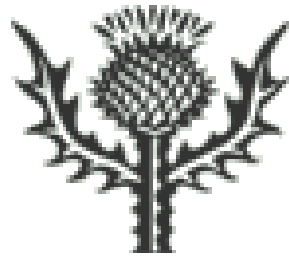




ENCYCLOPÆDIA

Britannica

**CONFIDENTIAL AND  
PRIVILEGED  
ATTORNEYS' WORK  
PRODUCT**



# The Britannica Patent

**How a print encyclopedia publisher came to own a pioneering electronic database search patent and what it means?**

**William J. Bowe**  
**Executive Vice President and General Counsel**  
**Encyclopaedia Britannica, Inc.**  
**331 North LaSalle Street**  
**Chicago, IL 60610**



# The Britannica Patent

## Standing on the Shoulders of Giants: Fathers of Hypertext and a Better Machine/Human Interface

- Vannevar Bush\*
- Theodor Nelson
- Doug Engelbart
- Alan Kay\*

\*specifically considered aspects of an electronic Encyclopaedia Britannica



**Vannevar Bush** with his Differential Analyzer, c. 1935.

*MIT Museum, Encyclopaedia Britannica Online.*

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JULY 1945

## As We May Think

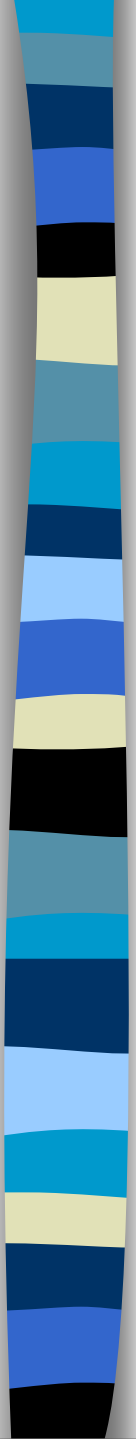
by Vannevar Bush

As Director of the Office of Scientific Research and Development, Dr. Vannevar Bush has coordinated the activities of some six thousand leading American scientists in the application of science to warfare. In this significant article he holds up an incentive for scientists when the fighting has ceased. He urges that men of science should then turn to the massive task of making more accessible our bewildering store of knowledge. For years inventions have extended man's physical powers rather than the powers of his mind. Trip hammers that multiply the fists, microscopes that sharpen the eye, and engines of destruction and detection are new results, but not the end results, of modern science. Now, says Dr. Bush, instruments are at hand which, if properly developed, will give man access to and command over the inherited knowledge of the ages. The perfection of these pacific instruments should be the first objective of our scientists as they emerge from their war work. Like Emerson's famous address of 1837 on "The American Scholar," this paper by Dr. Bush calls for a new relationship between thinking man and the sum of our knowledge. --THE EDITOR

