AO 120 (Rev. 08/10)

TO:	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	

In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court Western District of Texas on the following

☐ Trademarks or ☑ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO.	DATE FILED	U.S. DISTRICT COURT
6:22-cv-00357	4/4/2022	Western District of Texas

PLAINTIFF	DEFENDANT
WILDSEED MOBILE LLC	GOOGLE LLC and YOUTUBE, LLC

	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1	7,376,414	5/20/2008	Wildseed Mobile LLC
2	9,141,960	9/22/2015	Wildseed Mobile LLC
3	10,251,021	4/2/2019	Wildseed Mobile LLC
4	10,959,040	3/23/2021	Wildseed Mobile LLC
5	10,869,169	12/15/2020	Wildseed Mobile LLC

In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1		
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3		
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE

Copy 1—Upon initiation of action, mail this copy to Director Copy 3—Upon termination of action, mail this copy to Director
Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy

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DOCKET NO.	DATE FILED	U.S. DISTRICT COURT
6:21-cv-1245	12/1/2021	Western District of Texas

PLAINTIFF	DEFENDANT
WILDSEED MOBILE LLC	GOOGLE LLC and YOUTUBE, LLC

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PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT7013732

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
VARIA HOLDINGS LLC	11/08/2021

RECEIVING PARTY DATA

Name:	WILDSEED MOBILE LLC
Street Address:	1356 BROADWAY
Internal Address:	C/O MICHAEL JEMAL
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10018

PROPERTY NUMBERS Total: 4

Property Type	Number
Application Number:	17119468
Patent Number:	10959040
Patent Number:	10869169
Patent Number:	9843907

CORRESPONDENCE DATA

Fax Number:

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 9736219020
Email: rbrosen@hlgslaw.com
Correspondent Name: ROBERT B. ROSEN
Address Line 1: ONE GATEWAY CENTER
Address Line 2: HELLRING LINDEMAN GOLDSTEIN & SIEGAL LLP
Address Line 4: NEWARK, NEW JERSEY 07102

ATTORNEY DOCKET NUMBER:	13713-1
NAME OF SUBMITTER:	ROBERT B. ROSEN
SIGNATURE:	/Robert B. Rosen/
DATE SIGNED:	11/09/2021
	This document serves as an Oath/Declaration (37 CFR 1.63).

Total Attachments: 3
source=00311134#page1.tif
source=00311134#page2.tif
source=00311134#page3.tif

ASSIGNMENT OF PATENT MATTERS

VARIA HOLDINGS LLC, a limited liability company organized under and pursuant to the laws of the State of Delaware (hereinafter referred to as "**Assignor**"), is the sole and exclusive owner of the patents and patent applications listed in Exhibit A (hereinafter referred to as "**Patent Matters**"); and

WILDSEED MOBILE LLC, a limited liability company organized under and pursuant to the laws of the State of Texas (hereinafter referred to as "**Assignee**"), desires to acquire the right, title and interest in, to and under said Patent Matters and the inventions covered thereby.

For good and valuable consideration, the receipt and sufficiency of which Assignor acknowledges, Assignor hereby sells, assigns, transfers, and sets over to Assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to said Patent Matters and all improvements thereon, and all provisional, original, divisional, continuation, continuation-in-part, substitute or reissue applications and patents applied for or granted therefor (including related rights such as utility-model registrations, inventor's certificates and the like), in the United States of America and all other countries, which claim priority to the Patent Matters including, without limitation, all United States Letters Patents and all reissues, reexaminations and extensions thereof and all priority rights under all available international agreements, treaties and conventions for the protection of intellectual property in its various forms in every participating country, and the Commissioner of Patents and Trademarks is hereby authorized and requested to issue all patents resulting from the Patent Matters to said Assignee herein, as assignee of the entire interest therein; and the Assignor for itself and its legal representatives, heirs and assigns does hereby agree and covenant without further remuneration, to execute and deliver all original, divisional, continuation, continuation-in-part, reissue and other applications for Letters Patent and all assignments thereof to said Assignee or its successors, legal representatives and assigns, to communicate to said Assignee or its successors, legal representatives and assigns all facts known to the Assignor respecting said Patent Matters whenever requested, to testify in any interferences or other legal proceedings in which said applications or patents may become involved, to sign all lawful papers, make all rightful oaths, and do generally everything necessary to aid Assignee, its successors, legal representatives and assigns to obtain patent protection for said Patent Matters in the United States of America and all

other countries, the reasonable expenses incident to said Patent Matters to be borne and paid by said Assignee.

Assignor further assigns, transfers and conveys to Assignee all causes of action (whether known or unknown or whether currently pending, filed, or otherwise) and other enforcement rights under, or on account of, any of the Patent Matters including, without limitation, all causes of action and other enforcement rights for (1) damages, (2) injunctive relief, and (3) any other remedies of any kind for past, current, and future infringement.

The right, title, and interest conveyed in this Assignment is to be held and enjoyed by Assignee and Assignee's successors as fully and exclusively as it would have been held and enjoyed by Assignor had this assignment not been made.

For and on behalf of

ASSIGNOR:

VARIA HOLDINGS LLC

By: _____

Full Name:

Capacity:

On the 8th day of NOVEMBER 2021, before me personally appeared MICHAEL JEMAL who stated that he/she was the MANAGER of Varia Holdings LLC and that he/she executed the foregoing document on its behalf.

_____

NOTARY PUBLIC

Clifton Brown
Notary Public - State of New York
No. 01BR6314657
Qualified in Kings County
My Commission Expires November 17, 2022

My Commission expires: 11/17/2022

[SEAL]

EXHIBIT A

U.S. Patent No. 10,959,040

U.S. Patent No. 10,869,169

U.S. Patent No. 9,843,907

Allowed Patent Application No. 17/119,468

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/839,396	12/15/2020	10869169	120083-236888 (P036C3)	8834

25943 7590 11/24/2020

SCHWABE WILLIAMSON& WYATT
PACWEST CENTER, SUITE 1900
1211 SW FIFTH AVENUE
PORTLAND, OR 97204

ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b)
(application filed on or after May 29, 2000)

The Patent Term Adjustment is 0 day(s). Any patent to issue from the above-identified application will include an indication of the adjustment on the front page.

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (http://pair.uspto.gov).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Application Assistance Unit (AAU) of the Office of Data Management (ODM) at (571)-272-4200.

APPLICANT(s) (Please see PAIR WEB site http://pair.uspto.gov for additional applicants):

G. Eric Engstrom, Kirkland, WA;
Varia Holdings LLC, Brooklyn, NY;
Peter Zatloukal, Duvall, WA;
Tyrol Graham, Seattle, WA;

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	15839396
	Filing Date	2017-12-12
	First Named Inventor	G. Eric Engstrom
	Art Unit	2444
	Examiner Name	Mohamed Ibrahim
	Attorney Docket Number	120083-236888 (P036C3)

	64	7146578		2006-12-05	Kim	
	65	7319863		2008-01-15	Engstrom et al.	
	66	7376414		2008-05-20	Engstrom	
	67	7433922		2008-10-07	Engstrom	

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U.S.PATENT APPLICATION PUBLICATIONS Remove

Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20010005834		2001-06-28	Simpson	
	2	20010019952		2001-09-06	Ishida, Akira	
Change(s) applied to document /T.W./ 11/16/2020	3	20010037240		~~2002-11-21~~ 11/2001	Marks et al.	
	4	20020006793		2002-01-17	Kun-Szabo et al.	
	5	20020019776		2002-02-14	Simpson	

Doc code: IDS
Doc description: Information Disclosure Statement (IDS) Filed

PTO/SB/08a (01-10)
Approved for use through 07/31/2012. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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Examiner Name	Mohamed Ibrahim
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Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	5153902		1992-10-06	Buhl et al.	
	2	5493692		1996-02-20	Theimer et al.	
	3	5572442		1996-11-05	Schulhof et al.	
	4	5689799		1997-11-18	Dougherty et al.	
	5	5694455		1997-12-02	Goodman	
	6	5734487		1998-03-31	Rossi	
	7	5742668		1998-04-21	Pepe et al.	
	8	5749043		1998-05-05	Worthy	

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	9	5793365		1998-08-11	Tang et al.	
	10	5797087		1998-08-18	Lee	
	11	5913153		1999-06-15	Nakamoto et al.	
	12	5963861		1999-10-05	Hanson	
	13	6014090		2000-01-11	Rosen et al.	
	14	6047327		2000-04-04	Tso et al.	
	15	6097441		2000-08-01	Allport	
	16	6108534		2000-08-22	Bourgeois et al.	
	17	6151485		2000-11-21	Crisp	
	18	6161002		2000-12-12	Migliaccio et al.	
	19	6163683		2000-12-19	Dunn et al.	

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	20	6212548		2001-04-03	DeSimone et al.	
	21	6223029		2001-04-24	Stenman et al.	
	22	6226444		2001-05-01	Goldschmidt Iki et al.	
	23	6236844		2001-05-22	Cvetkovic et al.	
	24	6253069		2001-06-26	Mankovitz	
	25	6324266		2001-11-27	Mannings	
	26	6331825		2001-12-18	Ladner et al.	
	27	6333973		2001-12-25	Smith et al.	
	28	6349220		2002-02-19	Prior et al.	
	29	6405203		2002-06-11	Collart	
	30	6411685		2002-06-25	O'Neal	

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	31	6418308		2002-07-09	Heinonen et al.	
	32	6448978		2002-09-10	Salvador et al.	
	33	6453300		2002-09-17	Simpson	
	34	6473609 ~~64736096~~		2002-10-29	Schwartz et al.	
	35	6507764		2003-01-14	Parrella et al.	
	36	6522875		2003-02-18	Dowling et al.	
	37	6526335		2003-02-25	Treyz et al.	
	38	6563805		2003-05-13	Ma et al.	
	39	6571279		2003-05-27	Herz et al.	
	40	6587127		2003-07-01	Leeke et al.	
	41	6587835		2003-07-01	Treyz et al.	

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	42	6590588		2003-07-08	Lincke et al.	
	43	6591116		2003-07-08	Laurila et al.	
	44	6600908		2003-07-29	Chan	
	45	6628928		2003-09-30	Crosby et al.	
	46	6647257		2003-11-11	Owensby	
	47	6650891		2003-11-18	Wierzbitzki et al.	
	48	6698020		2004-02-24	Zigmond et al.	
	49	6725022		2004-04-20	Clayton et al.	
	50	6748237		2004-06-08	Bates et al.	
	51	6799201		2004-09-28	Lee et al.	
	52	6813501		2004-11-02	Kinnunen et al.	

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	53	6823225		2004-11-23	Sass	
	54	6832102		2004-12-14	l'Anson	
	55	6914897		2005-07-05	Schuster et al.	
	56	6947396		2005-09-20	Salmi	
	57	6950623		2005-09-27	Brown et al.	
	58	6952559		2005-10-04	Bates et al.	
	59	7003478		2006-02-21	Choi	
	60	7006807		2006-02-28	Szczublewski et al.	
	61	7065333		2006-06-20	Engstrom	
	62	7099700		2006-08-29	Hwang et al.	
	63	7107063		2006-09-12	Bates et al.	

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	3	20010037240		2002-11-21	Marks et al.	
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	6	20020026500		2002-02-28	Kanefsky et al.	
	7	20020029166		2002-03-07	Jacobs et al.	
	8	20020035605		2002-03-21	McDowell et al.	
	9	20020055926		2002-05-09	Dan et al.	
	10	20020056123		2002-05-09	Liwerant et al.	
	11	20020062251		2002-05-23	Anandan et al.	
	12	20020072341		2002-06-13	Ricard et al.	
	13	20020073044		2002-06-13	Singhal	
	14	20020077083		2002-06-20	Zellner et al.	
	15	20020107027		2002-08-08	O'Neil	
	16	20020122410		2002-09-05	Kulikov et al.	

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	17	20020123356		2002-09-05	Michaud et al.	
	18	20020128908		2002-09-12	Levin et al.	
	19	20020156833		2002-10-24	Maurya et al.	
	20	20020184318		2002-12-05	Pineau	
	21	20030009772		2003-01-09	Karr	
	22	20040046637		2004-03-11	Wesby Van Swaay	
	23	20040052504		2004-03-18	Yamada et al.	
	24	20040171376		2004-09-02	Engstrom et al.	
	25	20050215238		2005-09-29	Macaluso	
	26	20050239448		2005-10-27	Bayne	
	27	20050246752		2005-11-03	Liwerant et al.	

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	Attorney Docket Number	120083-236888 (P036C3)

	28	20070099701		2007-05-03	Simon et al.	
	29	20070105627		2007-05-10	Campbell, Thomas Robert Garratt	
	30	20070124762		2007-05-31	Chickering et al.	
	31	20070184820		2007-08-09	Marshall	
	32	20070283384		2007-12-06	Haeuser et al.	
	33	20080227435		2008-09-18	Six et al.	
	34	20020107755	A1	2002-08-08	Steed et ak,	

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FOREIGN PATENT DOCUMENTS Remove

Examiner Initial*	Cite No	Foreign Document Number[3]	Country Code[2]¡	Kind Code[4]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear	T[5]
	1	02093408	WO		2002-11-21	WILDSEED, LTD		
	2	02093761	WO		2002-11-21	WILDSEED, LTD		

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	Examiner Name	Mohamed Ibrahim
	Attorney Docket Number	120083-236888 (P036C3)

	3	02093800	WO		2002-11-21	WILDSEED, LTD			
	4	02093875	WO		2002-11-21	WILDSEED, LTD			
	5	02093400	WO		2002-11-21	WILDSEED, LTD			

If you wish to add additional Foreign Patent Document citation information please click the Add button Add

NON-PATENT LITERATURE DOCUMENTS Remove

Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T5
	1	International Search Report for Application No. PCT/US02/14594, mailed July 15, 2002	
	2	International Preliminary Examination Report for Application No. PCT/US02/14594, mailed September 2, 2003	
	3	International Search Report for Application No. PCT/US02/14872, mailed July 31, 2002	
	4	International Preliminary Examination Report for Application No. PCT/US02/14872, mailed August 26, 2003	
	5	International Search Report for Application No. PCT/US02/14908, mailed September 9, 2002	
	6	International Preliminary Examination Report for Application No. PCT/US02/14908, mailed August 8, 2008	

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.I/

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	15839396
	Filing Date	2017-12-12
	First Named Inventor	G. Eric Engstrom
	Art Unit	2444
	Examiner Name	Mohamed Ibrahim
	Attorney Docket Number	120083-236888 (P036C3)

	7	International Search Report for Application No. PCT/US02/14909, mailed September 25, 2002	
	8	International Preliminary Examination Report for Application No. PCT/US02/14909, mailed May 20, 2003	
	9	International Search Report for Application No. PCT/US02/14912, mailed December 12, 2002	
	10	International Preliminary Examination Report for Application No. PCT/US02/14912, mailed November 5, 2003	

If you wish to add additional non-patent literature document citation information please click the Add button Add

EXAMINER SIGNATURE

Examiner Signature	/MOHAMED IBRAHIM/	Date Considered	11/17/2020

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.I/

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	15839396
	Filing Date	2017-12-12
	First Named Inventor	G. Eric Engstrom
	Art Unit	2444
	Examiner Name	Mohamed Ibrahim
	Attorney Docket Number	120083-236888 (P036C3)

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

OR

☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(2).

See attached certification statement.

Fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☒ None

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/Ryan N. Strauss/	Date (YYYY-MM-DD)	2018-03-13
Name/Print	Ryan N. Strauss	Registration Number	68392

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 hour to complete, including gathering, preparing and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

Privacy Act Statement

The Privacy Act of 1974 (P.L. 93-579) requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether the Freedom of Information Act requires disclosure of these record s.

2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.

3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.

4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).

5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.

6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).

7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.

8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspections or an issued patent.

9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), by mail or fax, or via EFS-Web.

By mail, send to: Mail Stop ISSUE FEE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

By fax, send to: (571)-273-2885

INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

25943 7590 08/11/2020
SCHWABE WILLIAMSON& WYATT
PACWEST CENTER, SUITE 1900
1211 SW FIFTH AVENUE
PORTLAND, OR 97204

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

Certificate of Mailing or Transmission

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being transmitted to the USPTO via EFS-Web or by facsimile to (571) 273-2885, on the date below.

VIA EFS WEB (Typed or printed name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/839,396	12/12/2017	G. Eric Engstrom	120083-236888 (P036C3)	8834

TITLE OF INVENTION: METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	UNDISCOUNTED	$1000	$0.00	$0.00	$1000	11/12/2020

EXAMINER	ART UNIT	CLASS-SUBCLASS
IBRAHIM, MOHAMED	2444	709-221000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

❑ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.

❑ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-09 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list
(1) The names of up to 3 registered patent attorneys or agents OR, alternatively,
(2) The name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1 _____
2 Schwabe, Williamson & Wyatt. P.C.
3 _____

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document must have been previously recorded, or filed for recordation, as set forth in 37 CFR 3.11 and 37 CFR 3.81(a). Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE: Varia Holdings LLC

(B) RESIDENCE: (CITY and STATE OR COUNTRY): Brooklyn, NY

Please check the appropriate assignee category or categories (will not be printed on the patent) : ❑ Individual ☒ Corporation or other private group entity ❑ Government

4a. Fees submitted: ☒ Issue Fee ❑ Publication Fee (if required) ❑ Advance Order - # of Copies _____

4b. Method of Payment: *(Please first reapply any previously paid fee shown above)*

☒ Electronic Payment via EFS-Web ❑ Enclosed check ❑ Non-electronic payment by credit card (Attach form PTO-2038)

☒ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment to Deposit Account No. 500393

5. **Change in Entity Status** (from status indicated above)

❑ Applicant certifying micro entity status. See 37 CFR 1.29

❑ Applicant asserting small entity status. See 37 CFR 1.27

❑ Applicant changing to regular undiscounted fee status.

NOTE: Absent a valid certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.
NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.
NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

NOTE: This form must be signed in accordance with 37 CFR 1.31 and 1.33. See 37 CFR 1.4 for signature requirements and certifications.

Authorized Signature /Ryan N. Strauss/ Date 10/29/2020

Typed or printed name Ryan N. Strauss Registration No. 68392

Ex.1002
GOOGLE LLC / Page 25 of 381

Electronic Patent Application Fee Transmittal

Application Number:	15839396
Filing Date:	12-Dec-2017
Title of Invention:	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE
First Named Inventor/Applicant Name:	G. Eric Engstrom
Filer:	Ryan Nathan Strauss/Enoy Lawless
Attorney Docket Number:	120083-236888 (P036C3)

Filed as Large Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
UTILITY APPL ISSUE FEE	1501	1	1000	1000

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**1000**

Electronic Acknowledgement Receipt

EFS ID:	40989467
Application Number:	15839396
International Application Number:	
Confirmation Number:	8834
Title of Invention:	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE
First Named Inventor/Applicant Name:	G. Eric Engstrom
Customer Number:	25943
Filer:	Ryan Nathan Strauss/Enoy Lawless
Filer Authorized By:	Ryan Nathan Strauss
Attorney Docket Number:	120083-236888 (P036C3)
Receipt Date:	29-OCT-2020
Filing Date:	12-DEC-2017
Time Stamp:	20:13:55
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$1000
RAM confirmation Number	E20200SK14380001
Deposit Account	500393
Authorized User	Enoy Lawless
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows: 37 CFR 1.20 (Post Issuance fees)	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Issue Fee Payment (PTO-85B)	P036C3_Issue-Fee-Trans_10_29_20.pdf	90664 68303bca7857e29ac0fa83ce20bd6519b7df302d	no	1
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30677 37c2a77a156937b9374ed01ca13c641a8ce52511	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	121341		

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New Applications Under 35 U.S.C. 111
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.
National Stage of an International Application under 35 U.S.C. 371
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.
New International Application Filed with the USPTO as a Receiving Office
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

UNITED STATES PATENT AND TRADEMARK OFFICE

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/839,396	12/12/2017	G. Eric Engstrom	120083-236888 (P036C3)	8834

25943 7590 09/22/2020

SCHWABE WILLIAMSON& WYATT
PACWEST CENTER, SUITE 1900
1211 SW FIFTH AVENUE
PORTLAND, OR 97204

EXAMINER	
IBRAHIM, MOHAMED	

ART UNIT	PAPER NUMBER
2444	

NOTIFICATION DATE	DELIVERY MODE
09/22/2020	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

IPDocketing@SCHWABE.com
patent@schwabe.com

Response to Rule 312 Communication	Application No.	Applicant(s)	
	15/839,396	Engstrom et al.	
	Examiner	Art Unit	AIA (FITF) Status
	MOHAMED IBRAHIM	2444	No

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

1. ☑ The amendment filed on 27 August 2020 under 37 CFR 1.312 has been considered, and has been:
   a) ☑ entered.
   b) ☐ entered as directed to matters of form not affecting the scope of the invention.
   c) ☐ disapproved because the amendment was filed after the payment of the issue fee.
      Any amendment filed after the date the issue fee is paid must be accompanied by a petition under 37 CFR 1.313(c)(1) and the required fee to withdraw the application from issue.
   d) ☐ disapproved. See explanation below.
   e) ☐ entered in part. See explanation below.

/MOHAMED IBRAHIM/
Primary Examiner, Art Unit 2444

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application for: Engstrom et al.	Examiner: Mohamed IBRAHIM
Application No.: 15/839,396	Art Group: 2444
Filed: December 12, 2017	Confirmation No.: 8834
For: METHOD AND SYSTEM FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE	Attorney Docket No. 120083-236888 (P036C3)

Mail Stop **Issue Fee**
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

AMENDMENT AFTER ALLOWANCE

This communication is submitted in response to the Notice of Allowance mailed August 11, 2020.

Amendments to the Claims begin on page 2.

Remarks begin on page 8.

OK TO ENTER: /M.I/

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application for: Engstrom et al.	Examiner: Mohamed IBRAHIM
Application No.: 15/839,396	Art Group: 2444
Filed: December 12, 2017	Confirmation No.: 8834
For: METHOD AND SYSTEM FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE	Attorney Docket No. 120083-236888 (P036C3)

Mail Stop **Issue Fee**
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

AMENDMENT AFTER ALLOWANCE

This communication is submitted in response to the Notice of Allowance mailed August 11, 2020.

Amendments to the Claims begin on page 2.

Remarks begin on page 8.

Electronic Acknowledgement Receipt	
EFS ID:	40405765
Application Number:	15839396
International Application Number:	
Confirmation Number:	8834
Title of Invention:	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE
First Named Inventor/Applicant Name:	G. Eric Engstrom
Customer Number:	25943
Filer:	Ryan Nathan Strauss/Enoy Lawless
Filer Authorized By:	Ryan Nathan Strauss
Attorney Docket Number:	120083-236888 (P036C3)
Receipt Date:	27-AUG-2020
Filing Date:	12-DEC-2017
Time Stamp:	18:34:35
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		P036C3_312-AMEND_08_27_20.pdf	135792 b19319e74878dd78f15d8c185278eecb72773a14	yes	8

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Applicant Arguments/Remarks Made in an Amendment	8	8
	Claims	2	7
	Amendment after Notice of Allowance (Rule 312)	1	1
Warnings:			
Information:			
	Total Files Size (in bytes):	135792	

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.
National Stage of an International Application under 35 U.S.C. 371
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.
New International Application Filed with the USPTO as a Receiving Office
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

REMARKS

Claims 54-75 were allowed. The claims have been variously amended as set forth above to correct previously undetected informalities. The scopes of the claims are not changed, and no new matter has been introduced. Claims 54-75 remain in condition of allowance. If the Examiner has any questions, the Examiner is invited to contact the undersigned at 503-796-2441. Please charge any shortages and credit any overages to Deposit Account No. 500393.

Respectfully submitted,
SCHWABE, WILLIAMSON & WYATT, P.C.

Date: August 27, 2020

By: */Ryan N Strauss/*
Ryan N. Strauss, Reg. No.: 68,392

1211 SW 5th Ave., Ste. 1900,
Portland, OR 97204
Phone: (503) 796-2441
Fax: (503)796-2900

LISTING OF THE CLAIMS

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims

1-53. (Cancelled)

54. (Previously Presented) One or more non-transitory computer-readable media (NTCRM) including program code, wherein execution of the program code by one or more processors of a computer system is to cause the computer system to:

identify a trigger to generate a hot link; and

in response to detection of the trigger,

determine an action to be performed upon activation of the hot link based on the trigger, wherein activation of the hot link by individual user devices of a set of user devices is to cause the individual user devices to execute program code to perform the action;

generate a hot link message to include the determined action and instructions for rendering and displaying the hot link at each of the set of user devices; and

control transmission of the hot link message to the set of user devices.

55. (Previously Presented) The one or more NTCRM of claim 54, wherein execution of the program code is to cause the computer system to:

identify a user interface element for activation of the hot link prior to generation of the hot link; and

generate the hot link message to include assignment information, the assignment information to assign the hot link to the identified user interface element.

56. (Previously Presented) The one or more NTCRM of claim 54, wherein the individual user devices are second user devices, and execution of the program code is to cause the computer system to:

provide a user interface to a first user device to be rendered and displayed by the first user device, the user interface comprising one or more graphical control elements to control selection of users associated with the set of second user devices; and

control receipt, from the first user device, of a request to generate a hot link along with identification information of the set of second user devices to receive the hot link.

57. (Previously Presented) The one or more NTCRM of claim 56, wherein the information of the set of user devices comprises a selection of one or more users associated with the set of user devices or a selection of a group of users associated with the set of user devices.

58. (Previously Presented) The one or more NTCRM of claim 54, wherein the hot link comprises instructions to obtain and render a web page in a web browser, execute executable instructions of an application program, or adjust radiofrequency circuitry to obtain and display broadcasted content.

59. (Currently Amended) The one or more NTCRM of claim 54, wherein execution of the program code is to cause the ~~computing~~ computer system to:

generate the hot link message to include an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link.

60. (Previously Presented) The one or more NTCRM of claim 59, wherein execution of the program code is to cause the computer system to:

generate the hot link message as a Short Message Service (SMS) message, an instant messaging (IM) message, or an email message.

61. (Previously Presented) The one or more NTCRM of claim 54, wherein execution of the program code is to cause the computer system to:

determine a location for each user device of the set of user devices; and

generate the hot link message to include the location of each user device.

62. (Previously Presented) The one or more NTCRM of claim 54, wherein, to control transmission of the hot link message to the set of user devices, execution of the program code is to cause the computer system to:

instruct a network interface of the computer system to send the hot link message to the set of user devices over a wired or wireless network.

63. (Currently Amended) A computer system to be employed as a server, the computer system comprising:

network interface circuitry to:

receive, from a first user device, a request to generate a hot link along with information of a set of second user devices to receive the hot link, and

transmit a hot link message to the set of second user devices; and

processor circuitry communicatively coupled with the network interface circuitry, the processor circuitry communicatively coupled with the network interface circuitry, the processor circuitry is to:

in response to detection of a trigger, determine an action to be performed upon activation of the hot link, wherein activation of the hot link by individual second user devices of the set of second user devices is to cause the individual second user devices to execute program code to perform the action, and

generate the hot link message to include the determined action and instructions for rendering and displaying the hot link at each of the set of user devices.

64. (Previously Presented) The computer system of claim 63, wherein the processor circuitry is to:

identify a user interface element for activation of the hot link prior to generation of the hot link; and

generate the hot link message to include assignment information, the assignment information to assign the hot link to the identified user interface element.

65. (Previously Presented) The computer system of claim 63, wherein the network interface circuitry is to:

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transmit program code to the first user device, the program code to be executed by the first user device to generate a user interface, the user interface to be rendered and displayed by the first user device, the user interface comprising one or more graphical control elements to control selection of users associated with the set of second user devices,

wherein the information of the set of second user devices comprises a selection of one or more users associated with the set of second user devices or a selection of a group of users associated with the set of second user devices.

66. (Previously Presented) The computer system of claim 63, wherein the hot link comprises instructions to obtain and render a web page in a web browser, execute executable instructions of an application program, or adjust radiofrequency circuitry to obtain and display broadcasted content.

67. (Previously Presented) The computer system of claim 63, wherein the processor circuitry is to:

generate the hot link message to include an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link.

68. (Previously Presented) The computer system of claim 63, wherein the processor circuitry is to:

generate the hot link message as a Short Message Service (SMS) message for transmission over a cellular communication network, or

generate the hot link message as an instant messaging (IM) message for transmission over a communications network.

69. (Previously Presented) The computer system of claim 63, wherein the processor circuitry is to:

determine a location for each second user device of the set of second user devices; and

generate the hot link message to include the location of each second user device.

70. (Currently Amended) The computer system of claim 63, wherein the network interface circuitry is to transmit the hot link message to the set of user devices over a wired or wireless network.

71. (Previously Presented) One or more non-transitory computer-readable media (NTCRM) including program code, wherein execution of the program code by one or more processors of a user device is to cause the user device to:

control receipt of a hot link message comprising a hot link and assignment information, the assignment information to assign the hot link to a graphical control element (GCE), and the hot link comprising instructions to perform an action and instructions for rendering and displaying the hot link;

generate a graphical user interface (GUI) to include the GCE to which the hot link is assigned according to the assignment information; and

in response to activation of the GCE, execute the instructions of the hot link to perform the action.

72. (Previously Presented) The one or more NTCRM of claim 71, wherein execution of the instructions of the hot link is to cause the user device to:

obtain and render a web page in a web browser implemented by the user device;

execute executable instructions of an application program, wherein the executable instructions of the application program are stored by a memory device of the user device, or the executable instructions of the application program are to be obtained by the user device over a communication network; or

adjust radio frequency circuitry of the user device to obtain broadcasted content for display.

73. (Previously Presented) The one or more NTCRM of claim 71, wherein the GUI comprises an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link.

74. (Currently Amended) The one or more NTCRM of claim 71, wherein the GUI is a first GUI, and execution of the program code is to cause the user device to:

generate a second GUI comprising a user selection GCE and a submission GCE, the user selection GCE to control selection of a set of other user devices to be provided with a hot link, and the submission GCE to control submission of the set of other user devices; and

control transmission of another hot link message that includes an indication of the selected set of other user devices in response to selection of the ~~third~~ submission GCE.

75. (Previously Presented) The one or more NTCRM of claim 74, wherein the second GUI comprises:

a positive opinion GCE to control submission of a positive opinion of a content item; and

a negative opinion GCE to control submission of a negative opinion of the content item.

END OF CLAIM LISTING

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GOOGLE LLC / Page 42 of 381

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

NOTICE OF ALLOWANCE AND FEE(S) DUE

25943 7590 08/11/2020

SCHWABE WILLIAMSON& WYATT
PACWEST CENTER, SUITE 1900
1211 SW FIFTH AVENUE
PORTLAND, OR 97204

EXAMINER	
IBRAHIM, MOHAMED	
ART UNIT	PAPER NUMBER
2444	

DATE MAILED: 08/11/2020

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/839,396	12/12/2017	G. Eric Engstrom	120083-236888 (P036C3)	8834

TITLE OF INVENTION: METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	UNDISCOUNTED	$1000	$0.00	$0.00	$1000	11/12/2020

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY TO THIS NOTICE:

I. Review the ENTITY STATUS shown above. If the ENTITY STATUS is shown as SMALL or MICRO, verify whether entitlement to that entity status still applies.

If the ENTITY STATUS is the same as shown above, pay the TOTAL FEE(S) DUE shown above.

If the ENTITY STATUS is changed from that shown above, on PART B - FEE(S) TRANSMITTAL, complete section number 5 titled "Change in Entity Status (from status indicated above)".

For purposes of this notice, small entity fees are 1/2 the amount of undiscounted fees, and micro entity fees are 1/2 the amount of small entity fees.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Maintenance fees are due in utility patents issuing on applications filed on or after Dec. 12, 1980. It is patentee's responsibility to ensure timely payment of maintenance fees when due. More information is available at www.uspto.gov/PatentMaintenanceFees.

PTOL-85 (Rev. 02/11)

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), by mail or fax, or via EFS-Web.

By mail, send to: Mail Stop ISSUE FEE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

By fax, send to: (571)-273-2885

INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

25943 7590 08/11/2020
SCHWABE WILLIAMSON& WYATT
PACWEST CENTER, SUITE 1900
1211 SW FIFTH AVENUE
PORTLAND, OR 97204

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

Certificate of Mailing or Transmission

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being transmitted to the USPTO via EFS-Web or by facsimile to (571) 273-2885, on the date below.

(Typed or printed name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/839,396	12/12/2017	G. Eric Engstrom	120083-236888 (P036C3)	8834

TITLE OF INVENTION: METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	UNDISCOUNTED	$1000	$0.00	$0.00	$1000	11/12/2020

EXAMINER	ART UNIT	CLASS-SUBCLASS
IBRAHIM, MOHAMED	2444	709-221000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

❑ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.

❑ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-09 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list
(1) The names of up to 3 registered patent attorneys or agents OR, alternatively,
(2) The name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1_____
2_____
3_____

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document must have been previously recorded, or filed for recordation, as set forth in 37 CFR 3.11 and 37 CFR 3.81(a). Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE (B) RESIDENCE: (CITY and STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent) : ❑ Individual ❑ Corporation or other private group entity ❑ Government

4a. Fees submitted: ❑Issue Fee ❑Publication Fee (if required) ❑Advance Order - # of Copies _____

4b. Method of Payment: *(Please first reapply any previously paid fee shown above)*

❑ Electronic Payment via EFS-Web ❑ Enclosed check ❑ Non-electronic payment by credit card (Attach form PTO-2038)

❑ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment to Deposit Account No. _____

5. **Change in Entity Status** (from status indicated above)

❑ Applicant certifying micro entity status. See 37 CFR 1.29

❑ Applicant asserting small entity status. See 37 CFR 1.27

❑ Applicant changing to regular undiscounted fee status.

NOTE: Absent a valid certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.
NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.
NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

NOTE: This form must be signed in accordance with 37 CFR 1.31 and 1.33. See 37 CFR 1.4 for signature requirements and certifications.

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

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UNITED STATES PATENT AND TRADEMARK OFFICE

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/839,396	12/12/2017	G. Eric Engstrom	120083-236888 (P036C3)	8834

25943 7590 08/11/2020

SCHWABE WILLIAMSON& WYATT
PACWEST CENTER, SUITE 1900
1211 SW FIFTH AVENUE
PORTLAND, OR 97204

EXAMINER	
IBRAHIM, MOHAMED	
ART UNIT	**PAPER NUMBER**
2444	

DATE MAILED: 08/11/2020

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b)
(Applications filed on or after May 29, 2000)

The Office has discontinued providing a Patent Term Adjustment (PTA) calculation with the Notice of Allowance.

Section 1(h)(2) of the AIA Technical Corrections Act amended 35 U.S.C. 154(b)(3)(B)(i) to eliminate the requirement that the Office provide a patent term adjustment determination with the notice of allowance. See Revisions to Patent Term Adjustment, 78 Fed. Reg. 19416, 19417 (Apr. 1, 2013). Therefore, the Office is no longer providing an initial patent term adjustment determination with the notice of allowance. The Office will continue to provide a patent term adjustment determination with the Issue Notification Letter that is mailed to applicant approximately three weeks prior to the issue date of the patent, and will include the patent term adjustment on the patent. Any request for reconsideration of the patent term adjustment determination (or reinstatement of patent term adjustment) should follow the process outlined in 37 CFR 1.705.

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

PTOL-85 (Rev. 02/11)

OMB Clearance and PRA Burden Statement for PTOL-85 Part B

The Paperwork Reduction Act (PRA) of 1995 requires Federal agencies to obtain Office of Management and Budget approval before requesting most types of information from the public. When OMB approves an agency request to collect information from the public, OMB (i) provides a valid OMB Control Number and expiration date for the agency to display on the instrument that will be used to collect the information and (ii) requires the agency to inform the public about the OMB Control Number's legal significance in accordance with 5 CFR 1320.5(b).

The information collected by PTOL-85 Part B is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 30 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450. Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

Privacy Act Statement

The Privacy Act of 1974 (P.L. 93-579) requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.
6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.
9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

Notice of Allowability	Application No. 15/839,396	Applicant(s) Engstrom et al.	
	Examiner MOHAMED IBRAHIM	Art Unit 2444	AIA (FITF) Status No

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☑ This communication is responsive to Terminal Disclaimer filed on 07/22/2020.
   ☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

2. ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

3. ☑ The allowed claim(s) is/are 54-75 . As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see **http://www.uspto.gov/patents/init_events/pph/index.jsp** or send an inquiry to **PPHfeedback@uspto.gov.**

4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

   Certified copies:

   a) ☐ All b) ☐ Some *c) ☐ None of the:

   1. ☐ Certified copies of the priority documents have been received.
   2. ☐ Certified copies of the priority documents have been received in Application No. _____ .
   3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

   * Certified copies not received: _____ .

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
   ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____ .

   Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date _____.
3. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material _____.
4. ☐ Interview Summary (PTO-413), Paper No./Mail Date. _____.
5. ☐ Examiner's Amendment/Comment
6. ☑ Examiner's Statement of Reasons for Allowance
7. ☑ Other PTO-2323 is attached.

/MOHAMED IBRAHIM/
Primary Examiner, Art Unit 2444

Notice of Pre-AIA or AIA Status

The present application is being examined under the pre-AIA first to invent provisions.

Reasons for Allowance

Terminal Disclaimer

1. The terminal disclaimer filed on 07/22/2020 disclaiming the terminal portion of any patent granted on this application which would extend beyond the expiration date of U. S. Patent No. 8635311, U. S. Patent No. 8166139 and U. S. Patent No. 9843907 have been reviewed and are accepted. The terminal disclaimer has been recorded. The following is an examiner's statement of reasons for allowance: The closest prior art of record (O'Neal et al., U. S. Patent No. 6411685) does not teach nor suggest in detail identifying a trigger to generate a hot link; in response to detection of trigger, determine an action to be performed upon activation of the hot link based on the trigger wherein the activation of the hot link causes user devices to execute a program code to perform the action and generate the hot link message to include the determined action and instructions for rendering and displaying the hot link at each set of user devices. O'Neal only discloses unified messaging system that permits transmission of multiple media messages of different types to a user nodes that is capable of executing html browser wherein clickable message such as link is received and displayed by the user nodes. Thus the prior arts of record taking singly or in combination do not teach or suggest the above-stated limitation taking wholly in combination with all the elements of each independent claim.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

2. Claims 54-75 are allowed.

Conclusion

3. Any inquiry concerning this communication or earlier communications from the examiner should be directed to MOHAMED IBRAHIM whose telephone number is (571)270-1132. The examiner can normally be reached on Monday through Friday from 9:30AM to 6:00PM.

Examiner interviews are available via telephone, in-person, and video conferencing using a USPTO supplied web-based collaboration tool. To schedule an interview, applicant is encouraged to use the USPTO Automated Interview Request (AIR) at http://www.uspto.gov/interviewpractice.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Follansbee can be reached on 571-272-3964. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only.

For more information about the PAIR system, see https://ppair-my.uspto.gov/pair/PrivatePair. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/MOHAMED IBRAHIM/

Primary Examiner, Art Unit 2444

AFCP 2.0 Decision	Application No.	Applicant(s)	
	15/839,396	Engstrom et al.	
	Examiner	Art Unit	AIA (FITF) Status
	MOHAMED IBRAHIM	2444	No

This is in response to the After Final Consideration Pilot request filed 22 July 2020.

1. **Improper Request** – The AFCP 2.0 request is improper for the following reason(s) and the after final amendment submitted with the request will be treated under pre-pilot procedure.

   ☐ An AFCP 2.0 request form PTO/SB/434 (or equivalent document) was not submitted.

   ☐ A non-broadening amendment to at least one independent claim was not submitted.

   ☐ The request is not the first proper AFCP 2.0 request submitted in response to the most recent final rejection.

   ☐ Other: _____

2. **Proper Request**

   A. After final amendment submitted with the request will not be treated under AFCP 2.0.
   The after final amendment cannot be reviewed and a search conducted within the guidelines of the pilot program.

   ☐ The after final amendment will be treated under pre-pilot procedure.

   B. Updated search and/or completed additional consideration.
   The examiner performed an updated search and/or completed additional consideration of the after final amendment within the time authorized for the pilot program. The result(s) of the updated search and/or completed additional consideration are:

   ☑ 1. All of the rejections in the most recent final Office action are overcome and a Notice of Allowance is issued herewith.

   ☐ 2. The after final amendment would not overcome all of the rejections in the most recent final Office action . See attached interview summary for further details.

   ☐ 3. The after final amendment was reviewed, and it raises a new issue(s). See attached interview summary for further details.

   ☐ 4. The after final amendment raises new issues, but would overcome all of the rejections in the most recent final Office action. A decision on determining allowability could not be made within the guidelines of the pilot. See attached interview summary for further details, including any newly discovered prior art.

   ☐ 5. Other: _____

   Examiner Note: Please attach an interview summary when necessary as described above.

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/839,396	Engstrom et al.
	Examiner	Art Unit
	MOHAMED IBRAHIM	2444

CPC - Searched*		
Symbol	Date	Examiner

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner

* See search history printout included with this form or the SEARCH NOTES box below to determine the scope of the search.

Search Notes		
Search Notes	Date	Examiner
Inventor (s) search	01/07/2019	MI
Assignee Search	01/07/2019	MI
NPL Google Scholar search: Generation of hot link; Association of hotlink to user interface.	01/07/2019	MI
Text Search	01/07/2019	MI
Classification Search limited by text	01/07/2019	MI
Google Scholar Search	06/19/2019	MI
Search Updated	06/19/2019	MI
Google Patents Search	11/09/2019	MI
Search Updated	11/12/2019	MI
Search Updated	05/21/2020	MI
Search Updated	07/28/2020	MI

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Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/839,396	Engstrom et al.
	Examiner	Art Unit
	MOHAMED IBRAHIM	2444

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner
	Interference Search	07/28/2020	MI

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GOOGLE LLC / Page 53 of 381

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/839,396	Engstrom et al.
	Examiner	**Art Unit**
	MOHAMED IBRAHIM	2444

CPC						
Symbol					**Type**	**Version**
H04W	/	4	/	12	F	2013-01-01
H04W	/	4	/	029	I	2018-02-01
G06Q	/	30	/	02	I	2013-01-01
G07C	/	13	/	00	I	2013-01-01
H03J	/	1	/	0058	I	2013-01-01
H04H	/	60	/	09	I	2013-01-01
H04H	/	60	/	80	I	2013-01-01
H04L	/	12	/	66	I	2013-01-01
H04N	/	21	/	25866	I	2013-01-01
H04N	/	21	/	42201	I	2013-01-01
H04N	/	21	/	4331	I	2013-01-01
H04N	/	21	/	458	I	2013-01-01
H04N	/	21	/	4622	I	2013-01-01
H04N	/	21	/	6543	I	2013-01-01
H04W	/	88	/	02	I	2013-01-01
H04L	/	67	/	34	I	2013-01-01
H04L	/	67	/	04	I	2013-01-01
H04L	/	69	/	329	I	2013-01-01
H04M	/	1	/	72522	I	2013-01-01
H04W	/	76	/	10	A	2018-02-01
H03J	/	2200	/	20	A	2013-01-01
H04H	/	20	/	93	A	2013-01-01
H04H	/	60	/	91	A	2013-01-01
H04M	/	1	/	72533	A	2013-01-01
H04M	/	1	/	72544	A	2013-01-01
H04M	/	1	/	72547	A	2013-01-01
H04M	/	1	/	72558	A	2013-01-01
H04M	/	1	/	72561	A	2013-01-01
H04M	/	1	/	72572	A	2013-01-01
H04W	/	4	/	00	A	2013-01-01
H04W	/	4	/	06	A	2013-01-01

NONE		**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	22	
/MOHAMED IBRAHIM/ Primary Examiner, Art Unit 2444	28 July 2020	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	54	1

U.S. Patent and Trademark Office — Part of Paper No.: 20200728

Ex.1002
GOOGLE LLC / Page 54 of 381

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/839,396	Engstrom et al.
	Examiner	**Art Unit**
	MOHAMED IBRAHIM	2444

CPC							
Symbol						**Type**	**Version**
H04W	/	8	/	20		A	2013-01-01
H04W	/	64	/	00		A	2013-01-01
H04W	/	80	/	00		A	2013-01-01
H04W	/	84	/	04		A	2013-01-01
H04L	/	67	/	26		A	2013-01-01

CPC Combination Sets								
Symbol						**Type**	**Set**	**Ranking**	**Version**
	/		/						

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	22	
/MOHAMED IBRAHIM/ Primary Examiner, Art Unit 2444	28 July 2020	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	54	1

U.S. Patent and Trademark Office — Part of Paper No.: 20200728

Ex.1002
GOOGLE LLC / Page 55 of 381

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/839,396	Engstrom et al.
	Examiner	**Art Unit**
	MOHAMED IBRAHIM	2444

INTERNATIONAL CLASSIFICATION				
CLAIMED				
G06F	/	15	/	177

NON-CLAIMED				
	/		/	

US ORIGINAL CLASSIFICATION	
CLASS	**SUBCLASS**

CROSS REFERENCES(S)						
CLASS	**SUBCLASS (ONE SUBCLASS PER BLOCK)**					

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	22	
/MOHAMED IBRAHIM/ Primary Examiner, Art Unit 2444	28 July 2020	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	54	1

U.S. Patent and Trademark Office — Part of Paper No.: 20200728

Ex.1002
GOOGLE LLC / Page 56 of 381

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/839,396	Engstrom et al.
	Examiner	**Art Unit**
	MOHAMED IBRAHIM	2444

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☑ T.D. ☐ R.1.47

CLAIMS

Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
	1		11		21		31		41		51	8	61	18	71
	2		12		22		32		42		52	9	62	21	72
	3		13		23		33		43		53	10	63	22	73
	4		14		24		34		44	1	54	11	64	19	74
	5		15		25		35		45	6	55	12	65	20	75
	6		16		26		36		46	2	56	13	66		
	7		17		27		37		47	3	57	14	67		
	8		18		28		38		48	7	58	15	68		
	9		19		29		39		49	4	59	16	69		
	10		20		30		40		50	5	60	17	70		

NONE (Assistant Examiner)	(Date)	**Total Claims Allowed:** 22	
/MOHAMED IBRAHIM/ Primary Examiner, Art Unit 2444 (Primary Examiner)	28 July 2020 (Date)	O.G. Print Claim(s) 54	O.G. Print Figure 1

U.S. Patent and Trademark Office — Part of Paper No.: 20200728

Ex.1002
GOOGLE LLC / Page 57 of 381

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application for: Engstrom et al.	Examiner: Mohamed IBRAHIM
Application No.: 15/839,396	Art Group: 2444
Filed: December 12, 2017	Confirmation No.: 8834
For: METHOD AND SYSTEM FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE	Attorney Docket No. 120083-236888 (P036C3)

Mail Stop **AF**
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

AMENDMENT AFTER FINAL REJECTION

This paper is filed in response to the final Office Action having a notification date of November 18, 2020 (hereinafter the "FOA"). Entry of the following amendments and consideration of the following remarks is respectfully requested.

Amendments to the Claims begin on page 2.

Remarks begin on page 8.

