

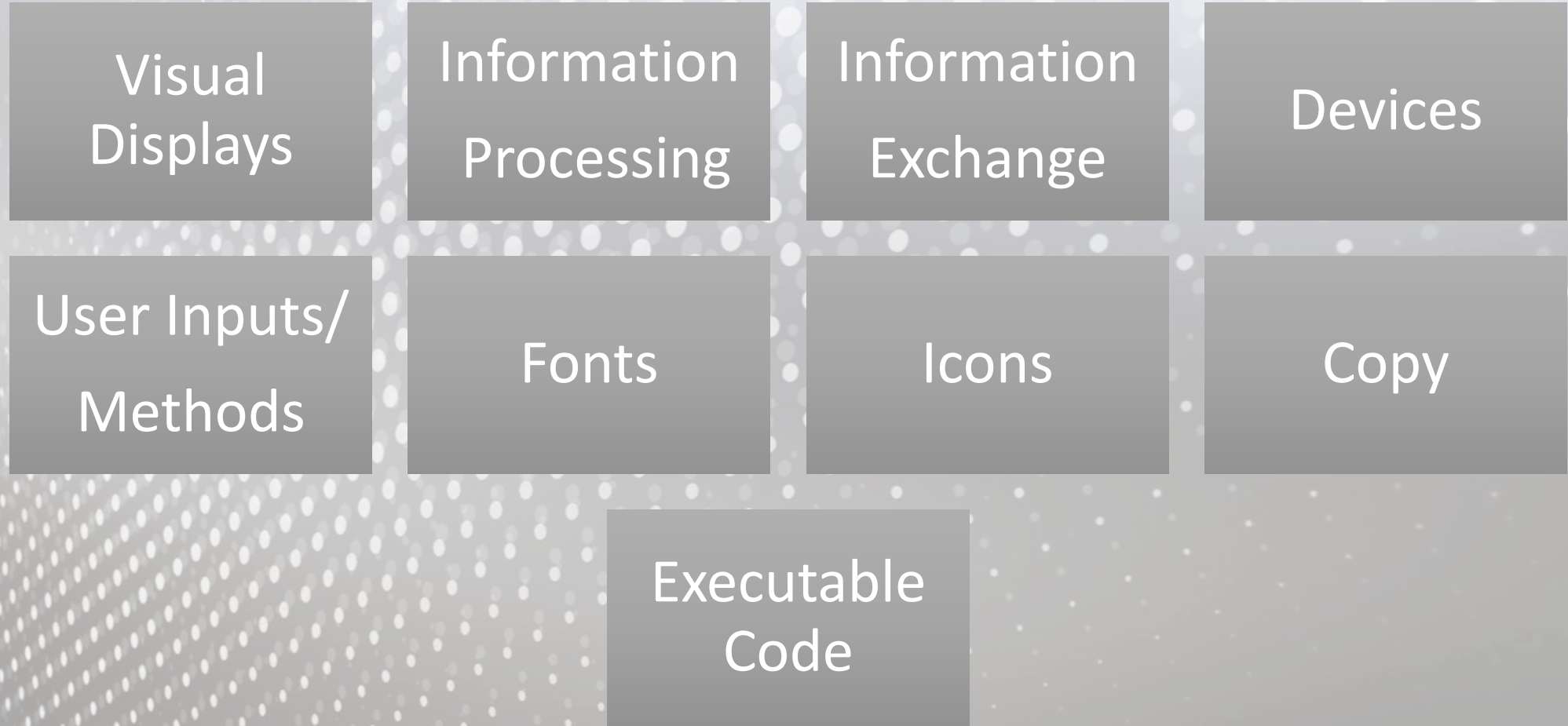
## Protection Strategies for User Interfaces

Presented by:

Mauricio A. Uribe  
Bryan G. McWhorter

January 12, 2021

# Protectable Aspects of Interfaces



# Summary of Applicable IP – Interfaces

	Visual Displays	Info. Processing	Info. Exchange	Devices	User Inputs/ Methods	Fonts/ Typeface	Icons	Copy/Text	Executable Code	AR/VR, Projections, Holographs
<b>Copyright</b>	Yellow	N/A	N/A	N/A	N/A	N/A	Green	Green	Green	Green
<b>Design Patents</b>	Green	N/A	N/A	Green	Yellow	Green	Green	N/A	N/A	?
<b>Utility Patents</b>	Green	Green	Green	Green	Green	N/A	Yellow	N/A	N/A	Yellow

# Protecting Visual Displays

- Visual Displays
  - Organization of Information
  - Animations
  - Information Delivery
- Copyright Law
  - Limited to expression of idea
  - Scenes a faire limited to exact copying – precludes elements common to UIs
- Design Patents
  - Each embodiment is a “snapshot” of current state of UI
  - Can be filed as screen capture or wireframe
  - Embodied in an article of manufacture
- Utility Patents
  - Embodiments can protect cycle of motion
  - Focus on idea – does not need to include all possible expressions



# Example Design Patents – Visual Displays



(12) **United States Design Patent** (10) Patent No.: **US D457,164 S**  
**Ordng** (45) Date of Patent: **00 May 14, 2002**

(54) **USER INTERFACE FOR COMPUTER DISPLAY**  
 (75) Inventor: **Bas Ordng**, Sunnyvale, CA (US)  
 (73) Assignee: **Apple Computer, Inc.**, Cupertino, CA (US)  
 (\*\*) Term: **14 Years**

Primary Examiner—**M. H. Tang**  
 (74) Attorney, Agent, or Firm—**Berns, Doons, Swackar & Mullis, L.L.P.**

(57) **CLAIM**  
 The ornamental design for a user interface for computer display, as shown and described.

(21) Appl. No.: **29/116,453**  
 (22) Filed: **Jan. 5, 2000**  
 (51) **LOC (7) CL** ..... **D14-02**  
 (52) **U.S. CL** ..... **D14-085**  
 (58) **Field of Search** ..... **D14-085-05, D18-24-33, D19-06, D20-11, D21-324-33, 345-326, 339-38, 708-26, 764-602**

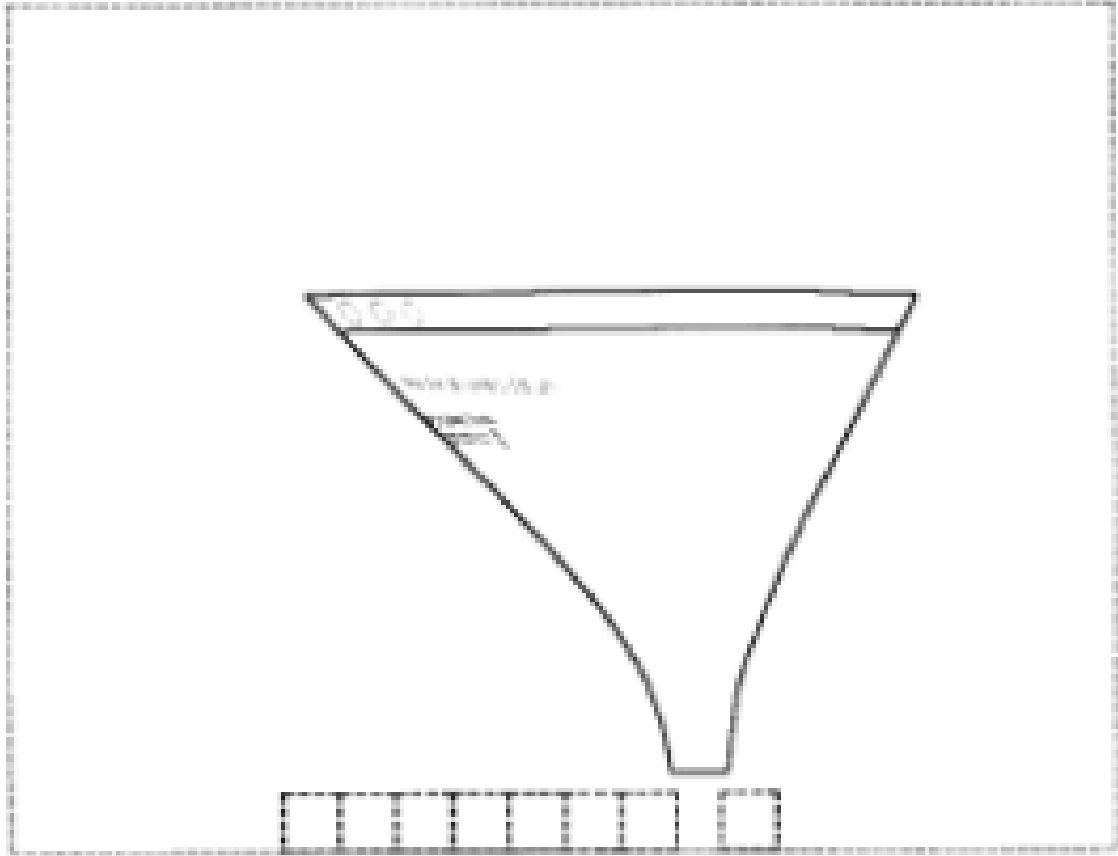
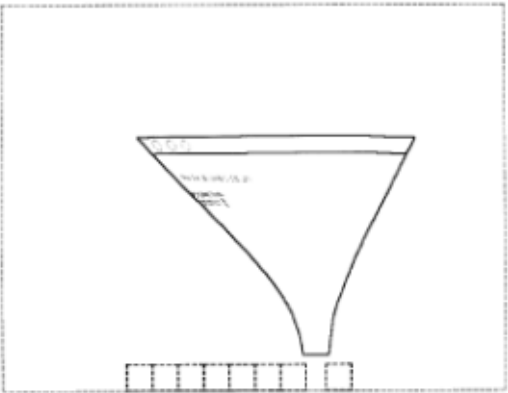
**DESCRIPTION**  
 A portion of the disclosure of this patent document contains material to which a claim for copyright is made. The copyright owner has no objection to the facsimile reproduction by anyone of the patent document or the patent disclosure, as it appears in the Patent and Trademark Office patent file or records, but reserves all other copyright rights whatsoever.

