

UTILITY PATENT APPLICATION TRANSMITTAL <i>(Only for new nonprovisional applications under 37 CFR 1.53(b))</i>	Attorney Docket No.	085804.099200
	First Inventor	Schulman
	Title	System and Method for Intent-Driven
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APPLICATION ELEMENTS <i>See MPEP chapter 600 concerning utility patent application contents.</i>	ADDRESS TO: Commissioner for Patents P.O. Box 1450 Alexandria VA 22313-1450
1. ☐ Fee Transmittal Form (e.g., PTO/SB/17) 2. ☐ Applicant claims small entity status. See 37 CFR 1.27. 3. ☒ Specification [Total Pages <u>37</u>] Both the claims and abstract must start on a new page <i>(For information on the preferred arrangement, see MPEP 608.01(a))</i> 4. ☒ Drawing(s) (35 U.S.C. 113) [Total Sheets <u>3</u>] 5. Oath or Declaration [Total Sheets <u>3</u>] a. ☒ Newly executed (original or copy) b. ☐ A copy from a prior application (37 CFR 1.63(d)) <i>(for continuation/divisional with Box 18 completed)</i> i. ☐ DELETION OF INVENTOR(S) Signed statement attached deleting inventor(s) name in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b). 6. ☐ Application Data Sheet. See 37 CFR 1.76 7. ☐ CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix) ☐ Landscape Table on CD 8. Nucleotide and/or Amino Acid Sequence Submission <i>(if applicable, items a. – c. are required)</i> a. ☐ Computer Readable Form (CRF) b. ☐ Specification Sequence Listing on: i. ☐ CD-ROM or CD-R (2 copies); or ii. ☐ Paper c. ☐ Statements verifying identity of above copies	ACCOMPANYING APPLICATION PARTS 9. ☐ Assignment Papers (cover sheet & document(s)) Name of Assignee _____ 10. ☐ 37 CFR 3.73(b) Statement ☐ Power of Attorney <i>(when there is an assignee)</i> 11. ☐ English Translation Document <i>(if applicable)</i> 12. ☐ Information Disclosure Statement (PTO/SB/08 or PTO-1449) ☐ Copies of citations attached 13. ☐ Preliminary Amendment 14. ☐ Return Receipt Postcard (MPEP 503) <i>(Should be specifically itemized)</i> 15. ☐ Certified Copy of Priority Document(s) <i>(if foreign priority is claimed)</i> 16. ☐ Nonpublication Request under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or equivalent. 17. ☐ Other: _____
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**SYSTEM AND METHOD FOR INTENT-DRIVEN SEARCH RESULT
PRESENTATION**

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SYSTEM AND METHOD FOR INTENT-DRIVEN SEARCH RESULT PRESENTATION

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FIELD OF THE INVENTION

[0002] The present invention relates to systems and methods for information search, retrieval and presentation and, more particularly, to systems and methods that enhance the effectiveness of information search, retrieval and presentation using user intent.

BACKGROUND OF THE INVENTION

[0003] The Internet provides a broad array of information resources that may be of interest to users. Because the quantity of information is so great, and the number of locations where such information is hosted, a large number of information search and retrieval services have evolved. Such services typically provide interfaces which allow users to issue queries to retrieve information of interest to the users. Ideally, search results should reflect the intent of the user issuing the query.

SUMMARY OF THE INVENTION

[0004] In one embodiment, the invention is a method. A query is received, over a network, from a user, wherein the query comprises at least one query token. The query is analyzed, using at least one computing device, wherein at least one query keyword is identified in the query. The query is classified, using the computing device, wherein the query is classified into at least one intent using the at least one query keyword. A plurality of data objects available over the network that match query keywords are identified. The data plurality of objects are ranked, using the computing device, wherein at least one intent is assigned to at least some of the data objects. A result is built, using the computing device, using the ranked plurality of data objects, wherein the result comprises a plurality of display entries, wherein at least one display entry is constructed

for each of the ranked plurality of data objects, wherein if a data object has been assigned at least one intent, such intents are used to construct the display entry for the respective data object. The result is transmitted over the network to the user. Note that, in some embodiments, “unclassified” can be a valid intent.

[0005] In another embodiment, the invention is a system comprising a group of modules, wherein each module comprising one or more processors programmed to execute software code retrieved from a computer readable storage medium storing software for specific functions. The group of modules comprise: a query receiving module for receiving, over a network, queries from users, wherein the queries each comprise at least one query token; a query analysis module for analyzing queries received by the query receiving module wherein at least one query keyword is identified in each of the respective queries received by the query receiving module; a query intent classification module for classifying queries analyzed by the query analysis module, wherein each query is classified into at least one intent using the query’s respective keywords; a query search module for identifying, for each query classified by the query intent classification module, a plurality of data objects available over the network that match the respective query keywords; a search result ranking module for ranking, for each query processed by the query search module, the respective plurality of data objects, wherein at least one of the at least one intents is assigned to at least some of the plurality of data objects; a search result presentation module for building, for each plurality of data objects ranked by the search result ranking module, a result using the respective ranked plurality of data objects, wherein the result comprises a plurality of display entries, wherein at least one display entry is constructed for each of the respective ranked plurality of data objects, wherein if a data object has been assigned at least one intent, such intents are used to construct the display entry for the respective data object; and a search result transmission module for transmitting results built by the search result presentation module, over the network, to users.

BRIEF DESCRIPTION OF THE DRAWINGS

[0006] The foregoing and other objects, features, and advantages of the invention will be apparent from the following more particular description of preferred embodiments as illustrated in the accompanying drawings, in which reference characters refer to the same parts throughout the various views. The drawings are not necessarily to scale, emphasis instead being placed upon illustrating principles of the invention.

[0007] FIG. 1 illustrates one embodiment of a hardware and network configuration capable of supporting at least one embodiment of the present invention.

[0008] FIG. 2 illustrates a computer-implemented process implementing at least one embodiment of the present invention.

[0009] FIG. 3 illustrates one embodiment of a modular implementation of the process shown in FIG. 2 which can be implemented on one or more computing devices.

DETAILED DESCRIPTION

[0010] The present invention is described below with reference to block diagrams and operational illustrations of methods and devices to select and present media related to a specific topic. It is understood that each block of the block diagrams or operational illustrations, and combinations of blocks in the block diagrams or operational illustrations, can be implemented by means of analog or digital hardware and computer program instructions.

[0011] These computer program instructions can be provided to a processor of a general purpose computer, special purpose computer, ASIC, or other programmable data processing apparatus, such that the instructions, which execute via the processor of the computer or other programmable data processing apparatus, implements the functions/acts specified in the block diagrams or operational block or blocks.

[0012] In some alternate implementations, the functions/acts noted in the blocks can occur out of the order noted in the operational illustrations. For example, two blocks shown in succession can in fact be executed substantially concurrently or the blocks can

sometimes be executed in the reverse order, depending upon the functionality/acts involved.

[0013] For the purposes of this disclosure, a computer readable medium stores computer data in machine readable form. By way of example, and not limitation, a computer readable medium can comprise computer storage media and communication media. Computer storage media includes volatile and non-volatile, 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. Computer storage media includes, but is not limited to, RAM, ROM, EPROM, EEPROM, flash memory or other solid-state memory technology, CD-ROM, DVD, or other optical storage, magnetic cassettes, magnetic tape, magnetic disk storage or other mass storage devices, or any other medium which can be used to store the desired information and which can be accessed by the computer.

[0014] For the purposes of this disclosure a module is a software, hardware, or firmware (or combinations thereof) system, process or functionality, or component thereof, that performs or facilitates the processes, features, and/or functions described herein (with or without human interaction or augmentation). A module can include sub-modules. Software components of a module may be stored on a computer readable medium. Modules may be integral to one or more servers, or be loaded and executed by one or more servers. One or more modules may grouped into an engine or an application.

[0015] For the purposes of this disclosure the term “server” should be understood to refer to a service point which provides processing, database, and communication facilities. By way of example, and not limitation, the term “server” can refer to a single, physical processor with associated communications and/or data storage and/or database facilities, or it can refer to a networked or clustered complex of processors and associated network and/or storage devices, as well as operating software and one or more database systems and/or applications software systems (which can be implemented as modules and/or engines) which support the services provided by the server.

[0016] For the purposes of this disclosure the term “end user” or “user” should be understood to refer to a consumer of data supplied by a data provider. By way of example, and not limitation, the term “end user” can refer to a person who receives data provided by the data provider over the Internet in a browser session, or can refer to an automated software application which receives the data and stores or processes the data.

[0017] In one embodiment, the present invention is directed to a improvements in search engine technology that enables content owners to explicitly provide presentation suggestions that will ultimately help the end user to decide whether the landing page is relevant, and/or place the desired information directly on the search engine result page.

[0018] When a user submits a query to a web search service such as the Yahoo! or Google search services, the user generally has some intent. The user’s intent may simply be to explore information available on the web relating to one or more topics, for example, a user may simply wish to browse web sites relating to “rainforests” without having any specific purpose in mind. Commonly, however, a user has a more focused purpose in mind. By entering a “rainforest” query, a user may wish to obtain information on traveling to a rainforest, or on purchasing CDs or books having rainforests as a subject or purchasing rainforest themed merchandise such as clothing or accessories.

[0019] In another example, a user may enter in a query for a consumer product such as a “Nikon D60.” The user is probably not interested in every site referencing Nikon brand cameras, but might be interested in, among other things:

- purchasing a Nikon D60 camera;
- reading reviews for the Nikon D60 camera;
- obtaining service for a Nikon D60 camera;
- reading a user manual for the Nikon D60 camera;or
- finding and contacting other owners of Nikon D60 cameras.

[0020] If a search engine simply regards a web query as, for example, a “bag of words”, the search engine will search for web pages and other data objects (e.g. images, audio

files, text files) that contain, or are otherwise associated with, the individual words within the query. A search engine may employ additional techniques known in the art to more narrowly tailor search results and may additionally employ sophisticated algorithms to rank search results. The search engine can use the ranked search results to build one or more search engine result pages. The search engine typically formats the search results into concise summaries for each result using a default formatting scheme. Such formatting schemes typically include a title taken from, for example an HTML title tag of a result page, a brief abstract composed of snippet of text matching the keywords, and a URL hyperlink to the result.

[0021] Search results could be significantly enhanced if the likely intent of the query is known. For example, search results may be ranked such that results that are more relevant to the user's intent appear at or near the top of the search results. Perhaps more significantly, however, the user's intent can be used to customize the display and behavior of a search result to be narrowly targeted to a user's intent. An illustrative list of such customizations could include a customized title or abstract for the result or specialized parameters of a displayed clickable URL to provide the landing page with information regarding the user's intent or triggered by the user's intent.

[0022] The intent of a user in submitting a query can be inferred using a number of techniques. Such techniques could include linguistic analysis of the query itself. In one embodiment previous queries in the same user session could be utilized, as well as user session, user profile information such as preferences, the set of all queries from all users, and click data from previous sessions for the current user as well as the set of all users. A query may have a number of likely intents which could be ranked in order from most likely to the least likely.

[0023] In one embodiment, the ability to tailor the display of search results for a webpage for one or more user intents can be provided through webmaster or 3rd party customizable presentation rules. In one embodiment, a presentation rule could be defined schematically as follows:

<rule pattern= "object matching pattern">

```

    <intent type="intent matching pattern">
      <attribute rule>...</attribute rule>
      <attribute rule>...</attribute rule>
      ...
    </intent>
    <intent type="intent matching pattern">
      <attribute rule>...</attribute rule>
      <attribute rule>...</attribute rule>
      ...
    </intent>
    ...
  </rule>

```

[0024] The object matching pattern is a pattern which can, in one embodiment, be used to match the rule to URLs in search results. For example, in one embodiment, the object matching pattern “*.mywebsite.com/rainforest/*” matches all webpages under “rainforest” on www.mywebsite.com. The object matching pattern could be implemented to support any type of pattern matching known in the art, including literal strings, wildcards, or regular expressions.

[0025] Each rule can provide attribute rules for one to many intent matching patterns. Similar to the object matching pattern, in one embodiment, the intent matching pattern can match a rule to an intent in a search result. For example, the pattern “product/*” matches intents “product/purchase” and “product/reviews”. The pattern “*/reviews” matches “user/reviews” as well “expert/reviews”. The pattern “*” matches any intent, including the unclassified intent. Intent matching patterns could correspond to any reason why a user might be interested in a content provider’s website. Such intent could be, for example, “reviews” (product reviews) or “purchase” (purchase products), an unclassified intent, or could be a default intent that matches any user intent. A set of one or more presentation attribute rules can be defined for each intent matching pattern. Presentation attribute rules can be used, without limitation, to enhance the display and functionality of search result pages.

[0026] First, the presentation on the search can be enhanced with more relevant titles, snippet, images, and structured attributes of the page, as well as related content such as

links. Second, after clicking on a search result, the context of landing page fits the goal of the user. For example, the page can auto-scroll to the appropriate section of the page, or pre-populate a form field. An illustrative list of possible presentation attribute rules is as follows:

Presentation Attribute Rule	Use
Title	Title for the result
Abstract	Snippet summarizing the page, rather than the default computed by the search engine.
display-url	URL shown on search engine result page.
Media	URI to a media object, such as an image, video or audio file.
Structured-data	A list of key-value pairs, where the key is the display prompt, the value is displayed next to the prompt. Each element has the attribute key and value. Example keys: price, review, rating, phone number, author, date.
links	A list of prompt-link pairs, where each link is a URI to a related page. In this embodiment, the URIs can be on any site. Or the search engine can require they are on the same host.
map	Similar to media, show a map if available (generated by the search engine using the location provided in the presentation rule).

input	Define an input field to show on the search engine result page to enable passing values to the landing page. The field can be any standard HTML control, such as textbox, drop-down list, checkbox, radio.
hover	A list of display attributes to show in a popup that appears when the user mouses over a section of the result that displays a popup while the mouse is in that area. Can include any of the following: title, abstract, media, links, map, and structured-data
parameter	A list of parameter-value pairs, to be passed in the query string of the landing page.

[0027] A special token, such as “query”, can be specified in any presentation rule to echo the user’s query. For example, this could be used to pass the query to a parameter on the landing page as follows:

```

<rule pattern="*.site.com/products/*">
  <intent type="reviews">
    <input type="text" name="p" value=QUERY>
  </intent>
</rule>

```

If the original query is “nikon d60”, and the result page is “http://www.amazon.com/products/digitalcameras/nikon/”, this rule would change the link on the search engine result page to “http://www.amazon.com/products/digitalcameras/nikon/?p=nikon%20d60”, (after html-encoding the URL).

[0028] The rule format shown is purely illustrative and is not intended to be limiting. Similar concepts could be expressed using different forms of representation, and such representations are intended to fall within the scope of this disclosure.

[0029] In one embodiment, presentation rules can be supplied as a feed or file separate from a website or a webpage to which it relates. Such a feed could be provided as an XML-based file. Other embodiments could use any machine-readable format, such as comma or tab-separated files. An XML schema could be as follows:

```
<?xml version="1.0"?>
<xs:schema xmlns:xs="http://www.w3.org/2001/XMLSchema">

  <!-- generic string w/o removing whitespace -->
  <xs:simpleType name="valueString">
    <xs:restriction base="xs:string">
      <xs:whiteSpace value="preserve"/>
    </xs:restriction>
  </xs:simpleType>

  <!-- Limit to the allowed characters:
    ! # $ % & ' * + - . 0 1 2 3 4 5 6 7 8 9
    A B C D E F G H I J K L M N O P Q R S T
    U V W X Y Z ^ _ ` a b c d e f g h i j k
    l m n o p q r s t u v w x y z | ~
  -->
  <xs:simpleType name="keyvalNameString">
    <xs:restriction base="xs:string">
      <xs:minLength value="1"/>
      <xs:pattern value="[A-Za-z0-9\-\_!*\+#%&'\.\^\`|~]+"\>
      <xs:whiteSpace value="preserve"/>
    </xs:restriction>
  </xs:simpleType>

  <!-- sample intent matching pattern: require start with an alpha character OR * to
  support wildcard prefix -->
  <xs:simpleType name="intentPattern">
    <xs:restriction base="xs:string">
      <xs:minLength value="1"/>
      <xs:pattern value="[A-Za-z*].*"/>
    </xs:restriction>
  </xs:simpleType>
```

```
<!-- URI pattern -->
<xs:simpleType name="URIPattern">
  <xs:restriction base="xs:anyURI">
    <xs:minLength value="1"/>
    <xs:pattern value="[A-Za-z*].*"/>
  </xs:restriction>
</xs:simpleType>

<!-- sample media types -->
<xs:simpleType name="mediaType">
  <xs:restriction base="xs:string">
    <xs:enumeration value="image/png"/>
    <xs:enumeration value="image/gif"/>
    <xs:enumeration value="image/jpeg"/>
    <xs:enumeration value="image/tiff"/>
    <xs:enumeration value="video/mpeg"/>
    <xs:enumeration value="video/quicktime"/>
    <xs:enumeration value="audio/basic"/>
    <xs:enumeration value="audio/mpeg"/>
  </xs:restriction>
</xs:simpleType>

<!-- STRUCTURED-DATA-TYPE -->
<xs:complexType name="STRUCTURED-DATA-TYPE">
  <xs:simpleContent>
    <xs:extension base="valueString">
      <xs:attribute name="name" type="keyvalNameString"/>
    </xs:extension>
  </xs:simpleContent>
</xs:complexType>

<!-- TITLE-TYPE -->
<xs:simpleType name="TITLE-TYPE">
  <xs:restriction base="valueString"/>
</xs:simpleType>

<!-- DISPLAY-URL-TYPE -->
<xs:simpleType name="DISPLAY-URL-TYPE">
  <xs:restriction base="xs:anyURI"/>
</xs:simpleType>

<!-- ABSTRACT-TYPE -->
<xs:simpleType name="ABSTRACT-TYPE">
  <xs:restriction base="valueString"/>
</xs:simpleType>
```

```

<!-- PARAMETER-TYPE -->
<xs:complexType name="PARAMETER-TYPE">
  <xs:simpleContent>
    <xs:extension base="valueString">
      <xs:attribute name="name" type="keyvalNameString"/>
    </xs:extension>
  </xs:simpleContent>
</xs:complexType>

<!-- MEDIA-TYPE -->
<xs:complexType name="MEDIA-TYPE">
  <xs:simpleContent>
    <xs:extension base="valueString">
      <xs:attribute name="type" type="mediaType"/>
    </xs:extension>
  </xs:simpleContent>
</xs:complexType>

<!-- LINK-ITEM-TYPE -->
<xs:complexType name="LINK-ITEM-TYPE">
  <xs:simpleContent>
    <xs:extension base="valueString">
      <xs:attribute name="text" type="valueString" use="required" />
      <xs:attribute name="image" type="xs:anyURI" use="optional" />
    </xs:extension>
  </xs:simpleContent>
</xs:complexType>

<!-- LINK-ITEM-LIST-TYPE -->
<xs:complexType name="LINK-ITEM-LIST-TYPE">
  <xs:sequence>
    <xs:element name="ITEM" type="LINK-ITEM-TYPE" minOccurs="0"
maxOccurs="unbounded"/>
  </xs:sequence>
</xs:complexType>

<!-- LINKS-TYPE -->
<xs:complexType name="LINKS-TYPE">
  <xs:complexContent>
    <xs:extension base="LINK-ITEM-LIST-TYPE">
      <xs:attribute name="text" type="valueString" use="optional" />
    </xs:extension>
  </xs:complexContent>
</xs:complexType>

```

```

<!-- INPUT-TYPE: won't specify all HTML control syntax in this XSD -->
<xs:simpleType name="INPUT-TYPE">
  <xs:restriction base="xs:string"/>
</xs:simpleType>

<!-- HOVER-TYPE type -->
<xs:complexType name="HOVER-TYPE">
  <xs:sequence>
    <xs:element name="HEADER" type="TITLE-TYPE" minOccurs="0"
maxOccurs="1"/>
    <xs:element name="DESCRIPTION" type="ABSTRACT-TYPE"
minOccurs="0" maxOccurs="1"/>
    <xs:element name="KEYVALS" type="STRUCTURED-DATA-TYPE"
minOccurs="0" maxOccurs="1"/>
    <xs:element name="MEDIA" type="MEDIA-TYPE" minOccurs="0"
maxOccurs="1"/>
  </xs:sequence>
</xs:complexType>

<!-- INTENT-TYPE -->
<xs:complexType name="INTENT-TYPE">
  <xs:complexContent>
    <xs:extension base="INTENT-RULE-LIST-TYPE">
      <xs:attribute name="type" type="intentPattern" use="required" />
    </xs:extension>
  </xs:complexContent>
</xs:complexType>

<!-- INTENT-RULE-LIST-TYPE -->
<xs:complexType name="INTENT-RULE-LIST-TYPE">
  <xs:all minOccurs="0">
    <xs:element name="TITLE" type="TITLE-TYPE"/>
    <xs:element name="ABSTRACT" type="ABSTRACT-TYPE"/>
    <xs:element name="DISPLAY-URL" type="DISPLAY-URL-TYPE"/>
    <xs:element name="MEDIA" type="MEDIA-TYPE"/>
    <xs:element name="STRUCTURED-DATA" type="STRUCTURED-DATA-
TYPE"/>
    <xs:element name="PARAMETER" type="PARAMETER-TYPE"/>
    <xs:element name="LINKS" type="LINKS-TYPE"/>
    <xs:element name="MAP" type="MEDIA-TYPE"/>
    <xs:element name="HOVER" type="HOVER-TYPE"/>
    <xs:element name="INPUT" type="INPUT-TYPE"/>
  </xs:all>
</xs:complexType>

```

```

<!-- RULE-TYPE -->
<xs:complexType name="RULE-TYPE">
  <xs:complexContent>
    <xs:extension base="RULE-LIST-TYPE">
      <xs:attribute name="pattern" type="URIpattern" use="required" />
    </xs:extension>
  </xs:complexContent>
</xs:complexType>

<!-- RULE-LIST-TYPE -->
<xs:complexType name="RULE-LIST-TYPE">
  <xs:sequence>
    <xs:element name="INTENT" type="INTENT-TYPE" minOccurs="0"
maxOccurs="unbounded"/>
  </xs:sequence>
</xs:complexType>

<!-- PRESENTATION set -->
<xs:element name="PRESENTATION">
  <xs:complexType>
    <xs:sequence>
      <xs:element name="RULE" type="RULE-TYPE" minOccurs="0"
maxOccurs="unbounded"/>
    </xs:sequence>
  </xs:complexType>
</xs:element>

</xs:schema>

```

[0030] In another embodiment, presentation rules could be supplied in page markups. In a page markup embodiment, the markup is included in the <head> section of the document to specify rules that apply to the entire document. Alternatively, the markup can be enclosed anywhere in the <body> of the document. The search engine will choose the rules in the same section (such as the enclosing <div> or) of the document that most closely matches the query. The syntax can be otherwise identical to that of the feed format. For example:

```

<head>
<!--
    <presentation>
        <rule pattern= "matching pattern">
            ...
        </rule>
        <rule pattern= "matching pattern">
            ...
        </rule>
        ...
    </presentation>
-->
</head>

```

[0031] FIG. 1 illustrates one embodiment of a hardware and network configuration capable of supporting at least one embodiment of the present invention.

