

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 _____ for the Eastern District of Texas, Marshall Division _____ on the following

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

DOCKET NO. 2:20-cv-00386	DATE FILED 12/15/2020	U.S. DISTRICT COURT for the Eastern District of Texas, Marshall Division
PLAINTIFF NORTHSTAR SYSTEMS LLC		DEPENDANT ZTE CORPORATION
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,817,085	10/19/2010	NorthStar Systems LLC
2 7,327,312	2/5/2008	NorthStar Systems LLC
3 8,717,231	5/6/2014	NorthStar Systems LLC
4 8,805,416	8/12/2014	NorthStar Systems LLC
5 6,995,708	2/7/2006	NorthStar Systems 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 Court RECOGNIZES that Plaintiff's claims against ZTE are DISMISSED WITH PREJUDICE

CLERK <i>David A. O'Poole</i>	(BY) DEPUTY CLERK ch	DATE 7/26/21
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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
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2 8,014,943	9/6/2011	NorthStar Systems LLC
3 8,032,297	10/4/2011	NorthStar Systems LLC
4		
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT
The Court ACCEPTS AND ACKNOWLEDGES that the above-captioned case is DISMISSED WITH PREJUDICE. Each party is to bear its own costs and fees.

CLERK David O'Toole	(BY) DEPUTY CLERK Kecia Clendening	DATE 06/18/2021
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DOCKET NO. 2:20-cv-00383	DATE FILED 12/15/2020	U.S. DISTRICT COURT for the Eastern District of Texas, Marshall Division
PLAINTIFF NORTHSTAR SYSTEMS LLC		DEFENDANT TCT MOBILE INTERNATIONAL LIMITED AND TCL COMMUNICATION TECHNOLOGY HOLDINGS LIMITED
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
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DOCKET NO. 2:20-cv-00384	DATE FILED 12/15/2020	U.S. DISTRICT COURT for the Eastern District of Texas, Marshall Division
PLAINTIFF NORTHSTAR SYSTEMS LLC		DEFENDANT KYOCERA CORPORATION
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UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION

PATENT NO. : 8,032,297 B2
APPLICATION NO. : 12/151827
DATED : October 4, 2011
INVENTOR(S) : Jakobson

Page 1 of 1

It is certified that error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

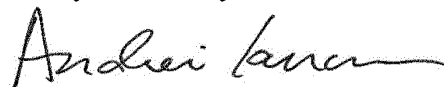
On the Title Page

Item (12) replace "Jakobson" with --Jakobson et al.--.

Item (76) Inventor, should read:

--(76) Inventors: Gabriel Jakobson, Las Vegas, NV (US);
Steven L. Rueben, Las Vegas, NV (US)--.

Signed and Sealed this
Twenty-ninth Day of October, 2019



Andrei Iancu
Director of the United States Patent and Trademark Office



UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/151,827	05/08/2008	Gabriel Jakobson	6995-0002	2717
11788 7590 09/30/2019 Schwabe, Williamson & Wyatt/SFC-FC 1211 SW Fifth Ave. Suite 1900 Portland, OR 97204			EXAMINER NGUYEN, TAN QUANG	
			ART UNIT 3661	PAPER NUMBER
			NOTIFICATION DATE 09/30/2019	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):

IPDocketing@SCHWABE.com



UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Patents
United States Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450
www.uspto.gov

Patent No.: 8032297
Issue Date: 10/04/2011
Appl. No.: 12/151,827
Filed: 05/08/2008

PART (A) RESPONSE FOR CERTIFICATES OF CORRECTION

This is a decision on the Certificate of Correction request filed 08 January 2019.

The request for issuance of Certificate of Correction for the above-identified correction(s) under the provisions of 37 CFR 1.322 and/or 1.323 is hereby:

(Check one)

☒ Approved ☐ Approved in Part ☐ Denied

Comments: _____

PART (B) PETITION UNDER 37 CFR 1.324 OR 37 CFR 1.48

☒ This is a decision on the petition filed 23 April 2012 to correct inventorship under 37 CFR 1.324.

☐ This is a decision on the request under 37 CFR 1.48, petition filed _____. In view of the fact that the patent has already issued, the request under 37 CFR 1.48 has been treated as a petition to correct inventorship under 37 CFR 1.324.

The petition is hereby: ☒ Granted ☐ Dismissed

Comment: _____

The patented filed is being forwarded to Certificate of Corrections Branch for issuance of a certificate naming only the actual inventor or inventors.

/THOMAS G BLACK/
Supervisory Patent Examiner, Art Unit 3661
Technology Center 3600
Phone: (571)272-6956

Certificates of Correction Branch email: CustomerServiceCoC@uspto.gov CoC Central Phone Number: (703) 756-1814

JAN 08 2019

PATENT APPLICATION
Atty. Ref. No. 129014-209383 (6995-0002)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.:	12/151,827	Patent No.:	8,032,297
Filing Date:	05-08-2008	Issue Date:	10-04-2011
Title:	METHOD AND SYSTEM FOR DISPLAYING NAVIGATION INFORMATION ON AN ELECTRONIC MAP		

FILED VIA FAX 571-273-8300: January 8, 2019
Commissioner for Patents

**REQUEST FOR STATUS OF REQUEST
TO CORRECT INVENTORSHIP**

A Request for Correction of Inventorship to add an inventor was filed April 23, 2012 by the prior patent owner. To date, the USPTO has not issued any decision on this request. The current Patent Owner requests a either a written status update or a decision be sent to the current attorneys of record (Schwabe Williamson & Wyatt, customer number 11788).

Respectfully submitted,

SCHWABE, WILLIAMSON & WYATT
1211 SW Fifth Avenue, Suite 1900
Portland, OR 97204
Phone 503-796-2086
Fax 503-796-2900

SCHWABE, WILLIAMSON & WYATT

/Michael A. Cofield/
Michael A. Cofield
Registration No. 54,630

Schwabe
WILLIAMSON & WYATT®**JAN 08 2019****FAX TRANSMISSION**

Please notify the recipient immediately.

DATE: 01-08-2019 3:30 PM

To:	FAX NO.	PHONE NO.
15712738300	15712738300	

FROM:	SUBJECT:	E-MAIL ADDRESS:
Rhoads, Dawn N.	RE: 6995-0002_129014- 209383_Request_status [IWOV-PDX.FID3706666]	

FILE NUMBER:			
NO. OF PAGES, INCLUDING COVER:	2		
VIA FAX ONLY:	X	ALSO VIA:	

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UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
12/151,827	05/08/2008	Gabriel Jakobson	6995-0002

11788
Stolowitz Ford Cowger LLP / ptomail
621 SW Morrison Street
Suite 600
Portland, OR 97205

CONFIRMATION NO. 2717
POA ACCEPTANCE LETTER



Date Mailed: 05/24/2012

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 05/08/2012.

The Power of Attorney in this application is accepted. Correspondence in this application will be mailed to the above address as provided by 37 CFR 1.33.

/qtran/

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

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MAY 08 2012

PTO/SB/80 (11-08)

Approved for use through 11/30/2011. OMB 0651-0035

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

I hereby appoint:

☒

Practitioners associated with the Customer Number:

11788

OR

☐

Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number	Name	Registration Number

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(b) to:

☒

The address associated with Customer Number:

11788

OR

☐

Firm or Individual Name

Address

City

State

Zip

Country

Telephone

Email

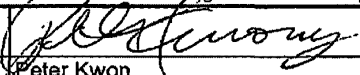
Assignee Name and Address:

Neske Research K.G. L.L.C.
2711 Centerville Rd
Suite 400
Wilmington, DE 19808

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/86 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

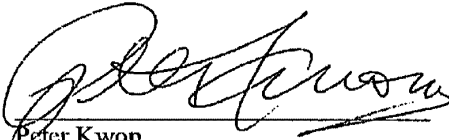
Signature		Date	4/27/12
Name	Peter Kwon	Telephone	
Title	Authorized Person for Neske Research K.G. L.L.C.		

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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

DECLARATION REGARDING AUTHORITY TO SIGN
ON BEHALF OF A LEGAL ENTITY
37 C.F.R. 3.73(b)(2)(i)

I, Peter Kwon (whose title is supplied below), hereby declare that I am authorized to sign documents on behalf of Neske Research K.G. L.L.C.



Peter Kwon

Authorized Person for Neske Research K.G. L.L.C.

4/27/12
Date

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MAY 08 2012

PATENT APPLICATION
Docket No. 6995-0002

STATEMENT UNDER 37 CFR 3.73 (b)

Application No.: 12/151,827 Patent No.: 8,032,297
Filing Date: 05-08-2008 Issue Date: 10-04-2011
Title: METHOD AND SYSTEM FOR DISPLAYING NAVIGATION INFORMATION ON
AN ELECTRONIC MAP

NESKE RESEARCH K.G. L.L.C., whose principal place of business is located at 2711 Centerville Road, Suite 400,
Wilmington Delaware, 19808, states that it is:

1. ☒ the assignee of the entire right, title and interest; or
2. ☐ an assignee of less than the entire right, title and interest
The extent (by percentage) of its ownership is _____ %

in the patent application/patent identified above by virtue of either:

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The
assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____.

OR

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the
current assignee as shown below:

1. From: Inventors To: Petnote LLC
The document was recorded in the Patent and Trademark Office at
Reel 027003, Frame 0664.
2. From: Gabriel Jakobson To: Petnote LLC
The document was recorded in the Patent and Trademark Office at
Reel 028013, Frame 0661.
3. From: Steven Rueben To: Petnote LLC
The document was recorded in the Patent and Trademark Office at
Reel 028073, Frame 0779.
4. From: Petnote LLC To: Neske Research K.G. L.L.C.
The document was recorded in the Patent and Trademark Office at
Reel 028166, Frame 0155.

☐ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original
owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.
[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment
Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP
302.08]

The undersigned (whose title is supplied below) is empowered to sign this statement on behalf of the assignee.

Date: May 8, 2012

Signature

/Bryan D. Kirkpatrick/
BRYAN D. KIRKPATRICK
Reg. No. 35,139
Attorney for Assignee

FAX
TRANSMISSION

RECEIVED
CENTRAL FAX CENTER
MAY 08 2012

To: 15712738300
From: Heather Kulin
ATTN: Commissioner for Patents re 12/151,827 (6995-0002)

Message: App. No.: 12/151,827
Filed: 5-8-2008
Pat. No.: 8,032,297
Issued: 10-4-2011

Please record the attached **Power of Attorney** at your earliest convenience.

Heather Kulin
Legal Assistant

STOLOWITZ FORD COWGER LLP
American Bank Building Suite 600
621 SW Morrison Street
Portland, OR 97205
e. heather@stofoco.com
o. 503.224.2170 ext 215
f. 503.224.2084

CONFIDENTIAL AND ATTORNEY-CLIENT PRIVILEGED



Stoloritz Ford Cowger, LLP
621 SW Morrison, Suite 600, Portland, OR 97205
Tel: 503-224-2170 Fax: 503-224-2084
Website: www.stofoco.com

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MAY 08 2012

PATENT APPLICATION
Docket No. 6995-0002

TRANSMITTAL LETTER – POWER OF ATTORNEY

Application No.: 12/151,827 Patent No.: 8,032,297
Filing Date: 05-08-2008 Issue Date: 10-04-2011
Title: METHOD AND SYSTEM FOR DISPLAYING NAVIGATION
INFORMATION ON AN ELECTRONIC MAP
Date: May 8, 2012

COMMISSIONER FOR PATENTS
VIA FAX 571-273-8300

TOTAL PAGES (including this cover sheet): 4

Attached are:

- ☒ Power of Attorney to Prosecute Applications Before the PTO
- ☒ Declaration Regarding Authority to Sign on Behalf of a Legal Entity
- ☒ Statement Under 37 CFR 3.73b

Respectfully submitted,

STOLOWITZ FORD COWGER LLP

/Bryan D. Kirkpatrick/
BRYAN D. KIRKPATRICK
Reg. No. 53,135

STOLOWITZ FORD COWGER LLP
621 SW Morrison Street, Suite 600
Portland, Oregon 97205
Customer No. 73552

04-24-12

DAC JAW



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Patent No.: 8,032,297

Appl. No.: 12/151,827

Applicant: Petnote, LLC

Filing Date: 05/08/2008

Issue Date: 10/04/2011

Title: Method and System for Displaying Navigation Information on an Electronic Map

Examiner: T. Nguyen

Mail Stop OIPE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313
Sir:

**REQUEST FOR CORRECTION OF INVENTORSHIP
IN A PATENT APPLICATION UNDER 37 CFR § 1.324**

Sir:

Applicant(s) hereby request(s) that the inventorship of the above-referenced patent be amended pursuant to 37 C.F.R. § 1.324 to name only the actual inventors.

☒ The Office is requested to amend the inventorship to **ADD** the following omitted inventor(s): **Steven L. Rueben**

☒ **37 C.F.R. 1.324 Correction of inventorship in patent.** The inventive entity was set forth in error in an executed oath or declaration under 37 C.F.R. § 1.63 in a nonprovisional application. This error arose without deceptive intent on the part of the person named as an inventor in error or on the part of the person who through error was not named as an inventor.

In support of this Request, Applicant(s) provide(s):

- ☒ (1) A statement from each person being added as an inventor and/or from each person being deleted as an inventor that the error in inventorship occurred without deceptive intention on his or her part;
- ☒ (2) A statement from the current named inventors who have not submitted a statement
- ☒ (3) A statement from assignee of the parties submitting a statement, agreeing to the change of inventorship in the patent
- ☒ (4) An oath or declaration by the actual inventor or inventors as required by 37 C.F.R. § 1.63, or as permitted by §§ 1.42, 1.43 or 1.47;
- ☒ (5) Certificate of Correction; and

04/25/2012 HVUONG1 00000003 8032297

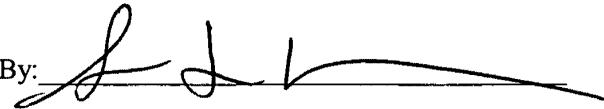
01 FC:1811
02 FC:1464

188.00 OP
138.00 OP

- ☒ (6) The processing fee set forth in 37 C.F.R. § 1.20(b).
- ☒ *Fee Authorization.* The Commissioner is hereby authorized to charge the above-referenced fees of \$ 230 (\$130 for Petition Fee and \$100 for Certificate of Correction) (attached).

Respectfully submitted,

Date: April 19, 2012

By: 

Petnote, LLC

By: Steven L. Rueben, Managing Member



In The United States Patent And Trademark Office

Patent No.: 8,032,297

Appl. No.: 12/151,827

Applicant: Petnote, LLC

Filing Date: 05/08/2008

Issue Date: 10/04/2011

Title: Method and System for Displaying Navigation Information on an Electronic Map

Examiner: T. Nguyen

Mail Stop OIPE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313

Las Vegas, NV 2012 April 23 Mon

Enc:

1. Request for Correction of Inventorship
2. Statement from added inventor
3. Statement from current inventor
4. Statement from assignee agreeing to change of inventorship
 - a. Included as part of this statement are:
 - i. Copy of Assignment 501893580 – Reel 028073/Frame 0779
 - ii. Copy of Assignment 501881925 - Reel 028013/Frame 0661
 - iii. Copy of Assignment 501678579 – Reel 027003/Frame 0664
5. Declaration from the Inventors
6. Certificate of Correction
7. Fee Authorization - \$230 (\$130 for Petition Fee and \$100 for Certification of Correction)

This package is being sent by:

Petnote LLC

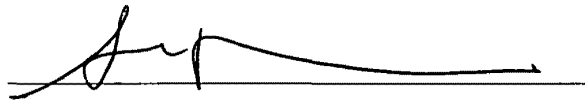
2780 Willow Basket Lane

Las Vegas, Nevada 89135

Tel. (702) 419-6460; Fax (702) 363-4653

Submitted via USPS Express Mail # EI232980168 US on the date detailed below.

2012 April 23

A handwritten signature in black ink, appearing to read 'Steven Rueben', is written over a horizontal line.

Steven Rueben



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Patent No.: 8,032,297

Appl. No.: 12/151,827

Applicant: Petnote, LLC

Filing Date: 05/08/2008

Issue Date: 10/04/2011

Title: Method and System for Displaying Navigation Information on an Electronic Map

Examiner: T. Nguyen

Mail Stop OIPE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313
Sir:

STATEMENT FROM EACH PERSON BEING ADDED PURSUANT TO 37 CFR § 1.324

I, Steven L. Rueben, declare as follows:

1. Upon review of the specification and claims issued in the above-referenced patent, it is my belief that I am an inventor of the claimed subject matter described in the patent. The original declaration filed for the above-identified application omitted me as an inventor in error.

2. The error in inventorship occurred without deceptive intent on my part.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Date: 4/19/12

By: [Signature]

Steven L. Rueben



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Patent No.: 8,032,297

Appl. No.: 12/151,827

Applicant: Petnote, LLC

Filing Date: 05/08/2008

Issue Date: 10/04/2011

Title: Method and System for Displaying Navigation Information on an Electronic Map

Examiner: T. Nguyen

Mail Stop OIPE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313
Sir:

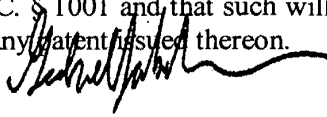
STATEMENT FROM CURRENT INVENTOR PURSUANT TO 37 CFR § 1.324

I, Gabriel Jakobson, declare as follows:

1. I am the current named inventor in the above issued patent.
2. I agree to adding Steven L. Rueben as an inventor in the above issued patent.
3. The error in inventorship occurred without deceptive intent on my part.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Date: 4/19/12

By: 

Gabriel Jakobson



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Patent No.: 8,032,297

Appl. No.: 12/151,827

Applicant: Petnote, LLC

Filing Date: 05/08/2008

Issue Date: 10/04/2011

Title: Method and System for Displaying Navigation Information on an Electronic Map

Examiner: T. Nguyen

Mail Stop OIPE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313
Sir:

**CONSENT OF ASSIGNEE TO CORRECTION OF
INVENTORSHIP PURSUANT TO 37 CFR § 1.324**

Petnote LLC states that it is:

☒ The assignee of the entire right, title and interest, or

☐ An assignee of less than the entire right, title and interest. The extent of ownership is ____%, in the patent application identified above by virtue of either:

☒ An assignment from the inventor(s) of the patent identified above. The assignment was recorded in the U.S. Patent and Trademark Office at Reel 02013 /Frame 0661, Reel 02703 /Frame 0664 and Reel 02833 /Frame 0779 for which a copies thereof is attached.

—OR—

☐ A chain of title from the inventor(s), of the patent application to the current assignee is as follows:

1. From: TO:

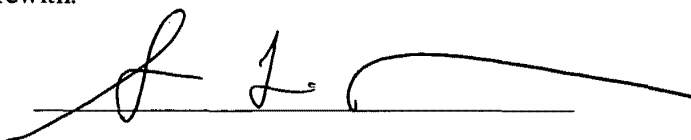
Recorded in the U.S. Patent and Trademark Office at Reel , Frame , or for which a copy is attached.

☒ Copies of assignments or other documents in the chain of title are attached.

The undersigned is authorized to act on behalf of the Assignee.

The Assignee hereby assents to the Request for Correction of Inventorship in a Patent, in the above-referenced application, filed herewith.

Dated: 4/19/12

A handwritten signature in black ink, appearing to read 'S. L. Rueben', is written over a horizontal line.

Petnote, LLC

By: Steven L. Rueben, Managing Member



UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

APRIL 20, 2012

PTAS

STEVEN RUEBEN
2780 WILLOW BASKET LANE
LAS VEGAS, NV 89135

501893580

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT RECORDATION BRANCH OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE ASSIGNMENT RECORDATION BRANCH AT 571-272-3350. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, MAIL STOP: ASSIGNMENT RECORDATION BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 04/19/2012

REEL/FRAME: 028073/0779
NUMBER OF PAGES: 7

BRIEF: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

DOCKET NUMBER: WIDEWEKE WWOHANA1

ASSIGNOR:
RUEBEN, STEVEN

DOC DATE: 04/17/2012

ASSIGNEE:
PETNOTE LLC
2780 WILLOW BASKET LANE
LAS VEGAS, NEVADA 89135

APPLICATION NUMBER: 12151827

FILING DATE: 05/08/2008

PATENT NUMBER: 8032297

ISSUE DATE: 10/04/2011

TITLE: METHOD AND SYSTEM FOR DISPLAYING NAVIGATION INFORMATION ON AN ELECTRONIC MAP

APPLICATION NUMBER: 12291802

FILING DATE: 11/13/2008

PATENT NUMBER: 8014943

ISSUE DATE: 09/06/2011

TITLE: METHOD AND SYSTEM FOR DISPLAYING SOCIAL NETWORKING NAVIGATION INFORMATION

ASSIGNMENT RECORDATION BRANCH
PUBLIC RECORDS DIVISION

P.O. Box 1450, Alexandria, Virginia 22313-1450 - WWW.USPTO.GOV

CONFIRMATORY ASSIGNMENT OF PATENT RIGHTS

For valuable consideration, the receipt and sufficiency of which is hereby acknowledged, on this 17 day of April, 2012, Steven L. Rueben, residing in Las Vegas, USA ("Assignor"), to ensure that the assignment dated September 29, 2011 and filed with the United States Patent and Trademark Office on October 2, 2011 at Reel/Frame 027003/0664 (the "**Original Assignment**"), is completed, hereby sells, assigns, and transfers to Petnote, LLC, a Nevada limited liability company ("**Assignee**"), the full extent of all right, title, and interest in and to any and all of the following (collectively, the "**Rights**"):

1. The patents, provisional patent applications and patent applications listed in the table below (individually and collectively referred to herein as the "**Patents**");
2. All inventions claimed or described in the Patents (collectively, the "**Inventions**");
3. All rights with respect to the Inventions, including all U.S. patents or other governmental grants or issuances that may be granted with respect to the Inventions or from any direct or indirect divisionals, continuations, continuations-in-part, or other patent applications claiming priority rights from the Patents ("**Potential Patents**");
4. All reissues, reexaminations, extensions, or registrations of the Patents or Potential Patents;
5. All non-United States patents, patent applications, and counterparts relating to any or all of the Inventions, the Patents, or Potential Patents, including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances ("**Foreign Rights**"), and including the right to file foreign applications directly in the name of Assignee, its successors and assigns;
6. The right to claim priority rights deriving from the Patents;
7. All causes of action and remedies related to the Patents, the Inventions, Potential Patents, or Foreign Rights (including, without limitation, the right to sue for past, present, or future infringement, misappropriation or violation of rights related to any of the foregoing and the right to collect royalties and other payments under or on account of any of the foregoing); and
8. Any and all other rights and interests arising out of, in connection with, or in relation to, the Patents, the Inventions, Potential Patents, or Foreign Rights.

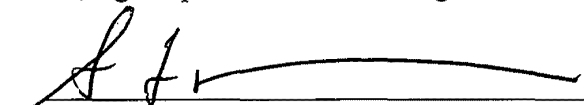
Patent or Application No.	Filing Date	Title of Patent and First Named Inventor
8032297	05/08/2008	Method and system for displaying navigation information on an electronic map Steven L. Rueben

This Confirmatory Assignment of Patent Rights (the "**Assignment**") is made fully effective on the date of the Original Assignment, thereby confirming the Assignor(s)'s intent to transfer all of the Rights as of that date.

Assignors will not sign any writing or do any act conflicting with this Assignment, and, without further compensation, will sign all documents and do such additional acts as Assignee, its successors, legal representatives, and assigns deem necessary or desirable to perfect

enjoyment of the Rights, conduct proceedings regarding the Rights (including any litigation or interference proceedings), or perfect or defend title to the Rights. Assignors request the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models, or other governmental grants or issuances that may be granted upon any of the Rights in the name of the Assignee, as the assignee to the entire interest therein.

The terms and conditions of this Assignment will inure to the benefit of Assignee, its successors, legal representatives, and assigns and will be binding upon Assignors, their successors, legal representatives and assigns.

By: 
(Steven L. Rueben, Signature *MUST* be attested)

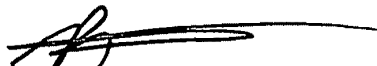
ATTESTATION OF SIGNATURE PURSUANT TO 28 U.S.C. § 1746

The undersigned witnessed the signature of Steven L. Rueben to the above Confirmatory Assignment of Patent Rights and makes the following statements:

1. I am over the age of 18 and competent to testify as to the facts in this Attestation block if called upon to do so.
2. Steven L. Rueben is personally known to me (or proved to me on the basis of satisfactory evidence) and appeared before me on _____, 2012 to execute the above Confirmatory Assignment of Patent Rights.
3. Steven L. Rueben subscribed to the above Confirmatory Assignment of Patent Rights.

I declare under penalty of perjury under the laws of the United States of America that the statements made in the three (3) numbered paragraphs immediately above are true and correct.

EXECUTED on 4-17-12 (date)


Print Name: ROBERT HARRISON



UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

APRIL 10, 2012

PTAS

GABRIEL JAKOBSON
412 PROUD EAGLE LANE
LAS VEGAS, NV 89144

501881924

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT RECORDATION BRANCH OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

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RECORDATION DATE: 04/09/2012

REEL/FRAME: 028013/0661
NUMBER OF PAGES: 7

BRIEF: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:
JAKOBSON, GABRIEL

DOC DATE: 04/09/2012

ASSIGNEE:
PETNOTE LLC
2780 WILLOW BASKET LANE
LAS VEGAS, NEVADA 89135

APPLICATION NUMBER: 12151827
PATENT NUMBER: 8032297
TITLE: METHOD AND SYSTEM FOR DISPLAYING NAVIGATION INFORMATION ON AN ELECTRONIC MAP

FILING DATE: 05/08/2008
ISSUE DATE: 10/04/2011

APPLICATION NUMBER: 12291802
PATENT NUMBER: 8014943
TITLE: METHOD AND SYSTEM FOR DISPLAYING SOCIAL NETWORKING NAVIGATION INFORMATION

FILING DATE: 11/13/2008
ISSUE DATE: 09/06/2011

ASSIGNMENT RECORDATION BRANCH
PUBLIC RECORDS DIVISION

CONFIRMATORY ASSIGNMENT OF PATENT RIGHTS

For valuable consideration, the receipt and sufficiency of which is hereby acknowledged, on this 9 day of April, 2012, Gabriel Jakobson, residing in Las Vegas, NV, USA ("Assignor"), to ensure that the assignment dated September 29, 2011 and filed with the United States Patent and Trademark Office on October 2, 2011 at Reel/Frame 027003/0664 (the "**Original Assignment**"), is completed, hereby sells, assigns, and transfers to Petnote, LLC, an Nevada limited liability company ("**Assignee**"), the full extent of all right, title, and interest in and to any and all of the following (collectively, the "**Rights**"):

1. The patents, provisional patent applications and patent applications listed in the table below (individually and collectively referred to herein as the "**Patents**");
2. All inventions claimed or described in the Patents (collectively, the "**Inventions**");
3. All rights with respect to the Inventions, including all U.S. patents or other governmental grants or issuances that may be granted with respect to the Inventions or from any direct or indirect divisionals, continuations, continuations-in-part, or other patent applications claiming priority rights from the Patents ("**Potential Patents**");
4. All reissues, reexaminations, extensions, or registrations of the Patents or Potential Patents;
5. All non-United States patents, patent applications, and counterparts relating to any or all of the Inventions, the Patents, or Potential Patents, including, without limitation, certificates of invention, utility models, industrial design protection, design patent protection, and other governmental grants or issuances ("**Foreign Rights**"), and including the right to file foreign applications directly in the name of Assignee, its successors and assigns;
6. The right to claim priority rights deriving from the Patents;
7. All causes of action and remedies related to the Patents, the Inventions, Potential Patents, or Foreign Rights (including, without limitation, the right to sue for past, present, or future infringement, misappropriation or violation of rights related to any of the foregoing and the right to collect royalties and other payments under or on account of any of the foregoing); and
8. Any and all other rights and interests arising out of, in connection with, or in relation to, the Patents, the Inventions, Potential Patents, or Foreign Rights.