(50) **References Cited**  
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 5,346,355 A \* 9/1992 Hefler et al.  
 5,657,049 A \* 8/1997 Ludolph et al.  
 5,884,128 A \* 9/1997 Bauer  
 D425,483 S \* 4/2000 Hodgson  
 D425,484 S \* 4/2000 Dregelmair et al.  
 D437,374 S \* 7/2000 Sawada et al.  
 D436,967 S \* 1/2001 Yost et al.  
 D440,979 S \* 4/2001 Wang et al.  
 D444,476 S \* 7/2001 Hodgson

FIG. 1 is a front view of a user interface for computer display showing my new design.  
 FIG. 2 is a front view of a second embodiment thereof.  
 FIG. 3 is a front view of a third embodiment thereof.  
 FIG. 4 is a front view of a fourth embodiment thereof.  
 FIG. 5 is a front view of a fifth embodiment thereof, and  
 FIG. 6 is a front view of a sixth embodiment thereof.  
 The broken line showing of the computer display, windows, and various graphical representations is for illustrative purposes only and forms no part of the claimed design.

\* cited by examiner

1 Claim, 6 Drawing Sheets



# Example Design Patents

- US D723,574 - “Display Panel with Indicator for Elevator”
  - Movement of indicator shown and described.
    - FIG. 2 is a front elevational view ...;
    - FIG. 6 is an alternate front elevational view showing the changed state 1; and
    - FIG. 7 is another alternate front elevational view showing the changed state 2.”

Fig. 2

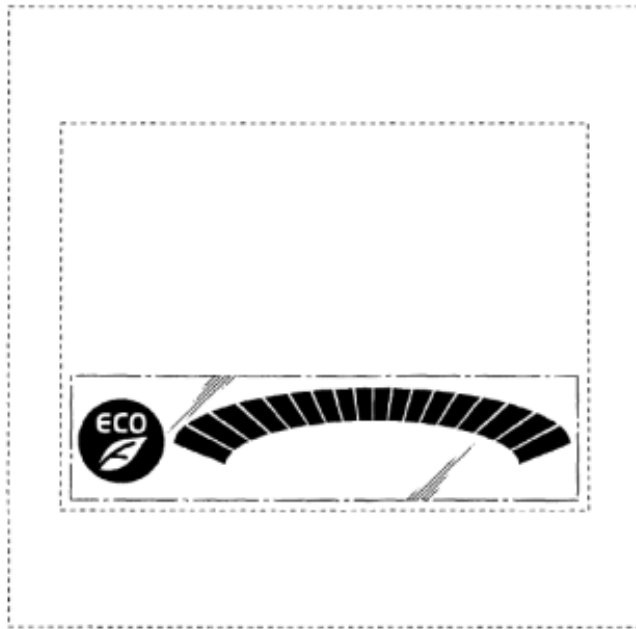


Fig. 6

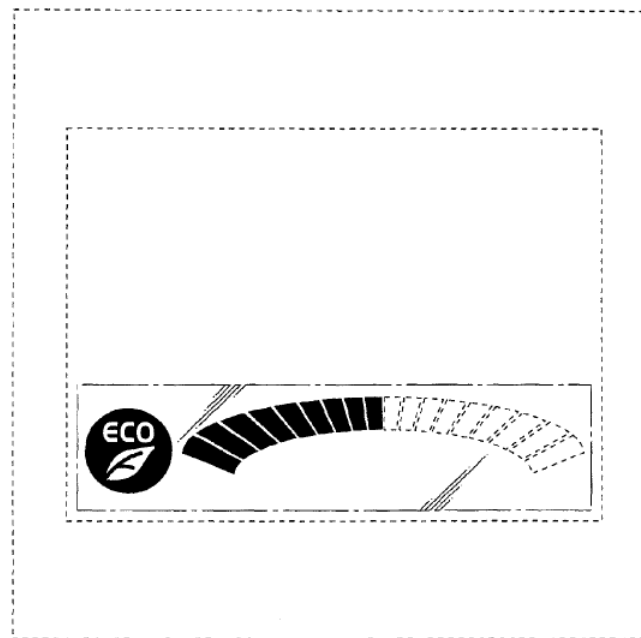
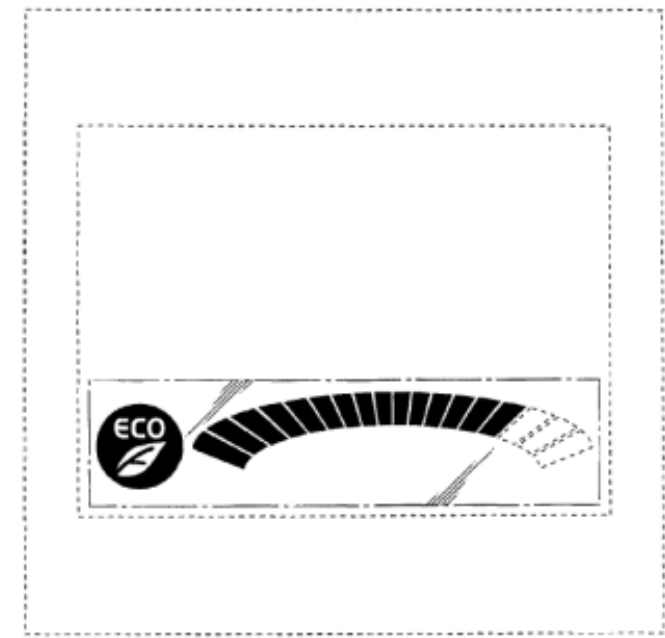


Fig. 7



# Example Design Patents



(12) **United States Design Patent** (10) **Patent No.:** **US D723,054 S**  
**Nagaoka** (45) **Date of Patent:** **Feb. 24, 2015**

(54) **DISPLAY SCREEN WITH A GRAPHICAL USER INTERFACE** D633,517 S \* 3/2011 Weir et al. D14-007  
 D640,557 S \* 11/2011 Darlowe D14-008  
 2003/0230441 A1\* 12/2003 Casner et al. 18036.5  
 2009/0155429 A1\* 7/2009 Boscoe et al. 7501.1  
 \* cited by examiner

(71) Applicant: **Nissan Motor Co., Ltd., Yokohama, Kanagawa (JP)**

(72) Inventor: **Shoji Nagaoka, Tokyo (JP)** *Primary Examiner — Ian Simonsen*  
*Assistant Examiner — Michelle G. Shelton*

(73) Assignee: **Nissan Motor Co., Ltd., Yokohama (JP)** (74) Attorney, Agent, or Firm: **Global IP Counselors, LLP**

(\*\*) Term: **14 Years** (57) **CLAIM**  
 The ornamental design for a display screen with a graphical user interface, as shown and described.

(21) Appl. No.: **290440,901**

(22) Filed: **Dec. 28, 2012**

(51) **LOC (10) CL.** **14-04**

(52) **U.S. CL.** **D14-006**

(58) **Field of Classification Search**  
 USPC: D14/485-495; 715/700-978  
 See application file for complete search history.

(56) **References Cited**  
**U.S. PATENT DOCUMENTS**  
 D522,825 S \* 6/2006 Pate D14-006  
 7,458,625 B2\* 11/2008 Crow et al. 715/723  
 D602,844 S \* 10/2009 Haskins et al. D14-006  
 D603,417 S \* 11/2009 Osborne et al. D14-005

**DESCRIPTION**  
 The patent file contains at least one drawing executed in color. Copies of this patent with a color drawing will be provided by the Office upon request and payment of the necessary fee.  
 FIG. 1 is a front view of a display screen with a graphical user interface in accordance with a first embodiment of my new design; and  
 FIG. 2 is a front view of a display screen with a graphical user interface in accordance with a second embodiment of my new design.  
 The broken line showing of a display screen in all views forms no part of the claimed design.

**1 Claim, 2 Drawing Sheets**  
**(1 of 2 Drawing Sheet(s) Filed in Color)**



FIG. 1

# Example Design Patents



US00D687047S

(12) **United States Design Patent** (10) **Patent No.:** **US D687,047 S**  
**Hales, IV et al.** (45) **Date of Patent:** **\*\* Jul. 30, 2013**

(54) **DISPLAY SCREEN WITH AN ANIMATED GRAPHICAL USER INTERFACE**  
 (75) **Inventors:** Steven A. Hales, IV, Palo Alto, CA (US); Michael Pitkins, Berkeley, CA (US)  
 (73) **Assignee:** Nest Labs, Inc., Palo Alto, CA (US)  
 (\*\*) **Term:** 14 Years  
 (21) **Appl. No.:** 29/399,636  
 (22) **Filed:** Aug. 16, 2011  
 (51) **LOC (9) Cl.:** 14-04  
 (52) **U.S. Cl.:** D14-485  
 (58) **Field of Classification Search:** USPC: D14/485-488; D10/49, 50  
 See application file for complete search history.

(56) **References Cited**  
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 D473,237 S \* 4/2003 Han et al. D14-489  
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 D602,945 S \* 10/2009 Watanabe et al. D14-489  
 D654,929 S \* 2/2012 Morrow et al. D14-492

*Primary Examiner* — Karen E Kearney  
 (74) *Attorney, Agent, or Firm* — Kilpatrick Townsend & Stockton LLP  
 (57) **CLAIM**  
 The ornamental design for a display screen with an animated graphical user interface, as shown and described.

**DESCRIPTION**

FIG. 1 is a front view of a first image in the sequence for a display screen with an animated graphical user interface, showing our new design;  
 FIG. 2 is a front view of a second image thereof;  
 FIG. 3 is a front view of a third image thereof;  
 FIG. 4 is a front view of a fourth image thereof;  
 FIG. 5 is a front view of a fifth image thereof;  
 FIG. 6 is a front view of a sixth image thereof;  
 FIG. 7 is a front view of a seventh image thereof;  
 FIG. 8 is a front view of an eighth image thereof; and  
 FIG. 9 is a front view of a ninth image thereof.  
 The broken line showings of the control unit, display screen, and various features of the graphical user interface are included for the purpose of illustrating environmental structure and portions of the article. The broken lines form no part of the claimed design.  
 The appearance of the transitional image sequentially transitions between images shown in FIGS. 1 through 9. The process or period in which one image transitions to another image forms no part of the claimed design.

