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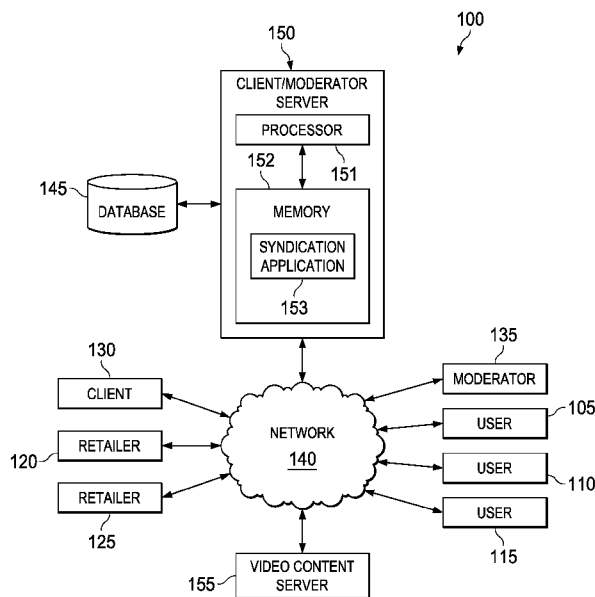


FIG. 1

(57) Abstract: A system and method for syndicating content is disclosed. The system includes a network, a client/moderator server and a database, a set of retailers, a client, a moderator, and a set of users each connected to the network. A video content provider is connected to the network and distributes a video. A widget application is implemented, on a web page of a retailer. Users interact with the widget application to search for and view content about the client. Content is populated into the widget application from the database generated by the client or a syndication group. The client or the user optionally moderates the content. A user or the retailer initiates a conversation about the video through the widget application and selects a list of other users as the syndication group. The user and the syndication group interact through the widget application by sending and receiving comments in a conversation.

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**SYSTEM AND METHOD FOR CONTROLLED SYNDICATION AND POPULATION  
OF DATABASE INFORMATION**

**FIELD OF THE INVENTION**

[0001] The present invention relates to systems and methods for syndicating internet content. In particular, the present invention relates to a system and method of gathering the collective knowledge of a group of users related to sets of questions, answers, tips and comments related to internet content.

**BACKGROUND**

[0002] Information regarding certain topics is located in various sources throughout the internet in the form of web pages, social media networks, and videos. Collecting all relevant portions of content information in response to requests for certain topics is a challenge, especially for manufacturers and content providers. For example, an internet user is searching for a pair shoes from a particular manufacturer. The user will typically access the manufacturer's website directly or through a search engine to find the pair of shoes. If the user has a question about the pair of shoes, the user will typically search for the answer on the webpage for the pair of shoes. However, if the user cannot readily and easily find the answer, the user will leave the webpage of the manufacturer to find the answer. As a result, the manufacturer typically loses a potential customer and sales revenue.

[0003] The prior art has attempted to solve this problem with limited success. For example, U.S. Patent No. 6,026,148 to *Dworkin, et al.* discloses a computer-based system that facilitates exchange of information between users and expert respondents. The users post questions on a topic to a computer bulletin board or forum via telephone. The system allows respondents to answer questions and provide comments. However, the system in *Dworkin* requires users to dictate comments for transcription and posting to the computer bulletin board.

As a result, the comments can be misheard leading to inaccurate transcription and information posted on the bulletin board. Further, such a comment transcription system cannot be performed in real time.

[0004] U.S. Patent No. 7,809,664 to *Heck* discloses a system and method for automated learning from questions and answers communicated over social networks. The system observes the way people ask questions and how other users respond to those questions. The system further observes which questions are most helpful and analyzes those questions to identify characteristics of those questions that are most helpful. These observations are then used to enhance the way the system answers future questions. However, the system in *Heck* requires an initial training mode for the system in order to learn how to answer questions correctly, making the system susceptible to providing incorrect answers and inaccurate information.

[0005] U.S. Patent Publication No. 2013/0304758 to *Gruber, et al.* discloses a system for receiving user requests seeking an informational answer or performance of a task. The system includes a crowd source knowledgebase and a crowd sourcing module. Upon a failure to provide a satisfactory response to the user request, a crowd sourcing information source is queried for an answer. A response to the user request is generated based on the answer received from the crowd sourcing information source. The system also includes a real-time answer lookup database. However, information is not shared between other users—each user only communicates with the system. As a result, users cannot directly access the requests and responses of other users.

[0006] Therefore, there is a need in the art for a system and method for syndicating and aggregating information in real time that is readily shared between users. There is a further

need in the art for a system and method for syndicating information about content that stays with the regardless of the location of the content itself.

## SUMMARY

[0007] A system and method for syndicating content is disclosed. The system includes a network, a client/moderator server connected to the network, a set of retailers connected to the network, a client connected to the network, a moderator connected to the network, and a set of users connected to the network. The client/moderator server is further connected to a database. Each of the set of users, the set of retailers, the client, and the moderator accesses the client/moderator server through network with a computing device.

[0008] In one embodiment, a video content provider is connected to the network and distributes a video.

[0009] In one embodiment, a widget application is implemented on a web page of a retailer. Users interact with the widget application to search for and view information about the client. Information is populated into the widget application from the database. If a user enters a question in the widget application, an answer is automatically generated from the database. If the answer is not found in the database, the answer is generated by the client. In a preferred embodiment, the question is distributed to a syndication group to answer the question. The syndication group then submits an answer to the question. In one embodiment, the client or the moderator edits the question and/or the answer. In one embodiment, an advertisement is included with the question and/or the answer.

[0010] In another embodiment, the widget application is utilized for syndication of the video. A user initiates a conversation about the video through the widget application and selects a list of other users as the syndication group. The user and the syndication group interact through the widget application by sending and receiving comments in a conversation. The user optionally moderates the conversation.

[0011] In another embodiment, the retailer implements the widget application to

syndicate a video. In this embodiment, the retailer customizes the design and functionality of the widget application and selects options to create the syndication group. Users then post comments using the widget application. The client optionally moderates the comments.

### BRIEF DESCRIPTION OF THE DRAWINGS

[0012] In the detailed description presented below, reference is made to the accompanying drawings.

[0013] Figure 1 is a schematic of a system of a preferred embodiment.

[0014] Figure 2A is an image of a webpage implementation of a preferred embodiment.

[0015] Figure 2B is an image of a webpage implementation of a preferred embodiment.

[0016] Figure 3 is a flowchart of a method for creating an interactive webpage of a preferred embodiment.

[0017] Figure 4A is an image of a video webpage implementation of a preferred embodiment.

[0018] Figure 4B is an image a frequency counter and a set of video sync data of a preferred embodiment.

[0019] Figure 5 is a flowchart of a method for syndicating an interactive video of preferred embodiment.

[0020] Figure 6 is an image of a public portal for syndicating an interactive video of a preferred embodiment.

[0021] Figure 7 is an image of a conversation menu for syndicating an interactive video of a preferred embodiment.

[0022] Figure 8 is a flowchart of a method for syndicating a user-moderated interactive video of a preferred embodiment.

## DETAILED DESCRIPTION

[0023] It will be appreciated by those skilled in the art that aspects of the present disclosure may be illustrated and described in any of a number of patentable classes or contexts including any new and useful process or machine or any new and useful improvement. Aspects of the present disclosure may be implemented entirely in hardware, entirely in software (including firmware, resident software, micro-code, etc.) or combining software and hardware implementation that may all generally be referred to herein as a “circuit,” “module,” “component,” or “system.” Further, aspects of the present disclosure may take the form of a computer program product embodied in one or more computer readable media having computer readable program code embodied thereon.

[0024] Referring to Figure 1 in one embodiment, system 100 includes network 140, users 105, 110, and 115, each of which is connected to network 140, retailers 120 and 125, each of which is connected to network 140, client 130 connected to network 140, and moderator 135 connected to network 140. Client/moderator server 150 is connected to network 140. Client/moderator server 150 includes processor 151 and memory 152 connected to processor 151. Syndication application 153 is saved in memory 152 and executed by processor 151. Client/moderator server 150 is further connected to database 145. Each of client 130 and moderator 135 is in communication with database 145 through client/moderator server 150 and network 140. Video content server 155 is connected to network 140.

[0025] In a preferred embodiment, each of users 105, 110, and 115, retailers 120 and 125, client 130, and moderator 135 accesses client/moderator server 150 through network 140 with a computing device, such as a personal computer, smart phone, tablet computer, a set-top television provider receiver, and/or a smart television, using a website application or a native



application. Any computing device known in the art may be employed.

[0026] In one embodiment, each of users **105**, **110**, and **115**, retailers **120** and **125**, client **130**, and moderator **135** interact with client/moderator server **150** using an input device, such as a keyboard, mouse, touchpad, or any other pointing device, or a tap on a touch screen of the computing device. In another embodiment, gesture or voice activation is employed using a camera or microphone of the computing device.

[0027] In a preferred embodiment, video content server **155** distributes a video. In one embodiment, video content server **155** is a third party content provider, such as YouTube or Netflix. In another embodiment, video content server **155** is a television broadcaster. In another embodiment, video content server **155** is a live video stream provider.

[0028] In a preferred embodiment, network **140** is a wide area network such as the internet, but can include other wide area, local, and intranet networks, including cellular networks.

[0029] In a preferred embodiment, client/moderator server **150** is a server hosted by Amazon Web Services. Any suitable type of server may be employed.

[0030] In a preferred embodiment, syndication application **153** is a client-server web application. In a preferred embodiment, client/moderator server **150** employs PHP scripting language using Laravel framework and Node JS runtime environment. In this embodiment, the client side browser utilizes HTML, Javascript, and CSS, including third party software that includes BackboneJS, MarionetteJS, jQuery, and JWPlayer.