Patent or Application No.	Filing Date	Title of Patent and First Named Inventor
8032297	05/08/2008	Method and system for displaying navigation information on an electronic map Gabriel Jakobson

This Confirmatory Assignment of Patent Rights (the "**Assignment**") is made fully effective on the date of the Original Assignment, thereby confirming the Assignor(s)'s intent to transfer all of the Rights as of that date.

Assignors will not sign any writing or do any act conflicting with this Assignment, and, without further compensation, will sign all documents and do such additional acts as Assignee, its successors, legal representatives, and assigns deem necessary or desirable to perfect

enjoyment of the Rights, conduct proceedings regarding the Rights (including any litigation or interference proceedings), or perfect or defend title to the Rights. Assignors request the respective patent office or governmental agency in each jurisdiction to issue any and all patents, certificates of invention, utility models, or other governmental grants or issuances that may be granted upon any of the Rights in the name of the Assignee, as the assignee to the entire interest therein.

The terms and conditions of this Assignment will inure to the benefit of Assignee, its successors, legal representatives, and assigns and will be binding upon Assignors, their successors, legal representatives and assigns.

By:


(Gabriel Jakobson, Signature *MUST* be attested)

ATTESTATION OF SIGNATURE PURSUANT TO 28 U.S.C. § 1746

The undersigned witnessed the signature of Gabriel Jakobson to the above Confirmatory Assignment of Patent Rights and makes the following statements:

1. I am over the age of 18 and competent to testify as to the facts in this Attestation block if called upon to do so.
2. Gabriel Jakobson is personally known to me (or proved to me on the basis of satisfactory evidence) and appeared before me on April 9, 2012 to execute the above Confirmatory Assignment of Patent Rights.
3. Gabriel Jakobson subscribed to the above Confirmatory Assignment of Patent Rights.

I declare under penalty of perjury under the laws of the United States of America that the statements made in the three (3) numbered paragraphs immediately above are true and correct.

EXECUTED on 4.9.12 (date)


Print Name: RACHAEL SAVALLI



UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

OCTOBER 3, 2011

PTAS

PETNOTE LLC
2780 WILLOW BASKET LANE
C/O STEVEN RUEBEN
LAS VEGAS, NV 89135

501678579

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT RECORDATION BRANCH OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE ASSIGNMENT RECORDATION BRANCH AT 571-272-3350. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, MAIL STOP: ASSIGNMENT RECORDATION BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 10/02/2011

REEL/FRAME: 027003/0664
NUMBER OF PAGES: 3

BRIEF: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

DOCKET NUMBER: WIDEWEKE

ASSIGNOR:
JAKOBSON, GABRIEL, MR.

DOC DATE: 09/29/2011

ASSIGNOR:
RUEBEN, STEVEN, MR.

DOC DATE: 09/29/2011

ASSIGNEE:
PETNOTE LLC
2780 WILLOW BASKET LANE
C/O STEVEN RUEBEN
LAS VEGAS, NEVADA 89135

APPLICATION NUMBER: 12151827

FILING DATE: 05/08/2008

PATENT NUMBER: 8032297

ISSUE DATE: 10/04/2011

TITLE: METHOD AND SYSTEM FOR DISPLAYING NAVIGATION INFORMATION ON AN
ELECTRONIC MAP

ASSIGNMENT RECORDATION BRANCH
PUBLIC RECORDS DIVISION

P.O. Box 1450, Alexandria, Virginia 22313-1450 - WWW.USPTO.GOV

ASSIGNMENT

WHEREAS, Gabriel Jakobson and Steven Rueben, of Las Vegas, Nevada, being the named inventors, hereinafter referred to as "ASSIGNORS", are the owner of certain new and useful improvements as described and set forth in the below-identified United States patent:

Title of Invention: METHOD AND SYSTEM FOR DISPLAYING NAVIGATION INFORMATION ON AN ELECTRONIC MAP

Date of Execution: January 10, 2008

Filing Date: May 8, 2008

Application No.: 12/151,827

WHEREAS, PETNOTE LLC, located at 2780 Willow Basket Lane, Las Vegas, Nevada 89135, hereinafter referred to as "ASSIGNEE", is desirous of acquiring the entire right, title and interest in and to said invention and application and in any Letters Patent which may be granted on the same;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that, for One Dollar (\$1.00) and other good and valuable considerations, receipt of which is hereby acknowledged by Assignors, Assignors has sold, assigned and transferred, and by these presents does sell, assign and transfer unto the said Assignee, and Assignee's successors and assigns, all right, title and interest in and to the said invention, said United States Letters Patent, and any Letters Patent which may hereafter be granted on the same in the United States and all countries throughout the world including any divisions, renewals, continuations in whole or in part, substitutions, conversions, reissues, prolongations or extensions thereof, said interest to be held and enjoyed by said Assignee as fully and exclusively as it would have been held and enjoyed by said Assignors had this assignment and transfer not been made, to the full end and term of any such Letters Patent.

Assignors further agree that they will, without charge to said Assignee, but at Assignee's expense, cooperate with Assignee in the prosecution of said application and/or applications, execute, verify, acknowledge and deliver all such further papers, including applications for Letters Patent and for the reissue thereof, and instruments of assignment and transfer thereof, and will perform such other acts as Assignee lawfully may request, to obtain or maintain Letters Patent for said invention and improvement in any and all countries, and to vest title thereto in said Assignee, or Assignee's successors and assigns.

IN TESTIMONY WHEREOF, Assignors have hereunto signed their names to this assignment on the date indicated below.

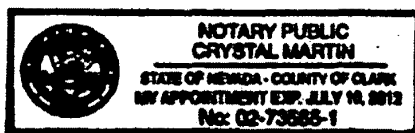
Date: 9/29, 2011

By: [Signature]
Gabriel Jakobson

STATE OF Nevada)
COUNTY OF Clark) ss.

On this 29 day of September, in the year of 2011, before me, the undersigned notary public, personally appeared the above-named assignor, or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged that he executed the same in his authorized capacity and that by his signature on the instrument the person or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.



[Signature]
Notary Public

IN TESTIMONY WHEREOF, Assignors have hereunto signed their names to this assignment on the date indicated below.

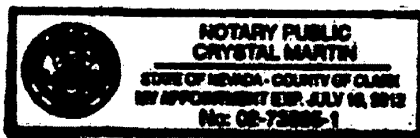
Date: 9/29, 2011

By: [Signature]
Steven Rueben

STATE OF Nevada)
COUNTY OF Clark) ss.

On this 29 day of September in the year of 2011, before me, the undersigned notary public, personally appeared the above-named assignor, or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged that he executed the same in his authorized capacity and that by his signature on the instrument the person or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.



[Signature]
Notary Public

UNITED STATES PATENT AND TRADEMARK OFFICE CERTIFICATE OF CORRECTION

Page 1 of 1

PATENT NO. : 8,032,297

APPLICATION NO.: 12/151,827

ISSUE DATE : 10/04/2011

INVENTOR(S) : Jakobson and Rueben

It is certified that an error appears or errors appear in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

Please add to (76) Inventor:

- Steven L. Rueben, Las Vegas, NV

MAILING ADDRESS OF SENDER (Please do not use customer number below):

Petnote LLC, 2780 Willow Basket Lane, Las Vegas, NV 89135
c/o Steven Rueben

This collection of information is required by 37 CFR 1.322, 1.323, and 1.324. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1.0 hour to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: **Attention Certificate of Corrections Branch, 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.



SUPPLEMENTAL DECLARATION FOR PATENT APPLICATION

I, a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below adjacent to my name.

I believe I am a joint inventor of subject matter which is claimed and for which a patent is sought by way of the application entitled:

"Method and System for Displaying Navigation Information on an Electronic Map"

- which (check) ☐ is attached hereto.
- ☐ and is amended by the Preliminary Amendment attached hereto.
- ☒ was filed on **May 8, 2008** as Application Serial No. 12/151,827
- ☐ 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 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) of any foreign application(s) for patent or inventor's certificate or any PCT international application(s) designating at least one country other than the United States of America listed below and have also identified below any foreign application(s) for patent or inventor's certificate or any PCT international application(s) designating at least one country other than the United States of America filed by me on the same subject matter having a filing date before that of the application(s) of which priority is claimed:

Prior Foreign Application(s)			Priority Claimed	
Number	Country	Day/Month/Year Filed	Yes	No
			☐	☐

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

Provisional Application Number	Filing Date
N/A	

I hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s) or 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 application(s) in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose information, which is 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:

Application Serial No.	Filing Date	Status (patented, pending, abandoned)
e.g., CIP/PCT/ or any other non-provisional		

I declare that all statements made herein of my own knowledge are true, all statements made herein on information and belief are believed to be true, and all statements made herein are made with the knowledge that whoever, in any matter within the jurisdiction of the Patent and Trademark Office, knowingly and willfully falsifies, conceals, or covers up by any trick, scheme, or device a material fact, or makes any false, fictitious or fraudulent statements or representations, or makes or uses any false writing or document knowing the same to contain any false, fictitious or fraudulent statement or entry, shall be subject to the penalties including fine or imprisonment or both as set forth under 18 U.S.C. 1001, and that violations of this paragraph may jeopardize the validity of the application or this document, or the validity or enforceability of any patent, trademark registration, or certificate resulting therefrom.

Full name of joint inventor: Steven L. Rueben
Inventor's Signature: [Signature] Date: 4/19/12
Residence City and State: Las Vegas, NV
Mailing Address: 2780 W. How Basket Lane Citizenship: USA
Las Vegas NV 89135

Full name of joint inventor: Gabriel Jakobson
Inventor's Signature: [Signature] Date: 4/19/12
Residence City and State: Las Vegas, NV
Mailing Address: 412 PROVA Eagle Lane Citizenship: USA
Las Vegas, NV 89144

37 C.F.R. §1.56
Duty to disclose information material to patentability

(a) A patent by its very nature is affected with a public interest. The public interest is best served, and the most effective patent examination occurs when, at the time an application is being examined, the Office is aware of and evaluates the teachings of all information material to patentability. Each individual associated with the filing and prosecution of a patent application has a duty of candor and good faith in dealing with the Office which includes a duty to disclose to the Office all information known to that individual to be material to patentability as defined in this section. The duty to disclose information exists with respect to each pending claim until the claim is cancelled or withdrawn from consideration, or the application becomes abandoned. Information material to the patentability of a claim that is cancelled or withdrawn from consideration need not be submitted if the information is not material to the patentability of any claim remaining under consideration in the application. There is no duty to submit information which is not material to the patentability of any existing claim. The duty to disclose all information known to be material to patentability is deemed to be satisfied if all information known to be material to patentability of any claim issued in a patent was cited by the Office or submitted to the Office in the manner prescribed by §§1.97(b)-(d) and 1.98. However, no patent will be granted on an application in connection with which fraud on the Office was practiced or attempted or the duty of disclosure was violated through bad faith or intentional misconduct. The Office encourages applicants to carefully examine:

- (1) Prior art cited in search reports of a foreign patent office in a counterpart application, and
- (2) The closest information over which individuals associated with the filing or prosecution of a patent application believe any pending claim patentably defines, to make sure that any material information contained therein is disclosed to the Office.

(b) Under this section, information is material to patentability when it is not cumulative to information already of record or being made of record in the application, and

- (1) It establishes, by itself or in combination with other information, a prima facie case of unpatentability of a claim; or
- (2) It refutes, or is inconsistent with, a position the applicant takes in:
 - (i) Opposing an argument of unpatentability relied on by the Office, or
 - (ii) Asserting an argument of patentability.

A prima facie case of unpatentability is established when the information compels a conclusion that a claim is unpatentable under the preponderance of evidence, burden-of-proof standard, giving each term in the claim its broadest reasonable construction consistent with the specification, and before any consideration is given to evidence which may be submitted in an attempt to establish a contrary conclusion of patentability.

(c) Individuals associated with the filing or prosecution of a patent application within the meaning of this section are:

- (1) Each inventor named in the application;
- (2) Each attorney or agent who prepares or prosecutes the application; and
- (3) Every other person who is substantively involved in the preparation or prosecution of the application and who is associated with the inventor, with the assignee or with anyone to whom there is an obligation to assign the application.

(d) Individuals other than the attorney, agent or inventor may comply with this section by disclosing information to the attorney, agent, or inventor.



FEV

PTO/SB/123 (11-08)

Approved for use through 11/30/2011. OMB 0651-0035

U.S. Patent and Trademark Office, U.S. DEPARTMENT OF COMMERCE

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**CHANGE OF
CORRESPONDENCE ADDRESS
Patent**Address to:
Mail Stop Post Issue
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Patent Number	8,032,297
Issue Date	10/14/11
Application Number	12/151,827
Filing Date	5/8/08
First Named Inventor	Jakobson
Attorney Docket Number	Wideweke

Please change the Correspondence Address for the above-identified patent to:

☐ The address associated with Customer Number:

OR

☒ Firm or Individual Name PetNote LLC

Address

2780 Willow Basket Lane

City

Las Vegas

State

NV

ZIP

89135

Country

USA

Telephone

(702) 419-6460

Email

Stevensliper@aol.com

This form cannot be used to change the data associated with a Customer Number. To change the data associated with an existing Customer Number use "Request for Customer Number Data Change" (PTO/SB/124).

This form will not affect any "fee address" provided for the above-identified patent. To change a "fee address" use the "Fee Address Indication Form" (PTO/SB/47).

I am the:



Patentee.

Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

Attorney or agent of record. Registration Number _____

Signature

Typed or
Printed Name

Gabriel Jakobson

Date

12/27/11

Telephone

(702) 419-6460

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.



*Total of _____ forms are submitted.

This collection of information is required by 37 CFR 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Mail Stop Post Issue, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/151,827	10/04/2011	8032297	WIDEWEKE	2717

7590 09/14/2011
Atida LLC
Attn: Steven Rueben
3862 Ruskin Street
Las Vegas, NV 89147

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 590 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):

Gabriel Jakobson, Las Vegas, NV;



UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Patents
United States Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450
www.uspto.gov

ATIDA LLC
ATTN: STEVEN RUEBEN
3862 RUSKIN STREET
LAS VEGAS NV 89147

MAILED

AUG 29 2011

OFFICE OF PETITIONS

In re Application of	:	
Gabriel Jakobson	:	
Application No. 12/151,827	:	DECISION ON PETITION
Filed: May 8, 2008	:	
Attorney Docket No. WIDEWEKE	:	

This is a decision on the petition under the unintentional provisions of 37 CFR 1.137(b), filed August 1, 2011, to revive the above-identified application.

The petition is **GRANTED**.

The petition satisfies the conditions for revival pursuant to the provisions of 37 CFR 1.137(b) in that (1) the reply in the form of the issue and publication fees; (2) the petition fee; and (3) the required statement of unintentional delay have been received. Accordingly, the reply to the Notice of Allowance mailed April 6, 2011, is accepted as having been unintentionally delayed.

Telephone inquiries concerning this decision should be directed to the undersigned at (571) 272-3208.

This application is being referred to the Office of Data Management to be processed into a patent.

/KOC/
Karen Creasy
Petitions Examiner
Office of Petitions

Document Description: Petition for Review by the Office of Petitions

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 displays a valid OMB control number.

PTO/SB/64 (07-09)

**PETITION FOR REVIVAL OF AN APPLICATION FOR PATENT
ABANDONED UNINTENTIONALLY UNDER 37 CFR 1.137(b)**

Docket Number (Optional)
WIDEWEKE

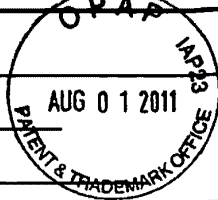
First named inventor: GABRIEL JAKOBSON

Application No.: 12/151.827

Filed: 05/08/2008

Art Unit: 3661

Examiner: NGUYEN, TAN GUANG



Title: METHOD AND SYSTEM FOR DISPLAYING NAVIGATION INFORMATION ON AN ELECTRONIC MAP

Attention: Office of Petitions

Mail Stop Petition

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

FAX (571) 273-8300

NOTE: If information or assistance is needed in completing this form, please contact Petitions Information at (571) 272-3282.

The above-identified application became abandoned for failure to file a timely and proper reply to a notice or action by the United States Patent and Trademark Office. The date of abandonment is the day after the expiration date of the period set for reply in the office notice or action plus any extensions of time actually obtained.

APPLICANT HEREBY PETITIONS FOR REVIVAL OF THIS APPLICATION

NOTE: A grantable petition requires the following items:

- (1) Petition fee;
- (2) Reply and/or issue fee;
- (3) Terminal disclaimer with disclaimer fee - required for all utility and plant applications filed before June 8, 1995; and for all design applications; and
- (4) Statement that the entire delay was unintentional

1. Petition Fee

☒ Small entity-fee \$ 810 (37 CFR 1.17(m)). Application claims small entity status. See 37 CFR 1.27.

☐ Other than small entity-fee \$ _____ (37 CFR 1.17(m)); 08/02/2011 HVUONG61 00000008 12151827

2. Reply and/or fee

01 FC:2453

810.00 0P

A. The reply and/or fee to the above-noted Office action in

the form of _____ (identify type of reply):

☐ has been filed previously on _____.

☒ is enclosed herewith.

B. The issue fee and publication fee (if applicable) of \$ 1055

☒ has been paid previously on 07/07/2011

☐ is enclosed herewith.

[Page 1 of 2]

This collection of information is required by 37 CFR 1.137(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 1.0 hour to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Mail Stop Petition, 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.

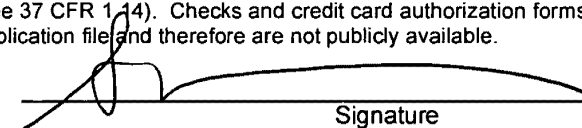
3. Terminal disclaimer with disclaimer fee

- ☒ Since this utility/plant application was filed on or after June 8, 1995, no terminal disclaimer is required.
- ☐ A terminal disclaimer (and disclaimer fee (37 CFR 1.20(d)) of \$ _____ for a small entity or \$ _____ for other than a small entity) disclaiming the required period of time is enclosed herewith (see PTO/SB/63).

4. STATEMENT: The entire delay in filing the required reply from the due date for the required reply until the filing of a grantable petition under 37 CFR 1.137(b) was unintentional. [NOTE: The United States Patent and Trademark Office may require additional information if there is a question as to whether either the abandonment or the delay in filing a petition under 37 CFR 1.137(b) was unintentional (MPEP 711.03(c), subsections (III)(C) and (D)).]

WARNING:

Petitioner/applicant is cautioned to avoid submitting personal information in documents filed in a patent application that may contribute to identity theft. Personal information such as social security numbers, bank account numbers, or credit card numbers (other than a check or credit card authorization form PTO-2038 submitted for payment purposes) is never required by the USPTO to support a petition or an application. If this type of personal information is included in documents submitted to the USPTO, petitioners/applicants should consider redacting such personal information from the documents before submitting them to the USPTO. Petitioner/applicant is advised that the record of a patent application is available to the public after publication of the application (unless a non-publication request in compliance with 37 CFR 1.213(a) is made in the application) or issuance of a patent. Furthermore, the record from an abandoned application may also be available to the public if the application is referenced in a published application or an issued patent (see 37 CFR 1.14). Checks and credit card authorization forms PTO-2038 submitted for payment purposes are not retained in the application file and therefore are not publicly available.



 Signature
 STEVEN RUEBEN

 Type or Printed name
 3862 RUSKIN STREET

 Address
 LAS VEGAS, NV 89147

 Address

07/27/2011

Date

 Registration Number, If applicable
 (702) 419-6460

 Telephone Number

Enclosures:

- ☒ Fee Payment
- ☒ Reply
- ☐ Terminal Disclaimer Form
- ☒ Additional sheets containing statements establishing unintentional delay
- ☐ Other: _____

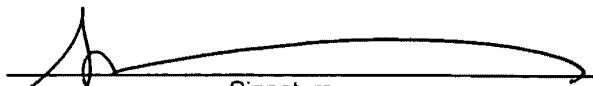
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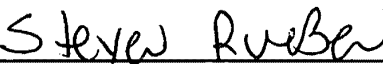
- ☒ Deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to: Mail Stop Petition, Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450.
- ☐ Transmitted by facsimile on the date shown below to the United States Patent and Trademark Office at (571) 273-8300.

07/27/2011

Date



 Signature



 Typed or printed name of person signing certificate



PETNOTE LLC / ATIDA LLC

July 26, 2011

To: Examiner @ Patent Publication Branch
Commissioner For Patents
Mail Stop Petition
PO Box 1450
Alexandria, VA 22313-1450

From: Gabriel Jakobson & Steven Rueben

RE: Application Number: 12/151,827
Filing Date: 08 May 2008
First Inventor Named: Gabriel Jakobson
Art Unit: 3661
Docket Number: WideWeke
Examiner: Tan Quang Nguyen

In response to the Notice of Abandonment mailed on July 21, 2011 we would like to advise the USPTO that we never had intent to abandon this Patent Application. It was an oversight on our part to not execute the Certificate of Mailing that is on the Part B – Fees Transmittal form. We typically do execute this but forgot in our haste to file a CIP to this Patent Application on the morning of July 5th, prior to sending in the Issue & Publication Fee for this application.

In addition, we mistakenly understood that by making sure we post marked the response by July 5th, that date would be used by USPTO. I have included USPS Track and Confirm Priority Mail information for the package, showing that it was indeed accepted by the USPS on 7/5/11 and subsequently delivered on 7/7/11.

Since we understand that we are unable to Petition to Withdraw Holding of Abandonment due to us not executing the Certificate of Mailing and not utilizing USPS Express Mail mailing, we have attached and executed form PTO/SB/64 as well as including the \$810 Petition Fee.

Thank you for your assistance on this matter.

Best regards,

Gabriel Jakobson

Steven Rueben

3862 Ruskin Street Las Vegas, Nevada 89147 (702) 419-6460 Phone (702) 363-4653 Fax

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		Arrival at Unit	July 07, 2011, 9:58 am	ALEXANDRIA, VA 22301	
		Processed through Sort Facility	July 05, 2011, 8:01 pm	OPA LOCKA, FL 33054	
		Acceptance	July 05, 2011, 9:50 am	MIAMI, FL 33172	

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/151,827	05/08/2008	Gabriel Jakobson	WIDEWEKE	2717
EXAMINER				
NGUYEN, TAN QUANG				
ART UNIT		PAPER NUMBER		
3661				
MAIL DATE		DELIVERY MODE		
07/21/2011		PAPER		

Atida LLC
Attn: Steven Rueben
3862 Ruskin Street
Las Vegas, NV 89147

Notice of Abandonment

This application is abandoned in view of:

1. ☐ The applicant's failure to timely file a proper reply to the Office letter mailed on _____.
 - (a) ☐ A reply was received on _____ (with a Certificate of Mailing or Transmission date _____), which is after the expiration of the period for reply (including a total extension of _____ month(s)) which expired on _____.
 - (b) ☐ No reply has been received.
2. ☒ Applicant's failure to timely pay the required issue fee and publication fee, if applicable, within the statutory period of three months from the mailing date of the Notice of Allowance (PTOL-85).
 - (a) ☒ The issue fee and publication fee, if applicable, was received on 07-07-11 (with a Certificate of Mailing or Transmission date _____), which is after the expiration of the statutory period for payment of the issue fee (and publication fee) set in the Notice of Allowance (PTOL-85).
 - (b) ☐ The submitted fee of \$_____ is insufficient. A balance of \$_____ is due.
The issue fee required by 37 CFR 1.18 is \$_____.
The publication fee, if required by 37 CFR 1.18(d), is \$_____.
 - (c) ☐ The issue fee and publication fee, if applicable, has not been received.
3. ☐ Applicant's failure to timely file corrected drawings as required by, and within the three-month period set in, the Notice of Allowability (PTO-37).
 - (a) ☐ Proposed corrected drawings were received on _____ (with a Certificate of Mailing or Transmission dated _____), which is after the expiration of the period for reply.
 - (b) ☐ No corrected drawing have been received.
4. ☐ The letter of express abandonment which is signed by the attorney or agent of record, the assignee of the entire interest, or all of the applicants.
5. ☐ The letter of express abandonment which is signed by an attorney or agent (acting in a representative capacity under 37 CFR 1.34(a)) upon the filing of a continuing application.
6. ☐ Drawings received on _____ were disapproved by examiner. See examiner's response dated _____.
7. ☐ Corrected drawings were received on _____, which is after the expiration of the one-month period for reply set in examiner's response dated _____.
8. ☐ No corrected drawings have been received in reply to one-month period set in examiner's response dated _____.
9. ☐ The reason(s) below:

Petitions to revive under 37 CFR 1.137(a) or (b), or request to withdraw the holding of abandonment under 37 CFR 1.181, should be promptly filed to minimize any negative effects on patent term.

Almy Geveler for

(571)-272-4200 or 1(888)-786-0101
Patent Publication Branch
Office of Data Management

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: **Mail** Mail Stop ISSUE FEE
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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)

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 Atida LLC
 Attn: Steven Rueben
 3862 Ruskin Street
 Las Vegas, NV 89147

04/06/2011



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

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/151,827	05/08/2008	Gabriel Jakobson	WIDEWEKE	2717

TITLE OF INVENTION: METHOD AND SYSTEM FOR DISPLAYING NAVIGATION INFORMATION ON AN ELECTRONIC MAP

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$755	\$300	\$0	\$1055	07/06/2011
				07/07/2011	MBELETE2 00000075	12151827
EXAMINER	ART UNIT	CLASS-SUBCLASS				
NGUYEN, TAN QUANG	3661	701-202000				
				01 FC:2501		755.00 OP
				02 FC:1504		300.00 OP

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	_____
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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NOTICE OF ALLOWANCE AND FEE(S) DUE

7590 04/06/2011
Atida LLC
Attn: Steven Rueben
3862 Ruskin Street
Las Vegas, NV 89147

EXAMINER

NGUYEN, TAN QUANG

ART UNIT

PAPER NUMBER

3661

DATE MAILED: 04/06/2011

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/151,827	05/08/2008	Gabriel Jakobson	WIDEWEKE	2717

TITLE OF INVENTION: METHOD AND SYSTEM FOR DISPLAYING NAVIGATION INFORMATION ON AN ELECTRONIC MAP

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$755	\$300	\$0	\$1055	07/06/2011

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:

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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.