**Ted  
Nelson**



**“The Father of Hypertext” is Knighted by  
France as Officier des Arts et Lettres in 2001**

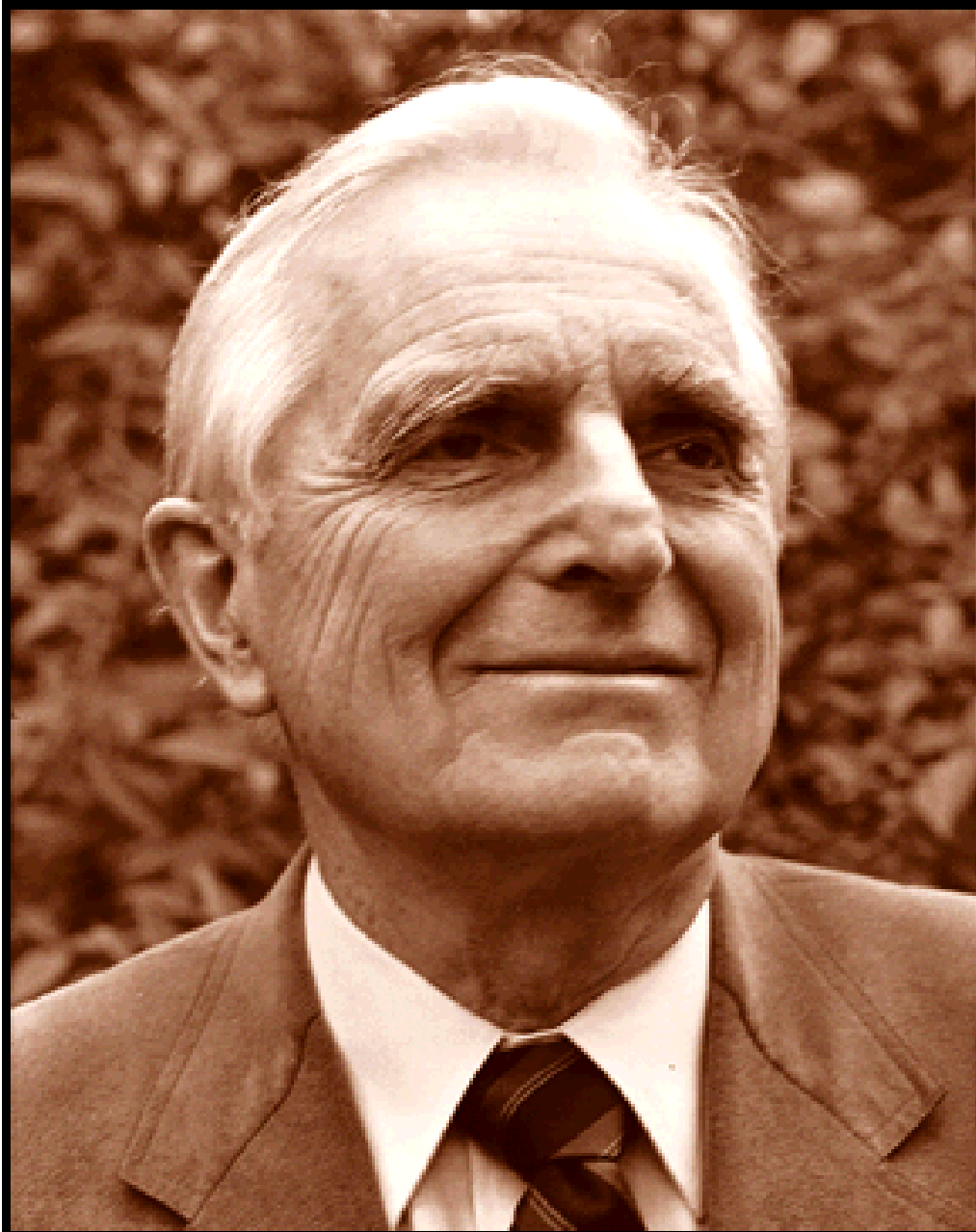


## Ted Nelson's Mysterious and Unrealized Project Xanadu



# Douglas Engelbart:

Inventor of the  
mouse and  
hypermedia  
at Stanford  
Research  
Institute  
(1960s)