[0032] A plurality of query users 1200 utilize a conventional web query service, such as that offered by Yahoo! or Google, over a network 1800 such as, for example, the Internet. The web query service is hosted on one or more search engine servers 1400. The web query service can include at least one user interface for the submission of queries by the users 1200 and conventional search engine and search ranking technologies. The search service may, as a part of its normal operation, maintain one or more indexes 1420 of web sites and other resources which are accessible over the network 1800.

[0033] Web search services may additionally include intent-based ranking and presentation capabilities, which can include the ability to determine user's 1200 intent in submitting a query and the ability to rank and/or format search result pages using intent based presentation rules. User websites are hosted on website servers 1600. Website source and/or presentation rules can be stored on computer readable media 1620 connected to the website servers 1600. Presentation rules could be defined as one or more feeds (trusted and/or untrusted), could be embedded directly in individual webpages, or both. The presentation rules can be created and maintained by one or more editors, developers, publishers, authors, or advertisers 1640 with an interest in a specific site. Presentation rules could, in some embodiments, be hosted on servers separate from

the website, and could, in fact, be maintained by a different organization than that which maintains the website.

[0034] The hardware configuration illustrated in FIG. 1 is intended to be exemplary, not limiting, and it is understood that any of the servers shown could represent multiple servers distributed over multiple locations, or alternatively, could represent a single server or cluster of servers implementing all of the functions described.

[0035] FIG. 2 illustrates a computer-implemented process 2000 implementing at least one embodiment of the present invention.

[0036] A query comprising one or more query tokens is received 2100 from a user over a network, such as, for example, the Internet. The query can be entered using any device suitable for the submission of queries over a network. For example, the query can be entered using a client device, such as a computer or mobile/smart phone, using a web browser application or a custom application that uses an API to submit the queries. Query tokens can comprise words, phrases or symbols. Additionally, query syntax could provide for operators or functions.

[0037] The query is then analyzed 2200 using at least one computing device and keywords within the query are identified. The query is parsed into tokens, and the tokens can be analyzed to identify common entities, phrases, spelling errors, synonyms, variants of stems, and noisewords (e.g. “the”, “a”, “in”).

[0038] The query is then classified into one or more likely intents, which can include an unclassified intent when no defined intents match the query 2300. An intent is a mapping from many combinations of keywords to a relatively small set of common goals that users pursue in a search query or session of multiple queries. Often, the intent of the query is not explicitly stated in the keywords. While the space of possible queries, is very large, the set of intents is much smaller. Examples of intents relating to product queries can be, for example: official-site, research, purchase, dealer, support, or reviews. Examples of intents relating to local/map queries: directions, reviews, phone, hours-of-operation. In one embodiment, query intent may be determined by linguistic analysis of query keywords. In one embodiment, previous queries in the user session, user profile

information such as preferences, the set of all queries from all users or any subset of all users (e.g. a subset of users having specific demographics or usage patterns), and click data from previous sessions for the current user as well as the set of all users or any subset of all users are used to determine query intent.

[0039] A plurality of data objects accessible to the network that match the query are then identified 2400 using the computing device. Such data objects could be documents such as web pages, or could be any other type of data object, such as media objects, having at least one property by which such objects could be matched to a query. The data objects could be matched to the query using any conventional search engine technology known in the art, such as, for example, using a bag of words type to match query keywords to data objects.

[0040] The identified documents are then ranked 2500 by the computing device. In one embodiment, the data objects are ranked using any ranking algorithm known in the art, such as, for example, term counts, frequency within the corpus of documents, and quality of the site/page based on link analysis. In one embodiment, intent may be used to rank a document in a specialized ranking function rather than a traditional {query,document} score. In order to increase the probability of meeting the user's goal, one or more documents may be included that matches highly against the 2nd or 3rd most likely intent, not just the most likely intent, based on a variety of features. While this approach lowers the probability that the result matched against the less likely intent is the best one on average, it increases the marginal probability that the user gets at least one relevant result in the result set. In another embodiment, a score is assigned for each candidate result against multiple intents. In either case, once the final result set is computed, each result has a corresponding relevance score for each possible intent.

[0041] In one embodiment, intent can be embedded in the search result set, for example:

```

<resultset
  <result
    <URL> result URL </URL>
    <INTENT>intent type</INTENT>
  </RESULT>
</result>

```

```

        <URL> result URL </URL>
        <INTENT>intent type</INTENT>
    </RESULT>
    ...
</resultset>

```

[0042] One or more search engine result pages (SERPs) are then built 2600 by the computing device using the ranked result set and are transmitted over the network to the querying user 2700. In one embodiment, duplicates are removed from the result set and summaries of each result are prepared for presentation on the result page. In one embodiment, the summary can include elements of the associated document or landing page, such as title, URL, and/or snippets of text from the page. In addition, the summary can include images, related links, and structured information from the document or related documents.

[0043] In addition to the standard sources for constructing the presentation on search engine result page, the search engine applies presentation rules 2620 that map the intent of the query to presentation elements. In one embodiment, presentation rules contain one or more presentation attribute rules that can include all of the standard elements of a search engine result page, such as title, URL, images, related links, and structured information applicable to the associated document.

[0044] In one embodiment, the intent is represented as a string and the presentation rules represent the left-hand side of the rule as a string. In one embodiment, for each result in the result set, the intent is determined that is the highest-scoring intent based on query analysis. The highest-scoring intent is then used to match presentation rules. In one embodiment, if the presentation rules are supplied as a feed, the URL of each result can be matched against rule patterns to select candidate presentation rules. If presentation rules are embedded in a result page, such rules can be automatically selected.

[0045] The intent of the result is then matched against intent matching patterns defined within the selected rules. If one or more matches are found, the attribute rules associated with such matching intents are applied to the result to generate the display of the result on the search result page. In one embodiment, if more than one rule matches a result, such

rules are applied in the most-specific order first, from section-specific to page-specific or URL-specific, to wildcard or regular expressions. Similarly, embedded rules may take precedence over feed-based rules. In addition, the source of the feed may be considered to prioritize the rules. For example, some rules might be supplied by a “trusted” source that should take precedence even over embedded rules.

[0046] The presentation rules can be specified via a feed, which maps URIs (or patterns based on standard rules such as wildcards or regular expressions) to rules. While such a rule can simple to specify, it might be harder to maintain, as it is separate from the web pages, and therefore might not be synchronized with the web site nor the crawler/index of search engines. One alternative is inline markup of the document with the appropriate rule or rules. This has the advantage of being synchronized with the target document, but requires marking up every document.

[0047] FIG. 3 illustrates one embodiment of a modular implementation 3000 of the process shown in FIG. 2 which can be implemented one or more computing devices. The system comprises a query receiving module 3100, a query analysis module 3200, a query intent classification module 3300, a query search module 3400, a search result ranking module 3500, a search result presentation module 3600, and a search result transmission module 3700.

[0048] In one embodiment, each of the modules comprises one or more processors programmed to execute software code retrieved from a computer readable storage medium storing software for functions as described below. In one embodiment, each of the modules could be implemented on servers such as the search engine servers 1400 in FIG 1. Such an embodiment is purely exemplary, and all of the modules shown could be implemented in any combination on any number servers, as will be readily apparent to those skilled in the art.

[0049] The query receiving module 3100 is configured to receive queries comprising one or more query tokens from users over a network such as, for example, the Internet. Query tokens can comprise words, phrases or symbols. Additionally, query syntax could provide for operators or functions.

[0050] The query analysis module 3200 is configured to analyze queries received by the query receiving module 3100 to identify keywords within the queries. Queries can be parsed into tokens, and the tokens can be analyzed to identify common entities, phrases, spelling errors, synonyms, variants of stems, and noisewords (eg “the”, “a”, “in”).

[0051] The query intent classification module 3300 is configured to classify queries parsed by the query analysis module 3300 into one or more likely intents (which could include an unclassified intent). In one embodiment, query intent may be determined by linguistic analysis of query keywords. In one embodiment, previous queries in user sessions, user profile information such as preferences, the set of all queries from any subset of all users (e.g. a subset of users having specific demographics or usage patterns), and click data from previous sessions for current users as well as any subset set of all users can be used to determine query intent.

[0052] The query search module 3400 is configured to identify data objects accessible to the network that match queries classified by the query intent classification module 3300. Such data objects could be documents such as web pages, or could be any other type of data object, such as media objects, having at least one property by which such objects could be matched to a query. The data objects could be matched to the query keywords using any conventional search engine technology known in the art such as a bag of words type match.

[0053] The search result ranking module 3500 is configured to the data objects identified by the query search module 3400. In one embodiment, the data objects can be ranked using any ranking algorithm known in the art, such as, for example, term counts, frequency within the corpus of documents, and quality of the site/page based on link analysis. In one embodiment, intent may be used to rank a document in a specialized ranking function rather than a traditional {query,document} score. In order to increase the probability of meeting the user’s goal, one or more documents can be included that matches highly against the 2nd or 3rd most likely intent, not just the most likely intent, based on a variety of features. In another embodiment, a score is assigned for each

candidate result against multiple intents. In either case, once the final result set is computed, each result has a corresponding relevance score for each possible intent.

[0054] The search result presentation module 3600 is configured to build search engine result pages using the data objects ranked by the search result ranking module 3500 for presentation to querying users. In one embodiment, duplicates are removed from the result set and summaries of each result are prepared for presentation on the result page. In one embodiment, the summary can include elements of the associated document or landing page, such as title, URL, snippets of text from the page. In addition, the summary can include images, related links, and structured information from the document or related documents.

[0055] In addition to the standard sources for constructing the presentation on search engine result page, the search engine can apply presentation rules that map the intent of the query to presentation elements. In one embodiment, presentation rules contain one or more presentation attribute rules that can include all of the standard elements of a search engine result page, such as title, URL, images, related links, and structured information applicable to the associated document. In one embodiment, the intent can be represented as a string and the presentation rules represent the left-hand side of the rule as a string. In one embodiment, for each result in the result set, the intent, which is the highest-scoring intent based on query analysis for the result is determined. The highest-scoring intent is then used to match presentation rules.

[0056] The presentation rules could be specified via a feed that maps URIs (or patterns based on standard rules such as wildcards or regular expressions) to rules. Alternatively, presentation rules could be specified via inline markup of documents with the appropriate rule or rules.

[0057] In one embodiment, if the presentation rules are supplied as a feed, the URL of each result can be matched against rule object matching patterns to select candidate presentation rules. If presentation rules are imbedded in a result page, such rules can be automatically selected. The intent of the result is then matched against intent matching patterns defined within the selected rules. If one or more matches are found, the attribute

rules associated with such matching intents are applied to the result to generate the display of the result on the search result page. In one embodiment, if more than one rule matches a result, such rules can be applied in the most-specific order first, from section-specific to page-specific or URL-specific, to wildcard/regular expression. Similarly, embedded rules may take precedence over feed-based rules. In addition, the source of the feed may be considered to prioritize the rules. For example, some rules might be supplied by a “trusted” source that should take precedence even over embedded rules

[0058] The search result transmission module 3700 is configured to transmit search engine result pages that have been prepared for presentation by the search result presentation module 3600 to end users.

An Illustrative Example

[0059] For this example, consider the query: “nikon d60”. Although it wasn’t specified explicitly by the user, here are examples of likely intents in a partial intent taxonomy that could be identified when the query is analyzed.

product

- **official-site**
- **research**
- **purchase**
- **dealer**
- **support**
- **reviews**

[0060] When the query is used by a search engine to search for matching documents, a result set which includes a top ranked intent for each result could be produced as follows:

```
<resultset
  <result
    <URL>http://www.nikonusa.com/Find-Your-
Nikon/Product/Digital-SLR/25438/D60.html
    </URL>
    <INTENT>official-site</INTENT>
  </RESULT>
  <result>
    <URL>http://www.kenrockwell.com/nikon/d60.htm</URL>
    <INTENT>reviews</INTENT>
```

</RESULT>
</resultset>

[0061] The results additionally could be ranked using intent, for example, using top-scoring intents. In one embodiment, the search engine could generate a default search result presentation for each result before intent based presentation rules are applied, retaining the intents from the previous step.

<resultset
 <result
 <URL>http://www.nikonusa.com/Find-Your-
Nikon/Product/Digital-SLR/25438/D60.html
 </URL>
 <title>D60 from Nikon</title>
 <INTENT>official-site</INTENT>
 <abstract>Find Your Nikon D60 Digital SLR
Cameras</abstract>
 </RESULT>
 <result>
 <URL>http://www.kenrockwell.com/nikon/d60.htm</URL>
 <title>Nikon D60</title>
 <INTENT>reviews</INTENT>
 <abstract>The Nikon D60 is an inexpensive 10
MP DSLR that comes with an excellent 18-55mm...</abstract>
 </RESULT>
 ...
</resultset>

[0062] Assume the following presentation rules have been defined by or for the “www.kenrockwell.com” website. The first rule is a wildcard rule that matches all Nikon related pages on the website using the pattern “*.kenrockwell.com/nikon/*”. The second rule a page specific rule that only matches a single webpage using the pattern “*.kenrockwell.com/nikon/d60.htm”.

<PRESENTATION>

```

<RULE pattern="*.kenrockwell.com/nikon/*">
  <INTENT type="reviews">
    <TITLE>Your source for objective Nikon reviews</TITLE>
    <LINKS text="Consider these products">
      <ITEM
text="D60">http://www.kenrockwell.com/nikon/d60.htm</ITEM>
      <ITEM
text="D40">http://www.kenrockwell.com/nikon/d40.htm</ITEM>
      <ITEM
text="d40x">http://www.kenrockwell.com/nikon/d40x.htm</ITEM>
      <ITEM text="More
reviewsâ€¦!">http://www.kenrockwell.com/nikon/index.htm</ITEM>
    </LINKS>
  </INTENT>
</RULE>

<RULE pattern="*.kenrockwell.com/nikon/d60.htm">
  <INTENT type="reviews">

    <MEDIA>http://www.kenrockwell.com/images/Nikon/d60.jpg</MEDIA>
    <PARAMETER>model=d60</PARAMETER>
    <LINKS text="Features of the Nikon D60">
      <ITEM
text="Stabilization">http://www.kenrockwell.com/nikon/d60-
stabilization.htm</ITEM>
      <ITEM text="Fast-
frame">http://www.kenrockwell.com/nikon/d60-fastframe.htm</ITEM>
    </LINKS>
  </INTENT>

  <INTENT type="purchase">
    <LINKS text="Where to buy:">
      <ITEM text="Ritz
Camera">http://www.ritzcamera.com/p/?keyword=Nikon+D60&id=ABG
1022</ITEM>
      <ITEM
text="Amazon">http://www.amazon.com/dp/B0012OGF6Q/?tag=kenrockwel
lcom</ITEM>
    </LINKS>
  </INTENT>
</RULE>
</PRESENTATION>

```

[0063] The second result in the result set, <URL>http://www.kenrockwell.com/nikon/d60.htm</URL>, matches both of the rules. In this example, the second rule takes precedence since it is more specific. In one embodiment, only the highest precedence rule is applied. In another embodiment, all applicable rules may be applied if they modify different presentation attributes. In one embodiment, rule precedence can be determined, as in the example above, based on the relative specificity of the rules. Other rule properties could also be used in addition, or in place of, relative specificity to

determine precedence. In one embodiment, an explicit precedence could be coded into the rule (e.g. <PRECEDENCE> *number* </PRECEDENCE>). On one embodiment, rules originating from trusted feeds could take precedence over rules from untrusted feeds and/or embedded rules. In one embodiment embedded rules and rules from one or more feeds could be applied if they modify different presentation attributes.

[0064] In this example, the general rule modifies the title and links, while the specific rule modified media, parameter, and links. In this example, both rules will be applied. Since the second rule is more specific, the links will be used from that rule. Note the rule intentionally specifies different links, which are specific to the model of camera on that page. In some embodiments, one or more matching rules may not be applied by the search engine, based on a variety of features, such as click data, user profile, or other presentation rule success metrics, to improve the search experience. In this example, the final result could be:

```

<resultset
  <result
    <URL>http://www.nikonusa.com/Find-Your-
    Nikon/Product/Digital-SLR/25438/D60.html
    </URL>
    <title><b>D60</b> from <b>Nikon</b></title>
    <abstract>Find Your <b>Nikon D60</b> Digital SLR
    Cameras</abstract>
  </RESULT>
  <result>
    <URL>http://www.kenrockwell.com/nikon/d60.htm?model=d60
    </URL>
    <title>Your source for objective Nikon reviews</title>
    <abstract>The <b>Nikon</b> <b>D60</b> is an inexpensive 10
    MP DSLR that comes with an excellent 18-55mm...</abstract>
    <links text="Features of the Nikon D60">
      <item text="Stabilization">http://www.kenrockwell.com/
      nikon/d60-stabilization.htm</item>

```

```

        <item text="Fast-frame">http://www.kenrockwell.com/
        nikon/d60-fastframe.htm</item>

    </links>

    <media>http://www.kenrockwell.com/images/Nikon/d60.jpg</media>
</RESULT>

...
</resultset>

```

[0065] In this case, the result is the product of a combination of the first, more general presentation rule (the title), the second, more specific presentation rule (the URL parameter, the image, and the links) and default search engine result formatting (the remainder).

[0066] Those skilled in the art will recognize that the methods and systems of the present disclosure may be implemented in many manners and as such are not to be limited by the foregoing exemplary embodiments and examples. In other words, functional elements being performed by single or multiple components, in various combinations of hardware and software or firmware, and individual functions, may be distributed among software applications at either the client level or server level or both. In this regard, any number of the features of the different embodiments described herein may be combined into single or multiple embodiments, and alternate embodiments having fewer than, or more than, all of the features described herein are possible. Functionality may also be, in whole or in part, distributed among multiple components, in manners now known or to become known. Thus, myriad software/hardware/firmware combinations are possible in achieving the functions, features, interfaces and preferences described herein. Moreover, the scope of the present disclosure covers conventionally known manners for carrying out the described features and functions and interfaces, as well as those variations and modifications that may be made to the hardware or software or firmware components described herein as would be understood by those skilled in the art now and hereafter.

[0067] Furthermore, the embodiments of methods presented and described as flowcharts in this disclosure are provided by way of example in order to provide a more complete

understanding of the technology. The disclosed methods are not limited to the operations and logical flow presented herein. Alternative embodiments are contemplated in which the order of the various operations is altered and in which sub-operations described as being part of a larger operation are performed independently.

[0068] While various embodiments have been described for purposes of this disclosure, such embodiments should not be deemed to limit the teaching of this disclosure to those embodiments. Various changes and modifications may be made to the elements and operations described above to obtain a result that remains within the scope of the systems and processes described in this disclosure.

CLAIMS

We claim:

1. A method comprising the steps of:

receiving, over a network, a query from a user, wherein the query comprising at least one query token;

analyzing the query, using at least one computing device, wherein at least one query keyword is identified;

classifying the query, using the at least one computing device, wherein the query is classified into at least one intent using the at least one query keyword;

identifying, using the at least one computing device, a plurality of data objects available over the network that match the at least one query keyword;

ranking, using the at least one computing device, the plurality of data objects, wherein at least one of the at least one intents is assigned to at least some of the plurality of data objects;

building a result, using the at least one computing device, using the ranked plurality of data objects, wherein the result comprises a plurality of display entries, wherein at least one display entry is constructed for each of the ranked plurality of data objects, wherein if a data object has been assigned at least one intent, such intents are used to construct the display entry for the respective data object; and

transmitting the result, over the network, to the user.