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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.

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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12/151,827	05/08/2008	Gabriel Jakobson	WIDEWEKE	2717
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TITLE OF INVENTION: METHOD AND SYSTEM FOR DISPLAYING NAVIGATION INFORMATION ON AN ELECTRONIC MAP

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$755	\$300	\$0	\$1055	07/06/2011

EXAMINER	ART UNIT	CLASS-SUBCLASS
NGUYEN, TAN QUANG	3661	701-202000

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:

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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.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/151,827	05/08/2008	Gabriel Jakobson	WIDEWEKE	2717
7590		04/06/2011	EXAMINER	
Atida LLC		NGUYEN, TAN QUANG		
Attn: Steven Rueben				
3862 Ruskin Street		ART UNIT		
Las Vegas, NV 89147		PAPER NUMBER		
		3661		

DATE MAILED: 04/06/2011

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 496 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 496 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.

Search Notes 	Application/Control No.		Applicant(s)/Patent under Reexamination	
	12/151,827		JAKOBSON, GABRIEL	
	Examiner		Art Unit	
	TAN Q. NGUYEN		3661	

SEARCHED			
Class	Subclass	Date	Examiner
701	202,211 213,212 208	11/3/2010	TN
340	995.14	11/3/2010	TN
340	995.21	11/3/2010	TN
340	995.27	11/3/2010	TN
715	785,764	11/3/2010	TN
updated	searches	3/26/2011	TN
as	above	3/26/2011	TN

INTERFERENCE SEARCHED			
Class	Subclass	Date	Examiner
701	202,208	3/26/2011	TN
701	212	3/26/2011	TN
340 715	995.14 785	3/26/2011	TN

SEARCH NOTES (INCLUDING SEARCH STRATEGY)		
	DATE	EXMR
PLUS SEARCH	9/13/2010	TN
EAST SEARCH	11/3/2010	TN
Interference Search History Printout	3/26/2011	TN

Issue Classification 	Application/Control No. 12/151,827	Applicant(s)/Patent under Reexamination JAKOBSON, GABRIEL
	Examiner TAN Q. NGUYEN	Art Unit 3661

ISSUE CLASSIFICATION														
ORIGINAL					INTERNATIONAL CLASSIFICATION									
CLASS		SUBCLASS			CLAIMED				NON-CLAIMED					
701		202			G	01	C	21	/00	G	06	F	17	/30
CROSS REFERENCES									/					/
CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)								/					/
701	208	212							/					/
340	995.14								/					/
715	785								/					/
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(Legal Instruments Examiner) (Date)					(Primary Examiner) (Date)				O.G. Print Claim(s)		O.G. Print Fig.			
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☐ Claims renumbered in the same order as presented by applicant				☐ CPA				☐ T.D.				☐ R.1.47			
Final	Original			Final	Original			Final	Original			Final	Original		
1	1		31		61		91		121		151		181		
2	2		32		62		92		122		152		182		
3	3		33		63		93		123		153		183		
4	4		34		64		94		124		154		184		
5	5		35		65		95		125		155		185		
6	6		36		66		96		126		156		186		
7	7		37		67		97		127		157		187		
8	8		38		68		98		128		158		188		
9	9		39		69		99		129		159		189		
10	10		40		70		100		130		160		190		
11	11		41		71		101		131		161		191		
12	12		42		72		102		132		162		192		
13	13		43		73		103		133		163		193		
14	14		44		74		104		134		164		194		
15	15		45		75		105		135		165		195		
16	16		46		76		106		136		166		196		
17	17		47		77		107		137		167		197		
18	18		48		78		108		138		168		198		
19	19		49		79		109		139		169		199		
20	20		50		80		110		140		170		200		
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21	22		52		82		112		142		172		202		
23	23		53		83		113		143		173		203		
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25	25		55		85		115		145		175		205		
26	26		56		86		116		146		176		206		
27	27		57		87		117		147		177		207		
28	28		58		88		118		148		178		208		
29	29		59		89		119		149		179		209		
30	30		60		90		120		150		180		210		

Index of Claims 	Application/Control No.		Applicant(s)/Patent under Reexamination	
	12/151,827		JAKOBSON, GABRIEL	
	Examiner		Art Unit	
	TAN Q. NGUYEN		3661	

✓	Rejected
=	Allowed

—	(Through numeral) Cancelled
+	Restricted

N	Non-Elected
I	Interference

A	Appeal
O	Objected

Claim		Date							
Final	Original	11/6/10	3/26/11						
1	1	✓	=						
2	2	✓	=						
3	3	✓	=						
4	4	✓	=						
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6	6	✓	=						
7	7	✓	=						
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EAST Search History**EAST Search History (Interference)**

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	132	map\$3 same display\$4 same distanc\$3 same (poi point near3 interest\$4)	USPAT; UPAD	OR	ON	2011/03/26 20:00
L2	3	1 same pan \$4 same center\$4	USPAT; UPAD	OR	ON	2011/03/26 20:00

3/ 26/ 2011 8:00:59 PM

**C:\ Documents and Settings\ tnguyen2\ My Documents\ EAST\ Workspaces
 \ 12-151827 Map Display with POI outside map area.wsp**



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BIB DATA SHEET

CONFIRMATION NO. 2717

SERIAL NUMBER 12/151,827	FILING or 371(c) DATE 05/08/2008 RULE	CLASS 701	GROUP ART UNIT 3661	ATTORNEY DOCKET NO. WideWeke		
APPLICANTS Gabriel Jakobson, Las Vegas, NV; ** CONTINUING DATA ***** ** FOREIGN APPLICATIONS ***** ** IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** ** SMALL ENTITY ** 05/22/2008						
Foreign Priority claimed ☐ Yes ☒ No 35 USC 119(a-d) conditions met ☐ Yes ☒ No Verified and /TAN QUANG NGUYEN/ Acknowledged Examiner's Signature		☐ Met after Allowance Initials	STATE OR COUNTRY NV	SHEETS DRAWINGS 23	TOTAL CLAIMS 34	INDEPENDENT CLAIMS 5
ADDRESS Atida LLC Attn: Steven Rueben 3862 Ruskin Street Las Vegas, NV 89147 UNITED STATES						
TITLE Method and system for displaying navigation information on an electronic map						
FILING FEE RECEIVED 1075	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		

2-17-11

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In The United States Patent And Trademark Office

Appn. Number: 12/151,827

Appn. Filed: 8 May 2008

Applicant: Gabriel Jakobson and Steven L. Rueben

Title: Method and System for Displaying Navigation Information on an Electronic Map

Examiner/GAU: Nguyen, Tan Quang

Las Vegas, NV 2011 Feb 14, MON

Amendment A

Mail Stop Non-Fee Amendments

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed 11/16/2010 and phone interview with Examiner on 2/4/2011, please amend the above application as follows:

CLAIMS:

1. (CURRENTLY AMENDED) A method for displaying object vector indicators (“OVI”) referencing map-objects (“MO”) on an electronic map, comprising:
 - providing an electronic device having a map-display application that is coupled to a mapping service and a display for displaying a selected area of the electronic map;
 - determining that coordinates of the MO are not within the selected area of the electronic map;
 - computing distance and travel-related information from a location within the selected area of the electronic map to the MO;
 - computing a placement position of an OVI referencing the MO on the map-display application;
 - creating the OVI containing the distance and travel-related information;
 - and
 - displaying the OVI on the display at the computed placement position;
 - receiving user input selecting the OVI;
 - displaying a secondary area of the electronic map, wherein the secondary area is a region of the electronic map centered approximately around the MO; and
 - displaying the MO approximately at the center of the secondary area.
2. (ORIGINAL) The method of claim 1, wherein the location within the selected area of the electronic map is the center of the selected area of the electronic map.
3. (ORIGINAL) The method of claim 1, wherein the location within the selected area of the electronic map is a location marker.
4. (ORIGINAL) The method of claim 3, wherein the location marker is selected by the user.

5. (CURRENTLY AMENDED) The method of claim ~~3-1~~, wherein the user input is a voice command, ~~the location marker is selected by the map display application.~~
6. (ORIGINAL) The method of claim 1, wherein the computing the placement position of the OVI step is repeated in response to a change in the position of the MO.
7. (ORIGINAL) The method of claim 1, wherein the computing the placement position of the OVI step is repeated in response to a change in the position of the electronic device.
8. (ORIGINAL) The method of claim 1, wherein the computing the distance-and-travel information includes at least one of the following: an aerial distance to the MO, a travel distance to the MO, a visual indicator pointing in the direction of the MO, and an estimated travel-time to the MO.
9. (ORIGINAL) The method of claim 8, wherein the travel-distance to the MO is computed by selecting a travel route according to various user preferences and travel-route selection algorithms.
10. (ORIGINAL) The method of claim 8, wherein the estimated travel-time to the MO is computed by selecting a travel route according to various user preferences and travel-route selection algorithms.
11. (CURRENTLY AMENDED) The method of claim ~~8~~1, wherein ~~the visual indicator is in the shape of an arrow.~~ the received user input is result of the user touching the display at a location of the display approximately corresponding to the OVI displayed.
12. (ORIGINAL) The method of claim 1, wherein the computing distance-and-travel information step is repeated in response to a change in the position of the electronic device.

13. (ORIGINAL) The method of claim 1, wherein the computing distance-and-travel information step is repeated in response to a change in the position of the MO.

14. (ORIGINAL) The method of claim 1, wherein the computing distance-and-travel information step and the computing the placement position of the OVI step are repeated in response to a change in travel conditions.

15. (CURRENTLY AMENDED) The method of claim 1, wherein the computing distance-and-travel information step further comprises:

- obtaining the position of the electronic device;
- transmitting the position of the electronic device to a remote server; and
- receiving from the remote server the distance-and-travel information.

16. (CURRENTLY AMENDED) The method of claim 1, ~~wherein the mapping service resides on the internet.~~ further including:

- computing distance and travel-related information from the OVI to the selected area of the electronic map;
- computing a placement position of a second OVI referencing the selected area of the electronic map;
- creating the second OVI including the distance and travel-related information;
- displaying the second OVI on the display at the computed placement position.

17. (ORIGINAL) The method of claim 1, wherein the electronic device is a GPS-enabled navigation unit.

18. (CURRENTLY AMENDED) A method of ~~displaying information panning on an~~ electronic map, comprising:

- receiving a list of map objects (“MOs”);

determining the geographic coordinates of the MOs; and
determining that the MOs are outside the bounds of ~~an~~ a first area of the
map visible to a user;
creating an object vector indicator ("OVI") for each of the MOs; ~~and~~
displaying the OVIs on the electronic map;
receiving user input selecting one of the OVIs;
determining one of the MOs referenced by the selected OVI;
panning the electronic map to display a secondary area of the map,
wherein the secondary area is a region of the electronic map encompassing the
determined one of the MOs; and
wherein the determined one of the MOs is approximately at the center of
the secondary area.

19. (CURRENTLY AMENDED) The method of claim 18, further comprising
animating the panning transition of the electronic map from displaying the first area to
displaying the secondary area, wherein the animation includes the steps of:

- a. defining a number of animation steps;
- b. defining a time delay;
- c. defining a small travel distance;
- d. determining a path between the determined one of the MOs and an
approximate center of the first area of the map;
- e. panning the map by the small travel distance in the direction of the
determined one of the MOs;
- f. waiting an amount of time specified by the time delay; wherein the
steps e-f are repeated until the determined one of the MOs is
approximately at the center of the displayed secondary map.

~~Altering the contents displayed by the electronic map by inputting at least~~
~~one of: a zoom command, or a pan command.~~

20. (CURRENTLY AMENDED) The method of claim 18, wherein creating an OVI includes calculating a distance, a direction and a travel time from a point ~~on~~ in the first area of the map ~~visible to the user~~, to the location of the MO.
21. (CURRENTLY AMENDED) The method of claim ~~20~~18, wherein the step of panning the map by a small interval further includes:
- defining a travel route; and
 - panning the map along the defined travel route. ~~point on the area of the~~ map corresponds to a second MO on the area of the map.
22. (CURRENTLY AMENDED) The method of claim 20, wherein the point ~~in~~ on the first area of the map corresponds to the location of the electronic device.
23. (ORIGINAL) A method for selecting information to display in an electronic map display application, comprising:
- displaying a first portion of an electronic map generated by the electronic map display application;
 - displaying an object vector indicator (“OVI”);
 - receiving a user input;
 - determining that the user input is associated with the OVI;
 - determining a second portion of the electronic map; and
 - displaying the second portion of the electronic map by the electronic map display application.
24. (ORIGINAL) The method of claim 23, wherein the determining the second portion of the electronic map comprises:
- determining a map object (“MO”) referenced by the OVI;
 - determining coordinates of the MO;
 - panning the electronic map such that the center of the electronic map corresponds approximately to the coordinates of the MO.

25. (ORIGINAL) The method of claim 23, wherein the displaying the second portion of the electronic map includes animation.

26. (ORIGINAL) The method of claim 25, wherein the animation includes panning the electronic map in small intervals along a travel route until the center of the electronic map corresponds approximately to the coordinates of the MO.

27. (ORIGINAL) The method of claim 26, wherein the travel route spans a distance from a point on the first portion of the electronic map to the MO.

28. (CURRENTLY AMENDED) A method for creating and displaying an object vector indicator ("OVI") on an electronic map of a global navigation system ("GPS") device, comprising:

- a) providing the GPS device having a map display application that is coupled to a map-content service and a display for displaying a portion of the electronic map;
- b) receiving coordinates of the GPS device;
- c) receiving information on a map-object ("MO");
- d) determining coordinates of the MO from the received information;
- e) determining a range of coordinates inclusive of the displayed portion of the electronic map;
- f) calculating that the coordinates of the MO are not within the range of coordinates of the displayed portion of the electronic map;
- g) creating the OVI to reference the MO;
- h) calculating the placement of the OVI on the display; and
- i) displaying the OVI on the display.
- j) receiving user input selecting the OVI; and
- k) panning the electronic map such that the MO is displayed approximately at the center of the electronic map.

29. (ORIGINAL) The method of claims 28, wherein the step of creating the OVI includes:
- calculating the direction, distance and travel-time from the position of the electronic device to the MO; and
 - including the calculated data in the OVI.
30. (ORIGINAL) The method of claims 28, further comprising:
- changing at least one of: GPS coordinates of the GPS device; MO information; a zoom-level of the electronic map.
31. (CANCELED) A system for providing information pertaining to a point-of-interest ("POI") displayed in an area of an electronic map, comprising:
- ~~means for detecting a change in the displayed area of the electronic map;~~
 - ~~means for receiving information on the POI;~~
 - ~~means for determining a location of the POI;~~
 - ~~means for determining that the location of the POI is outside the bounds of the area of the electronic map;~~
 - ~~means for computing distance and travel information to the POI;~~
 - ~~means for creating an object vector indicator ("OVI") that includes the computed distance and travel information;~~
 - ~~means for determining the position of the OVI; and~~
 - ~~means for displaying the OVI.~~
32. (CANCELED) The system in claim 31, wherein the determining the position of the OVI further comprises:
- ~~means for determining a point on the area of the electronic map;~~
 - ~~means for determining an imaginary line from the point to the location of the POI; and~~
 - ~~means for positioning the OVI on the periphery of the area of the electronic map along the imaginary line.~~

33. (CANCELED) ~~The system in claim 31, wherein the information associated with the location of the POI resides in a database on the internet.~~

34. (CANCELED) ~~The system in claim 31, wherein the information associated with the location of the POI resides in a database on the electronic device.~~

R E M A R K S—General

By above amendment, applicant has ensured all claims define the invention more particularly and distinctly so as to overcome the technical rejections and define the invention's patentability over the prior art.

For example,

The Claim Rejections on 35 USC § 103 are overcome

The Reference and Differences of the Present Invention Thereover

Prior to discussion of the claim above, applicant will first discuss the reference and the general novelty of the present invention and its unobviousness over the reference.

The main difference between Salmre and the present invention is the following:

Salmre teaches displaying an object on an electronic map, the object pointing to a point on the map outside the visible area of the map.

The present invention teaches displaying an object on an electronic map, the object pointing to a point on the map outside the visible area of the map **and also allowing the user to automatically pan the map to center the map around the point referenced by the selected object on the map, by selecting/clicking-on the object.**

While there is an obvious overlap between Salmre and the present invention—i.e. displaying pointers on a map pointing to points outside the visible area of the map—the present invention **also teaches** responding to user's selection of any of the pointers and panning the map to center it around a point, formerly invisible, which is referenced by the selected pointer.

The aforementioned teaching, clearly not anticipated or taught by Salmre, is well articulated in applicant's FIGs. 6A, 6B, 8A, 8B, 8C, 9A, 9B, 9C, 9D, where:

FIGs. 6A and 6B are generalized block diagrams illustrating displaying and utilizing OVIs to move around a map (i.e. pan a map), according to one embodiment of the present invention.

FIGs. 8A, 8B and 8C are generalized block diagrams illustrating displaying object vector indicators ("OVI") and utilizing OVIs to pan around a map in an automated fashion, according various embodiments of the present invention.

FIGs. 9A, 9B, 9C, 9D and 9E are generalized block diagrams illustrating various methods for transitioning a region of a map displayed, in conjunctions with OVIs, to allow a user to visualize the path between location markers, according to various embodiments of the present invention.

As stated earlier, Salmre does not provide figures, specifications or claims teaching responding to a user's selection of a pointer on a map by panning the map to a point outside the map, pointed to by the object.

This argument has been discussed with Examiner during phone interview on 2/4/2011. Examiner has requested an explanation of how the present invention overcomes Salmre's FIGs. 5B and 6—described in Salmre 48; and, Salmre's FIGs. 12A & 12B.

Salmre's Par. 48 reads: "*Building on FIG. 5B, FIG. 6 illustrates that the center of attention (which can be an anchor point) or display can also be dynamically changed while maintaining signposted items relationships. Thus, in contrast to FIG. 5B where user one 404 is the center of attention (i.e. in the middle of the display screen 502), now the second user is displayed preferentially near the center of the display screen 600. Thus, now the signposts are calculated from the second user's 406 point of view. This means that user two 406 is now the anchor to any related items.*"

Salmre's fails to teach the following:

- (1) How did map 502 "become" map 600? In other words, Salmre does not teach any user input causing such transition. Salmre merely illustrates 2 map views, each map view displaying signposts referencing another map.

By contrast, applicants' invention teaches receiving user input and in response to the received user input, panning a map in a certain way.

- (2) The signposts in Salmre are not reciprocal. In other words, map 502 displays anchor point 404 with signposts 406, 508 and 510. Fig. 6B displays no signpost pointing back to anchor point 404.

Applicants' invention, by contrast, is reciprocal: If map 1 displays point A at center of map and pointer B to point B outside the map; map 2 would display point B at the center of the map, with a pointer back to point A, now outside the map.

- (3) Related to point (1) above, Salmre does not teach any methodology for facilitating a transition from one map view to another. For example, applicants' invention teaches animating map transition between two views, along a travel path, etc. Salmre does not broach any such subject matter.

With respect to Salmre's FIGs. 12A and 12B, Salmre's explanation is "*FIG. 12A illustrates the various item location combinations, building on discussions with reference to FIG. 9. In FIG. 12A, at block 904, once an item is displayed on a map image, as can be seen at block 1202, a stationary item can be displayed, or as can be seen at block 1204, a moving item can be displayed. In the latter case, such a moving item can either be centered on a display screen (block 1210) or it can be displayed off-center (block 1212). Similarly, in the former case, a stationary item (block 1202) can be either centered (block 1210) or be off-center (block 1212).*

What holds true for items, also may hold true for objects of reference. In FIG. 12B, at block 906, once an object of reference is established and displayed, such an object can either be stationary (block 1206) and centered (block 1214) or stationary (block 1206) and off-center (block 1216). Similarly, an object can be moving (block 1208) can either

be stationary (block 1206) and centered (block 1214) or stationary (block 1206) and off-center (block 1216).”

It is clear both from studying Salmre’s FIGs. 12A and 12B, and from reading the accompanying description above, that Salmre teaches dealing with stationary items (e.g. buildings) and moving items (e.g. people). Salmre’s use of the words “moving” clearly describes the state of the item, and not the user of the device “moving [i.e. panning] the map”—which is the subject of Applicants’ teaching.

Similarly, Salmre teaches various items—stationary or moving—can be at the center of a map.

Applicants do not disagree that Salmre teaches (1) item indicators can move on a map and (2) various items can be centered on the map.

Applicants do disagree that Salmre teaches anything related to applicants’ invention, which teaches automatically panning a map, such that various objects previously displayed outside the map, are now inside the map (or at its center). The mere fact that Salmre mentions the words “center” and “moving” does not make the teaching analogous in the least.

The Rejection of Claim 1 on Salmre is overcome.

The last OA rejected independent claim 1 on Salmre. Applicant requests reconsideration and withdrawal of this rejection, for the following reasons: applicant’s invention is materially different from Salmre and claim 1 has been re-written to better articulate the material difference.

The last OA rejects independent claim 1 on Salmre, citing Salmre’s par [0063], Fig. 9 and Figs. 2B, 3, 5B, 6.

Applicants have re-written claim 1 to overcome this objection. More specifically, applicants have added the following limitations to claim 1:

receiving user input selecting the OVI;

displaying a secondary area of the electronic map, wherein the secondary area is a region of the electronic map centered approximately around the OVI;

and

displaying the OVI approximately at the center of the secondary area.

Salmre does not teach receiving user input. The objections in the last OA, listed above, pertain only to the way both Salmre and the present invention display MOs and OVIs on a map—not to applicants’ teachings of displaying a secondary map in response to user input.

This key difference between Salmre and the present invention has been discussed at length starting on Pg. 10 of this Amendment; and, during phone interview with examiner.

Similarly, independent claims 18 and 28 have been re-written to better articulate this material difference between Salmre’s invention and the present invention. Namely, the independent claims 18 and 28 have been re-written to include user input causing automatic map panning.

Therefore applicants request allowing independent claims 1, 18 and 28—as well as all their dependent claims, for being novel and non-obvious over Salmre.

The last OA rejected claims 1-36 under 35 U.S.C 102(b) as being anticipated by Salmre (2007/0050129).

The last OA provided explanation of how claims 1-17 and 34-36 are allegedly anticipated by Salmre, as both inventions fundamentally teach displaying indicators on an electronic map, pointing to objects not visible on the map.

However, the last OA provided no explanation as to why claims 23-26 had been rejected. Claims 23-26 include limitations clearly taught in FIGs. 6A, 6B, 8A, 8B, 8C, 9A, 9B, 9C, 9D. Namely: not only does applicants' invention display pointers ("OVIs") to objects outside the visible map, but the user may click on any OVI causing a new map to display, centering on the clicked-OVI. Salmre does not teach this type of technology; nor does it broach it in any way or even hints at the possibility.

Applicants hereby submit that the original claims 23-26 are novel and non-obvious, and request allowance of these claims.

The Dependent Claims Are A Fortiori Patentable Over Salmre

Dependent claims 2-27 incorporate all the subject matter of claim 1 and add additional subject matter which makes them a fortiori and independently patentable over these references.

The rejection of Claims 31-34 under U.S.C. 112, second paragraph has been resolved: applicants have cancelled the claims 31-34.



Gabriel Jakobson

Very respectfully,



Steven L. Rueben

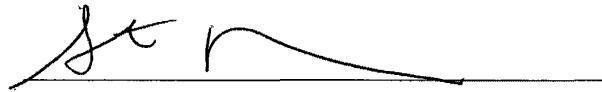
-----Applicants Pro Se-----

Enc: Revised claim status and presentation of amended and deleted claims. General remarks on Application 12/151,827 and how it relates to the prior art cited by Examiner Nguyen.

3862 Ruskin Street
Las Vegas, Nevada 89147
Tel. (702) 419-6460; Fax (702) 739-6171

Submitted via USPS Express Mail # EG 419701301 US and
Certificate of Fax Transmission. I certify that on the date below I will E-mail this
document to Examiner Nguyen of the U.S. Patent and Trademark Office at (571) 273-
6966 .

2011 February 14

A handwritten signature in black ink, appearing to read 'Steven Rueben', is written over a horizontal line.

Steven Rueben

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 12/151,827		Filing Date 05/08/2008		☒ 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 (\$)	OR	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), (i), 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 \$ =		OR	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.										
APPLICATION AS AMENDED – PART II										
(Column 1)			(Column 2)			SMALL ENTITY OR		OTHER THAN SMALL ENTITY		
AMENDMENT	02/15/2011	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	OR	RATE (\$)	ADDITIONAL FEE (\$)	
	Total (37 CFR 1.16(i))	* 30	Minus	** 34	= 0	X \$26 =	0	OR	X \$ =	
	Independent (37 CFR 1.16(h))	* 4	Minus	*** 5	= 0	X \$110 =	0	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						0	OR	TOTAL ADD'L FEE		
(Column 1)			(Column 2)			SMALL ENTITY OR		OTHER THAN SMALL ENTITY		
AMENDMENT	Total (37 CFR 1.16(i))	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	OR	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:
/KATRINA HARLING/

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

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



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/151,827	05/08/2008	Gabriel Jakobson	WideWeke	2717
Atida LLC Attn: Steven Rueben 3862 Ruskin Street Las Vegas, NV 89147		7590 02/07/2011	EXAMINER NGUYEN, TAN QUANG	
			ART UNIT 3661	PAPER NUMBER
			MAIL DATE 02/07/2011	DELIVERY MODE PAPER

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.

Summary of Record of Interview Requirements

Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record

A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews

Paragraph (b)

In every instance where reconsideration is requested in view of an interview with an examiner, a complete written statement of the reasons presented at the interview as warranting favorable action must be filed by the applicant. An interview does not remove the necessity for reply to Office action as specified in §§ 1.111, 1.135. (35 U.S.C. 132)

37 CFR §1.2 Business to be transacted in writing.

All business with the Patent or Trademark Office should be transacted in writing. The personal attendance of applicants or their attorneys or agents at the Patent and Trademark Office is unnecessary. The action of the Patent and Trademark Office will be based exclusively on the written record in the Office. No attention will be paid to any alleged oral promise, stipulation, or understanding in relation to which there is disagreement or doubt.

