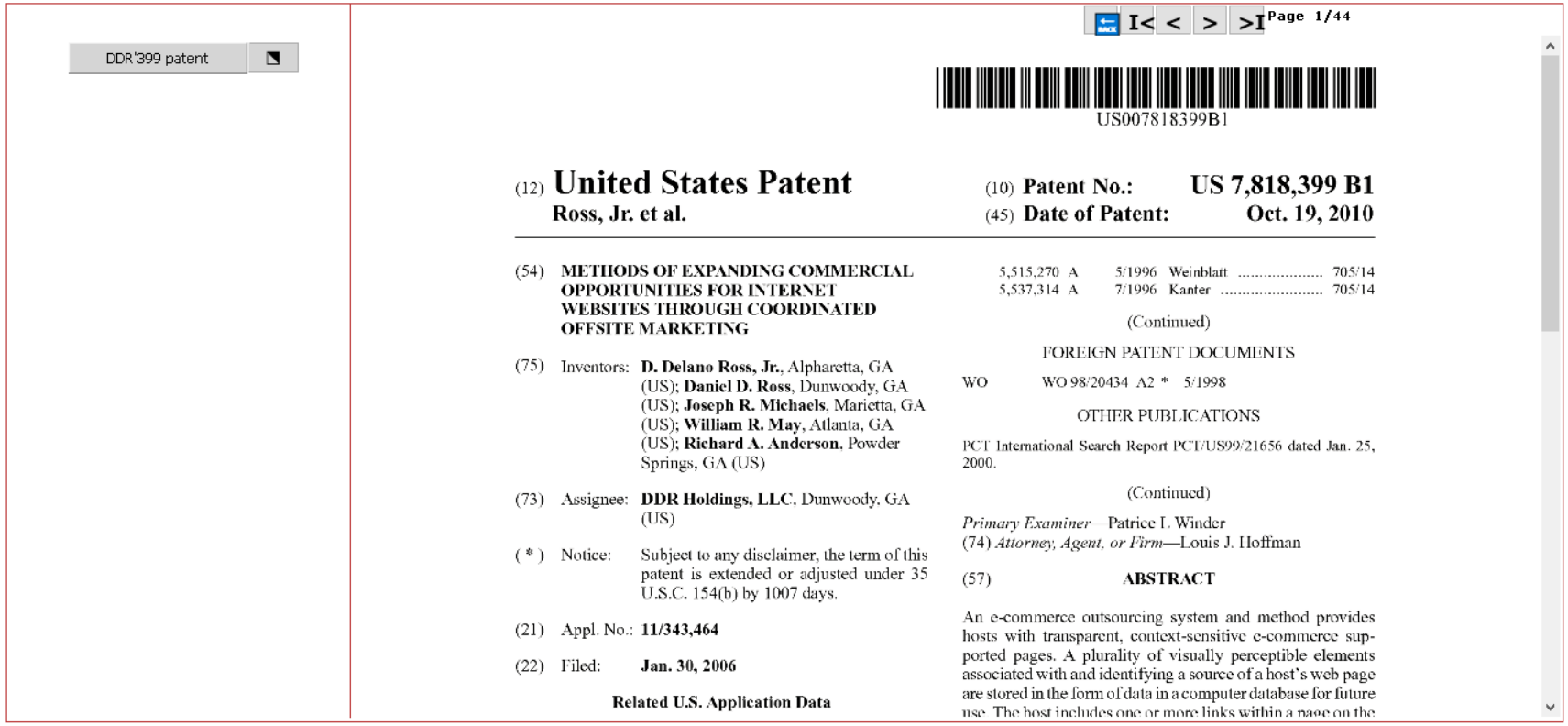


TELES PRI GmbH

Getting acquainted with the application

FSTP

DDR'399 patent



Page 1/44

US007818399B1

(12) **United States Patent**
Ross, Jr. et al.

(10) **Patent No.: US 7,818,399 B1**
(45) **Date of Patent: Oct. 19, 2010**

(54) **METHODS OF EXPANDING COMMERCIAL OPPORTUNITIES FOR INTERNET WEBSITES THROUGH COORDINATED OFFSITE MARKETING**

(75) Inventors: **D. Delano Ross, Jr.**, Alpharetta, GA (US); **Daniel D. Ross**, Dunwoody, GA (US); **Joseph R. Michaels**, Marietta, GA (US); **William R. May**, Atlanta, GA (US); **Richard A. Anderson**, Powder Springs, GA (US)

(73) Assignee: **DDR Holdings, LLC**, Dunwoody, GA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 1007 days.