[0031] In one embodiment, system **100** is enabled by a set of servers connected across the internet and connected to a respective database.

[0032] In a preferred embodiment, database **145** is a MySQL database. Other

database management systems known in the art may be employed.

[0033] In a preferred embodiment, retailer **120** is a product or service reseller such as Target or Wal-Mart.

[0034] In a preferred embodiment, client **130** is a product manufacturer or service provider such as Sony Corporation or H&R Block.

[0035] In a preferred embodiment, moderator **135** is a third party agent of client **130**, such as an advertising agency or a social media consultant.

[0036] In a preferred embodiment, system **100** collects and organizes the collective knowledge of users **105**, **110**, and **115** related to commercial or entertainment topics such as retail distribution of goods and services or online videos or television shows or movies, shared between users **105**, **110**, and **115**, retailers **120** and **125**, clients **130** and moderators **135**.

[0037] In one embodiment, database **145** is shared so that questions and answers of all users and retailers are stored. Retailers operate independently of each other. As a result, a disincentive of competition for questions and answers between customers of different retailers is eliminated. For example, one distributor of Nike® shoes is arguably a competitor of another distributor of Nike® shoes. However, questions from users of the different retailers are both answered by the client (Nike®), who then can provide the answers back to the retailers regardless of whose customer the user was. Hence, both retailers appear more knowledgeable to their respective users.

[0038] System **100** provides maximization of known questions. For example, any single topic has a finite number of questions and answers. By use of a “crowd source” technique, database **145** is populated with all possible questions and answers.

[0039] System **100** provides for a controlled syndication of questions and answers,

which allows clients **130** and moderators **135** to selectively disperse questions and answers to both retailers and users.

[0040] Referring to Figures 2A and 3B in one embodiment, webpage **200** includes a “widget” **201**. Widget **201** includes a set of questions **202**, each of which has a corresponding set of answers **203**, and dialogue box **204**.

[0041] In a preferred embodiment, widget **201** is implemented into webpage **200** with a set script lines for an HTML webpage.

[0042] In one embodiment, widget **201** includes pass through authorization. In this embodiment, widget **201** is implemented on any unit code browser (“UCB”) enabled application, smart phone, or intranet system.

[0043] In a preferred embodiment, widget **201** is written in Java. Any suitable programming language known in the art may be employed.

[0044] In a preferred embodiment, widget **201** displays a set of questions **202** and set of answers **203** which are browsable and searchable via dialogue box **204**. In this embodiment, the set of answers **203** are generated and populated by a server or by a set of users to create an interactive webpage. For example, a first user posts question **202** using widget **201** seeking information that is not readily available on webpage **200**. In one embodiment, answer **203** is automatically generated and posted, as will be further described below. In another embodiment, a second user posts an answer **203** to the question. In this way, information that is otherwise located on another website or from any other source is now included on webpage **200**, thereby keeping the first user from seeking the desired information elsewhere and enabling webpage **200** to become interactive in real time.

[0045] Referring to Figure 3, method **300** for syndicating information with a widget

will be further described. At step 310, the widget is implemented on the webpage of retailer 302. In a preferred embodiment, the retailer adds a code section to a page header. This transfers new functionality to the webpage. At step 311, a set of settings for the widget is entered.

[0046] In a preferred embodiment, the set of settings includes custom commercial advertisements and selectable features, including graphics options, which control the display of the widget, i.e., the “look and feel” of the widget.

[0047] The set of settings further includes an option to include advertisements in the widget. In one embodiment, the advertisements are the same for each recipient. In another embodiment, the advertisements are different based a set of user demographics. The set of settings includes a set of group syndication criteria that determine how the widget is displayed and how information in the widget is shared. For example, retailer 302 selects whether “conversations”, i.e., sets of questions and related answers, are shared with other websites, each of which includes a corresponding widget. and how the information is shared, including by topic, by conversation, and/or by user location. Questions and answers are generally organized by domain. For example, questions and answers are organized in a hierarchy which reflects subject matter, manufacturer, general product, and specific product from which clients and moderators selectively provide access to users and retailers.

[0048] The set of settings further includes different types of conversations that are selected. For example, “public” is crowd moderated in that there is no interaction or moderation from the client. “Hosted” or “host moderated” is a conversation in which a client is moderating the conversation. “Private” conversations in which the host is any user who wants to host a private conversation. In a preferred embodiment, the host invites specific users, via email or text message, into the conversation. All types of conversations exist in parallel. For example, a

private conversation is included on the same widget with a public conversation. In this example, users in the private conversation have access and can view the private conversation. Other users not in the private conversation cannot see the private conversation and only the public conversation. The set of settings further includes options for interaction restrictions for users. For example, restrictions are placed on types of content users are allowed to upload.

[0049] In this way, retailer **302** defines group **304**, which refers to a set of users of a given widget, including all widgets on other websites that share a single conversation. The widgets are considered to be syndicated. Other criteria may be employed.

[0050] At step **312**, the set of settings are sent to client/moderator server **301**. At step **313**, the set of settings are saved. At step **314**, user **303** downloads and displays the widget at step **313**. In one embodiment, the widget loads with a webpage and is displayed in a browser. At step **315**, user **303** and group **304** open the widget.

[0051] At step **316**, user **303** performs a search of information, questions and answers. In a preferred embodiment, user **303** scrolls through visible items or select tabs to display desired subjects. A search request for information is generated at step **318** by a menu selection. In one embodiment, the search request includes a request for a “tip” or “help” information about a product or service. At step **320**, the widget connects to client/moderator server **301** directly through the network. At step **322**, the requested information is queried automatically by accessing existing information in a database. At step **324**, in one embodiment, if the information does not exist in the database, then the information is added. In a preferred embodiment, a client or a moderator adds the information to the database. At step **325**, in one embodiment, commercial information or advertisements are optionally added. In one embodiment, an advertisement is appended to any question and answer that originates from different or unrelated

retailers. For example, an advertisement for basketballs by Spalding® is appended to a question and answer session about Nike®. In another embodiment, the advertisement is appended to any question and answer that originates from the same or related advertisers. For example, an advertisement for Ford® trucks is appended to a question and answer conversation about Ford® trucks or trucks in general.

[0052] In one embodiment, the advertisements include retailer information relevant to a particular geo-location of user 303 and/or group 304. At step 326, a syndication group is determined from the set of settings. At step 327, the information is syndicated to group 304.

[0053] At step 329, the information and any advertisements are sent to user 303. If user 303 is not satisfied with the information, then, at step 330, user 303 drafts a question. At step 332, the question is sent to client/moderator server 301. At step 334, client/moderator server 301 automatically queries the database in order to generate an answer. In a preferred embodiment, search heuristics are employed to locate a nearest acceptable answer.

[0054] In a preferred embodiment, using full text search, the database is queried for question phrases and, using a relevancy index, to find answer data similar to the query. The results are stored into an array in memory with a unique index so that the same answer does not appear twice. The results are displayed to the user with the results with highest relevancy showing first.

[0055] For this, the phrase will be compared to other phrases in the database. For example, a user enters the question, "What is the best time to go on vacation during the year?" The system will examine the phrase and then split the phrase into the following combinations:

what is the best time to go on vacation during the year?

what is the best time to go on vacation during the

what is the best time to go on vacation

what is the best time to go on

until the combinations result in a phrase of two or three words.

[0056] For example, a user asks a question and the system attempts to determine if any recent questions that are the same to the asked question. If a match is determined, then the stored answer is returned. In this way, the system only submits new queries and the same queries are not stored, thereby reducing memory consumed by the database, bandwidth, and processing time.

[0057] If at step 334 no answer is available, then, at step 335, an answer is added. In a preferred embodiment, a client or a moderator adds the information to the database. In one embodiment, this step is performed in real time. In another embodiment, this step is not performed in real time. At step 336, client/moderator server 301 syndicates the question to group 304 who has also opened the widget. The widget displays the same subject of interest for both the group and the user, hence the group and the user, even though they are invisible to each other, are sharing the same information. At step 338, group 304 optionally generates an answer. At step 340, the answer is uploaded to the client/moderator. At step 342, the question and answer are stored in the database. At step 346, a quality control review of the answer is optionally performed. In a preferred embodiment, a client or a moderator performs this step. In this step, the answer is accepted or rejected. If rejected, then method 300 ends. If accepted, method 300 continues. For example, the answer is rejected if the answer contains profanity. In another embodiment, this step is performed automatically by employing a word filter script. At step 348, advertisements or commercial information are optionally added to the answer. At step 350, the answer is sent to user 303. At step 352, the answer is syndicated to group 304. At step

354, the answer and advertisement are displayed by user 303.

[0058] It should be understood that group 304 represents any number of other users, all connected to client/moderator 301 through the internet. It should also be understood that the question and answer can include tips or product use and comments from users related to the subject or product information stored in the database and displayed by the widget.

[0059] Referring to Figure 4A in another embodiment, screen 400 has video widget 401. Video widget 401 includes video 402, time log 403, frequency counter 404, conversation display 405, and text box 406. Video widget 401 further includes conversation tool 407 which includes search field 408 and a set of questions 409. Each question 411 has time stamp 410 and a set of answers 412. Frequency counter 404 includes time bar 413, which synchronizes with time log 403, and time line 414. Video 402 includes duration 415.

[0060] In a preferred embodiment, widget 401 is implemented into a webpage with a set script lines for an HTML webpage.

[0061] In another embodiment, widget 401 is a mobile application.

[0062] In another embodiment, widget 401 is an internet browser plug-in. In this embodiment, widget 401 is overlaid onto any video viewed on the internet browser anywhere on the internet.

[0063] In another embodiment, widget 401 is set-top box application, such as a television service provider receiver. In another embodiment, widget 401 is a smart television application.

[0064] In one embodiment, widget 401 includes pass through authorization. In this embodiment, widget 401 is implemented on any unit code browser ("UCB") enabled application, smart phone, or intranet system.