The action of the Patent and Trademark Office cannot be based exclusively on the written record in the Office if that record is itself incomplete through the failure to record the substance of interviews.

It is the responsibility of the applicant or the attorney or agent to make the substance of an interview of record in the application file, unless the examiner indicates he or she will do so. It is the examiner's responsibility to see that such a record is made and to correct material inaccuracies which bear directly on the question of patentability.

Examiners must complete an Interview Summary Form for each interview held where a matter of substance has been discussed during the interview by checking the appropriate boxes and filling in the blanks. Discussions regarding only procedural matters, directed solely to restriction requirements for which interview recordation is otherwise provided for in Section 812.01 of the Manual of Patent Examining Procedure, or pointing out typographical errors or unreadable script in Office actions or the like, are excluded from the interview recordation procedures below. Where the substance of an interview is completely recorded in an Examiners Amendment, no separate Interview Summary Record is required.

The Interview Summary Form shall be given an appropriate Paper No., placed in the right hand portion of the file, and listed on the "Contents" section of the file wrapper. In a personal interview, a duplicate of the Form is given to the applicant (or attorney or agent) at the conclusion of the interview. In the case of a telephone or video-conference interview, the copy is mailed to the applicant's correspondence address either with or prior to the next official communication. If additional correspondence from the examiner is not likely before an allowance or if other circumstances dictate, the Form should be mailed promptly after the interview rather than with the next official communication.

The Form provides for recordation of the following information:

- Application Number (Series Code and Serial Number)
- Name of applicant
- Name of examiner
- Date of interview
- Type of interview (telephonic, video-conference, or personal)
- Name of participant(s) (applicant, attorney or agent, examiner, other PTO personnel, etc.)
- An indication whether or not an exhibit was shown or a demonstration conducted
- An identification of the specific prior art discussed
- An indication whether an agreement was reached and if so, a description of the general nature of the agreement (may be by attachment of a copy of amendments or claims agreed as being allowable). Note: Agreement as to allowability is tentative and does not restrict further action by the examiner to the contrary.
- The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.

A complete and proper recordation of the substance of any interview should include at least the following applicable items:

- 1) A brief description of the nature of any exhibit shown or any demonstration conducted,
- 2) an identification of the claims discussed,
- 3) an identification of the specific prior art discussed,
- 4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
- 5) a brief identification of the general thrust of the principal arguments presented to the examiner,
(The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
- 6) a general indication of any other pertinent matters discussed, and
- 7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicant's record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiner's version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, "Interview Record OK" on the paper recording the substance of the interview along with the date and the examiner's initials.



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/151,827	05/08/2008	Gabriel Jakobson	WideWeke	2717
Atida LLC Attn: Steven Rueben 3862 Ruskin Street Las Vegas, NV 89147		7590 11/16/2010	EXAMINER NGUYEN, TAN QUANG	
			ART UNIT 3661	PAPER NUMBER
			MAIL DATE 11/16/2010	DELIVERY MODE PAPER

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.

Office Action Summary	Application No.	Applicant(s)	
	12/151,827	JAKOBSON, GABRIEL	
	Examiner	Art Unit	
	TAN Q. NGUYEN	3661	

-- 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 08 May 2008.

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) 1-34 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) 1-34 is/are rejected.

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

8) ☐ Claim(s) _____ 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 08 May 2008 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 5/14/09; 5/18/09.

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

5) ☐ Notice of Informal Patent Application

6) ☐ Other: _____.

DETAIL ACTION

Notice to Applicant(s)

1. This application has been examined. Claims 1-34 are pending.
2. The prior arts submitted on May 14, 2009 and May 18, 2009 have been considered.

Claim Rejections - 35 USC § 112

3. The following is a quotation of the second paragraph of 35 U.S.C. 112:
4. The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.
5. Claims 31-34 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.
6. Claim elements "means for detecting a change", "means for receiving information", "means for determining a location", "means for determining that", "means for computing", "means for creating", "means for determining the position", "means for displaying", "means for determining a point", "means for determining an imaginary", and "means for positioning the OVT" are means plus function limitations that invoke 35 U.S.C 112, sixth paragraph. However, the written description fails to disclose the corresponding structure, material, or acts for the claim function. The specification does

Art Unit: 3661

not identify the structures for those means in order for one of ordinary skill in the art to determine the metes and bounds of the claimed means.

Applicant is required to:

(a) Amend the claim so that the claim limitation will no longer be a means (or step) plus function limitation under 35 U.S.C. 112, sixth paragraph; or

(b) Amend the written description of the specification such that it expressly recites what structure, material, or acts perform the claimed function without introducing any new matter (35 U.S.C. 132(a)).

If applicant is of the opinion that the written description of the specification already implicitly or inherently discloses the corresponding structure, material, or acts so that one of ordinary skill in the art would recognize what structure, material, or acts perform the claimed function, applicant is required to clarify the record by either:

(a) Amending the written description of the specification such that it expressly recites the corresponding structure, material, or acts for performing the claimed function and clearly links or associates the structure, material, or acts to the claimed function, without introducing any new matter (35 U.S.C. 132(a)); or

(b) Stating on the record what the corresponding structure, material, or acts, which are implicitly or inherently set forth in the written description of the specification, perform the claimed function. For more information, see 37 CFR 1.75(d) and MPEP §§ 608.01(o) and 2181.

Claim Rejections - 35 USC § 102

7. 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 –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

8. Claims 1-34 are rejected under 35 U.S.C. 102(b) as being anticipated by Salmre (2007/0050129).

9. As per claim 1, Salmre discloses the invention as claimed which includes the steps of providing an electronic device having a map display application that is coupled to a mapping service and a display for displaying a selected area of the electronic map (see at least figure 2, figure 9, and paragraph [0063]), determining that coordinates of the items (map objects MO) are within the selected area of the electronic map (see at least figure 9, step 910), computing distance and travel related information from an object of reference (i.e. a location within the selected area of the electronic map) to the items), computing a placement position of an object vector indicators referencing the items on the map display application, creating the OVI containing the distance and travel related information, and displaying the OVI on the display at the computed placement position (see at least figures 2B, 3, 5B, 6 and the related text).

10. As per claims 2-5, Salmre also disclose that the object of reference is displayed in the center as a marker of the selected area of the electronic map (see at least figure 2B, item 112).

Art Unit: 3661

11. As per claims 6-17, the limitations of these claims are taught in at least figures 5B, 6, 9, 10, 14 and the related text.

12. With respect to claims 36-34, the limitations of these claims have been noted in the rejection above. They are therefore considered rejected as set forth above.

Conclusion

13. All claims are rejected.

14. The following references are cited as being of general interest: Kirson (5,220,507), Hasegawa (6,199,012), Wako et al. (6,4125,224), Polidi et al. (6,542,814), Nagamasa (7,359,798), Kimura (7,490,004), McMullen et al. (7,698,062), Onishi (2005/008599), Geelen et al. (2008/0228386).

15. Any inquiry concerning this communication or earlier communications from the examiner should be directed to examiner Tan Q. Nguyen, whose telephone number is (571) 272-6966. The examiner can normally be reached on Monday-Thursday from 6:30 AM-5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Thomas Black, can be reached on (571) 272-6956.

Any response to this action should be mailed to:

Commissioner of Patents and Trademarks
Washington, D.C. 20231

or faxed to the Official Fax Center: (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).

Application/Control Number: 12/151,827
Art Unit: 3661

Page 6

November 15, 2010

/TAN QUANG NGUYEN/
Primary Examiner
Art Unit 3661

Notice of References Cited	Application/Control No. 12/151,827	Applicant(s)/Patent Under Reexamination JAKOBSON, GABRIEL	
	Examiner TAN Q. NGUYEN	Art Unit 3661	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-5,220,507	06-1993	Kirson, Allan M.	701/202
*	B	US-6,199,012	03-2001	Hasegawa, Shinichi	701/208
*	C	US-6,415,224	07-2002	Wako et al.	701/208
*	D	US-6,542,814	04-2003	Polidi et al.	701/208
*	E	US-7,359,798	04-2008	Nagamasa, Yoshinobu	701/208
*	F	US-7,490,004	02-2009	Kimura, Tsuyoshi	701/201
*	G	US-7,698,062	04-2010	McMullen et al.	701/211
*	H	US-2005/0085999	04-2005	Onishi, Hirofumi	701/211
*	I	US-2007/0050129	03-2007	Salmre, Ivo William	701/207
*	J	US-2008/0228386	09-2008	Geelen et al.	701/201
	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.		Applicant(s)/Patent under Reexamination	
	12/151,827		JAKOBSON, GABRIEL	
	Examiner		Art Unit	
	TAN Q. NGUYEN		3661	

✓	Rejected
=	Allowed

—	(Through numeral) Cancelled
÷	Restricted

N	Non-Elected
I	Interference

A	Appeal
O	Objected

Claim		Date						
Final	Original	11/6/10						
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Search Notes 	Application/Control No.		Applicant(s)/Patent under Reexamination	
	12/151,827		JAKOBSON, GABRIEL	
	Examiner		Art Unit	
	TAN Q. NGUYEN		3661	

SEARCHED			
Class	Subclass	Date	Examiner
701	202,211 213,212 208	11/3/2010	TN
340	995.14	11/3/2010	TN
340	995.21	11/3/2010	TN
340	995.27	11/3/2010	TN
715	785,764	11/3/2010	TN

INTERFERENCE SEARCHED			
Class	Subclass	Date	Examiner

SEARCH NOTES (INCLUDING SEARCH STRATEGY)		
	DATE	EXMR
PLUS SEARCH	9/13/2010	TN
EAST SEARCH	11/3/2010	TN

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	100	("20090281720" "20090281719" "5559707" "5802492" "20060142942" "5729458" "6038509" "6128574" "6526268" "6826473" "7486201" "20060015397" "20070159355" "20080162033" "20080255876" "7512490" "20070061073" "20090198767" "20100146436" "5832400" "5948040" "6321158" "6351709" "6735515" "6911918" "6965829" "7398151" "7673402" "7706971" "20010014849" "20020049529" "20030074209" "20030144774" "20040049343" "20040119612" "20040158391" "20050027419" "20060080032" "20070021908" "20070022636" "20070150124" "20070239355" "20090012798" "20090105912" "20090144489" "20090216443" "20090288057" "6434482" "20090281716" "20100125411" "20070037558" "20090319178" "20100058225" "20100114476" "3659088" "4322800" "4440119" "4590569" "4807762" "4960083"	US-PGPUB; USPAT	OR	ON	2010/11/03 08:52

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S4	3385	S3 and map\$6 near3 display\$6	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/11/03 11:07
S5	328	S4 and (point\$4 poi waypoint\$3) near6 (outside offrout\$4)	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/11/03 11:08
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S8	634	S7 and distance and (direction\$3 head\$3) and arrow	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/11/03 14:35
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S21	210	S17 not S20	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/11/04 09:55
S22	2	("20030182052" "20070188408").PN.	US-PGPUB; USPAT	OR	ON	2010/11/04 10:52
S23	14	mapless	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/11/04 10:53
S24	80	S11 and mileage and distance	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/11/04 10:56
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S32	268	S31 not S25	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/11/04 11:21
S33	67	S32 and icon\$3	US-PGPUB; USPAT; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/11/04 11:22

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Application Number	12/151,827
Filing Date	05/08/2008
First Named Inventor	Jakobson
Art Unit	3664
Examiner Name	
Attorney Docket Number	WideWeke

[illegible][illegible]

Examiner Signature	/Tan Q. Nguyen/	Date Considered	11/02/2010
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Application Number	12/151,827
Filing Date	05/08/2008
First Named Inventor	Jakobson
Art Unit	3664
Examiner Name	
Attorney Docket Number	WideWeke

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11/02/2010

PLUS Search Results for S/N 12151827, Searched Mon Sep 13 11:21:39 EDT 2010
 The Patent Linguistics Utility System (PLUS) is a USPTO automated search system for U.S. Patents from 1971 to the present PLUS is a query-by-example search system which produces a list of patents that are most closely related linguistically to the application searched. This search was prepared by the staff of the Scientific and Technical Information Center, SIRA.

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
12/151,827	05/08/2008	Gabriel Jakobson	WideWeke

CONFIRMATION NO. 2717

PUBLICATION NOTICE

Atida LLC
Attn: Steven Rueben
3862 Ruskin Street
Las Vegas, NV 89147



Title:Method and system for displaying navigation information on an electronic map

Publication No.US-2009-0281720-A1

Publication Date:11/12/2009

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 publically 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.

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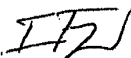
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Office of Data Management, Application Assistance Unit (571) 272-4000, or (571) 272-4200, or 1-888-786-0101



Attorney Docket Number	WideWeke
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Page 104 of 174



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(Use as many sheets as necessary)

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of

Application Number	12/151,827
Filing Date	05/08/2008
First Named Inventor	Jakobson
Art Unit	3664
Examiner Name	
Attorney Docket Number	WideWeke

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**Examiner
Signature**

Date	
Considered	

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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
12/151,827	05/08/2008	3664	1075	WideWeke	34	5

CONFIRMATION NO. 2717

Atida LLC
Attn: Steven Rueben
3862 Ruskin Street
Las Vegas, NV 89147

FILING RECEIPT



OC000000030126110

Date Mailed: 05/28/2008

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)

Gabriel Jakobson, Las Vegas, NV;

Power of Attorney: None

Domestic Priority data as claimed by applicant

Foreign Applications

If Required, Foreign Filing License Granted: 05/22/2008

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 12/151,827**

Projected Publication Date: 11/12/2009

Non-Publication Request: No

Early Publication Request: No

**** SMALL ENTITY ****

Title

Method and system for displaying navigation information on an electronic map

Preliminary Class

701

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16310 U.S. PTO
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U.S. PTO
12/151827
05/08/2008

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UTILITY PATENT APPLICATION TRANSMITTAL (Only for new nonprovisional applications under 37 CFR 1.53(b))	Attorney Docket No.	WideWeke
	First Inventor	Jakobson
	Title	Displaying Navigation Information
	Express Mail Label No.	EB 520967468 US

APPLICATION ELEMENTS See MPEP chapter 600 concerning utility patent application contents.	ADDRESS TO: Commissioner for Patents P.O. Box 1450 Alexandria VA 22313-1450
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1. ☒ Fee Transmittal Form (e.g., PTO/SB/17) (Submit an original and a duplicate for fee processing) 2. ☒ Applicant claims small entity status. See 37 CFR 1.27. 3. ☒ Specification [Total Pages <u>36</u>] Both the claims and abstract must start on a new page (For information on the preferred arrangement, see MPEP 608.01(a)) 4. ☒ Drawing(s) (35 U.S.C. 113) [Total Sheets <u>23</u>] 5. Oath or Declaration [Total Sheets <u>59</u>] a. ☒ Newly executed (original or copy) b. ☐ A copy from a prior application (37 CFR 1.63(d)) (for continuation/divisional with Box 18 completed) 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 (if applicable, items a. - c. are required) 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 (when there is an assignee) ☐ Power of Attorney 11. ☐ English Translation Document (if applicable) 12. ☐ Information Disclosure Statement (PTO/SB/08 or PTO-1449) ☐ Copies of citations attached 13. ☐ Preliminary Amendment 14. ☒ Return Receipt Postcard (MPEP 503) (Should be specifically itemized) 15. ☐ Certified Copy of Priority Document(s) (if foreign priority is claimed) 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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18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in the first sentence of the specification following the title, or in an Application Data Sheet under 37 CFR 1.76:

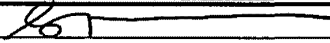
☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No.: _____

Prior application information: Examiner _____ Art Unit: _____

19. CORRESPONDENCE ADDRESS

☐ The address associated with Customer Number: _____ OR ☒ Correspondence address below

Name	Atida LLC Attn: Steven Rueben		
Address	3862 Ruskin Street		
City	Las Vegas	State	NV
Country	USA	Zip Code	89147
Telephone	702-419-6460	Email	stevenslip@aol.com

Signature		Date	5/7/08
Name (Print/Type)	Steven Rueben	Registration No. (Attorney/Agent)	

This collection of information is required by 37 CFR 1.53(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).

FEE TRANSMITTAL For FY 2008

☒ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$) 1,075

Complete if Known

Application Number	WideWeke
Filing Date	
First Named Inventor	Jakobson
Examiner Name	
Art Unit	
Attorney Docket No.	

METHOD OF PAYMENT (check all that apply)

☒ Check ☐ Credit Card ☐ Money Order ☐ None ☐ Other (please identify): _____

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For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

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FEE CALCULATION

1. BASIC FILING, SEARCH, AND EXAMINATION FEES

Application Type	FILING FEES		SEARCH FEES		EXAMINATION FEES		Fees Paid (\$)
	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	
Utility	310	155	510	255	210	105	\$515
Design	210	105	100	50	130	65	
Plant	210	105	310	155	160	80	
Reissue	310	155	510	255	620	310	
Provisional	210	105	0	0	0	0	

2. EXCESS CLAIM FEES

Fee Description	Fee (\$)	Small Entity Fee (\$)
Each claim over 20 (including Reissues)	50	25
Each independent claim over 3 (including Reissues)	210	105
Multiple dependent claims	370	185

Total Claims 34 - 20 or HP = 14 x \$25 = \$350
HP = highest number of total claims paid for, if greater than 20.

Indep. Claims 5 - 3 or HP = 2 x \$105 = \$210
HP = highest number of independent claims paid for, if greater than 3.

3. APPLICATION SIZE FEE
If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer listings under 37 CFR 1.52(e)), 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 1.16(s).

Total Sheets	Extra Sheets	Number of each additional 50 or fraction thereof	Fee (\$)	Fee Paid (\$)
59	10	1	130	0

4. OTHER FEE(S)

Description	Fees Paid (\$)
Non-English Specification, \$130 fee (no small entity discount)	0
Other (e.g., late filing surcharge):	

SUBMITTED BY

Signature	Registration No. (Attorney/Agent)	Telephone 702-419-6460
Name (Print/Type) Steven Rueben		Date 5/7/08

This collection of information is required by 37 CFR 1.136. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 30 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, 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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Patent Application of

5

Gabriel Jakobson

For

10 **TITLE**

Method and System for Displaying Navigation Information on an Electronic Map

[001] FIELD OF INVENTION

[002] The present invention relates to mapping on electronic devices. More particularly, the present invention relates to displaying information pertaining to map-objects (e.g. points-of-interest, way-points, etc.) that are outside the visible area of a map, within a map-display application.

15

[003] BACKGROUND OF THE INVENTION

[004] Popular mapping services include Google® Maps , Yahoo! ® Maps, Windows Live Search Maps®, MapQuest®, etc. for personal computers and computing devices, and Garmin®, Magellan®, TomTom® etc. as GPS-navigation units. Mapping services allow a user to view a map in various formats (e.g. 2D, 3D, aerial, road, etc.). Functionality provided includes “zoom in” and “zoom out”, which allows the user to see a smaller region at a greater level of detail, and larger region in less detail, respectively.

20

[005] In a digital mapping system , objects on a map may be demarcated by symbols indicating points-of-interest (“POI”), way-points (“WP”), locations, etc. (collectively referred

to inhere as map-objects, or ("MO")) For example, the user may perform a search for a businesses and the search results may be displayed as symbols on a map, corresponding to the geographic location of the businesses in the result set of the search. In another common example, a user may request driving directions, in response to which way-points may be
5 displayed on the map, corresponding to geographic points along the plotted route of the driving direction.

[006] At present, one or more of the MOs to be displayed on the map may be outside an area of the map visible to the user (e.g. when the user zooms into an area of the map not including the MO.) The user often may not be able to discern the direction and distance to the
10 MO which would be outside the visible area of the map, without (1) panning the map in the general direction of the MO until the visible area of the map includes the MO, and/or (2) zooming out until the visible area of the map includes the MO, and/or (3) in the case of a menu or a hyperlinked-list item referencing the MO, selecting the reference to the MO from the menu/the hyperlinked list item.

15

SUMMARY OF THE INVENTION

[007] The present invention provides various methods, systems and apparatus for displaying information related to objects on a map (e.g. symbols denoting points-of-interest ("POI"), way-points ("WP"), etc.) collectively referred to inhere as map-objects ("MO")
20 which are outside a visible area of the map. The visible area of the map may be determined by a map-display application displaying the map. MOs which are outside the visible area of the map (e.g. in response to a user's zooming into an area of the map, or panning the map--resulting in the exclusion of an area of the map containing a MO; or MOs generated in response to a user's search query and/or WPs as part of driving directions, etc., which are
25 outside the visible area of the map) may be referenced by displaying object vector indicators ("OVI".)

[008] An OVI may be displayed by the map-display application in conjunction with the area of the map displayed by the map-display application. In one embodiment, the OVI may be displayed at the periphery of the area of the map. The OVI may include information referencing the MO, as well as information on the MO's direction, distance, travel-time to
5 the MO, estimated-time-of-arrival, etc. In various embodiments the MO's direction, distance, travel time, etc., may be calculated from the current geographic position of the user (e.g. determined via GPS); or alternatively, from an MO on the area of the map visible to the user, that is closest to the center of the visible area of the map; or from the MO selected by the user, etc. The OVI's position may change or be changed to correlate with the respective
10 positions of the user and the MO referenced by the OVI. Information included in the OVI may change to correlate with the respective positions of the user and the MO the OVI references. An OVI may include symbols indicating the type of MO referenced, and may change in appearance, including a change in the information the OVI displays, in response to various factors such as a change in the coordinates of the user using the map-display
15 application.

DESCRIPTION OF THE DRAWINGS

[009] For a more complete understanding of the present invention and further advantages thereof, references are now made to the following Detailed Description, taken in conjunction
20 with the drawings, in which:

[010] FIG. 1 is a generalized block diagram illustrating displaying object vector indicators ("OVI"), according to one embodiment of the present invention.

[011] FIGs. 2A, 2B, 2C and 2D are generalized block diagrams illustrating displaying object vector indicators ("OVI"), according to various embodiments of the present invention.

[012] FIGs. 3A, 3B and 3C are a generalized block diagrams illustrating the appearance and positioning of object vector indicators (“OVI”), according to various embodiments of the present invention.

5 [013] FIGs. 4A and 4B are generalized flow diagrams illustrating the creation and displaying of OVIs, according to various embodiments of the present invention.

[014] FIGs. 5A and 5B are generalized block diagrams illustrating displaying object vector indicators (“OVI”) in GPS navigation devices, according to one embodiment of the present invention.

10 [015] FIGs. 6A and 6B are generalized block diagrams illustrating displaying and utilizing OVIs to move around a map (i.e. pan a map), according to one embodiment of the present invention.

[016] FIG. 7 is a generalized block diagram illustrating displaying object vector indicators (“OVI”) on a directions map, according to one embodiment of the present invention.

15 [017] FIGs. 8A, 8B and 8C are generalized block diagrams illustrating displaying object vector indicators (“OVI”) and utilizing OVIs to pan around a map in an automated fashion, according various embodiments of the present invention.

20 [018] FIGs. 9A, 9B, 9C, 9D and 9E are generalized block diagrams illustrating various methods for transitioning a region of a map displayed, in conjunctions with OVIs, to allow a user to visualize the path between location markers, according to various embodiments of the present invention.

[019] DETAILED DESCRIPTION

[020] FIG. 1 is a generalized block diagram illustrating displaying object vector indicators (“OVI”), according to one embodiment of the present invention. A map display application **100** (e.g. an internet browser), on a computing device (e.g. a personal computer, a personal digital assistant, a cellular phone, etc.) may display a visible area of a map **106**. The visible area of a map **106** may represent a small portion of a much larger virtual map—while the larger virtual map (e.g. the entire globe, continent, state, city, etc.) may be outside the display area and not visible to the user, the portion comprising the visible area of a map **106**, may be visible to the user. The visible area of a map **106** may include location markers visible to the user. The map-display application **100** may also include references to location markers outside a visible area of a map **106**.

[021] For example, the user may input a search query **120** “*café, San Francisco, CA*” and a search engine, accessible to the map-display application **100** (e.g. the search engine may be web-based, accessible to the map-display application **100** via the internet.) The visible area of a map **106** may be rendered in response to the user query **120** and a resulting list of locations **101**.

[022] In the prior art, the resulting list of locations **101** may include location marker identifiers **102a-102d**, corresponding to the location markers’ names and descriptions **104a-104d**, respectively. The user may select a location marker identifier “*A*” **102a** in response to which the visible area of a map **106** may re-render and/or zoom and/or pan in a manner allowing the corresponding location marker “*A*” **108** to be visible on the visible area of a map **106**. The location marker “*A*” **108** on the visible area of a map **106** may correspond to the geographic location of the address of “*Café 123*” which is “*456 Franklin St. San Francisco, CA*” **104a**. In prior art, location markers corresponding to locations **104b-104d**, whose geographic coordinates are outside of the visible area of a map **106**, may not be displayed. Thus, the user may be unaware of the relative locations and distances of the location markers not visible on the visible area of a map **106**.

5 [023] In the presently-preferred embodiment of this invention, location markers outside the visible area of a map **106** may be referenced by OVIs, displayed to the user by the map-display application **100**. The location marker identifiers "*B*" **102b**, "*C*" **102c** and "*D*" **102d**, in the list of locations **101**, may be referenced by the OVIs "*B*" **114**, "*C*" **112** and "*D*" **116**, respectively.

10 [024] For example, the OVI "*C*" **112** may reference a remote location marker, not visible on the visible area of a map **106**, corresponding to the geographic location of the location marker identifier "*C*" **102c**, at location/address "*1700 Market Street, San Francisco, CA*" **104c**. Information displayed in the OVI "*C*" **112** may include a vector (e.g. arrow) pointing in the direction of the referenced remote location marker, the distance and travel time to the remote location marker, etc. Similarly, the other OVIs "*B*" **114** and "*D*" **116** may point to their corresponding remote (i.e. not visible to the user on the visible are of a map **106**) location markers and may contain information about respective distances and travel times.

15 [025] Please refer to **FIGs. 2A-2D** and **FIGs. 3A-3C** for more in-depth discussion of OVIs, the data they may contain and their placement on the visual display. **FIGs. 6A** and **6B**, **8A-8C** and **9A-9E** describe various embodiments involving OVIs and their use in electronic maps.

20 [026] **FIGs. 2A, 2B, 2C** and **2D** are generalized block diagrams illustrating displaying object vector indicators ("OVI"), according to various embodiments of the present invention. Referring to **FIG. 2A**, a map display application **200**, running on an electronic device (e.g. a personal computer, a cellular phone, a personal digital assistant, a GPS-navigation unit, etc.) may display a map region **202a**. The map region **202a** may include map-objects ("MO") such as location markers **204** and **206** (e.g. denoting landmarks, points-of-interest, way points, etc.)