(21) Appl. No.: **11/343,464**

(22) Filed: **Jan. 30, 2006**

Related U.S. Application Data

5,515,270 A 5/1996 Weinblatt 705/14
5,537,314 A 7/1996 Kanter 705/14

(Continued)

FOREIGN PATENT DOCUMENTS

WO WO 98/20434 A2 * 5/1998

OTHER PUBLICATIONS

PCT International Search Report PCT/US99/21656 dated Jan. 25, 2000.

(Continued)

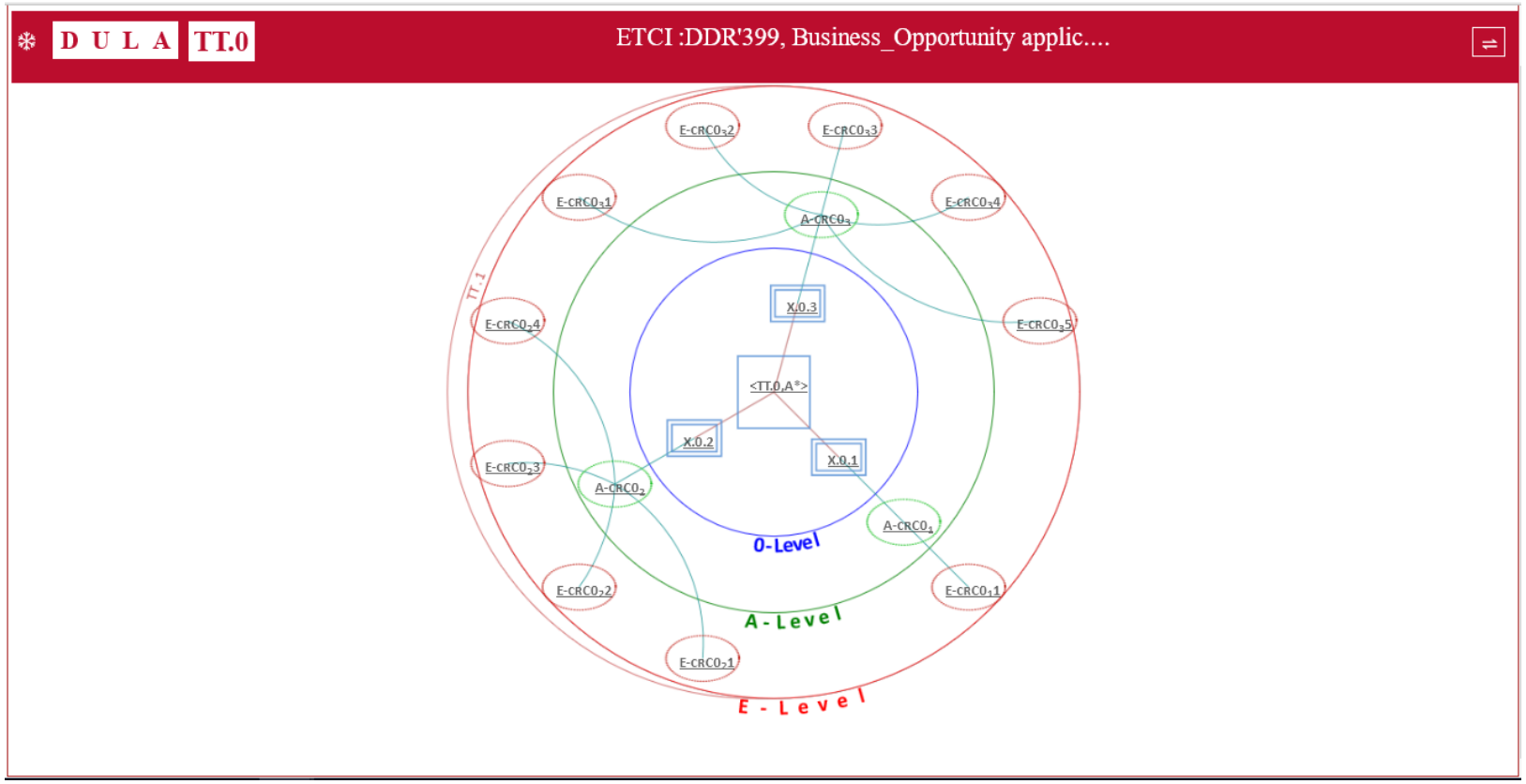
Primary Examiner—Patrice L. Winder
(74) *Attorney, Agent, or Firm*—Louis J. Hoffman