1 Claim, 9 Drawing Sheets

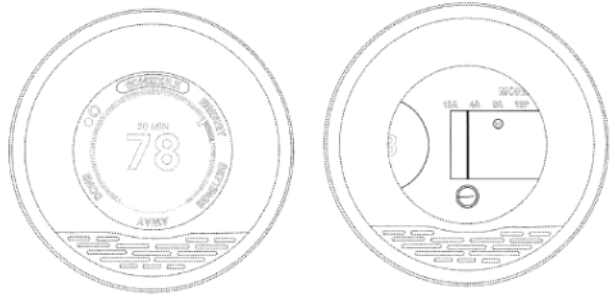


FIG. 1

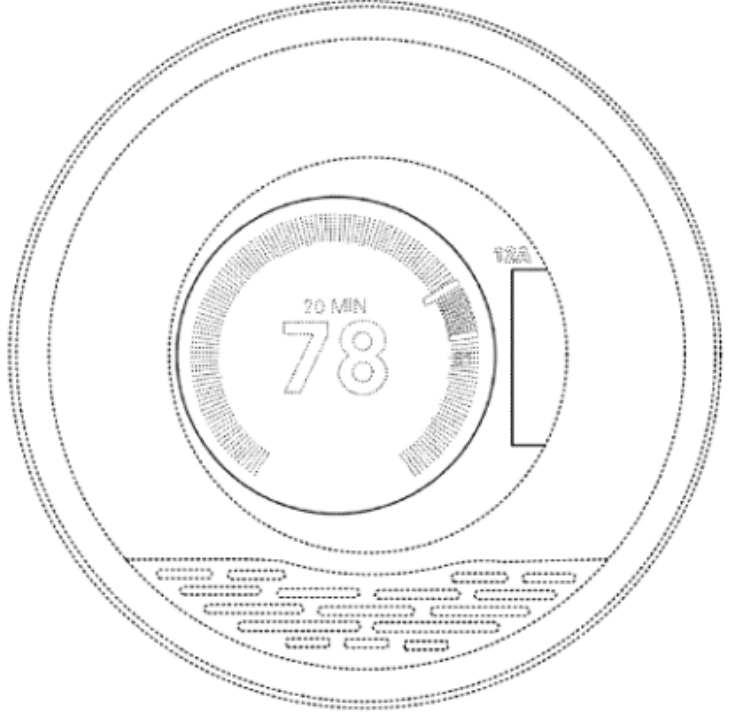


FIG. 5

# Example Design Patents



US00D749107S

(12) **United States Design Patent** (10) **Patent No.:** **US D749,107 S**  
**Amiya** (45) **Date of Patent:** **Feb. 9, 2016**

(54) **DISPLAY SCREEN WITH ANIMATED GRAPHICAL USER INTERFACE**  
 (71) Applicant: **YAMAHA CORPORATION**, Hamamatsu-shi, Shizuoka (JP)  
 (72) Inventor: **Eizo Amiya**, Hamamatsu (JP)

(73) Assignee: **YAMAHA CORPORATION**, Shizuoka (JP)  
 (\*\*) Term: **14 Years**  
 (21) Appl. No.: **29467,784**  
 (22) Filed: **Sep. 24, 2013**  
 (51) **LOC (10) CL** ..... **14-03**  
 (52) **U.S. CL** ..... **D14/486**

(58) **Field of Classification Search**  
 USPC ..... **D14/486**  
 D14/485-495, 496, 203.3, 203.7, 341, 1209/24; D18/26, 31-33; 715/702, 764, 715/851, 810, 837, 760; 455/566  
 CPC .... **G06F 3/016; G06F 3/0481; G06F 3/0482; G06F 3/04815; G06F 3/04817**  
 See application file for complete search history.

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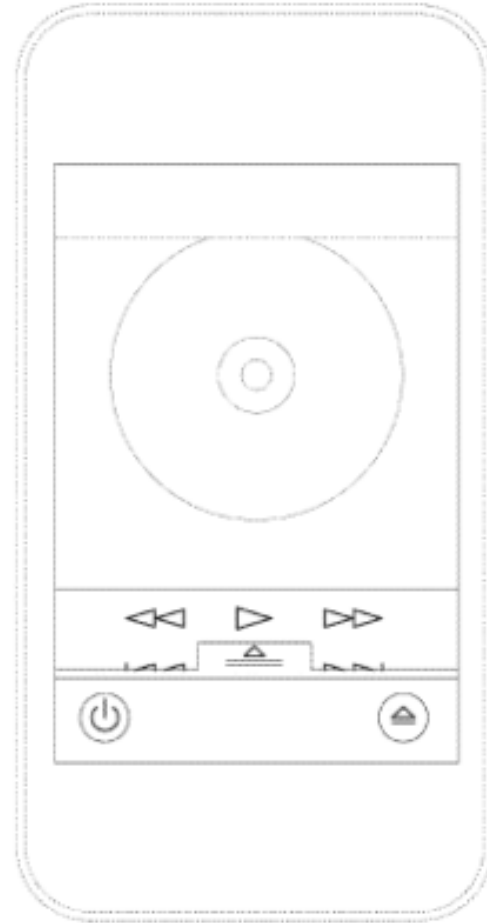
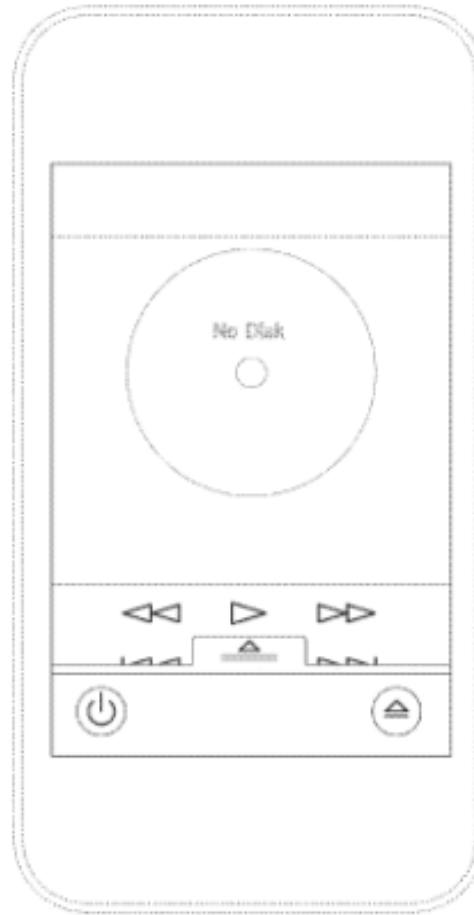
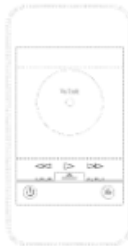
\* cited by examiner  
 Primary Examiner — Brandon M Rosati  
 Assistant Examiner — Rhau Shields  
 (74) Attorney, Agent, or Firm — Singhrc Mion, PLLC

(57) **CLAIM**  
 The ornamental design for a display screen with animated graphical user interface, as shown and described.

**DESCRIPTION**

FIG. 1 is a front view of a display screen with animated graphical user interface showing my new design;  
 FIG. 2 is the second image thereof;  
 FIG. 3 is the third image thereof;  
 FIG. 4 is the fourth image thereof;  
 FIG. 5 is the fifth image thereof;  
 FIG. 6 is the sixth image thereof;  
 FIG. 7 is the seventh image thereof;  
 FIG. 8 is the eighth image thereof;  
 FIG. 9 is the ninth image thereof;  
 FIG. 10 is the tenth image thereof;  
 FIG. 11 is the eleventh image thereof;  
 FIG. 12 is the twelfth image thereof;  
 FIG. 13 is the thirteenth image thereof; and,  
 FIG. 14 is the fourteenth image thereof.  
 The appearance of the animated image sequentially transitions between the images shown in FIGS. 1-14. The process or period in which one image transitions to another forms no part of the claimed design.  
 In the drawings, the broken lines are for the purpose of illustrating portions of a display screen with animated graphical user interface and environmental structure that form no part of the claimed design.

1 Claim, 14 Drawing Sheets





# Example Design Patents



US00D604305S

(12) **United States Design Patent** (10) Patent No.: **US D604,305 S**  
**Anzures et al.** (45) Date of Patent: **Nov. 17, 2009**

(54) **GRAPHICAL USER INTERFACE FOR A DISPLAY SCREEN OR PORTION THEREOF**  
 (75) Inventors: **Freddy Anzures**, San Francisco, CA (US); **Imran Chaudhri**, San Francisco, CA (US)  
 (73) Assignee: **Apple Inc.**, Cupertino, CA (US)  
 (\*\*) Term: **14 Years**  
 (21) Appl. No.: **29/281,460**  
 (22) Filed: **Jun. 23, 2007**  
 (51) **LOC (9) CL.** ..... **32-00**  
 (52) **U.S. CL.** ..... **D14/486**  
 (58) **Field of Classification Search** ..... **D14/485-95;**  
**D18/24-33; D19/6, 52; D20/11; D21/324-33;**  
**715/700-867, 973-77**  
 See application file for complete search history.

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 D565,586 S 4/2008 Shin et al.

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 U.S. Appl. No. 29/281,507, Anzures et al., Icons, Graphical User Interface, and Animated Graphical User Interfaces for a Display Screen or Portion Thereof, filed Jun. 25, 2007.

(Continued)  
*Primary Examiner*—Melanie H Tung  
*(74) Attorney, Agent, or Firm*—Sterne, Kessler, Goldstein & Fox P.L.L.C.

(57) **CLAIM**  
 The ornamental design for a graphical user interface for a display screen or portion thereof, as shown and described.

**DESCRIPTION**  
 The patent file contains at least one drawing executed in color. Copies of this patent with a color drawing will be provided by the Office upon request and payment of the necessary fee.  
 FIG. 1 is a front view of a graphical user interface for a display screen or portion thereof showing our new design; and,  
 FIG. 2 is a front view of a second embodiment thereof.  
 The broken line showing of a display screen in both views forms no part of the claimed design.