25 [027] The map region **202a** may be defined as a portion of a larger map (e.g. map of the entire Planet Earth) visible to the user of the electronic device through the map-display application **200**. The bounds of the geographic area shown in the map region **202a** may be

determined by the zoom-level of the map display application **200**, the resolution and level-of-detail of the displayed map, etc.

[028] Referring now to **FIG. 2B**, the map-display application **200** may display a smaller map region **202b** (e.g. in response to a user’s zoom-in function, causing the map-display application **200** to display a smaller map region **202b** at a greater level of detail.) For
5 illustrative purposes, in this example, the map region **202a** is shown cross-hatched, i.e. invisible to the user, with the map region **202b** being a portion of map region **202a** and visible to the user through the map-display application **200**.

[029] As the zoom level for the electronic device varies, not all location markers may be
10 visible to the user through the map-display application **200**. For example, the location marker **204** may not be visible to the user at a high zoom level, as it is outside the map region **202b** visible in the map-display application **200**. However, the Location marker **206** may be visible in the map-display application **200** as it is located within the map region **202b**. At present, in the prior art, the user may see the location marker **206** and may not see the
15 location marker **204**, nor would the user receive a visual indication as to the direction and distance of the location marker **204** from the map region **202b** (or in an alternate embodiment, the distance from the location marker **206**, or any other point, on the map region **202b**) displayed in the map-display application **200**.

[030] In the presently-preferred embodiment, an OVI **208** may be displayed in the map-
20 display application **200**. The OVI **208** may indicate to the user the direction from the location marker **206** to the location marker **204**, the distance between the two location markers, the travel time from the location marker **206** to the location marker **204**, etc. In alternate embodiments, the OVI **208** may contain other information.

[031] Referring now to **FIG. 2C**, in the presently-preferred embodiment, the OVI **208** may
25 be displayed on the periphery of the map region **202b**. The OVI **208** may be positioned at the intersection of an imaginary line **212**—connecting the location markers **204** and **206**—and the periphery of the map region **202b**. In an alternate preferred embodiment, the OVI **208**

may be positioned at the intersection of the imaginary line **212** and the border of the map-display application **200**. In these embodiments, the positioning of the OVI **208** may be along a straight line between the visible location marker **206** and the invisible location marker **204**. In alternate embodiments, the positioning of the OVI **208** may vary depending on other
5 factors (please see **FIG. 3B** for alternate embodiments.)

[032] In the presently-preferred embodiment, the OVI **208** may contain information pertaining to the location and distance to the MO (in this example, the location marker **204**) that the OVI **208** references. The OVI **208** may contain an alpha-numeric/symbol object reference **220** matching the alpha-numeric/symbol designation of the MO the OVI **208** is
10 referencing. In this example, the alpha-numeric/symbol reference on the OVI **208** is "I", matching the designation "I" on the location marker **204**.

[033] In the presently-preferred embodiment, the OVI **208** may contain information pertaining to the travel distance and travel time to the MO (in this example, the location marker **204**) that the OVI **208** references. A distance-indicator **224** may display the distance
15 (e.g. "700ft") between the location marker **206**, displayed on the map region **202b**, and the location marker **204**, referenced by the OVI **208**. The distance displayed by the distance-indicator **224** may be computed by an algorithm computing an imaginary travel path **216** between the location marker **206** and the location marker **204**. The algorithm may include considerations such as, one way streets, road conditions, traffic patterns, user preferences,
20 etc, when computing the distance of the optimal route **216**. In alternate embodiments, other methods may be used to compute and indicate the distance.

[034] A travel-time indicator **226** may display the time of travel (e.g. "5 min") between the location marker **206**, displayed on the map region **202b**, and the location marker **204**, referenced by the OVI **208**. The travel-time displayed by the travel-time indicator **226** may
25 be computed by an algorithm computing the time to traverse an imaginary travel path **216** between the location marker **206** and the location marker **204**. The algorithm may include considerations such as, one way streets, road conditions, traffic patterns, medium of travel (e.g. on foot, by vehicle, etc.), user preferences, etc, when computing the distance of the

optimal route **216**. In alternate embodiments, other methods may be used to compute and indicate the travel time.

[035] Please note that the process of determining the travel time and travel distance between two points on a map, is well established and is commonly used in prior art.

5 [036] In the presently-preferred embodiment, the OVI **208** may contain information pertaining to direction to the MO (in this example, location marker **204**) that the OVI **208** references. In the present embodiment, the vector **222** may point in the direction of the MO that the OVI **208** references. For example, the vector **222** may point in the direction of the location marker **204**. Referring additionally to **FIG. 2D**, an angle α° **230** between the
10 imaginary line **212**, connecting the location markers **206** and **204**, and the Y axis of the display or any other direction, may be computed. An angle α° **232** between the vector **222**, displayed in association with the OVI **208**, and the Y axis of the display may be computed to match the angle α° **230**. In this manner, the vector **222** may point to the location marker **204**. In an alternate embodiment, the angles α° **230** and α° **232** may be computed against the X
15 axis of the display or any other direction .

[037] In alternate embodiments, OVIs may be of different shapes, sizes, colors and may contain other information in addition to the information described in the embodiments above, or different information altogether.

[038] **FIGs. 3A, 3B and 3C** are a generalized block diagrams illustrating the appearance
20 and positioning of object vector indicators ("OVI"), according to various embodiments of the present invention. An OVI **300** may be rendered in the form of any geometric shape, e.g. a rectangle, and appear in any color, e.g. where the color and/or the color's intensity bears a meaning, such as distance or travel time. Information associated with the OVI **300** (e.g. a vector **304**, an object reference **302**, a distance indicator **306**, a travel-time indicator **308**,
25 etc.) may be displayed internally or externally to the OVI **300**. In alter embodiments, the OVI **300** may be an image, an animation of images, or any other graphic.

[039] The manner in which the OVI 300 is displayed, its positioning and information it contains, may be set by user preferences or defaults. The position of the OVI 300 may vary and may shift in response to various factors, such as changing road conditions, the movement of the user of the electronic map, etc.

- 5 [040] The object reference 302 (e.g. “I”) may be an alpha-numeric character and/or a symbol identifying the MO referenced by the OVI 300. In an alternate embodiment, a single OVI may cycles through referencing more than one MO, with the object reference 302 indicating the proper MO throughout the cycle.

- 10 [041] The vector 304 may point in the direction of the MO referenced by the OVI 300. The base of the vector 304 may be oriented with an MO visible to the user. The shape of the vector 304 may be a line with an arrowhead at the end. The orientation of the vector 304 may change in response to the motion of the user. For example, as the user travels North with respect to the MO that is due East, the orientation of the vector 304 may change such that it rotates clock-wise and keeps pointing at the MO.

- 15 [042] In alternate embodiments, physical characterizes of the vector 304, such as length, thickness, color, etc. may correspond to attributes related to the MO referenced by the OVI 300. For example, traveling in the direction of the MO referenced by the OVI may cause the vector 304 to change shape, color, blink, etc.

- 20 [043] The distance indicator 306 may represent the distance needed to travel to reach the referenced MO. The travel distance may be expressed in any unit of measurement, such as English, Metric, etc, and may be based on user preferences, locale settings, distance thresholds (e.g. any distance less than ½ a mile may be expressed in feet), etc. Various methods and algorithms may be used to determine the distance needed to travel (e.g. based on road conditions, method of travel, traffic, etc.) In various embodiments the distance
25 indicator 306 may be in different colors or display modes to indicate various states. For example, for a mobile user traveling along a path between MOs, deviating from an ideal route may cause the color of the distance indicator 306 to change, flash, etc.

- [044] The travel-time indicator **308** may represent the time needed to travel to reach the referenced MO. The travel time may be expressed in various ways, for example based on user preferences, locale settings, time thresholds (e.g. travel time less than ½ a hour may be expressed in minutes), etc. Various methods and algorithms may be used to determine the time needed to travel (e.g. based on one way roads, road conditions, method of travel, traffic, speed of travel, etc.) In various embodiments the travel-time indicator **308** may be in different colors or display modes to indicate various states. For example, for a mobile user traveling along a path between MOs, deviating from an ideal route may cause the color of the travel-time indicator **308** to change, flash, etc.
- 10 [045] Referring now to **FIG. 3B**, a map-display application **350** may display a map **351**. The map display application **350** may have two borders: the physical border of the display **352** (e.g. the edges of the LCD display beyond which no data can be displayed) and a displayed border **354**, confining the map **351**. A region **353** between the display-border **354** and the physical border **352**, may be used to display additional information. In another
- 15 embodiment, the display-border **354** may not exist, or may overlap the physical border **352**.
- [046] A location marker **356** may be displayed on the map **351**. Other location markers may exist outside the visible area of the map **351**. For example, a location marker “2” (not shown) may exist north-west of the location marker “1” **356** on the map **351**, outside the visible area of the map **351**. In one possible embodiment, an OVI **360a** may reference the location
- 20 marker “2”, positioned externally to the visible map **351**. The OVI **360a** may be displayed on the map **351**, and may be bound by the display-border **354**. According to this one possible embodiment, the OVI **360a** may be positioned in close proximity to—or touching—the display-border **354**.
- [047] In this one presently-preferred embodiment, the position of the OVI **360a** may change
- 25 along the “x” axis **358a** and “y” axis **358b**. For example, when the map **351** is displayed while “in motion” (i.e. the user of the electronic device displaying the map **351** is moving and/or the referenced location marker “2” is in motion) the OVI **360a** may be repositioned along the “x” axis **358a**, in response to a relative East-West movement; and along the “y”

axis **358b** in response to a relative North-South movement—within the confines of display-border **354**.

[048] In an alternate preferred embodiment, an OVI **360b** may be displayed on top of the display-border **354** (e.g. the display-border **354** may bisect the OVI **360b**). A portion of the OVI **360b** may be displayed on top of the map **351**, another portion may be displayed on top of the display-border **354** and another portion may be displayed over the region **353**. In response to a relative change in the position of the referenced MO (e.g. a location marker "3"—not shown—referenced by the OVI **360b**) the OVI **360b** may move East-West, along the "x" axis **358d**, and/or North-South, along the "y" axis **358c**.

10 [049] Referring now to **FIG. 3C**, in another alternate embodiment, an OVI **360c** (e.g. referencing a MO "4"—not shown—external to the map **351**, South-West of the location marker **356**) may be displayed on the map **351**. The OVI **360c** may be positioned along an imaginary line **374a**, spanned between the location marker "1" **356** and the MO "4" (not shown).

15 [050] In one possible embodiment, the positioning of the OVI **360c** along the length "D" **372** of the imaginary line **374a** may be proportionate to the real-life distance between the geographic location denoted by the location marker "1" **356** and the MO denoted by the location marker "4" (not shown.), on a different scale from the scale of the map **351**. The length "D" of the imaginary line **374a** may be defined as the distance between the location marker "1" **356** and the intersection point of the imaginary line **374a** with the display-frame **354**.

[051] For example, the map **351** may be displayed on a scale where 1 inch = 100 miles (as indicated by a scale **380**.) The distance from the location marker "1" **356** to the referenced MO "4" may be 1,000 miles in this example (as indicated by the distance measurement in the OVI **360c**.) The distance "D" **372**—being the length of the imaginary line **374a**—may represent a larger scale, for example, 1 inch=600 miles. Thus the distance "D" **372** of the imaginary line **374a** may represent about 2,000 miles (approximately 3 inches on the map

351.) In this example, the positioning of the OVI 360c approximately at the half-way point of the imaginary line 374a, may serve as a visual indicator to the user that the invisible referenced MO "4" may be approximately 1,000 miles away. The repositioning of the OVI 360c along the imaginary line 374a, North-West in the direction of the location marker "I" 356, may serve as a visual indicator to the user that the invisible referenced MO "4" is getting closer to the location marker "I" 356 and thereby closer to the user and closer to being visible on the map 351.

[052] An imaginary arched path 374b, at a radius "R1" 370 from the location marker "I" 356, may be followed by the OVI 360c as the invisible referenced MO "4" moves around the location marker "I" 356. For example, if the user standing at a geographic location represented by the location marker "I" 356 makes a complete 360 degree turn clockwise, the OVI 360c may sweep along the arc 374b in a counter-clockwise direction, maintaining the radius "R1" 370 as the distance. R1 may increase or decrease in relation to the change in the distance between the location marker "I" 356 and the invisible referenced MO "4", as discussed in the previous paragraph.

[053] In alternate embodiments, various other methods and visual representations may be used to reference MOs external to the map 351, without departing from the scope and spirit of the present invention.

[054] FIGs. 4A and 4B are generalized flow diagrams illustrating the creation and displaying of OVIs, according to various embodiments of the present invention. A map-display application, running on a digital device and connected to a mapping server (e.g. an internet browser on a personal computer/laptop/tablet PC, etc., connected to a mapping service such as Google® Maps, Yahoo!® Maps, Windows® Live Search Maps etc.; a GPS navigation unit such as Garmin®, Magellan®, TomTom® etc. connected to a local mapping server/database (e.g. a mapping DVD) or to a remote mapping server and displaying a map through a proprietary map-display application; a cellular/smart phone displaying mapping data through an internet browsing application or a mapping application, etc.)

[055] Flowchart **400** illustrates a methodology for displaying OVIs by a map-display application. Upon a triggered event in the map-display application (e.g. a change in zoom/pan, change in data causing a “redraw” or “refresh” command to execute by the map-display application, in response to user input, programmable “event”, etc.) In the flow **400**
5 all MOs to be displayed on a map (e.g. the resulting list of locations from a user search, waypoints displayed as part of mapping directions, etc.) may be traversed and every MO may either be displayed as a location maker—if on the area of the map visible to the user—or as an OVI—if not on the area of the map visible to the user.

[056] At step **402**, the first way-point (“WP”) or point-of-interest (“POI”) collectively
10 referred to herein as map-object (“MO”) may be identified. The first MO might be the first of any number of MOs demarcated on a map via location markers—such as locations resulting from a search.

[057] At step **404**, it may be determined whether the MO is within the visible area of a map. The determination may be made by calculating the geographic bounds of the region of the
15 map displayed by the map-display application, and determining whether the geographic (e.g. longitude/latitude) coordinates of the MO are within the bounds of the visible area of the map (please note that this type of determination is well established in prior art, as map-display applications determine what geographic locations are to be displayed.)

[058] If it is determined at step **404** that the MO is within the bounds of the visible area of
20 the map, at step **406** the MO may be displayed on the visible area of the map of the map-display application. At step **412**, the next MO is identified and at step **414** the process is repeated until all MOs have been displayed on the map. Steps **404**, **406**, **412** and **414** may be repeated until all MOs have been traversed.

[059] If it is determined at step **404** that the MO is not within the bounds of the visible area
25 of the map, at step **408** an OVI may be created to reference the MO. (Please refer to **FIG. 4B** illustrating the creation of an OVI.)

[060] At step **410**, the OVI created at step **408** may be displayed. The OVI may be displayed in numerous ways. Please refer to the discussion of **FIGs. 3A-3C** for OVI display embodiments.

5 [061] At step **412**, the next MO may be identified. Step **412** may also be executed following step **406**.

[062] If at step **412** another valid MO is identified, step **414** may revert to step **404**, examining the new MO identified at step **412**. If at step **414** it is determined no valid MO has been identified at step **412** (i.e. all MOs have been traversed) at step **416** the logic of the flow **400** may end.

10 [063] Please note that in embodiment, steps **404**, **406**, **412** and **414** may be implemented, while in other embodiments the additional steps **408** and **410** may be implemented.

[064] Referring now to **FIG. 4B**, steps **450-460** may be steps comprising the “create OVI” step **408** in **FIG. 4A**.

15 [065] At step **450**, the current location of the electronic device displaying the map-displayed application, may be obtained (e.g. via the use of GPS navigation, cellular phone triangulation, etc.) In an alternate embodiment, the geographic location of a MO on the map (e.g. the MO at the center of the map) may be considered to be the current location.

20 [066] At step **452**, the location of the MO (identified at step **412** and determined to not be within the visible area of the map of the map-display application at step **404** of **FIG. 4A**), may be determined.

[067] At step **454**, a vector from the current location determined at step **450** to the location of the MO determined at step **452**, may be computed. The vector (e.g. an arrow) may represent the direction and distance between the current location and the location of the MO.

[068] At step **456**, the travel distance between the current location determined at step **450** and the location of the MO determined at step **452**, may be computed. The algorithm for computing the travel distance may be based on the medium of travel (i.e. by foot, car, etc.), the optimal choosing of roads, user preferences, etc.

5 [069] At step **458**, the travel time between the current location determined at step **450** and the location of the MO determined at step **452**, may be computed. The algorithm for computing the travel time may be based on the medium of travel, the optimal choosing of roads, user preferences, traffic and weather conditions, etc.

10 [070] At step **460**, the placement of the OVI on the map-display application may be determined. Please refer to **FIGs. 3A-3C** for a more complete discussion of various embodiments for placing an OVI in a map-display application.

[071] **FIGs. 5A** and **5B** are generalized block diagrams illustrating displaying object vector indicators (“OVI”) in GPS navigation devices, according to one embodiment of the present invention. GPS navigation devices (e.g. used in car navigation) may display way-points
15 (“WP”) or points-of-interest (“POI”) collectively referred to herein as map-objects (“MO”).

[072] In the prior art, only MOs within the bounds of a visible portion of a map are displayed. MOs outside the bounds of the visible portion of the map are not displayed. A MO that is the next way-point or destination in travel directions, may be referenced. For example, referring to **FIG. 5A**, a GPS navigation device **500** may display a visible area of a map **508**
20 in a map-display application **506**. A direction-indicator **507A** and a distance indicator **507b** may reference the next MO along a travel route. However, no other MOs are referenced, in the prior art.

[073] In one preferred embodiment of this invention, OVIs **512**, **514** and **516** may be displayed by the map-display application **506**, referencing MOs which are outside the area
25 of the map **508** visible to the user through the map-display application **506**. The OVI **512** may display information referencing a MO “*l*” outside the visible area of the map **508**. The

OVI **512** may indicate the direction of the MO it references (e.g. via an arrow), the distance to the MO (e.g. “700 *ft*”) and the travel time to the MO (e.g. “5 *min.*”)

5 [074] In an alternate preferred embodiment, an OVI may display a symbol indicating the nature of the MO it references, along with other relevant information, such as the distance, etc. For example, the OVI **514** may include a prominent symbol related to eating—such as a knife and fork—commonly used in road signs to indicate a restaurant. The OVI **516** may display a prominent symbol of a gas station, indicating a refueling station.

10 [075] The distance indicators in the OVIs **512**, **514** and **516** may be measured from the current location of the vehicle/user, commonly indicated by a symbol **510** on the map **508**. In response to a change in the location of the vehicle/user, the positioning of the OVIs **512**, **514** and **516**, and information the OVIs contain (e.g. distance), may change. The OVIs **512**, **514** and **516** may be displayed on the periphery of the map-display application **506**. In one embodiment, the map-display application **506** may contain a physical border **502** (i.e. the physical edge of the display) and a display-border **504** (i.e. the edges of the visible area of the map **508**.) The OVIs **512**, **514** and **516** may be displayed overlaying the display-border **504** (i.e. extending farther towards the physical border **502** than the visible area of the map **508**, which may be confined to within the border **504**.) In alternate embodiments, the OVIs may be displayed in various other ways, as illustrated and discussed in **FIGs. 3A-3C**.

20 [076] Referring now to **FIG. 5B**, a GPS navigation device **550** may display a graphic **570**, which may correlate to a physical map, from the perspective of a driver. In prior art, a MO **571** (e.g. a location marker with a symbol for a restaurant) may be displayed by the graphic **570**, representing the approximate location of the MO, from the perspective of the viewer (i.e. the driver.) The MO **570** must be within the field-of-view of the user (i.e. driver) albeit at a certain distance (i.e. down-the-road.)

25 [077] In the present embodiment, OVIs **558** and **560** may be displayed by a map-display application **556**, to indicate MOs not visible on the graphic **570** (i.e. outside the field-of-view of the user/driver.). The placement of OVIs may be computed such that, from the

perspective of the user/viewer/driver, the top of the display frame **552** may be considered "in front"; the left and right sides of the display frame **552** may be considered "left of" and "right of", respectively; and the bottom of the display frame **552** may be considered "behind".

[078] As a vehicle that may be associated with the GPS navigation device **550**, in this example, moves and its own position is recomputed, the OVIs **558** and **560** may be repositioned accordingly. In this example, the OVI "1" **558**, positioned along the right side of the display border **552**, may indicate its referenced MO is to the right of the vehicle (i.e. of the GPS navigation device **550**), outside the user/viewer/driver's field-of-view. Information associated with the OVI **558** (e.g. direction, distance, time-of-arrival, etc.) may be displayed inside of—or in close proximity to—the OVI **558**. Similarly, the OVI "2" **560**, positioned left-of-center along the top of the display border **552**, may indicate the MO (e.g. gas station) the OVI "2" **560** references is to-the-left of the vehicle (i.e. of the GPS navigation device **550**).

[079] In alternate embodiments other methods of displaying OVIs in GPS navigation units may be employed. OVIs may bear different shapes, colors, move in different directions, contain various different information, etc.

[080] **FIGs. 6A** and **6B** are generalized block diagrams illustrating displaying and utilizing OVIs to move around a map (i.e. pan a map), according to one embodiment of the present invention. Electronic devices, displaying digital maps, commonly allow a user to interface with the map via inputs (e.g. a touch screen, a computer mouse, a keyboard, buttons, voice interface, etc.)

[081] In the presently-preferred embodiment, a MO (e.g. a location marker) which is visible to the user on a region of a map, may alter its form to an OVI, referencing the MO, in response to a shift (e.g. a pan) of the region of the map, such that the MO is no longer visible on the region of the map. For example, a location marker may be displayed on a region of a map. The region of the map may shift right, in response to a user's panning the map to the left. The location marker may shift right with the rest of the region of the map, maintaining

its geographic position. Once the region of the map has shifted right sufficiently for the location marker to become invisible to the user, the location marker may be replaced with an OVI, referencing the theoretical position of the location marker (now invisible to the user.)

- [082] Referring to FIG. 6A, a map-display application 600, running on an electronic device (e.g. a computer, personal digital assistant, cellular phone, GPS navigation unit, etc.) may display a map region 602a. The map region 602a may include one or more location markers, such as a location marker "2" 604a. The map-display application may display one or more OVIs, referencing map objects ("MO") that are not visible to the user of the map-display application 600.
- 10 [083] In this example, an OVI 608, displayed South/South-East of the location marker "2" 604a, on the periphery of the map region 602a, may contain the information "3, 2 mi, 20 min", referencing a location marker labeled "3" which is 2 miles and a 20 minute travel time, due South/South-East of the location marker "2" 604a. Similarly, an OVI 606a, displayed East of the location marker "2" 604a, on the periphery of the map region 602a, may contain
- 15 the information "1, 500ft, 3 min", referencing a location marker labeled "1" which is 500 feet and a 3-minute travel time, due East of the location marker "2" 604a.

- [084] In the presently-preferred embodiment, the user may use an input device (e.g. the illustrated "hand/finger" 610, a stylus, a button, a keyboard, a mouse, voice instructions, etc) to select an OVI. Selecting an OVI may cause the map region displayed in the map-display application 600 to pan such that the selected OVI is visible in the new map region displayed.
- 20 In another preferred embodiment, the new map region may be displayed (i.e. panned to) such that the geographic location indicated by the OVI selected is centered in the new map region displayed. In alternate embodiments, selecting an OVI may pan and zoom a map such that the visible map region includes both the originally-centered location marker and the newly-
- 25 selected location marker, referenced by the selected OVI.

[085] In this example, selecting the OVI "1" 606a may cause the map region 602a and the OVIs 606a and 608, displayed by the map-display application 600, to change. Referring now

to **FIG. 6B**, in response to the user's selecting (e.g. by clicking on) the OVI "1" **606a**, the original map region **602a**, displayed by the map-display application **600**, may be panned to form a map region **602b**. The map region **602b** may be centered around the location marker "1" **606b**. The location marker "1" **606b** may have taken the form of the OVI "1" **606a** while outside of the map region **602a**.

[086] Accordingly, the location marker "2" **604a**. (see **FIG. 6A**), not visible on the map region **602b**, may be referenced by a new OVI "2" **604b**, indicating the invisible location marker "2" is 500ft and a 3-minute-travel time due West from the visible location marker "1" **606b**.

10 [087] When the location maker "1" **606b** becomes at the center of the map region **602b**, the position OVI "3" **608** and information it contains, may change. In **FIG. 6A**, while the location marker "2" **604a** was at the center of the map region **602a**, the OVI "3" **608** displayed a distance of 2 miles, a travel time of 20 minutes and a direction vector of South/South-East. Referring back to **FIG. 6B**, with the geographic shift (from the map region **602a** to the map region **602b**) of 500 feet due West from the location marker "2" **604a**, to the location marker "1" **606b** being at the center of the new map region **602b**, the information displayed by the OVI "3" **608** may be change. The OVI "3" **608** may now display a new distance of 2.1 miles, a new travel-time of 21 minutes and a direction vector of South/South-West.

20 [088] Please note that in this example, the travel-time differences are illustrated as being dependent strictly on vector geometry, whereas in a real implementation of the presently-preferred embodiment of this invention, travel time may vary and be calibrated according to road conditions, traffic patterns, etc.

25 [089] The panning of a map to display a location marker at the map's center, referenced by a selected OVI, may be accomplished in various ways in different embodiments. In one possible embodiment, the map may instantaneously change from displaying the "original map", with the original location marker at its center, to displaying the "new map", with the

location marker referenced by the OVI selected, at the center of the new map. In alternate embodiments, the transition of the map regions displayed may be slowed down and/or animated (please see further discussion of these embodiments in **FIGs. 8A-8C and 9A-9C.**)

5 [090] **FIG. 7** is a generalized block diagram illustrating displaying object vector indicators (“OVI”) on a directions map, according to one embodiment of the present invention. A map display application **700** (e.g. an internet browser), on a computing device (e.g. a personal computer, a personal digital assistant, a cellular phone, etc.) may display a visible area of a map **750**. The visible area of a map **750** may represent a portion of a larger virtual map—while the larger virtual map (e.g. the entire globe) may remain invisible to the user, its
10 portion comprising the visible area of a map **750**, may be visible to the user. The visible area of the map **750** may include one or more MOs visible to the user. The map-display application **700** may also include references to MOs outside a visible area of a map **750**.

[091] In prior art, a user may request, from a mapping service, travel directions between two points. In response to the user request, the map-display application **700** may display a list
15 of travel directions **752**. The list **752** may include way-points **702a**, **702b**, **702c**, **702d** and **702e**. The visible area of the map **750** may not include all the way-points. For example, the zoom-level may be such that only one way-point “3” **702c** may be included in the visible area of the map **750**. The included way-point “3” **702c** may be displayed as MO “3” **754**. In prior art, way-points not included in the visible area of the map **750** may not be graphically
20 indicated to the user in conjunction with the visible area of the map **750**.

