Doc Code: PET.POA.WDRW
Document Description: Request for withdrawal as attorney or agent

PTO/AIA/83 (04-13)
Approved for use through 03/31/2022. 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.

REQUEST FOR WITHDRAWAL AS ATTORNEY OR AGENT AND CHANGE OF CORRESPONDENCE ADDRESS

Application Number	15/950,019
Filing Date	April 10, 2018
First Named Inventor	Douglas L. Pittman
Art Unit	3621
Examiner Name	Hoar, Colleen A.
Practitioner Docket Number	00429.010-PA-USI-QPY

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

Please withdraw me as attorney or agent for the above-identified patent application, and

☐ all the practitioners of record;

☐ the practitioners (with registration numbers) of record listed on the attached paper(s); or

☒ the practitioners of record associated with Customer Number: 118664

NOTE: The immediately preceding box should only be marked when the practitioners were appointed using the listed Customer Number.

The reason(s) for this request are those described in 37 CFR:

☐ 11.116(a)(1) ☐ 11.116(a)(2) ☒ 11.116(a)(3)
☐ 11.116(b)(1) ☐ 11.116(b)(2) ☐ 11.116(b)(3)
☐ 11.116(b)(4) ☐ 11.116(b)(5) ☐ 11.116(b)(6)
☐ 11. 116(b)(7) Please explain below:

Certifications

Check each box below that is factually correct. WARNING: If a box is left unchecked, the request will likely not be approved.

1. ☒ I/We have given reasonable notice to the client, prior to the expiration of the response period, that the practitioner(s) intend to withdraw from employment.

2. ☒ I/We have delivered to the client or a duly authorized representative of the client all papers and property (including funds) to which the client is entitled.

3. ☒ I/We have notified the client of any responses that may be due and the time frame within which the client must respond.

Please provide an explanation, if necessary:

The Request filed on 3.16.2023, box 11.116(b)(3) was inadvertently check. The undersigned respectfully requests the Office to disregard this Request and replace with this Request filed on 3.01.23

A Federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with an information collection subject to the requirements of the Paperwork Reduction Act of 1995, unless the information collection has a currently valid OMB Control Number. The OMB Control Number for this information collection is 0651-0031. Public burden for this form is estimated to average 12 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the information collection. Send comments regarding this burden estimate or any other aspect of this information collection, including suggestions for reducing this burden to the Chief Administrative Officer, United States Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450 or email InformationCollection@uspto.gov. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

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Complete the following section only when the correspondence address will change. *Changes of address will only be accepted to an applicant.*

Change the correspondence address and direct all future correspondence to:

A. ■ The address of the applicant associated with Customer Number: 35471

OR

B. ☐ Applicant

Address

City	State	Zip	Country

Telephone	Email

I am authorized to sign on behalf of myself and all withdrawing practitioners.

Signature / Yuri L. Eliezer /

Name Yuri L. Eliezer Registration No. 63,402

Address 2870 Peachtree Road #512

City Atlanta	State GA	Zip 30305	Country US

Date March 31, 2023 Telephone No. 404.537.3686

NOTE: Withdrawal is effective when approved rather than when received.

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Privacy Act Statement

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

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	BoardActive Corporation	Examiner:	Hoar, Colleen A.
Serial No.:	15/950,019	Confirmation No.:	8156
Filed:	April 10, 2018	Docket:	00429.010-PA-USI-QPY
Title:	**PLATFORM FOR LOCATION AND TIME BASED ADVERTISING**		

Electronically Filed – March 31, 2023

COMMUNICATION

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

Attn: Commissioner for Patents:

The undersigned filed a Request for Withdrawal of Attorney on March 16, 2023 for the above-referenced application. Box 11.116(b)(3) was inadvertently checked and should have checked box **11.116(a)(3)**. Kindly disregard the Request filed on March 16, 2023 and replace with the corrected Request for Withdrawal submitted herewith. Therefore, we respectfully request that the Office disregard the Request filed on March 16, 2023.

Please charge any additional fees or credit any overpayment to Deposit Account No. 600647.

Respectfully submitted,

Date: March 31, 2023

/Yuri L. Eliezer/
Yuri L. Eliezer
Registration No. 63,402

BEKIARES ELIEZER LLP
2870 Peachtree Road #512
Atlanta, GA 30305
Telephone: 404.537.3669

118664
PATENT TRADEMARK OFFICE

Electronic Acknowledgement Receipt

EFS ID:	47777619
Application Number:	15950019
International Application Number:	
Confirmation Number:	8156
Title of Invention:	PLATFORM FOR LOCATION AND TIME BASED ADVERTISING
First Named Inventor/Applicant Name:	Douglas L. Pittman
Customer Number:	118664
Filer:	YURI ELIEZER/Merri Brami
Filer Authorized By:	YURI ELIEZER
Attorney Docket Number:	00429.010-PA-USI-QPY
Receipt Date:	31-MAR-2023
Filing Date:	10-APR-2018
Time Stamp:	21:28:25
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Request for withdrawal as attorney or agent	00429_010_Request_for_Withdrawal_as_Atty.pdf	714496 0445c9d0d7defb9406ed8aa8683c349b9bbcc7c5	no	3

Warnings:

Information:					
2	Miscellaneous Incoming Letter	00429_010_Communication.pdf	97183 e7b9cd2226b19bd4adb5fc9370c9a4353ffb9183	no	1
Warnings:					
Information:					
			Total Files Size (in bytes):	811679	

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

Doc Code: PET.POA.WDRW
Document Description: Request for withdrawal as attorney or agent

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REQUEST FOR WITHDRAWAL AS ATTORNEY OR AGENT AND CHANGE OF CORRESPONDENCE ADDRESS

Application Number	15/950,019
Filing Date	April 10, 2018
First Named Inventor	BoardActive Corporation
Art Unit	3621
Examiner Name	Hoar, Colleen A.
Practitioner Docket Number	00429.010-PA-USI-QPY

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

Please withdraw me as attorney or agent for the above-identified patent application, and

☐ all the practitioners of record;

☐ the practitioners (with registration numbers) of record listed on the attached paper(s); or

☒ the practitioners of record associated with Customer Number: 118664

NOTE: The immediately preceding box should only be marked when the practitioners were appointed using the listed Customer Number.

The reason(s) for this request are those described in 37 CFR:

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☐ 11. 116(b)(7) Please explain below:

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Check each box below that is factually correct. WARNING: If a box is left unchecked, the request will likely not be approved.

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Please provide an explanation, if necessary:

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A. ■ The address of the applicant associated with Customer Number: 35471

OR

B. ☐ Applicant

Address

City	State	Zip	Country

Telephone	Email

I am authorized to sign on behalf of myself and all withdrawing practitioners.

Signature / Yuri L. Eliezer /

Name Yuri L. Eliezer Registration No. 63,402

Address 2870 Peachtree Road #512

City Atlanta	State GA	Zip 30305	Country US

Date March 31, 2023 Telephone No. 404.537.3686

NOTE: Withdrawal is effective when approved rather than when received.

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

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether 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.
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	BoardActive Corporation	Examiner:	Hoar, Colleen A.
Serial No.:	15/950,019	Confirmation No.:	8156
Filed:	April 10, 2018	Docket:	00429.010-PA-USI-QPY
Title:	**PLATFORM FOR LOCATION AND TIME BASED ADVERTISING**		

Electronically Filed – March 31, 2023

COMMUNICATION

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

Attn: Commissioner for Patents:

The undersigned filed a Request for Withdrawal of Attorney on March 16, 2023 for the above-referenced application. Box 11.116(b)(3) was inadvertently checked and should have checked box **11.116(a)(3)**. Kindly disregard the Request filed on March 16, 2023 and replace with the corrected Request for Withdrawal submitted herewith. Therefore, we respectfully request that the Office disregard the Request filed on March 16, 2023.

Please charge any additional fees or credit any overpayment to Deposit Account No. 600647.

Respectfully submitted,

Date: March 31, 2023

/Yuri L. Eliezer/
Yuri L. Eliezer
Registration No. 63,402

BEKIARES ELIEZER LLP
2870 Peachtree Road #512
Atlanta, GA 30305
Telephone: 404.537.3669

118664
PATENT TRADEMARK OFFICE

Electronic Acknowledgement Receipt

EFS ID:	47776058
Application Number:	15950019
International Application Number:	
Confirmation Number:	8156
Title of Invention:	PLATFORM FOR LOCATION AND TIME BASED ADVERTISING
First Named Inventor/Applicant Name:	Douglas L. Pittman
Customer Number:	118664
Filer:	YURI ELIEZER/Merri Brami
Filer Authorized By:	YURI ELIEZER
Attorney Docket Number:	00429.010-PA-USI-QPY
Receipt Date:	31-MAR-2023
Filing Date:	10-APR-2018
Time Stamp:	16:26:54
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Request for withdrawal as attorney or agent	00429_010_Request_for_Withdrawal_as_Atty.pdf	709537 7224f535fabbb913ca68e2a8a91c9756afe25285	no	3

Warnings:

Information:					
2	Miscellaneous Incoming Letter	00429_010_Communication.pdf	97183 e7b9cd2226b19bd4adb5fc9370c9a4353ffb9183	no	1
Warnings:					
Information:					
			Total Files Size (in bytes):	806720	

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First Named Inventor	BoardActive Corporation
Art Unit	3621
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Address

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I am authorized to sign on behalf of myself and all withdrawing practitioners.

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Name Yuri L. Eliezer Registration No. 63,402

Address 2870 Peachtree Road #512

City Atlanta	State GA	Zip 30305	Country US

Date March 16, 2023 Telephone No. 404.537.3686

NOTE: Withdrawal is effective when approved rather than when received.

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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.

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PATENT AND TRADEMARK OFFICE

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ELECTRONIC ACKNOWLEDGEMENT RECEIPT

APPLICATION #	RECEIPT DATE / TIME	ATTORNEY DOCKET #
15/950,019	**03/16/2023 02:27:48 PM ET**	**00429.010-PA-USI-QPY**

Title of Invention

PLATFORM FOR LOCATION AND TIME BASED ADVERTISING

Application Information

APPLICATION TYPE	Utility - Nonprovisional Application under 35 USC 111(a)	PATENT #	10621620
CONFIRMATION #	8156	FILED BY	Merri Brami
PATENT CENTER #	61752690	FILING DATE	04/10/2018
CUSTOMER #	118664	FIRST NAMED INVENTOR	Douglas L. Pittman
CORRESPONDENCE ADDRESS	-	AUTHORIZED BY	Yuri Eliezer

Documents

TOTAL DOCUMENTS: 1

DOCUMENT	PAGES	DESCRIPTION	SIZE (KB)
00429_010_Request_for_Withdrawal_as_Atty.pdf	3	Request for withdrawal as attorney or agent	700 KB

Digest

DOCUMENT	MESSAGE DIGEST(SHA-512)
00429_010_Request_for_Withdrawal_as_Atty.pdf	E3611FEC410C4FBD25AE62C8AE465678AED73CD4241739296 8F7249942FF00EAA7A66FBD093DA28233A3EC33A4DA9974E9 CECDA745BE6DF92BF0C0F833A807DD

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by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111

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New International Application Filed with the USPTO as a Receiving Office

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Doc Code: PET.POA.WDRW
Document Description: Request for withdrawal as attorney or agent

PTO/AIA/83 (04-13)
Approved for use through 03/31/2022. OMB 0651-0035
U.S. Patent and Trademark Office, U.S. DEPARTMENT OF COMMERCE
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REQUEST FOR WITHDRAWAL AS ATTORNEY OR AGENT AND CHANGE OF CORRESPONDENCE ADDRESS

Application Number	15/950,019
Filing Date	April 10, 2018
First Named Inventor	BoardActive Corporation
Art Unit	3621
Examiner Name	Hoar, Colleen A.
Practitioner Docket Number	00429.010-PA-USI-QPY

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

Please withdraw me as attorney or agent for the above-identified patent application, and

☐ all the practitioners of record;

☐ the practitioners (with registration numbers) of record listed on the attached paper(s); or

☒ the practitioners of record associated with Customer Number: 118664

NOTE: The immediately preceding box should only be marked when the practitioners were appointed using the listed Customer Number.

The reason(s) for this request are those described in 37 CFR:

☐ 11.116(a)(1) ☐ 11.116(a)(2) ☐ 11.116(a)(3)
☐ 11.116(b)(1) ☐ 11.116(b)(2) ☒ 11.116(b)(3)
☐ 11.116(b)(4) ☐ 11.116(b)(5) ☐ 11.116(b)(6)
☐ 11. 116(b)(7) Please explain below:

Certifications

Check each box below that is factually correct. WARNING: If a box is left unchecked, the request will likely not be approved.

1. ☒ I/We have given reasonable notice to the client, prior to the expiration of the response period, that the practitioner(s) intend to withdraw from employment.

2. ☒ I/We have delivered to the client or a duly authorized representative of the client all papers and property (including funds) to which the client is entitled.

3. ☒ I/We have notified the client of any responses that may be due and the time frame within which the client must respond.

Please provide an explanation, if necessary:

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REQUEST FOR WITHDRAWAL AS ATTORNEY OR AGENT AND CHANGE OF CORRESPONDENCE ADDRESS

Complete the following section only when the correspondence address will change. *Changes of address will only be accepted to an applicant.*

Change the correspondence address and direct all future correspondence to:

A. ☐ The address of the applicant associated with Customer Number: _____

OR

B. ■ Applicant

Address PO Box 353

City	State	Zip	Country
Douglasville	GA	30133	US

Telephone 770.378.2603 | Email doug@boardactive.com

I am authorized to sign on behalf of myself and all withdrawing practitioners.

Signature / Yuri L. Eliezer /

Name Yuri L. Eliezer | Registration No. 63,402

Address 2870 Peachtree Road #512

City	State	Zip	Country
Atlanta	GA	30305	US

Date February 8, 2023 | Telephone No. 404.537.3686

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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.
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ELECTRONIC ACKNOWLEDGEMENT RECEIPT

APPLICATION #	RECEIPT DATE / TIME	ATTORNEY DOCKET #
15/950,019	**02/08/2023 06:12:09 PM ET**	**00429.010-PA-USI-QPY**

Title of Invention

PLATFORM FOR LOCATION AND TIME BASED ADVERTISING

Application Information

APPLICATION TYPE	Utility - Nonprovisional Application under 35 USC 111(a)	PATENT #	10621620
CONFIRMATION #	8156	FILED BY	Merri Brami
PATENT CENTER #	61568162	FILING DATE	04/10/2018
CUSTOMER #	118664	FIRST NAMED INVENTOR	Douglas L. Pittman
CORRESPONDENCE ADDRESS	-	AUTHORIZED BY	Yuri Eliezer

Documents

TOTAL DOCUMENTS: 1

DOCUMENT	PAGES	DESCRIPTION	SIZE (KB)
00429_010_Request_for_Withdrawal_as_Atty.pdf	3	Request for withdrawal as attorney or agent	693 KB

Digest

DOCUMENT	MESSAGE DIGEST(SHA-512)
00429_010_Request_for_Withdrawal_as_Atty.pdf	14BC576F19A2CB6541E12D7DA8D14482E4F10E1BEF45821E0453FE0056424705B1E5B0A2639CE43688556FE35197C0B936D3F54E783C4E90D45E243B826653C8

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AO 120 (Rev. 08/10)

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

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 District of Delaware on the following

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

DOCKET NO.	DATE FILED	U.S. DISTRICT COURT
	5/3/2022	District of Delaware

PLAINTIFF	DEFENDANT
BoardActive Corporation	Foursquare Labs, Inc.

	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1	US10,521,822	12/31/2019	BoardActive Corporation
2	US10,621,620	4/14/2020	BoardActive Corporation
3	US10,621,621	4/14/2020	BoardActive Corporation
4	US10,685,380	6/16/2020	BoardActive Corporation
5	US10,692,108	6/23/2020	BoardActive Corporation

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

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1		
2		
3		
4		
5		

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

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE

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

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
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APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/950,019	04/14/2020	10621620	00429.010-PA-USI-QPY	8156

118664 7590 03/25/2020

Bekiares Eliezer LLP
2870 Peachtree Road
#512
Atlanta, GA 30305

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 88 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):

Douglas L. Pittman, Douglasville, GA;
BoardActive Corporation, Atlanta, GA;

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IR103 (Rev. 10/09)

Electronic Acknowledgement Receipt

EFS ID:	38927790
Application Number:	15950019
International Application Number:	
Confirmation Number:	8156
Title of Invention:	PLATFORM FOR LOCATION AND TIME BASED ADVERTISING
First Named Inventor/Applicant Name:	Douglas L. Pittman
Customer Number:	118664
Filer:	YURI ELIEZER/Merri Brami
Filer Authorized By:	YURI ELIEZER
Attorney Docket Number:	00429.010-PA-USI-QPY
Receipt Date:	20-MAR-2020
Filing Date:	10-APR-2018
Time Stamp:	15:46:24
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Amendment after Notice of Allowance (Rule 312)	00429_010_Amendment_Under_312.pdf	146678 89ba14371db229b1e5f22687e9dc1de3ae4f492e	no	10
Warnings:					

Information:	
Total Files Size (in bytes):	146678

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	BoardActive Corporation	Examiner:	Hoar, Colleen A.
Application No.:	15/950,019	Group Art Unit:	3621
Filed:	April 10, 2018	Docket No.:	00429.010-PA-USI-QPY

Title: PLATFORM FOR LOCATION AND TIME BASED ADVERTISING

Electronically filed – March 20, 2020

AMENDMENT UNDER 37 C.F.R. §1.312

Mail Stop ISSUE FEE
Commissioner of Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Attn: Commissioner for Patents:

In response to the Notice of Allowance mailed February 27, 2020 in the above-referenced patent application, Applicant respectfully requests that the following amendments be entered.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 10 of this paper.

AMENDMENTS TO THE CLAIMS:

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

Listing Of Claims:

Please amend the claims as follows:

1. (Currently Amended) A method comprising:

registering asset data, wherein registering the asset data comprises ~~at least one of the following:~~

registering a first geolocation associated with one of the following:

a physical asset, and

a virtual asset;

receiving media content to be associated with at least one registered asset, wherein the media content is configured to be operative with a content interaction layer and a consumer tracking layer to enable:

interacting with a consumer of the media content in conjunction with, at least in part, the media content, and

tracking the consumer of the media content in conjunction with, at least in part, the media content;

specifying a plurality of rules for selecting the media content to deliver to the consumer, wherein specifying the plurality of rules comprises specifying:

a first rule for delivering the media content, the first rule being associated with at least one element of profile data corresponding with the consumer, and

a second rule for updating the media content, the second rule being associated with a second geolocation;

receiving an activation command for triggering a delivery of the media content, wherein receiving the activation command comprises at least one of the following:

determining that a spatial trigger has occurred,

determining that a time-based trigger has occurred, and

determining that an event has occurred,

Exhibit 2001
IPR2023-00918
Page 28 of 343

comparing the first rule and the at least one element of profile data associated with the consumer in order to determine whether to deliver the media content to the consumer;

delivering the media content to a device associated with the consumer when the first rule is met;

tracking a location associated with the consumer further to the delivery of the media content;

comparing the second rule and the location in order to determine whether to update the media content; and

updating the media content at the device associated with the consumer when the second rule is met.

2. (Original) The method of claim 1, wherein registering the asset data comprises registering a mobile asset, the mobile asset being associated a with location tracking technology.

3. (Previously Presented) The method of claim 2, further comprising:

tracking the mobile asset, and

updating a database with an up-to-date location data associated with the location tracking technology.

4. (Previously Presented) The method of claim 3, wherein tracking the mobile asset comprises accessing the database with the up-to-date location data and retrieving the up-to-date location data.

5. (Original) The method of claim 3, wherein tracking the mobile asset comprises communicating with the location tracking technology associated with the mobile asset.

Exhibit 2001
IPR2023-00918
Page 29 of 343

6. (Previously Presented) The method of claim 2, wherein receiving the activation command for triggering the delivery of the media content comprises determining that consumer is in a spatial proximity to an up-to-date location of the mobile asset.

7. (Previously Presented) The method of claim 1, wherein registering the asset data comprises registering a brand asset, wherein the brand asset is comprised of a digitization of at least one of the following:

a trade name,

a trade design,

a trade logo, and

a source-identifier associated with a brand.

8. (Original) The method of claim 7, further comprises:

receiving a multimedia content, and

processing the multimedia content to ascertain an object within the multimedia content that corresponds to the brand asset.

9. (Previously Presented) The method of claim 8, wherein receiving the activation command for triggering the delivery of the media content comprises ascertaining that the brand asset is present within the multimedia content.

10. (Previously Presented) The method of claim 8, wherein receiving the multimedia content comprises receiving the multimedia content comprising an image captured by the consumer.

11. (Previously Presented) The method of claim 1, wherein delivering the media content comprises delivering a plurality of content types, wherein each of the plurality of content types is configured to be delivered based on tailored delivery rules.

Exhibit 2001
IPR2023-00918
Page 30 of 343

12. (Previously Presented) The method of claim 11, further comprising tailoring at least one of: a content type and a delivery rule to the at least one element of profile data associated with the consumer.

13. (Previously Presented) The method of claim 11, further comprising tailoring at least one of: a content type and a delivery rule to a characteristic of a device type associated with the consumer.

14. (Previously Presented) The method of claim 1, further comprising tracking at least one action associated with the consumer, wherein tracking the at least one action comprises communicating with the consumer tracking layer operated on at least one device associated with the consumer.

15. (Previously Presented) The method of claim 14, wherein tracking the at least one action comprises employing the consumer tracking layer to track at least one of the following:

location data,
sensor data,
telemetry data,
device usage data, and
a unique identifier.

16. (Original) The method of claim 15, further comprising compiling analytics based on the at least one action.

17. (Previously Presented) The method of claim 1, wherein delivering the media content comprises engaging a transmission module configured to transmit the media content when the consumer is within a physical proximity to the first geolocation.

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18. (Previously Presented) The method of claim 1, wherein determining that the spatial trigger has occurred comprises:

receiving location data from the consumer tracking layer in operative communication with at least one device associated with the consumer.

19. (Previously Presented) The method of claim 18, further comprising, determining, based on the location data, that the recipient is in proximity to the first geolocation.

20. (Cancelled)

21. (Previously Presented) The method of claim 1, wherein determining that the time-based trigger has occurred comprises at least one of the following:

determining that a predefined time has been met,

receiving a manual triggering event, and

accessing schedule data from a data storage.

22. (Previously Presented) The method of claim 1, wherein determining that the time-based trigger has occurred comprises at least one of the following:

receiving a designation of a time, and

determining that the consumer is in a proximity to at least one of: the first geolocation and the second geolocation at the designated time.

23. (Previously Presented) The method of claim 1, further comprising specifying, for the media content, interactivity criteria.

24. (Previously Presented) The method of claim 1, further comprising receiving an indication that the consumer is moving at a particular path, towards the second geolocation, and within a designated period of time.

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25. (Previously Presented) The method of claim 23, wherein specifying the interactivity criteria comprises specifying:

a change in a physical location associated with the consumer,

a particular destination to which the consumer must navigate, and

a particular time period in which the consumer must fulfill the interactivity criteria.

26. (Previously Presented) The method of claim 23, wherein tracking the location associated with the consumer comprises tracking the location relative to the interactivity criteria.

27. (Previously Presented) The method of claim 26, further comprising tracking, via the consumer tracking layer, telemetry data.

28. (Previously Presented) The method of claim 25, wherein-updating the media content comprises updating the media content upon a fulfillment of the interactivity criteria.

29. (Cancelled)

30. (Currently Amended) A method comprising:

registering asset data, wherein registering the asset data comprises ~~at least one of the following:~~

registering a first geolocation associated with one of the following:

a physical asset, and

a virtual asset;

receiving media content to be associated with at least one registered asset;

specifying a plurality of rules for delivering the media content, wherein specifying the plurality of rules comprises specifying:

a first delivery rule associated with at least one element of profile data corresponding with a recipient of the media content, and

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a second delivery rule associated with a second geolocation at which the recipient is tracked;

receiving an indication that the recipient is proximate to the first geolocation,

comparing the first delivery rule and the at least one element of profile data associated with the recipient;

tracking a location associated with the recipient in response to a matching comparison;

comparing the second delivery rule and the location in order to determine whether the recipient is proximate to the second geolocation; and

delivering, upon fulfillment of the first delivery rule and the second delivery rule, the media content to the recipient.

31. (Currently Amended) A computer-readable medium comprising a set of instructions which when executed perform a method, the method comprising:

registering asset data, wherein registering the asset data comprises ~~at least one of the following:~~

registering a first geolocation associated with one of the following:

a physical asset, and

a virtual asset;

receiving media content to be associated with at least one registered asset;

specifying a plurality of rules for delivering the media content, wherein specifying the plurality of rules comprises specifying:

a first delivery rule associated with a period of time, and

a second delivery rule associated with a second geolocation at which a recipient is tracked during the period of time;

receiving an indication that the recipient is proximate to the first geolocation;

tracking a location associated with the recipient in response to <u>the indication</u> ~~a matching comparison~~;

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comparing the second delivery rule and the location in order to determine whether the recipient is proximate to the second geolocation; and

delivering, upon fulfillment of the first delivery rule and the second delivery rule, the media content to the recipient.

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REMARKS

Applicant has discovered typographical errors during a review of the application and request that the amendments to the claims be entered to correct minor informalities prior to issue as allowed under 37 C.F.R. §1.312. Applicant respectfully submits that no new matter has been added.

If the Examiner has any questions or comments concerning this matter, the Examiner is invited to contact Applicant's undersigned attorney at the number below.

Please grant any extensions of time required to enter this response and charge any additional required fees to our deposit account 600647.

Respectfully submitted,

Date: March 20, 2020

/Yuri L. Eliezer/
Yuri L. Eliezer
Reg. No. 63402

BEKIARES ELIEZER LLP
2870 Peachtree Road #512
Atlanta, GA 30305
404.537.3669 Telephone

118664
PATENT TRADEMARK OFFICE

Exhibit 2001
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PTO/SB/08a (07-09)
Approved for use through 07/31/2012. OMB 0651-0031
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Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 1

Complete if Known	
Application Number	15/950,019
Filing Date	4/10/2018
First Named Inventor	Doug Pittman
Art Unit	3622
Examiner Name	Peter H. Choi
Attorney Docket Number	00429.010-PA-USI-QPY

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	B2	US- 9918197	4/19/2012	Labarca	Entire Document
	B2	US- 8996035	07/10/2014	Busch	Entire Document
	B2	US- 9373123	06/30/2011	Carlson et al.	Entire Document
	A1	US- 2016/0292713	10/06/2016	Chen et al.	Entire Document
	A1	US- 2006/0036494	02/16/2006	Aufricht et al.	Entire Document
	A1	US- 2009/0197616	08/06/2009	Lewis et al.	Entire Document
	A1	US- 2015/0006278	01/01/2015	Di Censo et al.	Entire Document
	B2	US- 9047650	06/02/2015	Strode	Entire Document
	B1	US- 9674660	06/06/2017	Vaynblat et al.	Entire Document
	A1	US- 2016/0196582	07/07/2016	Stone et al.	Entire Document
	A1	US- 2016/0232572	08/11/2016	East et al.	Entire Document
	A1	US- 2008/0214150	09/04/2008	Ramer et al.	Entire Document
	A1	US- 2014/0143060	05/22/2014	~~Net Clearance Systems, Inc~~.	Entire Document
Change(s) applied to document, /J.T./ 3/12/2020	A1	US- 2013/00060640	03/07/2013	Gadhia et al. Fernandez	Entire Document
		US-			
		US-			
		US-			
		US-			
		US-			

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]-Number[4]-Kind Code[5] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T[6]
	A1	WO 2016/043663	03-24/2016	LDR PTE.LTD.	Entire Document	

Examiner Signature	/COLLEEN A HOAR/ (09/29/2019)	Date Considered	09/29/2019

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. [1] Applicant's unique citation designation number (optional). [2] See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. [3] Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). [4] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [5] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [6] Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours 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, 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 (1-800-786-9199) and select option 2.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /C.H./

Docket No.: 00429.010
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
BoardActive Corp.

Application No.: 15950019 Confirmation No.: 8156

Filed: 10-APR-2018 Art Unit: Pending

Examiner: Pending

INFORMATION DISCLOSURE STATEMENT (IDS)

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

Dear Commissioner:

Pursuant to 37 C.F.R. § 1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

In accordance with 37 C.F.R. § 1.98(a)(2)(ii), Applicant has not submitted copies of U.S. patents and U.S. patent applications. Applicant submits herewith copies of foreign patents and non-patent literature in accordance with 37 C.F.R. § 1.98(a)(2).

Pursuant to 37 C.F.R. § 1.98(a)(2)(iv), and for the Examiner's review, Applicants have enclosed a copy of any cited: (1) non-U.S. patent or patent application, (2) non-patent publication, and (3) documents from the prosecution of U.S. and non-U.S. patent applications.

Regarding category (3), documents from the prosecution of U.S. and non-U.S. patent applications, Applicants notes that 37 C.F.R. § 1.98(b) does not mention, and thus does not require, that Applicants provide any particular set of identifying information. While 37 C.F.R. § 1.98(a)(1) requires Applicants to provide a list of such documents, it does not require Applicants to include in that list specific identifying information. 37 C.F.R. § 1.98(a)(2)(iv) further requires Applicants to provide a copy of such documents.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /C.H./

Thus, the rules do not require that Applicants provide any particular set of information about the documents in category (3) prior to the Examiner's consideration of all the cited information. Nevertheless, in order to be as helpful as possible, Applicants have provided (a) information regarding the source of each document, which is the prosecution record of a U.S. or a non-U.S. patent application, and (b) a title or description of each document. The information provided mirrors the requirements for cited U.S. and non-U.S. patent applications as set forth by 37 C.F.R. § 1.98(b). The enclosed Form PTO/SB/08a (IDS List) lists these documents, provides identifying information, and includes a column for the Examiner's initials. Consideration of the cited documents and making the same of record in the prosecution of the above-referenced application are respectfully requested.

Applicants now bring to the attention of the Examiner the existence of the non-U.S. patent application(s) identified below:

	Docket No.	Country	Application No.	Filing Date	Inventor
/C.H./	00429.0009	WO	PCT/US 18/26965	10 April 2018	PITTMAN

Applicants submit that Information Disclosure Statement is filed in a timely manner pursuant to 37 C.F.R. § 1.97(b)(3), in that a first Office Action on the merits has not yet been mailed in the present patent application. No fee is believed due; however, Applicants hereby authorize the Commissioner to charge any deficiency in the fees filed, asserted to be filed or which should have been filed herewith (or with any paper hereafter filed in this application by this firm) to our Deposit Account No. 600647.

Dated: November 5, 2018

Respectfully submitted,

Electronic signature: /Yuri L. Eliezer/
Yuri L. Eliezer
Registration No.: 63,402
Bekiares Eliezer LLP
Correspondence Customer Number: 118664

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /C.H./

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Page 39 of 343

Application No.: 15950019 Docket No.: 00429.010

/COLLEEN A HOAR/ (03/09/2020) 03/09/2020

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /C.H./

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Page 40 of 343

PART B - FEE(S) TRANSMITTAL

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

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

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

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

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

118664 7590 02/27/2020
Bekiares Eliezer LLP
2870 Peachtree Road
#512
Atlanta, GA 30305

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

Certificate of Mailing or Transmission

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

Merri D. Brami	(Typed or printed name)
/Merri D. Brami/	(Signature)
March 2, 2020	(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/950,019	04/10/2018	Douglas L. Pittman	00429.010-PA-USI-QPY	8156

TITLE OF INVENTION: PLATFORM FOR LOCATION AND TIME BASED ADVERTISING

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	MICRO	$250	$0.00	$0.00	$250	05/27/2020

EXAMINER	ART UNIT	CLASS-SUBCLASS
HOAR, COLLEEN A	3621	705-014430

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

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

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

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

1 Bekiares Eliezer LLP
2
3

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

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

(A) NAME OF ASSIGNEE: BoardActive Corporation

(B) RESIDENCE: (CITY and STATE OR COUNTRY): Atlanta, Georgia

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

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

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

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

☒ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment to Deposit Account No. 600647

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

☐ Applicant certifying micro entity status. See 37 CFR 1.29

☐ Applicant asserting small entity status. See 37 CFR 1.27

☐ Applicant changing to regular undiscounted fee status.

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

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

Authorized Signature /Yuri L. Eliezer/ Date March 2, 2020

Typed or printed name Yuri L. Eliezer Registration No. 63402

Exhibit 2001
IPR2023-00918
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Electronic Patent Application Fee Transmittal

Application Number:	15950019
Filing Date:	10-Apr-2018
Title of Invention:	PLATFORM FOR LOCATION AND TIME BASED ADVERTISING
First Named Inventor/Applicant Name:	Douglas L. Pittman
Filer:	YURI ELIEZER/Merri Brami
Attorney Docket Number:	00429.010-PA-USI-QPY

Filed as Micro Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
UTILITY ISSUE FEE	3501	1	250	250

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**250**

Electronic Acknowledgement Receipt	
EFS ID:	38734427
Application Number:	15950019
International Application Number:	
Confirmation Number:	8156
Title of Invention:	PLATFORM FOR LOCATION AND TIME BASED ADVERTISING
First Named Inventor/Applicant Name:	Douglas L. Pittman
Customer Number:	118664
Filer:	YURI ELIEZER/Merri Brami
Filer Authorized By:	YURI ELIEZER
Attorney Docket Number:	00429.010-PA-USI-QPY
Receipt Date:	02-MAR-2020
Filing Date:	10-APR-2018
Time Stamp:	09:01:58
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	$250
RAM confirmation Number	E202032002285549
Deposit Account	600647
Authorized User	Merri Brami
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows: 37 CFR 1.16 (National application filing, search, and examination fees) 37 CFR 1.17 (Patent application and reexamination processing fees)	

37 CFR 1.19 (Document supply fees)

37 CFR 1.20 (Post Issuance fees)

37 CFR 1.21 (Miscellaneous fees and charges)

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Issue Fee Payment (PTO-85B)	2020-03-02_Issue_Fee.pdf	94971 615ad947d4677b70ca1cad535f6ac53c7f802394	no	1
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30520 59c04058d2701d2c1b5766ba894c2b9b60e41315	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	125491		

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
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Alexandria, Virginia 22313-1450
www.uspto.gov

NOTICE OF ALLOWANCE AND FEE(S) DUE

118664 7590 02/27/2020

Bekiares Eliezer LLP
2870 Peachtree Road
#512
Atlanta, GA 30305

EXAMINER
HOAR, COLLEEN A

ART UNIT	PAPER NUMBER
3621	

DATE MAILED: 02/27/2020

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/950,019	04/10/2018	Douglas L. Pittman	00429.010-PA-USI-QPY	8156

TITLE OF INVENTION: PLATFORM FOR LOCATION AND TIME BASED ADVERTISING

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	MICRO	$250	$0.00	$0.00	$250	05/27/2020

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

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

HOW TO REPLY TO THIS NOTICE:

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

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

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

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

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

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

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

Exhibit 2001
IPR2023-00918
Page 46 of 343

PART B - FEE(S) TRANSMITTAL

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

By mail, send to: Mail Stop ISSUE FEE
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By fax, send to: (571)-273-2885

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

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

118664 7590 02/27/2020
Bekiares Eliezer LLP
2870 Peachtree Road
#512
Atlanta, GA 30305

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

Certificate of Mailing or Transmission

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

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/950,019	04/10/2018	Douglas L. Pittman	00429.010-PA-USI-QPY	8156

TITLE OF INVENTION: PLATFORM FOR LOCATION AND TIME BASED ADVERTISING

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	MICRO	$250	$0.00	$0.00	$250	05/27/2020

EXAMINER	ART UNIT	CLASS-SUBCLASS
HOAR, COLLEEN A	3621	705-014430

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

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

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

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

1 _____
2 _____
3 _____

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

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

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

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

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

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

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

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

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

❑ Applicant certifying micro entity status. See 37 CFR 1.29

❑ Applicant asserting small entity status. See 37 CFR 1.27

❑ Applicant changing to regular undiscounted fee status.

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

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

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

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IPR2023-00918
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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.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/950,019	04/10/2018	Douglas L. Pittman	00429.010-PA-USI-QPY	8156

EXAMINER	
HOAR, COLLEEN A	

ART UNIT	PAPER NUMBER
3621	

118664 7590 02/27/2020

Bekiares Eliezer LLP
2870 Peachtree Road
#512
Atlanta, GA 30305

DATE MAILED: 02/27/2020

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

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

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

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

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

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

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

Privacy Act Statement

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

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

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

Notice of Allowability	Application No. 15/950,019	Applicant(s) Pittman, Douglas L.	
	Examiner COLLEEN A HOAR	Art Unit 3621	AIA (FITF) Status Yes

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

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

1. ☑ This communication is responsive to Interview of 2/14/2020..
   ☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

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

3. ☑ The allowed claim(s) is/are 1-19,21-28 and 30-31 . As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see **http://www.uspto.gov/patents/init_events/pph/index.jsp** or send an inquiry to **PPHfeedback@uspto.gov.**

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

   Certified copies:

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

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

   * Certified copies not received: _____ .

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

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

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

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

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
2. ☑ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date 1/8/2020; 12/12/2019.
3. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material _____.
4. ☐ Interview Summary (PTO-413), Paper No./Mail Date. _____.
5. ☑ Examiner's Amendment/Comment
6. ☑ Examiner's Statement of Reasons for Allowance
7. ☑ Other Bib; Additional Search; Amended Claims.

/COLLEEN A HOAR/
Primary Examiner, Art Unit 3621

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Notice of Pre-AIA or AIA Status

The present application, filed on or after March 16, 2013, is being examined under the first inventor to file provisions of the AIA.

Summary of Claims

Claims 1-19, 21-28, and 30-31 are allowed by included Examiner's Amendment. Claims 20 and 29 are cancelled.

EXAMINER'S AMENDMENT

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

Preliminary authorization for this Examiner's Amendment was given in a telephone interview with Yuri Eliezer, Registration number 63402 on 2/14/2020 and final authorization was confirmed in an email on 2/17/2020 which included the amended claim set as approved by the applicant.

Reasons for Allowance

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

The instant application is a continuation of Patent #10521822 which was allowed by this examiner on 10/29/2019. Allowed claims are narrower than that of above claims.

Claims have been amended specifying delivery rules such as arrival at criteria destination within a time frame,- or other specific rule not included in Patent #10521822 in independent claims.

In addition, applicant has already further narrowed claim 1 by checking for consumer qualification for targeting by advertiser in 8th step of claim 1 by having a delivery rule corresponding to at least one element of PROFILE data, shown in claims 1 (limitation 8 and 14), and claims 12, and 30; also not present in Patent #10521822.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to COLLEEN A HOAR whose telephone number is (571)270-3447. The examiner can normally be reached on M-Th 9:30-7:30EST.

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

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Anita Coupe can be reached on 5712703614. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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

COLLEEN A. HOAR
Examiner
Art Unit 3621

/COLLEEN A HOAR/
Primary Examiner, Art Unit 3621

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/950,019	Pittman, Douglas L.
	Examiner	**Art Unit**
	COLLEEN A HOAR	3621

CPC							
Symbol						**Type**	**Version**
G06Q	/	30	/	0261		F	2013-01-01
G06Q	/	30	/	0267		I	2013-01-01
G06Q	/	30	/	0246		I	2013-01-01
H04W	/	4	/	02		I	2013-01-01
G06Q	/	30	/	0244		I	2013-01-01
G06Q	/	30	/	0264		I	2013-01-01
G06Q	/	30	/	0269		I	2013-01-01
H04W	/	4	/	029		I	2018-02-01
G06Q	/	30	/	0242		I	2013-01-01
G06Q	/	30	/	0277		I	2013-01-01
H04W	/	4	/	023		I	2013-01-01
H04L	/	67	/	306		A	2013-01-01
H04W	/	4	/	80		A	2018-02-01

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

NONE		**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	29	
/COLLEEN A HOAR/ Primary Examiner, Art Unit 3621	17 February 2020	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1-29	1

U.S. Patent and Trademark Office — Part of Paper No.: 20200217

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Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/950,019	Pittman, Douglas L.
	Examiner	**Art Unit**
	COLLEEN A HOAR	3621

INTERNATIONAL CLASSIFICATION				
CLAIMED				
G06Q30/02	/	30	/	02
H04W4/02	/	4	/	02
H04W4/029	/	4	/	029
H04L29/08	/	29	/	08
H04W4/80	/	4	/	80

NON-CLAIMED				
	/		/	

US ORIGINAL CLASSIFICATION	
CLASS	**SUBCLASS**
704	014.430

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

NONE (Assistant Examiner) (Date)		**Total Claims Allowed:** 29	
/COLLEEN A HOAR/ Primary Examiner, Art Unit 3621 (Primary Examiner)	17 February 2020 (Date)	O.G. Print Claim(s) 1-29	O.G. Print Figure 1

U.S. Patent and Trademark Office — Part of Paper No.: 20200217

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Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/950,019	Pittman, Douglas L.
	Examiner	**Art Unit**
	COLLEEN A HOAR	3621

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

CLAIMS

Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
1	1	10	10	19	19	27	28								
2	2	11	11		20		29								
3	3	12	12	20	21	28	30								
4	4	13	13	21	22	29	31								
5	5	14	14	22	23										
6	6	15	15	23	24										
7	7	16	16	24	25										
8	8	17	17	25	26										
9	9	18	18	26	27										

NONE (Assistant Examiner)	(Date)	**Total Claims Allowed:** 29	
/COLLEEN A HOAR/ Primary Examiner, Art Unit 3621 (Primary Examiner)	17 February 2020 (Date)	O.G. Print Claim(s) 1-29	O.G. Print Figure 1

U.S. Patent and Trademark Office

Part of Paper No.: 20200217

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Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/950,019	Pittman, Douglas L.
	Examiner	Art Unit
	COLLEEN A HOAR	3621

CPC - Searched*		
Symbol	**Date**	**Examiner**
G06Q30/0261	02/17/2020	CH
H04W4/029	02/17/2020	CH
G06Q30/0242	02/17/2020	CH
G06Q30/0277	02/17/2020	CH
H04W4/023	02/17/2020	CH
G06Q30/0267	02/17/2020	CH
G06Q30/0246	02/17/2020	CH
H04W4/02	02/17/2020	CH
G06Q30/0244	02/17/2020	CH
G06Q30/0264	02/17/2020	CH
G06Q30/0269	02/17/2020	CH
H04L67/306	02/17/2020	CH
H04W4/80	02/17/2020	CH
H04W4/024	02/17/2020	CH
H04W4/021	02/17/2020	CH

CPC Combination Sets - Searched*		
Symbol	**Date**	**Examiner**

US Classification - Searched*			
Class	**Subclass**	**Date**	**Examiner**
705	014.430	02/17/2020	CH

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

	/C.H./ Primary Examiner, Art Unit 3621

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Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/950,019	Pittman, Douglas L.
	Examiner	**Art Unit**
	COLLEEN A HOAR	3621

Search Notes		
Search Notes	**Date**	**Examiner**
Google Patent Search	09/29/2019	CH
IQ.IP.com Search	09/29/2019	CH
IDS Consideration	09/29/2019	CH
CoPending Application 15483790 Consideration	09/29/2019	CH
G06Q30/0261	02/17/2020	CH
H04W4/029	02/17/2020	CH
G06Q30/0242	02/17/2020	CH
G06Q30/0277	02/17/2020	CH
H04W4/023	02/17/2020	CH
G06Q30/0267	02/17/2020	CH
G06Q30/0246	02/17/2020	CH
H04W4/02	02/17/2020	CH
G06Q30/0244	02/17/2020	CH
G06Q30/0264	02/17/2020	CH
G06Q30/0269	02/17/2020	CH
H04L67/306	02/17/2020	CH
H04W4/80	02/17/2020	CH
H04W4/024	02/17/2020	CH
H04W4/021	02/17/2020	CH

	/C.H./ Primary Examiner, Art Unit 3621

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Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/950,019	Pittman, Douglas L.
	Examiner	Art Unit
	COLLEEN A HOAR	3621

Interference Search			
US Class/CPC Symbol	**US Subclass/CPC Group**	**Date**	**Examiner**
G06Q30/0261		02/17/2020	CH
H04W4/029		02/17/2020	CH
G06Q30/0242		02/17/2020	CH
G06Q30/0277		02/17/2020	CH
H04W4/023		02/17/2020	CH
G06Q30/0267		02/17/2020	CH
G06Q30/0246		02/17/2020	CH
H04W4/02		02/17/2020	CH
G06Q30/0244		02/17/2020	CH
G06Q30/0264		02/17/2020	CH
G06Q30/0269		02/17/2020	CH
H04L67/306		02/17/2020	CH
H04W4/80		02/17/2020	CH
H04W4/024		02/17/2020	CH
H04W4/021		02/17/2020	CH

	/C.H./ Primary Examiner, Art Unit 3621

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Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/950,019	Pittman, Douglas L.
	Examiner	**Art Unit**
	COLLEEN A HOAR	3621

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

CLAIMS

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

CLAIM		DATE								
Final	Original	09/29/2019	02/17/2020							
	1	✓	=							
	2	✓	=							
	3	✓	=							
	4	✓	=							
	5	✓	=							
	6	✓	=							
	7	✓	=							
	8	✓	=							
	9	✓	=							
	10	✓	=							
	11	✓	=							
	12	✓	=							
	13	✓	=							
	14	✓	=							
	15	✓	=							
	16	✓	=							
	17	✓	=							
	18	✓	=							
	19	✓	=							
	20	✓	-							
	21	✓	=							
	22	✓	=							
	23	✓	=							
	24	✓	=							
	25	✓	=							
	26	✓	=							
	27	✓	=							
	28	✓	=							
	29	✓	-							
	30		=							
	31		=							

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	BoardActive Corporation	Examiner:	Hoar, Colleen A.
Serial No.:	15/950,019	Confirmation No.:	8156
Filed:	April 10, 2018	Docket:	00429.010-PA-USI-QPY
Title:	**PLATFORM FOR LOCATION AND TIME BASED ADVERTISING**		

Proposed Examiner's Amendment

Dear Examiner,

Thank you for the courtesy of hosting a telephonic interview on February 12, 2020. As requested, we provide our proposed Examiner's amendment below. Although we believe we have strong grounds for traversing the Examiner's rejections, we are open to including the following subject matter in our claims to expedite prosecution towards allowance. If these claims are not to lead to an allowance, Applicant declines to subscribe to these amendments in anyway.

We hereby propose the following amendment for entry as an Examiner's amendment for the purposes of placing the claims in condition for allowance. With this proposal, Applicant respectfully declines to waive, or imply a waiver, to any rights it may have to the further examination of the claims as previously or originally presented. Any claim amendments or cancelations are proposed for entry by the Examiner without prejudice or disclaimer to any subject matter limited or excluded by the nature of the amendment or cancelation, either directly or by implication. Rather, this amendment is presented as a good faith gesture in expediting a potential patent allowance that the Applicant and Examiner believe may be forthcoming with the entry of this proposal.

PROPOSED AMENDMENTS TO THE SPECIFICATION:

Please consider replacing the paragraph on page 40, lines 1-7, with the following paragraph:

Accordingly, in an instance, as the mobile device **306** approaches the traditional or digital signage **302,** the mobile device may be configured to receive the wireless signals transmitted by the beacon **308.** Alternatively, and/or additionally, the mobile device **306** may also receive advertisement content from the online platform upon approaching the vicinity of the traditional or digital signage. Accordingly, in an instance, advertisement content received from the beacon **[[306]]** **308** may be augmented with advertisement content received from the online platform.

PROPOSED AMENDMENTS TO THE CLAIMS:

Please consider amending the claims as follows:

1. (Currently Amended) A method comprising:

registering asset data, wherein registering the asset data comprises at least one of the following:

registering a first geolocation associated with one of the following:

a physical asset ~~assets~~, and

~~registering a geolocation for~~ a virtual asset ~~assets~~;

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receiving media content to be associated with at least one registered asset, wherein the media content is configured to be operative with a content interaction layer and a consumer tracking layer to enable:

interacting with a consumer of the media content in conjunction with, at least in part, the media content, and

tracking the consumer of the media content in conjunction with, at least in part, ~~the interaction with~~ the media content;

specifying a plurality of rules for selecting the media content to deliver to the consumer, ~~wherein the media content is associated with at least one delivery rule, and wherein the at least one delivery rule corresponds to at least one element of profile data associated with the consumer,~~ wherein specifying the plurality of rules comprises specifying:

a first rule for delivering the media content, the first rule being associated with at least one element of profile data corresponding with the consumer, and

a second rule for updating the media content, the second rule being associated with a second geolocation;

receiving an activation command for triggering a delivery of the media content, wherein receiving the activation command comprises at least one of the following:

determining that a spatial trigger has occurred,

determining that a time-based trigger has occurred, and

determining that an event has occurred,

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comparing the first ~~at least one delivery~~ rule and the at least one element of profile data associated with the consumer in order to determine whether to deliver the media content to the consumer;

delivering the media content to a device associated with the consumer when the first rule is met ~~, wherein the device is operative with the content interaction layer~~;

[[and]]

~~receiving an indication of engagement with the media content; and~~

~~Tracking~~ tracking ~~at least one action~~ a location associated with the consumer further ~~in response~~ to the delivery ~~indication of engagement with~~ the media content;

comparing the second rule and the location in order to determine whether to update the media content; and

updating the media content at the device associated with the consumer when the second rule is met.

2. (Original) The method of claim 1, wherein registering the asset data comprises registering a mobile asset, the mobile asset being associated a with location tracking technology.

3. (Currently Amended) The method of claim 2, further comprising:

tracking the mobile asset, [[an]] and

updating a database with an up-to-date location data associated with the location tracking technology.

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4. (Currently Amended) The method of claim 3, wherein tracking the mobile asset comprises accessing [[a]] the database with the up-to-date location data and retrieving the up-to-date location data.

5. (Original) The method of claim 3, wherein tracking the mobile asset comprises communicating with the location tracking technology associated with the mobile asset.

6. (Currently Amended) The method of claim 2, wherein receiving the activation command for triggering the delivery of the media content comprises determining that [[a]] consumer is in a spatial proximity to an up-to-date location of the mobile asset.

7. (Currently Amended) The method of claim 1, wherein registering the asset data comprises registering a brand asset, wherein the brand asset is comprised of a digitization of at least one of the following:

a trade name[[;]],

a trade design[[;]],

a trade logo, and

a source-identifier associated with a brand.

8. (Original) The method of claim 7, further comprises:

receiving a multimedia content, and

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processing the multimedia content to ascertain an object within the multimedia content that corresponds to the brand asset.

9. (Currently Amended) The method of claim 8, wherein receiving the activation command for triggering the delivery of the media content comprises ascertaining that [[a]] the brand asset is present within the multimedia content.

10. (Currently Amended) The method of claim 8, wherein receiving the multimedia content comprises receiving the multimedia content comprising ~~comprises~~ an image captured by the consumer.