**1 Claim, 2 Drawing Sheets**  
**(1 of 2 Drawing Sheet(s) Filed in Color)**



FIG. 1

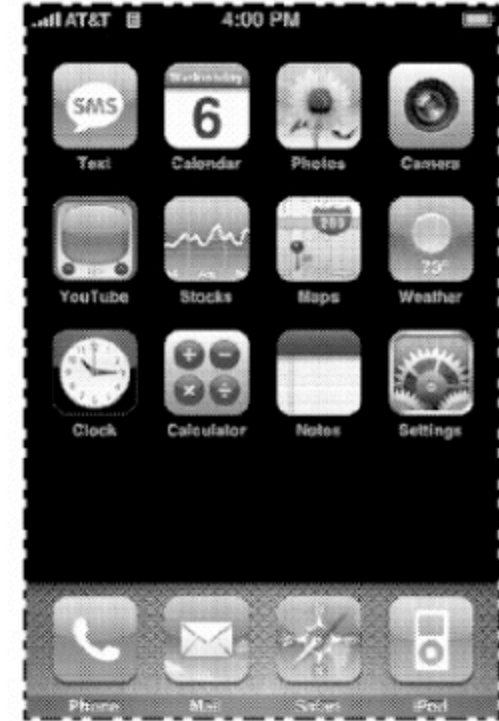


FIG. 2

# Example Utility Patents – User Interface



(12) **United States Patent**  
**King**

(10) **Patent No.:** US 10,294,069 B2  
(45) **Date of Patent:** May 21, 2019

(54) **MULTIMODAL USER INTERFACE FOR DESTINATION CALL REQUEST OF ELEVATOR SYSTEMS USING ROUTE AND CAR SELECTION METHODS**

(71) Applicants: **ThyssenKrupp Elevator AG**, Essen (DE); **ThyssenKrupp AG**, Essen (DE)

(72) Inventor: **Chih-Hung Aaron King**, Sharpsburg, GA (US)

(73) Assignees: **THYSSENKRUPP ELEVATOR AG**, Essen (DE); **THYSSENKRUPP AG**, Essen (DE)

(\* ) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 471 days.

(21) Appl. No.: 15/140,936

(22) Filed: Apr. 28, 2016

(65) **Prior Publication Data**  
US 2017/0313546 A1 Nov. 2, 2017

(51) **Int. Cl.**  
**B66B 1/34** (2006.01)  
**B66B 1/24** (2006.01)  
(Continued)

(52) **U.S. Cl.**  
CPC ..... **B66B 1/2491** (2013.01); **B66B 1/468** (2013.01); **B66B 3/006** (2013.01); **B66B 9/003** (2013.01);  
(Continued)

(58) **Field of Classification Search**  
CPC ..... B66B 1/2491; B66B 1/468; B66B 3/006; B66B 9/003; B66B 2201/103;  
(Continued)

(56) **References Cited**

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(Continued)

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(Continued)

Primary Examiner — Anthony J Salata

(74) Attorney, Agent, or Firm — The Webb Law Firm

(57) **ABSTRACT**

An elevator control system for an elevator system, including a display device, at least one processor in communication with the display device and the elevator system, the at least one processor programmed or configured to render, on the display device, a graphical destination interface with a plurality of visual representations of destinations within the building, receive a user selection of a selected destination from the plurality of destinations, determine a plurality of selectable options for elevator call requests based on the selected destination, render the plurality of selectable options for elevator call requests on the graphical destination interface or a second graphical call request interface, receive a user selection of a selected option from the plurality of selectable options for elevator call requests, and control movement of an elevator car in the elevator system based on the selected destination and the selected option.

20 Claims, 13 Drawing Sheets

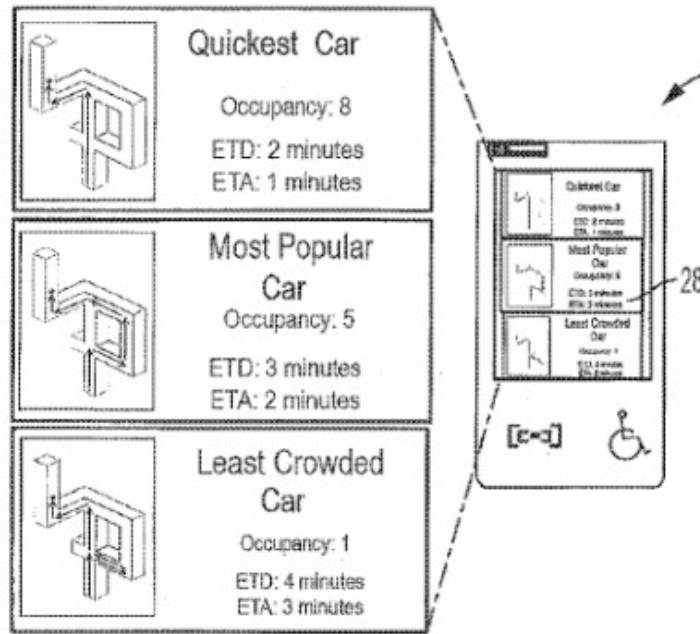
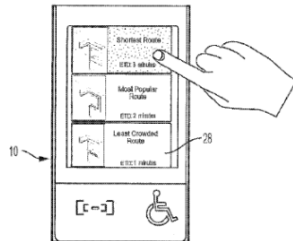


FIG. 8

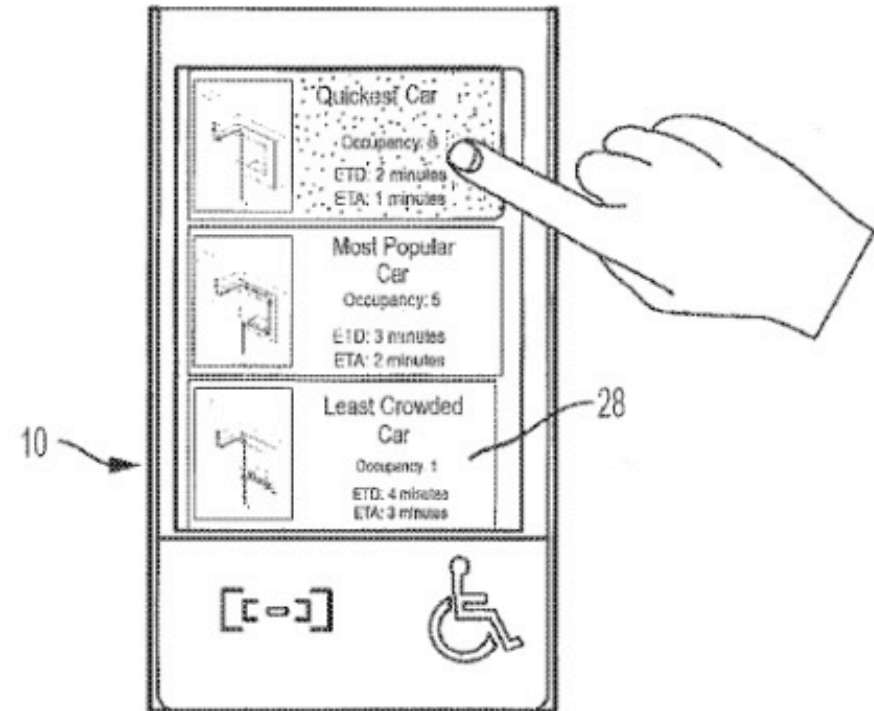


FIG. 9

# Example Utility Patents – User Interface



US007742609B2

(12) **United States Patent**  
Yeakel et al.

(10) **Patent No.:** US 7,742,601  
(45) **Date of Patent:** Jun. 22,

(54) **LIVE PERFORMANCE AUDIO MIXING SYSTEM WITH SIMPLIFIED USER INTERFACE**

(75) **Inventors:** Nathan Yeakel, Sunnyvale, CA (US); Jeffrey Vallier, Sunnyvale, CA (US)

(73) **Assignee:** Gibson Guitar Corp., Nashville, TN (US)

(\* ) **Notice:** Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) **Appl. No.:** 10/406,620

(22) **Filed:** Apr. 3, 2003

(65) **Prior Publication Data**  
US 2004/0030425 A1 Feb. 12, 2004

**Related U.S. Application Data**  
(60) Provisional application No. 60/370,872, filed on Apr. 8, 2002.

(51) **Int. Cl.**  
H04B 1/00 (2006.01)  
H04B 1/20 (2006.01)  
G10H 1/00 (2006.01)  
G06F 17/00 (2006.01)  
G06F 1/16 (2006.01)

(52) **U.S. Cl.** 381/119; 381/118; 700/94; 369/3; 369/4; 715/727; 715/728  
(58) **Field of Classification Search** 381/119; 381/118; 61; 700/94; 369/3; 4; 715/727-728; 715/716; 84/647; 477 R  
See application file for complete search history.

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Website Publication of innovation.com dated Jan. 30, 2003.

*Primary Examiner*—Vivian Chin  
*Assistant Examiner*—Douglas Suthers  
(74) *Attorney, Agent, or Firm*—Bates & Bates, LLC

(57) **ABSTRACT**

A digital audio mixing system for live performance includes a software user interface and system host PC, internal digital signal processor to perform digital mixing functions. The system includes a console having an array of multiple touch screen displays with corresponding touch (facile) control surfaces operatively connected to the host PC, and an audio patch bay unit. One or more stages are linked to each other and to the system host PC by wireless connections. The user interface includes multiple functional views and configuration presets, displayed in a user friendly and simplified environment.

