

AO 120 (Rev. 08/10)

TO: Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK
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In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court _____ for the Eastern District of Texas, Marshall Division _____ on the following

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

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

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

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

DECISION/JUDGEMENT Court RECOGNIZES that Plaintiff's claims against ZTE are DISMISSED WITH PREJUDICE

CLERK <i>David A. O'Poole</i>	(BY) DEPUTY CLERK ch	DATE 7/26/21
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Copy 1—Upon initiation of action, mail this copy to Director Copy 3—Upon termination of action, mail this copy to Director
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2 8,014,943	9/6/2011	NorthStar Systems LLC
3 8,032,297	10/4/2011	NorthStar Systems LLC
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In the above—entitled case, the following decision has been rendered or judgement issued:

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

CLERK David O'Toole	(BY) DEPUTY CLERK Kecia Clendening	DATE 06/18/2021
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DOCKET NO. 2:20-cv-00383	DATE FILED 12/15/2020	U.S. DISTRICT COURT for the Eastern District of Texas, Marshall Division
PLAINTIFF NORTHSTAR SYSTEMS LLC		DEFENDANT TCT MOBILE INTERNATIONAL LIMITED AND TCL COMMUNICATION TECHNOLOGY HOLDINGS LIMITED
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,817,085	10/19/2010	NorthStar Systems LLC
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DOCKET NO. 2:20-cv-00384	DATE FILED 12/15/2020	U.S. DISTRICT COURT for the Eastern District of Texas, Marshall Division
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UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/135,431	07/02/2013	8478527	6995-0004	5203

11788 7590 06/12/2013
Stolowitz Ford Cowger LLP / ptomail
1140 SW 11th Ave.
Suite 400
Portland, OR 97205

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 91 day(s). Any patent to issue from the above-identified application will include an indication of the adjustment on the front page.

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

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

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

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

Gabriel Jakobson, Las Vegas, NV;
Steven L. Rueben, Las Vegas, NV;

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

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: **Mail** **Mail Stop ISSUE FEE**
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax (571)-273-2885

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

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

11788 7590 03/07/2013
Stolowitz Ford Cowger LLP / ptomail
1140 SW 11th Ave.
Suite 400
Portland, OR 97205

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

Certificate of Mailing or Transmission

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

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/135,431	07/05/2011	Gabriel Jakobson	6995-0004	5203

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

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES- NO	\$885 \$1,780	\$300	\$0	\$1485 \$2,080	06/07/2013

EXAMINER	ART UNIT	CLASS-SUBCLASS
BEAULIEU, YONEL	3663	701-202000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).
☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. Use of a **Customer Number is required.**

2. For printing on the patent front page, list
 (1) the names of up to 3 registered patent attorneys or agents OR, alternatively,
 (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 Stolowitz Ford Cowger 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 has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

Neske Research K.G. L.L.C.

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

Wilmington, Delaware

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

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

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

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

- ☐ A check is enclosed.
☒ Payment by credit card. Form PTO-2038 is attached.
☒ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number 50-4348 (enclose an extra copy of this form).

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

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

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

Authorized Signature Bryan Kirkpatrick
 Typed or printed name Bryan D. Kirkpatrick

Date 5/31/2013
 Registration No. 53,135

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Gabriel JAKOBSON et al.
Application No.: 13/135,431
Filed: July 5, 2011
Confirmation No.: 5203
Examiner: Yonel BEAULIEU
Group Art Unit: 3663
For: METHOD AND SYSTEM FOR DISPLAYING NAVIGATION
INFORMATION AND MAPPING CONTENT ON AN ELECTRONIC MAP
Date: May 31, 2013

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

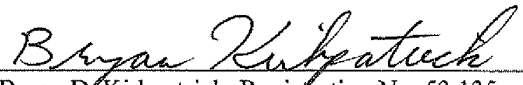
**APPLICANT'S COMMENTS ON EXAMINER'S STATEMENT OF
REASONS FOR ALLOWANCE**

Applicant acknowledges the Examiner's Statement of Reasons for Allowance of the above-identified patent application and agrees that the claimed subject matter is patentable. However, Applicant takes no position regarding the Statement of Reasons for Allowance presented by the Examiner other than the positions Applicant may have previously taken during prosecution. Therefore, the Examiner's Statement of Reasons for Allowance should not be attributed to Applicant as an indication of the basis for Applicant's belief that the claims are patentable. Furthermore, Applicant respectfully asserts that there may also be additional reasons for patentability of the claimed subject matter not explicitly stated in this record and Applicant does not waive its rights to such arguments by not further addressing such reasons herein.

Customer No. 73552

Respectfully submitted,

STOLOWITZ FORD COWGER LLP


Bryan D. Kirkpatrick, Registration No. 53,135

STOLOWITZ FORD COWGER LLP
1140 SW 11th Avenue, Suite 400, Portland, OR 97205
Tele: 503-224-2170 / Fax: 503-224-2084 / Email: docket@stofoco.com

PATENT APPLICATION
Atty Do. No. 6995-0004

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Gabriel JAKOBSON et al.
Application No.: 13/135,431
Filed: July 5, 2011
Confirmation No.: 5203
Examiner: Yonel BEAULIEU
Group Art Unit: 3663
For: METHOD AND SYSTEM FOR DISPLAYING NAVIGATION
INFORMATION AND MAPPING CONTENT ON AN ELECTRONIC MAP
Date: May 31, 2013

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

ATTENTION: MAINTENANCE FEE BRANCH
VIA FAX 571-273-6500

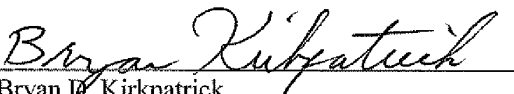
**NOTIFICATION OF LOSS OF ENTITLEMENT TO SMALL ENTITY STATUS
UNDER 37 CFR 1.27(g)(2)**

Applicant hereby notifies the U.S. Patent and Trademark Office of the loss of entitlement to small entity status.

Customer No. 73552

Respectfully submitted,

STOLOWITZ FORD COWGER LLP


Bryan D. Kirkpatrick
Registration No. 53,135

STOLOWITZ FORD COWGER LLP
1140 SW 11th Avenue, Suite 400
Portland, OR 97205
Telephone: 503-224-2170
Fax: 503-224-2084
Email: docket@stofoco.com

Electronic Patent Application Fee Transmittal				
Application Number:		13135431		
Filing Date:		05-Jul-2011		
Title of Invention:		METHOD AND SYSTEM FOR DISPLAYING NAVIGATION INFORMATION AND MAPPING CONTENT ON AN ELECTRONIC MAP		
First Named Inventor/Applicant Name:		Gabriel Jakobson		
Filer:		Bryan Kirkpatrick/Theresa Belland		
Attorney Docket Number:		6995-0004		
Filed as Large Entity				
Utility under 35 USC 111(a) Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Utility Appl Issue Fee	1501	1	1780	1780
Publ. Fee- Early, Voluntary, or Normal	1504	1	300	300

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				2080

Electronic Acknowledgement Receipt	
EFS ID:	15917466
Application Number:	13135431
International Application Number:	
Confirmation Number:	5203
Title of Invention:	METHOD AND SYSTEM FOR DISPLAYING NAVIGATION INFORMATION AND MAPPING CONTENT ON AN ELECTRONIC MAP
First Named Inventor/Applicant Name:	Gabriel Jakobson
Customer Number:	11788
Filer:	Bryan Kirkpatrick/Theresa Belland
Filer Authorized By:	Bryan Kirkpatrick
Attorney Docket Number:	6995-0004
Receipt Date:	31-MAY-2013
Filing Date:	05-JUL-2011
Time Stamp:	13:48:38
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$2080
RAM confirmation Number	67
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
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1		6995-0004_Issue_Fee.pdf	168215 bd5d3ca7a7e391eabb60065915eb9327bae7709c	yes	4
	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Miscellaneous Incoming Letter		1	1	
	Issue Fee Payment (PTO-85B)		2	2	
	Post Allowance Communication - Incoming		3	3	
	Notification of loss of entitlement to small entity status		4	4	
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	32294 c766c5791dc2a048c5f392b54c48745e3ec3e90	no	2
Warnings:					
Information:					
Total Files Size (in bytes):			200509		
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.					

PATENT APPLICATION
Application No.: 13/135,431
Atty Do. No.: 6995-0004

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**MISCELLANEOUS TRANSMITTAL LETTER FOR
EFS PAYMENT OF ISSUE FEE**

- ☒ Payment of fees is made via electronic filing system authorizing credit card payments.
- ☒ In the event of computer malfunction, Applicants request that any fees be charged to Deposit Account No. 50-4348.
- ☒ Please charge any deficiency or credit any over-payment to Deposit Account No. 50-4348.

Customer No. 73552

Respectfully submitted,

STOLOWITZ FORD COWGER LLP



Bryan D. Kirkpatrick
Registration No. 53,135

STOLOWITZ FORD COWGER LLP
1140 SW 11th Avenue, Suite 400
Portland, OR 97205
Telephone: 503-224-2170
Fax: 503-224-2084
Email: docket@stofoco.com



UNITED STATES PATENT AND TRADEMARK OFFICE

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

NOTICE OF ALLOWANCE AND FEE(S) DUE

11788 7590 03/07/2013
Stolowitz Ford Cowger LLP / ptomail
1140 SW 11th Ave.
Suite 400
Portland, OR 97205

EXAMINER

BEAULIEU, YONEL

ART UNIT

PAPER NUMBER

3663

DATE MAILED: 03/07/2013

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/135,431	07/05/2011	Gabriel Jakobson	6995-0004	5203

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

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$885	\$300	\$0	\$1185	06/07/2013

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

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

HOW TO REPLY TO THIS NOTICE:

I. Review the SMALL ENTITY status shown above.

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

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

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

If the SMALL ENTITY is shown as NO:

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

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

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

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

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

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: **Mail** **Mail Stop ISSUE FEE**
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax **(571)-273-2885**

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

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

11788 7590 03/07/2013
Stolowitz Ford Cowger LLP / ptomail
1140 SW 11th Ave.
Suite 400
Portland, OR 97205

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

Certificate of Mailing or Transmission

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

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

13/135,431	07/05/2011	Gabriel Jakobson	6995-0004	5203
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TITLE OF INVENTION: METHOD AND SYSTEM FOR DISPLAYING NAVIGATION INFORMATION AND MAPPING CONTENT ON AN ELECTRONIC MAP

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$885	\$300	\$0	\$1185	06/07/2013

EXAMINER	ART UNIT	CLASS-SUBCLASS
BEAULIEU, YONEL	3663	701-202000

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

- ☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
- ☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list

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

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

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

(A) NAME OF ASSIGNEE

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

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

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

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

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

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

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

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

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

Authorized Signature _____

Date _____

Typed or printed name _____

Registration No. _____

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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.



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.
13/135,431	07/05/2011	Gabriel Jakobson	6995-0004	5203

EXAMINER
BEAULIEU, YONEL

ART UNIT	PAPER NUMBER
3663	

11788 7590 03/07/2013
Stolowitz Ford Cowger LLP / ptomail
1140 SW 11th Ave.
Suite 400
Portland, OR 97205

DATE MAILED: 03/07/2013

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

The Patent Term Adjustment to date is 91 day(s). If the issue fee is paid on the date that is three months after the mailing date of this notice and the patent issues on the Tuesday before the date that is 28 weeks (six and a half months) after the mailing date of this notice, the Patent Term Adjustment will be 91 day(s).

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

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

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

Privacy Act Statement

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

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

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

Notice of Allowability	Application No.	Applicant(s)	
	13/135,431	JAKOBSON ET AL.	
	Examiner	Art Unit	
	YONEL BEAULIEU	3663	

-- 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 papers filed 2/19/13.

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 1-6, 10, 12, 16, 17 and 20-39. 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).

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)	5. ☐ Examiner's Amendment/Comment
2. ☒ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date ____	6. ☒ Examiner's Statement of Reasons for Allowance
3. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material	7. ☐ Other ____.
4. ☐ Interview Summary (PTO-413), Paper No./Mail Date ____.	

	/Yonel Beaulieu/ Yonel Beaulieu
--	------------------------------------

Allowable Subject Matter

Claims 1 – 6, 10, 12, 16, 17, 20 – 39 are allowed.

The prior art of record fail to teach displaying object vector indicators (OVI) and mapping-media content, referencing map-objects (MO) on an electronic map obtaining a MO from a mapping service; determining that coordinates of the MO are not within a selected area of the electronic map; computing distance and travel-related information to the MO; displaying an OVI containing the distance and travel-related information; receiving user input selecting the OVI; retrieving mapping-media content associated with the selected OVI; and displaying the mapping-media content; the map object is further not visible on a first portion of the electronic map; the display displaying, in response to the input, the first and a second portion of the electronic map – the display further altering a visual characteristic of the OVI to represent a change in spatial relationship between the apparatus and the MO.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to YONEL BEAULIEU whose telephone number is (571)272-6955. The examiner can normally be reached on Monday through Thursday between 0900 and 1600.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Thomas Tarcza can be reached on (571) 272-6979. 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.

/Yonel Beaulieu/
Yonel Beaulieu
Primary Examiner
Art Unit 3663

Furthermore,

Search Notes 	Application/Control No.		Applicant(s)/Patent under Reexamination	
	13/135,431		JAKOBSON ET AL.	
	Examiner		Art Unit	
	YONEL BEAULIEU		3663	

SEARCHED			
Class	Subclass	Date	Examiner
701	533	3/3/2013	YB
345	441	3/3/2013	YB

INTERFERENCE SEARCHED			
Class	Subclass	Date	Examiner
701	533	3/3/2013	YB
345	441	3/3/2013	YB
Searched		3/3/2013	YB

SEARCH NOTES (INCLUDING SEARCH STRATEGY)		
	DATE	EXMR
WEST	3/3/2013	YB

Refine Search

Search Results

Terms	Documents
L11 and L10	2

US Pre-Grant Publication Full-Text Database
 US Patents Full-Text Database
 Unpublished Applications Full-Text Database

Database:

Search Type: ☐ Prior Art ☒ Interference

Search: L12

[Refine Search](#)

Order By: ☒ Date ☐ Hits

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[Interrupt](#)

Search History

DATE: Sunday, March 03, 2013 [Purge Queries](#) [Printable Copy](#) [Create Case](#)

Order By	<u>Set Name</u> Side by Side	<u>Query</u>	<u>Hit Count</u>	<u>Set Name</u> Result Set	<u>Set Name</u> Grid	<u>Set Name</u> Classification
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Interference Searches

DB=PGPB,USPT,UPAD; PLUR=YES; OP=OR

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Date	<u>L11</u>	L4 or l6	206	<u>L11</u>	<u>L11</u>	<u>L11</u>
Date	<u>L10</u>	L9 or l7	342	<u>L10</u>	<u>L10</u>	<u>L10</u>
Date	<u>L9</u>	object near vector near indicator	9	<u>L9</u>	<u>L9</u>	<u>L9</u>
Date	<u>L8</u>	object adj vector adj indicator	5	<u>L8</u>	<u>L8</u>	<u>L8</u>

Date	<u>L7</u>	vector adj indicator	338	<u>L7</u>	<u>L7</u>	<u>L7</u>
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"8032297" "6954697" "7054743") [PN]						
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6954697 7054743).pn.						
<i>Prior Art Searches</i>						
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Date	<u>L1</u>	8032297.pn.	1	<u>L1</u>	<u>L1</u>	<u>L1</u>

END OF SEARCH HISTORY



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 Alexandria, Virginia 22313-1450
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BIB DATA SHEET

CONFIRMATION NO. 5203

SERIAL NUMBER 13/135,431	FILING or 371(c) DATE 07/05/2011 RULE	CLASS 701	GROUP ART UNIT 3663	ATTORNEY DOCKET NO. 6995-0004		
APPLICANTS Gabriel Jakobson, Las Vegas, NV; Steven L. Rueben, Las Vegas, NV; ** CONTINUING DATA ***** This application is a CIP of 12/151,827 05/08/2008 PAT 8,032,297 and is a CIP of 12/291,802 11/13/2008 PAT 8,014,943 ** FOREIGN APPLICATIONS ***** ** IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** ** SMALL ENTITY ** 07/19/2011						
Foreign Priority claimed ☐ Yes ☒ No 35 USC 119(a-d) conditions met ☐ Yes ☒ No Verified and Acknowledged <u>/YONEL BEAULIEU/</u> Examiner's Signature		☐ Met after Allowance Initials	STATE OR COUNTRY NV	SHEETS DRAWINGS 21	TOTAL CLAIMS 21	INDEPENDENT CLAIMS 1
ADDRESS Stolorowicz Ford Cowger LLP / ptomail 1140 SW 11th Ave. Suite 400 Portland, OR 97205 UNITED STATES						
TITLE Method and system for displaying navigation information and mapping content on an electronic map						
FILING FEE RECEIVED 1361	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:			☐ All Fees ☐ 1.16 Fees (Filing) ☐ 1.17 Fees (Processing Ext. of time) ☐ 1.18 Fees (Issue) ☐ Other _____ ☐ Credit		

Issue Classification 	Application/Control No.		Applicant(s)/Patent under Reexamination	
	13/135,431		JAKOBSON ET AL.	
	Examiner		Art Unit	
	YONEL BEAULIEU		3663	

ISSUE CLASSIFICATION											
ORIGINAL					CROSS REFERENCE(S)						
CLASS		SUBCLASS			CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)					
701		533			345	441					
INTERNATIONAL CLASSIFICATION											
G	0	1	C	21/3682							
G	0	8	G	1/0969							
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				/							
				/							
XXXXXXXXXXXXX (Assistant Examiner) (Date)					/Yonel Beaulieu/ Yonel Beaulieu 3/3/13 (Primary Examiner) (Date)					Total Claims Allowed: 30	
(Legal Instruments Examiner) (Date)										O.G. Print Claim(s) 1	O.G. Print Fig. 1

☐ Claims renumbered in the same order as presented by applicant					☐ CPA		☒ T.D.		☐ R.1.47		
Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
1	1	22	31		61		121		151		181
2	2	23	32		62		122		152		182
3	3	24	33		63		123		153		183
4	4	25	34		64		124		154		184
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20	29		59		89		149		179		209
21	30		60		90		150		180		210

Index of Claims 	Application/Control No.		Applicant(s)/Patent under Reexamination	
	13/135,431		JAKOBSON ET AL.	
	Examiner		Art Unit	
	YONEL BEAULIEU		3663	

✓	Rejected	—	(Through numeral) Cancelled	N	Non-Elected	A	Appeal
=	Allowed	+	Restricted	I	Interference	O	Objected

Claim		Date						
Final	Original	3/3/13						
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Doc code: IDS

Doc description: Information Disclosure Statement (IDS) Filed

PTO/SB/08a (01-10)

Approved for use through 07/31/2012. OMB 0651-0031

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

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		13135431
	Filing Date		2011-07-05
	First Named Inventor	Gabriel JAKONSON et al.	
	Art Unit	3663	
	Examiner Name	Yonel BEAULIEU	
	Attorney Docket Number	6995-0004	

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
/YB/	1	5220507		1993-06-15	Kirson	
/YB/	2	6199012		2001-03-06	Hasegawa	
/YB/	3	6266612		2001-07-24	Dussell	
/YB/	4	6415224		2002-07-02	Wako	
/YB/	5	6542814		2003-04-01	Polidi	
/YB/	6	6587782		2003-07-01	Nocek	
/YB/	7	6954697		2005-10-11	Smith	
/YB/	8	7054743		2006-05-30	Smith	

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**
(Not for submission under 37 CFR 1.99)

Application Number	13135431
Filing Date	2011-07-05
First Named Inventor	Gabriel JAKONSON et al.
Art Unit	3663
Examiner Name	Yonel BEAULIEU
Attorney Docket Number	6995-0004

/YB/	9	7324896		2008-01-29	Smith	
/YB/	10	7359798		2008-04-15	Nagamasa	
/YB/	11	7490004		2009-02-10	Kimura	
/YB/	12	7698062		2010-04-13	McMullen	
/YB/	13	8014943		2011-09-06	Jakobson	

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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
/YB/	1	20050085999		2005-04-21	Onishi	
/YB/	2	20070050129		2007-03-01	Salmre	
/YB/	3	20080228386		2008-09-18	Geelen	

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

FOREIGN PATENT DOCUMENTS

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		13135431
	Filing Date		2011-07-05
	First Named Inventor	Gabriel JAKONSON et al.	
	Art Unit	3663	
	Examiner Name	Yonel BEAULIEU	
Attorney Docket Number		6995-0004	

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

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
/YB/	1	STOLOWITZ FORD COWGER LLP, "Listing of Related Cases", February 19, 2013, 1 page.	☐

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

EXAMINER SIGNATURE

Examiner Signature	/Yonel Beaulieu/ (03/03/2013)	Date Considered	
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*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	13135431
Filing Date	2011-07-05
First Named Inventor	Gabriel JAKONSON et al.
Art Unit	3663
Examiner Name	Yonel BEAULIEU
Attorney Docket Number	6995-0004

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).

