

EXHIBIT 3

Lodsys, LLC

[ABOUT LODSYS](#) [THE INVENTOR](#) [OUR PATENTS](#) [BLOG](#)



*"I never did anything by accident,
nor did any of my inventions come by
accident; they came by work." -
Thomas Edison*

**The patented technologies of Lodsys, LLC are
available for licensing**

For information about licensing our inventions please contact:

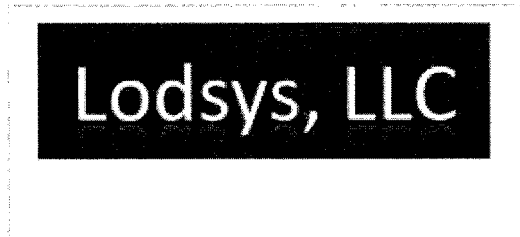
Mark Small

Mark.Small@lodsys.com

Thank you for your interest

Lodsys, LLC

[ABOUT LODSYS](#) [THE INVENTOR](#) [OUR PATENTS](#) [BLOG](#)



The important thing is not to stop questioning. Curiosity has its own reason for existing -Albert Einstein

About the Inventor

Dan Abelow is a prolific inventor and an expert on website usability, ease-of-use and assured user performance. Over 200 companies have licensed inventions created by Dan. In addition to his inventing, Dan provides ongoing high-level consultation services to large corporations, and improves website usability, ensuring a competitive advantage for his clients. Dan holds a BS in Economics from the Wharton School and a Masters degree from Harvard University. Dan Abelow website ([click here](#))

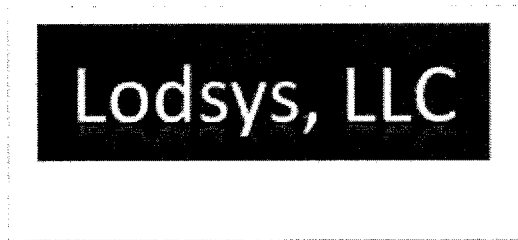
Representative client list:

Accenture PLC
Agilent Technologies
Cisco Systems
Harvard Business School/ Harvard University
International Business Machines
ITI: Interactive Technologies
Lotus Development Corporation
Internal Revenue Service

Lodsys, LLC

[ABOUT LODSYS](#) [THE INVENTOR](#) [OUR PATENTS](#) [BLOG](#)

The Lodsys, LLC Patents



The Lodsys Patents are directed to systems and methods for providers of products and/or services to interact with users of those products and services to gather information from those users and transmit that information to the provider.

The inventions described by these patents are used by companies to interact with users of their products and services to, among other things:

- provide online help, customer support, and tutorials
- conduct online subscription renewals
- provide for online purchasing of consumable supplies
- survey users for their impressions of their products and services
- assist customers to customize their products and services
- display interactive online advertisements
- collect information on how users actually use their products and services
- sell upgrades or complimentary products
- maintain products by providing users notice of available updates and assisting in the installation

of those updates.

Some of the benefits companies receive from using these inventions are:

- increased product sales (of consumables, subscriptions, and complementary products)
- increased additional revenues (of in-product digital items and interactive advertising)
- more efficient design of subsequent products (through faster time to market, better targeted features, and the ability to interactively update products in the field)
- greater customer satisfaction (both in terms of future product development as a result of
- consumer input and through keeping products up to date or providing more effective online help resources in a cost efficient manner).

US 5999908	9/19/1997	12/7/1999	Customer-base product design module (Abelow, Daniel H.)
US 7133834	8/6/1999	11/7/2006	Product Value Information Interchange Server (Abelow, Daniel H.)
US 7222078	12/10/2003	5/22/2007	Methods and Systems for Gathering Information from Unites of A Commodity Across a Network (Abelow, Daniel H.)
US 7620565	8/25/2006	11/17/2009	Customer-Based Product Design Module (Abelow, Daniel H.)