11. (Currently Amended) The method of claim 1, wherein delivering the media content comprises delivering ~~the media content comprises~~ a plurality of content types, wherein each of the plurality of content types is configured to be delivered based on ~~certain~~ tailored delivery rules.

12. (Currently Amended) The method of claim 11, ~~wherein~~ further comprising tailoring at least one of: a content type and a delivery rule ~~rules is tailored~~ to the at least one element ~~a characteristic~~ of profile data associated with the consumer.

13. (Currently Amended) The method of claim 11, ~~wherein~~ further comprising tailoring at least one of: a content type and a delivery rule ~~rules is tailored~~ to a characteristic of a device type associated with the consumer.

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14. (Currently Amended) The method of claim 1, ~~wherein~~ further comprising tracking [[the]] at least one action associated with the consumer, wherein tracking the at least one action comprises communicating with [[a]] the consumer tracking layer operated on at least one device associated with the consumer.

15. (Currently Amended) The method of claim 14, wherein tracking the at least one action comprises employing the consumer tracking layer ~~is configured~~ to track at least one of the following:

location data,

sensor data,

telemetry data,

device usage data, and

a unique identifier.

16. (Original) The method of claim 15, further comprising compiling analytics based on the at least one action.

17. (Currently Amended) The method of claim 1, wherein delivering the media content comprises engaging a transmission module configured to transmit the media content when the consumer is within a physical proximity to the first geolocation ~~asset~~.

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18. (Currently Amended) The method of claim 1, wherein determining that the spatial trigger has occurred comprises:

receiving location data from [[a]] the consumer tracking layer in operative communication with at least one device associated with the consumer.

19. (Currently Amended) The method of claim 18, further comprising, determining, based on the location data, ~~wherein the location data indicates~~ that the [[user]] recipient is in proximity to [[a]] the first geolocation ~~physical asset~~.

20. (Cancelled)

21. (Currently Amended) The method of claim 1, wherein determining that the ~~time based~~ time-based trigger has occurred comprises at least one of the following:

determining that a predefined time has been met,

receiving a manual triggering event, and

accessing schedule data from a data storage.

22. (Currently Amended) The method of claim 1, wherein determining that the ~~time based~~ time-based trigger has occurred comprises at least one of the following:

receiving a designation of ~~a space and~~ a time, and

determining that the consumer is in a proximity to at least one of: the first geolocation and the second geolocation ~~the designated space~~ at the designated time.

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23. (Currently Amended) The method of claim 1, further comprising specifying, for the ~~delivered~~ media content, interactivity criteria.

24. (Currently Amended) The method of claim [[23]] 1, further comprising ~~receiving an indication that the consumer is engaged in a potential fulfillment of the interactivity criteria, wherein receiving the indication comprises~~ receiving [[the]] an indication that the consumer is moving at a particular path, towards the second geolocation ~~a physical location~~, and within a designated period of time.

25. (Currently Amended) The method of claim 23, wherein specifying the interactivity criteria comprises specifying ~~is configured to be associated with~~:

a change in a physical location associated with the consumer,

a particular destination to which the consumer must navigate, and

a particular time period in which the consumer must fulfill the interactivity criteria.

26. (Currently Amended) The method of claim ~~claims 6 and~~ 23, wherein tracking the location associated with the consumer comprises tracking the location ~~at least one action~~ relative to the interactivity criteria ~~comprises communicating with a consumer tracking layer operated on at least one device associated with the consumer~~.

27. (Currently Amended) The method of claim 26, ~~wherein~~ further comprising tracking, via the consumer tracking layer, ~~is configured to track~~ telemetry data.

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28. (Currently Amended) The method of claim 25, ~~further comprising~~ wherein updating the media content comprises updating the media content ~~providing,~~ upon a fulfillment of the interactivity criteria~~, at least one of the following: a modification of the delivered media content and a tracking of the consumer's activity as it relates to the interactivity criteria additional content when interactivity criteria is met~~.

29. (Cancelled)

30. (New) A method comprising:

registering asset data, wherein registering the asset data comprises at least one of the following:

registering a first geolocation associated with one of the following:

a physical asset, and

a virtual asset;

receiving media content to be associated with at least one registered asset;

specifying a plurality of rules for delivering the media content, wherein specifying the plurality of rules comprises specifying:

a first delivery rule associated with at least one element of profile data corresponding with a recipient of the media content, and

a second delivery rule associated with a second geolocation at which the recipient is tracked;

receiving an indication that the recipient is proximate to the first geolocation,

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comparing the first delivery rule and the at least one element of profile data associated with the recipient;

tracking a location associated with the recipient in response to a matching comparison;

comparing the second delivery rule and the location in order to determine whether the recipient is proximate to the second geolocation; and

delivering, upon fulfillment of the first delivery rule and the second delivery rule, the media content to the recipient.

31. (New) A computer-readable medium comprising a set of instructions which when executed perform a method, the method comprising:

registering asset data, wherein registering the asset data comprises at least one of the following:

registering a first geolocation associated with one of the following:

a physical asset, and

a virtual asset;

receiving media content to be associated with at least one registered asset;

specifying a plurality of rules for delivering the media content, wherein specifying the plurality of rules comprises specifying:

a first delivery rule associated with a period of time, and

a second delivery rule associated with a second geolocation at which a recipient is tracked during the period of time;

receiving an indication that the recipient is proximate to the first geolocation;

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tracking a location associated with the recipient in response to a matching comparison;

comparing the second delivery rule and the location in order to determine whether the recipient is proximate to the second geolocation; and

delivering, upon fulfillment of the first delivery rule and the second delivery rule, the media content to the recipient.

Amended claims are approved for entering into the record.

/C.H./

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Page 72 of 343

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

PTO/SB/08a (02-18)
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT
(Not for submission under 37 CFR 1.99)

Application Number	15950019
Filing Date	2018-04-10
First Named Inventor	Douglas L. Pittman
Art Unit	3621
Examiner Name	Colleen A. Hoar
Attorney Docket Number	00429.010-PA-USI-QPY

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	Art Unit	3621
	Examiner Name	Colleen A. Hoar
	Attorney Docket Number	00429.010-PA-USI-QPY

/C.H./	1	Copending U.S. Application No. 16/718,407 filed December 18, 2019, entitled "Platform for Location and Time Based Advertising" (00429.026-PA-USC-QPY)

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Examiner Signature	/COLLEEN A HOAR/ (02/17/2020)	Date Considered	02/17/2020

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Examiner Name	Colleen A. Hoar
Attorney Docket Number	00429.010-PA-USI-QPY

CERTIFICATION STATEMENT

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

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

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See attached certification statement.

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

A certification statement is not submitted herewith.

SIGNATURE

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

Signature	/Yuri L. Eliezer/	Date (YYYY-MM-DD)	2020-01-08
Name/Print	Yuri L. Eliezer	Registration Number	63402

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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)).

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C:\Users\choar\Documents\EAST\Workspaces\Pittman15950019Platform for Location and Time Based Advertising.wsp

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

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	Filing Date	2018-04-10
	First Named Inventor	Douglas L. Pittman
	Art Unit	3621
	Examiner Name	Hoar, Colleen A.
	Attorney Docket Number	00429.010PA-USI-QPY

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Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	8271413	B2	2012-09-18	Agarawal et al.	
	2	8417258	B2	2013-04-09	Barnes, Jr.	
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	1	20020009978	A1	2002-01-24	Dukach et al.	
	2	20090149199	A1	2009-06-11	Maghoul	
	3	20110145068	A1	2011-06-16	King et al.	
	4	20160232572	A1	2016-08-11	East et al.	

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	5	20170161784	A1	2017-06-08	Malik	
	6	20180293617	A1	2018-10-11	Pittman	

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	1	U.S. Non-Final Office Action dated January 11, 2019 cited in Application No. 15/483,790, 18 pgs. (00429.004-PA-USN-QPY)	☐
	2	International Preliminary Report on Patentability dated April 29, 2019 cited in Application No. PCT/US2018/26965, 29 pgs. (00429.009-PA-WOY-QPY)	☐

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☐ See attached certification statement.

☒ The fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☐ A certification statement is not submitted herewith.

SIGNATURE

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

Signature	/Yuri L. Eliezer/	Date (YYYY-MM-DD)	2019-12-12
Name/Print	Yuri L. Eliezer	Registration Number	63402

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

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

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

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

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

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

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

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

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

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

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

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /C.H./

I. WE CLAIM:

1. A method comprising:

registering asset data, wherein registering the asset data comprises at least one of the following:

registering a first geolocation associated with one of the following:

a physical asset, and

a virtual asset;

receiving media content to be associated with at least one registered asset, wherein the media content is configured to be operative with a content interaction layer and a consumer tracking layer to enable:

interacting with a consumer of the media content in conjunction with, at least in part, the media content, and

tracking the consumer of the media content in conjunction with, at least in part, the media content;

specifying a plurality of rules for selecting the media content to deliver to the consumer, wherein specifying the plurality of rules comprises specifying:

a first rule for delivering the media content, the first rule being associated with at least one element of profile data corresponding with the consumer, and

a second rule for updating the media content, the second rule being associated with a second geolocation;

receiving an activation command for triggering a delivery of the media content, wherein receiving the activation command comprises at least one of the following:

determining that a spatial trigger has occurred,

determining that a time-based trigger has occurred, and

determining that an event has occurred,

comparing the first rule and the at least one element of profile data associated with the consumer in order to determine whether to deliver the media content to the consumer;

delivering the media content to a device associated with the consumer when the first rule is met;

tracking a location associated with the consumer further to the delivery of the media content;

comparing the second rule and the location in order to determine whether to update the media content; and

updating the media content at the device associated with the consumer when the second rule is met.

2. The method of claim 1, wherein registering the asset data comprises registering a mobile asset, the mobile asset being associated a with location tracking technology.

3. The method of claim 2, further comprising:

tracking the mobile asset, and

updating a database with an up-to-date location data associated with the location tracking technology.

4. The method of claim 3, wherein tracking the mobile asset comprises

accessing the database with the up-to-date location data and retrieving the up-to-date location data.

5. The method of claim 3, wherein tracking the mobile asset comprises communicating with the location tracking technology associated with the mobile asset.

6. The method of claim 2, wherein receiving the activation command for triggering the delivery of the media content comprises determining that the consumer is in a spatial proximity to an up-to-date location of the mobile asset.

7. The method of claim 1, wherein registering the asset data comprises registering a brand asset, wherein the brand asset is comprised of a digitization of at least one of the following:

a trade name,

a trade design,

a trade logo, and

a source-identifier associated with a brand.

8. The method of claim 7, further comprises:

receiving a multimedia content, and

processing the multimedia content to ascertain an object within the multimedia content that corresponds to the brand asset.

9. The method of claim 8, wherein receiving the activation command for triggering the delivery of the media content comprises ascertaining that the brand asset is present within the multimedia content.

10. The method of claim 8, wherein receiving the multimedia content comprises receiving the multimedia content comprising an image captured by the consumer.

11. The method of claim 1, wherein delivering the media content comprises delivering a plurality of content types, wherein each of the plurality of content types is configured to be delivered based on tailored delivery rules.

12. The method of claim 11, further comprising tailoring at least one of: a content type and a delivery rule to the at least one element of profile data associated with the consumer.

13. The method of claim 11, further comprising tailoring at least one of: a content type and a delivery rule to a characteristic of a device type associated with the consumer.

14. The method of claim 1, further comprising tracking at least one action associated with the consumer, wherein tracking the at least one action comprises communicating with the consumer tracking layer operated on at least one device associated with the consumer.

15. The method of claim 14, wherein tracking the at least one action comprises employing the consumer tracking layer to track at least one of the following:

location data,

sensor data,

telemetry data,

device usage data, and

a unique identifier.

16. The method of claim 15, further comprising compiling analytics based on the at least one action.

17. The method of claim 1, wherein delivering the media content comprises engaging a transmission module configured to transmit the media content when the consumer is within a physical proximity to the first geolocation.

18. The method of claim 1, wherein determining that the spatial trigger has occurred comprises:

receiving location data from the consumer tracking layer in operative communication with at least one device associated with the consumer.

19. The method of claim 18, further comprising, determining, based on the location data, that the recipient is in proximity to the first geolocation.

20. (Cancelled)

21. The method of claim 1, wherein determining that the time-based trigger has occurred comprises at least one of the following:

determining that a predefined time has been met,

receiving a manual triggering event, and

accessing schedule data from a data storage.

22. The method of claim 1, wherein determining that the time-based trigger has occurred comprises at least one of the following:

receiving a designation of a time, and

determining that the consumer is in a proximity to at least one of: the first geolocation and the second geolocation at the designated time.

23. The method of claim 1, further comprising specifying, for the media content, interactivity criteria.

24. The method of claim 1, further comprising receiving an indication that the consumer is moving at a particular path, towards the second geolocation and within a designated period of time.

25. The method of claim 23, wherein specifying the interactivity criteria comprises specifying:

a change in a physical location associated with the consumer,

a particular destination to which the consumer must navigate, and

a particular time period in which the consumer must fulfill the interactivity criteria.

26. The method of claim 23, wherein tracking the location associated with the consumer comprises tracking the location relative to the interactivity criteria.

27. The method of claim 26, further comprising tracking, via the consumer tracking layer, telemetry data.

28. The method of claim 25, wherein updating the media content comprises updating the media content upon a fulfillment of the interactivity criteria.

29. (Cancelled)

30. A method comprising:

registering asset data, wherein registering the asset data comprises at least one of the following:

registering a first geolocation associated with one of the following:

a physical asset, and

a virtual asset;

receiving media content to be associated with at least one registered asset;

specifying a plurality of rules for delivering the media content, wherein specifying the plurality of rules comprises specifying:

a first delivery rule associated with at least one element of profile data corresponding with a recipient of the media content, and

a second delivery rule associated with a second geolocation at which the recipient is tracked;

receiving an indication that the recipient is proximate to the first geolocation,

comparing the first delivery rule and the at least one element of profile data associated with the recipient;

tracking a location associated with the recipient in response to a matching comparison;

comparing the second delivery rule and the location in order to determine whether the recipient is proximate to the second geolocation; and

delivering, upon fulfillment of the first delivery rule and the second delivery rule, the media content to the recipient.

31. A computer-readable medium comprising a set of instructions which when executed perform a method, the method comprising:

registering asset data, wherein registering the asset data comprises at least one of the following:

registering a first geolocation associated with one of the following:

a physical asset, and

a virtual asset;

receiving media content to be associated with at least one registered asset;

specifying a plurality of rules for delivering the media content, wherein specifying the plurality of rules comprises specifying:

a first delivery rule associated with a period of time, and

a second delivery rule associated with a second geolocation at which a recipient is tracked during the period of time;

receiving an indication that the recipient is proximate to the first geolocation;

tracking a location associated with the recipient in response to a matching comparison;

comparing the second delivery rule and the location in order to determine whether the recipient is proximate to the second geolocation; and

delivering, upon fulfillment of the first delivery rule and the second delivery rule, the media content to the recipient.

Clean copy of claims to be entered into the record.

/C.H./

Bibliographic Data

Application No: 15/950,019

Foreign Priority claimed: ○ Yes ◉ No

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

Verified and Acknowledged: /COLLEEN A HOAR/ Examiner's Signature | Initials

Title: PLATFORM FOR LOCATION AND TIME BASED ADVERTISING

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
04/10/2018	705	3621	00429.010-PA-USI-QPY
RULE			

APPLICANTS

BoardActive Corporation, Atlanta, GA, UNITED STATES

INVENTORS

Douglas L. Pittman Douglasville, GA, UNITED STATES

CONTINUING DATA

This application is a CIP of 15483790 04/10/2017 PAT 10521822

FOREIGN APPLICATIONS

IF REQUIRED, FOREIGN LICENSE GRANTED**

05/03/2018

**** MICRO ENTITY ****

STATE OR COUNTRY

UNITED STATES

ADDRESS

Bekiares Eliezer LLP
2870 Peachtree Road
#512
Atlanta, GA 30305
UNITED STATES

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/950,019	04/10/2018	Douglas L. Pittman	00429.010-PA-USI-QPY	8156

118664 7590 02/14/2020

Bekiares Eliezer LLP
2870 Peachtree Road
#512
Atlanta, GA 30305

EXAMINER	
HOAR, COLLEEN A	

ART UNIT	PAPER NUMBER
3621	

NOTIFICATION DATE	DELIVERY MODE
02/14/2020	ELECTRONIC

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

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

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

notices@eliezerip.com
patents@founderslegal.com

Exhibit 2001
IPR2023-00918
Page 93 of 343

Applicant-Initiated Interview Summary	**Application No.** 15/950,019	**Applicant(s)** Pittman, Douglas L.	
	Examiner COLLEEN A HOAR	**Art Unit** 3621	**AIA (FITF) Status** Yes

All participants (applicant, applicants representative, PTO personnel):

(1) COLLEEN A. HOAR.

(3) Yuri Eliezer.

(2) _____.

(4) _____.

Date of Interview: 05 February 2020.

Type: ☑ Telephonic ☐ Video Conference
☐ Personal [copy given to: ☐ applicant ☐ applicant's representative]

Exhibit shown or demonstration conducted: ☐ Yes ☐ No.
If Yes, brief description: _____.

Issues Discussed ☐101 ☐112 ☐102 ☐103 ☐Others
(For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: _____.

Identification of prior art discussed: _____.

Substance of Interview
(For each issue discussed, provide a detailed description and indicate if agreement was reached. Some topics may include: identification or clarification of a reference or a portion thereof, claim interpretation, proposed amendments, arguments of any applied references etc...)

See Continuation Sheet.

Applicant recordation instructions: The formal written reply to the last Office action must include the substance of the interview. (See MPEP section 713.04). If a reply to the last Office action has already been filed, applicant is given a non-extendable period of the longer of one month or thirty days from this interview date, or the mailing date of this interview summary form, whichever is later, to file a statement of the substance of the interview.

Examiner recordation instructions: Examiners must summarize the substance of any interview of record. A complete and proper recordation of the substance of an interview should include the items listed in MPEP 713.04 for complete and proper recordation including the identification of the general thrust of each argument or issue discussed, a general indication of any other pertinent matters discussed regarding patentability and the general results or outcome of the interview, to include an indication as to whether or not agreement was reached on the issues raised.

☐ Attachment

	/COLLEEN A HOAR/ Primary Examiner, Art Unit 3621

Exhibit 2001
IPR2023-00918
Page 94 of 343

Summary of Record of Interview Requirements

Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record
A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

Title 37 Code of Federal Regulations (CFR) 1.133 Interviews
Paragraph (b)

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

37 CFR §1.2 Business to be transacted in writing.
All business with the Patent or Trademark Office should be transacted in writing. The personal attendance of applicants or their attorneys or agents at the Patent and Trademark Office is unnecessary. The action of the Patent and Trademark Office will be based exclusively on the written record in the Office. No attention will be paid to any alleged oral promise, stipulation, or understanding in relation to which there is disagreement or doubt.

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

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

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

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

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

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

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

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

Examiner to Check for Accuracy

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

Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments:

Examiner has questions about the difference in scope or features from the instant application 15950019, allowed case 15483790 and future case 16718407.

Future case 16718407 similar to allowed '790 but specifies "direction of travel" in independent claim language. Examiner requesting a terminal disclaimer for '407 relative to '790.

For '019, Examiner suggest specifying delivery rules such as arrival at criteria destination within a time frame,- or other specific rule not included in '790 in independent claims.

Delivery rule to include arrival at a specific destination within a time frame as a criteria for a reward.

In addition, applicant has already further narrowed claim 1 by checking for consumer qualification for targeting by advertiser in 7th step of claim 1 by having a delivery rule corresponding to at least one element of PROFILE data, shown in claims 1 (limitation 8 and 13), and claims 12, and 29.

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

PTO/SB/08a (02-18)
Approved for use through 11/30/2020. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (**Not for submission under 37 CFR 1.99)**		
	Application Number	15950019
	Filing Date	2018-04-10
	First Named Inventor	Douglas L. Pittman
	Art Unit	3621
	Examiner Name	Colleen A. Hoar
	Attorney Docket Number	00429.010-PA-USI-QPY

U.S.PATENTS Remove

Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	10521822	B2	2019-12-31	Pittman	

If you wish to add additional U.S. Patent citation information please click the Add button. Add

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NON-PATENT LITERATURE DOCUMENTS Remove

Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	15950019
	Filing Date	2018-04-10
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	Art Unit	3621
	Examiner Name	Colleen A. Hoar
	Attorney Docket Number	00429.010-PA-USI-QPY

	1	Copending U.S. Application No. 16/718,407 filed December 18, 2019, entitled "Platform for Location and Time Based Advertising" (00429.026-PA-USC-QPY)

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

EXAMINER SIGNATURE

Examiner Signature		Date Considered	

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

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	15950019
	Filing Date	2018-04-10
	First Named Inventor	Douglas L. Pittman
	Art Unit	3621
	Examiner Name	Colleen A. Hoar
	Attorney Docket Number	00429.010-PA-USI-QPY

CERTIFICATION STATEMENT

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

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

OR

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

See attached certification statement.

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

A certification statement is not submitted herewith.

SIGNATURE

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

Signature	/Yuri L. Eliezer/	Date (YYYY-MM-DD)	2020-01-08
Name/Print	Yuri L. Eliezer	Registration Number	63402

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

Privacy Act Statement

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

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

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

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

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

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

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

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

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

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

Electronic Acknowledgement Receipt

EFS ID:	38238538
Application Number:	15950019
International Application Number:	
Confirmation Number:	8156
Title of Invention:	PLATFORM FOR LOCATION AND TIME BASED ADVERTISING
First Named Inventor/Applicant Name:	Douglas L. Pittman
Customer Number:	118664
Filer:	YURI ELIEZER/Merri Brami
Filer Authorized By:	YURI ELIEZER
Attorney Docket Number:	00429.010-PA-USI-QPY
Receipt Date:	08-JAN-2020
Filing Date:	10-APR-2018
Time Stamp:	14:43:41
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Form (SB08)	2020-01-08_IDS.pdf	1034428 0412c351eed7d7e0087b83cff9e8f52f75d2702c	no	4
Warnings:					

Information:	
Total Files Size (in bytes):	1034428

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

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

PTO/SB/08a (02-18)
Approved for use through 11/30/2020. OMB 0651-0031
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (**Not for submission under 37 CFR 1.99)**		
	Application Number	15950019
	Filing Date	2018-04-10
	First Named Inventor	Douglas L. Pittman
	Art Unit	3621
	Examiner Name	Hoar, Colleen A.
	Attorney Docket Number	00429.010PA-USI-QPY

U.S.PATENTS						
Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	8271413	B2	2012-09-18	Agarawal et al.	
	2	8417258	B2	2013-04-09	Barnes, Jr.	
If you wish to add additional U.S. Patent citation information please click the Add button.						
U.S.PATENT APPLICATION PUBLICATIONS						
Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20020009978	A1	2002-01-24	Dukach et al.	
	2	20090149199	A1	2009-06-11	Maghoul	
	3	20110145068	A1	2011-06-16	King et al.	
	4	20160232572	A1	2016-08-11	East et al.	

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	15950019
	Filing Date	2018-04-10
	First Named Inventor	Douglas L. Pittman
	Art Unit	3621
	Examiner Name	Hoar, Colleen A.
	Attorney Docket Number	00429.010PA-USI-QPY

	5	20170161784	A1	2017-06-08	Malik	
	6	20180293617	A1	2018-10-11	Pittman	

If you wish to add additional U.S. Published Application citation information please click the Add button.

FOREIGN PATENT DOCUMENTS

Examiner Initial*	Cite No	Foreign Document Number[3]	Country Code[2] ¡	Kind Code[4]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear	T[5]
	1							☐

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

NON-PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]
	1	U.S. Non-Final Office Action dated January 11, 2019 cited in Application No. 15/483,790, 18 pgs. (00429.004-PA-USN-QPY)	☐
	2	International Preliminary Report on Patentability dated April 29, 2019 cited in Application No. PCT/US2018/26965, 29 pgs. (00429.009-PA-WOY-QPY)	☐

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

EXAMINER SIGNATURE

Examiner Signature		Date Considered	

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	15950019
	Filing Date	2018-04-10
	First Named Inventor	Douglas L. Pittman
	Art Unit	3621
	Examiner Name	Hoar, Colleen A.
	Attorney Docket Number	00429.010PA-USI-QPY

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	15950019
	Filing Date	2018-04-10
	First Named Inventor	Douglas L. Pittman
	Art Unit	3621
	Examiner Name	Hoar, Colleen A.
	Attorney Docket Number	00429.010PA-USI-QPY

CERTIFICATION STATEMENT

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

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

OR

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

☐ See attached certification statement.

☒ The fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☐ A certification statement is not submitted herewith.

SIGNATURE

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

Signature	/Yuri L. Eliezer/	Date (YYYY-MM-DD)	2019-12-12
Name/Print	Yuri L. Eliezer	Registration Number	63402

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

Privacy Act Statement

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

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

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

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

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

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

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

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

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

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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.

PATENT COOPERATION TREATY

PCT

INTERNATIONAL PRELIMINARY REPORT ON PATENTABILITY

(Chapter II of the Patent Cooperation Treaty)

(PCT Article 36 and Rule 70)

Applicant's or agent's file reference **00429.009**	**FOR FURTHER ACTION**	See Form PCT/IPEA/416
International application No. **PCT/US2018/026965**	International filing date *(day/month/year)* **10 April 2018 (10.04.2018)**	Priority date *(day/month/year)* **10 April 2017 (10.04.2017)**

International Patent Classification (IPC) or both national classification and IPC
IPC: G06Q 30/02
CPC: See Supplemental Sheet

Applicant
BOARDACTIVE CORPORATION

1. This report is the international preliminary examination report, established by this International Preliminary Examining Authority under Article 35 and transmitted to the applicant according to Article 36.
2. This REPORT consists of a total of **8** sheets, including this cover sheet.
3. This report is also accompanied by ANNEXES, comprising:
   a. ☒ *(sent to the applicant and to the International Bureau)* a total of 21 sheets, as follows:
      ☒ sheets of the description, claims and/or drawings which have been amended and/or sheets containing rectifications authorized by this Authority, unless those sheets were superseded or cancelled, and any accompanying letters (see Rules 46.5, 66.8, 70.16, 91.2, and Section 607 of the Administrative Instructions).
      ☐ sheets containing rectifications, where the decision was made by this Authority not to take them into account because they were not authorized by or notified to this Authority at the time when this Authority began to draw up this report, and any accompanying letters (Rules 66.4*bis*, 70.2(e), 70.16 and 91.2).
      ☐ superseded sheets and any accompanying letters, where this Authority either considers that the superseding sheets contain an amendment that goes beyond the disclosure in the international application as filed, or the superseding sheets were not accompanied by a letter indicating the basis for the amendments in the application as filed, as indicated in item 4 of Box No. I and the Supplemental Box (see Rule 70.16(b)).
   b. ☐ *(sent to the International Bureau only)* a total of (indicate type and number of electronic carrier(s)) _____ containing a sequence listing, in the form of an Annex C/ST.25 text file, as indicated in the Supplemental Box Relating to Sequence Listing (see paragraph 3*ter* of Annex C of the Administrative Instructions).
4. This report contains indications relating to the following items:
   - ☑ Box No. I Basis of the report
   - ☐ Box No. II Priority
   - ☐ Box No. III Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
   - ☐ Box No. IV Lack of unity of invention
   - ☑ Box No. V Reasoned statement under Article 35(2) with regard to novelty, inventive step and industrial applicability; citations and explanations supporting such statement
   - ☐ Box No. VI Certain documents cited
   - ☐ Box No. VII Certain defects in the international application
   - ☐ Box No. VIII Certain observations on the international application

Date of submission of the demand	Date of completion of this report
10 February 2019 (10.02.2019)	**29 April 2019 (29.04.2019)**
Name and mailing address of the IPEA/US **COMMISSIONER FOR PATENTS MAIL STOP PCT, ATTN: IPEA/US P.O. BOX 1450 ALEXANDRIA, VA 22313-1450, UNITED STATES OF AMERICA** Facsimile No. **(571)273-8300**	Authorized officer **COLLEEN A HOAR** Telephone No. **(571)270-3447**

Form PCT/IPEA/409 (cover sheet) (January 2015)

INTERNATIONAL PRELIMINARY REPORT ON PATENTABILITY

International application No.
PCT/US2018/026965

Box No. I Basis of the report

1. With regard to the **language**, this report is based on:
   - [✓] the international application in the language in which it was filed.
   - [ ] a translation of the international application into _____ which is the language of a translation furnished for the purposes of:
     - [ ] international search (Rules 12.3(a) and 23.1(b))
     - [ ] publication of the international application (Rule 12.4(a))
     - [ ] international preliminary examination (Rules 55.2(a) and/or 55.3(a) and (b))
2. With regard to the **elements** of the international application, this report is based on *(replacement sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this report as "originally filed" and are not annexed to this report)*:
   - [ ] the international application as originally filed/furnished, or
   - [✓] the description:
     pages **1-61, 1-61** as originally filed/furnished.
     pages* _____ received by this Authority on _____
     pages* _____ received by this Authority on _____
   - [✓] the claims:
     Nos. **1-29** as originally filed/furnished.
     Nos.* _____ as amended (together with any statement) under Article 19
     Nos.* **1-29** received by this Authority on **04 March 2019 (04.03.2019)**
   - [✓] the drawings:
     pages **1/26-26/26, 1/26-26/26** as originally filed/furnished.
     pages* _____ received by this Authority on _____
     pages* _____ received by this Authority on _____
   - [ ] a sequence listing - see Supplemental Box Relating to Sequence Listing.
3. [ ] The amendments have resulted in the cancellation of:
   - [ ] the description, pages _____
   - [ ] the claims, Nos. _____
   - [ ] the drawings, sheets/figs _____
   - [ ] the sequence listing *(specify)*: _____
4. [ ] This report has been established as if (some of) the amendments annexed to this report and listed below had not been made, since either they are considered to go beyond the disclosure as filed, or they were not accompanied by a letter indicating the basis for the amendments in the application as filed, as indicated in the Supplemental Box (Rules 70.2(c) and (c-*bis*)):
   - [ ] the description, pages _____
   - [ ] the claims, Nos. _____
   - [ ] the drawings, sheets/figs _____
   - [ ] the sequence listing *(specify)*: _____
5. [ ] This report has been established:
   - [ ] taking into account the **rectification of an obvious mistake** authorized by or notified to this Authority under Rule 91 (Rules 66.1(d-*bis*) and 70.2(e)).
   - [ ] without taking into account the **rectification of an obvious mistake** authorized by or notified to this Authority under Rule 91(Rules 66.4*bis* and 70.2(e)).
6. With regard to top-up searches (Rules 66.1*ter* and 70.2(f)):
   - [✓] A top-up search was carried out by this Authority on **30 April 2019 (30.04.2019)**
     - [✓] Additional relevant documents have been discovered during the top-up search.
   - [ ] No top-up search was carried out by this Authority because it would serve no useful purpose.
7. [ ] Supplementary international search report(s) from Authority(ies) _____ has/ have been received and taken into account in establishing this report (Rule 45*bis*.8(b) and (c)).

** If item 4 applies, some or all of those sheets may be marked "superseded."*

Exhibit 2001
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INTERNATIONAL PRELIMINARY REPORT ON PATENTABILITY

International application No.
PCT/US2018/026965

Box No. V **Reasoned statement under Article 35(2) with regard to novelty, inventive step and industrial applicability; citations and explanations supporting such statement**

1. Statement

Novelty (N)	Claims	None	YES
	Claims	1-29	NO
Inventive step (IS)	Claims	None	YES
	Claims	1-29	NO
Industrial applicability (IA)	Claims	1-29	YES
	Claims	None	NO

2. Citations and explanations (Rule 70.7)

---------- NEW CITATIONS ----------

US 2011/10145068 A1 (KING ET AL) 16 June 2011 (16.06.2011) , Figs.5, 7, 9A-9G, Paras 15-17, 46, 65, 343, 548, 597, 608-9, 619

US 9918197 B2 (LABARCA) 19 April 2012 (19.04.2012) , Figs. 2-6, 8, 11-16, abstract, Col 7, Lines 1-21, Col 11, Lines 3-43, Col 13, Lines 1-32

US 2002/0009978 A1 (DUKACH ET AL) 24 January 2002 (24.01.2002) , All Figures, abstract, Paras 73, 304, 446

US 2009/0149199 A1 (MAGHOUL) 11 June 2009 (11.06.2009) , abstract

--------- EXPLANATION ---------

Regarding Claims 2 and 6, King teaches registering triggers and rules for taking and capturing activities Figs.5, 7, 9A-9G; [0016] In some examples, the system associates the rendered advertisement with multiple performable actions. The system may associate the performable actions to an entire rendered advertisement or to a portion or region of a rendered advertisement. Thus, capturing information from a first region of a rendered advertisement may cause the system to locate and perform a certain action, while capturing information from a second region may cause the system to locate and perform a different action. [0017] In some examples, the system facilitates the association of performable actions and other digital content to rendered advertisements by providing a portal to advertisers and other entities that wish to associate physical objects with digital content. The portal may facilitate the input of a physical object, such as an image of an printed advertisement, the input of digital content, and input that identifies a desired association between the physical object and the digital content.[0046] As an example of how the capture device may be used, a reader may capture text from a newspaper article with a camera associated with her mobile device. The text is captured as a bit-mapped image via the camera. The logic stores the bit-mapped image in memory and time stamps the image, as well as records other data associated with the capture (such as position of a device, geo-locational data, and so on). The logic also performs optical character recognition (OCR), and converts the image to text. The system uploads the text to an index of content associated with the newspaper, and identifies
and retrieves an electronic counterpart for the article. The capture device then displays the electronic counterpart via an associated touch screen along with one or more actions to perform, such as downloading and viewing related articles or articles providing additional background information, highlighting terms within an article and providing links to definitions of those terms, or viewing advertisements or purchasing information for items discussed in or around the article. [0065] The detection component 330 may also include or receive information from a timing component (not shown) that measures the duration of certain states of the capture device. For example, the timing component, which may be part of the detection component 330, may measure how long the capture device 300 is held parallel to an axis defined by a rendered document placed on a table, or may measure how long the capture device 300 is within a certain proximity to a street sign), and so on. [0343] In a similar way, certain items of text or other symbols may, when captured, cause standard actions to occur, and the OS may provide a selection of these. An example might be that capturing the text" [print]" in any document

Exhibit 2001
IPR2023-00918
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INTERNATIONAL PRELIMINARY REPORT ON PATENTABILITY

International application No.
PCT/US2018/026965

Box No. V Reasoned statement under Article 35(2) with regard to novelty, inventive step and industrial applicability; citations and explanations supporting such statement

would cause the OS to retrieve and print a copy of that document. The OS may also provide a way to register such actions and associate them with particular captures. [0548] An advertising portal may allow advertisers to create and manage markup layers associated with various advertisements. In one example, an advertisement portal may provide a web interface by which an advertiser can register one or more advertisement campaigns and associated information, such as a name, markup information associated with the campaign, information about when advertisements in the campaign should be displayed and to whom the advertisements should be display, information about the advertised products or services, and/or advertised products, tags, keywords, and/or key phrases associated with the advertisement campaign, text or other media associated with the advertisements, and so on. An advertising portal may also provide an interface by which an advertiser can indicate controls that should appear in the associated markup layer. For example, an advertiser may indicate a particular region within an advertising image and/or a particular phrase or word within advertising text that should be displayed with a control overlay when the advertisement is captured and displayed on a captured device. In some examples, an advertising portal may also allow advertisers to provide a fulfillment specification, which may include one or more preferred vendors and/or a "how to purchase" process. An advertising portal may also provide an interface by which an advertiser may control aspects of a customer's experience, including whether and/or when to offer special deals, various types of media, a markup layer tailored to a particular user's interests, needs, geographic location, spoken language, and so on. For example, an advertising portal may provide a translation of an advertisement from the advertisement's language into a language preferred by a user of the capture device capturing the advertisement. In some examples, an advertising portal may provide services that may be utilized by consumers. For example, an advertising portal may allow consumers or other third parties to post reviews and/or commentary related to advertisement interactivity layers, vendors, advertisers, products, services, and the like. In other examples, an advertising portal may enable users to post commentary related to rendered or printed advertisements, including links, images, cross-references, etc. [0597] In some examples, display elements or associated contents or actions associated with advertisements are part of a markup layer, action layer, or interactivity layer. These layers associate an advertisement and its constituent regions (textual or physical) with associated actions, content, or information. The system may locate and/or retrieve the layer and/or a portion of the layer (such as an individual display element) from a variety of storage locations, including storage local to the device (the device's memory, SIM card, and so on), storage remote from the device (such as at a server in communication with the device), storage at a third party location (such as at the location of an advertiser associated with the advertisement), and so on. Facilitating Associations Between Rendered Advertisements and Digital Content [0608] As described herein, in some examples the system facilitates the association of performable actions and other digital content to rendered advertisements by providing a portal to advertisers and other entities that wish to associate physical objects with digital content. Other entities may
include publishers, authors, reviewers, commentators, translators, content providers, billboard owners, real estate agents, or any entities that wish to associate real world displays of information with digital content. The system may provide a web interface whereby advertisers input images of rendered advertisements, digital content, and rules that define associations between them, among other information. [0609] FIG. 7 is a block diagram illustrating a computing environment 700 for providing a portal for advertisers to associate rendered advertisements with digital content. The environment 700 includes a computing system 710 at an advertiser's location. The computing system 710 includes a web interface 715 that enables an advertiser access to the system. The web interface 715 presents various displays that facilitate the entry and/or input of images of rendered advertisements, digital content, associations, advertiser profile information, branding, and other information associated with providing digital content associated with rendered documents. Examples of various presented displays will be discussed with respect to FIGS. 9A-9G. [0619] FIG. 9B is a screen 910 displayed by the portal that provides an interface 915 to allow an advertiser to provide information associated with a rendered advertisement, including an image of the rendered advertisement, text in the rendered advertisement, and metadata associated with the rendered advertisement. The metadata may include the name of the advertisement, metadata about the rendered advertisement, such as an identity of a publication in which the rendered advertisement will be run, publication date or date range, page number, column identifier, and so on, metadata
about an advertised product or service, such as product identifiers, vendor names, vendor URLs, product/service URLs, and so on, tags, keywords, and/or key phrases associated with the advertisement interactivity layer campaign.

Furthermore, Labarca teaches registering asset data: Figs. 2-6, 8, 11-16, abstract.

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INTERNATIONAL PRELIMINARY REPORT ON PATENTABILITY

International application No.
PCT/US2018/026965

Box No. V **Reasoned statement under Article 35(2) with regard to novelty, inventive step and industrial applicability; citations and explanations supporting such statement**

Regarding Claim 23, Labarca teaches: Col 7, Lines 1-21: IAEM 108 uses this information to , among other things, identify physical advertisement structures associated with a profile 122 that are within a given distance from a user of the IAE 110 . Altitude information allows the IAEM 108 to identify a set physical advertisement structure(s) and their advertisements within a multi - story building such as a shopping center . For example , a user can be on the fifth floor example , an entry 332 under this column 330 indicates that of the shopping center . The IAEM 108 is then able to identify the physical advertisement structures and their advertisements that are on the fifth floor of the shopping center. Also , the IAEM 108 can use this information to identify a given number of physical advertisement structures 112 of interest to a user of the IAE 110 . For example , a user can send location information such as an address , an intersection , landmark , GPS information , or the like to the IAEM 108. The IAEM 108 can then analyze the profiles 122 and this location information within the profiles 122 to identify physical advertisement structures and their advertisements that correspond to the location information received from the user . Col 13, Lines 1-32, the advertiser ' s phone number 1006 is displayed along with a "Call" widget 1008 . The user is able to select this "Call" widget 1008 to automatically initiate a call to this phone number 1006 , as shown by process in FIG . 11 . Alternatively , the phone number 1006 itself can be select -
able for initiating the call and the "Call" widget is not required . The phone number information 1006 is maintained by the IAEM 108 in the advertiser structure profiles 112 under the "Phone Number" column 342 , as shown in FIG. 3. FIG. 11 shows that the user, in step 1102 , selected the physical advertisement structure widget 706 displayed on the IAE 110. The IAE 110, at step 1104, displays advertisement information to the user for the selected advertisement structure 706, as shown in FIG.10. The user, at step 1106, via the IAE 110 selects an option 1008 to call the advertiser phone number 1106 . The IAEM 108, at step 810, then initiates a phone call to the displayed phone number 1006. In another example, the IAE 110 presents a link 1010 to the advertiser's website along with a "Go" widget 1012. The user is able to select this "Go" widget 1012 to open, for example, a web browser and to automatically be brought to this website, as shown by the process in FIG. 12. It should be noted that the website link 1010 can be selectable as well and the "Go" widget is not required. The IAEM 108
maintains this website information 110 under the "Link" column 338 of the advertisement structure profiles 122, as shown in FIG. 3. In yet another example, the IAE 110 presents a link 1022 to the call-up a navigation service under the Navigation column 346 of table 300. The user is able to select this "Navigate" widget 1022 to be given directions by a navigation service.

Regarding Claim 25: Ghadia teaches capturing events based on a latest location (abstract); Fig. 7 & 8 : Paths generated from events with movement from start to finish with score and confidence values. [27]-[28]...but a background service on the Internet connectable device may automatically request an ad at a predetermined time or in response to a specific event...when it is determined that the Intemet connectable device is within a certain distance from a particular location. [48] ... In certain embodiments, ingested location events data and/or network events data may be indexed based on one or more data elements such as, for example, a timestamp. Internet-connectable device records may also maintain other information including, for example, whether each Internet-connectable device is opted in or out of behavioral targeting....and [54]. [0062] In certain embodiments, the Kalman filtering technique may review location events associated with an Internet connectable device to determine whether they fall within a certain accuracy and distance from each other. If so, the location events may qualify to be merged. In some embodiments, a determination as to whether location events should be merged may be based on a maintained model comprised of a probable range of motion and the recent history of movement of the Internet-connectable device. If the location events qualify to be merged, a weighted average technique may be used to merge the location and accuracy of the location events into a stop. [72]In some embodiments, aggregate metadata fields may be used to track information about each of the individual events in a grouped session. For example, if a user is playing a game on the user's Internet-connectable device for 30 minutes and has been served 10 ads from an ad server during this time period, one grouped interaction with the ad server may result with a count of 10 ads and a duration of 30 minutes. Other network event groupings may consider, for example, clicks and/or matched conversions. [77]-[80] teach tracking and weighting factors based on time spent at a location, accuracy of a stop, metadata associated with location, and known destinations for determining bounded areas for different types of businesses, categorization services, and the like. [0129] In certain embodiments, public campaign locations may be campaign locations available to all entities that wish to create advertisement campaigns. Public campaign locations may include, for example, shopping areas, airports, national parks, neighborhoods, cities, states, and zip codes. [0137] In a particular embodiment, predictive analysis may be combined with real-time

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INTERNATIONAL PRELIMINARY REPORT ON PATENTABILITY

International application No.
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location analytics to convey information other than advertisements to Internet-connectable device users. For example, historical collective route data associated with many Internet-connectable devices may be examined to determine, for instance, expected or unusual traffic conditions. As a specific example, a large number of Internet-connectable devices may share a common path or path segment at a given point in time. Based on historical collective path data associated with the Internet-connectable devices, an average time needed to travel the path or path segment at the given point in time may be determined. Thus, for example, the examination of collective path data may indicate that it takes thirty minutes to travel a specific path segment on Mondays between the hours of 7:00 a.m. and 10:00 a.m. If the degree of certainty that an Internet-connectable device shares the specific path segment on Mondays between the hours of 7 :00 a.m. and 10:00 a.m. is high enough, and/or it is determined that the Internet-connectable device is approaching the specific path segment, the Internet-connectable device may be notified of any unusual traffic conditions, which may be determined by examining collective path data associated with Internet-connectable devices that are currently traveling, or recently traveled, the specific route segment. Furthermore, Fernandex teaches [0006] Some embodiments may provide a way to collect location information. A sensor that emits a beacon signal may be attached to a person, pet, or moveable object. Various user
devices may receive the beacon signal. Such user devices may include features that allow each user device to ascertain its own location. Each user device that is able to ascertain a location when receiving the beacon signal may send the information to a server application that is able to collect various locations associated with a particular sensor. The server application may be able to track or locate the sensor based at least partly on the collected data. [0008] Some embodiments may provide an interactive advertising medium (e.g., a billboard, digital signage, etc.). Such a medium may communicate with an associated sensor of some embodiments. Such a sensor may be adapted to transmit to and collect data from various user devices that pass within a threshold distance or proximity of the sensor. The sensor may be adapted to communicate with the user devices to send and/or retrieve mobile content and/or to complete a commercial transaction with an advertiser associated with the advertising medium. The sensor may collect data regarding mobile devices that pass within a threshold distance and send the collected data to the server of some embodiments. Such data may be made available advertisers via one or more network-accessible databases. [92]...Such a server-side application may be executed by one or more appropriate user devices. As shown, the server application may include a communication module 705, an authentication module 710, a reporting & analytics module 715, a sensor management module 720, a campaign management module 725, an account manager module 730, an action management module 735, a channel management module 740, a rich media repository module 745, a web services module 750, a payment module 755, a social network interface module 760, and/or a communications bus 765. [0093] The communication module 705 may be adapted to communicate with various client devices, typically across one or more networks. The authentication module 710 may be adapted to confirm and/or validate user account information (e.g., a login name and password) supplied by a user (e.g., a consumer, an establishment-user, a manufacturer-user, etc.). The reporting and analytics module 715 may be adapted to perform various analyses and reporting of collected data. Such a module may be used to generate reports, produce charts and/or export data that can be analyzed by and/or integrated into third-party systems. The sensor management module 720 may be adapted to control and manage the sensors used by some embodiments (e.g., by defining events, ranges, etc.).

Ramer teaches [40]...In embodiments, the wireless communication facility 104 may be linked to a locator facility 110 that generates information about the location of the user (including geographic location, proximity to other locations, network location, or other location information). The locator facility 110 may enable linkage of other information, such as information about a user query, with information about the user's geographic location at the time the query was initiated [58] Ramer teaches tracking mobile subscriber characteristics related to phone usage and location including history of phone calls made linked with geographic/location information at the time of each call, log of phone numbers, and a history of clicks and clickthroughs (or other keystroke or user interface equivalents thereof, including voice-initiated actions) made using the mobile communication facility 102.

Ghadia, Fernandex, and King teach collecting user activity in relation to location and time and associated content in a predefined way.

Although not mentioned by applicant, Chapter 1 citations missed the claim feature of a mobile structure associated with an asset. Dukach teaches: [73] ...define demographic information to include information about the current activity, current location, or current context, including: proximity to locations of given

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types Such as given types of Stores, businesses, public places, etc., weather; or time of day. We also define demographic to define any other information about people which may be considered useful in marketing products, Services, political candidates or view, and the ideas. [0304] AS indicated by numeral 701, the user can select that the message be displayed automatically upon proximity to a given wireleSS device. [0446]. As indicated by numerals 1322 through 1334, these factors can also include the viewers relationship to the display on which the message is to be shown, including whether they are Seeing a vehicle Side display 142 or a vehicle back display 144 of the type shown in FIG. 6; the length of time viewers are likely to be able to See a message (as estimated from factors Such as the Speed of the mobile unit, the relative Speed of the mobile unit to viewers, and whether the viewers are pedestrians or drivers located behind a vehicle); the relative speed of the display to Viewers; the viewers proximity to the display; and the Viewer's orientation relative to the display.

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Supplemental Box

In case **the space in any of the preceding boxes is not sufficient.**

Continuation of CPC:
G06Q 30/0252; G06Q 30/02; G06Q 30/0277; A63F 2300/5506; G06Q 30/0261; G06Q 30/0267; G06Q 30/0207; G06Q 30/0241; G06Q 30/0273; G06Q 30/0269

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Replacement Sheets – Clean Copy
BoardActive Corporation - 00429.010-PA-USI

THE FOLLOWING IS CLAIMED:

1. A method comprising:

registering asset data, wherein registering asset data comprises at least one of the following:

registering a geolocation for physical assets, and

registering a geolocation for virtual assets;

receiving media content to be associated with at least one registered asset, wherein the media content is configured to be operative with a content interaction layer and a consumer tracking layer to enable:

interacting with a consumer of the media content in conjunction with, at least in part, the media content, and

tracking the consumer of the media content in conjunction with, at least in part, the interaction with the media content;

specifying a plurality of rules for selecting the media content to deliver to the consumer, wherein the media content is associated with at least one delivery rule, and wherein the at least one delivery rule corresponds to at least one element of profile data associated with the consumer;

receiving an activation command for triggering a delivery of the media content, wherein receiving the activation command comprises at least one of the following:

determining that a spatial trigger has occurred,

determining that a time-based trigger has occurred, and

determining that an event has occurred,

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comparing the at least one delivery rule and the at least one element of profile data associated with the consumer in order to determine whether to deliver the media content to the consumer;

delivering the media content to a device associated with the consumer, wherein the device is operative with the content interaction layer; and

receiving an indication of engagement with the media content; and

tracking at least one action associated with the consumer in response to the indication of engagement with the media content.

2. The method of claim 1, wherein registering the asset data comprises registering a mobile asset, the mobile asset being associated a with location tracking technology.

3. The method of claim 2, further comprising:

tracking the mobile asset, and

updating a database with an up-to-date location data associated with the location tracking technology.

4. The method of claim 3, wherein tracking the mobile asset comprises accessing a database with the up-to-date location data and retrieving the location data.

5. The method of claim 3, wherein tracking the mobile asset comprises communicating with the location tracking technology associated with the mobile asset.

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6. The method of claim 2, wherein receiving the activation command for triggering the delivery of the media content comprises determining that a consumer is in a spatial proximity to an up-to-date location of the mobile asset.

7. The method of claim 1, wherein registering the asset data comprises registering a brand asset, wherein the brand asset is comprised of a digitization of at least one of the following:

a trade name;

a trade design;

a trade logo, and

a source-identifier associated with a brand.

8. The method of claim 7, further comprises:

receiving a multimedia content, and

processing the multimedia content to ascertain an object within the multimedia content that corresponds to the brand asset.

9. The method of claim 8, wherein receiving the activation command for triggering the delivery of the media content comprises ascertaining that a brand asset is present within the multimedia content.

10. The method of claim 8, wherein the multimedia content comprises an image captured by the consumer.

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11. The method of claim 1, wherein the media content comprises a plurality of content types, wherein each of the plurality of content types is configured to be delivered based on certain delivery rules.

12. The method of claim 11, wherein at least one of: a content type and a delivery rules is tailored to a characteristic of profile data associated with the consumer.

13. The method of claim 11, wherein at least one of: a content type and a delivery rules is tailored to a characteristic of a device type associated with the consumer.

14. The method of claim 1, wherein tracking the at least one action comprises communicating with a consumer tracking layer operated on at least one device associated with the consumer.