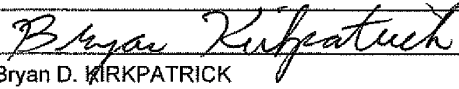
☐ See attached certification statement.

☒ 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		Date (YYYY-MM-DD)	2013-02-19
Name/Print	Bryan D. KIRKPATRICK	Registration Number	53,135

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.**

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

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether the Freedom of Information Act requires disclosure of these records.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent 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.

Application Number 	Application/Control No. 13/135,431	Applicant(s)/Patent under Reexamination JAKOBSON ET AL.	
Document Code - DISQ		Internal Document – DO NOT MAIL	

TERMINAL DISCLAIMER	☒ APPROVED	☐ DISAPPROVED
Date Filed : 02-18-2013	This patent is subject to a Terminal Disclaimer	

Approved/Disapproved by:

Dorethea Lawrence

PATENT APPLICATION
Atty Do. No. 6995-0004

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Gabriel JAKOBSON et al.
Application No.: 13/135,431
Filed: July 5, 2011
Confirmation No.: 5203
Examiner: Yonel BEAULIEU
Group Art Unit: 3663
For: METHOD AND SYSTEM FOR DISPLAYING NAVIGATION
INFORMATION AND MAPPING CONTENT ON AN ELECTRONIC
MAP
Date: February 19, 2013

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

AMENDMENT

Responsive to the Office Action dated December 5, 2012, please amend the above-identified application as follows.

Claim Amendments begin on page 2.

Remarks/Arguments begin on page 8.

CLAIMS

Please amend the Claims as follows:

1. (Previously Presented) A method for displaying object vector indicators ("OVI") and mapping-media content, referencing map-objects ("MO") on an electronic map, comprising:
 - obtaining a MO from a mapping service;
 - determining that coordinates of the MO are not within a selected area of the electronic map;
 - computing distance and travel-related information to the MO;
 - displaying an OVI containing the distance and travel-related information;
 - receiving user input selecting the OVI;
 - retrieving mapping-media content associated with the selected OVI; and
 - displaying the mapping-media content.
2. (Previously Presented) The method of claim 1, wherein the distance to the MO is computed from a center of the selected area of the electronic map.
3. (Previously Presented) The method of claim 1, wherein the distance to the MO is computed from a location marker on the electronic map.
4. (Previously Presented) The method of claim 1, wherein the user input comprises a voice command.
5. (Previously Presented) The method of claim 1, further comprising:
 - identifying a change in position of the MO;
 - computing a revised distance to the MO; and
 - displaying the OVI with the revised distance in response to identifying the change in the position of the MO.
6. (Previously Presented) The method of claim 1, further comprising:

identifying a change in position of an electronic device configured to display the electronic map;
computing a revised distance to the MO; and
displaying the OVI with the revised distance in response to identifying the change in the position of the electronic device.

7-9. (Cancelled)

10. (Previously Presented) The method of claim 1, wherein the OVI comprises a graphical representation of the MO.

11. (Cancelled)

12. (Previously Presented) The method of claim 1, wherein the OVI comprises contact information of the MO.

13-15. (Cancelled)

16. (Previously Presented) The method of claim 1, wherein computing distance-and-travel information comprises:
identifying a change in travel conditions;
computing an estimated time of arrival at the MO; and
displaying the OVI with the estimated time of arrival in response to identifying the change in travel conditions.

17. (Previously Presented) The method of claim 1, wherein computing distance-and-travel information comprises:
obtaining a position of an electronic device configured to display the electronic map;
transmitting the position of the electronic device to a remote server; and
receiving, from the remote server, the distance-and-travel information.

18. (Cancelled)

19. (Cancelled)

20. (Previously Presented) The method of claim 1, wherein displaying the mapping-media content comprises overlaying the mapping-media content over at least a portion of the selected area of the electronic map, and wherein the method further comprises:

receiving user input; and

in response to receiving the user input, eliminating the mapping-media content.

21. (Previously Presented) The method of claim 20, further comprising restoring the portion of the selected electronic map that was overlaid with the mapping-media content.

22. (Currently Amended) An apparatus, ~~apparatus~~, comprising:

a display device configured to display a first portion of an electronic map and an object vector indicator (OVI), wherein the OVI provides reference information for a map object (MO) which is not visible on the first portion of the electronic map; and

a processing device, configured to:

receive a user input indicating selection of the OVI; and

in response to receiving the user input, cause the display device to display media content associated with the MO.

23. (Previously Presented) The apparatus of claim 22, wherein the reference information comprises a distance from the apparatus to the MO and an estimated time of travel.

24. (Previously Presented) The apparatus of claim 22, wherein the media content comprises a coupon or a sales event associated with the MO.

25. (Previously Presented) The apparatus of claim 22, wherein the MO identifies a social networking member, and wherein the media content comprises an image of the social networking member.

26. (Previously Presented) The apparatus of claim 22, wherein the MO is associated with a building, and wherein the media content comprises a floor plan of the building.

27. (Previously Presented) An apparatus, comprising:
a display device configured to display a first portion of an electronic map and an object vector indicator (OVI), wherein the OVI provides reference information for a map object (MO) which is not visible on the first portion of the electronic map; and
a processing device, configured to:
identify a user selection of the OVI; and
in response to identifying the user selection, cause the display device to display a second portion of the electronic map.

28. (Previously Presented) The apparatus of claim 27, wherein the MO is displayed together with the second portion of the electronic map.

29. (Previously Presented) The apparatus of claim 27, wherein the second portion of the electronic map comprises a travel route to the MO.

30. (Previously Presented) The apparatus of claim 27, wherein the processing device is further configured to cause the display device to display an animated transition from the first portion to the second portion of the electronic map.

31. (Previously Presented) The apparatus of claim 30, wherein the animated transition comprises a series of images along a linear path of travel between the first portion and the second portion of the electronic map.

32. (Previously Presented) The apparatus of claim 30, wherein the animated transition comprises a series of images along a predetermined route of travel between the first portion and the second portion of the electronic map.

33. (Previously Presented) The apparatus of claim 32, wherein the series of images are displayed at a speed of transition that mimics real travel conditions.

34. (Previously Presented) The apparatus of claim 30, wherein the processing device is further configured to cause the display device to display the first portion of the electronic map after the animated transition is complete.

35. (Previously Presented) An apparatus, comprising:
a display device configured to display a first portion of an electronic map and an object vector indicator (OVI), wherein the OVI provides reference information for a map object (MO) which is not visible on the first portion of the electronic map; and
a processing device, configured to:
monitor a change in position of the apparatus; and
in response to identifying the change in position, cause the display device to alter a visual characteristic of the OVI to represent a change in spatial relationship between the apparatus and the MO.

36. (Previously Presented) The apparatus of claim 35, wherein the processing device is further configured to cause the display device to:
display a position of the apparatus on the electronic map; and
alter an angular position of the OVI with respect to the position of the apparatus and the MO.

37. (Previously Presented) The apparatus of claim 35, wherein the processing device is further configured to cause the display device to alter a color of the OVI to indicate a relative distance between the apparatus and the MO.

38. (Previously Presented) The apparatus of claim 35, wherein the processing device is further configured to cause the display device to alter a length of a graphical vector associated with the OVI to indicate a relative distance between the apparatus and the MO.

39. (Previously Presented) The apparatus of claim 35, wherein the processing device is further configured to cause the display device to alter a position of the OVI with respect to a center of the electronic map.

REMARKS

The application included claims 1-6, 10, 12, 16, 17, and 20-39 prior to entering this amendment.

Claims 22-39 were indicated as including allowable subject matter

The Applicant amends claims 22. No new matter is added.

The application remains with claims 1-6, 10, 12, 16, 17, and 20-39 after entering this amendment.

Double Patenting

Claims 1-6, 10, 12, 16, 17, 20, and 21 were rejected for alleged non-statutory obviousness-type double patenting over claims 1, 2, 5-8, and 13 of US Patent No. 8,032,297. The present application is a continuation-in-part of, and claims priority to, US Patent No. 8,032,297 which was relied upon to reject claims 1-6, 10, 12, 16, 17, 20, and 21.

Without admitting the propriety of the rejection, Applicant attaches herein a terminal disclaimer in compliance with 37 CFR 1.321(c) rendering the rejection moot (MPEP §804.02).

Allowable Subject Matter

Applicant acknowledges the Examiner's statement that claims 22-39 have been indicated as including allowable subject matter. However, Applicant takes no position regarding the statement of allowable subject matter presented by the Examiner other than the positions Applicant may have previously taken during prosecution. Therefore, the Examiner's statement of allowable subject matter should not be attributed to Applicant as an indication of the basis for Applicant's belief that the claims are patentable. Furthermore, Applicant respectfully asserts that there may also be additional reasons for patentability of the claimed subject matter not explicitly stated in this record and Applicant does not waive any rights to such arguments by not further addressing such reasons herein.

Claim Amendments

Applicant amends claim 22 for grammatical purposes only. The claim amendments are not being made to overcome any of the cited references, and Applicant neither intends nor believes that these amendments operate to narrow the scope of the claims.

Any statements made by the Examiner that are not addressed by the Applicant do not necessarily constitute agreement by the Applicant.

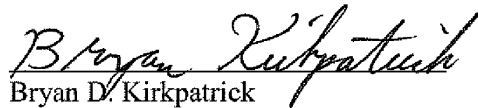
CONCLUSION

For the foregoing reasons, the Applicant respectfully requests reconsideration and allowance of the present application. The Examiner is encouraged to telephone the undersigned at (503) 546-1812 if it appears that an interview would be helpful in advancing the case.

Customer No. 73552

Respectfully submitted,

STOLOWITZ FORD COWGER LLP



Bryan D. Kirkpatrick
Registration No. 53,135

STOLOWITZ FORD COWGER LLP
1140 SW 11th Avenue, Suite 400
Portland, OR 97205
Telephone: 503-224-2170
Fax: 503-224-2084
Email: docket@stofoco.com

Doc code: IDS

Doc description: Information Disclosure Statement (IDS) Filed

PTO/SB/08a (01-10)

Approved for use through 07/31/2012. OMB 0651-0031

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

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		13135431
	Filing Date		2011-07-05
	First Named Inventor	Gabriel JAKONSON et al.	
	Art Unit	3663	
	Examiner Name	Yonel BEAULIEU	
	Attorney Docket Number	6995-0004	

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	5220507		1993-06-15	Kirson	
	2	6199012		2001-03-06	Hasegawa	
	3	6266612		2001-07-24	Dussell	
	4	6415224		2002-07-02	Wako	
	5	6542814		2003-04-01	Polidi	
	6	6587782		2003-07-01	Nocek	
	7	6954697		2005-10-11	Smith	
	8	7054743		2006-05-30	Smith	

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**
(Not for submission under 37 CFR 1.99)

Application Number	13135431
Filing Date	2011-07-05
First Named Inventor	Gabriel JAKONSON et al.
Art Unit	3663
Examiner Name	Yonel BEAULIEU
Attorney Docket Number	6995-0004

9	7324896		2008-01-29	Smith	
10	7359798		2008-04-15	Nagamasa	
11	7490004		2009-02-10	Kimura	
12	7698062		2010-04-13	McMullen	
13	8014943		2011-09-06	Jakobson	

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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	20050085999		2005-04-21	Onishi	
	2	20070050129		2007-03-01	Salmre	
	3	20080228386		2008-09-18	Geelen	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number		13135431
	Filing Date		2011-07-05
	First Named Inventor	Gabriel JAKONSON et al.	
	Art Unit	3663	
	Examiner Name	Yonel BEAULIEU	
Attorney Docket Number		6995-0004	

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	1	STOLOWITZ FORD COWGER LLP, "Listing of Related Cases", February 19, 2013, 1 page.	☐

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Examiner Signature		Date Considered	
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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	13135431
Filing Date	2011-07-05
First Named Inventor	Gabriel JAKONSON et al.
Art Unit	3663
Examiner Name	Yonel BEAULIEU
Attorney Docket Number	6995-0004

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).

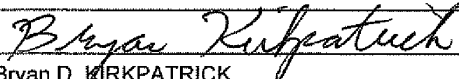
☐ See attached certification statement.

☒ 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		Date (YYYY-MM-DD)	2013-02-19
Name/Print	Bryan D. KIRKPATRICK	Registration Number	53,135

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.**

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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)).
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.

Electronic Patent Application Fee Transmittal				
Application Number:		13135431		
Filing Date:		05-Jul-2011		
Title of Invention:		Method and system for displaying navigation information and mapping content on an electronic map		
First Named Inventor/Applicant Name:		Gabriel Jakobson		
Filer:		Bryan Kirkpatrick/Theresa Belland		
Attorney Docket Number:		6995-0004		
Filed as Large Entity				
Utility under 35 USC 111(a) Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Miscellaneous:				
Submission- Information Disclosure Stmt	1806	1	180	180
Statutory or terminal disclaimer	1814	1	160	160
Total in USD (\$)				340

Electronic Acknowledgement Receipt	
EFS ID:	14992132
Application Number:	13135431
International Application Number:	
Confirmation Number:	5203
Title of Invention:	Method and system for displaying navigation information and mapping content on an electronic map
First Named Inventor/Applicant Name:	Gabriel Jakobson
Customer Number:	11788
Filer:	Bryan Kirkpatrick/Theresa Belland
Filer Authorized By:	Bryan Kirkpatrick
Attorney Docket Number:	6995-0004
Receipt Date:	19-FEB-2013
Filing Date:	05-JUL-2011
Time Stamp:	15:59:57
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$ 340
RAM confirmation Number	3478
Deposit Account	
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
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1		6995-0004_Amend_A.pdf	716184	yes	19
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	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Miscellaneous Incoming Letter		1	1	
	Amendment/Req. Reconsideration-After Non-Final Reject		2	2	
	Claims		3	8	
	Applicant Arguments/Remarks Made in an Amendment		9	10	
	Terminal Disclaimer Filed		11	12	
	Transmittal Letter		13	13	
	Information Disclosure Statement (IDS) Form (SB08)		14	18	
	Non Patent Literature		19	19	
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Information:					
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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.

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

PATENT APPLICATION
Application No.: 13/135,431
Atty Do. No. 6995-0004

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**MISCELLANEOUS TRANSMITTAL LETTER FOR
EFS FILINGS OF AMENDMENTS
REGARDING PAYMENT OF FEES AND EXTENSION OF TIME**

	Claims After Amendment	Highest Number Previously Paid	Present Extra Claims
Total Claims	30	30	-0-
Independent Claims	4	4	-0-

- ☐ Applicants petition the Commissioner to extend the time for response (if applicable).
- ☒ Payment of fees is made via electronic filing system authorizing credit card payments.
- ☒ In the event of computer malfunction, Applicants request that any fees be charged to Deposit Account No. 50-4348.
- ☒ Please charge any deficiency or credit any over-payment to Deposit Account No. 50-4348.

Customer No. 73552

Respectfully submitted,

STOLOWITZ FORD COWGER LLP

Bryan Kirkpatrick

Bryan D. Kirkpatrick
Registration No. 53,135

STOLOWITZ FORD COWGER LLP
1140 SW 11th Avenue, Suite 400
Portland, OR 97205
Telephone: 503-224-2170
Fax: 503-224-2084
Email: docket@stofoco.com

**TERMINAL DISCLAIMER TO OBTAIN A DOUBLE PATENTING
REJECTION OVER A "PRIOR" PATENT**Docket Number (Optional)
6995-0004

In re Application of: Gabriel JAKOBSON et al.

Application No.: 13/135,431

Filed: July 5, 2011

For: METHOD AND SYSTEM FOR DISPLAYING NAVIGATION INFORMATION AND MAPPING CONTENT ON AN ELECTRONIC MAP

The owner*, Neske Research K.G. I.L.C., of 100 percent interest in the instant application hereby disclaims, except as provided below, the terminal part of the statutory term of any patent granted on the instant application which would extend beyond the expiration date of the full statutory term of **prior patent** No. 8,032,297 as the term of said **prior patent** is presently shortened by any terminal disclaimer. The owner hereby agrees that any patent so granted on the instant application shall be enforceable only for and during such period that it and the **prior patent** are commonly owned. This agreement runs with any patent granted on the instant application and is binding upon the grantee, its successors or assigns.

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- expires for failure to pay a maintenance fee;
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- is statutorily disclaimed in whole or terminally disclaimed under 37 CFR 1.321;
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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

2. ☒ The undersigned is an attorney or agent of record. Reg. No. 53,135

Bryan Kirkpatrick
Signature

2/19/2013
Date

Bryan D. KIRKPATRICK
Typed or printed name

503-224-2170
Telephone Number

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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 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

In re Application of: Gabriel JAKOBSON et al.
Application No.: 13/135,431
Filed: July 5, 2011
Confirmation No.: 5203
Examiner: Yonel BEAULIEU
Group Art Unit: 3663
For: METHOD AND SYSTEM FOR DISPLAYING NAVIGATION
 INFORMATION AND MAPPING CONTENT ON AN ELECTRONIC
 MAP
Date: February 19, 2013

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Applicant submits herewith Form PTO/SB/08a listing patents and publications of which he is aware which may be material to the examination of this application and in respect of which there may be a duty to disclose in accordance with 37 CFR § 1.56.

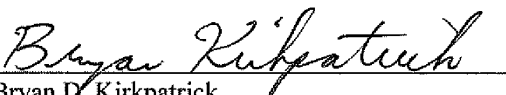
The above-referenced application is a continuation-in-part of US Patent Application No. 12/151,827, filed May 8, 2008, which is a continuation-in-part of US Patent Application No. 12/291,802, filed November 13, 2008.

It is understood that the listed references will be considered in the examination of the application and that **no separate copies** of the same prior art are required to be provided since they were previously cited or transmitted in the foregoing prior applications. 37 CFR § 1.98(d). Form PTO/SB/08a is enclosed listing references cited by the examiner and submitted by applicant in the prior applications.

Customer No. 73552

Respectfully submitted,

STOLOWITZ FORD COWGER LLP


Bryan D. Kirkpatrick
Registration No. 53,135

STOLOWITZ FORD COWGER LLP
1140 SW 11th Avenue, Suite 400, Portland, OR 97205
Tele: 503-224-2170 / Fax: 503-224-2084 / Email: docket@stofoco.com



UNITED STATES PATENT AND TRADEMARK OFFICE

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/135,431	07/05/2011	Gabriel Jakobson	6995-0004	5203
11788 7590 12/05/2012 Stolowitz Ford Cowger LLP / ptomail 1140 SW 11th Ave. Suite 400 Portland, OR 97205			EXAMINER BEAULIEU, YONEL	
			ART UNIT 3663	PAPER NUMBER
			NOTIFICATION DATE 12/05/2012	DELIVERY MODE ELECTRONIC

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

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

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

ptomail@stofoco.com

Office Action Summary	Application No. 13/135,431		Applicant(s) JAKOBSON ET AL.	
	Examiner YONEL BEAULIEU		Art Unit 3663	

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

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

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

Status

1) ☐ Responsive to communication(s) filed on ____.