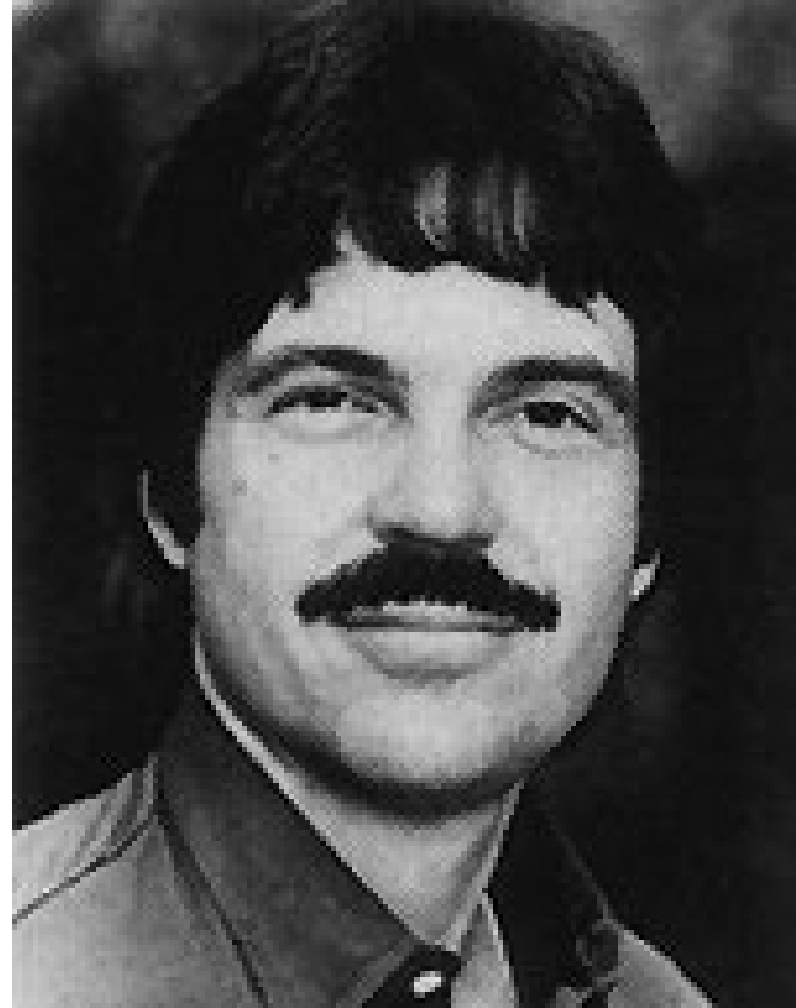


**Doug Engelbart**



# Alan Kay

Interface pioneer  
talking to Xerox  
planners at PARC  
(1971):



**"Don't worry about what anybody else is going to do... The best way to predict the future is to invent it. Really smart people with reasonable funding can do just about anything that doesn't violate too many of Newton's Laws!"**



# The Britannica Patent

How a print encyclopedia publisher came to own a pioneering electronic database search patent and what it means?

- **Pre-1987:** Unique origins of the Britannica Patent
- **1988-1989:** Building the Compton's Multimedia Encyclopedia
- **After 2002:** Who infringes the Britannica Patent and how?



# The Britannica Patent

## Encyclopedias as Mnemonic Devices

- The Societal Role of Encyclopedias
- **339 BC**: Speusippus
- **1732**: “The Proper Study of Mankind is Man”
- **1751**: Diderot’s French Encyclopedie
- **1768**: Britannica’s 1st Edition