15. The method of claim 14, wherein the consumer tracking layer is configured to track at least one of the following:

location data,

sensor data,

telemetry data,

device usage data, and

a unique identifier.

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16. The method of claim 15, further comprising compiling analytics based on the at least one action.

17. The method of claim 1, wherein delivering the media content comprises engaging a transmission module configured to transmit the media content when the consumer is within a physical proximity to the asset.

18. The method of claim 1, wherein determining that the spatial trigger has occurred comprises:

receiving location data from a consumer tracking layer in operative with at least one device associated with the consumer.

19. The method of claim 18, wherein the location data indicates that the user is in proximity to a physical asset.

20. The method of claim 19, wherein the location data indicates that the user is in proximity to a virtual asset.

21. The method of claim 1, wherein determining that the time-based trigger has occurred comprises at least one of the following:

determining that a predefined time has been met,

receiving a manual triggering event, and

accessing schedule data from a data storage.

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22. The method of claim 1, wherein determining that the time-based trigger has occurred comprises at least one of the following:

receiving a designation of a space and a time, and

determining that the consumer is in a proximity to the designated space at the designated time.

23. The method of claim 1, further comprising specifying, for the delivered media content, interactivity criteria.

24. The method of claim 23, further comprising receiving an indication that the consumer is engaged in a potential fulfillment of the interactivity criteria, wherein receiving the indication comprises receiving the indication that the consumer is moving at a particular path, towards a physical location, and within a designated period of time.

25. The method of claim 23, wherein the interactivity criteria is configured to be associated with:

a change in a physical location associated with the consumer,

a particular destination to which the consumer must navigate, and

a particular time period in which the consumer must fulfill the interactivity criteria

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26. The method of claim 6 and 23, wherein tracking the at least one action relative to the interactivity criteria comprises communicating with a consumer tracking layer operated on at least one device associated with the consumer.

27. The method of claim 26, wherein the consumer tracking layer is configured to track telemetry data

28. The method of claim 25, further comprising providing, upon a fulfillment of the interactivity criteria, at least one of the following: a modification of the delivered media content and a tracking of the consumer's activity as it relates to the interactivity criteria additional content when interactivity criteria is met.

29. A method comprising:

tracking a location of a mobile asset;

triggering a display of an advertisement on a device in proximity to the location of the mobile asset;

wherein the advertisement is an interactive advertisement selected to be displayed based on a profile data associated with the device,

wherein the interactive advertisement instructs the user to perform at least on action,

tracking the at least one action; and

updating a content of the displayed advertisement based on the tracked user actions.

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S/N: PCT/US2018/026965

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	BOARDACTIVE CORPORATION		
Serial No.:	PCT/US2018/026965		
Filed:	10 April 2018 (10.04.2018)	Docket:	00429.009
Title:	**A PLATFORM FOR LOCATION AND TIME BASED ADVERTISING**		

DEMAND FOR PRELIMINARY EXAMINATION UNDER ARTICLE 31

Mail Stop PCT
ISA | US
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Examining Authority:

Applicant respectfully requests entry of this document and documents appended hereto. Please examine and consider the present application in view of the appended amendment and remarks.

- **AMENDMENT UNDER ARTICLE 34**
- **COMMENTS TO THE INTERNATIONAL SEARCH REPORT AND WRITTEN OPINION**

REMARKS

Resubmission of our remarks in accordance with PCT Rule 66.8 is respectfully submitted containing the original sheets of the internal application, separate replacement pages which differ from the original sheets on file, a letter below describing how the replacement sheets differ from the original sheets on file, and a duplicate submission is added courtesy markup of the claims which have been amended.

International Preliminary Examination of the present application is respectfully requested in view of the amendment and following remarks.

CHANGES AND MODIFICATIONS FROM ORIGINAL SHEETS ON FILE

A courtesy markup is submitted herewith. The amendment shown in the courtesy markup sheets is final amendment and shall resolve any discrepancy between the following annotations of the amendments shown in the courtesy markup sheets.

The following is amended from Claim 15:

- Removal of the word "and" located on the fifth line down from the beginning of claim 15.
- Addition of ", and" located on the sixth line down from the beginning of claim 15.
- Addition of "a unique identifier" located on the seventh line down from the beginning of claim 15.

The following is amended from Claim 21:

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- Removal of the word "database" located on the fifth line down from the beginning of claim 21.
- Addition of "data storage" located on the fifth line down from the beginning of claim 21.

The following is amended from Claim 23:

- Removal of the phrase "which, when fulfilled, will enable the consumer to receive additional content"

The following is amended from Claim 24:

- Addition of the word "potential" located on the second line down from the beginning of claim 24
- Addition of the phrase ", wherein receiving the indication comprises receiving the indication that the consumer is moving at a particular path, towards a physical location, and within a designated period of time" located starting on the third line down from the beginning of claim 24.

The following is amended from Claim 25:

- Addition of the number "23" located on the first line from the beginning of claim 25
- Removal of the number "24" located on the first line from the beginning of claim 25
- Addition of the phrase "configured to be associated with" on the second line down from the beginning of claim 25
- Removal of the phrase "specified by at least one of the following" on the second line down from the beginning of claim 25

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- Addition of the phrase "a change in a physical location associated with the consumer," located on the third line down from the beginning of claim 25
- Addition of the phrase "a particular destination to which the consumer must navigate, and" located on the fourth line down from the beginning of claim 25
- Addition of the phrase "a particular time period in which the consumer must fulfill the interactivity criteria" located on the fifth line down from the beginning of claim 25
- Removal of the phrase "a. wherein the interactivity criteria requires the consumer to perform at least one action," located on the first line from the beginning of claim 25
- Removal of the phrase "b. wherein the interactivity criteria is location based," located on the first line from the beginning of claim 25
- Removal of the phrase "c. wherein the interactivity criteria is time based, and" located on the first line from the beginning of claim 25
- Removal of the phrase "d. wherein the interactivity criteria is location and time based." located on the first line from the beginning of claim 25

The following is amended from Claim 27:

- Removal of the phrase "location data" located on the third line down from the beginning of claim 27
- Removal of the phrase "sensor data" located on the fourth line down from the beginning of claim 27
- Removal of the phrase ", and" located on the fifth line down from the beginning of claim 27

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- Removal of the phrase "device usage data" located on the sixth line down from the beginning of claim 27

The following is amended from Claim 28:

- Removal of the number "27" located on the first line from the beginning of claim 28
- Addition of the number "25" located on the first line from the beginning of claim 28
- Addition of the phrase ", upon a fulfillment of the interactivity criteria, at least one of the following: a modification of the delivered media content and a tracking of the consumer's activity as it relates to the interactivity criteria" starting on the second line down from the beginning of claim 28

The following remarks are provided as a courtesy markup of the claims which have been amended.

I. RIGHT TO MAKE DEMAND

Applicant respectfully submits that Applicant is a United States National, is a United States Resident, has filed the present application in the United States Patent and Trademark Office (USPTO) as the receiving office, and has a right to make the present demand. The right to make a demand under Article 31(2) shall exist if the applicant making the demand or, if there are two or more applicants, at least one of them is a resident or national of a Contracting State bound by Chapter II and the international

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application has been filed with a receiving Office of or acting for a Contracting State bound by Chapter II.

II. TIME LIMIT FOR MAKING THE DEMAND

Applicant respectfully submits that the present demand is made within the required time period. Under Rule 54.2, a demand may be made at any time prior to the expiration of whichever of the following periods expires later: (i) three months from the date of transmittal to the applicant of the international search report or the declaration referred to in Article 17(2)(a) , and of the written opinion established under Rule 43bis.1 ; or (ii) 22 months from the priority date.

III. SUBMISSION OF ADDITIONAL AMENDMENTS AND ARGUMENTS

Per Rules 66.3 or 66.4 covering additional opportunities for submitting Amendments or Arguments, Applicant hereby respectfully reserves the right to request the International Preliminary Examining Authority for additional opportunities to submit amendments or arguments, whether before the commencement of the preliminary examination, or after the issuance of one or more written opinions issued by the examining authority.

IV. REQUEST FOR PERSONAL OR TELEPHONIC HEARING

The International Preliminary Examining Authority may, at any time, communicate informally, over the telephone, in writing, or through personal interviews,

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with the applicant. The said Authority shall, at its discretion, decide whether it wishes to grant more than one personal interview if so requested by the Applicant, or whether it wishes to reply to any informal written communication from the Applicant.

Per Rule 66.6, Applicant respectfully requests the examining authority for the discretionary courtesy of any informal communication that may assist the examining authority in providing a better-quality opinion as to the novelty and inventive step of the present claims. The undersigned consents to electronic communication and may be contacted at yeliezer@founderslegal.com. The undersigned consents to telephonic communication and may be contacted at 404.537.3669. All attempts by the examining authority to contact the undersigned will be handled with the utmost diligence and responded to at the undersigned's soonest opportunity.

VI. COMMENTS AND ARGUMENTS TO THE WRITTEN OPINION

The International Searching Authority cited to U.S. Patent Application Publication No. 2008/0214150 in its assessment of the novelty and inventive step attributed to the claimed subject matter. Applicant respectfully requests the International Preliminary Examination Authority to reconsider the International Searching Authority's assessment.

Although the Applicant has submitted amendment to the claims, Applicant does not disclaim any subject matter originally claimed. The Applicant respectfully submits that the claims as originally presented remain novel and with inventive step. Furthermore, although Applicant makes certain amendments, statements, representations, characterizations and arguments with respect to the claimed subject matter in this document, Applicant does not forfeit any additional or alternative

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amendments, statements, representations, characterizations and arguments, even if those additional or alternative amendments, statements, representations, characterizations and arguments are absent or in contrast to those made in the present document. Rather, the Applicant has made only some of many possible amendments, statements, representations, characterizations, and arguments in efforts to aid the International Preliminary Examination Authority in their preliminary examination of one of many patentable aspects of the subject matter disclosed in the present application.

The Applicant respectfully submits that the independent claims of the present disclosure are novel and posses at least one inventive step. However, the present document focuses commentary on the dependent claims. The Applicant reserves the right to submit additional amendment and/or arguments with regard to all of the claims, as originally presented or later amended, with the permitted limitations of the international preliminary examination rules as well as subsequent national stage examination proceedings.

a. <u>Dependent Claims 2-6</u>

Applicant respectfully submits that, contrary to the International Search Authority's written opinion, *Ramer* does not disclose the subject matter of Claims 2-6. For example, Dependent Claim 2 discloses:

> *The method of claim 1, wherein registering the asset data comprises registering a mobile asset, the mobile asset being associated a with location tracking technology.*

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The International Search Authority cites to the following portion of *Ramer* in support of their position to deny the novelty and inventive step of the aforementioned claim:

> *Paragraph [0403] In embodiments, a relationship may be generated between a query entry **120** and at least one mobile subscriber characteristic. The mobile subscriber characteristics **112** may include location, personal information, history of the user's web interactions, and or other characteristics, which may also be used in combination with other data concerning the subscriber, the mobile device, and so forth.*

Applicant respectfully submits that the aforementioned recitation from *Ramer* fails to disclose, teach, or otherwise suggest the claimed subject matter of dependent claim 2.

The present claims disclose the stages of *registering asset data* and *receiving media content* to be associated with the registered asset data. In some embodiments of the present disclosure, and by way of non-limiting example, an asset may be used, at least in part, to trigger the delivery of the media content associated with the registered asset. By way of further non-limiting example, a registered asset may be a mobile asset, such as, but not limited to, a moving object (e.g., a vehicle). In an analogy associated with the non-limiting example, the vehicle may be a city bus with media content displayed thereon. Applicant respectfully submits that *Ramer* is silent with this regard.

Moreover, dependent Claim 6 discloses:

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The method of claim 2, wherein receiving the activation command for triggering the delivery of the media content comprises determining that a consumer is in a spatial proximity to an up-to-date location of the mobile asset.

Applicant respectfully submits that the aforementioned recitation from *Ramer* fails to disclose, teach, or otherwise suggest the claimed subject matter of dependent claim 6.

Continuing with the aforementioned non-limiting example made with reference to dependent claim 2, the mobile object may come in proximity to a consumer. In some embodiments, and by way of non-limiting example, the detection of the proximity may serve as a trigger for the delivery, to the proximate consumer, of media content associated with the mobile object. Applicant respectfully submits that *Ramer* is silent with this regard.

b. <u>Dependent Claims 23-27</u>

Applicant respectfully submits that, contrary to the International Search Authority's written opinion, *Ramer* does not disclose the subject matter of Claims 23-27.

Dependent Claim 23 discloses: *The method of claim 1, further comprising specifying, for the delivered media content, interactivity criteria.*

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Dependent Claim 24 discloses: *The method of claim 23, further comprising receiving an indication that the consumer is engaged in a potential fulfillment of the interactivity criteria, wherein receiving the indication comprises receiving the indication that the consumer is moving at a particular path, towards a physical location, and within a designated period of time.*

Dependent Claim 25 discloses: *The method of claim 23, wherein the interactivity criteria is configured to be associated with:*

a change in a physical location associated with the consumer,

a particular destination to which the consumer must navigate, and

a particular time period in which the consumer must fulfill the interactivity criteria

The International Search Authority cites to the following portion of *Ramer* in support of their position to deny the novelty and inventive step of the aforementioned claims:

[459] Once an advertiser has selected one or more of the above criteria, the advertiser may then set a specific, or maximum, price that they are willing to pay for a click through to their web site. Bids may be for each keyword associated with a given ad, or any other criterion, or combination of criteria used by the advertiser to target the placement of their ad(s). Bids may be placed individually by keyword, or an advertiser can apply one bid price across all new keywords for the new ad. Advertisers will also be able to view the top bids for each keyword directly through the user interface, in order to gauge keyword competition and to ensure their

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ad appears in the desired position. The bidding process may also include "Auto-Bid" functionality that allows the platform to manage an advertiser's bids directly. For instance, by specifying the desired position for the ad and a maximum amount that an advertiser is willing to pay for each click, the advertiser may allow the system to monitor the competitive landscape and adjust the advertiser's bids to pay only the minimum that is required to secure the desired spot (up to but not exceeding the specified maximum).

[482] In embodiments, a search query may be suggested on a mobile communication facility 102, results presented on a screen associated with the mobile communication facility 102, and a transaction performed in association with a sponsored link, where the transaction may occur by the user clicking on a sponsored link or engaging in a commercial transaction, such as purchasing downloadable content.

Applicant respectfully submits that the aforementioned recitation from *Ramer* fails to disclose, teach, or otherwise suggest the claimed subject matter of the aforementioned dependent claims.

Furthermore, Applicant respectfully submits that *Ramer* does not disclose the tracking of user interactivity associated with delivered media content. By way of non-limiting example, *Ramer* does not disclose interactivity criteria for media content. Although *Ramer* does disclose the 'clicking of an advertisement' or 'engagement in a commercial transaction', such interactions are neither predefined by, by way of non-limiting example, a media content provider in *Ramer* to affect any aspect of interactivity associated the media content itself.

VII. CONCLUSION

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In view of the foregoing remarks, Applicant respectfully requests the consideration and preliminary examination of this application and the indication of novelty and inventive step of the present claims. The preceding arguments are based only on the remarks made in the Written Opinion, and therefore do not address patentable aspects of the invention that were not addressed in the Written Opinion. The claims may include other elements that are not shown, taught, or suggested by the cited art. Accordingly, the preceding argument in favor of novelty and inventive step is advanced without prejudice to other bases of patentability. Furthermore, the Written Opinion of the International Searching Authority contains a number of statements reflecting characterizations of the related art and the claims. Regardless of whether any such statement is identified herein, Applicant decline to automatically subscribe to any statement or characterization in said Written Opinion.

Applicant has submitted a demand fee and a handling fee with the present filing with the filing of the demand. Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, to Deposit Account No. 600647 and please credit any excess fees to such deposit account.

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Page 135 of 343

Respectfully submitted,

Date: March 4, 2019

/ Yuri L. Eliezer /

Yuri L. Eliezer
Reg. No. 63,402

Bekiares Eliezer LLP
2870 Peachtree Rd #484
Atlanta, GA 30305-2918

118664
PATENT TRADEMARK OFFICE

Electronic Patent Application Fee Transmittal

Application Number:	15950019
Filing Date:	10-Apr-2018
Title of Invention:	PLATFORM FOR LOCATION AND TIME BASED ADVERTISING
First Named Inventor/Applicant Name:	Douglas L. Pittman
Filer:	YURI ELIEZER/Merri Brami
Attorney Docket Number:	00429.010-PA-USI-QPY

Filed as Micro Entity

Filing Fees for Utility under 35 USC 111(a)

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

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
SUBMISSION- INFORMATION DISCLOSURE STMT	3806	1	60	60
		Total in USD ($)		**60**

Electronic Acknowledgement Receipt	
EFS ID:	38012140
Application Number:	15950019
International Application Number:	
Confirmation Number:	8156
Title of Invention:	PLATFORM FOR LOCATION AND TIME BASED ADVERTISING
First Named Inventor/Applicant Name:	Douglas L. Pittman
Customer Number:	118664
Filer:	YURI ELIEZER/Merri Brami
Filer Authorized By:	YURI ELIEZER
Attorney Docket Number:	00429.010-PA-USI-QPY
Receipt Date:	12-DEC-2019
Filing Date:	10-APR-2018
Time Stamp:	14:33:10
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	$60
RAM confirmation Number	E2019BBE33335452
Deposit Account	600647
Authorized User	Merri Brami
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows: 37 CFR 1.16 (National application filing, search, and examination fees) 37 CFR 1.17 (Patent application and reexamination processing fees)	

37 CFR 1.19 (Document supply fees)

37 CFR 1.20 (Post Issuance fees)

37 CFR 1.21 (Miscellaneous fees and charges)

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Form (SB08)	2019-12-12_IDS.pdf	72808 2b09c8108b870564939a2592b2d303ddb32e34f4	no	5
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
2	Non Patent Literature	NPL1_00429_004_NFOA-dtd_01_11_2019.pdf	746425 de706c2e930286695a67bd10e748c0c3e68e432f	no	18
Warnings:					
Information:					
3	Non Patent Literature	NPL2_00429_009_IPRP_dtd_04_29_2019.pdf	1131841 40b180948d3aa25806ac96e3ee322b709ffbf0b6	no	29
Warnings:					
Information:					
4	Fee Worksheet (SB06)	fee-info.pdf	30684 acbd2d0cd420200a06653369ad5048c1d36c0953	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	1981758		

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

Electronic Acknowledgement Receipt

EFS ID:	38008571
Application Number:	15950019
International Application Number:	
Confirmation Number:	8156
Title of Invention:	PLATFORM FOR LOCATION AND TIME BASED ADVERTISING
First Named Inventor/Applicant Name:	Douglas L. Pittman
Customer Number:	118664
Filer:	YURI ELIEZER/Merri Brami
Filer Authorized By:	YURI ELIEZER
Attorney Docket Number:	00429.010-PA-USI-QPY
Receipt Date:	12-DEC-2019
Filing Date:	10-APR-2018
Time Stamp:	11:43:04
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Amendment/Req. Reconsideration-After Non-Final Reject	2019-12-12_Amendment.pdf	254464 9dae6c6d06033885368 6f9b5456316a65a2ef1cd	no	16
Warnings:					

Information:	
Total Files Size (in bytes):	254464

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

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	BoardActive Corporation	Examiner:	Hoar, Colleen A.
Serial No.:	15/950,019	Confirmation No.:	8156
Filed:	April 10, 2018	Docket:	00429.010-PA-USI-QPY
Title:	**PLATFORM FOR LOCATION AND TIME BASED ADVERTISING**		

Electronically Filed – December 12, 2019

AMENDMENT IN RESPONSE TO OFFICE ACTION

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

Attn: Commissioner for Patents:

Applicant respectfully requests entry of this document and documents appended hereto in response to the office communication dated October 3, 2019. Please examine and consider the present application in view of the appended amendment and remarks.

- **Listing of the Claims** begin on page 2 of this response.
- **Remarks** begin on page 10 of this response.

AMENDMENTS TO THE CLAIMS:

In accordance with 37 C.F.R. § 1.121, a claim listing including the present status and text of all claims appears below. This listing of claims will replace all prior versions, and listings, of claims in the present application:

1. (Currently Amended) A method comprising:

~~Registering~~ registering asset data, wherein registering asset data comprises at least one of the following:

~~Registering~~ registering a geolocation for physical assets, and

~~Registering~~ registering a geolocation for virtual assets;

~~Receiving~~ receiving media content to be associated with at least one registered asset, wherein the media content is configured to be operative with a content interaction layer and a consumer tracking layer to enable:

~~Interacting~~ interacting with a consumer of the media content in conjunction with, at least in part, the media content, and

~~Tracking~~ tracking the consumer of the media content in conjunction with, at least in part, the interaction with the media content;

~~Specifying~~ specifying a plurality of rules for selecting the media content to deliver to the consumer, wherein the media content is associated with at least one delivery rule, and wherein the at least one delivery rule corresponds to at least one element of profile data associated with the consumer;

~~Receiving~~ receiving an activation command for triggering a delivery of the media content, wherein receiving the activation command comprises at least one of the following:

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determining that a spatial trigger has occurred,

determining that a time-based trigger has occurred, and

determining that an event has occurred,

~~Comparing~~ comparing the at least one delivery rule and the at least one element of profile data associated with the consumer in order to determine whether to deliver the media content to the consumer;

~~Delivering~~ delivering the media content to a device associated with the consumer, wherein the device is operative with the content interaction layer; and

~~Receiving~~ receiving an indication of engagement with the media content; and Tracking at least one action associated with the consumer in response to the indication of engagement with the media content.

2. (Original) The method of claim 1, wherein registering the asset data comprises registering a mobile asset, the mobile asset being associated a with location tracking technology.

3. (Original) The method of claim 2, further comprising:

tracking the mobile asset, an

updating a database with an up-to-date location data associated with the location tracking technology.

4. (Original) The method of claim 3, wherein tracking the mobile asset comprises accessing a database with the up-to-date location data and retrieving the

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location data.

5. (Original) The method of claim 3, wherein tracking the mobile asset comprises communicating with the location tracking technology associated with the mobile asset.

6. (Original) The method of claim 2, wherein receiving the activation command for triggering the delivery of the media content comprises determining that a consumer is in a spatial proximity to an up-to-date location of the mobile asset.

7. (Currently Amended) The method of claim 1, wherein registering the asset data comprises registering a brand asset, wherein the brand asset is comprised of a digitization of at least one of the following:

[[A]] a trade name;

[[A]] a trade design;

[[A]] a trade logo, and

[[A]] a source-identifier associated with a brand.

8. (Original) The method of claim 7, further comprises:

receiving a multimedia content, and

processing the multimedia content to ascertain an object within the multimedia content that corresponds to the brand asset.

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9. (Original) The method of claim 8, wherein receiving the activation command for triggering the delivery of the media content comprises ascertaining that a brand asset is present within the multimedia content.

10. (Original) The method of claim 8, wherein the multimedia content comprises an image captured by the consumer.

11. (Original) The method of claim 1, wherein the media content comprises a plurality of content types, wherein each of the plurality of content types is configured to be delivered based on certain delivery rules.

12. (Original) The method of claim 11, wherein at least one of: a content type and a delivery rules is tailored to a characteristic of profile data associated with the consumer.

13. (Original) The method of claim 11, wherein at least one of: a content type and a delivery rules is tailored to a characteristic of a device type associated with the consumer.

14. (Original) The method of claim 1, wherein tracking the at least one action comprises communicating with a consumer tracking layer operated on at least one device associated with the consumer.

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15. (Currently Amended) The method of claim 14, wherein the consumer tracking layer is configured to track at least one of the following:

~~Location~~ location data,

~~Sensor~~ sensor data,

~~Telemetry~~ telemetry data, [[and]]

~~Device~~ device usage data, and

a unique identifier.

16. (Original) The method of claim 15, further comprising compiling analytics based on the at least one action.

17. (Original) The method of claim 1, wherein delivering the media content comprises engaging a transmission module configured to transmit the media content when the consumer is within a physical proximity to the asset.

18. (Currently Amended) The method of claim 1, wherein determining that the spatial trigger has occurred comprises:

~~Receiving~~ receiving location data from a consumer tracking layer in operative with at least one device associated with the consumer.

19. (Original) The method of claim 18, wherein the location data indicates that the user is in proximity to a physical asset.

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20. (Original) The method of claim 19, wherein the location data indicates that the user is in proximity to a virtual asset.

21. (Currently Amended) The method of claim 1, wherein determining that the time based trigger has occurred comprises at least one of the following:

determining that a predefined time has been met,

receiving a manual triggering event, and

accessing schedule data from a ~~database~~ data storage.

22. (Original) The method of claim 1, wherein determining that the time based trigger has occurred comprises at least one of the following:

receiving a designation of a space and a time, and

determining that the consumer is in a proximity to the designated space at the designated time.

23. (Currently Amended) The method of claim 1, further comprising specifying, for the delivered media content, interactivity criteria ~~which, when fulfilled, will enable the consumer to receive additional content~~.

24. (Currently Amended) The method of claim 23, further comprising receiving an indication that the consumer is engaged in a potential fulfillment of the interactivity criteria, wherein receiving the indication comprises receiving the indication that the consumer is moving at a particular path, towards a physical location, and within

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a designated period of time.

25. (Currently Amended) The method of claim [[24]] 23, wherein the interactivity criteria is ~~specified by at least one of the following~~ configured to be associated with:

a change in a physical location associated with the consumer,

a particular destination to which the consumer must navigate, and

a particular time period in which the consumer must fulfill the interactivity criteria

~~a. wherein the interactivity criteria requires the consumer to perform at least one action,~~

~~b. wherein the interactivity criteria is location based,~~

~~c. wherein the interactivity criteria is time based, and~~

~~d. wherein the interactivity criteria is location and time based~~.

26. (Original) The method of claims 6 and 23, wherein tracking the at least one action relative to the interactivity criteria comprises communicating with a consumer tracking layer operated on at least one device associated with the consumer.

27. (Currently Amended) The method of claim 26, wherein the consumer tracking layer is configured to track ~~at least one of the following~~:

~~Location data,~~

~~Sensor data,~~

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~~Telemetry~~ telemetry data~~, and~~

~~Device usage data~~.

28. (Currently Amended) The method of claim [[27]] 25, further comprising providing, upon a fulfillment of the interactivity criteria, at least one of the following: a modification of the delivered media content and a tracking of the consumer's activity as it relates to the interactivity criteria additional content when interactivity criteria is met.

29. (Currently Amended) A method comprising:

~~Tracking~~ tracking a location of a mobile asset;

triggering a display of an advertisement on a device in proximity to the location of the mobile asset;

wherein the advertisement is an interactive advertisement selected to be displayed based on a profile data associated with the device,

wherein the interactive advertisement instructs the user to perform at least on action,

tracking the at least one action; and

updating a content of the displayed advertisement based on the tracked user actions.

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REMARKS

In response to the office communication dated October 3, 2019, Applicant respectfully requests reconsideration based on the appended documents and the following remarks. Applicant respectfully submits that, with the submission of these documents, the application is in condition for allowance.

I. Status of Application

Prior to entry of this response, Claims 1-29 were pending in the application, of which Claims 1 and 29 are independent. Claims 1, 7, 15, 18, 21, 23-25, and 27-29 have been amended. Full support and antecedent basis for these amendments may be found in, at least, the original claims and the originally filed specification at page 28, ll. 9-20. Therefore, no new matter has been introduced by this response. In the Office Action dated October 3, 2019, Claims 1-29 were rejected under 35 U.S.C. § 102 and 35 U.S.C. § 103. Following this response, Claims 1-29 remain in this application.

II. Rejection of the Claims Under 35 U.S.C. § 102

In the Office Action, the Examiner rejected Claims 1-29 under 35 U.S.C. § 102 as allegedly being anticipated by U.S. Patent Application Publication No. 2008/0214150 (Ramer). Applicant respectfully traverses this rejection.

Claim 1 recites, inter alia, "registering asset data, wherein registering asset data comprises at least one of the following: registering a geolocation for physical assets, and registering a geolocation for virtual assets." It is submitted that Ramer does not disclose these features.

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Ramer discloses at paragraph [0403]:

> In embodiments, a relationship may be generated between a query entry **120** and at least one mobile subscriber characteristic. The mobile subscriber characteristics **112** may include location, personal information, history of the user's web interactions, and or other characteristics, which may also be used in combination with other data concerning the subscriber, the mobile device, and so forth.

However, Applicant respectfully submits that the aforementioned recitation from Ramer fails to disclose, teach, or otherwise suggest the claimed subject matter of Claim 1.

The present claims disclose the stages of registering asset data including geolocations for physical and virtual assets. In some embodiments of the present disclosure, and by way of non-limiting example, an asset may be used, at least in part, to trigger the delivery of the media content associated with the registered asset. By way of further non-limiting example, a registered asset may be a mobile asset, such as, but not limited to, a moving object (e.g., a vehicle). In an analogy associated with the non-limiting example, the vehicle may be a city bus with media content displayed thereon. Applicant respectfully submits that Ramer is silent with this regard.

Accordingly, as Ramer fails to disclose or suggest each feature of Claim 1. Claim 1 is allowable over Ramer. Furthermore, Claim 29 recites similar features to those proven to be absent from Ramer. As such, it is submitted that Claim 29 is likewise allowable over Ramer, for similar reasoning.

Regarding the dependent claims, it is submitted that Claims 2-28 are allowable at least by virtue of their dependency, in addition to those features set froth therein. For example, Claims 2, 6, and 23-25 disclose features not readily taught or suggested by Ramer.

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For example, dependent Claim 2 recites "wherein registering the asset data comprises registering a mobile asset, the mobile asset being associated a with location tracking technology." Ramer is silent as to disclosure of these features.

As discussed above, Ramer fails to anticipate features related to the registering of assets. Claim 2 encompasses the stages of registering asset data and receiving media content to be associated with the registered asset data. As stated above, an asset may be used, at least in part, to trigger the delivery of the media content associated with the registered asset. Applicant respectfully submits that Ramer is silent with this regard.

Moreover, dependent Claim 6 recites "wherein receiving the activation command for triggering the delivery of the media content comprises determining that a consumer is in a spatial proximity to an up-to-date location of the mobile asset.

Applicant respectfully submits that the aforementioned recitation from Ramer fails to disclose, teach, or otherwise suggest the claimed subject matter of dependent Claim 6.

Continuing with the aforementioned non-limiting example made with reference to Claims 1 and 2, the mobile object may come in proximity to a consumer. In some embodiments, and by way of non-limiting example, the detection of the proximity may serve as a trigger for the delivery, to the proximate consumer, of media content associated with the mobile object. Applicant respectfully submits that Ramer is silent with this regard.

Applicant further submits Ramer does not disclose the subject matter of Claims 23-27. Dependent Claim 23 recites "[t]he method of claim 1, further comprising specifying, for the delivered media content, interactivity criteria."

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Dependent Claim 24 recites "[t]he method of Claim 23, further comprising receiving an indication that the consumer is engaged in a potential fulfillment of the interactivity criteria, wherein receiving the indication comprises receiving the indication that the consumer is moving at a particular path, towards a physical location, and within a designated period of time."

Dependent Claim 25 recites "[t]he method of claim 23, wherein the interactivity criteria is configured to be associated with: a change in a physical location associated with the consumer, a particular destination to which the consumer must navigate, and a particular time period in which the consumer must fulfill the interactivity criteria."

In contrast, Ramer at paragraph [0459] discloses:

> Once an advertiser has selected one or more of the above criteria, the advertiser may then set a specific, or maximum, price that they are willing to pay for a click through to their web site. Bids may be for each keyword associated with a given ad, or any other criterion, or combination of criteria used by the advertiser to target the placement of their ad(s). Bids may be placed individually by keyword, or an advertiser can apply one bid price across all new keywords for the new ad. Advertisers will also be able to view the top bids for each keyword directly through the user interface, in order to gauge keyword competition and to ensure their ad appears in the desired position. The bidding process may also include "Auto-Bid" functionality that allows the platform to manage an advertiser's bids directly. For instance, by specifying the desired position for the ad and a maximum amount that an advertiser is willing to pay for each click, the advertiser may allow the system to monitor the competitive landscape and adjust the advertiser's bids to pay only the minimum that is required to secure the desired spot (up to but not exceeding the specified maximum).

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Additionally, Ramer at paragraph [0482] discloses:

> In embodiments, a search query may be suggested on a mobile communication facility 102, results presented on a screen associated with the mobile communication facility 102, and a transaction performed in association with a sponsored link, where the transaction may occur by the user clicking on a sponsored link or engaging in a commercial transaction, such as purchasing downloadable content.

Applicant respectfully submits that the aforementioned recitations from Ramer fails to disclose, teach, or otherwise suggest the claimed subject matter of the aforementioned dependent claims.

Furthermore, Applicant respectfully submits that Ramer does not disclose the tracking of user interactivity associated with delivered media content. By way of non-limiting example, Ramer does not disclose interactivity criteria for media content. Although Ramer does disclose the 'clicking of an advertisement' or 'engagement in a commercial transaction', such interactions are neither predefined by, by way of non-limiting example, a media content provider in Ramer to affect any aspect of interactivity associated the media content itself.

Accordingly, dependent Claims 2, 6, and 23-25 further define over Ramer, in addition to those features set forth in claim 1 that are absent from Ramer.

Reconsideration and withdrawal of this rejection are respectfully requested.

III. Rejection of the Claims Under 35 U.S.C. § 103

In the Office Action, the Examiner rejected Claims 1-29 under 35 U.S.C. § 103 as allegedly being unpatentable over Ramer. Applicant respectfully traverses this rejection.

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As shown above, Ramer does not anticipate each and every feature of Claims 1-29. Furthermore, Ramer does not teach or suggest each and every feature of Claims 1-29. Superfluous repetition of the above arguments is omitted herein for the sake of brevity.

Claim 1 recites, inter alia, "registering asset data, wherein registering asset data comprises at least one of the following: registering a geolocation for physical assets, and registering a geolocation for virtual assets." It is submitted that Ramer does not disclose these features.

The present claims encompass the stages of registering asset data including geolocations for physical and virtual assets. In some embodiments of the present disclosure, and by way of non-limiting example, an asset may be used, at least in part, to trigger the delivery of the media content associated with the registered asset. By way of further non-limiting example, a registered asset may be a mobile asset, such as, but not limited to, a moving object (e.g., a vehicle). In an analogy associated with the non-limiting example, the vehicle may be a city bus with media content displayed thereon. Applicant respectfully submits that Ramer is silent with this regard.

Accordingly, as Ramer fails to disclose or suggest each feature of Claim 1, Claim 1 is patentable over Ramer. Furthermore, Claim 29 recites similar features to those proven to be absent from Ramer. As such, it is submitted that Claim 29 is likewise patentable over Ramer, for similar reasoning.

Regarding the dependent claims, it is submitted that Claims 2-28 are patentable at least by virtue of their dependency, in addition to those features set froth therein.

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IV. Conclusion

In view of the foregoing remarks, Applicant respectfully requests the reconsideration and reexamination of this application and the timely allowance of the pending claims. The preceding arguments are based only on the arguments in the Office Action, and therefore do not address patentable aspects of the invention that were not addressed by the Examiner in the Office Action. The claims may include other elements that are not shown, taught, or suggested by the cited art. Accordingly, the preceding argument in favor of patentability is advanced without prejudice to other bases of patentability. *Furthermore, the Office Action contains a number of statements reflecting characterizations of the related art and the claims. Regardless of whether any such statement is identified herein, Applicant declines to automatically subscribe to any statement or characterization in the Office Action.*

To the extent necessary, a petition for an extension of time under 37 C.F.R. § 1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, to Deposit Account No. 600647 and please credit any excess fees to such deposit account.

Respectfully submitted,

Date: December 12, 2019

/Yuri L. Eliezer/
Yuri L. Eliezer
USPTO Reg. No. 64,302

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2870 Peachtree Rd #512
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118664
PATENT TRADEMARK OFFICE

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PTO/SB/06 (09-11)
Approved for use through 1/31/2014. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 15/950,019	Filing Date	☐ To be Mailed

ENTITY: ☐ LARGE ☐ SMALL ☑ MICRO

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		x $20 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $105 =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).				
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))					
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL	

APPLICATION AS AMENDED - PART II

AMENDMENT	12/12/19	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 29	Minus	** 29	= —		x $0 =	
	Independent (37 CFR 1.16(h))	* 2	Minus	*** 3	= —		x $0 =	
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	

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

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

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

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

UNITED STATES PATENT AND TRADEMARK OFFICE

USPTO Automated Interview Request (AIR)

Dec 12 2019

This paper requesting to schedule and/or conduct an interview is appropriate because:

This submission is requested to be accepted as an authorization for this interview to communicate via the internet. Recognizing that Internet communications are not secure, I hereby authorize the USPTO to communicate with the undersigned concerning scheduling of the interview via video conference, instant messaging, or electronic mail, and to conduct the interview in accordance with office practice including video conferencing.

Name(s):
Yuri Eliezer

S-signature:
/Yuri Eliezer/

Registration Number:
63402

U.S. Application Number:
15950019

Confirmation Number:
8156

E-mail Address:
YURI@FOUNDERSLEGAL.COM

Phone Number:
+1 4045373669

Proposed Time of Interview:
12-19-2019 10:00 AM ET

Alternative Proposed Time(s) of Interview:
12-20-2019 4:00 PM ET

Alternative Proposed Time(s) of Interview:
12-23-2019 11:00 AM ET

Prefered Interview Type:
Telephonic

I am the applicant or applicant's representative for this application.

Topic for Discussion:
USSN: 15/590,019 - Amendment filed December 12, 2019 (BoardActive Corporation - 00429.010-PA-USI-QPY)

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
15/950,019	04/10/2018	Douglas L. Pittman	00429.010-PA-USI-QPY	8156

118664 7590 10/03/2019

Bekiares Eliezer LLP
2870 Peachtree Road
#512
Atlanta, GA 30305

EXAMINER	
HOAR, COLLEEN A	

ART UNIT	PAPER NUMBER
3621	

NOTIFICATION DATE	DELIVERY MODE
10/03/2019	ELECTRONIC

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

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

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

notices@eliezerip.com
patents@founderslegal.com

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Office Action Summary	**Application No.** 15/950,019	**Applicant(s)** Pittman, Douglas L.	
	Examiner COLLEEN A HOAR	**Art Unit** 3621	**AIA (FITF) Status** Yes

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

Period for Reply

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

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

Status

1)☑ Responsive to communication(s) filed on 4/10/2018.

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

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

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

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

Disposition of Claims*

5) ☑ Claim(s) 1-29 is/are pending in the application.

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

6) ☐ Claim(s) _____ is/are allowed.

7) ☑ Claim(s) 1-29 is/are rejected.

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

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

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

Application Papers

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

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

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

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

Priority under 35 U.S.C. § 119

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

Certified copies:

a)☐ All b)☐ Some** c)☐ None of the:

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

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

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

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

Attachment(s)

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

2) ☑ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b) Paper No(s)/Mail Date 11/5/2018; 11/5/2018.

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

4) ☐ Other: _____.

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Notice of Pre-AIA or AIA Status

The present application, filed on or after March 16, 2013, is being examined under the first inventor to file provisions of the AIA.

Status of Claims

Claims 1-29 are examined.

Claim Rejections - 35 USC § 103

In the event the determination of the status of the application as subject to AIA 35 U.S.C. 102 and 103 (or as subject to pre-AIA 35 U.S.C. 102 and 103) is incorrect, any correction of the statutory basis for the rejection will not be considered a new ground of rejection if the prior art relied upon, and the rationale supporting the rejection, would be the same under either status.

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

> A patent for a claimed invention may not be obtained, notwithstanding that the claimed invention is not identically disclosed as set forth in section 102, if the differences between the claimed invention and the prior art are such that the claimed invention as a whole would have been obvious before the effective filing date of the claimed invention to a person having ordinary skill in the art to which the claimed invention pertains. Patentability shall not be negated by the manner in which the invention was made.

The factual inquiries set forth in *Graham v. John Deere Co.*, 383 U.S. 1, 148 USPQ 459 (1966), that are applied for establishing a background for determining obviousness under 35 U.S.C. 103 are summarized as follows:

1. Determining the scope and contents of the prior art.

2. Ascertaining the differences between the prior art and the claims at issue.

3. Resolving the level of ordinary skill in the pertinent art.

4. Considering objective evidence present in the application indicating obviousness or nonobviousness.

Claim(s) 1-29 is/are rejected under 35 U.S.C. 102(a) as anticipated by or, in the alternative, under 35 U.S.C. 103 as obvious over Ramer (2008/0214150), hereinafter Ramer or R.

Claim 1, Ramer teaches: A method comprising:

registering asset data, wherein registering asset data comprises at least one of the following:

registering a geolocation for physical assets, and registering a geolocation for virtual assets (R: Fig. 1; Para 55 Fig. 1) In embodiments, the location may be transmitted back to the locator facility 110 for dissemination, processing, etc. Geographic information systems may also be used to determine a location point in a polygon, a location radius search, route calculation, points of interest, and/or geocoding and reverse geocoding;

receiving media content to be associated with at least one registered asset (R: Fig. 1; Para 49) The mobile communication facility 102 may also contain a data facility 118 for the storage of PIM data, IM logs, MMS logs, SMS logs, email logs, downloaded media, and a suggestion and results cache, wherein the media content is configured to be operative with a content interaction layer and a consumer tracking layer to enable:

interacting with a consumer of the media content in conjunction with, at least in part, the media content (R: Fig. 1; Para 58) The mobile subscriber characteristics 112 database may also track data related to phone usage and location. , and

tracking the consumer of the media content in conjunction with, at least in part, the interaction with the media content(R: Fig. 1; Para 58);

specifying a plurality of rules for selecting the media content to deliver to the consumer, wherein the media content is associated with at least one delivery rule, and wherein the at least one delivery rule corresponds to at least one element of profile data associated with the consumer (R: Para 790) A spider may start at one *or* more root nodes and traverse the links from those pages following a set of rules;

receiving an activation command for triggering a delivery of the media content (R: Para 42) A search may be initiated on a phone idle Screen (which may be coupled with one or more implicit queries), a Wireless Access Protocol (.WAP) site, a mobile storefront, or from a highlighted selection of text (e.g., from a website, email, SMS, or other format), or the search may be triggered by other website or local (e.g., cellular phone or other wireless device) activity, wherein receiving the activation command comprises at least one of the following:

determining that a spatial trigger has occurred, determining that a time-based trigger has occurred, and determining that an event has occurred (R: Fig. 1; Para 40) In embodiments, the wireless communication facility 104 may be linked to a locator facility 110 that generates information about the location of the user (including geographic location, proximity to other locations, network location, or other location information;

comparing the at least one delivery rule and the at least one element of profile data associated with the consumer in order to determine whether to deliver the media content to the consumer (R: Para 123) The recommendation system may compare the collected data to similar data collected from others and calculates a list of recommended items for the active user;

delivering the media content to a device associated with the consumer, wherein the device is operative with the content interaction layer (R: Fig. 1, Para 127) Ordering and displaying search results may be based upon a mobile communication facility 102, mobile subscriber characteristic 112, delivery facility, disambiguation facility, parental controls 150, search algorithm facilities 144, carrier business rules 158, and/or a sponsorship facility 162; and

receiving an indication of engagement with the media content (R: Para 107) Users may implicitly register a preference through activity Such as purchasing a product online, visiting a site on line, making a phone call from a mobile communication facility, making a phone call from another facility, viewing content, or engaging or not engaging in other activities; and

tracking at least one action associated with the consumer in response to the indication of engagement with the media content (R: Fig. 1; Para 381) In embodiments, a search query may be entered on a mobile communication facility 102 and results presented on a screen associated with the mobile communication facility 102, and a transaction may be performed in association with a sponsored link, where the transaction may occur by the user clicking on a sponsored link or engaging in a commercial transaction, such as purchasing downloadable content.

Claim 2, Ramer teaches: The method of claim 1, wherein registering the asset data comprises registering a mobile asset, the mobile asset being associated with location tracking technology. (R: Fig. 1; Para 403)The mobile subscriber characteristics 112 may include location, personal information. History of the user's web interactions, and or other characteristics, which may also be used in combination with other data concerning the subscriber, the mobile device, and so forth.

Claim 3, Ramer teaches: The method of claim 2, further comprising:

tracking the mobile asset, and

updating a database with an up-to-date location data associated with the location tracking technology. (R: Fig. 1; Para 438) The content may include advertisements and may be stored locally on the mobile communication facility

102 (e.g., in the cache memory) and periodically updated according to the time of day and/or changes in location of the mobile communication facility 102.

Claim 4, Ramer teaches: The method of claim 3, wherein tracking the mobile asset comprises accessing a database with the up-to-date location data and retrieving the location data. (R: Fig. 1; Para 449) This information may reside locally on the mobile communication facility 102. or it may be stored remotely, for example, in a mobile subscriber characteristics 112 database.

Claim 5, Ramer teaches: The method of claim 3, wherein tracking the mobile asset comprises communicating with the location tracking technology associated with the mobile asset. (R: Para 444) Location may be provided by a GPS system or a cell phone triangulation service.

Claim 6, Ramer teaches: The method of claim 2, wherein receiving the activation command for triggering the delivery of the media content comprises determining that a consumer is in a spatial proximity to an up-to-date location of the mobile asset. (R: Para 309) Using this location information, the search results that pertain to restaurants that are on or near Hanover St. in Boston, Mass. may be presented exclusively or in priority to other restaurants that are distant from Hanover St.

Claim 7, Ramer teaches: The method of claim 1, wherein registering the asset data comprises registering a brand asset, wherein the brand asset is comprised of a digitization of at least one of the following:

A trade name, a trade design, a trade logo, and a source-identifier associated with a brand. (R: Fig. 1; Para 266) In embodiments, the user agent string may be a textual or binary representation of a brand and/or model identifier of the mobile communication facility 102; a name and/or version of an application; a name and/or version of a host operating system; a host operating language; a compatibility flag; a version token; a platform token.

Claim 8, Ramer teaches: The method of claim 7, further comprises:

receiving a multimedia content, and

processing the multimedia content to ascertain an object within the multimedia content that corresponds to the brand asset. (R: Fig. 1; Para 774) In embodiments, mobile communication facility 102 compatible content may be identified by tracking a plurality of web interactions from a mobile user device and storing information pertaining to the web interaction in a database. where at least a portion of the information comprises identification of the mobile device.

Claim 9, Ramer teaches: The method of claim 8, wherein receiving the activation command for triggering the delivery of the media content comprises ascertaining that a brand asset is present within the multimedia content. (R: Fig. 1; Para 774) In embodiments, mobile communication facility 102 compatible content may be identified by tracking a plurality of web interactions from a mobile user device and storing information pertaining to the web interaction in a database, where at least a portion of the information comprises identification of the mobile device.

Claim 10, Ramer teaches: The method of claim 8, wherein the multimedia content comprises an image captured by the consumer. (R: Para 45) Photographic entry using cellular phone-camera.

Claim 11, Ramer teaches: The method of claim 1, wherein the media content comprises a plurality of content types, wherein each of the plurality of content types is configured to be delivered based on certain delivery rules. (R: Para 63) In addition to

other examples provided herein elsewhere, the contextual information may be a link structure. an inbound link, an outbound link, a text, a keyword, keyword combination, metadata, anchor text, or some other type of contextual information.

Claim 12, Ramer teaches: The method of claim 11, wherein at least one of: a content type and a delivery rules is tailored to a characteristic of profile data associated with the consumer. (R: Para 123) A recommendation system may use information from a user's profile to make predictions regarding other information/products that might interest the user.

Claim 13, Ramer teaches: The method of claim 11, wherein at least one of: a content type and a delivery rules is tailored to a characteristic of a device type associated with the consumer. (R: Fig. 1; Para 231) In one embodiment the search function 142 is adapted based on device type.

Claim 14, Ramer teaches: The method of claim 1, wherein tracking the at least one action comprises communicating with a consumer tracking layer operated on at least one device associated with the consumer. (R: Fig. 1; Para 304) As the mobile communication facility 102 enters a second location, the mobile search results may be updated based at least in part on the second location information and used to present search results relating to the second location. In embodiments, a mobile search application may include tracking a mobile communication facility, presenting search

results based at least in part on a first location, and presenting updated search results based at least in part on a second location.

Claim 15, Ramer teaches: The method of claim 14, wherein the consumer tracking layer is configured to track at least one of the following:

location data, sensor data, telemetry data, device usage data. (R: Fig. 1; Para 54) The wireless search platform 100 illustrated in FIG. 1 may contain a locator facility 110 enabling the collection of geographic or other location data on users of mobile communication facilities 102.

Claim 16, Ramer teaches: The method of claim 15, further comprising compiling analytics based on the at least one action. (R: Fig. 1; Para 105) The algorithm facility 144 may contain a collaborative filtering protocol. category filtering, a recommendation system and/or other process facilities for analyzing, refining, or filtering user input and/or search results.

Claim 17, Ramer teaches: The method of claim 1, wherein delivering the media content comprises engaging a transmission module configured to transmit the media content when the consumer is within a physical proximity to the asset. (R: Fig. 1; Para 112) In embodiments, a parameter may also relate to a user history, a user transaction, a geographic location, geographic proximity, a user device, a time, and or other user characteristics.

Claim 18, Ramer teaches: The method of claim 1, wherein determining that the spatial trigger has occurred comprises:

receiving location data from a consumer tracking layer in operative with at least one device associated with the consumer. (R: Fig. 24; location database 2408, Para 197.

Claim 19, Ramer teaches: The method of claim 18, wherein the location data indicates that the user is in proximity to a physical asset. (R: Fig. 1; Para 112) In embodiments, a parameter may also relate to a user history, a user transaction, a geographic location, geographic proximity, a user device, a time, and or other user characteristics.

Claim 20, Ramer teaches: The method of claim 19, wherein the location data indicates that the user is in proximity to a virtual asset. (R: Fig. 1; Para 112) In embodiments, a parameter may also relate to a user history, a user transaction, a geographic location, geographic proximity, a user device, a time, and or other user characteristics.

Claim 21, Ramer teaches: The method of claim 1, wherein determining that the time based trigger has occurred comprises at least one of the following:

determining that a predefined time has been met, receiving a manual triggering event, and accessing schedule data from a database. (R: Fig. 24; Para 197) Time data 2410.

Claim 22, Ramer teaches: The method of claim 1, wherein determining that the time based trigger has occurred comprises at least one of the following:

receiving a designation of a space and a time, and

determining that the consumer is in a proximity to the designated space at the designated time. (R: Fig. 1; Para 112) In embodiments, a parameter may also relate to a user history, a user transaction, a geographic location, geographic proximity, a user device, a time, and or other user characteristics.

