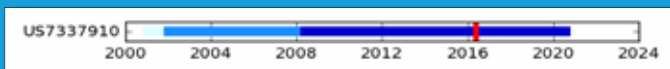


Quick Facts

- ≈ **Patent assets:** 1 issued US patent
- ≈ **Earliest priority:** 2000-10-04
- ≈ **Continuation:** No
- ≈ **Technology:** Address Bar Navigation
- ≈ **Encumbrances:** Certain limited patent rights were granted in connection with Verisign business-unit divestitures. These do not appear to concern this portfolio.
- ≈ **Evidence of use:** Claim charts completed on at least two products
- ≈ **Lifespan:** 4.3 years, plus 720-day Patent Term Extension

Lifespan:



Portfolio Overview

Ever entered a string into a browser address bar that does not exist as a typical URL – e.g., a Universal Product Code (UPC); a product part number; a vehicle identification number (VIN) or stock trading symbol – and have it directly return the requested info or related service, rather than a bunch of websites where you might find what you are looking for? This patent addresses this now fundamental feature of today’s web browsers: the ability to enter terms into the address bar, with the search results being actual information and services, not merely links to web pages.

This is a ubiquitous feature of modern day browsers. When its inventors filed what would become US 7,337,910 in 2000, only URLs with proper syntax could be entered into browser address bars. The inventors realized that users would like to be able to enter terms in the address bar, with the browser “doing the right thing”.

This invention enables a user to enter a URL request that is immediately parsed to determine an identifier of a predetermined type, such as a UPCs, VIN, stock ticker symbol, zip codes, and more and have it return the information or related service when such URL does not exist as a registered domain. This allows for fast, targeted, and convenient information retrieval.

Filed in 2000, the PTO provided a Patent Term Extension of 720 days (almost two years), which would result in over six years of life for the '910 claims.

Claim charts (available under NDA) illustrate the operation of broad claims of this patent.

OmniBar Browsing & Parsing of URL Strings

Patent Portfolio Offering

Patent Market and Value

Search engines are the “on ramp” to the Internet. As such, leading engines are extraordinarily profitable. Key competitive differentiators revolve around indexing and usability. One aspect of usability concerns searching from a combined address/search bar, commonly referred to today as an “OmniBar”.

This invention enables information retrieval from websites when a queried address includes an identifier that comports with any number of predetermined types.

AQUA has not attempted to model the direct financial impact of this important, and commonly used, capability, but it is safe to assume, given the significant amount of revenue generated in search that the accrued benefits are substantial.

Without this invention, the user of a browser would be required to first go to a specific website, which may or may not be the source of the information they are seeking, and then enter an identifier to find the desired information or service. The patented process of the '910 by-passes this time-consuming and often frustrating hunt process for many of today's commonly searched for answers. For instance, a user could first go to the www.fedex.com website and then enter a tracking number to track a package – or the user can, with the benefit of the '910, enter the tracking number one time and be taken directly to tracking status page related to the package they are seeking. This efficiency holds true for other often soft info that can be parsed in to known, pre-identified types, such as:

- Stock quote
- Airline flight status/data
- Weather
- Sports scores
- Product part numbers

As a result, this invention delivers convenience to the user by making finding the desired result more direct, cutting out the sometimes tedious task of further filtering through traditional search results.

AQUA therefore, believes this invention to be both financially relevant and strategic to the browser/search industry, as demonstrated by the feature's adoption in today's most often used omnibrowsers.

OmniBar Browsing & Parsing of URL Strings

Patent Portfolio Offering



Asset List

Number	US7337910
Online	US7337910
Juris	US
Title	Methods and devices for responding to request for unregistered domain name to indicate a predefined type of service
Status	issued
Priority	2000-10-04
Filed	2001-10-04
Issued	2008-03-04
App Number	US 09/971,018
ROL Score	85.78



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OmniBar Browsing & Parsing of URL Strings

Patent Portfolio Offering

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Offering Process

- ≈ All offers to purchase the Portfolio must be submitted in writing to info@AQUALicensing.com.
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- ≈ Offers should be single payment cash purchase price offers.
- ≈ AQUA will review the bids with Seller, and identify the highest bid. Sellers will either accept the highest bid or choose to initiate a subsequent round of bidding.
- ≈ AQUA will communicate status – of either accepting a winning bid or proceeding to a subsequent round of bidding – by close of business, 5pm PST on October 7th, 2016.
- ≈ Subsequent Bidding – At the start of a subsequent bidding round (if any), we will communicate to all invited parties the new reserve price and subsequent bid date, as well as the number of bidders who participated in the previous round. Subsequent bid dates will be within 3-5 business days of prior bid dates. These subsequent bidding rounds will conclude when there is only one bidder remaining.
- ≈ Closure – Once the winning bidder has been accepted by Sellers, we will bring the winning bidder and Sellers together to negotiate the closure of the Patent Sales Agreement (PSA).
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