[092] In the presently-preferred embodiment, the way-points **702a**, **702b**, **702d** and **702e**, whose geographic location may be outside the visible area of the map **750**, may be referenced by OVIs **756a**, **756b**, **756d** and **756e**, respectively. The OVI “1” **756a**, positioned approximately North/North-West of the MO “3” **754**, may contain the information “0.9 miles
25 6 min”. This may indicate to the user that an imaginary MO “1”, corresponding to the way-point “1” **702a** “depart Sacramento St.”, is 0.9 miles and 6 minutes away from the way-point “3” **702c** “keep left and stay on Battery St.” displayed as the MO “3” **754** in the visible area of the map **750**.

5 [093] Similarly, the OVI “2” **756b**, positioned approximately North of the MO “3” **754**, may contain the information “*0.3 miles 2 min*”. This may indicate to the user that an imaginary MO “2”, corresponding to the way-point “2” **702b** “*Turn left onto Battery St.*”, is 0.3 miles and 2 minutes away from the way-point “3” **702c** “keep left and stay on Battery St.” displayed as the MO “3” **754** in the visible area of the map **750**. Similarly, the OVIs **756d** and **756e** may represent the direction and distance to the imaginary MOs on the map outside of the visible area of the map **750**, corresponding to the geographic locations of the way-points **702d** and **702e**, respectively.

10 [094] In response to a panning or zooming of the visible area of the map **750**, the way-points **702a**, **702b**, **702d** and **702e**, whose geographic location may now be within the bounds of the visible area of the map **750**, may be displayed as MOs. The way-points **702a**, **702b**, **702d** and **702e**, whose geographic location may remain outside the bounds of the visible area of the map **750**, may be displayed as OVIs, referencing the imaginary locations of the MOs corresponding to the way-points whose geographic location may not be within the bounds of
15 the visible area of the map **750**.

[095] In prior art, selecting a way-point from the list **752** may cause the visible area of the map **750** to change such that the way-point selected is displayed as a MO at the center of the new visible area of the map. In another preferred embodiment of the present invention, the selection of an OVI may cause the same effect as the selection of the way-point
20 corresponding to the OVI, in prior art—i.e. the visible area of the map **750** may change such that the MO corresponding to the selected OVI, is at the center of the new visible area of the map **750**. Other MOs which may no longer be within the bounds of the new visible area of the map **750**, may be referenced by new OVIs. Conversely, way-points previously outside the bounds of the visible area of the map **750** and previously represented by OVIs, which may
25 now be within the bounds of the new visible area of the map **750**, may now be represented by new MOs.

[096] FIGs. **8A**, **8B** and **8C** are generalized block diagrams illustrating displaying object vector indicators (“OVI”) and utilizing OVIs to pan around a map in an automated fashion,

according various embodiments of the present invention. In response to a user’s selection of an OVI, a map-display application may zoom and/or pan the map, transitioning the view from displaying an area including one location marker, to displaying an area including another location marker, referenced by the selected OVI.

5 **[097]** Referring to **FIG. 8A**, a map-display application **801** may display a map-region **802a** of a map **800**. The map **800** may be invisible to the user, except the area comprising the map-region **802a** (the cross-hatching in **FIGs. 8A-8C** signifies portions of the map **800** not visible to the user.) The dimensions of the map-region **802a** may be determined by the zoom level of the map-display application **801**, the dimensions of the map-display application **801**
10 etc. The map-region **802a** may be the only portion of the map **800** visible to the user, through the map-display application **801**. Other portions of the map **800**, outside of the map-region **802a**, may not be visible to the user. A location marker **810** located on a portion of the map **800** outside of the map-region **802a**, may not be visible to the user.

15 **[098]** A location marker “2” **806** may be displayed on the map-region **802a**, for example, to denote a way-point or landmark in the geographic location corresponding to the location of the location marker **806**. One or more remote location markers on the map **800** may not be visible to the user of the map-display application **801**. For example, the location marker “1” **810** may not be visible to the user.

20 **[099]** OVIs may be displayed in the map-display application **801**, indicating to the user the direction—as well as other relevant information, such as distance, travel time, etc.--of the location markers not visible (e.g. the location marker “1” **810**.)

25 **[100]** In prior art, the user viewing the map-region **802a** in the map-display application **801**, may not know the direction and distance to the invisible location marker “1” **810**. In order to bring the location marker “1” **810** into view in the map-display application **801**, the user has to (1) pan the map **800** in the general direction of the location marker **810** until the visible portion of the map **800** includes the location marker **810**, and/or (2) zoom out until the visible portion of the map **800** includes the location marker **810**, and/or (3) in the case of menu

referencing the location marker **810**, selecting the reference to the location marker **810** from the menu causing the portion of the map **800** including the location marker **810** to become visible in the map-display application **801**.

[101] In the presently-preferred embodiment, the user may select an OVI and in response, the map-display application may perform a series of autonomous steps. The user may select the OVI "1" **808** (e.g. by clicking on it with a pointing device, by touching it through a touch screen, via a voice instruction, etc.) In response, referring now to **FIG. 8B**, the map-display application **801** may zoom-out and/or pan the map **800**, such that the map-region **802b** (i.e. the portion of the map **800** displayed through map-display application **801**) may include both the location marker "2" **806** and the location marker "1" **810**. In an alternate embodiment, the map **800** may be zoomed and/or panned in such manner that the map-display application **801** may display a minimal map-region **820** of the map **800**, with the location markers **806** and **810** at its borders (the minimal map-region **820** may be defined as the smallest area of the map **800** inclusive of all location markers, i.e. **806** and **810**.)

[102] Referring now to **FIG. 8C**, the map-display application **801** may display a map-region **802c** of the map **800**. The map-region **802c** may include the location marker **810**. In one possible embodiment, the location marker **810** may be centered on the map-region **802c**. An OVI **812** may reference (i.e. point to and provide information including distance, travel time, etc.) the location marker "2" **806**. The location marker "2" **806** may be invisible in the map-display application **801** in **FIG. 8C**.

[103] Please note that the examples in **FIGs. 8A-8C** show three distinct states: a map showing one location marker and one OVI, a map showing both location markers and no OVIs, and a map showing the other location marker and another OVI, pointing to the first location marker. These three distinct states are used for illustrative purposes only. In a preferred implementation, more states may be possible and the transition from one state to the next may be gradual, animated and/or time-delayed. For example, a user clicking on an OVI on a map, containing a location marker, may cause the map to slowly zoom and/or pan until the location marker referenced by the OVI is visible, in addition to the first location

marker. The map may then proceed to zoom and/or pan such that the original location marker is no longer visible but is referenced by a new OVI, and the location marker referenced by the first OVI, is visible. **FIGs. 9A-9C** illustrate other methods of visual map transition in alternate embodiments.

5 **[104]** **FIGs. 9A, 9B, 9C, 9D** and **9E** are generalized block diagrams illustrating various methods for transitioning a region of a map displayed, in conjunctions with OVIs, to allow a user to visualize the path between location markers, according to various embodiments of the present invention. In response to a user's selection of an OVI, a map-display application may zoom and/or pan the map, transitioning the view from displaying a map-region
10 including one location marker, to displaying a map-region including another location marker, referenced by the selected OVI. The map-display application transition may follow various geographic routes and may automatically return to displaying the initial map-region.

15 **[105]** Referring to **FIG. 9A**, a map-display application **901** may display a map-region **910a** of a map **900**, which may be invisible to the user (the cross-hatching in **FIGs. 9A-9E** signifies portions of the map **900** not visible to the user through the map-display application **901**.) The map-display application **901** may contain a location marker "2" **902**, displayed overlaying the map-region **910a**, and an OVI "1" **904a**. The OVI **904a** may reference a remote location marker "1" **906**, outside the visible map-display region **910a**. The map **900** may be a street map, a satellite image or any other type of electronic map.

20 **[106]** In response to a user's input selecting the OVI **904a** (e.g. via a touch screen, via an electronic imputer device, via voice-activation, etc.) an automatic transition of the region of the map **900** displayed by the map-display application **901**, may be initiated. The transition may help the user visualize the geography and path from the location marker "2" **902** visible to the user, to the remote location marker "1" **906**, invisible to the user and referenced by the
25 OVI "1" **904a**.

[107] In one possible preferred embodiment, illustrated by sequence in **FIGs. 9A, 9B** and **9D**, the transition may be along a linear path. In this embodiment, the visible region of the

map **900**, shown in the map-display application **901**, may transition along a straight geographic path. In alternate embodiments, described in the sequence of **FIGs. 9A, 9C and 9D**, the transition may follow a street-path.

[108] Referring now to **FIG. 9B**, the map **900** may be transitioned through the map-display application **901** along a straight imaginary line **920a**, from the location marker "2" **902** to the location marker "1" **906**. Throughout the transition of the map **900**, the location marker "2" **902** and the location marker "1" **906**, remain known to the user (i.e. the user is aware of the locations of these location markers, whether or not they are visible on the portion of the map shown in the map-display application.) In a case where the transition causes the map-display application **901** to display a map-region **910b** which does not include the location markers, OVIs may be displayed. For example, the map-region **910b** does not include the location makers **902** and **906**, so an OVI **912b** may be displayed with information referencing the invisible location marker **902** and an OVI **904b** may be displayed with information referencing the invisible location marker **906**. The OVIs **904b** and **912b** may be displayed in a positioning aligning them with the imaginary line of transition **920a**.

[109] Referring now to **FIG. 9C**, in an alternate embodiment, the map **900** may be transitioned through the map-display application **901** along a path **920b** resembling real-life travel routes. For example, the path **920b** may follow a route recommended by a guidance service (e.g. a GPS navigation device, a mapping website enabled for computing and displaying directions, etc.) In various other embodiments, the user may be offered to choose from one or more alternative routes. The routes may be computed based on real-time road and traffic conditions, etc. The speed with which the map **900** is transitioned within the map-display application **901** may be animated to mimic real travel conditions. For example, the transitioning effect may be halted briefly when the path **920b** passes through a stop-sign or traffic light, etc.

[110] Throughout the transitioning effects described in **FIGs. 9B and 9C**, information displayed in the OVIs may be updated in real time. For example, referring to **FIG. 9C**, as the map **900** transitions left, simulating the user traveling right along the path **920b** (i.e. away

from the location marker **902**), the OVI “**2**” **912b** may display a changed direction, increased distance and increased travel-time with respect to the location marker “**2**” **902** the OVI “**2**” **912b** is referencing. Likewise, the OVI “**1**” **904b** may display a changed direction, decreased distance and decreased travel-time with respect to the location marker “**1**” **906** the OVI “**1**” **904b** is referencing.

[111] Please note that in these examples, the travel-time change may be affected by real-time road conditions, as well as the decreased distance. In addition, please note that a map said to be traveling in a certain direction is a figure of speech—one may imagine the map being static and the map-display application shifting its view of the map causing the region of the map displayed by the map-display application to transition.

[112] Referring now to **FIG. 9D**, the transition may end when a new map-region **910c**, containing the location marker “**1**” **906**, is displayed in the map-display application **901**. In the presently-preferred embodiment, the map-region **910c** may be selected from map **900** in such manner as to center around the location marker “**1**” **906**. The location marker “**2**” **902**, visible to the user in the map-region **910a** in **FIG. 9A**, may not be visible to the user in the map-region **910c**. The location marker “**2**” **902** may be referenced by an OVI “**2**” **912c**, providing the user with a visual indication of the distance from, direction to and travel-time to the invisible location maker “**2**” **902**.

[113] Referring now to **FIG. 9E**, in another embodiment, the user may be shown a simulation of travel from a visible location marker in a map-region, to an invisible location marker referenced by an OVI, and back to the original map-region showing the original location marker. For example, in a “glance mode”, a region of a map, containing one or more location markers, may be visible to the user through a map-display application. Also displayed by the map-display application may be one or more OVIs referencing location markers outside the visible region of the map. The user may select one of the OVIs, in response to which the map may automatically transition within the map-display application, shifting the view of the map towards the location marker referenced by the selected OVI, and, after a possible short pause, transitioning the map in reverse back to the original view.

One of the advantages of this embodiment is in giving the user a quick perspective on where another remote location marker is and how to get there, without permanently deviating from the current map view.

- [114] In this example, three phases of a map-display application are shown: a first phase where a first location marker is visible and a second location marker is not visible, and is referenced by an OVI; a second phase where neither location marker is visible and both location markers are visible by OVI; and a third phase where the first location marker is not visible and is referenced by an OVI, while the second location marker is visible. Please note that these three phases represent three arbitrary points in the transition of a map through a map-display application, and in a real-life implementation the transition may involve hundreds of phases, creating the illusion of a smooth, animated panning of a map along a travel route. In addition, please note that in this example the "travel direction" of the map is linear, whereas in other embodiments the map may transition along a travel route following streets and roads.
- [115] In the first phase, a map-display application **950a** may display a map-region **952a** of a map **940**. The map **940** may not be visible to the user other than its map-region **952a**, visible through the map-display application **950a**. The map-region **952a** may include a location marker "2" **962**, visible to the user. The map-region **952a** may include an OVI "1" **964**, referencing a location marker "1" **968**, not visible to the user through the map-display application **950a**.
- [116] In response to a user's selecting the OVI "1" **964**, an automatic map-display animation sequence may take place. The transition in the animation sequence may include one or more in-between map regions. In the second phase, the map-display application is designated **950b** and may include a different region of the map **940**, designated as a map-region **952b**. The map-region **952b** may include OVIs referencing the location markers **962** and **968**, not visible in the map-region **952b**.

[117] The third phase may illustrate the final state of the map-display application, designated as 950c. The map-display application **950b** may include a different region of the map **940**, designated as a map-region **952c**. The map-region **952c** may include an OVI "2" **966** referencing the location marker "2" **962**, not visible in the map-region **952c**. At the end
5 of the last phase (in this example the thirist phase) the animation sequence may reverse and the phases may be displayed in reverse order, with the last phase being the first phase where the map-display application was designated **950a** and displayed the map-region designated **952a**.

[118] In an alternate embodiment, a short pause may follow the last phase, prior to the
10 animation sequence being traversed in reverse order. In another alternate embodiment, no reverse traversing of phases may take place. For example, upon reaching the last phase a short pause may take place, in the original map-region may be displayed in the map-display application.

[119] While the invention has been described herein with reference to certain preferred
15 embodiments, these embodiments have been presented by way of example only, and not to limit the scope of the invention. Accordingly, the scope of the invention should be defined only in accordance with the claims that follow.

CLAIMS

What is claimed is:

- 5 **1.** A method for displaying object vector indicators ("OVI") referencing map-objects ("MO") on an electronic map, comprising:
 - providing an electronic device having a map-display application that is coupled to a mapping service and a display for displaying a selected area of the electronic map;
 - 10 determining that coordinates of the MO are within the selected area of the electronic map;
 - computing distance and travel-related information from a location within the selected area of the electronic map to the MO;
 - computing a placement position of an OVI referencing the MO on the map-
 - 15 display application;
 - creating the OVI containing the distance and travel-related information; and
 - displaying the OVI on the display at the computed placement position.
- 20 **2.** The method of claim 1, wherein the location within the selected area of the electronic map is the center of the selected area of the electronic map.
- 3.** The method of claim 1, wherein the location within the selected area of the electronic map is a location marker.
- 25 **4.** The method of claim 3, wherein the location marker is selected by the user.
- 5.** The method of claim 3, wherein the location marker is selected by the map-display application.

6. The method of claim 1, wherein the computing the placement position of the OVI step is repeated in response to a change in the position of the MO.
7. The method of claim 1, wherein the computing the placement position of the OVI
5 step is repeated in response to a change in the position of the electronic device.
8. The method of claim 1, wherein the computing the distance-and-travel information includes at least one of the following: an aerial distance to the MO, a travel distance to the MO, a visual indicator pointing in the direction of the MO, and an estimated travel-time to
10 the MO.
9. The method of claim 8, wherein the travel-distance to the MO is computed by selecting a travel route according to various user preferences and travel-route selection algorithms.
15
10. The method of claim 8, wherein the estimated travel-time to the MO is computed by selecting a travel route according to various user preferences and travel-route selection algorithms.
11. The method of claim 8, wherein the visual indicator is in the shape of an arrow.
20
12. The method of claim 1, wherein the computing distance-and-travel information step is repeated in response to a change in the position of the electronic device.
13. The method of claim 1, wherein the computing distance-and-travel information step is
25 repeated in response to a change in the position of the MO.
14. The method of claim 1, wherein the computing distance-and-travel information step and the computing the placement position of the OVI step are repeated in response to a
30 change in travel conditions.

15. The method of claim 1, wherein the computing distance-and-travel information step further comprises:
- obtaining the position of the electronic device;
 - 5 transmitting the position of the electronic device to a remote server; and
 - receiving from the remote server the distance-and-travel information.
16. The method of claim 1, wherein the mapping service resides on the internet.
- 10 17. The method of claim 1, wherein the electronic device is a GPS-enabled navigation unit.
18. A method of displaying information on an electronic map, comprising:
- receiving a list of map objects ("MOs");
 - 15 determining the geographic coordinates of the MOs; and
 - determining that the MOs are outside the bounds of an area of the map visible to a user;
 - creating a object vector indicator ("OVI") for each of the MOs; and
 - displaying the OVIs on the electronic map.
- 20 19. The method of claim 18, further comprising:
- altering the contents displayed by the electronic map by inputting at least one of: a zoom command, or a pan command.
- 25 20. The method of claim 18, wherein creating an OVI includes calculating a distance, a direction and a travel time from a point on the area of the map visible to the user, to the location of the MO.
21. The method of claim 20, wherein the point on the area of the map corresponds to a
- 30 second MO on the area of the map.

22. The method of claim **20**, wherein the point on the area of the map corresponds to the location of the electronic device.

5 **23.** A method for selecting information to display in an electronic map display application, comprising:

displaying a first portion of an electronic map generated by the electronic map display application;

displaying an object vector indicator (“OVI”);

10 receiving a user input;

determining that the user input is associated with the OVI;

determining a second portion of the electronic map; and

displaying the second portion of the electronic map by the electronic map display application.

15 **24.** The method of claim **23**, wherein the determining the second portion of the electronic map comprises:

determining a map object (“MO”) referenced by the OVI;

determining coordinates of the MO;

20 panning the electronic map such that the center of the electronic map corresponds approximately to the coordinates of the MO.

25. The method of claim **23**, wherein the displaying the second portion of the electronic map includes animation.

25 **26.** The method of claim **25**, wherein the animation includes panning the electronic map in small intervals along a travel route until the center of the electronic map corresponds approximately to the coordinates of the MO.

27. The method of claim 26, wherein the travel route spans a distance from a point on the first portion of the electronic map to the MO.

28. A method for creating and displaying an object vector indicator ("OVI") on an electronic map of a global navigation system ("GPS") device, comprising:
- a) providing the GPS device having a map display application that is coupled to a map-content service and a display for displaying a portion of the electronic map;
 - b) receiving coordinates of the GPS device;
 - 10 c) receiving information on a map-object ("MO");
 - d) determining coordinates of the MO from the received information;
 - e) determining a range of coordinates inclusive of the displayed portion of the electronic map;
 - f) calculating that the coordinates of the MO are not within the range of
 - 15 coordinates of the displayed portion of the electronic map;
 - g) creating the OVI to reference the MO;
 - h) calculating the placement of the OVI on the display; and
 - i) displaying the OVI on the display.

- 20 29. The method of claims 28, wherein the step of creating the OVI includes:
- calculating the direction, distance and travel-time from the position of the electronic device to the MO; and
 - including the calculated data in the OVI.

- 25 30. The method of claims 28, further comprising:
- changing at least one of: GPS coordinates of the GPS device; MO information; a zoom-level of the electronic map.

31. A system for providing information pertaining to a point-of-interest ("POI")
- 30 displayed in an area of an electronic map, comprising:

means for detecting a change in the displayed area of the electronic map;
means for receiving information on the POI;
means for determining a location of the POI;
means for determining that the location of the POI is outside the bounds of the
5 area of the electronic map;
means for computing distance-and-travel information to the POI;
means for creating an object vector indicator (“OVI”) that includes the
computed distance-and-travel information;
means for determining the position of the OVI; and
10 means for displaying the OVI.

32. The system in claim **31**, wherein the determining the position of the OVI further comprises:

means for determining a point on the area of the electronic map;
15 means for determining an imaginary line from the point to the location of the
POI; and
means for positioning the OVI on the periphery of the area of the electronic
map along the imaginary line.

20 **33.** The system in claim **31**, wherein the information associated with the location of the
POI resides in a database on the internet.

34. The system in claim **31**, wherein the information associated with the location of the
POI resides in a database on the electronic device.

25

30

ABSTRACT

[120] A mapping systems includes determining that a map object (“MO”) is outside the visible area of a map displayed; calculating the direction, distance and travel-time to the MO, creating an object vector indicator (“OVI”) and displaying the OVI on the map-display application. The OVI may be displayed on the periphery of the map-display and may be positioned in the general direction of the MO. The position of the electronic device is factored into the calculations and placement of the OVI.

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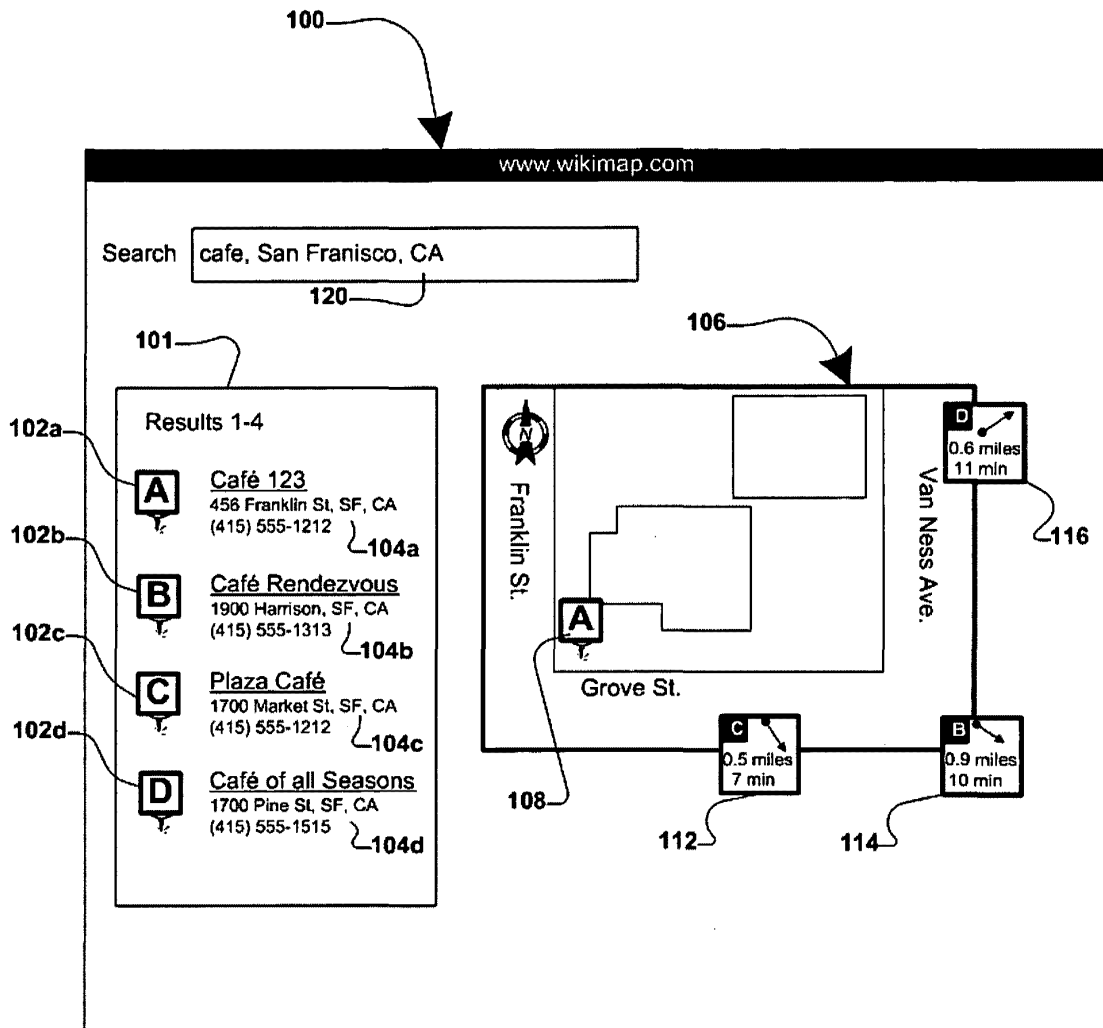