2. The method of Claim 1 wherein the at least one intent comprises an unclassified intent.

3. The method of Claim 1 wherein the analysis step identifies query keywords by parsing the tokens and identifying common entities, phrases, spelling errors, synonyms, variants of stems, and noisewords.
4. The method of Claim 1 wherein, in the classifying step, the query is classified by linguistic analysis of the at least one query keyword;
5. The method of Claim 1 wherein, in the classifying step, profile information for the user is additionally used to classify the query;
6. The method of Claim 1 wherein, in the classifying step, previous queries submitted by the user during a user session are additionally used to classify the query;
7. The method of Claim 1 wherein, in the classifying step, previous queries submitted by a subset of all users are additionally used to classify the query;
8. The method of Claim 1 wherein, in the classifying step, click data from at least one previous user session for the user are additionally used to classify the query;
9. The method of Claim 1 wherein, in the classifying step, click data from at least one previous user session for a subset of all users are additionally used to classify the query;
10. The method of Claim 1 wherein the plurality of data objects are ranked by intent.
11. The method of Claim 1 wherein, in the building step, each of the ranked plurality of data objects to which at least one intent has been assigned are matched against at least one presentation rule associated with the

respective data object and matching presentation rules are used to construct the at least one display entry for the respective data object.

12. The method of Claim 11 wherein the at least one presentation rules are supplied via a feed.
13. The method of Claim 11 wherein the at least one presentation rules are embedded in the respective data object.
14. The method of Claim 11 wherein the at least one presentation rules comprise an object matching pattern and at least one set of attribute rules, wherein each of sets of attribute rules is associated with an intent matching pattern, and wherein the at least one presentation rules matches one of the plurality of data objects if a name of the respective object matches the object matching pattern and the at least one intent assigned to the respective data object matches the intent matching pattern associated with the at least one set of attribute rules, wherein the at least one set of attribute rules are used to construct the at least one display entry for the respective data object
15. The method of Claim 14 wherein the at least one intent associated with at least one of the ranked plurality of data objects comprises at least two intents and one of the at least two intents which is most likely is used to match the respective data object to the at least one presentation rules.
16. The method of Claim 11 wherein at least one of the ranked plurality of data objects matches at least two presentation rules and each of the at least two presentation rules are used to construct the at least one display entry for the respective data object.
17. The method of Claim 16 wherein the at least two presentation rules are used in the most specific order first to construct the at least one display entry for the respective data object.

18. The method of Claim 16 wherein the at least two presentation rules each additionally comprise a rule precedence and the at least two presentation rules are used in precedence order to construct the at least one display entry for the respective data object.
19. The method of Claim 11 wherein at least one of the ranked plurality of data objects matches a first at least one presentation rule originating from a trusted feed and a second at least one presentation rule originating from an untrusted feed, wherein the first at least one presentation rule is used before the second at least one presentation rule.
20. The method of Claim 11 wherein at least one of the ranked plurality of data objects matches a first at least one presentation rule originating from a trusted feed and a second at least one presentation rule embedded in the respective data object, wherein the first at least one presentation rule is used before the second at least one presentation rule.
21. A system comprising:
 - a query receiving module comprising one or more processors programmed to execute software code retrieved from a computer readable storage medium storing software for receiving, over a network, queries from users, wherein the queries each comprise at least one query token;
 - a query analysis module comprising one or more processors programmed to execute software code retrieved from a computer readable storage medium storing software for analyzing queries received by the query receiving module wherein at least one query keyword is identified in each of the respective queries received by the query receiving module;
 - a query intent classification module comprising one or more processors programmed to execute software code retrieved from a computer readable storage medium storing software for classifying queries

analyzed by the query analysis module, wherein each query is classified into at least one intent using the query's respective at least one query keyword;

a query search module comprising one or more processors programmed to execute software code retrieved from a computer readable storage medium storing software for identifying, for each query classified by the query intent classification module, a plurality of data objects available over the network that match the respective query keywords;

a search result ranking module comprising one or more processors programmed to execute software code retrieved from a computer readable storage medium storing software for ranking, for each query processed by the query search module, the respective plurality of data objects, wherein at least one of the at least one intents is assigned to at least some of the plurality of data objects;

a search result presentation module comprising one or more processors programmed to execute software code retrieved from a computer readable storage medium storing software for building, for each plurality of data objects ranked by the search result ranking module, a result using the respective ranked plurality of data objects, wherein the result comprises a plurality of display entries, wherein at least one display entry is constructed for each of the respective ranked plurality of data objects, wherein if a data object has been assigned at least one intent, such intents are used to construct the display entry for the respective data object;

a search result transmission module comprising one or more processors programmed to execute software code retrieved from a computer readable storage medium storing software for transmitting results built by the search result presentation module, over the network, to users.

22. The system of Claim 21 wherein the search result presentation module is further programmed such that each of the ranked plurality of data objects to which at least one intent has been assigned are matched against at least one presentation rule associated with the respective data object and matching presentation rules are used by the search result presentation module to construct the at least one display entry for the respective data object.
23. The system of Claim 22 wherein the at least one presentation rules comprise an object matching pattern and at least one set of attribute rules, wherein each set of attribute rules is associated with an intent matching pattern, and wherein the at least one presentation rules matches one of the plurality of data objects if a name of the respective object matches the object matching pattern and the at least one intent assigned to the respective data object matches the intent matching pattern associated with the at least one set of attribute rules, wherein the at least one set of attribute rules are used to construct the at least one display entry for the respective data object
24. The system of Claim 22 wherein the at least one intent associated with at least one of the ranked plurality of data objects comprises at least two intents and one of the at least two intents which is most likely is used to match the respective data object to the at least one presentation rules.
25. The system of Claim 22 wherein at least one of the ranked plurality of data objects matches at least two presentation rules and each of the at least two presentation rules are used to construct the at least one display entry for the respective data object.
26. The system of Claim 22 wherein the at least two presentation rules are used in the most specific order first to construct the at least one display entry for the respective data object.

27. The system of Claim 22 wherein the at least two presentation rules each additionally comprise a rule precedence and the at least two presentation rules are used in precedence order to construct the at least one display entry for the respective data object.
28. The system of Claim 22 wherein at least one of the ranked plurality of data objects matches a first at least one presentation rule originating from a trusted feed and a second at least one presentation rule originating from an untrusted feed, wherein the first at least one presentation rule is used before the second at least one presentation rule.
29. The system of Claim 22 wherein at least one of the ranked plurality of data objects matches a first at least one presentation rule originating from a trusted feed and a second at least one presentation rule embedded in the respective data object, wherein the first at least one presentation rule is used before the second at least one presentation rule.
30. A computer-readable medium having computer-executable instructions for a method comprising the steps of:
 - receiving, over a network, a query from a user, wherein the query comprising at least one query token;
 - analyzing the query, using at least one computing device, wherein at least one query keyword is identified;
 - classifying the query, using the at least one computing device, wherein the query is classified into at least one intent using the at least one query keyword;
 - identifying, using the at least one computing device, a plurality of data objects available over the network that match the at least one query keyword;

ranking, using the at least one computing device, the plurality of data objects, wherein at least one of the at least one intents is assigned to at least some of the plurality of data objects;

building a result, using the at least one computing device, using the ranked plurality of data objects, wherein the result comprises a plurality of display entries, wherein at least one display entry is constructed for each of the ranked plurality of data objects, wherein if a data object has been assigned at least one intent, such intents are used to construct the display entry for the respective data object; and

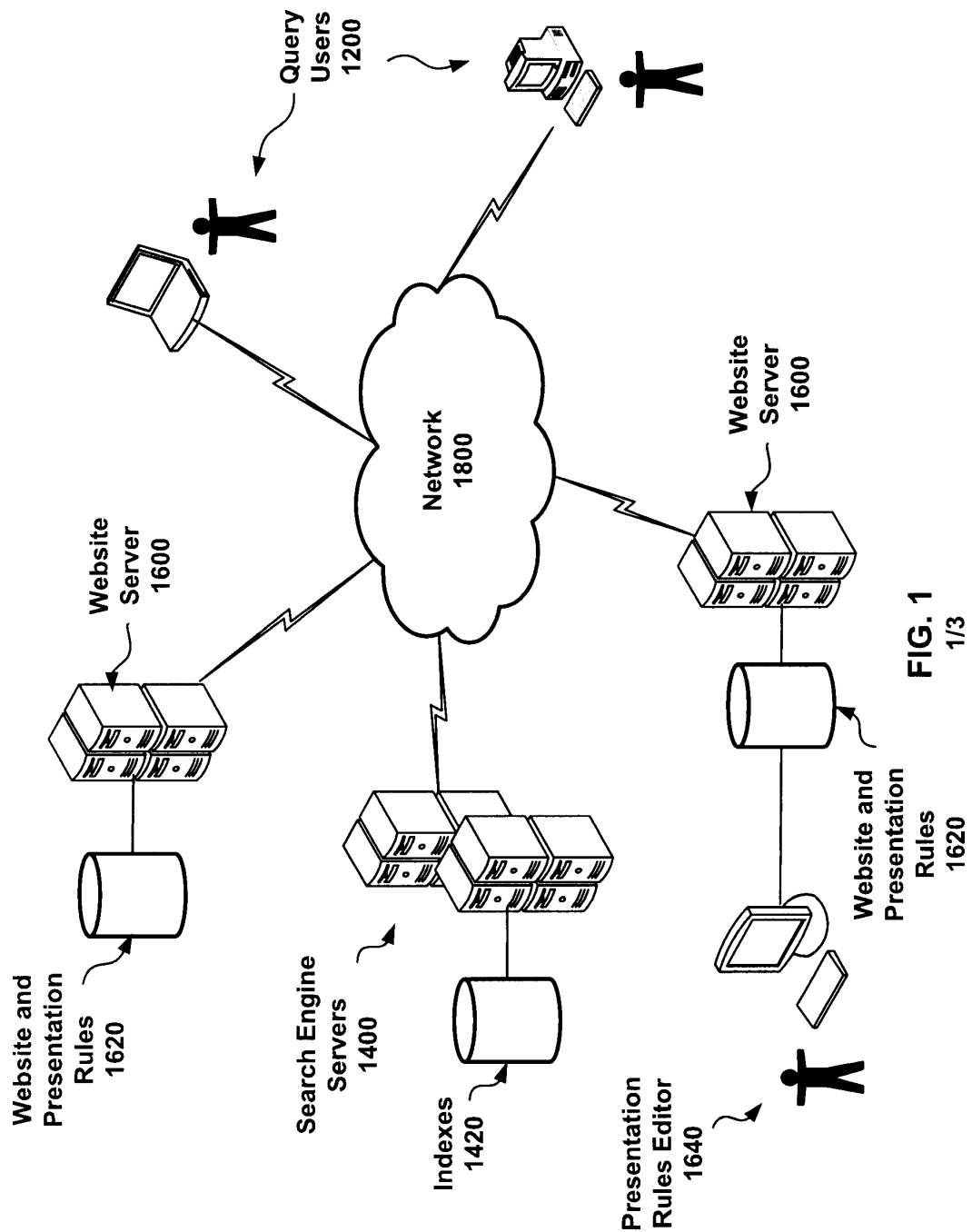
transmitting the result, over the network, to the user.

31. The computer-readable medium of Claim 30 wherein, in the building step, each of the ranked plurality of data objects to which at least one intent has been assigned are matched against at least one presentation rule associated with the respective data object and matching presentation rules are used to construct the at least one display entry for the respective data object.
32. The computer-readable medium of Claim 31 wherein the at least one presentation rules comprise an object matching pattern and at least one set of attribute rules, wherein each of sets of attribute rules is associated with an intent matching pattern, and wherein the at least one presentation rules matches one of the plurality of data objects if a name of the respective object matches the object matching pattern and the at least one intent assigned to the respective data object matches the intent matching pattern associated with the at least one set of attribute rules, wherein the at least one set of attribute rules are used to construct the at least one display entry for the respective data object

**SYSTEM AND METHOD FOR INTENT-DRIVEN SEARCH RESULT
PRESENTATION**

ABSTRACT

A system and method for intent driven search presentation. A system and method for intent driven search presentation. A query is received, over a network, from a user, wherein the query comprises at least one query token. The query is analyzed wherein at least one query keyword is identified in the query. The query is classified wherein the query is classified into at least one intent using query keywords. A plurality of data objects that match query keywords is identified. The data objects are ranked, wherein at least one intent is assigned to at least some of the data objects. A result is built using the ranked plurality of data objects, wherein the result comprises display entries wherein if a data object has been assigned at least one intent, such intent is used to construct the display entry for the respective data object. The result is transmitted over the network to the user.



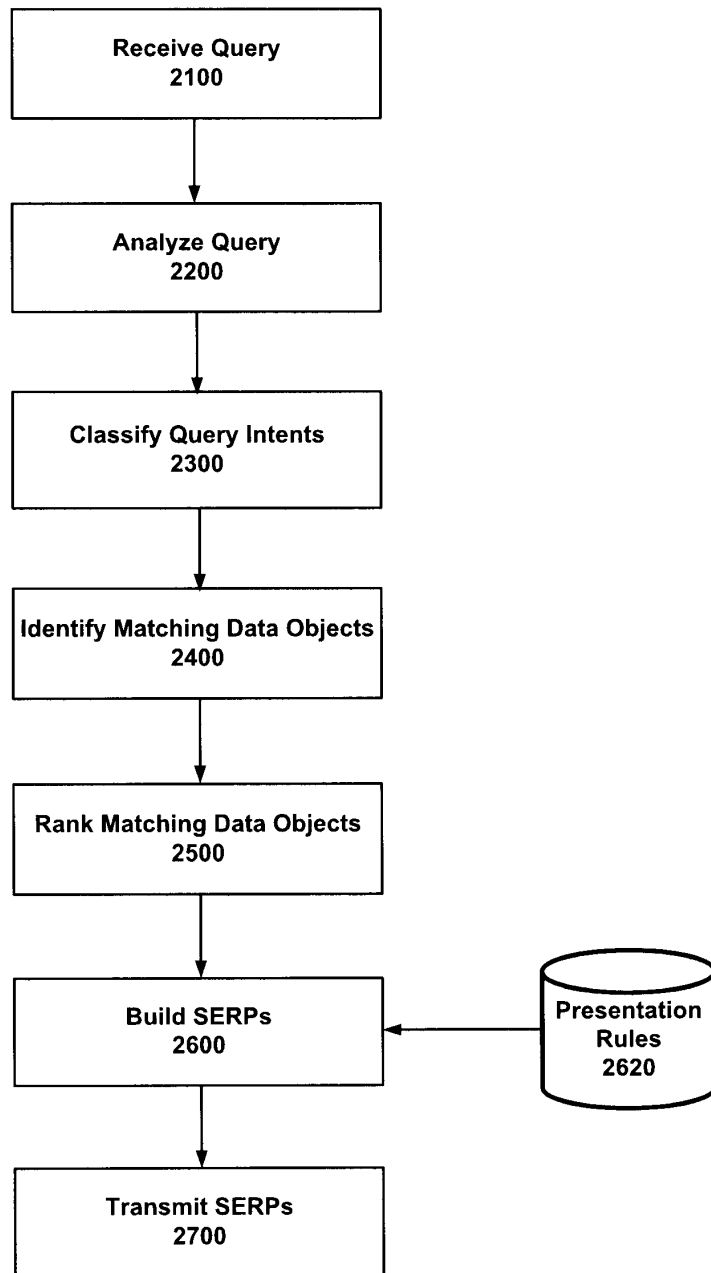


FIG. 2
2/3

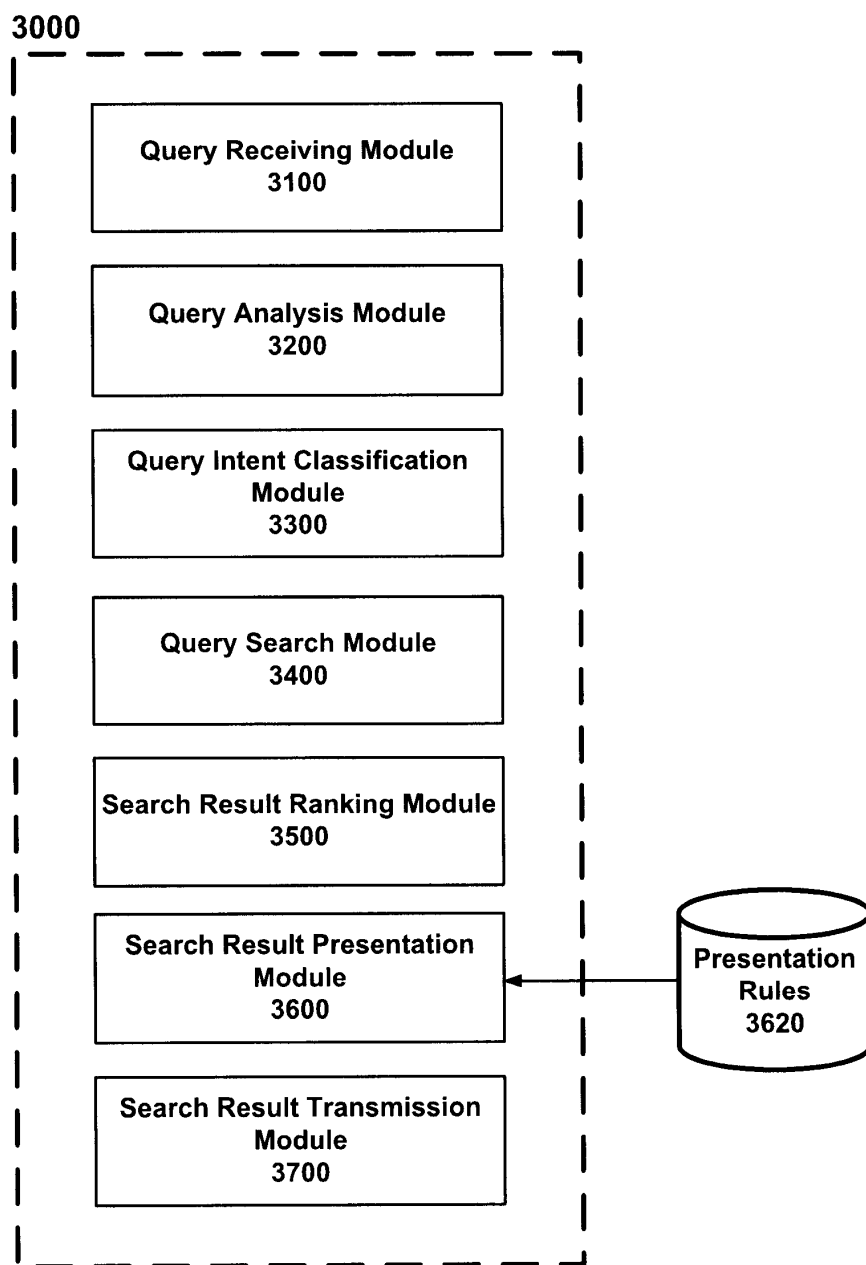


FIG. 3
3/3

**DECLARATION
FOR UTILITY OR DESIGN
PATENT APPLICATION**



Declaration
Submitted With
Initial Filing



Declaration
Submitted After
Initial Filing

) Attorney Docket No.: 085804.099200 / Y05542US00
)
) Customer No.: 76058
)
)
) First Named Inventor: SCHULMAN, ROBERT
) Application Number: Not yet assigned
) Filing Date: Herewith
) Art Unit: Not yet assigned
) Examiner Name: Not yet assigned

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship is as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

SYSTEM AND METHOD FOR INTENT-DRIVEN SEARCH RESULT PRESENTATION

(Title of Invention)

the specification of which:



is attached hereto, or



was filed by an authorized person on our behalf on _____ as United States
Application Number _____ or PCT International Application Number ____, and
was amended on _____ (if applicable).

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, §1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, §119(a)-(d) or §365(b) of any foreign application(s) for patent or inventor's certificate, or §365(a) of any PCT international application which designated at least one country other than the United States of America, listed below, and I have also identified below any foreign application for patent or inventor's certificate, or any PCT international application, on this invention filed by me or my legal representatives or assigns and having a filing date before that of the application on which priority is claimed:

<u>Prior Foreign Application Number(s)</u>	<u>Country</u>	<u>Foreign Filing Date</u>	<u>Priority Not Claimed</u>
NA	NA	NA	NA



Additional foreign application numbers are listed on a supplemental priority data sheet attached hereto.

We hereby claim the benefit under Title 35, United States Code, §119(e) of any United States provisional application(s) listed below:

<u>Provisional Application Number(s)</u>	<u>Provisional Application Filing Date</u>
NA	NA

- ☐ Additional provisional application numbers are listed on a supplemental priority data sheet attached hereto.