Are You an Attorney? - We need more attorneys in your area. Apply now for membership. - From LegalMatch

Mark Small

CEO at Lodays LLC

Greater Chicago Area Information Technology and Services

- Current**
- CEO at Lodays LLC
 - Strategic Advisor at Independent
- Past**
- VP, Enterprise Sales North America at Websense, Inc
 - VP of Sales, Americas at Code Green Networks, Inc.
 - Senior Vice President, Sales at McAfee
 - Director, Alliances at Oracle

see less

Education

- University of California, Davis

Recommendations 12 people have recommended Mark

Connections 448 connections

Websites

- Company Website

Public Profile <http://www.linkedin.com/pub/mark-small/0/840/b61>

Summary

- New products, markets, customers, partners and revenue.
- Keynote, congressional panel, media, & board presentation exp.
- Expert knowledge and contacts in Information Security.
- General and operational management expertise.

Specialties

sales, information security, M&A, due diligence, operational improvement, emerging technology, Intellectual Property-business development and licensing

Contact Settings

Interested In

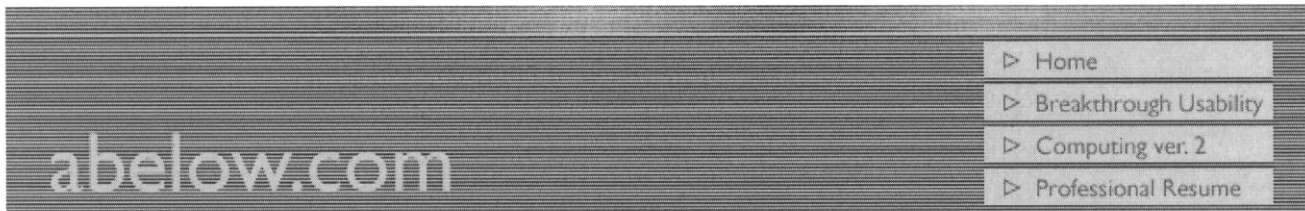
career opportunities
 new ventures
 expertise requests
 reference requests

consulting offers
 job inquiries
 business deals
 getting back in touch

Send a message to Mark Small

Send InMail

LinkedIn Corporation © 2011



Professional Summary: Dan Abelow

Dan Abelow is a successful inventor and consultant. This web page includes high-level information about Dan Abelow's:

- Contact information: Simply call or email.
- Education: Abelow holds degrees from Harvard and the Wharton School of Business.
- Inventions: Abelow's inventions have been licensed by over 200 leading companies that include Apple, Google, Microsoft, Nokia, Verizon, Sony, Netflix and many others.
- Consulting: Abelow specializes in helping make large advances in websites, products, services and enterprise systems; and has assisted industry-leading clients like Cisco Systems, Accenture, IBM and Agilent Technologies.

Contact Information

Dan Abelow

Phone : (407) 786-7422

Email: dan@abelow.com

Education, Memberships, Interests



Ed.M. (Master's Degree), Harvard Graduate School of Education: An independently designed program on the creation, development and application of new strategic technologies, with self-selected coursework in Harvard Business School, MIT, and Harvard's Kennedy School of Government, as well as Harvard's Ed School.

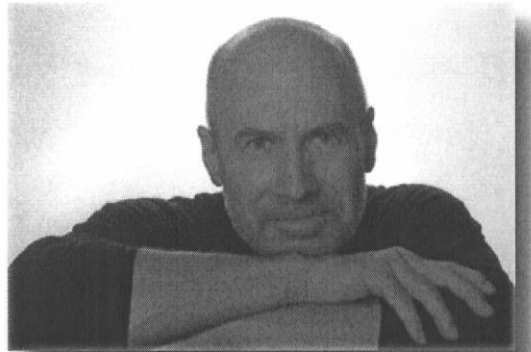


B.Sc.E. (Bachelor's of Science in Economics), Wharton School of Finance: Many courses taken in the Wharton MBA program. History minor with continuing interests in the history of science, the economic history of industrialization, and the evolution of the nation state.