(57) **ABSTRACT**

An e-commerce outsourcing system and method provides hosts with transparent, context-sensitive e-commerce supported pages. A plurality of visually perceptible elements associated with and identifying a source of a host's web page are stored in the form of data in a computer database for future use. The host includes one or more links within a page on the

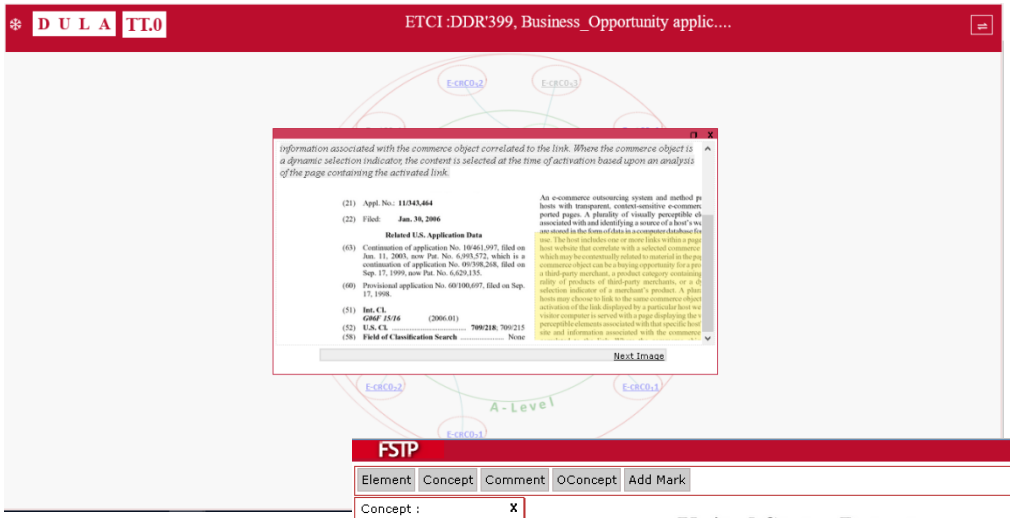
TELES PRI GmbH

Given structure of application



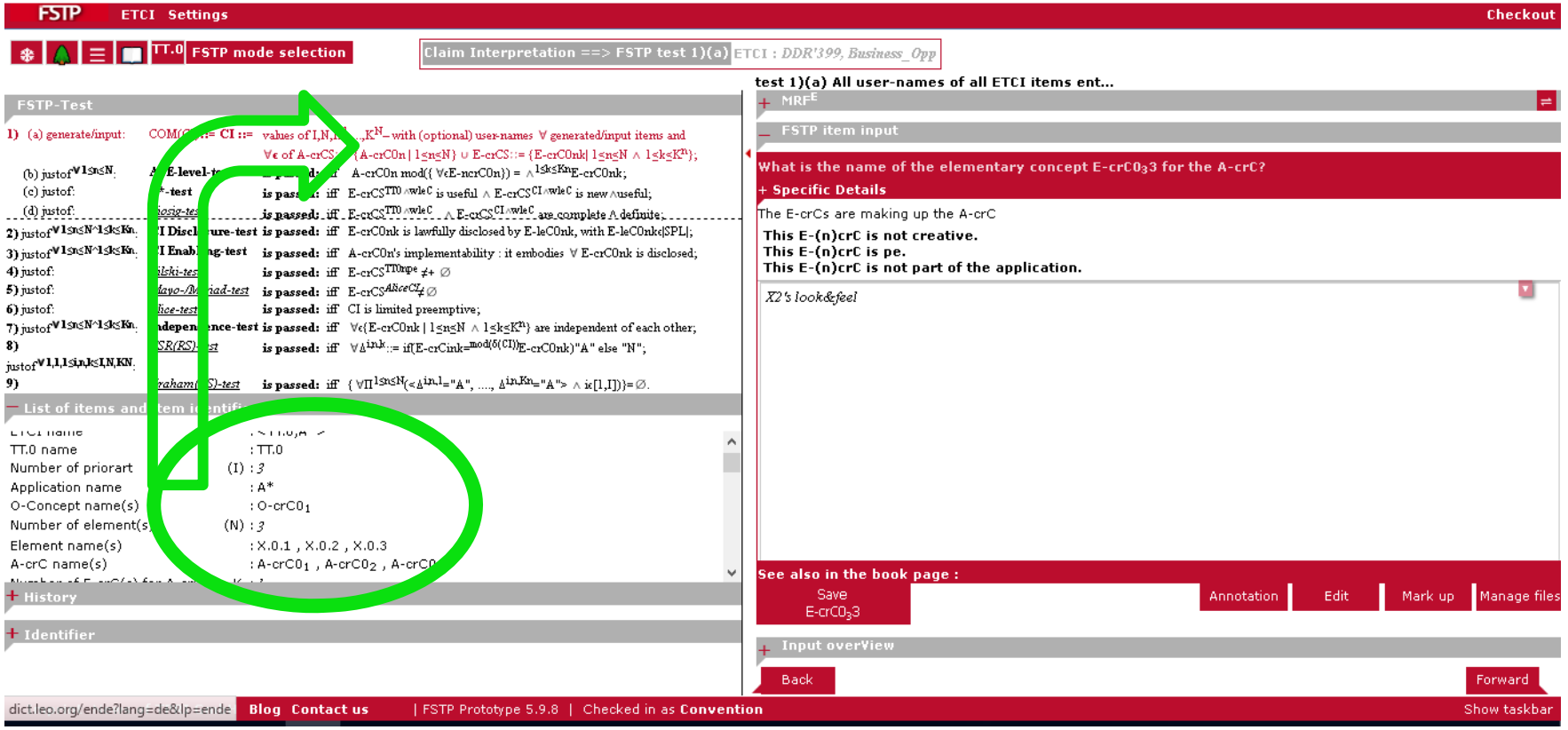
TELES PRI GmbH

What is the concept based on?