I hereby claim the benefit under Title 35, United States Code, §120, of any prior United States application(s), or under §365(c) of any PCT international application(s) designating the United States of America, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT international application(s) in the manner provided by the first paragraph of Title 35, United States Code, §112, I acknowledge the duty to disclose all information known by me to be material to patentability as defined in Title 37, Code of Federal Regulations, §1.56, which became available between the filing date of the prior application(s) and the national or PCT international filing date of this application:

<u>Prior U.S. Application Number</u>	<u>Prior PCT International Application Number</u>	<u>Filing Date of U.S. or PCT International Application</u>	<u>Patent Number (if applicable)</u>
NA	NA	NA	NA

- ☐ Additional U.S. or PCT international application numbers are listed on a supplemental priority data sheet attached hereto.

As named inventor, I hereby appoint the practitioners associated with Customer Number **76058**, with full power of substitution and revocation, to prosecute this application and to transact all business in the United States Patent and Trademark Office connected therewith, and request that all correspondence and telephone calls in respect to this application be directed to GREENBERG TRAURIG, LLP, Met Life Building, 200 Park Avenue, New York, New York 10166; Telephone No. (212)801-6729, Facsimile No. (212) 801-6400, CUSTOMER NUMBER **76058**, attention James J. DeCarlo.

I hereby declare that all statements made herein of my own knowledge are true, and that all statements made herein 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 or enforceability of the application or any patent issued thereon.

Full name of sole or one
joint inventor:

Robert Schulman
(Given names first, with Family name last)

Inventor's signature:

Robert Schulman

Date:

7/7/09

Residence:

Menlo Park, CA
(City and State for U.S. Residents; City and Country for others)

Post Office Address:

1165 Hillview Drive

Menlo Park, CA 94025

Citizenship:

U.S.

Electronic Patent Application Fee Transmittal				
Application Number:				
Filing Date:				
Title of Invention:		SYSTEM AND METHOD FOR INTENT-DRIVEN SEARCH RESULT PRESENTATION		
First Named Inventor/Applicant Name:		Robert Schulman		
Filer:		James Joseph DeCarlo/Shoba Jaglal-Grullon		
Attorney Docket Number:		085804.099200		
Filed as Large Entity				
Utility under 35 USC 111(a) Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Utility application filing	1011	1	330	330
Utility Search Fee	1111	1	540	540
Utility Examination Fee	1311	1	220	220
Pages:				
Claims:				
Claims in excess of 20	1202	12	52	624
Miscellaneous-Filing:				
Petition:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				1714

Electronic Acknowledgement Receipt	
EFS ID:	5807832
Application Number:	12533299
International Application Number:	
Confirmation Number:	7335
Title of Invention:	SYSTEM AND METHOD FOR INTENT-DRIVEN SEARCH RESULT PRESENTATION
First Named Inventor/Applicant Name:	Robert Schulman
Customer Number:	76058
Filer:	James Joseph DeCarlo/Shoba Jaglal-Grullon
Filer Authorized By:	James Joseph DeCarlo
Attorney Docket Number:	085804.099200
Receipt Date:	31-JUL-2009
Filing Date:	
Time Stamp:	14:02:20
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	\$ 1714
RAM confirmation Number	218
Deposit Account	501561
Authorized User	
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows: Charge any Additional Fees required under 37 C.F.R. Section 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		099200ele.pdf	89545	yes	2
			212faabc197d30af8e525e4648a95c7d94c15f79		
	Multipart Description/PDF files in .zip description				
	Document Description		Start		End
	Miscellaneous Incoming Letter		1		1
	Transmittal of New Application		2		2
Warnings:					
Information:					
2		099200APP.PDF	286759	yes	37
			3ba94944a483ac1625c0a75ec41a205b47ccea5		
	Multipart Description/PDF files in .zip description				
	Document Description		Start		End
	Specification		1		28
	Claims		29		36
	Abstract		37		37
Warnings:					
Information:					
3	Drawings-only black and white line drawings	099200dwgs.pdf	38304	no	3
			732302fb1355e8c9deb9d0fbda4877bbc6f288da		
Warnings:					
Information:					
4	Oath or Declaration filed	099200dec.pdf	104761	no	3
			cf0d936a03e5cd65310887f31e3cab27b6f0abad		
Warnings:					
Information:					
5	Fee Worksheet (PTO-875)	fee-info.pdf	36678	no	2
			d28c858574a6e21189101583af8138f81624b0be		
Warnings:					
Information:					
Total Files Size (in bytes):			556047		

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.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT(S):	Schulman, Robert
SERIAL NO.:	To Be Assigned
FILED:	Herewith
ATTY. DOCKET:	085804.099200
TITLE:	SYSTEM AND METHOD FOR INTENT-DRIVEN SEARCH RESULT PRESENTATION

ELECTRONIC MAIL CERTIFICATE

Date of Deposit: July 31, 2009

I hereby certify that the following attached paper(s) and/or fee

- (1) Utility Patent Transmittal (PTO/SB/05) (1 page);
- (2) Non-Provisional Patent Application (40 pages total, comprising 37 pages of specification and 3 pages of drawings); and
- (3) Executed Combined Declaration and Power of Attorney

are being electronically deposited with the United States Patent Office on the date indicated above.

Respectfully submitted,
GREENBERG TRAURIG, LLP

Dated: July 31, 2009

/sjaglal-grullon/
Shoba Jaglal-Grullon
Patent Prosecution Paralegal

CORRESPONDENCE:

James J. DeCarlo
GREENBERG TRAURIG LLP
Met Life Building
200 Park Avenue, 34th Floor
New York, New York 10166
Phone: 212-801-9200
Fax: 212-801-6400

Filing Date: 07/31/09

PTO/SB/06 (12-04)

Approved for use through 7/31/2006. 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 12/533,299	
APPLICATION AS FILED – PART I						
(Column 1)		(Column 2)		SMALL ENTITY		OR
OTHER THAN SMALL ENTITY						
FOR	NUMBER FILED	NUMBER EXTRA	RATE (\$)	FEE (\$)	RATE (\$)	FEE (\$)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A		N/A	330
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A		N/A	540
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A		N/A	220
TOTAL CLAIMS (37 CFR 1.16(i))	32	minus 20 = 12	x\$26		x\$52	624
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3	minus 3 = *	x\$110		x\$220	
APPLICATION SIZE FEE (37 CFR 1.16(s))			If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$260 (\$130 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR			
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))			195		390	
			TOTAL		TOTAL	1714
* If the difference in column 1 is less than zero, enter "0" in column 2.						
APPLICATION AS AMENDED – PART II						
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY
OTHER THAN SMALL ENTITY						OR
AMENDMENT A	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDI-TIONAL FEE (\$)	RATE (\$)
Total (37 CFR 1.16(i))	*	Minus **	=	X =		X =
Independent (37 CFR 1.16(h))	*	Minus ***	=	X =		X =
Application Size Fee (37 CFR 1.16(s))				N/A		N/A
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))				TOTAL		TOTAL
				ADD'T FEE		ADD'T FEE
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY
OTHER THAN SMALL ENTITY						OR
AMENDMENT B	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDI-TIONAL FEE (\$)	RATE (\$)
Total (37 CFR 1.16(i))	*	Minus **	=	X =		X =
Independent (37 CFR 1.16(h))	*	Minus ***	=	X =		X =
Application Size Fee (37 CFR 1.16(s))				N/A		N/A
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))				TOTAL		TOTAL
				ADD'T FEE		ADD'T 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.						

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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UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

Address: COMMISSIONER FOR PATENTS

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www.uspto.gov

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
12/533,299	07/31/2009	2161	1714	085804.099200	32	3

CONFIRMATION NO. 7335

FILING RECEIPT



0000000037322386

76058

YAHOO! INC. C/O GREENBERG TRAURIG, LLP

MET LIFE BUILDING

200 PARK AVENUE

NEW YORK, NY 10166

Date Mailed: 08/17/2009

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**

Applicant(s)

Robert Schulman, Menlo Park, CA;

Assignment For Published Patent Application

Yahoo! Inc., Sunnyvale, CA

Power of Attorney: The patent practitioners associated with Customer Number 76058

Domestic Priority data as claimed by applicant

Foreign Applications

If Required, Foreign Filing License Granted: 08/12/2009

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 12/533,299**

Projected Publication Date: 02/03/2011

Non-Publication Request: No

Early Publication Request: No

Title

SYSTEM AND METHOD FOR INTENT-DRIVEN SEARCH RESULT PRESENTATION

Preliminary Class

707

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 (1-866-999-4158).

LICENSE FOR FOREIGN FILING UNDER**Title 35, United States Code, Section 184****Title 37, Code of Federal Regulations, 5.11 & 5.15****GRANTED**

The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as

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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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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
12/533,299	07/31/2009	Robert Schulman	085804.099200

CONFIRMATION NO. 7335

PUBLICATION NOTICE



OC000000045824166

76058
YAHOO! INC. C/O GREENBERG TRAURIG, LLP
MET LIFE BUILDING
200 PARK AVENUE
NEW YORK, NY 10166

Title:SYSTEM AND METHOD FOR INTENT-DRIVEN SEARCH RESULT PRESENTATION

Publication No.US-2011-0029541-A1

Publication Date:02/03/2011

NOTICE OF PUBLICATION OF APPLICATION

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.

The publication may be accessed through the USPTO's publicly available Searchable Databases via the Internet at www.uspto.gov. The direct link to access the publication is currently <http://www.uspto.gov/patft/>.

The publication process established by the Office does not provide for mailing a copy of the publication to applicant. A copy of the publication may be obtained from the Office upon payment of the appropriate fee set forth in 37 CFR 1.19(a)(1). Orders for copies of patent application publications are handled by the USPTO's Office of Public Records. The Office of Public Records can be reached by telephone at (703) 308-9726 or (800) 972-6382, by facsimile at (703) 305-8759, by mail addressed to the United States Patent and Trademark Office, Office of Public Records, Alexandria, VA 22313-1450 or via the Internet.

In addition, information on the status of the application, including the mailing date of Office actions and the dates of receipt of correspondence filed in the Office, may also be accessed via the Internet through the Patent Electronic Business Center at www.uspto.gov using the public side of the Patent Application Information and Retrieval (PAIR) system. The direct link to access this status information is currently <http://pair.uspto.gov/>. Prior to publication, such status information is confidential and may only be obtained by applicant using the private side of PAIR.

Further assistance in electronically accessing the publication, or about PAIR, is available by calling the Patent Electronic Business Center at 1-866-217-9197.

Office of Data Management, Application Assistance Unit (571) 272-4000, or (571) 272-4200, or 1-888-786-0101



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United States Patent and Trademark Office
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P.O. Box 1450
Alexandria, Virginia 22313-1450
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/533,299	07/31/2009	Robert Schulman	085804.099200	7335
76058 7590 07/28/2011 YAHOO! INC. C/O GREENBERG TRAURIG, LLP MET LIFE BUILDING 200 PARK AVENUE NEW YORK, NY 10166			EXAMINER AL HASHEMI, SANA A	
			ART UNIT 2156	PAPER NUMBER
			NOTIFICATION DATE 07/28/2011	DELIVERY MODE 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):

mendozac@GTLAW.COM
cordesp@gtlaw.com
njdocket@gtlaw.com

Office Action Summary	Application No.		Applicant(s)	
	12/533,299		SCHULMAN, ROBERT	
	Examiner		Art Unit	
SANA AL HASHEMI		2156		

-- 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 1 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, 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 7/31/2011.

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

3) ☐ 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

4) ☒ Claim(s) 1-32 is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5) ☐ Claim(s) _____ is/are allowed.

6) ☐ Claim(s) _____ is/are rejected.

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

8) ☒ Claim(s) 1-32 are subject to restriction and/or election requirement.

Application Papers

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

10) ☐ 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).

11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

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).
 a) ☐ All b) ☐ Some * c) ☐ None of:
 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) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) ☐ Information Disclosure Statement(s) (PTO/SB/08)
 Paper No(s)/Mail Date _____

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

5) ☐ Notice of Informal Patent Application

6) ☐ Other: _____

DETAILED ACTION

This action is issued in response to application filed 7/31/2009.

Claims 1-31 are pending.

Election/Restrictions

Restriction to one of the following inventions is required under 35 U.S.C. 121:

Group I, Claim 1-20, and 30-32, drawn to a search ranking, classified in class 707, subclass 723.

Group II, Claims 21-29, drawn to a display the search using presentation module to present the search results over the network to the users, classified in class 707, subclass 728.

Inventions II and I are related as subcombinations useable together. Inventions in this relationship are distinct if it can be shown that (1) the combinations as claimed does not require the particular of the subcombination as claimed for Patentability, and (2) that the subcombination has utility by itself or in other combinations (MPEP § 806.05(c)).

In the instant case, the combination (I) as claimed does not require the subcombination II as claimed because ranking a search result that need not to be related to the specific presentation module to present the search over the network to the users. Therefore, the inventions are distinct, however, they could be usable together.

Because these inventions are distinct for the reasons given above and have acquired a separate status in the art as shown by their different classification, restriction for examination purposes as indicated is proper.

Because these inventions are distinct for the reasons given above and the search required for I is not required for II, restriction for examination purposes as indicated is proper.

Because these inventions are distinct for the reasons given above and have acquired a separate status in the art because of their recognized divergent subject matter, restriction for examination purposes as indicated is proper.

A telephone call was made to James Decarlo on July 20, 2011 to request an oral election to the above restriction requirement, but did not result in an election being made.

Applicant is advised that the reply to this requirement to be complete must include an election of the invention to be examined even though the requirement be traversed (37 CFR 1.143).

Points of Contact

Any inquiry concerning this communication or earlier communications from the examiner should be directed to SANA AL HASHEMI whose telephone number is (571)272-4013. The examiner can normally be reached on 8Am-4:30Pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Pierre Vital can be reached on 571-272-4215. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 2156

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.

/Sana Al-Hashemi/
Primary Examiner, Art Unit 2156
July 21, 2011

<i>Index of Claims</i> 	Application/Control No. 12533299	Applicant(s)/Patent Under Reexamination SCHULMAN, ROBERT
	Examiner SANA AL HASHEMI	Art Unit 2156

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

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

CLAIM		DATE									
Final	Original	07/21/2011									
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Robert Schulman	Confirmation No.	7335
Serial No.:	12/533,299	Art Unit:	2156
Filed:	July 31, 2009	Examiner:	Al Hashemi, Sana A.
For:	SYSTEM AND METHOD FOR INTENT-DRIVEN SEARCH RESULT PRESENTATION		

August 22, 2011

MAIL STOP AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO RESTRICTION REQUIREMENT

Sir:

In response to the restriction requirement dated July 28, 2011, the time for response extending up to and including August 29, 2011 (August 28, 2011 being a Sunday), the Applicant elects Group I: Claims 1-20 and 30-32 without traverse for prosecution on the merits.

Certificate of Electronic Mailing (37 C.F.R. 1.8)

I hereby certify that this correspondence is being deposited electronically with the United States Patent Office addressed to **Mail Stop Amendment**, Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450, on **August __, 2011**.

Typed or printed name of person signing this certificate:

Shoba Jaglal

/sjaglal/

REMARKS

Applicant elects Group I: Claims 1-20 and 30-32 without traverse. Claims 1-20 and 30-32 were designated by the Examiner as being directed towards search ranking, classified in class 707, subclass 723.

Applicant reserves the right to pursue the non-elected claims 21-29 in a continuing application. Any further inquires concerning this application, please contact the undersigned.

The Applicant's attorney may be reached by telephone at 212-801-6729. All correspondence should continue to be directed to the address given below, which is the address associated with Customer Number 76058.

The Commissioner is hereby authorized to charge any required fee in connection with the submission of this paper, any additional fees which may be required, now or in the future, or credit any overpayment to Account No. 50-1561. Please ensure that the Attorney Docket Number is referenced when charging any payments or credits for this case.

Respectfully submitted,

Date: August 22, 2011

/jjdecarlo/
James J. DeCarlo
Reg. No. 36,120

Customer Number 76058
GREENBERG TRAURIG, LLP
Met Life Building
200 Park Avenue, 34th Floor
New York, New York 10166
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Electronic Acknowledgement Receipt	
EFS ID:	10784703
Application Number:	12533299
International Application Number:	
Confirmation Number:	7335
Title of Invention:	SYSTEM AND METHOD FOR INTENT-DRIVEN SEARCH RESULT PRESENTATION
First Named Inventor/Applicant Name:	Robert Schulman
Customer Number:	76058
Filer:	James Joseph DeCarlo/Shoba Jaglal
Filer Authorized By:	James Joseph DeCarlo
Attorney Docket Number:	085804.099200
Receipt Date:	22-AUG-2011
Filing Date:	31-JUL-2009
Time Stamp:	15:08:29
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Response to Election / Restriction Filed	099200rest822.pdf	63339 9930fc0eaafa71efdf4593e9b36d3ab9a62d7d29	no	2

Warnings:

Information:

Total Files Size (in bytes):	63339
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. <u>New Applications Under 35 U.S.C. 111</u> 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. <u>National Stage of an International Application under 35 U.S.C. 371</u> 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. <u>New International Application Filed with the USPTO as a Receiving Office</u> 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.
12/533,299	07/31/2009	Robert Schulman	085804.099200	7335
76058 7590 10/05/2011 YAHOO! INC. C/O GREENBERG TRAURIG, LLP MET LIFE BUILDING 200 PARK AVENUE NEW YORK, NY 10166			EXAMINER AL HASHEMI, SANA A	
			ART UNIT 2156	PAPER NUMBER
			NOTIFICATION DATE 10/05/2011	DELIVERY MODE 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):

mendozac@GTLAW.COM
cordesp@gtlaw.com
njdocket@gtlaw.com

Office Action Summary	Application No.		Applicant(s)	
	12/533,299		SCHULMAN, ROBERT	
	Examiner		Art Unit	
	SANA AL HASHEMI		2156	

-- 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 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, 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 22 August 2011.

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) 1-20 and 30-32 is/are pending in the application.

5a) Of the above claim(s) 21-29 is/are withdrawn from consideration.

6) ☐ Claim(s) ____ is/are allowed.

7) ☒ Claim(s) 1-13 and 31 is/are rejected.

8) ☐ Claim(s) 14-20 is/are objected to.

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

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).

12) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

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

a) ☐ All b) ☐ Some * c) ☐ None of:

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)	4) ☐ Interview Summary (PTO-413)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. ____.
3) ☐ Information Disclosure Statement(s) (PTO/SB/08)	5) ☐ Notice of Informal Patent Application
Paper No(s)/Mail Date ____.	6) ☐ Other: ____.

DETAILED ACTION

This action is issued in response to election by the applicant filed 8/22/2011.

Claims 1-20, and 30-32 were elected. Claims 21-29 were withdrawn from consideration.

Claims 1-20, and 30-32 are pending.

Election/Restrictions

Claims 21-29 withdrawn from further consideration pursuant to 37 CFR 1.142(b) as being drawn to a nonelected invention, there being no allowable generic or linking claim. Election was made **without** traverse in the reply filed on 8/22/2011.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claims 1-13, and 30-31 are rejected under 35 USC 102(e) as being anticipated by Zeng et al (Zeng hereinafter) US Patent No. 7,689,585 filed April 15, 2004.

Regarding Claims 1, and 30, Zeng discloses a method comprising the steps of:

receiving, over a network, a query from a user, wherein the query comprising at least one query token (Col. 5, lines 23-27, Zeng);

analyzing the query, using at least one computing device, wherein at least one query keyword is identified (Col. 5, lines 27-33, wherein the method of evaluating corresponds to analyzing, Zeng);

classifying the query, using the at least one computing device, wherein the query is classified into at least one intent using the at least one query keyword (Col. 5, lines 4-10, Zeng);

identifying, using the at least one computing device, a plurality of data objects available over the network that match the at least one query keyword (Col. 12, lines 23-31, Zeng);

ranking, using the at least one computing device, the plurality of data objects, wherein at least one of the at least one intents is assigned to at least some of the plurality of data objects (Fig. 5, element 508, Zeng);

building a result, using the at least one computing device, using the ranked plurality of data objects (Col. 12, lines 39-45, Zeng), wherein the result comprises a plurality of display entries, wherein at least one display entry is constructed for each of the ranked plurality of data objects (Col. 12, lines 47-53, Zeng), wherein if a data object has been assigned at least one intent, such intents are used to construct the display entry for the respective data object (Col. 19, lines 32-37, Zeng); and

transmitting the result, over the network, to the user (Fig. 5, element 512, Zeng).

Regarding Claim 2, Zeng discloses a method wherein the at least one intent comprises an unclassified intent (Fig. 4, element 402, Zeng).

Regarding Claim 3, Zeng discloses a method wherein the analysis step identifies query keywords by parsing the tokens and identifying common entities, phrases, spelling errors, synonyms, variants of stems, and noisewords (Col. 5, lines 33-35, Zeng).

Regarding Claim 4, Zeng discloses a method wherein, in the classifying step, the query is classified by linguistic analysis of the at least one query keyword (Col. 7, lines 1-9, Zeng).

Regarding Claim 5, Zeng discloses a method wherein, in the classifying step, profile information for the user is additionally used to classify the query (Col. 12, lines 39-45, Zeng).

Regarding Claim 6, Zeng discloses a method wherein, in the classifying step, previous queries submitted by the user during a user session are additionally used to classify the query (Col. 11, lines 1-6, Zeng).

Regarding Claim 7, Zeng discloses a method wherein, in the classifying step, previous queries submitted by a subset of all users are additionally used to classify the query (Col. 13, lines 12-17, Zeng).