Bibliographic Data

Application No: 15/839,396

Foreign Priority claimed: ○ Yes ◉ No

35 USC 119 (a-d) conditions met: ☐ Yes ☑ No ☐ Met After Allowance

Verified and Acknowledged: /MOHAMED IBRAHIM/ (Examiner's Signature) | (Initials)

Title: METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
12/12/2017	709	2444	
RULE			

APPLICANTS

Varia Holdings LLC, Brooklyn, NY, UNITED STATES

INVENTORS

G. Eric Engstrom, Kirkland, WA, UNITED STATES

Peter Zatloukal, Duvall, WA, UNITED STATES

Tyrol Graham, Seattle, WA, UNITED STATES

CONTINUING DATA

This application is a CON of 14158708 01/17/2014 PAT 9843907

14158708 is a CON of 13427794 03/22/2012 PAT 8635311

13427794 is a CON of 10477046 11/07/2003 PAT 8166139

10477046 is a 371 of PCT/US2002/014909 05/10/2002

PCT/US2002/014909 has PRO of 60290592 05/11/2001

FOREIGN APPLICATIONS

IF REQUIRED, FOREIGN LICENSE GRANTED**

01/02/2018

STATE OR COUNTRY

UNITED STATES

ADDRESS

FILING FEE RECEIVED

$1,720

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	374	(Engstrom near2 Eric).in. or (Zatloukal near2 Peter).in. or (Graham near2 Tyrol).in.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/07/28 14:52
L2	32	L1 and (generat$3 or execut$3 or extract$3 or assign$4) and (hot$1link or link) same (mobile or portable or cellular or PDA)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/07/28 14:52
L3	13	L2 and (user adj interface) same (keypad or phone or PDA)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/07/28 14:52
L4	434,454	(generat$3 or execut$3 or extract$3 or assign$4) and (hot$1link or link) same (mobile or portable or cellular or PDA)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/07/28 14:52
L5	272,661	(user adj interface) same (keypad or phone or PDA)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/07/28 14:52
L6	67,543	L4 and L5	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/07/28 14:52
L7	1,928	service same ((mobile or portable or wireless) adj device) same (determ%$ or activat$4) same (hotlink or hot$1link or link or alive$1link)	US-PGPUB; USPAT	OR	ON	2020/07/28 14:52
L8	944	L7 same (keypad or (cellular adj phone) or PDA or wireless)	US-PGPUB; USPAT	OR	ON	2020/07/28 14:52

L9	638	L8 same (upload or download or retriev$3 or access) same service	US-PGPUB; USPAT	OR	ON	2020/07/28 14:52
L10	638	L9 same (keypad or (cellular adj phone) or PDA or wireless)	US-PGPUB; USPAT	OR	ON	2020/07/28 14:52
L11	638	L10 same (upload or download or retriev$3 or access) same service	US-PGPUB; USPAT	OR	ON	2020/07/28 14:52
L12	59	L11 same (connectivity or connection) same ((sms or message) or (electoric adj mail))	US-PGPUB; USPAT	OR	ON	2020/07/28 14:52
L13	5,502	(receiving or accessing or sending or access$3 or send$3 or receiv$3) same (link or hotlink or hot$1link or (live adj link)) same ((wireless or cellur or pda or portable) adj (phone or telephone))	US-PGPUB; USPAT	OR	ON	2020/07/28 14:54
L14	370	L13 same (keypad or (user adj interface))	US-PGPUB; USPAT	OR	ON	2020/07/28 14:54
L15	76	L14 same (assign$3 or determin$3 or extract$3 or download$3 upload$3)	US-PGPUB; USPAT	OR	ON	2020/07/28 14:54
L16	22	L15 same service	US-PGPUB; USPAT	OR	ON	2020/07/28 14:54
L17	22,669	709/220-221,248.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2020/07/28 14:55
L18	41	L17 and (hot with link)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2020/07/28 14:55
L19	19	L18 and ((upload or download or retriev$3 or access) same service)	US-PGPUB; USPAT	OR	ON	2020/07/28 14:55
L20	8,847	associat$4 with instruction with interface	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2020/07/28 14:57
L21	181	L20 with link	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2020/07/28 14:57

L22	11	L21 same interaction	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2020/07/28 14:57
L23	141	(assign$3 with "hotlink" or (hot adj link)) same (mobile or phone or pda)	US-PGPUB; USPAT; USOCR	OR	ON	2020/07/28 14:57
L24	27	L23 AND ((G06Q10/101 OR G06Q50/01 OR H04M1/72561 OR H04M1/72547 OR H04M1/72558 OR H04M1/6775 OR H04M1/72519 OR H04M1/72541 OR H04M1/576 OR H04M1/72563 OR H04M1/72583 OR H04L67/26 OR H04L69/329 OR H04L67/02 OR H04L12/5845 OR H04L29/06 OR H04L51/10 OR H04L67/125 OR H04L67/2804 OR H04W4/02 OR H04W4/00 OR H04W4/12 OR H04W76/02 OR H04W80/00 OR H04W88/02 OR H04W8/20 OR H04W4/14 OR H04W4/185).CPC.)	US-PGPUB; USPAT; USOCR	OR	ON	2020/07/28 14:57
L25	8	L24 and (activat$3 with button)	US-PGPUB; USPAT; USOCR	OR	ON	2020/07/28 14:57
L26	8,847	associat$4 with instruction with interface	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2020/07/28 14:58
L27	181	L26 with link	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2020/07/28 14:58
L28	11	L27 same interaction	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2020/07/28 14:58

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L29	212	(Engstrom near2 Eric).in. or (Zatloukal near2 Peter).in. or (Graham near2 Tyrol).in.	US-PGPUB; USPAT	OR	ON	2020/07/28 14:59
L30	7	L29 and (hot with link)	US-PGPUB; USPAT	OR	ON	2020/07/28 14:59
L31	7	L30 and (assign$5)	US-PGPUB; USPAT	OR	ON	2020/07/28 14:59
L32	52	(Varia adj Holdings with LLC).as.	US-PGPUB; USPAT	OR	ON	2020/07/28 15:00
L33	0	32 and (hotlink or hot$1link)	US-PGPUB; USPAT	OR	ON	2020/07/28 15:01
L34	38	32 and 29	US-PGPUB; USPAT	OR	ON	2020/07/28 15:01
L35	4	34 and (hot adj link)	US-PGPUB; USPAT	OR	ON	2020/07/28 15:02
L36	6	(Generate with hot adj link).clm.	US-PGPUB; USPAT	OR	ON	2020/07/28 15:03
L37	6	36 and (perform with action).clm.	US-PGPUB; USPAT	OR	ON	2020/07/28 15:04
L38	1	37 and (identify with trigger).clm.	US-PGPUB; USPAT	OR	ON	2020/07/28 15:04
L39	6	(generate with hot adj link with message).clm.	US-PGPUB; USPAT	OR	ON	2020/07/28 15:05
L40	1	39 and (trigger with detection).clm.	US-PGPUB; USPAT	OR	ON	2020/07/28 15:06

7/28/2020 3:06:43 PM
C:\Users\mibrahim1\Documents\EAST\Workspaces\15839396.wsp

Doc Code: DIST.E.FILE **Document Description: Electronic Terminal Disclaimer - Filed**	PTO/SB/26 U.S. Patent and Trademark Office Department of Commerce

Electronic Petition Request	**TERMINAL DISCLAIMER TO OBVIATE A DOUBLE PATENTING REJECTION OVER A "PRIOR" PATENT**
Application Number	15839396
Filing Date	12-Dec-2017
First Named Inventor	G. Engstrom
Attorney Docket Number	120083-236888 (P036C3)
Title of Invention	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE

☒ Filing of terminal disclaimer does not obviate requirement for response under 37 CFR 1.111 to outstanding Office Action

☒ This electronic Terminal Disclaimer is not being used for a Joint Research Agreement.

Owner	Percent Interest
Varia Holdings LLC	100%

The owner(s) with percent interest listed above in the instant application hereby disclaims, except as provided below, the terminal part of the statutory term of any patent granted on the instant application which would extend beyond the expiration date of the full statutory term of prior patent number(s)

8635311

8166139

9843907

as the term of said prior patent is presently shortened by any terminal disclaimer. The owner hereby agrees that any patent so granted on the instant application shall be enforceable only for and during such period that it and the prior patent are commonly owned. This agreement runs with any patent granted on the instant application and is binding upon the grantee, its successors or assigns.

In making the above disclaimer, the owner does not disclaim the terminal part of the term of any patent granted on the instant application that would extend to the expiration date of the full statutory term of the prior patent, "as the term of said prior patent is presently shortened by any terminal disclaimer," in the event that said prior patent later:
- expires for failure to pay a maintenance fee;
- is held unenforceable;
- is found invalid by a court of competent jurisdiction;
- is statutorily disclaimed in whole or terminally disclaimed under 37 CFR 1.321;
- has all claims canceled by a reexamination certificate;
- is reissued; or
- is in any manner terminated prior to the expiration of its full statutory term as presently shortened by any terminal disclaimer.

(●) Terminal disclaimer fee under 37 CFR 1.20(d) is included with Electronic Terminal Disclaimer request. ( ) I certify, in accordance with 37 CFR 1.4(d)(4), that the terminal disclaimer fee under 37 CFR 1.20(d) required for this terminal disclaimer has already been paid in the above-identified application.	
Applicant claims the following fee status: ( ) Small Entity ( ) Micro Entity (●) Regular Undiscounted I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.	
THIS PORTION MUST BE COMPLETED BY THE SIGNATORY OR SIGNATORIES I certify, in accordance with 37 CFR 1.4(d)(4) that I am: (●) An attorney or agent registered to practice before the Patent and Trademark Office who is of record in this application Registration Number 68392 ( ) A sole inventor ( ) A joint inventor; I certify that I am authorized to sign this submission on behalf of all of the inventors as evidenced by the power of attorney in the application ( ) A joint inventor; all of whom are signing this request	
Signature	/Ryan N. Strauss/
Name	Ryan N. Strauss

*Statement under 37 CFR 3.73(b) is required if terminal disclaimer is signed by the assignee (owner).
Form PTO/SB/96 may be used for making this certification. See MPEP § 324.

Electronic Patent Application Fee Transmittal

Application Number:	15839396
Filing Date:	12-Dec-2017
Title of Invention:	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE
First Named Inventor/Applicant Name:	G. Eric Engstrom
Filer:	Ryan Nathan Strauss/Enoy Lawless
Attorney Docket Number:	120083-236888 (P036C3)

Filed as Large Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
STATUTORY OR TERMINAL DISCLAIMER	1814	1	160	160
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**160**

Doc Code: DISQ.E.FILE
Document Description: Electronic Terminal Disclaimer – Approved

Application No.: 15839396

Filing Date: 12-Dec-2017

Applicant/Patent under Reexamination: Engstrom

Electronic Terminal Disclaimer filed on July 22, 2020

☒ APPROVED

This patent is subject to a terminal disclaimer

☐ DISAPPROVED

Approved/Disapproved by: Electronic Terminal Disclaimer automatically approved by EFS-Web

U.S. Patent and Trademark Office

Electronic Acknowledgement Receipt

EFS ID:	40074852
Application Number:	15839396
International Application Number:	
Confirmation Number:	8834
Title of Invention:	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE
First Named Inventor/Applicant Name:	G. Eric Engstrom
Customer Number:	25943
Filer:	Ryan Nathan Strauss/Enoy Lawless
Filer Authorized By:	Ryan Nathan Strauss
Attorney Docket Number:	120083-236888 (P036C3)
Receipt Date:	22-JUL-2020
Filing Date:	12-DEC-2017
Time Stamp:	15:13:18
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$160
RAM confirmation Number	E20207LF13161421
Deposit Account	500393
Authorized User	Enoy Lawless
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows: 37 CFR 1.21 (Miscellaneous fees and charges) 37 CFR 1.19 (Document supply fees)	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Terminal Disclaimer-Filed (Electronic)	eTerminal-Disclaimer.pdf	34019 5e001b26c60b988a7c327d213dedda9b88c0c974	no	2
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30856 a1e083076ad8360d44d6fed73127d685a8988eb6	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	64875		

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.
National Stage of an International Application under 35 U.S.C. 371
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.
New International Application Filed with the USPTO as a Receiving Office
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

Doc Code: A.NE.AFCP
Document Description: After Final Consideration Pilot Program Request

PTO/SB/434 (05-13)

CERTIFICATION AND REQUEST FOR CONSIDERATION UNDER THE AFTER FINAL CONSIDERATION PILOT PROGRAM 2.0

Practitioner Docket No.:	Application No.:	Filing Date:
120083-236888 (P036C3)	15/839,396	12/12/2017
First Named Inventor:	**Title:**	
G. Eric Engstrom	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE	

APPLICANT HEREBY CERTIFIES THE FOLLOWING AND REQUESTS CONSIDERATION UNDER THE AFTER FINAL CONSIDERATION PILOT PROGRAM 2.0 (AFCP 2.0) OF THE ACCOMPANYING RESPONSE UNDER 37 CFR 1.116.

1. The above-identified application is (i) an original utility, plant, or design nonprovisional application filed under 35 U.S.C. 111(a) [a continuing application (*e.g.*, a continuation or divisional application) is filed under 35 U.S.C. 111(a) and is eligible under (i)], or (ii) an international application that has entered the national stage in compliance with 35 U.S.C. 371(c).
2. The above-identified application contains an outstanding final rejection.
3. Submitted herewith is a response under 37 CFR 1.116 to the outstanding final rejection. The response includes an amendment to at least one independent claim, and the amendment does not broaden the scope of the independent claim in any aspect.
4. This certification and request for consideration under AFCP 2.0 is the only AFCP 2.0 certification and request filed in response to the outstanding final rejection.
5. Applicant is willing and available to participate in any interview requested by the examiner concerning the present response.
6. This certification and request is being filed electronically using the Office's electronic filing system (EFS-Web).
7. Any fees that would be necessary consistent with current practice concerning responses after final rejection under 37 CFR 1.116, *e.g.*, extension of time fees, are being concurrently filed herewith. [There is no additional fee required to request consideration under AFCP 2.0.]
8. By filing this certification and request, applicant acknowledges the following:
   - Reissue applications and reexamination proceedings are not eligible to participate in AFCP 2.0.
   - The examiner will verify that the AFCP 2.0 submission is compliant, *i.e.*, that the requirements of the program have been met (see items 1 to 7 above). For compliant submissions:
     - The examiner will review the response under 37 CFR 1.116 to determine if additional search and/or consideration (i) is necessitated by the amendment and (ii) could be completed within the time allotted under AFCP 2.0. If additional search and/or consideration is required but cannot be completed within the allotted time, the examiner will process the submission consistent with current practice concerning responses after final rejection under 37 CFR 1.116, *e.g.*, by mailing an advisory action.
     - If the examiner determines that the amendment does not necessitate additional search and/or consideration, or if the examiner determines that additional search and/or consideration is required and could be completed within the allotted time, then the examiner will consider whether the amendment places the application in condition for allowance (after completing the additional search and/or consideration, if required). If the examiner determines that the amendment does not place the application in condition for allowance, then the examiner will contact the applicant and request an interview.
       - The interview will be conducted by the examiner, and if the examiner does not have negotiation authority, a primary examiner and/or supervisory patent examiner will also participate.
       - If the applicant declines the interview, or if the interview cannot be scheduled within ten (10) calendar days from the date that the examiner first contacts the applicant, then the examiner will proceed consistent with current practice concerning responses after final rejection under 37 CFR 1.116.

Signature	Date
/Ryan N. Strauss/	07/22/2020
Name (Print/Typed) Ryan N. Strauss	Practitioner Registration No. 68392

***Note**: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4(d) for signature requirements and certifications. Submit multiple forms if more than one signature is required, see below*.*

[✓] * Total of 1 forms are submitted.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application for: Engstrom et al.	Examiner: Mohamed IBRAHIM
Application No.: 15/839,396	Art Group: 2444
Filed: December 12, 2017	Confirmation No.: 8834
For: METHOD AND SYSTEM FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE	Attorney Docket No. 120083-236888 (P036C3)

Mail Stop **AF**
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

AMENDMENT AFTER FINAL REJECTION

This paper is filed in response to the final Office Action having a notification date of November 18, 2020 (hereinafter the "FOA"). Entry of the following amendments and consideration of the following remarks is respectfully requested.

Amendments to the Claims begin on page 2.

Remarks begin on page 8.

LISTING OF THE CLAIMS

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims

1-53. (Cancelled)

54. (Previously Presented) One or more non-transitory computer-readable media (NTCRM) including program code, wherein execution of the program code by one or more processors of a computer system is to cause the computer system to:

identify a trigger to generate a hot link; and

in response to detection of the trigger,

determine an action to be performed upon activation of the hot link based on the trigger, wherein activation of the hot link by individual user devices of a set of user devices is to cause the individual user devices to execute program code to perform the action;

generate a hot link message to include the determined action and instructions for rendering and displaying the hot link at each of the set of user devices; and

control transmission of the hot link message to the set of user devices.

55. (Previously Presented) The one or more NTCRM of claim 54, wherein execution of the program code is to cause the computer system to:

identify a user interface element for activation of the hot link prior to generation of the hot link; and

generate the hot link message to include assignment information, the assignment information to assign the hot link to the identified user interface element.

56. (Previously Presented) The one or more NTCRM of claim 54, wherein the individual user devices are second user devices, and execution of the program code is to cause the computer system to:

provide a user interface to a first user device to be rendered and displayed by the first

user device, the user interface comprising one or more graphical control elements to control selection of users associated with the set of second user devices; and

control receipt, from the first user device, of a request to generate a hot link along with identification information of the set of second user devices to receive the hot link.

57. (Previously Presented) The one or more NTCRM of claim 56, wherein the information of the set of user devices comprises a selection of one or more users associated with the set of user devices or a selection of a group of users associated with the set of user devices.

58. (Previously Presented) The one or more NTCRM of claim 54, wherein the hot link comprises instructions to obtain and render a web page in a web browser, execute executable instructions of an application program, or adjust radiofrequency circuitry to obtain and display broadcasted content.

59. (Previously Presented) The one or more NTCRM of claim 54, wherein execution of the program code is to cause the computing system to:

generate the hot link message to include an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link.

60. (Previously Presented) The one or more NTCRM of claim 59, wherein execution of the program code is to cause the computer system to:

generate the hot link message as a Short Message Service (SMS) message, an instant messaging (IM) message, or an email message.

61. (Previously Presented) The one or more NTCRM of claim 54, wherein execution of the program code is to cause the computer system to:

determine a location for each user device of the set of user devices; and

generate the hot link message to include the location of each user device.

62. (Previously Presented) The one or more NTCRM of claim 54, wherein, to control

transmission of the hot link message to the set of user devices, execution of the program code is to cause the computer system to:

instruct a network interface of the computer system to send the hot link message to the set of user devices over a wired or wireless network.

63. (Previously Presented) A computer system to be employed as a server, the computer system comprising:

network interface circuitry to:

receive, from a first user device, a request to generate a hot link along with information of a set of second user devices to receive the hot link, and

transmit a hot link message to the set of second user devices; and

processor circuitry communicatively coupled with the network interface circuitry, the processor circuitry communicatively coupled with the network interface, the processor circuitry is to:

in response to detection of a trigger, determine an action to be performed upon activation of the hot link, wherein activation of the hot link by individual second user devices of the set of second user devices is to cause the individual second user devices to execute program code to perform the action, and

generate the hot link message to include the determined action and instructions for rendering and displaying the hot link at each of the set of user devices.

64. (Previously Presented) The computer system of claim 63, wherein the processor circuitry is to:

identify a user interface element for activation of the hot link prior to generation of the hot link; and

generate the hot link message to include assignment information, the assignment information to assign the hot link to the identified user interface element.

65. (Previously Presented) The computer system of claim 63, wherein the network interface circuitry is to:

transmit program code to the first user device, the program code to be executed by

the first user device to generate a user interface, the user interface to be rendered and displayed by the first user device, the user interface comprising one or more graphical control elements to control selection of users associated with the set of second user devices,

wherein the information of the set of second user devices comprises a selection of one or more users associated with the set of second user devices or a selection of a group of users associated with the set of second user devices.

66. (Previously Presented) The computer system of claim 63, wherein the hot link comprises instructions to obtain and render a web page in a web browser, execute executable instructions of an application program, or adjust radiofrequency circuitry to obtain and display broadcasted content.

67. (Previously Presented) The computer system of claim 63, wherein the processor circuitry is to:

generate the hot link message to include an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link.

68. (Previously Presented) The computer system of claim 63, wherein the processor circuitry is to:

generate the hot link message as a Short Message Service (SMS) message for transmission over a cellular communication network, or

generate the hot link message as an instant messaging (IM) message for transmission over a communications network.

69. (Previously Presented) The computer system of claim 63, wherein the processor circuitry is to:

determine a location for each second user device of the set of second user devices; and

generate the hot link message to include the location of each second user device.

70. (Previously Presented) The computer system of claim 63, wherein the network interface is to transmit the hot link message to the set of user devices over a wired or wireless network.

71. (Previously Presented) One or more non-transitory computer-readable media (NTCRM) including program code, wherein execution of the program code by one or more processors of a user device is to cause the user device to:

control receipt of a hot link message comprising a hot link and assignment information, the assignment information to assign the hot link to a graphical control element (GCE), and the hot link comprising instructions to perform an action and instructions for rendering and displaying the hot link;

generate a graphical user interface (GUI) to include the GCE to which the hot link is assigned according to the assignment information; and

in response to activation of the GCE, execute the instructions of the hot link to perform the action.

72. (Previously Presented) The one or more NTCRM of claim 71, wherein execution of the instructions of the hot link is to cause the user device to:

obtain and render a web page in a web browser implemented by the user device;

execute executable instructions of an application program, wherein the executable instructions of the application program are stored by a memory device of the user device, or the executable instructions of the application program are to be obtained by the user device over a communication network; or

adjust radio frequency circuitry of the user device to obtain broadcasted content for display.

73. (Previously Presented) The one or more NTCRM of claim 71, wherein the GUI comprises an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link.

74. (Previously Presented) The one or more NTCRM of claim 71, wherein the GUI is a first GUI, and execution of the program code is to cause the user device to:

generate a second GUI comprising a user selection GCE and a submission GCE, the user selection GCE to control selection of a set of other user devices to be provided with a hot link, and the submission GCE to control submission of the set of other user devices; and

control transmission of another hot link message that includes an indication of the selected set of other user devices in response to selection of the third GCE.

75. (Previously Presented) The one or more NTCRM of claim 74, wherein the second GUI comprises:

a positive opinion GCE to control submission of a positive opinion of a content item; and

a negative opinion GCE to control submission of a negative opinion of the content item.

END OF CLAIM LISTING

REMARKS

Favorable reconsideration of this application, in light of the preceding amendments and following remarks, is respectfully requested. The claims are not presently amended. Claims 1-53 were previously cancelled without prejudice or disclaimer. No claims are currently cancelled or newly added. No new matter has been added. Claims 54-75 are pending in this application. For at least the reasons set forth below, the pending claims are allowable over the cited art.

The present Amendment After Final Rejection ("AAFR") is filed concurrently with a request to enter the After Final Consideration Pilot (AFCP) program 2.0. The present AAFR is eligible under the AFCP 2.0 because (1) a request for consideration under the AFCP 2.0 is filed concurrently with the present AAFR, and (2) the present AAFR includes an amendment to at least one independent claim that does not broaden the scope of the independent claim in any aspect. If the Examiner believes that an interview should be conducted as a result of consideration of the AAFR, the Examiner is invited to contact the undersigned representative to shedule a telephonic interview.

Claims 54, 63, and 71 are provisionally rejected on the ground of nonstatutory obviousness-type double patenting as being unpatentable over claims 1, 25, and 29 of U.S. Pat. No. 9,843,907, and claims 1-20 of U.S. Pat. No. 8,635,311 and U.S. Pat. No. 8,166,139. This rejection is rendered moot due to the terminal disclaimer filed concurrently with this AAFR.

CONCLUSION

In view of the foregoing, it is believed that all claims now pending patentably define the subject invention over the prior art of record and are in condition for allowance and such action is earnestly solicited at the earliest possible date. If necessary, the Commissioner is hereby authorized in this, concurrent and future replies, to charge payment or credit any overpayment to Deposit Account No. 50-0393 for any additional fees required under 37 C.F.R. §§ 1.16 or 1.17, particularly extension of time fees.

Respectfully submitted,
SCHWABE, WILLIAMSON & WYATT, P.C.

Date: July 22, 2020

By: */Ryan N Strauss/*
Ryan N. Strauss, Reg. No.: 68,392

Electronic Acknowledgement Receipt

EFS ID:	40076220
Application Number:	15839396
International Application Number:	
Confirmation Number:	8834
Title of Invention:	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE
First Named Inventor/Applicant Name:	G. Eric Engstrom
Customer Number:	25943
Filer:	Ryan Nathan Strauss/Enoy Lawless
Filer Authorized By:	Ryan Nathan Strauss
Attorney Docket Number:	120083-236888 (P036C3)
Receipt Date:	22-JUL-2020
Filing Date:	12-DEC-2017
Time Stamp:	15:35:07
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	After Final Consideration Program Request	P036C3_AFCP-REQ_7_22_20.pdf	186511 97e7881360d94e4116184ed9b659630f4c601943	no	1

Warnings:

Information:					
2		P036C3_AF-RESPONSE_07_22_20.pdf	123726 ae376248e3eda3886d713c10093283cebf333822	yes	8

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Response After Final Action	1	1
	Claims	2	7
	Applicant Arguments/Remarks Made in an Amendment	8	8

Warnings:	
Information:	
Total Files Size (in bytes):	310237

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

PTO/SB/06 (09-11)
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 15/839,396	Filing Date 12/12/2017	☐ To be Mailed

ENTITY: ☑ LARGE ☐ SMALL ☐ MICRO

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		x $80 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $420 =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).				
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))					
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT	07/22/2020	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 22	Minus	** 22	= 0		x $100 =	0
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0		x $460 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	0

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=		x $0 =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=		x $0 =	
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.	LIE
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".	/DONNA D SMALLS LOGAN/
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".	
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.	

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/839,396	12/12/2017	G. Eric Engstrom	120083-236888 (P036C3)	8834

25943 7590 05/27/2020

SCHWABE WILLIAMSON& WYATT
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EXAMINER	
IBRAHIM, MOHAMED	

ART UNIT	PAPER NUMBER
2444	

NOTIFICATION DATE	DELIVERY MODE
05/27/2020	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

IPDocketing@SCHWABE.com
patent@schwabe.com

Office Action Summary	Application No. 15/839,396	Applicant(s) Engstrom et al.	
	Examiner MOHAMED IBRAHIM	Art Unit 2444	AIA (FITF) Status No

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTHS FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☑ Responsive to communication(s) filed on 02/18/2020.

☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

2a)☑ This action is **FINAL.** 2b) ☐ This action is non-final.

3)☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

4)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims*

5) ☑ Claim(s) 54-75 is/are pending in the application.

5a) Of the above claim(s) _____ is/are withdrawn from consideration.

6) ☐ Claim(s) _____ is/are allowed.

7) ☑ Claim(s) 54-75 is/are rejected.

8) ☐ Claim(s) _____ is/are objected to.

9) ☐ Claim(s) _____ are subject to restriction and/or election requirement

* If any claims have been determined allowable, you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to **PPHfeedback@uspto.gov.**

Application Papers

10)☐ The specification is objected to by the Examiner.

11)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

Certified copies:

a)☐ All b)☐ Some** c)☐ None of the:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

** See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☐ Notice of References Cited (PTO-892)

2) ☐ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b) Paper No(s)/Mail Date _____.

3) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date _____.

4) ☐ Other: _____.

Notice of Pre-AIA or AIA Status

The present application is being examined under the pre-AIA first to invent provisions.

Response to Amendment

1. This action is in response the Amendment and remarks filed on 18 February 2020.

Claims 54-75 are presently pending for examination.

Response to Arguments

2. Applicant's arguments filed 02/18/2020 have been fully considered and are found to be persuasive. Accordingly, the 103 prior art rejection which the arguments pertain to are herein withdrawn. The remaining rejection is the obvious type double patenting rejection on record which may be overcome by filling terminal disclaimers (TD).

Double Patenting

3. The nonstatutory double patenting rejection is based on a judicially created doctrine grounded in public policy (a policy reflected in the statute) so as to prevent the unjustified or improper timewise extension of the “right to exclude” granted by a patent and to prevent possible harassment by multiple assignees. A nonstatutory double patenting rejection is appropriate where the conflicting claims are not identical, but at least one examined application claim is not patentably distinct from the reference claim(s) because the examined application claim is either anticipated by, or would have been obvious over, the reference claim(s). See, e.g., *In re Berg*, 140 F.3d 1428, 46

USPQ2d 1226 (Fed. Cir. 1998); *In re Goodman*, 11 F.3d 1046, 29 USPQ2d 2010 (Fed. Cir. 1993); *In re Longi*, 759 F.2d 887, 225 USPQ 645 (Fed. Cir. 1985); *In re Van Ornum*, 686 F.2d 937, 214 USPQ 761 (CCPA 1982); *In re Vogel*, 422 F.2d 438, 164 USPQ 619 (CCPA 1970); *In re Thorington*, 418 F.2d 528, 163 USPQ 644 (CCPA 1969).

A timely filed terminal disclaimer in compliance with 37 CFR 1.321(c) or 1.321(d) may be used to overcome an actual or provisional rejection based on nonstatutory double patenting provided the reference application or patent either is shown to be commonly owned with the examined application, or claims an invention made as a result of activities undertaken within the scope of a joint research agreement. See MPEP § 717.02 for applications subject to examination under the first inventor to file provisions of the AIA as explained in MPEP § 2159. See MPEP §§ 706.02(l)(1) - 706.02(l)(3) for applications not subject to examination under the first inventor to file provisions of the AIA. A terminal disclaimer must be signed in compliance with 37 CFR 1.321(b).

The USPTO Internet website contains terminal disclaimer forms which may be used. Please visit www.uspto.gov/patent/patents-forms. The filing date of the application in which the form is filed determines what form (e.g., PTO/SB/25, PTO/SB/26, PTO/AIA/25, or PTO/AIA/26) should be used. A web-based eTerminal Disclaimer may be filled out completely online using web-screens. An eTerminal Disclaimer that meets all requirements is auto-processed and approved immediately upon submission. For more information about eTerminal Disclaimers, refer to www.uspto.gov/patents/process/file/efs/guidance/eTD-info-I.jsp.

Claims 54, 63 and 71 are rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1, 25 and 29 of U.S. Patent No. 9843907,

4. Claims 1-20 of U. S. Patent No. 8635311 and claims 1-18 of U. S. Patent No. 8166139. Although the claims at issue are not identical, they are not patentably distinct from each other because both sets of claims are directed to same subject matter of generating and sending a hot link associated with a user interface to a device.

Conclusion

5. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to MOHAMED IBRAHIM whose telephone number is

(571)270-1132. The examiner can normally be reached on Monday through Friday from 9:30AM to 6:00PM.

Examiner interviews are available via telephone, in-person, and video conferencing using a USPTO supplied web-based collaboration tool. To schedule an interview, applicant is encouraged to use the USPTO Automated Interview Request (AIR) at http://www.uspto.gov/interviewpractice.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Follansbee can be reached on 571-272-3964. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see https://ppair-my.uspto.gov/pair/PrivatePair. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/MOHAMED IBRAHIM/
Primary Examiner, Art Unit 2444

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/839,396	Engstrom et al.
	Examiner	Art Unit
	MOHAMED IBRAHIM	2444

CPC - Searched*		
Symbol	Date	Examiner

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner

* See search history printout included with this form or the SEARCH NOTES box below to determine the scope of the search.

Search Notes		
Search Notes	Date	Examiner
Inventor (s) search	01/07/2019	MI
Assignee Search	01/07/2019	MI
NPL Google Scholar search: Generation of hot link; Association of hotlink to user interface.	01/07/2019	MI
Text Search	01/07/2019	MI
Classification Search limited by text	01/07/2019	MI
Google Scholar Search	06/19/2019	MI
Search Updated	06/19/2019	MI
Google Patents Search	11/09/2019	MI
Search Updated	11/12/2019	MI
Search Updated	05/21/2020	MI

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/839,396	Engstrom et al.
	Examiner	Art Unit
	MOHAMED IBRAHIM	2444

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner

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EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	426377	(generat$3 or execut$3 or extract$3 or assign$4) and (hot$1link or link) same (mobile or portable or cellular or PDA)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/05/21 16:45
L2	266890	(user adj interface) same (keypad or phone or PDA)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/05/21 16:45
L3	66089	L1 and L2	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2020/05/21 16:45
L4	1902	service same ((mobile or portable or wireless) adj device) same (determ%$ or activat$4) same (hotlink or hot$1link or link or alive$1link)	US-PGPUB; USPAT	OR	ON	2020/05/21 16:45
L5	935	L4 same (keypad or (cellular adj phone) or PDA or wireless)	US-PGPUB; USPAT	OR	ON	2020/05/21 16:45
L6	632	L5 same (upload or download or retriev$3 or access) same service	US-PGPUB; USPAT	OR	ON	2020/05/21 16:45
L7	632	L6 same (keypad or (cellular adj phone) or PDA or wireless)	US-PGPUB; USPAT	OR	ON	2020/05/21 16:45
L8	632	L7 same (upload or download or retriev$3 or access) same service	US-PGPUB; USPAT	OR	ON	2020/05/21 16:45
L9	58	L8 same (connectivity or connection) same ((sms or message) or (electoric adj mail))	US-PGPUB; USPAT	OR	ON	2020/05/21 16:45

L10	108	(access$3 or download$3 or retriev$3) same ((live adj link) or hotlink or hot$1link) same (mobile or portable or wireless or PDA or phone)	US-PGPUB; USPAT	OR	ON	2020/05/21 16:45
L11	9	L10 same (send$3 or receiv$3) same (sms or text or message)	US-PGPUB; USPAT	OR	ON	2020/05/21 16:45
L12	56	L10 same service	US-PGPUB; USPAT	OR	ON	2020/05/21 16:45
L13	5479	(receiving or accessing or sending or access$3 or send$3 or receiv$3) same (link or hotlink or hot$1link or (live adj link)) same ((wireless or cellur or pda or portable) adj (phone or telephone))	US-PGPUB; USPAT	OR	ON	2020/05/21 16:46
L14	367	L13 same (keypad or (user adj interface))	US-PGPUB; USPAT	OR	ON	2020/05/21 16:46
L15	75	L14 same (assign$3 or determin$3 or extract$3 or download$3 upload$3)	US-PGPUB; USPAT	OR	ON	2020/05/21 16:46
L16	22	L15 same service	US-PGPUB; USPAT	OR	ON	2020/05/21 16:46
L17	22660	709/220-221,248.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2020/05/21 16:46
L18	41	L17 and (hot with link)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2020/05/21 16:46
L19	19	L18 and ((upload or download or retriev$3 or access) same service)	US-PGPUB; USPAT	OR	ON	2020/05/21 16:46
L20	8595	associat$4 with instruction with interface	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2020/05/21 16:47

L21	169	L20 with link	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2020/05/21 16:47
L22	10	L21 same interaction	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2020/05/21 16:47
L23	11	associating with link with user with interface with mobile	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2020/05/21 16:47
L24	140	(assign$3 with "hotlink" or (hot adj link)) same (mobile or phone or pda)	US-PGPUB; USPAT; USOCR	OR	ON	2020/05/21 16:47
L25	27	L24 AND ((G06Q10/101 OR G06Q50/01 OR H04M1/72561 OR H04M1/72547 OR H04M1/72558 OR H04M1/6775 OR H04M1/72519 OR H04M1/72541 OR H04M1/576 OR H04M1/72563 OR H04M1/72583 OR H04L67/26 OR H04L69/329 OR H04L67/02 OR H04L12/5845 OR H04L29/06 OR H04L51/10 OR H04L67/125 OR H04L67/2804 OR H04W4/02 OR H04W4/00 OR H04W4/12 OR H04W76/02 OR H04W80/00 OR H04W88/02 OR H04W8/20 OR H04W4/14 OR H04W4/185).CPC.)	US-PGPUB; USPAT; USOCR	OR	ON	2020/05/21 16:47
L26	8	L25 and (activat$3 with button)	US-PGPUB; USPAT; USOCR	OR	ON	2020/05/21 16:47

EAST Search History (Interference)

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5/21/2020 4:54:42 PM
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application for: Engstrom et al.	Examiner: Mohamed IBRAHIM
Application No.: 15/839,396	Art Group: 2444
Filed: December 12, 2017	Confirmation No.: 8834
For: METHOD AND SYSTEM FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE	Attorney Docket No. 120083-236888 (P036C3)

Mail Stop **Amendment**
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

RESPONSE TO NON-FINAL OFFICE ACTION

This paper is filed in response to the non-final Office Action having a notification date of November 18, 2020 (hereinafter the "NFOA"). Entry of the following amendments and consideration of the following remarks is respectfully requested.

Amendments to the Claims begin on page 2.

Remarks begin on page 8.

LISTING OF THE CLAIMS

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims

1-53. (Cancelled)

54. (Previously Presented) One or more non-transitory computer-readable media (NTCRM) including program code, wherein execution of the program code by one or more processors of a computer system is to cause the computer system to:

identify a trigger to generate a hot link; and

in response to detection of the trigger,

determine an action to be performed upon activation of the hot link based on the trigger, wherein activation of the hot link by individual user devices of a set of user devices is to cause the individual user devices to execute program code to perform the action;

generate a hot link message to include the determined action and instructions for rendering and displaying the hot link at each of the set of user devices; and

control transmission of the hot link message to the set of user devices.

55. (Previously Presented) The one or more NTCRM of claim 54, wherein execution of the program code is to cause the computer system to:

identify a user interface element for activation of the hot link prior to generation of the hot link; and

generate the hot link message to include assignment information, the assignment information to assign the hot link to the identified user interface element.

56. (Previously Presented) The one or more NTCRM of claim 54, wherein the individual user devices are second user devices, and execution of the program code is to cause the computer system to:

provide a user interface to a first user device to be rendered and displayed by the first

user device, the user interface comprising one or more graphical control elements to control selection of users associated with the set of second user devices; and

control receipt, from the first user device, of a request to generate a hot link along with identification information of the set of second user devices to receive the hot link.

57. (Previously Presented) The one or more NTCRM of claim 56, wherein the information of the set of user devices comprises a selection of one or more users associated with the set of user devices or a selection of a group of users associated with the set of user devices.

58. (Previously Presented) The one or more NTCRM of claim 54, wherein the hot link comprises instructions to obtain and render a web page in a web browser, execute executable instructions of an application program, or adjust radiofrequency circuitry to obtain and display broadcasted content.

59. (Previously Presented) The one or more NTCRM of claim 54, wherein execution of the program code is to cause the computing system to:

generate the hot link message to include an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link.

60. (Previously Presented) The one or more NTCRM of claim 59, wherein execution of the program code is to cause the computer system to:

generate the hot link message as a Short Message Service (SMS) message, an instant messaging (IM) message, or an email message.

61. (Previously Presented) The one or more NTCRM of claim 54, wherein execution of the program code is to cause the computer system to:

determine a location for each user device of the set of user devices; and

generate the hot link message to include the location of each user device.

62. (Previously Presented) The one or more NTCRM of claim 54, wherein, to control

transmission of the hot link message to the set of user devices, execution of the program code is to cause the computer system to:

instruct a network interface of the computer system to send the hot link message to the set of user devices over a wired or wireless network.

63. (Previously Presented) A computer system to be employed as a server, the computer system comprising:

network interface circuitry to:

receive, from a first user device, a request to generate a hot link along with information of a set of second user devices to receive the hot link, and

transmit a hot link message to the set of second user devices; and

processor circuitry communicatively coupled with the network interface circuitry, the processor circuitry communicatively coupled with the network interface, the processor circuitry is to:

in response to detection of a trigger, determine an action to be performed upon activation of the hot link, wherein activation of the hot link by individual second user devices of the set of second user devices is to cause the individual second user devices to execute program code to perform the action, and

generate the hot link message to include the determined action and instructions for rendering and displaying the hot link at each of the set of user devices.

64. (Previously Presented) The computer system of claim 63, wherein the processor circuitry is to:

identify a user interface element for activation of the hot link prior to generation of the hot link; and

generate the hot link message to include assignment information, the assignment information to assign the hot link to the identified user interface element.

65. (Previously Presented) The computer system of claim 63, wherein the network interface circuitry is to:

transmit program code to the first user device, the program code to be executed by

the first user device to generate a user interface, the user interface to be rendered and displayed by the first user device, the user interface comprising one or more graphical control elements to control selection of users associated with the set of second user devices,

wherein the information of the set of second user devices comprises a selection of one or more users associated with the set of second user devices or a selection of a group of users associated with the set of second user devices.

66. (Previously Presented) The computer system of claim 63, wherein the hot link comprises instructions to obtain and render a web page in a web browser, execute executable instructions of an application program, or adjust radiofrequency circuitry to obtain and display broadcasted content.

67. (Previously Presented) The computer system of claim 63, wherein the processor circuitry is to:

generate the hot link message to include an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link.

68. (Previously Presented) The computer system of claim 63, wherein the processor circuitry is to:

generate the hot link message as a Short Message Service (SMS) message for transmission over a cellular communication network, or

generate the hot link message as an instant messaging (IM) message for transmission over a communications network.

69. (Previously Presented) The computer system of claim 63, wherein the processor circuitry is to:

determine a location for each second user device of the set of second user devices; and

generate the hot link message to include the location of each second user device.

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70. (Previously Presented) The computer system of claim 63, wherein the network interface is to transmit the hot link message to the set of user devices over a wired or wireless network.

71. (Previously Presented) One or more non-transitory computer-readable media (NTCRM) including program code, wherein execution of the program code by one or more processors of a user device is to cause the user device to:

control receipt of a hot link message comprising a hot link and assignment information, the assignment information to assign the hot link to a graphical control element (GCE), and the hot link comprising instructions to perform an action and instructions for rendering and displaying the hot link;

generate a graphical user interface (GUI) to include the GCE to which the hot link is assigned according to the assignment information; and

in response to activation of the GCE, execute the instructions of the hot link to perform the action.

72. (Previously Presented) The one or more NTCRM of claim 71, wherein execution of the instructions of the hot link is to cause the user device to:

obtain and render a web page in a web browser implemented by the user device;

execute executable instructions of an application program, wherein the executable instructions of the application program are stored by a memory device of the user device, or the executable instructions of the application program are to be obtained by the user device over a communication network; or

adjust radio frequency circuitry of the user device to obtain broadcasted content for display.

73. (Previously Presented) The one or more NTCRM of claim 71, wherein the GUI comprises an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link.

74. (Previously Presented) The one or more NTCRM of claim 71, wherein the GUI is a first GUI, and execution of the program code is to cause the user device to:

generate a second GUI comprising a user selection GCE and a submission GCE, the user selection GCE to control selection of a set of other user devices to be provided with a hot link, and the submission GCE to control submission of the set of other user devices; and

control transmission of another hot link message that includes an indication of the selected set of other user devices in response to selection of the third GCE.

75. (Previously Presented) The one or more NTCRM of claim 74, wherein the second GUI comprises:

a positive opinion GCE to control submission of a positive opinion of a content item; and

a negative opinion GCE to control submission of a negative opinion of the content item.

END OF CLAIM LISTING

REMARKS

Favorable reconsideration of this application, in light of the preceding amendments and following remarks, is respectfully requested. The claims are not presently amended. Claims 1-53 were previously cancelled without prejudice or disclaimer. No claims are currently cancelled or newly added. No new matter has been added. Claims 54-75 are pending in this application. For at least the reasons set forth below, the pending claims are allowable over the cited art.

Non-Finality of the Next Office Action

The next Office Action cannot be made final for at least the following reasons.

In the *Response to Arguments* section of the NFOA (page 2), the NFOA states that "Applicant's arguments with respect to claims 54-75 have been considered but are moot because the arguments do not apply to the current rejection." However, the arguments in the previous AARF[1], which are still relevant to references being applied in the NFOA, have not been addressed by the present NFOA.

The failure to answer the substance of Applicants' arguments renders the NFOA incomplete as to all matters[2]. "In order to provide a complete application file history and to enhance the clarity of the prosecution history record, an **examiner must provide clear explanations of all actions taken** by the examiner during prosecution of an application."[3] "Where the applicant traverses any rejection, **the examiner should, if he or she repeats the rejection, take note of the applicant's argument and answer the substance of it**."[4] "The examiner must address all arguments which have not already been responded to in the statement of the rejection."[5]

The previous FOA[6] rejected claims 54-75 rejected under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over various combinations of U.S. Pat. No. 6,411,685 ("*O'Neal*"), U.S. Pat.

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[1] *Amendment After Final Rejection, filed August 23, 2019 (the "AAFR").*

[2] *37 C.F.R. § 1.104(b).*

[3] *MPEP § 707.07(f).*

[4] *MPEP § 707.07(f).*

[5] *MPEP § 707.07(f), form paragraph 7.37, Examiner Note.*

[6] *Final Office Action having a notification date of June 25, 2019 (the "previous FOA").*

No. 6,473,609 ("*Schwartz*"), and U.S. Pat. Pub. 2003/0187811 ("*Chang*"). The AAFR included arguments against the asserted teachings of each of *O'Neal*, *Schwartz*, and *Chang* with respect to the recitations of claim 54.[7] Except for the feature "the determined action and instructions for rendering and displaying the hot link at each of the set of user devices" added to claim 54 in the AAFR, the present NFOA rejects claim 54 by repeating the rejection in the previous FOA verbatim including the same citations to *O'Neal*, *Schwartz*, and *Chang*.[8] However, none of the arguments in the AAFR were specifically addressed in the present NFOA.

In particular, the AAFR argued against the following alleged teachings asserted by the previous FOA:

- *Schwartz* at column 11, lines 42-48 as allegedly teaching "identify a trigger to generate a hot link";[9]
- *Chang* at ¶¶[0035], [0041], and [0057] as allegedly teaching "in response to detection of the trigger of hotlink";[10]
- *O'Neal* at column 6, lines 13-24 as allegedly teaching "determine an action to be performed upon activation of the hot link, wherein activation of the hot link by individual user devices of the set of user devices is to cause the individual user devices to execute program code to perform the action;"[11] and
- *O'Neal* at column 16, lines 9-13 as allegedly teaching "generate the hot link in response to detection of the trigger" and *O'Neal* at column 15, lines 1-19 as allegedly teaching "generate a hot link message to include the hot link."[12]

In the present NFOA, claim 54 is rejected as follows:

- "Schwartz teaches identify a trigger to generate a hot link (see Schwartz, col. 11 lines 42-48)."[13]
- "Chang teaches a system for enabling hotlinks comprising in response to detection of the trigger of hotlink (see Chang, ¶[0035], [0041] and [0057])."[14]
- "O'Neal discloses [...] determine an action to be performed upon activation of the hot link, wherein activation of the hot link by individual user devices of the set of user devices is

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[7] See AAFR, pages 10-15.

8 FOA, page 10; and previous NFOA, pages 4-5.

[9] AAFR, pages 10-11.

[10] AAFR, pages 11-12.

[11] AAFR, pages 12-13.

[12] AAFR, pages 13-14.

[13] FOA, page 11.

[14] FOA, page 11.

to cause the individual user devices to execute program code to perform the action (see O'Neal, col. 6 lines13-24);"[15] and

- "O'Neal discloses [...] generate the hot link in response to detection of the trigger (see O'Neal, col. 16 lines 9-13);".[16]

Since the cited portions of *O'Neal*, *Schwartz*, and *Chang* that were relied upon in the previous FOA are still being used to reject the present claims in the FOA, the "examiner must [...] address any arguments presented by the applicant which are still relevant to any references being applied."[17] Because the NFOA repeated the rejections presented in the previous FOA and failed to address the clear traversals in the AAFR, the NFOA is incomplete under 37 C.F.R. § 1.104(b) and does not meet the requirements of MPEP § 707.07(f). Accordingly, the present NFOA should be withdrawn and a next Office Action cannot be made final.

Additionally, as mentioned previously, the FOA rejects claim 54 by repeating the rejection in the previous NFOA verbatim including the same citations to *O'Neal*, *Schwartz*, and *Chang*.[18] However, the NFOA does not appear to address the following feature recited by claim 54: "determine an action to be performed upon activation of the hot link **based on the trigger**."

Furthermore, the undersigned notes that the current rejection of claim 54 appears to be directed, generally, to the claims as presented in the Response filed on April 11, 2019. For example, in the rejection of claim 54, the NFOA at page 10 includes the following "generate a hot link message to include the hot link (see O'Neal, col. 15 lines 1-19)". However, the feature "generate a hot link message to include the hot link" was removed from claim 54 in the Response filed on April 11, 2019.

Moreover, the AAFR included arguments that the previous FOA was improperly designated as a Final Office Action.[19] However, none of these arguments in the AAFR were specifically addressed in the present NFOA. According to 37 C.F.R. § 1.104(b), the "examiner's

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[15] *FOA, page 10.*

[16] *FOA, page 10.*

[17] *MPEP § 707.07(f), form paragraph 7.38, Examiner Note.*

[18] *FOA, page 10; and previous NFOA, pages 4-5.*

[19] *AAFR, pages 8-9.*

action will be complete as to ***all*** matters."[20]

Because the NFOA failed to address ***all*** matters in the AAFR, the NFOA is incomplete under 37 C.F.R. § 1.104(b) and does not meet the requirements of MPEP § 707.07(f). Accordingly, the present NFOA should be withdrawn and a next Office Action cannot be made final.

Consequently, each feature of the claims of the instant application pending during the issuance of the NFOA were not rejected in the FOA. Thus, any new grounds of rejection in the next Office Action are necessitated not by the present claim amendments, but by the failure of the NFOA to properly address each feature of the claims. Therefore, the next Office Action cannot be made final based on the assertion that the present claim amendments necessitated new grounds of rejection.[21]

Double Patenting Rejection

Claims 54, 63, and 71 are provisionally rejected on the ground of nonstatutory obviousness-type double patenting as being unpatentable over claims 1, 25, and 29 of U.S. Pat. No. 9,843,907. Without commenting on the propriety of the present provisional double-patenting rejection, the provisional double-patenting rejection will be addressed when the claims are otherwise deemed to be allowable. At such time, if the double patenting rejection is still deemed to be warranted, a response shall be provided.

Rejections under 35 U.S.C. § 103

Claims 63-75 stand rejected under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over U.S. Pat. No. 6,411,685 ("*O'Neal*"), U.S. Pat. No. 6,473,609 ("*Schwartz*"), and U.S. Pat. No. 6,373,502 ("*Nielsen*"). Claims 54-62 stand rejected under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over *O'Neal*, *Schwartz*, *Nielsen*, and U.S. Pat. Pub. 2003/0187811 ("*Chang*").

First, *O'Neal*, *Schwartz*, *Nielsen*,and *Chang*, alone or in any combination, fail to disclose or suggest, "A computer system to be employed as a server, the computer system comprising: network interface circuitry to: receive, from a first user device, a request to generate a hot link along with information of a set of second user devices to receive the hot link, and

[20] *Emphasis added.*

[21] *See MPEP § 706.07(a).*

transmit a hot link message to the set of second user devices," as recited by claim 63.

The NFOA at page 5 asserts that "O'Neal discloses a computer system to be employed as a server, the computer system comprising: network interface circuitry to: receive, from a first user device, and transmit a hot link message to the set of second user devices (see O'Neal, col. 12 lines 22-29)." Furthermore, the NFOA does not rely on *Schwartz*, *Nielsen*, or *Chang* as teaching this feature, and *Schwartz*, *Nielsen*, and *Chang* do not teach or suggest this feature.