FIG. 1

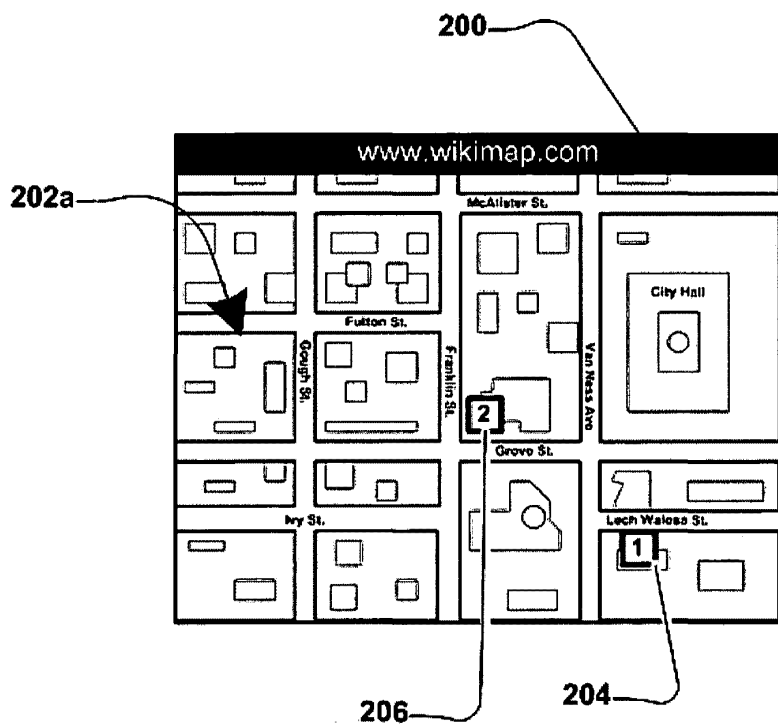


FIG. 2A

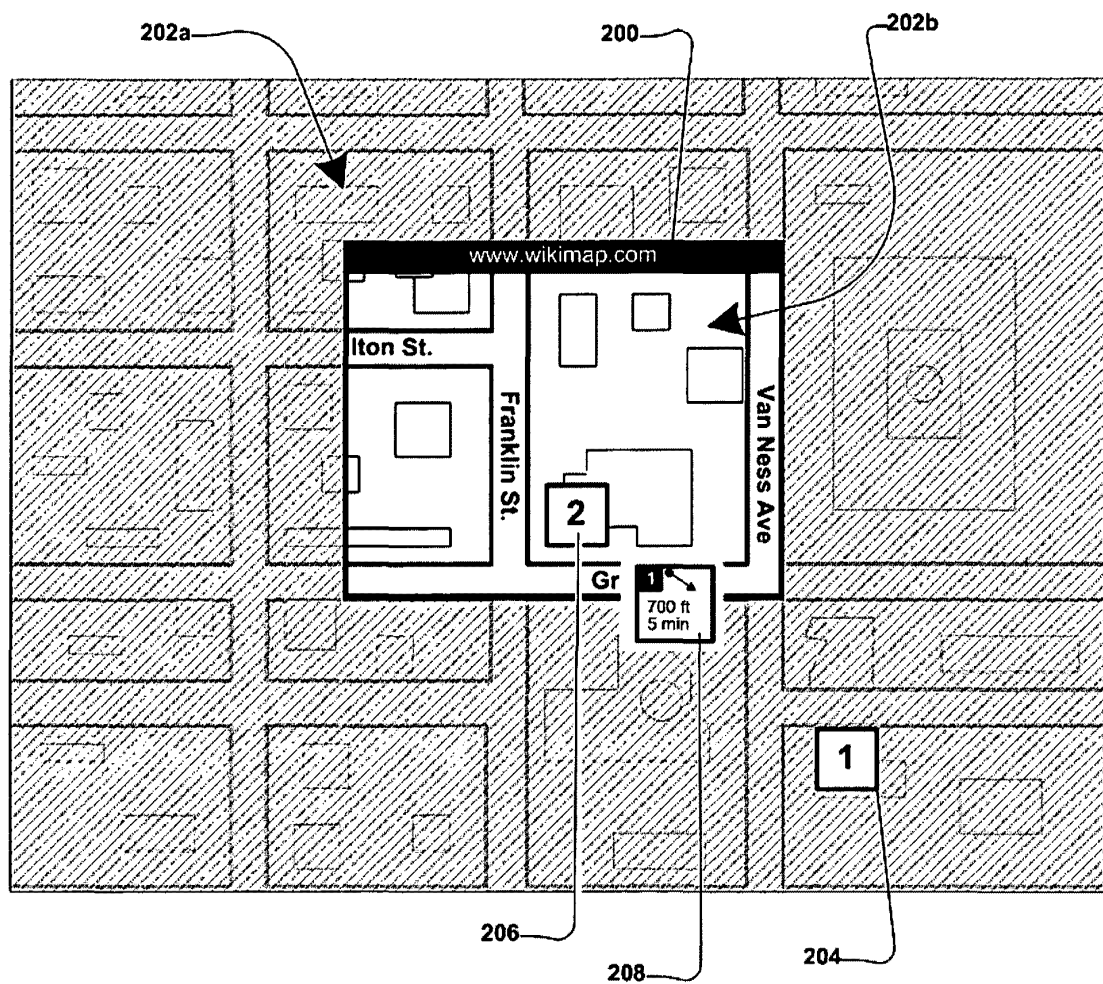


FIG. 2B

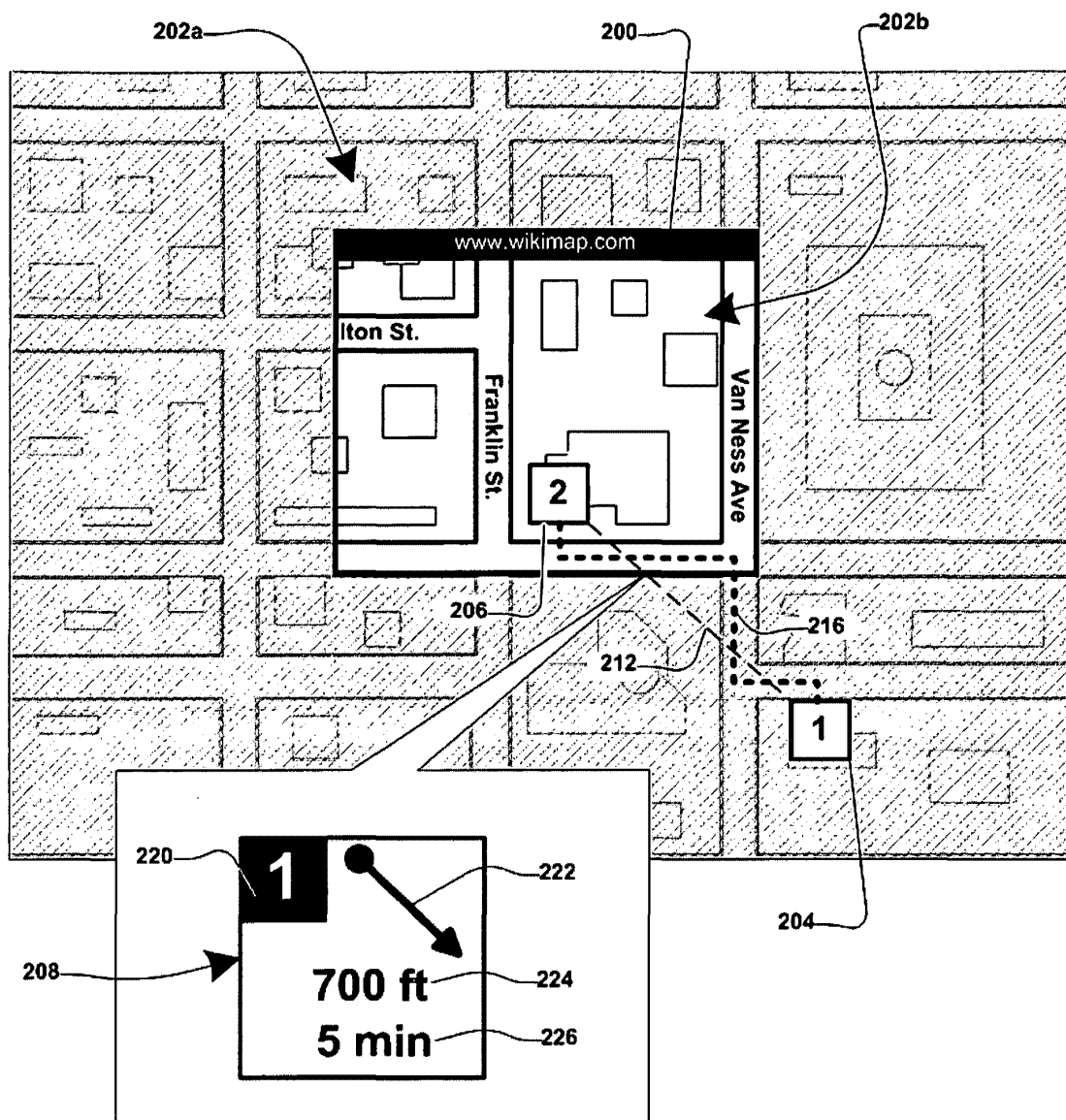


FIG. 2C

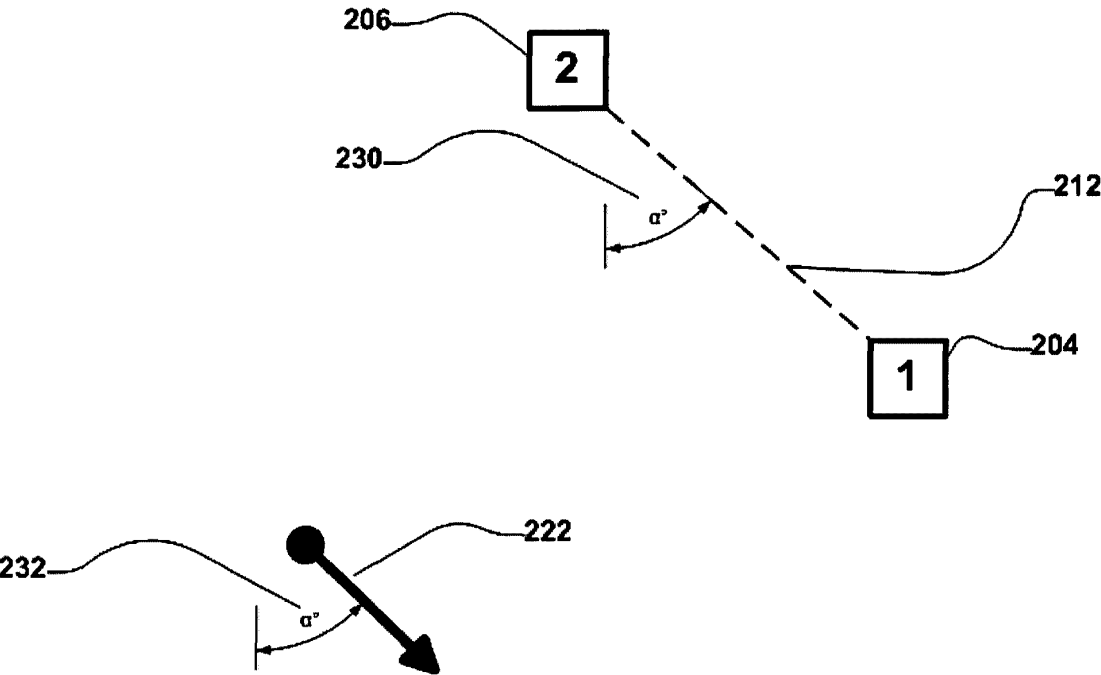


FIG. 2D

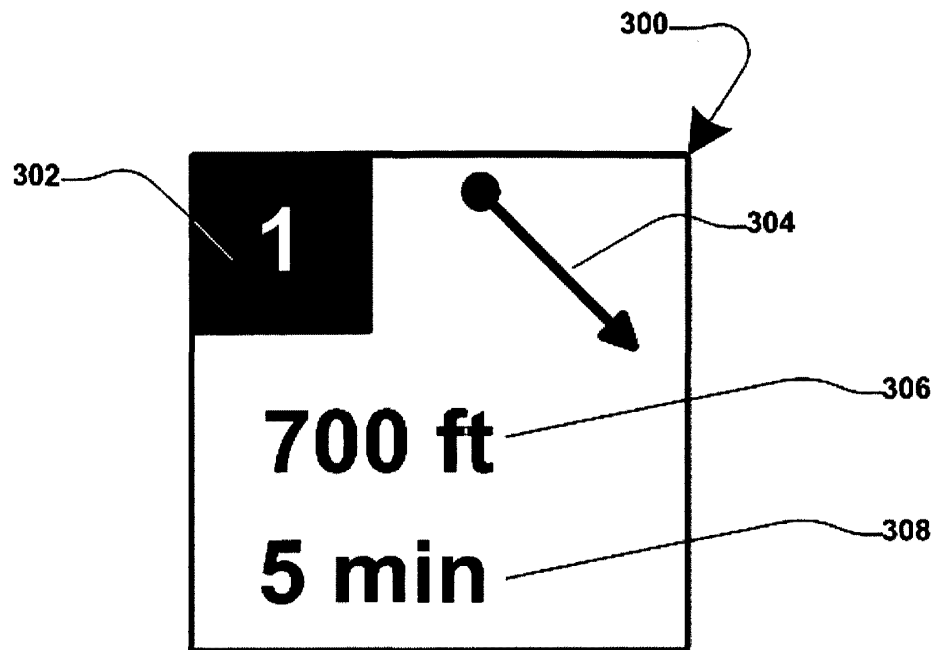


FIG. 3A





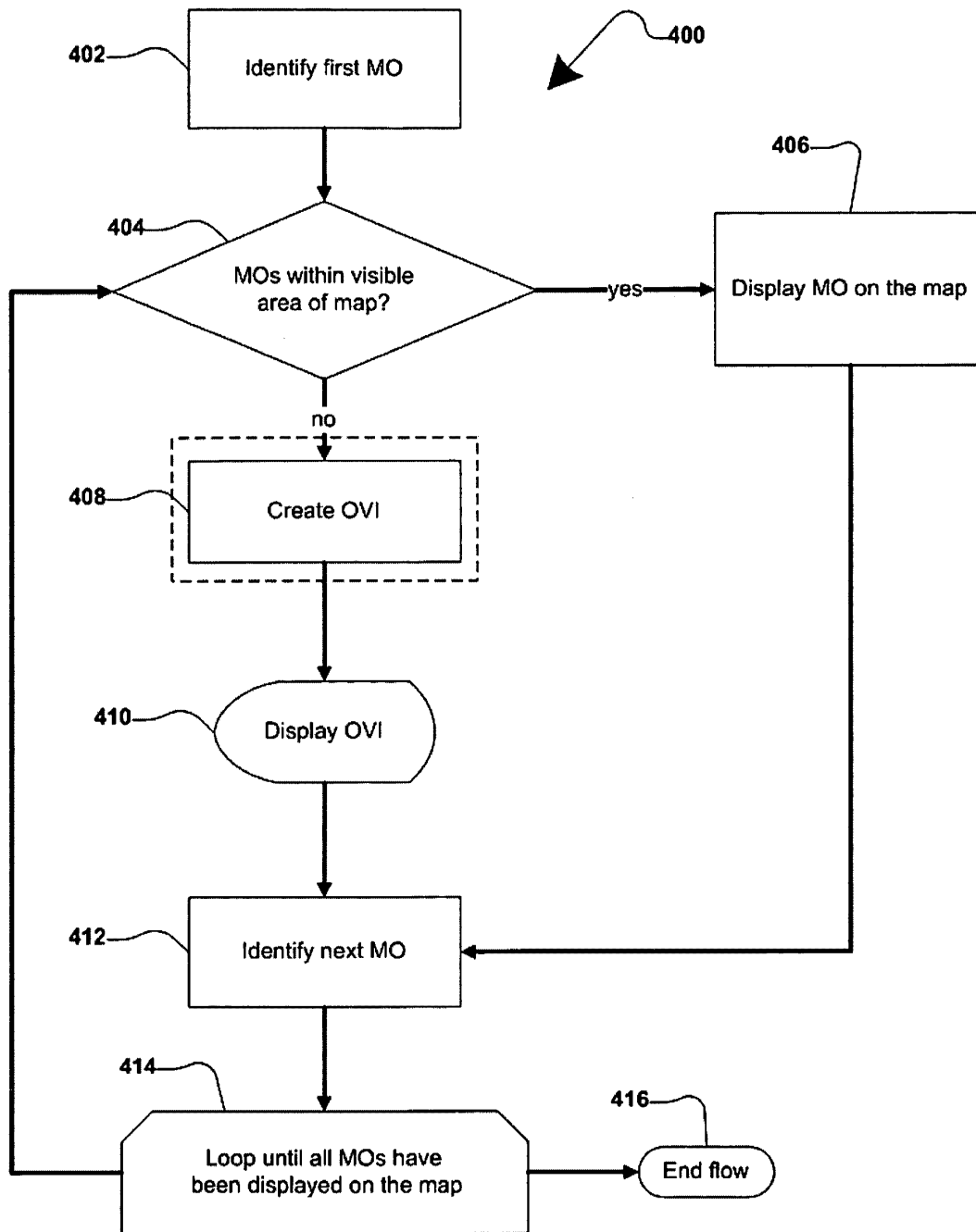


FIG. 4A

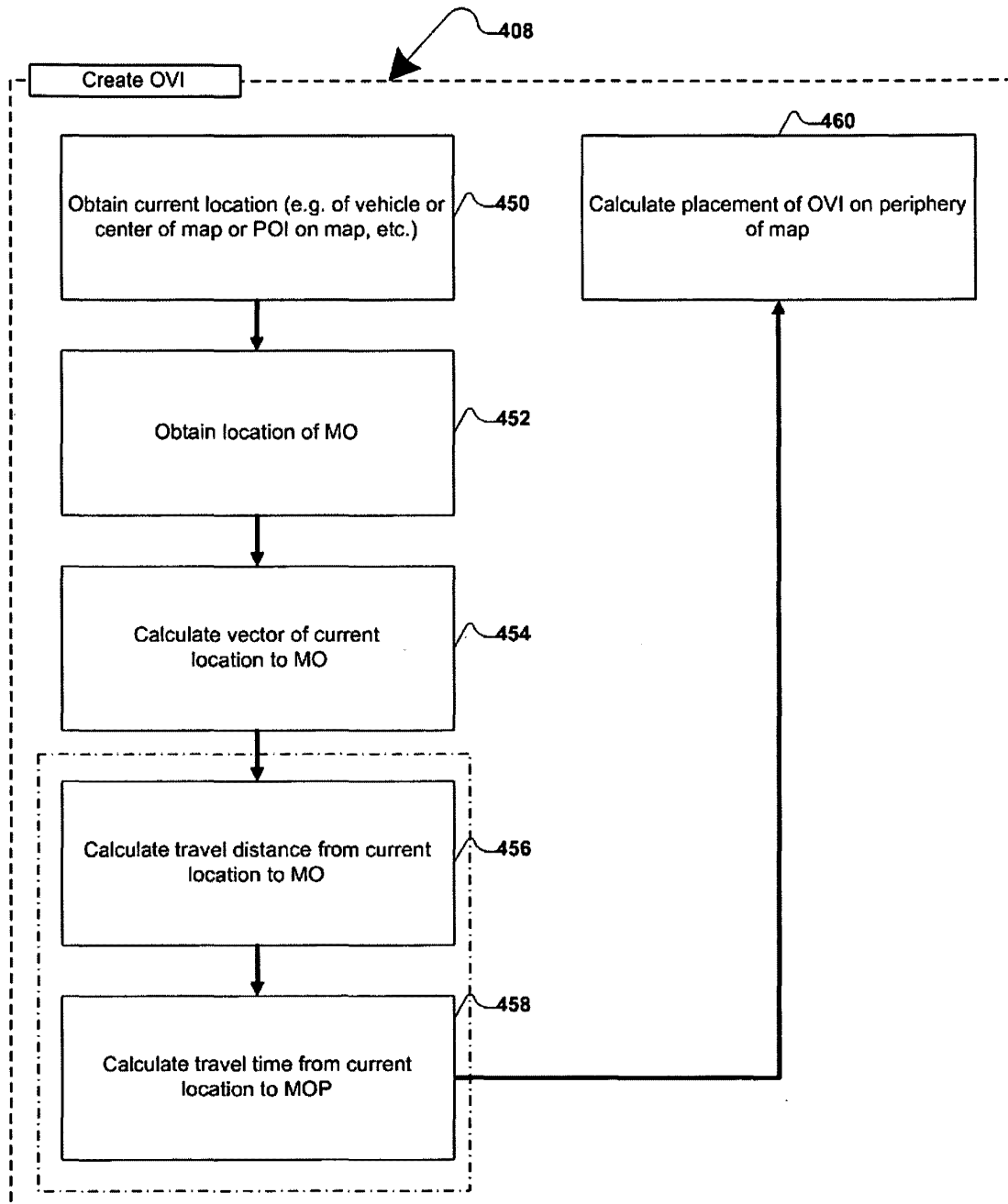


FIG. 4B

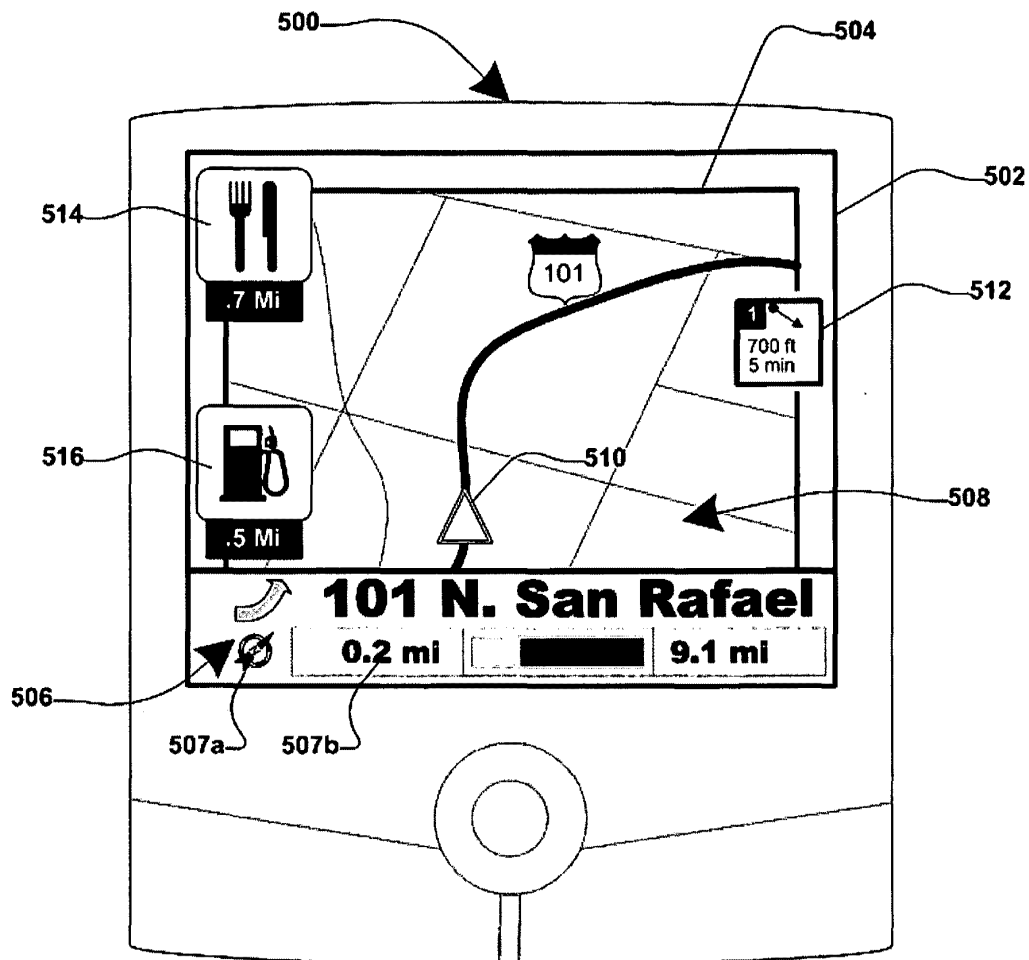


FIG. 5A

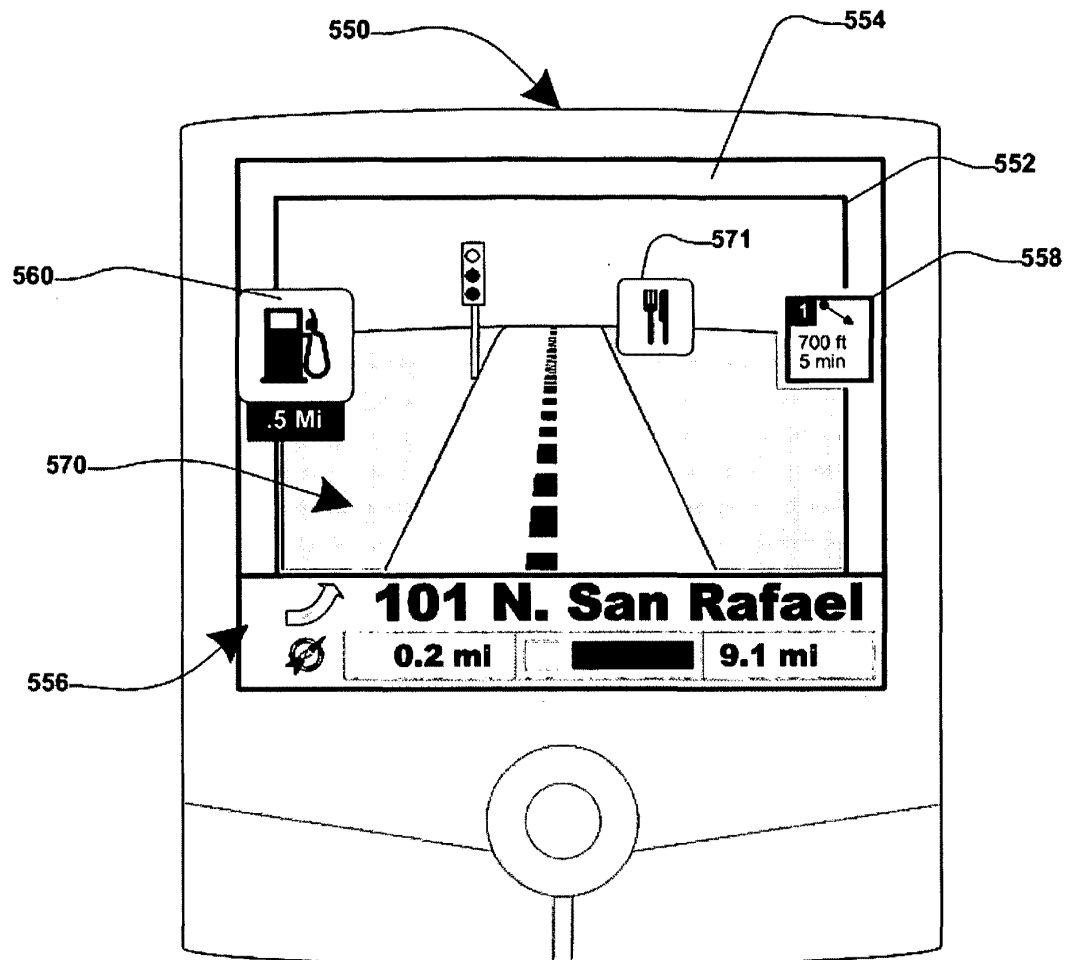


FIG. 5B

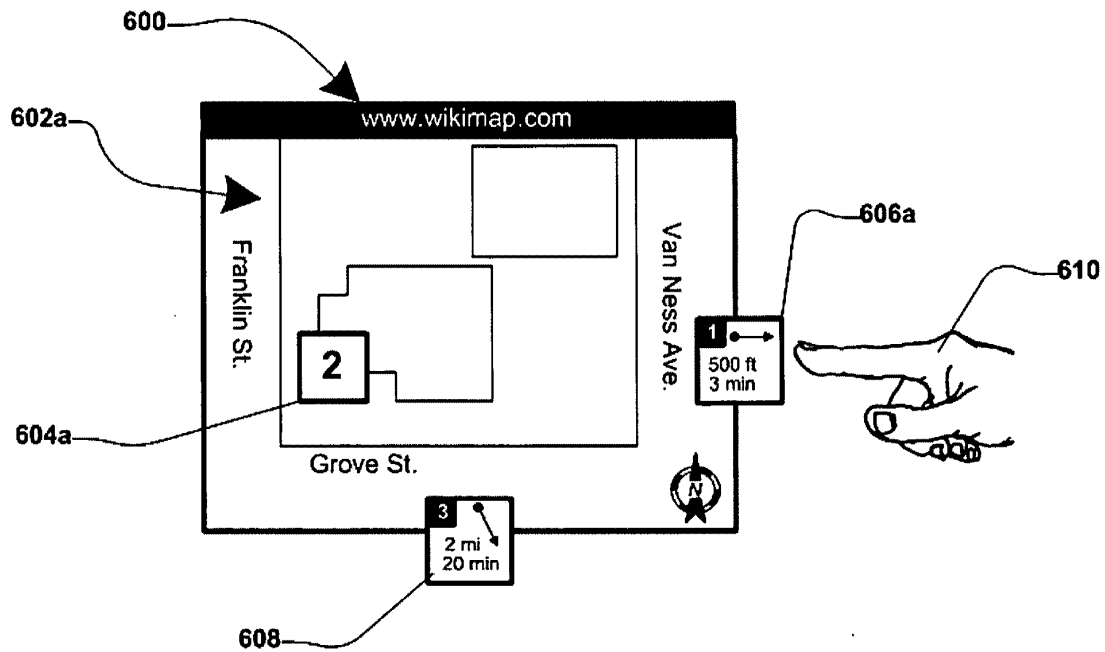


FIG. 6A

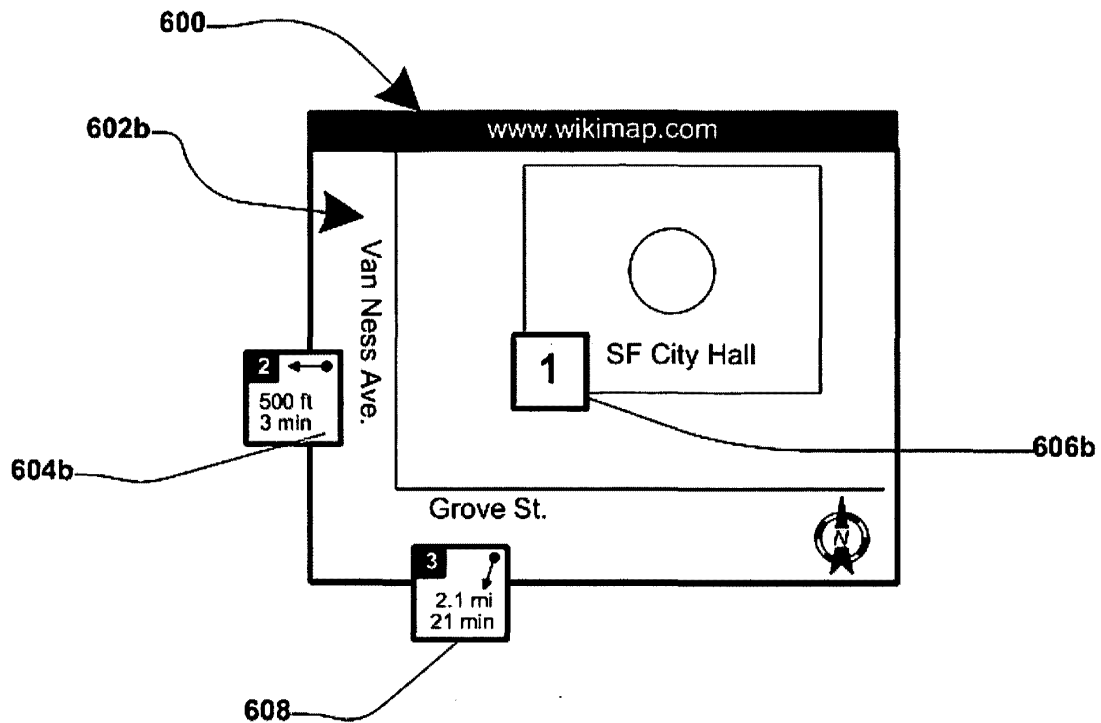


FIG. 6B

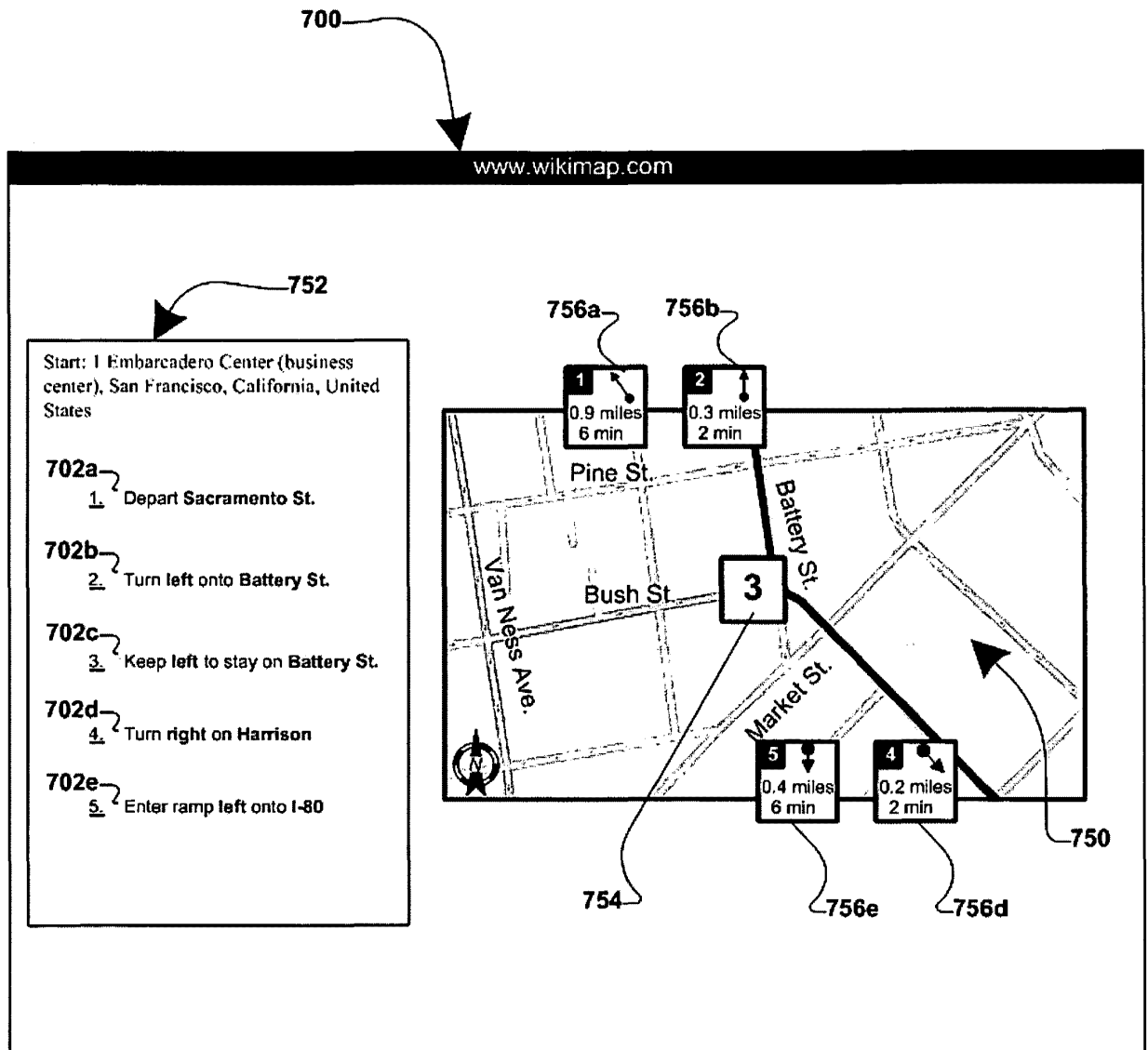


FIG. 7

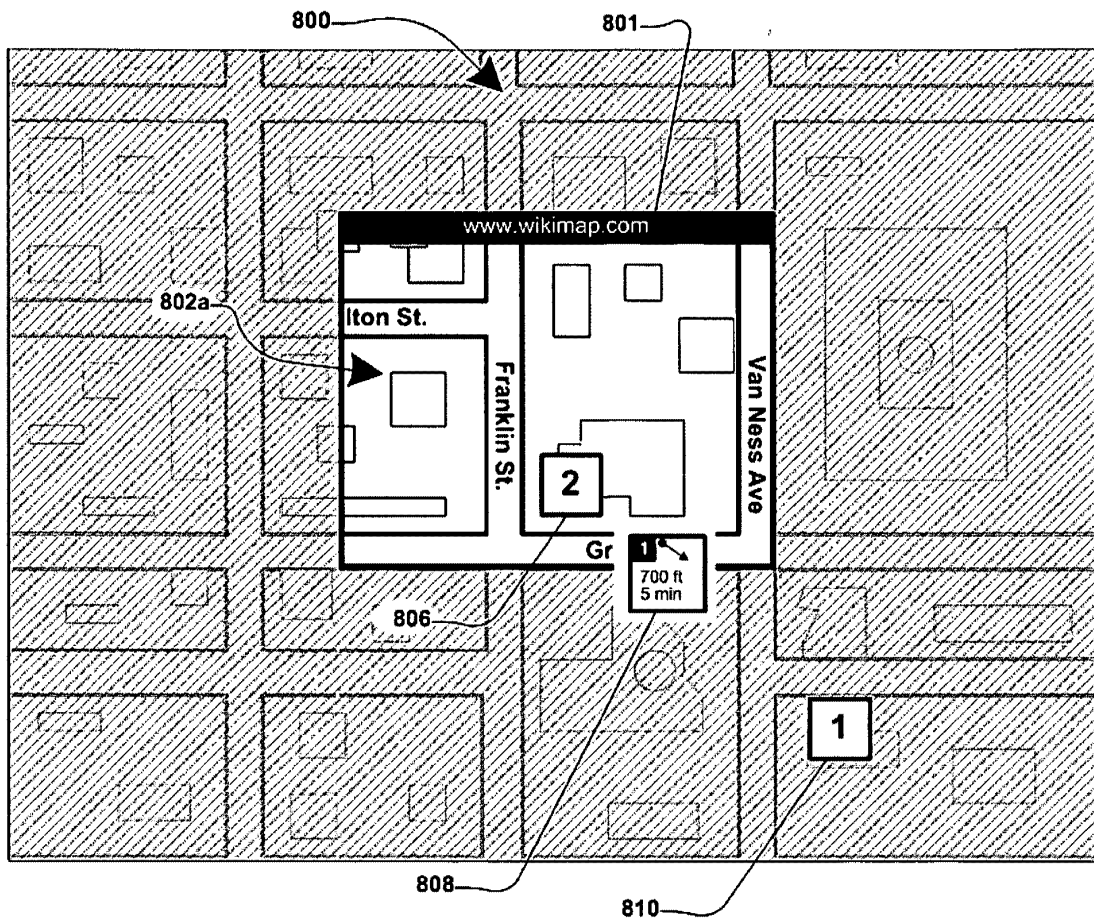


FIG. 8A

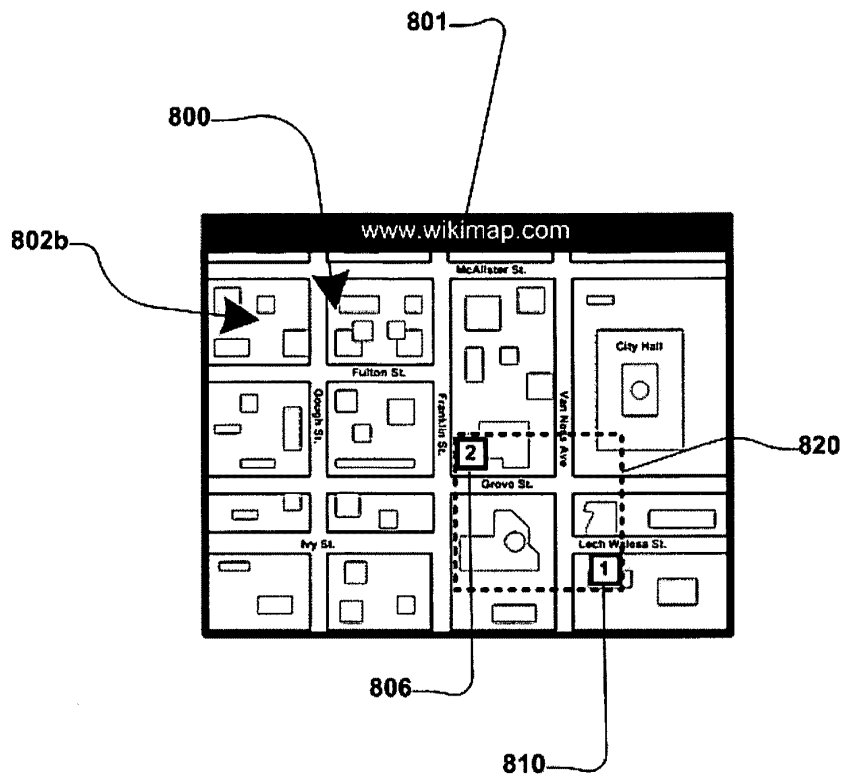


FIG. 8B

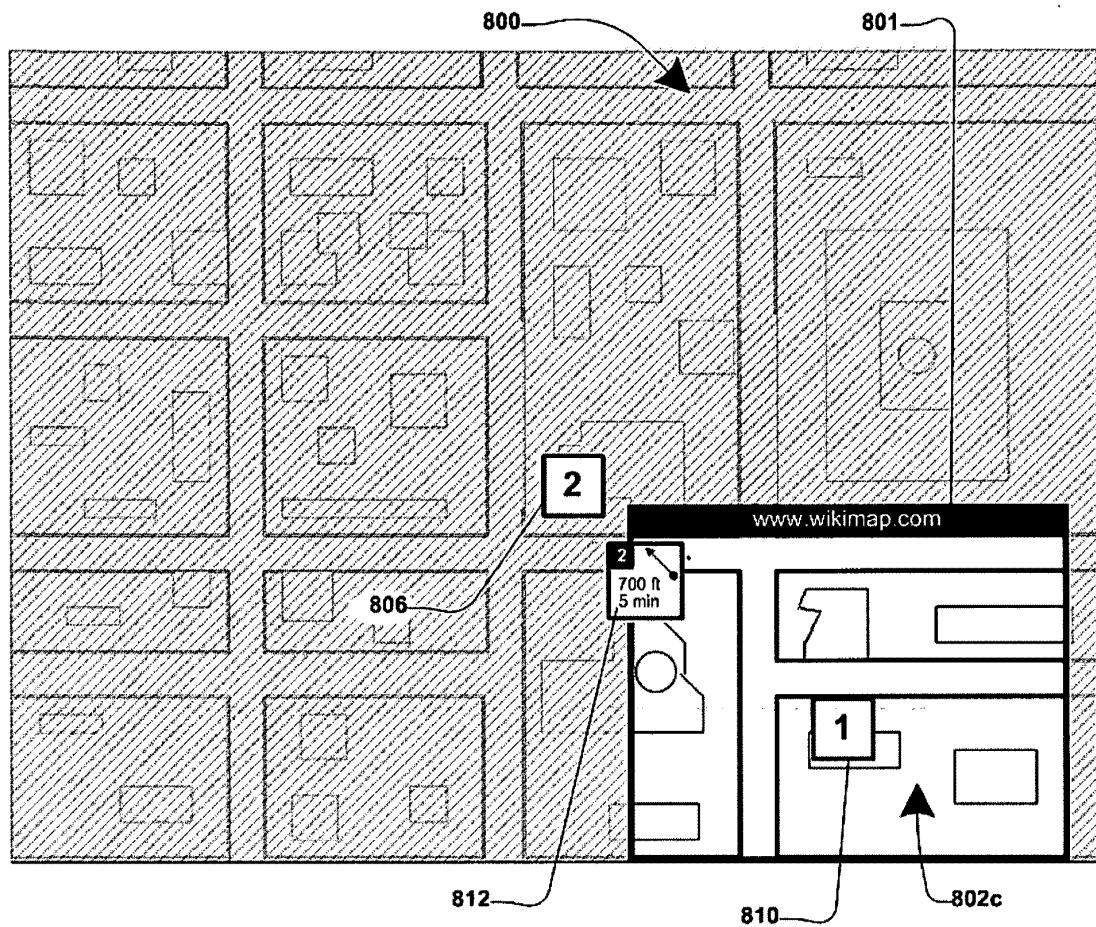


FIG. 8C

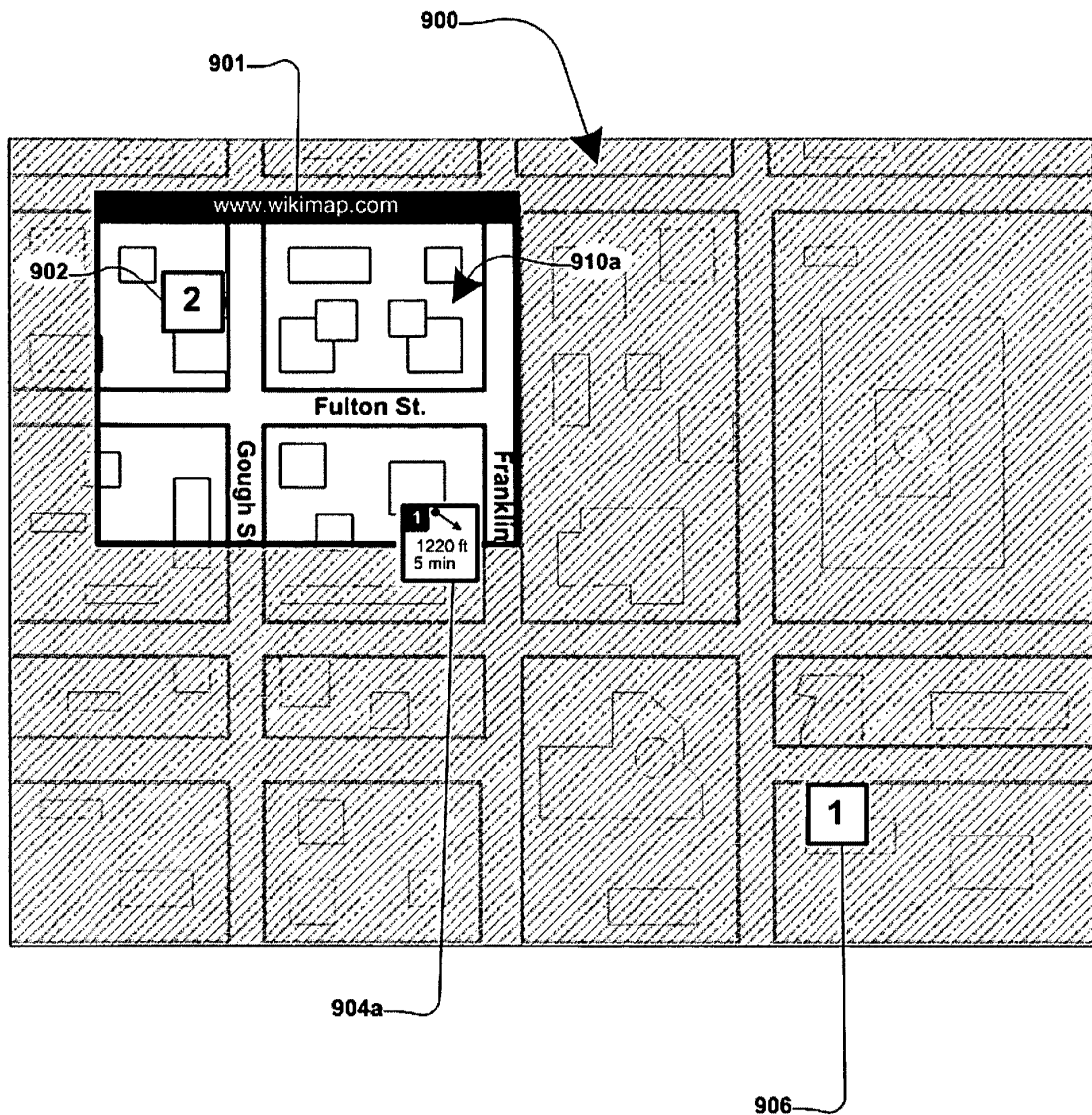


FIG. 9A





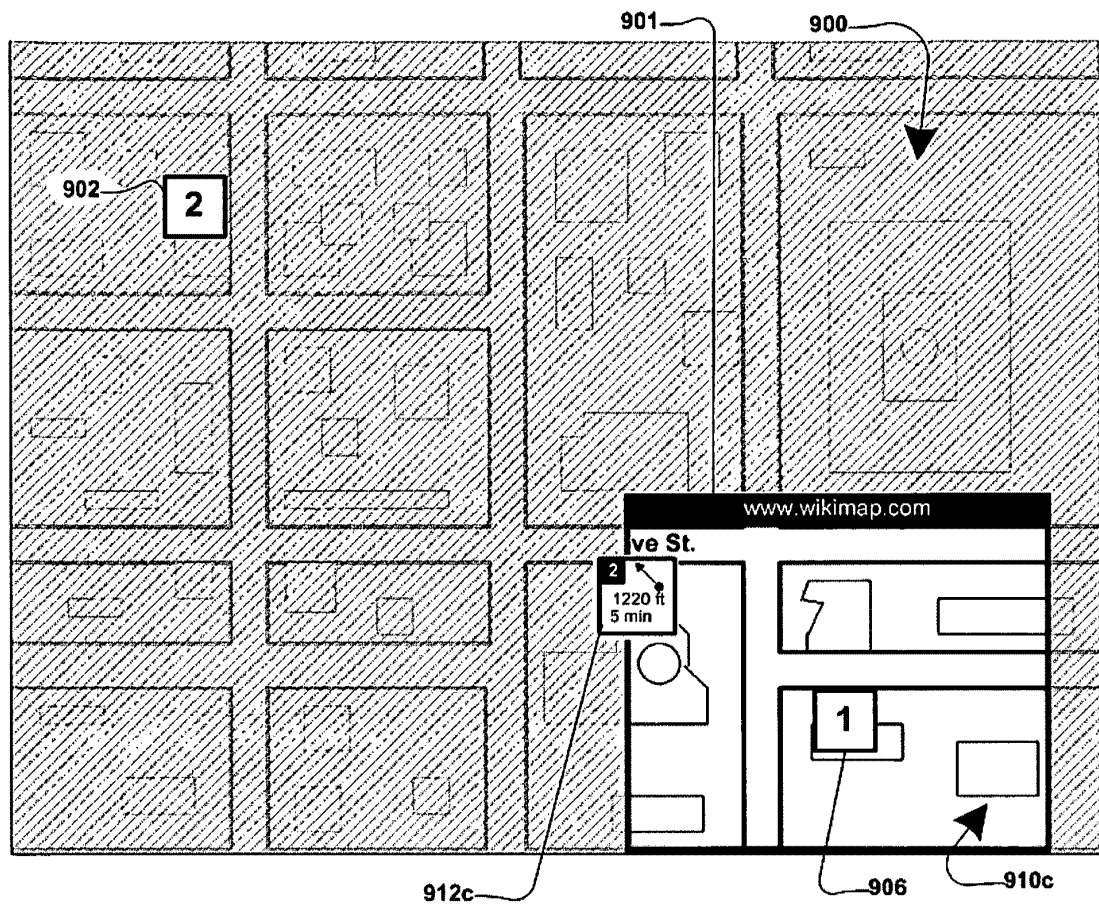


FIG. 9D



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**DECLARATION FOR UTILITY OR
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(37 CFR 1.63)**



Declaration
Submitted
With Initial
Filing

OR



Declaration
Submitted after Initial
Filing (surcharge
(37 CFR 1.16 (e))
required)

Attorney Docket
Number

WideWeke

First Named Inventor

Gabriel Jakobson

COMPLETE IF KNOWN

Application Number

Filing Date

Art Unit

Examiner Name

I hereby declare that:

Each inventor's residence, mailing address, and citizenship are as stated below next to their name.

I believe the inventor(s) named below to be the original and first inventor(s) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

Method and System for Displaying Navigation Information on an Electronic Map

(Title of the Invention)

the specification of which



is attached hereto

OR



was filed on (MM/DD/YYYY)

as United States Application Number or PCT International

Application Number

and was amended on (MM/DD/YYYY)

(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 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐



Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

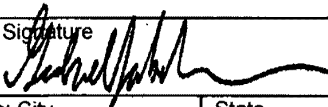
[Page 1 of 2]

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 21 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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NAME OF SOLE OR FIRST INVENTOR:		☐ A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any]) Gabriel		Family Name or Surname Jakobson	