Regarding Claim 8, Zeng discloses a method wherein, in the classifying step, click data from at least one previous user session for the user are additionally used to classify the query (Col. 13, lines 12-17, Zeng).

Regarding Claim 9, Zeng discloses a method wherein, in the classifying step, click data from at least one previous user session for a subset of all users are additionally used to classify the query (Col. 4, lines 44-61, Zeng).

Regarding Claim 10, Zeng discloses a method wherein the plurality of data objects are ranked by intent (Col. 6, lines 58-59, Zeng).

Regarding Claims 11, and 31, Zeng discloses a method wherein, in the building step, each of the ranked plurality of data objects to which at least one intent has been assigned are matched against at least one presentation rule associated with the respective data object and

matching presentation rules are used to construct the at least one display entry for the respective data object (Col. 7, lines 23-35, Zeng).

Regarding Claim 12, Zeng discloses a method wherein the at least one presentation rules are supplied via a feed (Col. 8, lines 14-23, wherein the weight value corresponds to feed, Zeng).

Regarding Claim 13, Zeng discloses a method wherein the at least one presentation rules are embedded in the respective data object (Col. 7, lines 64-67, Zeng).

Allowable Subject Matter

Claims 14-20, and 32 are objected to as being dependent upon a rejected base claim, but would be allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims.

The following is a statement of reasons for the indication of allowable subject matter:

Regarding Claims 14-15, and 32, the Claimed method of one presentation rules comprise an object matching pattern and at least one set of attribute rules, wherein each of sets of attribute rules is associated with an intent matching pattern, and wherein the at least one presentation rules matches one of the plurality of data objects if a name of the respective object matches the object matching pattern and the at least one intent assigned to the respective data object matches the intent matching pattern associated with the at least one set of attribute rules, wherein the at least one set of attribute rules are used to construct the at least one display entry for the respective data object was not disclosed, taught, nor suggested in the applied art.

The applied art fail to disclose the claimed method of wherein at least one of the ranked plurality of data objects matches at least two presentation rules and each of the at least two

Art Unit: 2156

presentation rules are used to construct the at least one display entry for the respective data object. As claimed in Claim 16-18.

The applied art fail to disclose the claimed method of wherein at least one of the ranked plurality of data objects matches a first at least one presentation rule originating from a trusted feed and a second at least one presentation rule originating from an untrusted feed, wherein the first at least one presentation rule is used before the second at least one presentation rule, as claimed in claims 19-20.

Point of Contact

Any inquiry concerning this communication or earlier communications from the examiner should be directed to SANA AL HASHEMI whose telephone number is (571)272-4013. The examiner can normally be reached on 8Am-4:30Pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Pierre Vital can be reached on 571-272-4215. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 2156

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.

/Sana Al-Hashemi/
Primary Examiner, Art Unit 2156
September 28, 2011

Notice of References Cited	Application/Control No. 12/533,299	Applicant(s)/Patent Under Reexamination SCHULMAN, ROBERT	
	Examiner SANA AL HASHEMI	Art Unit 2156	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-7,689,585	03-2010	Zeng et al.	707/999.104
*	B	US-7,801,896	09-2010	Szabo, Andrew J	707/739
*	C	US-7,181,438	02-2007	Szabo, Andrew	1/1
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	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. 12533299	Applicant(s)/Patent Under Reexamination SCHULMAN, ROBERT
	Examiner SANA AL HASHEMI	Art Unit 2156

SEARCHED			
Class	Subclass	Date	Examiner

SEARCH NOTES		
Search Notes	Date	Examiner
Limited text search in EAST, US PAT, US PG PUB	9/28/2011	SA

INTERFERENCE SEARCH			
Class	Subclass	Date	Examiner

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<i>Index of Claims</i> 	Application/Control No. 12533299	Applicant(s)/Patent Under Reexamination SCHULMAN, ROBERT
	Examiner SANA AL HASHEMI	Art Unit 2156

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

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

CLAIM		DATE									
Final	Original	07/21/2011	09/28/2011								
	1	÷	✓								
	2	÷	✓								
	3	÷	✓								
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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.:	12/533,299	Group Art Unit:	2156
Applicant(s):	Rober Schulman	Examiner:	Al Hashemi, Sana A
Filing Date:	July 31, 2009	Docket No.:	085804.099200
Title:	SYSTEM AND METHOD FOR INTENT-DRIVEN SEARCH RESULT PRESENTATION		Customer No.: 76058

CERTIFICATE OF TRANSMISSION

I hereby certify that this document is being transmitted electronically to the United States Patent and Trademark Office via the EFS Web e-Filing system on December 23, 2011.

/Barbara Thomas/
Name: Barbara Thomas

AMENDMENT AND RESPONSE

Date: **December 23, 2011**

Mail Stop: **Amendment**
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This is in response to the Non-Final Office Action dated October 5, 2011. Please amend the application as follows.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.

LISTING OF THE CLAIMS

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

1. (Currently Amended) A method comprising the steps of:
 - receiving, over a network, a query from a user, ~~wherein~~ the query comprising at least one query token;
 - analyzing the query, using at least one computing device, to identify wherein at least one query keyword ~~is identified~~;
 - determining at least one intent from the at least one keyword, the at least one intent indicates a user's intent in submitting the query;
 - classifying the query, using the at least one computing device, ~~wherein the query is classified~~ into at least one intent ~~using the at least one query keyword~~;
 - identifying, using the at least one computing device, a plurality of data objects available over the network that match the at least one query keyword;
 - ranking, using the at least one computing device, the plurality of data objects, wherein at least one of the at least one intent[[s]] is assigned to at least some of the plurality of data objects;
 - building a result, using the at least one computing device, using the ranked plurality of data objects, ~~wherein~~ the result comprises a plurality of display entries, ~~wherein~~ at least one display entry is constructed for each of the ranked plurality of data objects, ~~wherein~~ if a data object has been assigned at least one intent, such ~~intents are~~ intent is used to construct the display entry for the respective data object;
 - and
 - transmitting the result, over the network, to the user.
2. (Original) The method of Claim 1 wherein the at least one intent comprises an unclassified intent.

3. (Original) The method of Claim 1 wherein the analysis step identifies query keywords by parsing the tokens and identifying common entities, phrases, spelling errors, synonyms, variants of stems, and noisewords.
4. (Original) The method of Claim 1 wherein, in the classifying step, the query is classified by linguistic analysis of the at least one query keyword;
5. (Original) The method of Claim 1 wherein, in the classifying step, profile information for the user is additionally used to classify the query;
6. (Original) The method of Claim 1 wherein, in the classifying step, previous queries submitted by the user during a user session are additionally used to classify the query;
7. (Original) The method of Claim 1 wherein, in the classifying step, previous queries submitted by a subset of all users are additionally used to classify the query;
8. (Original) The method of Claim 1 wherein, in the classifying step, click data from at least one previous user session for the user are additionally used to classify the query;
9. (Original) The method of Claim 1 wherein, in the classifying step, click data from at least one previous user session for a subset of all users are additionally used to classify the query;
10. (Original) The method of Claim 1 wherein the plurality of data objects are ranked by intent.
11. (Original) The method of Claim 1 wherein, in the building step, each of the ranked plurality of data objects to which at least one intent has been assigned are matched against at least one presentation rule associated with the respective data object and matching presentation rules are used to construct the at least one display entry for the respective data object.
12. (Original) The method of Claim 11 wherein the at least one presentation rules are supplied via a feed.

13. (Original) The method of Claim 11 wherein the at least one presentation rules are embedded in the respective data object.
14. (Original) The method of Claim 11 wherein the at least one presentation rules comprise an object matching pattern and at least one set of attribute rules, wherein each of sets of attribute rules is associated with an intent matching pattern, and wherein the at least one presentation rules matches one of the plurality of data objects if a name of the respective object matches the object matching pattern and the at least one intent assigned to the respective data object matches the intent matching pattern associated with the at least one set of attribute rules, wherein the at least one set of attribute rules are used to construct the at least one display entry for the respective data object
15. (Original) The method of Claim 14 wherein the at least one intent associated with at least one of the ranked plurality of data objects comprises at least two intents and one of the at least two intents which is most likely is used to match the respective data object to the at least one presentation rules.
16. (Original) The method of Claim 11 wherein at least one of the ranked plurality of data objects matches at least two presentation rules and each of the at least two presentation rules are used to construct the at least one display entry for the respective data object.
17. (Original) The method of Claim 16 wherein the at least two presentation rules are used in the most specific order first to construct the at least one display entry for the respective data object.
18. (Original) The method of Claim 16 wherein the at least two presentation rules each additionally comprise a rule precedence and the at least two presentation rules are used in precedence order to construct the at least one display entry for the respective data object.

19. (Original) The method of Claim 11 wherein at least one of the ranked plurality of data objects matches a first at least one presentation rule originating from a trusted feed and a second at least one presentation rule originating from an untrusted feed, wherein the first at least one presentation rule is used before the second at least one presentation rule.
20. (Original) The method of Claim 11 wherein at least one of the ranked plurality of data objects matches a first at least one presentation rule originating from a trusted feed and a second at least one presentation rule embedded in the respective data object, wherein the first at least one presentation rule is used before the second at least one presentation rule.
21. (Withdrawn) A system comprising:
 - a query receiving module comprising one or more processors programmed to execute software code retrieved from a computer readable storage medium storing software for receiving, over a network, queries from users, wherein the queries each comprise at least one query token;
 - a query analysis module comprising one or more processors programmed to execute software code retrieved from a computer readable storage medium storing software for analyzing queries received by the query receiving module wherein at least one query keyword is identified in each of the respective queries received by the query receiving module;
 - a query intent classification module comprising one or more processors programmed to execute software code retrieved from a computer readable storage medium storing software for classifying queries analyzed by the query analysis module, wherein each query is classified into at least one intent using the query's respective at least one query keyword;
 - a query search module comprising one or more processors programmed to execute software code retrieved from a computer readable storage medium storing software for identifying, for each query classified by the query intent classification

module, a plurality of data objects available over the network that match the respective query keywords;

a search result ranking module comprising one or more processors programmed to execute software code retrieved from a computer readable storage medium storing software for ranking, for each query processed by the query search module, the respective plurality of data objects, wherein at least one of the at least one intents is assigned to at least some of the plurality of data objects;

a search result presentation module comprising one or more processors programmed to execute software code retrieved from a computer readable storage medium storing software for building, for each plurality of data objects ranked by the search result ranking module, a result using the respective ranked plurality of data objects, wherein the result comprises a plurality of display entries, wherein at least one display entry is constructed for each of the respective ranked plurality of data objects, wherein if a data object has been assigned at least one intent, such intents are used to construct the display entry for the respective data object;

a search result transmission module comprising one or more processors programmed to execute software code retrieved from a computer readable storage medium storing software for transmitting results built by the search result presentation module, over the network, to users.

22. (Withdrawn) The system of Claim 21 wherein the search result presentation module is further programmed such that each of the ranked plurality of data objects to which at least one intent has been assigned are matched against at least one presentation rule associated with the respective data object and matching presentation rules are used by the search result presentation module to construct the at least one display entry for the respective data object.
23. (Withdrawn) The system of Claim 22 wherein the at least one presentation rules comprise an object matching pattern and at least one set of attribute rules, wherein each set of attribute rules is associated with an intent matching pattern, and wherein

the at least one presentation rules matches one of the plurality of data objects if a name of the respective object matches the object matching pattern and the at least one intent assigned to the respective data object matches the intent matching pattern associated with the at least one set of attribute rules, wherein the at least one set of attribute rules are used to construct the at least one display entry for the respective data object

24. (Withdrawn) The system of Claim 22 wherein the at least one intent associated with at least one of the ranked plurality of data objects comprises at least two intents and one of the at least two intents which is most likely is used to match the respective data object to the at least one presentation rules.
25. (Withdrawn) The system of Claim 22 wherein at least one of the ranked plurality of data objects matches at least two presentation rules and each of the at least two presentation rules are used to construct the at least one display entry for the respective data object.
26. (Withdrawn) The system of Claim 22 wherein the at least two presentation rules are used in the most specific order first to construct the at least one display entry for the respective data object.
27. (Withdrawn) The system of Claim 22 wherein the at least two presentation rules each additionally comprise a rule precedence and the at least two presentation rules are used in precedence order to construct the at least one display entry for the respective data object.
28. (Withdrawn) The system of Claim 22 wherein at least one of the ranked plurality of data objects matches a first at least one presentation rule originating from a trusted feed and a second at least one presentation rule originating from an untrusted feed, wherein the first at least one presentation rule is used before the second at least one presentation rule.

29. (Withdrawn) The system of Claim 22 wherein at least one of the ranked plurality of data objects matches a first at least one presentation rule originating from a trusted feed and a second at least one presentation rule embedded in the respective data object, wherein the first at least one presentation rule is used before the second at least one presentation rule.
30. (Currently Amended) A computer-readable medium having computer-executable instructions for a method comprising the steps of:
- receiving, over a network, a query from a user, wherein the query comprising at least one query token;
 - analyzing the query, using at least one computing device, ~~wherein~~ to identify at least one query keyword ~~is identified~~;
 - determining at least one intent, by the computing device, from the at least one keyword, the at least one intent indicates a user's intent in submitting the query;
 - ~~classifying the query, using the at least one computing device, wherein the query is classified into at least one intent using the at least one query keyword;~~
 - identifying, using the at least one computing device, a plurality of data objects available over the network that match the at least one query keyword;
 - ranking, using the at least one computing device, the plurality of data objects, wherein at least one of the at least one intent[[s]] is assigned to at least some of the plurality of data objects;
 - building a result, using the at least one computing device, using the ranked plurality of data objects, ~~wherein~~ the result comprises a plurality of display entries, wherein at least one display entry is constructed for each of the ranked plurality of data objects, ~~wherein~~ if a data object has been assigned at least one intent, such ~~intents are~~ intent is used to construct the display entry for the respective data object;
 - and
 - transmitting the result, over the network, to the user.

31. (Original) The computer-readable medium of Claim 30 wherein, in the building step, each of the ranked plurality of data objects to which at least one intent has been assigned are matched against at least one presentation rule associated with the respective data object and matching presentation rules are used to construct the at least one display entry for the respective data object.
32. (Original) The computer-readable medium of Claim 31 wherein the at least one presentation rules comprise an object matching pattern and at least one set of attribute rules, wherein each of sets of attribute rules is associated with an intent matching pattern, and wherein the at least one presentation rules matches one of the plurality of data objects if a name of the respective object matches the object matching pattern and the at least one intent assigned to the respective data object matches the intent matching pattern associated with the at least one set of attribute rules, wherein the at least one set of attribute rules are used to construct the at least one display entry for the respective data object.

REMARKS

Claims 1-32 are pending in the present application, of which claims 21-29 are withdrawn from consideration. Of the claims under consideration, claims 1 and 30 are the independent claims. Claims 1 and 30 are being amended. Support for the amendments can be found in the specification as filed at least at Figs. 1, 2 and related description at paragraphs [0033-0038] *inter alia*. No new matter is added herein.

Applicant notes with appreciation, the Examiner's indication that claims 14-20 and 32 are allowable if rewritten in independent form including all the limitations of the base claims and any intervening claims. However, Applicant deems that such amendments are not needed at this point of time in view of the remarks herein. Reconsideration and further examination are respectfully requested.

Claims 1-13 and 30-31 are rejected under 35 U.S.C. § 102(e) as being anticipated by Zeng et al. (U.S. 7689585). The rejection should be withdrawn for at least the following reasons. The cited art does not disclose or suggest all the features recited in the subject claims.

By way of a non-limiting example and in accordance with one or more embodiments of the present application, systems and methods for intent driven search presentation are disclosed. To this end, independent claim 1 recites: "determining at least one intent from the at least one keyword, the at least one intent indicates a user's intent in submitting the query; classifying the query, using the at least one computing device, the query is classified into at least one intent;... building a result, using the at least one computing device, using the ranked plurality of data objects, ... if a data object has been assigned at least one intent, such intent is used to construct the display entry for the respective data object". Claim 30 recites similar features.

The cited art does not, explicitly or implicitly, disclose such claim elements.

Zeng et al. provides for related term suggestions. In one aspect, relationships among respective ones of two or more multi-type data objects are identified. The respective ones of the multi-type data objects include at least one object of a first type and at least one object of a second type that is different from the first type. The multi-type data objects are iteratively clustered in view of respective ones of the relationships to generate reinforced clusters. A list of suggested search terms associated with a bid term is generated using the reinforced clusters. (*See*, Zeng et al.

Abstract). On page 3 of the subject Office Action, it is contended that Zeng et al. discloses the claimed step of classifying a query into the at least one intent. Applicant respectfully disagrees with such contentions. At the cited portion, Zeng et al. discloses calculating relationships between multiple object types such as search queries issued by users, web pages returned in response to the user queries, and user attributes etc. A reinforced clustering algorithm iteratively clusters the multi-type data objects as a function of each object's identified inter and intra-object relationship attributes. The clustering results are propagated to all related data objects by updating their respective relationship attributes. In accordance with Zeng et al. similarity between respective data objects includes not only similarity of their own attributes but also similarity of their relationships. (*See*, Zeng et al. col. 5 lines 1-3). Thus, Zeng et al. discloses suggesting related search terms based on similarity attributes of associated data objects, (e.g., user queries, web pages retrieved in response to the queries etc.) and their inter/intra object relationships. Accordingly, the result set containing suggested search term list based on such similarities is sent to the end user. (*See*, Zeng et al. Fig. 4 step 406). However, nowhere does Zeng et al., explicitly or inherently, disclose determining an intent from the query or using an intent as an attribute to classify the data objects. Hence, it can be concluded that Zeng et al. fails to disclose or suggest the aforementioned elements of independent claims 1 and 30. Since claims 2-13 and 31 depend from these independent claims and recite additional patentable subject matter, they are patentable over Zeng et al. for at least the aforementioned reasons.

In view of the remarks and amendments made herein, the Applicant submits that that since Zeng et al. does not yield each and every one of the claim elements, it cannot form the basis of a proper §102 rejection. Accordingly, claims 1-13 and 30-31 are believed to be patentable over the applied art. Reconsideration and withdrawal of the rejections of claims 1-13 and 30-31 are respectfully requested.

In view of the foregoing, the entire application is believed to be in condition for allowance, and such action is respectfully requested at the Examiner's earliest convenience.

Should matters remain which the Examiner believes could be resolved in a telephone interview, the Examiner is requested to telephone the Applicant's undersigned attorney. Alternatively, since it is believed that the claims of the present application are in condition for allowance, the Examiner is respectfully requested to issue a Notice of Allowance at the Examiner's

earliest convenience.

The Applicant's attorney may be reached by telephone at 212-801-6729. All correspondence should continue to be directed to the address given below, which is the address associated with Customer Number 76058.

The Commissioner is hereby authorized to charge any required fee in connection with the submission of this paper, any additional fees which may be required, now or in the future, or credit any overpayment to Account No. 50-1561. Please ensure that the Attorney Docket Number is referenced when charging any payments or credits for this case.

Respectfully submitted,

Date: December 23, 2011

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Electronic Acknowledgement Receipt	
EFS ID:	11698513
Application Number:	12533299
International Application Number:	
Confirmation Number:	7335
Title of Invention:	SYSTEM AND METHOD FOR INTENT-DRIVEN SEARCH RESULT PRESENTATION
First Named Inventor/Applicant Name:	Robert Schulman
Customer Number:	76058
Filer:	James Joseph DeCarlo/Barbara Thomas
Filer Authorized By:	James Joseph DeCarlo
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Filing Date:	31-JUL-2009
Time Stamp:	10:41:55
Application Type:	Utility under 35 USC 111(a)

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Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		085804-099200-amendment.pdf	518698 124f7719af1f3cc9b98f481a30c4f4f405e9329f	yes	12

	Multipart Description/PDF files in .zip description		
	Document Description	Start	End
	Amendment/Req. Reconsideration-After Non-Final Reject	1	1
	Claims	2	9
	Applicant Arguments/Remarks Made in an Amendment	10	12
Warnings:			
Information:			
Total Files Size (in bytes):		518698	
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. <u>New Applications Under 35 U.S.C. 111</u> 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. <u>National Stage of an International Application under 35 U.S.C. 371</u> 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. <u>New International Application Filed with the USPTO as a Receiving Office</u> 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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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875					Application or Docket Number 12/533,299		Filing Date 07/31/2009		☐ To be Mailed			
APPLICATION AS FILED – PART I												
(Column 1)			(Column 2)		SMALL ENTITY ☐		OR		OTHER THAN SMALL ENTITY			
FOR	NUMBER FILED	NUMBER EXTRA	RATE (\$)	FEE (\$)			RATE (\$)	FEE (\$)				
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A				N/A					
☐ SEARCH FEE (37 CFR 1.16(k), (j), or (m))	N/A	N/A	N/A				N/A					
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A				N/A					
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X \$	=			X \$	=				
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X \$	=			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 \$250 (\$125 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		TOTAL					
APPLICATION AS AMENDED – PART II												
(Column 1)			(Column 2)		(Column 3)		SMALL ENTITY		OTHER THAN SMALL ENTITY			
AMENDMENT	12/23/2011	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)			RATE (\$)	ADDITIONAL FEE (\$)		
	Total (37 CFR 1.16(i))	* 32	Minus	** 32	= 0	X \$	=	OR		X \$60=	0	
	Independent (37 CFR 1.16(h))	* 3	Minus	***3	= 0	X \$	=	OR		X \$250=	0	
	☐ Application Size Fee (37 CFR 1.16(s))											
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))											
					TOTAL ADD'L FEE			OR		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 (\$)			RATE (\$)	ADDITIONAL FEE (\$)			
	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))											
					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 number found in the appropriate box in column 1.												