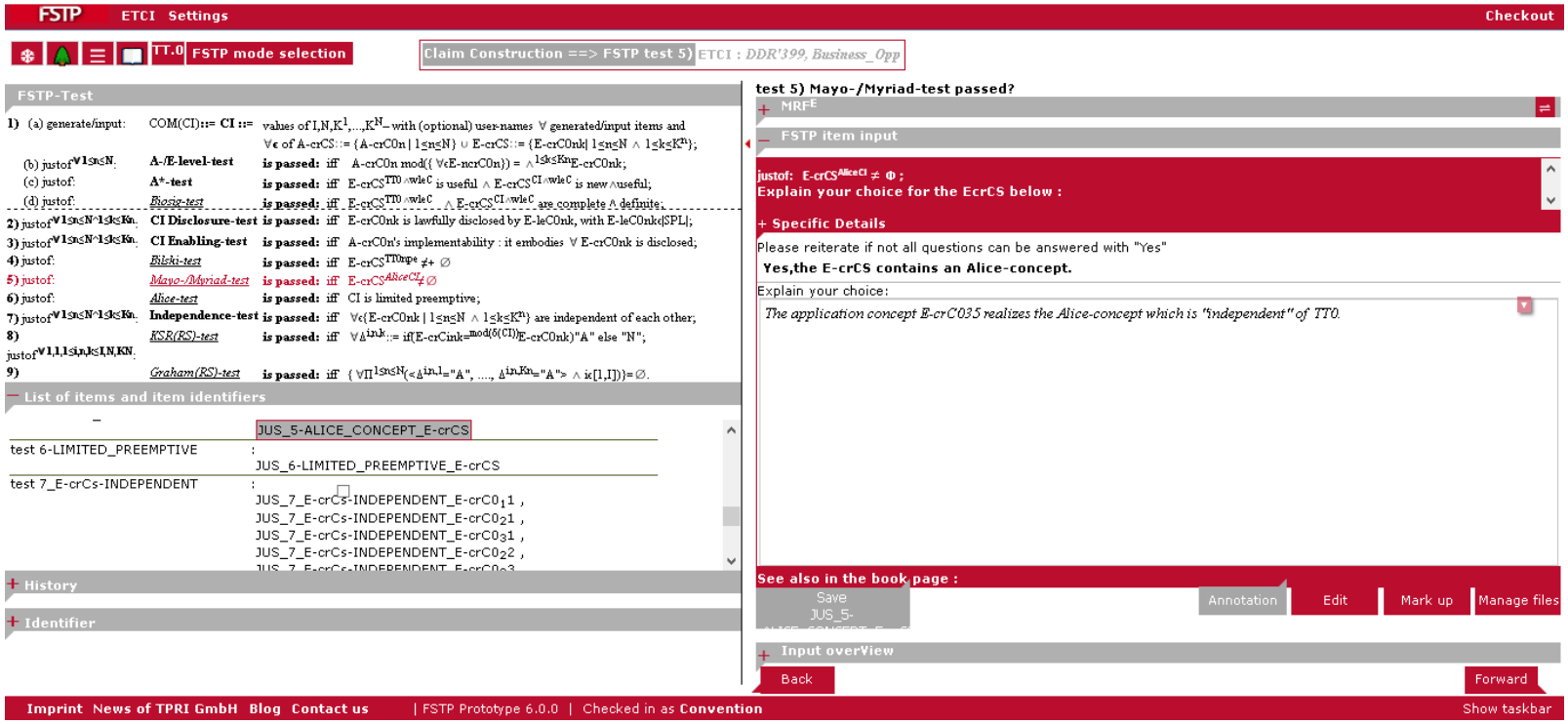
TELES PRI GmbH

Input according to test 1a)