[0065] In a preferred embodiment, widget **401** is written in Java. Any suitable programming language known in the art may be employed.

[0066] In a preferred embodiment, video **402** is provided by a third party content provider such as YouTube. In another embodiment, video **402** is a live television broadcast. In another embodiment, video **402** is a live video stream, such as a live seminar. In another embodiment, video **402** is a user-generated video.

[0067] In a preferred embodiment, widget **401** is overlaid on video **402** as a “skin” and is customized, as will be further described below.

[0068] In a preferred embodiment, frequency counter **404** is generated using a template engine. In this embodiment, the HTML/CSS for webpage **400** is stored in a JavaScript-based template which is included in the code for widget **401** and is customized based upon the type of video player. For example, video **402** is a flash video or a QuickTime video, each having a respective template. In one embodiment, a CSS file is included which will provide styling for frequency counter **404** to overwrite basic styles.

[0069] In use, video **402** is played and time log **403** “clocks” through video **402** and displays the elapsed time. In one embodiment, when search field **408** is selected, video **402** is paused and the timestamp, in seconds, where video **402** was stopped is captured. Response text is entered into search field **408**. A set of response data that includes the timestamp and the response text is sent to the client/moderator server, as will be further described below.

[0070] In another embodiment, where video **402** is a live broadcast or a live stream, when search field **408** is selected, video **402** continues to play. A set of response data that includes the time stamp at which the search field was selected, and the response text is sent to the client/moderator server, as will be further described below.

[0071] Conversation tool 407 displays a set of questions and answers 409 and each question 411 and each answer 412 is synchronized with time log 403 for display in conversation display 405.

[0072] When text is entered in text box 406, the text is associated with video 402 at the current time stamp and is added to the set of questions and answer 409 and displayed in conversation display 405.

[0073] Frequency counter 404 graphically displays the amount of questions 411 and answers 412 along time line 414. Time bar 413 “clocks” through the amount of questions 411 and answers 412 synchronously with time log 403 as video 402 is played. Time bar 413 is paused whenever video 402 is paused.

[0074] As time bar 413 moves along timeline 414, questions 411 and answers 412 are displayed in conversation display 405 according to time stamp 410. In a preferred embodiment, the data for frequency counter 404 is retrieved using a combination of third-party video display libraries and, depending on the source of video 402, is played in accordance with the source JavaScript-based API. Duration 415 is utilized to line up timeline 414 with video 402. Frequency counter 404 is incremented by retrieving duration 415 of video 401 and the number of questions 411 at the time stamp 410 the question was captured.

[0075] In a preferred embodiment, questions 411 and any corresponding answers 412 are displayed in timeline 414 conversation display 405 for a predetermined time window. If no questions are present, then timeline 414 and conversation display 405 are empty.

[0076] In a preferred embodiment, duration 415 is divided into a set of proportional segments to determine the predetermined time window. For example, the duration of a video is one minute and each segment is one-tenth of a minute, i.e., six seconds. Other methods of

dividing time may be employed.

[0077] In a preferred embodiment, answers **412** include any type of content, including text, video, and images. In one embodiment, videos and/or images are posted as a links. In another embodiment, videos and/or images are posted directly in widget **401**. In this embodiment, the videos and/or images are embedded into widget **401**.

[0078] Referring to Figure 4B in another embodiment, video **416** includes frequency indicator **417** designed to resemble a thermometer. Statistics window **418** displays a set of video sync data that includes responses indicator **419** and shares indicator **420**. As can be seen, the widget sums the number of questions, answers, and comments and transforms the sum into a graphical format, i.e., responses indicator **419**. The widget further transforms the sum of the questions, answers, and comments into an abstraction to indicate a thermometer, i.e., frequency indicator **417**. The widget transforms the screen from a view of only video **416** to a view of the videos and the widget including frequency indicator **417**, statistics window **418**, responses indicator **419**, and shares indicator **420**.

[0079] Referring to Figure 5, method **500** for syndicating a video will be further described. At step **510**, the widget is implemented. In a preferred embodiment, the retailer adds a code section to a page header of a webpage. For example, the code section

```
<script
src="http://player.juststicky.com/js/embed/client.js/2001?unique=54d8c01943b51"></script>
```

is added to the page header. In another example, the code section

```
<script
src="http://player.juststicky.com/js/embed/client.js/2001/sticky_player_target54d7e77bb382e?unique=54d2aa249105e"></script><iframe id="sticky_player_target54d7e77bb382e" width="560"
height="325" src="//player.vimeo.com/video/114158208" frameborder="0"
allowfullscreen></iframe>
```

is added to wrap the widget around the video source located at

`src="//player.vimeo.com/video/114158208".`

[0080] This transfers new functionality to the webpage. At step 511, a set of settings for the widget is entered.

[0081] In a preferred embodiment, the set of settings in an account administration area includes custom commercial advertisements and selectable features, including graphics options, which control the display of the widget, i.e., the "look and feel" of the widget.

[0082] The set of settings further includes an option to include advertisements in the widget. In one embodiment, the advertisements are the same for each recipient. In another embodiment, the advertisements are different based on location of each user. The set of settings includes a set of group syndication criteria that determine how the widget is displayed and how information in the widget is shared. For example, retailer 502 selects whether "conversations", i.e., sets of questions and related answers, are shared with other websites, each of which includes a respective widget and how the information is shared, including by topic, by conversation, and/or by user location. Questions and answers are generally organized by domain. For example, questions and answers are organized in a hierarchy which reflects subject matter, manufacturer, general product, and specific product from which clients and moderators selectively provide access to users and retailers.

[0083] The set of settings further includes different types of conversations that are selected. For example, "public" is crowd moderated in that there is no interaction or moderation from the client. "Hosted" or "host moderated" is a conversation in which a client is moderating the conversation. "Private" conversations in which the host is any user who wants to host a private conversation. In a preferred embodiment, the host invites specific users, via email or text

message, into the conversation. All types of conversations exist in parallel. For example, a private conversation is included on the same widget with a public conversation. In this example, users in the private conversation have access and can view the private conversation. Other users not in the private conversation cannot see the private conversation and only the public conversation. The set of settings further includes options for interaction restrictions for users. For example, restrictions are placed on types of content users are allowed to upload.

[0084] At step 512, the set of settings are sent to client/moderator server 501. At step 513, the set of settings are saved. At step 514, user 503 downloads and displays the widget at step 513. At step 515, user 503 and group 504 open the widget. At step 516, the widget accesses and opens a video player. At step 517, the widget requests a set of data from the client/moderator server 501 that includes a set of questions and answers and data that indicates the frequency of questions asked about various subjects synchronized to a set of time designations related to the video, and displays them. At step 518, client/moderator server 501 automatically accesses the database to locate the sync data.

[0085] At step 519, the sync data and questions and answers are sent to the user. At step 520, the time sync data and questions and answers are displayed to the user. At step 521, user 503 performs a search of existing information, such as existing sample question and answer conversations that are linked to time periods in the video according to subject matter. In a preferred embodiment, user 503 optionally scrolls through visible items or select tabs to display desired subjects. If the user clicks on one of the listed questions in the timeline, the video is moved to that point in the timeline to be matched. A search request for information is generated at step 521 by a menu selection. The search request includes a "tip" or "help" information about a product or service. At step 522, the search results are displayed. At step 523, the user may

enter new question, comment or tip in the text box as a user interaction. At step 524, the widget time syncs the user interaction to the video to generate a time stamp. In this step, a set of response data is created that includes the question, tip, or comment, and the time stamp. In this way, a receipt time of the user interaction is transformed into a synchronized format related to the time duration of the original video. At step 525, the content that includes the set of response data is uploaded to the client/moderator server 501. In one embodiment, this is an automatic push-pull process. At step 526, the content is stored. At step 527, action may be taken by the client or moderator to delete, suppress or modify the content. In one embodiment, actions by the client or the moderator are not in real time. In this embodiment, any human moderator intervention occurs at the moderator's convenience. In one embodiment, the moderation is performed in real time.

[0086] At step 528, in one embodiment, commercial information or advertisements are optionally added. In one embodiment, an advertisement is appended to any question and answer that originates from different or unrelated retailers. At step 529, any commercial information or advertisements are sent back to the user. At step 530, the advertisements are displayed. At step 531, the syndication group is determined based on the set of settings. At step 532, the information is then syndicated to group 504. At step 538, group 504 optionally generates additional content associated with a time stamp and/or a subject by the widget. In one embodiment, the content is a set of text. In another embodiment, the content is an image. In another embodiment, the content is a video. At step 540, the content is uploaded to the client/moderator. At step 542, the content is stored in the database by the client/moderator server and associated with the time stamp or subject matter. At step 546, the client or the moderator performs a quality control review of the additional text and may modify, suppress or delete it. At

step 548, commercial information or advertisements are optionally added. At step 550, the content, including any commercial information or advertisements, is sent to user 503. At step 552, the content, including any commercial information or advertisements, is sent to group 504. At step 554, the additional content and any advertisement are displayed by user 503.

[0087] Referring to Figure 6 in another embodiment, the video widget is implemented as public portal 600. In one embodiment, public portal 600 is a web application. In another embodiment, public portal 600 is a native client application. Public portal 600 includes a user profile 601 that includes a set of user demographics 602, hosted conversations 602, including private conversations 604 and comment history 605. Conversation menu 606 enables a user to initiate a conversation.

[0088] Referring to Figure 7, conversation menu 700 includes a set of videos 701 from which to select and pull down menu 702. Pull down menu 702 includes start conversation button 703. In a preferred embodiment, a user selects a video from set of videos 701 and selects the start a conversation button to share the video to a set of other users and add content, as will be further described below.