Legal Instrument Examiner:
/TIFFANY N. TABB/

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.
12/533,299	07/31/2009	Robert Schulman	085804.099200	7335
76058 7590 02/21/2012 YAHOO! INC. C/O GREENBERG TRAURIG, LLP MET LIFE BUILDING 200 PARK AVENUE NEW YORK, NY 10166			EXAMINER AL HASHEMI, SANA A	
			ART UNIT 2156	PAPER NUMBER
			NOTIFICATION DATE 02/21/2012	DELIVERY MODE 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):

mendozac@GTLAW.COM
cordesp@gtlaw.com
njdocket@gtlaw.com

Office Action Summary	Application No.		Applicant(s)	
	12/533,299		SCHULMAN, ROBERT	
	Examiner		Art Unit	
SANA AL HASHEMI		2156		

-- 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 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, 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 23 December 2011.

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) 1-13 and 30-32 is/are pending in the application.

5a) Of the above claim(s) 21-29 is/are withdrawn from consideration.

6) ☐ Claim(s) ____ is/are allowed.

7) ☒ Claim(s) 1-13 and 30-32 is/are rejected.

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

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

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).

12) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) ☐ All b) ☐ Some * c) ☐ None of:
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) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) ☐ Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date ____.

4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. ____.

5) ☐ Notice of Informal Patent Application

6) ☐ Other: ____.

DETAILED ACTION

This action is issued in response to amendment filed 12/23/2011.

Claims 1-20, and 30-32 were elected. Claims 21-29 were withdrawn from consideration.

Claims 1-20, and 30-32 are pending.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claims 1-13, and 30-31 are rejected under 35 USC 102(e) as being anticipated by Zeng et al (Zeng hereinafter) US Patent No. 7,689,585 filed April 15, 2004.

Regarding Claims 1, and 30, Zeng discloses a method comprising the steps of:

receiving, over a network, a query from a user, the query comprising at least one query token (Col. 5, lines 23-27, Zeng);

analyzing the query, using at least one computing device, to identify at least one query keyword (Col. 5, lines 27-33, wherein the method of evaluating corresponds to analyzing, Zeng);

determining at least one intent from the at least one keyword, the at least one intent indicates a user's intent in submitting the query (Col. 5, lines 23-36, Zeng)

classifying the query, using the at least one computing device, into at least one intent (Col. 5, lines 4-10, Zeng);

identifying, using the at least one computing device, a plurality of data objects available over the network that match the at least one query keyword (Col. 12, lines 23-31, Zeng);

ranking, using the at least one computing device, the plurality of data objects, wherein at least one of the at least one intent is assigned to at least some of the plurality of data objects (Fig. 5, element 508, Zeng);

building a result, using the at least one computing device, using the ranked plurality of data objects (Col. 12, lines 39-45, Zeng), the result comprises a plurality of display entries, at least one display entry is constructed for each of the ranked plurality of data objects (Col. 12, lines 47-53, Zeng), if a data object has been assigned at least one intent, such intent is used to construct the display entry for the respective data object (Col. 19, lines 32-37, Zeng); and

transmitting the result, over the network, to the user (Fig. 5, element 512, Zeng).

Regarding Claim 2, Zeng discloses a method wherein the at least one intent comprises an unclassified intent (Fig. 4, element 402, Zeng).

Regarding Claim 3, Zeng discloses a method wherein the analysis step identifies query keywords by parsing the tokens and identifying common entities, phrases, spelling errors, synonyms, variants of stems, and noise words (Col. 5, lines 33-35, Zeng).

Regarding Claim 4, Zeng discloses a method wherein, in the classifying step, the query is classified by linguistic analysis of the at least one query keyword (Col. 7, lines 1-9, Zeng).

Regarding Claim 5, Zeng discloses a method wherein, in the classifying step, profile information for the user is additionally used to classify the query (Col. 12, lines 39-45, Zeng).

Regarding Claim 6, Zeng discloses a method wherein, in the classifying step, previous queries submitted by the user during a user session are additionally used to classify the query (Col. 11, lines 1-6, Zeng).

Regarding Claim 7, Zeng discloses a method wherein, in the classifying step, previous queries submitted by a subset of all users are additionally used to classify the query (Col. 13, lines 12-17, Zeng).

Regarding Claim 8, Zeng discloses a method wherein, in the classifying step, click data from at least one previous user session for the user are additionally used to classify the query (Col. 13, lines 12-17, Zeng).

Regarding Claim 9, Zeng discloses a method wherein, in the classifying step, click data from at least one previous user session for a subset of all users are additionally used to classify the query (Col. 4, lines 44-61, Zeng).

Regarding Claim 10, Zeng discloses a method wherein the plurality of data objects are ranked by intent (Col. 6, lines 58-59, Zeng).

Regarding Claims 11, and 31, Zeng discloses a method wherein, in the building step, each of the ranked plurality of data objects to which at least one intent has been assigned are matched against at least one presentation rule associated with the respective data object and matching presentation rules are used to construct the at least one display entry for the respective data object (Col. 7, lines 23-35, Zeng).

Regarding Claim 12, Zeng discloses a method wherein the at least one presentation rules are supplied via a feed (Col. 8, lines 14-23, wherein the weight value corresponds to feed, Zeng).

Regarding Claim 13, Zeng discloses a method wherein the at least one presentation rules are embedded in the respective data object (Col. 7, lines 64-67, Zeng).

Allowable Subject Matter

Claims 14-20 and 32 are objected to as being dependent upon a rejected base claim, but would be allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims.

The following is a statement of reasons for the indication of allowable subject matter:

Regarding Claims 14-15, and 32, the Claimed method of one presentation rules comprise an object matching pattern and at least one set of attribute rules, wherein each of sets of attribute rules is associated with an intent matching pattern, and wherein the at least one presentation rules matches one of the plurality of data objects if a name of the respective object matches the object matching pattern and the at least one intent assigned to the respective data object matches the intent matching pattern associated with the at least one set of attribute rules, wherein the at least one set of attribute rules are used to construct the at least one display entry for the respective data object was not disclosed, taught, nor suggested in the applied art.

The applied art fail to disclose the claimed method of wherein at least one of the ranked plurality of data objects matches at least two presentation rules and each of the at least two presentation rules are used to construct the at least one display entry for the respective data object. As claimed in Claim 16-18.

The applied art fail to disclose the claimed method of wherein at least one of the ranked plurality of data objects matches a first at least one presentation rule originating from a trusted

feed and a second at least one presentation rule originating from an untrusted feed, wherein the first at least one presentation rule is used before the second at least one presentation rule, as claimed in claims 19-20.

Response to Arguments

Applicant's arguments filed 12/23/2011 have been fully considered but they are not persuasive.

Applicant argues Zeng discloses a method of “determining at least one intent from the at least one keyword, the at least one intent indicates a user’s intent in submitting the query”.

Examiner disagrees. the intent form as defined in the specification of the instant application The user's intent may simply be to explore information available on the web relating to one or more topics, Zeng Fig. 2, element 202, wherein the user request a search based on a term suggested which corresponds to the user intent, and Col. 5, lines 23-36, discloses the method of receiving a term from the end user, which corresponds to the intent from at least one keyword, and wherein the respective ones of the term in the reinforced cluster based on a term/query, which corresponds to the one intent indicates a user’s intent in submitting the query.

Conclusion

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

Art Unit: 2156

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.

Point of Contact

Any inquiry concerning this communication or earlier communications from the examiner should be directed to SANA AL HASHEMI whose telephone number is (571)272-4013. The examiner can normally be reached on 8Am-4:30Pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Pierre Vital can be reached on 571-272-4215. 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.

Application/Control Number: 12/533,299
Art Unit: 2156

Page 8

/Sana Al-Hashemi/
Primary Examiner, Art Unit 2156
February 13, 2012

Notice of References Cited	Application/Control No. 12/533,299		Applicant(s)/Patent Under Reexamination SCHULMAN, ROBERT	
	Examiner SANA AL HASHEMI		Art Unit 2156	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-7,689,585	03-2010	Zeng et al.	707/999.104
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	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.

<i>Index of Claims</i> 	Application/Control No. 12533299	Applicant(s)/Patent Under Reexamination SCHULMAN, ROBERT
	Examiner SANA AL HASHEMI	Art Unit 2156

✓	Rejected
=	Allowed

-	Cancelled
÷	Restricted

N	Non-Elected
I	Interference

A	Appeal
O	Objected

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

CLAIM		DATE							
Final	Original	07/21/2011	09/28/2011	02/13/2012					
	1	÷	✓	✓					
	2	÷	✓	✓					
	3	÷	✓	✓					
	4	÷	✓	✓					
	5	÷	✓	✓					
	6	÷	✓	✓					
	7	÷	✓	✓					
	8	÷	✓	✓					
	9	÷	✓	✓					
	10	÷	✓	✓					
	11	÷	✓	✓					
	12	÷	✓	✓					
	13	÷	✓	✓					
	14	÷	O	O					
	15	÷	O	O					
	16	÷	O	O					
	17	÷	O	O					
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	20	÷	O	O					
	21	÷	N	N					
	22	÷	N	N					
	23	÷	N	N					
	24	÷	N	N					
	25	÷	N	N					
	26	÷	N	N					
	27	÷	N	N					
	28	÷	N	N					
	29	÷	N	N					
	30	÷	✓	✓					
	31	÷	✓	✓					
	32	÷	O	O					

Doc code: RCEX

Doc description: Request for Continued Examination (RCE)

PTO/SB/30EFS (07-09)

Approved for use through 07/31/2012. 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 contains a valid OMB control number.

REQUEST FOR CONTINUED EXAMINATION(RCE)TRANSMITTAL (Submitted Only via EFS-Web)							
Application Number	12533299	Filing Date	2009-07-31	Docket Number (if applicable)	085804.099200	Art Unit	2156
First Named Inventor	Robert Schulman			Examiner Name	Sana A. Al Hashemi		
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, 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 _____							
☒ 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 501561							
SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED							
☒ Patent Practitioner Signature ☐ Applicant Signature							

Doc code: RCEX

Doc description: Request for Continued Examination (RCE)

PTO/SB/30EFS (07-09)

Approved for use through 07/31/2012. 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 contains a valid OMB control number.

Signature of Registered U.S. Patent Practitioner			
Signature	/James J. DeCarlo/	Date (YYYY-MM-DD)	2012-05-18
Name	James J. DeCarlo	Registration Number	36120

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.

Electronic Patent Application Fee Transmittal				
Application Number:		12533299		
Filing Date:		31-Jul-2009		
Title of Invention:		SYSTEM AND METHOD FOR INTENT-DRIVEN SEARCH RESULT PRESENTATION		
First Named Inventor/Applicant Name:		Robert Schulman		
Filer:		James Joseph DeCarlo/Christine Lucas		
Attorney Docket Number:		085804.099200		
Filed as Large Entity				
Utility under 35 USC 111(a) Filing Fees				
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:				
Request for continued examination	1801	1	930	930
Total in USD (\$)				930

Electronic Acknowledgement Receipt	
EFS ID:	12814739
Application Number:	12533299
International Application Number:	
Confirmation Number:	7335
Title of Invention:	SYSTEM AND METHOD FOR INTENT-DRIVEN SEARCH RESULT PRESENTATION
First Named Inventor/Applicant Name:	Robert Schulman
Customer Number:	76058
Filer:	James Joseph DeCarlo/Christine Lucas
Filer Authorized By:	James Joseph DeCarlo
Attorney Docket Number:	085804.099200
Receipt Date:	18-MAY-2012
Filing Date:	31-JUL-2009
Time Stamp:	15:07:16
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	\$ 930
RAM confirmation Number	1579
Deposit Account	501561
Authorized User	
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows: Charge any Additional Fees required under 37 C.F.R. Section 1.16 (National application filing, search, and examination fees) Charge any Additional Fees required under 37 C.F.R. Section 1.17 (Patent application and reexamination processing fees)	

Charge any Additional Fees required under 37 C.F.R. Section 1.19 (Document supply fees)					
Charge any Additional Fees required under 37 C.F.R. Section 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		099200_RCE.pdf	158265 57c6e6d1d4d7982c8fcd95de7767deb99e240c06	yes	15
	Multipart Description/PDF files in .zip description				
	Document Description	Start	End		
	Amendment Submitted/Entered with Filing of CPA/RCE	1	1		
	Specification	2	2		
	Claims	3	10		
	Applicant Arguments/Remarks Made in an Amendment	11	13		
	Request for Continued Examination (RCE)	14	15		
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30460 6851aa12ecbd85f3da86ced6a5ca8db435f6497	no	2
Warnings:					
Information:					
Total Files Size (in bytes):			188725		
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. <u>New Applications Under 35 U.S.C. 111</u> 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. <u>National Stage of an International Application under 35 U.S.C. 371</u> 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. <u>New International Application Filed with the USPTO as a Receiving Office</u> 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

Application No.:	12/533,299	Group Art Unit:	2156
Applicant(s):	Rober Schulman	Examiner:	Al Hashemi, Sana A
Filing Date:	July 31, 2009	Docket No.:	085804.099200
Title:	SYSTEM AND METHOD FOR INTENT-DRIVEN SEARCH RESULT PRESENTATION	Customer No.:	76058

CERTIFICATE OF TRANSMISSION

I hereby certify that this document is being transmitted electronically to the United States Patent and Trademark Office via the EFS Web e-Filing system on May 18, 2012.

/Christine Lucas/
Name: Christine Lucas

AMENDMENT AND RESPONSE

Date: May 18, 2012

Mail Stop: **RCE**
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This is in response to the Final Office Action dated February 21, 2012. Please amend the application as follows. A Request for Continued Examination is filed herewith.

Amendment to the Specification is shown on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 3 of this paper.

Remarks/Arguments begin on page 11 of this paper.

IN THE SPECIFICATION

Please amend the Abstract of the application as shown below.

~~A system and method for intent driven search presentation.~~ A system and method for intent driven search presentation. A query is received, over a network, from a user, wherein the query comprises at least one query token. The query is analyzed wherein at least one query keyword is identified in the query. The query is classified wherein the query is classified into at least one intent using query keywords. A plurality of data objects that match query keywords is identified. The data objects are ranked, wherein at least one intent is assigned to at least some of the data objects. A result is built using the ranked plurality of data objects, wherein the result comprises display entries wherein if a data object has been assigned at least one intent, such intent is used to construct the display entry for the respective data object. The result is transmitted over the network to the user.

LISTING OF THE CLAIMS

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

1. (Currently Amended) A method comprising the steps of:

receiving, over a network, a query from a user, the query comprising at least one query token;

analyzing the query, using at least one computing device, to identify at least one query keyword;

determining, using at least the one computing device, at least one a plurality of intents from the at least one keyword, each of the at least one plurality of intents indicates a type of information regarding the query keyword that is likely to be desired by a user[[’s]] intent in submitting the query;

classifying the query, using the at least one computing device, into at least one of the plurality of intents;

identifying, using the at least one computing device, a plurality of data objects available over the network that match the at least one query keyword;

assigning, using the at least one computing device, at least one of the plurality of intents to at least some of the plurality of data objects;

ranking, using the at least one computing device, the plurality of data objects ; ~~wherein at least one of the at least one intent is assigned to at least some of the plurality of data objects~~;

building a result, using the at least one computing device, using the ranked plurality of data objects, the result comprises a plurality of display entries, at least one display entry customized to a respective assigned intent is constructed for each of the ranked plurality of data objects, ~~if a data object has been assigned at least one intent, such intent is used to construct the display entry for the respective data object~~; and

transmitting the result, over the network, to the user.

2. (Original) The method of Claim 1 wherein the at least one intent comprises an unclassified intent.
3. (Original) The method of Claim 1 wherein the analysis step identifies query keywords by parsing the tokens and identifying common entities, phrases, spelling errors, synonyms, variants of stems, and noisewords.
4. (Currently Amended) The method of Claim 1 wherein, in the classifying step, the query is classified by linguistic analysis of the at least one query keyword[[:]].
5. (Currently Amended) The method of Claim 1 wherein, in the classifying step, profile information for the user is additionally used to classify the query[[:]].
6. (Currently Amended) The method of Claim 1 wherein, in the classifying step, previous queries submitted by the user during a user session are additionally used to classify the query[[:]].
7. (Currently Amended) The method of Claim 1 wherein, in the classifying step, previous queries submitted by a subset of all users are additionally used to classify the query[[:]].
8. (Currently Amended) The method of Claim 1 wherein, in the classifying step, click data from at least one previous user session for the user are additionally used to classify the query[[:]].
9. (Currently Amended) The method of Claim 1 wherein, in the classifying step, click data from at least one previous user session for a subset of all users are additionally used to classify the query[[:]].
10. (Original) The method of claim 1 wherein the plurality of data objects are ranked by intent.
11. (Original) The method of Claim 1 wherein, in the building step, each of the ranked plurality of data objects to which at least one intent has been assigned are matched

against at least one presentation rule associated with the respective data object and matching presentation rules are used to construct the at least one display entry for the respective data object.

12. (Original) The method of Claim 11 wherein the at least one presentation rules are supplied via a feed.
13. (Original) The method of Claim 11 wherein the at least one presentation rules are embedded in the respective data object.
14. (Currently Amended) The method of Claim 11 wherein the at least one presentation rules comprise an object matching pattern and at least one set of attribute rules, wherein each of sets of attribute rules is associated with an intent matching pattern, and wherein the at least one presentation rules matches one of the plurality of data objects if a name of the respective object matches the object matching pattern and the at least one intent assigned to the respective data object matches the intent matching pattern associated with the at least one set of attribute rules, wherein the at least one set of attribute rules are used to construct the at least one display entry for the respective data object.
15. (Original) The method of Claim 14 wherein the at least one intent associated with at least one of the ranked plurality of data objects comprises at least two intents and one of the at least two intents which is most likely is used to match the respective data object to the at least one presentation rules.
16. (Original) The method of Claim 11 wherein at least one of the ranked plurality of data objects matches at least two presentation rules and each of the at least two presentation rules are used to construct the at least one display entry for the respective data object.
17. (Original) The method of Claim 16 wherein the at least two presentation rules are used in the most specific order first to construct the at least one display entry for the respective data object.

18. (Original) The method of Claim 16 wherein the at least two presentation rules each additionally comprise a rule precedence and the at least two presentation rules are used in precedence order to construct the at least one display entry for the respective data object.
19. (Original) The method of Claim 11 wherein at least one of the ranked plurality of data objects matches a first at least one presentation rule originating from a trusted feed and a second at least one presentation rule originating from an untrusted feed, wherein the first at least one presentation rule is used before the second at least one presentation rule.
20. (Original) The method of Claim 11 wherein at least one of the ranked plurality of data objects matches a first at least one presentation rule originating from a trusted feed and a second at least one presentation rule embedded in the respective data object, wherein the first at least one presentation rule is used before the second at least one presentation rule.
21. (Withdrawn) A system comprising:
 - a query receiving module comprising one or more processors programmed to execute software code retrieved from a computer readable storage medium storing software for receiving, over a network, queries from users, wherein the queries each comprise at least one query token;
 - a query analysis module comprising one or more processors programmed to execute software code retrieved from a computer readable storage medium storing software for analyzing queries received by the query receiving module wherein at least one query keyword is identified in each of the respective queries received by the query receiving module;
 - a query intent classification module comprising one or more processors programmed to execute software code retrieved from a computer readable storage medium storing software for classifying queries analyzed by the query analysis

module, wherein each query is classified into at least one intent using the query's respective at least one query keyword;

a query search module comprising one or more processors programmed to execute software code retrieved from a computer readable storage medium storing software for identifying, for each query classified by the query intent classification module, a plurality of data objects available over the network that match the respective query keywords;

a search result ranking module comprising one or more processors programmed to execute software code retrieved from a computer readable storage medium storing software for ranking, for each query processed by the query search module, the respective plurality of data objects, wherein at least one of the at least one intents is assigned to at least some of the plurality of data objects;

a search result presentation module comprising one or more processors programmed to execute software code retrieved from a computer readable storage medium storing software for building, for each plurality of data objects ranked by the search result ranking module, a result using the respective ranked plurality of data objects, wherein the result comprises a plurality of display entries, wherein at least one display entry is constructed for each of the respective ranked plurality of data objects, wherein if a data object has been assigned at least one intent, such intents are used to construct the display entry for the respective data object;

a search result transmission module comprising one or more processors programmed to execute software code retrieved from a computer readable storage medium storing software for transmitting results built by the search result presentation module, over the network, to users.

22. (Withdrawn) The system of Claim 21 wherein the search result presentation module is further programmed such that each of the ranked plurality of data objects to which at least one intent has been assigned are matched against at least one presentation rule associated with the respective data object and matching presentation rules are used by

the search result presentation module to construct the at least one display entry for the respective data object.