16 Claims, 5 Drawing Sheets

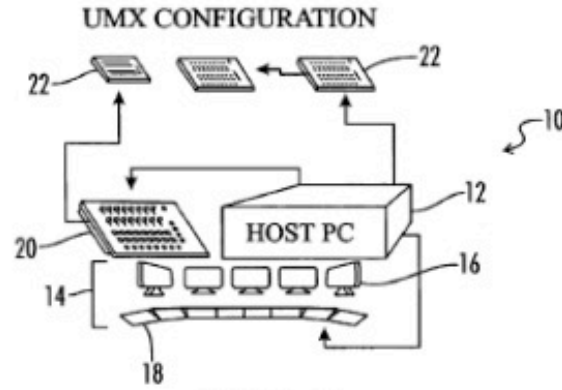
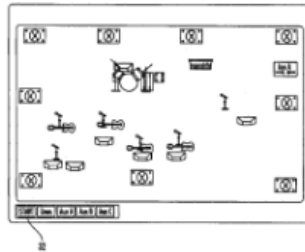


FIG. 1

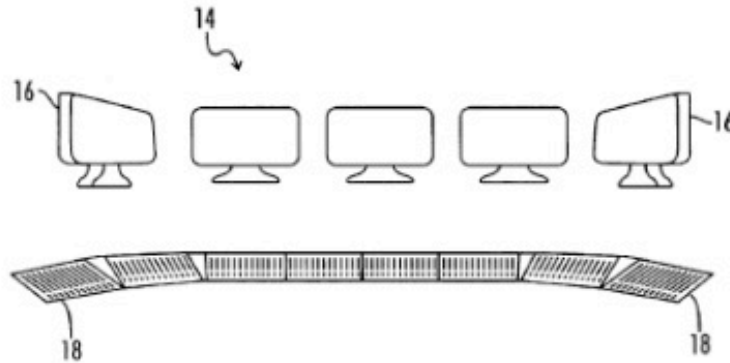


FIG. 2

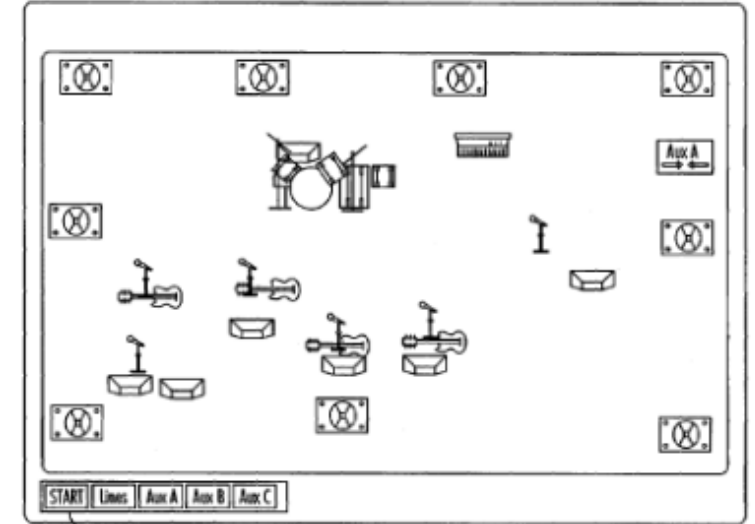


FIG. 5

# Sample Claim – Hypothetical Inventions

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A method comprising:

causing generation, on a display device, of a user interface, the generated user interface including a display of a plurality of selectable modes for operation of a widget, the display corresponding to a first substantially vertical alignment of the plurality of selectable destinations;

obtaining user selection of at least one selectable mode for operation; and

responsive to the user selection, modifying the generated user interface to offset the at least one selected mode of operation, wherein the modified user interface includes a second substantially vertical alignment of the at least one selected mode of operation.

A method comprising:

causing generation, on a display device, of a user interface, the generated user interface including a display of a plurality of selectable mode of operations of a widget, wherein each display of the plurality of selectable mode of operations corresponds to a first display size and wherein each selectable mode of operation is defined by a range of desired operating parameters;

obtaining user selection of at least one selectable mode of operation; and

responsive to the user selection, modifying the generated user interface, wherein the modified user interface includes a second display size of the at least one selected mode of operation;

obtaining input regarding a current operating parameter of the widget,; and

modifying the generated user interface based to increase the second display size based on a determined difference between the current operating parameter of the widget and the selected mode of operation.

# Drafting Exercise

Fig. 2

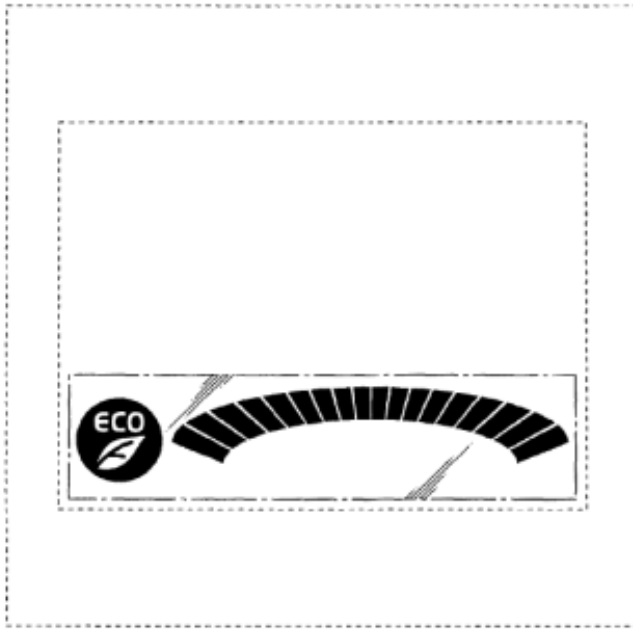


Fig. 6

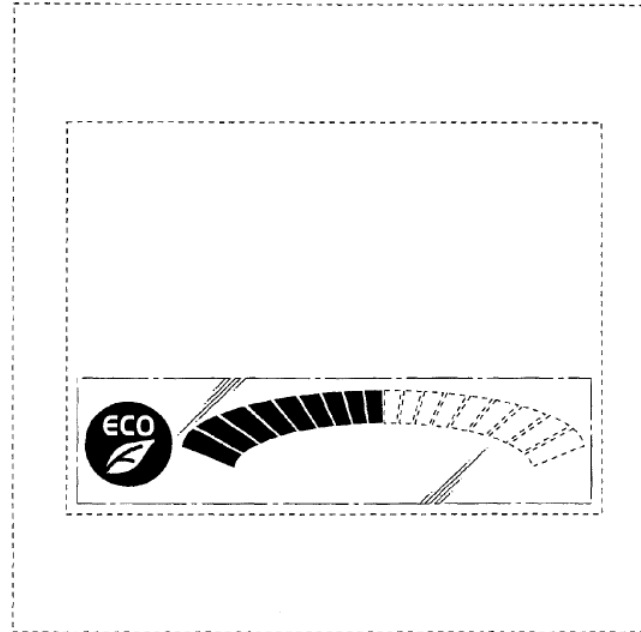
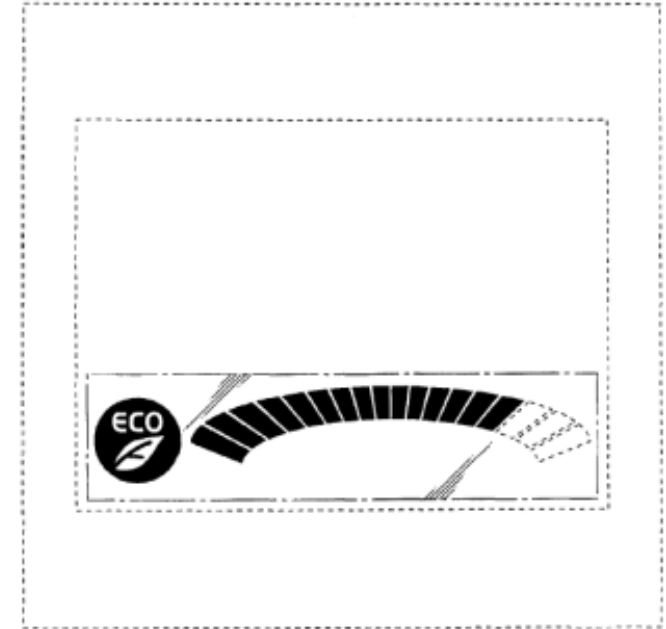


Fig. 7



obtaining a first input associated a current progress state of a consumer electronics device;  
associating the current state with a first display category;  
causing the display of the first display category;  
obtaining a second input associated with an updated progress state of the electronics device;  
associating the updated current state with a second display category based on exceeding a progress threshold; and  
causing the display of the second display category.



# Strategic Questions – Deciding Between Utility and Design Patent Protection

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## Utility Patent Protection

- Information Processing
  - Does UI depend on user inputs or user information (e.g., profile)?
  - Does device generating UI receive information from components that are remote to the display device?
  - Does the device/system generating the UI filter or simplify data that is used in generating the UI? AI?
- Visual Aspects
  - Does UI simplify the presentation of data dynamically based on simplification criteria?
  - Does placement of UI elements improve user recognition/response?
  - If UI has animation, are the animation elements representative or characteristic of dynamic information?
- Display/Hardware
  - Are there unique hardware components that facilitate UI (e.g., screen placement/configuration, display location, etc.)?

## Design Patent Protection

- Does UI have common elements with other UIs?
- Do any UI elements emerge have more significance/prominence or aesthetic appeal?
- Does UI leverage unique, functional hardware components?
- If UI has animation, can animation elements be represented in discrete steps or intermediate frames?