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) 1-6,10,12,16,17 and 20-39 is/are pending in the application.
5a) Of the above claim(s) ____ is/are withdrawn from consideration.

6) ☒ Claim(s) 22-39 is/are allowed.

7) ☒ Claim(s) 1-6,10,12,16,17,20 and 21 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).
a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. ____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

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

Attachment(s)

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

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

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

4) ☐ Other: ____.

Double Patenting

The nonstatutory double patenting rejection is based on a judicially created doctrine grounded in public policy (a policy reflected in the statute) so as to prevent the unjustified or improper timewise extension of the “right to exclude” granted by a patent and to prevent possible harassment by multiple assignees. A nonstatutory obviousness-type double patenting rejection is appropriate where the conflicting claims are not identical, but at least one examined application claim is not patentably distinct from the reference claim(s) because the examined application claim is either anticipated by, or would have been obvious over, the reference claim(s). See, e.g., *In re Berg*, 140 F.3d 1428, 46 USPQ2d 1226 (Fed. Cir. 1998); *In re Goodman*, 11 F.3d 1046, 29 USPQ2d 2010 (Fed. Cir. 1993); *In re Longi*, 759 F.2d 887, 225 USPQ 645 (Fed. Cir. 1985); *In re Van Ornum*, 686 F.2d 937, 214 USPQ 761 (CCPA 1982); *In re Vogel*, 422 F.2d 438, 164 USPQ 619 (CCPA 1970); and *In re Thorington*, 418 F.2d 528, 163 USPQ 644 (CCPA 1969).

A timely filed terminal disclaimer in compliance with 37 CFR 1.321(c) or 1.321(d) may be used to overcome an actual or provisional rejection based on a nonstatutory double patenting ground provided the conflicting application or patent either is shown to be commonly owned with this application, or claims an invention made as a result of activities undertaken within the scope of a joint research agreement.

Effective January 1, 1994, a registered attorney or agent of record may sign a terminal disclaimer. A terminal disclaimer signed by the assignee must fully comply with 37 CFR 3.73(b).

Claims 1 – 4, 10, and 12 are rejected on the ground of nonstatutory obviousness-type double patenting as being unpatentable over claims 1, 2, 5 – 8, and 13 at least of U.S. Patent No. 8032297. Although the conflicting claims are not identical, they are not patentably distinct from each other because it would have been obvious to one of ordinary skill in the art at the time of the invention the Patent teaches enough similar limitations in order to achieve the same end result of displaying object vector indicators referencing map-objects on an electronic map.

The limitations of claims 5, 6, 16, 17, 20, and 21 add nothing novel to the art of displaying object vector indicators referencing map-objects on an electronic map and are therefore rejected on the same obviousness basis.

Allowable Subject Matter

Claims 22 – 39 are allowed.

The prior art of record fail to teach an apparatus comprising, among other limitations, a display device configured to display a first portion of an electronic map and an object vector indicator, wherein the object vector indicator provides reference information for a map object which is *not visible on the first portion of the electronic*

Art Unit: 3663

map; a processor configured to cause the display device to display a second portion of the electronic map, to alter a visual characteristic of the indicator to represent a change in spatial relationship between the apparatus and the map object.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to YONEL BEAULIEU whose telephone number is (571)272-6955. The examiner can normally be reached on Monday through Thursday between 0900 and 1600.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Thomas Tarcza can be reached on (571) 272-6979. 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.

/Yonel Beaulieu/
Yonel Beaulieu
Primary Examiner
Art Unit 3663

Notice of References Cited	Application/Control No. 13/135,431	Applicant(s)/Patent Under Reexamination JAKOBSON ET AL.	
	Examiner YONEL BEAULIEU	Art Unit 3663	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-8,032,297	10-2011	Jakobson, Gabriel	701/426
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

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

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



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BIB DATA SHEET

CONFIRMATION NO. 5203

SERIAL NUMBER 13/135,431	FILING or 371(c) DATE 07/05/2011 RULE	CLASS 701	GROUP ART UNIT 3663	ATTORNEY DOCKET NO. 6995-0004		
APPLICANTS Gabriel Jakobson, Las Vegas, NV; Steven L. Rueben, Las Vegas, NV; ** CONTINUING DATA ***** This application is a CIP of 12/151,827 05/08/2008 PAT 8,032,297 and is a CIP of 12/291,802 11/13/2008 PAT 8,014,943 ** FOREIGN APPLICATIONS ***** ** IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** ** SMALL ENTITY ** 07/19/2011						
Foreign Priority claimed ☐ Yes ☒ No 35 USC 119(a-d) conditions met ☐ Yes ☒ No Verified and Acknowledged <u>/YONEL BEAULIEU/</u> Examiner's Signature		☐ Met after Allowance Initials	STATE OR COUNTRY NV	SHEETS DRAWINGS 21	TOTAL CLAIMS 21	INDEPENDENT CLAIMS 1
ADDRESS Stolorowicz Ford Cowger LLP / ptomail 1140 SW 11th Ave. Suite 400 Portland, OR 97205 UNITED STATES						
TITLE Method and system for displaying navigation information and mapping content on an electronic map						
FILING FEE RECEIVED 1361	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:			☐ All Fees ☐ 1.16 Fees (Filing) ☐ 1.17 Fees (Processing Ext. of time) ☐ 1.18 Fees (Issue) ☐ Other _____ ☐ Credit		

Search Notes 	Application/Control No.		Applicant(s)/Patent under Reexamination	
	13/135,431		JAKOBSON ET AL.	
	Examiner		Art Unit	
	YONEL BEAULIEU		3663	

SEARCHED			
Class	Subclass	Date	Examiner
701	400	11/25/2012	YB
	426		
340	988	11/25/2012	YB
	995.14		

INTERFERENCE SEARCHED			
Class	Subclass	Date	Examiner

SEARCH NOTES (INCLUDING SEARCH STRATEGY)		
	DATE	EXMR
WEST+Related Appl.	11/25/2012	YB

<i>Index of Claims</i> 	Application/Control No.		Applicant(s)/Patent under Reexamination	
	13/135,431		JAKOBSON ET AL.	
	Examiner		Art Unit	
	YONEL BEAULIEU		3663	

✓	Rejected
=	Allowed

—	(Through numeral) Cancelled
+	Restricted

N	Non-Elected
I	Interference

A	Appeal
O	Objected

Claim		Date						
Final	Original	11/28/12						
	1	✓						
	2	✓						
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PATENT APPLICATION
Docket No. 6995-0004

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Jakobson et al.
Application No. 13/135,431
Filed: July 5, 2011
Confirmation No. 5203
Examiner: Yonel BEAULIEU
Group Art Unit: 3662
For: METHOD AND SYSTEM FOR DISPLAYING NAVIGATION
INFORMATION AND MAPPING CONTENT ON AN ELECTRONIC
MAP
Date: July 9, 2012

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

PRELIMINARY AMENDMENT

Prior to Examination, please amend the application as follows:

Amendments to the Specification begin on page 2.

Amendments to the claims begin on page 4.

Remarks begin on page 10.

SPECIFICATION

Please amend the following paragraphs numbered according to U.S. Patent Application Publication No. 2011/0264370:

[0001] This application is a continuation-in-part of, and claims priority to, U.S. patent application Ser. No. 12/151,827 filed on May 8, 2008, now U.S. Patent No. 8,032,297, and titled "System for Displaying Navigation Information on an Electronic Map" and U.S. patent application Ser. No. 12/291,802 filed on Nov. 13, 2008, now U.S. Patent No. 8,014,943, titled "Method and System for Displaying Social Networking Navigation Information". The disclosures ~~disclosure~~ of the prior applications ~~are~~ ~~application~~ is considered part of and are ~~[[is]]~~ incorporated by reference in the disclosure of this application.

[0014] FIG. 7 is a generalized ~~generalize~~ block diagram illustrating various communications between a client device and one or more mapping servers, allowing a map with OVIs to be created and displayed and for content associated with the OVIs to be displayed following a user's selection of the OVI, according to one embodiment of the present invention.

[0036] The object reference 302 (e.g. "1") may be an alpha-numeric character and/or a symbol identifying the MO referenced by the OVI 300. In an alternate embodiment, a single OVI may cycle ~~eyeles~~ through referencing more than one MO, with the object reference 302 indicating the proper MO throughout the cycle.

[0044] In other possible embodiments, other information may be displayed on the OVI 300. Information displayed on the OVI 300 may be displayed in varying colors, font sizes and as various different graphical representations.~~[00x]~~ Referring now to FIG. 3B, a map-display application 350 may display a map 351. The map display application 350 may have two borders: the physical border of the display 352 (e.g. the edges of the LCD display beyond which no data can be displayed) and a displayed border 354, confining the map 351. A region 353 between the displayed border ~~display-border~~ ~~border~~ 354 and the physical border 352, may be used to display additional information. In another embodiment, the displayed border ~~display-border~~ 354 may not exist, or may overlap the physical border 352.

[0086] When the location marker "1" 606b becomes at the center of the map region 602b, the position OVI "3" 608 and information it contains, may change. In FIG. 6A, while the location marker "2" 604a was at the center of the map region 602a, the OVI "3" 608 displayed a distance of 2 miles, a travel time of 20 minutes and a direction vector of South/South-East. Referring back to FIG. 6B, with the geographic shift (from the map region 602a to the map region 602b) of 500 feet due West from the location marker "2" 604a, to the location marker "1" 606b being at the center of the new map region 602b, the information displayed by the OVI "3" 608 may be ~~change~~ changed. The OVI "3" 608 may now display a new distance of 2.1 miles, a new travel-time of 21 minutes and a direction vector of South/South-West.

[0089] FIG. 7 is a generalized ~~generalize~~ block diagram illustrating various communications between a client device and one or more mapping servers, allowing a map with OVIs to be created and displayed and for content associated with the OVIs to be displayed following a user's selection of the OVI, according to one embodiment of the present invention. A client device 704 may receive input from a user 702, a GPS source 706, a mapping service 708 and a social network 710. The client device 704 may then display a map and create and display OVIs referencing map objects outside the visible area ~~[[arte]]~~ of the map.

[0098] FIGS. 8A, 8B and 8C are generalized block diagrams illustrating displaying object vector indicators ("OVI") and utilizing OVIs to pan around a map in an automated fashion, according to various embodiments of the present invention. In response to a user's selection of an OVI, a map-display application may zoom and/or pan the map, transitioning the view from displaying an area including one location marker, to displaying an area including another location marker, referenced by the selected OVI.

[0120] In an alternate embodiment, a short pause may follow the last phase, prior to the animation sequence being traversed in reverse order. In another alternate embodiment, no reverse traversing of phases may take place. For example, upon reaching the last phase a short pause may take place, and ~~[[in]]~~ the original map-region may be displayed in the map-display application.

CLAIMS

1. (Currently Amended) A method for displaying object vector indicators ("OVI") and mapping-media content, referencing map-objects ("MO") on an electronic map, comprising:
~~providing an electronic device having a map display application that is coupled to a mapping service and to a mapping-media content source, and a display for displaying a selected area of the electronic map;~~
obtaining a MO from a ~~[[the]]~~ mapping service;
determining that coordinates of the MO are not within a ~~[[the]]~~ selected area of the electronic map;
~~computing distance and travel-related information from a location within the selected area of the electronic map to the MO;~~
~~computing a placement position of an OVI referencing the MO on the map display application;~~
creating displaying an ~~[[the]]~~ OVI containing the distance and travel-related information;
~~displaying the OVI on the display at the computed placement position;~~
receiving user input selecting the OVI;
retrieving mapping-media content ~~from the mapping-media content source, wherein the mapping-media content is associated with the selected OVI; and~~
displaying the mapping-media content.

2. (Currently Amended) The method of claim 1, wherein the ~~location within the selected area of the electronic map is the~~ distance to the MO is computed from a center of the selected area of the electronic map.

3. (Currently Amended) The method of claim 1, wherein the ~~location within the selected area of the electronic map is~~ distance to the MO is computed from a location marker on the electronic map.

4. (Currently Amended) The method of claim 1, ~~[[3,]]~~ wherein the user input comprises ~~[[is]]~~ a voice command.

5. (Currently Amended) The method of claim 1, further comprising:
identifying a change in position of the MO;
computing a revised distance to the MO; and
displaying the OVI with the revised distance ~~wherein the computing the placement~~
~~position of the OVI step is repeated~~ in response to identifying the ~~[[a]]~~ change in the position of
the MO.

6. (Currently Amended) The method of claim 1, further comprising:
identifying a change in position of an electronic device configured to display the
electronic map;
computing a revised distance to the MO; and
displaying the OVI with the revised distance ~~wherein the computing the placement~~
~~position of the OVI step is repeated~~ in response to identifying the ~~[[a]]~~ change in the position of
the electronic device.

7-9. (Cancelled)

10. (Currently Amended) The method of claim 1, wherein the OVI comprises
~~includes~~ a graphical representation of the MO.

11. (Cancelled)

12. (Currently Amended) The method of claim 1, wherein the OVI comprises
~~includes~~ contact information of the MO.

13-15. (Cancelled)

16. (Currently Amended) The method of claim 1, wherein ~~[[the]]~~ computing
~~distance-and-travel information step and the computing the placement position of the OVI step~~
~~are repeated~~ comprises:

identifying a change in travel conditions;
computing an estimated time of arrival at the MO; and
displaying the OVI with the estimated time of arrival in response to identifying the [[a]
change in travel conditions.

17. (Currently Amended) The method of claim 1, wherein [[the]] computing distance-
and-travel information ~~step further~~ comprises:

obtaining a [[the]] position of an [[the]] electronic device configured to display the
electronic map;

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

18. (Cancelled)

19. (Cancelled)

20. (Currently Amended) The method of claim 1, wherein the step of displaying the
mapping-media content further including: displaying the mapping-media content comprises
overlaying the mapping-media content over at least a portion of the selected area of the
electronic map, and wherein the method further comprises: [[;]]

receiving user input; and

in response to receiving the received user input, eliminating the mapping-media content,
overlaying at least a portion of the selected area of the electronic map.

21. (Currently Amended) The method of claim 20, further comprising the step of
eliminating the mapping-media content overlaying at least a portion of the selected area of the
electronic map further including: restoring the portion of the selected all information displayed in
the area of the electronic map that was overlaid with prior to the displaying the mapping-media
content.

22. (New) An apparatus, comprising:

a display device configured to display a first portion of an electronic map and an object vector indicator (OVI), wherein the OVI provides reference information for a map object (MO) which is not visible on the first portion of the electronic map; and

a processing device, configured to:

receive a user input indicating selection of the OVI; and

in response to receiving the user input, cause the display device to display media content associated with the MO.

23. (New) The apparatus of claim 22, wherein the reference information comprises a distance from the apparatus to the MO and an estimated time of travel.

24. (New) The apparatus of claim 22, wherein the media content comprises a coupon or a sales event associated with the MO.

25. (New) The apparatus of claim 22, wherein the MO identifies a social networking member, and wherein the media content comprises an image of the social networking member.

26. (New) The apparatus of claim 22, wherein the MO is associated with a building, and wherein the media content comprises a floor plan of the building.

27. (New) An apparatus, comprising:
a display device configured to display a first portion of an electronic map and an object vector indicator (OVI), wherein the OVI provides reference information for a map object (MO) which is not visible on the first portion of the electronic map; and

a processing device, configured to:

identify a user selection of the OVI; and

in response to identifying the user selection, cause the display device to display a second portion of the electronic map.

28. (New) The apparatus of claim 27, wherein the MO is displayed together with the second portion of the electronic map.

29. (New) The apparatus of claim 27, wherein the second portion of the electronic map comprises a travel route to the MO.

30. (New) The apparatus of claim 27, wherein the processing device is further configured to cause the display device to display an animated transition from the first portion to the second portion of the electronic map.

31. (New) The apparatus of claim 30, wherein the animated transition comprises a series of images along a linear path of travel between the first portion and the second portion of the electronic map.

32. (New) The apparatus of claim 30, wherein the animated transition comprises a series of images along a predetermined route of travel between the first portion and the second portion of the electronic map.

33. (New) The apparatus of claim 32, wherein the series of images are displayed at a speed of transition that mimics real travel conditions.

34. (New) The apparatus of claim 30, wherein the processing device is further configured to cause the display device to display the first portion of the electronic map after the animated transition is complete.

35. (New) An apparatus, comprising:
a display device configured to display a first portion of an electronic map and an object vector indicator (OVI), wherein the OVI provides reference information for a map object (MO) which is not visible on the first portion of the electronic map; and
a processing device, configured to:
monitor a change in position of the apparatus; and
in response to identifying the change in position, cause the display device to alter a visual characteristic of the OVI to represent a change in spatial relationship between the apparatus and the MO.

36. (New) The apparatus of claim 35, wherein the processing device is further configured to cause the display device to:
display a position of the apparatus on the electronic map; and
alter an angular position of the OVI with respect to the position of the apparatus and the MO.

37. (New) The apparatus of claim 35, wherein the processing device is further configured to cause the display device to alter a color of the OVI to indicate a relative distance between the apparatus and the MO.

38. (New) The apparatus of claim 35, wherein the processing device is further configured to cause the display device to alter a length of a graphical vector associated with the OVI to indicate a relative distance between the apparatus and the MO.

39. (New) The apparatus of claim 35, wherein the processing device is further configured to cause the display device to alter a position of the OVI with respect to a center of the electronic map.

REMARKS

The application contained claims 1-21 prior to this amendment.

The Applicant amends claims 1-6, 10, 12, 16, 17, 20, and 21, and cancels claims 7-9, 11, 13-15, 18, and 19 without prejudice.

The Applicant adds new claims 22-39. No new matter is added.

The application remains with claims 1-6, 10, 12, 16, 17, and 20-39 after entering this amendment.

The Examiner is encouraged to telephone the undersigned at (503) 546-1812 if it appears that an interview would be helpful in advancing the case.

Customer No. 73552

Respectfully submitted,

STOLOWITZ FORD COWGER LLP



Bryan D. Kirkpatrick
Reg. No. 53,135

STOLOWITZ FORD COWGER LLP
621 SW Morrison Street, Suite 600
Portland, OR 97205
(503) 224-2170

Electronic Patent Application Fee Transmittal				
Application Number:		13135431		
Filing Date:		05-Jul-2011		
Title of Invention:		Method and system for displaying navigation information and mapping content on an electronic map		
First Named Inventor/Applicant Name:		Gabriel Jakobson		
Filer:		Bryan Kirkpatrick/Theresa Belland		
Attorney Docket Number:		6995-0004		
Filed as Large Entity				
Utility under 35 USC 111(a) Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Claims in excess of 20	1202	9	60	540
Independent claims in excess of 3	1201	1	250	250
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				790

Electronic Acknowledgement Receipt	
EFS ID:	13200282
Application Number:	13135431
International Application Number:	
Confirmation Number:	5203
Title of Invention:	Method and system for displaying navigation information and mapping content on an electronic map
First Named Inventor/Applicant Name:	Gabriel Jakobson
Customer Number:	11788
Filer:	Bryan Kirkpatrick/Theresa Belland
Filer Authorized By:	Bryan Kirkpatrick
Attorney Docket Number:	6995-0004
Receipt Date:	09-JUL-2012
Filing Date:	05-JUL-2011
Time Stamp:	12:39:01
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$790
RAM confirmation Number	9781
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
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1		6995-0004_Pre_Amend.pdf	508635 6133ac02b2b4baa944c4c223afc857516db20a3	yes	11
	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Miscellaneous Incoming Letter		1	1	
	Preliminary Amendment		2	2	
	Specification		3	4	
	Claims		5	10	
	Applicant Arguments/Remarks Made in an Amendment		11	11	
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	31388 3c5b84da0ffa9e36f0c36c064087db36756d923e	no	2
Warnings:					
Information:					
Total Files Size (in bytes):			540023		
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.					