23. (Withdrawn) The system of Claim 22 wherein the at least one presentation rules comprise an object matching pattern and at least one set of attribute rules, wherein each set of attribute rules is associated with an intent matching pattern, and wherein the at least one presentation rules matches one of the plurality of data objects if a name of the respective object matches the object matching pattern and the at least one intent assigned to the respective data object matches the intent matching pattern associated with the at least one set of attribute rules, wherein the at least one set of attribute rules are used to construct the at least one display entry for the respective data object
24. (Withdrawn) The system of Claim 22 wherein the at least one intent associated with at least one of the ranked plurality of data objects comprises at least two intents and one of the at least two intents which is most likely is used to match the respective data object to the at least one presentation rules.
25. (Withdrawn) The system of Claim 22 wherein at least one of the ranked plurality of data objects matches at least two presentation rules and each of the at least two presentation rules are used to construct the at least one display entry for the respective data object.
26. (Withdrawn) The system of Claim 22 wherein the at least two presentation rules are used in the most specific order first to construct the at least one display entry for the respective data object.
27. (Withdrawn) The system of Claim 22 wherein the at least two presentation rules each additionally comprise a rule precedence and the at least two presentation rules are used in precedence order to construct the at least one display entry for the respective data object.

28. (Withdrawn) The system of Claim 22 wherein at least one of the ranked plurality of data objects matches a first at least one presentation rule originating from a trusted feed and a second at least one presentation rule originating from an untrusted feed, wherein the first at least one presentation rule is used before the second at least one presentation rule.
29. (Withdrawn) The system of Claim 22 wherein at least one of the ranked plurality of data objects matches a first at least one presentation rule originating from a trusted feed and a second at least one presentation rule embedded in the respective data object, wherein the first at least one presentation rule is used before the second at least one presentation rule.
30. (Currently Amended) A computer-readable medium having computer-executable instructions for a method comprising the steps of:
- receiving, over a network, a query from a user, wherein the query comprising at least one query token;
 - analyzing the query, using at least one computing device, to identify at least one query keyword;
 - determining ~~at least one~~ a plurality of intents, by the computing device, from the at least one keyword, each of the at least one plurality of intents indicates a type of information regarding the query keyword that is likely to be desired by a user[['s]] intent in submitting the query;
 - classifying the query, using the at least one computing device, into at least ~~one~~ a subset of the plurality of intents;
 - identifying, using the at least one computing device, a plurality of data objects available over the network that match the at least one query keyword;
 - assigning, using the at least one computing device, at least one of the plurality of intents to at least some of the plurality of data objects;

ranking, using the at least one computing device, the plurality of data objects ;
~~wherein at least one of the at least one intent is assigned to at least some of the~~
~~plurality of data objects;~~

building a result, using the at least one computing device, using the ranked
plurality of data objects, the result comprises a plurality of display entries, wherein at
least one display entry customized to a respective assigned intent is constructed for
each of the ranked plurality of data objects, ~~if a data object has been assigned at least~~
~~one intent, such intent is used to construct the display entry for the respective data~~
~~object;~~ and

transmitting the result, over the network, to the user.

31. (Original) The computer-readable medium of Claim 30 wherein, in the building step, each of the ranked plurality of data objects to which at least one intent has been assigned are matched against at least one presentation rule associated with the respective data object and matching presentation rules are used to construct the at least one display entry for the respective data object.
32. (Original) The computer-readable medium of Claim 31 wherein the at least one presentation rules comprise an object matching pattern and at least one set of attribute rules, wherein each of sets of attribute rules is associated with an intent matching pattern, and wherein the at least one presentation rules matches one of the plurality of data objects if a name of the respective object matches the object matching pattern and the at least one intent assigned to the respective data object matches the intent matching pattern associated with the at least one set of attribute rules, wherein the at least one set of attribute rules are used to construct the at least one display entry for the respective data object.

REMARKS

Claims 1-32 are pending in the present application, of which claims 21-29 are withdrawn from consideration. Of the claims under consideration, claims 1 and 30 are the independent claims. Claims 1, 4, 5, 6, 7, 8, 9, 14 and 30 are being amended. Support for the amendments can be found in the specification as filed at least at Figs. 2, 3 and related description at paragraphs [0019-0024], [0026-0028] and [0043] *inter alia*. No new matter is added herein.

Applicant notes with appreciation, the Examiner's indication that claims 14-20 and 32 are allowable if rewritten in independent form including all the limitations of the base claims and any intervening claims. However, Applicant deems that such amendments are not needed at this point of time in view of the remarks herein. Reconsideration and further examination are respectfully requested.

Claims 1-13 and 30-31 are rejected under 35 U.S.C. § 102(e) as being anticipated by Zeng et al. (U.S. 7689585). The rejection should be withdrawn for at least the following reasons. The cited art does not disclose or suggest all the elements recited in the subject claims.

By way of a non-limiting example and in accordance with one or more embodiments of the present application, systems and methods for intent driven search presentation are disclosed. To this end, independent claim 1 recites: "determining, using the at least one computing device, a plurality of intents from the at least one keyword, each of the plurality of intents indicates a type of information regarding the query keyword that is likely to be desired by a user submitting the query; assigning, using the at least one computing device, at least one of the plurality of intents to at least some of the plurality of data objects.....building a result, using the at least one computing device, using the ranked plurality of data objects, the result comprises a plurality of display entries, at least one display entry customized to a respective assigned intent is constructed for each of the ranked plurality of data objects". Claim 30 recites similar elements.

The cited art does not, explicitly or implicitly, disclose such claim elements.

Zeng et al. provides for related term suggestions. Zeng et al. discloses that similarity between multi-type data objects is determined as a linear combination of identified and weighted content similarity and calculated inter object and intra-object relationship similarities. Thus, the similarity between respective ones of the data objects includes not only the similarity of their own attributes but

also the similarity of their relationships. (*See*, Zeng et al. col. 5 lines 1-3). Zeng et al. discloses calculating relationships between multiple object types such as search queries issued by users, web pages returned in response to the user queries, and user attributes etc. A reinforced clustering algorithm iteratively clusters the multi-type data objects as a function of each object's identified inter and intra-object relationship attributes. Thus, Zeng et al. discloses suggesting related search terms based on similarity attributes of associated data objects, (e.g., user queries, web pages retrieved in response to the queries etc.) and their inter/intra object relationships. However, nowhere does Zeng et al., explicitly or inherently, disclose “determining, using the at least one computing device, a plurality of intents from the at least one keyword, each of the plurality of intents indicates a type of information regarding the query keyword that is likely to be desired by a user submitting the query”. Consequently, Zeng et al. also fails to disclose or suggest, “assigning, using the at least one computing device, at least one of the plurality of intents to at least some of the plurality of data objects.” For example, nowhere does Zeng et al. disclose or suggest deriving a user intent or type of information that is likely to be desired by a user from the search queries/keywords or assigning intents to the data objects obtained as search results as recited in the subject claims.

Additionally, at page 3 of the subject Final Office Action, it is contended that Zeng et al. discloses building a result set wherein an intent assigned to a data object is used to construct display entries in the result set for the data objects. Applicant respectfully disagrees with such contentions. At the cited portion, Zeng et al. discloses that in a reinforced clustering algorithm that iteratively clusters the multi-type data objects, if no matching clusters are identified, the query term is further matched against expanded clusters generated from query terms with low FOO (Frequency Of Occurrence). (*See*, Zeng et al. col. 12 lines 47-52). Zeng et al. also discloses a suitable computing environment for implementing methodologies for reinforced clustering of multi-type data objects for search term suggestion can include a monitor or other type of display device connected to the system bus via an interface, such as, a video interface. (*See*, Zeng et al. col. 19 lines 32-35). However, nowhere does Zeng et al. disclose or suggest, “at least one display entry customized to a respective assigned intent is constructed for each of the ranked plurality of data objects” as recited in the subject claims.

In view of the remarks and amendments made herein, the Applicant submits that that since Zeng et al. does not yield each and every one of the claim elements, it cannot form the basis of a

proper §102 rejection. Accordingly, claims 1-13 and 30-31 are believed to be patentable over the applied art. Reconsideration and withdrawal of the rejections of claims 1-13 and 30-31 are respectfully requested.

In view of the foregoing, the entire application is believed to be in condition for allowance, and such action is respectfully requested at the Examiner's earliest convenience.

Should matters remain which the Examiner believes could be resolved in a telephone interview, the Examiner is requested to telephone the Applicant's undersigned attorney. Alternatively, since it is believed that the claims of the present application are in condition for allowance, the Examiner is respectfully requested to issue a Notice of Allowance at the Examiner's earliest convenience.

The Applicant's attorney may be reached by telephone at 212-801-6729. All correspondence should continue to be directed to the address given below, which is the address associated with Customer Number 76058.

The Commissioner is hereby authorized to charge any required fee in connection with the submission of this paper, any additional fees which may be required, now or in the future, or credit any overpayment to Account No. 50-1561. Please ensure that the Attorney Docket Number is referenced when charging any payments or credits for this case.

Respectfully submitted,

Date: May 18, 2012

/James J. DeCarlo/
James J. DeCarlo
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875					Application or Docket Number 12/533,299		Filing Date 07/31/2009		☐ To be Mailed	
APPLICATION AS FILED – PART I										
(Column 1)			(Column 2)		SMALL ENTITY ☐		OR		OTHER THAN SMALL ENTITY	
FOR	NUMBER FILED	NUMBER EXTRA	RATE (\$)	FEE (\$)	RATE (\$)	FEE (\$)	RATE (\$)	FEE (\$)	RATE (\$)	FEE (\$)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A		N/A		N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (j), or (m))	N/A	N/A	N/A		N/A		N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A		N/A		N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X \$	=	OR	X \$	=	X \$	=	X \$
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X \$	=	OR	X \$	=	X \$	=	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 \$250 (\$125 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		TOTAL		TOTAL		TOTAL	
APPLICATION AS AMENDED – PART II										
(Column 1)			(Column 2)		(Column 3)		SMALL ENTITY		OTHER THAN SMALL ENTITY	
AMENDMENT	05/18/2012	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	RATE (\$)	ADDITIONAL FEE (\$)	RATE (\$)	ADDITIONAL FEE (\$)
	Total (37 CFR 1.16(i))	* 32	Minus	** 32	= 0	X \$	=	OR	X \$60=	0
	Independent (37 CFR 1.16(h))	* 3	Minus	***3	= 0	X \$	=	OR	X \$250=	0
☐ Application Size Fee (37 CFR 1.16(s))										
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))										
					TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	0	
(Column 1)			(Column 2)		(Column 3)		SMALL ENTITY		OTHER THAN SMALL ENTITY	
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	RATE (\$)	ADDITIONAL FEE (\$)	RATE (\$)	ADDITIONAL FEE (\$)
	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))										
					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 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.

Legal Instrument Examiner:
/CURTIS NELLOMS JR/



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

76058 7590 09/24/2012
YAHOO! INC. C/O GREENBERG TRAURIG, LLP
MET LIFE BUILDING
200 PARK AVENUE
NEW YORK, NY 10166

EXAMINER

AL HASHEMI, SANA A

ART UNIT

PAPER NUMBER

2156

DATE MAILED: 09/24/2012

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/533,299	07/31/2009	Robert Schulman	085804.099200	7335

TITLE OF INVENTION: SYSTEM AND METHOD FOR INTENT-DRIVEN SEARCH RESULT PRESENTATION

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1740	\$300	\$0	\$2040	12/24/2012

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 SMALL ENTITY status shown above.

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

A. If the status is the same, pay the TOTAL FEE(S) DUE shown above.

B. If the status above is to be removed, check box 5b on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and twice the amount of the ISSUE FEE shown above, or

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check box 5a on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and 1/2 the ISSUE FEE shown above.

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: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: **Mail Stop ISSUE FEE**
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax (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)

76058 7590 09/24/2012
YAHOO! INC. C/O GREENBERG TRAURIG, LLP
MET LIFE BUILDING
200 PARK AVENUE
NEW YORK, NY 10166

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 facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/533,299	07/31/2009	Robert Schulman	085804.099200	7335

TITLE OF INVENTION: SYSTEM AND METHOD FOR INTENT-DRIVEN SEARCH RESULT PRESENTATION

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1740	\$300	\$0	\$2040	12/24/2012

EXAMINER	ART UNIT	CLASS-SUBCLASS
AL HASHEMI, SANA A	2156	707-005000

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 03-02 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, 1 _____
- (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. 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 has been filed for recordation as set forth in 37 CFR 3.11. 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. The following fee(s) are submitted:

- ☐ Issue Fee
- ☐ Publication Fee (No small entity discount permitted)
- ☐ Advance Order - # of Copies _____

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

- ☐ A check is enclosed.
- ☐ Payment by credit card. Form PTO-2038 is attached.
- ☐ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

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

- ☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature _____

Date _____

Typed or printed name _____

Registration No. _____

This collection of information 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 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, 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.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/533,299	07/31/2009	Robert Schulman	085804.099200	7335

EXAMINER	
AL HASHEMI, SANA A	

ART UNIT	PAPER NUMBER
2156	

DATE MAILED: 09/24/2012

76058 7590 09/24/2012
YAHOO! INC. C/O GREENBERG TRAURIG, LLP
MET LIFE BUILDING
200 PARK AVENUE
NEW YORK, NY 10166

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b)

(application filed on or after May 29, 2000)

The Patent Term Adjustment to date is 307 day(s). If the issue fee is paid on the date that is three months after the mailing date of this notice and the patent issues on the Tuesday before the date that is 28 weeks (six and a half months) after the mailing date of this notice, the Patent Term Adjustment will be 307 day(s).

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 Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

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.	Applicant(s)	
	12/533,299	SCHULMAN, ROBERT	
	Examiner	Art Unit	
	SANA AL HASHEMI	2156	

-- 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 amendment filed 5/18/2012.
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 1-20, 30-32 as renumbered 1-23.
4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - 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. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
6. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date ____.
 - (b) ☐ 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).
7. ☐ 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. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948) 3. ☐ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date ____ 4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material	5. ☐ Notice of Informal Patent Application 6. ☐ Interview Summary (PTO-413), Paper No./Mail Date ____. 7. ☒ Examiner's Amendment/Comment 8. ☒ Examiner's Statement of Reasons for Allowance 9. ☐ Other ____.
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/Sana Al-Hashemi/ Primary Examiner, Art Unit 2156	
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DETAILED ACTION

This action is issued in response to amendment filed 5/18/2012.

Claims 1-20, 30-32 were amended. Claims 21-29 were canceled. No Claims were added.

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with James J. DeCarlo on September 17, 2012.

The application has been amended as follows:

Please Cancel Claims 21-29.

Allowable Subject Matter

The following is an examiner's statement of reasons for allowance:

Regarding independent claims 1, and 30, the prior art of record fails to disclose or suggest the claimed provision of determining, using at least the one computing device, at least one a plurality of intents from the at least one keyword, each of the plurality of intents indicates a type of information regarding the query keyword that is likely to be desired by a user submitting the query; classifying the query, using the at least one computing device, into at least one of the plurality of intents; identifying, using the at least one computing device, a plurality of

Art Unit: 2156

data objects available over the network that match the at least one query keyword; assigning, using the at least one computing device, at least one of the plurality of intents to at least some of the plurality of data objects; ranking, using the at least one computing device, the plurality of data objects; building a result, using the at least one computing device, using the ranked plurality of data objects, the result comprises a plurality of display entries, at least one display entry customized to a respective assigned intent is constructed for each of the ranked plurality of data objects, and transmitting the result, over the network, to the user, combined with the rest of the limitations in the independent claims, is not taught or suggested, or rendered obvious over the prior art of record or that encountered in searching the invention

The dependent claims 2-20, and 31-32 being further limiting to the independent claims, definite and enabled by the Specification are also allowed.

Comments

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. In no case may an applicant reply outside the SIX (6) MONTH statutory period or obtain an extension for more than FIVE (5) MONTHS beyond the date for reply set forth in an Office action.

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."

Points of Contact

Any inquiry concerning this communication or earlier communications from the examiner should be directed to SANA AL HASHEMI whose telephone number is (571)272-4013. The examiner can normally be reached on 8Am-4:30Pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Pierre Vital can be reached on 571-272-4215. 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.

/Sana Al-Hashemi/
Primary Examiner, Art Unit 2156
September 18, 2012

Notice of References Cited	Application/Control No. 12/533,299	Applicant(s)/Patent Under Reexamination SCHULMAN, ROBERT	
	Examiner SANA AL HASHEMI	Art Unit 2156	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-7,689,585	03-2010	Zeng et al.	707/999.104
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	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.

<i>Index of Claims</i> 	Application/Control No. 12533299	Applicant(s)/Patent Under Reexamination SCHULMAN, ROBERT
	Examiner SANA AL HASHEMI	Art Unit 2156

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

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

CLAIM		DATE							
Final	Original	07/21/2011	09/28/2011	02/13/2012	09/18/2012				
1	1	÷	✓	✓	=				
3	2	÷	✓	✓	=				
4	3	÷	✓	✓	=				
5	4	÷	✓	✓	=				
6	5	÷	✓	✓	=				
7	6	÷	✓	✓	=				
8	7	÷	✓	✓	=				
9	8	÷	✓	✓	=				
10	9	÷	✓	✓	=				
11	10	÷	✓	✓	=				
12	11	÷	✓	✓	=				
13	12	÷	✓	✓	=				
14	13	÷	✓	✓	=				
15	14	÷	O	O	=				
19	15	÷	O	O	=				
16	16	÷	O	O	=				
20	17	÷	O	O	=				
21	18	÷	O	O	=				
17	19	÷	O	O	=				
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	22	÷	N	N	-				
	23	÷	N	N	-				
	24	÷	N	N	-				
	25	÷	N	N	-				
	26	÷	N	N	-				
	27	÷	N	N	-				
	28	÷	N	N	-				
	29	÷	N	N	-				
2	30	÷	✓	✓	=				
22	31	÷	✓	✓	=				
23	32	÷	O	O	=				

Issue Classification 	Application/Control No. 12533299	Applicant(s)/Patent Under Reexamination SCHULMAN, ROBERT
	Examiner SANA AL HASHEMI	Art Unit 2156

ORIGINAL						INTERNATIONAL CLASSIFICATION												
CLASS		SUBCLASS				CLAIMED					NON-CLAIMED							
707		737				G	0	6	F	17 / 00 (2006.01.01)								
CROSS REFERENCE(S)																		
CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)																	
707	706	727	728	731	735													

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47															
Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
1	1	20	17												
3	2	21	18												
4	3	17	19												
5	4	18	20												
6	5		21												
7	6		22												
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12	11		27												
13	12		28												
14	13		29												
15	14	2	30												
19	15	22	31												
16	16	23	32												

NONE		Total Claims Allowed:	
		23	
(Assistant Examiner)	(Date)		
/SANA AL HASHEMI/ Primary Examiner, Art Unit 2156	9/18/2012	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	2,3

Search Notes 	Application/Control No. 12533299	Applicant(s)/Patent Under Reexamination SCHULMAN, ROBERT
	Examiner SANA AL HASHEMI	Art Unit 2156

SEARCHED			
Class	Subclass	Date	Examiner
707	706, 727, 728, 731, 735, 737	9/18/2012	SA

SEARCH NOTES		
Search Notes	Date	Examiner
Limited text search in EAST, US PAT, US PG PUB	9/28/2011	SA
Limited text search in EAST, US PAT, US PG PUB	9/18/2012	SA

INTERFERENCE SEARCH			
Class	Subclass	Date	Examiner
707	706, 727, 728, 731, 735, 737	9/18/2012	SA

	/SANA AL HASHEMI/ Primary Examiner.Art Unit 2156
--	---



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

BIB DATA SHEET

CONFIRMATION NO. 7335

SERIAL NUMBER 12/533,299	FILING or 371(c) DATE 07/31/2009 RULE	CLASS 707	GROUP ART UNIT 2156	ATTORNEY DOCKET NO. 085804.099200		
APPLICANTS Robert Schulman, Menlo Park, CA; NONE ** CONTINUING DATA ***** NONE ** FOREIGN APPLICATIONS ***** ** IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** 08/12/2009						
Foreign Priority claimed ☐ Yes ☒ No 35 USC 119(a-d) conditions met ☐ Yes ☒ No Verified and /SANA A AL HASHEMI/ Acknowledged Examiner's Signature		☐ Met after Allowance SA Initials	STATE OR COUNTRY CA	SHEETS DRAWINGS 3	TOTAL CLAIMS 23 32	INDEPENDENT CLAIMS 2 3.....
ADDRESS YAHOO! INC. C/O GREENBERG TRAURIG, LLP MET LIFE BUILDING 200 PARK AVENUE NEW YORK, NY 10166 UNITED STATES						
TITLE SYSTEM AND METHOD FOR INTENT-DRIVEN SEARCH RESULT PRESENTATION						
FILING FEE RECEIVED 1714	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:			☐ All Fees ☐ 1.16 Fees (Filing) ☐ 1.17 Fees (Processing Ext. of time) ☐ 1.18 Fees (Issue) ☐ Other _____ ☐ Credit		

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: **Mail** Mail Stop ISSUE FEE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax (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)

76058 7590 09/24/2012
YAHOO! INC. C/O GREENBERG TRAURIG, LLP
MET LIFE BUILDING
200 PARK AVENUE
NEW YORK, NY 10166

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 facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/533,299	07/31/2009	Robert Schulman	085804.099200	7335

TITLE OF INVENTION: SYSTEM AND METHOD FOR INTENT-DRIVEN SEARCH RESULT PRESENTATION

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1740	\$300	\$0	\$2040	12/24/2012

EXAMINER	ART UNIT	CLASS-SUBCLASS
AL HASHEMI, SANA A	2156	707-005000

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. 03-02 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 James J. DeCarlo
 2 Greenberg Traurig, LLP
 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 has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

YAHOO! INC.