# Protecting Information Processing and Information Exchange

- Information Processing
  - Local Processing (Device)
  - Remote Processing (Service)
- No Copyright or Design Patent protections
- Utility Patents
  - Claim sets can be directed to local processing or remote processing
  - Possible focal points:
    - Selection of content to display
    - Customization of data to display
    - Processing of multiple inputs
    - Translation/supplementing of data

# Example Utility Patent – Information Processing



(12) **United States Patent**  
**Fleischman et al.**  
 (10) **Patent No.:** US 9,519,678 B2  
 (45) **Date of Patent:** Dec. 13, 2016

(54) **MANAGING ITEM QUERIES** (56) **References Cited**

(71) Applicant: Expedia, Inc., Bellevue, WA (US)  
 (72) Inventors: David Elias Fleischman, Issaquah, WA (US); Joanne Louise Burger, Seattle, WA (US); Brian Scott Keffeler, Seattle, WA (US); Jeffrey Stewart Miller, Seattle, WA (US); Daniel Harrison Friedman, Mercer Island, WA (US); Glenn Padgett Crowe, Woodinville, WA (US); Vincent Yung, Issaquah, WA (US); Murari Gopalan, Seattle, WA (US); John C Kim, Sammamish, WA (US); Anne Marie Tuazon, Renton, WA (US)

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 (Continued)

(73) Assignee: EXPEDIA, INC., Bellevue, WA (US)  
 (74) Attorney, Agent, or Firm — Knobbe Martens Olson & Bear LLP

(\* ) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: 13/631,768  
 (22) Filed: Sep. 28, 2012

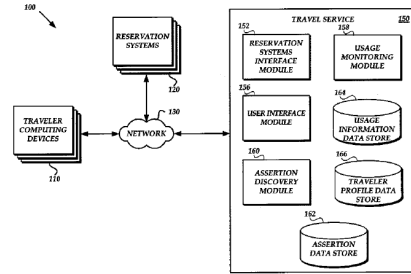
(65) **Prior Publication Data**  
 US 2014/0095524 A1 Apr. 3, 2014

(51) Int. Cl. G06F 17/30 (2006.01)  
 G06Q 10/02 (2012.01)

(52) U.S. Cl. CPC G06F 17/30389 (2013.01); G06Q 10/02 (2013.01)

(58) **Field of Classification Search**  
 CPC G06F 17/30867; G06F 17/30389  
 USPC 707/707, 737  
 See application file for complete search history.

25 Claims, 9 Drawing Sheets



**FLIGHT SEARCH**

LINKS > HTTP://WWW.TRAVELSERVICE.TLD/RESULTS

TRAVEL SERVICE WELCOME - TOM TRAVELLER | MY ITENERARIES | MY ACCOUNT | CUSTOMER SUPPORT

HOME PACKAGES HOTELS CARS **FLIGHTS** CRUISES DEALS AND OFFERS REWARDS

**NEW FLIGHT SEARCH**  
 DEPARTING FROM SEATTLE, WA (SEA)  
 ARRIVING AT DALLAS, TX (DFW)  
 DEPARTING 01/01/2013 RETURNING 01/07/2013  
 SEARCH

**DISCOVERY SEARCH**  
 OF 9585 BUSINESS TRAVELLERS...  
 85% BOOKED A NON-STOP FLIGHT  
 60% FLEW TO DALLAS LOVE FIELD (DAL)  
 45% SEARCHED FOR FLIGHTS ON AIRLINE A

**SEATTLE, WA TO DALLAS, TX**  
 TUE., JAN. 1 – MON., JAN 7

AIRLINE	DEPARTS	ARRIVES	DURATION	PRICE
AIRLINE A	9:55 AM SEATTLE (SEA)	6:25 PM DALLAS (DFW)	6HR 30M 1 STOP SAN FRANCISCO	\$291 SELECT
AIRLINE B	5:40 AM SEATTLE (SEA)	1:21 PM DALLAS (DFW)	5HR 41M 1 STOP DENVER	\$303 SELECT
AIRLINE A	3:35 PM SEATTLE (SEA)	9:15 PM DALLAS (DFW)	3HR 40M NON-STOP	\$368 SELECT
MULTIPLE AIRLINES	5:40 AM SEATTLE	1:24 PM DALLAS	5HR 44M 1 STOP	\$400

**Fig.3A**

# Example Utility Patent – Information Processing

(12) **United States Patent**  
Bura et al.

(10) Patent No.: **US 10,579,227 B1**  
(45) Date of Patent: **Mar. 3, 2020**

(54) **IDENTIFYING MISSED INTERACTIONS**

- (71) Applicant: **Amazon Technologies, Inc.**, Seattle, WA (US)
- (72) Inventors: **Mihai Bura**, Iasi (RO); **Catalin Dumitru**, Iasi (RO); **Alexandru Tronciu**, Iasi (RO)
- (73) Assignee: **Amazon Technologies, Inc.**, Seattle, WA (US)

(56) **References Cited**

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- 2012/0092381 A1\* 4/2012 Hoover ..... G06F 3/04883 345/662

\* cited by examiner

(\* ) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 185 days.

Primary Examiner — Tu T Nguyen  
(74) Attorney, Agent, or Firm — Knobbe, Martens, Olson & Bear, LLP

(21) Appl. No.: **15/900,274**

(57) **ABSTRACT**

Systems and methods are disclosed which detect unresponsive interactions with display pages. Specifically, a client computing device may retrieve display pages from a remote computing system for local display. A local interaction monitoring component may monitor local interactions with the display page, and identify those interactions with the display pages that did not produce a change in the display page as unresponsive interactions. Unresponsive interactions are monitored to determine whether a cluster of unresponsive interactions is formed around an interactive element and the size of the active area of the interactive element is increased.

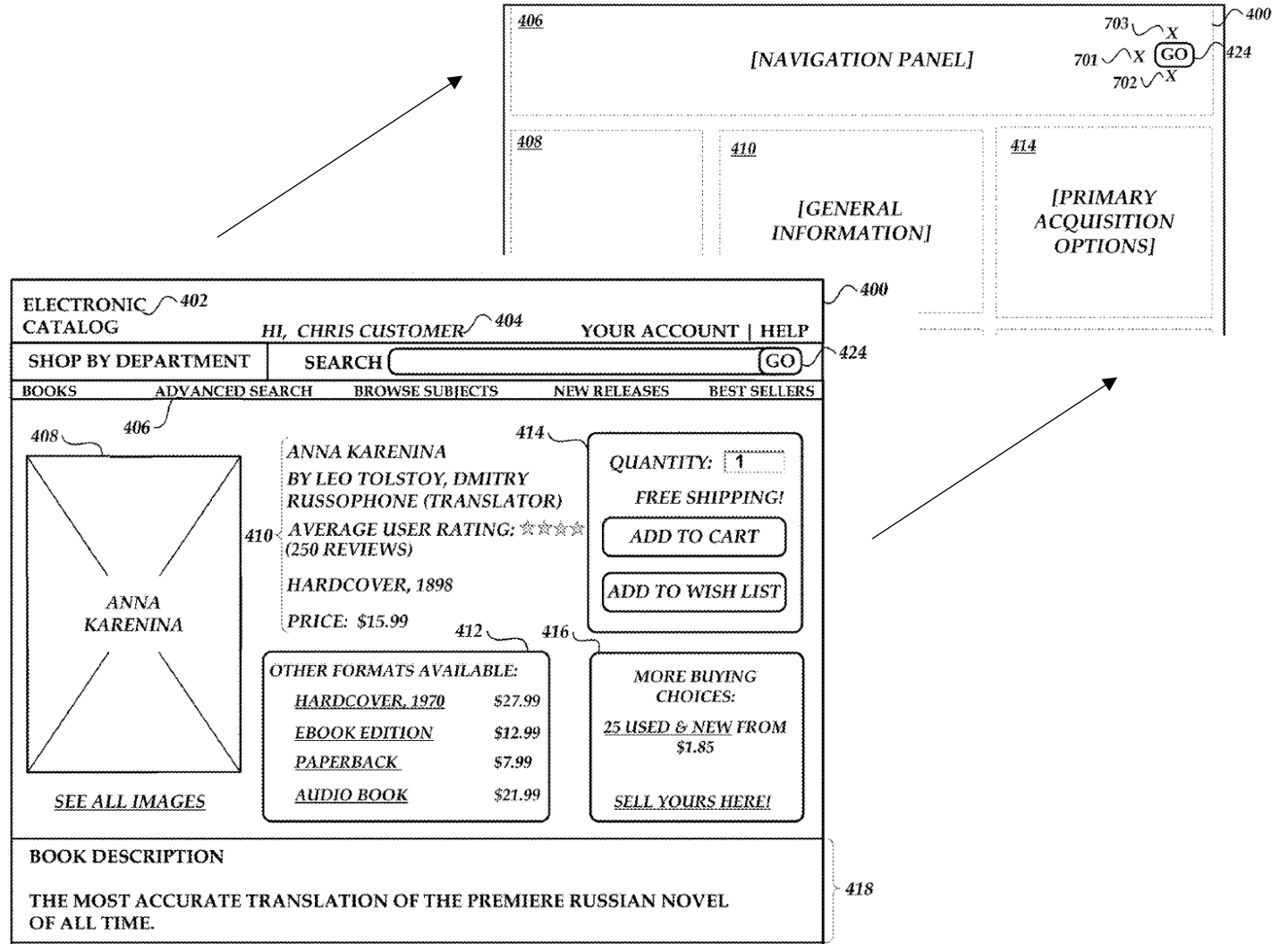
(22) Filed: **Feb. 20, 2018**

(51) Int. Cl. **G06F 3/0483** (2013.01); **H04L 67/02** (2006.01); **H04L 29/08** (2006.01); **H04L 29/06** (2006.01)

(52) U.S. Cl. CPC ..... **G06F 3/0483** (2013.01); **H04L 67/02** (2013.01); **H04L 67/42** (2013.01)

(58) Field of Classification Search CPC ..... **G06F 3/0483**; **H04L 67/42**; **H04L 67/02** USPC ..... **709/224**  
See application file for complete search history.

**20 Claims, 9 Drawing Sheets**





# Protecting Devices and Inputs

- Generally no copyright protection
- Design Patents
  - Focus limited to non-functional aspects of device
- Utility Patents
  - Complimentary focus on functional aspects of device
  - Data processing and storage
  - Control or generating user interfaces
  - Hardware or software components for receiving/detecting inputs



# Example Utility Patents – Devices

(12) **United States Patent**  
**Myers et al.**

(54) **METHODS, SYSTEMS AND DEVICES FOR PHYSICAL CONTACT ACTIVATED DISPLAY AND NAVIGATION**

(71) Applicant: **Fitbit, Inc.**, San Francisco, CA (US)

(72) Inventors: **Nicholas Myers**, Oakland, CA (US); **Christine Brumback**, San Francisco, CA (US); **Timothy Roberts**, San Francisco, CA (US); **James Park**, Berkeley, CA (US); **Dave Knight**, San Francisco, CA (US); **Shelton Yuen**, Berkeley, CA (US); **Jayson Messenger**, San Francisco, CA (US)

(73) Assignee: **Fitbit, Inc.**, San Francisco, CA (US)

(\* ) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days. days.