PATENT APPLICATION
Application No.: 13/135,431
Atty Do. No. 6995-0004

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**MISCELLANEOUS TRANSMITTAL LETTER FOR
EFS FILINGS OF AMENDMENTS
REGARDING PAYMENT OF FEES AND EXTENSION OF TIME**

	Claims After Amendment	Highest Number Previously Paid	Present Extra Claims
Total Claims	30	21	9
Independent Claims	4	3	1

- ☐ Applicants petition the Commissioner to extend the time for response (if applicable).
- ☒ Payment of fees is made via electronic filing system authorizing credit card payments.
- ☒ In the event of computer malfunction, Applicants request that any fees be charged to Deposit Account No. 50-4348.
- ☒ Please charge any deficiency or credit any over-payment to Deposit Account No. 50-4348.

Customer No. 73552

Respectfully submitted,

STOLOWITZ FORD COWGER LLP

Bryan Kirkpatrick

Bryan D. Kirkpatrick
Registration No. 53,135

STOLOWITZ FORD COWGER LLP
621 S.W. Morrison Street, Suite 600
Portland, OR 97205
Telephone: 503-224-2170
Fax: 503-224-2084
Email: docket@stofoco.com

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875					Application or Docket Number 13/135,431		Filing Date 07/05/2011		☐ To be Mailed			
APPLICATION AS FILED – PART I												
(Column 1)			(Column 2)			SMALL ENTITY ☒ OR		OTHER THAN SMALL ENTITY				
FOR		NUMBER FILED	NUMBER EXTRA		RATE (\$)	FEE (\$)		RATE (\$)	FEE (\$)			
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))		N/A	N/A		N/A			N/A				
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))		N/A	N/A		N/A			N/A				
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))		N/A	N/A		N/A			N/A				
TOTAL CLAIMS (37 CFR 1.16(i))		minus 20 =	*		X \$ =		OR	X \$ =				
INDEPENDENT CLAIMS (37 CFR 1.16(h))		minus 3 =	*		X \$ =			X \$ =				
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))		If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).										
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))												
* If the difference in column 1 is less than zero, enter "0" in column 2.												
APPLICATION AS AMENDED – PART II												
(Column 1)			(Column 2)			(Column 3)			SMALL ENTITY OR		OTHER THAN SMALL ENTITY	
AMENDMENT	07/09/2012	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)		RATE (\$)	ADDITIONAL FEE (\$)		
	Total (37 CFR 1.16(i))	* 30	Minus	** 21	= 9	X \$30 =	270	OR	X \$ =			
	Independent (37 CFR 1.16(h))	* 4	Minus	*** 3	= 1	X \$125 =	125	OR	X \$ =			
	☐ Application Size Fee (37 CFR 1.16(s))											
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))											
	TOTAL ADD'L FEE 395											
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)		RATE (\$)	ADDITIONAL FEE (\$)		
	Total (37 CFR 1.16(i))	*	Minus	**	=	X \$ =		OR	X \$ =			
	Independent (37 CFR 1.16(h))	*	Minus	***	=	X \$ =		OR	X \$ =			
	☐ Application Size Fee (37 CFR 1.16(s))											
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))											
	TOTAL ADD'L FEE											
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.												

Legal Instrument Examiner:
/ADRIANE WINSTON/

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

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UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
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www.uspto.gov

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/135,431	07/05/2011	Gabriel Jakobson	6995-0004

CONFIRMATION NO. 5203

POA ACCEPTANCE LETTER

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



Date Mailed: 05/23/2012

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

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

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

/qtran/

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

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PTO/SB/80 (11-08)

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POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

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

I hereby appoint:

☒ Practitioners associated with the Customer Number:

11788

OR

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

Name	Registration Number	Name	Registration Number

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

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

☒ The address associated with Customer Number:

11788

OR

☐ Firm or Individual Name

Address

City

State

Zip

Country

Telephone

Email

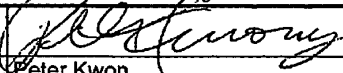
Assignee Name and Address:

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

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

SIGNATURE of Assignee of Record

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

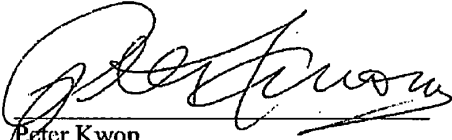
Signature		Date	4/27/12
Name	Peter Kwon	Telephone	
Title	Authorized Person for Neske Research K.G. L.L.C.		

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

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

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



Peter Kwon

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

4/27/12
Date

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MAY 08 2012

PATENT APPLICATION
Docket No. 6995-0004

STATEMENT UNDER 37 CFR 3.73 (b)

Application No.: 13/135,431

Filing Date: 07-05-2011

Confirmation No.: 5203

Title: METHOD AND SYSTEM FOR DISPLAYING NAVIGATION INFORMATION AND
MAPPING CONTENT ON AN ELECTRONIC MAPNESKE RESEARCH K.G. L.L.C., whose principal place of business is located at 2711 Centerville Road, Suite 400,
Wilmington Delaware, 19808, states that it is:

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

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

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

OR

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

1. From: Inventors To: Petnote LLC.
The document was recorded in the Patent and Trademark Office at
Reel 028017, Frame 0931.
2. From: Petnote LLC To: Neske Research K.G. L.L.C..
The document was recorded in the Patent and Trademark Office at
Reel 028166, Frame 0155.

☐ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original
owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment
Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP
302.08]

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

Date: May 8, 2012

Signature

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

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MAY 08 2012

To: 15712738300

From: Heather Kulin

ATTN: Commissioner for Patents re 13/135,431 (6995-0004)

Message: App. No.: 13/135,431
Filed: 7-5-2011
Confirmation No.: 5203

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

Heather Kulin
Legal Assistant

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

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Stolowitz Ford Cowger, LLP
621 SW Morrison, Suite 600, Portland, OR 97205
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MAY 08 2012

PATENT APPLICATION
Docket No. 6995-0004

TRANSMITTAL LETTER – POWER OF ATTORNEY

Application No.: 13/135,431
Filing Date: 07-05-2011
Confirmation No.: 5203
Title: METHOD AND SYSTEM FOR DISPLAYING NAVIGATION
INFORMATION AND MAPPING CONTENT ON AN ELECTRONIC
MAP
Date: May 8, 2012

COMMISSIONER FOR PATENTS
VIA FAX 571-273-8300

TOTAL PAGES (including this cover sheet): 4

Attached are:

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

Respectfully submitted,

STOLOWITZ FORD COWGER LLP

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

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



PTO/SB/122 (11-08)

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**CHANGE OF
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Application**Address to:
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Application Number	13/135,431
Filing Date	7/5/11
First Named Inventor	JAKOBSON
Art Unit	3661
Examiner Name	YONEL BEAULIEU
Attorney Docket Number	WWOHANA2

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

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Customer Number:

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☒ Firm or
Individual Name **PetNote LLC**

Address

2780 Willow Basket LaneCity **Las Vegas**State **NV**Zip **89135**Country **USA**Telephone **(702) 419-6460**Email **STEVENS@petnote.com**

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I am the:

☒ Applicant/Inventor☐ Assignee of record of the entire interest.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).☐ Attorney or agent of record. Registration Number _____☐ Registered practitioner named in the application transmittal letter in an application without an executed oath or declaration. See 37 CFR 1.33(a)(1). Registration Number _____

Signature

Typed or Printed
Name**GABRIEL JAKOBSON**

Date

Telephone **(702) 419-6460**

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

☒ Total of **5** forms are submitted.

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

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/135,431	07/05/2011	Gabriel Jakobson	WWOHANA2

CONFIRMATION NO. 5203

ATIDA LLC
C/O STEVEN RUEBEN
3862 RUSKIN STREET
LAS VEGAS, NV 89147

PUBLICATION NOTICE



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

Publication No.US-2011-0264370-A1

Publication Date:10/27/2011

NOTICE OF PUBLICATION OF APPLICATION

The above-identified application will be electronically published as a patent application publication pursuant to 37 CFR 1.211, et seq. The patent application publication number and publication date are set forth above.

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

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

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

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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
13/135,431	07/05/2011	3661	571	WWOHANA2	21	1

CONFIRMATION NO. 5203

ATIDA LLC
C/O STEVEN RUEBEN
3862 RUSKIN STREET
LAS VEGAS, NV 89147

FILING RECEIPT



0C000000048846660

Date Mailed: 07/21/2011

Receipt is acknowledged of this non-provisional patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. **If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections**

Applicant(s)

Gabriel Jakobson, Las Vegas, NV;
Steven L. Rueben, Las Vegas, NV;

Power of Attorney: None

Domestic Priority data as claimed by applicant

This application is a CIP of 12/151,827 05/08/2008 ABN
and is a CIP of 12/291,802 11/13/2008

Foreign Applications (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see <http://www.uspto.gov> for more information.)

If Required, Foreign Filing License Granted: 07/19/2011

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 13/135,431**

Projected Publication Date: 10/27/2011

Non-Publication Request: No

Early Publication Request: No

**** SMALL ENTITY ****

Title

Method and system for displaying navigation information and mapping content on an electronic map

Preliminary Class

701

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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.

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875						Application or Docket Number 13/135,431	
APPLICATION AS FILED - PART I							
(Column 1)		(Column 2)		SMALL ENTITY		OTHER THAN SMALL ENTITY	
FOR	NUMBER FILED	NUMBER EXTRA	RATE(\$)	FEE(\$)		RATE(\$)	FEE(\$)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	165		N/A	
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A	270		N/A	
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	110		N/A	
TOTAL CLAIMS (37 CFR 1.16(j))	21	minus 20 = *	1	x 26 = 26	OR		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	1	minus 3 = *		x 110 = 0.00	OR		
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$270 (\$135 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			
				TOTAL		TOTAL	
* If the difference in column 1 is less than zero, enter "0" in column 2.				571			
APPLICATION AS AMENDED - PART II							
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY	
AMENDMENT A	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)
	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))					OR	
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					OR	
				TOTAL ADD'L FEE		TOTAL ADD'L FEE	
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY	
AMENDMENT B	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)
	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))					OR	
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					OR	
				TOTAL ADD'L FEE		TOTAL ADD'L FEE	
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.							

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U.S. PTO

PTO/SB/05 (08-08)

Approved for use through 06/30/2010. OMB 0651-0032

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UTILITY PATENT APPLICATION TRANSMITTAL <i>(Only for new nonprovisional applications under 37 CFR 1.53(b))</i>	Attorney Docket No.	WVOHANA2
	First Inventor	JAKOBSON
	Title	Displaying Navigation Information
	Express Mail Label No.	EG 137519454 US

APPLICATION ELEMENTS See MPEP chapter 600 concerning utility patent application contents.	ADDRESS TO: Commissioner for Patents P.O. Box 1450 Alexandria VA 22313-1450
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1. ☒ Fee Transmittal Form (e.g., PTO/SB/17) 2. ☒ Applicant claims small entity status. See 37 CFR 1.27. 3. ☒ Specification [Total Pages <u>36</u>] Both the claims and abstract must start on a new page (For information on the preferred arrangement, see MPEP 608.01(a)) 4. ☒ Drawing(s) (35 U.S.C. 113) [Total Sheets <u>21</u>] 5. Oath or Declaration [Total Sheets <u>1</u>] a. ☒ Newly executed (original or copy) b. ☐ A copy from a prior application (37 CFR 1.63(d)) (for continuation/divisional with Box 18 completed) i. ☐ DELETION OF INVENTOR(S) Signed statement attached deleting inventor(s) name in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b). 6. ☐ Application Data Sheet. See 37 CFR 1.76 7. ☐ CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix) ☐ Landscape Table on CD 8. Nucleotide and/or Amino Acid Sequence Submission (if applicable, items a. - c. are required) a. ☐ Computer Readable Form (CRF) b. ☐ Specification Sequence Listing on: i. ☐ CD-ROM or CD-R (2 copies); or ii. ☐ Paper c. ☐ Statements verifying identity of above copies	ACCOMPANYING APPLICATION PARTS 9. ☐ Assignment Papers (cover sheet & document(s)) Name of Assignee _____ 10. ☐ 37 CFR 3.73(b) Statement ☐ Power of Attorney (when there is an assignee) 11. ☐ English Translation Document (if applicable) 12. ☐ Information Disclosure Statement (PTO/SB/08 or PTO-1449) ☐ Copies of citations attached 13. ☐ Preliminary Amendment 14. ☒ Return Receipt Postcard (MPEP 503) (Should be specifically itemized) 15. ☐ Certified Copy of Priority Document(s) (if foreign priority is claimed) 16. ☐ Nonpublication Request under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or equivalent. 17. ☐ Other: _____
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18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in the first sentence of the specification following the title, or in an Application Data Sheet under 37 CFR 1.76:

☐ Continuation ☐ Divisional ☒ Continuation-in-part (CIP) of prior application No.: 12/151,827.....

Prior application information: Examiner Tan Quang Nguyen Art Unit: 3661

19. CORRESPONDENCE ADDRESS

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

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Address	3862 RUSKIN STREET				
City	LAS VEGAS	State	NEVADA	Zip Code	89147
Country	USA	Telephone	702 419-6460	Email	STEVENSILIP@aol.com

Signature		Date	JULY 5, 2011
Name (Print/Type)	STEVEN RUEBEN	Registration No. (Attorney/Agent)	

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Effective on 12/08/2004.
Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).**FEE TRANSMITTAL
For FY 2009**☒ Applicant claims small entity status. See 37 CFR 1.27**TOTAL AMOUNT OF PAYMENT** (\$) 571**Complete if Known**

Application Number	
Filing Date	JULY 5, 2011
First Named Inventor	JAKOBSON
Examiner Name	
Art Unit	
Attorney Docket No.	WWOHANA2

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☐ Charge fee(s) indicated below☐ Charge fee(s) indicated below, except for the filing fee☐ Charge any additional fee(s) or underpayments of fee(s) under 37 CFR 1.16 and 1.17☐ Credit any overpayments**WARNING:** Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.**FEE CALCULATION****1. BASIC FILING, SEARCH, AND EXAMINATION FEES**

Application Type	FILING FEES		SEARCH FEES		EXAMINATION FEES		Fees Paid (\$)
	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	
Utility	330	165	540	270	220	110	\$545
Design	220	110	100	50	140	70	
Plant	220	110	330	165	170	85	
Reissue	330	165	540	270	650	325	
Provisional	220	110	0	0	0	0	

2. EXCESS CLAIM FEES**Fee Description**

Each claim over 20 (including Reissues)

Fee (\$)

Small Entity Fee (\$)

52 26

Each independent claim over 3 (including Reissues)

220 110

Multiple dependent claims

390 195

Total Claims	Extra Claims	Fee (\$)	Fee Paid (\$)
21 - 20 or HP = 1	x 26	= \$26	

HP = highest number of total claims paid for, if greater than 20.

Indep. Claims	Extra Claims	Fee (\$)	Fee Paid (\$)
- 3 or HP =	x	=	

HP = highest number of independent claims paid for, if greater than 3.

3. APPLICATION SIZE FEE

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Total Sheets	Extra Sheets	Number of each additional 50 or fraction thereof	Fee (\$)	Fee Paid (\$)
57 - 100 =	N/A	/ 50 =	(round up to a whole number) x	=

4. OTHER FEE(S)

Non-English Specification, \$130 fee (no small entity discount)

Other (e.g., late filing surcharge): _____

SUBMITTED BY

Signature

Registration No.
(Attorney/Agent)

Telephone (702) 419-6460

Name (Print/Type) STEVEN RUEBEN

Date 07/05/11

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Effective on 12/08/2004.
Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).**FEE TRANSMITTAL
For FY 2009**☒ Applicant claims small entity status. See 37 CFR 1.27**TOTAL AMOUNT OF PAYMENT** (\$) 571**Complete if Known**

Application Number	
Filing Date	JULY 5, 2011
First Named Inventor	JAKOBSON
Examiner Name	
Art Unit	
Attorney Docket No.	WVOHANA2

METHOD OF PAYMENT (check all that apply)☒ Check ☐ Credit Card ☐ Money Order ☐ None ☐ Other (please identify): _____☐ Deposit Account Deposit Account Number: _____ Deposit Account Name: _____

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☐ Charge fee(s) indicated below☐ Charge fee(s) indicated below, except for the filing fee☐ Charge any additional fee(s) or underpayments of fee(s) under 37 CFR 1.16 and 1.17☐ Credit any overpayments**WARNING:** Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.**FEE CALCULATION****1. BASIC FILING, SEARCH, AND EXAMINATION FEES**

Application Type	FILING FEES		SEARCH FEES		EXAMINATION FEES		Fees Paid (\$)
	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	
Utility	330	165	540	270	220	110	\$545
Design	220	110	100	50	140	70	
Plant	220	110	330	165	170	85	
Reissue	330	165	540	270	650	325	
Provisional	220	110	0	0	0	0	

2. EXCESS CLAIM FEES**Fee Description**

Each claim over 20 (including Reissues)

Each independent claim over 3 (including Reissues)

Multiple dependent claims

Fee (\$)	Small Entity Fee (\$)
52	26
220	110
390	195

Total Claims **Extra Claims** **Fee (\$)** **Fee Paid (\$)**

21 - 20 or HP = 1 x 26 = \$26

HP = highest number of total claims paid for, if greater than 20.

Indep. Claims **Extra Claims** **Fee (\$)** **Fee Paid (\$)**

- 3 or HP = x =

HP = highest number of independent claims paid for, if greater than 3.

3. APPLICATION SIZE FEE

If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer listings under 37 CFR 1.52(e)), the application size fee due is \$270 (\$135 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

Total Sheets	Extra Sheets	Number of each additional 50 or fraction thereof	Fee (\$)	Fee Paid (\$)
57	- 100 =	N/A / 50 =	(round up to a whole number) x	=

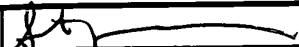
4. OTHER FEE(S)

Non-English Specification, \$130 fee (no small entity discount)

Other (e.g., late filing surcharge):

SUBMITTED BY

Signature

Registration No.
(Attorney/Agent)

Telephone (702) 419-6460

Name (Print/Type) STEVEN RUEBEN

Date 07/05/11

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Patent Application of

5 **Gabriel Jakobson and Steven L. Rueben**

For

TITLE

10 **Method and System for Displaying Navigation Information and Mapping Content on an Electronic Map**

CROSS-REFERENCE TO RELATED APPLICATIONS

15

[001] This application is a continuation-in-part of, and claims priority to, U.S. patent application Ser. No 12/151,827 filed on 5/08/2008, and titled "System for Displaying Navigation Information on an Electronic Map" and U.S. patent application Ser. No. 12/291,802 filed on 11/13/2008, titled "Method and System for Displaying Social
20 Networking Navigation Information". The disclosure of the prior application is considered part of and is incorporated by reference in the disclosure of this application.

[002] FIELD OF INVENTION

[003] The present invention relates generally to electronic maps and navigation. More particularly, the present invention relates to displaying information associated with a map-objects (e.g. points-of-interest, way-points, social gathering places, member locations, etc.) that are outside the visible area of a map, within a map-display application.

25

[004] BACKGROUND OF THE INVENTION

[005] Electronic maps may display mapping information demarcated by symbols indicating points-of-interest ("POI"), way-points ("WP"), business locations, places of interest etc.

(collectively referred to herein as map-objects, or ("MO")) For example, a user may perform

5 a search for point of interest (e.g. restaurants, shopping malls, etc.) and the search results may be displayed as symbolic MOs on a map, corresponding to the geographic location of the meeting places in the result set of the search. In another common example, a user may request driving directions between MOs, in response to which way-points may be displayed on the map, corresponding to geographic points along the plotted route of the driving
10 direction.