Memberships ACM (Association for Computing Machinery), SIGCHI (ACM's Special Interest Group on Computer-Human Interaction), IEEE, UPA (Usability Professionals Association), Mensa, Intertel

Interests Photography, Travel, Reading, Fitness, Gardening, Kayaking, Playing Native American Flute

Inventions: President, Computing ver. 2, LLC

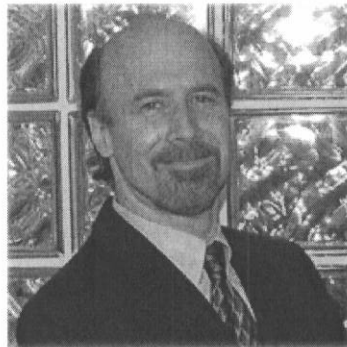


Computing ver. 2 is Dan Abelow's inventions company. Abelow's patented inventions have made contributions in the fields of content and communications. His core patents have each been cited by at least 70 subsequent issued patented inventions, many from leading corporations (such as by 6 subsequent IBM patents).

To date Dan Abelow's patents have been licensed by over 200 leading corporations including Apple, Google, Microsoft, American Express, Intuit, Nokia, Verizon, Sony, HP, Orbitz, Netflix, and many others.

In 2004 Abelow's portfolio of patents and intellectual properties were sold. The owner and licensor of Abelow's content usability patents is Webvention, LLC, and the owner and licensor of Abelow's communications and customization patents is Lodsys, LLC.

Consulting: President, Breakthrough Usability, Inc.



Breakthrough Usability is Dan Abelow's consulting firm. Abelow is an expert in helping create and deliver large advances in websites, products, services and enterprise systems.

Dan Abelow specializes in industry-leading clients with world-changing ambitions such as Cisco Systems, Accenture, Agilent Technologies, Fiserv, IBM, Convergys and Harvard Business School.

The toughest problem in new technologies, products, services and systems is to assure their success the first day they're launched. Abelow specializes in the leading edge, and he enjoys projects that create, design and deliver major new advances.

[Top](#)

[abelow.com](#)

[Home](#)

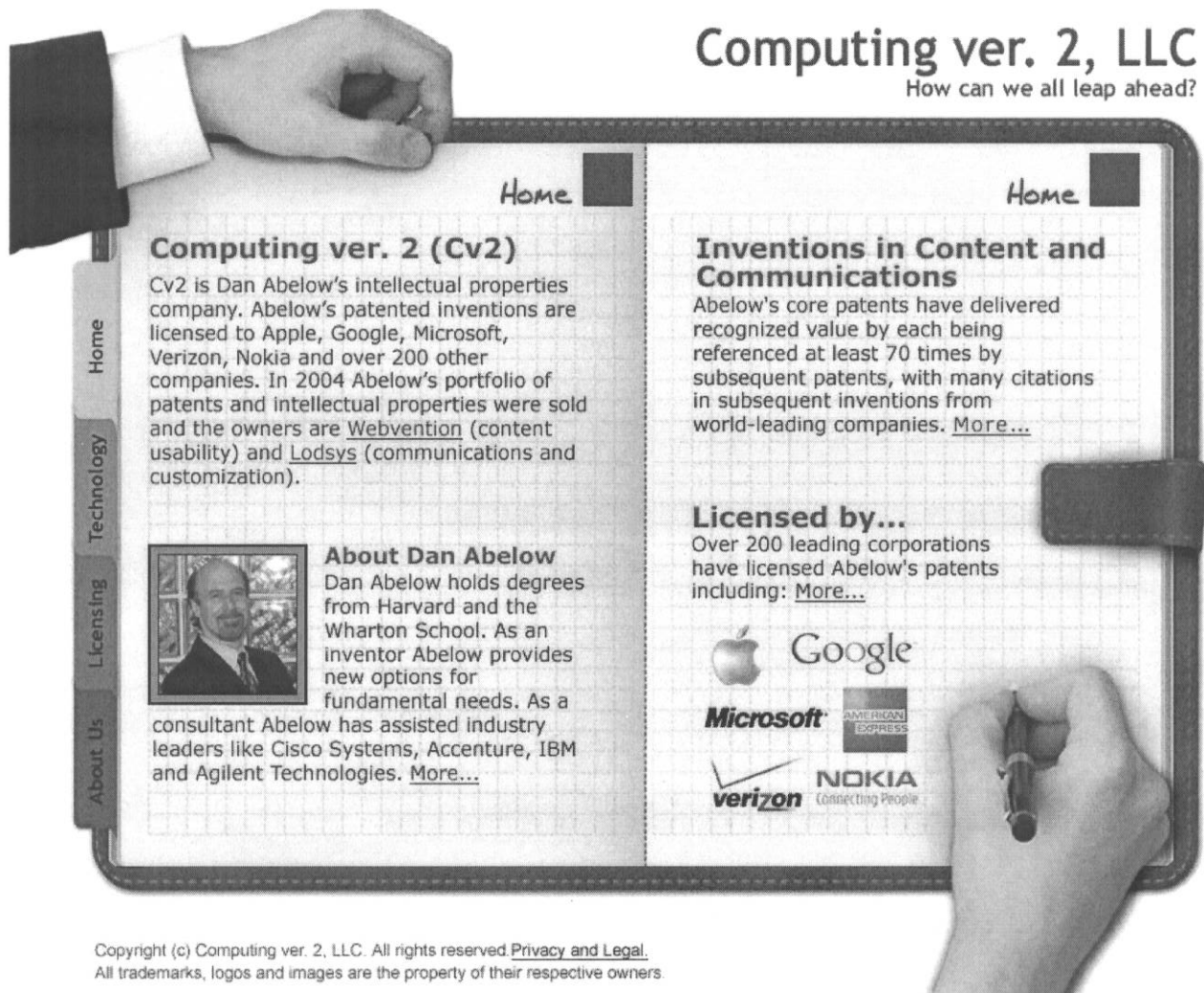
[Breakthrough Usability](#)