# Encyclopaedia Britannica

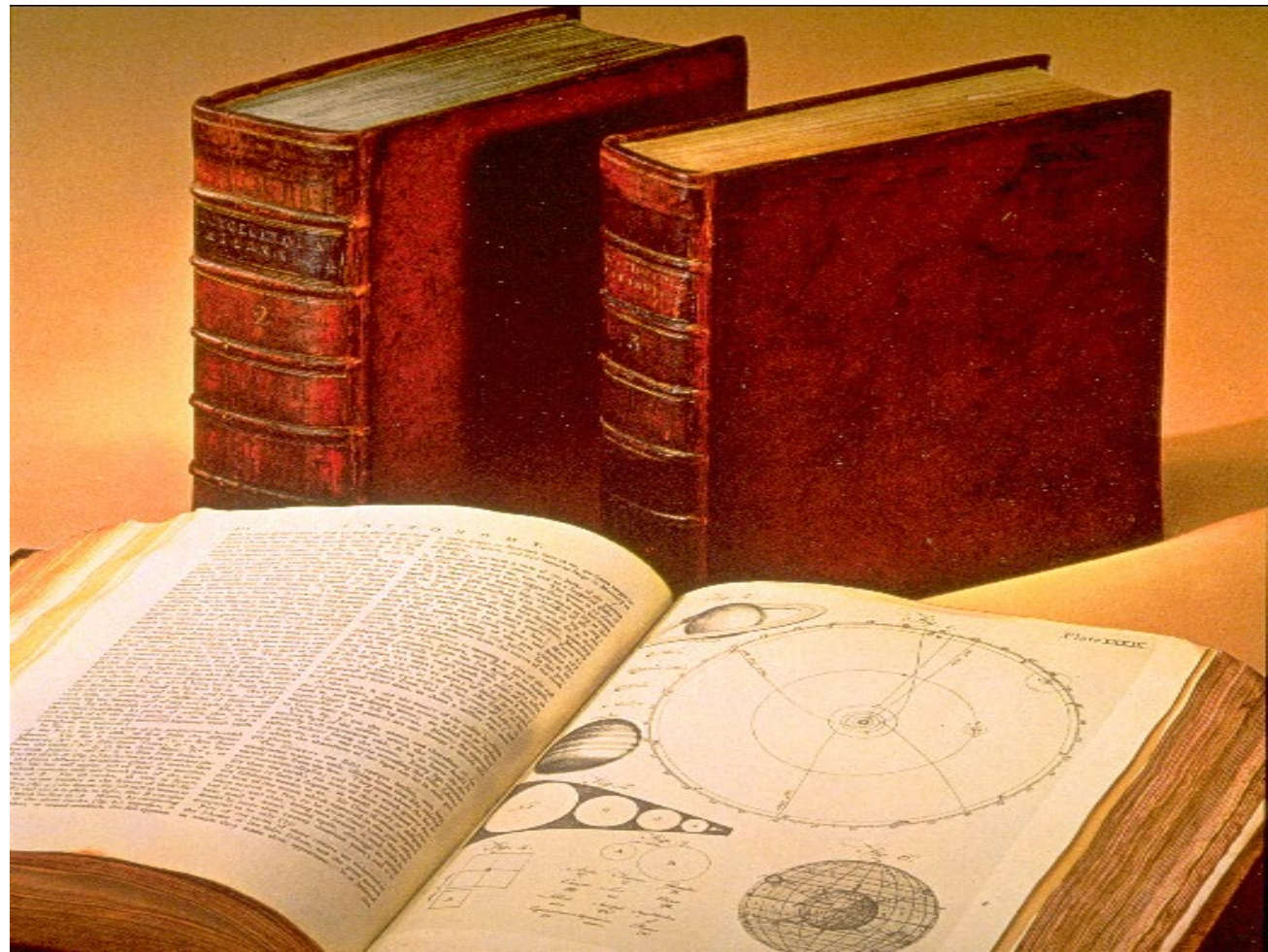
## 1<sup>st</sup> Edition

### (1768)

Vol.1: A-B

Vol 2: C-L

Vol 3: M-Z





# The Britannica Patent

## The Encyclopedist's Art

- Capital intensive product
- Few players in market
- Role of outside scholars (4,455 today)
- Role of inside encyclopedists
  - Fewer than 1,000 working in English
  - What to leave out, not what to put in



# The Britannica Patent

## Planners of EB's 15<sup>th</sup> Edition, The Essential Precursor to The Britannica Patent

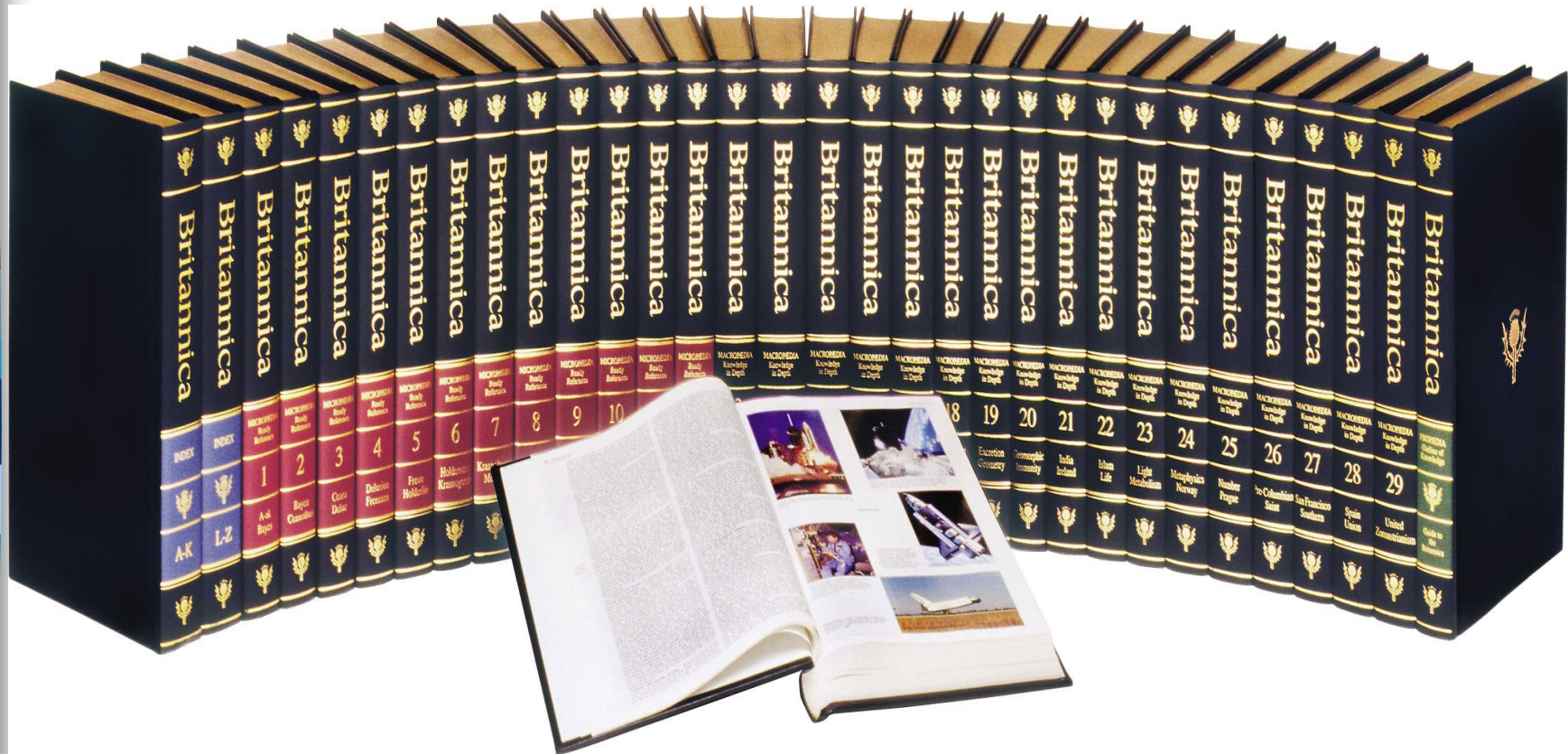
- **William Benton**, Publisher of EB
- **Robert Hutchins**, University of Chicago President
- **Mortimer Adler**, Philosopher
- **Charles Van Doren**, EB Editorial Vice President