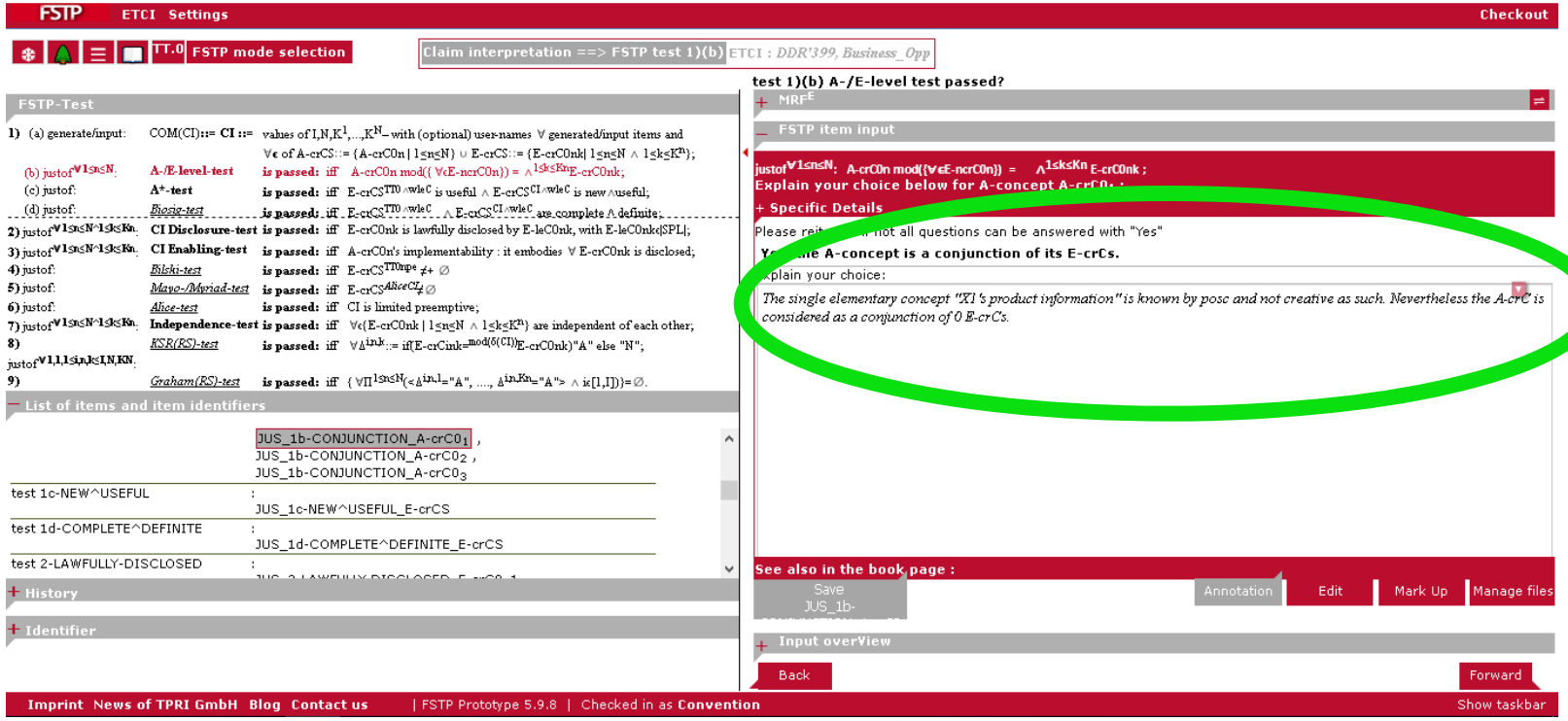
TELES PRI GmbH

Input according to test 5 (application identified)