Claim 23, Ramer teaches: The method of claim 1, further comprising specifying, for the delivered media content, interactivity criteria which, when fulfilled, will enable the consumer to receive additional content. (R: Para 459) Bids may be for each keyword associated with a given *ad,* or any other criterion, or combination of criteria used by the advertiser to target the placement of their ad(s).

Claim 24, Ramer teaches: The method of claim 23, further comprising receiving an indication that the consumer is engaged in a fulfillment of the interactivity criteria. (R: Fig. 1; Para 482) In embodiments, a search query may be suggested on a mobile communication facility 102, results presented on a screen associated with the mobile communication facility 102, and a transaction performed in association with a sponsored link, where the transaction may occur by the user clicking on a sponsored link or engaging in a commercial transaction, such as purchasing downloadable content.

Claim 25, Ramer teaches: The method of claim 24, wherein the interactivity criteria is specified by at least one of the following:

a. wherein the interactivity criteria requires the consumer to perform at least one action,

b. wherein the interactivity criteria is location based,

c. wherein the interactivity criteria is time based, and

d. wherein the interactivity criteria is location and time based. (R: Fig. 1; Para 403) The mobile subscriber characteristics 112 may include location, personal information, history of the user's web interactions, and or other characteristics, which may also be used in combination with other data concerning the subscriber, the mobile device, and so forth.

Claim 26, Ramer teaches: The method of claim 6 and 23, wherein tracking the at least one action relative to the interactivity criteria comprises communicating with a consumer tracking layer operated on at least one device associated with the consumer. (R: Fig. 1; Para 304) As the mobile communication facility 102 enters a second location. the mobile search results may be updated based at least in part on the second location information and used to present search results relating to the second location. In embodiments, a mobile search application may include tracking a mobile communication facility, presenting search results based at least in part on a first location, and presenting updated search results based at least in part on a second location.

Claim 27, Ramer teaches: The method of claim 26, wherein the consumer tracking layer is configured to track at least one of the following:

location data, sensor data, telemetry data, device usage data (R: Fig. 1; Para 54) The wireless search platform 100 illustrated in FIG. 1 may contain a locator facility 110 , enabling the collection of geographic or other location data on users of mobile communication facilities 102.

Claim 28, Ramer teaches: The method of claim 27, further comprising providing additional content when interactivity criteria is met. (R: Para 459) Bids may be for each keyword associated with a given ad, or any other criterion, or combination of criteria used by the advertiser to target the placement of their ad(s).

Claim 29, Ramer teaches: A method comprising:

tracking a location of a mobile asset (R: Fig. 1; Para 55) (In embodiments, the location may be transmitted back to the locator facility 110 for dissemination, processing, etc. Geographic information systems may also be used to determine a location point in a polygon, a location radius search, route calculation, points of interest, and/or geocoding *and* reverse geocoding;

triggering a display of an advertisement on a device in proximity to the location of the mobile asset (R: Para 42) A search may be initiated on a phone idle Screen (which may be coupled with one or more implicit queries), a Wireless Access Protocol (LWAP) site, a mobile storefront, or from a highlighted selection of text (e.g., from a website,

email, SMS, or other format), or the search may be triggered by other website or local (e.g., cellular phone or other wireless device) activity;

wherein the advertisement is an interactive advertisement selected to be displayed based on a profile data associated with the device, wherein the interactive advertisement instructs the user to perform at least on action, tracking the at least one action (R: Fig. 1; Para 58) The mobile subscriber characteristics 112 database may also track data related to phone usage and location; and

updating a content of the displayed advertisement based on the tracked user actions (R: Fig. 1; Para 304) As the mobile communication facility 102 enters a second location, the mobile search results may be updated based at least in part on the second location information and used to present search results relating to the second location. In embodiments, a mobile search application may include tracking a mobile communication facility, presenting search results based at least in part on a first location, and presenting updated search results based at least in part on a second location.

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. Heath (2013/0073388) teaches using impressions tracking and analysis, location information, 2D and 3D mapping, social media, and user behavior and information for generating mobile and internet posted promotions or offers for, and/or sales of, products and/or services.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to COLLEEN A HOAR whose telephone number is (571)270-3447. The examiner can normally be reached on M-Th 9:30-7:30EST.

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

If attempts to reach the examiner by telephone are unsuccessful, please email the examiner at colleen.hoar@uspto.gov. The examiner's supervisor, Anita Coupe can be reached on 5712703614. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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

COLLEEN A. HOAR
Examiner
Art Unit 3621

/COLLEEN A HOAR/
Primary Examiner, Art Unit 3621

Notice of References Cited	Application/Control No. 15/950,019	Applicant(s)/Patent Under Reexamination Pittman, Douglas L.	
	Examiner COLLEEN A HOAR	Art Unit 3621	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
*	A	US-20080214150-A1	09-2008	Ramer; Jorey	G06Q30/02	455/414.1
*	B	US-20130060640-A1	03-2013	Gadhia; Hemang N.	G06Q30/0251	705/14.58
*	C	US-20140143060-A1	05-2014	Fernandez; David	H04W4/70	705/14.58
*	D	US-20180197205-A1	07-2018	Labarca; Gonzalo	G06Q30/0267	1/1
*	E	US-20130073388-A1	03-2013	Heath; Stephan	G06Q50/01	705/14.53
	F					
	G					
	H					
	I					
	J					
	K					
	L					
	M					

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

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

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

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Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/950,019	Pittman, Douglas L.
	Examiner	Art Unit
	COLLEEN A HOAR	3621

CPC - Searched*		
Symbol	Date	Examiner

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner

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

Search Notes		
Search Notes	Date	Examiner
Google Patent Search	09/29/2019	CH
IQ.IP.com Search	09/29/2019	CH
IDS Consideration	09/29/2019	CH
CoPending Application 15483790 Consideration	09/29/2019	CH

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

	/C.H./ Primary Examiner, Art Unit 3621

Exhibit 2001
IPR2023-00918
Page 181 of 343

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	15/950,019	Pittman, Douglas L.
	Examiner	**Art Unit**
	COLLEEN A HOAR	3621

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

CLAIMS

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

CLAIM		DATE								
Final	Original	09/29/2019								
	1	✓								
	2	✓								
	3	✓								
	4	✓								
	5	✓								
	6	✓								
	7	✓								
	8	✓								
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	26	✓								
	27	✓								
	28	✓								
	29	✓								

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PTO/SB/08b (07-09)
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Substitute for form 1449/PTO

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(Use as many sheets as necessary)

Sheet | | of | |

Complete if Known	
Application Number	15/950,019
Filing Date	4/10/2018
First Named Inventor	Doug Pittman
Art Unit	3622
Examiner Name	Peter H. Choi
Attorney Docket Number	00429.010-PA-USI-QPY

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/C.H./		PCT Search Report for Application No. PCT/ US 18/26965 issued June 29, 2018	

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Art Unit	3622
Examiner Name	Peter H. Choi
Attorney Docket Number	00429.010-PA-USI-QPY

U. S. PATENT DOCUMENTS

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	B2	US- 9918197	4/19/2012	Labarca	Entire Document
	B2	US- 8996035	07/10/2014	Busch	Entire Document
	B2	US- 9373123	06/30/2011	Carlson et al.	Entire Document
	A1	US- 2016/0292713	10/06/2016	Chen et al.	Entire Document
	A1	US- 2006/0036494	02/16/2006	Aufricht et al.	Entire Document
	A1	US- 2009/0197616	08/06/2009	Lewis et al.	Entire Document
	A1	US- 2015/0006278	01/01/2015	Di Censo et al.	Entire Document
	B2	US- 9047650	06/02/2015	Strode	Entire Document
	B1	US- 9674660	06/06/2017	Vaynblat et al.	Entire Document
	A1	US- 2016/0196582	07/07/2016	Stone et al.	Entire Document
	A1	US- 2016/0232572	08/11/2016	East et al.	Entire Document
	A1	US- 2008/0214150	09/04/2008	Ramer et al.	Entire Document
	A1	US- 2014/0143060	05/22/2014	Net Clearance Systems, Inc.	Entire Document
	A1	US- 2013/00060640	03/07/2013	Gadhia et al.	Entire Document
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PATENT COOPERATION TREATY

From the INTERNATIONAL SEARCHING AUTHORITY

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PCT

NOTIFICATION OF TRANSMITTAL OF THE INTERNATIONAL SEARCH REPORT AND THE WRITTEN OPINION OF THE INTERNATIONAL SEARCHING AUTHORITY, OR THE DECLARATION

(PCT Rule 44.1)

Applicant's or agent's file reference 00429.009	Date of mailing (day/month/year) 29 JUN 2018 **FOR FURTHER ACTION** See paragraphs 1 and 4 below
International application No. PCT/US 18/26965	International filing date (day/month/year) 10 April 2018 (10.04.2018)
Applicant BOARDACTIVE CORPORATION	

1. ☒ The applicant is hereby notified that the international search report and the written opinion of the International Searching Authority have been established and are transmitted herewith.

   Filing of amendments and statement under Article 19:
   The applicant is entitled, if he so wishes, to amend the claims of the international application (see Rule 46):

   When? The time limit for filing such amendments is normally two months from the date of transmittal of the international search report.

   How? Directly to the International Bureau of WIPO preferably through ePCT or on paper to, 34 chemin des Colombettes, 1211 Geneva 20, Switzerland, Facsimile No.: +41 22 338 82 70

   For more detailed instructions, see *PCT Applicant's Guide*, International Phase, paragraphs 9.004 – 9.011.

2. ☐ The applicant is hereby notified that no international search report will be established and that the declaration under Article 17(2)(a) to that effect and the written opinion of the International Searching Authority are transmitted herewith.

3. ☐ **With regard to any protest** against payment of (an) additional fee(s) under Rule 40.2, the applicant is notified that:
   ☐ the protest together with the decision thereon has been transmitted to the International Bureau together with any request to forward the texts of both the protest and the decision thereon to the designated Offices.
   ☐ no decision has been made yet on the protest; the applicant will be notified as soon as a decision is made.

4. **Reminders**

   The applicant may **submit comments on an informal basis on the written opinion of the International Searching Authority** to the International Bureau. These comments will be made available to the public after international publication. The International Bureau will send a copy of such comments to all designated Offices unless an international preliminary examination report has been or is to be established.

   Shortly after the expiration of **18 months from the priority date, the international application will be published** by the International Bureau. If the applicant wishes to avoid or postpone publication, a notice of withdrawal of the international application, or of the priority claim, must reach the International Bureau before the completion of the technical preparations for international publication (Rules 90*bis*.1 and 90*bis*.3).

   Within **19 months** from the priority date, but only in respect of some designated Offices, a demand for international preliminary examination must be filed if the applicant wishes to postpone the entry into the national phase **until 30 months** from the priority date (in some Offices even later); otherwise, the applicant must, **within 20 months** from the priority date, perform the prescribed acts for **entry into the national phase** before those designated Offices. In respect of other designated Offices, the time limit of **30 months** (or later) will apply even if no demand is filed within 19 months. For details about the applicable time limits, Office by Office, see www.wipo.int/pct/en/texts/time_limits.html and the *PCT Applicant's Guide*, National Chapters.

   Within **22 months from the priority date, the applicant may request that a supplementary international search be carried out** by a different International Searching Authority that offers this service (Rule 45*bis*.1). The procedure for requesting supplementary international search is described in the *PCT Applicant's Guide*, International Phase, paragraphs 8.006-8.032.

Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-8300	Authorized officer Lee W. Young PCT Helpdesk: 571-272-4300 Telephone No. PCT OSP: 571-272-7774

Form PCT/ISA/220 (July 2014)

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PATENT COOPERATION TREATY

PCT

INTERNATIONAL SEARCH REPORT

(PCT Article 18 and Rules 43 and 44)

Applicant's or agent's file reference 00428.009	**FOR FURTHER ACTION**	see Form PCT/ISA/220 as well as, where applicable, item 5 below.
International application No. PCT/US 18/26966	International filing date *(day/month/year)* 10 April 2018 (10.04.2018)	(Earliest) Priority Date *(day/month/year)* 10 April 2017 (10.04.2017)
Applicant BOARDACTIVE CORPORATION		

This international search report has been prepared by this International Searching Authority and is transmitted to the applicant according to Article 18. A copy is being transmitted to the International Bureau.

This international search report consists of a total of 1 sheets.

☐ It is also accompanied by a copy of each prior art document cited in this report.

1. **Basis of the report**

a. With regard to the **language**, the international search was carried out on the basis of:

☒ the international application in the language in which it was filed.

☐ a translation of the international application into _____ which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b)).

b. ☐ This international search report has been established taking into account the **rectification of an obvious mistake** authorized by or notified to this Authority under Rule 91 (Rule 43.6*bis*(a)).

c. ☐ With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application, see Box No. I.

2. ☐ **Certain claims were found unsearchable** (see Box No. II).

3. ☐ **Unity of invention is lacking** (see Box No. III).

4. With regard to the **title**,

☒ the text is approved as submitted by the applicant.

☐ the text has been established by this Authority to read as follows:

5. With regard to the **abstract**,

☒ the text is approved as submitted by the applicant.

☐ the text has been established, according to Rule 38.2, by this Authority as it appears in Box No. IV. The applicant may, within one month from the date of mailing of this international search report, submit comments to this Authority.

6. With regard to the **drawings**,

a. the figure of the drawings to be published with the abstract is Figure No. 1

☒ as suggested by the applicant.

☐ as selected by this Authority, because the applicant failed to suggest a figure

☐ as selected by this Authority, because this figure better characterizes the invention.

b. ☐ none of the figures is to be published with the abstract

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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US 18/26965

A. CLASSIFICATION OF SUBJECT MATTER
IPC(8) - G06Q 30/00 (2018.01)
CPC - G06Q 30/0252, G06Q 30/02, G06Q 30/0277, A63F 13/12, A63F 2300/5506, G06Q 30/0261, G06Q 30/0267, G06Q 30/0207, G06Q 30/0241, G06Q 30/0273, G06Q 30/0269

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
See Search History Document

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
See Search History Document

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
See Search History Document

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2008/0214150 A1 (RAMER et al.) 04 September 2008 (04.09.2008), entire document, especially Fig. 1, 24; para [0045], [0049], [0064], [0055], [0058], [0083], [0105], [0107], [0112], [0123], [0127], [0187], [0231], [0266], [0304], [0309], [0361], [0403], [0438], [0444], [0449], [0459], [0482], [0774], [0790]	1-29
A	US 2014/0143060 A1 (NETCLEARANCE SYSTEMS, INC.) 22 May 2014 (22.05.2014), entire document	1-29
A	US 2013/0060640 A1 (GADHIA et al.) 07 March 2013 (07.03.2013), entire document	1-29

☐ Further documents are listed in the continuation of Box C. ☐ See patent family annex.

* Special categories of cited documents:
"A" document defining the general state of the art which is not considered to be of particular relevance
"E" earlier application or patent but published on or after the international filing date
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
"O" document referring to an oral disclosure, use, exhibition or other means
"P" document published prior to the international filing date but later than the priority date claimed
"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"&" document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
04 June 2018	29 JUN 2018
Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-8300	Authorized officer: Lee W. Young PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774

Form PCT/ISA/210 (second sheet) (January 2015)

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PATENT COOPERATION TREATY

From the
INTERNATIONAL SEARCHING AUTHORITY

To: YURI ELIEZER
#492
2870 PEACHTREE ROAD
ATLANTA, GA 30305

PCT

WRITTEN OPINION OF THE
INTERNATIONAL SEARCHING AUTHORITY

(PCT Rule 43*bis*.1)

Applicant's or agent's file reference 00429.009	Date of mailing *(day/month/year)* 29 JUN 2018
	FOR FURTHER ACTION See paragraph 2 below

International application No.	International filing date *(day/month/year)*	Priority date *(day/month/year)*
PCT/US 18/26965	10 April 2018 (10.04.2018)	10 April 2017 (10.04.2017)

International Patent Classification (IPC) or both national classification and IPC
IPC(8) - G06Q 30/00 (2018.01)
CPC - G06Q 30/0252, G06Q 30/02, G06Q 30/0277, A63F 13/12, A63F 2300/5506, G06Q 30/0261, G06Q 30/0267, G06Q 30/0207, G06Q 30/0241, G06Q 30/0273, G06Q 30/0269

Applicant BOARDACTIVE CORPORATION

1. This opinion contains indications relating to the following items:

- ☒ Box No. I Basis of the opinion
- ☐ Box No. II Priority
- ☐ Box No. III Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
- ☐ Box No. IV Lack of unity of invention
- ☒ Box No. V Reasoned statement under Rule 43*bis*.1(a)(i) with regard to novelty, inventive step and industrial applicability; citations and explanations supporting such statement
- ☐ Box No. VI Certain documents cited
- ☐ Box No. VII Certain defects in the international application
- ☐ Box No. VIII Certain observations on the international application

2. FURTHER ACTION

If a demand for international preliminary examination is made, this opinion will be considered to be a written opinion of the International Preliminary Examining Authority ("IPEA") except that this does not apply where the applicant chooses an Authority other than this one to be the IPEA and the chosen IPEA has notified the International Bureau under Rule 66.1*bis*(b) that written opinions of this International Searching Authority will not be so considered.

If this opinion is, as provided above, considered to be a written opinion of the IPEA, the applicant is invited to submit to the IPEA a written reply together, where appropriate, with amendments, before the expiration of 3 months from the date of mailing of Form PCT/ISA/220 or before the expiration of 22 months from the priority date, whichever expires later.

For further options, see Form PCT/ISA/220.

Name and mailing address of the ISA/US	Date of completion of this opinion	Authorized officer
Mail Stop PCT, Attn: ISA/US Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-8300	04 June 2018	Lee W. Young PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774

Form PCT/ISA/237 (cover sheet) (January 2015)

WRITTEN OPINION OF THE
INTERNATIONAL SEARCHING AUTHORITY

International application No.
PCT/US 16/26965

Box No. I Basis of this opinion

1. With regard to the **language**, this opinion has been established on the basis of:

   ☒ the international application in the language in which it was filed

   ☐ a translation of the international application into _____ which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b)).

2. ☐ This opinion has been established taking into account the **rectification of an obvious mistake** authorized by or notified to this Authority under Rule 91 (Rule 43*bis*.1(a)).

3. ☐ With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application, this opinion has been established on the basis of a sequence listing:

   a. ☐ forming part of the international application as filed.

      ☐ in the form of an Annex C/ST.25 text file.

      ☐ on paper or in the form of an image file.

   b. ☐ furnished together with the international application under PCT Rule 13*ter*.1(a) for the purposes of international search only in the form of an Annex C/ST.25 text file.

   c. ☐ furnished subsequent to the international filing date for the purposes of international search only:

      ☐ in the form of an Annex C/ST.25 text file (Rule 13*ter*.1(a)).

      ☐ on paper or in the form of an image file (Rule 13*ter*.1(b) and Administrative Instructions, Section 713).

4. ☐ In addition, in the case that more than one version or copy of a sequence listing has been filed or furnished, the required statements that the information in the subsequent or additional copies is identical to that forming part of the application as filed or does not go beyond the application as filed, as appropriate, were furnished.

5. Additional comments:

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WRITTEN OPINION OF THE
INTERNATIONAL SEARCHING AUTHORITY

International application No.
PCT/US 18/26965

Box No. V **Reasoned statement under Rule 43*bis*.1(a)(i) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement**

1. Statement

Novelty (N)	Claims	NONE	YES
	Claims	1-29	NO
Inventive step (IS)	Claims	NONE	YES
	Claims	1-29	NO
Industrial applicability (IA)	Claims	1-29	YES
	Claims	NONE	NO

2. Citations and explanations:

Claims 1-29 lack novelty under PCT Article 33(2) as being anticipated by US 2008/0214150 A1 to Ramer et al. (hereinafter "Ramer")

Regarding claim 1, Ramer discloses a method comprising: Registering asset data, wherein registering asset data comprises at least one of the following: Registering a geolocation for physical assets, and Registering a geolocation for virtual assets (In embodiments, the location may be transmitted back to the locator facility 110 for dissemination, processing, etc. Geographic information systems may also be used to determine a location point in a polygon, a location radius search, route calculation, points of interest, and/or geocoding and reverse geocoding, para [0055], Fig. 1); Receiving media content to be associated with at least one registered asset, wherein the media content is configured to be operative with a content interaction layer and a consumer tracking layer to enable (The mobile communication facility 102 may also contain a data facility 118 for the storage of PIM data, IM logs, MMS logs, SMS logs, email logs, downloaded media, and a suggestion and results cache, para [0049], Fig. 1); Interacting with a consumer of the media content in conjunction with, at least in part, the media content, and Tracking the consumer of the media content in conjunction with, at least in part, the interaction with the media content (The mobile subscriber characteristics 112 database may also track data related to phone usage and location, para [0058], Fig. 1); specifying a plurality of rules for selecting the media content to deliver to the consumer, wherein the media content is associated with at least one delivery rule, and wherein the at least one delivery rule corresponds to at least one element of profile data associated with the consumer (A spider may start at one or more root nodes and traverse the links from those pages following a set of rules, para [0790]); Receiving an activation command for triggering a delivery of the media content (A search may be initiated on a phone idle Screen (which may be coupled with one or more implicit queries), a Wireless Access Protocol (WAP) site, a mobile storefront, or from a highlighted selection of text (e.g., from a website, email, SMS, or other format), or the search may be triggered by other website or local (e.g., cellular phone or other wireless device) activity, para [0042]), wherein receiving the activation command comprises at least one of the following: determining that a spatial trigger has occurred, determining that a time-based trigger has occurred, and determining that an event has occurred (In embodiments, the wireless communication facility 104 may be linked to a locator facility 110 that generates information about the location of the user (including geographic location, proximity to other locations, network location, or other location information), para [0040], Fig. 1), Comparing the at least one delivery rule and the at least one element of profile data associated with the consumer in order to determine whether to deliver the media content to the consumer (The recommendation system may compare the collected data to similar data collected from others and calculates a list of recommended items for the active user, para [0123]); Delivering the media content to a device associated with the consumer, wherein the device is operative with the content interaction layer (Ordering and displaying search results may be based upon a mobile communication facility 102, mobile subscriber characteristic 112, delivery facility, disambiguation facility, parental controls 150, search algorithm facilities 144, carrier business rules 158, and/or a sponsorship facility 162, para [0127], Fig. 1); and Receiving an indication of engagement with the media content (Users may implicitly register a preference through activity Such as purchasing a product online, visiting a site on line, making a phone call from a mobile communication facility, making a phone call from another facility, viewing content, or engaging or not engaging in other activities, para [0107]); and Tracking at least one action associated with the consumer in response to the indication of engagement with the media content (In embodiments, a search query may be entered on a mobile communication facility 102 and results presented on a screen associated with the mobile communication facility 102, and a transaction may be performed in association with a sponsored link, where the transaction may occur by the user clicking on a sponsored link or engaging in a commercial transaction, Such as purchasing downloadable content, para [0081], Fig. 1).

Regarding claim 2, Ramer discloses wherein registering the asset data comprises registering a mobile asset, the mobile asset being associated with location tracking technology (The mobile subscriber characteristics 112 may include location, personal information, history of the user's web interactions, and or other characteristics, which may also be used in combination with other data concerning the subscriber, the mobile device, and so forth, para [0403], Fig. 1).

Regarding claim 3, Ramer discloses tracking the mobile asset, and updating a database with an up-to-date location data associated with the location tracking technology (The content may include advertisements and may be stored locally on the mobile communication facility 102 (e.g., in the cache memory) and periodically updated according to the time of day and/or changes in location of the mobile communication facility 102, para [0436], Fig. 1).

Regarding claim 4, Ramer discloses wherein tracking the mobile asset comprises accessing a database with the up-to-date location data and retrieving the location data (This information may reside locally on the mobile communication facility 102, or it may be stored remotely, for example, in a mobile subscriber characteristics 112 database, para [0449], Fig. 1).

---(continued in the Supplemental Boxes)---

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Supplemental Box

In case the space in any of the preceding boxes is not sufficient.
Continuation of:
Box V, Item 2. Citations and explanations:

Regarding claim 5, Ramer discloses wherein tracking the mobile asset comprises communicating with the location tracking technology associated with the mobile asset (Location may be provided by a GPS system or a cell phone triangulation service, para [0444]).

Regarding claim 6, Ramer discloses wherein receiving the activation command for triggering the delivery of the media content comprises determining that a consumer is in a spatial proximity to an up-to-date location of the mobile asset (Using this location information, the search results that pertain to restaurants that are on or near Hanover St. in Boston, Mass. may be presented exclusively or in priority to other restaurants that are distant from Hanover St, para [0309]).

Regarding claim 7, Ramer discloses wherein registering the asset data comprises registering a brand asset, wherein the brand asset is comprised of a digitization of at least one of the following: A trade name; A trade design; A trade logo, and A source-identifier associated with a brand (In embodiments, the user agent string may be a textual or binary representation of a brand and/or model identifier of the mobile communication facility 102; a name and/or version of an application; a name and/or version of a host operating system; a host operating language; a compatibility flag; a version token; a platform token; and the like, para [0266], Fig. 1).

Regarding claim 8, Ramer discloses receiving a multimedia content, and processing the multimedia content to ascertain an object within the multimedia content that corresponds to the brand asset (In embodiments, mobile communication facility 102 compatible content may be identified by tracking a plurality of web interactions from a mobile user device and storing information pertaining to the web interaction in a database, where at least a portion of the information comprises identification of the mobile device, para [0774], Fig. 1).

Regarding claim 9, Ramer discloses wherein receiving the activation command for triggering the delivery of the media content comprises ascertaining that a brand asset is present within the multimedia content (In embodiments, mobile communication facility 102 compatible content may be identified by tracking a plurality of web interactions from a mobile user device and storing information pertaining to the web interaction in a database, where at least a portion of the information comprises identification of the mobile device, para [0774], Fig. 1).

Regarding claim 10, Ramer discloses wherein the multimedia content comprises an image captured by the consumer (or photographic entry using cellular phone-camera, para [0045]).

Regarding claim 11, Ramer discloses wherein the media content comprises a plurality of content types, wherein each of the plurality of content types is configured to be delivered based on certain delivery rules (In addition to other examples provided herein elsewhere, the contextual information may be a link structure, an inbound link, an outbound link, a text, a keyword, keyword combination, metadata, anchor text, or some other type of contextual information, para [0063]).

Regarding claim 12, Ramer discloses wherein at least one of: a content type and a delivery rules is tailored to a characteristic of profile data associated with the consumer (A recommendation system may use information from a user's profile to make predictions regarding other information/products that might interest the user, para [0123]).

Regarding claim 13, Ramer discloses wherein at least one of: a content type and a delivery rules is tailored to a characteristic of a device type associated with the consumer (In one embodiment the search function 142 is adapted based on device type, para [0231], Fig. 1).

Regarding claim 14, Ramer discloses wherein tracking the at least one action comprises communicating with a consumer tracking layer operated on at least one device associated with the consumer (As the mobile communication facility 102 enters a second location, the mobile search results may be updated based at least in part on the second location information and used to present search results relating to the second location. In embodiments, a mobile search application may include tracking a mobile communication facility, presenting search results based at least in part on a first location, and presenting updated search results based at least in part on a second location, para [0304], Fig. 1).

Regarding claim 15, Ramer discloses wherein the consumer tracking layer is configured to track at least one of the following: Location data, Sensor data, Telemetry data, and Device usage data (The wireless search platform 100 illustrated in FIG. 1 may contain a locator facility 110 enabling the collection of geographic or other location data on users of mobile communication facilities 102, para [0054], Fig 1).

Regarding claim 16, Ramer discloses compiling analytics based on the at least one action (The algorithm facility 144 may contain a collaborative filtering protocol, category filtering, a recommendation system and/or other process facilities for analyzing, refining, or filtering user input and/or search results, para [0105], Fig. 1).

Regarding claim 17, Ramer discloses wherein delivering the media content comprises engaging a transmission module configured to transmit the media content when the consumer is within a physical proximity to the asset (In embodiments, a parameter may also relate to a user history, a user transaction, a geographic location, geographic proximity, a user device, a time, and or other user characteristics, para [0112], Fig. 1).

Regarding claim 18, Ramer discloses wherein determining that the spatial trigger has occurred comprises: Receiving location data from a consumer tracking layer in operative with at least one device associated with the consumer (location database 2408, para [0197], Fig. 24).

Regarding claim 19, Ramer discloses wherein the location data indicates that the user is in proximity to a physical asset (In embodiments, a parameter may also relate to a user history, a user transaction, a geographic location, geographic proximity, a user device, a time, and or other user characteristics, para [0112], Fig. 1).

---(continued on the next page)---

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Supplemental Box

In case the space in any of the preceding boxes is not sufficient.

Continuation of
Box V, item 2 Citations and explanations:

Regarding claim 20, Ramer discloses wherein the location data indicates that the user is in proximity to a virtual asset (In embodiments, a parameter may also relate to a user history, a user transaction, a geographic location, geographic proximity, a user device, a time, and or other user characteristics, para [0112], Fig. 1).

Regarding claim 21, Ramer discloses wherein determining that the time based trigger has occurred comprises at least one of the following: determining that a predefined time has been met, receiving a manual triggering event, and accessing schedule data from a database (time data 2410, para [0197], Fig. 24).

Regarding claim 22, Ramer discloses wherein determining that the time based trigger has occurred comprises at least one of the following: receiving a designation of a space and a time, and determining that the consumer is in a proximity to the designated space at the designated time (In embodiments, a parameter may also relate to a user history, a user transaction, a geographic location, geographic proximity, a user device, a time, and or other user characteristics, para [0112], Fig. 1)

Regarding claim 23, Ramer discloses specifying, for the delivered media content, interactivity criteria which, when fulfilled, will enable the consumer to receive additional content (Bids may be for each keyword associated with a given ad, or any other criterion, or combination of criteria used by the advertiser to target the placement of their ad(s), para [0459])

Regarding claim 24, Ramer discloses receiving an indication that the consumer is engaged in a fulfillment of the interactivity criteria (In embodiments, a search query may be suggested on a mobile communication facility 102, results presented on a screen associated with the mobile communication facility 102, and a transaction performed in association with a sponsored link, where the transaction may occur by the user clicking on a sponsored link or engaging in a commercial transaction, such as purchasing downloadable content, para [0482], Fig. 1).

Regarding claim 25, Ramer discloses wherein the interactivity criteria is specified by at least one of the following: a. wherein the interactivity criteria requires the consumer to perform at least one action, b. wherein the interactivity criteria is location based, c. wherein the interactivity criteria is time based, and d. wherein the interactivity criteria is location and time based (The mobile subscriber characteristics 112 may include location, personal information, history of the user's web interactions, and or other characteristics, which may also be used in combination with other data concerning the subscriber, the mobile device, and so forth, para [0403], Fig. 1).

Regarding claim 26, Ramer discloses wherein tracking the at least one action relative to the interactivity criteria comprises communicating with a consumer tracking layer operated on at least one device associated with the consumer (As the mobile communication facility 102 enters a second location, the mobile search results may be updated based at least in part on the second location information and used to present search results relating to the second location. In embodiments, a mobile search application may include tracking a mobile communication facility, presenting search results based at least in part on a first location, and presenting updated search results based at least in part on a second location, para [0304], Fig. 1).

Regarding claim 27, Ramer discloses wherein the consumer tracking layer is configured to track at least one of the following: Location data, Sensor data, Telemetry data, and Device usage data (The wireless search platform 100 illustrated in FIG. 1 may contain a locator facility 110 enabling the collection of geographic or other location data on users of mobile communication facilities 102, para [0054], Fig. 1).

Regarding claim 28, Ramer discloses providing additional content when interactivity criteria is met (Bids may be for each keyword associated with a given ad, or any other criterion, or combination of criteria used by the advertiser to target the placement of their ad(s), para [0459]).

Regarding claim 29, Ramer discloses a method comprising: Tracking a location of a mobile asset (In embodiments, the location may be transmitted back to the locator facility 110 for dissemination, processing, etc. Geographic information systems may also be used to determine a location point in a polygon, a location radius search, route calculation, points of interest, and/or geocoding and reverse geocoding, para [0055], Fig. 1); triggering a display of an advertisement on a device in proximity to the location of the mobile asset (A search may be initiated on a phone idle Screen (which may be coupled with one or more implicit queries), a Wireless Access Protocol (LWAP) site, a mobile storefront, or from a highlighted selection of text (e.g., from a website, email, SMS, or other format), or the search may be triggered by other website or local (e.g., cellular phone or other wireless device) activity, para [0042]); wherein the advertisement is an interactive advertisement selected to be displayed based on a profile data associated with the device, wherein the interactive advertisement instructs the user to perform at least on action, tracking the at least one action (The mobile subscriber characteristics 112 database may also track data related to phone usage and location, para [0058], Fig. 1); and updating a content of the displayed advertisement based on the tracked user actions (As the mobile communication facility 102 enters a second location, the mobile search results may be updated based at least in part on the second location information and used to present search results relating to the second location. In embodiments, a mobile search application may include tracking a mobile communication facility, presenting search results based at least in part on a first location, and presenting updated search results based at least in part on a second location, para [0304], Fig. 1).

Claims 1-29 have industrial applicability as defined by PCT Article 33(4), because the subject matter can be made or used in industry.

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Electronic Acknowledgement Receipt

EFS ID:	34214779
Application Number:	15950019
International Application Number:	
Confirmation Number:	8156
Title of Invention:	PLATFORM FOR LOCATION AND TIME BASED ADVERTISING
First Named Inventor/Applicant Name:	Douglas L. Pittman
Customer Number:	118664
Filer:	YURI ELIEZER/Kristin Heggen
Filer Authorized By:	YURI ELIEZER
Attorney Docket Number:	00429.010
Receipt Date:	05-NOV-2018
Filing Date:	10-APR-2018
Time Stamp:	16:32:14
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Transmittal Letter	00429-010-IDSLetter.pdf	102829 e0cb54a6597fd4f15a91354e113fb43c187c60af	no	3
Warnings:					

Information:					
2	Information Disclosure Statement (IDS) Form (SB08)	00429-010-sb0008a.pdf	287379 1c557c1089df9f066fcb7651174bca7bdff1c88e	no	2
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
3	Information Disclosure Statement (IDS) Form (SB08)	00429-010sb0008b.pdf	319412 a4217e0556c9f32c71172177 4299d39496e0ebaa	no	2
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
4	Other Reference-Patent/App/Search documents	00429-010-2018-06-29InternationalSearchReport.pdf	4370647 b72932b474a7c51a754126936a0d84601dd95394	no	8
Warnings:					
Information:					
		Total Files Size (in bytes):	5080267		

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

Docket No.: 00429.010
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
BoardActive Corp.

Application No.: 15950019 Confirmation No.: 8156

Filed: 10-APR-2018 Art Unit: Pending

Examiner: Pending

INFORMATION DISCLOSURE STATEMENT (IDS)

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

Dear Commissioner:

Pursuant to 37 C.F.R. § 1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

In accordance with 37 C.F.R. § 1.98(a)(2)(ii), Applicant has not submitted copies of U.S. patents and U.S. patent applications. Applicant submits herewith copies of foreign patents and non-patent literature in accordance with 37 C.F.R. § 1.98(a)(2).

Pursuant to 37 C.F.R. § 1.98(a)(2)(iv), and for the Examiner's review, Applicants have enclosed a copy of any cited: (1) non-U.S. patent or patent application, (2) non-patent publication, and (3) documents from the prosecution of U.S. and non-U.S. patent applications.

Regarding category (3), documents from the prosecution of U.S. and non-U.S. patent applications, Applicants notes that 37 C.F.R. § 1.98(b) does not mention, and thus does not require, that Applicants provide any particular set of identifying information. While 37 C.F.R. § 1.98(a)(1) requires Applicants to provide a list of such documents, it does not require Applicants to include in that list specific identifying information. 37 C.F.R. § 1.98(a)(2)(iv) further requires Applicants to provide a copy of such documents.

Thus, the rules do not require that Applicants provide any particular set of information about the documents in category (3) prior to the Examiner's consideration of all the cited information. Nevertheless, in order to be as helpful as possible, Applicants have provided (a) information regarding the source of each document, which is the prosecution record of a U.S. or a non-U.S. patent application, and (b) a title or description of each document. The information provided mirrors the requirements for cited U.S. and non-U.S. patent applications as set forth by 37 C.F.R. § 1.98(b). The enclosed Form PTO/SB/08a (IDS List) lists these documents, provides identifying information, and includes a column for the Examiner's initials. Consideration of the cited documents and making the same of record in the prosecution of the above-referenced application are respectfully requested.

Applicants now bring to the attention of the Examiner the existence of the non-U.S. patent application(s) identified below:

Docket No.	**Country**	**Application No.**	**Filing Date**	**Inventor**
00429.0009	WO	PCT/US 18/26965	10 April 2018	PITTMAN

Applicants submit that Information Disclosure Statement is filed in a timely manner pursuant to 37 C.F.R. § 1.97(b)(3), in that a first Office Action on the merits has not yet been mailed in the present patent application. No fee is believed due; however, Applicants hereby authorize the Commissioner to charge any deficiency in the fees filed, asserted to be filed or which should have been filed herewith (or with any paper hereafter filed in this application by this firm) to our Deposit Account No. 600647.

Dated: November 5, 2018

Respectfully submitted,

Electronic signature: /Yuri L. Eliezer/
Yuri L. Eliezer
Registration No.: 63,402
Bekiares Eliezer LLP
Correspondence Customer Number: 118664

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IPR2023-00918
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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
15/950,019	04/10/2018	Douglas L. Pittman	00429.010

CONFIRMATION NO. 8156

118664
Bekiares Eliezer LLP
2870 Peachtree Road
#512
Atlanta, GA 30305

PUBLICATION NOTICE



Title:PLATFORM FOR LOCATION AND TIME BASED ADVERTISING

Publication No.US-2018-0300761-A1
Publication Date:10/18/2018

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 Public Records Division. The Public Records Division can be reached by telephone at (571) 272-3150 or (800) 972-6382, by facsimile at (571) 273-3250, by mail addressed to the United States Patent and Trademark Office, Public Records Division, Alexandria, VA 22313-1450 or via the Internet.

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

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

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

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UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
15/950,019	04/10/2018		695	00429.010	29	2

CONFIRMATION NO. 8156

UPDATED FILING RECEIPT

118664
Bekiares Eliezer LLP
2870 Peachtree Road
#484
Atlanta, GA 30305

OC000000100892638

Date Mailed: 07/12/2018

Receipt is acknowledged of this non-provisional patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. **If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections**

Inventor(s)

Douglas L. Pittman, Douglasville, GA;

Applicant(s)

BoardActive Corporation, Atlanta, GA;

Power of Attorney: The patent practitioners associated with Customer Number 118664

Domestic Priority data as claimed by applicant

This application is a CIP of 15/483,790 04/10/2017

Foreign Applications for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see http://www.uspto.gov for more information.) - None.
Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

Permission to Access Application via Priority Document Exchange: Yes

Permission to Access Search Results: Yes

Applicant may provide or rescind an authorization for access using Form PTO/SB/39 or Form PTO/SB/69 as appropriate.

If Required, Foreign Filing License Granted: 05/03/2018

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 15/950,019**

Projected Publication Date: 10/18/2018

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Non-Publication Request: No

Early Publication Request: No
** **MICRO ENTITY** **
Title

PLATFORM FOR LOCATION AND TIME BASED ADVERTISING

Preliminary Class

Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications: No

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

Since the rights granted by a U.S. patent extend only throughout the territory of the United States and have no effect in a foreign country, an inventor who wishes patent protection in another country must apply for a patent in a specific country or in regional patent offices. Applicants may wish to consider the filing of an international application under the Patent Cooperation Treaty (PCT). An international (PCT) application generally has the same effect as a regular national patent application in each PCT-member country. The PCT process **simplifies** the filing of patent applications on the same invention in member countries, but **does not result** in a grant of "an international patent" and does not eliminate the need of applicants to file additional documents and fees in countries where patent protection is desired.

Almost every country has its own patent law, and a person desiring a patent in a particular country must make an application for patent in that country in accordance with its particular laws. Since the laws of many countries differ in various respects from the patent law of the United States, applicants are advised to seek guidance from specific foreign countries to ensure that patent rights are not lost prematurely.

Applicants also are advised that in the case of inventions made in the United States, the Director of the USPTO must issue a license before applicants can apply for a patent in a foreign country. The filing of a U.S. patent application serves as a request for a foreign filing license. The application's filing receipt contains further information and guidance as to the status of applicant's license for foreign filing.

Applicants may wish to consult the USPTO booklet, "General Information Concerning Patents" (specifically, the section entitled "Treaties and Foreign Patents") for more information on timeframes and deadlines for filing foreign patent applications. The guide is available either by contacting the USPTO Contact Center at 800-786-9199, or it can be viewed on the USPTO website at http://www.uspto.gov/web/offices/pac/doc/general/index.html.

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, http://www.stopfakes.gov. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4258).

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LICENSE FOR FOREIGN FILING UNDER

Title 35, United States Code, Section 184

Title 37, Code of Federal Regulations, 5.11 & 5.15

GRANTED

The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

This license is to be retained by the licensee and may be used at any time on or after the effective date thereof unless it is revoked. This license is automatically transferred to any related applications(s) filed under 37 CFR 1.53(d). This license is not retroactive.

The grant of a license does not in any way lessen the responsibility of a licensee for the security of the subject matter as imposed by any Government contract or the provisions of existing laws relating to espionage and the national security or the export of technical data. Licensees should apprise themselves of current regulations especially with respect to certain countries, of other agencies, particularly the Office of Defense Trade Controls, Department of State (with respect to Arms, Munitions and Implements of War (22 CFR 121-128)); the Bureau of Industry and Security, Department of Commerce (15 CFR parts 730-774); the Office of Foreign AssetsControl, Department of Treasury (31 CFR Parts 500+) and the Department of Energy.

NOT GRANTED

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).

SelectUSA

The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The U.S. offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to promote and facilitate business investment. SelectUSA provides information assistance to the international investor community; serves as an ombudsman for existing and potential investors; advocates on behalf of U.S. cities, states, and regions competing for global investment; and counsels U.S. economic development organizations on investment attraction best practices. To learn more about why the United States is the best country in the world to develop technology, manufacture products, deliver services, and grow your business, visit http://www.SelectUSA.gov or call +1-202-482-6800.

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PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 15/950,019

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY FEE($)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A	75
SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	165
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	190
TOTAL CLAIMS (37 CFR 1.16(i))	29 minus 20 =	* 9			OR	x 25 =	225
INDEPENDENT CLAIMS (37 CFR 1.16(h))	2 minus 3 =	*				x 115 =	0.00
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).						0.00
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))							0.00
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL			TOTAL	655

APPLICATION AS AMENDED - PART II

AMENDMENT A

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

AMENDMENT B

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

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

Document code: WFEE

United States Patent and Trademark Office
Sales Receipt for Accounting Date: 07/11/2018

MTEKLEMI RF #30216112 Mailroom Dt: 07/11/2018 15950019

Credit Card Refund Total: $355.00

American Express XXXXXXXXXXXX2008

Doc Code: MES.GIB
Document Description: Certification of Micro Entity Status (Gross Income Basis)

PTO/SB/15A (03-13)

CERTIFICATION OF MICRO ENTITY STATUS
(GROSS INCOME BASIS)

Application Number or Control Number (if applicable):	Patent Number (if applicable):
15/950,019	Pending
First Named Inventor:	**Title of Invention:**
DOUGLAS L. PITTMAN	A PLATFORM FOR LOCATION AND TIME BASED ADVERTISING

The applicant hereby certifies the following—

(1) **SMALL ENTITY REQUIREMENT -** The applicant qualifies as a small entity as defined in 37 CFR 1.27.

(2) **APPLICATION FILING LIMIT -** Neither the applicant nor the inventor nor a joint inventor has been named as the inventor or a joint inventor on more than four previously filed U.S. patent applications, excluding provisional applications and international applications under the Patent Cooperation Treaty (PCT) for which the basic national fee under 37 CFR 1.492(a) was not paid, and also excluding patent applications for which the applicant has assigned all ownership rights or is obligated to assign all ownership rights as a result of the applicant's previous employment.

(3) **GROSS INCOME LIMIT ON APPLICANTS AND INVENTORS -** Neither the applicant nor the inventor nor a joint inventor, in the calendar year preceding the calendar year in which the applicable fee is being paid, had a gross income, as defined in section 61(a) of the Internal Revenue Code of 1986 (26 U.S.C. 61(a)), exceeding the "Maximum Qualifying Gross Income" reported on the USPTO website at http://www.uspto.gov/patents/law/micro_entity.jsp which is equal to three times the median household income for that preceding calendar year, as most recently reported by the Bureau of the Census.

(4) **GROSS INCOME LIMIT ON PARTIES WITH AN "OWNERSHIP INTEREST" -** Neither the applicant nor the inventor nor a joint inventor has assigned, granted, or conveyed, nor is under an obligation by contract or law to assign, grant, or convey, a license or other ownership interest in the application concerned to an entity that, in the calendar year preceding the calendar year in which the applicable fee is being paid, had a gross income, as defined in section 61(a) of the Internal Revenue Code of 1986, exceeding the "Maximum Qualifying Gross Income" reported on the USPTO website at http://www.uspto.gov/patents/law/micro_entity.jsp which is equal to three times the median household income for that preceding calendar year, as most recently reported by the Bureau of the Census.

SIGNATURE by a party set forth in 37 CFR 1.33(b)

Signature	/Yuri L. Eliezer/				
Name	Yuri L. Eliezer, Attorney Signing based on Applicant/Inventors Execution of the Same Document				
Date	July 7, 2018	Telephone	(404) 537-3669	Registration No.	63402

☐ There is more than one inventor and I am one of the inventors who are jointly identified as the applicant. Additional certification form(s) signed by the other joint inventor(s) are included with this form.

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.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	BoardActive Corporation	Examiner:	Unassigned
Serial No.:	15/950,019	Confirmation No.:	8156
Filed:	April 10, 2018	Docket:	00429.010

RESPONSE TO NOTICE TO FILE MISSING PARTS

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

Dear Commissioner:

Applicant respectfully requests entry of this document and documents appended hereto in response to the office communication dated May 07, 2018. Please examine and consider the present application in view of the appended amendment and remarks.

- **An Updated Micro Entity Certification** is attached to this document.
- **Remarks** follow the amendment sections of this document.

REMARKS

In response to the office communication dated May 07, 2018, Applicant respectfully requests reconsideration based on the appended documents and the following remarks. Applicant respectfully submits that, with the submission of these documents, the application is in condition for allowance.

I. Micro Entity Certification

Applicant respectfully requests entry of form sb0015a attached hereto, executed by an authorized individual. Applicant respectfully submits that the form is being submitted with all the proper formalities for acceptance of Micro Entity Status. Applicant respectfully submits that the Micro Entity Status certification is executed by the undersigned based on Applicant's and Inventor's representation as to its qualification of Micro Entity Status, and the prior submission of the Micro Entity Status forms.

Conclusion

If the Examiner believes there are other issues that can be resolved by a telephone interview, or that there are any informalities that remain in the application that may be corrected by the Examiner's amendment, then a telephone call to the undersigned attorney at 404.537.3669 is respectfully solicited.

Applicant submits that no fee is due; however, Applicant hereby authorizes the Commissioner to charge to Deposit Account No. 600647 any fee that may be required to

Exhibit 2001
IPR2023-00918
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effect the consideration of this Preliminary Amendment and the entry of that consideration into the record for the above-identified patent application.

Respectfully submitted,

Date: July 7, 2018

/ Yuri L. Eliezer /

Yuri L. Eliezer
Reg. No. 63,402

Bekiares Eliezer LLP
2870 Peachtree Rd #484
Atlanta, GA 30305-2918

118664
PATENT TRADEMARK OFFICE

Exhibit 2001
IPR2023-00918
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Electronic Patent Application Fee Transmittal

Application Number:	15950019
Filing Date:	10-Apr-2018
Title of Invention:	PLATFORM FOR LOCATION AND TIME BASED ADVERTISING
First Named Inventor/Applicant Name:	Douglas L. Pittman
Filer:	YURI ELIEZER/Lana Warnock
Attorney Docket Number:	00429.010

Filed as Micro Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
LATE FILING FEE FOR OATH OR DECLARATION	3051	1	40	40
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**40**

Electronic Acknowledgement Receipt	
EFS ID:	33121570
Application Number:	15950019
International Application Number:	
Confirmation Number:	8156
Title of Invention:	PLATFORM FOR LOCATION AND TIME BASED ADVERTISING
First Named Inventor/Applicant Name:	Douglas L. Pittman
Customer Number:	118664
Filer:	YURI ELIEZER/Lana Warnock
Filer Authorized By:	YURI ELIEZER
Attorney Docket Number:	00429.010
Receipt Date:	09-JUL-2018
Filing Date:	10-APR-2018
Time Stamp:	14:49:09
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	$40
RAM confirmation Number	071018INTEFSW14495600
Deposit Account	600647
Authorized User	Lana Warnock
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows: 37 CFR 1.16 (National application filing, search, and examination fees) 37 CFR 1.17 (Patent application and reexamination processing fees)	

37 CFR 1.19 (Document supply fees)

37 CFR 1.20 (Post Issuance fees)

37 CFR 1.21 (Miscellaneous fees and charges)

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Certification of Micro Entity (Gross Income Basis)	Micro.pdf	421557 ee2973545faed806fa37f34fa535bd3a92d684c0	no	2
Warnings:					
Information:					
2	Applicant Response to Pre-Exam Formalities Notice	Letter.pdf	146346 94f535c5f531ef1c2ef19a99442bde3875edf1f2	no	3
Warnings:					
Information:					
3	Fee Worksheet (SB06)	fee-info.pdf	30613 93d20c709fbda61d0546ac6b4953cf011934d218	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	598516		

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

MULTIPLE DEPENDENT CLAIM FEE CALCULATION SHEET

Substitute for Form PTO-1360
(For use with Form PTO/SB/06)

Application Number	Filing Date
15950019	

Applicant(s) Douglas Pittman

* May be used for additional claims or amendments

CLAIMS	AS FILED		AFTER FIRST AMENDMENT		AFTER SECOND AMENDMENT			*		*		*	
	Indep	Depend	Indep	Depend	Indep	Depend		Indep	Depend	Indep	Depend	Indep	Depend
1	1						51						
2		1					52						
3		1					53						
4		1					54						
5		1					55						
6		1					56						
7		1					57						
8		1					58						
9		1					59						
10		1					60						
11		1					61						
12		1					62						
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14		1					64						
15		1					65						
16		1					66						
17		1					67						
18		1					68						
19		1					69						
20		1					70						
21		1					71						
22		1					72						
23		1					73						
24		1					74						
25		1					75						
26		(1)					76						
27		(1)					77						
28		(1)					78						
29	1						79						
30							80						
31							81						
32							82						
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42							92						
43							93						
44							94						
45							95						
46							96						
47							97						
48							98						
49							99						
50							100						
Total Indep	2		0		0								
Total Depend	27	↵	0	↵	0	↵							
Total Claims	29		0		0								

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 15/950,019

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY FEE($)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A	300
SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	660
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	760
TOTAL CLAIMS (37 CFR 1.16(i))	29 minus 20 =	* 9			OR	x 100 =	900
INDEPENDENT CLAIMS (37 CFR 1.16(h))	2 minus 3 =	*				x 460 =	0.00
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).						0.00
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))							0.00
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL			TOTAL	2620

APPLICATION AS AMENDED - PART II

AMENDMENT A

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

AMENDMENT B

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) 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))							OR		
					TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

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

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
15/950,019	04/10/2018		1010	00429.010	29	2

CONFIRMATION NO. 8156

FILING RECEIPT

118664
Bekiares Eliezer LLP
2870 Peachtree Road
#484
Atlanta, GA 30305

OC000000009932508

Date Mailed: 05/07/2018

Receipt is acknowledged of this non-provisional patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. **If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections**

Inventor(s)

Douglas L. Pittman, Douglasville, GA;

Applicant(s)

BoardActive Corporation, Atlanta, GA;

Power of Attorney: The patent practitioners associated with Customer Number 118664

Domestic Priority data as claimed by applicant

This application is a CIP of 15/483,790 04/10/2017

Foreign Applications for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see http://www.uspto.gov for more information.) - None.
Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

Permission to Access Application via Priority Document Exchange: Yes

Permission to Access Search Results: Yes

Applicant may provide or rescind an authorization for access using Form PTO/SB/39 or Form PTO/SB/69 as appropriate.