The NFOA has impermissibly broken the claim elements into constituent elements, and then used the present application as a roadmap to find prior art that allegedly teaches each constituent element. Decomposing an invention into its constituent elements, finding each element in the prior art, and then claiming that it is easy to reassemble these elements into the invention, is a forbidden ex-post analysis.[22]

In particular, the NFOA provides no basis for decomposing the claim element "receive, from a first user device, a request to generate a hot link along with information of a set of second user devices to receive the hot link" into the following two constituent elements:

- "receive, from a first user device,"; and
- "a request to generate a hot link along with information of a set of second user devices to receive the hot link," which is alleged to be taught by *Schwartz*.[23]

The undersigned respectfully submits that the a person having ordinary skill in the art would not have broken this claim element into the two constituent elements as was done in the NFOA. By decomposing claim 63 into these impermissible constituent elements, the NFOA fails to consider claim 63 as a whole and merely seeks to find a reference that may provide a constituent element that is admitted as being deficient in *O'Neal*. Because claim 63 is not being considered as a whole,[24] but rather is being broken down into constituent elements in an effort to present all features of claim 63, the combination of *O'Neal* with *Schwartz* is improper as it merely uses forbidden ex-post analysis to pick and choose among

[22] *In re Mahurkar*, 831 F. Supp. 1354, 1374-75 (N.D. Ill. 1993) (citing *In re Fritch*, 972 F.2d 1260, 1265-66 (Fed. Cir. 1992), aff'd *In re Mahurkar*, 71 F.3d 1573 (Fed. Cir. 1995); See *Ruiz v. A.B. Chance., Co.*, 357 F.3d 1270, 1275 (Fed. Cir. 2004).
[23] See FOA, page 5.
[24] See *Ruiz v. A.B. Chance., Co.,* 357 F.3d 1270, 1275 (Fed. Cir. 2004); See *Dystar Textilfarben GmbH & Co. Deutschland KG v. C.H. Patrick*, 464 F.3d 1356, 1360 (Fed. Cir. 2006).

isolated disclosures in the prior art to deprecate the claimed invention.[25]

Second, *O'Neal*, *Schwartz*, *Nielsen*, and *Chang*, alone or in any combination, fail to disclose or suggest "identify a trigger to generate a hot link," as recited by claim 54.

The NFOA at page 11 correctly notes that *O'Neal* fails to disclose or suggest "identify a trigger to generate a hot link." However, the FOA at page 11 asserts that *Schwartz* at column 11, lines 42-48, remedies the deficiencies of *O'Neal*. Furthermore, the NFOA does not rely on *Chang* as teaching this feature, and *Chang* does not teach or suggest this feature.

Schwartz is generally directed to replacing "universal resource locators in the incoming message with address identifiers, and manages an address table mapping each universal resource locator with an address identifier" (*Schwartz*, column 3, lines 5-9) in order to produce more compact messages (*Schwartz*, column 3, lines 9-11). *Schwartz* at column 11, lines 42-48, states that,

> [w]ith the established communication session, the screen description data are then forwarded to mobile device 602 over wireless network 614 operating a wireless communication protocol. Upon receiving and rendering the screen description data, interface engine 616 causes display screen 618 to display the information embedded in the screen description data.

The cited section of *Schwartz* not include any discussion of triggers, and the entirety of *Schwartz* does not include any discussion of triggers. Instead, the cited portion of S merely discusses that rendering a display based on screen description data includes displaying information embedded in the screen description data. Furthermore, the NFOA has not provided a basis in fact and/or technical reasoning to reasonably support the determination that "identify a trigger" as claimed necessarily flows from the discussion in *Schwartz* of causing a display screen to display information embedded in screen description data upon receiving and rendering the screen description data.[26] Consequently, *Schwartz* cannot render claim 54 obvious.

Additionally, nothing in *Schwartz* discusses that "the information embedded in the screen description data" includes hot links. The "fact that a certain result or characteristic may occur or be present in the prior art is not sufficient to establish the

[25] See *In re Fritch*, 972 F.2d 1260, 1266 (Fed. Cir. 1992).
[26] *MPEP § 2112(IV)(citing Ex parte Levy, 17 USPQ2d 1461, 1464 (BPAI 1990)); see Par Pharmaceutical, Inc. v. TWi Pharmaceuticals, Inc., 773 F.3d 1186 (2014).*

inherency of that result or characteristic."[27] In other words, even if it is hypothetically possible that the information embedded in the screen description data could include a hot link is not sufficient to establish that *Schwartz* discloses identifying a hot link let alone identifying a trigger to generate a hot link. Consequently, *Schwartz* cannot render claim 54 obvious.

Third, *O'Neal*, *Schwartz*, *Nielsen*, and *Chang*, alone or in any combination, fail to disclose or suggest "in response to detection of the trigger, determine an action to be performed upon activation of the hot link based on the trigger, wherein activation of the hot link by individual user devices of a set of user devices is to cause the individual user devices to execute program code to perform the action," as recited by claim 54.

The NFOA at page 11 correctly notes that *O'Neal* and *Schwartz* fail to disclose or suggest "in response to detection of the trigger of hotlink." However, the NFOA at page 11 asserts that *Chang* at ¶¶[0035], [0041], and [0057] remedies the deficiencies of *O'Neal* and *Schwartz*. In particular, the NFOA at page 11 asserts that, "Chang teaches a system for enabling hotlinks comprising in response to detection of the trigger of hotlink (see Chang, ¶¶[0035], [0041], and [0057])." Furthermore, the NFOA does not rely on *Nielsen* as teaching this feature, and *Nielsen* does not teach or suggest this feature.

It is respectfully pointed out that claim 54 does not recite "in response to detection of the trigger of hotlink" as asserted by the NFOA. Rather, claim 54 recites "in response to detection of the trigger [to generate a hot link], determine an action to be performed upon activation of the hot link [...]". Although *Chang* discusses the concept of triggers and includes the term "hotlink," nothing in *Chang* discloses or suggests "in response to detection of the trigger [to generate a hot link]" as claimed. Instead, *Chang* merely discusses determining whether any hotlinks are triggered.

For example, *Chang* at ¶[0035] discusses that user interactions and internal state changes pertaining to completion of data loading can be interpreted as triggers, and that triggers may include a trigger to fetch hotlinked files, and a trigger to perform a view change. *Chang* at ¶[0041] discusses that a current status of a media object is used to verify "if any hotlink(s) is triggered." Additionally, *Chang* at ¶[0057] discusses that if a user interaction

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[27] *MPEP § 2112(IV)(citing In re Rijckaert, 9 F.3d 1531, 1534 (Fed. Cir. 1993))(emphasis in the original).*

has occurred during a media presentation, the media object reports its position and states with specific trigger types to a hotlink canvas (*Chang* at ¶[0037] states that the hotlink canvas creates a transparent panel which is overlaid on top of the media object).

In other words, none of the triggers discussed by *Chang* are triggers to generate a hot link, and therefore, *Chang* cannot teach or suggest "in response to detection of the trigger [to generate a hot link]." This is also evidenced by the fact that *Chang* equates the term "hotlinking" with "hyperlinking", and defines these terms as the "process of clicking on a link in a media for transfer to [another] presentation." *Chang*, ¶[0011]. Therefore, *Chang* cannot render claim 54 obvious.

Fourth, *O'Neal*, *Schwartz*, *Nielsen*, and *Chang*, alone or in any combination, fail to disclose or suggest "in response to detection of the trigger, determine an action to be performed upon activation of the hot link **based on the trigger**, wherein activation of the hot link by individual user devices of a set of user devices is to cause the individual user devices to execute program code to perform the action,"[28] as recited by claim 54.

The NFOA at page 10 asserts that *O'Neal* at column 6, lines 13-24 teaches "determine an action to be performed upon activation of the hot link, wherein activation of the hot link by individual user devices of the set of user devices is to cause the individual user devices to execute program code to perform the action," as previously recited by claim 54. Furthermore, the NFOA does not rely on *Schwartz*, *Nielsen*, or *Chang* as teaching this feature, and neither *Schwartz*, *Nielsen*, nor *Chang* teach or suggest this feature.

O'Neal at column 6, lines 13-24 states that,

> One client implements a user interface by which a user can access voice, fax, and e-mail messages. The client implements standard features of commonly available full-featured e-mail clients including the ability to read e-mail messages, decode files attached to e-mail messages, create logical folders into which to place and organize stored e-mail messages, manage contact information including addresses, telephone numbers, and e-mail addresses, and configure e-mail message filters. The client also allows a user to use many of the information management mechanisms of full-featured e-mail clients to similarly organize voicemail messages and fax mail messages.

By contrast, claim 54 recites that execution of program code causes a computer

[28] *Emphasis added.*

system to "determine an action to be performed upon activation of the hot link ***based on the trigger***," which is done "in response to detection of the trigger [to generate a hot link]." Claim 54 also recites that "activation of the hot link by individual user devices of a set of user devices is to cause the individual user devices to execute program code to perform the action." However, the cited portion of *O'Neal* does not disclose or fairly suggest the use of hot links, let alone that the client determines an action to be performed upon activation of a hot link. Furthermore, nothing in *O'Neal* discloses or suggests that the client determines the action to be performed upon activation of the hot link based on a trigger. Consequently, *O'Neal* cannot render claim 54 obvious.

Fifth, *O'Neal*, *Schwartz*, *Nielsen*, and *Chang*, alone or in any combination, fail to disclose or suggest "in response to detection of the trigger, [...] generate a hot link message to include the **determined action and instructions for rendering and displaying the hot link at each of the set of user devices**," as recited by amended claim 54 (emphasis added). Furthermore, the NFOA does not rely on *Schwartz*, *Nielsen*, or *Chang* as teaching this feature, and neither *Schwartz*, *Nielsen*, nor *Chang* teach or suggest this feature.

The NFOA at page 10 asserts that *O'Neal* at column 16, lines 9-13 teaches "generate the hot link in response to detection of the trigger" as previously recited by claim 54 and that *O'Neal* at column 15, lines 1-19 teaches "generate a hot link message to include the hot link" as previously recited by claim 54.

O'Neal at column 2, lines 8-19, discusses that a server node includes a telephony interface that interfaces with a public switch telephone network (PTSN) and that interfaces with a wide area network. The server node receives messages of a plurality of types via these interfaces. The messages are stored in a file server, and the server nodes provides the messages to a user node (e.g., the above-mentioned client) executing a web browser. The server node provides message conversion so that a user at the user node can retrieve messages of the different media types, respond to those messages, forward messages, and send messages of different message types across a plurality of media originating from the user node over the wide area network. *O'Neal* at column 14, line 62 to column 15, line 2 discusses that the server node downloads various templates of a graphical user interface to perform the functionality of the integrated message system.

O'Neal at column 15, lines 1-19 discusses that an initial template is downloaded to the user node from the server node once a user logs in. The template includes three icons corresponding to e-mail, fax mail, and voicemail. When new messages are present, a respective icon may show a different color than when no new messages are present. Clicking on an icon signals the server node to download a corresponding message list. A compose, a folders, and addresses links are also provided, where clicking on a link signals the server node to download the compose template, the folder template, or the addresses template, respectively. *O'Neal* at column 16, lines 9-13 discusses that a user may select, using a download option menu, to download a fax as either a TIFF or a GIF.

Although *O'Neal* discusses that a user may click on a link to signal a server node to provide a compose template in order to compose a message, and that messages may be downloaded in different formats, nothing in *O'Neal* discloses or suggests that those messages include a hot link (even assuming *arguendo* that the "clicking" discussed in *O'Neal* could be properly construed as the claimed "trigger," which is not admitted herein). Generating a message to include a hot link does not necessarily flow from the mere discussion of clicking an icon to download a compose message template.[29] Consequently, *O'Neal* cannot render claim 54 obvious.

For at least the reasons discussed above, *O'Neal*, *Schwartz*, and *Chang*, alone or in any combination, fail to disclose or suggest all the elements of claim 54, and thus, a *prima facie* case of obviousness has not been established with respect to claim 54. The remaining claims either depend from or recite similar subject matter as claim 54, and therefore, the remaining claims are allowable over the cited art for at least the reasons discussed above with respect to claim 54. Accordingly, reconsideration and withdrawal of the rejection of claims 54-75 under 35 U.S.C. § 103(a) is respectfully requested.

[29] *See Par Pharmaceutical, Inc. v. TWi Pharmaceuticals, Inc., 773 F.3d 1186 (2014).*

CONCLUSION

In view of the foregoing, it is believed that all claims now pending patentably define the subject invention over the prior art of record and are in condition for allowance and such action is earnestly solicited at the earliest possible date. If necessary, the Commissioner is hereby authorized in this, concurrent and future replies, to charge payment or credit any overpayment to Deposit Account No. 50-0393 for any additional fees required under 37 C.F.R. §§ 1.16 or 1.17, particularly extension of time fees.

Respectfully submitted,
SCHWABE, WILLIAMSON & WYATT, P.C.

Date: February 18, 2020

By: */Ryan N Strauss/*
Ryan N. Strauss, Reg. No.: 68,392

Electronic Acknowledgement Receipt

EFS ID:	38616082
Application Number:	15839396
International Application Number:	
Confirmation Number:	8834
Title of Invention:	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE
First Named Inventor/Applicant Name:	G. Eric Engstrom
Customer Number:	25943
Filer:	Ryan Nathan Strauss/Enoy Lawless
Filer Authorized By:	Ryan Nathan Strauss
Attorney Docket Number:	120083-236888 (P036C3)
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Time Stamp:	20:36:02
Application Type:	Utility under 35 USC 111(a)

Payment information:

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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		P036C3_RESPONSE_02_18_20.pdf	265224 f7ce2473a0c13079086fad367b7ce326f8644a22	yes	18

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Amendment/Req. Reconsideration-After Non-Final Reject	1	1
	Claims	2	7
	Applicant Arguments/Remarks Made in an Amendment	8	18
Warnings:			
Information:			
	Total Files Size (in bytes):	265224	

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.
National Stage of an International Application under 35 U.S.C. 371
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.
New International Application Filed with the USPTO as a Receiving Office
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

PTO/SB/06 (09-11)
Approved for use through 1/31/2014. OMB 0651-0032
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 15/839,396	Filing Date 12/12/2017	☐ To be Mailed

ENTITY: ☑ LARGE ☐ SMALL ☐ MICRO

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		x $80 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $420 =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).				
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))					
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT	02/18/2020	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 22	Minus	** 22	= 0		x $100 =	0
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0		x $460 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	0

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=		x $0 =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=		x $0 =	
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.	LIE
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".	/PEGGY S YARBOROUGH/
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".	
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.	

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/839,396	12/12/2017	G. Eric Engstrom	120083-236888 (P036C3)	8834

25943 7590 11/18/2019

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EXAMINER	
IBRAHIM, MOHAMED	

ART UNIT	PAPER NUMBER
2444	

NOTIFICATION DATE	DELIVERY MODE
11/18/2019	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

IPDocketing@SCHWABE.com
patent@schwabe.com

Office Action Summary	**Application No.** 15/839,396	**Applicant(s)** Engstrom et al.	
	Examiner MOHAMED IBRAHIM	**Art Unit** 2444	**AIA (FITF) Status** No

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTHS FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☑ Responsive to communication(s) filed on 08/23/2019.

☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

2a)☐ This action is **FINAL.** 2b) ☑ This action is non-final.

3)☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

4)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims*

5) ☑ Claim(s) 54-75 is/are pending in the application.

5a) Of the above claim(s) _____ is/are withdrawn from consideration.

6) ☐ Claim(s) _____ is/are allowed.

7) ☑ Claim(s) 54-75 is/are rejected.

8) ☐ Claim(s) _____ is/are objected to.

9) ☐ Claim(s) _____ are subject to restriction and/or election requirement

* If any claims have been determined allowable, you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to **PPHfeedback@uspto.gov.**

Application Papers

10)☐ The specification is objected to by the Examiner.

11)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

Certified copies:

a)☐ All b)☐ Some** c)☐ None of the:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

** See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☑ Notice of References Cited (PTO-892)

2) ☐ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b) Paper No(s)/Mail Date _____.

3) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date _____.

4) ☐ Other: _____.

Notice of Pre-AIA or AIA Status

The present application is being examined under the pre-AIA first to invent provisions.

DETAILED ACTION

1. This action is in response the RCE and remarks filed on 24 September 2019. Claims 54-75 are presently pending for examination.

Continued Examination Under 37 CFR 1.114

2. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 09/24/2019 has been entered.

Response to Arguments

3. Applicant's arguments with respect to claims 54-75 have been considered but are moot because the arguments do not apply to the current rejection.

Double Patenting

4. The nonstatutory double patenting rejection is based on a judicially created doctrine grounded in public policy (a policy reflected in the statute) so as to prevent the unjustified or improper timewise extension of the "right to exclude" granted by a patent

and to prevent possible harassment by multiple assignees. A nonstatutory double patenting rejection is appropriate where the conflicting claims are not identical, but at least one examined application claim is not patentably distinct from the reference claim(s) because the examined application claim is either anticipated by, or would have been obvious over, the reference claim(s). See, e.g., *In re Berg*, 140 F.3d 1428, 46 USPQ2d 1226 (Fed. Cir. 1998); *In re Goodman*, 11 F.3d 1046, 29 USPQ2d 2010 (Fed. Cir. 1993); *In re Longi*, 759 F.2d 887, 225 USPQ 645 (Fed. Cir. 1985); *In re Van Ornum*, 686 F.2d 937, 214 USPQ 761 (CCPA 1982); *In re Vogel*, 422 F.2d 438, 164 USPQ 619 (CCPA 1970); *In re Thorington*, 418 F.2d 528, 163 USPQ 644 (CCPA 1969).

A timely filed terminal disclaimer in compliance with 37 CFR 1.321(c) or 1.321(d) may be used to overcome an actual or provisional rejection based on nonstatutory double patenting provided the reference application or patent either is shown to be commonly owned with the examined application, or claims an invention made as a result of activities undertaken within the scope of a joint research agreement. See MPEP § 717.02 for applications subject to examination under the first inventor to file provisions of the AIA as explained in MPEP § 2159. See MPEP §§ 706.02(l)(1) - 706.02(l)(3) for applications not subject to examination under the first inventor to file provisions of the AIA. A terminal disclaimer must be signed in compliance with 37 CFR 1.321(b).

The USPTO Internet website contains terminal disclaimer forms which may be used. Please visit www.uspto.gov/patent/patents-forms. The filing date of the application in which the form is filed determines what form (e.g., PTO/SB/25, PTO/SB/26, PTO/AIA/25, or PTO/AIA/26) should be used. A web-based eTerminal Disclaimer may

be filled out completely online using web-screens. An eTerminal Disclaimer that meets all requirements is auto-processed and approved immediately upon submission. For more information about eTerminal Disclaimers, refer to www.uspto.gov/patents/process/file/efs/guidance/eTD-info-I.jsp.

Claims 54, 63 and 71 are rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1, 25 and 29 of U.S. Patent No. 9843907,

5. Claims 1-20 of U. S. Patent No. 8635311 and claims 1-18 of U. S. Patent No. 8166139. Although the claims at issue are not identical, they are not patentably distinct from each other because both sets of claims are directed to same subject matter of generating and sending a hot link associated with a user interface to a device.

Claim Rejections - 35 USC § 103

5. The following is a quotation of pre-AIA 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

Claims 63-75 are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over O'Neal et al., (O'Neal), U. S. Patent No. 6411685 in view of Schwartz et al., (Schwartz), U. S. Patent No. 6473609 and further in view of Nielsen, U. S. Patent No. 6373502.

Regarding claim 63, O'Neal discloses a computer system to be employed as a server, the computer system comprising: network interface circuitry to: receive, from a first user device, and transmit a hot link message to the set of second user devices (see O'Neal, col. 12 lines 22-29); and processor circuitry communicatively coupled with the network interface circuitry, the processor circuitry communicatively coupled with the network interface, the processor circuitry is to: in response to detection of a trigger, determine an action to be performed upon activation of the hot link, wherein activation of the hot link by individual second user devices of the set of second user devices is to cause the individual second user devices to execute program code to perform the action (see O'Neal, col. 6 lines 13-24); and generate the hot link message to include the determined action (see O'Neal, col. 15 lines 1-19).

Although O'Neal discloses the invention substantially as claimed, it does not explicitly disclose a request to generate a hot link along with information of a set of second user devices to receive the hot link.

Schwartz teaches a request to generate a hot link along with information of a set of second user devices to receive the hot link (see Schwartz, col. 11 lines 42-48). It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to incorporate the teachings of Schwartz with that of O'Neal in order to facilitate and efficiently access the content in the received message.

Although the combination of O'Neal-Schwartz disclose the invention substantially as claimed, they do not explicitly disclose instructions for rendering and displaying the hotlink at each of the set of user devices.

Nielsen teaches include the determined action and instructions for rendering and displaying the hotlink at each of the set of user devices (see Nielsen, col. 1 lines 45-55 and col. 8 lines 28-37). It would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teachings of Nielsen with that of O'Neal-Schwartz in order to efficiently activate, render and displaying the referenced hot links within the webpages.

Regarding claim 64, O'Neal-Schwartz-Nielsen teaches wherein the processor circuitry is to: identify a user interface element for activation of the hot link prior to generation of the hot link; and generate the hot link message to include assignment information, the assignment information to assign the hot link to the identified user interface element (see O'Neal, col. 14 lines 62-67 and Schwartz, col. 11 lines 42-48).

Regarding claim 65, O'Neal-Schwartz-Nielsen teaches wherein the network interface circuitry is to: transmit program code to the first user device, the program code to be executed by the first user device to generate a user interface, the user interface to be rendered and displayed by the first user device, the user interface comprising one or more graphical control elements to control selection of users associated with the set of second user devices, wherein the information of the set of second user devices comprises a selection of one or more users associated with the set of second user devices or a selection of a group of users associated with the set of second user devices (see O'Neal, fig. 1 and co. 4 lines 50-55).

Regarding claim 66, O'Neal-Schwartz-Nielsen teaches wherein the hot link comprises instructions to obtain and render a web page in a web browser, execute executable instructions of an application program, or adjust radiofrequency circuitry to obtain and display broadcasted content (see O'Neal, col. 15 lines 1-13).

Regarding claim 67, O'Neal-Schwartz-Nielsen teaches wherein the processor circuitry is to: generate the hot link message to include an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link (see O'Neal, col. 7 lines 15-17 and col. 14 lines 62-67).

Regarding claim 68, O'Neal-Schwartz-Nielsen teaches wherein the processor circuitry is to: generate the hot link message as a Short Message Service (SMS) message for transmission over a cellular communication network, or generate the hot link message as an instant messaging (IM) message for transmission over a communications network (see O'Neal, col. 2 lines 40-47 and col. 12 lines 58-60).

Regarding claim 69, O'Neal-Schwartz-Nielsen teaches wherein the processor circuitry is to: determine a location for each second user device of the set of second user devices; and generate the hot link message to include the location of each second user device (see O'Neal, col. 8 lines 25-33).

Regarding claim 70, O'Neal-Schwartz-Nielsen teaches wherein the network interface is to transmit the hot link message to the set of user devices over a wired or wireless network (see O'Neal, col. 5 lines 20-24).

Regarding claim 71, O'Neal discloses one or more non-transitory computer-readable media (NTCRM) including program code, wherein execution of the program code by one or more processors of a user device is to cause the user device to: control receipt of a hot link message comprising a hot link and assignment information, the assignment information to assign the hot link to a graphical control element (GCE), and the hot link comprising instructions to perform an action (see O'Neal, col. 6 lines 13-24 and col. 14 lines 62-67); and in response to activation of the GCE, execute the instructions of the hot link to perform the action (see O'Neal, col. 16 lines 9-13).

Although O'Neal discloses the invention substantially as claimed, it does not explicitly disclose generate a graphical user interface (GUI) to include the GCE to which the hot link is assigned according to the assignment information.

Schwartz teaches generate a graphical user interface (GUI) to include the GCE to which the hot link is assigned according to the assignment information (see Schwartz, col. 11 lines 42-48). It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to incorporate the teachings of Schwartz with that of O'Neal in order to facilitate and efficiently access the content in the received message.

Although the combination of O'Neal-Schwartz disclose the invention substantially as claimed, they do not explicitly disclose include the determined action and instructions for rendering and displaying the hotlink at each of the set of user devices.

Nielsen teaches include the determined action and instructions for rendering and displaying the hotlink at each of the set of user devices (see Nielsen, col. 1 lines 45-55 and col. 8 lines 28-37). It would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teachings of Nielsen with that of O'Neal-Schwartz in order to efficiently activate, render and displaying the referenced hot links within the webpages.

Regarding claim 72, O'Neal-Schwartz-Nielsen teaches wherein execution of the instructions of the hot link is to cause the user device to: obtain and render a web page in a web browser implemented by the user device; execute executable instructions of an application program, wherein the executable instructions of the application program are stored by a memory device of the user device, or the executable instructions of the application program are to be obtained by the user device over a communication network; or adjust radio frequency circuitry of the user device to obtain broadcasted content for display (see O'Neal, fig. 1 and co. 4 lines 50-55).

Regarding claim 73, O'Neal-Schwartz-Nielsen teaches wherein the GUI comprises an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link (see O'Neal, col. 7 lines 15-17 and col. 14 lines 62-67).

Regarding claim 74, O'Neal-Schwartz-Nielsen teaches wherein the GUI is a first GUI, and execution of the program code is to cause the user device to: generate a second

GUI comprising a user selection GCE and a submission GCE, the user selection GCE to control selection of a set of other user devices to be provided with a hot link, and the submission GCE to control submission of the set of other user devices; and control transmission of another hot link message that includes an indication of the selected set of other user devices in response to selection of the third GCE (see O'Neal, col. 15 lines 1-19 and col. 16 lines 13-24).

Regarding claim 75, O'Neal-Schwartz-Nielsen teaches wherein the second GUI comprises: a positive opinion GCE to control submission of a positive opinion of a content item; and a negative opinion GCE to control submission of a negative opinion of the content item (see O'Neal, col. 11 lines 40-55).

7. Claims 54-62 are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over O'Neal in view of Schwartz in view of Nielsen and further in view of further in view of Chang et al, (Chang), U. S. Patent Publication No. 2003/0187811.
Regarding 54, O'Neal discloses one or more non-transitory computer-readable media (NTCRM) including program code, wherein execution of the program code by one or more processors of a computer system is to cause the computer system to: determine an action to be performed upon activation of the hot link, wherein activation of the hot link by individual user devices of the set of user devices is to cause the individual user devices to execute program code to perform the action (see O'Neal, col. 6 lines13-24); generate the hot link in response to detection of the trigger (see O'Neal, col. 16 lines 9-13); generate a hot link message to include the hot link (see O'Neal, col. 15 lines 1-19);

and control transmission of the hot link message to the set of user devices (see O'Neal, fig. 5a and col. 12 lines 22-29).

Although O'Neal discloses the invention substantially as claimed, it does not explicitly disclose identify a trigger to generate a hot link. Schwartz teaches identify a trigger to generate a hot link (see Schwartz, col. 11 lines 42-48). It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to incorporate the teachings of Schwartz with that of O'Neal in order to facilitate and efficiently access the content in the received message.

Although the combination of O'Neal-Schwartz disclose the invention substantially as claimed, they do not explicitly disclose instructions for rendering and displaying the hotlink at each of the set of user devices.

Nielsen teaches instructions for rendering and displaying the hotlink at each of the set of user devices (see Nielsen, col. 1 lines 45-55 and col. 8 lines 28-37). It would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teachings of Nielsen with that of O'Neal-Schwartz in order to efficiently activate, render and displaying the referenced hot links within the webpages.

Although O'Neal-Schwartz-Nielsen disclose the invention substantially as claimed, they do not explicitly disclose in response to detection of the trigger of hotlink.

Chang teaches a system for enabling hotlinks comprising in response to detection of the trigger of hotlink (see Chang, ¶ [0035], [0041] and [0057]). It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to incorporate the teachings of Chang with that of O'Neal-Schwartz in order to efficiently determine the subsequent action following the activation of the hotlink.

Regarding claim 55, O'Neal-Schwartz-Chang teaches wherein execution of the program code is to cause the computer system to: identify a user interface element for activation of the hot link prior to generation of the hot link; and generate the hot link message to include assignment information, the assignment information to assign the hot link to the identified user interface element (see O'Neal, col. 14 lines 62-67 and Schwartz, col. 11 lines 42-48).

Regarding claim 56, O'Neal-Schwartz-Nielsen-Chang teaches wherein the individual user devices are second user devices, and execution of the program code is to cause the computer system to: provide a user interface to a first user device to be rendered and displayed by the first user device, the user interface comprising one or more graphical control elements to control selection of users associated with the set of second user devices; and control receipt, from the first user device, of a request to generate a hot link along with identification information of the set of second user devices to receive the hot link (see O'Neal, col. 15 lines 47-59 and Schwartz, col. 11 lines 42-48).

Regarding claim 57, O'Neal-Schwartz-Nielsen-Chang teaches wherein the information of the set of user devices comprises a selection of one or more users associated with the set of user devices or a selection of a group of users associated with the set of user devices (see O'Neal, fig. 1 and co. 4 lines 50-55).

Regarding claim 58, O'Neal-Schwartz-Nielsen-Chang teaches wherein the hot link comprises instructions to obtain and render a web page in a web browser, execute executable instructions of an application program, or adjust radiofrequency circuitry to obtain and display broadcasted content (see O'Neal, col. 15 lines 1-13).

Regarding claim 59, O'Neal-Schwartz-Nielsen-Chang teaches wherein execution of the program code is to cause the computing system to: generate the hot link message to include an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link (see O'Neal, col. 7 lines 15-17 and col. 14 lines 62-67).

Regarding claim 60, O'Neal-Schwartz-Nielsen-Chang teaches wherein execution of the program code is to cause the computer system to: generate the hot link message as a Short Message Service (SMS) message, an instant messaging (IM) message, or an email message (see O'Neal, col. 2 lines 40-47 and col. 12 lines 58-60).

Regarding claim 61, O'Neal-Schwartz-Nielsen-Chang teaches wherein execution of the program code is to cause the computer system to: determine a location for each user device of the set of user devices; and generate the hot link message to include the location of each user device (see O'Neal, col. 8 lines 25-33).

Regarding claim 62, O'Neal-Schwartz-Nielsen-Chang teaches wherein, to control transmission of the hot link message to the set of user devices, execution of the

program code is to cause the computer system to: instruct a network interface of the computer system to send the hot link message to the set of user devices over a wired or wireless network (see O'Neal, col. 5 lines 20-24).

Prior Art of Record

8. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. Please refer to form PTO-892 (Notice of Reference Cited) for a list of relevant prior art.

Conclusion

9. Any inquiry concerning this communication or earlier communications from the examiner should be directed to MOHAMED IBRAHIM whose telephone number is (571)270-1132. The examiner can normally be reached on Monday through Friday from 9:30AM to 6:00PM.

Examiner interviews are available via telephone, in-person, and video conferencing using a USPTO supplied web-based collaboration tool. To schedule an interview, applicant is encouraged to use the USPTO Automated Interview Request (AIR) at http://www.uspto.gov/interviewpractice.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Follansbee can be reached on 571-272-3964. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for

published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/MOHAMED IBRAHIM/
Primary Examiner, Art Unit 2444

Notice of References Cited	Application/Control No. 15/839,396	Applicant(s)/Patent Under Reexamination Engstrom et al.	
	Examiner MOHAMED IBRAHIM	Art Unit 2444	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
*	A	US-6373502-B1	04-2002	Nielsen; Jakob	G06F16/986	715/708
	B					
	C					
	D					
	E					
	F					
	G					
	H					
	I					
	J					
	K					
	L					
	M					

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	CPC Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	
	V	
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/839,396	Engstrom et al.
	Examiner	Art Unit
	MOHAMED IBRAHIM	2444

CPC - Searched*		
Symbol	Date	Examiner

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner

* See search history printout included with this form or the SEARCH NOTES box below to determine the scope of the search.

Search Notes		
Search Notes	Date	Examiner
Inventor (s) search	01/07/2019	MI
Assignee Search	01/07/2019	MI
NPL Google Scholar search: Generation of hot link; Association of hotlink to user interface.	01/07/2019	MI
Text Search	01/07/2019	MI
Classification Search limited by text	01/07/2019	MI
Google Scholar Search	06/19/2019	MI
Search Updated	06/19/2019	MI
Google Patents Search	11/09/2019	MI
Search Updated	11/12/2019	MI

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/839,396	Engstrom et al.
	Examiner	Art Unit
	MOHAMED IBRAHIM	2444

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner

Ex.1002
GOOGLE LLC / Page 134 of 381

Bibliographic Data

Application No: 15/839,396

Foreign Priority claimed: ○ Yes ◉ No

35 USC 119 (a-d) conditions met: ☐ Yes ☑ No ☐ Met After Allowance

Verified and Acknowledged: /MOHAMED IBRAHIM/ (Examiner's Signature) | (Initials)

Title: METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
12/12/2017	709	2444	120083-236888 (P036C3)
RULE			

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Peter Zatloukal Duvall, WA, UNITED STATES

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CONTINUING DATA

This application is a CON of 14158708 01/17/2014 PAT 9843907

14158708 is a CON of 13427794 03/22/2012 PAT 8635311

13427794 is a CON of 10477046 11/07/2003 PAT 8166139

10477046 is a 371 of PCT/US2002/014909 05/10/2002

PCT/US2002/014909 has PRO of 60290592 05/11/2001

FOREIGN APPLICATIONS

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01/02/2018

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FILING FEE RECEIVED

$1,720

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	4	"6373502".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:37
L2	161	(Zatloukal near2 Peter).in.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:37
L3	60	(Graham near2 Tyrol).in.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:37
L4	161	(Zatloukal near2 Peter).in.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:37
L5	60	(Graham near2 Tyrol).in.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:37
L6	403693	(generat$3 or execut$3 or extract$3 or assign$4) and (hot$1link or link) same (mobile or portable or cellular or PDA)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:37
L7	250981	(user adj interface) same (keypad or phone or PDA)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:37
L8	62027	L6 and L7	US-PGPUB;	OR	ON	2019/11/12

			USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB			12:37
L9	1844	service same ((mobile or portable or wireless) adj device) same (determ%$ or activat$4) same (hotlink or hot$1link or link or alive$1link)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:37
L10	907	L9 same (keypad or (cellular adj phone) or PDA or wireless)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:37
L11	611	L10 same (upload or download or retriev$3 or access) same service	US-PGPUB; USPAT	OR	ON	2019/11/12 12:37
L12	611	L10 same (upload or download or retriev$3 or access) same service	US-PGPUB; USPAT	OR	ON	2019/11/12 12:37
L13	611	L12 same (keypad or (cellular adj phone) or PDA or wireless)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:37
L14	611	L13 same (upload or download or retriev$3 or access) same service	US-PGPUB; USPAT	OR	ON	2019/11/12 12:37
L15	52	L14 same (connectivity or connection) same ((sms or message) or (electoric adj mail))	US-PGPUB; USPAT	OR	ON	2019/11/12 12:37
L16	106	(access$3 or download$3 or retriev$3) same ((live adj link) or hotlink or hot$1link) same (mobile or portable or wireless or PDA or phone)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:37
L17	9	L16 same (send$3 or receiv$3) same (sms or text or message)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:37
L18	55	L16 same service	US-PGPUB; USPAT	OR	ON	2019/11/12 12:37
L19	5402	(receiving or accessing or sending or access$3 or send$3 or receiv$3) same (link or hotlink or hot$1link or (live adj link)) same ((wireless or cellur or pda or portable) adj (phone or telephone))	US-PGPUB; USPAT	OR	ON	2019/11/12 12:37
L20	362	L19 same (keypad or (user adj interface))	US-PGPUB; USPAT	OR	ON	2019/11/12 12:37
L21	73	L20 same (assign$3 or determin$3 or extract$3 or download$3 upload$3)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:37
L22	22	L21 same service	US-PGPUB; USPAT	OR	ON	2019/11/12 12:37
L23	22	L21 same service	US-PGPUB; USPAT	OR	ON	2019/11/12 12:37
L24	22599	709/220-221,248.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:37
L25	41	L24 and (hot with link)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:37

L26	0	L15 and ((access$3 or download$3 or retriev$3) same ((live adj link) or hotlink or hot$1link) same (mobile or portable or wireless or PDA or phone))	US-PGPUB; USPAT	OR	ON	2019/11/12 12:37
L27	19	L25 and ((upload or download or retriev$3 or access) same service)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:37
L28	4	associat$4 with link with instruction with interface with sender	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38
L29	7972	associat$4 with instruction with interface	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38
L30	155	L29 with link	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38
L31	0	L30 same interactions	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38
L32	9	L30 same interaction	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38
L33	11	associating with link with user with interface with mobile	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38
L34	403693	(generat$3 or execut$3 or extract$3 or assign$4) and (hot$1link or link) same (mobile or portable or cellular or PDA)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:38
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			DERWENT; IBM_TDB			
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L37	1844	service same ((mobile or portable or wireless) adj device) same (determ%$ or activat$4) same (hotlink or hot$1link or link or alive$1link)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L38	907	L37 same (keypad or (cellular adj phone) or PDA or wireless)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L39	611	L38 same (upload or download or retriev$3 or access) same service	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L40	611	L39 same (keypad or (cellular adj phone) or PDA or wireless)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L41	611	L40 same (upload or download or retriev$3 or access) same service	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L42	52	L41 same (connectivity or connection) same ((sms or message) or (electoric adj mail))	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L43	5402	(receiving or accessing or sending or access$3 or send$3 or receiv$3) same (link or hotlink or hot$1link or (live adj link)) same ((wireless or cellur or pda or portable) adj (phone or telephone))	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
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L46	22	L45 same service	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L47	22599	709/220-221,248.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38
L48	41	L47 and (hot with link)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38
L49	19	L48 and ((upload or download or retriev$3 or access) same service)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L50	7972	associat$4 with instruction with interface	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38

L51	155	L50 with link	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38
L52	9	L51 same interaction	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38
L53	370	(Engstrom near2 Eric).in. or (Zatloukal near2 Peter).in. or (Graham near2 Tyrol).in.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:38
L54	30	L53 and (generat$3 or execut$3 or extract$3 or assign$4) and (hot$1link or link) same (mobile or portable or cellular or PDA)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:38
L55	12	L54 and (user adj interface) same (keypad or phone or PDA)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:38
L56	403693	(generat$3 or execut$3 or extract$3 or assign$4) and (hot$1link or link) same (mobile or portable or cellular or PDA)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:38
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L58	62027	L56 and L57	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:38
L59	1844	service same ((mobile or portable or wireless) adj device) same (determ%$ or activat$4) same (hotlink or hot$1link or link or alive$1link)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L60	907	L59 same (keypad or (cellular adj	US-PGPUB;	OR	ON	2019/11/12

		phone) or PDA or wireless)	USPAT			12:38
L61	611	L60 same (upload or download or retriev$3 or access) same service	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L62	611	L60 same (upload or download or retriev$3 or access) same service	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L63	611	L62 same (keypad or (cellular adj phone) or PDA or wireless)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L64	611	L63 same (upload or download or retriev$3 or access) same service	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L65	52	L64 same (connectivity or connection) same ((sms or message) or (electoric adj mail))	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L66	5402	(receiving or accessing or sending or access$3 or send$3 or receiv$3) same (link or hotlink or hot$1link or (live adj link)) same ((wireless or cellur or pda or portable) adj (phone or telephone))	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L67	362	L66 same (keypad or (user adj interface))	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L68	73	L67 same (assign$3 or determin$3 or extract$3 or download$3 upload$3)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L69	22	L68 same service	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L70	22599	709/220-221,248.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38
L71	41	L70 and (hot with link)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38
L72	19	L71 and ((upload or download or retriev$3 or access) same service)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L73	7972	associat$4 with instruction with interface	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38
L74	155	L73 with link	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38
L75	9	L74 same interaction	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	OR	OFF	2019/11/12 12:38

			DERWENT; IBM_TDB			
L76	135	(assign$3 with "hotlink" or (hot adj link)) same (mobile or phone or pda)	US-PGPUB; USPAT; USOCR	OR	ON	2019/11/12 12:38
L77	26	L76 AND ((G06Q10/101 OR G06Q50/01 OR H04M1/72561 OR H04M1/72547 OR H04M1/72558 OR H04M1/6775 OR H04M1/72519 OR H04M1/72541 OR H04M1/576 OR H04M1/72563 OR H04M1/72583 OR H04L67/26 OR H04L69/329 OR H04L67/02 OR H04L12/5845 OR H04L29/06 OR H04L51/10 OR H04L67/125 OR H04L67/2804 OR H04W4/02 OR H04W4/00 OR H04W4/12 OR H04W76/02 OR H04W80/00 OR H04W88/02 OR H04W8/20 OR H04W4/14 OR H04W4/185).CPC.)	US-PGPUB; USPAT; USOCR	OR	ON	2019/11/12 12:38
L78	8	L77 and (activat$3 with button)	US-PGPUB; USPAT; USOCR	OR	ON	2019/11/12 12:38
L82	324	(Engstrom near2 Eric).in.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:38
L83	161	(Zatloukal near2 Peter).in.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:38
L84	60	(Graham near2 Tyrol).in.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:38
L85	403693	(generat$3 or execut$3 or extract$3 or assign$4) and (hot$1link or link) same (mobile or portable or cellular or PDA)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:38
L86	250981	(user adj interface) same (keypad or phone or PDA)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:38
L87	62027	L85 and L86	US-PGPUB; USPAT; USOCR; FPRS;	OR	ON	2019/11/12 12:38

			EPO; JPO; DERWENT; IBM_TDB			
L88	1844	service same ((mobile or portable or wireless) adj device) same (determ%$ or activat$4) same (hotlink or hot$1link or link or alive$1link)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L89	907	L88 same (keypad or (cellular adj phone) or PDA or wireless)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L90	611	L89 same (upload or download or retriev$3 or access) same service	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L91	611	L90 same (keypad or (cellular adj phone) or PDA or wireless)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L92	611	L91 same (upload or download or retriev$3 or access) same service	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L93	52	L92 same (connectivity or connection) same ((sms or message) or (electoric adj mail))	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L94	135	(assign$3 with "hotlink" or (hot adj link)) same (mobile or phone or pda)	US-PGPUB; USPAT; USOCR	OR	ON	2019/11/12 12:38
L95	26	L94 AND ((G06Q10/101 OR G06Q50/01 OR H04M1/72561 OR H04M1/72547 OR H04M1/72558 OR H04M1/6775 OR H04M1/72519 OR H04M1/72541 OR H04M1/576 OR H04M1/72563 OR H04M1/72583 OR H04L67/26 OR H04L69/329 OR H04L67/02 OR H04L12/5845 OR H04L29/06 OR H04L51/10 OR H04L67/125 OR H04L67/2804 OR H04W4/02 OR H04W4/00 OR H04W4/12 OR H04W76/02 OR H04W80/00 OR H04W88/02 OR H04W8/20 OR H04W4/14 OR H04W4/185).CPC.)	US-PGPUB; USPAT; USOCR	OR	ON	2019/11/12 12:38
L96	8	L95 and (activat$3 with button)	US-PGPUB; USPAT; USOCR	OR	ON	2019/11/12 12:38
L97	7972	associat$4 with instruction with interface	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38
L98	155	L97 with link	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38
L99	9	L98 same interaction	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38

L103	6	"6230167".pn. or "20030187811".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38
L104	161	(Zatloukal near2 Peter).in.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:38
L105	60	(Graham near2 Tyrol).in.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:38
L106	161	(Zatloukal near2 Peter).in.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:38
L107	60	(Graham near2 Tyrol).in.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:38
L108	403693	(generat$3 or execut$3 or extract$3 or assign$4) and (hot$1link or link) same (mobile or portable or cellular or PDA)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:38
L109	250981	(user adj interface) same (keypad or phone or PDA)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:38
L110	62027	L108 and L109	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/11/12 12:38
L111	1844	service same ((mobile or portable or wireless) adj device) same (determ%$ or activat$4) same (hotlink or hot$1link or link or alive$1link)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L112	907	L111 same (keypad or (cellular adj	US-PGPUB;	OR	ON	2019/11/12

		phone) or PDA or wireless)	USPAT			12:38
L113	611	L112 same (upload or download or retriev$3 or access) same service	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L114	611	L113 same (keypad or (cellular adj phone) or PDA or wireless)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L115	611	L114 same (upload or download or retriev$3 or access) same service	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L116	52	L115 same (connectivity or connection) same ((sms or message) or (electoric adj mail))	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L117	106	(access$3 or download$3 or retriev$3) same ((live adj link) or hotlink or hot$1link) same (mobile or portable or wireless or PDA or phone)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L118	55	L117 same service	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L119	5402	(receiving or accessing or sending or access$3 or send$3 or receiv$3) same (link or hotlink or hot$1link or (live adj link)) same ((wireless or cellur or pda or portable) adj (phone or telephone))	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L120	362	L119 same (keypad or (user adj interface))	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L121	73	L120 same (assign$3 or determin$3 or extract$3 or download$3 upload$3)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L122	22	L121 same service	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L123	7972	associat$4 with instruction with interface	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38
L124	155	L123 with link	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38
L125	9	L124 same interaction	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38
L126	135	(assign$3 with "hotlink" or (hot adj link)) same (mobile or phone or pda)	US-PGPUB; USPAT; USOCR	OR	ON	2019/11/12 12:38
L127	26	L126 AND ((G06Q10/101 OR G06Q50/01 OR H04M1/72561 OR H04M1/72547 OR H04M1/72558 OR H04M1/6775 OR H04M1/72519 OR H04M1/72541 OR H04M1/576 OR H04M1/72563 OR H04M1/72583 OR H04L67/26 OR H04L69/329 OR	US-PGPUB; USPAT; USOCR	OR	ON	2019/11/12 12:38

		H04L67/02 OR H04L12/5845 OR H04L29/06 OR H04L51/10 OR H04L67/125 OR H04L67/2804 OR H04W4/02 OR H04W4/00 OR H04W4/12 OR H04W76/02 OR H04W80/00 OR H04W88/02 OR H04W8/20 OR H04W4/14 OR H04W4/185).CPC.)				
L128	8	L127 and (activat$3 with button)	US-PGPUB; USPAT; USOCR	OR	ON	2019/11/12 12:38
L129	7972	associat$4 with instruction with interface	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38
L130	155	L129 with link	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38
L131	9	L130 same interaction	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 12:38
L138	5402	(receiving or accessing or sending or access$3 or send$3 or receiv$3) same (link or hotlink or hot$1link or (live adj link)) same ((wireless or cellur or pda or portable) adj (phone or telephone))	US-PGPUB; USPAT	OR	ON	2019/11/12 13:34
L139	22	L21 same service	US-PGPUB; USPAT	OR	ON	2019/11/12 13:35
L140	4	associat$4 with link with instruction with interface with sender	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/11/12 13:35

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L79	208	(Engstrom near2 Eric).in. or (Zatloukal near2 Peter).in. or (Graham near2 Tyrol).in.	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L80	7	L79 and (hot with link)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L81	7	L80 and (assign$5)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38

L100	208	(Engstrom near2 Eric).in. or (Zatloukal near2 Peter).in. or (Graham near2 Tyrol).in.	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L101	7	L100 and (hot with link)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L102	7	L101 and (assign$5)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L132	208	(Engstrom near2 Eric).in. or (Zatloukal near2 Peter).in. or (Graham near2 Tyrol).in.	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L133	7	L132 and (hot with link)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L134	7	L133 and (assign$5)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L135	208	(Engstrom near2 Eric).in. or (Zatloukal near2 Peter).in. or (Graham near2 Tyrol).in.	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L136	7	L135 and (hot with link)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L137	7	L136 and (assign$5)	US-PGPUB; USPAT	OR	ON	2019/11/12 12:38
L141	7	L136 and (assign$5)	US-PGPUB; USPAT	OR	ON	2019/11/12 13:35

11/ 12/ 2019 1:36:30 PM
C:\ Users\ mibrahim1\ Documents\ EAST\ Workspaces\ 15839396.wsp

Doc code: RCEX
Doc description: Request for Continued Examination (RCE)

PTO/SB/30EFS (07-14)
Approved for use through 07/31/2016. OMB 0651-0031
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REQUEST FOR CONTINUED EXAMINATION(RCE)TRANSMITTAL
(Submitted Only via EFS-Web)

Application Number	15/839,396	Filing Date	2017-12-12	Docket Number (if applicable)	120083-236888 (P036C3)	Art Unit	2444
First Named Inventor	G. Eric Engstrom			Examiner Name	Mohamed IBRAHIM		

This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application.
Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, to any international application that does not comply with the requirements of 35 U.S.C. 371, or to any design application. The Instruction Sheet for this form is located at WWW.USPTO.GOV.

SUBMISSION REQUIRED UNDER 37 CFR 1.114

Note: If the RCE is proper, any previously filed unentered amendments and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s).

☒ Previously submitted. If a final Office action is outstanding, any amendments filed after the final Office action may be considered as a submission even if this box is not checked.

☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on _____

☒ Other Consider the arguments and amendments presented in the After-Final response previously filed on August 23, 2019.

☐ Enclosed

☐ Amendment/Reply

☐ Information Disclosure Statement (IDS)

☐ Affidavit(s)/ Declaration(s)

☐ Other _____

MISCELLANEOUS

☐ Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of months _____
(Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(i) required)

☐ Other _____

FEES

☒ **The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed.**
The Director is hereby authorized to charge any underpayment of fees, or credit any overpayments, to Deposit Account No 500393

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

× Patent Practitioner Signature

Applicant Signature

EFS - Web 2.1.15

PTO/SB/30EFS (07-14)
Approved for use through 07/31/2016. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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Signature of Registered U.S. Patent Practitioner			
Signature	/Ryan N. Strauss/	Date (YYYY-MM-DD)	2019-09-24
Name	Ryan N. Strauss	Registration Number	68392

This collection of information is required by 37 CFR 1.114. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

Privacy Act Statement

The Privacy Act of 1974 (P.L. 93-579) requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether the Freedom of Information Act requires disclosure of these records.