[0089] Referring to Figure 8, method 800 for a user-moderated video syndication will be further described. At step 804, user 802 downloads a widget from client/moderator server 801. At step 805, user 802 opens the widget. At step 806, in one embodiment, user 802 records a video. At step 807, user 802 adds a comment to the video to start a conversation. In one embodiment, the video is a preexisting video, such as a live broadcast or live video stream. In another embodiment, the video is created by the user. At step 808, user 802 enters a set of settings for the conversation.

[0090] In a preferred embodiment, the set of settings includes a set of group

syndication criteria that determine how information in the widget is shared. For example, user **802** selects whether the conversation is shared with other user, each of which accesses a respective widget, and how the information is shared, including by topic, by conversation, and/or by user location. Questions and answers are generally organized by domain. For example, questions and answers are organized in a hierarchy which reflects subject matter, content provider, television show, and specific video from which clients and moderators selectively provide access to users and retailers.

[0091] The set of settings further includes different types of conversations that are selected. For example, “public” is crowd moderated in that there is no interaction or moderation from the client. “Hosted” or “host moderated” is a conversation in which a client is moderating the conversation. “Private” conversations in which the host is any user who wants to host a private conversation. In a preferred embodiment, the host invites specific users, via email or text message, or a notification sent in the widget, into the conversation. All types of conversations exist in parallel. For example, a private conversation is included on the same widget with a public conversation. In this example, users in the private conversation have access and can view the private conversation. Other users not in the private conversation cannot see the private conversation and only the public conversation.

[0092] At step **809**, the set of settings and any recorded video is sent to client/moderator server **801**. At step **810**, the set of settings and any recorded video is stored. At step **811**, a syndication group is determined from the set of settings. At step **812**, an invitation is sent to the determined group. At step **813**, group **803** opens the widget. At step **814**, the widget requests a set of sync data. At step **815**, the client/moderator server **801** determines the set of sync data. In a preferred embodiment, the set of sync data includes the video and a set of



questions and answers and data that indicates the frequency of questions asked about various subjects synchronized to a set of time stamps related to the video. At step **816**, the client/moderator server **801** optionally adds commercial information and/or advertisements to the set of sync data. At step **817**, the set of sync data and any accompanying commercial information and/or advertisements is sent to group **803** to syndicate the video. At step **818**, the set of sync data and any commercial information and/or advertisements is displayed. At step **819**, any user in group **803** optionally adds additional content to the syndicated video. In one embodiment, the content is a set of text. In another embodiment, the content is an image. In another embodiment, the content is a video.

[0093] At step **820**, the content is sent to client/moderator server **801**. At step **821**, the content is stored. At step **822**, the content is sent to user **802**. At step **823**, user **802** optionally moderates the content by deleting, suppressing, or adding to the content. At step **824**, any moderated content is sent to client/moderator server **801**. At step **825**, the moderated content is stored. At step **826**, the moderated content is sent to group **803**. At step **827**, the moderated content is displayed. In a preferred embodiment, steps **819**, **820**, **821**, **822**, **823**, **824**, **825**, **826**, and **827** are repeated to generate a continuous conversation in real time.

[0094] It will be appreciated by those skilled in the art that the disclosed embodiments have numerous applications. For example, given 1,000 websites wrapping the same video with the disclosed system, all websites would show the same “skin” or widget branding, all websites would contribute to and pull from the questions, comments, tips, answers that users were contributing to the database for that particular video, any user can add content which would be available throughout the network optionally without “review,” and advertising is sent throughout the network by the client/moderator server, based upon advertising server rules.

[0095] In another example, the client reviews and approves content to moderate the conversation. Advertising is controlled by the client and is delivered to each of the 1,000 websites based upon the advertising rules. The advertising is the same or is different depending on the settings.

[0096] In another example, the disclosed system enables the content to be syndicated and any information that is added to the content “travels” with the content across all web sites. In this way, any information that is not included on the website on which the original content is included may be added to the original content in order to centralize information about the original content to the original content itself.

[0097] It will be appreciated by those skilled in the art that the described embodiments disclose significantly more than an abstract idea including technical advancements in the field of data processing and a transformation of data which is directly related to real world objects and situations in that the disclosed embodiments enable a computer to operate more efficiently and solve a problem particular to the internet with a technical solution particular to the internet. Specifically, the disclosed embodiments solve the problem of retaining internet users by aggregating information generated by a third party onto an original web site or original video, thereby discouraging internet user from seeking the third party information elsewhere. Further, the aggregated information is prioritized so that no information is duplicated, resulting in a reduction of memory and bandwidth consumed by the disclosed embodiments.

[0098] It will be appreciated by those skilled in the art that modifications can be made to the embodiments disclosed and remain within the inventive concept. Therefore, this invention is not limited to the specific embodiments disclosed, but is intended to cover changes within the scope and spirit of the claims.

**CLAIMS:**

1. A syndication system comprising:
  - a network;
  - a video distributed through the network;
  - a set of widget applications connected to the network, each widget application of the set of widget applications overlaid onto the video;
  - a server connected to the network programmed to carry out the steps of:
    - receiving a set of response data;
    - determining a syndication group for the set of widget applications;
    - sending the set of response data to the syndication group;
    - receiving a set of content in response to the set of response data; and,
    - sending the set of response data to the syndication group.
2. The system of claim 1, wherein the set of response data comprises a response video attached to the video.
3. The system of claim 1, further comprising a client device connected to the network, wherein the server is further programmed to carry out the step of receiving a set of client moderation data for the set of response data.
4. The system of claim 1, wherein the server is further programmed to carry out the step of adding a set of advertisements to the set of response data.

5. The system of claim 1, further comprising a retailer device connected to the network and wherein the server is further programmed to carry out the steps of:
  - receiving a set of retailer settings for the set of widget applications; and,
  - determining the syndication group from the set of retailer settings.
6. The system of claim 1, wherein each of the set of widget applications is a mobile application.
7. The system of claim 1, wherein each of the set of widget applications is a web page application.
8. The system of claim 1, further comprising a user device connected to the network wherein the server is further programmed to carry out the steps of:
  - receiving a set of user settings; and,
  - determining the syndication group from the set of user settings.
9. The system of claim 1, wherein the server is further programmed to carry out the steps of:
  - receiving a set of moderated content; and,
  - sending the set of moderated content to the syndication group.
10. The system of claim 1, further comprising a content provider connected to the network, wherein the video is distributed by the content provider.

11. The system of claim 1, wherein the video is television broadcast.
12. The system of claim 1, wherein the video is a live stream.
13. A method for syndication comprising the steps of:
  - receiving a set of settings;
  - receiving a search query;
  - determining an automatic answer for the search query;
  - receiving a client answer for the search query based on the automatic answer;
  - determining a syndication group from the set of settings;
  - receiving a question based on the client answer;
  - receiving an answer to the search query; and
  - syndicating the question and the answer to the syndication group.
14. The method of claim 13, further comprising the step of moderating the answer.
15. The method of claim 13, further comprising the step of appending an advertisement to the client answer.
16. The method of claim 13, further comprising the step of implementing a widget on a web page.
17. A method for syndicating a video through a set of widget applications comprising the

steps of:

- receiving a set of response data for the video;
- determining a syndication group for the set of widget applications;
- sending the set of response data to the syndication group;
- receiving a set of content in response to the set of response data; and,
- sending the set of response data to the syndication group.

18. The method of claim 17, wherein the step of determining a syndication group further comprises the step of determining a subset of widget applications from the set of widget applications.