[006] Common mapping-related functionality includes "zoom in" and "zoom out", which allows the user to see a smaller region at a greater level of detail, and a larger region in less detail, respectively. At present, one or more MOs to be displayed on a map may be outside an area of the map visible to the user (e.g. when the user zooms into an area of the map not

15 including the MO.) The user often may not be able to discern the direction and distance to the MO which is outside the visible area of the map, without (1) panning the map in the general direction of the MO until the visible area of the map includes the MO, and/or (2) zooming out until the visible area of the map includes the MO, and/or (3) in the case of a menu or a hyperlinked-list item referencing the MO, selecting the reference to the MO from the
20 menu/the hyperlinked list item, in response to which the map automatically zooms/pans to include the MO.

SUMMARY OF THE INVENTION

- [007] The present invention provides various methods, systems and apparatus for displaying mapping information on an electronic map. Object displayed on a map, representing point of interest and collectively referred to herein as MOs, which are outside a visible area of the map, may be referenced by displaying object vector indicators ("OVI".) The visible area of the map may be determined by a map-display application displaying the map. MOs which are outside the visible area of the map (e.g. in response to a user's zooming into an area of the map, or panning the map--resulting in the exclusion of an area of the map containing a MO; or MOs generated in response to a user's search query and/or WPs as part of driving directions, etc., which are outside the visible area of the map) may be referenced by displaying OVIs. In response to a user's selecting an OVI (e.g. by clicking on it, be selecting it via a voice command, etc.) information referenced by the OVI may be retrieved and displayed overlaying the electronic map.
- [008] An OVI may be displayed by the map-display application in conjunction with the area of the map displayed by the map-display application. In one embodiment, the OVI may be displayed at the periphery of the area of the map. The OVI may include information referencing the MO, as well as information on the MO's direction, distance, travel-time to the MO, estimated-time-of-arrival, etc. In various embodiments the MO's direction, distance, travel time, etc., may be calculated from the current geographic position of the user (e.g. determined via GPS); or alternatively, from an MO on the area of the map visible to the user, that is closest to the center of the visible area of the map; or from the MO selected by the user, etc. The OVI's position may change or be changed to correlate with the respective positions of the user and the MO referenced by the OVI. Information included in the OVI may change to correlate with the respective positions of the user and the MO the OVI references. An OVI may include symbols indicating the type of MO referenced, and may change in appearance, including a change in the information the OVI displays, in response to various factors such as a change in the coordinates of the user using the map-display application. The information referenced by the OVI may include any visual media (e.g.

diagram, photo, audio/video, an illustration, a wire-frame diagram etc.) associated with the MO referenced by the OVI. For example, in a case where the OVI references a MO which is a shopping mall, the visual media displayed in response to the user's selecting the OVI may include a layout diagram of the shopping mall, advertising by stores in the mall, coupons
5 related to the stores in the mall, photographs of the mall, etc..

DESCRIPTION OF THE DRAWINGS

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

10 [010] FIG. 1 is a generalized block diagram illustrating displaying object vector indicators ("OVI") associated with a map which is displaying social networking information, according to one embodiment of the present invention.

[011] FIGs. 2A and 2B are generalized block diagrams illustrating the creation of OVIs associated with a social network, displaying information on a map on a client device,
15 according to various embodiments of the present invention.

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

[013] FIGs. 4A and 4B are generalized flow diagrams illustrating the creation and
20 displaying of OVIs from data in a social network, according to various embodiments of the present invention.

[014] FIGs. 5A and 5B are generalized block diagrams illustrating displaying object vector indicators ("OVI") in GPS navigation devices, and in response to a user input, further displaying content referenced by the OVI, according to one embodiment of the present
25 invention.

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

5 [016] FIG. 7 is a generalize block diagram illustrating various communications between a client device and one or more mapping servers, allowing a map with OVIs to be created and displayed and for content associated with the OVIs to be displayed following a user’s selection of the OVI, according to one embodiment of the present invention.

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

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

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[019] DETAILED DESCRIPTION

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

[021] For example, the user may search a social network with a query “*Cafe-Lovers-Meeting-Places*” **120**. In response to the user query **120**, the visible area of a map **106** may be rendered and a resulting list of locations **101** may be displayed

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

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

[024] For example, the OVI "*D*" **116** may reference a remote location marker, not visible on the visible area of a map **106**, corresponding to the geographic location of the location marker identifier "*D*" **102d**, at location/address/information "*1700 Pine St. , SF, CA, (415) 555-151, Yahoo: my_best_friend08*" **104d**. (A social network may provide member
10 information including name, address, phone number, instant-messenger Id, etc.) Information displayed in the OVI "*D*" **116** may include a vector (e.g. arrow) pointing in the direction of the referenced remote location marker, the distance and travel time to the remote location marker and any other information associated with the location marker identifier (e.g. member's name, phone number, etc.) Similarly, the other OVIs "*B*" **114** and "*C*" **112** may
15 point to their corresponding remote (i.e. not visible to the user on the visible are of a map **106**) location markers and may contain information about respective distances and travel times.

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

[026] **FIGs. 2A and 2B** are generalized block diagrams illustrating the creation of OVIs associated with a social network, displaying information on a map on a client device, according to various embodiments of the present invention.

[027] Referring to **FIG. 2A**, block diagram **200** illustrates a system displaying social-
25 networking information on a map on a client device, as commonly implemented in the prior art. A social networking service **206** (comprising one or more servers), may include a data

store **208**, storing member profiles, locations, preferences, meeting places information, POIs, etc.

[028] An electronic device **202**, used by a member of a social network, may transmit its geographic location to the social network service **206** for recording in the data store **208**. For
5 example, the electronic device may be equipped with GPS (or other means of discerning geographic location such as using cellular phone tower triangulation) and periodically transmit its location to the social networking service **206**.

[029] The social network data store **208** may aggregate information referencing POIs: meeting places, restaurants, events, stores, etc. A POI **204** may transmit its geographic
10 location to the social network data store **208**; or, in other implementations, a web crawler may be used by the social network to seek and aggregate geographic locations, or members of the social network may submit geo-tagged location information to the social network **206**, etc.

[030] A client device **210** (e.g. personal computer, mobile device, etc.) may receive
15 information from the social network **206** and display the information in a mapping application **212**. The mapping application **212** may be a web browsing application or any other application capable of displaying an electronic map containing geographic data, obtained from the social network **206**. A mapping server **214** (commonly on a network, such as the internet, external to the client device **210**; but, may also be internal to the client device
20 such as mapping software coupled with DVD ROM) may be used to generate mapping data on the mapping application **212**.

[031] In one presently-preferred embodiment, an OVI algorithm **216** may be executed on the client device **210**. The OVI algorithm **216** may be contained in an application, an application module, an object, a DLL, an ActiveX control accessible to the mapping/ web-
25 browser application **212**, or in any other computer code executable by a processor on the client device **210**.

5 [032] The OVI algorithm 216 may receive mapping data from the social network 206, from the mapping application 212 and from the mapping server 214. The OVI algorithm 216 may determine both bounds of a map displayed in the mapping application 212 and the mapping data outside of the determined bounds. The OVI algorithm 216 may create OVIs referencing the mapping data outside of the determined bounds. The OVIs may be displayed by the map display application 212.

10 [033] Referring now to FIG. 2B, in an alternate embodiment illustrated in diagram 260, a mapping server 270 may include an OVI algorithm 272. A record store 268 of a social networking service 266 may aggregate social-networking related data from external sources (e.g. social network members 262, POIs related to social networking 264, etc.)

15 [034] A mapping application 276 (e.g. a web browser, a mobile-device mapping application, etc.) on a client device 274 may display social networking mapping data from the social network 266. A mapping server 270, external to the client device 270, may process mapping data related to the social network 266. The mapping server 270 may generate a map, or map-related graphics (e.g. mapping tiles, graphical representations of POI displayed on a map, etc.) which is displayed by the mapping application 276 on the client device 274.

20 [035] The mapping server 270 may include OVI display algorithm 272. The OVI algorithm 272 may receive mapping data and determine bounds of a map displayed in the mapping application 276. The OVI display algorithm 272 may determine the mapping data outside of the determined bounds. The OVI algorithm 272 may create OVIs referencing the mapping data outside of the determined bounds. The OVIs may be displayed by the map display application 276.

25 [036] In alternate embodiments of the present invention, individual algorithms determining social-networking related mapping data outside a visible are of a map, creating OVI and displaying the OVIs, may be implemented in different places (i.e. be part of different hardware and or software components represented in the diagrams 200 and 260.) I another

embodiment, one or more OVI algorithms may be implemented as code in a mapping application, a map-generating application, a social-networking related application, etc.

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

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

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

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

[041] In alternate embodiments, physical characterizes of the vector 304, such as length, thickness, color, etc. may correspond to attributes related to the MO referenced by the OVI

300. For example, traveling in the direction of the MO referenced by the OVI may cause the vector **304** to change shape, color, blink, etc.

[042] The distance indicator **306** may represent the distance needed to travel to reach the referenced MO. The travel distance may be expressed in any unit of measurement, such as
5 English, Metric, etc, and may be based on user preferences, locale settings, distance thresholds (e.g. any distance less than $\frac{1}{2}$ a mile may be expressed in feet), etc. Various methods and algorithms may be used to determine the distance needed to travel (e.g. based on road conditions, method of travel, traffic, etc.) In various embodiments the distance
10 indicator **306** may be in different colors or display modes to indicate various states. For example, for a mobile user traveling along a path between MOs, deviating from an ideal route may cause the color of the distance indicator **306** to change, flash, etc.

[043] The travel-time indicator **308** may represent the time needed to travel to reach the referenced MO. The travel time may be expressed in various ways, for example based on user preferences, locale settings, time thresholds (e.g. travel time less than $\frac{1}{2}$ a hour may be
15 expressed in minutes), etc. Various methods and algorithms may be used to determine the time needed to travel (e.g. based on one way roads, road conditions, method of travel, traffic, speed of travel, etc.) In various embodiments the travel-time indicator **308** may be in different colors or display modes to indicate various states. For example, for a mobile user traveling along a path between MOs, deviating from an ideal route may cause the color of the
20 travel-time indicator **308** to change, flash, etc.

[044] MO name **310** may identify the name/handle of the social-network member (e.g. "*Joe Smith*")/POI represented by the MO. The MO name **310** may be obtained from a social network. The MO name **310** may be displayed in the OVI **300**, depending on the size constraints, user preferences and other limitations and considerations. In one possible
25 embodiments, the MO name **310** may be selectable by the user and in response to the user selection (e.g. via a pointing device, a touch screen, a voice commands, etc.) additional information related to the MO name **310** may be displayed.

[045] Contact information 312 may enable a user to reach (i.e. electronically transmit information to) the MO referenced by the OVI 300. For example, the contact information 312 may be a phone number (e.g. "415 555 1212"). In one possible embodiment, the contact information 312 may be selectable by the user and in response to the user selection (e.g. via a pointing device, a touch screen, a voice commands, etc.) an electronic communication may be established with the referenced MO (e.g. via a phone call, SMS, email, instant message, etc.)

[046] In cases where the position of the MO and/or the position of the client device displaying the MO 300, changes, a synchronization date/time stamp 314 may be displayed. For example, if the MO represents a social network member using an electronic device enabled to determine and transmit its location, the last transmission time of the location of the remote member's electronic device may be displayed (e.g. "Last sync 09/06/08 13:32 PM".)

[047] In other possible embodiments, other information may be displayed on the OVI 300. Information displayed on the OVI 300 may be displayed in varying colors, font sizes and as various different graphical representations.[00x] Referring now to FIG. 3B, a map-display application 350 may display a map 351. The map display application 350 may have two borders: the physical border of the display 352 (e.g. the edges of the LCD display beyond which no data can be displayed) and a displayed border 354, confining the map 351. A region 353 between the display-border 354 and the physical border 352, may be used to display additional information. In another embodiment, the display-border 354 may not exist, or may overlap the physical border 352.

[048] A location marker 356 may be displayed on the map 351. Other location markers may exist outside the visible area of the map 351. For example, a location marker "2" (not shown) may exist north-west of the location marker "1" 356 on the map 351, outside the visible area of the map 351. In one possible embodiment, an OVI 360a may reference the location marker "2", positioned externally to the visible map 351. The OVI 360a may be displayed on the map 351, and may be bound by the display-border 354. According to this one possible

embodiment, the OVI **360a** may be positioned in close proximity to—or touching—the display-border **354**.

- [049] In this one presently-preferred embodiment, the position of the OVI **360a** may change along the “x” axis **358a** and “y” axis **358b**. For example, when the map **351** is displayed while “in motion” (i.e. the user of the electronic device displaying the map **351** is moving and/or the referenced location marker “2” is in motion) the OVI **360a** may be repositioned along the “x” axis **358a**, in response to a relative East-West movement; and along the “y” axis **358b** in response to a relative North-South movement—within the confines of display-border **354**.
- 10 [050] In an alternate preferred embodiment, an OVI **360b** may be displayed on top of the display-border **354** (e.g. the display-border **354** may bisect the OVI **360b**). A portion of the OVI **360b** may be displayed on top of the map **351**, another portion may be displayed on top of the display-border **354** and another portion may be displayed over the region **353**. In response to a relative change in the position of the referenced MO (e.g. a location marker
- 15 “3”—not shown—referenced by the OVI **360b**) the OVI **360b** may move East-West, along the “x” axis **358d**, and/or North-South, along the “y” axis **358c**.

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

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

marker "I" 356 and the intersection point of the imaginary line 374a with the display-frame 354.

[053] For example, the map 351 may be displayed on a scale where 1 inch = 100 miles (as indicated by a scale 380.) The distance from the location marker "I" 356 to the referenced MO "4" may be 1,000 miles in this example (as indicated by the distance measurement in the OVI 360c.) The distance "D" 372—being the length of the imaginary line 374a—may represent a larger scale, for example, 1 inch=600 miles. Thus the distance "D" 372 of the imaginary line 374a may represent about 2,000 miles (approximately 3 inches on the map 351.) In this example, the positioning of the OVI 360c approximately at the half-way point of the imaginary line 374a, may serve as a visual indicator to the user that the invisible referenced MO "4" may be approximately 1,000 miles away. The repositioning of the OVI 360c along the imaginary line 374a, North-West in the direction of the location marker "I" 356, may serve as a visual indicator to the user that the invisible referenced MO "4" is getting closer to the location marker "I" 356 and thereby closer to the user and closer to being visible on the map 351.

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

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

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

[057] Flowchart 400 illustrates a methodology for displaying OVIs by a map-display application. Upon a triggered event in the map-display application (e.g. in response to a change in zoom/pan, change in data causing a “redraw” or “refresh” command to execute by the map-display application or in response to user input, a programmable “event”, new data from the social network such as a remote user’s device reporting a new location, etc.) a map is displayed and OVIs are created to reference MOs outside the visible area of the map. In the flow 400 all MOs to be displayed on a map (e.g. MOs obtained from a social network) may be traversed and every MO may either be displayed as a location maker—if its location is in the visible area of the map—or as an OVI—if its location is not in the visible area of the map.

[058] At step 402, a first MO may be identified. MOs may be data points in a social network designed to be displayed on a map. For example, street locations of meeting places, current locations of mobile social-network members, etc. The first MO might be the first of any number of MOs demarcated on a map via location markers.

[059] At step 404, it may be determined whether the MO is within the visible area of a map. The determination may be made by calculating the geographic bounds of the region of the map displayed by the map-display application, and determining whether the geographic (e.g. longitude/latitude) coordinates of the MO are within the bounds of the visible area of the map

(please note that this type of determination is well established in prior art, as map-display applications determine what geographic locations are to be displayed.)

5 [060] If it is determined at step **404** that the MO is within the bounds of the visible area of the map, at step **406** the MO may be displayed on the visible area of the map of the map-display application. At step **412**, the next MO is identified and at step **414** the process is repeated until all MOs have been displayed on the map. Steps **404**, **406**, **412** and **414** may be repeated until all MOs have been traversed.

10 [061] If it is determined at step **404** that the MO is not within the bounds of the visible area of the map, at step **408** an OVI may be created to reference the MO. (Please refer to **FIG. 4B** illustrating the creation of an OVI.)

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

15 [063] At step **412**, the next MO may be identified. Step **412** may also be executed following step **406**.

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

20 [065] Please note that in one embodiment, steps **404**, **406**, **412** and **414** may be implemented, while in other embodiments the additional steps **408** and **410** may be implemented.

[066] Referring now to **FIG. 4B**, steps **450-460** are an illustration of smaller steps comprising the “create OVI” step **408** in **FIG. 4A**.

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

- 5 [068] At step **452**, the location of the MO (identified at step **412** and determined to not be within the visible area of the map of the map-display application at step **404** of FIG. **4A**), may be determined.

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

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

- 15 [071] At step **458**, the travel time between the current location determined at step **450** and the location of the MO determined at step **452**, may be computed. The algorithm for computing the travel time may be based on the medium of travel, the optimal choosing of roads, user preferences, traffic and weather conditions, etc.

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

[073] **FIGs. 5A** and **5B** are generalized block diagrams illustrating displaying object vector indicators ("OVI") in GPS navigation devices, and in response to a user input, further displaying content referenced by the OVI, according to one embodiment of the present
25 invention. GPS navigation devices (e.g. used in car navigation) may display way-points ("WP") or points-of-interest("POI") collectively referred to inhere as map-objects ("MO").

In association with social networking, GPS navigation devices may display MOs denoting the locations of places of interest, present locations of mobile members, etc.

- [074] In the prior art, only MOs within the bounds of a visible portion of a map are displayed. MOs outside the bounds of the visible portion of the map are not displayed. A MO
5 that is the next way-point or destination in travel directions, may be referenced. For example, referring to **FIG. 5A**, a GPS navigation device **500** may display a visible area of a map **508** in a map-display application **506**. A direction-indicator **507A** and a distance indicator **507b** may reference the next MO along a travel route. However, no other MOs are referenced, in the prior art.
- 10 [075] In one preferred embodiment of this invention, OVIs **512**, **514** and **516** may be displayed by the map-display application **506**, referencing MOs which are outside the area of the map **508** visible to the user through the map-display application **506**. The OVI **512** may display information referencing a MO “1” outside the visible area of the map **508**. The OVI **512** may indicate the direction of the MO it references (e.g. via an arrow), the distance
15 to the MO (e.g. “700 ft”) and the travel time to the MO (e.g. “5 min.”) In this particular example, MO “1” may be a shopping center.

- [076] An OVI may display a symbol indicating the nature of the MO it references, along with other relevant information, such as the distance, etc. For example, the OVI **514** may include a prominent symbol related to eating—such as a knife and fork—which may indicate
20 and social network gathering place/restaurant. The OVI **516** may display a prominent symbol of a person, indicating a location/position of a social network member. In various possible embodiments, the symbol of the person may be an icon, an image of the social network member, etc. .

- [077] The distance indicators in the OVIs **512**, **514** and **516** may be measured from the
25 current location of the vehicle/user, commonly indicated by a symbol **510** on the map **508**. In response to a change in the location of the vehicle/user, the positioning of the OVIs **512**, **514** and **516**, and information the OVIs contain (e.g. distance), may change. The OVIs **512**, **514**

and **516** may be displayed on the periphery of the map-display application **506**. In one embodiment, the map-display application **506** may contain a physical border **502** (i.e. the physical edge of the display) and a display-border **504** (i.e. the edges of the visible area of the map **508**.) The OVIs **512**, **514** and **516** may be displayed overlaying the display-border **504**
5 (i.e. extending farther towards the physical border **502** than the visible area of the map **508**, which may be confined to within the border **504**.) In alternate embodiments, the OVIs may be displayed in various other ways, as illustrated and discussed in **FIGs. 3A-3C**.