2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.

3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.

4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).

5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.

6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).

7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.

8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspections or an issued patent.

9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

Electronic Patent Application Fee Transmittal

Application Number:	15839396
Filing Date:	12-Dec-2017
Title of Invention:	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE
First Named Inventor/Applicant Name:	G. Eric Engstrom
Filer:	Ryan Nathan Strauss/Enoy Lawless
Attorney Docket Number:	120083-236888 (P036C3)

Filed as Large Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
RCE- 1ST REQUEST	1801	1	1300	1300
		Total in USD ($)		**1300**

Electronic Acknowledgement Receipt	
EFS ID:	37262844
Application Number:	15839396
International Application Number:	
Confirmation Number:	8834
Title of Invention:	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE
First Named Inventor/Applicant Name:	G. Eric Engstrom
Customer Number:	25943
Filer:	Ryan Nathan Strauss/Enoy Lawless
Filer Authorized By:	Ryan Nathan Strauss
Attorney Docket Number:	120083-236888 (P036C3)
Receipt Date:	24-SEP-2019
Filing Date:	12-DEC-2017
Time Stamp:	21:13:51
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$1300
RAM confirmation Number	E20199NL15004697
Deposit Account	500393
Authorized User	Enoy Lawless
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows: 37 CFR 1.19 (Document supply fees) 37 CFR 1.21 (Miscellaneous fees and charges)	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Request for Continued Examination (RCE)	Varia-P036C3_RCE-Transmittal_09_24_19.pdf	1349949 ce8095f48b976ac7a229c6a24b34a9b7de532e95	no	3
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30752 f581aba83cd33379b1c660f550b41e8d21223aa6	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	1380701		

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/839,396	12/12/2017	G. Eric Engstrom	120083-236888 (P036C3)	8834

25943 7590 09/13/2019

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EXAMINER	
IBRAHIM, MOHAMED	

ART UNIT	PAPER NUMBER
2444	

NOTIFICATION DATE	DELIVERY MODE
09/13/2019	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

IPDocketing@SCHWABE.com
patent@schwabe.com

Advisory Action Before the Filing of an Appeal Brief	**Application No.** 15/839,396	**Applicant(s)** Engstrom et al.	
	Examiner MOHAMED IBRAHIM	**Art Unit** 2444	**AIA (FITF) Status** No

--The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

THE REPLY FILED 23 August 2019 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE.

NO NOTICE OF APPEAL FILED

1. ☑ The reply was filed after a final rejection. No Notice of Appeal has been filed. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance; (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.114 if this is a utility or plant application. Note that RCEs are not permitted in design applications. The reply must be filed within one of the following time periods:
   a) ☐ The period for reply expires ____ months from the mailing date of the final rejection.
   b) ☑ The period for reply expires on: (1) the mailing date of this Advisory Action; or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.
   c) ☐ A prior Advisory Action was mailed more than 3 months after the mailing date of the final rejection in response to a first after-final reply filed within 2 months of the mailing date of the final rejection.The current period for reply expires ____ months from the mailing date of *the prior Advisory Action* or SIX MONTHS from the mailing date of the final rejection, whichever is earlier.
   Examiner Note: If box 1 is checked, check either box (a), (b) or (c). ONLY CHECK BOX (b) WHEN THIS ADVISORY ACTION IS THE FIRST RESPONSE TO APPLICANTS FIRST AFTER-FINAL REPLY WHICH WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. ONLY CHECK BOX (c) IN THE LIMITED SITUATION SET FORTH UNDER BOX (c). See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) or (c) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

NOTICE OF APPEAL

2. ☐ The Notice of Appeal was filed on _____. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37CFR 41.37(a).

AMENDMENTS

3. ☑ The proposed amendments filed after a final rejection, but prior to the date of filing a brief, will not be entered because
   a) ☑ They raise new issues that would require further consideration and/or search (see NOTE below);
   b) ☐ They raise the issue of new matter (see NOTE below);
   c) ☑ They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
   d) ☐ They present additional claims without canceling a corresponding number of finally rejected claims.
   NOTE: _____ (See 37CFR 1.116 and 41.33(a)).
4. ☐ The amendments are not in compliance with 37CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).
5. ☐ Applicants reply has overcome the following rejection(s): _____
6. ☐ Newly proposed or amended claim(s) _____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).
7. ☑ For purposes of appeal, the proposed amendment(s):(a) ☑ will not be entered, or (b) ☐ will be entered, and an explanation of how the new or amended claims would be rejected is provided below or appended.

AFFIDAVIT OR OTHER EVIDENCE

8. ☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____
9. ☐ The affidavit or other evidence filed after final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).
10. ☐ The affidavit or other evidence filed after the date of filing the Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fails to provide a showing of good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).
11. ☐ The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

REQUEST FOR RECONSIDERATION/OTHER

12. ☑ The request for reconsideration has been considered but does NOT place the application in condition for allowance because: See Continuation Sheet.
13. ☐ Note the attached Information *Disclosure Statement*(s). (PTO/SB/08) Paper No(s). _____
14. ☐ Other: _____.

STATUS OF CLAIMS

15. The status of the claim(s) is (or will be) as follows:
    Claim(s) allowed:_____.
    Claim(s) objected to:_____.
    Claim(s) rejected:54-75.
    Claim(s) withdrawn from consideration:_____.

/MOHAMED IBRAHIM/ Primary Examiner, Art Unit 2444	

Continuation of REQUEST FOR RECONSIDERATION/OTHER 12. The request for reconsideration has been considered but does NOT place the application in condition for allowance because: The after-final amendment filed on 08/23/2019 includes limitations that were not previous present in the claims thus requiring further consideration and/or search in light of it.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application for: Engstrom et al.	Examiner: Mohamed IBRAHIM
Application No.: 15/839,396	Art Group: 2444
Filed: December 12, 2017	Confirmation No.: 8834
For: METHOD AND SYSTEM FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE	Attorney Docket No. 120083-236888 (P036C3)

Mail Stop **AF**
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

AMENDMENT AFTER FINAL REJECTION

This paper is filed in response to the final Office Action having a notification date of June 25, 2019 (hereinafter the "FOA"). Entry of the following amendments and consideration of the following remarks is respectfully requested.

Amendments to the Claims begin on page 2.

Remarks begin on page 8.

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Amendments to the Claims begin on page 2.

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AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims

1-53. (Cancelled)

54. (Currently Amended) One or more non-transitory computer-readable media (NTCRM) including program code, wherein execution of the program code by one or more processors of a computer system is to cause the computer system to:

identify a trigger to generate a hot link; and

in response to detection of the trigger,

determine an action to be performed upon activation of the hot link based on the trigger, wherein activation of the hot link by individual user devices of a set of user devices is to cause the individual user devices to execute program code to perform the action;

generate a hot link message to include the ~~hot link~~determined action and instructions for rendering and displaying the hot link at each of the set of user devices; and

control transmission of the hot link message to the set of user devices.

55. (Previously Presented) The one or more NTCRM of claim 54, wherein execution of the program code is to cause the computer system to:

identify a user interface element for activation of the hot link prior to generation of the hot link; and

generate the hot link message to include assignment information, the assignment information to assign the hot link to the identified user interface element.

56. (Previously Presented) The one or more NTCRM of claim 54, wherein the individual user devices are second user devices, and execution of the program code is to cause the computer system to:

provide a user interface to a first user device to be rendered and displayed by the first user device, the user interface comprising one or more graphical control elements to control selection of users associated with the set of second user devices; and

control receipt, from the first user device, of a request to generate a hot link along with identification information of the set of second user devices to receive the hot link.

57. (Previously Presented) The one or more NTCRM of claim 56, wherein the information of the set of user devices comprises a selection of one or more users associated with the set of user devices or a selection of a group of users associated with the set of user devices.

58. (Previously Presented) The one or more NTCRM of claim 54, wherein the hot link comprises instructions to obtain and render a web page in a web browser, execute executable instructions of an application program, or adjust radiofrequency circuitry to obtain and display broadcasted content.

59. (Previously Presented) The one or more NTCRM of claim 54, wherein execution of the program code is to cause the computing system to:

generate the hot link message to include an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link.

60. (Previously Presented) The one or more NTCRM of claim 59, wherein execution of the program code is to cause the computer system to:

generate the hot link message as a Short Message Service (SMS) message, an instant messaging (IM) message, or an email message.

61. (Previously Presented) The one or more NTCRM of claim 54, wherein execution of the program code is to cause the computer system to:

determine a location for each user device of the set of user devices; and

generate the hot link message to include the location of each user device.

62. (Previously Presented) The one or more NTCRM of claim 54, wherein, to control transmission of the hot link message to the set of user devices, execution of the program code is to cause the computer system to:

instruct a network interface of the computer system to send the hot link message to the set of user devices over a wired or wireless network.

63. (Currently Amended) A computer system to be employed as a server, the computer system comprising:

network interface circuitry to:

receive, from a first user device, a request to generate a hot link along with information of a set of second user devices to receive the hot link, and

transmit a hot link message to the set of second user devices; and

processor circuitry communicatively coupled with the network interface circuitry, the processor circuitry communicatively coupled with the network interface, the processor circuitry is to:

in response to detection of a trigger, determine an action to be performed upon activation of the hot link, wherein activation of the hot link by individual second user devices of the set of second user devices is to cause the individual second user devices to execute program code to perform the action, and

~~generate the hot link, and~~

generate the hot link message to include the determined action and instructions for rendering and displaying the hot link at each of the set of user devices~~hot link~~.

64. (Previously Presented) The computer system of claim 63, wherein the processor circuitry is to:

identify a user interface element for activation of the hot link prior to generation of the hot link; and

generate the hot link message to include assignment information, the assignment information to assign the hot link to the identified user interface element.

65. (Previously Presented) The computer system of claim 63, wherein the network interface circuitry is to:

transmit program code to the first user device, the program code to be executed by the first user device to generate a user interface, the user interface to be rendered and displayed by the first user device, the user interface comprising one or more graphical control elements to control selection of users associated with the set of second user devices,

wherein the information of the set of second user devices comprises a selection of one or more users associated with the set of second user devices or a selection of a group of users associated with the set of second user devices.

66. (Previously Presented) The computer system of claim 63, wherein the hot link comprises instructions to obtain and render a web page in a web browser, execute executable instructions of an application program, or adjust radiofrequency circuitry to obtain and display broadcasted content.

67. (Previously Presented) The computer system of claim 63, wherein the processor circuitry is to:

generate the hot link message to include an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link.

68. (Previously Presented) The computer system of claim 63, wherein the processor circuitry is to:

generate the hot link message as a Short Message Service (SMS) message for transmission over a cellular communication network, or

generate the hot link message as an instant messaging (IM) message for transmission over a communications network.

69. (Previously Presented) The computer system of claim 63, wherein the processor circuitry is to:

determine a location for each second user device of the set of second user devices;

and

generate the hot link message to include the location of each second user device.

70. (Previously Presented) The computer system of claim 63, wherein the network interface is to transmit the hot link message to the set of user devices over a wired or wireless network.

71. (Currently Amended) One or more non-transitory computer-readable media (NTCRM) including program code, wherein execution of the program code by one or more processors of a user device is to cause the user device to:

control receipt of a hot link message comprising a hot link and assignment information, the assignment information to assign the hot link to a graphical control element (GCE), and the hot link comprising instructions to perform an action and instructions for rendering and displaying the hot link;

generate a graphical user interface (GUI) to include the GCE to which the hot link is assigned according to the assignment information; and

in response to activation of the GCE, execute the instructions of the hot link to perform the action.

72. (Previously Presented) The one or more NTCRM of claim 71, wherein execution of the instructions of the hot link is to cause the user device to:

obtain and render a web page in a web browser implemented by the user device;

execute executable instructions of an application program, wherein the executable instructions of the application program are stored by a memory device of the user device, or the executable instructions of the application program are to be obtained by the user device over a communication network; or

adjust radio frequency circuitry of the user device to obtain broadcasted content for display.

73. (Previously Presented) The one or more NTCRM of claim 71, wherein the GUI comprises an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link.

74. (Previously Presented) The one or more NTCRM of claim 71, wherein the GUI is a first GUI, and execution of the program code is to cause the user device to:

generate a second GUI comprising a user selection GCE and a submission GCE, the user selection GCE to control selection of a set of other user devices to be provided with a hot link, and the submission GCE to control submission of the set of other user devices; and

control transmission of another hot link message that includes an indication of the selected set of other user devices in response to selection of the third GCE.

75. (Previously Presented) The one or more NTCRM of claim 74, wherein the second GUI comprises:

a positive opinion GCE to control submission of a positive opinion of a content item; and

a negative opinion GCE to control submission of a negative opinion of the content item.

END OF CLAIM LISTING

REMARKS

Favorable reconsideration of this application, in light of the preceding amendments and following remarks, is respectfully requested. The claims have been variously amended as shown above. Claims 1-53 were previously cancelled without prejudice or disclaimer. No claims are currently cancelled or newly added. No new matter has been added. Claims 54-75 are pending. For at least the reasons set forth below, the pending claims are allowable over the cited art.

Improper Finality of the Current Office Action

The designation of the FOA as final is improper for at least the following reasons.

The FOA at page 2 states that "Applicant's arguments with respect to claims 54-75 have been considered but are moot because the arguments do not apply to the current rejection.." However, the arguments in the previous Response[1], which are still relevant to references being applied in the FOA, have not been addressed by the present FOA.

The failure to answer the substance of Applicants' arguments renders the NFOA incomplete as to all matters[2]. "In order to provide a complete application file history and to enhance the clarity of the prosecution history record, an **examiner must provide clear explanations of all actions taken** by the examiner during prosecution of an application."[3] "Where the applicant traverses any rejection, **the examiner should, if he or she repeats the rejection, take note of the applicant's argument and answer the substance of it**."[4] "The examiner must address all arguments which have not already been responded to in the statement of the rejection."[5]

The previous NFOA[6] rejected claims 54-75 rejected under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over U.S. Pat. No. 6,411,685 ("*O'Neal*") in view of U.S. Pat. No. 6,473,609 ("*Schwartz*"). The previous Response included arguments against the asserted teachings of *O'Neal* with respect to the recitations of claim 54.[7] The present FOA rejects claim

[1] *Response to Non-Final Rejection*, filed April 11, 2019 (hereinafter the "previous Response").

[2] 37 C.F.R. § 1.104(b).

[3] MPEP § 707.07(f).

[4] MPEP § 707.07(f).

[5] MPEP § 707.07(f), form paragraph 7.37, Examiner Note.

[6] Non-Final Office Action having a notification date of January 14, 2019 (hereinafter the "previous NFOA").

[7] See previous Response, pages 8-10.

54 by repeating the rejection in the previous NFOA verbatim including the same citations to *O'Neal*.[8] However, none of the arguments in the previous Response were specifically addressed in the FOA.

Since the cited portion of *O'Neal* that was relied upon in the previous NFOA is still being used to reject the present claims in the FOA, the "examiner must [...] address any arguments presented by the applicant which are still relevant to any references being applied."[9] Because the FOA repeated the rejections presented in the previous NFOA and failed to address the clear traversals in the previous Response, the FOA is incomplete under 37 C.F.R. § 1.104(b) and does not meet the requirements of MPEP § 707.07(f). Accordingly, the finality of the FOA is premature and must be withdrawn.

Furthermore, as mentioned previously, the FOA rejects claim 54 by repeating the rejection in the previous NFOA verbatim including the same citations to *O'Neal*.[10] However, the FOA does not appear to address the following feature recited by claim 54: "determine an action to be performed upon activation of the hot link **based on the trigger**."

Additionally, the undersigned notes that the current rejection of claim 54 appears to be directed, generally, to the claims as presented in the previous Response. For example, in the rejection of claim 54, the FOA at page 10 includes the following "generate a hot link message to include the hot link (see O'Neal, col. 15 lines 1-19)". However, the feature "generate a hot link message to include the hot link" was removed from claim 54 in the previous Response.

Consequently, that each feature of the claims of the instant application pending during the issuance of the FOA were not rejected in the FOA. Thus, any new grounds of rejection in the next Office Action are necessitated not by the present claim amendments, but by the failure of the FOA to properly address each feature of the claims. Therefore, the next Office Action cannot be made final based on the assertion that the present claim amendments necessitated new grounds of rejection.[11]

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[8] FOA, page 10; and previous NFOA, pages 4-5.

[9] MPEP § 707.07(f), form paragraph 7.38, Examiner Note.

[10] FOA, page 10; and previous NFOA, pages 4-5.

[11] See MPEP § 706.07(a).

Double Patenting Rejection

Claims 54, 63, and 71 are provisionally rejected on the ground of nonstatutory obviousness-type double patenting as being unpatentable over claims 1, 25, and 29 of U.S. Pat. No. 9,843,907. Without commenting on the propriety of the present provisional double-patenting rejection, the provisional double-patenting rejection will be addressed when the claims are otherwise deemed to be allowable. At such time, if the double patenting rejection is still deemed to be warranted, a response shall be provided.

Rejections under 35 U.S.C. § 103

Claims 63-75 appear to be rejected under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over U.S. Pat. No. 6,411,685 ("*O'Neal*") in view of U.S. Pat. No. 6,473,609 ("*Schwartz*"). Claims 54-62 appear to be rejected under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over *O'Neal*, *Schwartz*, and U.S. Pat. No. 6,411,685 ("*O'Neal*") in view of U.S. Pat. Pub. 2003/0187811 ("*Chang*"). These rejections are traversed for the reasons detailed below.

First, *O'Neal*, *Schwartz*, and *Chang*, alone or in any combination, fail to disclose or suggest "identify a trigger to generate a hot link," as recited by claim 54.

The FOA at page 10 correctly notes that *O'Neal* fails to disclose or suggest "identify a trigger to generate a hot link." However, the FOA at page 10 asserts that *Schwartz* at column 11, lines 42-48, remedies the deficiencies of *O'Neal*. Furthermore, the FOA does not rely on *Chang* as teaching this feature, and *Chang* does not teach or suggest this feature.

Schwartz is generally directed to replacing "universal resource locators in the incoming message with address identifiers, and manages an address table mapping each universal resource locator with an address identifier" (*Schwartz*, column 3, lines 5-9) in order to produce more compact messages (*Schwartz*, column 3, lines 9-11). *Schwartz* at column 11, lines 42-48, states that,

> [w]ith the established communication session, the screen description data are then forwarded to mobile device 602 over wireless network 614 operating a wireless communication protocol. Upon receiving and rendering the screen description data, interface engine 616 causes display screen 618 to display the information embedded in the screen description data.

The cited section of *Schwartz* not include any discussion of triggers, and the entirety of *Schwartz* does not include any discussion of triggers. Instead, the cited portion of S merely

discusses that rendering a display based on screen description data includes displaying information embedded in the screen description data. Furthermore, the FOA has not provided a basis in fact and/or technical reasoning to reasonably support the determination that "identify a trigger" as claimed necessarily flows from the discussion in *Schwartz* of causing a display screen to display information embedded in screen description data upon receiving and rendering the screen description data.[12] Consequently, *Schwartz* cannot render claim 54 obvious.

Additionally, nothing in *Schwartz* discusses that "the information embedded in the screen description data" includes hot links. The "fact that a certain result or characteristic may occur or be present in the prior art is not sufficient to establish the inherency of that result or characteristic."[13] In other words, even if it is hypothetically possible that the information embedded in the screen description data could include a hot link is not sufficient to establish that *Schwartz* discloses identifying a hot link let alone identifying a trigger to generate a hot link. Consequently, *Schwartz* cannot render claim 54 obvious.

Second, *O'Neal*, *Schwartz*, and *Chang*, alone or in any combination, fail to disclose or suggest "in response to detection of the trigger, determine an action to be performed upon activation of the hot link based on the trigger, wherein activation of the hot link by individual user devices of a set of user devices is to cause the individual user devices to execute program code to perform the action," as recited by claim 54.

The FOA at page 10 correctly notes that *O'Neal* and *Schwartz* fail to disclose or suggest "in response to detection of the trigger of hotlink." However, the FOA at page 10 asserts that *Chang* at ¶¶[0035], [0041], and [0057] remedies the deficiencies of *O'Neal* and *Schwartz*. In particular, the FOA at page 10 asserts that, "Chang teaches a system for enabling hotlinks comprising in response to detection of the trigger of hotlink (see Chang, ¶¶[0035], [0041], and [0057])."

It is respectfully pointed out that claim 54 does not recite "in response to detection of

[12] MPEP § 2112(IV)(citing *Ex parte Levy*, 17 USPQ2d 1461, 1464 (BPAI 1990)); see *Par Pharmaceutical, Inc. v. TWi Pharmaceuticals, Inc.*, 773 F.3d 1186 (2014).

[13] MPEP § 2112(IV)(citing *In re Rijckaert*, 9 F.3d 1531, 1534 (Fed. Cir. 1993))(emphasis in the original).

the trigger of hotlink" as asserted by the NFOA. Rather, claim 54 recites "in response to detection of the trigger [to generate a hot link], determine an action to be performed upon activation of the hot link [...]". Although *Chang* discusses the concept of triggers and includes the term "hotlink," nothing in *Chang* discloses or suggests "in response to detection of the trigger [to generate a hot link]" as claimed. Instead, *Chang* merely discusses determining whether any hotlinks are triggered.

For example, *Chang* at ¶[0035] discusses that user interactions and internal state changes pertaining to completion of data loading can be interpreted as triggers, and that triggers may include a trigger to fetch hotlinked files, and a trigger to perform a view change. *Chang* at ¶[0041] discusses that a current status of a media object is used to verify "if any hotlink(s) is triggered." Additionally, *Chang* at ¶[0057] discusses that if a user interaction has occurred during a media presentation, the media object reports its position and states with specific trigger types to a hotlink canvas (*Chang* at ¶[0037] states that the hotlink canvas creates a transparent panel which is overlaid on top of the media object).

In other words, none of the triggers discussed by *Chang* are triggers to generate a hot link, and therefore, *Chang* cannot teach or suggest "in response to detection of the trigger [to generate a hot link]." This is also evidenced by the fact that *Chang* equates the term "hotlinking" with "hyperlinking", and defines these terms as the "process of clicking on a link in a media for transfer to [another] presentation." *Chang*, ¶[0011]. Therefore, *Chang* cannot render claim 54 obvious.

Third, *O'Neal*, *Schwartz*, and *Chang*, alone or in any combination, fail to disclose or suggest "in response to detection of the trigger, determine an action to be performed upon activation of the hot link **based on the trigger**, wherein activation of the hot link by individual user devices of a set of user devices is to cause the individual user devices to execute program code to perform the action,"[14] as recited by claim 54.

The FOA at page 10 asserts that *O'Neal* at column 6, lines 13-24 teaches "determine an action to be performed upon activation of the hot link, wherein activation of the hot link by individual user devices of the set of user devices is to cause the individual user devices to execute program code to perform the action," as previously recited by claim 54. Furthermore,

[14] Emphasis added.

the FOA does not rely on *Schwartz* or *Chang* as teaching this feature, and neither *Schwartz* nor *Chang* teach or suggest this feature.

O'Neal at column 6, lines 13-24 states that,

> One client implements a user interface by which a user can access voice, fax, and e-mail messages. The client implements standard features of commonly available full-featured e-mail clients including the ability to read e-mail messages, decode files attached to e-mail messages, create logical folders into which to place and organize stored e-mail messages, manage contact information including addresses, telephone numbers, and e-mail addresses, and configure e-mail message filters. The client also allows a user to use many of the information management mechanisms of full-featured e-mail clients to similarly organize voicemail messages and fax mail messages.

By contrast, claim 54 recites that execution of program code causes a computer system to "determine an action to be performed upon activation of the hot link ***based on the trigger***," which is done "in response to detection of the trigger [to generate a hot link]." Claim 54 also recites that "activation of the hot link by individual user devices of a set of user devices is to cause the individual user devices to execute program code to perform the action." However, the cited portion of *O'Neal* does not disclose or fairly suggest the use of hot links, let alone that the client determines an action to be performed upon activation of a hot link. Furthermore, nothing in *O'Neal* discloses or suggests that the client determines the action to be performed upon activation of the hot link based on a trigger. Consequently, *O'Neal* cannot render claim 54 obvious.

Fourth, *O'Neal*, *Schwartz*, and *Chang*, alone or in any combination, fail to disclose or suggest "in response to detection of the trigger, [...] generate a hot link message to include the **determined action and instructions for rendering and displaying the hot link at each of the set of user devices**," as recited by amended claim 54 (emphasis added). Furthermore, the FOA does not rely on *Schwartz* or *Chang* as teaching this feature, and neither *Schwartz* nor *Chang* teach or suggest this feature.

The FOA at page 10 asserts that *O'Neal* at column 16, lines 9-13 teaches "generate the hot link in response to detection of the trigger" as previously recited by claim 54 and that *O'Neal* at column 15, lines 1-19 teaches "generate a hot link message to include the hot link" as previously recited by claim 54.

O'Neal at column 2, lines 8-19, discusses that a server node includes a telephony

interface that interfaces with a public switch telephone network (PTSN) and that interfaces with a wide area network. The server node receives messages of a plurality of types via these interfaces. The messages are stored in a file server, and the server nodes provides the messages to a user node (e.g., the above-mentioned client) executing a web browser. The server node provides message conversion so that a user at the user node can retrieve messages of the different media types, respond to those messages, forward messages, and send messages of different message types across a plurality of media originating from the user node over the wide area network. *O'Neal* at column 14, line 62 to column 15, line 2 discusses that the server node downloads various templates of a graphical user interface to perform the functionality of the integrated message system.

O'Neal at column 15, lines 1-19 discusses that an initial template is downloaded to the user node from the server node once a user logs in. The template includes three icons corresponding to e-mail, fax mail, and voicemail. When new messages are present, a respective icon may show a different color than when no new messages are present. Clicking on an icon signals the server node to download a corresponding message list. A compose, a folders, and addresses links are also provided, where clicking on a link signals the server node to download the compose template, the folder template, or the addresses template, respectively. *O'Neal* at column 16, lines 9-13 discusses that a user may select, using a download option menu, to download a fax as either a TIFF or a GIF.

Although *O'Neal* discusses that a user may click on a link to signal a server node to provide a compose template in order to compose a message, and that messages may be downloaded in different formats, nothing in *O'Neal* discloses or suggests that those messages include a hot link (even assuming *arguendo* that the "clicking" discussed in *O'Neal* could be properly construed as the claimed "trigger," which is not admitted herein). Generating a message to include a hot link does not necessarily flow from the mere discussion of clicking an icon to download a compose message template.[15] Consequently, *O'Neal* cannot render claim 54 obvious.

For at least the reasons discussed above, *O'Neal*, *Schwartz*, and *Chang*, alone or in any combination, fail to disclose or suggest all the elements of claim 54, and thus, a *prima facie*

[15] See *Par Pharmaceutical, Inc. v. TWi Pharmaceuticals, Inc.*, 773 F.3d 1186 (2014).

Ex.1002
GOOGLE LLC / Page 173 of 381

case of obviousness has not been established with respect to claim 54. The remaining claims either depend from or recite similar subject matter as claim 54, and therefore, the remaining claims are allowable over the cited art for at least the reasons discussed above with respect to claim 54. Accordingly, reconsideration and withdrawal of the rejection of claims 54-75 under 35 U.S.C. § 103(a) is respectfully requested.

CONCLUSION

In view of the foregoing, it is believed that all claims now pending patentably define the subject invention over the prior art of record and are in condition for allowance and such action is earnestly solicited at the earliest possible date. If necessary, the Commissioner is hereby authorized in this, concurrent and future replies, to charge payment or credit any overpayment to Deposit Account No. 50-0393 for any additional fees required under 37 C.F.R. §§ 1.16 or 1.17, particularly extension of time fees.

Respectfully submitted,
SCHWABE, WILLIAMSON & WYATT, P.C.

Date: August 23, 2019

By: */Ryan N Strauss/*
Ryan N. Strauss, Reg. No.: 68,392

Electronic Acknowledgement Receipt

EFS ID:	36965748
Application Number:	15839396
International Application Number:	
Confirmation Number:	8834
Title of Invention:	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE
First Named Inventor/Applicant Name:	G. Eric Engstrom
Customer Number:	25943
Filer:	Ryan Nathan Strauss/Enoy Lawless
Filer Authorized By:	Ryan Nathan Strauss
Attorney Docket Number:	120083-236888 (P036C3)
Receipt Date:	23-AUG-2019
Filing Date:	12-DEC-2017
Time Stamp:	16:02:21
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		Varia-P036C3_AF-RESPONSE_08_23_19.pdf	226312 f7f6a9e91a0fb39599544dfd5552107ae606099a	yes	15

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Response After Final Action	1	1
	Claims	2	7
	Applicant Arguments/Remarks Made in an Amendment	8	15
Warnings:			
Information:			
	Total Files Size (in bytes):	226312	

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.
National Stage of an International Application under 35 U.S.C. 371
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.
New International Application Filed with the USPTO as a Receiving Office
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

PTO/SB/06 (09-11)
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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 15/839,396	Filing Date 12/12/2017	☐ To be Mailed

ENTITY: ☑ LARGE ☐ SMALL ☐ MICRO

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		x $80 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $420 =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).				
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))					
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT	08/23/2019	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 22	Minus	** 20	= 2		x $100 =	200
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0		x $460 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	200

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=		x $0 =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=		x $0 =	
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.	LIE
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".	/DONNA D SMALLS LOGAN/
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".	
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.	

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
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Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/839,396	12/12/2017	G. Eric Engstrom	120083-236888 (P036C3)	8834

25943 7590 07/30/2019

Schwabe Williamson & Wyatt
PACWEST CENTER, SUITE 1900
1211 SW FIFTH AVENUE
PORTLAND, OR 97204

EXAMINER	
IBRAHIM, MOHAMED	

ART UNIT	PAPER NUMBER
2444	

NOTIFICATION DATE	DELIVERY MODE
07/30/2019	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

IPDocketing@SCHWABE.com
patent@schwabe.com

Applicant-Initiated Interview Summary	**Application No.** 15/839,396	**Applicant(s)** Engstrom et al.	
	Examiner MOHAMED IBRAHIM	**Art Unit** 2444	**AIA (FITF) Status** No

All participants (applicant, applicants representative, PTO personnel):

(1) MOHAMED IBRAHIM. (3) _____.

(2) Ryan Strauss (reg. no. 68,392). (4) _____.

Date of Interview: 24 July 2019.

Type: ☑ Telephonic ☐ Video Conference
☐ Personal [copy given to: ☐ applicant ☐ applicant's representative]

Exhibit shown or demonstration conducted: ☐ Yes ☑ No.
If Yes, brief description: _____.

Issues Discussed ☐101 ☐112 ☐102 ☐103 ☑Others
(For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: 54 and 63.

Identification of prior art discussed: _____.

Substance of Interview
(For each issue discussed, provide a detailed description and indicate if agreement was reached. Some topics may include: identification or clarification of a reference or a portion thereof, claim interpretation, proposed amendments, arguments of any applied references etc...)

Applicant's representative Mr. Ryan Strauss called to discuss potential claim amendments that are aimed to move the prosecution forward. After the discussion, both the examiner and applicant had better understanding of the what is needed to move the prosecution forward. As such the interview was a productive one and examiner will take into consideration all the discussed points upon receiving applicant's response..

Applicant recordation instructions: The formal written reply to the last Office action must include the substance of the interview. (See MPEP section 713.04). If a reply to the last Office action has already been filed, applicant is given a non-extendable period of the longer of one month or thirty days from this interview date, or the mailing date of this interview summary form, whichever is later, to file a statement of the substance of the interview.

Examiner recordation instructions: Examiners must summarize the substance of any interview of record. A complete and proper recordation of the substance of an interview should include the items listed in MPEP 713.04 for complete and proper recordation including the identification of the general thrust of each argument or issue discussed, a general indication of any other pertinent matters discussed regarding patentability and the general results or outcome of the interview, to include an indication as to whether or not agreement was reached on the issues raised.

☐ Attachment

/MOHAMED IBRAHIM/ Primary Examiner, Art Unit 2444	

Summary of Record of Interview Requirements

Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record
A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

Title 37 Code of Federal Regulations (CFR) 1.133 Interviews
Paragraph (b)

In every instance where reconsideration is requested in view of an interview with an examiner, a complete written statement of the reasons presented at the interview as warranting favorable action must be filed by the applicant. An interview does not remove the necessity for reply to Office action as specified in §§ 1.111, 1.135. (35 U.S.C. 132)

37 CFR §1.2 Business to be transacted in writing.
All business with the Patent or Trademark Office should be transacted in writing. The personal attendance of applicants or their attorneys or agents at the Patent and Trademark Office is unnecessary. The action of the Patent and Trademark Office will be based exclusively on the written record in the Office. No attention will be paid to any alleged oral promise, stipulation, or understanding in relation to which there is disagreement or doubt.

The action of the Patent and Trademark Office cannot be based exclusively on the written record in the Office if that record is itself incomplete through the failure to record the substance of interviews.

It is the responsibility of the applicant or the attorney or agent to make the substance of an interview of record in the application file, unless the examiner indicates he or she will do so. It is the examiners responsibility to see that such a record is made and to correct material inaccuracies which bear directly on the question of patentability.

Examiners must complete an Interview Summary Form for each interview held where a matter of substance has been discussed during the interview by checking the appropriate boxes and filling in the blanks. Discussions regarding only procedural matters, directed solely to restriction requirements for which interview recordation is otherwise provided for in Section 812.01 of the Manual of Patent Examining Procedure, or pointing out typographical errors or unreadable script in Office actions or the like, are excluded from the interview recordation procedures below. Where the substance of an interview is completely recorded in an Examiners Amendment, no separate Interview Summary Record is required.

The Interview Summary Form shall be given an appropriate Paper No., placed in the right hand portion of the file, and listed on the "Contents" section of the file wrapper. In a personal interview, a duplicate of the Form is given to the applicant (or attorney or agent) at the conclusion of the interview. In the case of a telephone or video-conference interview, the copy is mailed to the applicants correspondence address either with or prior to the next official communication. If additional correspondence from the examiner is not likely before an allowance or if other circumstances dictate, the Form should be mailed promptly after the interview rather than with the next official communication.

The Form provides for recordation of the following information:
- Application Number (Series Code and Serial Number)
- Name of applicant
- Name of examiner
- Date of interview
- Type of interview (telephonic, video-conference, or personal)
- Name of participant(s) (applicant, attorney or agent, examiner, other PTO personnel, etc.)
- An indication whether or not an exhibit was shown or a demonstration conducted
- An identification of the specific prior art discussed
- An indication whether an agreement was reached and if so, a description of the general nature of the agreement (may be by attachment of a copy of amendments or claims agreed as being allowable). Note: Agreement as to allowability is tentative and does not restrict further action by the examiner to the contrary.
- The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.

A complete and proper recordation of the substance of any interview should include at least the following applicable items:
1) A brief description of the nature of any exhibit shown or any demonstration conducted,-
2) an identification of the claims discussed,
3) an identification of the specific prior art discussed,
4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
5) a brief identification of the general thrust of the principal arguments presented to the examiner,
   (The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
6) a general indication of any other pertinent matters discussed, and
7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicants record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiners version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, Interview Record OK on the paper recording the substance of the interview along with the date and the examiners initials.

UNITED STATES PATENT AND TRADEMARK OFFICE

USPTO Automated Interview Request (AIR)

Jul 16 2019

This paper requesting to schedule and/or conduct an interview is appropriate because:

This submission is requested to be accepted as an authorization for this interview to communicate via the internet. Recognizing that Internet communications are not secure, I hereby authorize the USPTO to communicate with the undersigned concerning scheduling of the interview via video conference, instant messaging, or electronic mail, and to conduct the interview in accordance with office practice including video conferencing.

Name(s):
Ryan N Strauss

S-signature:
/Ryan N Strauss/

Registration Number:
68392

U.S. Application Number:
15839396

Confirmation Number:
8834

E-mail Address:
rstrauss@schwabe.com

Phone Number:
+1 5037962441

Proposed Time of Interview:
7-23-2019 2:00 PM ET

Alternative Proposed Time(s) of Interview:
7-24-2019 2:00 PM ET

Alternative Proposed Time(s) of Interview:
7-25-2019 2:00 PM ET

Prefered Interview Type:
Telephonic

I am the applicant or applicant's representative for this application.

Topic for Discussion:
rejections in FOA and proposed amendments; agenda with proposed amendments to be provided 24 hrs prior to scheduled interview.

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UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
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Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/839,396	12/12/2017	G. Eric Engstrom	120083-236888 (P036C3)	8834

25943 7590 06/25/2019

Schwabe Williamson & Wyatt
PACWEST CENTER, SUITE 1900
1211 SW FIFTH AVENUE
PORTLAND, OR 97204

EXAMINER	
IBRAHIM, MOHAMED	

ART UNIT	PAPER NUMBER
2444	

NOTIFICATION DATE	DELIVERY MODE
06/25/2019	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

IPDocketing@SCHWABE.com
patent@schwabe.com

Office Action Summary	**Application No.** 15/839,396	**Applicant(s)** Engstrom et al.	
	Examiner MOHAMED IBRAHIM	**Art Unit** 2444	**AIA (FITF) Status** No

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTHS FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☑ Responsive to communication(s) filed on 04/11/2019.

☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

2a)☑ This action is **FINAL.** 2b) ☐ This action is non-final.

3)☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

4)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims*

5) ☑ Claim(s) 54-75 is/are pending in the application.

5a) Of the above claim(s) _____ is/are withdrawn from consideration.

6) ☐ Claim(s) _____ is/are allowed.

7) ☑ Claim(s) 54-75 is/are rejected.

8) ☐ Claim(s) _____ is/are objected to.

9) ☐ Claim(s) _____ are subject to restriction and/or election requirement

* If any claims have been determined allowable, you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to **PPHfeedback@uspto.gov.**

Application Papers

10)☐ The specification is objected to by the Examiner.

11)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

Certified copies:

a)☐ All b)☐ Some** c)☐ None of the:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

** See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☑ Notice of References Cited (PTO-892)

2) ☐ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b) Paper No(s)/Mail Date _____.

3) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date _____.

4) ☐ Other: _____.

Notice of Pre-AIA or AIA Status

The present application is being examined under the pre-AIA first to invent provisions.

Response to Amendment

1. This action is in response to the amendment and remarks filed on 11 April 2019. Claims 54-75 are presently pending for examination.

Response to Arguments

2. Applicant's arguments with respect to claims 54-75 have been considered but are moot because the arguments do not apply to the current rejection. Applicant's response to the double patenting rejection is noted, however, as a matter of record, the rejection is repeated herein.

Applicant employs broad language, which includes the use of word, and phrases, which have broad meanings in the art. In addition, Applicant has not argued any narrower interpretation of the claim language, nor amended the claims significantly enough to construe a narrower meaning to the limitations. As the claims breadth allows multiple interpretations and meanings, which are broader than Applicant's disclosure, the Examiner is forced to interpret the claim limitations as broadly as reasonably possible, in determining patentability of the disclosed invention. Although the claims are interpreted in light of the specification, limitations from the specification are not read into the claims. See In re Van Geuns, 988 F.2d 1181, 26 USPQ2d 1057 (Fed. Cir.1993).

Failure for Applicant to significantly narrow definition/scope of the claims and supply arguments commensurate in scope with the claims implies the Applicant intends broad interpretation be given to the claims. The Examiner has interpreted the claims with scope parallel to the Applicant in the response, and reiterates the need for the Applicant to more clearly and distinctly define the claimed invention.

Double Patenting

3. The nonstatutory double patenting rejection is based on a judicially created doctrine grounded in public policy (a policy reflected in the statute) so as to prevent the unjustified or improper timewise extension of the "right to exclude" granted by a patent and to prevent possible harassment by multiple assignees. A nonstatutory double patenting rejection is appropriate where the conflicting claims are not identical, but at least one examined application claim is not patentably distinct from the reference claim(s) because the examined application claim is either anticipated by, or would have been obvious over, the reference claim(s). See, e.g., *In re Berg*, 140 F.3d 1428, 46 USPQ2d 1226 (Fed. Cir. 1998); *In re Goodman*, 11 F.3d 1046, 29 USPQ2d 2010 (Fed. Cir. 1993); *In re Longi*, 759 F.2d 887, 225 USPQ 645 (Fed. Cir. 1985); *In re Van Ornum*, 686 F.2d 937, 214 USPQ 761 (CCPA 1982); *In re Vogel*, 422 F.2d 438, 164 USPQ 619 (CCPA 1970); *In re Thorington*, 418 F.2d 528, 163 USPQ 644 (CCPA 1969).

A timely filed terminal disclaimer in compliance with 37 CFR 1.321(c) or 1.321(d) may be used to overcome an actual or provisional rejection based on nonstatutory double patenting provided the reference application or patent either is shown to be commonly owned with the examined application, or claims an invention made as a

result of activities undertaken within the scope of a joint research agreement. See MPEP § 717.02 for applications subject to examination under the first inventor to file provisions of the AIA as explained in MPEP § 2159. See MPEP §§ 706.02(l)(1) - 706.02(l)(3) for applications not subject to examination under the first inventor to file provisions of the AIA. A terminal disclaimer must be signed in compliance with 37 CFR 1.321(b).

The USPTO Internet website contains terminal disclaimer forms which may be used. Please visit www.uspto.gov/patent/patents-forms. The filing date of the application in which the form is filed determines what form (e.g., PTO/SB/25, PTO/SB/26, PTO/AIA/25, or PTO/AIA/26) should be used. A web-based eTerminal Disclaimer may be filled out completely online using web-screens. An eTerminal Disclaimer that meets all requirements is auto-processed and approved immediately upon submission. For more information about eTerminal Disclaimers, refer to www.uspto.gov/patents/process/file/efs/guidance/eTD-info-I.jsp.

Claims 54, 63 and 71 are rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1, 25 and 29 of U.S. Patent No. 9843907, 4. Claims 1-20 of U. S. Patent No. 8635311 and claims 1-18 of U. S. Patent No. 8166139. Although the claims at issue are not identical, they are not patentably distinct from each other because both sets of claims are directed to same subject matter of generating and sending a hot link associated with a user interface to a device.

Claim Rejections - 35 USC § 103

5. The following is a quotation of pre-AIA 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

Claims 54-75 are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over O'Neal et al., (O'Neal), U. S. Patent No. 6411685 in view of Schwartz et al., (Schwartz), U. S. Patent No. 6473609.

Regarding claim 63, O'Neal discloses a computer system to be employed as a server, the computer system comprising: network interface circuitry to: receive, from a first user device, and transmit a hot link message to the set of second user devices (see O'Neal, col. 12 lines 22-29); and processor circuitry communicatively coupled with the network interface circuitry, the processor circuitry to: determine an action to be performed upon activation of the hot link, wherein activation of the hot link by individual second user devices of the set of second user devices is to cause the individual second user devices to execute program code to perform the action (see O'Neal, col. 6 lines 13-24); generate the hot link (see O'Neal, col. 16 lines 9-13); and generate the hot link message to include the hot link (see O'Neal, col. 15 lines 1-19).

Although O'Neal discloses the invention substantially as claimed, it does not explicitly disclose a request to generate a hot link along with information of a set of second user devices to receive the hot link.

Schwartz teaches a request to generate a hot link along with information of a set of second user devices to receive the hot link (see Schwartz, col. 11 lines 42-48). It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to incorporate the teachings of Schwartz with that of O'Neal in order to facilitate and efficiently access the content in the received message.

Regarding claim 64, O'Neal-Schwartz teaches wherein the processor circuitry is to: identify a user interface element for activation of the hot link prior to generation of the hot link; and generate the hot link message to include assignment information, the assignment information to assign the hot link to the identified user interface element (see O'Neal, col. 14 lines 62-67 and Schwartz, col. 11 lines 42-48).

Regarding claim 65, O'Neal-Schwartz teaches wherein the network interface circuitry is to: transmit program code to the first user device, the program code to be executed by the first user device to generate a user interface, the user interface to be rendered and displayed by the first user device, the user interface comprising one or more graphical control elements to control selection of users associated with the set of second user devices, wherein the information of the set of second user devices comprises a selection of one or more users associated with the set of second user devices or a selection of a group of users associated with the set of second user devices (see O'Neal, fig. 1 and co. 4 lines 50-55).

Regarding claim 66, O'Neal-Schwartz teaches wherein the hot link comprises instructions to obtain and render a web page in a web browser, execute executable instructions of an application program, or adjust radiofrequency circuitry to obtain and display broadcasted content (see O'Neal, col. 15 lines 1-13).

Regarding claim 67, O'Neal-Schwartz teaches wherein the processor circuitry is to: generate the hot link message to include an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link (see O'Neal, col. 7 lines 15-17 and col. 14 lines 62-67).

Regarding claim 68, O'Neal-Schwartz teaches wherein the processor circuitry is to: generate the hot link message as a Short Message Service (SMS) message for transmission over a cellular communication network, or generate the hot link message as an instant messaging (IM) message for transmission over a communications network (see O'Neal, col. 2 lines 40-47 and col. 12 lines 58-60).

Regarding claim 69, O'Neal-Schwartz teaches wherein the processor circuitry is to: determine a location for each second user device of the set of second user devices; and generate the hot link message to include the location of each second user device (see O'Neal, col. 8 lines 25-33).

Regarding claim 70, O'Neal-Schwartz teaches wherein the network interface is to transmit the hot link message to the set of user devices over a wired or wireless network (see O'Neal, col. 5 lines 20-24).

Regarding claim 71, O'Neal discloses one or more non-transitory computer-readable media (NTCRM) including program code, wherein execution of the program code by one or more processors of a user device is to cause the user device to: control receipt of a hot link message comprising a hot link and assignment information, the assignment information to assign the hot link to a graphical control element (GCE), and the hot link comprising instructions to perform an action (see O'Neal, col. 6 lines 13-24 and col. 14 lines 62-67); generate a graphical user interface (GUI) to include the GCE to which the hot link is assigned according to the assignment information (see O'Neal, col. 14 lines 62-67 and col. 15 lines 1-19); and in response to activation of the GCE, execute the instructions of the hot link to perform the action (see O'Neal, col. 16 lines 9-13).

Regarding claim 72, O'Neal-Schwartz teaches wherein execution of the instructions of the hot link is to cause the user device to: obtain and render a web page in a web browser implemented by the user device; execute executable instructions of an application program, wherein the executable instructions of the application program are stored by a memory device of the user device, or the executable instructions of the application program are to be obtained by the user device over a communication network; or adjust radio frequency circuitry of the user device to obtain broadcasted content for display (see O'Neal, fig. 1 and co. 4 lines 50-55).

Regarding claim 73, O'Neal-Schwartz teaches wherein the GUI comprises an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link (see O'Neal, col. 7 lines 15-17 and col. 14 lines 62-67).

Regarding claim 74, O'Neal-Schwartz teaches wherein the GUI is a first GUI, and execution of the program code is to cause the user device to: generate a second GUI comprising a user selection GCE and a submission GCE, the user selection GCE to control selection of a set of other user devices to be provided with a hot link, and the submission GCE to control submission of the set of other user devices; and control transmission of another hot link message that includes an indication of the selected set of other user devices in response to selection of the third GCE (see O'Neal, col. 15 lines 1-19 and col. 16 lines 13-24).

Regarding claim 75, O'Neal-Schwartz teaches wherein the second GUI comprises: a positive opinion GCE to control submission of a positive opinion of a content item; and a negative opinion GCE to control submission of a negative opinion of the content item (see O'Neal, col. 11 lines 40-55).

6. Claims 63-75 are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over O'Neal in view of Schwartz and further in view of further in view of Chang et al, (Chang), U. S. Patent Publication No. 2003/0187811.

Regarding 54, O'Neal discloses one or more non-transitory computer-readable media (NTCRM) including program code, wherein execution of the program code by one or more processors of a computer system is to cause the computer system to: determine an action to be performed upon activation of the hot link, wherein activation of the hot link by individual user devices of the set of user devices is to cause the individual user devices to execute program code to perform the action (see O'Neal, col. 6 lines13-24); generate the hot link in response to detection of the trigger (see O'Neal, col. 16 lines 9-13); generate a hot link message to include the hot link (see O'Neal, col. 15 lines 1-19); and control transmission of the hot link message to the set of user devices (see O'Neal, fig. 5a and col. 12 lines 22-29).

Although O'Neal discloses the invention substantially as claimed, it does not explicitly disclose identify a trigger to generate a hot link. Schwartz teaches identify a trigger to generate a hot link (see Schwartz, col. 11 lines 42-48). It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to incorporate the teachings of Schwartz with that of O'Neal in order to facilitate and efficiently access the content in the received message.

Although O'Neal-Schwartz disclose the invention substantially as claimed, they do not explicitly disclose in response to detection of the trigger of hotlink.

Chang teaches a system for enabling hotlinks comprising in response to detection of the trigger of hotlink (see Chang, ¶ [0035], [0041] and [0057]). It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to incorporate the teachings of Chang with that of O'Neal-Schwartz in order to efficiently determine the subsequent action following the activation of the hotlink.

Regarding claim 55, O'Neal-Schwartz-Chang teaches wherein execution of the program code is to cause the computer system to: identify a user interface element for activation of the hot link prior to generation of the hot link; and generate the hot link message to include assignment information, the assignment information to assign the hot link to the identified user interface element (see O'Neal, col. 14 lines 62-67 and Schwartz, col. 11 lines 42-48).