19. The method of claim 17, further comprising the step of recording the video.

20. The method of claim 17, further comprising the step of adding an advertisement to the set of response data.

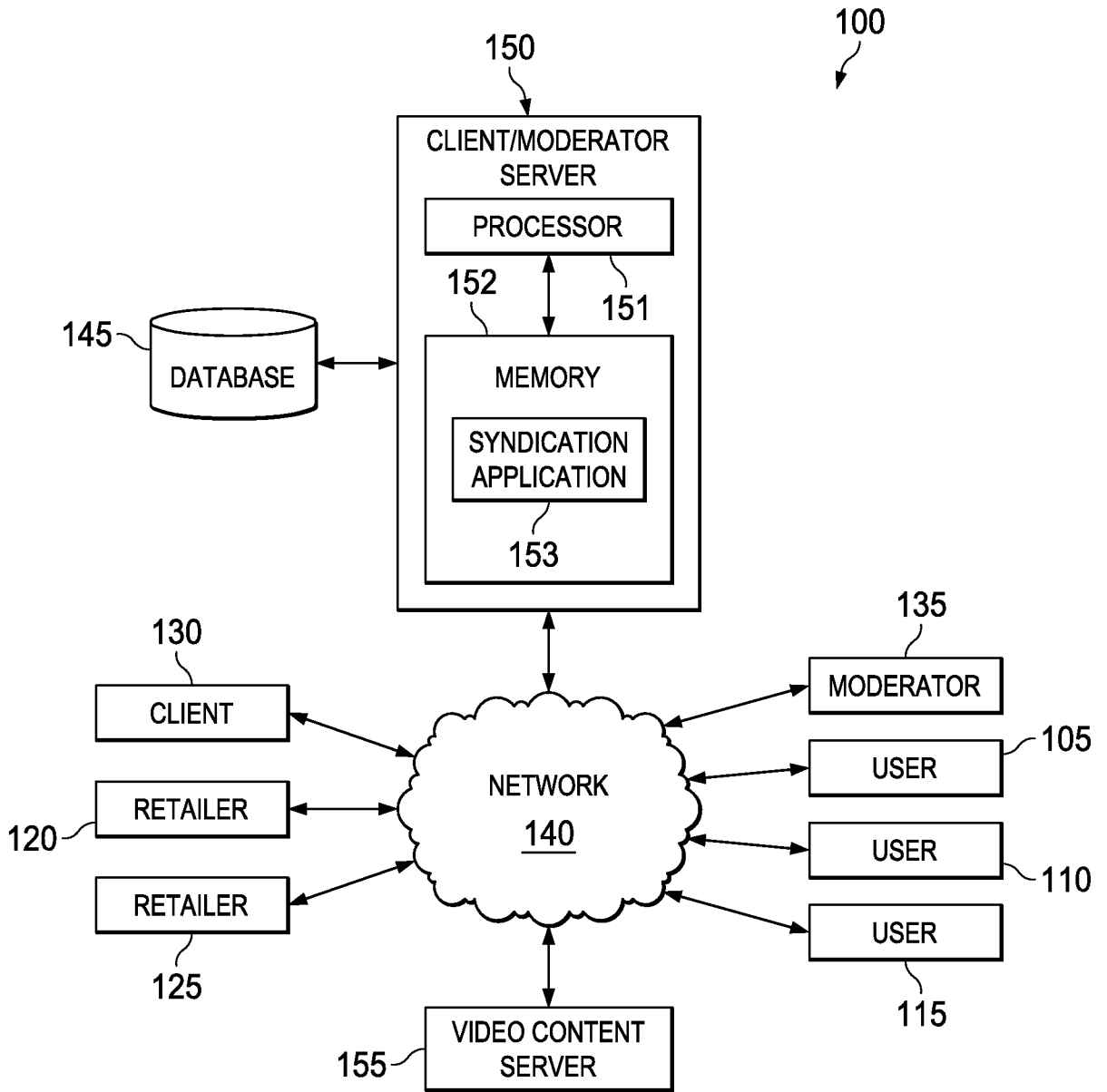



FIG. 1



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○ 289

**Cultural Anthropology Syllabus, Winter 2012**  
by Heather Young-Leslie

**ANTHRO 207: Introduction to Social and Cultural Anthropology**

**Processor:** Dr. Heather Young-Leslie  
**Office:** Tory 13-29  
**Hours:** Tues 10:00-12:00  
**Email:** heather.youngleslie@ualberta.ca  
**Lectures:** Winter 2012 M/W 1100-1150  
**Location:** T 1-93

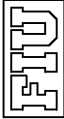
**Teaching Assistants:**  
Bo Li bo9@ualberta.ca (Fridays)  
Deirdre Zasorin-White zasorinw@ualberta.ca  
**Tutorials:** R 0800, 1100, 1400 | F 0800, 1300  
**Locations:** T B109; T 1 83; T B 65.

**Overview:** This course introduces students to the core questions, issues, and approaches of social-cultural anthropology. The lectures will review, elaborate on, or complement topics introduced in the readings and online viewing, but do not replicate the assigned materials. Students are expected to have read/viewed in advance of the lectures, and to be prepared to discuss them authoritatively in seminar. Seminar participation is highly valued in this course and marked accordingly.

**Prerequisite:** 100-level anthropology course or permission from Anthropology Department.

**Course Assessment:**  
**Quiz:** 20% (Feb 8) | **Assignment Outline:** 5% (Feb 13) | **Research Assignment:** 35% (March 21) | **Tutorial Participation:** 15% | **Take-Home Exam:** 25% (April 19)

**Required Texas** (available for purchase at the U of A Bookstore)  
Eriksen, Thomas Hylland  
201 Small Places. Large Issues (3rd Edition). Pluto Press  
Graeber, David  
2009 Direct Action; An Ethnography, AK Press (also available online from the U of A Library)



**Cultural Anthropology**  
Winter 2013 Syllabus Q&A

English

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- Asked by Joseph R.  
Most Popular Answer | All 12 Answers

"Morrison, Bruce R. And C. Roderick Wilson2001 Ethnographic Essays, Problem-Based Approach, Peacock Press A Canadian version of any introductory cultural Anthropology text; the booksto..."

▶ Is there a list of classic readings for this course?  
▶ Will late assignments be accepted?  
▶ What extra resources are available?  
▶ What are the Required Texts?

25 1

Answer  
42 1

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200

FIG. 2A

SUBSTITUTE SHEET (RULE 26)