Inventor's Signature 			Date 05/07/08
Residence: City Las Vegas	State NV	Country USA	Citizenship USA
Mailing Address 412 Proud Eagle Lane			
City Las Vegas	State NV	Zip 89144	Country USA
☐ Additional inventors or a legal representative are being named on the _____ supplemental sheet(s) PTO/SB/02A or 02LR attached hereto.			

[Page 2 of 2]

SCORE Placeholder Sheet for IFW Content

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Document Date: **05/08/2008**

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Form Revision Date: December 8, 2006

PATENT APPLICATION SERIAL NO. _____

**U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
FEE RECORD SHEET**

05/13/2008 SSITHIB1 00000031 12151827

01 FC:2011	155.00	OP
02 FC:2111	255.00	OP
03 FC:2311	105.00	OP
04 FC:2201	210.00	OP
05 FC:2202	350.00	OP

PTO-1556
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PATENT APPLICATION FEE DETERMINATION RECORD						Application or Docket Number 12151827			
Substitute for Form PTO-875									
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	\$155	N/A	\$310			
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A	\$255	N/A	\$510			
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	\$105	N/A	\$210			
TOTAL CLAIMS (37 CFR 1.16(i))	34 minus 20 = 14		X \$25 =	350	OR	X \$50 =			
INDEPENDENT CLAIMS (37 CFR 1.16(h))	5 minus 3 = 2		X \$105 =	210	OR	X \$210 =			
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 1.16(s).		\$130		OR	\$260			
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))			\$185		OR	\$370			
			TOTAL	1075	TOTAL				
* 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		OR OTHER THAN SMALL ENTITY	
AMENDMENT A	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 \$25 =		OR	X \$50 =		
Independent (37 CFR 1.16(h))	*	Minus ***	=	X \$105 =		OR	X \$210 =		
Application Size Fee (37 CFR 1.16(s))						OR			
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))				\$185		OR	\$370		
				TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE		
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY		OR OTHER THAN SMALL ENTITY	
AMENDMENT B	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 \$25 =		OR	X \$50 =		
Independent (37 CFR 1.16(h))	*	Minus ***	=	X \$105 =		OR	X \$210 =		
Application Size Fee (37 CFR 1.16(s))						OR			
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))				\$185		OR	\$370		
				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.