Regarding claim 56, O'Neal-Schwartz-Chang teaches wherein the individual user devices are second user devices, and execution of the program code is to cause the computer system to: provide a user interface to a first user device to be rendered and displayed by the first user device, the user interface comprising one or more graphical control elements to control selection of users associated with the set of second user devices; and control receipt, from the first user device, of a request to generate a hot link along with identification information of the set of second user devices to receive the hot link (see O'Neal, col. 15 lines 47-59 and Schwartz, col. 11 lines 42-48).

Regarding claim 57, O'Neal-Schwartz-Chang teaches wherein the information of the set of user devices comprises a selection of one or more users associated with the set of user devices or a selection of a group of users associated with the set of user devices (see O'Neal, fig. 1 and co. 4 lines 50-55).

Regarding claim 58, O'Neal-Schwartz-Chang teaches wherein the hot link comprises instructions to obtain and render a web page in a web browser, execute executable instructions of an application program, or adjust radiofrequency circuitry to obtain and display broadcasted content (see O'Neal, col. 15 lines 1-13).

Regarding claim 59, O'Neal-Schwartz-Chang teaches wherein execution of the program code is to cause the computing system to: generate the hot link message to include an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link (see O'Neal, col. 7 lines 15-17 and col. 14 lines 62-67).

Regarding claim 60, O'Neal-Schwartz-Chang teaches wherein execution of the program code is to cause the computer system to: generate the hot link message as a Short Message Service (SMS) message, an instant messaging (IM) message, or an email message (see O'Neal, col. 2 lines 40-47 and col. 12 lines 58-60).

Regarding claim 61, O'Neal-Schwartz-Chang teaches wherein execution of the program code is to cause the computer system to: determine a location for each user device of the set of user devices; and generate the hot link message to include the location of each user device (see O'Neal, col. 8 lines 25-33).

Regarding claim 62, O'Neal-Schwartz-Chang teaches wherein, to control transmission of the hot link message to the set of user devices, execution of the program code is to

cause the computer system to: instruct a network interface of the computer system to send the hot link message to the set of user devices over a wired or wireless network (see O'Neal, col. 5 lines 20-24).

Prior Art of Record

7. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. Please refer to form PTO-892 (Notice of Reference Cited) for a list of relevant prior art.

Conclusion

8. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to MOHAMED IBRAHIM whose telephone number is

(571)270-1132. The examiner can normally be reached on Monday through Friday from 9:30AM to 6:00PM.

Examiner interviews are available via telephone, in-person, and video conferencing using a USPTO supplied web-based collaboration tool. To schedule an interview, applicant is encouraged to use the USPTO Automated Interview Request (AIR) at http://www.uspto.gov/interviewpractice.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Follansbee can be reached on 571-272-3964. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/MOHAMED IBRAHIM/
Primary Examiner, Art Unit 2444

Notice of References Cited	Application/Control No. 15/839,396	Applicant(s)/Patent Under Reexamination Engstrom et al.	
	Examiner MOHAMED IBRAHIM	Art Unit 2444	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
*	A	US-20030187811-A1	10-2003	CHANG, SIH-PIN SUBRINA	H04N21/234318	1/1
*	B	US-6230167-B1	05-2001	Lipscomb; James S.	G06T15/205	715/207
	C					
	D					
	E					
	F					
	G					
	H					
	I					
	J					
	K					
	L					
	M					

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	CPC Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	
	V	
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/839,396	Engstrom et al.
	Examiner	Art Unit
	MOHAMED IBRAHIM	2444

CPC - Searched*		
Symbol	Date	Examiner

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner

* See search history printout included with this form or the SEARCH NOTES box below to determine the scope of the search.

Search Notes		
Search Notes	Date	Examiner
Inventor (s) search	01/07/2019	MI
Assignee Search	01/07/2019	MI
NPL Google Scholar search: Generation of hot link; Association of hotlink to user interface.	01/07/2019	MI
Text Search	01/07/2019	MI
Classification Search limited by text	01/07/2019	MI
Google Scholar Search	06/19/2019	MI
Search Updated	06/19/2019	MI

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner

Ex.1002
GOOGLE LLC / Page 198 of 381

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L2	6	"6230167".pn. or "20030187811".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/06/19 15:27
L3	161	(Zatloukal near2 Peter).in.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/06/19 15:52
L4	60	(Graham near2 Tyrol).in.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/06/19 15:52
L5	161	(Zatloukal near2 Peter).in.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/06/19 15:52
L6	60	(Graham near2 Tyrol).in.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/06/19 15:52
L7	386131	(generat$3 or execut$3 or extract$3 or assign$4) and (hot$1link or link) same (mobile or portable or cellular or PDA)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/06/19 15:52
L8	238770	(user adj interface) same (keypad or phone or PDA)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/06/19 15:52
L9	58845	L7 and L8	US-PGPUB;	OR	ON	2019/06/19

			USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB			15:52
L10	1791	service same ((mobile or portable or wireless) adj device) same (determ%$ or activat$4) same (hotlink or hot$1link or link or alive$1link)	US-PGPUB; USPAT	OR	ON	2019/06/19 15:52
L11	885	L10 same (keypad or (cellular adj phone) or PDA or wireless)	US-PGPUB; USPAT	OR	ON	2019/06/19 15:52
L12	599	L11 same (upload or download or retriev$3 or access) same service	US-PGPUB; USPAT	OR	ON	2019/06/19 15:52
L13	599	L12 same (keypad or (cellular adj phone) or PDA or wireless)	US-PGPUB; USPAT	OR	ON	2019/06/19 15:52
L14	599	L13 same (upload or download or retriev$3 or access) same service	US-PGPUB; USPAT	OR	ON	2019/06/19 15:52
L15	50	L14 same (connectivity or connection) same ((sms or message) or (electoric adj mail))	US-PGPUB; USPAT	OR	ON	2019/06/19 15:52
L16	102	(access$3 or download$3 or retriev$3) same ((live adj link) or hotlink or hot$1link) same (mobile or portable or wireless or PDA or phone)	US-PGPUB; USPAT	OR	ON	2019/06/19 15:52
L17	52	L16 same service	US-PGPUB; USPAT	OR	ON	2019/06/19 15:52
L18	5333	(receiving or accessing or sending or access$3 or send$3 or receiv$3) same (link or hotlink or hot$1link or (live adj link)) same ((wireless or cellur or pda or portable) adj (phone or telephone))	US-PGPUB; USPAT	OR	ON	2019/06/19 15:53
L19	356	L18 same (keypad or (user adj interface))	US-PGPUB; USPAT	OR	ON	2019/06/19 15:53
L20	71	L19 same (assign$3 or determin$3 or extract$3 or download$3 upload$3)	US-PGPUB; USPAT	OR	ON	2019/06/19 15:53
L21	22	L20 same service	US-PGPUB; USPAT	OR	ON	2019/06/19 15:53
L22	7504	associat$4 with instruction with interface	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/06/19 15:53
L23	147	L22 with link	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/06/19 15:53
L24	8	L23 same interaction	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT;	OR	OFF	2019/06/19 15:53

			IBM_TDB			
L25	128	(assign$3 with "hotlink" or (hot adj link)) same (mobile or phone or pda)	US-PGPUB; USPAT; USOCR	OR	ON	2019/06/19 15:54
L26	28	L25 AND ((G06Q10/101 OR G06Q50/01 OR H04M1/72561 OR H04M1/72547 OR H04M1/72558 OR H04M1/6775 OR H04M1/72519 OR H04M1/72541 OR H04M1/576 OR H04M1/72563 OR H04M1/72583 OR H04L67/26 OR H04L69/329 OR H04L67/02 OR H04L12/5845 OR H04L29/06 OR H04L51/10 OR H04L67/125 OR H04L67/2804 OR H04W4/02 OR H04W4/00 OR H04W4/12 OR H04W76/02 OR H04W80/00 OR H04W88/02 OR H04W8/20 OR H04W4/14 OR H04W4/185).CPC.)	US-PGPUB; USPAT; USOCR	OR	ON	2019/06/19 15:54
L27	8	L26 and (activat$3 with button)	US-PGPUB; USPAT; USOCR	OR	ON	2019/06/19 15:54
L28	7504	associat$4 with instruction with interface	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/06/19 15:54
L29	147	L28 with link	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/06/19 15:54
L30	8	L29 same interaction	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/06/19 15:54

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L31	207	(Engstrom near2 Eric).in. or (Zatloukal near2 Peter).in. or (Graham near2 Tyrol).in.	US-PGPUB; USPAT	OR	ON	2019/06/19 15:56
L32	7	L31 and (hot with link)	US-PGPUB; USPAT	OR	ON	2019/06/19 15:56
L33	7	L32 and (assign$5)	US-PGPUB; USPAT	OR	ON	2019/06/19 15:56
L34	207	(Engstrom near2 Eric).in. or (Zatloukal near2 Peter).in. or (Graham near2 Tyrol).in.	US-PGPUB; USPAT	OR	ON	2019/06/19 15:56
L35	7	L34 and (hot with link)	US-	OR	ON	2019/06/19

			PGPUB; USPAT			15:56
L36	7	L35 and (assign$5)	US-PGPUB; USPAT	OR	ON	2019/06/19 15:56

6/ 19/ 2019 3:56:36 PM
C:\ Users\ mibrahim1\ Documents\ EAST\ Workspaces\ 15839396.wsp

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application for: Engstrom et al.	Examiner: Mohamed IBRAHIM
Application No.: 15/839,396	Art Group: 2444
Filed: December 12, 2017	Confirmation No.: 8834
For: METHOD AND SYSTEM FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE	Attorney Docket No. 120083-236888 (P036C3)

Mail Stop **Amendment**
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

RESPONSE TO NON-FINAL REJECTION

This paper is filed in response to the non-final Office Action having a notification date of January 14, 2019 (hereinafter the "NFOA"). Entry of the following amendments and consideration of the following remarks is respectfully requested.

Amendments to the Claims begin on page **2**.

Remarks begin on page **8**.

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims

1-53. (Cancelled)

54. (Currently Amended) One or more non-transitory computer-readable media (NTCRM) including program code, wherein execution of the program code by one or more processors of a computer system is to cause the computer system to:

identify a trigger to generate a hot link; and

in response to detection of the trigger,

determine an action to be performed upon activation of the hot link based on the trigger, wherein activation of the hot link by individual user devices of ~~the~~ a set of user devices is to cause the individual user devices to execute program code to perform the action;

~~generate the hot link in response to detection of the trigger;~~

generate a hot link message to include the hot link; and

control transmission of the hot link message to the set of user devices.

55. (Previously Presented) The one or more NTCRM of claim 54, wherein execution of the program code is to cause the computer system to:

identify a user interface element for activation of the hot link prior to generation of the hot link; and

generate the hot link message to include assignment information, the assignment information to assign the hot link to the identified user interface element.

56. (Previously Presented) The one or more NTCRM of claim 54, wherein the individual user devices are second user devices, and execution of the program code is to cause the computer system to:

provide a user interface to a first user device to be rendered and displayed by the first user device, the user interface comprising one or more graphical control elements to control selection of users associated with the set of second user devices; and

control receipt, from the first user device, of a request to generate a hot link along with identification information of the set of second user devices to receive the hot link.

57. (Previously Presented) The one or more NTCRM of claim 56, wherein the information of the set of user devices comprises a selection of one or more users associated with the set of user devices or a selection of a group of users associated with the set of user devices.

58. (Previously Presented) The one or more NTCRM of claim 54, wherein the hot link comprises instructions to obtain and render a web page in a web browser, execute executable instructions of an application program, or adjust radiofrequency circuitry to obtain and display broadcasted content.

59. (Previously Presented) The one or more NTCRM of claim 54, wherein execution of the program code is to cause the computing system to:

generate the hot link message to include an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link.

60. (Previously Presented) The one or more NTCRM of claim 59, wherein execution of the program code is to cause the computer system to:

generate the hot link message as a Short Message Service (SMS) message, an instant messaging (IM) message, or an email message.

61. (Previously Presented) The one or more NTCRM of claim 54, wherein execution of the program code is to cause the computer system to:

determine a location for each user device of the set of user devices; and

generate the hot link message to include the location of each user device.

62. (Previously Presented) The one or more NTCRM of claim 54, wherein, to control transmission of the hot link message to the set of user devices, execution of the program code is to cause the computer system to:

instruct a network interface of the computer system to send the hot link message to the set of user devices over a wired or wireless network.

63. (Currently Amended) A computer system to be employed as a server, the computer system comprising:

network interface circuitry to:

receive, from a first user device, a request to generate a hot link along with information of a set of second user devices to receive the hot link, and

transmit a hot link message to the set of second user devices; and

processor circuitry communicatively coupled with the network interface circuitry, the processor circuitry to:

determine an action to be performed upon activation of the hot link, wherein activation of the hot link by individual second user devices of the set of second user devices is to cause the individual second user devices to execute program code to perform the action[[;]],

generate the hot link[[;]], and

generate the hot link message to include the hot link.

64. (Previously Presented) The computer system of claim 63, wherein the processor circuitry is to:

identify a user interface element for activation of the hot link prior to generation of the hot link; and

generate the hot link message to include assignment information, the assignment information to assign the hot link to the identified user interface element.

65. (Previously Presented) The computer system of claim 63, wherein the network interface circuitry is to:

transmit program code to the first user device, the program code to be executed by the first user device to generate a user interface, the user interface to be rendered and displayed by the first user device, the user interface comprising one or more graphical control elements to control selection of users associated with the set of second user devices,

wherein the information of the set of second user devices comprises a selection of one or more users associated with the set of second user devices or a selection of a group of users associated with the set of second user devices.

66. (Previously Presented) The computer system of claim 63, wherein the hot link comprises instructions to obtain and render a web page in a web browser, execute executable instructions of an application program, or adjust radiofrequency circuitry to obtain and display broadcasted content.

67. (Previously Presented) The computer system of claim 63, wherein the processor circuitry is to:

generate the hot link message to include an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link.

68. (Previously Presented) The computer system of claim 63, wherein the processor circuitry is to:

generate the hot link message as a Short Message Service (SMS) message for transmission over a cellular communication network, or

generate the hot link message as an instant messaging (IM) message for transmission over a communications network.

69. (Previously Presented) The computer system of claim 63, wherein the processor circuitry is to:

determine a location for each second user device of the set of second user devices; and

generate the hot link message to include the location of each second user device.

70. (Previously Presented) The computer system of claim 63, wherein the network interface is to transmit the hot link message to the set of user devices over a wired or wireless network.

71. (Previously Presented) One or more non-transitory computer-readable media (NTCRM) including program code, wherein execution of the program code by one or more processors of a user device is to cause the user device to:

control receipt of a hot link message comprising a hot link and assignment information, the assignment information to assign the hot link to a graphical control element (GCE), and the hot link comprising instructions to perform an action;

generate a graphical user interface (GUI) to include the GCE to which the hot link is assigned according to the assignment information; and

in response to activation of the GCE, execute the instructions of the hot link to perform the action.

72. (Previously Presented) The one or more NTCRM of claim 71, wherein execution of the instructions of the hot link is to cause the user device to:

obtain and render a web page in a web browser implemented by the user device;

execute executable instructions of an application program, wherein the executable instructions of the application program are stored by a memory device of the user device, or the executable instructions of the application program are to be obtained by the user device over a communication network; or

adjust radio frequency circuitry of the user device to obtain broadcasted content for display.

73. (Previously Presented) The one or more NTCRM of claim 71, wherein the GUI comprises an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link.

74. (Previously Presented) The one or more NTCRM of claim 71, wherein the GUI is a first GUI, and execution of the program code is to cause the user device to:

generate a second GUI comprising a user selection GCE and a submission GCE, the user selection GCE to control selection of a set of other user devices to be provided with a hot link, and the submission GCE to control submission of the set of other user devices; and

control transmission of another hot link message that includes an indication of the selected set of other user devices in response to selection of the third GCE.

75. (Previously Presented) The one or more NTCRM of claim 74, wherein the second GUI comprises:

a positive opinion GCE to control submission of a positive opinion of a content item; and

a negative opinion GCE to control submission of a negative opinion of the content item.

END OF CLAIM LISTING

REMARKS

Favorable reconsideration of this application, in light of the preceding amendments and following remarks, is respectfully requested. The claims have been variously amended as shown above. Claims 1-53 were previously cancelled without prejudice or disclaimer. No claims are currently cancelled or newly added. No new matter has been added. Claims 54-75 are pending. For at least the reasons set forth below, the pending claims are allowable over the cited art.

Double Patenting Rejection

Claims 54, 63, and 71 are provisionally rejected on the ground of nonstatutory obviousness-type double patenting as being unpatentable over claims 1, 25, and 29 of U.S. Pat. No. 9,843,907. Without commenting on the propriety of the present provisional double-patenting rejection, the provisional double-patenting rejection will be addressed when the claims are otherwise deemed to be allowable. At such time, if the double patenting rejection is still deemed to be warranted, a response shall be provided.

Rejections under 35 U.S.C. § 103

Claims 54-75 stand rejected under pre-AIA 35 U.S.C. § 103(a) as being unpatentable over U.S. Pat. No. 6,411,685 ("*O'Neal*") in view of U.S. Pat. No. 6,473,609 ("*Schwartz*"). This rejection is traversed for the reasons detailed below.

O'Neal and *Schwartz*, alone or combined, fail to disclose or suggest "in response to detection of the trigger, determine an action to be performed upon activation of the hot link based on the trigger, wherein activation of the hot link by individual user devices of a set of user devices is to cause the individual user devices to execute program code to perform the action," as recited by claim 54.

The NFOA at page 4 asserts that *O'Neal* at column 6, lines 13-24 teaches "determine an action to be performed upon activation of the hot link, wherein activation of the hot link by individual user devices of the set of user devices is to cause the individual user devices to execute program code to perform the action," as previously recited by claim 54.

O'Neal at column 6, lines 13-24 states that,

> One client implements a user interface by which a user can access voice, fax, and e-mail messages. The client implements standard features of commonly available full-featured e-mail clients including the ability to read e-mail messages, decode files attached to e-mail messages, create logical folders into

> which to place and organize stored e-mail messages, manage contact information including addresses, telephone numbers, and e-mail addresses, and configure e-mail message filters. The client also allows a user to use many of the information management mechanisms of full-featured e-mail clients to similarly organize voicemail messages and fax mail messages.

By contrast, claim 54 recites that execution of program code causes a computer system to "determine an action to be performed upon activation of the hot link based on [a] trigger," which is done "in response to detection of the trigger." Claim 54 also recites that "activation of the hot link by individual user devices of a set of user devices is to cause the individual user devices to execute program code to perform the action." However, the cited portion of *O'Neal* does not disclose or fairly suggest the use of hot links let allow that the client determines an action to be performed upon activation of a hot link. Furthermore, nothing in O'Neal discloses or suggests that the client determines the action to be performed upon activation of the hot link based on a trigger. Consequently, *O'Neal* cannot render amended claim 54 obvious.

Furthermore, *O'Neal* and *Schwartz*, alone or combined, fail to disclose or suggest "in response to detection of the trigger, [...] generate a hot link message to include the hot link," as recited by amended claim 54.

The NFOA at page 4 asserts that *O'Neal* at column 16, lines 9-13 teaches "generate the hot link in response to detection of the trigger" as previously recited by claim 54 and that *O'Neal* at column 15, lines 1-19 teaches "generate a hot link message to include the hot link" as previously recited by claim 54.

O'Neal at column 2, lines 8-19, discusses that a server node includes a telephony interface that interfaces with a public switch telephone network (PTSN) and that interfaces with a wide area network. The server node receives messages of a plurality of types via these interfaces. The messages are stored in a file server, and the server nodes provides the messages to a user node (e.g., the above-mentioned client) executing a web browser. The server node provides message conversion so that a user at the user node can retrieve messages of the different media types, respond to those messages, forward messages, and send messages of different message types across a plurality of media originating from the user node over the wide area network. *O'Neal* at column 14, line 62 to column 15, line 2

discusses that the server node downloads various templates of a graphical user interface to perform the functionality of the integrated message system.

O'Neal at column 15, lines 1-19 discusses that an initial template is downloaded to the user node from the server node once a user logs in. The template includes three icons corresponding to e-mail, fax mail, and voicemail. When new messages are present, a respective icon may show a different color than when no new messages are present. Clicking on an icon signals the server node to download a corresponding message list. A compose, a folders, and addresses links are also provided, where clicking on a link signals the server node to download the compose template, the folder template, or the addresses template, respectively. *O'Neal* at column 16, lines 9-13 discusses that a user may select, using a download option menu, to download a fax as either a TIFF or a GIF.

Although *O'Neal* discusses that a user may click on a link to signal a server node to provide a compose template in order to compose a message, and that messages may be downloaded in different formats, nothing in *O'Neal* discloses or suggests that those messages include a hot link (even assuming *arguendo* that the "clicking" discussed in *O'Neal* could be properly construed as the claimed "trigger," which is not admitted herein). Generating a message to include a hot link does not necessarily flow from the mere discussion of clicking an icon to download a compose message template.[1] Consequently, *O'Neal* cannot render amended claim 54 obvious.

Moreover, *Schwartz* does not disclose the aforementioned features of claim 54 and the NFOA does not rely on *Schwartz* as teaching these features.

Accordingly, *O'Neal* and *Schwartz*, alone or combined, fail to disclose or suggest all the elements of claim 54, and thus, a *prima facie* case of obviousness has not been established with respect to claim 54. The remaining claims either depend from or recite similar subject matter as claim 54, and therefore, the remaining claims are allowable over the cited art for at least the reasons discussed above with respect to claim 54. Accordingly, reconsideration and withdrawal of the rejection of claims 54-75 under 35 U.S.C. § 103(a) is respectfully requested.

---

[1] See *Par Pharmaceutical, Inc. v. TWi Pharmaceuticals, Inc.*, 773 F.3d 1186 (2014).

CONCLUSION

In view of the foregoing, it is believed that all claims now pending patentably define the subject invention over the prior art of record and are in condition for allowance and such action is earnestly solicited at the earliest possible date. If necessary, the Commissioner is hereby authorized in this, concurrent and future replies, to charge payment or credit any overpayment to Deposit Account No. 50-0393 for any additional fees required under 37 C.F.R. §§ 1.16 or 1.17, particularly extension of time fees.

Respectfully submitted,
SCHWABE, WILLIAMSON & WYATT, P.C.

Date: April 11, 2019

By: */Ryan N Strauss/*
Ryan N. Strauss, Reg. No.: 68,392

Electronic Acknowledgement Receipt

EFS ID:	35703101
Application Number:	15839396
International Application Number:	
Confirmation Number:	8834
Title of Invention:	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE
First Named Inventor/Applicant Name:	G. Eric Engstrom
Customer Number:	25943
Filer:	Ryan Nathan Strauss/Enoy Lawless
Filer Authorized By:	Ryan Nathan Strauss
Attorney Docket Number:	120083-236888 (P036C3)
Receipt Date:	11-APR-2019
Filing Date:	12-DEC-2017
Time Stamp:	17:56:30
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		Varia-P036C3_RESPONSE_04_11_19.pdf	167585 24149b45d6350e8ce9993fe93b21b6d1a757aeee	yes	11

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Amendment/Req. Reconsideration-After Non-Final Reject	1	1
	Claims	2	7
	Applicant Arguments/Remarks Made in an Amendment	8	11
Warnings:			
Information:			
	Total Files Size (in bytes):	167585	

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.
National Stage of an International Application under 35 U.S.C. 371
If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.
New International Application Filed with the USPTO as a Receiving Office
If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

PTO/SB/06 (09-11)
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 15/839,396	Filing Date 12/12/2017	☐ To be Mailed

ENTITY: ☑ LARGE ☐ SMALL ☐ MICRO

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		x $80 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $420 =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).				
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))					
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT	04/11/2019	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 21	Minus	** 21	= 0		x $100 =	0
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0		x $460 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	0

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=		x $0 =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=		x $0 =	
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.	LIE
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".	/GAIL D WOOTEN/
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".	
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.	

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/839,396	12/12/2017	G. Eric Engstrom	120083-236888 (P036C3)	8834

25943 7590 01/14/2019

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EXAMINER	
IBRAHIM, MOHAMED	

ART UNIT	PAPER NUMBER
2444	

NOTIFICATION DATE	DELIVERY MODE
01/14/2019	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

IPDocketing@SCHWABE.com
patent@schwabe.com

Office Action Summary	Application No. 15/839,396	Applicant(s) Engstrom et al.	
	Examiner MOHAMED IBRAHIM	Art Unit 2444	AIA Status No

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTHS FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☑ Responsive to communication(s) filed on 03/08/2018.

☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

2a)☐ This action is **FINAL.** 2b) ☑ This action is non-final.

3)☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

4)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims*

5) ☑ Claim(s) 54-75 is/are pending in the application.

5a) Of the above claim(s) _____ is/are withdrawn from consideration.

6) ☐ Claim(s) _____ is/are allowed.

7) ☑ Claim(s) 54-75 is/are rejected.

8) ☐ Claim(s) _____ is/are objected to.

9) ☐ Claim(s) _____ are subject to restriction and/or election requirement

* If any claims have been determined allowable, you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to **PPHfeedback@uspto.gov.**

Application Papers

10)☐ The specification is objected to by the Examiner.

11)☑ The drawing(s) filed on 12/12/2017 is/are: a)☑ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

Certified copies:

a)☐ All b)☐ Some** c)☐ None of the:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

** See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☑ Notice of References Cited (PTO-892)

2) ☑ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b) Paper No(s)/Mail Date _____.

3) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date _____.

4) ☐ Other: _____.

Notice of Pre-AIA or AIA Status

The present application is being examined under the pre-AIA first to invent provisions.

DETAILED ACTION

1. This action is in response to the application filed on 08 March 2018. Claims 54-75 are presently pending for examination.

Information Disclosure Statement

2. The information disclosure statement (IDS) submitted on 03/13/2018 has being considered by the examiner.

Double Patenting

3. The nonstatutory double patenting rejection is based on a judicially created doctrine grounded in public policy (a policy reflected in the statute) so as to prevent the unjustified or improper timewise extension of the "right to exclude" granted by a patent and to prevent possible harassment by multiple assignees. A nonstatutory double patenting rejection is appropriate where the conflicting claims are not identical, but at least one examined application claim is not patentably distinct from the reference claim(s) because the examined application claim is either anticipated by, or would have been obvious over, the reference claim(s). See, e.g., *In re Berg*, 140 F.3d 1428, 46 USPQ2d 1226 (Fed. Cir. 1998); *In re Goodman*, 11 F.3d 1046, 29 USPQ2d 2010 (Fed.

Cir. 1993); *In re Longi*, 759 F.2d 887, 225 USPQ 645 (Fed. Cir. 1985); *In re Van Ornum*, 686 F.2d 937, 214 USPQ 761 (CCPA 1982); *In re Vogel*, 422 F.2d 438, 164 USPQ 619 (CCPA 1970); *In re Thorington*, 418 F.2d 528, 163 USPQ 644 (CCPA 1969).

A timely filed terminal disclaimer in compliance with 37 CFR 1.321(c) or 1.321(d) may be used to overcome an actual or provisional rejection based on nonstatutory double patenting provided the reference application or patent either is shown to be commonly owned with the examined application, or claims an invention made as a result of activities undertaken within the scope of a joint research agreement. See MPEP § 717.02 for applications subject to examination under the first inventor to file provisions of the AIA as explained in MPEP § 2159. See MPEP §§ 706.02(l)(1) - 706.02(l)(3) for applications not subject to examination under the first inventor to file provisions of the AIA. A terminal disclaimer must be signed in compliance with 37 CFR 1.321(b).

The USPTO Internet website contains terminal disclaimer forms which may be used. Please visit www.uspto.gov/patent/patents-forms. The filing date of the application in which the form is filed determines what form (e.g., PTO/SB/25, PTO/SB/26, PTO/AIA/25, or PTO/AIA/26) should be used. A web-based eTerminal Disclaimer may be filled out completely online using web-screens. An eTerminal Disclaimer that meets all requirements is auto-processed and approved immediately upon submission. For more information about eTerminal Disclaimers, refer to www.uspto.gov/patents/process/file/efs/guidance/eTD-info-I.jsp.

Claims 54, 63 and 71 are rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1, 25 and 29 of U.S. Patent No. 9843907,

4. Claims 1-20 of U. S. Patent No. 8635311 and claims 1-18 of U. S. Patent No. 8166139. Although the claims at issue are not identical, they are not patentably distinct from each other because both sets of claims are directed to same subject matter of generating and sending a hot link associated with a user interface to a device.

Claim Rejections - 35 USC § 103

5. The following is a quotation of pre-AIA 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

Claims 54-75 are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over O'Neal et al., (O'Neal), U. S. Patent No. 6411685 in view of Schwartz et al., (Schwartz), U. S. Patent No. 6473609.

54. (New) One or more non-transitory computer-readable media (NTCRM) including program code, wherein execution of the program code by one or more processors of a computer system is to cause the computer system to: determine an action to be performed upon activation of the hot link, wherein activation of the hot link by individual user devices of the set of user devices is to cause the individual user devices to execute program code to perform the action (see O'Neal, col. 6 lines13-24); generate the hot link in response to detection of the trigger (see O'Neal, col. 16 lines 9-13); generate a hot link message to include the hot link (see O'Neal, col. 15 lines 1-19); and control

transmission of the hot link message to the set of user devices (see O'Neal, fig. 5a and col. 12 lines 22-29).

Although O'Neal discloses the invention substantially as claimed, it does not explicitly disclose identify a trigger to generate a hot link. Schwartz teaches identify a trigger to generate a hot link (see Schwartz, col. 11 lines 42-48). It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to incorporate the teachings of Schwartz with that of O'Neal in order to facilitate and efficiently access the content in the received message.

Regarding claim 55, O'Neal-Schwartz teaches wherein execution of the program code is to cause the computer system to: identify a user interface element for activation of the hot link prior to generation of the hot link; and generate the hot link message to include assignment information, the assignment information to assign the hot link to the identified user interface element (see O'Neal, col. 14 lines 62-67 and Schwartz, col. 11 lines 42-48).

Regarding claim 56, O'Neal-Schwartz teaches wherein the individual user devices are second user devices, and execution of the program code is to cause the computer system to: provide a user interface to a first user device to be rendered and displayed by the first user device, the user interface comprising one or more graphical control elements to control selection of users associated with the set of second user devices; and control receipt, from the first user device, of a request to generate a hot link along

with identification information of the set of second user devices to receive the hot link (see O'Neal, col. 15 lines 47-59 and Schwartz, col. 11 lines 42-48).

Regarding claim 57, O'Neal-Schwartz teaches wherein the information of the set of user devices comprises a selection of one or more users associated with the set of user devices or a selection of a group of users associated with the set of user devices (see O'Neal, fig. 1 and co. 4 lines 50-55).

Regarding claim 58, O'Neal-Schwartz teaches wherein the hot link comprises instructions to obtain and render a web page in a web browser, execute executable instructions of an application program, or adjust radiofrequency circuitry to obtain and display broadcasted content (see O'Neal, col. 15 lines 1-13).

Regarding claim 59, O'Neal-Schwartz teaches wherein execution of the program code is to cause the computing system to: generate the hot link message to include an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link (see O'Neal, col. 7 lines 15-17 and col. 14 lines 62-67).

Regarding claim 60, O'Neal-Schwartz teaches wherein execution of the program code is to cause the computer system to: generate the hot link message as a Short Message Service (SMS) message, an instant messaging (IM) message, or an email message (see O'Neal, col. 2 lines 40-47 and col. 12 lines 58-60).

Regarding claim 61, O'Neal-Schwartz teaches wherein execution of the program code is to cause the computer system to: determine a location for each user device of the set of user devices; and generate the hot link message to include the location of each user device (see O'Neal, col. 8 lines 25-33).

Regarding claim 62, O'Neal-Schwartz teaches wherein, to control transmission of the hot link message to the set of user devices, execution of the program code is to cause the computer system to: instruct a network interface of the computer system to send the hot link message to the set of user devices over a wired or wireless network (see O'Neal, col. 5 lines 20-24).

Regarding claim 63, O'Neal discloses a computer system to be employed as a server, the computer system comprising: network interface circuitry to: receive, from a first user device, and transmit a hot link message to the set of second user devices (see O'Neal, col. 12 lines 22-29); and processor circuitry communicatively coupled with the network interface circuitry, the processor circuitry to: determine an action to be performed upon activation of the hot link, wherein activation of the hot link by individual second user devices of the set of second user devices is to cause the individual second user devices to execute program code to perform the action (see O'Neal, col. 6 lines 13-24); generate the hot link (see O'Neal, col. 16 lines 9-13); and generate the hot link message to include the hot link (see O'Neal, col. 15 lines 1-19).

Although O'Neal discloses the invention substantially as claimed, it does not explicitly disclose a request to generate a hot link along with information of a set of second user devices to receive the hot link.

Schwartz teaches a request to generate a hot link along with information of a set of second user devices to receive the hot link (see Schwartz, col. 11 lines 42-48). It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to incorporate the teachings of Schwartz with that of O'Neal in order to facilitate and efficiently access the content in the received message.

Regarding claim 64, O'Neal-Schwartz teaches wherein the processor circuitry is to: identify a user interface element for activation of the hot link prior to generation of the hot link; and generate the hot link message to include assignment information, the assignment information to assign the hot link to the identified user interface element (see O'Neal, col. 14 lines 62-67 and Schwartz, col. 11 lines 42-48).

Regarding claim 65, O'Neal-Schwartz teaches wherein the network interface circuitry is to: transmit program code to the first user device, the program code to be executed by the first user device to generate a user interface, the user interface to be rendered and displayed by the first user device, the user interface comprising one or more graphical control elements to control selection of users associated with the set of second user devices, wherein the information of the set of second user devices comprises a selection of one or more users associated with the set of second user devices or a

selection of a group of users associated with the set of second user devices (see O'Neal, fig. 1 and co. 4 lines 50-55).

Regarding claim 66, O'Neal-Schwartz teaches wherein the hot link comprises instructions to obtain and render a web page in a web browser, execute executable instructions of an application program, or adjust radiofrequency circuitry to obtain and display broadcasted content (see O'Neal, col. 15 lines 1-13).

Regarding claim 67, O'Neal-Schwartz teaches wherein the processor circuitry is to: generate the hot link message to include an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link (see O'Neal, col. 7 lines 15-17 and col. 14 lines 62-67).

Regarding claim 68, O'Neal-Schwartz teaches wherein the processor circuitry is to: generate the hot link message as a Short Message Service (SMS) message for transmission over a cellular communication network, or generate the hot link message as an instant messaging (IM) message for transmission over a communications network (see O'Neal, col. 2 lines 40-47 and col. 12 lines 58-60).

Regarding claim 69, O'Neal-Schwartz teaches wherein the processor circuitry is to: determine a location for each second user device of the set of second user devices; and

generate the hot link message to include the location of each second user device (see O'Neal, col. 8 lines 25-33).

Regarding claim 70, O'Neal-Schwartz teaches wherein the network interface is to transmit the hot link message to the set of user devices over a wired or wireless network (see O'Neal, col. 5 lines 20-24).

Regarding claim 71, O'Neal discloses one or more non-transitory computer-readable media (NTCRM) including program code, wherein execution of the program code by one or more processors of a user device is to cause the user device to: control receipt of a hot link message comprising a hot link and assignment information, the assignment information to assign the hot link to a graphical control element (GCE), and the hot link comprising instructions to perform an action (see O'Neal, col. 6 lines 13-24 and col. 14 lines 62-67); generate a graphical user interface (GUI) to include the GCE to which the hot link is assigned according to the assignment information (see O'Neal, col. 14 lines 62-67 and col. 15 lines 1-19); and in response to activation of the GCE, execute the instructions of the hot link to perform the action (see O'Neal, col. 16 lines 9-13).

Regarding claim 72, O'Neal-Schwartz teaches wherein execution of the instructions of the hot link is to cause the user device to: obtain and render a web page in a web browser implemented by the user device; execute executable instructions of an application program, wherein the executable instructions of the application program are stored by a memory device of the user device, or the executable instructions of the

application program are to be obtained by the user device over a communication network; or adjust radio frequency circuitry of the user device to obtain broadcasted content for display (see O'Neal, fig. 1 and co. 4 lines 50-55).

Regarding claim 73, O'Neal-Schwartz teaches wherein the GUI comprises an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link (see O'Neal, col. 7 lines 15-17 and col. 14 lines 62-67).

Regarding claim 74, O'Neal-Schwartz teaches wherein the GUI is a first GUI, and execution of the program code is to cause the user device to: generate a second GUI comprising a user selection GCE and a submission GCE, the user selection GCE to control selection of a set of other user devices to be provided with a hot link, and the submission GCE to control submission of the set of other user devices; and control transmission of another hot link message that includes an indication of the selected set of other user devices in response to selection of the third GCE (see O'Neal, col. 15 lines 1-19 and col. 16 lines 13-24).

Regarding claim 75, O'Neal-Schwartz teaches wherein the second GUI comprises: a positive opinion GCE to control submission of a positive opinion of a content item; and a negative opinion GCE to control submission of a negative opinion of the content item (see O'Neal, col. 11 lines 40-55).

Prior Art of Record

6. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. Please refer to form PTO-892 (Notice of Reference Cited) for a list of relevant prior art.

Conclusion

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to MOHAMED IBRAHIM whose telephone number is (571)270-1132. The examiner can normally be reached on Monday through Friday from 9:30AM to 6:00PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Peter-Anthony Pappas can be reached on 571-272-7646. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Mohamed Ibrahim/
Primary Examiner, Art Unit 2444

Notice of References Cited	Application/Control No. 15/839,396	Applicant(s)/Patent Under Reexamination Engstrom et al.	
	Examiner MOHAMED IBRAHIM	Art Unit 2444	Page 1 of 1

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Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/839,396	Engstrom et al.
	Examiner	Art Unit
	MOHAMED IBRAHIM	2444

CPC - Searched*		
Symbol	Date	Examiner

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner

* See search history printout included with this form or the SEARCH NOTES box below to determine the scope of the search.

Search Notes		
Search Notes	Date	Examiner
Inventor (s) search	01/07/2019	MI
Assignee Search	01/07/2019	MI
NPL Google Scholar search: Generation of hot link; Association of hotlink to user interface.	01/07/2019	MI
Text Search	01/07/2019	MI
Classification Search limited by text	01/07/2019	MI

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner

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Doc code: IDS
Doc description: Information Disclosure Statement (IDS) Filed

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT
(Not for submission under 37 CFR 1.99)

Application Number	15839396
Filing Date	2017-12-12
First Named Inventor	G. Eric Engstrom
Art Unit	2444
Examiner Name	Mohamed Ibrahim
Attorney Docket Number	120083-236888 (P036C3)

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CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

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☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(2).

See attached certification statement.

Fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☒ None

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/Ryan N. Strauss/	Date (YYYY-MM-DD)	2018-03-13
Name/Print	Ryan N. Strauss	Registration Number	68392

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Bibliographic Data

Application No: 15/839,396

Foreign Priority claimed: ○ Yes ◉ No

35 USC 119 (a-d) conditions met: ☐ Yes ☑ No ☐ Met After Allowance

Verified and Acknowledged: /MOHAMED IBRAHIM/ Examiner's Signature | Initials

Title: METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
12/12/2017	709	2444	120083-236888 (P036C3)
RULE			

APPLICANTS

Varia Holdings LLC, Brooklyn, NY, UNITED STATES

INVENTORS

G. Eric Engstrom Kirkland, WA, UNITED STATES

Peter Zatloukal Duvall, WA, UNITED STATES

Tyrol Graham Seattle, WA, UNITED STATES

CONTINUING DATA

This application is a CON of 14158708 01/17/2014 PAT 9843907

14158708 is a CON of 13427794 03/22/2012 PAT 8635311

13427794 is a CON of 10477046 11/07/2003 PAT 8166139

10477046 is a 371 of PCT/US2002/014909 05/10/2002

PCT/US2002/014909 has PRO of 60290592 05/11/2001

FOREIGN APPLICATIONS

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01/02/2018

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$1,720

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L2	321	(Engstrom near2 Eric).in.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/01/07 14:20
L3	161	(Zatloukal near2 Peter).in.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/01/07 14:20
L4	60	(Graham near2 Tyrol).in.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/01/07 14:20
L5	368076	(generat$3 or execut$3 or extract$3 or assign$4) and (hot$1link or link) same (mobile or portable or cellular or PDA)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/01/07 14:20
L6	226315	(user adj interface) same (keypad or phone or PDA)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/01/07 14:20
L7	55672	L5 and L6	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2019/01/07 14:20
L8	1747	service same ((mobile or portable or wireless) adj device) same (determ%$ or activat$4) same (hotlink or hot$1link or link or alive$1link)	US-PGPUB; USPAT	OR	ON	2019/01/07 14:20
L9	868	L8 same (keypad or (cellular adj phone) or PDA or wireless)	US-PGPUB; USPAT	OR	ON	2019/01/07 14:20
L10	591	L9 same (upload or download or retriev$3 or access) same service	US-PGPUB; USPAT	OR	ON	2019/01/07 14:20

L11	591	L10 same (keypad or (cellular adj phone) or PDA or wireless)	US-PGPUB; USPAT	OR	ON	2019/01/07 14:20
L12	591	L11 same (upload or download or retriev$3 or access) same service	US-PGPUB; USPAT	OR	ON	2019/01/07 14:20
L13	49	L12 same (connectivity or connection) same ((sms or message) or (electoric adj mail))	US-PGPUB; USPAT	OR	ON	2019/01/07 14:20
L14	125	(assign$3 with "hotlink" or (hot adj link)) same (mobile or phone or pda)	US-PGPUB; USPAT; USOCR	OR	ON	2019/01/07 14:21
L15	28	L14 AND ((G06Q10/101 OR G06Q50/01 OR H04M1/72561 OR H04M1/72547 OR H04M1/72558 OR H04M1/6775 OR H04M1/72519 OR H04M1/72541 OR H04M1/576 OR H04M1/72563 OR H04M1/72583 OR H04L67/26 OR H04L69/329 OR H04L67/02 OR H04L12/5845 OR H04L29/06 OR H04L51/10 OR H04L67/125 OR H04L67/2804 OR H04W4/02 OR H04W4/00 OR H04W4/12 OR H04W76/02 OR H04W80/00 OR H04W88/02 OR H04W8/20 OR H04W4/14 OR H04W4/185).CPC.)	US-PGPUB; USPAT; USOCR	OR	ON	2019/01/07 14:21
L16	8	L15 and (activat$3 with button)	US-PGPUB; USPAT; USOCR	OR	ON	2019/01/07 14:21
L17	7036	associat$4 with instruction with interface	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/01/07 14:21
L18	140	L17 with link	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/01/07 14:21
L19	6	L18 same interaction	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2019/01/07 14:21

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L20	205	(Engstrom near2 Eric).in. or (Zatloukal near2 Peter).in. or (Graham near2 Tyrol).in.	US-PGPUB; USPAT	OR	ON	2019/01/07 14:25
L21	7	L20 and (hot with link)	US-PGPUB; USPAT	OR	ON	2019/01/07 14:25
L22	7	L21 and (assign$5)	US-	OR	ON	2019/01/07

			PGPUB; USPAT			14:25

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
15/839,396	12/12/2017	G. Eric Engstrom	120083-236888 (P036C3)

CONFIRMATION NO. 8834

25943
Schwabe Williamson & Wyatt
PACWEST CENTER, SUITE 1900
1211 SW FIFTH AVENUE
PORTLAND, OR 97204

PUBLICATION NOTICE

OC000000100289827

Title:METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE

Publication No.US-2018-0167787-A1
Publication Date:06/14/2018

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The above-identified application will be electronically published as a patent application publication pursuant to 37 CFR 1.211, et seq. The patent application publication number and publication date are set forth above.

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Office of Data Managment, Application Assistance Unit (571) 272-4000, or (571) 272-4200, or 1-888-786-0101

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Approved for use through 07/31/2012. OMB 0651-0031
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT
(Not for submission under 37 CFR 1.99)

Application Number	15839396
Filing Date	2017-12-12
First Named Inventor	G. Eric Engstrom
Art Unit	2444
Examiner Name	Mohamed Ibrahim
Attorney Docket Number	120083-236888 (P036C3)

U.S.PATENTS Remove

Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	5153902		1992-10-06	Buhl et al.	
	2	5493692		1996-02-20	Theimer et al.	
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	8	5749043		1998-05-05	Worthy	

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	9	5793365		1998-08-11	Tang et al.	
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	17	20020123356		2002-09-05	Michaud et al.	
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	30	20070124762		2007-05-31	Chickering et al.	
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Examiner Initial*	Cite No	Foreign Document Number[3]	Country Code[2] i	Kind Code[4]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear	T[5]
	1	02093408	WO		2002-11-21	WILDSEED, LTD		
	2	02093761	WO		2002-11-21	WILDSEED, LTD		

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	3	02093800	WO		2002-11-21	WILDSEED, LTD		
	4	02093875	WO		2002-11-21	WILDSEED, LTD		
	5	02093400	WO		2002-11-21	WILDSEED, LTD		

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	1	International Search Report for Application No. PCT/US02/14594, mailed July 15, 2002	
	2	International Preliminary Examination Report for Application No. PCT/US02/14594, mailed September 2, 2003	
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	5	International Search Report for Application No. PCT/US02/14908, mailed September 9, 2002	
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	7	International Search Report for Application No. PCT/US02/14909, mailed September 25, 2002	
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	10	International Preliminary Examination Report for Application No. PCT/US02/14912, mailed November 5, 2003	

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EXAMINER SIGNATURE

Examiner Signature		Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	15839396
	Filing Date	2017-12-12
	First Named Inventor	G. Eric Engstrom
	Art Unit	2444
	Examiner Name	Mohamed Ibrahim
	Attorney Docket Number	120083-236888 (P036C3)

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

OR

☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(2).

See attached certification statement.

Fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☒ None

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/Ryan N. Strauss/	Date (YYYY-MM-DD)	2018-03-13
Name/Print	Ryan N. Strauss	Registration Number	68392

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 hour to complete, including gathering, preparing and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

Privacy Act Statement

The Privacy Act of 1974 (P.L. 93-579) requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether the Freedom of Information Act requires disclosure of these record s.

2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.

3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.

4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).

5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.

6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).

7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.

8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspections or an issued patent.

9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

Electronic Acknowledgement Receipt

EFS ID:	32042283
Application Number:	15839396
International Application Number:	
Confirmation Number:	8834
Title of Invention:	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE
First Named Inventor/Applicant Name:	G. Eric Engstrom
Customer Number:	25943
Filer:	Ryan Nathan Strauss/Enoy Lawless
Filer Authorized By:	Ryan Nathan Strauss
Attorney Docket Number:	120083-236888 (P036C3)
Receipt Date:	13-MAR-2018
Filing Date:	12-DEC-2017
Time Stamp:	18:45:29
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Transmittal Letter	P036C3_IDS-Trans_03_13_18.pdf	54745 c1b36df4e9146578a74bbb655cf4fbef2ecbec1e	no	2

Warnings:

Information:					
2	Information Disclosure Statement (IDS) Form (SB08)	P036C3_IDS_03_13_18.pdf	615227 4bd711817107c45bead2b39c5da6b2d1d4adaf12	no	14
Warnings:					
Information:					
		Total Files Size (in bytes):	669972		

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor	:	G. Eric Engstrom
Application No.	:	15/839,396
Filed	:	December 12, 2017
For	:	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE
Examiner	:	Mohamed Ibrahim
Art Unit	:	2444
Confirmation No.	:	8834
Docket No.	:	120083-236888 (P036C3)
Date	:	March 13, 2018

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT TRANSMITTAL

Commissioner for Patents:

In accordance with 37 CFR 1.56 and 1.97 through 1.98, the attached Information Disclosure Statement provides a list of references for consideration by the Examiner. This application relies, under 35 U.S.C. § 120, on the earlier filing date of prior Application Nos. 10/477,046, filed November 7, 2003, 13/427,794, filed March 22, 2012 and 14/158,708, filed January 17, 2014. The references listed on the attached Information Disclosure Statement were submitted to and/or cited by the Patent and Trademark Office in this prior application and, therefore, are not required to be provided in this application. If the Examiner wishes, copies can be provided upon request. As to any reference supplied, no admission is made that it is "prior art" under 35 U.S.C. §§ 102 or 103, and the right to traverse or antedate any such reference is specifically reserved, as by a showing under 37 CFR 1.131 or other method. Although the aforesaid references are made known to the Patent and Trademark Office in compliance with the

duty to disclose all information that is believed relevant to the examination of the above-identified application, it is believed that the invention is patentable.

Please acknowledge receipt of this Information Disclosure Statement and kindly make the listed references of record in the above-identified application.

It is believed that this Information Disclosure Statement has been timely filed. However, the Director is authorized to charge any fee due by way of this Information Disclosure Statement to our Deposit Account No. 500393.

Respectfully submitted,
Schwabe, Williamson & Wyatt

/Ryan N . Strauss/
Ryan N. Strauss
Registration No. 68392

RNS:enl

Enclosure:
Information Disclosure Statement

1211 SW Fifth Avenue, Suite 1600
Portland, Oregon 97229
Phone: (503) 222-9981
Fax: (503) 796-2900

Ex.1002
GOOGLE LLC / Page 270 of 381

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
15/839,396	12/12/2017	G. Eric Engstrom	120083-236888 (P036C3)

CONFIRMATION NO. 8834

25943
Schwabe Williamson & Wyatt
PACWEST CENTER, SUITE 1900
1211 SW FIFTH AVENUE
PORTLAND, OR 97204

POA ACCEPTANCE LETTER

OC000000097853744

Date Mailed: 03/08/2018

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 03/05/2018.