**William Benton, Robert Hutchins & Mortimer Adler**  
**The Publisher, The University President & The Philosopher**





# 15<sup>th</sup> Edition Encyclopaedia Britannica (1974)





# Mortimer Adler

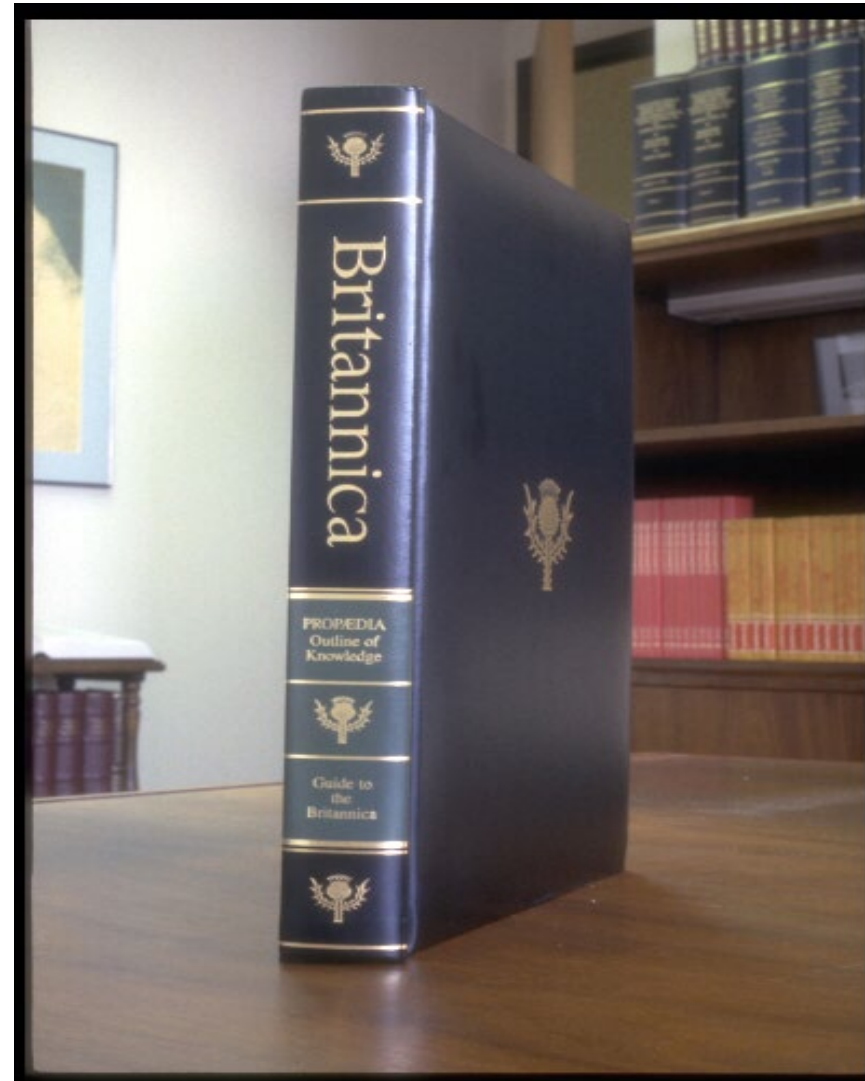
1902-2001

Planning  
Chairman &  
Project  
Manager,  
15th Edition  
Encyclopaedia  
Britannica  
(1974)