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

Sunnyvale, CA

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

4a. The following fee(s) are submitted:

- ☒ Issue Fee
☒ Publication Fee (No small entity discount permitted)
☐ Advance Order - # of Copies

4b. Payment of Fee(s): (Please first reapply any previously paid issue fee shown above)

- ☐ A check is enclosed.
☐ Payment by credit card. Form PTO-2038 is attached.
☒ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number 50-1561 (enclose an extra copy of this form).

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

- ☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature /jjdecarlo/
 Typed or printed name James J. DeCarlo

Date November 15, 2012

Registration No. 36,120

This collection of information 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 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, 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.

Electronic Patent Application Fee Transmittal				
Application Number:		12533299		
Filing Date:		31-Jul-2009		
Title of Invention:		SYSTEM AND METHOD FOR INTENT-DRIVEN SEARCH RESULT PRESENTATION		
First Named Inventor/Applicant Name:		Robert Schulman		
Filer:		James Joseph DeCarlo/Shoba Jaglal		
Attorney Docket Number:		085804.099200		
Filed as Large Entity				
Utility under 35 USC 111(a) Filing Fees				
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	1770	1770
Publ. Fee- early, voluntary, or normal	1504	1	300	300

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				2070

Electronic Acknowledgement Receipt	
EFS ID:	14240799
Application Number:	12533299
International Application Number:	
Confirmation Number:	7335
Title of Invention:	SYSTEM AND METHOD FOR INTENT-DRIVEN SEARCH RESULT PRESENTATION
First Named Inventor/Applicant Name:	Robert Schulman
Customer Number:	76058
Filer:	James Joseph DeCarlo/Shoba Jaglal
Filer Authorized By:	James Joseph DeCarlo
Attorney Docket Number:	085804.099200
Receipt Date:	15-NOV-2012
Filing Date:	31-JUL-2009
Time Stamp:	16:40:49
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	\$ 2070
RAM confirmation Number	3974
Deposit Account	501561
Authorized User	
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows: Charge any Additional Fees required under 37 C.F.R. Section 1.20 (Post Issuance fees) Charge any Additional Fees required under 37 C.F.R. Section 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		099200ISSUEFEE.PDF	161365 634a5e08653c47a868e84d98d1a505606637dbc9	yes	2
	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Miscellaneous Incoming Letter		1	1	
	Issue Fee Payment (PTO-85B)		2	2	
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	31860 93af1f80a5246367aa1ddb2b9bf008da74a46e55	no	2
Warnings:					
Information:					
Total Files Size (in bytes):			193225		
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. <u>New Applications Under 35 U.S.C. 111</u> 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. <u>National Stage of an International Application under 35 U.S.C. 371</u> 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. <u>New International Application Filed with the USPTO as a Receiving Office</u> 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.					

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s) Schulman	: Group Art Unit: 2129
Serial No.: 12/533,299	: Examiner: Sana Al Hashemi
Filed: July 31, 2009	: Attorney Docket No.: 085804.099200
For: SYSTEM AND METHOD FOR INTENT-DRIVEN SEARCH RESULT PRESENTATION	: :

ELECTRONIC MAIL CERTIFICATE

Date of Deposit: November 15, 2012

I hereby certify that the following attached paper(s) and/or fee

(1) PTOL-85 Issue Fee-Part B;

are being transmitted electronically to the United States Patent Office on the date indicated above.

Respectfully submitted,
GREENBERG TRAURIG, LLP.

/sjaglal/
Shoba Jaglal
Patent Prosecution Paralegal

Dated: November 15, 2012

CORRESPONDENCE:

James J. DeCarlo
GREENBERG TRAURIG LLP
Met Life Building
200 Park Avenue, 34th Floor
New York, New York 10166
Phone: 212-801-9200
Fax: 212-801-6400



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United States Patent and Trademark Office
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Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/533,299	12/25/2012	8341157	085804.099200	7335

76058 7590 12/05/2012
YAHOO! INC. C/O GREENBERG TRAURIG, LLP
MET LIFE BUILDING
200 PARK AVENUE
NEW YORK, NY 10166

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 307 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):

Robert Schulman, Menlo Park, CA;

The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The USA offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to encourage and facilitate business investment. To learn more about why the USA is the best country in the world to develop technology, manufacture products, and grow your business, visit SelectUSA.gov.

AO 120 (Rev. 08/10)

TO: **Mail Stop 8**
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**REPORT ON THE
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 ACTION REGARDING A PATENT OR
 TRADEMARK**

FEB 05 2021

U.S. PATENT & TRADEMARK OFFICE

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 Eastern District of Texas, Sherman Division on the following

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

DOCKET NO. 4:21-cv-00091	DATE FILED 1/29/2021	U.S. DISTRICT COURT Eastern District of Texas, Sherman Division
PLAINTIFF R2 Solutions LLC		DEFENDANT Walmart Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,190,610	5/29/2012	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
3 7,698,329	4/13/2010	R2 Solutions LLC
4		
5		

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			
2			
3			
4			
5			

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

AO 120 (Rev. 08/10)

TO: **Mail Stop 8**
Director of the U.S. Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

**REPORT ON THE
 FILING OR DETERMINATION OF AN
 ACTION REGARDING A PATENT OR
 TRADEMARK**



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 Eastern District of Texas, Sherman Division on the following
☒ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 4:21-cv-00092	DATE FILED 1/29/2021	U.S. DISTRICT COURT Eastern District of Texas, Sherman Division
PLAINTIFF R2 Solutions LLC		DEFENDANT Target Corp.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,190,610	5/29/2012	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
3 7,698,329	4/13/2010	R2 Solutions LLC
4		
5		

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			
2			
3			
4			
5			

In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

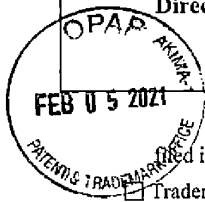
CLERK	(BY) DEPUTY CLERK	DATE
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Copy 1—Upon initiation of action, mail this copy to Director Copy 3—Upon termination of action, mail this copy to Director
 Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy

AO 120 (Rev. 08/10)

TO: **Mail Stop 8**
Director of the U.S. Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

**REPORT ON THE
 FILING OR DETERMINATION OF AN
 ACTION REGARDING A PATENT OR
 TRADEMARK**



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 Eastern District of Texas, Sherman Division on the following
☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 4:21-cv-00093	DATE FILED 1/29/2021	U.S. DISTRICT COURT Eastern District of Texas, Sherman Division
PLAINTIFF R2 Solutions LLC		DEFENDANT Workday, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,190,610	5/29/2012	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
3		
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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	
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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
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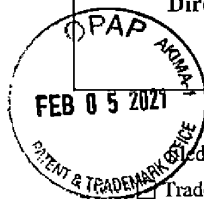
Copy 1—Upon initiation of action, mail this copy to Director Copy 3—Upon termination of action, mail this copy to Director
 Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy

JUL

AO 120 (Rev. 08/10)

TO: **Mail Stop 8**
Director of the U.S. Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

**REPORT ON THE
 FILING OR DETERMINATION OF AN
 ACTION REGARDING A PATENT OR
 TRADEMARK**



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 Eastern District of Texas, Sherman Division on the following
☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 4:21-cv-00090	DATE FILED 1/29/2021	U.S. DISTRICT COURT Eastern District of Texas, Sherman Division
PLAINTIFF R2 Solutions LLC		DEFENDANT Deezer S.A.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,190,610	5/29/2012	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
3 7,698,329	4/13/2010	R2 Solutions LLC
4 8,209,317	6/26/2012	R2 Solutions LLC
5 9,928,279	3/27/2018	R2 Solutions 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	
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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

AO 120 (Rev. 08/10)

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

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, Waco Division on the following

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

DOCKET NO. 6:21-cv-552	DATE FILED 6/1/2021	U.S. DISTRICT COURT Western District of Texas, Waco Division
PLAINTIFF R2 Solutions LLC		DEFENDANT iHeartMedia, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,698,329	4/13/2010	R2 Solutions LLC
2 8,190,610	5/29/2012	R2 Solutions LLC
3 8,341,157	12/25/2012	R2 Solutions LLC
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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
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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

AO 120 (Rev. 08/10)

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

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, Waco Division** on the following

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

DOCKET NO. 6:21-cv-553	DATE FILED 6/1/2021	U.S. DISTRICT COURT Western District of Texas, Waco Division
PLAINTIFF R2 Solutions LLC		DEFENDANT Roku, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,698,329	4/13/2010	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
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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
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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

AO 120 (Rev. 08/10)

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

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 Eastern District of Texas, Sherman Division on the following

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

DOCKET NO. 4:21-cv-00093	DATE FILED 1/29/2021	U.S. DISTRICT COURT Eastern District of Texas, Sherman Division
PLAINTIFF R2 Solutions LLC		DEFENDANT Workday, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,190,610	5/29/2012	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
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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
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT IT IS ORDERED that all claims by and between R2 Solutions and Workday are hereby DISMISSED WITH PREJUDICE.
--

CLERK <i>David A. O'Poole</i>	(BY) DEPUTY CLERK <i>Halle Hiron</i>	DATE 6/8/21
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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

AO 120 (Rev. 08/10)

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

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, Waco Division on the following

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

DOCKET NO. 6:21-cv-628	DATE FILED 6/17/2021	U.S. DISTRICT COURT Western District of Texas, Waco Division
PLAINTIFF R2 Solutions LLC		DEFENDANT Expedia Group, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,698,329	4/13/2010	R2 Solutions LLC
2 8,190,610	5/29/2012	R2 Solutions LLC
3 8,341,157	12/25/2012	R2 Solutions LLC
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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
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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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AO 120 (Rev. 08/10)

TO: Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
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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, Waco Division on the following Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:21-cv-552	DATE FILED 6/1/2021	U.S. DISTRICT COURT Western District of Texas, Waco Division
PLAINTIFF R2 Solutions LLC		DEFENDANT iHeartMedia, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,698,329	4/13/2010	R2 Solutions LLC
2 8,190,610	5/29/2012	R2 Solutions LLC
3 8,341,157	12/25/2012	R2 Solutions LLC
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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	
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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
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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

AO 120 (Rev. 08/10)

TO: **Mail Stop 8**
Director of the U.S. Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

**REPORT ON THE
 FILING OR DETERMINATION OF AN
 ACTION REGARDING A PATENT OR
 TRADEMARK**



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, Waco Division on the following
☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:21-cv-553	DATE FILED 6/1/2021	U.S. DISTRICT COURT Western District of Texas, Waco Division
PLAINTIFF R2 Solutions LLC		DEFENDANT Roku, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,698,329	4/13/2010	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
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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
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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
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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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AO 120 (Rev. 08/10)

TO: Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
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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, Waco Division on the following ☒ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:21-cv-628	DATE FILED 6/17/2021	U.S. DISTRICT COURT Western District of Texas, Waco Division
PLAINTIFF R2 Solutions LLC		DEFENDANT Expedia Group, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,698,329	4/13/2010	R2 Solutions LLC
2 8,190,610	5/29/2012	R2 Solutions LLC
3 8,341,157	12/25/2012	R2 Solutions LLC
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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
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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
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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

AO 120 (Rev. 08/10)

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

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

DOCKET NO. 4:21-cv-00092	DATE FILED 1/29/2021	U.S. DISTRICT COURT Eastern District of Texas, Sherman Division
PLAINTIFF R2 Solutions LLC		DEFENDANT Target Corp.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,190,610	5/29/2012	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
3 7,698,329	4/13/2010	R2 Solutions LLC
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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
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT ORDER OF DISMISSAL. IT IS ORDERED that all claims by and between R2 Solutions and Target in the above-captioned action are hereby DISMISSED WITH PREJUDICE.
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CLERK <i>David A. O'Poole</i>	(BY) DEPUTY CLERK <i>Rufus</i>	DATE 9/28/21
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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

AO 126 (Rev. 08/10)

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

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

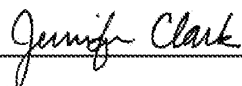
DOCKET NO. 6:21-cv-628	DATE FILED 6/17/2021	U.S. DISTRICT COURT Western District of Texas, Waco Division
PLAINTIFF R2 Solutions LLC		DEFENDANT Expedia Group, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,698,329	4/13/2010	R2 Solutions LLC
2 8,190,610	5/29/2012	R2 Solutions LLC
3 8,341,157	12/25/2012	R2 Solutions LLC
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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
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT 11/22/2021 - Order Dismissing Case
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CLERK Jeannette J. Clack	(BY) DEPUTY CLERK 	DATE 11/22/2021
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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

AO 126 (Rev. 08/10)

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

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

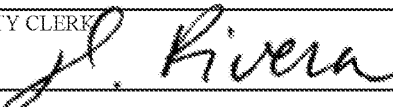
DOCKET NO. 6:21-cv-552	DATE FILED 6/1/2021	U.S. DISTRICT COURT Western District of Texas, Waco Division
PLAINTIFF R2 Solutions LLC		DEFENDANT iHeartMedia, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,698,329	4/13/2010	R2 Solutions LLC
2 8,190,610	5/29/2012	R2 Solutions LLC
3 8,341,157	12/25/2012	R2 Solutions LLC
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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
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT 10/21/2021 ORDER OF DISMISSAL (document 20)

CLERK Jeannette J. Clack	(BY) DEPUTY CLERK 	DATE 10/22/2021
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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

AO 120 (Rev. 08/10)

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

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

DOCKET NO. 4:21-cv-00940	DATE FILED 11/29/2021	U.S. DISTRICT COURT Eastern District of Texas, Sherman Division
PLAINTIFF R2 Solutions LLC		DEPENDANT FedEx Corporate Services, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,190,610	5/29/2012	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
3 7,698,329	4/13/2010	R2 Solutions LLC
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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
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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

AO 120 (Rev. 08/10)

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

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

DOCKET NO. 4:21-cv-00944	DATE FILED 11/29/2021	U.S. DISTRICT COURT Eastern District of Texas, Sherman Division
PLAINTIFF R2 Solutions LLC		DEPENDANT Agoda Company Pte. Ltd.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,190,610	5/29/2012	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
3 7,698,329	4/13/2010	R2 Solutions LLC
4 8,209,317	6/26/2012	R2 Solutions LLC
5		

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
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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

AO 120 (Rev. 08/10)

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

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

DOCKET NO. 4:21-cv-00943	DATE FILED 11/29/2021	U.S. DISTRICT COURT Eastern District of Texas, Sherman Division
PLAINTIFF R2 Solutions LLC		DEPENDANT Booking.com Transport Limited
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,190,610	5/29/2012	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
3 7,698,329	4/13/2010	R2 Solutions LLC
4 8,209,317	6/26/2012	R2 Solutions LLC
5		

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
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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

AO 120 (Rev. 08/10)

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

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

DOCKET NO. 4:21-cv-00942	DATE FILED 11/29/2021	U.S. DISTRICT COURT Eastern District of Texas, Sherman Division
PLAINTIFF R2 Solutions LLC		DEPENDANT Booking.com B.V.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,190,610	5/29/2012	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
3 7,698,329	4/13/2010	R2 Solutions LLC
4 8,209,317	6/26/2012	R2 Solutions LLC
5		

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
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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

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AO 120 (Rev. 08/10)

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

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

DOCKET NO. 4:21-cv-00945	DATE FILED 11/29/2021	U.S. DISTRICT COURT Eastern District of Texas, Sherman Division
PLAINTIFF R2 Solutions LLC		DEPENDANT Redfin Corporation
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,341,157	12/25/2012	R2 Solutions LLC
2 7,698,329	4/13/2010	R2 Solutions LLC
3 8,209,317	6/26/2012	R2 Solutions LLC
4 8,862,610	10/14/2014	R2 Solutions LLC
5 9,805,097	10/31/2017	R2 Solutions 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
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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

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

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

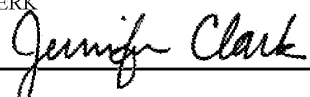
DOCKET NO. 6:21-cv-553	DATE FILED 6/1/2021	U.S. DISTRICT COURT Western District of Texas, Waco Division
PLAINTIFF R2 Solutions LLC		DEFENDANT Roku, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,698,329	4/13/2010	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
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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
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT 12/14/2021 - Voluntary Dismissal
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CLERK Jeannette J. Clack	(BY) DEPUTY CLERK 	DATE 12/14/2021
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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

AO 120 (Rev. 08/10)

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

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

DOCKET NO. 4:21-cv-00091	DATE FILED 1/29/2021	U.S. DISTRICT COURT Eastern District of Texas, Sherman Division
PLAINTIFF R2 Solutions LLC		DEFENDANT Walmart Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,190,610	5/29/2012	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
3 7,698,329	4/13/2010	R2 Solutions LLC
4		
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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
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT ORDER OF DISMISSAL. IT IS ORDERED that all claims by and between R2 Solutions and Walmart in the above-captioned action are hereby DISMISSED WITH PREJUDICE.

CLERK <i>David A. O'Toole</i>	(BY) DEPUTY CLERK <i>Rue</i>	DATE 2/7/22
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Copy 1—Upon initiation of action, mail this copy to Director Copy 3—Upon termination of action, mail this copy to Director
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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 Eastern District of Texas, Sherman Division on the following

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

DOCKET NO. 4:22-cv-00353	DATE FILED 4/28/2022	U.S. DISTRICT COURT Eastern District of Texas, Sherman Division
PLAINTIFF R2 Solutions LLC		DEFENDANT American Airlines, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,190,610	5/29/2012	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
3 7,698,329	4/13/2010	R2 Solutions LLC
4 8,209,317	6/26/2012	R2 Solutions LLC
5		

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

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

DOCKET NO. 4:22-cv-00354	DATE FILED 4/28/2022	U.S. DISTRICT COURT Eastern District of Texas, Sherman Division
PLAINTIFF R2 Solutions LLC		DEFENDANT CVS Health Corporation; and CVS Pharmacy, Inc.,
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,190,610	5/29/2012	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
3 7,698,329	4/13/2010	R2 Solutions LLC
4 8,209,317	6/26/2012	R2 Solutions LLC
5		

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

DOCKET NO. 4:22-cv-00356	DATE FILED 4/28/2022	U.S. DISTRICT COURT Eastern District of Texas, Sherman Division
PLAINTIFF R2 Solutions LLC		DEFENDANT Hilton Worldwide Holdings Inc.; and Hilton International Holding LLC
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,190,610	5/29/2012	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
3 7,698,329	4/13/2010	R2 Solutions LLC
4 8,209,317	6/26/2012	R2 Solutions LLC
5		

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

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

DOCKET NO. 4:22-cv-00357	DATE FILED 4/28/2022	U.S. DISTRICT COURT Eastern District of Texas, Sherman Division
PLAINTIFF R2 Solutions LLC		DEFENDANT Citigroup Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,190,610	5/29/2012	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
3 7,698,329	4/13/2010	R2 Solutions LLC
4 8,209,317	6/26/2012	R2 Solutions LLC
5 7,370,011	5/6/2008	R2 Solutions 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
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DOCKET NO. 4:22-cv-00357	DATE FILED 4/28/2022	U.S. DISTRICT COURT Eastern District of Texas, Sherman Division
PLAINTIFF R2 Solutions LLC		DEFENDANT Citigroup Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,190,610	5/29/2012	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
3 7,698,329	4/13/2010	R2 Solutions LLC
4 8,209,317	6/26/2012	R2 Solutions LLC
5 7,370,011	5/6/2008	R2 Solutions LLC

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

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DOCKET NO. 4:22-cv-00354	DATE FILED 4/28/2022	U.S. DISTRICT COURT Eastern District of Texas, Sherman Division
PLAINTIFF R2 Solutions LLC		DEFENDANT CVS Health Corporation; and CVS Pharmacy, Inc.,
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,190,610	5/29/2012	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
3 7,698,329	4/13/2010	R2 Solutions LLC
4 8,209,317	6/26/2012	R2 Solutions LLC
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 filed in the U.S. District Court Eastern District of Texas, Sherman Division on the following
 Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 4:22-cv-00353	DATE FILED 4/28/2022	U.S. DISTRICT COURT Eastern District of Texas, Sherman Division
PLAINTIFF R2 Solutions LLC		DEFENDANT American Airlines, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,190,610	5/29/2012	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
3 7,698,329	4/13/2010	R2 Solutions LLC
4 8,209,317	6/26/2012	R2 Solutions LLC
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DECISION/JUDGEMENT

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DOCKET NO. 4:22-cv-00356	DATE FILED 4/28/2022	U.S. DISTRICT COURT Eastern District of Texas, Sherman Division
PLAINTIFF R2 Solutions LLC		DEFENDANT Hilton Worldwide Holdings Inc.; and Hilton International Holding LLC
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,190,610	5/29/2012	R2 Solutions LLC
2 8,341,157	12/25/2012	R2 Solutions LLC
3 7,698,329	4/13/2010	R2 Solutions LLC
4 8,209,317	6/26/2012	R2 Solutions LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

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