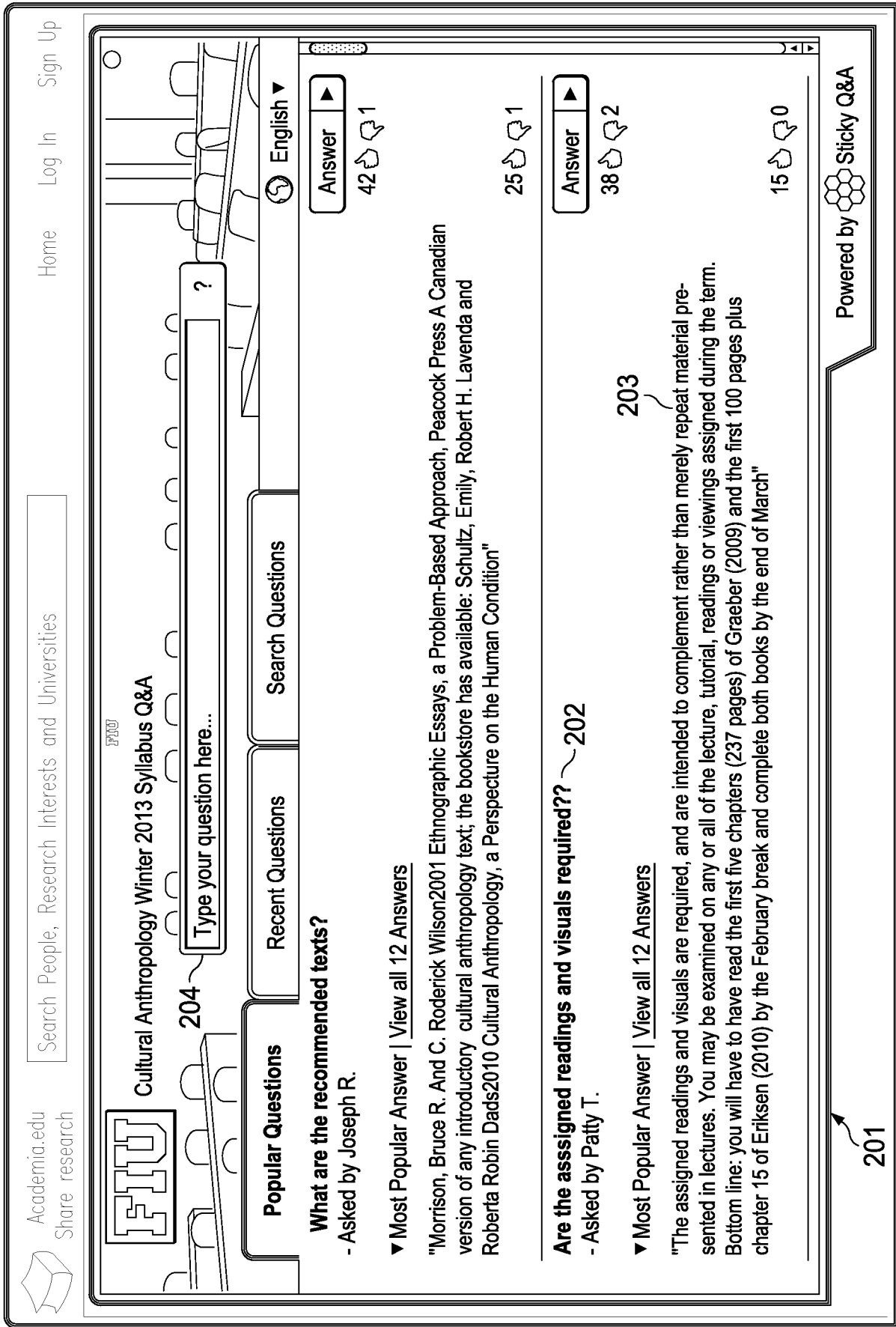


FIG. 2B

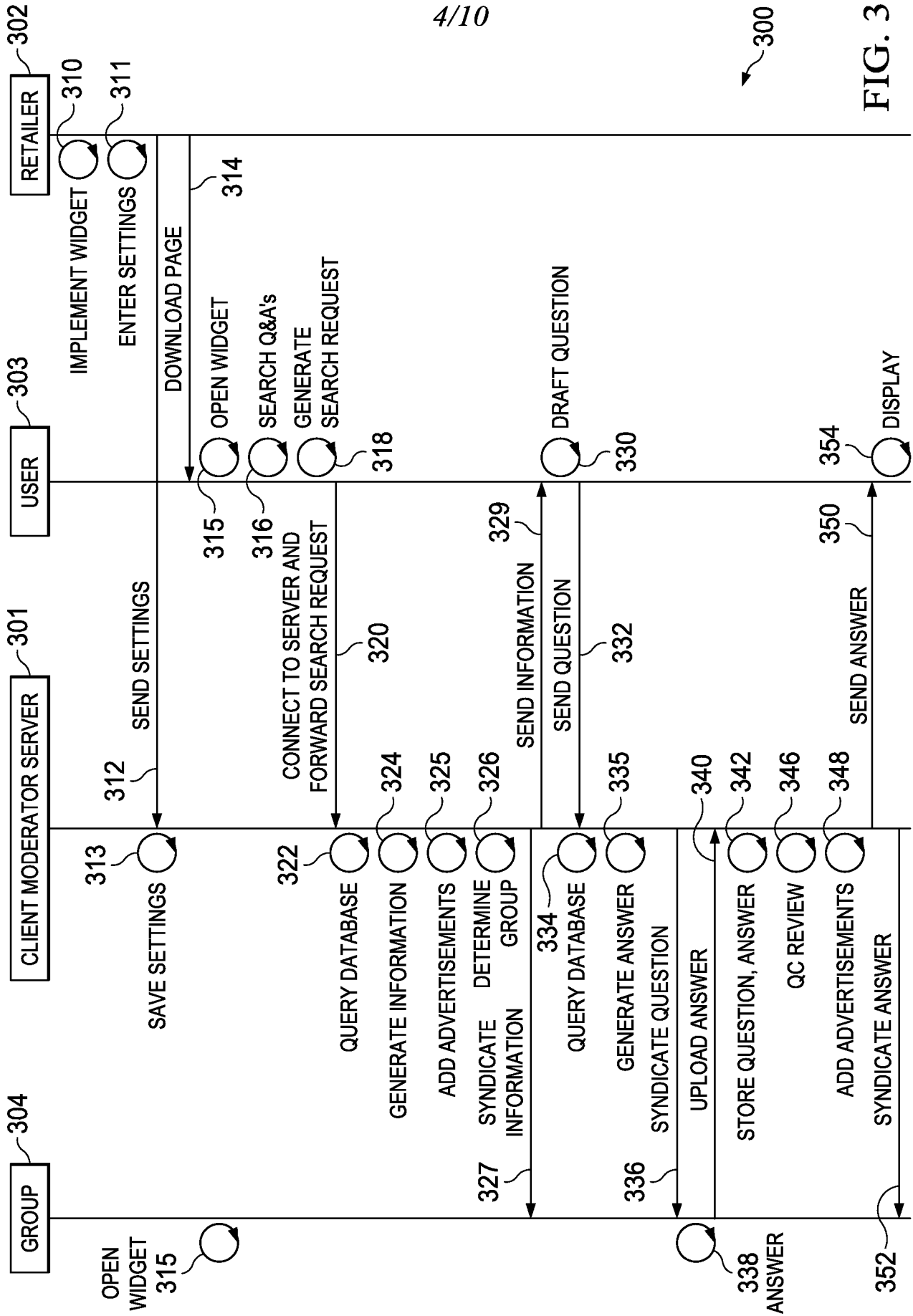


FIG. 3