If Required, Foreign Filing License Granted: 05/03/2018

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 15/950,019**

Projected Publication Date: To Be Determined - pending completion of Missing Parts

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Non-Publication Request: No

Early Publication Request: No
Title

PLATFORM FOR LOCATION AND TIME BASED ADVERTISING

Preliminary Class

Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications: No

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

Since the rights granted by a U.S. patent extend only throughout the territory of the United States and have no effect in a foreign country, an inventor who wishes patent protection in another country must apply for a patent in a specific country or in regional patent offices. Applicants may wish to consider the filing of an international application under the Patent Cooperation Treaty (PCT). An international (PCT) application generally has the same effect as a regular national patent application in each PCT-member country. The PCT process **simplifies** the filing of patent applications on the same invention in member countries, but **does not result** in a grant of "an international patent" and does not eliminate the need of applicants to file additional documents and fees in countries where patent protection is desired.

Almost every country has its own patent law, and a person desiring a patent in a particular country must make an application for patent in that country in accordance with its particular laws. Since the laws of many countries differ in various respects from the patent law of the United States, applicants are advised to seek guidance from specific foreign countries to ensure that patent rights are not lost prematurely.

Applicants also are advised that in the case of inventions made in the United States, the Director of the USPTO must issue a license before applicants can apply for a patent in a foreign country. The filing of a U.S. patent application serves as a request for a foreign filing license. The application's filing receipt contains further information and guidance as to the status of applicant's license for foreign filing.

Applicants may wish to consult the USPTO booklet, "General Information Concerning Patents" (specifically, the section entitled "Treaties and Foreign Patents") for more information on timeframes and deadlines for filing foreign patent applications. The guide is available either by contacting the USPTO Contact Center at 800-786-9199, or it can be viewed on the USPTO website at http://www.uspto.gov/web/offices/pac/doc/general/index.html.

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, http://www.stopfakes.gov. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4258).

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LICENSE FOR FOREIGN FILING UNDER

Title 35, United States Code, Section 184

Title 37, Code of Federal Regulations, 5.11 & 5.15

GRANTED

The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

This license is to be retained by the licensee and may be used at any time on or after the effective date thereof unless it is revoked. This license is automatically transferred to any related applications(s) filed under 37 CFR 1.53(d). This license is not retroactive.

The grant of a license does not in any way lessen the responsibility of a licensee for the security of the subject matter as imposed by any Government contract or the provisions of existing laws relating to espionage and the national security or the export of technical data. Licensees should apprise themselves of current regulations especially with respect to certain countries, of other agencies, particularly the Office of Defense Trade Controls, Department of State (with respect to Arms, Munitions and Implements of War (22 CFR 121-128)); the Bureau of Industry and Security, Department of Commerce (15 CFR parts 730-774); the Office of Foreign AssetsControl, Department of Treasury (31 CFR Parts 500+) and the Department of Energy.

NOT GRANTED

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).

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The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The U.S. offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to promote and facilitate business investment. SelectUSA provides information assistance to the international investor community; serves as an ombudsman for existing and potential investors; advocates on behalf of U.S. cities, states, and regions competing for global investment; and counsels U.S. economic development organizations on investment attraction best practices. To learn more about why the United States is the best country in the world to develop technology, manufacture products, deliver services, and grow your business, visit http://www.SelectUSA.gov or call +1-202-482-6800.

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
15/950,019	04/10/2018	Douglas L. Pittman	00429.010

CONFIRMATION NO. 8156

118664
Bekiares Eliezer LLP
2870 Peachtree Road
#484
Atlanta, GA 30305

FORMALITIES LETTER

OC000000099325062

Date Mailed: 05/07/2018

NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

Filing Date Granted

Items Required To Avoid Abandonment:

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing. Applicant is given **TWO MONTHS** from the date of this Notice within which to file all required items below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

- The statutory basic filing fee is insufficient.
- The application search fee must be submitted.
- The application examination fee must be submitted.
- Surcharge as set forth in 37 CFR 1.16(f) must be submitted.
  The surcharge is due for any one of:
  - late submission of the basic filing fee, search fee, or examination fee,
  - late submission of inventor's oath or declaration,
  - filing an application that does not contain at least one claim on filing, or
  - submission of an application filed by reference to a previously filed application.

SUMMARY OF FEES DUE:

The fee(s) required within **TWO MONTHS** from the date of this Notice to avoid abandonment is/are itemized below. No entity status discount is in effect. If applicant is qualified for small entity status, a written assertion of small entity status must be submitted to establish small entity status. (See 37 CFR 1.27). If applicant is qualified for micro entity status, an acceptable Certification of Micro Entity Status must be submitted to establish micro entity status. (See 37 CFR 1.29 and forms PTO/SB/15A and 15B.)

- $ **300** basic filing fee.
- $ **160** surcharge.
- $ **660** search fee.
- $ **760** examination fee.
- $(**785**) previous unapplied payment amount.
- $ **1095** TOTAL FEE BALANCE DUE.

(A previous payment of $ **355** will be applied to the additional fees indicated above.)

Items Required To Avoid Processing Delays:

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Applicant is notified that the above-identified application contains the deficiencies noted below. No period for reply is set forth in this notice for correction of these deficiencies. However, if a deficiency relates to the inventor's oath or declaration, the applicant must file an oath or declaration in compliance with 37 CFR 1.63, or a substitute statement in compliance with 37 CFR 1.64, executed by or with respect to each actual inventor no later than the expiration of the time period set in the "Notice of Allowability" to avoid abandonment. See 37 CFR 1.53(f).

This application, which was filed with an indication of micro entity status, fails to meet the requirements for establishing micro entity status because:

- The certification of micro entity status is not signed by an authorized party under 37 CFR 1.33(b). (Authorized parties include a registered attorney or agent, the sole inventor identified as the applicant, or all the joint inventors identified as the applicant except that one joint inventor applicant may sign if appointed to prosecute the application by all the other joint inventors.) Note that the name of the authorized party entered in the signature block of the micro entity certification must match any name given for the authorized party in the application file.

If micro entity status is established in reply to this notice by filing an acceptable Certification of Micro Entity Status, the fees itemized in the SUMMARY OF FEES DUE section of this Notice will be reduced to reflect the 75% micro entity discount, and any previous payment amount may be applied to the discounted fees.

If applicant is not entitled to micro entity status under 37 CFR 1.29, applicant may still qualify for a 50% reduction of fees if small entity status can be established under 37 CFR 1.27.

Replies must be received in the USPTO within the set time period or must include a proper Certificate of Mailing or Transmission under 37 CFR 1.8 with a mailing or transmission date within the set time period. For more information and a suggested format, see Form PTO/SB/92 and MPEP 512.

Replies should be mailed to:

Mail Stop Missing Parts
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

Registered users of EFS-Web may alternatively submit their reply to this notice via EFS-Web, including a copy of this Notice and selecting the document description "Applicant response to Pre-Exam Formalities Notice". https://sportal.uspto.gov/authenticate/AuthenticateUserLocalEPF.html

For more information about EFS-Web please call the USPTO Electronic Business Center at 1-866-217-9197 or visit our website at http://www.uspto.gov/ebc.

If you are not using EFS-Web to submit your reply, you must include a copy of this notice.

Questions about the contents of this notice and the requirements it sets forth should be directed to the Office of Data Management, Application Assistance Unit, at **(571) 272-4000** or **(571) 272-4200** or **1-888-786-0101**.

/fhadera/

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Document code: WFEE

United States Patent and Trademark Office
Sales Receipt for Accounting Date: 05/03/2018

CVORACHA RF #30212887 Mailroom Dt: 05/03/2018 15950019

Credit Card Refund Total: $355.00

American Express XXXXXXXXXXXX2008

Document code: WFEE

United States Patent and Trademark Office
Sales Receipt for Accounting Date: 07/11/2018

MTEKLEMI ADJ #00000004 Mailroom Dt: 04/10/2018
Seq No: 1 Sales Acctg Dt: 05/04/2018 15950019
01 FC : 2622 -355.00 OP

DocCode – SCORE

SCORE Placeholder Sheet for IFW Content

Application Number: 15950019 Document Date: 04/10/2018

The presence of this form in the IFW record indicates that the following document type was received in electronic format on the date identified above. This content is stored in the SCORE database.

Since this was an electronic submission, there is no physical artifact folder, no artifact folder is recorded in PALM, and no paper documents or physical media exist. The TIFF images in the IFW record were created from the original documents that are stored in SCORE.

- Drawing

At the time of document entry (noted above):

- USPTO employees may access SCORE content via eDAN using the Supplemental Content tab, or via the SCORE web page.
- External customers may access SCORE content via PAIR using the Supplemental Content tab.

Form Revision Date: August 26, 2013

TITLE

A PLATFORM FOR LOCATION AND TIME BASED ADVERTISING

RELATED APPLICATION

The present application is a continuation-in-part claiming priority to U. S. Patent Application Serial No. 15/483,790, filed on April 10, 2017, entitled "A PLATFORM FOR LOCATION AND TIME BASED ADVERTISING," assigned to the assignee of the present application. The '790 application is hereby incorporated by reference. It is intended that the referenced application may be applicable to the concepts and embodiments disclosed herein, even if such concepts and embodiments are disclosed in the referenced application with different limitations and configurations and described using different examples and terminology.

FIELD OF DISCLOSURE

The present disclosure generally relates to the field of advertising. More specifically, the present disclosure relates to an online platform for managing geolocation and time-based advertising and methods for managing and/or delivering location and time based advertisements.

BACKGROUND

Outdoor advertising is a very common and powerful mode of disseminating information to users. Typically, outdoor advertising involves use of signage (e.g., a billboard, T.V., or other viewable advertisement) installed at public places such as, for example, roadways, bus/train stations, airports, shopping centers, parking spaces, etc. Further, these signage are usually managed by an advertising agency that rents the signage to different advertisers for a predetermined time period. New media now allows online placements in a similar way to billboard advertising.

However, while signage have proven to be an attractive means of advertising, they suffer from several drawbacks. For example, adverse weather such as fog, rain etc. greatly affects visibility of a signage to nearby users. Further, in order to provide visibility in low

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light conditions, such as during night, external lighting systems are needed which increases cost. Additionally, presence of extraneous objects such as trees, buildings, etc. partially or completely occludes signage resulting in poor visibility to users. Furthermore, for signage situated at locations, such as along highways, where users are always moving, sufficient exposure of advertisements to users may not be possible. It is therefore more difficult for the users to memorize the information of the advertisements.

Further, with existing methods of advertising using signage, neither the advertising agency, media buyer, reseller, nor the advertiser is able to determine reach and/or effectiveness of the advertisements. In other words, the advertiser is currently unaware about analytical information relating to consumption and usage of the advertisements on signage. Accordingly, advertisers are disadvantaged with regard to improving effectiveness of advertisements on signage or other advertising mediums such as, for example, but not limited to TV, real estate and other static, traditional, virtual, 3D, holographic, and other digital signage platforms. Digital signage may also be known as 'dynamic signage', and 'digital streaming''. If you work in marketing, design, IT, or PR, you've likely come across a digital signage scenario that asks for your expertise. Digital signage is used across a wide portfolio. You see it in schools, convenience stores, hospitals, universities, receptions, sporting events, bus stops, malls and more. It's used to inform, educate, entertain and sell.

Over the years, the digital signage industry has adapted. What was once expensive, difficult and only available to the big brands of the world is now accessible by everyone. For the independent restaurateurs and the corner shops, as much as the big brands and signage.

Digital signage includes the provision of content (video, images, adverts, presentations) to a digital device such as a TV screen, tablet, iPad or kiosk. Digital signage may be used in both public and private areas, including, for example, schools, stores and waiting rooms, to restaurants, bus stops and airports. Digital signage can also sometimes be called 'digital OOH', 'digital out-of-home' or 'dynamic signage' but all effectively refer to the same thing.

Advertising on digital signage is currently non-interactive. In other words, subsequent to a user viewing an advertisement on a digital signage, there may be no immediate action performable by the user as a result of viewing the advertisement. Typically, the user needs to remember or note writing information from the advertisement

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and perform a related action later by, for example, going online, calling a phone number, making a purchase, etc. Accordingly, the user is burdened with remembering or writing down information or taking a picture. As a result, a large number of users choose to ignore the advertisement, thus reducing the reach and/or effectiveness of the advertisement.

Therefore, there is a need for improved methods and systems for advertising in outdoor and indoor locations.

BRIEF OVERVIEW

A platform for location and time-based advertisements and methods for managing and/or delivering location and time-based advertisements may be provided. This brief overview is provided to introduce a selection of concepts in a simplified form that are further described below in the Detailed Description. This brief overview is not intended to identify key features or essential features of the claimed subject matter. Nor is this brief overview intended to be used to limit the claimed subject matter's scope.

The present disclosure may provide a stand-alone application, API, or SDK, configured to, for example, but not be limited to: i) register digital assets, physical assets, virtual assets, brand assets, media assets, and mobile assets associated a platform Admin (e.g., an AppAddress™), ii) associate content to be delivered in response to an activation of those assets (e.g., an AdDrop™), including interactivity criteria, if applicable, iii) specify triggers for delivering the AdDrop™ (e.g., space/time/event) and target consumer profiles for receiving the AdDrop™ (e.g., Gender / Demographic / Propensity / Interest / Behavior / Etc.), iv) transmit interactive AdDrop™ for engaging the consumer at the right time/place, with the targeted profile, and v) track user engagement and provide analytics on consumer engagement.

Disclosed is a method of geolocation and time-based advertising. The method may include generating, using a processor, a Graphical User Interface (GUI) or a Visual User Interface (VUI), which may be used interchangeably herein, configured to be displayed on a client device. A client device may include a plurality of different computing devices. Additionally, the method may include transmitting, using a communication interface, the GUI to the client device. The transmission may be performed via a modem configured to the device. Further, the method may include receiving, using the communication interface, a first

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geolocation from the client device based on a user interaction with the GUI. Furthermore, the method may include, receiving, using the communication interface, an advertisement content from the client device. Additionally, the method may include creating, using the processor, an association between the first geolocation and the advertisement content. Further, the method may include storing, using a storage device, each of the first geolocation, the advertisement content and the association. Furthermore, the method may include receiving, using the communication interface, a second geolocation from a mobile device. Additionally, the method may include comparing, using the processor, the second geolocation with the first geolocation. Further, the method may include transmitting, using the communication interface, the advertisement content to the mobile device based on the comparing.

Also disclosed is an online platform for geolocation and time-based advertising. The online platform may include a communication interface configured to: transmit a GUI to a client device; receive a first geolocation from the client device based on a user interaction with the GUI; receive an advertisement content from the client device; receive a second geolocation from a mobile device; and transmit the advertisement content to the mobile device based on a comparison between the first geolocation and the second geolocation. Additionally, the online platform may include a processor configured to: generate the GUI configured to be displayed on the client device; create an association between the first geolocation and the advertisement content; compare the second geolocation with the first geolocation. Further, the online platform may include a storage device configured to store each of the first geolocation, the advertisement content and the association.

Both the foregoing brief overview and the following detailed description provide examples and are explanatory only. Accordingly, the foregoing brief overview and the following detailed description should not be considered to be restrictive. Further, features or variations may be provided in addition to those set forth herein. For example, embodiments may be directed to various feature combinations and sub-combinations described in the detailed description.

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BRIEF DESCRIPTION OF THE DRAWINGS

The accompanying drawings, which are incorporated in and constitute a part of this disclosure, illustrate various embodiments of the present disclosure. The drawings contain representations of various trademarks and copyrights owned by the Applicants. In addition, the drawings may contain other marks owned by third parties and are being used for illustrative purposes only. All rights to various trademarks and copyrights represented herein, except those belonging to their respective owners, are vested in and the property of the Applicants. The Applicants retain and reserve all rights in their trademarks and copyrights included herein, and grant permission to reproduce the material only in connection with reproduction of the granted patent and for no other purpose.

Furthermore, the drawings may contain text or captions that may explain certain embodiments of the present disclosure. This text is included for illustrative, non-limiting, explanatory purposes of certain embodiments detailed in the present disclosure.

FIG. 1 illustrates a block diagram of an operating environment consistent with the present disclosure.

FIG. 2 illustrates delivering advertisement content associated with traditional or digital signage to a mobile device of a user by communicating with a beacon, in accordance with some embodiments.

FIG. 3 illustrates delivering advertisement content associated with traditional or digital signage to a mobile device of a user by communicating with an online platform, in accordance with some embodiments.

FIG. 4 illustrates delivering advertisement content associated with traditional or digital signage to a mobile device of a user based on a relative direction of the user's movement, in accordance with some embodiments.

FIG. 5 illustrates a flowchart of a method **500** of geolocation and time based advertisements, in accordance with some embodiments.

FIG. 6 illustrates a flow chart of a method **600** geolocation and time based advertisements by receiving advertisement content from a client device, in accordance with some embodiments.

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FIG. 7 illustrates a flow chart of a method **700** of detecting consumption of an advertisement content associated with traditional or digital signage, in accordance with some embodiments.

FIG. 8 illustrates a flow chart of a method **800** of providing a pin drop feature for identifying and viewing traditional or digital signage associated with a geographical location on which a pin drop action is performed, in accordance with some embodiments. Such commands may be performed using voice command technology associated with the mobile device, enabled with a plurality of voice commands.

FIG. 9 illustrates a screenshot **900** of a GUI for adding one or more traditional or digital signage to an online platform for geolocation and time based advertisements, in accordance with some embodiments.

FIG. 10 illustrates a screenshot **1000** of a GUI for receiving information regarding traditional or digital signage to be added on the online platform, in accordance with some embodiments.

FIG. 11 illustrates a screenshot **1100** of a GUI for receiving a first geolocation corresponding to traditional or digital signage, in accordance with some embodiments.

FIG. 12 illustrates a screenshot **1200** of a GUI for receiving advertisement content corresponding to traditional or digital signage, in accordance with some embodiments.

FIG. 13 illustrates a screenshot **1300** of a GUI for adding one or more advertisers on the online platform, in accordance with some embodiments.

FIG. 14 illustrates a screenshot **1400** of a GUI for receiving information corresponding to an advertiser to be added on the online platform, in accordance with some embodiments.

FIG. 15 illustrates a screenshot **1500** of a mobile app for delivering geolocation and time based advertisements, depicting advertisement content corresponding to one or more traditional or digital signage passed by a user, in accordance with some embodiments.

FIG. 16 illustrates a screenshot **1600** of a mobile app for delivering geolocation and time based advertisements, depicting advertisement content corresponding to one or more traditional or digital signage saved by a user, in accordance with some embodiments.

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FIG. 17 illustrates a screenshot **1700** of a mobile app for delivering geolocation and time based advertisements, depicting advertisement content corresponding to traditional or digital signage, in accordance with some embodiments.

FIG. 18 illustrates a screenshot **1800** of a mobile app for delivering geolocation and time based advertisements, depicting a plurality of categories associated with advertisement content corresponding to a plurality of traditional or digital signage, in accordance with some embodiments.

FIG. 19 illustrates a screenshot **1900** of a mobile app for delivering geolocation and time based advertisements, depicting a user interface for selecting advertisement content corresponding to traditional or digital signage as a favorite, in accordance with some embodiments.

FIG. 20 illustrates a screenshot **2000** of a mobile app for delivering geolocation and time based advertisements, depicting advertisement content corresponding to one or more traditional or digital signage associated with a pin drop action, in accordance with some embodiments.

FIG. 21 illustrates a block diagram of a system for implementing the online platform for geolocation and time based advertising, in accordance with some embodiment.

FIG. 22 illustrates a flow chart of a method for providing stand-alone application, API, or SDK, in accordance to embodiments disclosed herein.

FIG. 23 illustrates a flow chart of a method for providing stand-alone application, API, or SDK, in accordance to embodiments disclosed herein.

FIG. 24 illustrates a flow chart of a method for providing stand-alone application, API, or SDK, in accordance to embodiments disclosed herein.

FIG. 25 illustrates a flow chart of a method for providing stand-alone application, API, or SDK, in accordance to embodiments disclosed herein.

FIG. 26 illustrates a flow chart of a method for providing stand-alone application, API, or SDK, in accordance to embodiments disclosed herein.

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DETAILED DESCRIPTION

As a preliminary matter, it will readily be understood by one having ordinary skill in the relevant art that the present disclosure has broad utility and application. As should be understood, any embodiment may incorporate only one or a plurality of the above-disclosed aspects of the disclosure and may further incorporate only one or a plurality of the above-disclosed features. Furthermore, any embodiment discussed and identified as being "preferred" is considered to be part of a best mode contemplated for carrying out the embodiments of the present disclosure. Other embodiments also may be discussed for additional illustrative purposes in providing a full and enabling disclosure. As should be understood, any embodiment may incorporate only one or a plurality of the above-disclosed aspects of the display and may further incorporate only one or a plurality of the above-disclosed features. Moreover, many embodiments, such as adaptations, variations, modifications, and equivalent arrangements, will be implicitly disclosed by the embodiments described herein and fall within the scope of the present disclosure.

Accordingly, while embodiments are described herein in detail in relation to one or more embodiments, it is to be understood that this disclosure is illustrative and exemplary of the present disclosure, and are made merely for the purposes of providing a full and enabling disclosure. The detailed disclosure herein of one or more embodiments is not intended, nor is to be construed, to limit the scope of patent protection afforded in any claim of a patent issuing here from, which scope is to be defined by the claims and the equivalents thereof. It is not intended that the scope of patent protection be defined by reading into any claim a limitation found herein that does not explicitly appear in the claim itself.

Thus, for example, any sequence(s) and/or temporal order of steps of various processes or methods that are described herein are illustrative and not restrictive. Accordingly, it should be understood that, although steps of various processes or methods may be shown and described as being in a sequence or temporal order, the steps of any such processes or methods are not limited to being carried out in any particular sequence or order, absent an indication otherwise. Indeed, the steps in such processes or methods generally may be carried out in various different sequences and orders while still falling within the scope of the present invention. Accordingly, it is intended that the scope of patent protection is to be defined by the issued claim(s) rather than the description set forth herein.

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Additionally, it is important to note that each term used herein refers to that which an ordinary artisan would understand such term to mean based on the contextual use of such term herein. To the extent that the meaning of a term used herein—as understood by the ordinary artisan based on the contextual use of such term—differs in any way from any particular dictionary definition of such term, it is intended that the meaning of the term as understood by the ordinary artisan should prevail.

Regarding applicability of 35 U.S.C. §112, ¶6, no claim element is intended to be read in accordance with this statutory provision unless the explicit phrase "means for" or "step for" is actually used in such claim element, whereupon this statutory provision is intended to apply in the interpretation of such claim element.

Furthermore, it is important to note that, as used herein, "a" and "an" each generally denotes "at least one," but does not exclude a plurality unless the contextual use dictates otherwise. When used herein to join a list of items, "or" denotes "at least one of the items," but does not exclude a plurality of items of the list. Finally, when used herein to join a list of items, "and" denotes "all of the items of the list."

The following detailed description refers to the accompanying drawings. Wherever possible, the same reference numbers are used in the drawings and the following description to refer to the same or similar elements. While many embodiments of the disclosure may be described, modifications, adaptations, updates, and other implementations are possible. For example, substitutions, additions, or modifications may be made to the elements illustrated in the drawings, and the methods described herein may be modified by substituting, reordering, or adding stages to the disclosed methods. Accordingly, the following detailed description does not limit the disclosure. Instead, the proper scope of the disclosure is defined by the appended claims. The present disclosure contains headers. It should be understood that these headers are used as references and are not to be construed as limiting upon the subjected matter disclosed under the header.

The present disclosure includes many aspects and features. Moreover, while many aspects and features relate to, and are described in, the context of outdoor advertising, embodiments of the present disclosure are not limited to use only in this context. For example, the geolocation and time based advertising are configurable to be used for indoor advertising as well.

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Further still, the term 'signage' is used throughout the present specification as a general reference to an advertising medium. Although a signage may be described in various embodiments, it should be understood that any advertising medium may be similarly applicable and considered to be within the scope of the present disclosure. Other advertising media may include, by way of non-limiting example, billboards, TV, real estate and other static, traditional, virtual, 3D, holographic. and digital signage platforms.

Still consistent with embodiments of the present disclosure, advertising content may be provided based on at least one of, or both, geolocation and time data. Although some embodiments of the present disclosure are described with respect to geolocation based advertising, such embodiments may be contemplated to apply to time-based advertising and are, therefore, considered to be within the scope of the present disclosure.

I. PLATFORM OVERVIEW

This overview is provided to introduce a selection of concepts in a simplified form that are further described below. This overview is not intended to identify key features or essential features of the claimed subject matter. Nor is this overview intended to be used to limit the claimed subject matter's scope.

Embodiments of the present disclosure may provide a platform 100 for enabling the delivery of content based on certain content selection and delivery rules (hereinafter, referred to as an AdDrop™). Although the term "AdDrop™ is a mark registered to the present Applicant, BoardActive Corporation, the scope of the present disclosure is intended to cover any delivery of content based on certain content selection and delivery rules.

The platform may enable a platform user (e.g., an Administrator or "Admin") to interact with its target content consumers based on, for example, but not limited to, the location of the consumer in time and space, the actions the consumer takes within the time and space, the characteristics of the consumer, and the characteristics of their technical devices. Accordingly, the various embodiments disclosed herein provide a new medium of communication with consumers. The medium established by the present disclosure may be presented to the user on a digital content provision medium while still taking into account, for example, but not limited to:

1) the physical space and time associated with the consumer;

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a. where is the consumer and when is the consumer there?

2) the consumer's actions within the physical space and time;

a. what is the consumer doing at that time and place?

3) the consumer's characteristics and profile data; and

a. what do we know about this consumer?

4) the consumer's hardware for interfacing with the medium.

a. what screen is the consumer interfacing through?

Having addressed these points, the platform of the present disclosure may then determine, as will be detailed below, what content to deliver, how to deliver the content, when to deliver it, where to deliver, and who to deliver the content to. In this way, instead of providing generic content (e.g., advertisements) in space (e.g., a billboard or sign) or in time (e.g., a commercial), embodiments of the present invention enable an Administrator to bring a custom-tailored content directly to the nearest and best device associated with their target consumer within various locations in time and space.

Still consistent with embodiments of the present disclosure, a content of the AdDrop™ may be configured for functional interactivity with consumer. The interaction may range from a basic request from a manual user input to a tracking of user behavior with reference to the AdDrop™. In one example, an Admin of the platform (e.g., an Advertiser) may "drop" an advertisement to a consumer's device. The advertisement, in this example, may be a promotional offer that requires a user interaction to be 'revealed' or otherwise made available to the consumer. The advertisement may instruct the user to perform an action, and the platform may be enabled track the user's performance of the action. Upon a determination that the required action has been performed, a promotion associated with the AdDrop™ may be revealed, communicated, activated, or otherwise made available for consumption.

For example, a fast-food restaurant may configure the platform of the present disclosure to affect an AdDrop™ when a consumer is within a proximity to a billboard advertising the fast-food restaurant. A space-based AdDrop™ is disclosed in more detail below. The content of the AdDrop™ may appear on any computing device in operative communication with the platform (e.g., a mobile device associated with the user). The content may instruct the consumer to take a specific action in order to obtain a promotional

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offer. In one example, the action may require the consumer to navigate to a location (e.g., the fast-food restaurant) within, for example, a pre-determined period of time or a specific route. The consumer may elect to engage in the promotion and begin navigating to the particular location. The platform may track the consumer's behavior against the interactivity criteria for revealing the promotional content. Upon detection of the fulfillment of the interactivity criteria (e.g., the consumer has arrived at the location within the predetermined period of time / via the specified route), the promotional content may be provided to the user.

As another example, a radio station may issue an AdDrop™ at a point in time to a device associated with an end consumer (e.g., their car-entertainment system). A time-based AdDrop™ is disclosed in more detail below. The AdDrop™ may require the consumer to be one of the first few people to input an answer to a question to win the promotion. Consistent with embodiments of the present disclosure, modules may enable the consumer to interact with the AdDrop™ through a user interface (UI) layer integrated to the device receiving the AdDrop™.

As yet another example, an event coordinator (e.g., a facilitator of a sporting event) may issue an AdDrop™ at a point in time and space to consumers within the space at the time. A space and time based AdDrop™ is disclosed in more detail below. The faciliatory of the sporting event may send content to the attendees of the event. The content may require an interaction to provide the consumer with a reward for performing the interaction. For example, the consumer may be required to share the content on their social media. In another example, the consumer may be required to shake their phone quickly, so as to ascertain phone telemetry data. The telemetry data may then be analyzed to determine if the user would qualify for the promotion (thereby engaging in interactivity with the audience members of the venue).

In some embodiments of the present disclosure, the platform may provide an AppAddress™ for an Admin to track and organize their media assets used in triggering an AdDrop™. Although the term AppAddress™ is a mark associated with to the present Applicant, BoardActive Corporation, the scope of the present disclosure is intended to cover any tracking, organization, and identifier means for media assets. As will be detailed below, the media assets may be comprised of, but not limited to, for example, a digitization of physical assets (e.g., geolocations for Billboards and Signage – referred to herein as "Smart

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Billboards" or "Active Boards") and a digitization of virtual assets (e.g., areas of space; events in space-time). Further examples of digitized assets may include, but not be limited to, for example, commercial centers, entertainment venues, transportation centers, television networks, online media networks, physical events, and virtual events.

The platform may enable the Admin to establish an exclusive permission for issuing an AdDrop™ within the AppAddress™ (e.g., geo-fencing or time-based fencing). The AppAddress™ may be comprised of a unique identifier which, in turn, may be transferable from one owner to another. In this way, the exclusive permission for issuing an AdDrop™ within an AppAddress™ may be transferred from one Admin to the next as a transferrable asset, much like a web domain.

In yet further embodiments, an AppAddress™ may be associated with a digitization of various brand assets (e.g., Tradename's, Logo's, Products, Designs, and other brand-identifying parameters for the Admin). Image processing techniques may be used to aid in the identification of those brand assets. In this way, and as will be detailed below, a consumer may submit a captured image in order to receive an AdDrop™. The platform may process the image to determine if any of the objects within the image correspond to brand asset associated with an AppAddress™. If so, the platform may then employ the methods and systems disclosed herein to deliver the appropriate content to the end user. Accordingly, an AppAddress™ may be associated with media assets and brand assets.

Embodiments of the present invention may be further enabled to associate mobile assets with an AppAddress™. For example, an Admin could configure their mobile assets to be used as 'moving billboards' for issuing an AdDrop™ to a target consumer. The platform may be enabled to track the location of the mobile assets in a plurality of ways. In a first instance, the platform may track the mobile asset locations (e.g., a fleet of trucks) through an asset tracking module associated with the platform. Such asset tracking module may comprise a computing device (e.g., smartphone) or or dedicated global positioning system hardware. In this way, the platform may ensure that platform consumers within a radius of the mobile asset may be issued an AdDrop™. In another instance, the platform may track the mobile asset locations (e.g., city buses) through an external database with up-to-date mobile asset location information.

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As another, non-limiting example, a food-truck company might register their trucks as mobile assets to their AppAddress™. They can further associate promotional content to be issued through an AdDrop™ to prospective customers within the proximity of those mobile assets. In this way, the prospective customers may be notified with the AdDrop™ of the food-truck's proximity. As will be further detailed below, the AdDrop™ may track the prospective customer's actions for rewards (promotions) and other interactivity upon the prospective customer's fulfillment of an action (e.g., arriving at the mobile asset's location within a period of time, or sharing the content of the AdDrop™ through social media).

Still consistent with embodiments of the present disclosure, the appropriate content to be used for an AdDrop™ may be defined by the Admin and, in some embodiments, may be further associated at the AppAddress™. The content may be provided by the Admin in various content types (e.g., iOS compatible, Android compatible, and the like). Furthermore, and as will be detailed below, the content may be segmented into various categorizes, tailored for a profile characteristic of the consumer that is to receive the content. Further still, the content may be segmented to correspond to specific digitized assets used in triggering the delivery of the content. For interactive content, the Admin may be enabled to configure interactivity criteria that a consumer must engage in for the delivery or disclosure of certain content segments. This interactivity criteria for the delivery or disclosure of content segments may be employed by the platform in the determination of which content segments to deliver, in response to which user actions.

In accordance to the various embodiments herein, each AdDrop™, AppAddress™, digitized assets, and/or delivered content may be associated with analytics. The platform may be comprised of an analytics layer that compiles and tracks, through a tracking module, a consumer's behavior or engagement with the AdDrop™. As will be detailed below, the analytics module may provide metrics associated with the AdDrop's impressions, click-throughs, revisits, and various other tracking metrics. In some embodiments, the analytics layer may be in operative communication with the tracking module and consumer profile data in order to compile and aggregate such metrics. In this way, by way of non-limiting example, the analytics layer can track a consumer's interaction with the AdDrop™ as well as actions made subsequent to the consumer's engagement with the AdDrop™ (e.g., a "conversion" metric might be set to track when the consumer routes to a Fast Food

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restaurant after receiving an AdDrop™). The tracking of user behavior with regard to content present to the consumer in time and space may be referred to as Geolitics™.

In various embodiments, the analytics layer may be in bi-directional communication with an external dataset. The external dataset may be, for example, CRM data comprising additional user profile data. In this way, the platform may obtain profile data for a consumer as well as return additional analytics data back to the external dataset. Thus, the external dataset may be used for i) determining the content of an AdDrop™ for a specific consumer, and ii) maintaining an up-to-date profile for a consumer, including analytics obtained after the delivery of the AdDrop™, thereby providing a more complete user profile. Additional details with regard to the analytics layer are provided below. ™

Consistent with embodiments of the present disclosure, the platform may be configured to work as a stand-alone application (as detailed in '790 application), or as an application programming interface (API) and/or software development kit (SDK) for developers of existing applications. In this way, the platform, and the various modules disclosed herein, may be utilized modularly and integrated into various parties to establish, for example, a content delivery network.

For example, a brand (e.g., a fast-food restaurant chain) may have an existing mobile application for its consumers nationwide. The same brand may also have, for example, billboards and various other media assets throughout the nation that it uses in advertising to its consumers. The platform of the present disclosure may provide a solution for such brand to digitize their media assets and deliver interactive content to their consumers by integrating their mobile application with the platform of the present disclosure. In this way, the integrated application may now enable the brand to engage its consumers when they are, for example, at designated points in space (e.g., near a billboard or at a store), and time (e.g., during a video commercial for the brand) for an AdDrop™. Moreover, the interactivity of the AdDrop™ will enable yet a deeper level of consumer engagement with the brand, with the added benefit of aggregating richer analytics on their consumers and their interaction history with the brand.

Accordingly, embodiments of the present disclosure may provide a stand-alone application, API, or SDK, configured to, for example, but not be limited to:

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i) register digital assets, physical assets, virtual assets, brand assets, media assets, and mobile assets associated a platform Admin (e.g., an AppAddress™),

ii) associate content to be delivered in response to an activation of those assets (e.g., an AdDrop™), including interactivity criteria, if applicable,

iii) specify triggers for delivering the AdDrop™ (e.g., space/time/event) and target consumer profiles for receiving the AdDrop™ (e.g., Gender / Demographic / Propensity / Interest / Behavior / Etc.),

iv) transmit interactive AdDrop™ for engaging the consumer at the right time/place, with the targeted profile, and

v) track user engagement and provide analytics on consumer engagement.

Still consistent with embodiments of the present disclosure, an online platform for geolocation and time based advertising may be provided. The online platform may be used by individuals or companies to provide geolocation and time based advertisements associated with real and/or virtual signage to mobile users and also track user interaction with the geolocation and time based advertisements.

The online platform for geolocation and time based advertisements enables an advertising company and others to manage all traditional or digital signage from a single user interface. A virtual signage works much like a traditional or digital signage in that a user can see an advertisement when the user is physically located near a geolocation associated with the virtual signage. Accordingly, the online platform may broadcast the advertisement to the user when the user is a vicinity of the traditional or digital signage.

As an example, users who drive by a geolocation may be "beaconed" or provided with promotional content through, for example, an mobile device application. In an instance, a beacon (i.e. a radio transmitter) may be installed at a traditional or digital signage and/or a location corresponding to a virtual signage. In other embodiments, a modem may be installed and configured to the signage to enable telecommunications between devices and the signage. The content may include, in some instances, a live feed transmission. Further still, the content may include contact point information of a person or entity associated with the content. In some instances, signage with beacon technology may be considered as "Smart Billboards" or "Active Boards" with geolocation and time based interactive

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functionality. As will be described in greater detail below, other advertising platforms, such as TVs, may be "Smart TVs" with geolocation and time based interactivity functions.

Beacons are small devices which can transmit a signal therefore 'searching' for a Bluetooth-enabled device like a smartphone. They are low-cost and require little energy, with transmitters that are equipped with Bluetooth Low Energy (BLE). They're becoming a hot topic within digital signage as the Beacon transmitters can determine how close a device is (such as a smartphone in a shopper's pocket) and transmit a specific signal as a result. This signal may trigger an app on the device, therefore drawing attention to the physical business or location that the beacon is housed in. It should be understood that content may be transmitted from a signage to any type of computing device capable of providing the content to its corresponding user. Thus, although some embodiments disclose mobile computing devices, such as smartphones, many other computing devices may apply, including, but not limited to, in-car entertainment systems.

Accordingly, as a user drives by the traditional or digital signage and/or the location associated with the virtual signage, a mobile device of the user gets beaconed with promotional content. Alternatively, the mobile device of the user may determine a geolocation of the mobile device and transmit the geolocation to the online platform. Subsequently, the online platform may transmit the promotional content to the mobile device.

The promotional content may include a website, a phone, an email address, a video, live feeds, an expiration date, a QR code and a URL for tracking users and interacting with users, as well as additional information about the advertiser. In addition, the content may include connect point information. The connect point information may include, for example, an owner of the signage or a representative of the owner. The URL may include a unique identifier associated with traditional or digital signage.

Accordingly, when the user clicks the URL, the online platform may cross reference the user. In other words, the online platform may detect consumption of the advertisement by the user and consequently generate advertisement statistics corresponding to large number of users. Further, the online platform may also transmit a cookie to the mobile device to track the user for marketing purposes and online behavioral advertising. As a result, the advertisement statistics and/or analytics may indicate number of users who drove by a

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signage; number of users who clicked the URL that was sent to their mobile device when they drove by the signage; number of users who shared the advertisement and so on. Further, webpage corresponding to the URL may include tracking data that enables the advertising company to collect demographic information of the users who viewed the signage.

Further, the online platform may also allow advertising companies to purchase or rent a physical signage and/or a virtual signage. Accordingly, the online platform may provide a user interface for making payments. Further, the online platform may allow the advertising companies to manage payment schedules, including for example, automatic renewal of rent or lease.

Furthermore, the online platform may integrate with existing advertisement networks (e.g. Google™ Ad Network), mapping applications (e.g. Google Maps™), in-vehicle communication systems (e.g. Apple™ Carplay™) and navigation systems (e.g. TomTom™) in order to deliver advertisements while users drive by real and/or virtual signage.

Additionally, the online platform may facilitate a pin drop feature, according to which, when a user is driving by a location, the user may perform a pin drop action. Consequently, all advertisements from traditional or digital signage in the vicinity of the location may be automatically received and saved in the mobile device of the user. Accordingly, the user may view the advertisements, or reload the advertisement, later on. Such commands may be performed using voice command technology associated with the mobile device, enabled with a plurality of voice commands.

The online platform provides a GUI to enable an advertising company to add traditional or digital signage, exemplarily illustrated in **FIG. 9**. Further, the GUI, as exemplarily illustrated in **FIG. 10**, may enable the advertising company to provide information associated with the advertising company, such as, for example, a name of the advertising company, a category of an advertisement content, a name of the traditional or digital signage, notes and a description etc. Additionally, the GUI may enable the advertising company to define an advertising content associated with the traditional or digital signage. Further, the GUI, as exemplarily illustrated in **FIG. 11**, may allow the advertising company to define a geographic location of the traditional or digital signage. In some embodiments, geofencing may be enabled by the area or set of coordinates selected by the user. In some instances, the geographic location does not need to correspond to a physical board and can

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be a purely digital signage (i.e. virtual signage). Further, the GUI, as illustrated in **FIG. 12**, may also enable selection of a signage image that gets sent to mobile devices of users when they pass by the traditional or digital signage and/or a location of the virtual signage. Additionally, the GUI may also enable the advertising company to define a radius. Accordingly, only those users whose distance from the geographical location is lesser than or equal to the radius would receive the advertising content.

Further, the online platform may allow a platform manager to add, delete or modify user accounts corresponding to advertising companies through the GUI, as exemplarily illustrated in **FIG. 13**. Accordingly, the GUI, as exemplarily illustrated in **FIG. 14** may enable the platform manager to enter details corresponding to an advertising company to be added to the online platform. Consequently, an advertising company may become a user of the online platform for managing and/or delivering associated geolocation and time based advertisements.

Further, in order to facilitate delivery of advertisement content to users, the online platform may provide a software application ("app") installable on the mobile device associated with a user. The mobile devices may include, for example, smartphones, in-vehicle communication systems, navigation systems, and digital signage, and other formats. For instance, the app may be made available for download at an app store or online.

The app may be configured to monitor geolocation of the mobile device, using for example, a built-in GPS receiver in the mobile device. Further, the app may be configured to transmit the geolocation to the online platform through a wireless communication network, such as, cellular network. Accordingly, the online platform may be configured to identify and retrieve advertisement content associated with real and/or virtual signage corresponding to the geolocation transmitted by the mobile device. Subsequently, the online platform may transmit the advertisement content to the mobile device to be displayed on the mobile device, as exemplarily illustrated in **FIG. 17**. Further, the app or beacon may be configured to store all such advertisement content received from the online platform in a local storage unit on the mobile device. Accordingly, the app may enable a user to view all traditional or digital signage that the user has passed by (e.g., walk, ride, or drive), as exemplarily illustrated in **FIG. 16**.

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Additionally, when an advertisement content is displayed to the user while the user is in proximity to traditional or digital signage, the app may also enable a user to save the advertisement content. Accordingly, the user may retrieve a saved advertisement content and view later, as exemplarily illustrated in **FIG. 15**.

Additionally, the app may be configured to maintain a category associated with advertisement contents. As a result, the app may be able to sort the saved advertisement contents based on a category, provided by the user as exemplarily illustrated in **FIG. 18**.

Additionally, the app may be configured to enable the user to perform actions such as "Mark," "Favorite," "Save," and "Share" with regard to an advertisement content displayed on the mobile device, as exemplarily illustrated in **FIG. 19**. In this way, embodiments of the present disclosure may provide for a "tap and save" media to the consumer, and a "tap and spend" media to the advertiser. Such commands may be performed using voice command technology associated with the mobile device, enabled with a plurality of voice commands.

Further, the app may also be configured to provide the pin drop feature. Accordingly, when the user is at a location, the app may enable the user to drop a pin by touching a Pin Button on the app's GUI. Accordingly, the app may store the location on the local storage device. Subsequently, the user may select the location and view traditional or digital signage in the vicinity of the location, as exemplarily illustrated in **FIG. 20**. Embodiments of the present disclosure may apply to all forms of digital signage platforms, not just real and/or virtual signage.

Digital signage may be comprised of many different technological components. Any form of display (screens, tablets, kiosks, projectors, signage) that shows information may be configured as a digital signage.

Still consistent with embodiments of the present disclosure, time-based advertisements may be provided in particular geographical segments. The provision of the time-based advertisements may correspond to telecommunications and television networks (collectively referred to herein as 'tele-broadcast'). A viewer within the geographical segment of a tele-broadcast may be exposed to a plurality of advertisements during the streaming of a program. Such advertisements may be broadcasted to the viewer by an entity associated with the corresponding geographical segment.

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Embodiments of the present disclosure may enable a platform user to select at least one geographical segment and at least one time at which promotional content associated with the platform user may be tele-broadcasted. The platform may then provide the promotional content and the specified at least one tele-broadcast time for broadcasting the promotional content to an entity or entities corresponding to the specified at least one geographical segment. In turn, a viewer within the geographical segment, at the specified time, may be provided with the promotional content not only via the tele-broadcast, but also through a software application associated with the platform.

In some embodiments, a viewer may have a Smart TV and/or a Digital TV connected to a local area network (LAN). In such scenarios, the software application running on a computing device on the same LAN may be enabled to determine that the viewer has been displayed the promotional content, within the geographical segment and the specified time. In turn, the software application may provide the promotional content via the software application in accordance to the embodiments disclosed herein.

Both the foregoing brief overview and the following detailed description provide examples and are explanatory only. Accordingly, the foregoing brief overview and the following detailed description should not be considered to be restrictive. Further, features or variations may be provided in addition to those set forth herein. For example, embodiments may be directed to various feature combinations and sub-combinations described in the detailed description.

II. PLATFORM CONFIGURATION

FIG. 1 is an illustration of a platform consistent with various embodiments of the present disclosure. By way of non-limiting example, the online platform **100** for geolocation and time based advertisements may be hosted on a centralized server **110,** such as, for example, a cloud computing service. The centralized server may communicate with other network entities, such as, for example, a signage equipped with wireless communication means, a mobile device (such as a smartphone, tablet, a laptop, or wireless computing devices etc.) and a client device (such as a desktop, laptop, smartphone etc.). A user**,** such as a manager of the online platform **100** and/or an administrator of an advertising company may access platform **100** through a software application. The software application may be

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embodied as, for example, but not be limited to, a website, a web application, a desktop application, and a mobile application compatible with a computing device **2100.** One possible embodiment of the software application may be provided by BoardActive Suite of products and services. Accordingly, the user may provide, for example, advertisement content and one or more geographical locations corresponding to traditional or digital signage. In response, the platform may associate the advertisement content with the one or more geographical locations and accordingly deliver the advertisement content to mobile devices in the vicinity of the one or more geographical locations.

As will be detailed with reference to **FIG. 21** below, the computing device through which the platform may be accessed may comprise, but not be limited to, for example, a desktop computer, laptop, a tablet, or mobile telecommunications device. As will be detailed with reference to **FIG. 21** below, the computing device through which the platform may be accessed may comprise, but not be limited to, for example, Smart TV, a desktop computer, laptop, a tablet, or mobile telecommunications device. Though the present disclosure is written with reference to a mobile telecommunications device, digital signage, and TVs, it should be understood that any computing device may be employed to provide the various embodiments disclosed herein.

I. Embodiments of the present disclosure provide a platform comprised of a distributed set of modules, including, but not limited to:

A. An Admin Module **185;**

B. A Consumer Module **165;**

C. An Activation Module **125;**

D. A Transmission Module **145**; and

E. A Data Sets **195.**

In some embodiments, the present disclosure may provide an additional set of modules for further facilitating the software and hardware platform. The additional set of modules may comprise, but not be limited to:

A. A Delivery Rules Layer;

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B. An Analytics Layer;
C. An Admin Application UI Layer;
D. A Consumer Tracking Layer;
E. A Consumer Application UI Layer;
F. A Content Interaction Layer; and
G. A Data Layer

FIG. 1 illustrates a non-limiting example of operating environments for the aforementioned modules. Although modules are disclosed with specific functionality, it should be understood that functionality may be shared between modules, with some functions split between modules, while other functions duplicated by the modules. Furthermore, the name of the module should not be construed as limiting upon the functionality of the module. Moreover, each stage in the claim language can be considered independently without the context of the other stages. Each stage may contain language defined in other portions of this specifications. Each stage disclosed for one module may be mixed with the operational stages of another module. Each stage can be claimed on its own and/or interchangeably with other stages of other modules. The following claims will detail the operation of each module, and inter-operation between modules.

Still consistent with embodiments of the present disclosure, the aforementioned modules may be integrated, via an API or SDK, and be inter-configured with an existing computing application to perform various stages of the aforementioned method. For example, the API / SDK may be integrated to control:

a. Digital content associated with an administrator;
b. Activation Parameters for triggering a delivery of the digital content;
c. Delivery Rules for selecting a content type to be delivered to a particular consumer;
d. Access, Manage, and Track Consumer Profile Data
e. Access, Manage, and Update External Data sets

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Consistent with embodiments of the present disclosure, activation parameters may determine what triggers an ad delivery event to commence. For example, the activation parameters may occur based on, but not limited to, the following parameters:

A. Space;
B. Time;
C. Space-Time; or
D. Image Processing.

A. Space

- Designates a point in space for an AdDrop™, regardless of time, including, but not limited to:
  - Real Space - Physically Associated with a location of a Static Object;
  - Virtual Space = Area defined by coordinates on a map, but not associated with a physical object; and
  - Dynamic - Objects Markers associated with mobile assets.

B. Time

- Designates a point in time for an AdDrop™, regardless of space, including, but not limited to:
  - Predefined time – Set to occur at a specific time or window of time:
    - May be scheduled,
    - Schedule may be obtained from an external dataset;
  - Variable – Set to occur upon a triggering event:
    - May be associated with a manual, Admin action, and

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- For example: the Admin may be enabled to enact a triggering event by way of the Admin UI layer;

C. Space-Time

- Designates a specific point in space at a specific point in time to be activate the AdDrop™.
  - Event
    - Corresponds to some event in a future time, but is not defined by the Admin, including, but not limited to:
      - Venue Schedule
      - Sport Schedule
      - Commercial Schedule

D. Image Processing

- Consumer may capture an image and submit the image to the platform;
  - Consumer can be prompted to prove they are near a trigger.
- Perform image processing will determine whether there are registered Brand Assets within an image; and
- May determine an AppAddress™ associated with the registered assets.