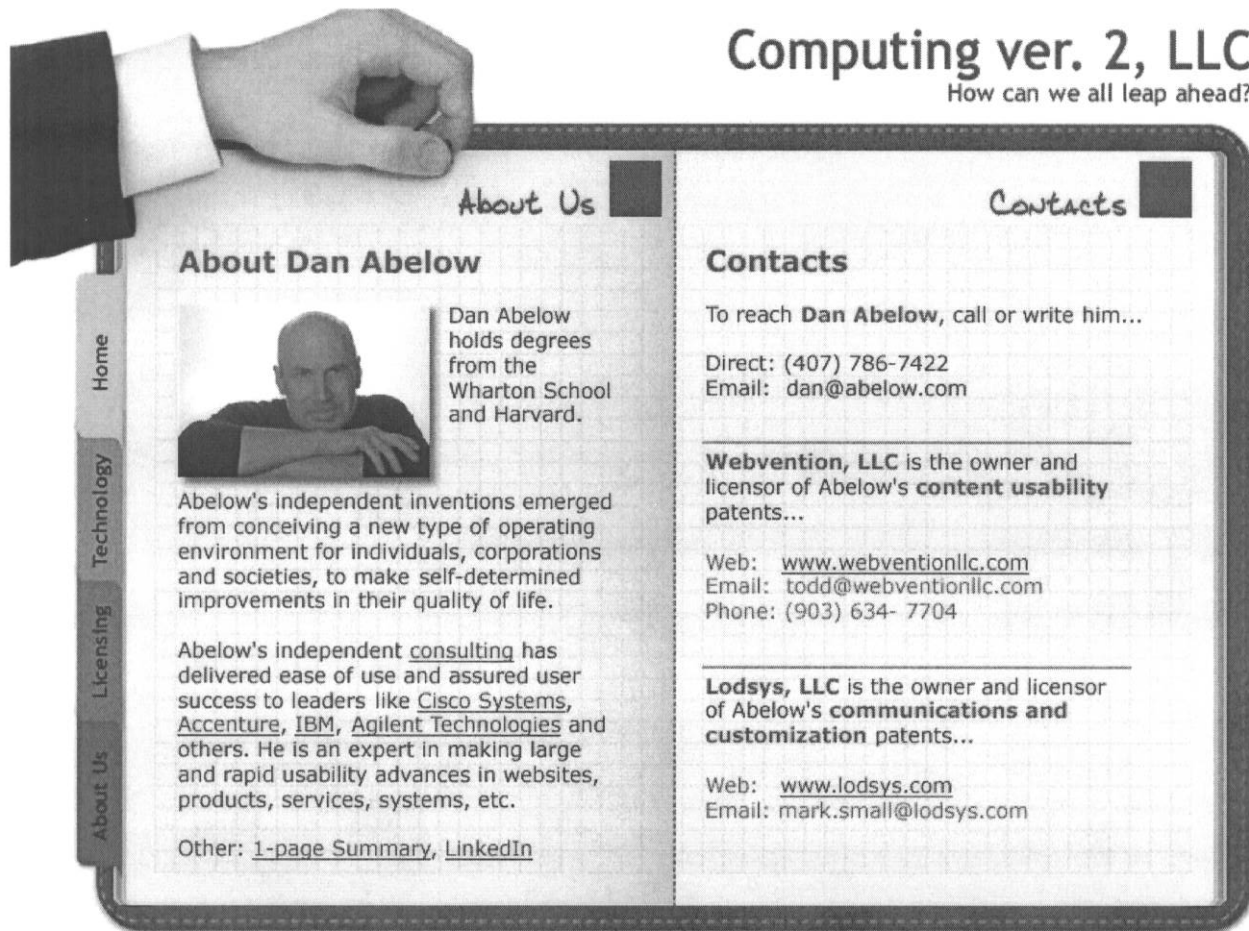
[Computing ver. 2](#)