(21) Appl. No.: **15/096,240**

(22) Filed: **Apr. 11, 2016**

(65) **Prior Publication Data**

US 2016/0224130 A1 Aug. 4, 2016

**Related U.S. Application Data**

(60) Continuation of application No. 14/192,282, filed on Feb. 27, 2014, now Pat. No. 9,310,909, which is a (Continued)

(51) **Int. Cl.**  
**G06F 3/038** (2013.01)  
**G06F 3/041** (2006.01)  
(Continued)

(52) **U.S. Cl.**  
CPC ..... **G06F 3/038** (2013.01); **A61B 5/0022** (2013.01); **A61B 5/1118** (2013.01); **A61B 5/681** (2013.01);  
(Continued)

(10) **Patent No.:** **US 9,965,059 B2**  
(45) **Date of Patent:** **May 8, 2018**

(58) **Field of Classification Search**  
CPC .... G06F 3/0485; G06F 1/163; G06F 3/03547; G06F 3/0414; G06F 1/1613; G06F 2200/1637; G06F 3/014  
See application file for complete search history.

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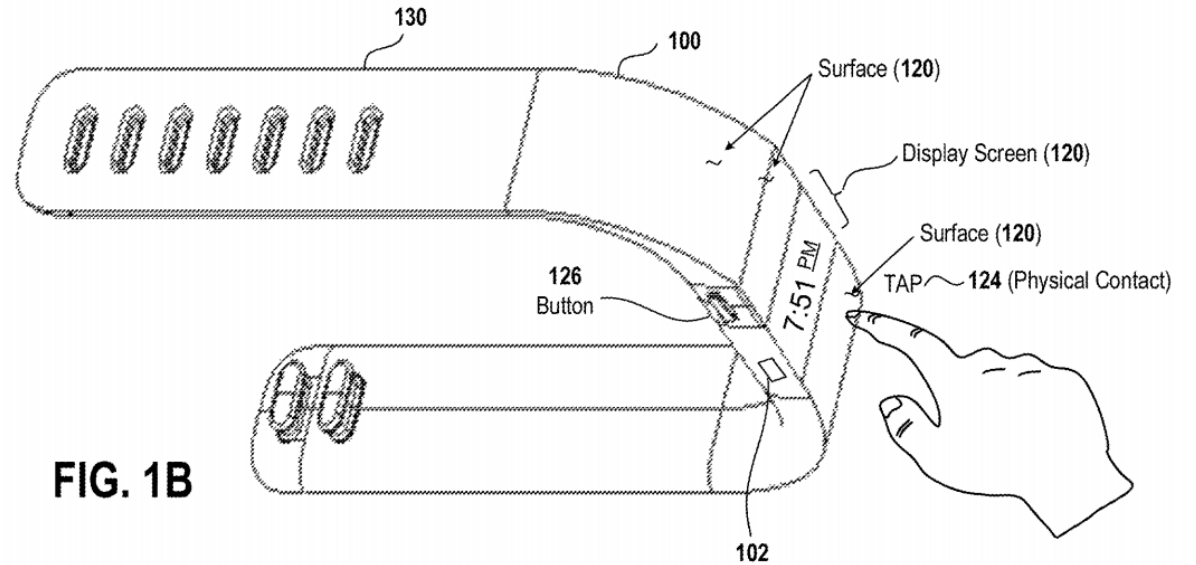
*Primary Examiner* — Kent Chang

*Assistant Examiner* — Scott Au

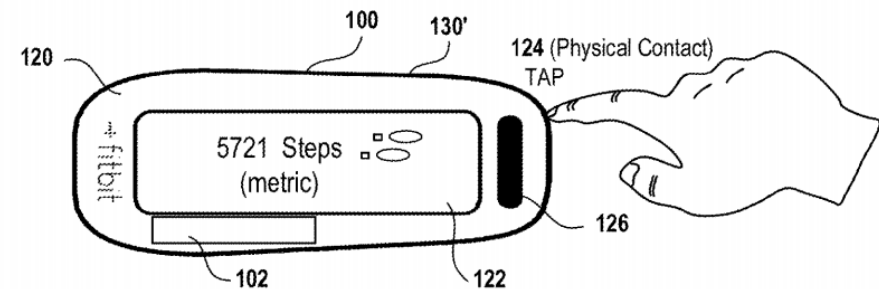
(74) *Attorney, Agent, or Firm* — Knobbe, Martens, Olson & Bear, LLP

(57) **ABSTRACT**

Methods, systems and devices are provided for providing user interface navigation of screen display metrics of a device. In one example, a device is configured for capture of activity data for a user. The device includes a housing and a screen disposed on the housing to display a plurality of metrics which include metrics that characterize the activity captured over time. The device further includes a sensor disposed in the housing to capture physical contact upon the housing. A processor is included to process the physical contact to determine if the physical contact qualifies as an input. The processor enables the screen from an off state  
(Continued)



**FIG. 1B**



**FIG. 1C**

# Example Design Patents – Devices

(12) **United States Design Patent** (10) **Patent No.:** **US D720,635 S**  
**Park et al.** (45) **Date of Patent:** **\*\* Jan. 6, 2015**

(54) **ENHANCED WRISTBAND HEALTH TRACKER** 342/419, 450, 457, 458; 250/DIG. 1; D11/3-5  
 See application file for complete search history.

(71) Applicant: **Fitbit, Inc.**, San Francisco, CA (US)

(72) Inventors: **James Park**, Berkeley, CA (US); **Mark Manuel Martinez**, San Francisco, CA (US); **Michael Joseph Francisco**, Fremont, CA (US); **Gadi Amit**, San Mateo, CA (US); **Jacqueline Lee Belleau**, Alameda, CA (US); **Daniel J. Clifton**, San Francisco, CA (US); **Susan Elizabeth McKinney**, San Francisco, CA (US)

(73) Assignee: **Fitbit, Inc.**, San Francisco, CA (US)

(\*\*) Term: **14 Years**

(21) Appl. No.: **29/468,517**

(22) Filed: **Oct. 1, 2013**

(51) **LOC (10) CL** ..... **10-04**

(52) **U.S. CL** ..... **D10/98; D10/70**

(58) **Field of Classification Search**

CPC .... A63B 24/00; A63B 2220/14; A63B 71/06; A63B 26/00; A63B 24/0075; A63B 2071/0663; Y10S 482/909; Y10S 482/901; A41D 1/002; A44C 5/0015; A44C 5/102; A44C 5/14; A44C 5/02; A61B 19/44; A61B 2019/446  
 USPC ..... D10/65, 70, 78, 97, 98, 30-32, 38, 39; 2/127, 170; 40/633, 665; 59/80; 63/15.7; 340/407.1, 665, 323 R; 368/41; 434/247, 258; 482/1, 2, 4, 8, 9, 482/44, 148, 901, 74, 909; 600/485, 500, 600/503, 437, 443, 453, 459, 465, 479, 502, 600/595, 481, 483; 702/178, 155, 160, 176, 702/78, 79, 82, 91-95, 104, 116, 141, 150, 702/151, 154, 127, 131, 182, 183, 189; 235/105; 377/5, 24.2, 26; 73/514.33, 73/514.34, 510, 513, 527, 530; 324/522; 345/165, 156, 905; 342/27, 28, 52-58,

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D693,251 S *	11/2013	Anderssen et al.	.....	D10/65

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*Primary Examiner* — Antoine D Davis  
 (74) *Attorney, Agent, or Firm* — Weaver Austin Villeneuve & Sampson

(57) **CLAIM**

The ornamental design for an enhanced wristband health tracker, as shown and described.

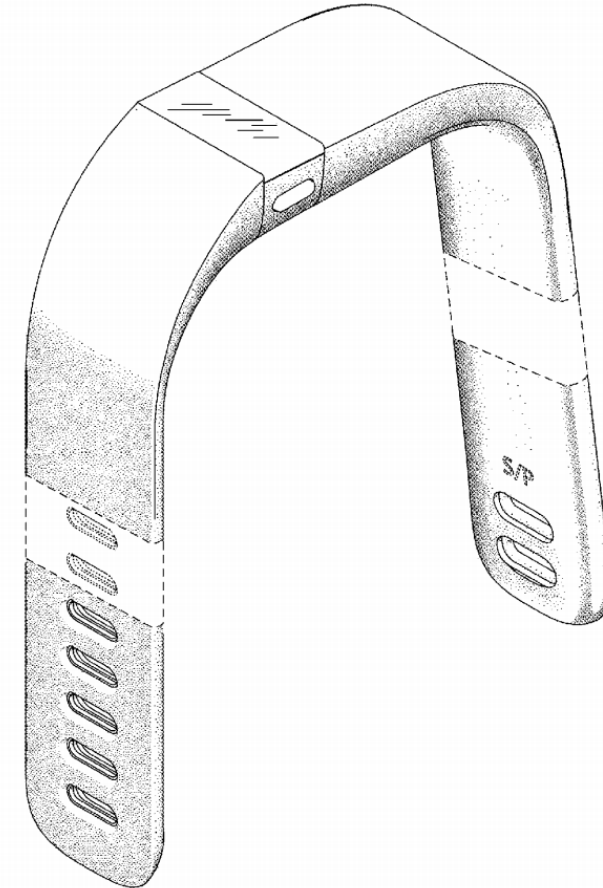


Figure 1A

## Hypothetical: How do we protect the UX of a new personal media player?

---

- I've designed a *brand-new* personal media player called the "MyPod." It plays MP3 files!
  - It has a screen to show what's being played, a circular "scroll wheel" that lets a user scroll up and down on the screen, and a middle button to select
  - For added security, I've made the middle button a fingerprint sensor
  - It learns what MP3's you like, and sends recommendations for new ones you might like to buy from my online MP3 emporium
    - It uses *machine learning!*
- How do I protect it?