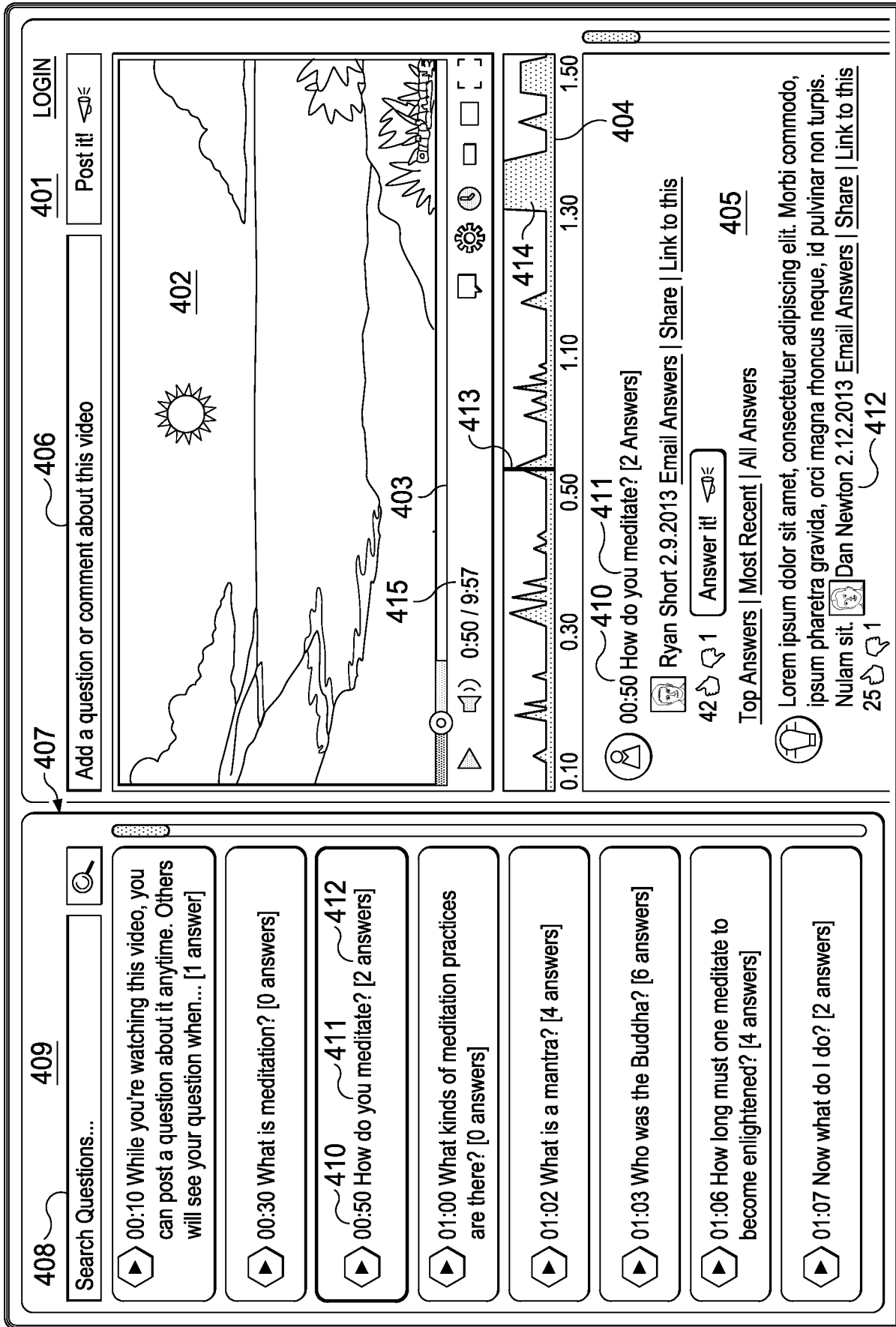


FIG. 4A

400

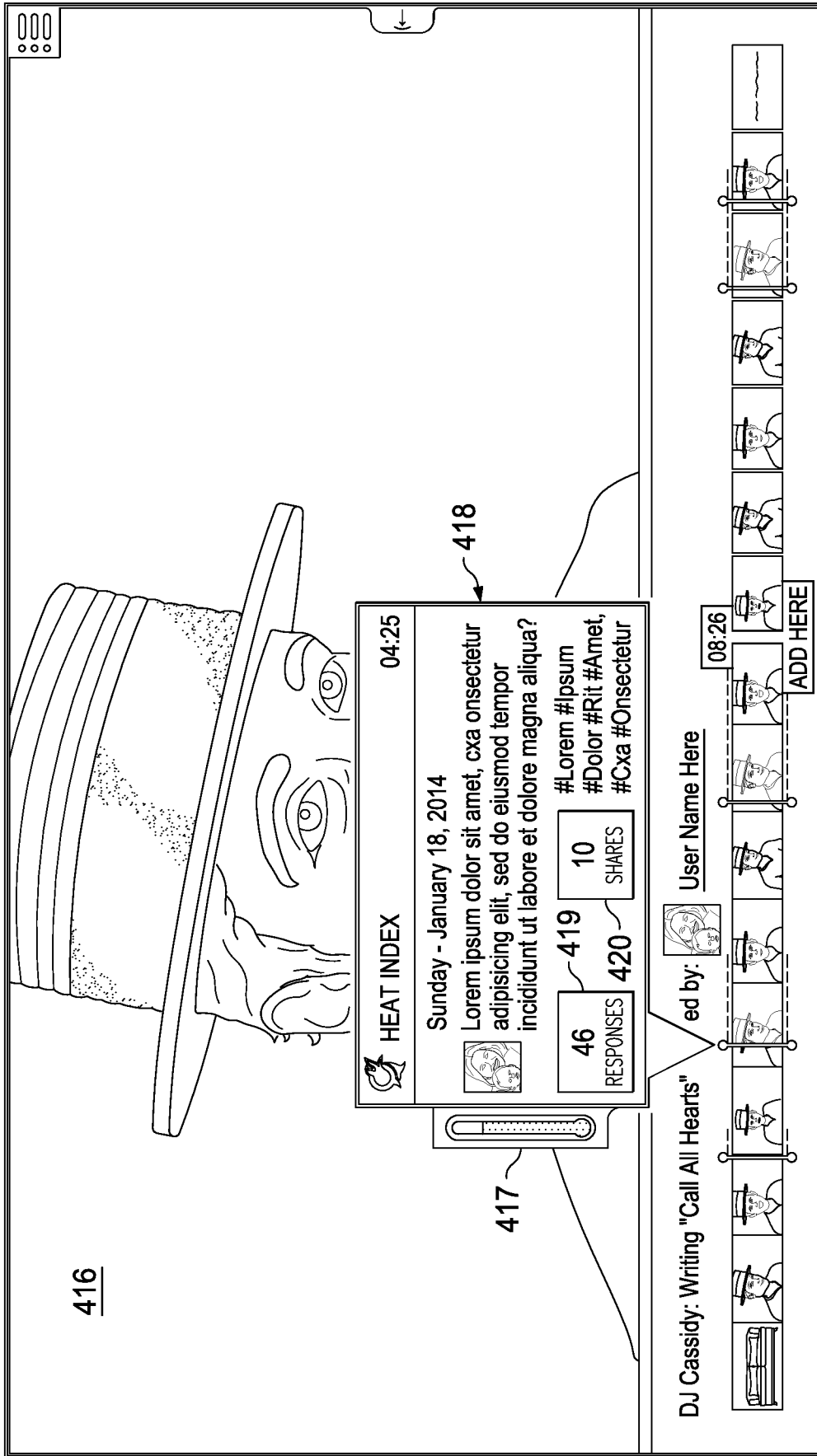
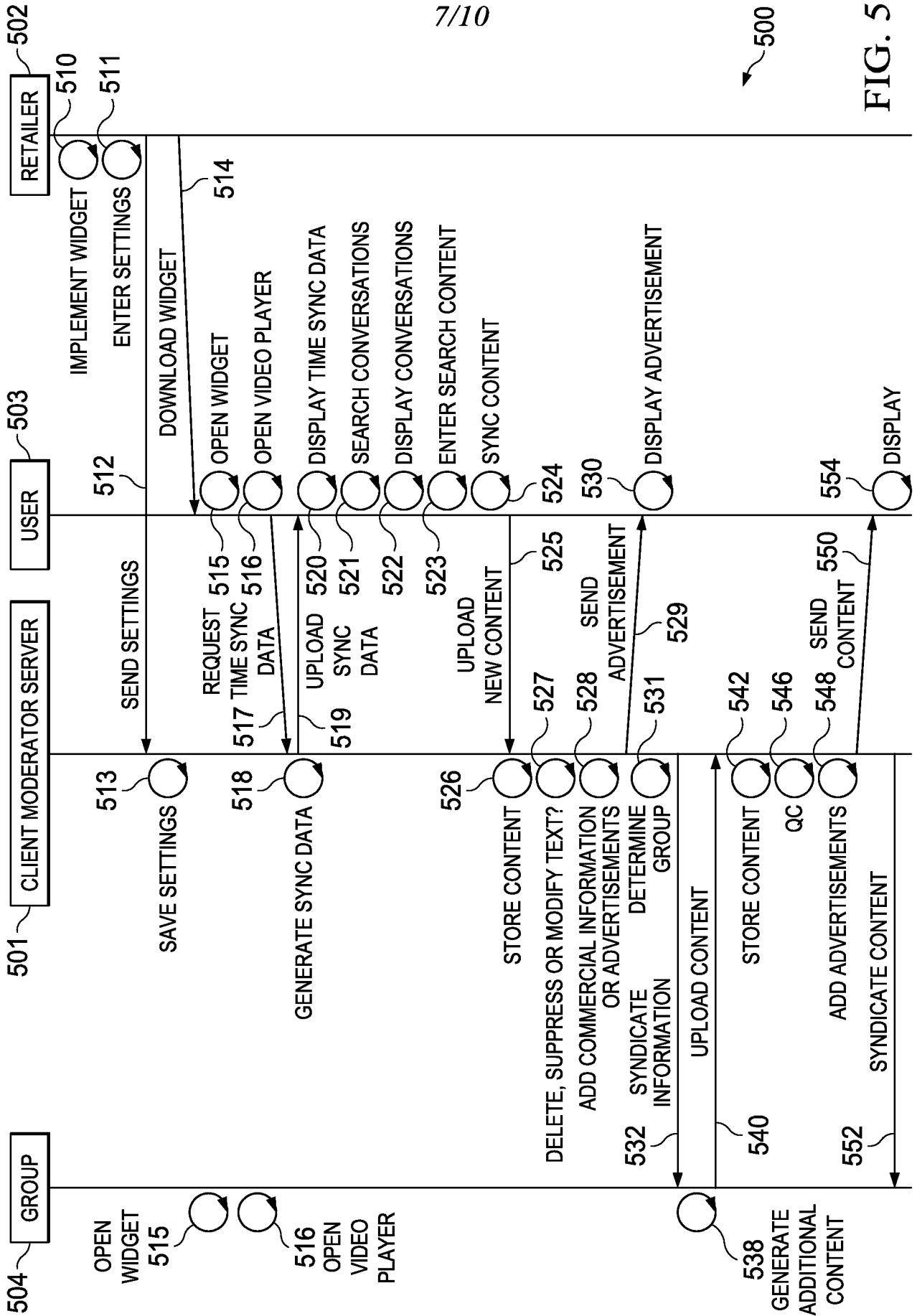