[Professional Resume](#)

© 1999 - 2010 Dan Abelow. All rights reserved. [Privacy and Legal](#).

All logos and trademarks used on this Web site are the property of their respective owners.





Copyright (c) Computing ver. 2, LLC. All rights reserved. Privacy and Legal.
All trademarks, logos and images are the property of their respective owners.

(12) **United States Patent**
Abelow(10) **Patent No.:** **US 7,620,565 B2**(45) **Date of Patent:** ***Nov. 17, 2009**(54) **CUSTOMER-BASED PRODUCT DESIGN**
MODULE(76) Inventor: **Daniel H. Abelow**, 71 W. Pine St.,
Newton, MA (US) 02166(*) Notice: Subject to any disclaimer, the term of this
patent is extended or adjusted under 35
U.S.C. 154(b) by 298 days.This patent is subject to a terminal dis-
claimer.

(Continued)

FOREIGN PATENT DOCUMENTS

EP 0295426 A2 * 12/1988

(21) Appl. No.: **11/509,701**(22) Filed: **Aug. 25, 2006**(65) **Prior Publication Data**

US 2007/0043632 A1 Feb. 22, 2007

Related U.S. Application Data(63) Continuation of application No. 09/369,391, filed on
Aug. 6, 1999, now Pat. No. 7,133,834, which is a
continuation of application No. 08/934,457, filed on
Sep. 19, 1997, now Pat. No. 5,999,908, which is a
continuation of application No. 08/243,638, filed on
May 16, 1994, now abandoned, which is a continua-
tion-in-part of application No. 07/926,333, filed on
Aug. 6, 1992, now abandoned.(51) **Int. Cl.**
G06Q 99/00 (2006.01)
G06F 9/44 (2006.01)
G06F 17/00 (2006.01)(52) **U.S. Cl.** **705/10; 705/7; 705/500**(58) **Field of Classification Search** **705/1,**
705/7, 10, 500; 709/217, 219; 434/118
See application file for complete search history.(56) **References Cited****U.S. PATENT DOCUMENTS**3,946,364 A * 3/1976 Codomo et al. 701/3
4,782,511 A * 11/1988 Nemec et al. 379/106.02**32 Claims, 35 Drawing Sheets**

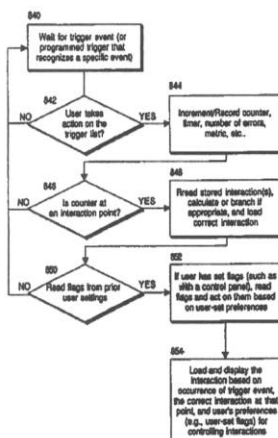
OTHER PUBLICATIONS

Dyson, E., "Information, Bid and Asked," *Forbes*, vol. 146, No. 4, p.
92, Aug. 20, 1990.*

(Continued)

Primary Examiner—Nicholas D Rosen(74) *Attorney, Agent, or Firm*—Sterne, Kessler, Goldstein &
Fox, P.L.L.C.(57) **ABSTRACT**

A network, including a product sub-system that interacts with a user, gathers information from the user, communicates the information to the product's vendor, and receives new pre-programmed interactions from the vendor for future interactions with the user. The sub-system is in or attached to a product. Further components include a data processing system for constructing and downloading pre-programmed interactions to the product sub-system; a communications sub-system for transmitting the data from the product sub-system to the vendor's computer; a communications apparatus for reading the product sub-system's data, transmitting it to the vendor's computer, and downloading new pre-programmed interactions to the product sub-system; a data processing system residing in the product sub-system for conducting interactions with a user; and a data processing system residing in the vendor's computer for analyzing and reporting information gathered from users.