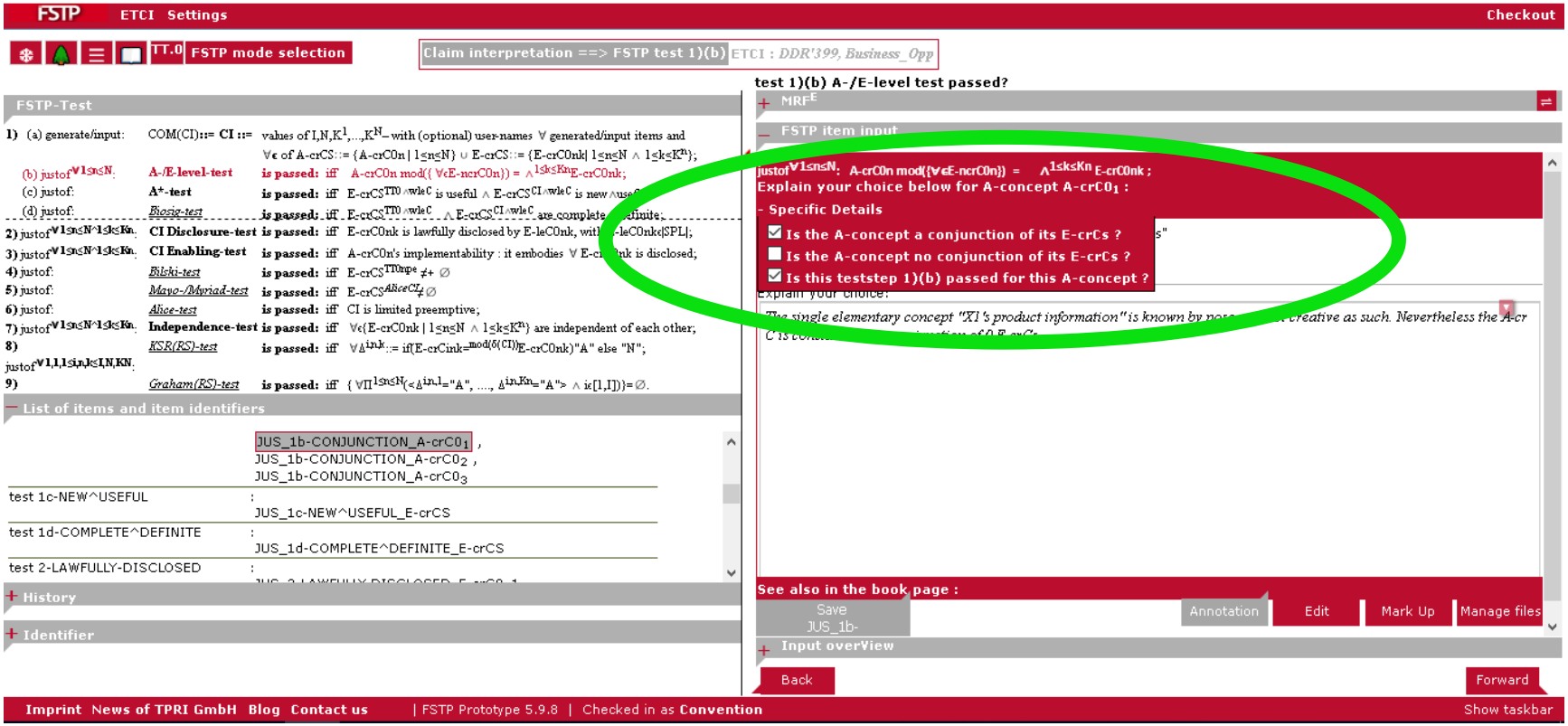


TELES PRI GmbH

Scanning result of test 1b) (justification)