[**078**] In response to a user's selection of the OVI **512** (e.g. via the aid of a pointing device, via touch, via a voice instruction, etc.) referring now to **FIG. 5B**, content **570** associated with
10 the MO 1, referenced by the OVI **512** in **FIG. 5A**, may be displayed to the user on display **552** of the GPS device **550**. The content **570** may be stored in a separate data store accessible both to the GPS device **550** and to a mapping server generating mapping content for the GPS device **550** (e.g. a computing device/algorithm built into the GPS device **550**, an external mapping service such as Google Maps®, TomTom®, Garmin® etc.)

15 [**079**] In one possible usability example, the user of the GPS device **550** may search for a term such as "shopping malls" and may receive a reference OVI **512** pointing to a shopping mall (as shown in **FIG. 5A**). As per **FIG. 5A**, while the user references a map **508**, the OVI **512** may reference the shopping mall with various info (e.g. distance, direction etc.) When the user selects the OVI **512**, the mapping content **570** may be retrieved and displayed to the
20 user.

[**080**] The mapping content **570** may be any visual representation of content that is associated with an MO-- in this particular example, a shopping center. Some examples may be a 2-dimensional or 3-dimensional diagram of the shopping center, a listing of electronic coupons, a listing of stores and/or items on sale at stores, a movie-clip, etc. The content **570**
25 may be static or dynamic. In the latter case, a data store may contain live information (e.g. a social network, such as Facebook®) on people and events associated with the MO. The content **570** may be universal for all users; or, it may be tailored to individual users. For

example, each user may only see social information pertaining to his/her friends as part of the mapping content **570**, as well as only shopping deals pertaining to him/her.

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

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

[083] In the presently-preferred embodiment, a MO (e.g. a social-networking related location marker) which is visible to the user on a region of a map, may alter its form to an OVI, referencing the MO, in response to a shift (e.g. a pan) of the region of the map, such that the MO is no longer visible on the region of the map. For example, a location marker
15 may be displayed on a region of a map. The region of the map may shift right, in response to a user's panning the map to the left. The location marker may shift right with the rest of the region of the map, maintaining its geographic position. Once the region of the map has shifted right sufficiently for the location marker to become invisible to the user, the location marker may be replaced with an OVI, referencing the theoretical position of the location
20 marker (now invisible to the user.)

[084] Referring to FIG. **6A**, a map-display application **600**, running on an electronic device (e.g. a computer, a personal digital assistant, a mobile device, a GPS navigation unit, etc.) may display a map region **602a**. The map region **602a** may include one or more location markers, such as a location marker "2" **604a**. The map-display application may display one
25 or more OVIs, referencing map objects ("MO") that are not visible to the user of the map-display application **600**.

[085] In this example, an OVI **608**, displayed South/South-East of the location marker "2" **604a**, on the periphery of the map region **602a**, may contain the information "3, 2 *mi*, 20 *min*", referencing a location marker labeled "3" which is 2 miles and a 20 minute travel time, due South/South-East of the location marker "2" **604a**. Similarly, an OVI **606a**, displayed
5 East of the location marker "2" **604a**, on the periphery of the map region **602a**, may contain the information "1, 500*ft*, 3 *min*", referencing a location marker labeled "1" which is 500 feet and a 3-minute travel time, due East of the location marker "2" **604a**.

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

[087] In this example, selecting the OVI "1" **606a** may cause the map region **602a** and the OVIs **606a** and **608**, displayed by the map-display application **600**, to change. Referring now to **FIG. 6B**, in response to the user's selecting (e.g. by clicking on) the OVI "1" **606a**, the
20 original map region **602a**, displayed by the map-display application **600**, may be panned to form a map region **602b**. The map region **602b** may be centered around the location marker "1" **606b**. The location marker "1" **606b** may have taken the form of the OVI "1" **606a** while outside of the map region **602a**.

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

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

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

[091] The panning of a map to display a location marker at the map's center, referenced by a selected OVI, may be accomplished in various ways in different embodiments. In one possible embodiment, the map may instantaneously change from displaying the "original map", with the original location marker at its center, to displaying the "new map", with the location marker referenced by the OVI selected, at the center of the new map. In alternate embodiments, the transition of the map regions displayed may be slowed down and/or animated (please see further discussion of these embodiments in FIGs. 8A-8C and 9A-9C.)

[092] FIG. 7 is a generalize block diagram illustrating various communications between a client device and one or more mapping servers, allowing a map with OVIs to be created and displayed and for content associated with the OVIs to be displayed following a user's selection of the OVI, according to one embodiment of the present invention. A client device 704 may receive input from a user 702, a GPS source 706, a mapping service 708 and a social network 710. The client device 704 may then display a map and create and display OVIs referencing map objects outside the visible arte of the map.

[093] The client device **704** (e.g. a mobile device, a personal computer, a navigation system, etc.) may receive user input (e.g. via a touch screen, from an input device, via a voice command, etc.) and in response, the client device **704** may display/alter-the-display-of an electronic map. For example, a user may invoke a "map command" **720**, instructing the
5 device **704** to display a map. In another example, the user may select a "search" command **724**, causing the retrieval of new map-able information over the network, and a re-rendering of a map on the client device **702**.

[094] The GPS source **706** (which may be external or internal to the client device **704**, or may generally be a means for the client device **704** to acquire its geographic location) may
10 transmit geographic coordinates to the client device **704**. The client device **704** may transmit its location to the social network **710** (e.g. periodically, in response to an electronic request by the map content data server **710**, in response to a change the in the client device's **704** location, etc.)

[095] The map content data server **710** (e.g. computer servers used by a social network)
15 may aggregate information related to POIs and members. For example, the map content data server **710** may contain the geographic locations/coordinate of meetings places, members' residences, places of interest, photos of locations, etc. A remote user's device **712** may transmit to the map content data server **710** the coordinates of the remote device **712** (i.e. of the user using the remote device **712**.) For example, the remote device **712** may be a mobile
20 device that transmits its geographic location to the map content data server **710** (e.g. the transmission may be periodic, invoked by the user of the device, transmitted in response to an event such as a request from a social networking system, etc.)

[096] The client device **704** may transmit an electronic communication **730** to map content data server **710**, for example, in response to the user's mapping command **720**, an update to a
25 search query **724**, a change in the location of the client device **726**, as an automatic periodic transmission, etc. The map content data server **710** may transmit map-able information **732** (e.g. locations of social network members, POIs, event or any other mediaetc.) to the client device **704** (e.g. in response to a transmission **730** from the client device **704**, at an automatic

periodic interval, in response to a change in any of the map-able information, or in response to any other event.)

[097] In the presently-preferred embodiment, the client device **704** may transmit map-able information **734** to a mapping server **708** and receive back from the mapping server **708** an electronic map **736**. The mapping server **708** may be external to the client device **704**; or, in alternate embodiments, may be a hardware and/or software component of the client device **704**. In alternate embodiments, the mapping server **708** may be part of the map content data server **710** such that the map is received by the client device **704** from the map content data server **710**.

10 [098] In the prior art, the client device **704** displays the map **738**. Map-able information outside the visible area of the map is not displayed to the user, and is not referenced on the displayed map.

[099] In the presently-preferred embodiment, in addition to displaying the map **738** to the user, OVIs referencing MOs outside the visible area of the map are created and displayed
15 **740**. A determination of the MOs, contained in the map-able information **732**, outside the map **738**, may be made. OVIs referencing the determined MOs may be created. The OVIs may be displayed in association with the displayed map.

[100] In response to the user's selection of an OVI at step 742, at step 744 a request may be made to the map content data server **710** to retrieve content **746** related to the OVI at step
20 742. The retrieved content **746** may be displayed on the client device **704**. For example, if the OVI selected at step 742 references an airport, the content **746** retrieve and displayed may be a diagram of the airport and gate information, flight information, etc.

[101] **FIGs. 8A, 8B and 8C** are generalized block diagrams illustrating displaying object vector indicators ("OVI") and utilizing OVIs to pan around a map in an automated fashion,
25 according various embodiments of the present invention. In response to a user's selection of an OVI, a map-display application may zoom and/or pan the map, transitioning the view

from displaying an area including one location marker, to displaying an area including another location marker, referenced by the selected OVI.

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

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

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

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

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

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

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

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

is no longer visible but is referenced by a new OVI, and the location marker referenced by the first OVI, is visible. **FIGs. 9A-9C** illustrate other methods of visual map transition in alternate embodiments.

5 **[109]** **FIGs. 9A, 9B, 9C, 9D and 9E** are generalized block diagrams illustrating various methods for transitioning a region of a map displayed, in conjunctions with OVIs, to allow a user to visualize the path between location markers, according to various embodiments of the present invention. In response to a user's selection of an OVI, a map-display application may zoom and/or pan the map, transitioning the view from displaying a map-region including one location marker, to displaying a map-region including another location marker, 10 referenced by the selected OVI. The map-display application transition may follow various geographic routes and may automatically return to displaying the initial map-region.

15 **[110]** Referring to **FIG. 9A**, a map-display application **901** may display a map-region **910a** of a map **900**, which may be invisible to the user (the cross-hatching in **FIGs. 9A-9E** signifies portions of the map **900** not visible to the user through the map-display application **901**.) The map-display application **901** may contain a location marker "2" **902**, displayed overlaying the map-region **910a**, and an OVI "I" **904a**. The OVI **904a** may reference a remote location marker "I" **906**, outside the visible map-display region **910a**. The map **900** may be a street map, a satellite image or any other type of electronic map.

20 **[111]** In response to a user's input selecting the OVI **904a** (e.g. via a touch screen, via an electronic imputer device, via voice-activation, etc.) an automatic transition of the region of the map **900** displayed by the map-display application **901**, may be initiated. The transition may help the user visualize the geography and path from the location marker "2" **902** visible to the user, to the remote location marker "I" **906**, invisible to the user and referenced by the OVI "I" **904a**.

25 **[112]** In one possible preferred embodiment, illustrated by sequence in **FIGs. 9A, 9B and 9D**, the transition may be along a linear path. In this embodiment, the visible region of the map **900**, shown in the map-display application **901**, may transition along a straight

geographic path. In alternate embodiments, described in the sequence of **FIGs. 9A, 9C and 9D**, the transition may follow a street-path.

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

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

[115] Throughout the transitioning effects described in **FIGs. 9B and 9C**, information displayed in the OVIs may be updated in real time. For example, referring to **FIG. 9C**, as the map **900** transitions left, simulating the user traveling right along the path **920b** (i.e. away from the location marker **902**), the OVI "2" **912b** may display a changed direction, increased

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

- 5 **[116]** Please note that in these examples, the travel-time change may be affected by real-time road conditions, as well as the decreased distance. In addition, please note that a map said to be traveling in a certain direction is a figure of speech—one may imagine the map being static and the map-display application shifting its view of the map causing the region of the map displayed by the map-display application to transition.
- 10 **[117]** Referring now to **FIG. 9D**, the transition may end when a new map-region **910c**, containing the location marker “1” **906**, is displayed in the map-display application **901**. In the presently-preferred embodiment, the map-region **910c** may be selected from map **900** in such manner as to center around the location marker “1” **906**. The location marker “2” **902**, visible to the user in the map-region **910a** in **FIG. 9A**, may not be visible to the user in the
- 15 map-region **910c**. The location marker “2” **902** may be referenced by an OVI “2” **912c**, providing the user with a visual indication of the distance from, direction to and travel-time to the invisible location maker “2” **902**.

- 20 **[118]** Referring now to **FIG. 9E**, in another embodiment, the user may be shown a simulation of travel from a visible location marker in a map-region, to an invisible location marker referenced by an OVI, and back to the original map-region showing the original location marker. For example, in a “glance mode”, a region of a map, containing one or more location markers, may be visible to the user through a map-display application. Also displayed by the map-display application may be one or more OVIs referencing location markers outside the visible region of the map. The user may select one of the OVIs, in
- 25 response to which the map may automatically transition within the map-display application, shifting the view of the map towards the location marker referenced by the selected OVI, and, after a possible short pause, transitioning the map in reverse back to the original view. One of the advantages of this embodiment is in giving the user a quick perspective on where

another remote location marker is and how to get there, without permanently deviating from the current map view.

[119] In this example, three phases of a map-display application are shown: a first phase where a first location marker is visible and a second location marker is not visible, and is referenced by an OVI; a second phase where neither location marker is visible and both location markers are visible by OVI; and a third phase where the first location marker is not visible and is referenced by an OVI, while the second location marker is visible. Please note that these three phases represent three arbitrary points in the transition of a map through a map-display application, and in a real-life implementation the transition may involve hundreds of phases, creating the illusion of a smooth, animated panning of a map along a travel route. In addition, please note that in this example the "travel direction" of the map is linear, whereas in other embodiments the map may transition along a travel route following streets and roads.

[120] In the first phase, a map-display application 950a may display a map-region 952a of a map 940. The map 940 may not be visible to the user other than its map-region 952a, visible through the map-display application 950a. The map-region 952a may include a location marker "2" 962, visible to the user. The map-region 952a may include an OVI "1" 964, referencing a location marker "1" 968, not visible to the user through the map-display application 950a.

[121] In response to a user's selecting the OVI "1" 964, an automatic map-display animation sequence may take place. The transition in the animation sequence may include one or more in-between map regions. In the second phase, the map-display application is designated 950b and may include a different region of the map 940, designated as a map-region 952b. The map-region 952b may include OVIs referencing the location markers 962 and 968, not visible in the map-region 952b.

[122] The third phase may illustrate the final state of the map-display application, designated as 950c. The map-display application 950b may include a different region of the

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

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

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

CLAIMS

What is claimed is:

- 5 **1.** A method for displaying object vector indicators ("OVI") and mapping-media content, referencing map-objects ("MO") on an electronic map, comprising:
 - providing an electronic device having a map-display application that is coupled to a mapping service and to a mapping-media content source, and a display for displaying a selected area of the electronic map;
 - 10 obtaining a MO from the mapping service;
 - determining that coordinates of the MO are not within the selected area of the electronic map;
 - computing distance and travel-related information from a location within the selected area of the electronic map to the MO;
 - 15 computing a placement position of an OVI referencing the MO on the map-display application;
 - creating the OVI containing the distance and travel-related information;
 - displaying the OVI on the display at the computed placement position;
 - receiving user input selecting the OVI;
 - 20 retrieving mapping-media content from the mapping-media content source, wherein the mapping-media content is associated with the selected OVI; and
 - displaying the mapping-media content.
- 25 **2.** The method of claim 1, wherein the location within the selected area of the electronic map is the center of the selected area of the electronic map.
- 30 **3.** The method of claim 1, wherein the location within the selected area of the electronic map is a location marker.
- 35 **4.** The method of claim 3, wherein the user input is a voice command.

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

13. The method of claim 12, wherein the contact information is obtained from the mapping-media content source.

14. The method of claim 12, wherein selecting the contact information facilitates an electronic communication.

15. The method of claim 1, wherein the computing distance-and-travel information step is repeated in response to at least one of the following: a change in the position of the electronic device, a change in the position of the MO, and a change in elapsed time

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

17. The method of claim 1, wherein the computing distance-and-travel information step further comprises:

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

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18. The method of claim 1, wherein the mapping-media content is customized for the user of the map display application.

19. The method of claim 18, further including:
receiving information associated with the user;
retrieving specific mapping-media content associated with the user;
displaying the specific mapping-media content associated with the user.

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20. The method of claim 1, the step of displaying the mapping-media content further including:

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displaying the mapping-media content overlaying at least a portion of the selected area of the electronic map;

receiving user input;

in response to the received user input, eliminating the mapping-media content
5 overlaying at least a portion of the selected area of the electronic map.

21. The method of claim 20, the step of eliminating the mapping-media content overlaying at least a portion of the selected area of the electronic map further including:
restoring all information displayed in the area of the electronic map prior to the displaying
10 the mapping-media content.

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ABSTRACT

[125] A method for displaying object vector indicators (“OVI”) and mapping-media content, referencing map-objects (“MO”) on an electronic map, the method including
5 determining that at least one MO is outside a visible area of a displayed map, creating an OVI to reference the MO, displaying the OVI on the electronic map, receiving user input selecting the OVI, retrieving media-content associated with the MO and displaying the media-content. In various embodiments, the OVI may contain various navigation information referencing the OVI; the OVI may be displayed at the periphery of the displayed map; the
10 OVI may be repositioned in response to a changing in position of an electronic device displaying the OVI and/or the MO, etc.

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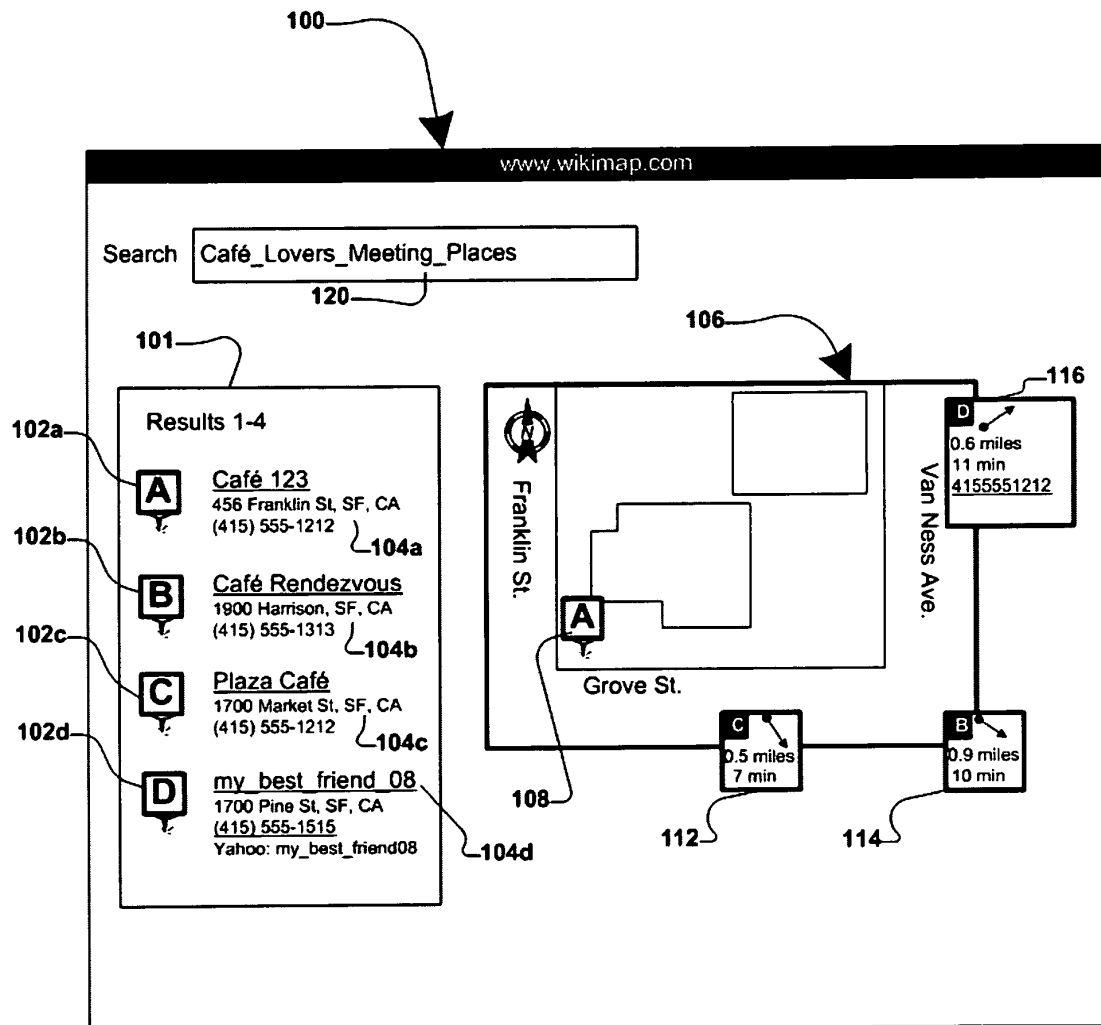