US007222078B2

(12) **United States Patent**
Abelow(10) **Patent No.:** **US 7,222,078 B2**(45) **Date of Patent:** ***May 22, 2007**(54) **METHODS AND SYSTEMS FOR
GATHERING INFORMATION FROM UNITS
OF A COMMODITY ACROSS A NETWORK**(75) Inventor: **Daniel H. Abelow**, Newton, MA (US)(73) Assignee: **Ferrara Ethereal LLC**, Las Vegas, NV
(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.This patent is subject to a terminal dis-
claimer.(21) Appl. No.: **10/734,102**(22) Filed: **Dec. 10, 2003**(65) **Prior Publication Data**

US 2004/0177002 A1 Sep. 9, 2004

Related U.S. Application Data(63) Continuation of application No. 09/370,663, filed on
Aug. 6, 1999, now abandoned, which is a continua-
tion of application No. 08/934,457, filed on Sep. 19,
1997, now Pat. No. 5,999,908, which is a continua-
tion of application No. 08/243,638, filed on May 16,
1994, now abandoned, which is a continuation-in-part
of application No. 07/926,333, filed on Aug. 6, 1992,
now abandoned.(51) **Int. Cl.**
G06Q 99/00 (2006.01)(52) **U.S. Cl.** **705/1**(58) **Field of Classification Search** **705/1,**
705/7, 10; 434/107, 118, 365, 350; 235/38

See application file for complete search history.

(56) **References Cited****U.S. PATENT DOCUMENTS**

4,007,355 A	2/1977	Moreno	235/61.7
4,092,524 A	5/1978	Moreno	235/419
4,097,923 A	6/1978	Eckert, Jr. et al.	
4,298,793 A	11/1981	Melis et al.	235/487
4,367,402 A	1/1983	Giraud et al.	235/385
4,376,299 A	3/1983	Rivest	
4,442,501 A	4/1984	Eckert, Jr. et al.	

(Continued)

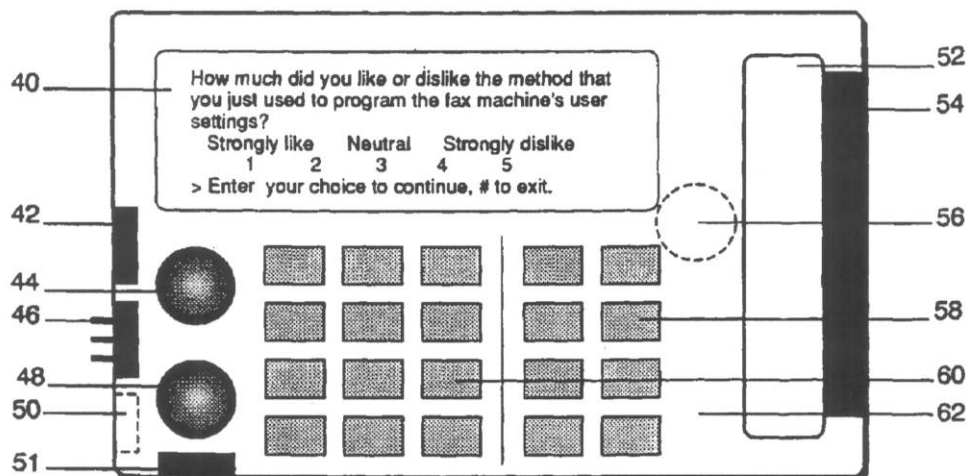
FOREIGN PATENT DOCUMENTS

JP 6-195162 7/1994

(Continued)

OTHER PUBLICATIONSOrr, Joel N., Dr., "Join the information economy. (American Infor-
mation Exchange online information service is the brain child of
Phil Salin)" Apr. 1992 Computer Aided Engineering, v11, n4, p. 84;
DialogWeb copy pp. 1-3.