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II. Embodiments of the present disclosure provide a hardware and software platform operative as a distributed system of modules and computing elements for performing at least the following functions.

Activating an AdDrop™

Embodiments of the present disclosure are enabled to determine an instance of space and time, aligned to trigger an AdDrop™. The following section discloses, in part, what parameters may activate an AdDrop™ sequence to occur.

1. Spatial Activation

A space based activation trigger may be based at least on, but not limited to, the following.

- **Spatial Regions** associated with an AdDrop™.
  - A physical media
  - A virtual media
    - May be achieved via, for example, GPS Management System.
    - May enable Admin to specify regions in space associated with AdDrop™ event.

- **Objects / Markers** in Space may be associated with Ads
  - Certain Objects / Markers may be mobile (e.g., mobile assets),
    - E.G., Moving Object that is being Tracked
      - Bus.
      - Food Truck.
      - Delivery Vehicle.
      - Plumber Truck.
      - Moving Truck.

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- Person tracking, and
- The like.

- Such objects may be configured with a location detection module.

- Embodiments of the present disclosure may access use external data sets to get up-to date coordinates on the mobile assets.
  - Moving Object Can Have Beacon (See Transmission Module)
  - May also be tracked through external data.

2. **Time Based Activation**

A time based activation trigger may be based at least on, but not limited to, the following.

- **Predefined time**
  - Configured to occur at unconstrained points in space, at a particular time.
  - Rule: “At this time, Blast All Consumers.”

- **Variable Time**
  - Configured to occur at unconstrained points in space, at a variable time.
    - May be typically associated with a manual action.
  - Function: “When I click this button, Blast All Users”

- **Event Trigger Based**
  - Configured to occur at unconstrained points in space, at a variable time.

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- Example: A commercial when played, anywhere in world, at any point in time.
  - Commercial could be in any video format.
- Could use external data to get up-to date delivery parameters.
  - Event Schedule for a Venue.
  - Game Schedule for a Sporting Event.

3. **Space / Time Based Activation**

- Configured to occur at unconstrained points in space, at a variable time.
- Events
  - Venues
  - Promotional Offerings at Store Front
- In some embodiments, unlike previous triggers, where a consumer can be near a designated physical / virtual media and receive an AdDrop™ at a time (predefined, variable, or event based), the Space / Time trigger may designate a specific point in space at a specific point in time to be activate the AdDrop™.

III. Embodiments of the present disclosure provide a hardware and software platform operative by a set of methods and computer-readable media comprising instructions configured to operate the aforementioned modules and computing elements in accordance with the methods.

The methods and computer-readable media may comprise a set of instructions which when executed are configured to enable a method for inter-operating at least one of the following modules:

A. An Admin Module **185;**

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B. A Consumer Module **165;**

C. An Activation Module **125;**

D. A Transmission Module **145**; and

E. A Data Sets **195.**

The aforementioned modules may be inter-operated to perform a method comprising the following stages:

1. **Register Assets**
    a. Digital Assets
    b. Physical Assets
    c. Virtual Assets
    d. Media Assets
    e. Mobile Assets
    f. Assign AppAddress™ to the Registered Assets
2. **Receive Content**
    a. Associate with an AppAddress™
    b. Associate with Interactivity Rules
3. **Receive Delivery parameters**
    a. Receive Ad Activation Parameters
    b. Receive Ad Delivery Parameters
    c. Associate Content Type(s) with the AdDrop™ Parameters
4. **Receiving Activation Command**
    a. Determine Space Event Has Occurred
    b. Determine that Time trigger has occurred
    c. Determine if Space/Time Event Has Occurred
    d. Determine Device Type Used
5. **Select Appropriate Ad to Transmit**
    a. Receive Information About User
    b. Compare to Ad Delivery Rules
    c. Select Appropriate Content Type(s) to transmit

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6. **Transmit AdDrop**
    a. Receive Indication of Content Interaction
    b. Ad Content may provide user with Instructions for revealing additional content (promotion)
    c. Engage User Tracking
    d. Receive Feedback from User
7. **Provide Interactive Content**
    a. Determine if revealing interactive content is true
    b. Bi-Directional communication with the User

Although the stages are disclosed in a particular order, it should be understood that the order is disclosed for illustrative purposes only. Stages may be combined, separated, reordered, and various intermediary stages may exist. Accordingly, it should be understood that the various stages, in various embodiments, may be performed in arrangements that differ from the ones claimed. Moreover, various stages may be added or removed from the without altering or deterring from the fundamental scope of the depicted methods and systems disclosed herein.

IV. Embodiments of the present disclosure provide a platform comprised of a distributed set of computing elements.

The platform is operative to control a computing device in furtherance of the operation of the aforementioned modules. Although the following disclosure describes one type of computing device, the platform may be comprised of more than one computing device in operation. Computing Device **2100**, detailed in **FIG. 21,** is yet another example.

The computing device may comprise, but not limited to at least one of the following:

A processing unit,
A memory storage,

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The computing device may be embodied as a mobile computing device,

wherein the computing device comprises, but is not limited to,

A tablet,

A smartphone,

A drone,

A wearable device,

A vehicle;

Smart TV's; and

Smart Screens.

The computing device may comprise sensing devices,

wherein the sensing device may comprise, but is not limited to,

A camera capturing content,

A microphone for enabling voice commands,

A location detection module, and

A biometrics module;

Wherein the location detection module is configured to:

a. Enables the reading and communicating of location data associated with a sensing device;
b. The location data may be obtained by way of, for example, but not limited to:
    i. Human tracking (e.g., implanted tracking chips);
    ii. GPS / IP Address / Triangulation
    iii. LAN / WAN; and
    iv. The detection of a device orientation to enable 'point and click' functionality.

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In some embodiments the computing device may be embodied as any of the computing elements illustrated in **FIG. 1**, including, but not limited to, the Admin Module **185** and the Consumer Module **165**.

In some embodiments, multiple mobile devices may be associated with a same platform user. As such, the platform may be enabled to function across devices, thereby receiving and sending data to multiple devices associated with the same platform user. In this way, the platform may be configured to track a platform user across multiple devices and communicate with the platform user at, for example, a device that is nearest to him, or a device that best fits the needs of the platform user.

Furthermore, in some embodiments, the computing device may comprise transmission module **145.** Transmission module **145** may be configured to, for example, transmit content to a consumer. Such transmission may involve transmission technology, including, but not limited to:

A. Beacon Technology;
B. Embedded Chipset Transmission;
C. Bluetooth;
D. WIFI;
E. RFID;
F. NFC;
G. GPS Mapping and Management system; and
H. Other transmission missions.

In various embodiments, and as will be detailed below, transmission module **145** may be configured to cause a transmission of content through centralized server.

A. Sub-Modules operative by the Computing Device

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The computing device may be operated in accordance to multiple software modules and layers. Layers may comprise sub-modules, although, in some embodiments, the layers may constitute an entire module. The platform may be operative to control at least one of the following sub-modules of a computing device in furtherance of the execution of the instructions contained in the Admin Module **185**:

1. An Admin Application UI Layer;
2. A Data Layer;
3. A Delivery Rules Layer; and
4. An Analytics Layer.

The following provides non-limiting examples of functions and features of the aforementioned layers.

1. The Admin Application UI Layer

a. May be configured for Stand-Alone Applications or integrated into existing applications;
   i. Example: Embedded frame within an existing web application;
b. Enables user-control of the Computing Device;
c. Enables user-control of the Modules of the Computing Device
   i. An Admin Module **185**;
   ii. A Consumer Module **165**;
   iii. An Activation Module **125**;
   iv. A Transmission Module **145**; and
   v. Data Sets **195**;
d. Enables user-control of the Sub-Modules:
   i. A Delivery Rules Layer;
   ii. An Analytics Layer;
   iii. An Admin Application UI Layer;
   iv. A Consumer Tracking Layer;

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v. A Content Interaction Layer; and

vi. A Data Layer.

2. **The Data Layer**

a. Enables asset data storage, tracking, and management of:

i. Digital Assets;

ii. Physical Assets;

iii. Virtual Assets;

iv. Media Assets; and

v. Mobile Assets;

b. Enables content Storage, tracking, and management;

c. Enables Assignment of an AppAddress™ to associate assets with content;

d. Enables consumer profile data storage, tracking, and management;

e. Enables communication and interoperation with Data Sets **195**

3. **The Delivery Rules Layer**

a. Establishes the parameters and criteria for selecting content to be delivered to a consumer;

i. Can be based on Activation Module Parameters:

1. Space,

2. Time, and

3. Space / Time

ii. Can be based on Consumer Profile Parameters, including, but not limited to:

1. Gender,

2. Demographic,

3. Propensity,

4. Interest, and

5. Behavior data;

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iii. Can be based on a device type associated with the consumer;

b. Accesses consumer profile data for a user to receive the content;
   i. Can receive user data from the Data Layer,
   ii. Can receive user data from Tracking Layer,
   iii. Can receive user data from a CRM, and
   iv. Can receive user data from External PII Dataset;
c. Determines if the parameters and criteria for selecting content to be delivered to a consumer is met; and
d. Selects content to be delivered based on content that corresponds with selection parameters and criteria.

4. The Analytics Layer

a. Tracks actions user takes through tracking devices associated with the user,
   i. Can engage in bi-directional communication with the Consumer Tracking Layer;
b. Further tracks and logs user actions with the Ad for metrics to be compiled in association with the delivered content;
c. Can be organized by User / Admin / AppAddress™ and various other organize can be used to Update user Profile;
d. Can be coupled to external CRM data;
e. Can be coupled to external PII data;
f. Updates for Content Interactivity data,
   i. Can engage in bi-directional communication with the Content Interaction Layer; and
g. Report back with Conversions / Behaviors / Actions / Interactions.

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The platform may be operative to control at least one of the following sub-modules of a computing device in furtherance of the execution of the instructions contained in the Consumer Module **165**:

1. A Consumer Application UI Layer;
2. A Content Interaction Layer; and
3. A Consumer Tracking Layer.

The following provides non-limiting examples of functions and features of the aforementioned layers.

1. **The Consumer Application UI Layer**
    a. May be configured for Stand-Alone Applications or integrated into existing applications;
        i. Example: Embedded frame within an existing web application;
    b. Enables user-control of the Computing Device;
    c. Enables user-control of the Modules of the Computing Device
        i. A Consumer Module **165**;
    d. Enables user-control of the Sub-Modules:
        i. An Consumer Application UI Layer; and
        ii. A Content Interaction Layer; and
    e. Enables users to share the content through various external platforms.

FIGS. 9-20 depict various embodiments of the Consumer Application UI Layer.

2. **The Content Interaction Layer**
    a. Operates based on interactivity rules and fulfillment criteria associated with content as established by an Admin;

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i. As rules and criteria are met, based on tracking performed by the Consumer Tracking Layer, additional content segments may be revealed;
ii. Additional content segments may be pre-sent along with the content, thereby enabling the revealing of the additional content segments to be performed by the consumer interaction layer;
iii. Additional content segments may be sent after an initial content, wherein the interaction layer does not have the content until the criteria is met, after which point the additional content segments are transmitted;

b. Enables tracking of users as they engage with the content,
   i. May operate in conjunction with the Consumer Tracking Layer to provide content interaction data;
   ii. May update data associated with the Analytics Layer
c. Enables the consumer to elect to 'engage' ad, at which point tracking may begin.

3. The Consumer Tracking Layer

a. Operates based on interactivity rules and fulfillment criteria
b. Tracking might not always occur, but may occur after a triggering event (e.g., consumer elects to engage the content);
c. Can continue to track after triggering event to collect analytical data in order to determine, for example:
   i. Where the consumer went after receiving the content,
   ii. How the consumer behaved with relation to the content, and
   iii. Impression and conversion parameters associated with the content;
d. May employ a tracking identifier (e.g., a Cookie ID or a hash),

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i. This cookie idea could be cross referenced from a plurality of external data set, and
ii. Enabling Cross Platform Tracking;

e. Tracking may employ, for example:
i. Location Data,
ii. Orientation Data,
iii. Sensor Data,
iv. Camera Data,
v. Microphone data,
vi. Telemetry Data,
vii. Biometric Data, and
viii. Voice Data,

Various hardware components may be used at the various stages of operations follow the method and computer-readable medium. For example, although the methods have been described to be performed by a computing device, it should be understood that, in some embodiments, different operations may be performed by different networked elements in operative communication with the computing device. For example, server **110** and/or computing device **2100** may be employed in the performance of some or all of the stages disclosed.

Referring now to **FIG. 2,** delivering advertisement content associated with traditional or digital signage to a mobile device of a user by communicating with a beacon, in accordance with some embodiments is illustrated. As shown, in an instance, a traditional or digital signage **202** may be installed at a first geolocation. The location may not be limited to a billboard along a road as illustrated. Rather, the location may include, but not limited to, for example, a sporting event or an airport. Further, the traditional or digital signage may be equipped with a beacon **204** configured to transmit wireless signals **208** containing the advertisement content. As a mobile device **206** approaches the traditional or digital signage **202,** the mobile device may be configured to receive the wireless signals **208.** For example, a mobile app installed on the mobile device may regularly monitor for presence of wireless

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signals **208.** Accordingly, when the mobile device **206** is within the transmission range of the beacon **204,** the mobile app may decode the wireless signals **208** and display the advertisement content on the mobile device **206.** The mobile device **206** may be operated by a user travelling by the traditional or digital signage, such as for example, in a vehicle. Although many embodiments are described herein with reference to a vehicle, any use in proximate location of the signage, whether or not in a vehicle, may be operative with the embodiments disclosed herein.

Although **FIG. 2** depicts a traditional or digital signage at the first geographical location, in view of the present disclosure, it may be understood that in some embodiments, the traditional or digital signage may be empty or completely absent. In some embodiments, a virtual signage may be used. A virtual signage may be displayed to the user by, for example, but not limited to, augmented reality digital image processing techniques, or virtual reality environments. The user need not be aware of the presence of the virtual signage in their geolocation for embodiments to enable the provision of the advertisement associated with the virtual signage. Thus, by placing the beacon **204** at the first geolocation, the same end result of displaying advertisement content on the mobile device **206** in the vicinity of the first geolocation may be achieved.

FIG. 3 illustrates delivering advertisement content associated with traditional or digital signage to a mobile device of a user by communicating with an online platform **100,** in accordance with some embodiments. It should be noted that, with some embodiments, the provision of the advertisement and the interactivity with digital signage may be with a computing device built into the user's vehicle. As shown, a traditional or digital signage **302** may be physically installed at a first geolocation. Additionally, the traditional or digital signage **302** may be equipped with a beacon **304** configured to transmit wireless signals **208** containing the advertisement content. Further, a mobile device **306** may be configured to regularly monitor a location of the mobile device. For example, a mobile app installed on the mobile device **306** may periodically query a GPS receiver on the mobile device to determine a current location of the mobile device. Further, the mobile app may be configured to regularly transmit the location of the mobile device to the online platform **100** over a communication channel **308,** such as for example, wireless cellular network and/or the Internet.

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Accordingly, in an instance, as the mobile device **306** approaches the traditional or digital signage **302,** the mobile device may be configured to receive the wireless signals transmitted by the beacon **308.** Alternatively, and/or additionally, the mobile device **306** may also receive advertisement content from the online platform upon approaching the vicinity of the traditional or digital signage. Accordingly, in an instance, advertisement content received from the beacon **306** may be augmented with advertisement content received from the online platform.

Although **FIG. 3** depicts a traditional or digital signage at the first geographical location, in view of the present disclosure, it may be understood that in some embodiments, the traditional or digital signage may be empty or completely absent. Further, in an instance, even if the beacon **304** is absent at the first geolocation, the same end result of displaying the advertisement content on the mobile device **306** in the vicinity of the first geolocation may be achieved.

FIG. 4 illustrates delivering advertisement content associated with traditional or digital signage to a mobile device of a user based on a relative direction of the user's movement, in accordance with some embodiments. As illustrated, a traditional or digital signage **402** may be installed at a first geolocation. Signage 402 may comprise an attachable modem **422** so as to enable signage to interface with a telecommunications network. The telecommunications network, in turn, may be in operative communication with mobile device **404**.

Further, the traditional or digital signage **402** may be installed on one side of a highway such that, the traditional or digital signage **402** is visible only to users travelling on the corresponding side of highway towards a face of the traditional or digital signage **402.** As a result, a mobile device **404** carried by a user travelling towards the face of the traditional or digital signage **402** may be able to receive the advertisement content corresponding to the traditional or digital signage **402.** In order to achieve this, a direction of travel of the mobile device **404** in relation to the first geolocation location may be determined. The direction of travel may be determined, for example, using data received from GPS receiver on the mobile device **404** in conjunction with map information. Accordingly, a mobile app on the mobile device **404** may transmit direction of motion information to the online platform **100** through a communication channel **406** such as, for example, wireless cellular

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network and/or the Internet. Further, based on the direction of motion information received, the online platform **100** may determine that the traditional or digital signage **402** is intended to be visible for a user of the mobile **404.** Consequently, the online platform may deliver the advertisement content to the mobile device **404.**

However, users travelling on the other side of the highway away from the face of the traditional or digital signage **402** may not be able to view the traditional or digital signage **402.** Accordingly, for example, a mobile device **408** operated by a user travelling away from the face of the traditional or digital signage **402** may not receive the advertisement content. Accordingly, a mobile app on the mobile device **408** may transmit direction of motion information to the online platform **100** through the communication channel **406.** Further, based on the direction of motion information received, the online platform **100** may determine that the traditional or digital signage **402** is not intended to be visible for a user of the mobile **408.** Consequently, the online platform may not deliver the advertisement content to the mobile device **408.**

As a result, advertisement content may be delivered to users only if they are relevant. In some embodiments it can be foreseen that, for example, the advertisement content may not be relevant for users traveling away from the face of a signage since the signage may be advertising a facility that is situated ahead of the location of the signage. As a result, users who are travelling in an opposite direction may not able to visit the facility and avail of an offer advertised on the signage. Still consistent with embodiments, advertisement content may be provided based on, for example, demographic information associated with the consumer receiving the content. In this way, the content may be tailored by, for example, category, to the user.

A. PLATFORM OPERATION

Although methods **500** to **800** have been described to be performed by platform **100,** it should be understood that computing device **2100** may be used to perform the various stages of methods **500** to **800.** Furthermore, in some embodiments, different operations may be performed by different networked elements in operative communication with computing device **2100.** For example, server **110** may be employed in the performance of some or all of the stages in methods **500** to **800.** Moreover, server **110** may be configured

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much like computing device **2100.**

Although the stages illustrated by the flow charts are disclosed in a particular order, it should be understood that the order is disclosed for illustrative purposes only. Stages may be combined, separated, reordered, and various intermediary stages may exist. Accordingly, it should be understood that the various stages illustrated within the flow chart may be, in various embodiments, performed in arrangements that differ from the ones illustrated. Moreover, various stages may be added or removed from the flow charts without altering or deterring from the fundamental scope of the depicted methods and systems disclosed herein. Ways to implement the stages of methods **500** to **800** will be described in greater detail below.

FIG. 5 illustrates a flowchart of a method **500** of geolocation and time based advertisements, in accordance with some embodiments. The method **500** may include a step **502** of generating, using a processor, a Graphical User Interface (GUI) configured to be displayed on a client device. Additionally, the method **500** may include a step **504** of transmitting, using a communication interface, the GUI to the client device. Further, the method **500** may include a step **506** of receiving, using the communication interface, a first geolocation from the client device based on a user interaction with the GUI. In some embodiments, the first geolocation may be associated with at least one of a traditional or digital signage and a virtual signage. Furthermore, the method **500** may include a step **508** of receiving, using the communication interface, an advertisement content from the client device. Additionally, the method **500** may include a step **510** of creating, using the processor, an association between the first geolocation and the advertisement content. Further, the method **500** may include a step **512** of storing, using a storage device, each of the first geolocation, the advertisement content and the association. Furthermore, the method **500** may include a step **514** of receiving, using the communication interface, a second geolocation from a mobile device. The mobile device may include one or more of a smartphone, a vehicle navigation system and an in-vehicle communication system. Additionally, the method **500** may include a step **516** of comparing, using the processor, the second geolocation with the first geolocation. Further, the method **500** may include a step **518** of transmitting, using the communication interface, the advertisement content to the mobile device based on the comparing.

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Further, in some embodiments, the online platform may be configured for receiving, using the communication interface, a radius from the client device. The radius may define a region centered on the first geolocation. Further, comparing the first geolocation with the second geolocation comprises determining whether the second geolocation falls within the region. As a result, the administrator of an advertising company may control an area surrounding the first geolocation within which users would receive the advertisement content.

In some embodiments, the communication interface may include a long range communication interface configured to provide communication between the online platform for geolocation and time based advertising and each of the client device and the mobile device. Alternatively, and/or additionally, in some embodiments, the communication interface may include a short range communication interface and a long range communication interface. Further, the long range communication interface may be configured to provide communication between the online platform for geolocation and time based advertising and the client device. Furthermore, the short range communication interface may be configured to provide communication between a beacon and the mobile device. Additionally, the beacon may be located in a vicinity of the first geolocation.

FIG. 6 illustrates a flow chart of a method **600 for** geolocation and time based advertisements by receiving advertisement content from a client device, in accordance with some embodiments. The advertisement content may include each of an advertisement, a category associated with the advertisement, an optical code, a promotional code, an expiration date associated with the promotional code and a URL of a webpage. Accordingly, the method **600** may include a step **602** of receiving, using the communication interface, the advertisement from the client device, wherein the advertisement comprises at least one of a text, an image, an audio and a video. Additionally, the method **600** may include a step **604** of receiving, using the communication interface, the category from the client device. Further, the method **600** may include a step **606** of receiving, using the communication interface, the optical code from the client device. Furthermore, the method **600** may include a step **608** of receiving, using the communication interface, each of the promotional code and the expiration date from the client device. Further, the method **600** may include a step **610** of receiving, using the communication interface, the URL from the client device.

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An exemplary GUI for receiving the advertisement content is illustrated in **FIG. 12**. As shown, the GUI may enable a user, such as an administrator of an advertising company to select a file containing the image (i.e. Signage image) to be associated with the traditional or digital signage. Additionally, the GUI may provide a functionality to perform editing operations on the image, such as, but not limited to, resizing, cropping, filtering etc. Further, the GUI may also enable the administrator to select a logo to be associated with the advertisement content. Furthermore, the GUI may also enable the administrator to enter the expiration date. Moreover, the GUI may also enable the administrator to select a file containing an optical code, such as for example, a barcode or a QR code. Additionally, the GUI may also provide a functionality to create a barcode or a QR code. Additionally, and/or alternatively, the GUI may also enable the administrator to enter a promo code and an Audio/Video link, including, for example, connect point information.

In some embodiments, the category associated with the advertisement content may enable the user to manage the advertisement content in a more effective manner. For example, the user may be able to search, filter or sort advertisement contents from various real and/or virtual signage based on the category. Accordingly, using an input unit of the mobile device, the user may provide the category. Subsequently, using a display unit of the mobile device, the advertisement associated with the category may be displayed.

FIG. 7 illustrates a flow chart of a method **700** of detecting consumption of an advertisement content associated with traditional or digital signage, in accordance with some embodiments. In order to facilitate detecting consumption, a URL of a webpage configured for tracking requests is embedded in the advertisement content. Further, the URL is uniquely associated with the first geolocation corresponding to the traditional or digital signage. Accordingly, the method **700** may include a step **702** of receiving, using the communication interface, the URL from the mobile device. For instance, when the advertisement content is displayed on a mobile device of a user, a click operation on the URL by the user may generate a webpage request received by the online platform. Additionally, the method **700** may include a step **704** of detecting, using the processor, a consumption of the advertisement content by the mobile device based on receiving the URL. As an example, receipt of the webpage request from the mobile device is indicative of the fact that the advertisement content was displayed on the mobile device.

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Further, in some embodiments, additional tracking of user activity may be performed. For example, subsequent to a click operation on the URL, the online platform may transmit, using the communication interface, a cookie to the mobile device. Further, the cookie may be configured to track user activity on the mobile device. As a result, rich user behavior data may be collected that may provide greater insights into user intent, interest etc. which may facilitate targeted advertising and user analytics.

Further, in some embodiments, based on detecting the consumption of the advertisement, advertisement statistics may be generated using the processor. The advertisement statistics may include one or more of number of views of the advertisement content, number of actions performed on the advertisement content, number of saves performed on the advertisement content, and number of shares performed on the advertisement content. Further, the advertisement statistics may be displayed along with a corresponding real and/or virtual signage, as exemplarily illustrated in **FIG. 9**. As a result, an advertising company may obtain immediate insights into user interaction with a corresponding real and/or virtual signage.

FIG. 8 illustrates a flow chart of a method **800** of providing a pin drop feature for identifying and viewing traditional or digital signage associated with a geographical location on which a pin drop action is performed, in accordance with some embodiments. Accordingly, the method **800** may include a step **802** of receiving, using an input unit of a mobile device, a pin drop action from a user of the mobile device. Throughout the various embodiments disclosure herein, touch, voice, and gesture input may be an input medium compatible with the computing devices used. The pin drop action may be received when the mobile device is in a vicinity of the first geolocation. Further, the method **800** may include a step **804** of storing, using a storage of the mobile device, each of the first geolocation and the advertisement content. Furthermore, the method **800** may include a step **806** of receiving, using the input unit, a selection corresponding to the pin drop action. Additionally, the method **800** may include as step **808** of displaying, using a display of the mobile device, the advertisement content based on the selection.

An exemplary illustration of the pin drop feature may be seen in **FIG. 20**. As illustrated, the screenshot **2000** of the GUI depicts two geographical locations where the user performed a pin drop action. Further, the GUI may also display a time at which the pin

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drop action was performed. Additionally, corresponding to each pin drop event, an option (i.e. "View Nearby Boards") may be provided for the user to view nearby real and/or virtual signage.

Although methods **2200, 2300, 2400, 2500,** and **2600** have been described to be performed by platform **100,** it should be understood that computing device **2100** may be used to perform the various stages of methods **2200, 2300, 2400, 2500,** and **2600.** Furthermore, in some embodiments, different operations may be performed by different networked elements in operative communication with computing device **2100.** For example, server **110** may be employed in the performance of some or all of the stages in methods **2200, 2300, 2400, 2500,** and **2600.** Moreover, server **110** may be configured much like computing device **2100.**

Although the stages illustrated by the flow charts are disclosed in a particular order, it should be understood that the order is disclosed for illustrative purposes only. Stages may be combined, separated, reordered, and various intermediary stages may exist. Accordingly, it should be understood that the various stages illustrated within the flow chart may be, in various embodiments, performed in arrangements that differ from the ones illustrated. Moreover, various stages may be added or removed from the flow charts without altering or deterring from the fundamental scope of the depicted methods and systems disclosed herein. Ways to implement the stages of methods **2200, 2300, 2400, 2500,** and **2600** will be described in greater detail below.

FIG. 22 illustrates a flow chart of a method for providing stand-alone application, API, or SDK, in accordance to embodiments disclosed herein. Method **2200** may comprise the following stages and sub-stages:

- **Stage 2201- Registering Assets**
    - Assets registered may include, but not be limited to:
        A. Digital Assets,
        B. Physical Assets,
        C. Virtual Assets,
        D. Media Assets, and

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E. Mobile Assets.

- In some embodiments, the registered assets may be assigned AppAddress™.

- **Stage 2202 - Receiving AdDrop™ Content**
  - The received content may be associated with an AppAddress™.
  - The received content may be associated with Interactivity Rules.

- **Stage 2204 – Receiving AdDrop™ parameters**
  - Ad Activation Parameters may be received.
  - Ad Delivery Parameters may be received.
  - Content Type(s) may be associated with the AdDrop Parameters.

- **Stage 2206 – Receiving AdDrop™ Activation Command**
  - Determine if a Spatial trigger has Occurred.
  - Determine if a Time-based trigger has occurred.
  - Determine if a Space/Time based trigger has occurred.
  - Determine a Device Type Used in order to select suitable content format.

- **Stage 2208 – Selecting an Appropriate Ad to Transmit**
  - Retrieve data about consumer based on consumer profile data.
  - Compare to Ad Delivery Rules against consumer profile data.
  - Select appropriate content type(s) to transmit.

- **Stage 2210 – Transmitting AdDrop™**
  - Receive Indication of Content Interaction
  - Ad Content may provide user with Instructions for revealing additional content (promotion)
  - Engage User Tracking
  - Receive Feedback from User

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- **Stage 2212 – Provide Interactive Content**
  - Determine if revealing interactive content rules and criteria are met.
  - Enable Bi-Directional communication with the consumer.
  - Enable Consumer Tracking to commence.

FIG. 23 illustrates a flow chart of a method for providing stand-alone application, API, or SDK, in accordance to embodiments disclosed herein. Method **2300** may comprise the following stages and sub-stages:

- **Stage 2301 - Registering Assets**
  - Assets registered may include, but not be limited to:
    A. Digital Assets,
    B. Physical Assets,
    C. Virtual Assets,
    D. Media Assets, and
    E. Mobile Assets.
  - In some embodiments, the registered assets may be assigned AppAddress™.

- **Stage 2302 - Receiving AdDrop™ Content**
  - Content Can Be Interactive.
  - Interactive content may be released in segments based on user feedback.
  - Content may be different for Different User Profile types
  - Content may be different for Different User Device Types

- **Stage 2304 - Receive AdDrop™ Activation Parameters**

A. Space

- Designates a point in space for an AdDrop™, regardless of time, including, but not limited to:

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- Real Space - Physically Associated with a location of a Static Object;
- Virtual Space = Area defined by coordinates on a map, but not associated with a physical object; and
- Dynamic - Objects Markers associated with mobile assets.

B. Time

- Designates a point in time for an AdDrop™, regardless of space, including, but not limited to:

  - Predefined time – Set to occur at a specific time or window of time:
    - May be scheduled,
    - Schedule may be obtained from an external dataset;
  - Variable – Set to occur upon a triggering event:
    - May be associated with a manual, Admin action, and
    - For example: the Admin may be enabled to enact a triggering event by way of the Admin UI layer.

C. Space-Time

- Designates a specific point in space at a specific point in time to be activate the AdDrop™.
  - Event
    - Corresponds to some event in a future time, but is not defined by the Admin, including, but not limited to:
      - Venue Schedule,

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- Sport Schedule, and
- Commercial Schedule.

D. Image Processing

- Consumer may capture an image and submit the image to the platform;
  - Consumer can be prompted to prove they are near a trigger.
- Perform image processing will determine whether there are registered Brand Assets within an image.
- May determine an AppAddress™ associated with the registered assets.

- **Stage 2306 – Receiving AdDrop™ Delivery Rules**

A. Based on Rules Selecting Content to Be Delivered Upon Activation

- Can receive user data from Tracking Module.
- Can receive user data from CRM module.
- Can receive user data from External PII Module.
- Gender / Demographic / Propensity / Interest / Behavior / Etc.

- **Stage 2306 – Associating Content Type(s)**
  - An association is made with the activation parameters, delivery rules, to be Delivered When Activation / Rules Met.

FIG. 24 illustrates a flow chart of a method for providing stand-alone application, API, or SDK, in accordance to embodiments disclosed herein. Method **2400** may comprise the following stages and sub-stages:

- **Stage 2302 – Determining Spatial Trigger has occurred**
  - Can be based on data received from consumer tracking layer.

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- Can use Image Processing – Sent from the consumer.

- **Stage 2304 – Determining that Time-Based trigger has occurred**
  - Determine if Space Trigger is True.
    - Can Await Image Processing to Determine if by a registered asset.

- **Stage 2306 – Determining if Space/Time Event Has Occurred**
  - Determine if event has occurred.

- **Stage 2308 – Receiving Profile Data**
  - Can determine device type used.
  - Can receive consumer data from Tracking Module.
  - Can receive consumer data from CRM module.
  - Can receive consumer data from External PII Module.
  - Can receive data associated with consumer Gender / Demographic / Propensity / Interest / Behavior / Etc.

- **Stage 2310 – Comparing Profile Data**
  - Comparing to Ad Delivery Rules.

- **Stage 2312 – Retrieving Content**
  - Look Up Content Type(s) associated with Trigger and Rules

FIG. 25 illustrates a flow chart of a method for providing stand-alone application, API, or SDK, in accordance to embodiments disclosed herein. Method **2500** may comprise the following stages and sub-stages:

- **Stage 2502 – Engaging Ad Transmission Module**
  - May directly Transmit AdDrop™.
    A. E.G., Beacon Technology

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- May indirectly transmit AdDrop™.
    A. E.G., Server 110
- May Update User Profile to Account for Ad Transmission.

- **Stage 2504 – Receiving Indication of Content Interaction**
    - Ad Content may provide user with Instructions for revealing additional content (promotion).

- **Stage 2506 – Engaging of Consumer Tracking**
    - May be configured to commence upon AdDrop™ receipt or interaction.
    - Track for Fulfillment of Interaction Request Type.
    - Receive Feedback from User.

- **Stage 2508 – Providing Interactive Content**
    - Enables Bi-Directional Communication.
    - Reveals based on interactivity rules associated with content.
    - May Update Content.
    - May Update Analytics.

FIG. 26 illustrates a flow chart of a method for providing stand-alone application, API, or SDK, in accordance to embodiments disclosed herein. Method **2600** may comprise the following stages and sub-stages:

- **Stage 2602 – Providing Ad Activation Data**
    - May be based on Consumer Tracking Module Tracking Data.
    - May be based on captured images.
        - Captured images may be processed on consumer device.
        - Captured images may be communicated to back-end processing device (e.g., server 110).

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- **Stage 2604 – Receiving Ad Content**
  - The AdDrop™ may comprise interactive content.

- **Stage 2606 – Displaying Ad Content**
  - The AdDrop™ may comprise Interactive Instructions

- **Stage 2608 – Providing Indication of Ad Interaction**
  - Consumer may elect to engage in interaction.
  - Interaction (e.g., tracking) may occur by default.

- **Stage 2610 – Providing Feedback Data**
  - Transmits Updated Tracking Data
  - Transmits Interaction Commands

- **Stage 2612 – Receive Updated Content**
  - Additional content segments may be revealed in response to interactivity rules and criteria being met.

B. COMPUTING DEVICE ARCHITECTURE

The online platform **100** may be embodied as, for example, but not be limited to, a website, a web application, a desktop application, and a mobile application compatible with a computing device. The computing device may comprise, but not be limited to, a desktop computer, laptop, a tablet, or mobile telecommunications device. Moreover, the platform **100** may be hosted on a centralized server, such as, for example, a cloud computing service. Although methods **500** to **800, 2200, 2300, 2400, 2500,** and **2600 have** been described to be performed by a computing device **2100,** it should be understood that, in some embodiments, different operations may be performed by different networked elements in operative communication with computing device **2100.**

Embodiments of the present disclosure may comprise a system having a memory storage and a processing unit. The processing unit coupled to the memory storage, wherein

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the processing unit is configured to perform the stages of methods **500** to **800, 2200, 2300, 2400, 2500,** and **2600.**

FIG. 21 is a block diagram of a system including computing device **2100.** Consistent with an embodiment of the disclosure, the aforementioned memory storage and processing unit may be implemented in a computing device, such as computing device **2100** of **FIG. 21.** Any suitable combination of hardware, software, or firmware may be used to implement the memory storage and processing unit. For example, the memory storage and processing unit may be implemented with computing device **2100** or any of other computing devices **2118,** in combination with computing device **2100.** The aforementioned system, device, and processors are examples and other systems, devices, and processors may comprise the aforementioned memory storage and processing unit, consistent with embodiments of the disclosure.

With reference to **FIG. 21,** a system consistent with an embodiment of the disclosure may include a computing device or cloud service, such as computing device **2100.** Computing device 2100 may reside in the cloud. In a basic configuration, computing device **2100** may include at least one processing unit **2102** and a system memory **2104.** Depending on the configuration and type of computing device, system memory **2104** may comprise, but is not limited to, volatile (e.g. random access memory (RAM)), non-volatile (e.g. read-only memory (ROM)), flash memory, or any combination. System memory **2104** may include operating system **2105,** one or more programming modules **2106,** and may include a program data **2107.** Operating system **2105,** for example, may be suitable for controlling computing device **2100**'s operation. In one embodiment, programming modules **2106** may include image encoding module, machine learning module and image classifying module. Furthermore, embodiments of the disclosure may be practiced in conjunction with a graphics library, other operating systems, or any other application program and is not limited to any particular application or system. This basic configuration is illustrated in **FIG. 21** by those components within a dashed line **2108.**

Computing device **2100** may have additional features or functionality. For example, computing device **2100** may also include additional data storage devices (removable and/or non-removable) such as, for example, magnetic disks, optical disks, or tape. Such additional storage is illustrated in **FIG. 21** by a removable storage **2109** and a non-removable storage

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2110. Computer storage media may include volatile and nonvolatile, removable and non-removable media implemented in any method or technology for storage of information, such as computer readable instructions, data structures, program modules, or other data. System memory **2104,** removable storage **2109,** and non-removable storage **2110** are all computer storage media examples (i.e., memory storage.) Computer storage media may include, but is not limited to, RAM, ROM, electrically erasable read-only memory (EEPROM), flash memory or other memory technology, CD-ROM, digital versatile disks (DVD) or other optical storage, magnetic cassettes, magnetic tape, magnetic disk storage or other magnetic storage devices, or any other medium which can be used to store information and which can be accessed by computing device **2100.** Any such computer storage media may be part of device **2100.** Computing device **2100** may also have input device(s) **2112** such as a keyboard, a mouse, a pen, a sound input device, a touch input device, etc. Output device(s) **2114** such as a display, speakers, a printer, etc. may also be included. The aforementioned devices are examples and others may be used.

Computing device **2100** may also contain a communication connection **2116** that may allow device **2100** to communicate with other computing devices **2118,** such as over a network in a distributed computing environment, for example, an intranet or the Internet. Communication connection **2116** is one example of communication media. Communication media may typically be embodied by computer readable instructions, data structures, program modules, or other data in a modulated data signal, such as a carrier wave or other transport mechanism, and includes any information delivery media. The term "modulated data signal" may describe a signal that has one or more characteristics set or changed in such a manner as to encode information in the signal. By way of example, and not limitation, communication media may include wired media such as a wired network or direct-wired connection, and wireless media such as acoustic, radio frequency (RF), RFID, modem, beacon technology, infrared, and other cloud-based wireless media. The term computer readable media as used herein may include both storage media and communication media.

As stated above, a number of program modules and data files may be stored in system memory **2104,** including operating system **2105.** While executing on processing unit **2102,** programming modules **2106** (e.g., application **2120**) may perform processes including, for example, stages of one or more of methods **500** to **800** as described above. The

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aforementioned process is an example, and processing unit **2102** may perform other processes. Other programming modules that may be used in accordance with embodiments of the present disclosure may include image encoding applications, machine learning application, image classifiers etc.

Generally, consistent with embodiments of the disclosure, program modules may include routines, programs, components, data structures, and other types of structures that may perform particular tasks or that may implement particular abstract data types. Moreover, embodiments of the disclosure may be practiced with other computer system configurations, including hand-held devices, multiprocessor systems, microprocessor-based or programmable consumer electronics, minicomputers, mainframe computers, and the like. Embodiments of the disclosure may also be practiced in distributed computing environments where tasks are performed by remote processing devices that are linked through a communications network. In a distributed computing environment, program modules may be located in both local and remote memory storage devices.

Furthermore, embodiments of the disclosure may be practiced in an electrical circuit comprising discrete electronic elements, packaged or integrated electronic chips containing logic gates, a circuit utilizing a microprocessor, or on a single chip containing electronic elements or microprocessors. Embodiments of the disclosure may also be practiced using other technologies capable of performing logical operations such as, for example, AND, OR, and NOT, including but not limited to mechanical, optical, fluidic, and quantum technologies. In addition, embodiments of the disclosure may be practiced within a general purpose computer or in any other circuits or systems.

Embodiments of the disclosure, for example, may be implemented as a computer process (method), a computing system, or as an article of manufacture, such as a computer program product or computer readable media. The computer program product may be a computer storage media readable by a computer system and encoding a computer program of instructions for executing a computer process. The computer program product may also be a propagated signal on a carrier readable by a computing system and encoding a computer program of instructions for executing a computer process. Accordingly, the present disclosure may be embodied in hardware and/or in software (including firmware, resident software, micro-code, etc.). In other words, embodiments of the present disclosure may take

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the form of a computer program product on a computer-usable or computer-readable storage medium having computer-usable or computer-readable program code embodied in the medium for use by or in connection with an instruction execution system. A computer-usable or computer-readable medium may be any medium that can contain, store, communicate, propagate, or transport the program for use by or in connection with the instruction execution system, apparatus, or device.

The computer-usable or computer-readable medium may be, for example but not limited to, an electronic, magnetic, optical, electromagnetic, infrared, or semiconductor system, apparatus, device, cloud-computing, or propagation medium. More specific computer-readable medium examples (a non-exhaustive list), the computer-readable medium may include the following: an electrical connection having one or more wires, a portable computer diskette, a random access memory (RAM), a read-only memory (ROM), an erasable programmable read-only memory (EPROM or Flash memory), an optical fiber, and a portable compact disc read-only memory (CD-ROM). Note that the computer-usable or computer-readable medium could even be paper or another suitable medium upon which the program is printed, as the program can be electronically captured, via, for instance, optical scanning of the paper or other medium, then compiled, interpreted, or otherwise processed in a suitable manner, if necessary, and then stored in a computer memory, which may reside in a cloud.

Embodiments of the present disclosure, for example, are described above with reference to block diagrams and/or operational illustrations of methods, systems, and computer program products according to embodiments of the disclosure. The functions/acts noted in the blocks may occur out of the order as shown in any flowchart. For example, two blocks shown in succession may in fact be executed substantially concurrently or the blocks may sometimes be executed in the reverse order, depending upon the functionality/acts involved.

While certain embodiments of the disclosure have been described, other embodiments may exist. Furthermore, although embodiments of the present disclosure have been described as being associated with data stored in memory and other storage mediums, data can also be stored on or read from other types of computer-readable media, such as secondary storage devices, like hard disks, solid state storage (e.g., USB drive), or a

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CD-ROM, a carrier wave from the Internet, or other forms of RAM or ROM. Further, the disclosed methods' stages may be modified in any manner, including by reordering stages and/or inserting or deleting stages, without departing from the disclosure.

All rights including copyrights in the code included herein are vested in and the property of the Applicant. The Applicant retains and reserves all rights in the code included herein, and grants permission to reproduce the material only in connection with reproduction of the granted patent and for no other purpose.

C. ASPECTS

The following disclose various Aspects of the present disclosure. The various Aspects are not to be construed as patent aspects unless the language of the Aspect appears as a patent aspect. The Aspects describe various non-limiting embodiments of the present disclosure.

Aspect 1. A method of geolocation and time based advertising, the method comprising:

generating, using a processor, a user interface configured to be displayed on a client device;

transmitting, using a communication interface, the user interface to the client device;

receiving, using the communication interface, a first geolocation from the client device based on a user interaction with the user interface;

receiving, using the communication interface, an advertisement content from the client device;

creating, using the processor, an association between the first geolocation and the advertisement content;

storing, using a storage device, each of the first geolocation, the advertisement content and the association;

receiving, using the communication interface, a second geolocation from a mobile computing device;

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comparing, using the processor, the second geolocation with the first geolocation; and

transmitting, using the communication interface, the advertisement content to the mobile computing device based on the comparing.

Aspect 2. The method of aspect 1, wherein the first geolocation is associated with at least one of a tradition signage, a digital signage and a virtual signage.

Aspect 3. The method of aspect 1, wherein the advertisement content comprises each of an advertisement, a category associated with the advertisement, an optical code, a promotional code, an expiration date associated with the promotional code and a URL of a webpage, wherein the method further comprises:

receiving, using the communication interface, the advertisement from the client device, wherein the advertisement comprises at least one of a text, an image, an audio and a video;

receiving, using the communication interface, the category from the client device;

receiving, using the communication interface, the optical code from the client device;

receiving, using the communication interface, each of the promotional code and the expiration date from the client device; and

receiving, using the communication interface, the URL from the client device.

Aspect 4. The method of aspect 3 further comprising:

receiving, using an input unit of the mobile device, the category from a user of the mobile device;

displaying, using a display unit of the mobile device, the advertisement associated with the category.

Aspect 5. The method of aspect 1, wherein the advertisement content comprises of a URL of a webpage, wherein the URL is uniquely associated with the first geolocation, wherein the method further comprises:

receiving, using the communication interface, the URL from the mobile device; and

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detecting, using the processor, a consumption of the advertisement content by the mobile device based on receiving the URL.

Aspect 6. The method of aspect 5 further comprising transmitting, using the communication interface, a cookie to the mobile device, wherein the cookie is configured to track user activity on the mobile device.

Aspect 7. The method of aspect 6 further comprising generating, using the processor, advertisement statistics based on detecting the consumption of the advertisement.

Aspect 8. The method of aspect 7, wherein the advertisement statistics comprises at least one of number of views of the advertisement content, number of actions performed on the advertisement content, number of saves performed on the advertisement content, and number of shares performed on the advertisement content.

Aspect 9. The method of aspect 1 further comprises receiving, using the communication interface, a radius from the client device, wherein the radius defines a region centered on the first geolocation, wherein comparing the first geolocation with the second geolocation comprises determining whether the second geolocation falls within the region.

Aspect 10. The method of aspect 1, wherein the communication interface comprises a long range communication interface configured to provide communication between an online platform for geolocation and time based advertising and each of the client device and the mobile device.

Aspect 11. The method of aspect 1, wherein the communication interface comprises a short range communication interface and a long range communication interface, wherein the long range communication interface is configured to provide communication between an online platform for geolocation and time based advertising and the client device, wherein the short range communication interface is configured to provide communication between a beacon and the mobile device, wherein the beacon is located in a vicinity of the first geolocation.

Aspect 12. The method of aspect 1 further comprising:

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receiving, using an input unit of the mobile device, a pin drop action from a user of the mobile device, wherein the pin drop action is received when the mobile device is in a vicinity of the first geolocation;

storing, using a storage of the mobile device, each of the first geolocation and the advertisement content;

receiving, using the input unit, a selection corresponding to the pin drop action; and

displaying, using a display of the mobile device, the advertisement content based on the selection.

Aspect 13. The method of aspect 1, wherein the mobile device comprises at least one of a smartphone and a vehicle navigation system, wherein the vehicle navigation system includes a map of proximate signage media.

Aspect 14. An platform for geolocation and time based advertising, the online platform comprising:

a communication interface configured to:

transmit a GUI to a client device;

receive a first geolocation from the client device based on a user interaction with the GUI;

receive an advertisement content from the client device;

receive a second geolocation from a mobile device;

transmit the advertisement content to the mobile device based on a comparison between the first geolocation and the second geolocation;

a processor configured to:

generate the GUI configured to be displayed on the client device;

create an association between the first geolocation and the advertisement content;

compare the second geolocation with the first geolocation; and

a storage device configured to store each of the first geolocation, the advertisement content and the association.

Aspect 15. The platform of aspect 14, wherein the first geolocation is associated with at least one of a traditional or digital signage and a virtual signage.

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Aspect 16. The platform of aspect 14, wherein the advertisement content comprises each of an advertisement, a category associated with the advertisement, an optical code, a promotional code, an expiration date associated with the promotional code and a URL of a webpage, wherein the communication interface is further configured to:

receive the advertisement from the client device, wherein the advertisement comprises at least one of a text, an image, an audio and a video;

receive the category from the client device;

receive the optical code from the client device;

receive each of the promotional code and the expiration date from the client device; and

receive the URL from the client device.

Aspect 17. The platform of aspect 14, wherein the advertisement content comprises of a URL of a webpage, wherein the URL is uniquely associated with the first geolocation, wherein the communication interface is further configured to receive the URL from the mobile device, wherein the processor is further configured to detect a consumption of the advertisement content by the mobile device based on receiving the URL.

Aspect 18. The platform of aspect 14, wherein the communication interface is further configured to transmit a cookie to the mobile device, wherein the cookie is configured to track user activity on the mobile device.

Aspect 19. The online platform of aspect 17, wherein the processor is further configured to generate advertisement statistics based on detecting the consumption of the advertisement.

Aspect 20. The platform of aspect 19, wherein the advertisement statistics comprises at least one of number of views of the advertisement content, number of actions performed on the advertisement content, number of saves performed on the advertisement content, and number of shares performed on the advertisement content.

Aspect 21. The platform of aspect 14, the communication interface is further configured to receive a radius from the client device, wherein the radius defines a region centered on the first geolocation, wherein comparing the first geolocation with the

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second geolocation comprises determining whether the second geolocation falls within the region.

Aspect 22. The platform of aspect 14, wherein the communication interface comprises a long range communication interface configured to provide communication between an online platform for geolocation and time based advertising and each of the client device and the mobile device.

Aspect 23. The platform of aspect 14, wherein the communication interface comprises a short range communication interface and a long range communication interface, wherein the long range communication interface is configured to provide communication between an online platform for geolocation and time based advertising and the client device, wherein the short range communication interface is configured to provide communication between a beacon and the mobile device, wherein the beacon is located in a vicinity of the first geolocation.

Aspect 24. The platform of aspect 14, wherein the mobile device comprises at least one of a smartphone and a vehicle navigation system.