The Power of Attorney in this application is accepted. Correspondence in this application will be mailed to the above address as provided by 37 CFR 1.33.

Questions about the contents of this notice and the requirements it sets forth should be directed to the Office of Data Management, Application Assistance Unit, at **(571) 272-4000** or **(571) 272-4200** or **1-888-786-0101**.

/nbekele/

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
15/839,396	12/12/2017	2447	1880	120083-236888 (P036C3)	20	3

CONFIRMATION NO. 8834

UPDATED FILING RECEIPT

25943
Schwabe Williamson & Wyatt
PACWEST CENTER, SUITE 1900
1211 SW FIFTH AVENUE
PORTLAND, OR 97204

OC000000097892407

Date Mailed: 03/08/2018

Receipt is acknowledged of this non-provisional patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. **If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections**

Inventor(s)

G. Eric Engstrom, Kirkland, WA;
Peter Zatloukal, Duvall, WA;
Tyrol Graham, Seattle, WA;

Applicant(s)

Varia Holdings LLC, Brooklyn, NY;

Power of Attorney: The patent practitioners associated with Customer Number 25943

Domestic Priority data as claimed by applicant

This application is a CON of 14/158,708 01/17/2014 PAT 9843907
which is a CON of 13/427,794 03/22/2012 PAT 8635311
which is a CON of 10/477,046 11/07/2003 PAT 8166139
which is a 371 of PCT/US2002/014909 05/10/2002
which claims benefit of 60/290,592 05/11/2001

Foreign Applications for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see http://www.uspto.gov for more information.) - None.
Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

Permission to Access Application via Priority Document Exchange: Yes

Permission to Access Search Results: Yes

Applicant may provide or rescind an authorization for access using Form PTO/SB/39 or Form PTO/SB/69 as appropriate.

If Required, Foreign Filing License Granted: 01/02/2018

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 15/839,396**

Projected Publication Date: 06/14/2018

Non-Publication Request: No

Early Publication Request: No

Title

METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE

Preliminary Class

709

Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications: No

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

Since the rights granted by a U.S. patent extend only throughout the territory of the United States and have no effect in a foreign country, an inventor who wishes patent protection in another country must apply for a patent in a specific country or in regional patent offices. Applicants may wish to consider the filing of an international application under the Patent Cooperation Treaty (PCT). An international (PCT) application generally has the same effect as a regular national patent application in each PCT-member country. The PCT process **simplifies** the filing of patent applications on the same invention in member countries, but **does not result** in a grant of "an international patent" and does not eliminate the need of applicants to file additional documents and fees in countries where patent protection is desired.

Almost every country has its own patent law, and a person desiring a patent in a particular country must make an application for patent in that country in accordance with its particular laws. Since the laws of many countries differ in various respects from the patent law of the United States, applicants are advised to seek guidance from specific foreign countries to ensure that patent rights are not lost prematurely.

Applicants also are advised that in the case of inventions made in the United States, the Director of the USPTO must issue a license before applicants can apply for a patent in a foreign country. The filing of a U.S. patent application serves as a request for a foreign filing license. The application's filing receipt contains further information and guidance as to the status of applicant's license for foreign filing.

Applicants may wish to consult the USPTO booklet, "General Information Concerning Patents" (specifically, the section entitled "Treaties and Foreign Patents") for more information on timeframes and deadlines for filing foreign patent applications. The guide is available either by contacting the USPTO Contact Center at 800-786-9199, or it can be viewed on the USPTO website at http://www.uspto.gov/web/offices/pac/doc/general/index.html.

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, http://www.stopfakes.gov. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific

countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4258).

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Title 35, United States Code, Section 184

Title 37, Code of Federal Regulations, 5.11 & 5.15

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This license is to be retained by the licensee and may be used at any time on or after the effective date thereof unless it is revoked. This license is automatically transferred to any related applications(s) filed under 37 CFR 1.53(d). This license is not retroactive.

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NOT GRANTED

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).

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technology, manufacture products, deliver services, and grow your business, visit http://www.SelectUSA.gov or call +1-202-482-6800.

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 15/839,396

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY FEE($)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A	300
SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	660
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	760
TOTAL CLAIMS (37 CFR 1.16(i))	20 minus 20 =	*			OR	x 100 =	0.00
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3 minus 3 =	*				x 460 =	0.00
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).						0.00
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))							0.00
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL			TOTAL	1720

APPLICATION AS AMENDED - PART II

		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY ADDITIONAL FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE($)
AMENDMENT A	Total (37 CFR 1.16(i))	*	Minus	**	=	x =		OR	x =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x =		OR	x =	
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE($)	ADDITIONAL FEE($)	OR	RATE($)	ADDITIONAL FEE($)
AMENDMENT B	Total (37 CFR 1.16(i))	*	Minus	**	=	x =		OR	x =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x =		OR	x =	
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application for: Engstrom et al.	Examiner: *not yet assigned*
Application No.: 15/839,396	Art Group: 2447
Filed: December 12, 2017	Confirmation No.: 8834
For: METHOD AND SYSTEM FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE	Attorney Docket No. 120083-236888 (P036C3)

Mail Stop **Amendment**
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

PRELIMINARY AMENDMENT

Applicants respectfully request that, prior to the examination of the above-referenced application, the Examiner enter the following amendments and consider the following remarks.

Amendments to the Claims begin on page **2**.

Remarks begin on page **7**.

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims

1-53. (Cancelled)

54. (New) One or more non-transitory computer-readable media (NTCRM) including program code, wherein execution of the program code by one or more processors of a computer system is to cause the computer system to:

identify a trigger to generate a hot link;

determine an action to be performed upon activation of the hot link, wherein activation of the hot link by individual user devices of the set of user devices is to cause the individual user devices to execute program code to perform the action;

generate the hot link in response to detection of the trigger;

generate a hot link message to include the hot link; and

control transmission of the hot link message to the set of user devices.

55. (New) The one or more NTCRM of claim 54, wherein execution of the program code is to cause the computer system to:

identify a user interface element for activation of the hot link prior to generation of the hot link; and

generate the hot link message to include assignment information, the assignment information to assign the hot link to the identified user interface element.

56. (New) The one or more NTCRM of claim 54, wherein the individual user devices are second user devices, and execution of the program code is to cause the computer system to:

provide a user interface to a first user device to be rendered and displayed by the first user device, the user interface comprising one or more graphical control elements to control selection of users associated with the set of second user devices; and

control receipt, from the first user device, of a request to generate a hot link along with identification information of the set of second user devices to receive the hot link.

57. (New) The one or more NTCRM of claim 56, wherein the information of the set of user devices comprises a selection of one or more users associated with the set of user devices or a selection of a group of users associated with the set of user devices.

58. (New) The one or more NTCRM of claim 54, wherein the hot link comprises instructions to obtain and render a web page in a web browser, execute executable instructions of an application program, or adjust radiofrequency circuitry to obtain and display broadcasted content.

59. (New) The one or more NTCRM of claim 54, wherein execution of the program code is to cause the computing system to:

generate the hot link message to include an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link.

60. (New) The one or more NTCRM of claim 59, wherein execution of the program code is to cause the computer system to:

generate the hot link message as a Short Message Service (SMS) message, an instant messaging (IM) message, or an email message.

61. (New) The one or more NTCRM of claim 54, wherein execution of the program code is to cause the computer system to:

determine a location for each user device of the set of user devices; and

generate the hot link message to include the location of each user device.

62. (New) The one or more NTCRM of claim 54, wherein, to control transmission of the hot link message to the set of user devices, execution of the program code is to cause the computer system to:

instruct a network interface of the computer system to send the hot link message to the set of user devices over a wired or wireless network.

63. (New) A computer system to be employed as a server, the computer system comprising:

network interface circuitry to:

receive, from a first user device, a request to generate a hot link along with information of a set of second user devices to receive the hot link, and

transmit a hot link message to the set of second user devices; and

processor circuitry communicatively coupled with the network interface circuitry, the processor circuitry to:

determine an action to be performed upon activation of the hot link, wherein activation of the hot link by individual second user devices of the set of second user devices is to cause the individual second user devices to execute program code to perform the action;,

generate the hot link;, and

generate the hot link message to include the hot link.

64. (New) The computer system of claim 63, wherein the processor circuitry is to:

identify a user interface element for activation of the hot link prior to generation of the hot link; and

generate the hot link message to include assignment information, the assignment information to assign the hot link to the identified user interface element.

65. (New) The computer system of claim 63, wherein the network interface circuitry is to:

transmit program code to the first user device, the program code to be executed by the first user device to generate a user interface, the user interface to be rendered and displayed by the first user device, the user interface comprising one or more graphical control elements to control selection of users associated with the set of second user devices,

wherein the information of the set of second user devices comprises a selection of one or more users associated with the set of second user devices or a selection of a group of users associated with the set of second user devices.

66. (New) The computer system of claim 63, wherein the hot link comprises instructions to obtain and render a web page in a web browser, execute executable instructions of an application program, or adjust radiofrequency circuitry to obtain and display broadcasted content.

67. (New) The computer system of claim 63, wherein the processor circuitry is to:

generate the hot link message to include an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link.

68. (New) The computer system of claim 63, wherein the processor circuitry is to:

generate the hot link message as a Short Message Service (SMS) message for transmission over a cellular communication network, or

generate the hot link message as an instant messaging (IM) message for transmission over a communications network.

69. (New) The computer system of claim 63, wherein the processor circuitry is to:

determine a location for each second user device of the set of second user devices; and

generate the hot link message to include the location of each second user device.

70. (New) The computer system of claim 63, wherein the network interface is to transmit the hot link message to the set of user devices over a wired or wireless network.

71. (New) One or more non-transitory computer-readable media (NTCRM) including program code, wherein execution of the program code by one or more processors of a user device is to cause the user device to:

control receipt of a hot link message comprising a hot link and assignment information, the assignment information to assign the hot link to a graphical control element (GCE), and the hot link comprising instructions to perform an action;

generate a graphical user interface (GUI) to include the GCE to which the hot link is assigned according to the assignment information; and

in response to activation of the GCE, execute the instructions of the hot link to perform the action.

72. (New) The one or more NTCRM of claim 71, wherein execution of the instructions of the hot link is to cause the user device to:

obtain and render a web page in a web browser implemented by the user device;

execute executable instructions of an application program, wherein the executable instructions of the application program are stored by a memory device of the user device, or the executable instructions of the application program are to be obtained by the user device over a communication network; or

adjust radio frequency circuitry of the user device to obtain broadcasted content for display.

73. (New) The one or more NTCRM of claim 71, wherein the GUI comprises an indication about the hot link, wherein the indication about the hot link comprises text, multimedia, or a link pointing to a resource that includes information about the hot link.

74. (New) The one or more NTCRM of claim 71, wherein the GUI is a first GUI, and execution of the program code is to cause the user device to:

generate a second GUI comprising a user selection GCE and a submission GCE, the user selection GCE to control selection of a set of other user devices to be provided with a hot link, and the submission GCE to control submission of the set of other user devices; and

control transmission of another hot link message that includes an indication of the selected set of other user devices in response to selection of the third GCE.

75. (New) The one or more NTCRM of claim 74, wherein the second GUI comprises:

a positive opinion GCE to control submission of a positive opinion of a content item; and

a negative opinion GCE to control submission of a negative opinion of the content item.

REMARKS

It is respectfully requested that, prior to the examination, the Examiner enter the above amendments and new claims. Claims 1-33 were previously cancelled without prejudice or disclaimer. Claims 34-53 are currently cancelled without prejudice or disclaimer. Support for the amendments and new claims can be found throughout the Specification. After entry of these amendments, claims 54-75 are currently pending.

If the Examiner has any questions concerning the present paper, the Examiner is kindly requested to contact the undersigned at (503) 796-2441. If any fees are due in connection with filing this paper, the Commissioner is authorized to charge the Deposit Account of Schwabe, Williamson and Wyatt, P.C., No. 500393.

Respectfully submitted,
SCHWABE, WILLIAMSON & WYATT, P.C.

Date: March 8, 2018

By: /Ryan N. Strauss/
Ryan N. Strauss, Reg. No.: 68,392

Electronic Patent Application Fee Transmittal

Application Number:	15839396
Filing Date:	12-Dec-2017
Title of Invention:	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE
First Named Inventor/Applicant Name:	G. Eric Engstrom
Filer:	Ryan Nathan Strauss/Enoy Lawless
Attorney Docket Number:	120083-236888 (P036C3)

Filed as Large Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
CLAIMS IN EXCESS OF 20	1202	2	100	200
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**200**

Electronic Acknowledgement Receipt	
EFS ID:	32001100
Application Number:	15839396
International Application Number:	
Confirmation Number:	8834
Title of Invention:	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE
First Named Inventor/Applicant Name:	G. Eric Engstrom
Customer Number:	25943
Filer:	Ryan Nathan Strauss/Enoy Lawless
Filer Authorized By:	Ryan Nathan Strauss
Attorney Docket Number:	120083-236888 (P036C3)
Receipt Date:	08-MAR-2018
Filing Date:	12-DEC-2017
Time Stamp:	17:43:58
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$200
RAM confirmation Number	030918INTEFSW00004891500393
Deposit Account	500393
Authorized User	Enoy Lawless
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows: 37 CFR 1.16 (National application filing, search, and examination fees) 37 CFR 1.17 (Patent application and reexamination processing fees)	

37 CFR 1.19 (Document supply fees)

37 CFR 1.21 (Miscellaneous fees and charges)

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		P036C3_Preliminary_Amend2_03_08_18.pdf	111961 ed6504693a209214790237aa941c0eb38bb76068	yes	7

Multipart Description/PDF files in .zip description

Document Description	Start	End
Preliminary Amendment	1	1
Claims	2	6
Applicant Arguments/Remarks Made in an Amendment	7	7

Warnings:

Information:

2	Fee Worksheet (SB06)	fee-info.pdf	30820 0a8caf1f19dc5eba908cabb14ce861787597fdf3	no	2

Warnings:

Information:

Total Files Size (in bytes):	142781

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

Electronic Acknowledgement Receipt

EFS ID:	32001100
Application Number:	15839396
International Application Number:	
Confirmation Number:	8834
Title of Invention:	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE
First Named Inventor/Applicant Name:	G. Eric Engstrom
Customer Number:	25943
Filer:	Ryan Nathan Strauss/Enoy Lawless
Filer Authorized By:	Ryan Nathan Strauss
Attorney Docket Number:	120083-236888 (P036C3)
Receipt Date:	08-MAR-2018
Filing Date:	12-DEC-2017
Time Stamp:	17:43:58
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$200
RAM confirmation Number	030918INTEFSW00004891500393
Deposit Account	500393
Authorized User	Enoy Lawless
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows: 37 CFR 1.16 (National application filing, search, and examination fees) 37 CFR 1.17 (Patent application and reexamination processing fees)	

37 CFR 1.19 (Document supply fees)

37 CFR 1.21 (Miscellaneous fees and charges)

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		P036C3_Preliminary_Amend2_03_08_18.pdf	111961 ed6504693a209214790237aa941c0eb38bb76068	yes	7

Multipart Description/PDF files in .zip description

Document Description	Start	End
Preliminary Amendment	1	1
Claims	2	6
Applicant Arguments/Remarks Made in an Amendment	7	7

Warnings:

Information:

2	Fee Worksheet (SB06)	fee-info.pdf	30820 0a8caf1f19dc5eba908cabb14ce861787597fdf3	no	2

Warnings:

Information:

Total Files Size (in bytes):	142781

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111

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National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

PTO/SB/06 (09-11)
Approved for use through 1/31/2014. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 15/839,396	Filing Date 12/12/2017	☐ To be Mailed

ENTITY: ☒ LARGE ☐ SMALL ☐ MICRO

APPLICATION AS FILED – PART I

	(Column 1)	(Column 2)		
FOR	NUMBER FILED	NUMBER EXTRA	RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT	03/08/2018	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0	X $100 =	0
	Independent (37 CFR 1.16(h))	* 3	Minus	***3	= 0	X $460 =	0
	☐ Application Size Fee (37 CFR 1.16(s))						
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
						TOTAL ADD'L FEE	0

AMENDMENT		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=	X $ =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	X $ =	
	☐ Application Size Fee (37 CFR 1.16(s))						
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
						TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

LDRC
ANDREW JAMES JR

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application for: Engstrom et al. Application No.: 15/839,396 Filed: December 12, 2017 For: METHOD AND SYSTEM FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE	Examiner: TBD Art Group: 2447 Confirmation No.: 8834

Mail Stop Missing Parts
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

RESPONSE TO NOTICE TO FILE MISSING PARTS
(FILING DATE GRANTED

Attached for filing in the above-referenced patent application in response to the Notice to File Missing Parts of Nonprovisional Application dated January 4, 2018, is the payment by Deposit Account in the amount of $1,720.00 (basic filing fee, surcharge, search fee and exam fee).

The Commissioner is hereby authorized to charge shortages or credit overpayments to Deposit Account No. 500393.

Respectfully submitted,
SCHWABE, WILLIAMSON & WYATT, P.C.

Date: March 5, 2018

By: /Ryan N. Strauss/
Ryan N. Strauss
Reg. No.: 68, 392

Pacwest Center, Suite 1600
1211 SW Fifth Avenue
Portland, Oregon 97204
Telephone: (503)222-9981

PTO/AIA/80 (07-12)
Approved for use through 11/30/2014. OMB 0651-0035
U.S. Patent and Trademark Office; U.S DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(c).

I hereby appoint:

☑ Practitioners associated with Customer Number: 25943

OR

☐ Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number	Name	Registration Number

As attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignments documents attached to this form in accordance with 37 CFR 3.73(c).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(c) to:

☑ The address associated with Customer Number: 25943

OR

☐	Firm or Individual Name		
	Address		
	City		
	Country		
	Telephone		Email

Assignee Name and Address: Varia Holdings LLC
956 East 8th Street
Brooklyn, New York 11230

A copy of this form, together with a statement under 37 CFR 3.73(c) (Form PTO/SB/96 or equivalent) is required to be Filed in each application in which this form is used. The statement under 37 CFR 3.73(c) may be completed by one of The practitioners appointed in this form, and must identify the application in which this Power of Attorney is to be filed.

SIGNATURE of Assignee of Record
The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

Signature		Date	4/3/13
Name	Michael Jerbal	Telephone	
Title	President		

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

PTO/AIA/96 (08-12)
Approved for use through 01/31/2013. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

STATEMENT UNDER 37 CFR 3.73(c)

Applicant/Patent Owner: Varia Holdings LLC

Application No./Patent No.: 15/839,396 Filed/Issue Date: 12/12/2017

Titled: METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE

Varia Holdings LLC, a Limited Liability Company

(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that, for the patent application/patent identified above, it is (choose **one** of options 1, 2, 3 or 4 below):

1. ☑ The assignee of the entire right, title, and interest.

2. ☐ An assignee of less than the entire right, title, and interest (check applicable box):

   ☐ The extent (by percentage) of its ownership interest is _____%. Additional Statement(s) by the owners holding the balance of the interest must be submitted to account for 100% of the ownership interest.

   ☐ There are unspecified percentages of ownership. The other parties, including inventors, who together own the entire right, title and interest are:

   Additional Statement(s) by the owner(s) holding the balance of the interest must be submitted to account for the entire right, title, and interest.

3. ☐ The assignee of an undivided interest in the entirety (a complete assignment from one of the joint inventors was made). The other parties, including inventors, who together own the entire right, title, and interest are:

   Additional Statement(s) by the owner(s) holding the balance of the interest must be submitted to account for the entire right, title, and interest.

4. ☐ The recipient, via a court proceeding or the like (*e.g.*, bankruptcy, probate), of an undivided interest in the entirety (a complete transfer of ownership interest was made). The certified document(s) showing the transfer is attached.

The interest identified in option 1, 2 or 3 above (not option 4) is evidenced by either (choose **one** of options A or B below):

A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

B. ☑ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Engstrom et al. To: WILDSEED, LTD.

   The document was recorded in the United States Patent and Trademark Office at
   Reel 013185, Frame 0727, or for which a copy thereof is attached.

2. From: Engstrom et al. To: WILDSEET, LTD.

   The document was recorded in the United States Patent and Trademark Office at
   Reel 013354, Frame 0540, or for which a copy thereof is attached.

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

PTO/AIA/96 (08-12)
Approved for use through 01/31/2013. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

STATEMENT UNDER 37 CFR 3.73(c)

3. From: Engstrom et al. To: WILDSEED, LTD.

The document was recorded in the United States Patent and Trademark Office at
Reel 016949, Frame 0269, or for which a copy thereof is attached.

4. From: WILDSEED, LTD. To: VENTURE LENDING LEASING IV, INC.

The document was recorded in the United States Patent and Trademark Office at
Reel 016097, Frame 0489, or for which a copy thereof is attached.

5. From: WILDSEED, LTD. To: WILDSEED LLC

The document was recorded in the United States Patent and Trademark Office at
Reel 021316, Frame 0357, or for which a copy thereof is attached.

6. From: WILDSEED, LTD. To: VENTURE LENDING LEASING IV, INC.

The document was recorded in the United States Patent and Trademark Office at
Reel 016987, Frame 0878, or for which a copy thereof is attached.

☑ Additional documents in the chain of title are listed on a supplemental sheet(s).

☐ As required by 37 CFR 3.73(c)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

/Ryan N. Strauss/	03/05/2018
Signature	Date
Ryan N. Strauss	68392
Printed or Typed Name	Title or Registration Number

STATEMENT UNDER 37 CFR 3.73(c)

SUPPLEMENTAL SHEET

7. From: WILDSEED LLC To: VARIA MOBIL LLC
The document was recorded in the United States Patent and Trademark Office at Reel 021316, Frame 0405, or for which a copy thereof is attached.

8. From: VARIA MOBIL LLC To: VARIA HOLDINGS LLC.
The document was recorded in the United States Patent and Trademark Office at Reel 021316, Frame 0437, or for which a copy thereof is attached.

9. From: VARIA HOLDINGS LLC To: VARIA LLC
The document was recorded in the United States Patent and Trademark Office at Reel 021316, Frame 0442, or for which a copy thereof is attached.

10. From: VARIA LLC To: VARIA HOLDINGS LLC
The document was recorded in the United States Patent and Trademark Office at Reel 023928, Frame 0756, or for which a copy thereof is attached.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application for: Engstrom et al. Application No.: 15/839,396 Filed: December 12, 2017 For: METHOD AND SYSTEM FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE	Examiner: TBD Art Group: 2447 Confirmation No.: 8834

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

CHANGE OF ENTITY STATUS PURSUANT TO 37 C.F.R. §1.27 (g) (2)

To the Commissioner of Patents:

Applicant hereby notifies the Patent and Trademark Office that it is not entitled to status as a small entity, and that the claim for small entity status filed by the Applicant is hereby withdrawn.

Respectfully submitted,
SCHWABE, WILLIAMSON & WYATT, P.C.

Date: March 5, 2018

By: /Ryan N. Strauss/
Ryan N. Strauss
Reg. No.: 68, 392

Pacwest Center, Suite 1600
1211 SW Fifth Avenue
Portland, Oregon 97204
Telephone: (503)222-9981

Electronic Patent Application Fee Transmittal

Application Number:	15839396
Filing Date:	12-Dec-2017
Title of Invention:	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE
First Named Inventor/Applicant Name:	G. Eric Engstrom
Filer:	Ryan Nathan Strauss/Enoy Lawless
Attorney Docket Number:	120083-236888 (P036C3)

Filed as Large Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
UTILITY APPLICATION FILING	1011	1	300	300
UTILITY SEARCH FEE	1111	1	660	660
UTILITY EXAMINATION FEE	1311	1	760	760
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
		Total in USD ($)		**1720**

Electronic Acknowledgement Receipt	
EFS ID:	31963349
Application Number:	15839396
International Application Number:	
Confirmation Number:	8834
Title of Invention:	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE
First Named Inventor/Applicant Name:	G. Eric Engstrom
Customer Number:	25943
Filer:	Ryan Nathan Strauss/Enoy Lawless
Filer Authorized By:	Ryan Nathan Strauss
Attorney Docket Number:	120083-236888 (P036C3)
Receipt Date:	05-MAR-2018
Filing Date:	12-DEC-2017
Time Stamp:	19:11:13
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$1720
RAM confirmation Number	030618INTEFSW00006735500393
Deposit Account	500393
Authorized User	Enoy Lawless
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows: 37 CFR 1.16 (National application filing, search, and examination fees) 37 CFR 1.17 (Patent application and reexamination processing fees)	

37 CFR 1.19 (Document supply fees)

37 CFR 1.21 (Miscellaneous fees and charges)

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Applicant Response to Pre-Exam Formalities Notice	P036C3_RESPONSE_NTFMP_03_05_18.pdf	91131 056e9373f122be476ba5696da1e5ce6b210e3624	no	1
Warnings:					
Information:					
2	Power of Attorney	P036C3_POA.pdf	206635 56544de152f8ae65f74edefa8fbd9cda3cc04e77	no	1
Warnings:					
Information:					
3	Assignee showing of ownership per 37 CFR 3.73	P036C3_373c.pdf	147380 cb48c35abebfc804b3e5b987675bcd59f162ac71	no	3
Warnings:					
Information:					
4	Notification of loss of entitlement to small entity status	P036C3_Loss-Entitlement-SE_Status_03_05_18.pdf	91521 2df224786bc3726b8d3d0f42b4b3022a9f5a28b5	no	1
Warnings:					
Information:					
5	Fee Worksheet (SB06)	fee-info.pdf	35650 7a9214a207ead0976596d4241e24d4874758 2ac3	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	572317		

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

Electronic Acknowledgement Receipt

EFS ID:	31963349
Application Number:	15839396
International Application Number:	
Confirmation Number:	8834
Title of Invention:	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE
First Named Inventor/Applicant Name:	G. Eric Engstrom
Customer Number:	25943
Filer:	Ryan Nathan Strauss/Enoy Lawless
Filer Authorized By:	Ryan Nathan Strauss
Attorney Docket Number:	120083-236888 (P036C3)
Receipt Date:	05-MAR-2018
Filing Date:	12-DEC-2017
Time Stamp:	19:11:13
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$1720
RAM confirmation Number	030618INTEFSW00006735500393
Deposit Account	500393
Authorized User	Enoy Lawless
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows: 37 CFR 1.16 (National application filing, search, and examination fees) 37 CFR 1.17 (Patent application and reexamination processing fees)	

37 CFR 1.19 (Document supply fees)

37 CFR 1.21 (Miscellaneous fees and charges)

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Applicant Response to Pre-Exam Formalities Notice	P036C3_RESPONSE_NTFMP_03_05_18.pdf	91131 056e9373f122be476ba5696da1e5ce6b210e3624	no	1
Warnings:					
Information:					
2	Power of Attorney	P036C3_POA.pdf	206635 56544de152f8ae65f74edefa8fbd9cda3cc04e77	no	1
Warnings:					
Information:					
3	Assignee showing of ownership per 37 CFR 3.73	P036C3_373c.pdf	147380 cb48c35abebfc804b3e5b987675bcd59f162ac71	no	3
Warnings:					
Information:					
4	Notification of loss of entitlement to small entity status	P036C3_Loss-Entitlement-SE_Status_03_05_18.pdf	91521 2df224786bc3726b8d3d0f42b4b3022a9f5a28b5	no	1
Warnings:					
Information:					
5	Fee Worksheet (SB06)	fee-info.pdf	35650 7a9214a207ead0976596d4241e24d4874758 2ac3	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	572317		

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

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National Stage of an International Application under 35 U.S.C. 371

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New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

Document code: WFEE

United States Patent and Trademark Office
Sales Receipt for Accounting Date: 03/07/2018

ABALINAN SALE #00000037 Mailroom Dt: 03/05/2018 500393 15839396
01 FC : 1051 160.00 DA

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United States Patent and Trademark Office
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www.uspto.gov

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
15/839,396	12/12/2017	G. Eric Engstrom	120083-P036C3

CONFIRMATION NO. 8834

25943
Schwabe Williamson & Wyatt
PACWEST CENTER, SUITE 1900
1211 SW FIFTH AVENUE
PORTLAND, OR 97204

FORMALITIES LETTER

OC000000096425723

Date Mailed: 01/04/2018

NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

Filing Date Granted

Items Required To Avoid Abandonment:

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing. Applicant is given **TWO MONTHS** from the date of this Notice within which to file all required items below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

- The statutory basic filing fee is missing.
- The application search fee must be submitted.
- The application examination fee must be submitted.
- Surcharge as set forth in 37 CFR 1.16(f) must be submitted.
  The surcharge is due for any one of:
  - late submission of the basic filing fee, search fee, or examination fee,
  - late submission of inventor's oath or declaration,
  - filing an application that does not contain at least one claim on filing, or
  - submission of an application filed by reference to a previously filed application.

SUMMARY OF FEES DUE:

The fee(s) required within **TWO MONTHS** from the date of this Notice to avoid abandonment is/are itemized below. Small entity discount is in effect. If applicant is qualified for micro entity status, an acceptable Certification of Micro Entity Status must be submitted to establish micro entity status. (See 37 CFR 1.29 and forms PTO/SB/15A and 15B.)

- $ **70** basic filing fee.
- $ **70** surcharge.
- $ **300** search fee.
- $ **360** examination fee.
- $(**0**) previous unapplied payment amount.
- $ **800** TOTAL FEE BALANCE DUE.

Replies must be received in the USPTO within the set time period or must include a proper Certificate of Mailing or Transmission under 37 CFR 1.8 with a mailing or transmission date within the set time period. For more information and a suggested format, see Form PTO/SB/92 and MPEP 512.

Replies should be mailed to:

Mail Stop Missing Parts
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

Registered users of EFS-Web may alternatively submit their reply to this notice via EFS-Web, including a copy of this Notice and selecting the document description "Applicant response to Pre-Exam Formalities Notice". https://sportal.uspto.gov/authenticate/AuthenticateUserLocalEPF.html

For more information about EFS-Web please call the USPTO Electronic Business Center at 1-866-217-9197 or visit our website at http://www.uspto.gov/ebc.

If you are not using EFS-Web to submit your reply, you must include a copy of this notice.

Questions about the contents of this notice and the requirements it sets forth should be directed to the Office of Data Management, Application Assistance Unit, at **(571) 272-4000** or **(571) 272-4200** or **1-888-786-0101**.

/mhaile/

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 15/839,396

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY FEE($)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	70		N/A	
SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	300		N/A	
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	360		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	20 minus 20 =	*	x 40 =	0.00	OR		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3 minus 3 =	*	x 210 =	0.00			
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			0.00			
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0.00			
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	730		TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY ADDITIONAL FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE($)
AMENDMENT A	Total (37 CFR 1.16(i))	*	Minus	**	=	x =		OR	x =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x =		OR	x =	
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE($)	ADDITIONAL FEE($)	OR	RATE($)	ADDITIONAL FEE($)
AMENDMENT B	Total (37 CFR 1.16(i))	*	Minus	**	=	x =		OR	x =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x =		OR	x =	
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".
The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.

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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
15/839,396	12/12/2017	2447	0.00	120083-P036C3	20	3

CONFIRMATION NO. 8834

25943
Schwabe Williamson & Wyatt
PACWEST CENTER, SUITE 1900
1211 SW FIFTH AVENUE
PORTLAND, OR 97204

FILING RECEIPT

OC000000098425722

Date Mailed: 01/04/2018

Receipt is acknowledged of this non-provisional patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. **If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections**

Inventor(s)

G. Eric Engstrom, Kirkland, WA;
Peter Zatloukal, Duvall, WA;
Tyrol Graham, Seattle, WA;

Applicant(s)

Varia Holdings LLC, Brooklyn, NY;

Power of Attorney: None

Domestic Priority data as claimed by applicant

This application is a CON of 14/158,708 01/17/2014 PAT 9843907
which is a CON of 13/427,794 03/22/2012 PAT 8635311
which is a CON of 10/477,046 11/07/2003 PAT 8166139
which is a 371 of PCT/US2002/014909 05/10/2002
which claims benefit of 60/290,592 05/11/2001

Foreign Applications for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see http://www.uspto.gov for more information.) - None.
Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

Permission to Access Application via Priority Document Exchange: Yes

Permission to Access Search Results: Yes

Applicant may provide or rescind an authorization for access using Form PTO/SB/39 or Form PTO/SB/69 as appropriate.

If Required, Foreign Filing License Granted: 01/02/2018
The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 15/839,396**
Projected Publication Date: To Be Determined - pending completion of Missing Parts
Non-Publication Request: No
Early Publication Request: No
**** SMALL ENTITY ****
Title

METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE

Preliminary Class

709

Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications: No

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

Since the rights granted by a U.S. patent extend only throughout the territory of the United States and have no effect in a foreign country, an inventor who wishes patent protection in another country must apply for a patent in a specific country or in regional patent offices. Applicants may wish to consider the filing of an international application under the Patent Cooperation Treaty (PCT). An international (PCT) application generally has the same effect as a regular national patent application in each PCT-member country. The PCT process **simplifies** the filing of patent applications on the same invention in member countries, but **does not result** in a grant of "an international patent" and does not eliminate the need of applicants to file additional documents and fees in countries where patent protection is desired.

Almost every country has its own patent law, and a person desiring a patent in a particular country must make an application for patent in that country in accordance with its particular laws. Since the laws of many countries differ in various respects from the patent law of the United States, applicants are advised to seek guidance from specific foreign countries to ensure that patent rights are not lost prematurely.

Applicants also are advised that in the case of inventions made in the United States, the Director of the USPTO must issue a license before applicants can apply for a patent in a foreign country. The filing of a U.S. patent application serves as a request for a foreign filing license. The application's filing receipt contains further information and guidance as to the status of applicant's license for foreign filing.

Applicants may wish to consult the USPTO booklet, "General Information Concerning Patents" (specifically, the section entitled "Treaties and Foreign Patents") for more information on timeframes and deadlines for filing foreign patent applications. The guide is available either by contacting the USPTO Contact Center at 800-786-9199, or it can be viewed on the USPTO website at http://www.uspto.gov/web/offices/pac/doc/general/index.html.

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, http://www.stopfakes.gov. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific

countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4258).

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Title 35, United States Code, Section 184

Title 37, Code of Federal Regulations, 5.11 & 5.15

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This license is to be retained by the licensee and may be used at any time on or after the effective date thereof unless it is revoked. This license is automatically transferred to any related applications(s) filed under 37 CFR 1.53(d). This license is not retroactive.

The grant of a license does not in any way lessen the responsibility of a licensee for the security of the subject matter as imposed by any Government contract or the provisions of existing laws relating to espionage and the national security or the export of technical data. Licensees should apprise themselves of current regulations especially with respect to certain countries, of other agencies, particularly the Office of Defense Trade Controls, Department of State (with respect to Arms, Munitions and Implements of War (22 CFR 121-128)); the Bureau of Industry and Security, Department of Commerce (15 CFR parts 730-774); the Office of Foreign AssetsControl, Department of Treasury (31 CFR Parts 500+) and the Department of Energy.

NOT GRANTED

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application for: Engstrom et al. Application No.: TBD Filed: December 12, 2017 For: METHOD AND SYSTEM FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE	Examiner: TBD Art Group: TBD Confirmation No.: TBD

Mail Stop Amendment
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

PRELIMINARY AMENDMENT

To the Commissioner of Patents:

Applicants respectfully requests that, prior to the examination of the above-referenced application, the Examiner enter the following amendments and consider the following remarks.

Amendments to the Specifications begin on page **2** of this paper.

Amendments to the Abstract begin on page **3** of this paper.

Amendments to the claims are reflected in the listing of the claims, which begins on page **4** of this paper.

Remarks begin on page **8** of this paper.

AMENDMENT TO THE SPECIFICATION:

Please replace the paragraph starting on page 1, following the heading "Related Application" with the following re-written paragraph:

This application is a continuation of U.S. Patent Application No. 14/158,708, filed January 17, 2014, now U.S. Patent No. 9,843,907, issued December 12, 2017, which is a continuation of U.S. Patent Application No. 13/427,794, filed March 22, 2012, and issued January 21, 2014 as U.S. Patent No. 8,635,311, which is a continuation of U.S. Patent Application No. 10/477,046, filed November 7, 2003 and issued on April 24, 2012 as U.S. Patent No. 8,166,139, which was the National Stage of International Application No. PCT/US2002/014909, filed on May 10, 2002, which itself claims the benefit of U.S. Provisional Application No. 60/290,592, filed May 11, 2001~~, the benefit of the earlier filing date of which is hereby claimed under 35 U.S.C. § 119(e)~~; the entire content and disclosure of ~~which~~each of the aforementioned documents are hereby incorporated by reference in their entireties.

AMENDMENTS TO THE ABSTRACT

Please amend the Abstract as detailed in the attached replacement sheet. This sheet replaces the original Abstract. The amendments to the Abstract are provided for stylistic reasons and to conform the application to the required and suggested form for U.S. applications. No new matter has been introduced by the amendment.

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims

1-33. (Cancelled)

34. (New) One or more computer-readable media containing instructions written thereon that, in response to execution on a computing system:

identify, for a mobile device, a user interface element existing on the mobile device prior to generation of hot links associated with the user interface element;

determine an action to be performed by the mobile device upon activation by a user of the user interface element;

generate a hot link to perform the action;

generate a message containing the hot link and assignment information assigning the hot link to the user interface element of the mobile device; and

send the message to the mobile device.

35. (New) The computer-readable media of claim 34, wherein identify a user interface element comprises identify a button on the mobile device.

36. (New) The computer-readable media of claim 34, wherein the action includes at least a selected one of a broadcast action, an Internet action, a download action, an upload action, and a call action.

37. (New) The computer-readable media of claim 34, wherein the instructions are further to cause the computing system to:

determine a connection type for sending the message to the mobile device; and

determine a location of the mobile device.

38. (New) The computer-readable media of claim 37, wherein generate the message further comprises include the location of the mobile device in the message.

39. (New) The computer-readable media of claim 37, wherein generate the message comprises format in accordance with a protocol corresponding to the connection type for sending the message to the mobile device.

40. (New) The computer-readable media of claim 34, wherein generate a hot link to perform the action comprises generate instructions that direct the recipient mobile device to tune to a broadcast.

41. (New) The computer-readable media of claim 34, wherein generate a hot link to perform the action comprises generate instructions to access an Internet site.

42. (New) The computer-readable media of claim 34, wherein generate of a hot link to perform the action comprises generate instructions that direct the recipient mobile device to call a number.

43. (New) The computer-readable media of claim 34, wherein generate a hot link to perform the action comprises generate instructions that direct the recipient mobile device to download data.

44. (New) The computer-readable media of claim 34, wherein generate a hot link to perform the action comprises generating instructions that direct the recipient mobile device to upload data.

45. (New) The computer-readable media of claim 34, wherein the mobile device is a member of a PAL LIST of a user of another mobile device.

46. (New) One or more computer-readable media containing instructions written thereon that, in response to execution on a mobile device , cause the mobile device to:

receive a message comprising a hot link and assignment information assigning the hot link to a user interface element of the mobile device that was on the mobile device prior to generation of the assignment information, the hot link comprising instructions to perform an action;

extract the hot link and the assignment information;

assign the hot link to the user interface element in accordance with the extracted assignment information;

receive an activation of the assigned user interface element; and

execute the hot link to perform the action, responsive to the activation of the assigned user interface element.

47. (New) The computer-readable media of claim 46, wherein the action includes at least a selected one of a broadcast action, an Internet action, a download action, an upload action, and a call action.

48. (New) The computer-readable media of claim 46, wherein receive activation of the assigned user interface element comprises receive activation of a button.

49. (New) The computer-readable media of claim 46, wherein receive activation of the assigned user interface element comprises receive activation of a displayed user interface element.

50. (New) A mobile device, comprising:

one or more computer processors;

a user interface element being part of the mobile device prior to generation of the assignment information; and

logic configured to operate on the one or more computer processors to:

receive a message comprising a hot link and assignment information assigning the hot link to an user interface element of the mobile device, the hot link comprising instructions to perform an action;

extract the hot link and the assignment information;

assign the hot link to the user interface element in accordance with the extracted assignment information;

receive an activation of the assigned user interface element; and

execute the hot link to perform the action, responsive to the activation of the assigned user interface element.

51. (New) The mobile device of claim 50, wherein the action includes at least a selected one of a broadcast action, an Internet action, a download action, an upload action, and a call action.

52. (New) The mobile device of claim 50, wherein receive activation of the assigned user interface element comprises receive activation of a button.

53. (New) The mobile device of claim 50, wherein receive activation of the assigned user interface element comprises receive activation of a displayed user interface element.

CONCLUSION

It is respectfully requested that, prior to the examination, the Examiner enter the above amendments and new claims. Support for the amendments and new claims can be found throughout the Specification. After entry of these amendments, claims 34-53 are currently pending.

If the Examiner has any questions concerning the present paper, the Examiner is kindly requested to contact the undersigned at (503) 796-2441.

Respectfully submitted,
SCHWABE, WILLIAMSON & WYATT, P.C.

Date: December 12, 2017

By: /Ryan N. Strauss/
Ryan N. Strauss
Reg. No.: 68, 392

REPLACEMENT SHEET OF ABSTRACT

Systems, methods, and computer-readable media for sending hotlinks to a device are provided. The device may be on a wireless network, a wired network, or directly coupled to the device sending the hot link. The hot link contains an associated action that is performed by the device receiving the hot link. The associated action may be performed when a user interface is activated or automatically when the hot link is received by the device. The action can be a broadcast action, Internet action, call action, download action, or upload action. The broadcast action instructs the device to tune to a particular broadcast in response to the selection of the user interface. The internet action instructs the device to access an Internet site in response to the selection of the user interface. The call action instructs the device to call a telephone number in response to the selection of use interface.

Electronic Acknowledgement Receipt

EFS ID:	31205108
Application Number:	15839396
International Application Number:	
Confirmation Number:	8834
Title of Invention:	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE
First Named Inventor/Applicant Name:	G. Eric Engstrom
Customer Number:	25943
Filer:	Ryan Nathan Strauss/Enoy Lawless
Filer Authorized By:	Ryan Nathan Strauss
Attorney Docket Number:	120083-P036C3
Receipt Date:	12-DEC-2017
Filing Date:	
Time Stamp:	17:05:23
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Application Data Sheet	P036C3_ADS_12_12_17.pdf	1823559 5fe2394402696af145dde0eba2e79ce5331a7129	no	9

Warnings:

Information:					
2		P036C3_Application.pdf	1537074 602027b0366e9bd21159496d37fba7ed86390632	yes	30
	Multipart Description/PDF files in .zip description				
	Document Description		**Start**	**End**	
	Specification		1	25	
	Claims		26	29	
	Abstract		30	30	
Warnings:					
Information:					
3	Drawings-only black and white line drawings	P036C3_Drawings.pdf	1510521 c38db939cd6f168175b053f8d5a4d77894f78f9e	no	13
Warnings:					
Information:					
4	Oath or Declaration filed	P036C3_copy-parent_DECS.pdf	2180895 76245975b6deb21aaa3cf820e63bf331a6c92e8d	no	3
Warnings:					
Information:					
5		P036C3_Preliminary_Amend_12_12_17.pdf	93577 cc96f552432aef6d368b1cfe9654deb7a90b892e	yes	8
	Multipart Description/PDF files in .zip description				
	Document Description		**Start**	**End**	
	Preliminary Amendment		1	1	
	Specification		2	2	
	Abstract		3	3	
	Claims		4	7	
	Applicant Arguments/Remarks Made in an Amendment		8	8	

Warnings:					
Information:					
6	Abstract	P036C3_Replacement-Abstract_12_12_17.pdf	43955 3100ff43251cf87b5742af1b7280a83516b74a3c	no	1
Warnings:					
Information:					
			Total Files Size (in bytes):	7189581	

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New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	120083-P036C3
	Application Number	
Title of Invention	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE	

The application data sheet is part of the provisional or nonprovisional application for which it is being submitted. The following form contains the bibliographic data arranged in a format specified by the United States Patent and Trademark Office as outlined in 37 CFR 1.76.
This document may be completed electronically and submitted to the Office in electronic format using the Electronic Filing System (EFS) or the document may be printed and included in a paper filed application.

Secrecy Order 37 CFR 5.2:

☐ Portions or all of the application associated with this Application Data Sheet may fall under a Secrecy Order pursuant to 37 CFR 5.2 (Paper filers only. Applications that fall under Secrecy Order may not be filed electronically.)

Inventor Information:

Inventor 1 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	G.	Eric	Engstrom	

Residence Information (Select One) ● US Residency Non US Residency Active US Military Service

City	Kirkland	State/Province	WA	Country of Residence	US

Mailing Address of Inventor:

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Address 2			
City	Kirkland	State/Province	WA
Postal Code	98033	Country	US

Inventor 2 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Peter		Zatloukal	

Residence Information (Select One) ◉ US Residency Non US Residency Active US Military Service

City	Duvall	State/Province	WA	Country of Residence	US

Mailing Address of Inventor:

Address 1	27521 NE 145th Lane		
Address 2			
City	Duvall	State/Province	WA
Postal Code	98019	Country	US

Inventor 3 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Tyrol		Graham	

Residence Information (Select One) ◉ US Residency Non US Residency Active US Military Service

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	120083-P036C3
	Application Number	
Title of Invention	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE	

City	Seattle	State/Province	WA	Country of Residence	US

Mailing Address of Inventor:

Address 1	3514 E. Columbia		
Address 2			
City	Seattle	State/Province	WA
Postal Code	98122	Country	US

All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the **Add** button. Add

Correspondence Information:

Enter either Customer Number or complete the Correspondence Information section below.
For further information see 37 CFR 1.33(a).

☐ **An Address is being provided for the correspondence Information of this application.**

Customer Number	25943		
Email Address	patent@schwabe.com	Add Email	Remove Email

Application Information:

Title of the Invention	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE		
Attorney Docket Number	120083-P036C3	Small Entity Status Claimed	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	13	Suggested Figure for Publication (if any)	

Filing By Reference:

Only complete this section when filing an application by reference under 35 U.S.C. 111(c) and 37 CFR 1.57(a). Do not complete this section if application papers including a specification and any drawings are being filed. Any domestic benefit or foreign priority information must be provided in the appropriate section(s) below (i.e., "Domestic Benefit/National Stage Information" and "Foreign Priority Information").

For the purposes of a filing date under 37 CFR 1.53(b), the description and any drawings of the present application are replaced by this reference to the previously filed application, subject to conditions and requirements of 37 CFR 1.57(a).

Application number of the previously filed application	Filing date (YYYY-MM-DD)	Intellectual Property Authority or Country

Publication Information:

☐ Request Early Publication (Fee required at time of Request 37 CFR 1.219)

☐ **Request Not to Publish.** I hereby request that the attached application not be published under 35 U.S.C. 122(b) and certify that the invention disclosed in the attached application **has not and will not** be the subject of an application filed in another country, or under a multilateral international agreement, that requires publication at eighteen months after filing.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	120083-P036C3
	Application Number	
Title of Invention	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE	

Representative Information:

Representative information should be provided for all practitioners having a power of attorney in the application. Providing this information in the Application Data Sheet does not constitute a power of attorney in the application (see 37 CFR 1.32).
Either enter Customer Number or complete the Representative Name section below. If both sections are completed the customer Number will be used for the Representative Information during processing.

Please Select One:	● Customer Number	US Patent Practitioner	◯ Limited Recognition (37 CFR 11.9)
Customer Number	31817		

Domestic Benefit/National Stage Information:

This section allows for the applicant to either claim benefit under 35 U.S.C. 119(e), 120, 121, 365(c), or 386(c) or indicate National Stage entry from a PCT application. Providing benefit claim information in the Application Data Sheet constitutes the specific reference required by 35 U.S.C. 119(e) or 120, and 37 CFR 1.78.
When referring to the current application, please leave the "Application Number" field blank.

Prior Application Status	Patented				Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
	Continuation of	14158708	2014-01-17	9843907	2017-12-12
Prior Application Status	Patented				Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
14158708	Continuation of	13427794	2012-03-22	8635311	2014-01-21
Prior Application Status	Patented				Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
13427794	Continuation of	10477046	2003-11-07	8166139	2012-04-24
Prior Application Status	Expired				Remove
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)		
10477046	a 371 of international	PCT/US2002/014909	2002-05-10		
Prior Application Status	Expired				Remove
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)		
PCT/US2002/014909	Claims benefit of provisional	60290592	2001-05-11		

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	120083-P036C3
	Application Number	
Title of Invention	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE	

Foreign Priority Information:

This section allows for the applicant to claim priority to a foreign application. Providing this information in the application data sheet constitutes the claim for priority as required by 35 U.S.C. 119(b) and 37 CFR 1.55. When priority is claimed to a foreign application that is eligible for retrieval under the priority document exchange program (PDX)[i] the information will be used by the Office to automatically attempt retrieval pursuant to 37 CFR 1.55(i)(1) and (2). Under the PDX program, applicant bears the ultimate responsibility for ensuring that a copy of the foreign application is received by the Office from the participating foreign intellectual property office, or a certified copy of the foreign priority application is filed, within the time period specified in 37 CFR 1.55(g)(1).