(Continued)

Primary Examiner—Thomas A. Dixon(74) *Attorney, Agent, or Firm*—Sterne, Kessler, Goldstein &
Fox P.L.L.C.(57) **ABSTRACT**In an exemplary system, information is received at a central
location from different units of a commodity. The informa-
tion is generated from two-way local interactions between
users of the different units of the commodity and a user
interface in the different units of the commodity. The inter-
actions elicit from respective users their perceptions of the
commodity.**74 Claims, 39 Drawing Sheets**

US005999908A

United States Patent [19]

Abelow

[11] **Patent Number:** **5,999,908**[45] **Date of Patent:** **Dec. 7, 1999**[54] **CUSTOMER-BASED PRODUCT DESIGN MODULE**[76] Inventor: **Daniel H. Abelow**, 71 W. Pine St.,
Newton, Mass. 02166[21] Appl. No.: **08/934,457**[22] Filed: **Sep. 19, 1997****Related U.S. Application Data**[63] Continuation of application No. 08/243,638, May 16, 1994,
abandoned, which is a continuation-in-part of application
No. 07/926,333, Aug. 6, 1992.[51] **Int. Cl.⁶** **G06F 17/60**[52] **U.S. Cl.** **705/1; 705/7; 705/10;**
434/118[58] **Field of Search** **705/1, 7, 10; 434/107,**
434/118, 365, 350[56] **References Cited****U.S. PATENT DOCUMENTS**

4,007,355	2/1977	Moreno	235/61.7
4,092,524	5/1978	Moreno	235/419
4,298,793	11/1981	Melis et al.	235/487
4,367,402	1/1983	Giraud et al.	235/385
4,539,472	9/1985	Poetker et al.	235/488

(List continued on next page.)

OTHER PUBLICATIONS"America Online Expands Internet Access," Newsbytes
News Network, Mar. 21, 1993.Microsoft Press Computer Dictionary, Microsoft Press, p.
41, 1994.Behavioral Techniques In Systems Development, MIS Quar-
terly, Mantel et al., Sep. 1989.Author Unknown, How to Use Your Computer to Effect
Change, Compute v15, n3, pS7(2), Mar. 1993.Ubois, On-line Problem Solving, MacWEEK, v7, n24,
p16(2), Jun. 14, 1993.LaPlante, Who Ya Gonna Call?, InfoWorld, v15n21,
PP:S83-S84+, May 24, 1994.

Yahoo Information Center, www.yahoo.com, unknown.
AT&T, MCI to Release New Management Tools ("New
Management Tools") Network World, Jan. 17, 1994, p. 19.
Dialog database IAC PROMT: Direct Dispatch Gives Busi-
ness Software-Based Trouble Management System . . .
("Trouble Management System") PR Newswire Jan. 24,
1994.

Primary Examiner—Stephen R. Tkacs*Assistant Examiner*—Thomas A. Dixon*Attorney, Agent, or Firm*—Fish & Richardson P.C.[57] **ABSTRACT**

The invention may be embedded in products or services that contain a microprocessor and a facility for communication. The resulting two-way interactive media enables relationships to be built with individual customers and groups of customers throughout a product's or service's life cycle. Customers may also be provided with automatic, portable in-use access to constantly updated information during product use, to increase user success and reduce costly and error-filled processes of acquiring product expertise. The invention may interact with customers, gather information from customers, communicate customer information securely to a vendor or external third party(ies), construct and transmit new pre-programmed interactions to the customer communications system in the product, and analyze and report customer information. This new medium provides a worldwide way to transform the use of products and services into interactive two-way dialogues; add in-product performance measures and any specific assistance needed; educate and train customers as their product uses change; permit vendors to discover and respond instantly to market shifts and opportunities; generate and test new ideas; enable customers to guide a vendor or a third party(ies) in satisfying their needs; and other means of using in-product communications to fit business operations with rapidly changing customers and markets. By making two-way learning and information delivery part of the product and service environment, vendors or third parties can become faster, more efficient and accurate in designing, delivering and supporting what customers want to buy.

37 Claims, 42 Drawing Sheets