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Electronic Patent Application Fee Transmittal

Application Number:	
Filing Date:	
Title of Invention:	A PLATFORM FOR LOCATION AND TIME BASED ADVERTISING
First Named Inventor/Applicant Name:	DOUGLAS L. PITTMAN
Filer:	YURI ELIEZER
Attorney Docket Number:	00429.010

Filed as Micro Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
BASIC FILING FEE-UTILITY	3011	1	75	75
UTILITY SEARCH FEE	3111	1	165	165
UTILITY EXAMINATION FEE	3311	1	190	190
Pages:				
Claims:				
CLAIMS IN EXCESS OF 20	3202	15	25	375
MULTIPLE DEPENDENT CLAIMS	3203	1	205	205
Miscellaneous-Filing:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
		Total in USD ($)		**1010**

Electronic Acknowledgement Receipt	
EFS ID:	32301729
Application Number:	15950019
International Application Number:	
Confirmation Number:	8156
Title of Invention:	A PLATFORM FOR LOCATION AND TIME BASED ADVERTISING
First Named Inventor/Applicant Name:	DOUGLAS L. PITTMAN
Customer Number:	118664
Filer:	YURI ELIEZER
Filer Authorized By:	
Attorney Docket Number:	00429.010
Receipt Date:	10-APR-2018
Filing Date:	
Time Stamp:	19:04:43
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	$1010
RAM confirmation Number	041118INTEFSW19060000
Deposit Account	
Authorized User	
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Claims	Claims.pdf	112123 b7b4633a60e70da0066c81a84df31cd352ab4c90	no	6
Warnings:					
Information:					
2	Abstract	Abstract.pdf	81795 647d5d2ed46a9b2ac942f9395f1dd38c97266ccc	no	1
Warnings:					
Information:					
3	Drawings-other than black and white line drawings	Figures.pdf	1695928 88786dcb41b22f862b519ec927dddffdcbb1c4fc	no	26
Warnings:					
Information:					
4		SignedForms.pdf	2985434 dfcc6e1afb5a1172c118adabc7dab76b10a9c513	yes	12

Multipart Description/PDF files in .zip description

Document Description	Start	End
Application Data Sheet	1	7
Oath or Declaration filed	8	9
Certification of Micro Entity (Gross Income Basis)	10	10
Power of Attorney	11	12

Warnings:

Information:

5	Specification	Specification.pdf	421477 53552bd93db387946dfd2e4c4a205e2a38f3a5f6	no	63
Warnings:					
Information:					
6	Fee Worksheet (SB06)	fee-info.pdf	37604 d6b50fb1c5958d4c3278d4ef5905ea74254be79a	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	5334361		

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

THE FOLLOWING IS CLAIMED:

1. A method comprising:

Registering asset data, wherein registering asset data comprises at least one of the following:

Registering a geolocation for physical assets, and

Registering a geolocation for virtual assets;

Receiving media content to be associated with at least one registered asset, wherein the media content is configured to be operative with a content interaction layer and a consumer tracking layer to enable:

Interacting with a consumer of the media content in conjunction with, at least in part, the media content, and

Tracking the consumer of the media content in conjunction with, at least in part, the interaction with the media content;

Specifying a plurality of rules for selecting the media content to deliver to the consumer, wherein the media content is associated with at least one delivery rule, and wherein the at least one delivery rule corresponds to at least one element of profile data associated with the consumer;

Receiving an activation command for triggering a delivery of the media content, wherein receiving the activation command comprises at least one of the following:

determining that a spatial trigger has occurred,

determining that a time-based trigger has occurred, and

determining that an event has occurred,

Comparing the at least one delivery rule and the at least one element of profile data associated with the consumer in order to determine whether to deliver the media content to the consumer;

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Delivering the media content to a device associated with the consumer, wherein the device is operative with the content interaction layer; and

Receiving an indication of engagement with the media content; and

Tracking at least one action associated with the consumer in response to the indication of engagement with the media content.

2. The method of claim 1, wherein registering the asset data comprises registering a mobile asset, the mobile asset being associated a with location tracking technology.

3. The method of claim 2, further comprising:

tracking the mobile asset, and

updating a database with an up-to-date location data associated with the location tracking technology.

4. The method of claim 3, wherein tracking the mobile asset comprises accessing a database with the up-to-date location data and retrieving the location data.

5. The method of claim 3, wherein tracking the mobile asset comprises communicating with the location tracking technology associated with the mobile asset.

6. The method of claim 2, wherein receiving the activation command for triggering the delivery of the media content comprises determining that a consumer is in a spatial proximity to an up-to-date location of the mobile asset.

7. The method of claim 1, wherein registering the asset data comprises registering a brand asset, wherein the brand asset is comprised of a digitization of at least one of the following:

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A trade name;

A trade design;

A trade logo, and

A source-identifier associated with a brand.

8. The method of claim 7, further comprises:

receiving a multimedia content, and

processing the multimedia content to ascertain an object within the multimedia content that corresponds to the brand asset.

9. The method of claim 8, wherein receiving the activation command for triggering the delivery of the media content comprises ascertaining that a brand asset is present within the multimedia content.

10. The method of claim 8, wherein the multimedia content comprises an image captured by the consumer.

11. The method of claim 1, wherein the media content comprises a plurality of content types, wherein each of the plurality of content types is configured to be delivered based on certain delivery rules.

12. The method of claim 11, wherein at least one of: a content type and a delivery rules is tailored to a characteristic of profile data associated with the consumer.

13. The method of claim 11, wherein at least one of: a content type and a delivery rules is tailored to a characteristic of a device type associated with the consumer.

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14. The method of claim 1, wherein tracking the at least one action comprises communicating with a consumer tracking layer operated on at least one device associated with the consumer.

15. The method of claim 14, wherein the consumer tracking layer is configured to track at least one of the following:

    Location data,
    Sensor data,
    Telemetry data, and
    Device usage data.

16. The method of claim 15, further comprising compiling analytics based on the at least one action.

17. The method of claim 1, wherein delivering the media content comprises engaging a transmission module configured to transmit the media content when the consumer is within a physical proximity to the asset.

18. The method of claim 1, wherein determining that the spatial trigger has occurred comprises:

        Receiving location data from a consumer tracking layer in operative with at least one device associated with the consumer.

19. The method of claim 18, wherein the location data indicates that the user is in proximity to a physical asset.

20. The method of claim 19, wherein the location data indicates that the user is in proximity to a virtual asset.

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21. The method of claim 1, wherein determining that the time based trigger has occurred comprises at least one of the following:

determining that a predefined time has been met,
receiving a manual triggering event, and
accessing schedule data from a database.

22. The method of claim 1, wherein determining that the time based trigger has occurred comprises at least one of the following:

receiving a designation of a space and a time, and

determining that the consumer is in a proximity to the designated space at the designated time.

23. The method of claim 1, further comprising specifying, for the delivered media content, interactivity criteria which, when fulfilled, will enable the consumer to receive additional content.

24. The method of claim 23, further comprising receiving an indication that the consumer is engaged in a fulfillment of the interactivity criteria.

25. The method of claim 24, wherein the interactivity criteria is specified by at least one of the following:
    a. wherein the interactivity criteria requires the consumer to perform at least one action,
    b. wherein the interactivity criteria is location based,
    c. wherein the interactivity criteria is time based, and
    d. wherein the interactivity criteria is location and time based.

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26. The method of claim 6 and 23, wherein tracking the at least one action relative to the interactivity criteria comprises communicating with a consumer tracking layer operated on at least one device associated with the consumer.

27. The method of claim 26, wherein the consumer tracking layer is configured to track at least one of the following:

Location data,
Sensor data,
Telemetry data, and
Device usage data.

28. The method of claim 27, further comprising providing additional content when interactivity criteria is met.

29. A method comprising:

Tracking a location of a mobile asset;

triggering a display of an advertisement on a device in proximity to the location of the mobile asset;

wherein the advertisement is an interactive advertisement selected to be displayed based on a profile data associated with the device,

wherein the interactive advertisement instructs the user to perform at least on action,

tracking the at least one action; and

updating a content of the displayed advertisement based on the tracked user actions.

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ABSTRACT

The present disclosure may provide a stand-alone application, API, or SDK, configured to, for example, but not be limited to: i) register digital assets, physical assets, virtual assets, brand assets, media assets, and mobile assets associated a platform Admin (e.g., an AppAddress™), ii) associate content to be delivered in response to an activation of those assets (e.g., an AdDrop™), including interactivity criteria, if applicable, iii) specify triggers for delivering the AdDrop™ (e.g., space/time/event) and target consumer profiles for receiving the AdDrop™ (e.g., Gender / Demographic / Propensity / Interest / Behavior / Etc.), iv) transmit interactive AdDrop™ for engaging the consumer at the right time/place, with the targeted profile, and v) track user engagement and provide analytics on consumer engagement.

FIG. 1

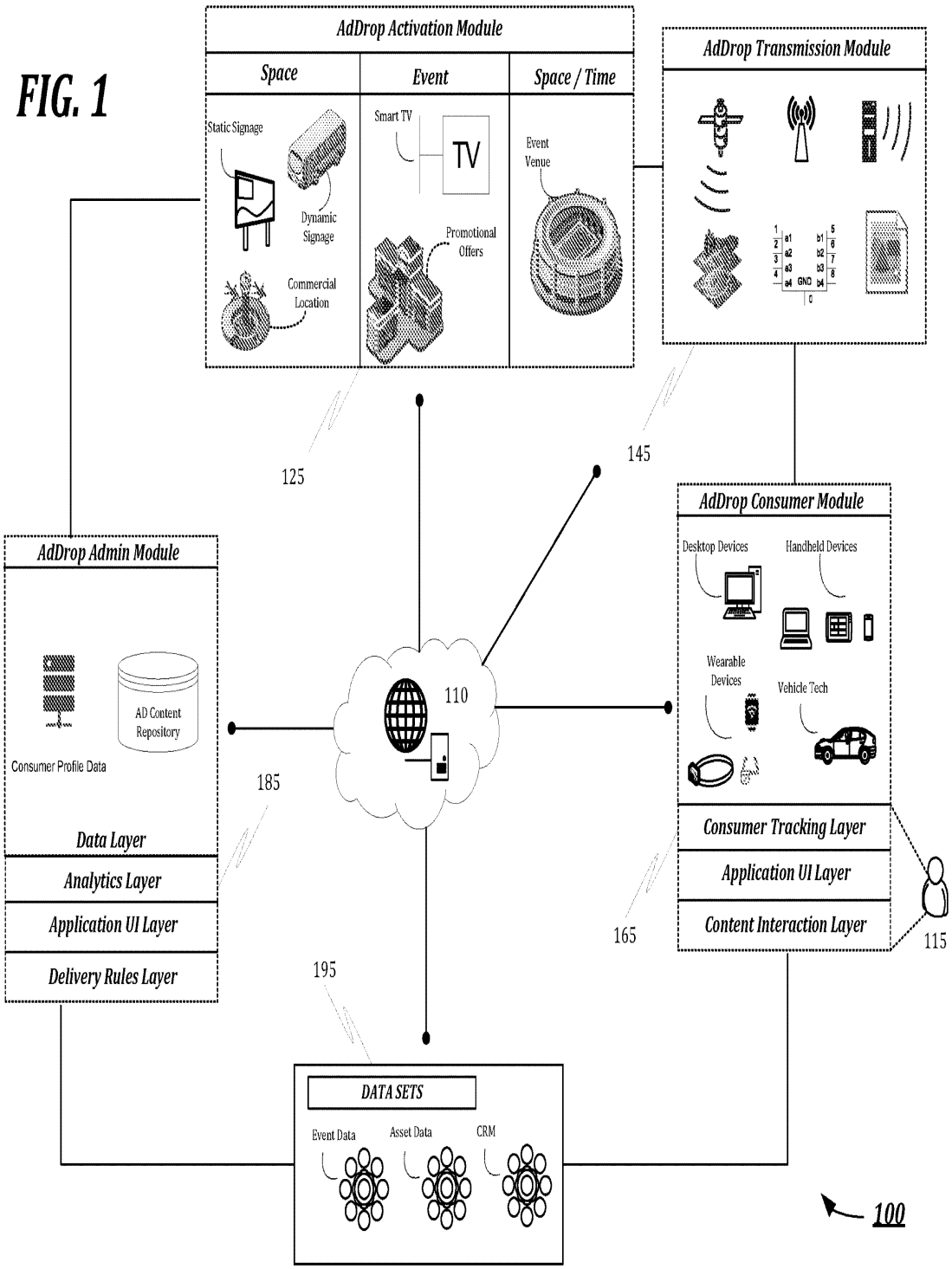


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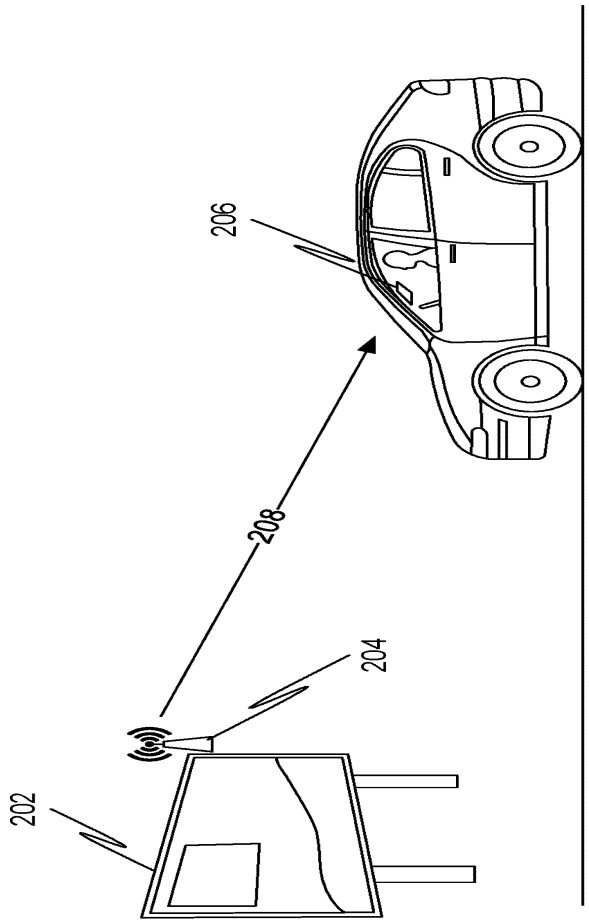


FIG. 2

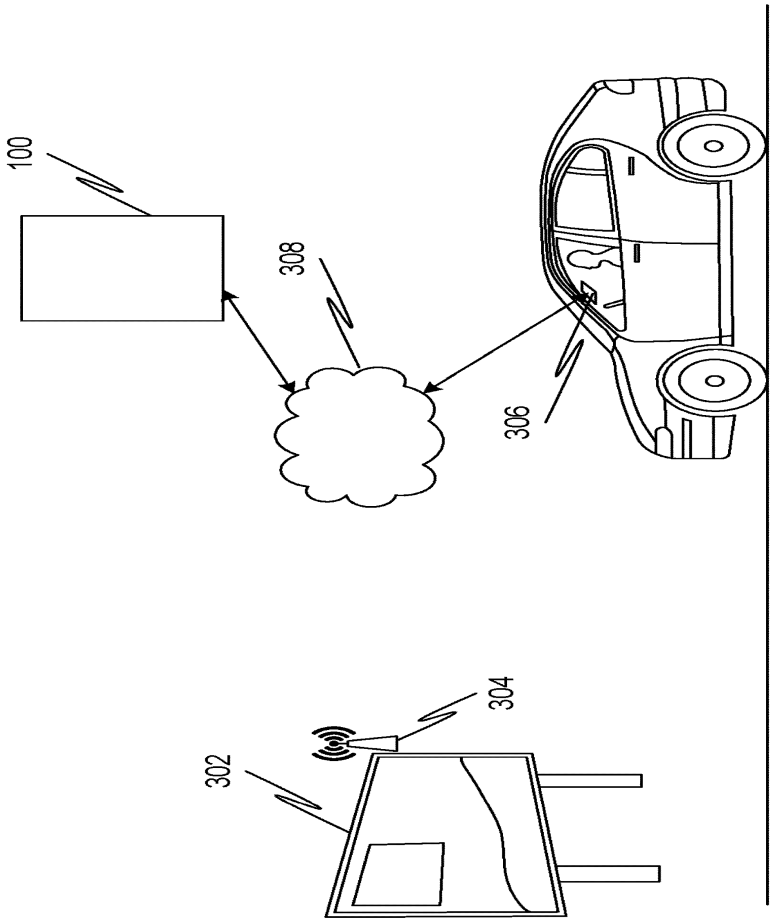


FIG. 3

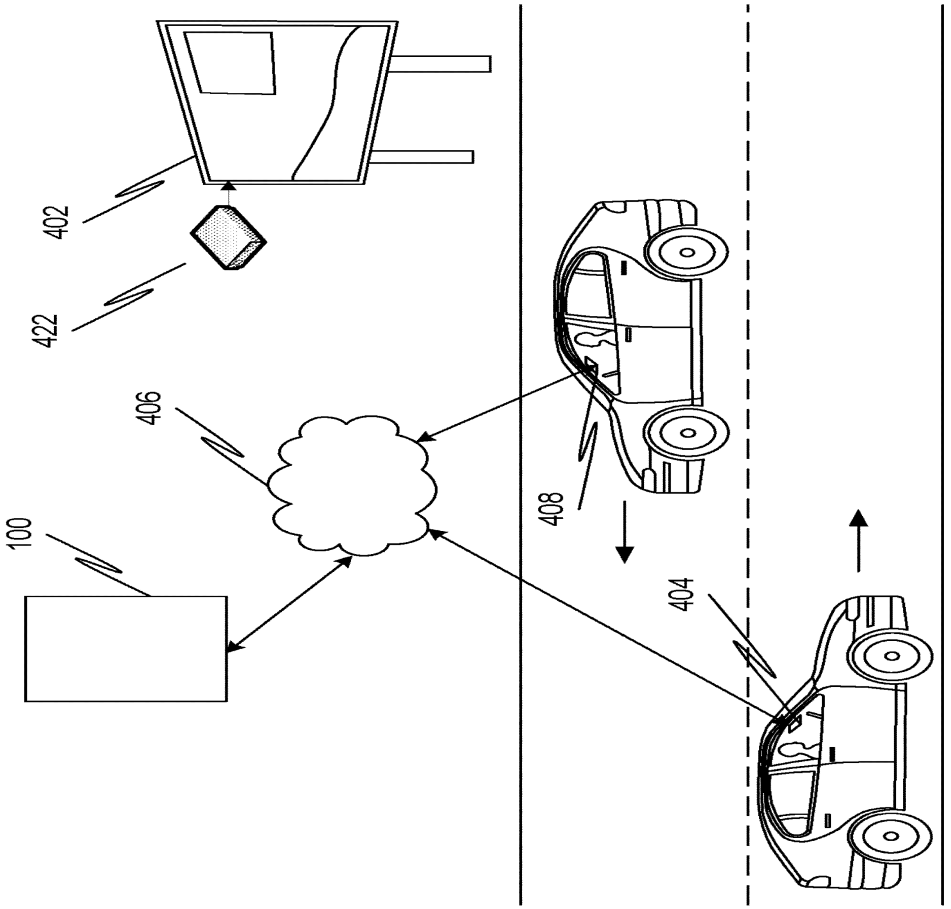


FIG. 4

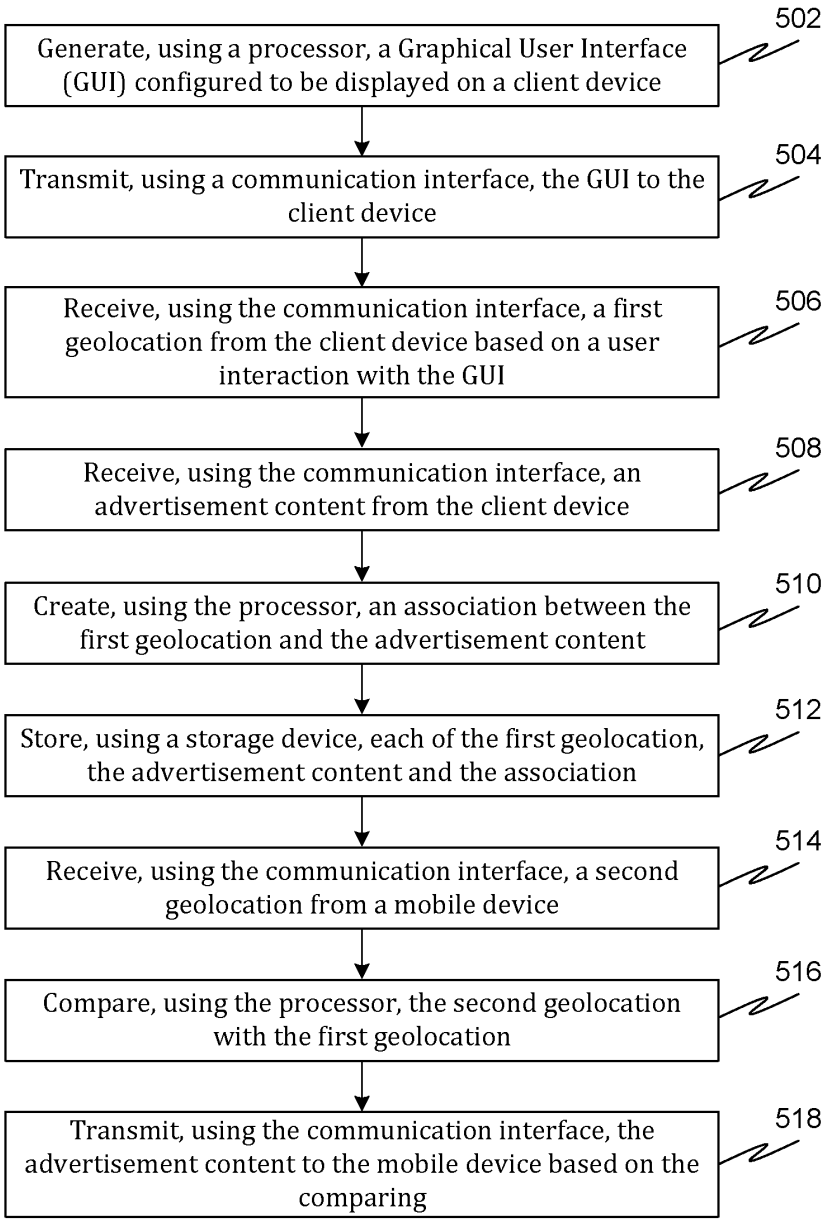

500
Generate, using a processor, a Graphical User Interface (GUI) configured to be displayed on a client device
502
Transmit, using a communication interface, the GUI to the client device
504
Receive, using the communication interface, a first geolocation from the client device based on a user interaction with the GUI
506
Receive, using the communication interface, an advertisement content from the client device
508
Create, using the processor, an association between the first geolocation and the advertisement content
510
Store, using a storage device, each of the first geolocation, the advertisement content and the association
512
Receive, using the communication interface, a second geolocation from a mobile device
514
Compare, using the processor, the second geolocation with the first geolocation
516
Transmit, using the communication interface, the advertisement content to the mobile device based on the comparing
518

FIG. 5

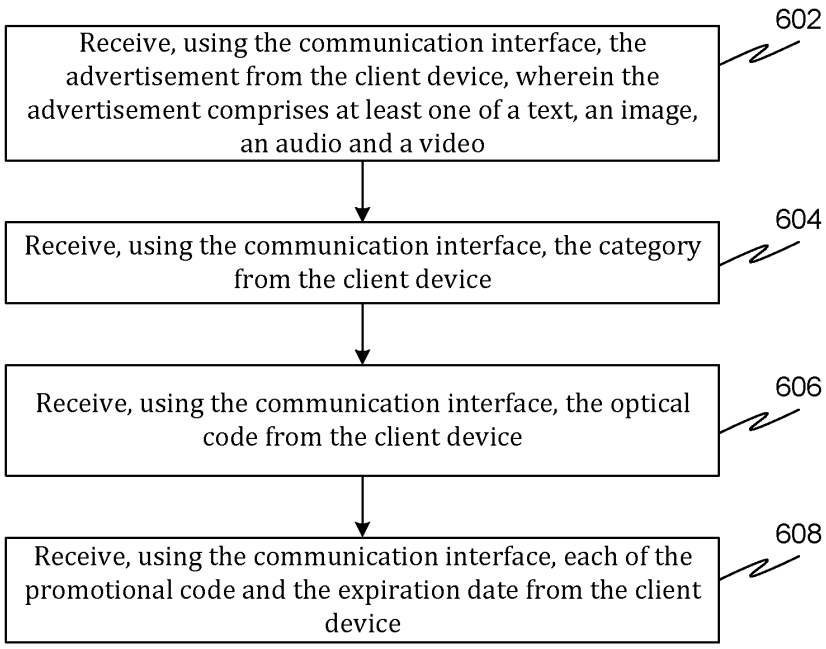

600
Receive, using the communication interface, the advertisement from the client device, wherein the advertisement comprises at least one of a text, an image, an audio and a video
602
Receive, using the communication interface, the category from the client device
604
Receive, using the communication interface, the optical code from the client device
606
Receive, using the communication interface, each of the promotional code and the expiration date from the client device
608

FIG. 6

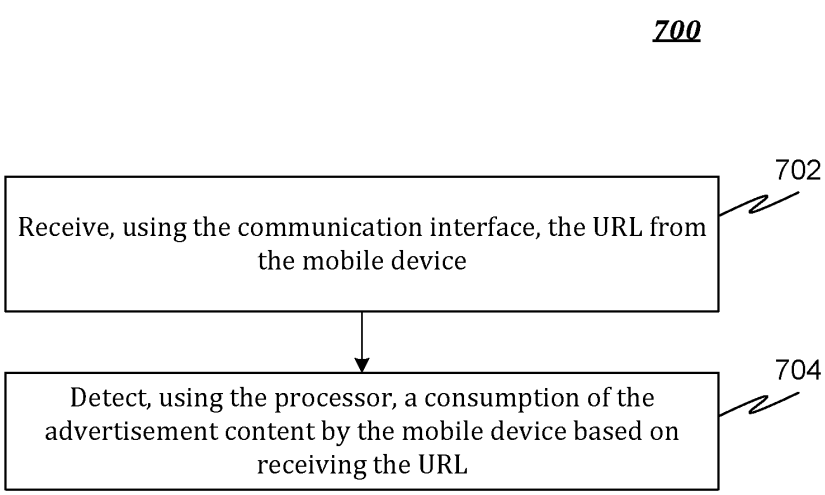

700
Receive, using the communication interface, the URL from the mobile device
702
Detect, using the processor, a consumption of the advertisement content by the mobile device based on receiving the URL
704

FIG. 7

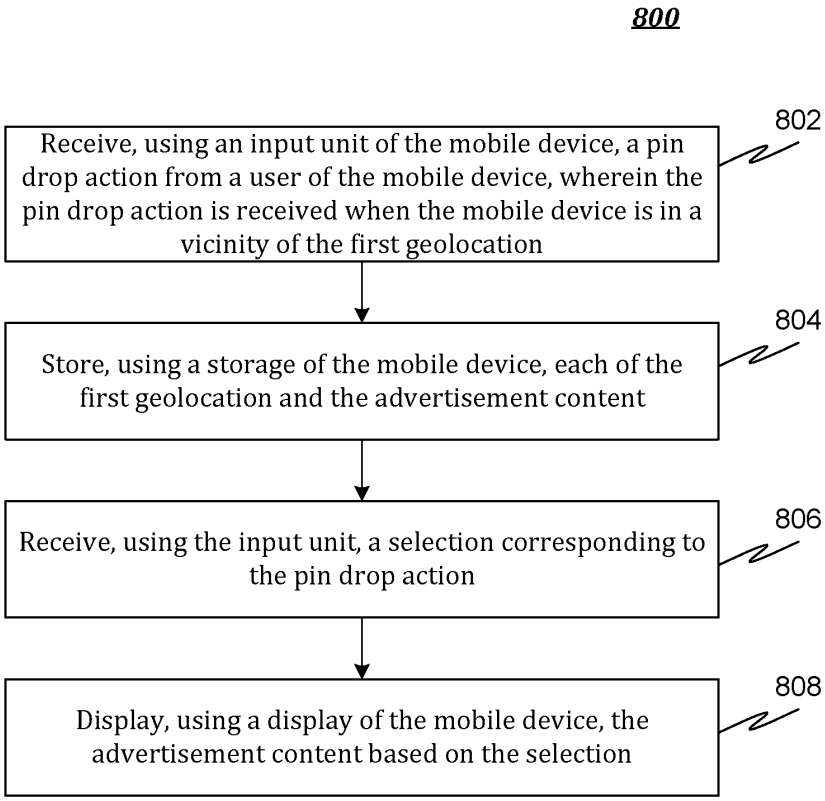

800
Receive, using an input unit of the mobile device, a pin drop action from a user of the mobile device, wherein the pin drop action is received when the mobile device is in a vicinity of the first geolocation
802
Store, using a storage of the mobile device, each of the first geolocation and the advertisement content
804
Receive, using the input unit, a selection corresponding to the pin drop action
806
Display, using a display of the mobile device, the advertisement content based on the selection
808

FIG. 8

900
BOARDS
Add Board
Name
Your States
Notes
Description
Coupon
Logo
Delete?
BoardActive
Test...
Views: 57
Action: 0
Saves: 4
Shares: 1
Come See Our Promotions...
Design Landscapes
Views: 39
Action: 0
Saves: 5
Shares: 8
The Lion, the Watch, and the Wardrobe Theater Production...
Upward Technology
Views: 19
Action: 0
Saves: 1
Shares: 0
Demo BillBoard...

FIG. 9

1000

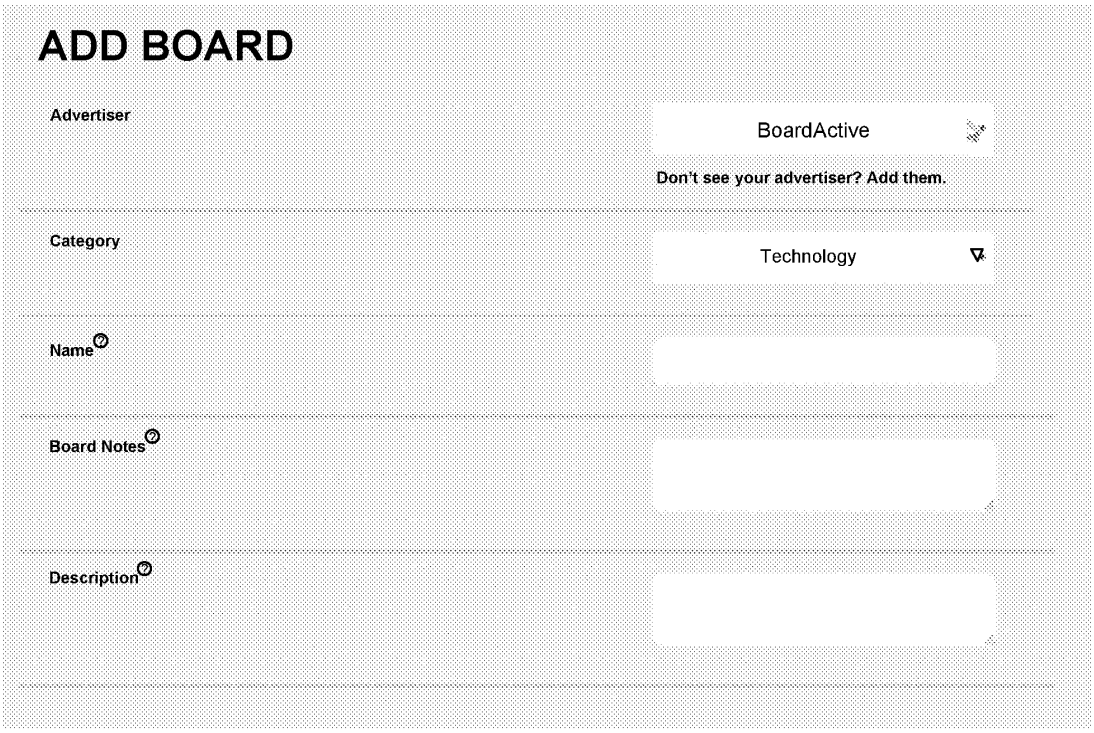

ADD BOARD
Advertiser
BoardActive
Don't see your advertiser? Add them.
Category
Technology
Name
Board Notes
Description

FIG. 10

1100

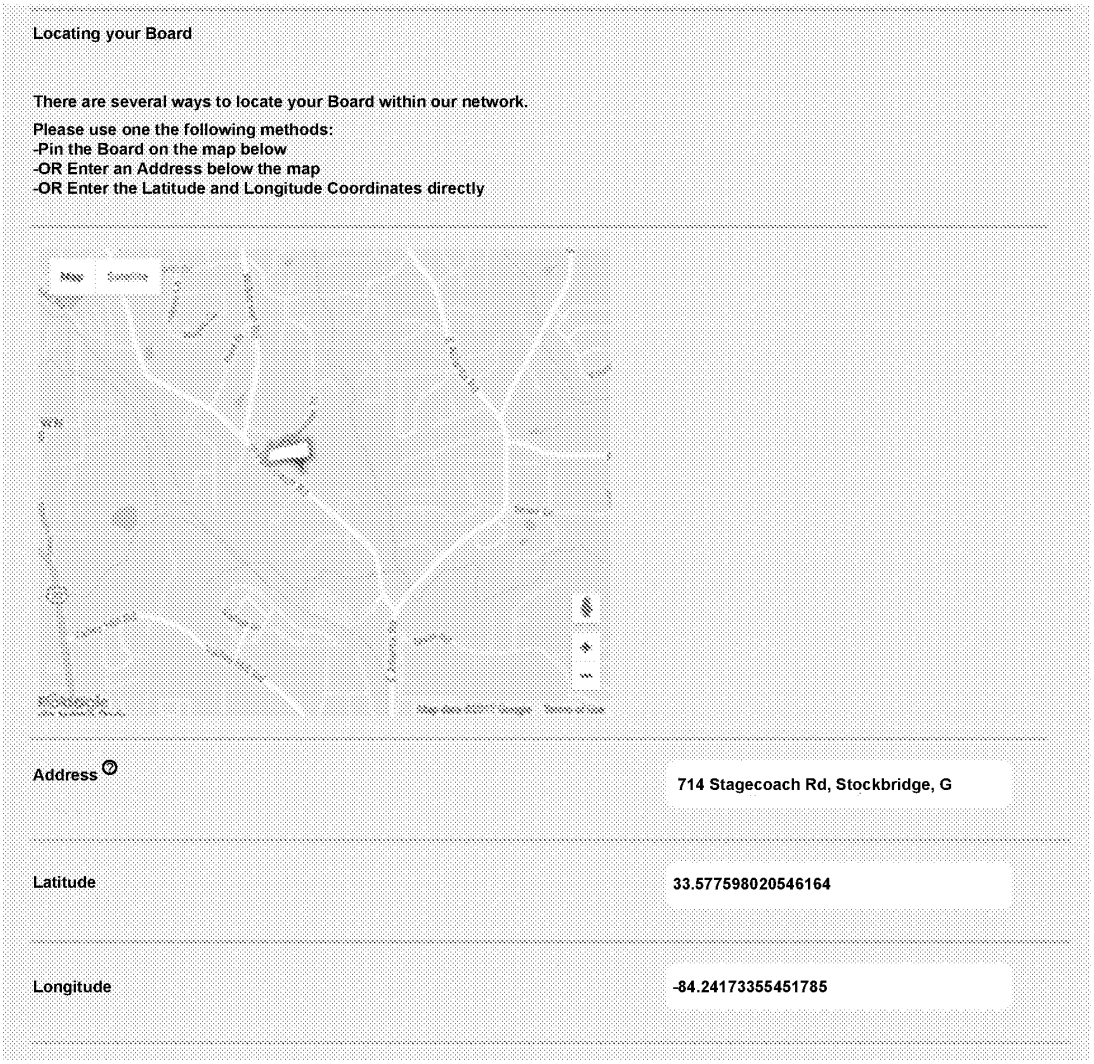

Locating your Board
There are several ways to locate your Board within our network.
Please use one the following methods:
-Pin the Board on the map below
-OR Enter an Address below the map
-OR Enter the Latitude and Longitude Coordinates directly
Address
714 Stagecoach Rd, Stockbridge, G
Latitude
33.577598020546164
Longitude
-84.24173355451785

FIG. 11

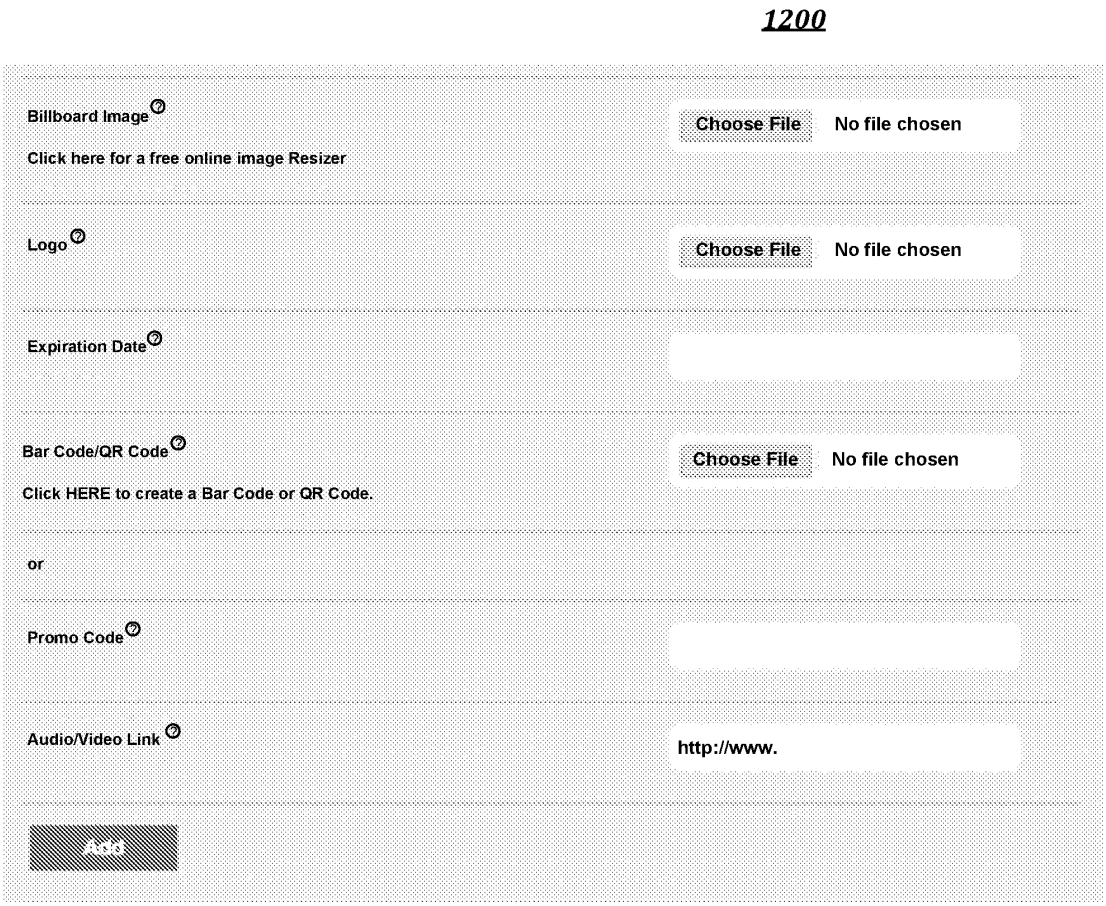

1200
Billboard Image
Click here for a free online image Resizer
Choose File
No file chosen
Logo
Choose File
No file chosen
Expiration Date
Bar Code/QR Code
Click HERE to create a Bar Code or QR Code.
Choose File
No file chosen
or
Promo Code
Audio/Video Link
http://www.
Add

FIG. 12

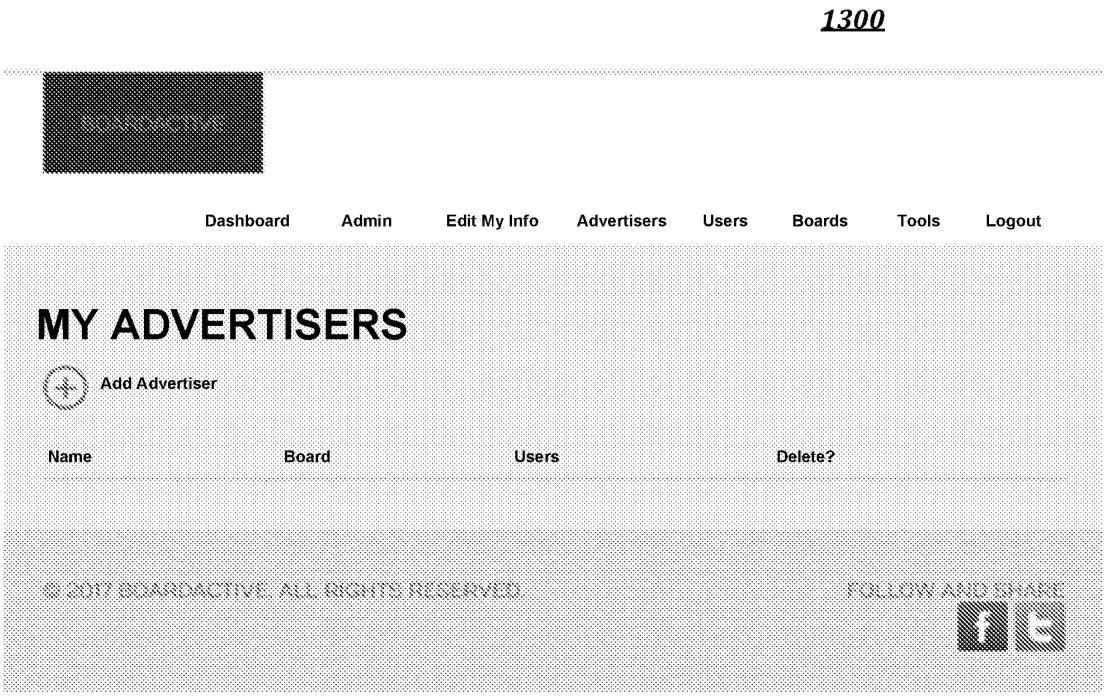

1300
Dashboard
Admin
Edit My Info
Advertisers
Users
Boards
Tools
Logout
MY ADVERTISERS
Add Advertiser
Name
Board
Users
Delete?
© 2017 BOARDACTIVE. ALL RIGHTS RESERVED.
FOLLOW AND SHARE

FIG. 13

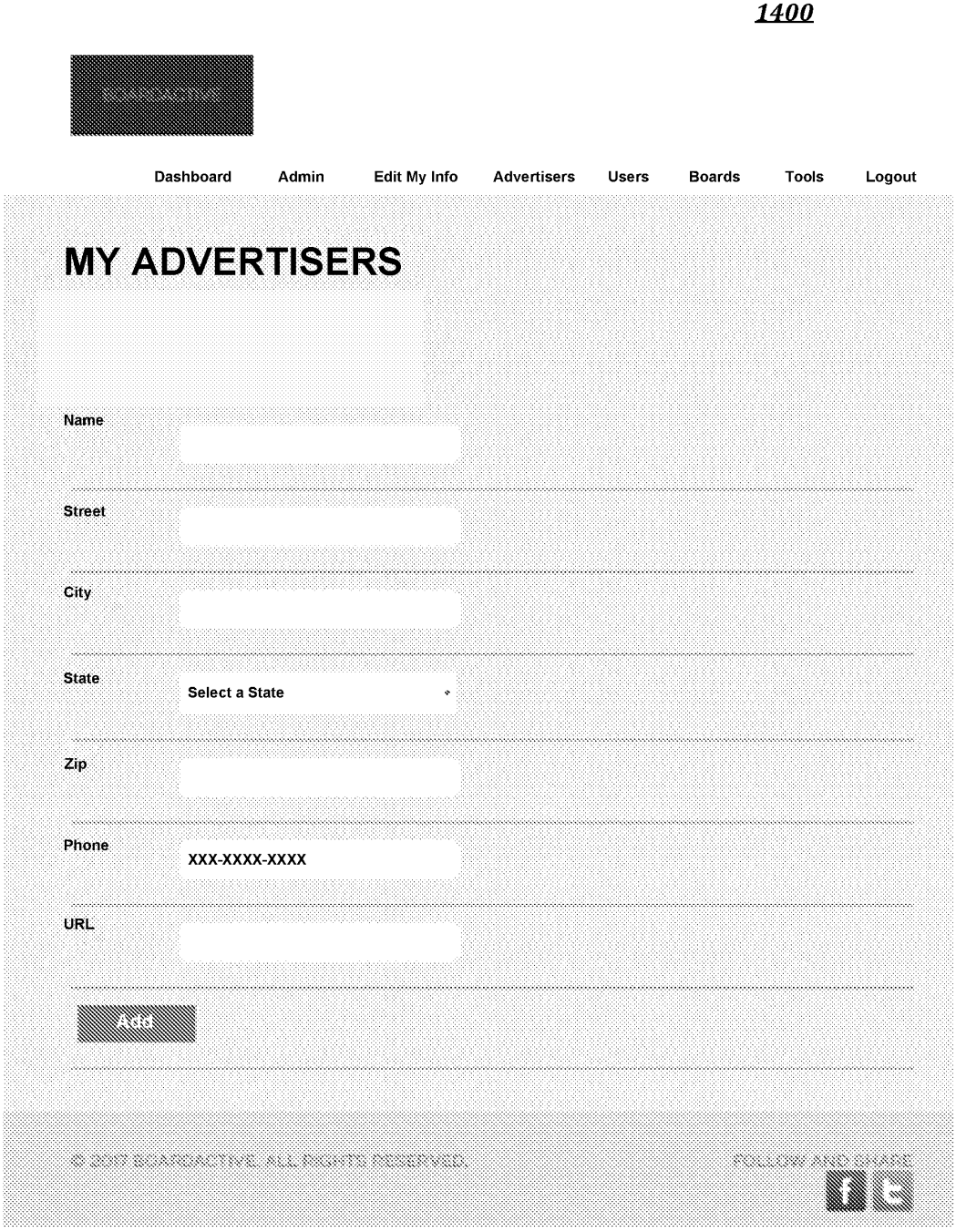

1400
Dashboard
Admin
Edit My Info
Advertisers
Users
Boards
Tools
Logout
MY ADVERTISERS
Name
Street
City
State
Select a State
Zip
Phone
XXX-XXXX-XXXX
URL
Add
FOLLOW AND SHARE

FIG. 14

1500

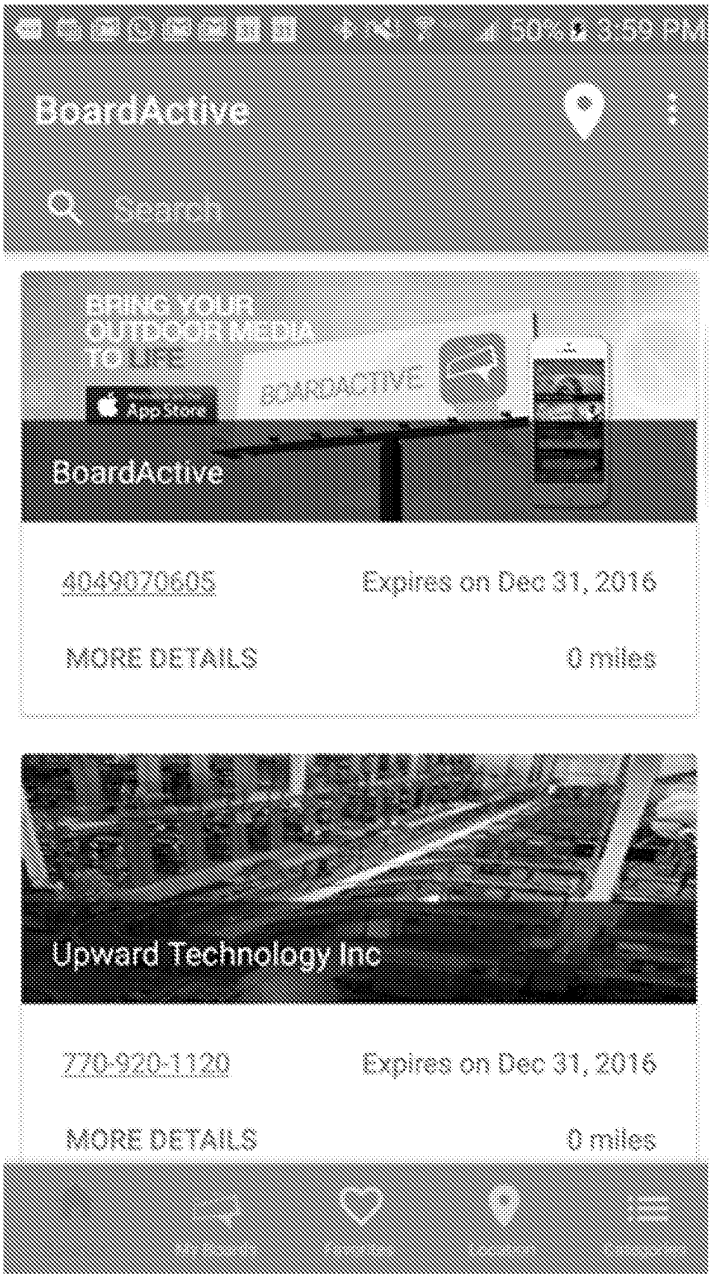

BoardActive
Search
BRING YOUR OUTDOOR MEDIA TO LIFE
BOARDACTIVE
App Store
BoardActive
4049070605
Expires on Dec 31, 2016
MORE DETAILS
0 miles
Upward Technology Inc
770-920-1120
Expires on Dec 31, 2016
MORE DETAILS
0 miles

FIG. 15

1600

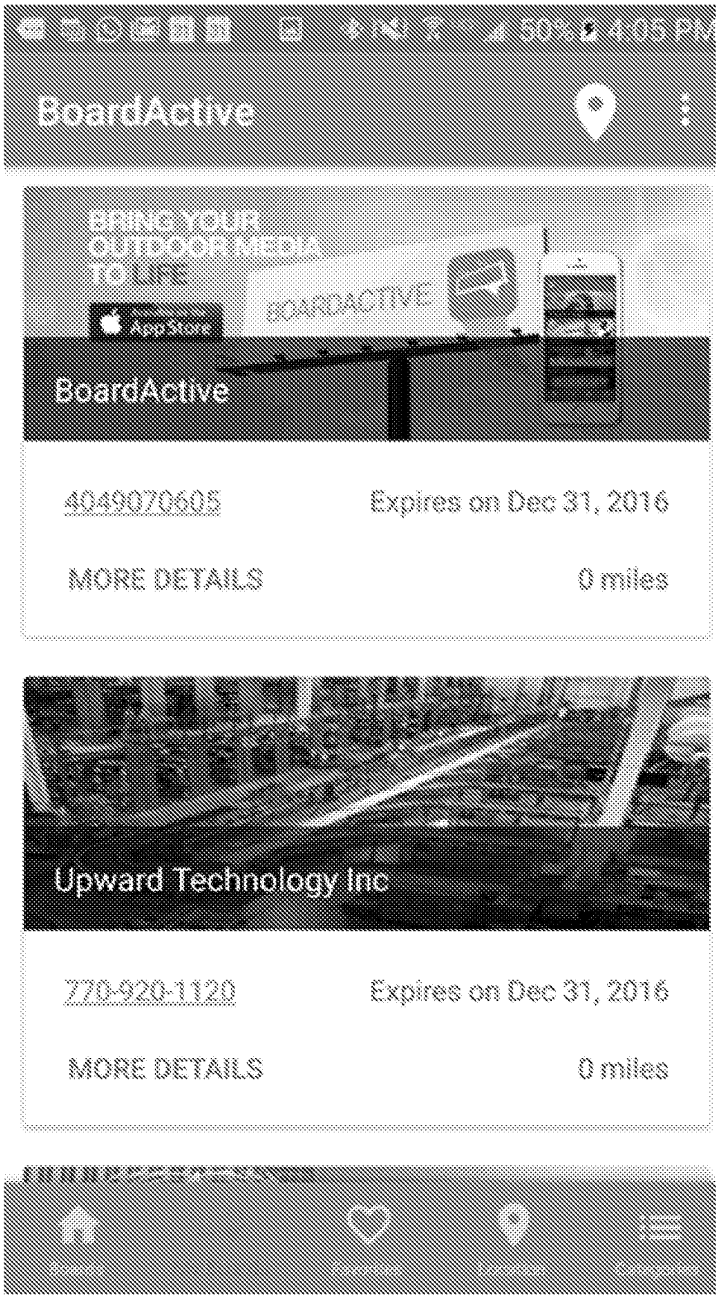

50% 4:05 PM
BoardActive
BRING YOUR OUTDOOR MEDIA TO LIFE
BOARDACTIVE
App Store
BoardActive
4049070605
Expires on Dec 31, 2016
MORE DETAILS
0 miles
Upward Technology Inc
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MORE DETAILS
0 miles