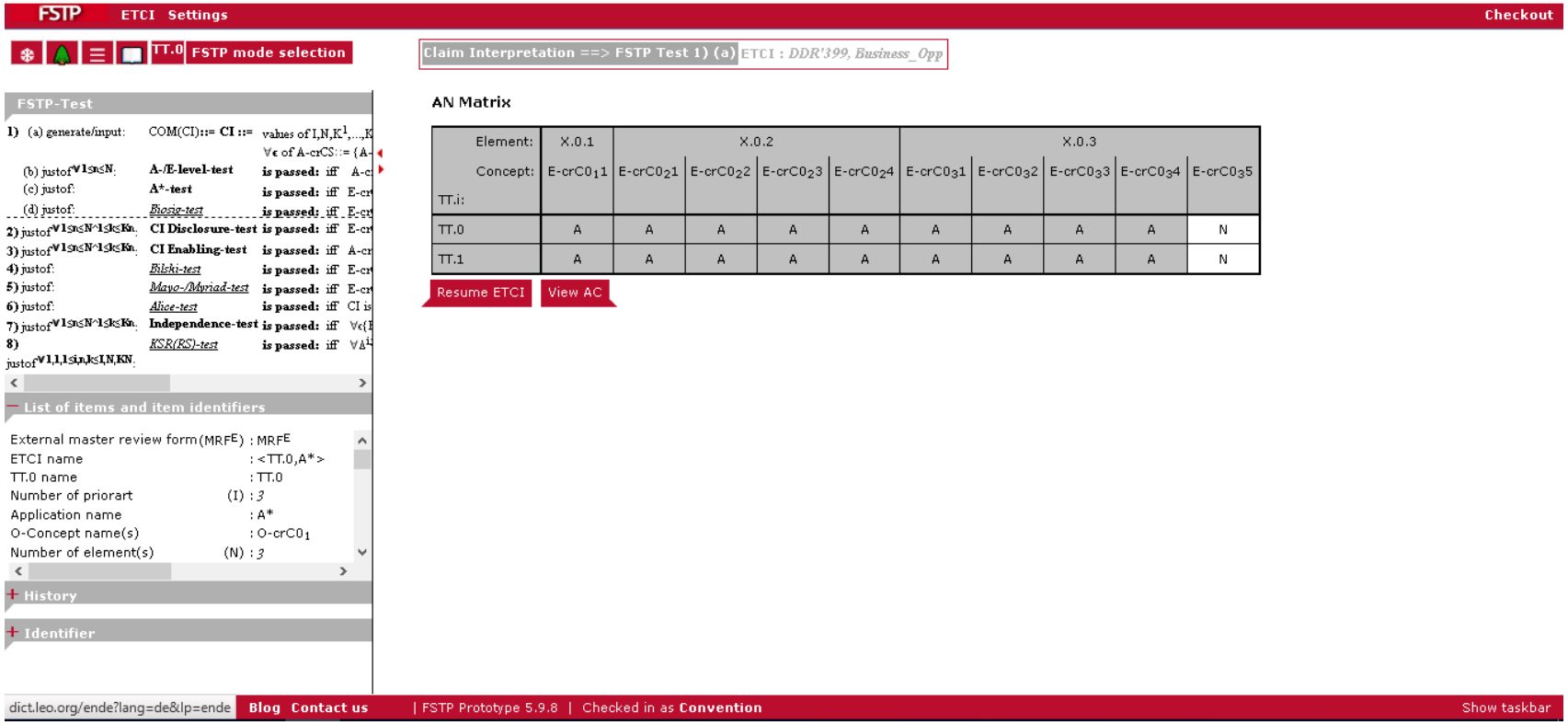


Scanning result of test 1b) (specific details)