FIG. 4B



500

FIG. 5

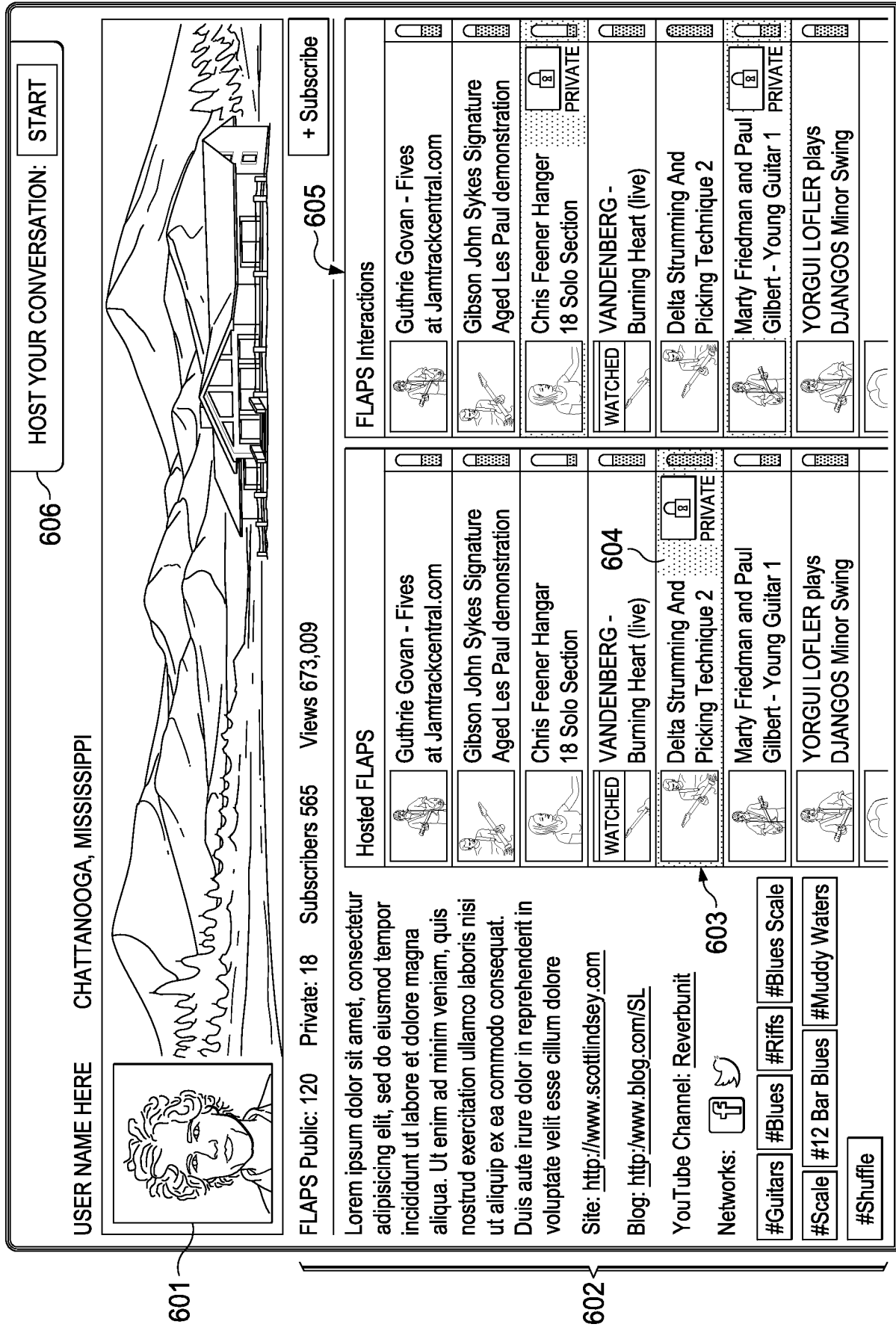


FIG. 6

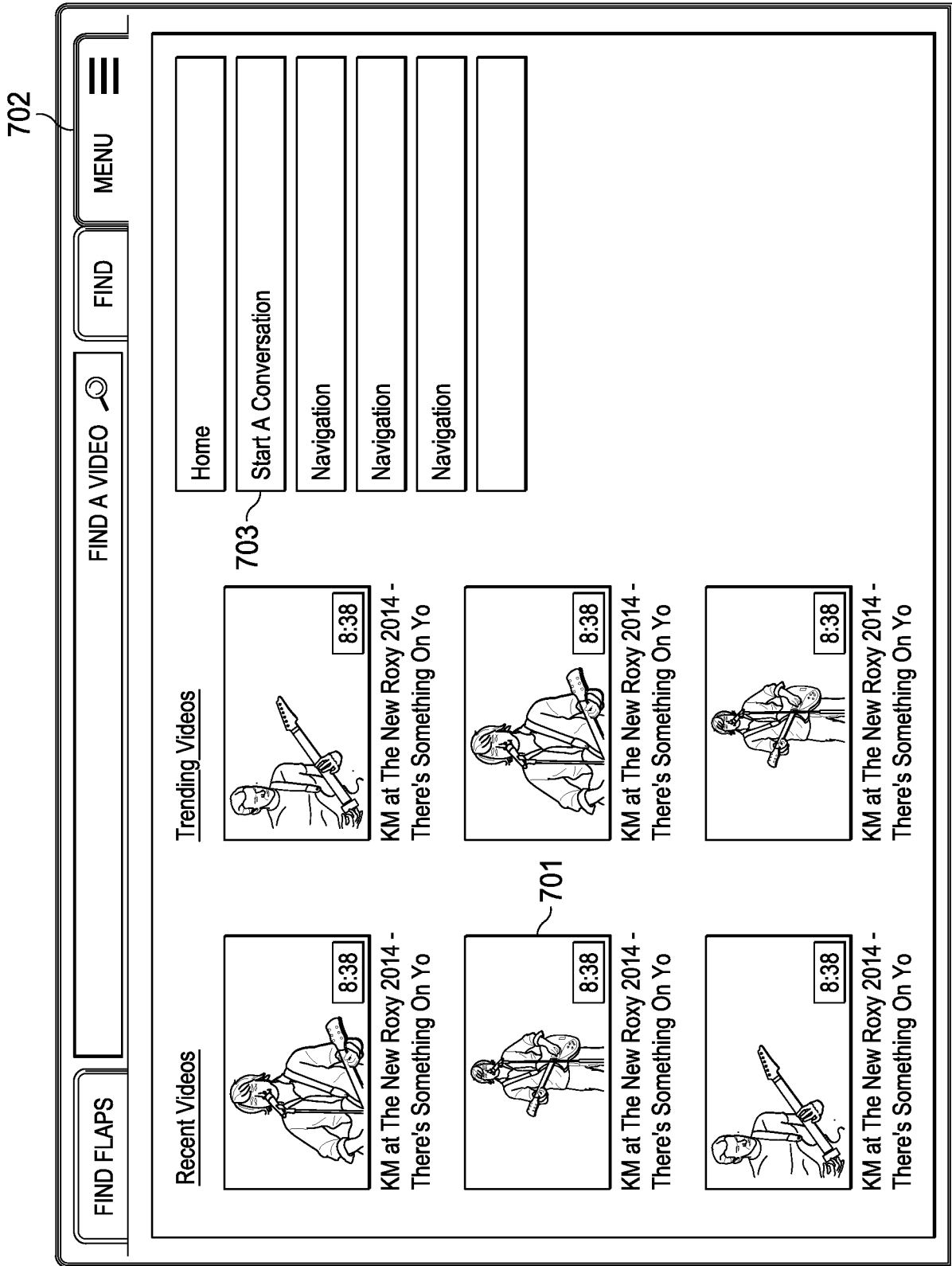


FIG. 7

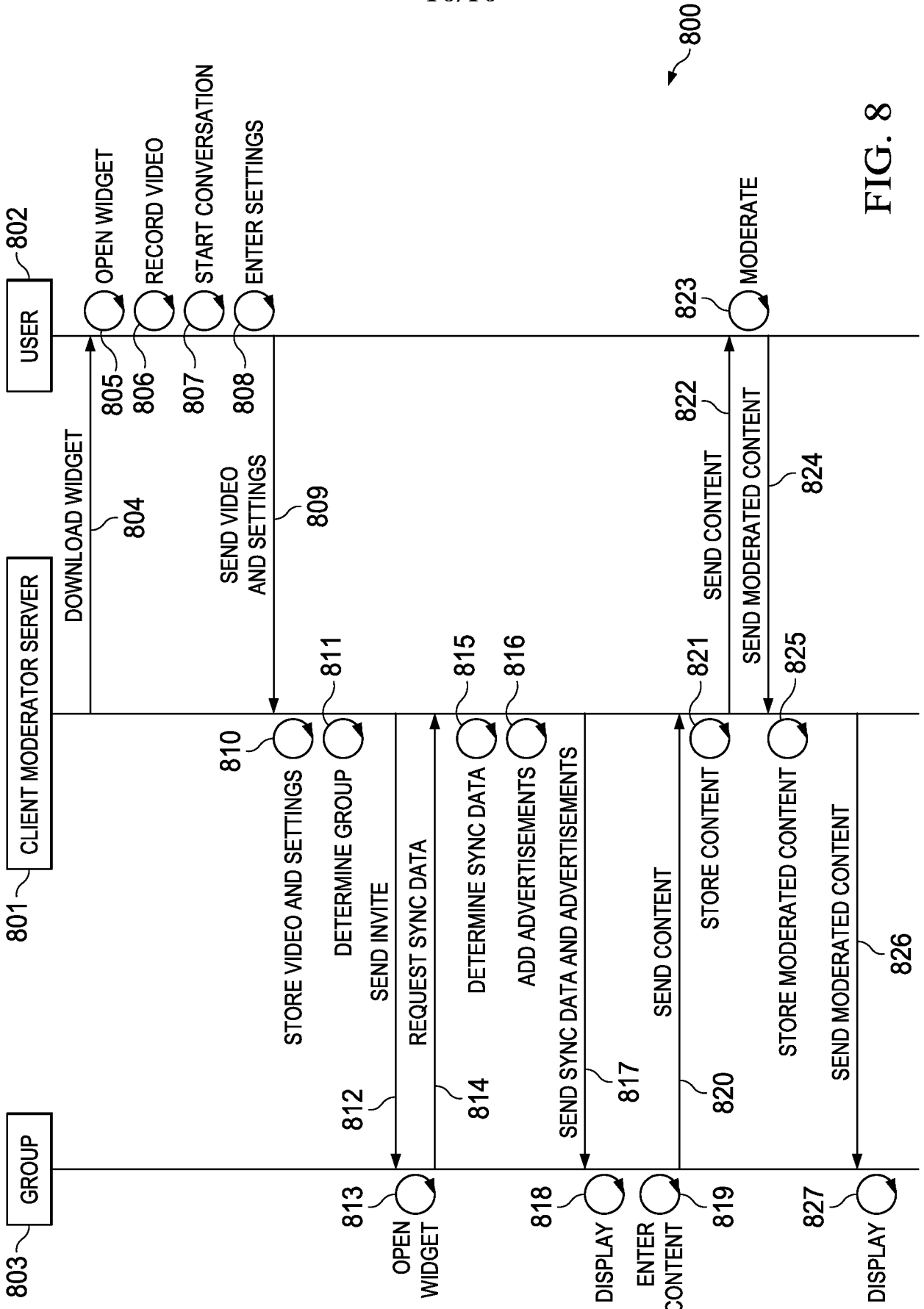


FIG. 8



## INTERNATIONAL SEARCH REPORT

International application No.

PCT/US15/16935

<b>A. CLASSIFICATION OF SUBJECT MATTER</b> IPC(8) - G06Q 30/02; G06F 3/0481 (2015.01) CPC - G06Q 30/0251; G06F 3/0481 According to International Patent Classification (IPC) or to both national classification and IPC		
<b>B. FIELDS SEARCHED</b> Minimum documentation searched (classification system followed by classification symbols) IPC(8): G06Q 30/02; G06F 3/0481, 15/16, 17/30 (2015.01) CPC: G06Q 30/0251; G06F 3/0481, 15/16, 17/30781  Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched  Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) PatSeer (US, EP, WO, JP, DE, GB, CN, FR, KR, ES, AU, IN, CA, INPADOC Data) Keywords: syndication, RSS, video, media, widget, question, comment, response, answer, group, retailer, merchant, seller, query, streaming, television, advertising, web, HTML		
<b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X — Y	US 2013/0054517 A1 (BEECHUK, S. et al.) 28 February 2013; figures 1A, 1B, 11, 16, 23, 26; paragraphs [0052], [0067], [0076], [0394], [0399]; claim 19.	1-3, 6-9, 13-14, 16-18 4-5, 10-12, 15, 19-20
Y	US 2011/0107379 A1 (LAJOIE, M. et al.) 05 May 2011; figure 6A, 25; paragraphs [0219], [0223], [0677], [0753], [0816], [0819].	4, 10-12, 15, 19-20
Y	US 2011/0231260 A1 (PRICE, K.) 22 September 2011; figure 1; paragraphs [0069], [0073].	5
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.		
* Special categories of cited documents: "A" document defining the general state of the art which is not considered to be of particular relevance "E" earlier application or patent but published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) "O" document referring to an oral disclosure, use, exhibition or other means "P" document published prior to the international filing date but later than the priority date claimed "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention "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 16 June 2015 (16.06.2015)		Date of mailing of the international search report 08 JUL 2015
Name and mailing address of the ISA/ Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-8300		Authorized officer Shane Thomas PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774

INTERNATIONAL SEARCH REPORT

International application No.  
PCT/US15/16935

**Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)**

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

- 1.  Claims Nos.:  
because they relate to subject matter not required to be searched by this Authority, namely:
  
- 2.  Claims Nos.:  
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:
  
- 3.  Claims Nos.:  
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

**Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)**

This International Searching Authority found multiple inventions in this international application, as follows:

Group I: Claims 1-12, 17-20; Group II: Claims 13-16

\*\*\*-Please See Supplemental Page-\*\*\*

- 1.  As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
- 2.  As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of additional fees.
- 3.  As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:
  
- 4.  No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

- Remark on Protest**
- The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
  - The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
  - No protest accompanied the payment of additional search fees.

INTERNATIONAL SEARCH REPORT  
Information on patent family members

International application No.  
PCT/US15/16935

-\*\*\*-Continued from Box No. III - Observations where unity of invention is lacking-\*\*\*-

This application contains the following inventions or groups of inventions which are not so linked as to form a single general inventive concept under PCT Rule 13.1. In order for all inventions to be examined, the appropriate additional examination fee must be paid.

Group I: Claims 1-12 and 17-20 are directed toward a syndication system and method for syndicating a video through a set of widget applications.

Group II: Claims 13-16 are directed toward a method for syndication comprising settings and queries.

The inventions listed as Groups I-II do not relate to a single general inventive concept under PCT Rule 13.1 because, under PCT Rule 13.2, they lack the same or corresponding special technical features for the following reasons:

The special technical features of Group I include a set of widget applications connected to the a network, each widget application of the set of widget applications overlaid onto the video, which are not present in Group II.

The special technical features of Group II include receiving a set of settings; receiving a client answer for a search query based on an automatic answer, which are not present in Group I.

The common technical feature shared by Groups I-II is a method for syndication comprising: determining a syndication group; and receiving response data. However, these common features are previously disclosed by US 2006/0173985 A1 (MOORE). Moore discloses a method for syndication (providing a platform for a wide array of useful consumer and business applications using a syndicated data stream; Abstract) comprising: determining a syndication group (social networking tools support formations of groups and evaluate popularity of feeds or items in a syndication network; paragraph [0157]); and receiving response data (respond to requests from a client and responds with a data feed; paragraph [0138]).

Since the common technical features are previously disclosed by the Moore reference, these common features are not special and so Groups I-II lack unity.