FIG. 16

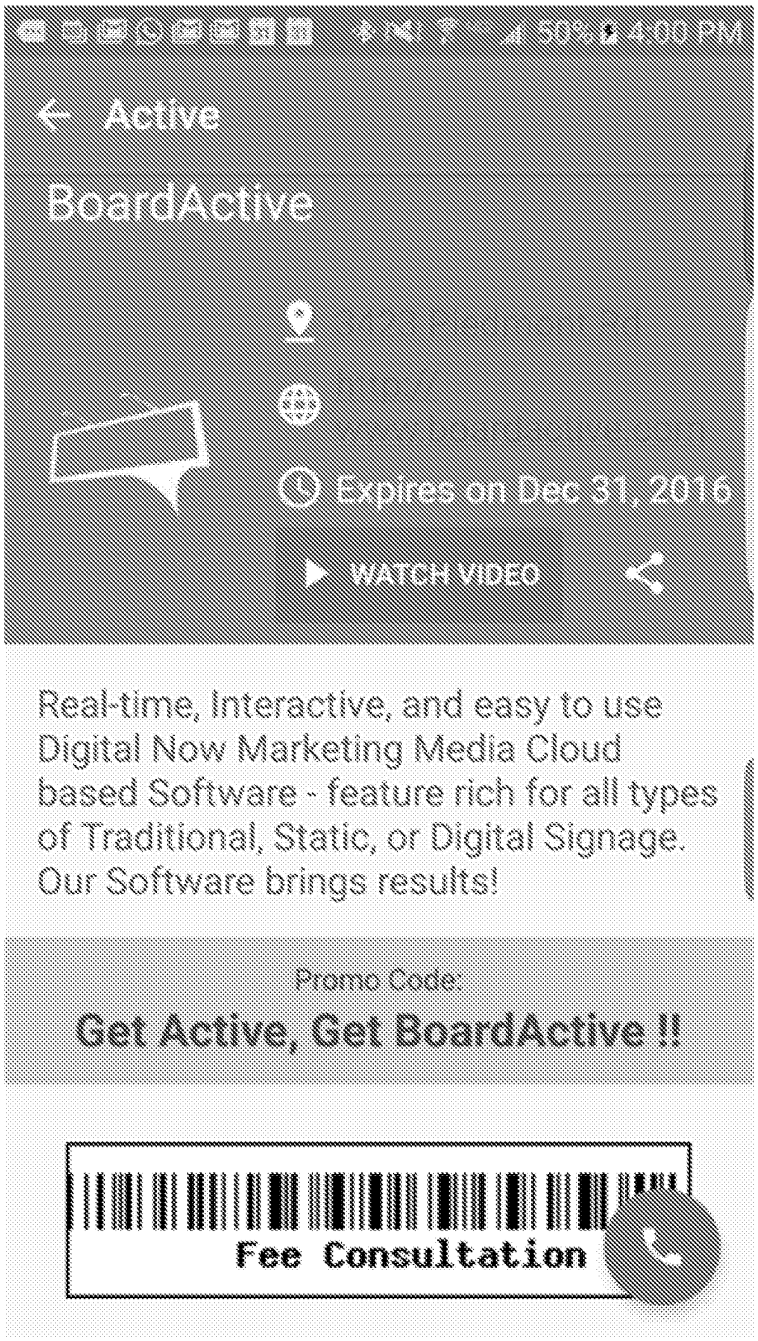

1700
50% 4:00 PM
Active
BoardActive
Expires on Dec 31, 2016
WATCH VIDEO
Real-time, Interactive, and easy to use Digital Now Marketing Media Cloud based Software - feature rich for all types of Traditional, Static, or Digital Signage. Our Software brings results!
Promo Code:
Get Active, Get BoardActive !!
Fee Consultation

FIG. 17

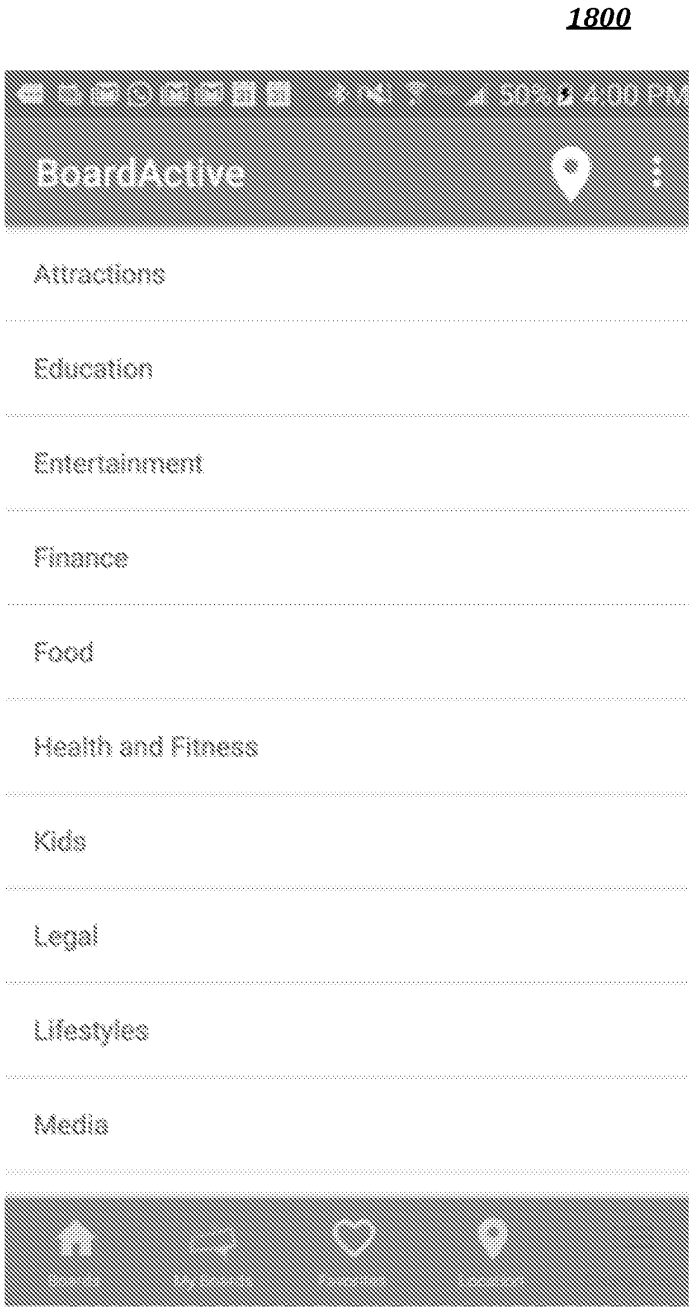

1800
4:00 PM
BoardActive
Attractions
Education
Entertainment
Finance
Food
Health and Fitness
Kids
Legal
Lifestyles
Media

FIG. 18

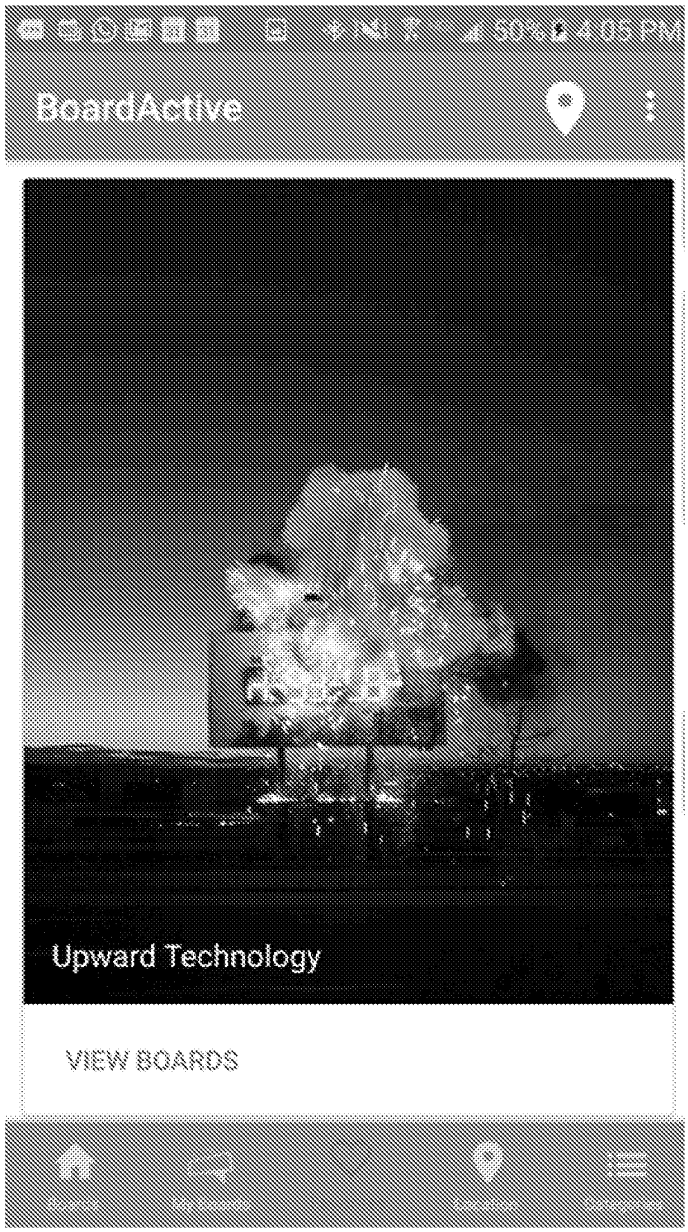


FIG. 19

2000

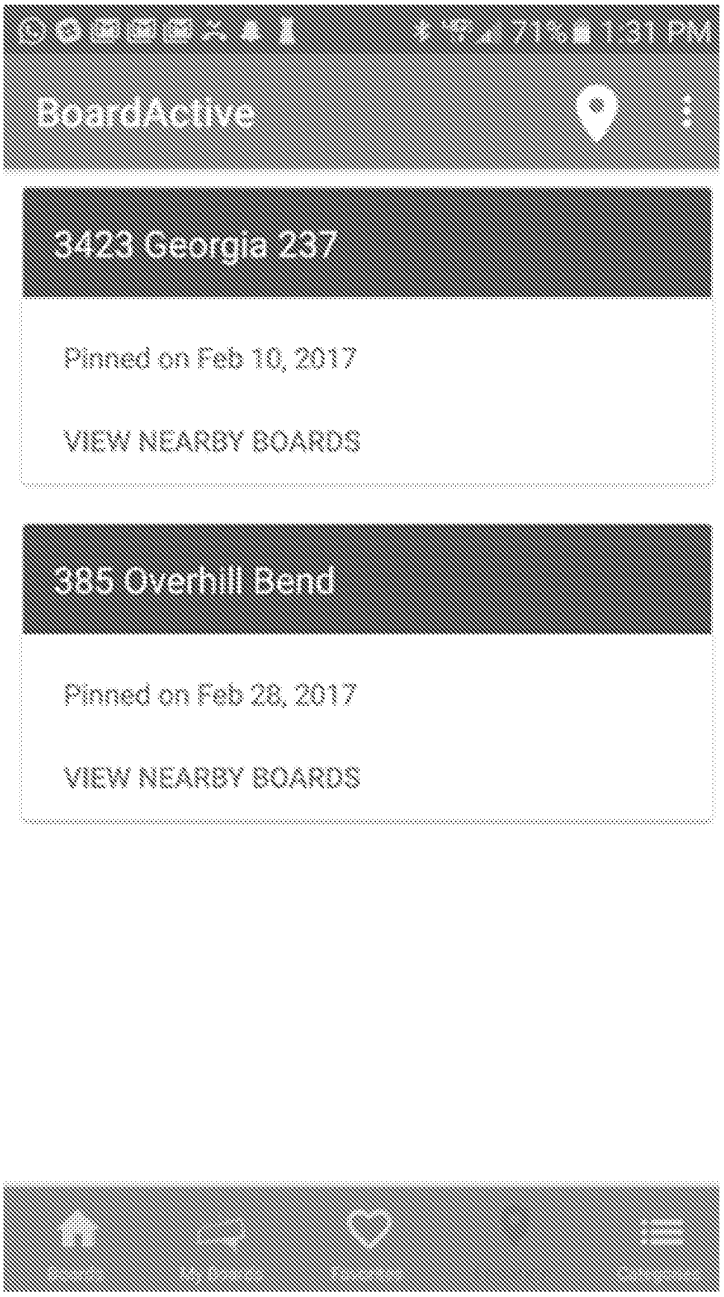

1:31 PM
BoardActive
3423 Georgia 237
Pinned on Feb 10, 2017
VIEW NEARBY BOARDS
385 Overhill Bend
Pinned on Feb 28, 2017
VIEW NEARBY BOARDS

FIG. 20

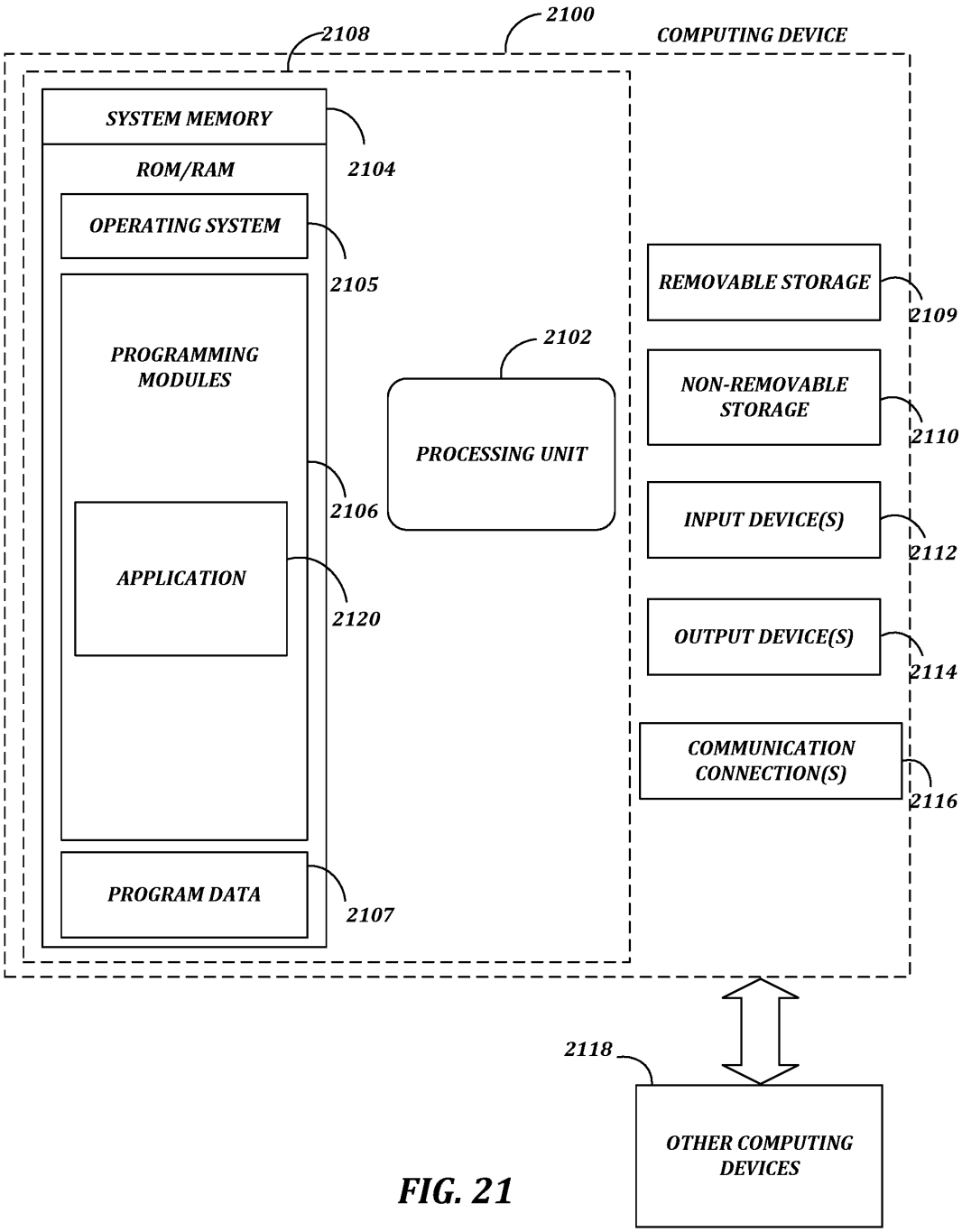

2100
COMPUTING DEVICE
2108
SYSTEM MEMORY
ROM/RAM
2104
OPERATING SYSTEM
2105
PROGRAMMING MODULES
2106
APPLICATION
2120
PROGRAM DATA
2107
2102
PROCESSING UNIT
REMOVABLE STORAGE
2109
NON-REMOVABLE STORAGE
2110
INPUT DEVICE(S)
2112
OUTPUT DEVICE(S)
2114
COMMUNICATION CONNECTION(S)
2116
2118
OTHER COMPUTING DEVICES

FIG. 21

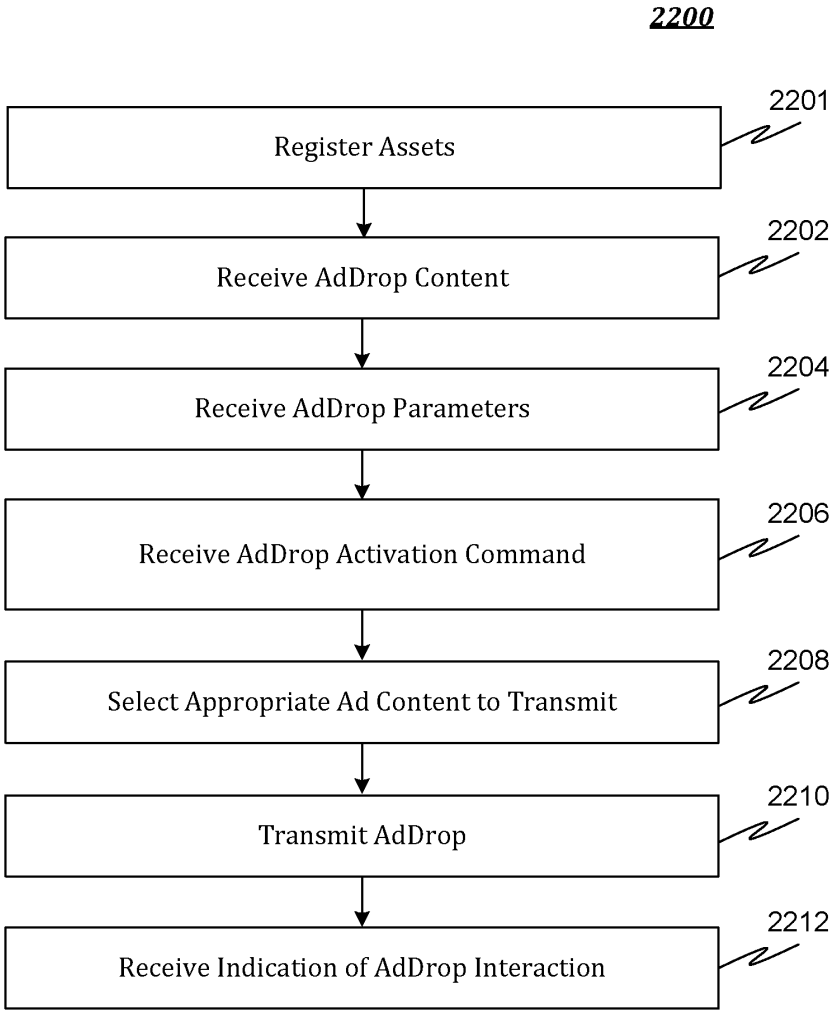

2200
2201
Register Assets
2202
Receive AdDrop Content
2204
Receive AdDrop Parameters
2206
Receive AdDrop Activation Command
2208
Select Appropriate Ad Content to Transmit
2210
Transmit AdDrop
2212
Receive Indication of AdDrop Interaction

FIG. 22

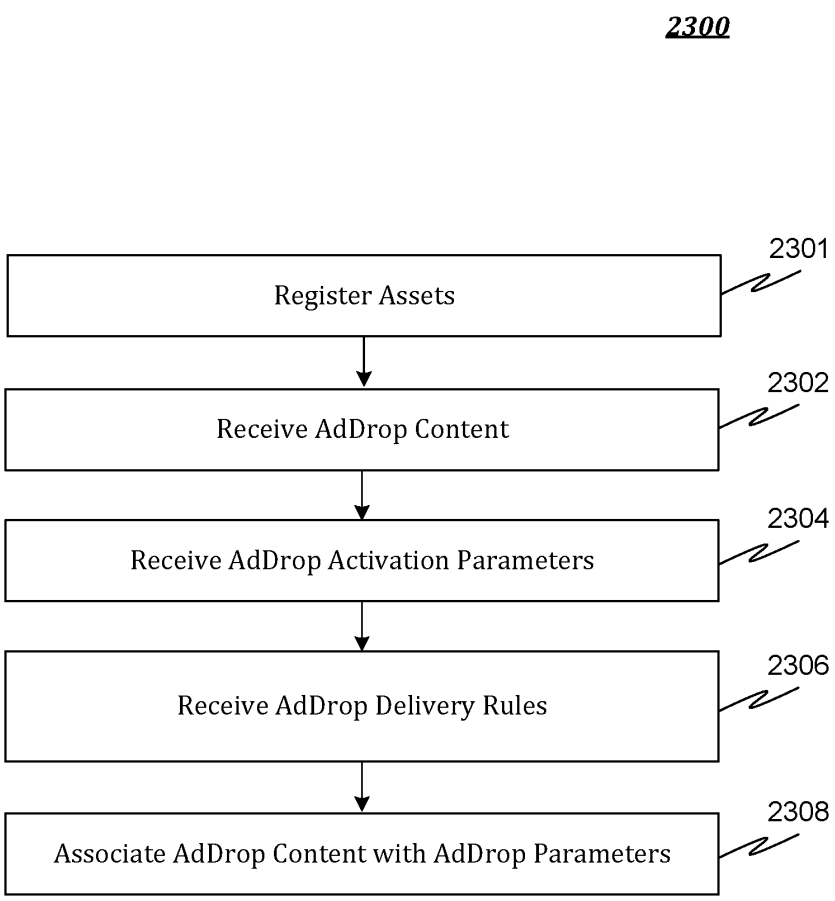

2300
2301
Register Assets
2302
Receive AdDrop Content
2304
Receive AdDrop Activation Parameters
2306
Receive AdDrop Delivery Rules
2308
Associate AdDrop Content with AdDrop Parameters

FIG. 23

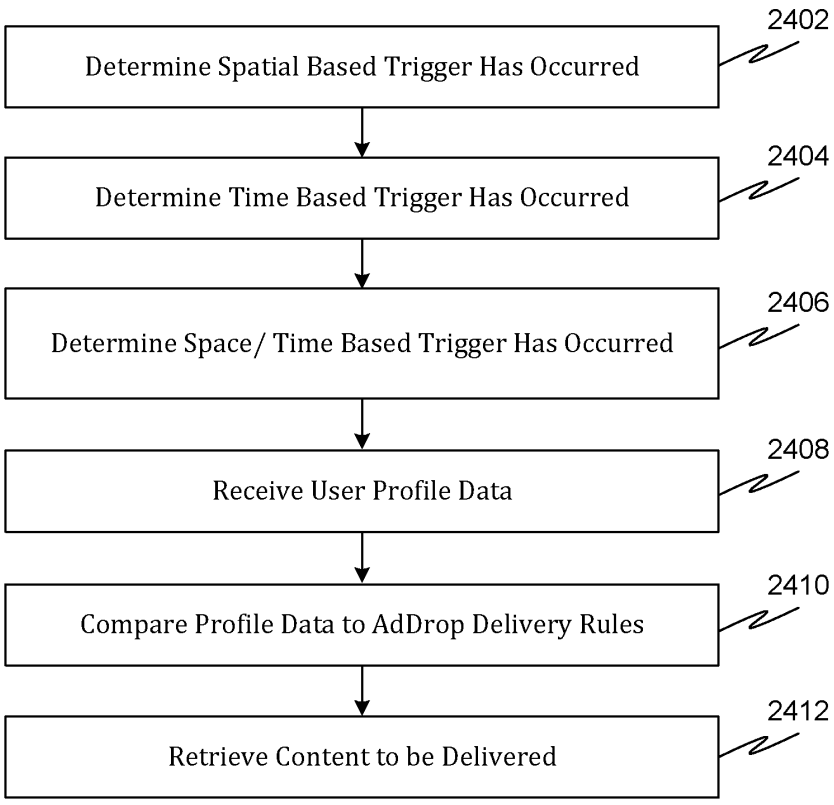

2400
Determine Spatial Based Trigger Has Occurred
2402
Determine Time Based Trigger Has Occurred
2404
Determine Space/ Time Based Trigger Has Occurred
2406
Receive User Profile Data
2408
Compare Profile Data to AdDrop Delivery Rules
2410
Retrieve Content to be Delivered
2412

FIG. 24

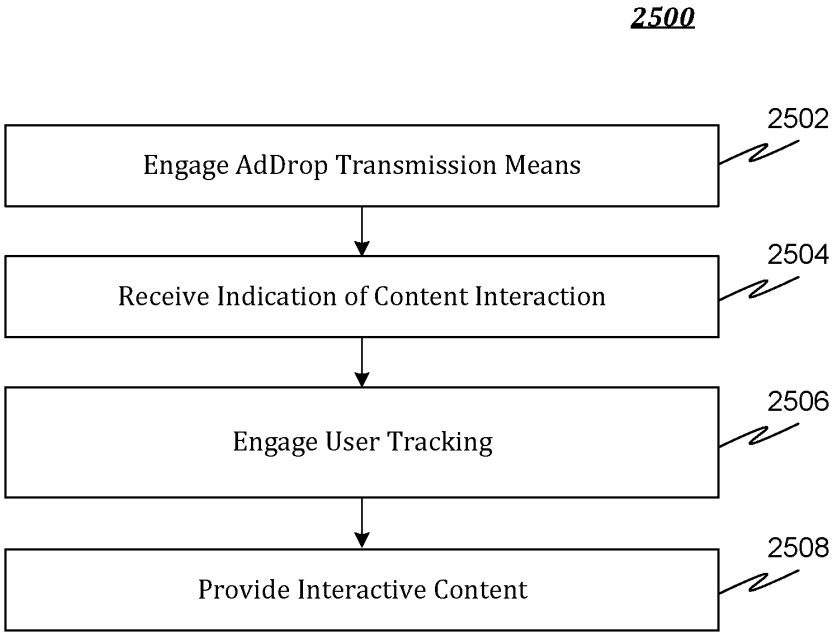

2500
2502
Engage AdDrop Transmission Means
2504
Receive Indication of Content Interaction
2506
Engage User Tracking
2508
Provide Interactive Content

FIG. 25

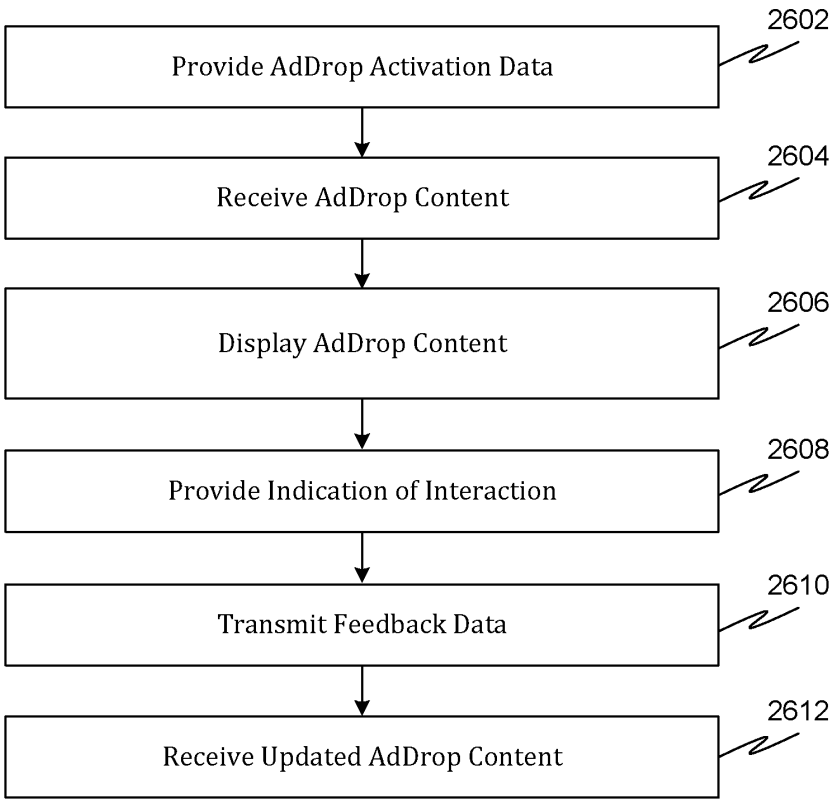

2600
Provide AdDrop Activation Data
2602
Receive AdDrop Content
2604
Display AdDrop Content
2606
Provide Indication of Interaction
2608
Transmit Feedback Data
2610
Receive Updated AdDrop Content
2612

FIG. 26

Document code: WFEE

United States Patent and Trademark Office
Sales Receipt for Accounting Date: 05/03/2018

CVORACHA SALE #00000019 Mailroom Dt: 04/10/2018 15950019
01 FC : 3202 225.00 OP

Document code: WFEE

United States Patent and Trademark Office
Sales Receipt for Accounting Date: 05/03/2018

CVORACHA ADJ #00000012 Mailroom Dt: 04/10/2018
Seq No: 6287 Sales Acctg Dt: 04/11/2018 15950019

04	FC : 3202	-375.00	OP
05	FC : 3203	-205.00	OP

Doc Code: PA..
Document Description: Power of Attorney

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TRANSMITTAL FOR POWER OF ATTORNEY TO ONE OR MORE REGISTERED PRACTITIONERS

NOTE: This form is to be submitted with the Power of Attorney by Applicant form (PTO/AIA/82B) to identify the application to which the Power of Attorney is directed, in accordance with 37 CFR 1.5, unless the application number and filing date are identified in the Power of Attorney by Applicant form. If neither form PTO/AIA/82A nor form PTO/AIA82B identifies the application to which the Power of Attorney is directed, the Power of Attorney will not be recognized in the application.

Application Number	pending filing
Filing Date	pending filing
First Named Inventor	DOUGLAS L. PITTMAN
Title	A PLATFORM FOR LOCATION AND TIME BASED ADVERTISING
Art Unit	pending
Examiner Name	pending
Attorney Docket Number	00429.010

SIGNATURE of Applicant or Patent Practitioner

Signature	Yuri L. Eliezer	Date (Optional)	
Name	Yuri L. Eliezer	Registration Number	63402
Title (if Applicant is a juristic entity)			
Applicant Name (if Applicant is a juristic entity)			

NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4(d) for signature requirements and certifications. If more than one applicant, use multiple forms.

☑ *Total of 1 forms are submitted.

This collection of information is required by 37 CFR 1.131, 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.

Doc Code: PA..
Document Description: Power of Attorney

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POWER OF ATTORNEY BY APPLICANT

I hereby revoke all previous powers of attorney given in the application identified in either the attached transmittal letter or the boxes below.

Application Number	Filing Date
pending filing	pending filing

(Note: The boxes above may be left blank if information is provided on form PTO/AIA/82A.)

☑ I hereby appoint the Patent Practitioner(s) associated with the following Customer Number as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above: 118664

OR

☐ I hereby appoint Practitioner(s) named in the attached list (form PTO/AIA/82C) as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the patent application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above. (Note: Complete form PTO/AIA/82C.)

Please recognize or change the correspondence address for the application identified in the attached transmittal letter to:

☑ The address associated with the above-mentioned Customer Number

OR

☐ The address associated with Customer Number:

OR

Firm or Individual Name					
Address					
City		State		Zip	
Country					
Telephone		Email			

I am the Applicant (if the Applicant is a juristic entity, list the Applicant name in the box):

BoardActive Corporation

☐ Inventor or Joint Inventor (title not required below)

☐ Legal Representative of a Deceased or Legally Incapacitated Inventor (title not required below)

☑ Assignee or Person to Whom the Inventor is Under an Obligation to Assign (provide signer's title if applicant is a juristic entity)

☐ Person Who Otherwise Shows Sufficient Proprietary Interest (e.g., a petition under 37 CFR 1.46(b)(2) was granted in the application or is concurrently being filed with this document) (provide signer's title if applicant is a juristic entity)

SIGNATURE of Applicant for Patent

The undersigned (whose title is supplied below) is authorized to act on behalf of the applicant (e.g., where the applicant is a juristic entity).

Signature	Douglas L. Pittman	Date (Optional)	
Name	DOUGLAS L. PITTMAN		
Title	CEO		

NOTE: Signature - This form must be signed by the applicant in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications. If more than one applicant, use multiple forms.

☑ Total of 1 forms are submitted.

This collection of information is required by 37 CFR 1.131, 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.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	00429.010
	Application Number	
Title of Invention	A PLATFORM FOR LOCATION AND TIME BASED ADVERTISING	

The application data sheet is part of the provisional or nonprovisional application for which it is being submitted. The following form contains the bibliographic data arranged in a format specified by the United States Patent and Trademark Office as outlined in 37 CFR 1.76.
This document may be completed electronically and submitted to the Office in electronic format using the Electronic Filing System (EFS) or the document may be printed and included in a paper filed application.

Secrecy Order 37 CFR 5.2:

☐ Portions or all of the application associated with this Application Data Sheet may fall under a Secrecy Order pursuant to 37 CFR 5.2 (Paper filers only. Applications that fall under Secrecy Order may not be filed electronically.)

Inventor Information:

Inventor 1 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	DOUGLAS	L.	PITTMAN	

Residence Information (Select One) ◉ US Residency ○ Non US Residency ○ Active US Military Service

City	Douglasville	State/Province	GA	Country of Residence	US

Mailing Address of Inventor:

Address 1	3423 Piedmont Rd NE		
Address 2	R-31		
City	Atlanta	State/Province	GA
Postal Code	30305	Country i	US

All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the **Add** button. Add

Correspondence Information:

Enter either Customer Number or complete the Correspondence Information section below.
For further information see 37 CFR 1.33(a).

☐ **An Address is being provided for the correspondence Information of this application.**

Customer Number	118664		
Email Address	patents@founderslegal.com	Add Email	Remove Email

Application Information:

Title of the Invention	A PLATFORM FOR LOCATION AND TIME BASED ADVERTISING		
Attorney Docket Number	00429.010	Small Entity Status Claimed	☐
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	26	Suggested Figure for Publication (if any)	1

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	00429.010
	Application Number	
Title of Invention	A PLATFORM FOR LOCATION AND TIME BASED ADVERTISING	

Filing By Reference:

Only complete this section when filing an application by reference under 35 U.S.C. 111(c) and 37 CFR 1.57(a). Do not complete this section if application papers including a specification and any drawings are being filed. Any domestic benefit or foreign priority information must be provided in the appropriate section(s) below (i.e., "Domestic Benefit/National Stage Information" and "Foreign Priority Information").

For the purposes of a filing date under 37 CFR 1.53(b), the description and any drawings of the present application are replaced by this reference to the previously filed application, subject to conditions and requirements of 37 CFR 1.57(a).

Application number of the previously filed application	Filing date (YYYY-MM-DD)	Intellectual Property Authority or Country

Publication Information:

☐ Request Early Publication (Fee required at time of Request 37 CFR 1.219)

☐ **Request Not to Publish.** I hereby request that the attached application not be published under 35 U.S.C. 122(b) and certify that the invention disclosed in the attached application **has not and will not** be the subject of an application filed in another country, or under a multilateral international agreement, that requires publication at eighteen months after filing.

Representative Information:

Representative information should be provided for all practitioners having a power of attorney in the application. Providing this information in the Application Data Sheet does not constitute a power of attorney in the application (see 37 CFR 1.32).
Either enter Customer Number or complete the Representative Name section below. If both sections are completed the customer Number will be used for the Representative Information during processing.

Please Select One:	◉ Customer Number	○ US Patent Practitioner	○ Limited Recognition (37 CFR 11.9)
Customer Number	118664		

Domestic Benefit/National Stage Information:

This section allows for the applicant to either claim benefit under 35 U.S.C. 119(e), 120, 121, 365(c), or 386(c) or indicate National Stage entry from a PCT application. Providing benefit claim information in the Application Data Sheet constitutes the specific reference required by 35 U.S.C. 119(e) or 120, and 37 CFR 1.78.
When referring to the current application, please leave the "Application Number" field blank.

Prior Application Status	Pending		Remove
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)
	Continuation in part of	15483790	2017-04-10

Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the **Add** button.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	00429.010
	Application Number	
Title of Invention	A PLATFORM FOR LOCATION AND TIME BASED ADVERTISING	

Foreign Priority Information:

This section allows for the applicant to claim priority to a foreign application. Providing this information in the application data sheet constitutes the claim for priority as required by 35 U.S.C. 119(b) and 37 CFR 1.55. When priority is claimed to a foreign application that is eligible for retrieval under the priority document exchange program (PDX)[i] the information will be used by the Office to automatically attempt retrieval pursuant to 37 CFR 1.55(i)(1) and (2). Under the PDX program, applicant bears the ultimate responsibility for ensuring that a copy of the foreign application is received by the Office from the participating foreign intellectual property office, or a certified copy of the foreign priority application is filed, within the time period specified in 37 CFR 1.55(g)(1).

Remove

Application Number	Country[i]	Filing Date (YYYY-MM-DD)	Access Code[i] (if applicable)

Additional Foreign Priority Data may be generated within this form by selecting the **Add** button.

Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications

☐ This application (1) claims priority to or the benefit of an application filed before March 16, 2013 and (2) also contains, or contained at any time, a claim to a claimed invention that has an effective filing date on or after March 16, 2013.
NOTE: By providing this statement under 37 CFR 1.55 or 1.78, this application, with a filing date on or after March 16, 2013, will be examined under the first inventor to file provisions of the AIA.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	00429.010
	Application Number	
Title of Invention	A PLATFORM FOR LOCATION AND TIME BASED ADVERTISING	

Authorization or Opt-Out of Authorization to Permit Access:

When this Application Data Sheet is properly signed and filed with the application, applicant has provided written authority to permit a participating foreign intellectual property (IP) office access to the instant application-as-filed (see paragraph A in subsection 1 below) and the European Patent Office (EPO) access to any search results from the instant application (see paragraph B in subsection 1 below).

Should applicant choose not to provide an authorization identified in subsection 1 below, applicant **must opt-out** of the authorization by checking the corresponding box A or B or both in subsection 2 below.

NOTE: This section of the Application Data Sheet is **ONLY** reviewed and processed with the **INITIAL** filing of an application. After the initial filing of an application, an Application Data Sheet cannot be used to provide or rescind authorization for access by a foreign IP office(s). Instead, Form PTO/SB/39 or PTO/SB/69 must be used as appropriate.

1. Authorization to Permit Access by a Foreign Intellectual Property Office(s)

A. **Priority Document Exchange (PDX)** - Unless box A in subsection 2 (opt-out of authorization) is checked, the undersigned hereby **grants the USPTO authority** to provide the European Patent Office (EPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), the State Intellectual Property Office of the People's Republic of China (SIPO), the World Intellectual Property Organization (WIPO), and any other foreign intellectual property office participating with the USPTO in a bilateral or multilateral priority document exchange agreement in which a foreign application claiming priority to the instant patent application is filed, access to: (1) the instant patent application-as-filed and its related bibliographic data, (2) any foreign or domestic application to which priority or benefit is claimed by the instant application and its related bibliographic data, and (3) the date of filing of this Authorization. See 37 CFR 1.14(h)(1).

B. **Search Results from U.S. Application to EPO** - Unless box B in subsection 2 (opt-out of authorization) is checked, the undersigned hereby **grants the USPTO authority** to provide the EPO access to the bibliographic data and search results from the instant patent application when a European patent application claiming priority to the instant patent application is filed. See 37 CFR 1.14(h)(2).

The applicant is reminded that the EPO's Rule 141(1) EPC (European Patent Convention) requires applicants to submit a copy of search results from the instant application without delay in a European patent application that claims priority to the instant application.

2. Opt-Out of Authorizations to Permit Access by a Foreign Intellectual Property Office(s)

☐ A. Applicant **DOES NOT** authorize the USPTO to permit a participating foreign IP office access to the instant application-as-filed. If this box is checked, the USPTO will not be providing a participating foreign IP office with any documents and information identified in subsection 1A above.

☐ B. Applicant **DOES NOT** authorize the USPTO to transmit to the EPO any search results from the instant patent application. If this box is checked, the USPTO will not be providing the EPO with search results from the instant application.

NOTE: Once the application has published or is otherwise publicly available, the USPTO may provide access to the application in accordance with 37 CFR 1.14.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	00429.010
	Application Number	
Title of Invention	A PLATFORM FOR LOCATION AND TIME BASED ADVERTISING	

Applicant Information:

Providing assignment information in this section does not substitute for compliance with any requirement of part 3 of Title 37 of CFR to have an assignment recorded by the Office.

Applicant 1

If the applicant is the inventor (or the remaining joint inventor or inventors under 37 CFR 1.45), this section should not be completed. The information to be provided in this section is the name and address of the legal representative who is the applicant under 37 CFR 1.43; or the name and address of the assignee, person to whom the inventor is under an obligation to assign the invention, or person who otherwise shows sufficient proprietary interest in the matter who is the applicant under 37 CFR 1.46. If the applicant is an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest) together with one or more joint inventors, then the joint inventor or inventors who are also the applicant should be identified in this section.

Clear

◉ Assignee	○ Legal Representative under 35 U.S.C. 117	○ Joint Inventor
○ Person to whom the inventor is obligated to assign.	○ Person who shows sufficient proprietary interest	

If applicant is the legal representative, indicate the authority to file the patent application, the inventor is:

Name of the Deceased or Legally Incapacitated Inventor:

If the Applicant is an Organization check here. ☒

Organization Name	BoardActive Corporation		
Mailing Address Information For Applicant:			
Address 1	3423 Piedmont Rd NE R-31		
Address 2			
City	Atlanta	**State/Province**	GA
Country	US	Postal Code	30305
Phone Number		Fax Number	
Email Address			

Additional Applicant Data may be generated within this form by selecting the Add button.

Assignee Information including Non-Applicant Assignee Information:

Providing assignment information in this section does not substitute for compliance with any requirement of part 3 of Title 37 of CFR to have an assignment recorded by the Office.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	00429.010
	Application Number	
Title of Invention	A PLATFORM FOR LOCATION AND TIME BASED ADVERTISING	

Assignee 1

Complete this section if assignee information, including non-applicant assignee information, is desired to be included on the patent application publication. An assignee-applicant identified in the "Applicant Information" section will appear on the patent application publication as an applicant. For an assignee-applicant, complete this section only if identification as an assignee is also desired on the patent application publication.

If the Assignee or Non-Applicant Assignee is an Organization check here. ☐

Prefix	**Given Name**	Middle Name	**Family Name**	Suffix

Mailing Address Information For Assignee including Non-Applicant Assignee:

Address 1			
Address 2			
City		**State/Province**	
Country i		Postal Code	
Phone Number		Fax Number	
Email Address			

Additional Assignee or Non-Applicant Assignee Data may be generated within this form by selecting the Add button.

Signature:

NOTE: This Application Data Sheet must be signed in accordance with 37 CFR 1.33(b). **However, if this Application Data Sheet is submitted with the INITIAL filing of the application and either box A or B is not checked in subsection 2 of the "Authorization or Opt-Out of Authorization to Permit Access" section, then this form must also be signed in accordance with 37 CFR 1.14(c).**

This Application Data Sheet **must** be signed by a patent practitioner if one or more of the applicants is a **juristic entity** (e.g., corporation or association). If the applicant is two or more joint inventors, this form must be signed by a patent practitioner, **all** joint inventors who are the applicant, or one or more joint inventor-applicants who have been given power of attorney (e.g., see USPTO Form PTO/AIA/81) on behalf of **all** joint inventor-applicants.

See 37 CFR 1.4(d) for the manner of making signatures and certifications.

Signature	Yuri L. Eliezer			Date (YYYY-MM-DD)	2018-04-10
First Name	Yuri L.	Last Name	Eliezer	Registration Number	63402

Additional Signature may be generated within this form by selecting the Add button.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	00429.010
	Application Number	
Title of Invention	A PLATFORM FOR LOCATION AND TIME BASED ADVERTISING	

This collection of information is required by 37 CFR 1.76. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 23 minutes to complete, including gathering, preparing, and submitting the completed application data sheet form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

DECLARATION AND ASSIGNMENT

Title of Invention: A PLATFORM FOR LOCATION AND TIME BASED ADVERTISING

As a below named inventor, I hereby declare that:

This declaration is directed to:

[X] the attached application (Attorney Docket No. 00429.010), or

[ ] Patent application number _____ filed on _____.

The above-identified application was made or authorized to be made by me, and I have reviewed and understand the contents of the application, including the claims.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

I am aware of the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in 37 CFR Section 1.56.

Whereas, each undersigned inventor has made certain inventions, improvements, and discoveries (herein referred to as the "INVENTION") disclosed in the above-identified patent application (herein referred to as the "APPLICATION");

Whereas, **BoardActive Corporation**, an entity of **Douglasville, Georgia** having a principal office address of **P.O. Box 353, Douglasville, GA 30133** (herein referred to as "ASSIGNEE") desires to acquire or has acquired, and each undersigned inventor acknowledges the obligation to assign to ASSIGNEE, and the parties desire to use this Declaration and Assignment to memorialize the grant to ASSIGNEE of the entire worldwide right, title, and interest in and to the INVENTION including all embodiments thereof, and in and to any and all patent applications and patents directed thereto;

Now, therefore, for good and valuable consideration, the receipt and sufficiency thereof being hereby acknowledged, each undersigned inventor (herein referred to as "ASSIGNOR") hereby sells or has sold, assigns or has assigned, and otherwise transfers or has transferred to the ASSIGNEE, its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the INVENTION, the APPLICATION, and any and all other patent applications and patents for the INVENTION which may be applied for or granted therefor in any and all countries and jurisdictions, including all divisions, continuations, continuations-in-part, reissues, reexaminations, renewals, extensions, counterparts, substitutes, and extensions thereof, and all rights of priority resulting from the filing of such applications and granting of such patents. In addition, each undersigned inventor hereby authorizes and requests any official whose duty it is to issue patents, to issue any patent on said improvements or resulting therefrom to said ASSIGNEE, its successors, legal representatives, and assigns, the entire worldwide right, title, and interest in and to the same to be held and enjoyed by ASSIGNEE, its successors, legal representatives, and assigns to the full end of the terms for which any and all such patents may be granted, as fully and entirely as would have been held and enjoyed by the undersigned had this Assignment not been made; and each undersigned inventor agrees to execute any and all documents and instruments and perform all lawful acts reasonably related to recording this Assignment or perfecting title to the INVENTION, the APPLICATION, and all related patents and applications, in ASSIGNEE, its successors, legal representatives, and assigns, whenever requested by ASSIGNEE, its successors, legal representatives, and assigns.

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Each undersigned inventor also hereby grants ASSIGNEE, its successors, legal representatives, and assigns, the right to insert in this Declaration and Assignment any further identification of the APPLICATION (including, but not limited to, patent Application Number and filing date, and Attorney Docket Number), and further grants ASSIGNEE, its successors, legal representatives, and assigns the right to execute confirmatory assignments on their behalf.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

Signature: Douglas L. Pittman — 2018-04-10

DOUGLAS L. PITTMAN, Inventor — Date

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Doc Code: MES.GIB
Document Description: Certification of Micro Entity Status (Gross Income Basis)

PTO/SB/15A (03-13)

CERTIFICATION OF MICRO ENTITY STATUS
(GROSS INCOME BASIS)

Application Number or Control Number (if applicable):	Patent Number (if applicable):
Pending	Pending
First Named Inventor:	**Title of Invention:**
DOUGLAS L. PITTMAN	A PLATFORM FOR LOCATION AND TIME BASED ADVERTISING

The applicant hereby certifies the following—

(1) **SMALL ENTITY REQUIREMENT** - The applicant qualifies as a small entity as defined in 37 CFR 1.27.

(2) **APPLICATION FILING LIMIT** - Neither the applicant nor the inventor nor a joint inventor has been named as the inventor or a joint inventor on more than four previously filed U.S. patent applications, excluding provisional applications and international applications under the Patent Cooperation Treaty (PCT) for which the basic national fee under 37 CFR 1.492(a) was not paid, and also excluding patent applications for which the applicant has assigned all ownership rights or is obligated to assign all ownership rights as a result of the applicant's previous employment.

(3) **GROSS INCOME LIMIT ON APPLICANTS AND INVENTORS** - Neither the applicant nor the inventor nor a joint inventor, in the calendar year preceding the calendar year in which the applicable fee is being paid, had a gross income, as defined in section 61(a) of the Internal Revenue Code of 1986 (26 U.S.C. 61(a)), exceeding the "Maximum Qualifying Gross Income" reported on the USPTO website at http://www.uspto.gov/patents/law/micro_entity.jsp which is equal to three times the median household income for that preceding calendar year, as most recently reported by the Bureau of the Census.

(4) **GROSS INCOME LIMIT ON PARTIES WITH AN "OWNERSHIP INTEREST"** - Neither the applicant nor the inventor nor a joint inventor has assigned, granted, or conveyed, nor is under an obligation by contract or law to assign, grant, or convey, a license or other ownership interest in the application concerned to an entity that, in the calendar year preceding the calendar year in which the applicable fee is being paid, had a gross income, as defined in section 61(a) of the Internal Revenue Code of 1986, exceeding the "Maximum Qualifying Gross Income" reported on the USPTO website at http://www.uspto.gov/patents/law/micro_entity.jsp which is equal to three times the median household income for that preceding calendar year, as most recently reported by the Bureau of the Census.

SIGNATURE by a party set forth in 37 CFR 1.33(b)

Signature	Douglas L. Pittman				
Name	DOUGLAS L. PITTMAN				
Date	2018-04-10	Telephone	N/A	Registration No.	N/A

☐ There is more than one inventor and I am one of the inventors who are jointly identified as the applicant. Additional certification form(s) signed by the other joint inventor(s) are included with this form.