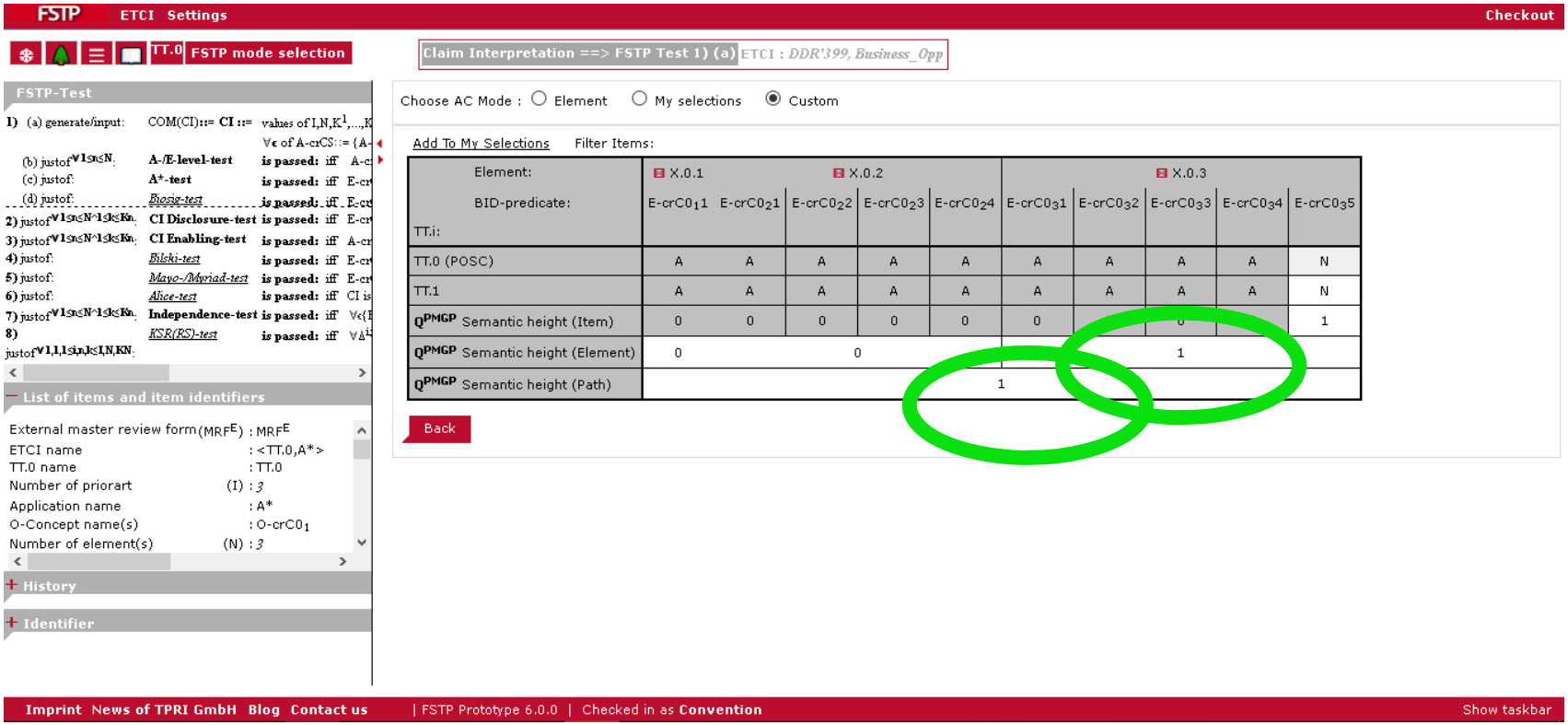
TELES PRI GmbH

Comparision with (here 1) prior art



TELES PRI GmbH

Final result re patentability



TELES PRI GmbH

The End

Thank you for your attention