Remove

Application Number	Country[i]	Filing Date (YYYY-MM-DD)	Access Code[i] (if applicable)

Additional Foreign Priority Data may be generated within this form by selecting the **Add** button. Add

Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications

☐ This application (1) claims priority to or the benefit of an application filed before March 16, 2013 and (2) also contains, or contained at any time, a claim to a claimed invention that has an effective filing date on or after March 16, 2013.
NOTE: By providing this statement under 37 CFR 1.55 or 1.78, this application, with a filing date on or after March 16, 2013, will be examined under the first inventor to file provisions of the AIA.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	120083-P036C3
	Application Number	
Title of Invention	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE	

Authorization or Opt-Out of Authorization to Permit Access:

When this Application Data Sheet is properly signed and filed with the application, applicant has provided written authority to permit a participating foreign intellectual property (IP) office access to the instant application-as-filed (see paragraph A in subsection 1 below) and the European Patent Office (EPO) access to any search results from the instant application (see paragraph B in subsection 1 below).

Should applicant choose not to provide an authorization identified in subsection 1 below, applicant **must opt-out** of the authorization by checking the corresponding box A or B or both in subsection 2 below.

NOTE: This section of the Application Data Sheet is **ONLY** reviewed and processed with the **INITIAL** filing of an application. After the initial filing of an application, an Application Data Sheet cannot be used to provide or rescind authorization for access by a foreign IP office(s). Instead, Form PTO/SB/39 or PTO/SB/69 must be used as appropriate.

1. Authorization to Permit Access by a Foreign Intellectual Property Office(s)

A. Priority Document Exchange (PDX) - Unless box A in subsection 2 (opt-out of authorization) is checked, the undersigned hereby **grants the USPTO authority** to provide the European Patent Office (EPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), the State Intellectual Property Office of the People's Republic of China (SIPO), the World Intellectual Property Organization (WIPO), and any other foreign intellectual property office participating with the USPTO in a bilateral or multilateral priority document exchange agreement in which a foreign application claiming priority to the instant patent application is filed, access to: (1) the instant patent application-as-filed and its related bibliographic data, (2) any foreign or domestic application to which priority or benefit is claimed by the instant application and its related bibliographic data, and (3) the date of filing of this Authorization. See 37 CFR 1.14(h)(1).

B. Search Results from U.S. Application to EPO - Unless box B in subsection 2 (opt-out of authorization) is checked, the undersigned hereby **grants the USPTO authority** to provide the EPO access to the bibliographic data and search results from the instant patent application when a European patent application claiming priority to the instant patent application is filed. See 37 CFR 1.14(h)(2).

The applicant is reminded that the EPO's Rule 141(1) EPC (European Patent Convention) requires applicants to submit a copy of search results from the instant application without delay in a European patent application that claims priority to the instant application.

2. Opt-Out of Authorizations to Permit Access by a Foreign Intellectual Property Office(s)

☐ A. Applicant **DOES NOT** authorize the USPTO to permit a participating foreign IP office access to the instant application-as-filed. If this box is checked, the USPTO will not be providing a participating foreign IP office with any documents and information identified in subsection 1A above.

☐ B. Applicant **DOES NOT** authorize the USPTO to transmit to the EPO any search results from the instant patent application. If this box is checked, the USPTO will not be providing the EPO with search results from the instant application.

NOTE: Once the application has published or is otherwise publicly available, the USPTO may provide access to the application in accordance with 37 CFR 1.14.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	120083-P036C3
	Application Number	
Title of Invention	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE	

Applicant Information:

Providing assignment information in this section does not substitute for compliance with any requirement of part 3 of Title 37 of CFR to have an assignment recorded by the Office.

Applicant 1 Remove

If the applicant is the inventor (or the remaining joint inventor or inventors under 37 CFR 1.45), this section should not be completed. The information to be provided in this section is the name and address of the legal representative who is the applicant under 37 CFR 1.43; or the name and address of the assignee, person to whom the inventor is under an obligation to assign the invention, or person who otherwise shows sufficient proprietary interest in the matter who is the applicant under 37 CFR 1.46. If the applicant is an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest) together with one or more joint inventors, then the joint inventor or inventors who are also the applicant should be identified in this section.

Clear

● Assignee	Legal Representative under 35 U.S.C. 117	Joint Inventor
Person to whom the inventor is obligated to assign.	Person who shows sufficient proprietary interest	

If applicant is the legal representative, indicate the authority to file the patent application, the inventor is:

Name of the Deceased or Legally Incapacitated Inventor:

If the Applicant is an Organization check here. ☒

Organization Name	Varia Holdings LLC		
Mailing Address Information For Applicant:			
Address 1	956 East 8th Street		
Address 2			
City	Brooklyn	**State/Province**	NY
Country	US	Postal Code	11230
Phone Number		Fax Number	
Email Address			

Additional Applicant Data may be generated within this form by selecting the Add button. Add

Assignee Information including Non-Applicant Assignee Information:

Providing assignment information in this section does not substitute for compliance with any requirement of part 3 of Title 37 of CFR to have an assignment recorded by the Office.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	120083-P036C3
	Application Number	
Title of Invention	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE	

Assignee 1

Complete this section if assignee information, including non-applicant assignee information, is desired to be included on the patent application publication. An assignee-applicant identified in the "Applicant Information" section will appear on the patent application publication as an applicant. For an assignee-applicant, complete this section only if identification as an assignee is also desired on the patent application publication.

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If the Assignee or Non-Applicant Assignee is an Organization check here. ☐

Prefix	**Given Name**	Middle Name	**Family Name**	Suffix

Mailing Address Information For Assignee including Non-Applicant Assignee:

Address 1			
Address 2			
City		**State/Province**	
Country i		Postal Code	
Phone Number		Fax Number	
Email Address			

Additional Assignee or Non-Applicant Assignee Data may be generated within this form by selecting the Add button. Add

Signature:

Remove

NOTE: This Application Data Sheet must be signed in accordance with 37 CFR 1.33(b). **However, if this Application Data Sheet is submitted with the INITIAL filing of the application and either box A or B is not checked in subsection 2 of the "Authorization or Opt-Out of Authorization to Permit Access" section, then this form must also be signed in accordance with 37 CFR 1.14(c).**

This Application Data Sheet **must** be signed by a patent practitioner if one or more of the applicants is a **juristic entity** (e.g., corporation or association). If the applicant is two or more joint inventors, this form must be signed by a patent practitioner, **all** joint inventors who are the applicant, or one or more joint inventor-applicants who have been given power of attorney (e.g., see USPTO Form PTO/AIA/81) on behalf of **all** joint inventor-applicants.

See 37 CFR 1.4(d) for the manner of making signatures and certifications.

Signature	/Ryan N. Strauss/			Date (YYYY-MM-DD)	2017-12-12
First Name	Ryan N.	Last Name	Strauss	Registration Number	68392

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	120083-P036C3
	Application Number	
Title of Invention	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE	

This collection of information is required by 37 CFR 1.76. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 23 minutes to complete, including gathering, preparing, and submitting the completed application data sheet form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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The information provided by you in this form will be subject to the following routine uses:

1 The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether the Freedom of Information Act requires disclosure of these records.

2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.

3 A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.

4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).

5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent CooperationTreaty.

6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).

7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.

8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspections or an issued patent.

9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

METHOD AND SYSTEM FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE

Related Application

This application claims the benefit of U.S. Provisional Application No. 60/290,592, filed May 11, 2001, the benefit of the earlier filing date of which is hereby claimed under 35 U.S.C. § 119 (e).

Field of the Invention

The present invention relates to mobile telecommunication devices, and more specifically to sending a hot link that is associated with a user interface to a device.

Background of the Invention

Since their introduction, the number of services and features for cellular telephones has steadily increased while the cost of ownership and operation has decreased. At first, these mobile telecommunication devices operated on analog wireless networks that enabled voice communication and simple paging features. Later, digital wireless networks were introduced for cellular telephones to provide more advanced features for voice and data communication, such as encryption, caller identification and sending and receiving short message service (SMS) text messages. More recently, some cellular telephones enable the browsing of web pages on the Internet or other on-line services.

The functionality of cellular telephones continues to increase. Some cellular telephones incorporate many of the features originally provided for in handheld electronic devices, such as personal digital assistants (PDAs). Relatively simple PDA features such as keeping a list of contacts, a calendar, appointments, and the like have been generally integrated into recent cellular telephone models.

The lower cost of ownership, along with the increased services and features available, has made it common for individuals to own a cellular telephone and use it for daily communications. Individuals are no longer restricting the use of their cellular telephone to strictly business or emergency calls. They are talking with their friends about what they are currently listening to on the radio, watching on television, viewing on the World Wide Web, and the like. The user may want their friends to listen to the same radio or television broadcast they are experiencing, or view the same

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website they think is interesting. However, cellular telephones do not provide this ability. Instead, a cellular telephone user has to manually change the settings or configuration of their phone, or some other device, in order to participate with their friends in the desired activity.

Summary of the Invention

The invention relates to providing a method and system for generating and sending a hot link to a device. The hot link contains an action that instructs the receiving device to perform some activity when an associated user interface is selected.

According to one aspect of the invention, a mobile device is configured to generate and send a hot link to another device. The hot link may direct the device receiving the hot link to perform some action. For example, the action contained within the hot link may instruct the receiving device to tune a receiver to a particular broadcast, dial a number, respond to message, and the like.

According to another aspect of the invention, the hot link is associated with a user interface. When the user interface is selected the hot link action is performed. The user interface may be a physical button or a virtual button, icon, symbol, or some other user interface associated with the device receiving the hot link. The user interface may be a predetermined button on the device. For example, the * key on a device may be the predetermined button.

According to yet another aspect of the invention, a message that includes the hot link is generated and sent to the device. The message may be generated by the mobile device or may be generated by an external computer, such as a server. The message is sent using an appropriate message protocol for the receiving device. For example, the message may be sent to a mobile device using the SMS protocol.

According to still yet another aspect of the invention, the message includes an identification field that corresponds to the message delivered to the user of the device when the message is received. For example, the identification field could simply be a text statement such as: "Do you want to view HBO now?"

According to another aspect of the invention, the message contains a field that identifies the type of hot link contained within the message. Character codes are used to indicate the type of hot link. For example, the character code "!RS****" may be used to indicate that the type of action is a broadcast action that instructs the

device to change a tuner to a radio station using the characters supplied in the wildcard pattern *****.

According to yet another aspect of the invention, the hot link may be generated automatically based on the current configuration of the mobile device or selected manually. For example, when the user is listening to a radio station, a hot link is generated instructing a device to change to the radio station currently on the user's device. The user may also select the hot link from a list of available hot links.

According to still yet another aspect of the invention, the selection of devices that are to receive the hot link may be manually or automatically generated. The user may select each device manually, or the selection may be based on a user's preferences, such as the preferences found in a PAL list.

These and various other features as well as advantages, which characterize the present invention, will be apparent from a reading of the following detailed description and a review of the associated drawings.

Brief Description of the Drawings

FIGURE 1 is a schematic diagram that shows an exemplary system overview;

FIGURE 2 is a schematic diagram that illustrates an exemplary system overview in which local area networks and a wide area network are interconnected by routers;

FIGURE 3 is a schematic diagram that shows an exemplary server;

FIGURE 4 is a schematic diagram that illustrates an exemplary mobile device;

FIGURE 5 illustrates another exemplary embodiment of a mobile device for generating, sending and receiving hot links;

FIGURE 6 shows a functional block diagram of a hot link transfer system utilizing a server and mobile devices;

FIGURE 7 illustrates an exemplary display for selecting the action associated with the hot link;

FIGURE 8 illustrates a functional block diagram for a hot link system;

FIGURE 9 illustrates an exemplary hot link message format;

FIGURE 10 illustrates a process for generating and sending a hot link to a device;

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FIGURE 11 illustrates a set of exemplary actions that may be included within a hot link;

FIGURE 12 illustrates a process for identifying devices to send the hot link message; and

FIGURE 13 illustrates a process for generating a hot link message for a device, in accordance with aspects of the invention.

Detailed Description of the Preferred Embodiment

In the following detailed description of exemplary embodiments of the invention, reference is made to the accompanied drawings, which form a part hereof, and which is shown by way of illustration, specific exemplary embodiments of which the invention may be practiced. Each embodiment is described in sufficient detail to enable those skilled in the art to practice the invention, and it is to be understood that other embodiments may be utilized, and other changes may be made, without departing from the spirit or scope of the present invention. The following detailed description is, therefore, not to be taken in a limiting sense, and the scope of the present invention is defined only by the appended claims.

Throughout the specification and claims, the following terms take the meanings explicitly associated herein, unless the context clearly dictates otherwise. The term "a broadcast spectrum" means any portion or portions of the range of frequencies, channels, or Internet addresses employed for broadcasting that are selected for tuning in conjunction with the practice of the invention disclosed herein. The term "broadcast" includes but is not limited to commercial radio and television stations, Internet radio and the like. The term "user preference" can include a plurality of elements. For example, a user preference for disco music circa 1980 has at least two elements, i.e., the type of music and the era. The term "user interface" can include any type of element that is selectable on a device, including, but not limited to, push-button, rocker switch, slider, dial, key, mouse, pointer, touch-sensitive pad, touch sensitive screen, and soft key.

Referring to the drawings, like numbers indicate like parts throughout the views. Additionally, a reference to the singular includes a reference to the plural unless otherwise stated or is inconsistent with the disclosure herein.

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Briefly described, the present invention is directed to generating and sending a hot link to a telecommunications device. The hot link is associated with an action that can be performed by the receiving device. The hot link may be associated with a user interface that when selected activates the hot link. Alternatively, the action may automatically be performed when the hot link and the associated action are received. For example, a hot link may be associated with an action to call another user upon activation of a user interface, or when the hot link is received by the device, automatically performing the associated action.

With reference to FIGURE 1, an exemplary system in which the invention operates includes wireless mobile devices 105-108, wireless network 110, gateway 115, wide area network (WAN)/local area network (LAN) 200 and one or more world wide web (WWW) servers 300.

Wireless devices 105-108 are coupled to wireless network 110 and are described in more detail in conjunction with FIGURE 4 and FIGURE 5. Generally, mobile devices 105-108 include any device capable of connecting to a wireless network such as wireless network 110. Such devices include cellular telephones, smart phones, pagers, radio frequency (RF) devices, infrared (IR) devices, citizen band radios (CBs), integrated devices combining one or more of the preceding devices, and the like. Mobile devices 105-108 may also include other devices that have a wireless interface such as PDAs, handheld computers, personal computers, multiprocessor systems, microprocessor-based or programmable consumer electronics, network PCs, wearable computers, and the like.

Wireless network 110 transports information to and from devices capable of wireless communication, such as mobile devices 105-108. Wireless network 110 may include both wireless and wired components. For example, wireless network 110 may include a cellular tower that is linked to a wired telephone network. Typically, the cellular tower carries communication to and from cell phones, pagers, and other wireless devices, and the wired telephone network carries communication to regular phones, long-distance communication links, and the like.

Wireless network 110 is coupled to WAN/LAN through gateway 115. Gateway 115 routes information between wireless network 110 and WAN/LAN 200. For example, a user using a wireless device may browse the Internet by calling a certain number or tuning to a particular frequency. Upon receipt of the number, wireless

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network 110 is configured to pass information between the wireless device and gateway 115. Gateway 115 may translate requests for web pages from wireless devices to hypertext transfer protocol (HTTP) messages, which may then be sent to WAN/LAN 200. Gateway 115 may then translate responses to such messages into a form compatible with the requesting device. Gateway 115 may also transform other messages sent from wireless devices 105-108 into information suitable for WAN/LAN 200, such as e-mail, audio, voice communication, contact databases, calendars, appointments, and the like.

Typically, WAN/LAN 200 transmits information between computing devices as described in more detail in conjunction with FIGURE 2. One example of a WAN is the Internet, which connects millions of computers over a host of gateways, routers, switches, hubs, and the like. An example of a LAN is a network used to connect computers in a single office. A WAN may connect multiple LANs.

WWW servers 300 are coupled to WAN/LAN 200 through communication mediums. WWW servers 300 provide access to information and services as described in more detail in conjunction with FIGURE 3.

FIGURE 2 shows another exemplary system in which the invention operates in which a number of local area networks ("LANs") 220_{a-d} and wide area network ("WAN") 230 interconnected by routers 210. Routers 210 are intermediary devices on a communications network that expedite message delivery. On a single network linking many computers through a mesh of possible connections, a router receives transmitted messages and forwards them to their correct destinations over available routes. On an interconnected set of LANs--including those based on differing architectures and protocols--, a router acts as a link between LANs, enabling messages to be sent from one to another. Communication links within LANs typically include twisted wire pair, fiber optics, or coaxial cable, while communication links between networks may utilize analog telephone lines, full or fractional dedicated digital lines including T1, T2, T3, and T4, Integrated Services Digital Networks (ISDNs), Digital Subscriber Lines (DSLs), wireless links, or other communications links known to those skilled in the art. Furthermore, computers, such as remote computer 240, and other related electronic devices can be remotely connected to either LANs 220_{a-d} or WAN 230 via a modem and temporary telephone link. The number of WANs, LANs, and routers in FIGURE 2 may be increased or decreased without departing from the

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spirit or scope of this invention. As such, it will be appreciated that the Internet itself may be formed from a vast number of such interconnected networks, computers, and routers and that an embodiment of the invention could be practiced over the Internet without departing from the spirit and scope of the invention.

The media used to transmit information in communication links as described above illustrates one type of computer-readable media, namely communication media. Generally, computer-readable media includes any media that can be accessed by a computing device. Computer-readable media may include computer storage media, communication media, or any combination thereof.

Communication media typically embodies computer-readable instructions, data structures, program modules, or other data in a modulated data signal such as a carrier wave or other transport mechanism and includes any information delivery media. The term "modulated data signal" means a signal that has one or more of its characteristics set or changed in such a manner as to encode information in the signal. By way of example, communication media includes wired media such as twisted pair, coaxial cable, fiber optics, wave guides, and other wired media and wireless media such as acoustic, RF, infrared, and other wireless media.

The Internet has recently seen explosive growth by virtue of its ability to link computers located throughout the world. As the Internet has grown, so has the WWW. Generally, the WWW is the total set of interlinked hypertext documents residing on HTTP servers around the world. Documents on the WWW, called pages or Web pages, are typically written in HTML (Hypertext Markup Language) or some other markup language, identified by URLs (Uniform Resource Locators) that specify the particular machine and pathname by which a file can be accessed, and transmitted from server to end user using HTTP. Codes, called tags, embedded in an HTML document associate particular words and images in the document with URLs so that a user can access another file, which may literally be halfway around the world, at the press of a key or the click of a mouse. These files may contain text (in a variety of fonts and styles), graphics images, movie files, media clips, and sounds as well as Java applets, ActiveX controls, or other embedded software programs that execute when the user activates them. A user visiting a Web page also may be able to download files from an FTP site and send messages to other users via email by using links on the Web page.

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A WWW server, as described in more detail in conjunction with FIGURE 3, is a computer connected to a network having storage facilities for storing hypertext documents for a WWW site and running administrative software for handling requests for the stored hypertext documents. A hypertext document normally includes a number of hyperlinks, i.e., highlighted portions of text which link the document to another hypertext document possibly stored at a WWW site elsewhere on the Internet. Each hyperlink is associated with a URL that provides the location of the linked document on a server connected to the Internet and describes the document. Thus, whenever a hypertext document is retrieved from any WWW server, the document is considered to be retrieved from the WWW. As is known to those skilled in the art, a WWW server may also include facilities for storing and transmitting application programs, such as application programs written in the JAVA programming language from Sun Microsystems, for execution on a remote computer. Likewise, a WWW server may also include facilities for executing scripts and other application programs on the WWW server itself.

A user may retrieve hypertext documents from the WWW via a WWW browser application program located on a wired or wireless device. A WWW browser, such as Netscape's NAVIGATOR® or Microsoft's INTERNET EXPLORER®, is a software application program for providing a graphical user interface to the WWW. Upon request from the user via the WWW browser, the WWW browser accesses and retrieves the desired hypertext document from the appropriate WWW server using the URL for the document and HTTP. HTTP is a higher-level protocol than TCP/IP and is designed specifically for the requirements of the WWW. HTTP is used to carry requests from a browser to a Web server and to transport pages from Web servers back to the requesting browser or client. The WWW browser may also retrieve application programs from the WWW server, such as JAVA applets, for execution on a client computer.

FIGURE 3 shows an exemplary WWW server 300 that is operative to provide a WWW site. Accordingly, WWW server 300 transmits WWW pages to the WWW browser application program executing on requesting devices to carry out this process. For instance, WWW server 300 may transmit pages and forms for receiving information about a user, such as user preferences, address, telephone number, billing

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information, credit card numbers, and the like. Moreover, WWW server 300 may transmit WWW pages to a requesting device that allow a user to participate in a WWW site. WWW server 300 may also generate and send hot links to devices on a network. The transactions may take place over the Internet, WAN/LAN 200, or some other communications network known to those skilled in the art.

Those of ordinary skill in the art will appreciate that the WWW server 300 may include many more components than those shown in FIGURE 3. However, the components shown are sufficient to disclose an illustrative embodiment for practicing the present invention. As shown in FIGURE 3, WWW server 300 is connected to WAN/LAN 200, or other communications network, via network interface unit 310. Those of ordinary skill in the art will appreciate that network interface unit 310 includes the necessary circuitry for connecting WWW server 300 to WAN/LAN 200, and is constructed for use with various communication protocols including the TCP/IP protocol. Typically, network interface unit 310 is a card contained within WWW server 300.

WWW server 300 also includes processing unit 312, video display adapter 314, and a mass memory, all connected via bus 322. The mass memory generally includes RAM 316, ROM 332, and one or more permanent mass storage devices, such as hard disk drive 328, a tape drive, CD-ROM/DVD-ROM drive 326, and/or a floppy disk drive. The mass memory stores operating system 320 for controlling the operation of WWW server 300. It will be appreciated that this component may comprise a general purpose server operating system as is known to those of ordinary skill in the art, such as UNIX, LINUX™, or Microsoft WINDOWS NT®. Basic input/output system ("BIOS") 318 is also provided for controlling the low-level operation of WWW server 300.

The mass memory as described above illustrates another type of computer-readable media, namely computer storage media. Computer storage media may include volatile and nonvolatile, removable and non-removable media implemented in any method or technology for storage of information, such as computer readable instructions, data structures, program modules or other data. Examples of computer storage media include RAM, ROM, EEPROM, flash memory or other memory technology, CD-ROM, digital versatile disks (DVD) or other optical storage,

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magnetic cassettes, magnetic tape, magnetic disk storage or other magnetic storage devices, or any other medium which can be used to store the desired information and which can be accessed by a computing device.

The mass memory also stores program code and data for providing a WWW site. More specifically, the mass memory stores applications including WWW server application program 330, programs 334, and hot link application 336. Generally, hot link application 336 may generated and send messages containing hot links to other devices. The hot link contains an action that instructs the receiving device to perform some action upon activation of the hot link (See figures and related discussion below). WWW server application program 330 includes computer executable instructions which, when executed by WWW server computer 300, generate WWW browser displays, including performing the logic described above. WWW server 300 may include a JAVA virtual machine, an SMTP handler application for transmitting and receiving email, an HTTP handler application for receiving and handing HTTP requests, JAVA applets for transmission to a WWW browser executing on a client computer, and an HTTPS handler application for handling secure connections. The HTTPS handler application may be used for communication with external security applications (not shown), to send and receive private information in a secure fashion.

WWW server 300 also comprises input/output interface 324 for communicating with external devices, such as a mouse, keyboard, scanner, or other input devices not shown in FIGURE 3. Likewise, WWW server 300 may further comprise additional mass storage facilities such as CD-ROM/DVD-ROM drive 326 and hard disk drive 328. Hard disk drive 328 is utilized by WWW server 300 to store, among other things, application programs, databases, and program data used by WWW server application program 330, and hot link application 336. For example, customer databases, product databases, image databases, and relational databases may be stored. The operation and implementation of these databases is well known to those skilled in the art.

FIGURE 4 shows an exemplary mobile device 400, according to one embodiment of the invention. Mobile device 400 may be arranged to transmit and receive data. For instance, mobile device 400 may send and receive messages from other mobile devices and servers as well as receiving broadcasts. For example, mobile device 400 may receive SMS messages containing a hot link. The data transmissions

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may take place over the Internet, WAN/LAN 200, or some other communications network known to those skilled in the art.

Those of ordinary skill in the art will appreciate that mobile device 400 may include many more components than those shown in FIGURE 4. However, the components shown are sufficient to disclose an illustrative embodiment for practicing the present invention. As shown in the figure, mobile device 400 includes processing unit 412, memory 448, RAM 416, ROM 432, operating system 420, application 430, programs 434, data storage 436, bios 418, power 426, input/output interface 424, wireless interface unit 410, LED 450, tuner(s) 452, audio 454, display 456, keypad 458, infrared input/output 460, and barcode input/output 462.

Mobile device 400 may connect to WAN/LAN 200, or other communications network, via wireless interface unit 410. Those of ordinary skill in the art will appreciate that wireless interface unit 410 includes the necessary circuitry for connecting mobile device 400 to WAN/LAN 200, and is constructed for use with various communication protocols including the TCP/IP protocol. Wireless interface unit 410 may include a radio layer (not shown) that is arranged to transmit and receive radio frequency communications. Wireless interface unit 410 connects mobile device 400 to external devices, via a communications carrier or service provider.

Mass memory 448 generally includes RAM 416, ROM 432, and one or more data storage units 436. The mass memory stores operating system 420 for controlling the operation of mobile device 400. It will be appreciated that this component may comprise a general purpose server operating system as is known to those of ordinary skill in the art, such as a version of UNIX, LINUX™, or Microsoft WINDOWS ®. Basic input/output system ("BIOS") 418 is also provided for controlling the low-level operation of mobile device 400.

The mass memory as described above illustrates another type of computer-readable media, namely computer storage media. Computer storage media may include volatile and nonvolatile, removable and non-removable media implemented in any method or technology for storage of information, such as computer readable instructions, data structures, program modules or other data. Examples of computer storage media include RAM, ROM, EEPROM, flash memory or other memory technology, CD-ROM, digital versatile disks (DVD) or other optical storage,

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magnetic cassettes, magnetic tape, magnetic disk storage or other magnetic storage devices, or any other medium which can be used to store the desired information and which can be accessed by a computing device.

The mass memory also stores program code and data used within mobile device 400. More specifically, the mass memory stores applications including opinion application 430, and programs 434. Programs 434 may include computer executable instructions which, when executed by mobile device 400, transmit and receive hot links, WWW pages, e-mail, audio, video, and the like. One or more programs 434 may be loaded into memory 448 and run under control of operating system 420. Hot link application 430 performs the methods described below. Generally, hot link application 430 may generate, send and receive hot links. When hot link application 430 receives a hot link, the action corresponding to the hot link is associated with a user interface on mobile device 400. The user interface may be a physical button or a virtual button. When hot link application 430 sends a hot link, a message is formed containing the hot link and instructions relating to the action associated with the hot link. Examples of application programs include radio tuner programs, phone programs, communication programs, productivity programs (word processing, spreadsheet, etc.), browser programs, and the like. Mobile computing device 400 also includes ROM 432. ROM 432 may be used to store data that should not be lost when mobile device 400 loses power.

Mobile device 400 also comprises input/output interface 424 for communicating with external devices, such as a headset, or other input or output devices not shown in FIGURE 4. Data storage 436 is utilized by mobile device 400 to store, among other things, application programs, databases, and program data used by the mobile device broadcast delivery application. For example, user databases, product databases, image databases, and relational databases may be stored. The operation and implementation of these databases is well known to those skilled in the art.

Keypad 458 may be any input device arranged to receive inputs from a user. For example, keypad 458 may be a push button numeric dialing, or a keyboard. Display 456 may be a liquid crystal display, or any other type of display commonly used in mobile devices. Keypad 458 may also include a button that is associated with hot links. Display 456 may also be a touch screen arranged to receive a users inputs. Infrared input/output 460 may be used to send and receive infrared commands to/from

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other devices. Barcode input/output 462 may be used in a manner consistent with barcode readers. For example, barcode input/output 462 may be used to scan and identify items including a barcode.

Power supply 426 provides power to mobile device 400. According to one embodiment, a rechargeable battery provides power. The power may be also be provided by an external power source, such as an AC adapter or a powered docking cradle that supplements or recharges the battery.

As shown, mobile device 400 includes light emitting diode (LED) display 450, tuner(s) 452, and audio interface 454. LED display 450 may be controlled to remain active for specific periods or events. For example, an LED display may stay on while the phone is powered or may light up in various patterns. The patterns may be a predetermined or random pattern. Audio interface 454 is arranged to receive and provide audio signals. For example, audio interface 454 may be coupled to a speaker (not shown) to provide audio from a telephone call, tuner(s) 452, or from some other audio source. Audio interface 454 may also be coupled to an input device, such as a microphone, to receive audio input. Tuner(s) 452 may be any tuner to receive a broadcast. For example, tuner(s) 452 may be an AM tuner, an FM tuner, an AM/FM tuner, an Internet radio tuner, a television tuner, and the like.

FIGURE 5 illustrates another exemplary embodiment of a mobile device for generating, sending and receiving hot links, according to one embodiment of the invention. Mobile device 501 appears as a typical cellular telephone having a display 502 and a set of 12 input keys 503 that form a telephone keypad. Mobile device 501 possesses one or more audio speakers 504 for generating audio data for users and an audio input microphone 505 for accepting audio input data from users. Devices 502-505 may be used when mobile device 501 operates as a telephone as well as when mobile device 501 receives data such as broadcast data or Internet data for display. One skilled in the art will also recognize that these devices may be implemented using external headphones and microphones.

Mobile device 501 also possesses three additional input buttons: command button 520, positive opinion button 521 and negative opinion button 522. Command button 520 is one type of user interface that may be associated with a hot link. When command button 520 is activated, an action corresponding to a hot link is performed. Command button 520 may be selected to send a hot link to another device,

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or perform an action associated with a received hot link. Command button 520 may be associated with any information that instructs mobile device 501 to perform some action.

Positive opinion button 521 and negative opinion button 522 provide a simple mechanism for permitting a user to input positive and negative opinion about an item. For example, an item may be a current song playing on the mobile device. The user may depress positive opinion button 521 one or more times to provide an indication of his or her positive opinion of the song. This opinion information may be transmitted to a central database on a web server, along with identifying information about the item. A user may generate and transmit similar information indicating a negative opinion of the item, as well as the degree of the negative opinion about the item, by using negative opinion button 522 in the same manner as positive opinion button 521.

A user may set up a preference list that automatically sends a hot link to a predetermined list of users based on their opinion of an item. For example, a user may set up a preference to send a hot link to a group of users to tune to a particular radio station, based on their level of opinion of the song playing on the station. For example, the user may set up a preference list that automatically sends a hot link containing an action instructing the device to tune to a radio station when the level opinion for an item exceeds seven (7) on a scale of one (1) to ten (10). Alternatively, the user may use command button 520 to send a hot link to another device or group of devices.

The device's display 502 may also provide data associated with a PAL LIST of other users of similar mobile devices. The PAL LIST may include one or more entries for friends of the user. This list is similar to a friends or buddy list that may be part of instant messaging systems operating over the Internet. For each member of the PAL LIST, a set of status data for the individual user may be displayed. This status data may include an indication of the user's location, an indication of the broadcast station currently being played (if any), and any current aggregated opinion data. For example, an entry for "Joe" 511 indicates that he is watching television station identified as "HBO" and he has currently provided four (4) positive opinions for the show he is currently viewing. User 512 is the current user of mobile device 501. Currently, user 512 is online and is listening to radio station identified as "THE END"

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and has provided seven (7) positive opinions for the song currently playing. According to one embodiment of the invention, user 512 may select command button 520 to send a hot link to another device. For example, according to the present example, a hot link may be sent to "Joe" that includes instructions to tune Joe's device to "THE END" when he activates the hot link by selecting a user interface. As will be appreciated, the hot link may be associated with any action performable by the device receiving the hot link. The actions performable vary by the functionality provided by the receiving device. For example, a mobile device will typically have some functionality that is different than a personal computer.

The PAL LIST mechanism includes a feature in which a particular user must "opt-in" or affirmatively agree to provide this status data to a requesting user of another mobile device 501 before the web server will share this data. The members of the PAL LIST may remove any previously granted permission to receive status data from a first user to block a second user from receiving information about the first user. As such, no user of the mobile devices will have status data shared with other individuals without their approval.

In various embodiments, the mobile device may be a selected one of a wireless mobile phone, a pager, a personal digital assistant (PDA), a palm-sized computing device, a laptop computer, a portable radio, a portable MPx player, and a portable CD/DVD player.

FIGURE 6 shows a functional block diagram of a hot link transfer system utilizing a server and mobile devices, in accordance with the present invention. As shown in the figure, hot link transfer system 600 includes personal computer 670, mobile device 620, mobile device 630, radio broadcast 660, TV broadcast 650, and data broadcast 626. Personal computer 670 includes display 675 and hot link application 680. Server 640 includes hot link application 680. Mobile device 620 includes display 622, command button 624, and hot link application 680. Mobile device 630 includes display 632, command button 634, and hot link application 680.

In this implementation, server 640 is a computing device such as the one described above in conjunction with FIGURE 3, and mobile devices 620 and 630 are mobile computing devices such as the ones described above in conjunction with FIGURE 4 or FIGURE 5. Hot link application 680 may generate hot links, send hot links, and receive hot links to/from other devices. Server 640 may route hot links to

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other devices, as well as be programmed to automatically generate hot links and send them to requesting devices. For example, server hot link application 680 may generate hot links for a user based on their user preferences. One particular example would include when a user desires to have a hot link sent to his device when a certain song is playing. When the song is playing, server hot link application 680 may send a hot link instructing the user's device to receive the broadcast of the song when the command button is activated. The server may access a remote data source to identify the songs that are currently being played. For example, songlist information is typically available from CLEAR CHANNEL. Hot link application 680 may generate a message format using a specified protocol for each type of device receiving the hot link. For example, hot link application 680 may generate an SMS message containing the hot link for a mobile device, or a hot link containing java script for other devices.

An illustrative example will now be described. As illustrated on display 632, the user of mobile device 630 is listening to "THE END." According to this example, the user of mobile device 630 desires to send a hot link to the users of mobile device 620 and personal computer 670 that will tune their devices to the broadcast identified by "THE END" when they select a command button on their device. To transfer the hot link, the user of mobile device 630 may select command button 634, or some other user interface such as a physical or virtual button on mobile device 630. In response to the selection of a user interface, mobile device's 630 hot link application 680 generates the message containing the hot link and sends the message to the other devices. Alternatively, hot link application 680 or mobile device 630 may send a message to server 640 indicating the hot link to generate and the devices to receive the hot link. When the hot link is sent to mobile device 620 and personal computer 670, the user of the device is notified of the received hot link. One method of notification is delivering a visual indication to the user on the device's display. According to the present example, the message "Listen, to THE END?" is shown on display 622 of mobile device 620 as well as on display 675 of personal computer 670. The user may also be notified by some other method, including an audio notification, or some other type of visual notification. As will be appreciated, many types of messages may be generated notifying the user of the received hot link. The user of device 620 and personal computer 670 may decide whether or not to activate the hot link. If the user

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desires to activate the hot link, the user selects the command button and the device is tuned to "THE END."

FIGURE 7 illustrates an exemplary display for selecting the action associated with the hot link, according to one embodiment of the invention. As shown in the figure, hot link action selection system 700, includes display 701, hot link items 710, PALS button 731, SIMILAR button 732, EVERYONE button 733, and SELECT USER button 734. Hot link items 710 include opinion indicators 720, titles 724, and descriptions 726.

Hot link items 710 contain a set of actions that may be used to generate a hot link. Display 701 may contain titles 724 identifying the action, as well as descriptions 726 of the action. The title may be the broadcast name, item, song name, movie, product number, and the like. Display 701 may also provide a visual representation of the number of users who have provided positive and negative opinions corresponding to the action.

Display 701 also shows levels 720 of the user opinions. Levels 720 indicate the level of the positive or negative opinion expressed by a particular user or group of users. The group of users may be the users within the PAL list specified by the user, or some other list. The opinion data may be used in many different ways. For example, the opinion data may be used to help select the action to be associated with the hot link. For example, when the action item has been given a negative opinion, the user may decide not to select the action to associate with a hot link. When the opinions are positive for an item, however, the user may select the action to be associated with the hot link. For example, the user may decide to select an action relating to the radio station "THE END" since the opinion level is positive.

Display 701 may also provide mechanisms, such as buttons 731-734 to indicate which groups should receive the hot link. For example, PALS button 731 may indicate to send the hot link to other users found on their PAL LIST. SIMILAR button 732 may be used to send the hot link to only those people whose opinions are similar to their own. For example, the similar individuals may be generated based on the users previous opinions expressed and compared with other similar users who have expressed opinions in the system. Similarly, an EVERYONE button 733 may be used to send the hot link to all devices. Select user button 734 may be used to select a particular user in which to send the hot link. Of course, any other groups of users may be generated

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automatically or manually. The groups may be generated based on a user's preferences, demographic data, and the like.

FIGURE 8 illustrates a functional block diagram for a hot link system, according to one embodiment of the invention. As shown in the figure, hot link system 800 includes user interface module 802, that interacts with the user of the device through the a set of modules. These modules include hot link interface module 811, audio interface module 812, video interface module 813, display interface module 814, Internet communication module 821, web browser module 822, and telecommunications interface module 823.

Hot link interface module 811 generates, sends and receives hot links. Hot link interface module 811 interacts with the other interface modules to obtain the information used to generate and perform the action associated with the hot link. Hot link Interface module 811 may also generate a data message containing the hot link and generate instructions that instruct the device to send the hot link to other devices.

Audio interface module 812 processes the audio broadcast data received from all sources, including any broadcast tuners (not shown), web browser module 822, telecommunications interface module 823 and any other sources of audio data. Audio interface module 812 performs any processing necessary to format and decode any audio data so that it may be output to the user. This module may process audio data in any format including sampled analog data and encoded audio data as well as merely control the output of an analog signal received from the radio tuner. Audio interface module 812 may provide audio data to hot link interface 811 used in generation of the hot link. Audio interface module 812 may also receive tuning instructions from hot link interface 811 to tune to a particular broadcast.

Video interface module 813 processes video broadcast data received that is to be displayed as a rendered image on the mobile device's display. Video interface module 813 processes the data to display web pages rendered from a mark-up language such as HTML, static graphic images in any format, such as GIF, JPEG, TIFF, BMP, and similar representations of audio data, and video sequences of images such as streaming video, QUICKTIME movies, MPEG movies and similar representations of video data. Video interface module 813 may provide video data to hot link interface 811 used in generation of the hot link associated with video. Video interface module

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813 may also receive tuning instructions from hot link interface 811 to tune to a particular broadcast.

Display interface module 814 processes any data that specifies how other display elements on the mobile device, such as the color, intensity and display characteristics of input buttons on the mobile device. As is discussed above, LEDs may be placed on the mobile device and display various patterns. For example, LEDs of various colors may be associated with input buttons. As such, display interface module 814 processes received data to illuminate various buttons as desired. Display interface module 814 may provide visual data to hot link interface 811 used in generation of the hot link associated with the display of the device. Display interface module 814 may also receive display instructions from hot link interface 811 to create a particular display in response to the performed hot link.

User interface module 802 interacts with the telecommunications interface module 823 to process any telephone call related operations of the device. Telecommunications interface module 833 may provide call data to hot link interface 811 used in generation of the hot link associated with telecommunications. Telecommunications interface module 833 may also receive calling instructions from hot link interface 811 to call to a particular telephone number.

User interface module 802 also interacts with web browser module 822 to receive, process and display Internet-related data. Broadcast related modules interact with user interface module 802 to receive and output radio related data to a user. Browser module 822 may provide browser data to hot link interface 811 used in generation of the hot link associated with browsing a Web site. Browser module 822 may also receive instructions from hot link interface 811 to retrieve or send information to/from a particular site.

Web browser module 822 communicates with web sites on the Internet through Internet communications module 821. Web browser module 822 receives the web page data and renders the image corresponding to the data and web pages that are displayed to the user. Internet communication module 821 performs the communications functions necessary to connect to the Internet as well as send and receive web page data that may be specified in a web page mark-up language such as HTML, WAP, or similar web page specification languages.

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FIGURE 9 illustrates an exemplary hot link message format, in accordance with aspects of the invention. As shown in the figure, hot link message format 900 includes header 910, hot link type 915, link assign 920, link action 925, and message 930. The hot link message format is exemplary only and not intended to be limiting.

Header 910 is used to store routing information for the message. The header contains information relating to the location of the device that will receive the hot link. For example, the header may indicate the location of mobile device 620. According to another example, the header may indicate the location for the personal computer 670 (See FIGURE 6 and related discussion).

Hot link type field 915 indicates the type of hot link is contained within the message. The hot link may be many different types, including, but not limited to: a broadcast type, a telecommunications type, a network type, a message type, a data type, and the like. The broadcast type indicates that the hot link is associated with a broadcast. For example, the hot link tunes the device to a particular broadcast station. A telecommunications type indicates that the hot link is associated with the telecommunications portion of the device. For example, the hot link is associated with calling a particular telephone number. A network type indicates that the hot link is associated with sending or retrieving information over a network, such as the Internet. A message type indicates that the hot link is a message to a device that requests a response. For example, the message may be: "Do you like this station?" and request an answer from the device. A data type indicates that the hot link is associated with sending or receiving data by using components within the device. For example, the data may be received using an infrared port on the device.

As will be appreciated by those of ordinary skill, in the art in view of the present disclosure, any message protocol used by the devices may be used to send and receive the hot link. For example, the short message service (SMS) protocol may be used. Generally, SMS is a protocol that allows short text and data messages to be sent and received over wireless networks. These SMS messages may be sent and received on a variety of cellular networks, including Global System for Mobile Communications (GSM) cellular networks. Generally, there are three types of SMS messages: GSM character set-encoded messages (effectively 7-bit encoded text), UCS2-encoded messages (Unicode encoded 16-bit text), and 8-bit binary-encoded messages.

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Typically, GSM-encoded messages and UCS2-encoded messages are textual and are displayed to the user by a messaging application as soon as they are received, whereas 8-bit binary-encoded messages are generally directed at providing device-specific information, such as device configuration messages. The Short Message Service (SMS) is the ability to send and receive text messages to and from mobile telephones. The text can comprise of words or numbers or an alphanumeric combination. A single short message can be up to 160 characters of text in length using default GSM alphabet coding, 140 characters when Cyrillic character set is used and 70 characters when UCS2 international character coding is used. Although SMS messages have a maximum length, the length of the ud element data field is not limited. The message may be split into pieces and then sent piece by piece. The device may then concatenate the pieces automatically.

SMS messages have a "User Data Header" which can contain additional information, such as source and destination port numbers (similar to TCP/IP), concatenation information that is used to support multi-part SMS messages, and the like. The User Data Header allows SMS messages to be customized.

Special characters or strings may be placed into an SMS messages to denote the message includes a hot link. For example, a message containing the string "!LI!" may indicate that the message contains a hot link and should be processed accordingly. Other information following the identifier "!LI!" may indicate the actions to perform. For example, "!RS****" may be used to indicate that the device should change a tuner to a radio station using the characters supplied in the wildcard pattern *****. Similarly, "!TV****" may indicate an action to tune a television to a certain station. "!CALL***-***-****" may indicate to call the corresponding telephone number. "!DOWNLOAD(LOCATION)" may be used to download a file from a specified location. For example, the location may be a web address or some other network address. As will be appreciated, the special characters are not displayed to the user.

The message may also contain information linking the actions with some user interface (physical or virtual) on the receiving device using link assign field 920. For example, "!LinkActionToCB" may instruct the receiving device to link the hot link to a command button.

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Link action field 925 contains the instructions used to perform the action on the device. The instructions may be in any format that is understood by the receiving device. For example, the instructions may be device specific or a device independent set of instructions that are converted to the appropriate set of codes within the device to perform the actions.

Message field 930 stores a message provided to the user indicating the nature of the hot link. The message may be a text, sound, video, or a multimedia message. Message field 930 may also include a link to a location that includes the message. The link may be a pointer to a specific file, a link to a network address, and the like.

The specific message format may be many different types, and the example illustrated here is merely exemplary and not limiting.

FIGURE 10 illustrates a process for generating and sending a hot link to a device, according to one embodiment of the invention. After a start block, the logic advances to block 1010 where the hot link action is determined. The action can be performed by the device receiving the hot link either automatically or when a user interface is activated. For example, the action may be to tune a tuner within the device to a particular station, download a file, call a telephone number, fax a document, ask a question from other users, and the like. (See FIGURE 11 and related discussion). Moving to block 1020, the devices to receive the hot link are identified. Briefly described, the devices are selected manually by the user, or automatically according to a set of preferences (See FIGURE 12 and related discussion).

Transitioning to block 1030, the process generates the hot link message. Generally, the hot link message is prepared corresponding to the specifications of the devices receiving the hot link (See FIGURE 13 and related discussion). Flowing to block 1040, the hot link message is sent to the identified devices. The hot link message is sent using the determined protocol and selected delivery method. The logical flow then returns to performing other actions.

FIGURE 11 illustrates a set of exemplary actions that may be included within a hot link message, according to one embodiment of the invention. Action routine 1105 is associated with broadcast action 1110, Internet action 1120, download action 1130, upload action 1140, call action 1150, and other action 1160. The action to include within the hot link may be provided in many different ways. For example, the

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action may be automatically identified based on the current use of the device generating the hot link, or manually selected by the user (See FIGURE 7 and related discussion). For example, suppose the user desires to send a hot link to a device instructing it to tune to a station playing a particular song when the user interface is activated. The mobile device may determine the identifying information relating to the song as it is playing on the device.

Broadcast action 1110 may be any action relating to a broadcast. The broadcast may be a television broadcast, a radio broadcast, or some other broadcast. The broadcast action indicates to action routine 1105 the broadcast location corresponding to the desired broadcast. For example, the call letters of the broadcast may be used to identify the broadcast location. The user may also manually identify the broadcast action. For example, the user may enter a text description of the broadcast. The input may include the call letters, the name of the show, and the like. Internet action 1140 is an action related to the Internet. For example, the Internet action may access a particular site on the Internet. Download action 1130 and upload action 1140 instruct the device to download or upload data from/to a particular location. The data may be on a network or the data may be on another device and beamed to the receiving device, or a cable connection may be used to couple the devices to transfer the data. Call action 1150 is an action instructing the device to call a particular number. The call may be a voice or data call. Other action 1160 instructs the device to perform some other action.

FIGURE 12 illustrates a process for identifying devices to send the hot link message, according to one embodiment of the invention. After a start block, the process moves to decision block 1210 that determines whether the receiving device is a network device. When the device is a network device the process moves to block 1220, where the logic determines the network type. For example, is the network a wireless network or a wired network. The network type is used to determine the protocol and message format used to send the hot link message to the device. When the device is not a network device, the process moves to block 1230 that determines the type of connection used between the device sending the hot link message and the device receiving the hot link message. The connection may be a wireless connection or a wired connection. For example, an infrared port may be used to communicate with another device wirelessly, or an RS-232, USB, FIREWIRE, or some other physical

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cable connection may be used to connect the devices physically. Transitioning to block 1240, a location for the device is determined. The location may be a network address, a telephone number, a frequency, or some other information uniquely identifying the location of the device receiving the hot link message. Moving to block 1250, the type of device is determined. The type of device relates to information that is used to create a set of instructions relating to the action that are generated for the device. For example, the device may be a certain brand of cell phone, PDA, personal computer, and the like. A default device may also be used if the device type may not be determined. For example, the default device type may only support a subset of the instructions for the device but are selected to work across a number of supported devices. At block 1260, the device is added to a list of devices to which the hot link message is to be sent. The list contains the information used to create the hot link message. The list may contain as few as one device. The process then ends.

FIGURE 13 illustrates a process for generating a hot link message for a device, according to one embodiment of the invention. After a start block, the process moves to block 1310 at which point the process determines information relating to the device for which to prepare the message. The device information may be obtained from the list of devices assembled according to the process described in FIGURE 12. The information is used to prepare the message according to the specifications of the receiving devices. For example, the instructions to tune a personal computer to a particular broadcast may be different than to tune a mobile device to the same broadcast. Flowing to block 1320, the header of the hot link message is generated. The header contains the address information for the receiving device. For example, the address may be an IP address associated with the receiving device. Moving to block 1330, the hot link type is added to the message. For example, a hot link type could be a hypertext type, a telephone number type, a broadcast type (e.g. radio or television station call letters), a user's name type, a display type, a download type, an upload type, and the like. If special characters or strings are used to indicate the type, then those characters are generated and inserted into the message. As discussed above, the hot link message may contain many different fields. A special character or string can be used to denote the presence of a hot link within a message. For example, the string "!LI!" could be placed in the message to indicate that a hot link is present. Numerical designators may be used as to indicate the type of link. For example, adding the

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number "1" to the string could indicate that a hypertext link is present in the hot link message. The number "2" could represent the presence of a radio station frequency, the number "3" could represent the presence of radio station call letters, and the number "4" could represent the presence of television station call letters. Thus, the presence of a hypertext link in a message would be disclosed by string "!LI!1", a link to radio station by frequency would be string "!LI!2", a link to a radio station by call letters would be "!LT!3", and a link to a television by call letters would be "!LT!4." Many other identifying methods may be used to identify the hot link within the message.