FIG. 1

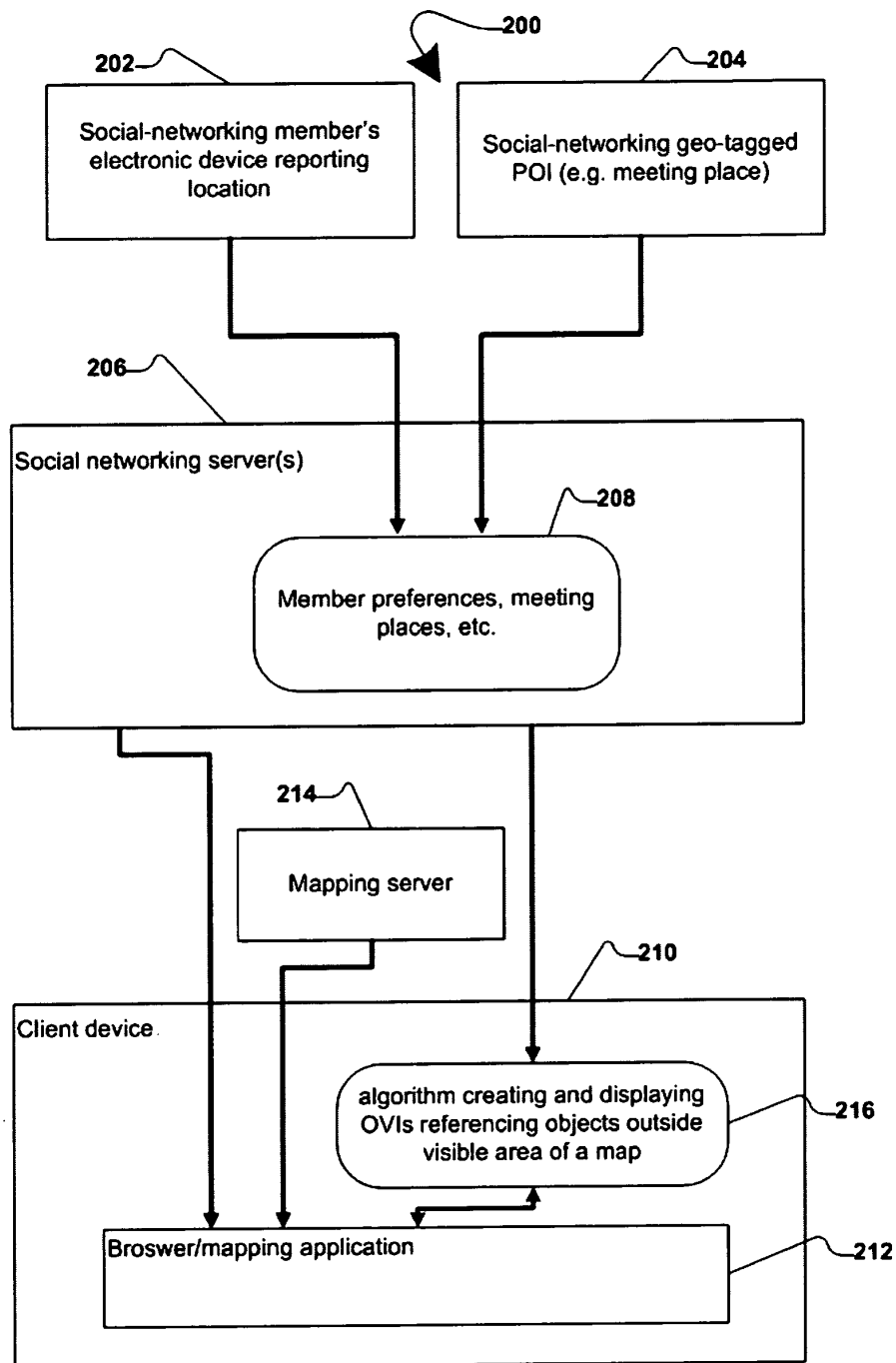


FIG. 2A

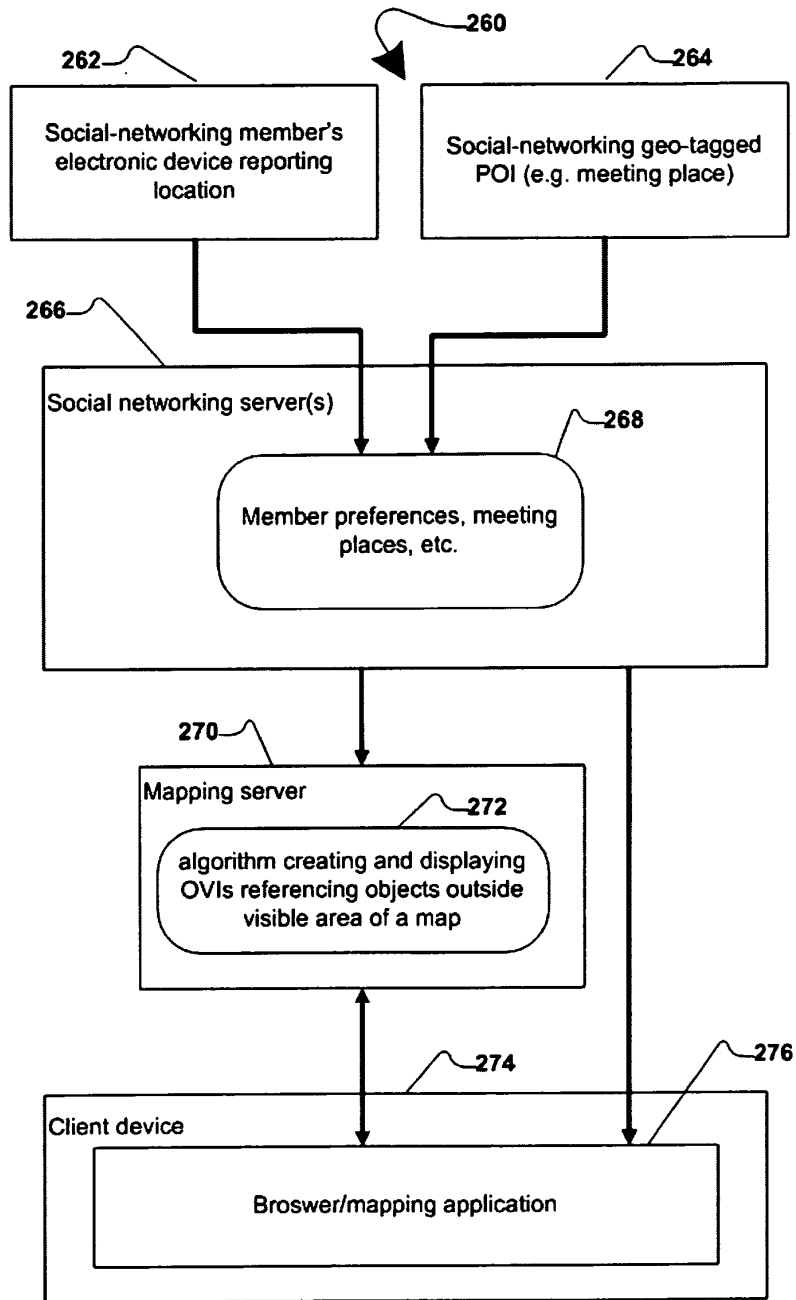


FIG. 2B

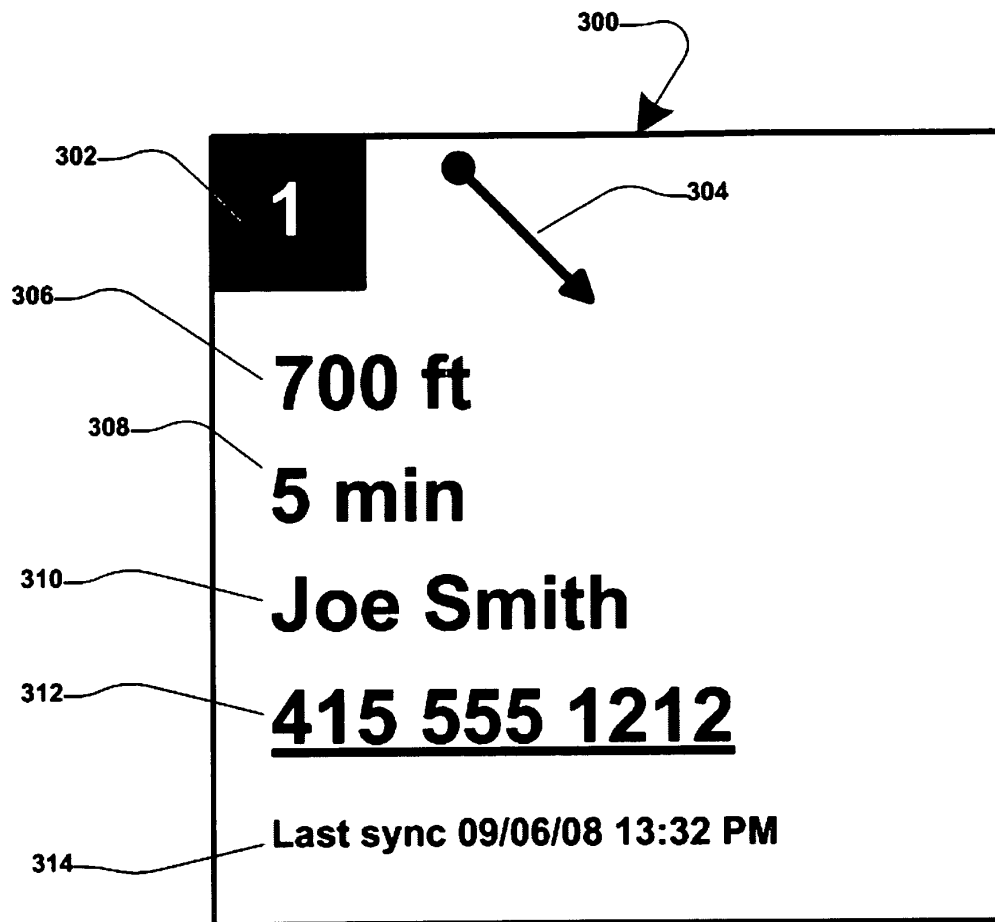


FIG. 3A

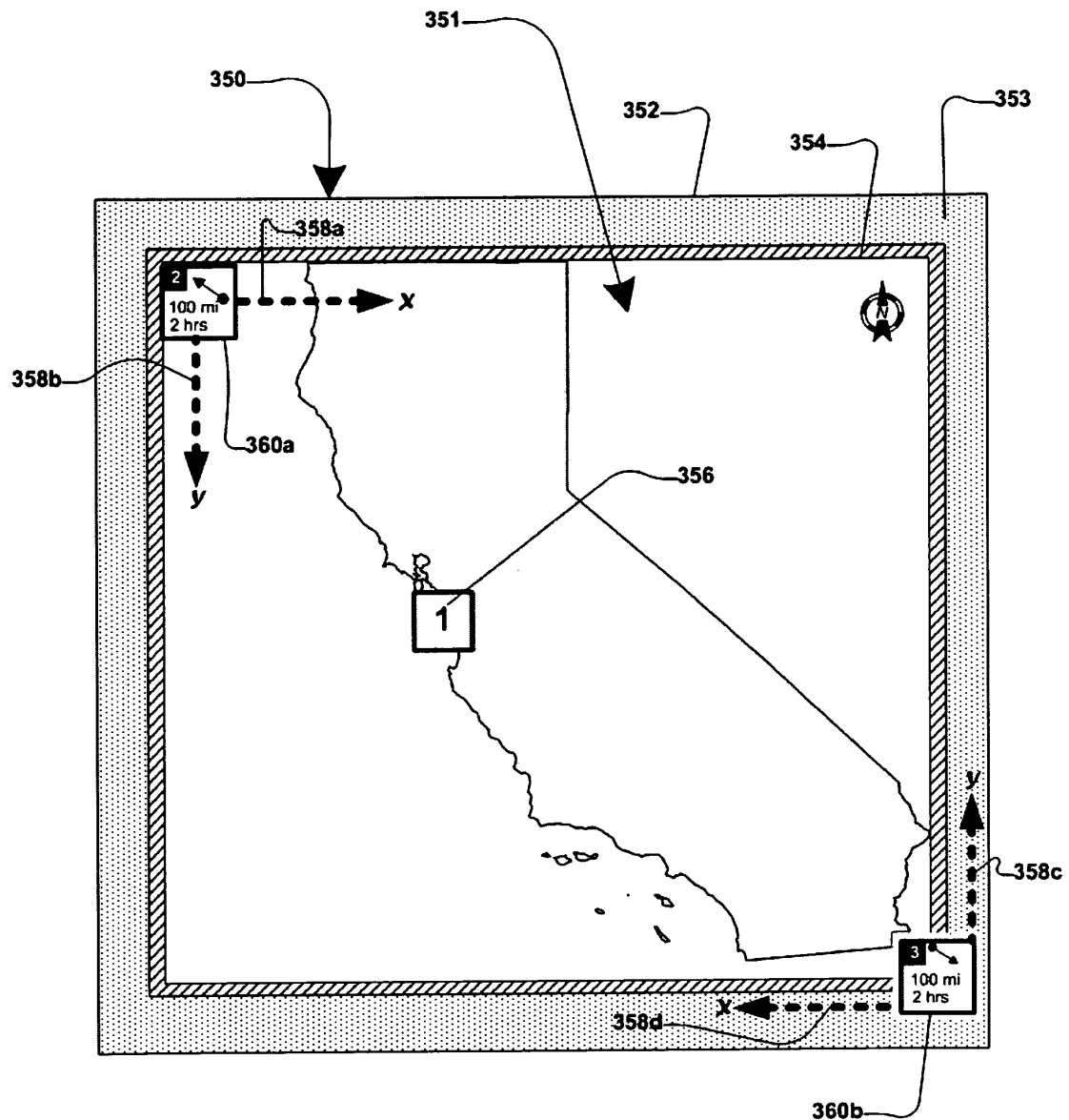


FIG. 3B



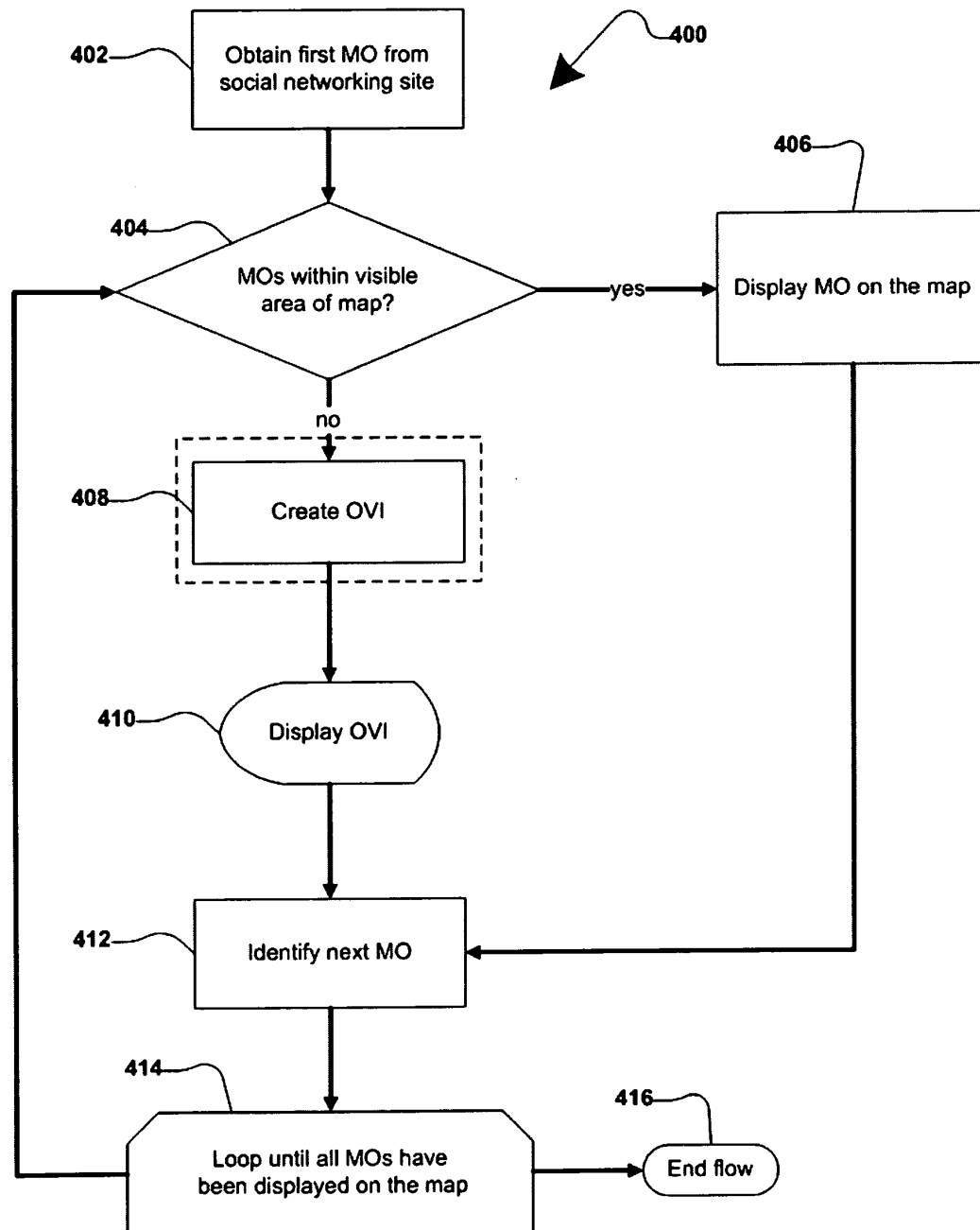


FIG. 4A

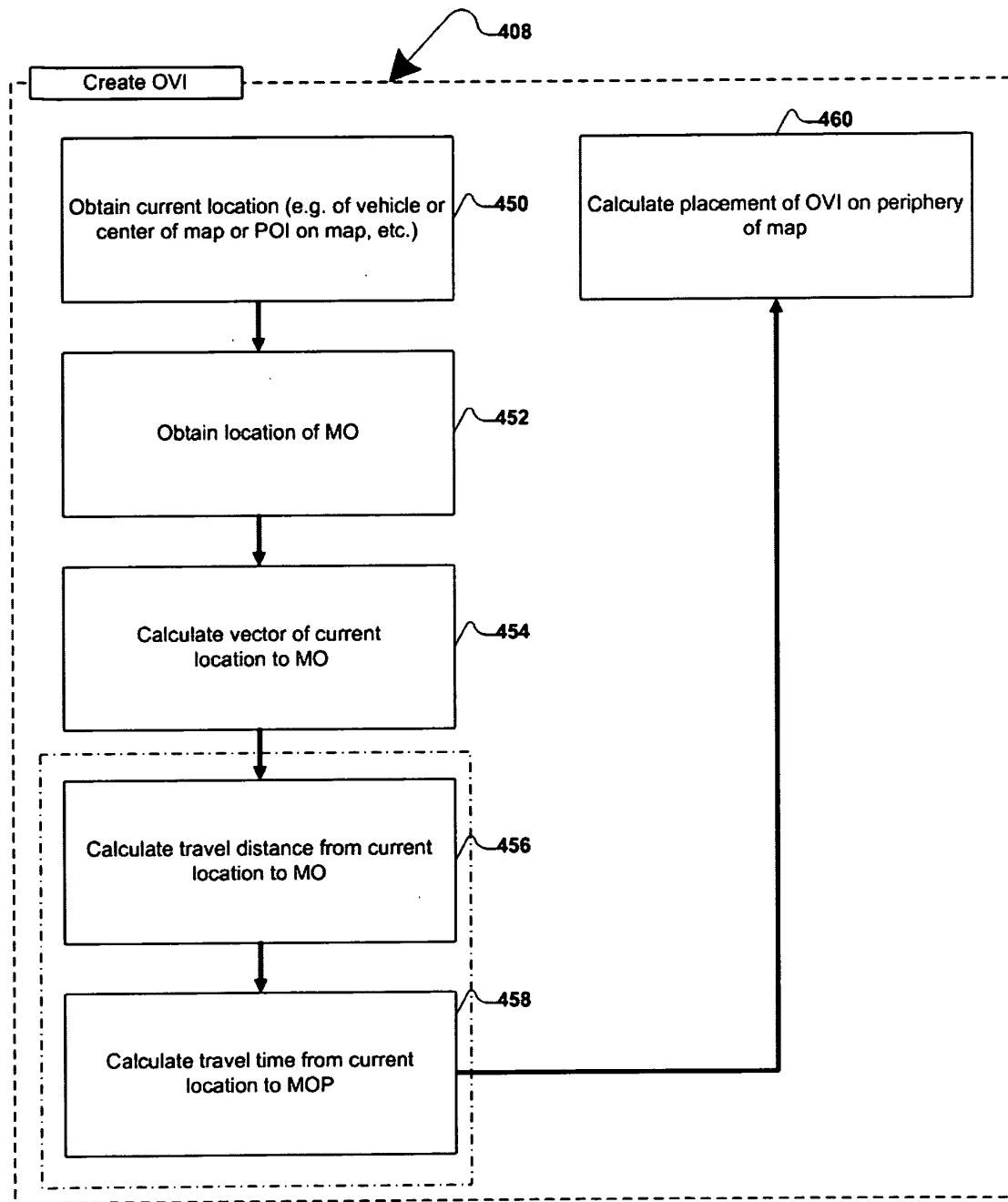