# 15<sup>th</sup> Edition's Propaedia Volume

The  
universe  
according  
to Adler





# Charles Van Doren

## Vice President, Editorial Encyclopaedia Britannica (1972-82)





# Britannica's Computer Evolution

- 1960s
  - IBM mainframe arrives
    - Internal business system controls
      - Accounting functions
      - Customer lead management
- Early 1970s
  - editorial piggybacks onto the system
  - “hooks” added to all databases
- Early 1980s
  - editorial gets stand alone computer system



# Critical Hardware Developments Open Market for Complex Consumer Software

- **1982** Introduction of the IBM PC
  - consumer mass market
- **1985** CD-ROM drives
  - options for software developers
- **Mid-1980s** Faster machines, color CRTs and sound cards appear
  - opens multimedia market



# The Britannica Patent

## Compton's Multimedia Encyclopedia Prime Movers

- **Patricia Wier**, EB Vice President, Corporate Planning & Development (1982-85)
- **Peter Norton**, EB President (1985-93)
- **Harold Kester**, EB Vice President, Chief Information Officer (1990-99)
- **Stanley Frank**, EB Vice President, Development (1985-93)



# Patricia Wier

Encyclopaedia  
Britannica

Vice President,  
Corporate Planning &  
Development  
(1982-85)

**Visited MIT Media Lab  
to investigate electronic  
encyclopedia possibilities**





# Peter Norton

Encyclopaedia  
Britannica

President  
(1985-95)

**Convinced EB Board to  
Computerize Compton's  
Encyclopedia**





# Harold Kester

President Del Mar Group, Inc. until 1990

Encyclopaedia  
Britannica

Vice President,  
Technology  
(1990-99)

**Made new use of EB  
editorial “hooks” at  
the Del Mar Group  
(1987-89)**





# Stanley Frank

Encyclopaedia  
Britannica

Vice President,  
Development  
(1985-93)

**Former IBM executive and  
Compton's Project Leader**



# Compton's Multimedia Encyclopaedia (1989)



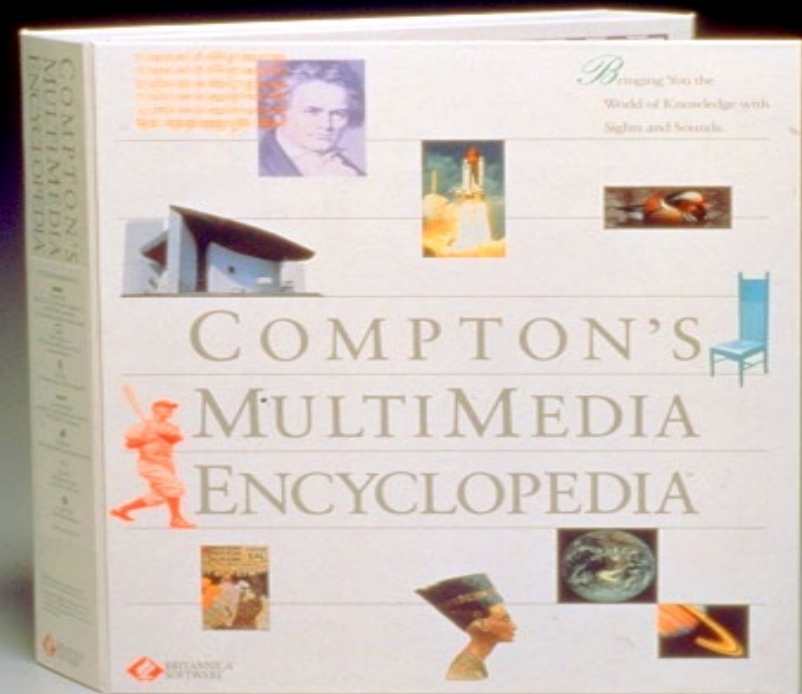
13 million words

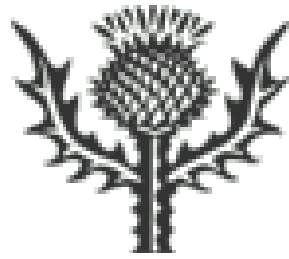
7,000 pictures

Animations

Movies

Sound clips





# The Britannica Patent

**And that's how a print encyclopedia publisher came to own a pioneering electronic database search patent and what it means.**



ENCYCLOPÆDIA

Britannica