At block 1340, the process generates the link assign information. The link assign information assigns the hot link to a user interface on the receiving device. The information may indicate a particular key on the receiving device, such as a command button, or may be automatically assigned to another user interface based on a user's preference or other factors. In one embodiment, a user can predetermine a button on a key pad to be used as a user interface. For example, the user may have a preference that sets the "#" button on their device as the user interface. Transitioning to block 1350, the instructions to perform the action are generated and included within the message. The generated link action instructs the device receiving the link to perform a set of actions to perform the various action associated with the hot link. Moving to block 1360, a user message may be generated that is presented to the user, either visual or auditory, to inform the user of the receiving device that the hot link has been received. The process then returns to performing other actions.

The above specification, examples and data provide a complete description of the manufacture and use of the composition of the invention. Since many embodiments of the invention can be made without departing from the spirit and scope of the invention, the invention resides in the claims hereinafter appended.

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I CLAIM:

1. A mobile device method, comprising:

determining an action to be performed by a mobile device upon activation of an user interface element of the mobile device;

generating a hot link to perform the action;

generating a message containing the hot link and assignment information assigning the hot link to the user interface element of the mobile device; and

sending the message to the mobile device.

2. The method of Claim 1, wherein the action includes at least a selected one of a broadcast action, an Internet action, a download action, an upload action, and a call action.

3. The method of Claim 1, wherein the method further comprises:

determining a connection type for sending the message to the mobile device; and

determining a location of the mobile device.

4. The method of Claim 3, wherein said generating of the message further comprises including the location of the mobile device in the message.

5. The method of Claim 3, wherein said generating of the message comprises formatting in accordance with a protocol corresponding to the connection type for sending the message to the mobile device.

6. The method of Claim 1, wherein said generating of a hot link to perform the action comprises generating instructions that direct the recipient mobile device to tune to a broadcast.

7. The method of Claim 1, wherein said generating of a hot link to perform the action comprises generating instructions to access an Internet site.

8. The method of Claim 1, wherein said generating of a link to perform the action comprises generating instructions that direct the recipient mobile device to call a number.

9. The method of Claim 1, wherein said generating of a link to perform the action comprises generating instructions that direct the recipient mobile device to download data.

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10. The method of Claim 1, wherein said generating of a link to perform the action comprises generating instructions that direct the recipient mobile device to upload data.

11. The method of Claim 1, furtherthe mobile device is a member of a PAL LIST of a user of another mobile device.

12. In a mobile device, a method of operation comprising:

receiving a message comprising a hot link and assignment information assigning the hot link to an user interface element of the mobile device, the hot link comprising instructions to perform an action;

extracting the hot link and the assignment information;

assigning the hot link to the user interface element in accordance with the extracted assignment information;

executing the hot link to perform the action, responsive to a selection of the assigned user interface element.

13. The method of claim 12, wherein the action includes at least a selected one of a broadcast action, an Internet action, a download action, an upload action, and a call action.

14. An apparatus comprising:

a processor to execute instructions; and

a storage medium coupled to the processor, and having stored therein instructions, when executed by the processor, enable the apparatus to

determine a first action to be performed by a mobile device upon activation of an user interface element of the mobile device,

generate a first hot link to perform the first action,

generate a first message containing the first hot link, and first assignment information assigning the first hot link to the user interface element of the mobile device, and

sending the first message to the mobile device.

15. The apparatus of Claim 14, wherein the user interface element includes at least one of a keypad, a hot key, a soft key, a touchpad, a wheel, a slide button, a push button, a pointing device, a virtual button, icon, a symbol, a graphic and an element of a graphical user interface.

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16. The apparatus of Claim 14, wherein said generating of the first hot link comprises generating instructions directing the mobile device to tune to a broadcast.

17. The apparatus of Claim 14, wherein said generating of the first hot link comprises generating instructions directing the mobile device to access an Internet site.

18. The apparatus of Claim 14, wherein said generating of the first hot link comprises generating instructions directing the mobile device to call a number.

19. The apparatus of Claim 14, wherein said generating of the first message comprises formatting the message for a protocol in view of a connection type to be used to send the message to the mobile device.

20. The apparatus of Claim 19, wherein the protocol is SMS.

21. The apparatus of Claim 14, wherein the apparatus is server.

22. The apparatus of Claim 14, wherein the apparatus is a selected one of a wireless mobile phone, a pager, a personal digital assistant (PDA), a palm-sized computing device, a laptop computer, a portable radio, a portable MPx player, and a portable CD/DVD player.

23. The apparatus of Claim 22, wherein the instructions, when executed, further enable the apparatus to

receive a second message comprising a second hot link and second assignment information assigning the second hot link to an user interface element of the apparatus, the second hot link comprising instructions to perform a second action;

extracting the second hot link and the second assignment information;

assigning the second hot link to the user interface element in accordance with the extracted second assignment information;

executing the second hot link to perform the second action, responsive to a selection of the assigned user interface element.

24. An apparatus comprising:

a processor to execute instructions; and

a storage medium coupled to the processor, and having stored therein instructions, when executed by the processor, enable the apparatus to

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receive a message comprising a hot link and assignment information assigning the hot link to an user interface element of the apparatus, the hot link comprising instructions to perform an action;

extract the hot link and the assignment information;

assign the hot link to the user interface element in accordance with the extracted assignment information;

execute the hot link to perform the action, responsive to a selection of the assigned user interface element.

25. The apparatus of claim 24, wherein the action includes at least a selected one of a broadcast action, an Internet action, a download action, an upload action, and a call action.

26. An apparatus comprising:

means for determining an action to be performed by a mobile device upon activation of an user interface element of the mobile device;

means for generating a hot link to perform the action;

means for generating a first message containing the hot link; and assignment information assigning the hot link to the user interface element of the mobile device; and

means for sending the message to the mobile device.

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ABSTRACT OF THE DISCLOSURE

The invention sends a hot link to a device. The device may be on a wireless network, a wired network, or directly coupled to the device sending the hot link. The hot link contains an associated action that is performed by the device receiving the hot link. The associated action may be performed when a user interface is activated or automatically when the hot link is received by the device. The action (1105) can be a broadcast action (1110), Internet action (1120), call action (1150), download action (1130), or upload action (1140). The broadcast action instructs the device to tune to a particular broadcast in response to the selection of the user interface. The Internet action instructs the device to access an Internet site in response to the selection of the user interface. The call action instructs the device to call a telephone number in response to the selection of user interface.

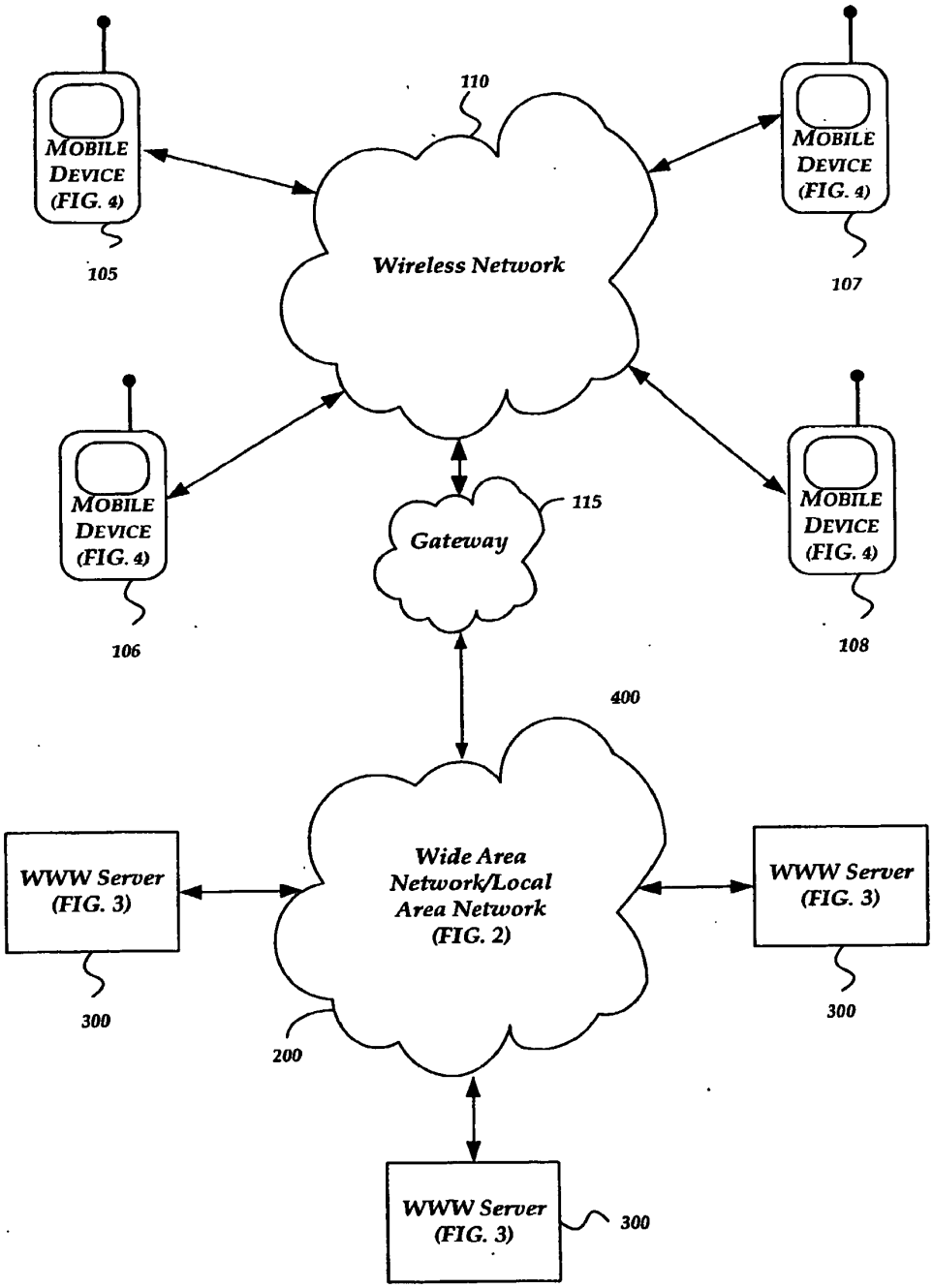

MOBILE DEVICE (FIG. 4)
105
110
Wireless Network
MOBILE DEVICE (FIG. 4)
107
MOBILE DEVICE (FIG. 4)
106
Gateway
115
MOBILE DEVICE (FIG. 4)
108
400
WWW Server (FIG. 3)
300
Wide Area Network/Local Area Network (FIG. 2)
200
WWW Server (FIG. 3)
300
WWW Server (FIG. 3)
300

Fig.1

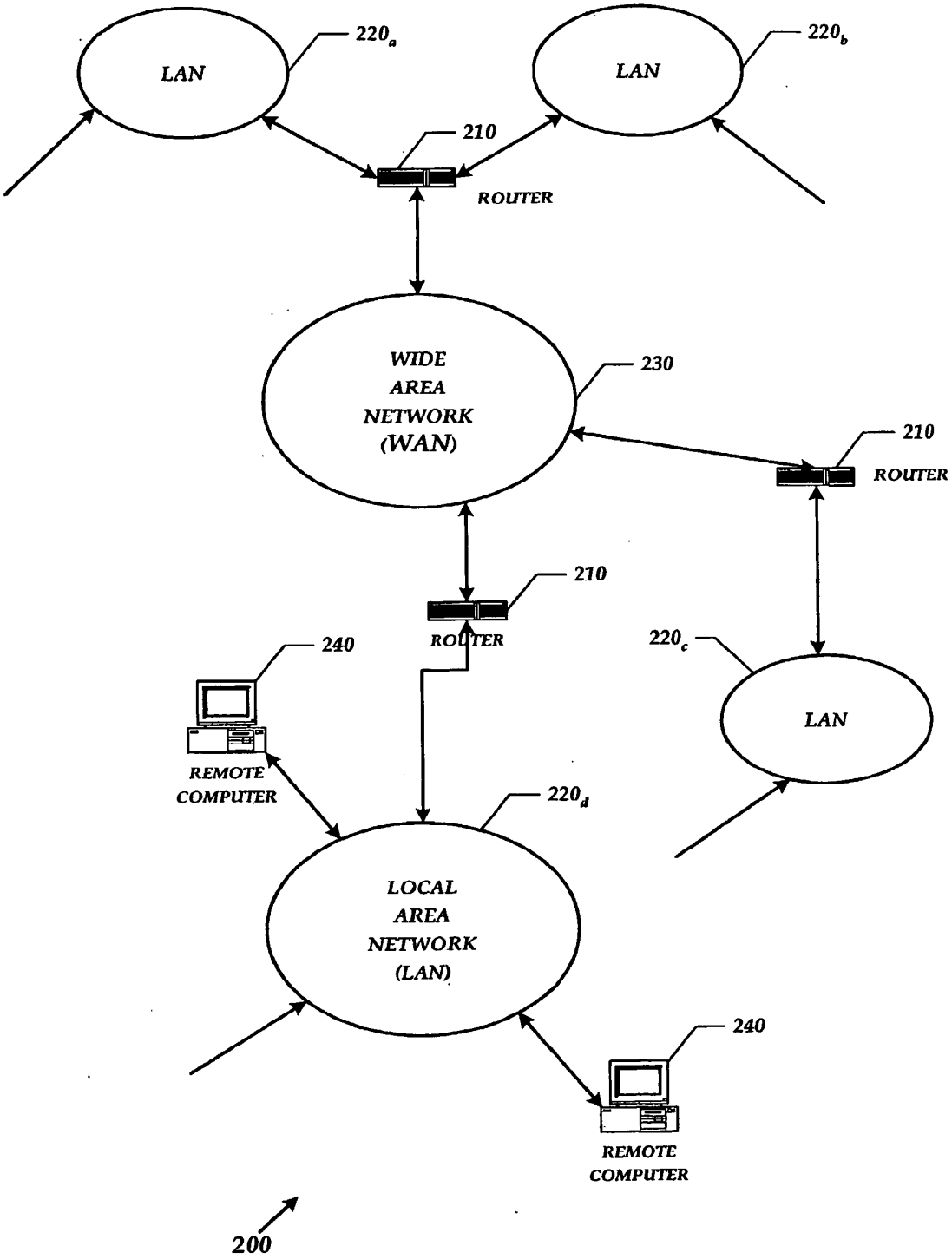

LAN
220a
LAN
220b
210
ROUTER
WIDE
AREA
NETWORK
(WAN)
230
210
ROUTER
210
ROUTER
240
REMOTE
COMPUTER
220c
LAN
220d
LOCAL
AREA
NETWORK
(LAN)
240
REMOTE
COMPUTER
200

Fig.2

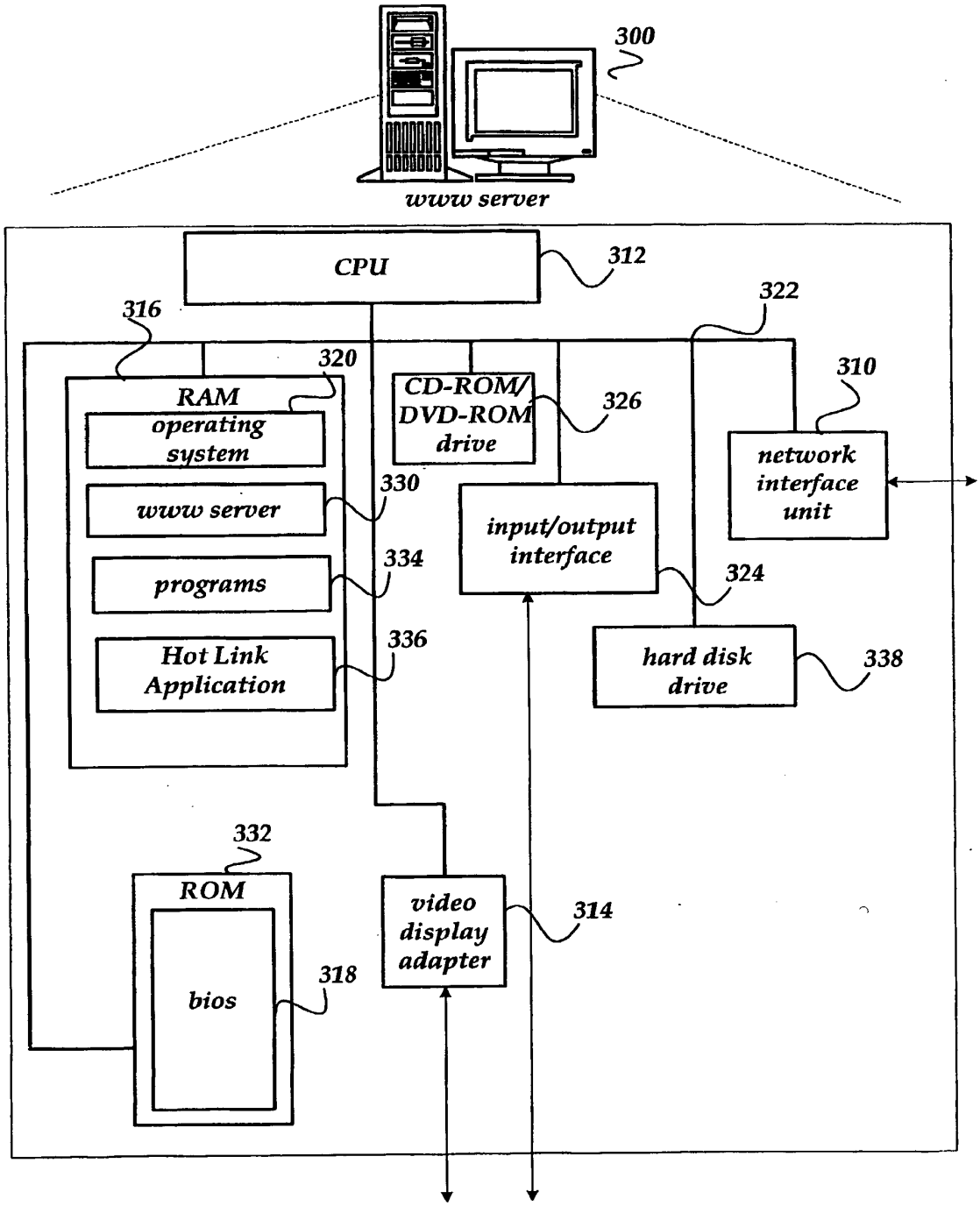

300
www server
CPU
312
316
322
320
310
RAM
operating system
CD-ROM/ DVD-ROM drive
326
network interface unit
330
www server
input/output interface
334
programs
324
336
Hot Link Application
hard disk drive
338
332
ROM
video display adapter
314
318
bios

Fig.3

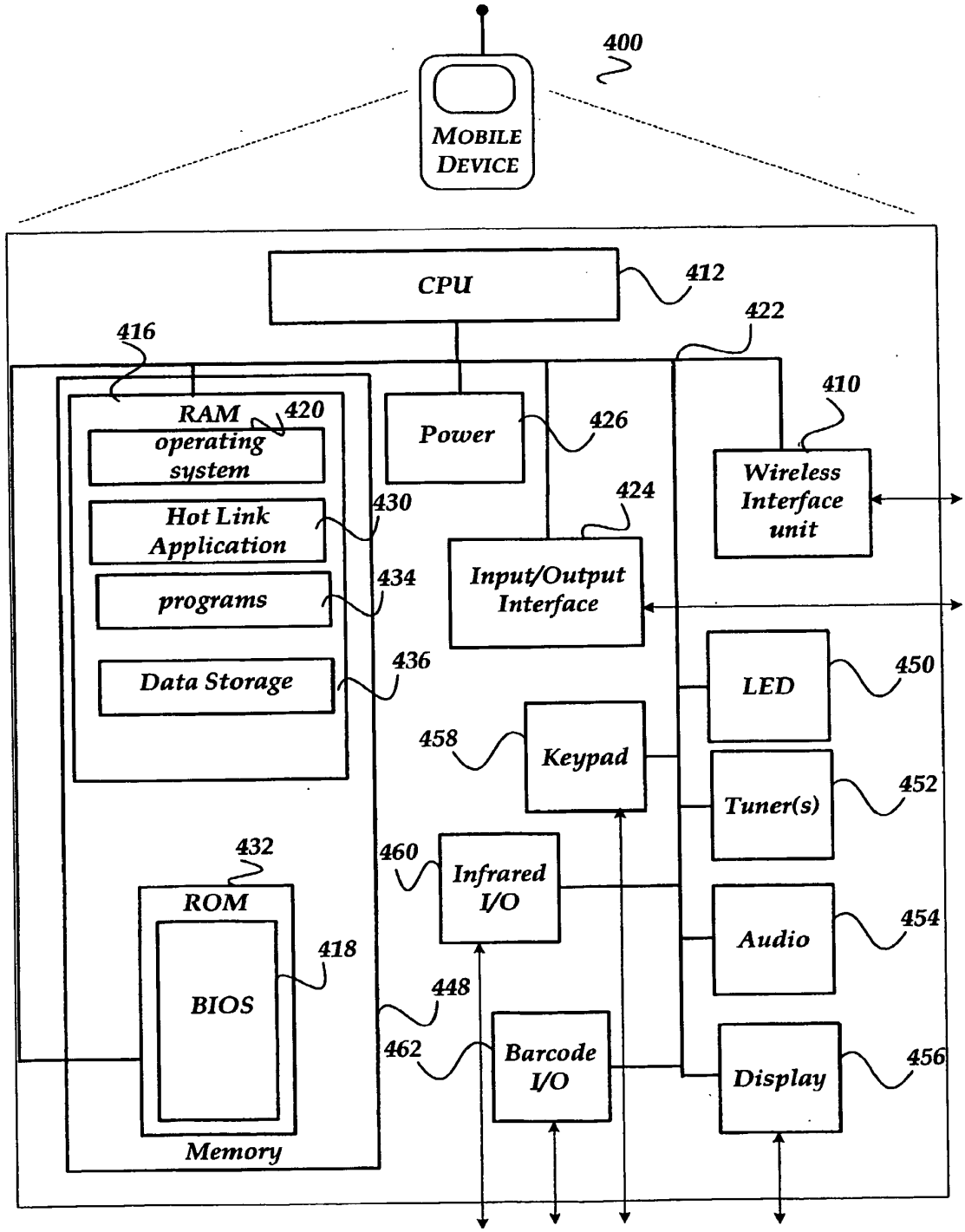

400
MOBILE DEVICE
CPU
412
422
416
RAM
420
operating system
Hot Link Application
430
programs
434
Data Storage
436
Power
426
424
Input/Output Interface
410
Wireless Interface unit
LED
450
458
Keypad
Tuner(s)
452
432
ROM
460
Infrared I/O
Audio
454
418
BIOS
448
462
Barcode I/O
Display
456
Memory

Fig.4

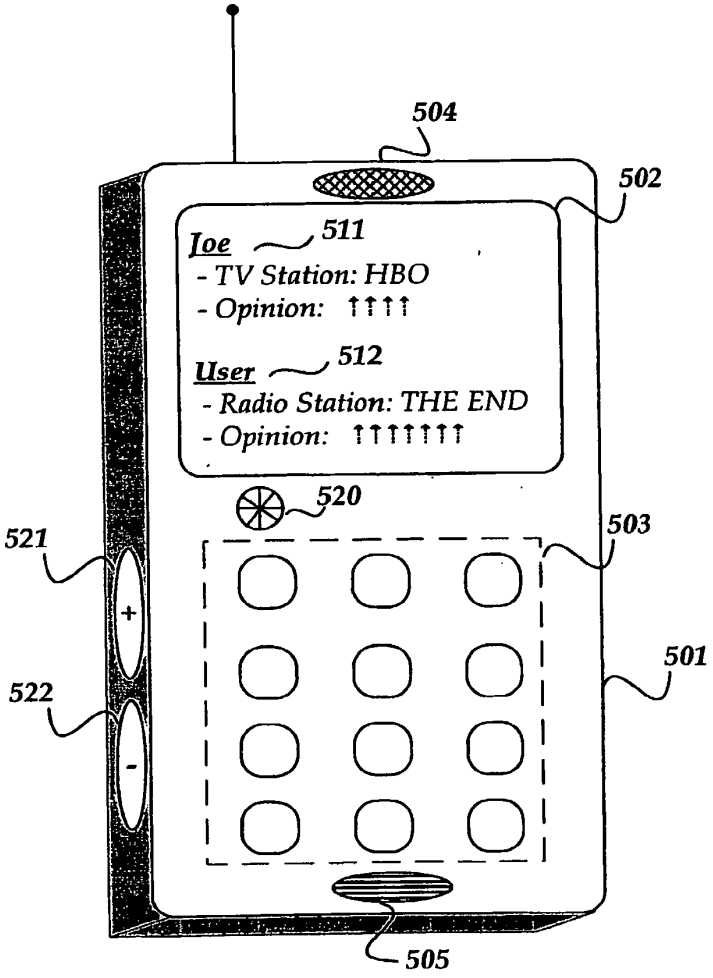

504
502
Joe
511
- TV Station: HBO
- Opinion:
User
512
- Radio Station: THE END
- Opinion:
520
503
521
+
501
522
-
505

Fig. 5

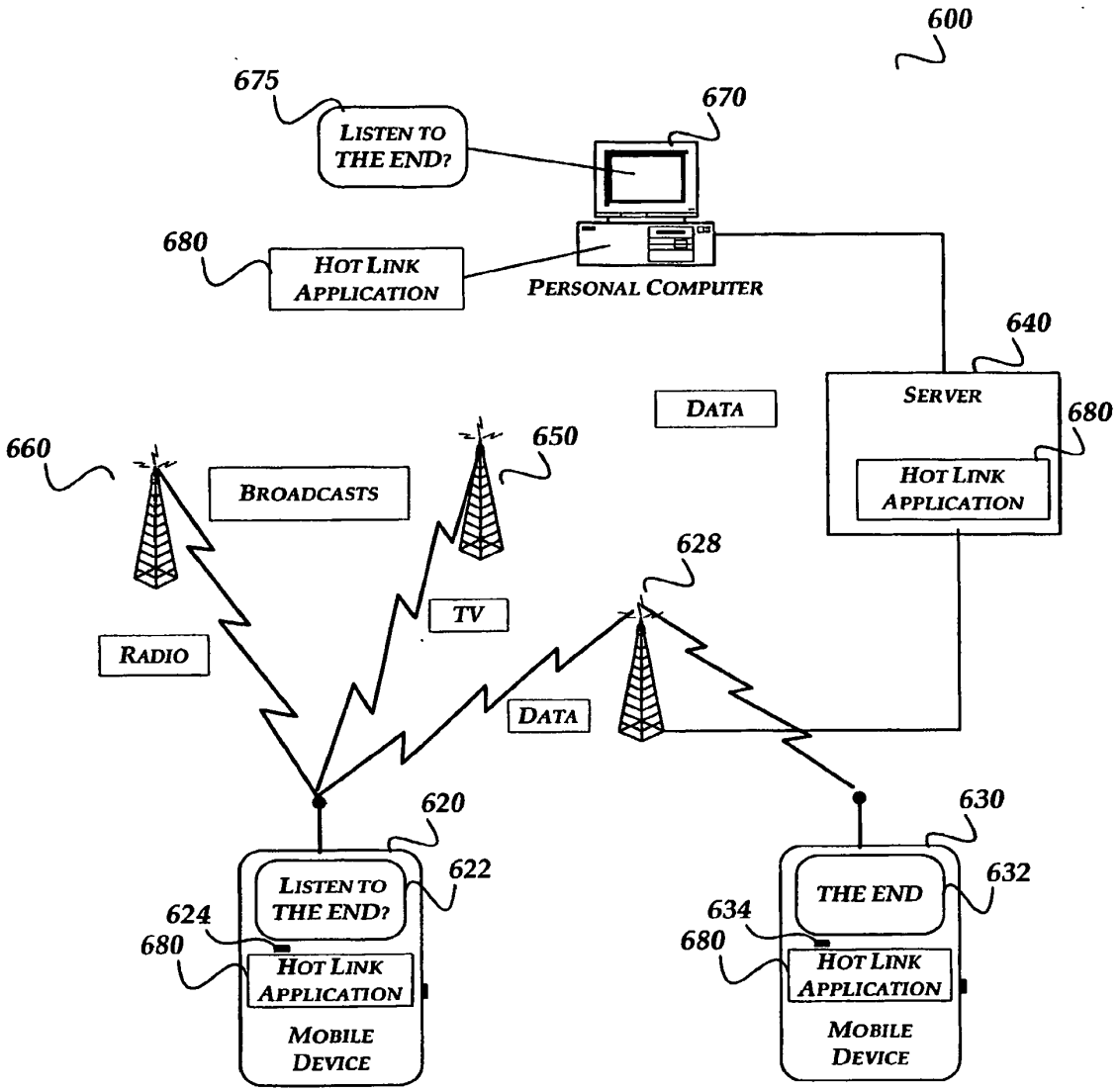

600
675
LISTEN TO THE END?
670
680
HOT LINK APPLICATION
PERSONAL COMPUTER
640
SERVER
680
HOT LINK APPLICATION
DATA
660
BROADCASTS
650
628
TV
RADIO
DATA
620
622
LISTEN TO THE END?
624
680
HOT LINK APPLICATION
MOBILE DEVICE
630
632
THE END
634
680
HOT LINK APPLICATION
MOBILE DEVICE

Fig.6

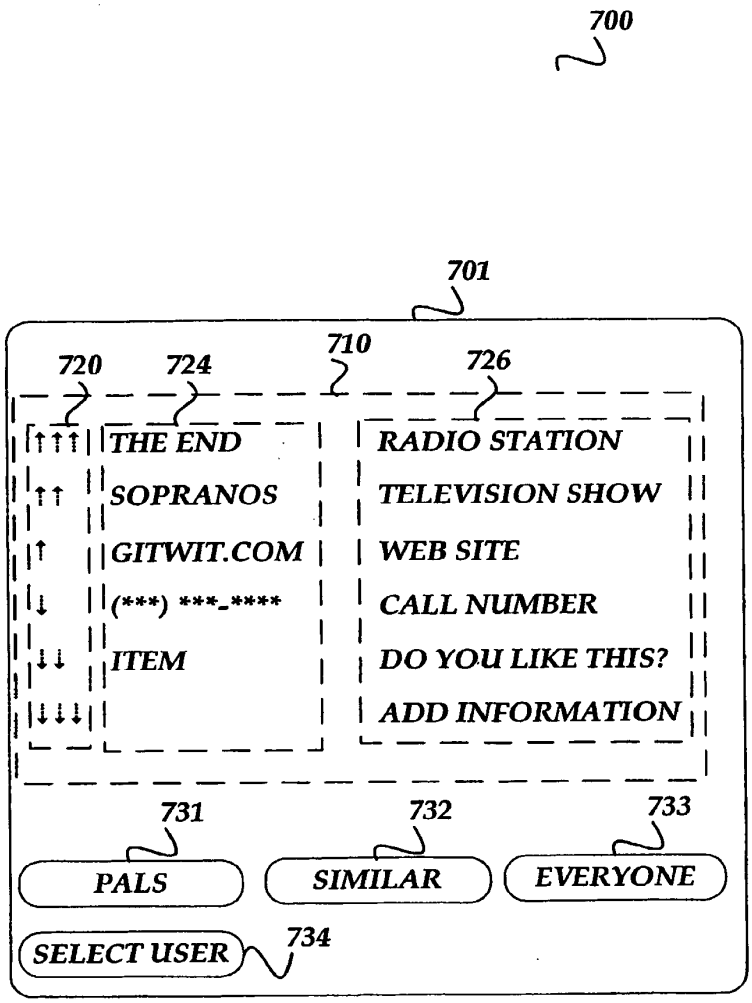

700
701
710
720
724
726
↑↑↑
↑↑
↑
↓
↓↓
↓↓↓
THE END
SOPRANOS
GITWIT.COM
(***) ***-****
ITEM
RADIO STATION
TELEVISION SHOW
WEB SITE
CALL NUMBER
DO YOU LIKE THIS?
ADD INFORMATION
731
732
733
PALS
SIMILAR
EVERYONE
SELECT USER
734

Fig.7

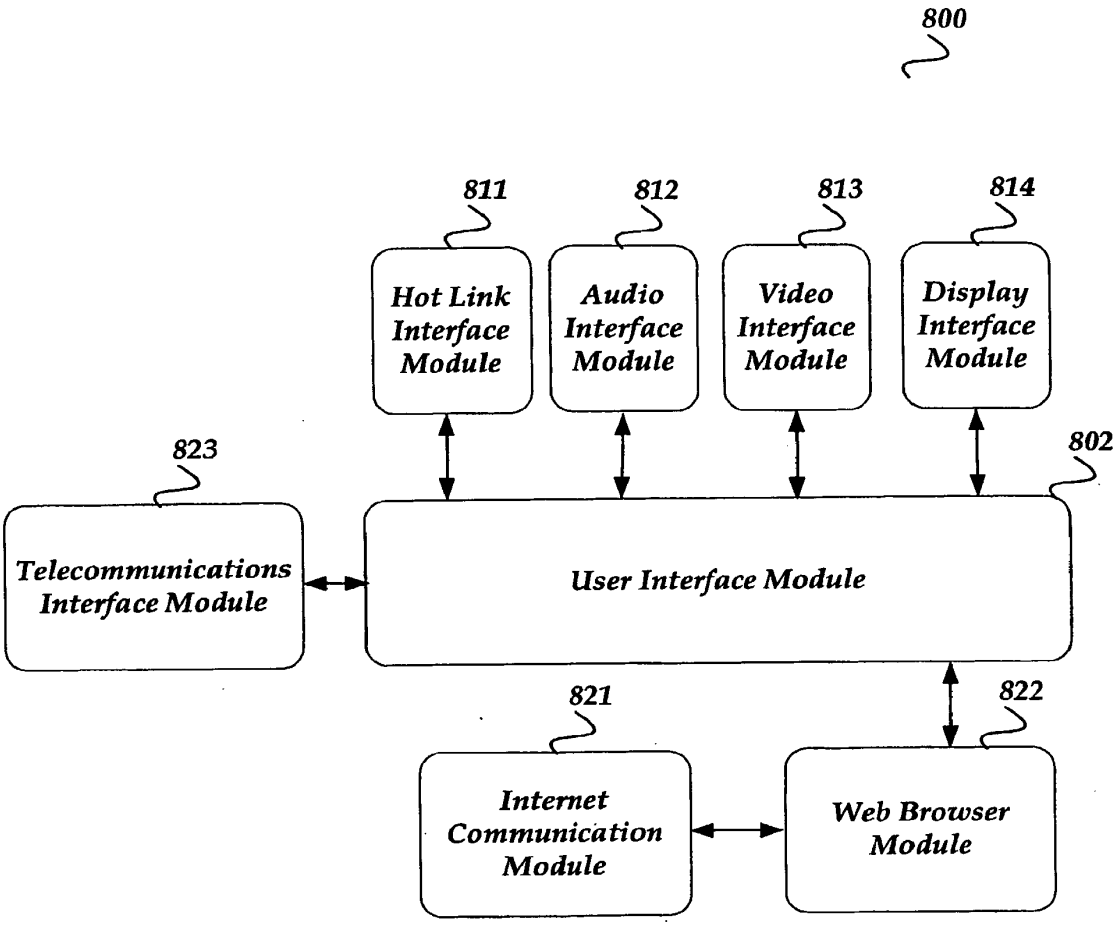

800
811
812
813
814
Hot Link Interface Module
Audio Interface Module
Video Interface Module
Display Interface Module
823
802
Telecommunications Interface Module
User Interface Module
821
822
Internet Communication Module
Web Browser Module

Fig. 8

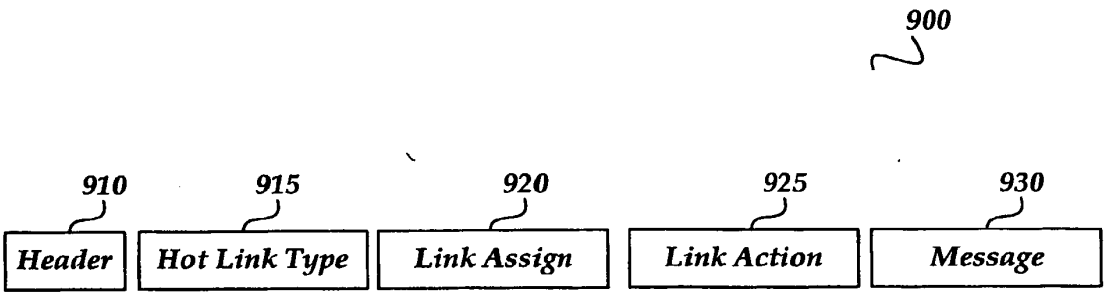

900
910
915
920
925
930
Header
Hot Link Type
Link Assign
Link Action
Message

Fig. 9

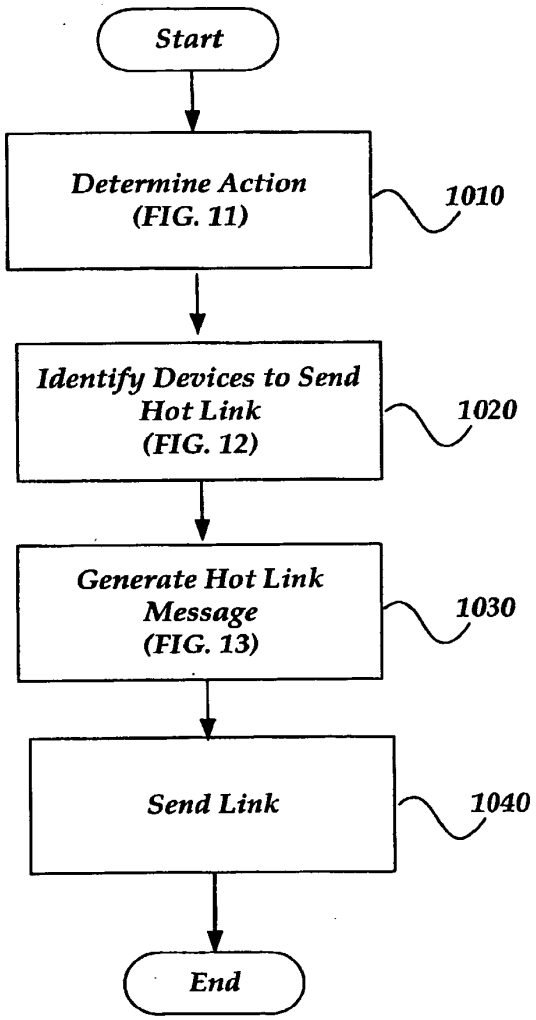

Start
Determine Action (FIG. 11)
1010
Identify Devices to Send Hot Link (FIG. 12)
1020
Generate Hot Link Message (FIG. 13)
1030
Send Link
1040
End

Fig.10

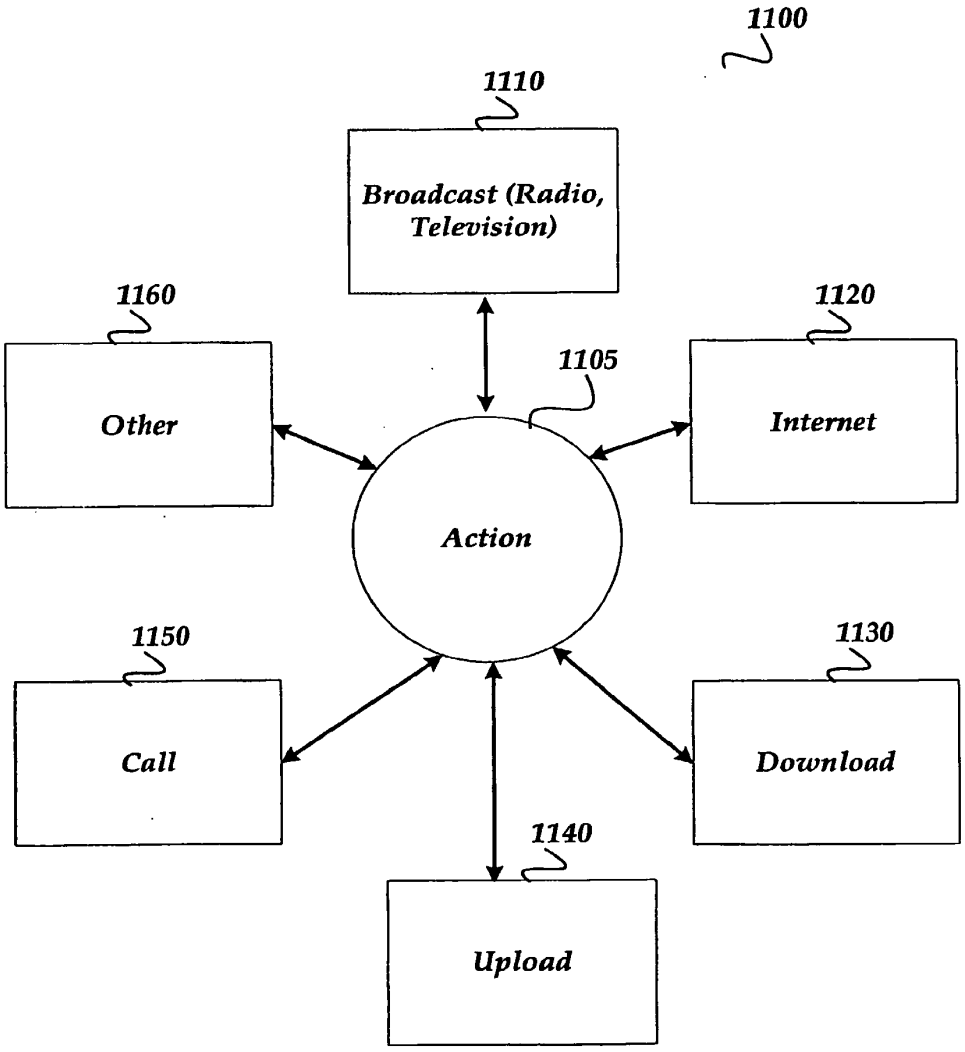

1100
1110
Broadcast (Radio, Television)
1160
Other
1105
1120
Internet
Action
1150
Call
1130
Download
1140
Upload

Fig.11

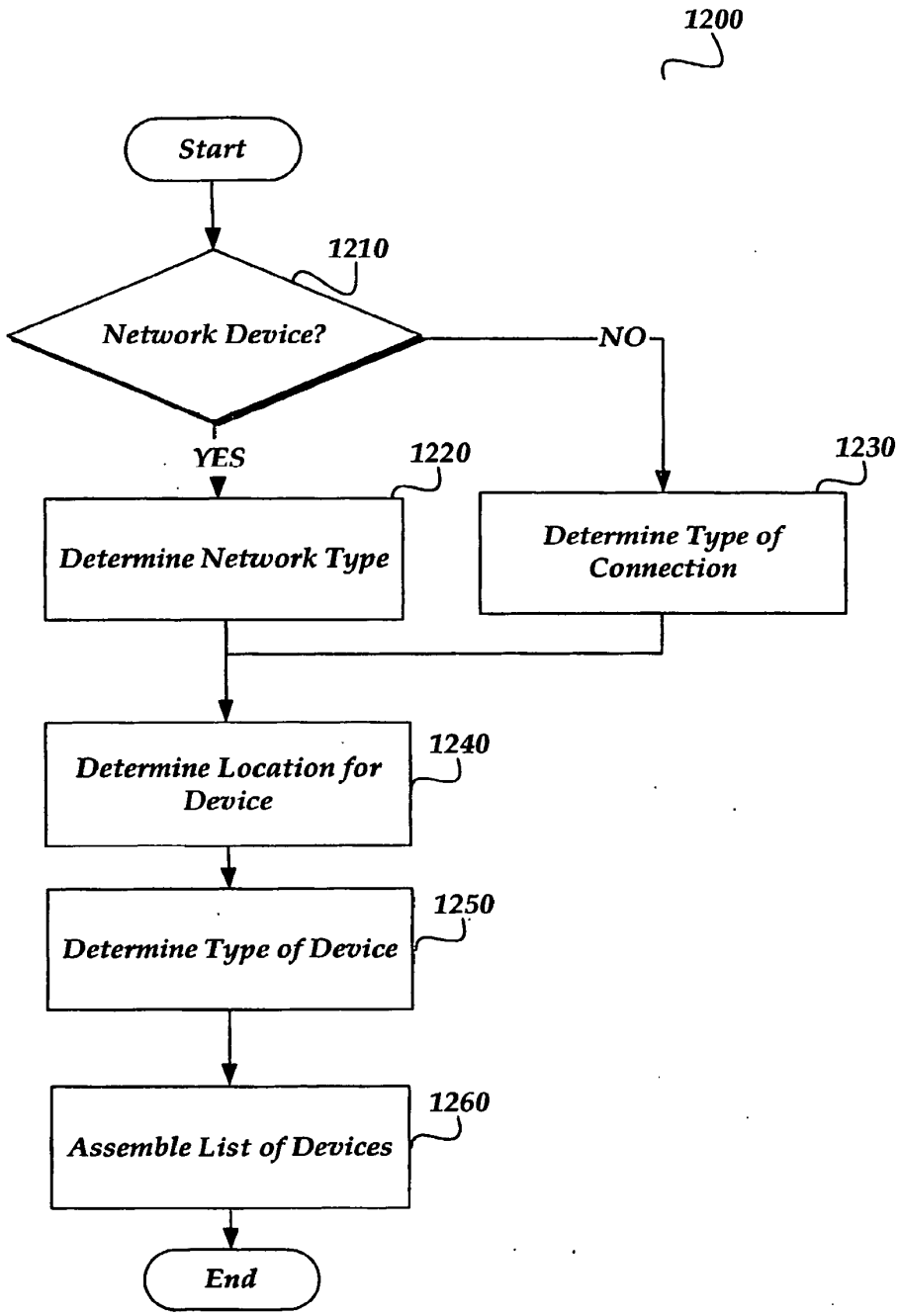

1200
Start
1210
Network Device?
NO
YES
1220
Determine Network Type
1230
Determine Type of Connection
Determine Location for Device
1240
Determine Type of Device
1250
Assemble List of Devices
1260
End

Fig.12

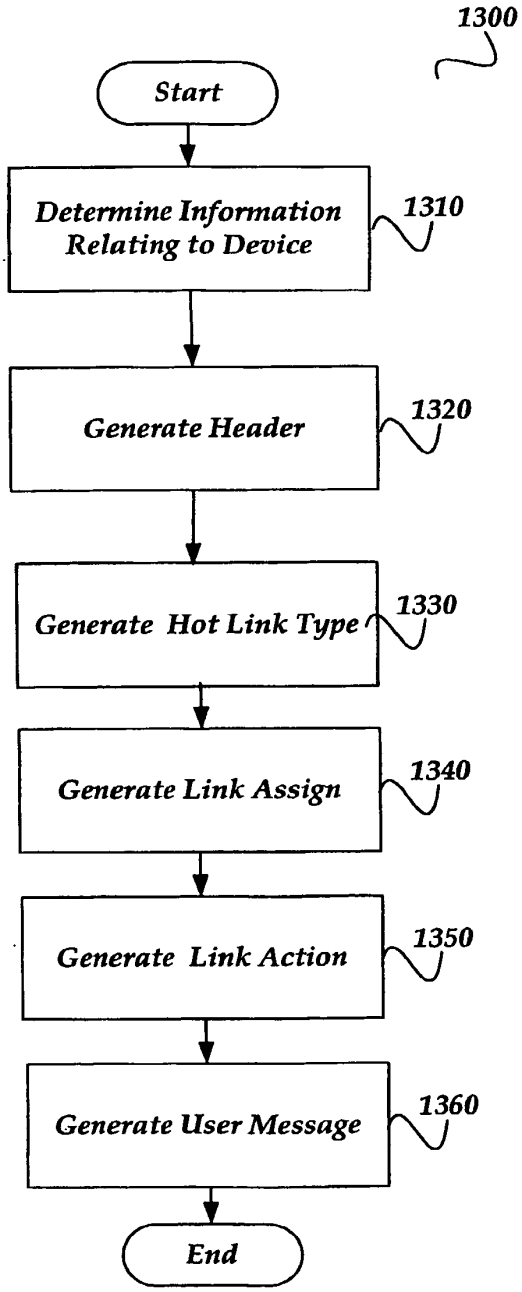

1300
Start
Determine Information Relating to Device
1310
Generate Header
1320
Generate Hot Link Type
1330
Generate Link Assign
1340
Generate Link Action
1350
Generate User Message
1360
End

Fig.13

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DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76)

Title of Invention	METHOD AND SYSTEMS FOR GENERATING AND SENDING A HOT LINK ASSOCIATED WITH A USER INTERFACE TO A DEVICE

As the below named inventor, I hereby declare that:

This declaration is directed to:

- ☐ The attached application, or
- ☑ United States application or PCT international application number 14/158,708 filed on January 17, 2014.

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

WARNING:

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LEGAL NAME OF INVENTOR

Inventor: G. Eric Engstrom Date (Optional): 9/19/14

Signature: /G. Eric Engstrom/

Note: An application data sheet (PTO/AIA/14 or equivalent), including naming the entire inventive entity, must accompany this form. Use an additional PTO/SB/AIA/01 form for each additional inventor.

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 1 minute to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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LEGAL NAME OF INVENTOR

Inventor: Peter Zatloukal Date (Optional): 5/10/2014

Signature:

Note: An application data sheet (PTO/AIA/14 or equivalent), including naming the entire inventive entity, must accompany this form. Use an additional PTO/SB/A/A01 form for each additional inventor.

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LEGAL NAME OF INVENTOR

Inventor: Tyrol Graham Date (Optional): 11-16-15

Signature:

Note: An application data sheet (PTO/AIA/14 or equivalent), including naming the entire inventive entity, must accompany this form. Use an additional PTO/SB/AIA01 form for each additional inventor.

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