## Hypothetical: How do we protect the UX of a new personal media player?

---

- Copyrights?
  - MP3s are definitely copyrighted. So are my logos.
- Patents?
  - Since my idea is *brand-new*, I might patent various aspects:
    - The scrolling interface using a scroll wheel
    - Authenticating the user using the fingerprint sensor
    - Recommendations using my new ML algorithm
- Design patents?
  - I could get a design patent on the *cool new* ornamental design of the design
  - Maybe the screen UI too!



# Protecting Fonts, Typeface and Icons

- No Copyright or Utility Patent protection for typefaces or fonts
- Copyright
  - Individual icons are protected
  - “Computer fonts” —the actual file used to distribute the font—are protected
- Design Patents
  - Type fonts can be protected
  - Typeface can be protected
  - Individual icons can be protected – multiple embodiments depending on the device



# Design Patent Examples - Icons



US00D787556S

(12) **United States Design Patent** (10) **Patent No.:** **US D787,556 S**  
**Gaur et al.** (45) **Date of Patent:** **May 23, 2017**

(54) **DISPLAY SCREEN OR PORTION THEREOF WITH ICON** 2013/0074008 A1\* 3/2013 Umezawa ..... G03G 15/502 715,810  
 2014/0096200 A1\* 4/2014 Brown ..... G06F 21/5263 726,4  
 (71) Applicant: **Google Inc.**, Mountain View, CA (US) 2014/0165003 A1\* 6/2014 Branton ..... G06F 3/0488 715,835  
 (72) Inventors: **Aastha Gaur**, Playa del Rey, CA (US); **Taylor Herr**, San Francisco, CA (US)  
 (Continued)

(73) Assignee: **GOOGLE INC.**, Mountain View, CA (US)  
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 Contract, document, file, note, sheet . . . posted at IconFinder, posting date not available. [online], [site visited Jan. 13, 2017]. Available from Internet, <URL: https://www.iconfinder.com/icons/760376/contract\_document\_file\_note\_sheet\_text\_document\_text\_sheet\_icon/size=128>.\*  
 (Continued)  
 (\*\*) Term: **15 Years**  
 (21) Appl. No.: **29/559,983**  
 (22) Filed: **Apr. 1, 2016**  
 (51) **LOC (10) CL.** ..... **14-04**  
 (52) **U.S. CL.** ..... **D14/493**  
 (58) **Field of Classification Search** ..... **D14/485-495**  
 USPC ..... **D14/485-495**  
 CPC ..... **G06F 3/0481; G06F 3/04817**  
 See application file for complete search history.

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 D716,344 S \* 10/2014 Anzueto ..... D14/489  
 D741,800 S \* 10/2015 Yang ..... D14/489  
 D752,639 S \* 3/2016 Moon ..... D14/492  
 D753,144 S \* 4/2016 Seo ..... D14/485  
 D759,116 S \* 6/2016 Dellinger ..... D14/493  
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 D771,137 S \* 11/2016 Lee ..... D14/493  
 D774,536 S \* 12/2016 Sao ..... D14/486  
 D776,701 S \* 1/2017 Huang ..... D14/486

**DESCRIPTION**  
 The patent or application file contains at least one drawing executed in color. Copies of this patent or patent application publication with color drawing(s) will be provided by the Office upon request and payment of the necessary fee.  
 FIG. 1 is a front view of a display screen or portion thereof with icon showing a first embodiment of our invention; and, FIG. 2 is a front view of a display screen or portion thereof with icon showing a second embodiment of our invention. The broken lines showing a portion of a display screen of a communications terminal illustrate environment and form no part of the claimed design.

**1 Claim, 2 Drawing Sheets**  
**(1 of 2 Drawing Sheet(s) Filed in Color)**

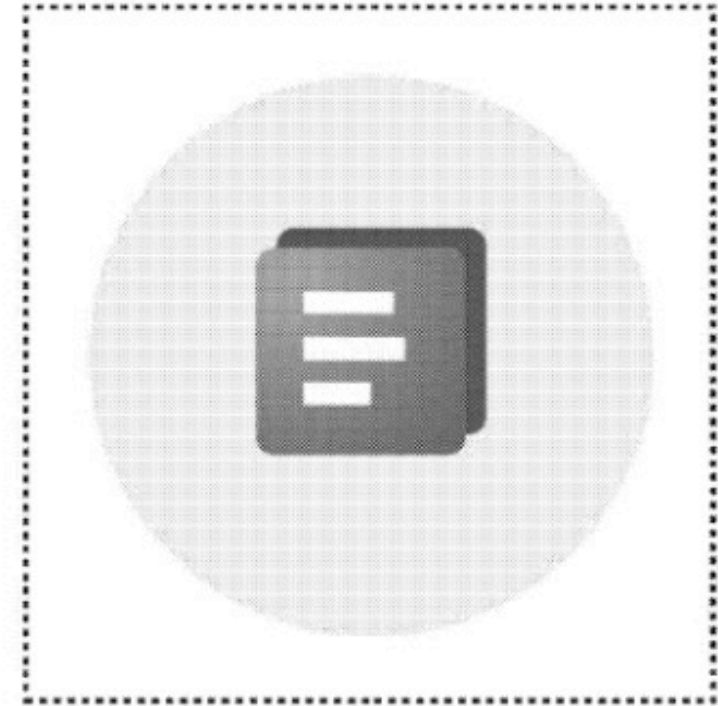
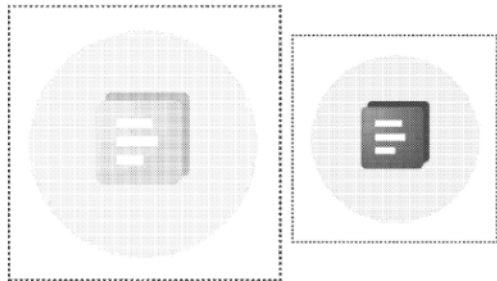


Fig. 2

# Design Patent Examples - Typeface

(12) **United States Design Patent** (10) **Patent No.:** **US D497,175 S**  
**Slimbach** (45) **Date of Patent:** **\*\* Oct. 12, 2004**

(54) **TYPE FONT** Adobe Type Library Reference Book, Goudy I font #7050-020 C, p. 156.  
 (75) **Inventor:** **Robert Slimbach**, Mountain View, CA (US) Minion, a three-axis multiple master typeface, Adobe Systems Incorporated (1992).  
 (73) **Assignee:** **Adobe Systems Incorporated**, San Jose, CA (US) Minion (1990).  
 Minion Expert (1990).  
 Minion Cyrillic (1992).  
 Minion MM (1992).  
 Minion MM Expert (1992).  
 (\*\*) **Term:** **14 Years**  
 (21) **Appl. No.:** **29/173,119** *Primary Examiner*—Clare E. Helfin  
 (22) **Filed:** **Dec. 20, 2002** (74) *Attorney, Agent, or Firm*—Fish & Richardson P.C.

**Related U.S. Application Data**

(63) Continuation of application No. 29/118,187, filed on Oct. 25, 1999.  
 (51) **LOC (7) CL** ..... **18-03**  
 (52) **U.S. Cl.** ..... **D18/24**  
 (58) **Field of Search** ..... D18/24-33; 101/398, 101/399

(56) **References Cited**

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D36,905 S 5/1904 Kimball  
 D45,981 S 6/1914 Benton  
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 D371,799 S 7/1996 Slimbach  
 D375,517 S 11/1996 Darby  
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**OTHER PUBLICATIONS**

Adobe Type Library Reference Book, Garth Graphic font #7050-187 E., p. 152.  
 Adobe Type Library Reference Book, ITC Giovanni font#7050-247 D, p. 154.

The ornamental design for a type font, as shown and described.

**DESCRIPTION**

FIGS. 1-5 are a view of a first embodiment of the typefont showing the design.  
 FIGS. 6-11 are a view of a second embodiment of the typefont showing the design.  
 FIGS. 12-16 are a view of a third embodiment of the typefont showing the design.  
 FIGS. 17-21 are a view of a fourth embodiment of the typefont showing the design.  
 FIGS. 22-27 are a view of a fifth embodiment of the typefont showing the design.  
 FIGS. 28-32 are a view of a sixth embodiment of the typefont showing the design.  
 FIGS. 33-37 are a view of a seventh embodiment of the typefont showing the design.  
 FIGS. 38-42 are a view of an eighth embodiment of the typefont showing the design.  
 FIGS. 43-48 are a view of a ninth embodiment of the typefont showing the design.  
 FIGS. 49-53 are a view of a tenth embodiment of the typefont showing the design.  
 FIGS. 54-59 are a view of an eleventh embodiment of the typefont showing the design; and,  
 FIGS. 60-64 are a view of a twelfth embodiment of the typefont showing the design.

1 Claim, 64 Drawing Sheets

ABCDEF  
 GHIJKLM  
 NOPQRS  
 TUVWXY  
 Z!@?&ab  
 cdefghijk  
 lmnopqrs

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ABCDEF  
 GHIJKLM  
 NOPQRS  
 TUVWXY  
 Z!@?&ab  
 cdefghijk  
 lmnopqrs

FIG. 1

# Protecting Copy and Executable Code

- No Design Patents or Utility Patent protection in the copy or executable code
- Copyright
  - Individual copy can be registered
  - Software executable code for user interfaces can be registered
  - Limited to direct copying



# Open Questions and Future Developments

- Projections, holographic imagery, virtual reality and augmented reality interfaces are becoming more common
- Protection of these interfaces is not a settled question
  - Copyright and utility patent protection is likely available, subject to normal requirements
  - USPTO is currently accepting comments on availability of design patent protection

# Summary of Applicable IP – Interfaces

	Visual Displays	Info. Processing	Info. Exchange	Devices	User Inputs/ Methods	Fonts/ Typeface	Icons	Copy/Text	Executable Code	AR/VR, Projections, Holographs
<b>Copyright</b>	Yellow	N/A	N/A	N/A	N/A	N/A	Green	Green	Green	Green
<b>Design Patents</b>	Green	N/A	N/A	Green	Yellow	Green	Green	N/A	N/A	?
<b>Utility Patents</b>	Green	Green	Green	Green	Green	N/A	Yellow	N/A	N/A	Yellow



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