FIG. 4B

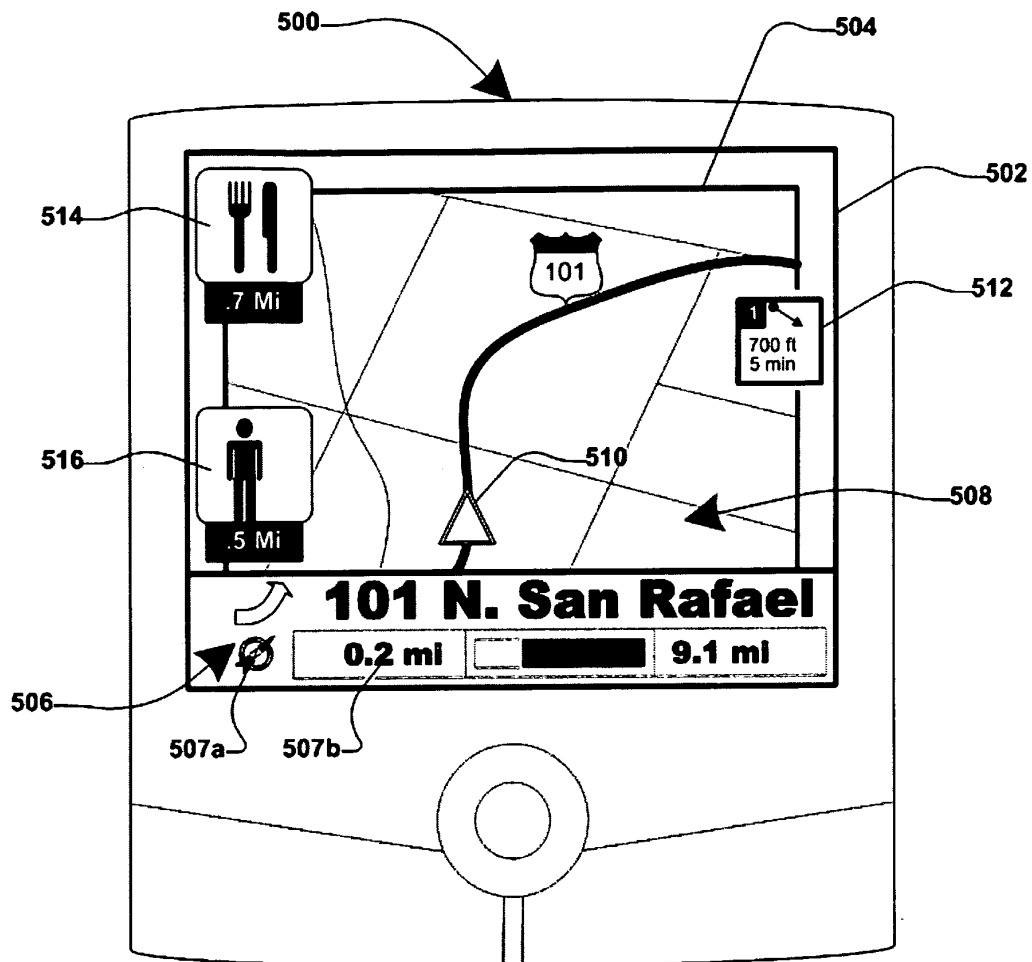


FIG. 5A

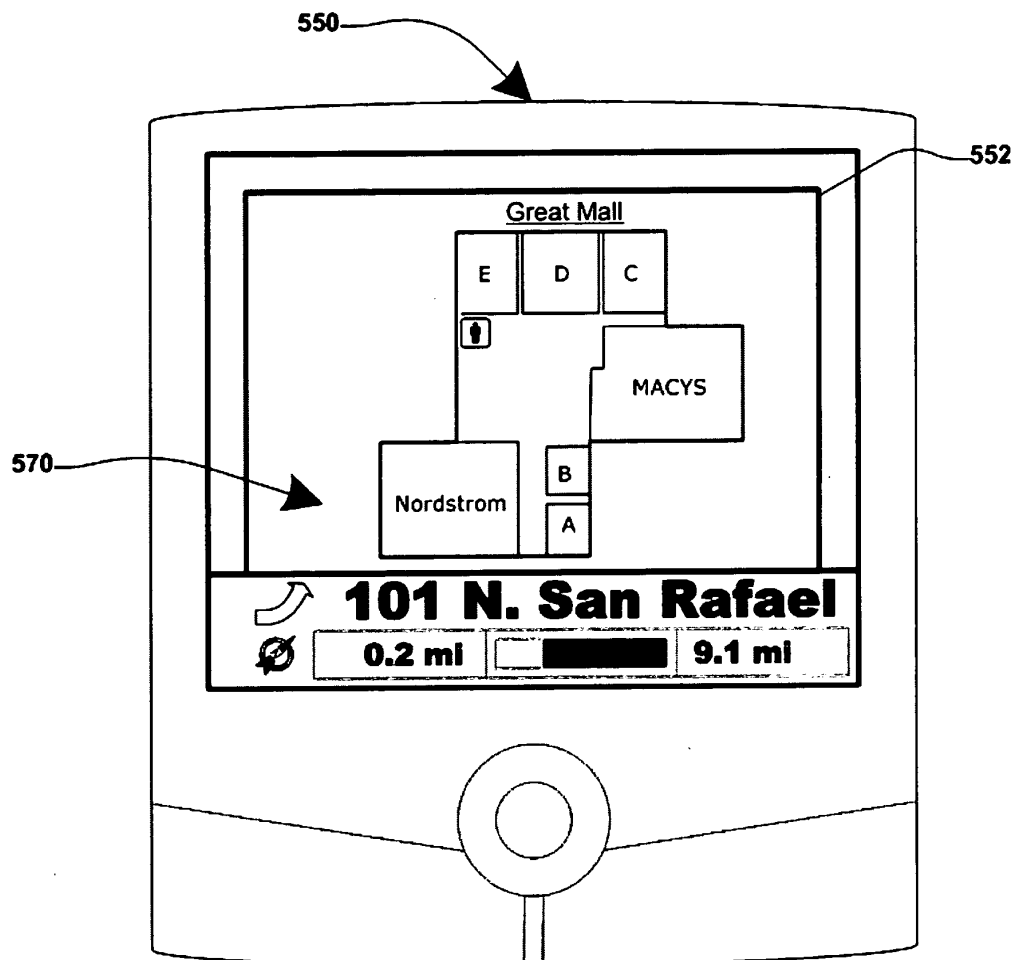


FIG. 5B

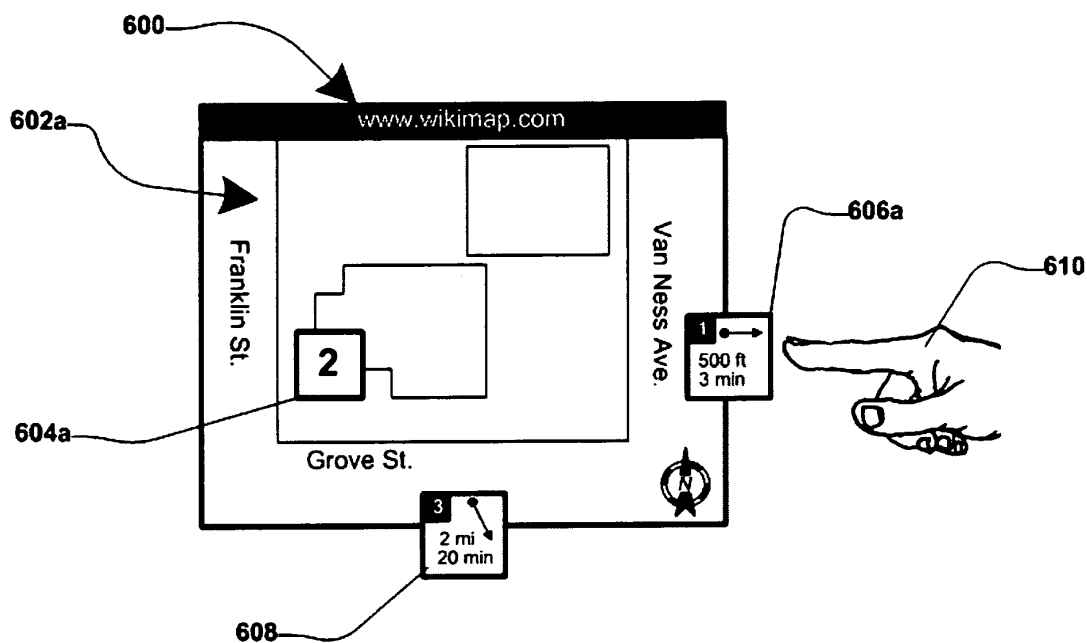


FIG. 6A

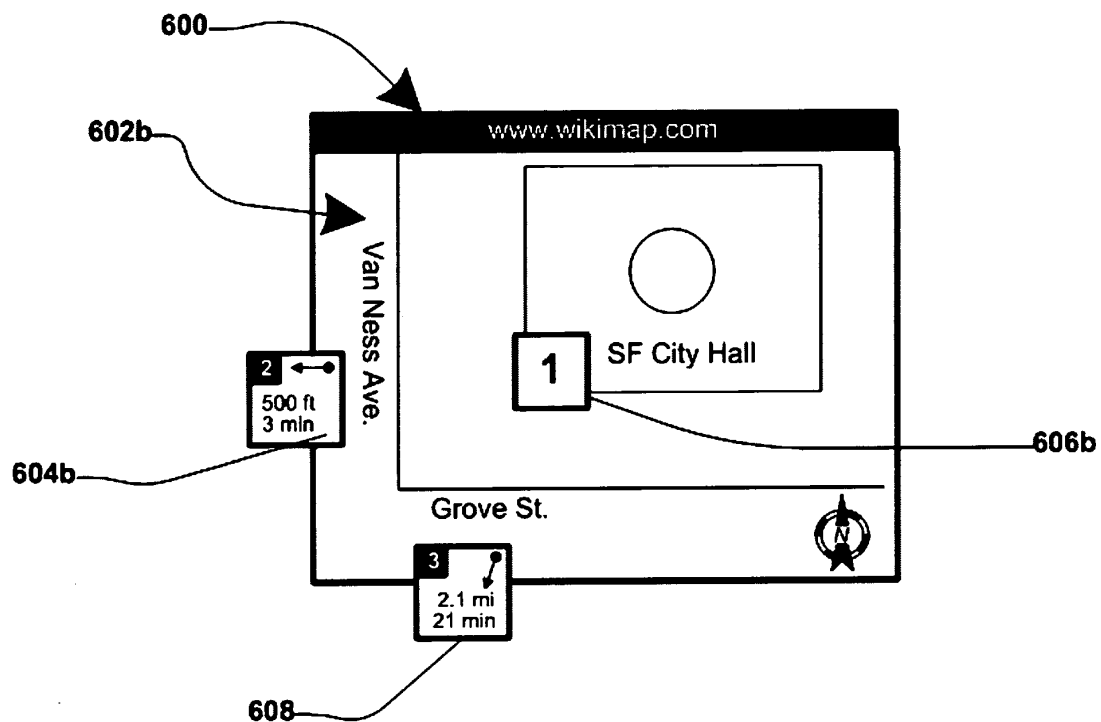


FIG. 6B

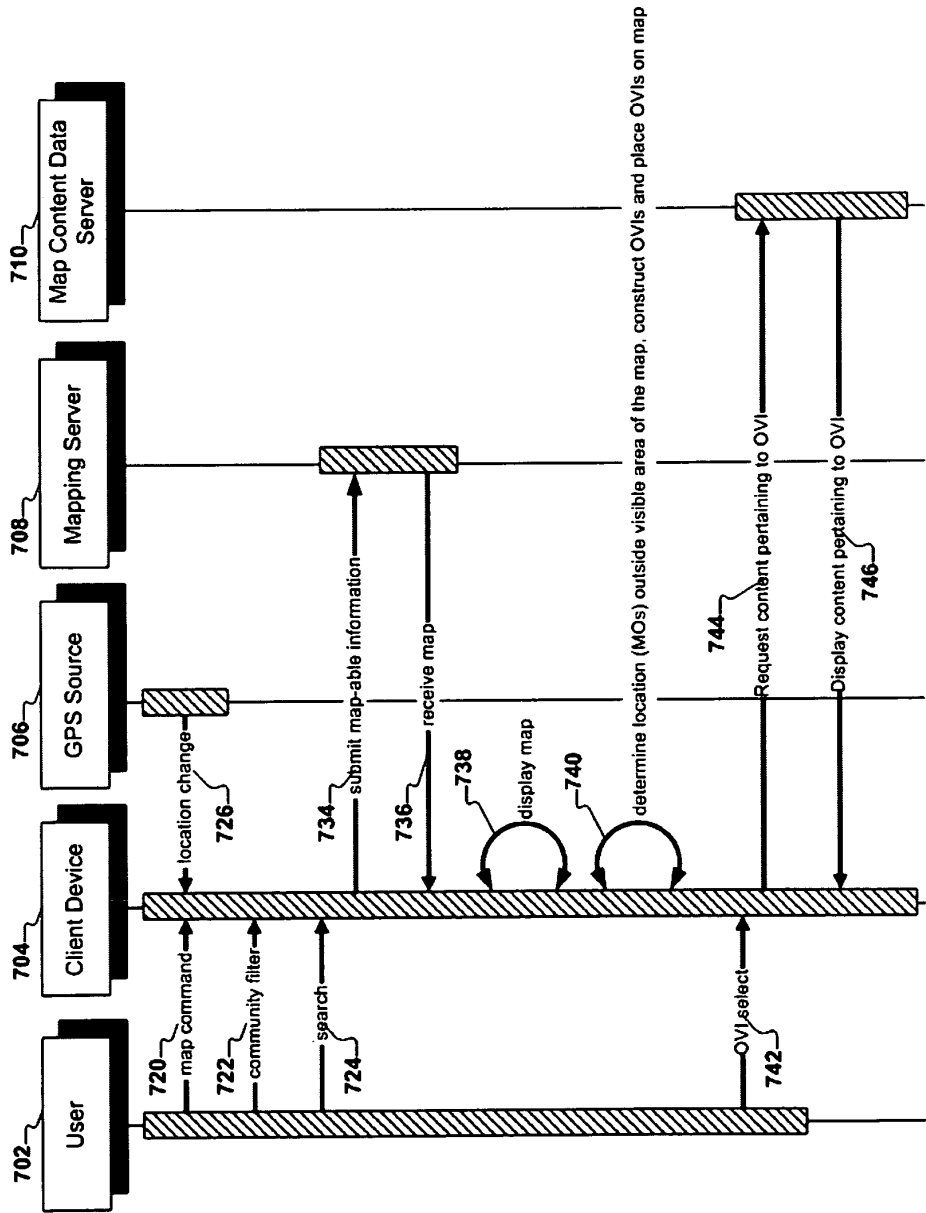


FIG. 7

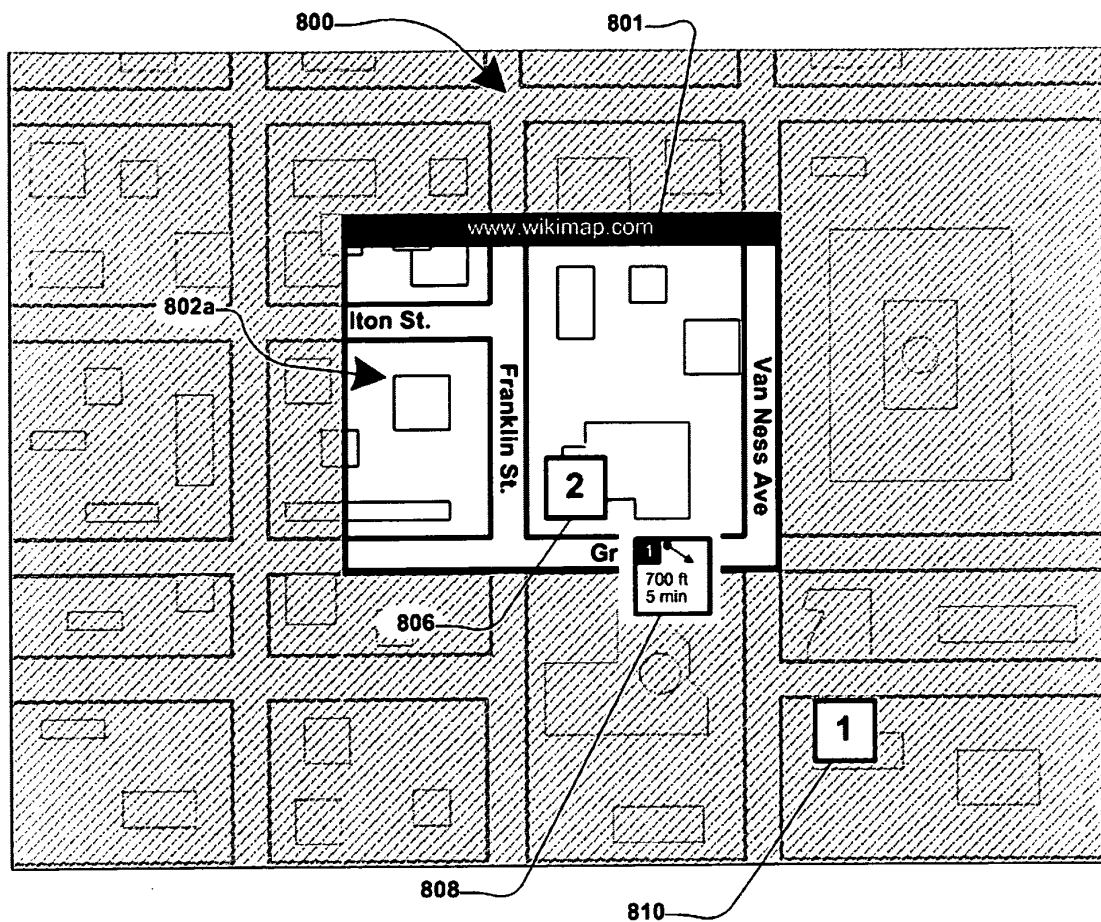


FIG. 8A

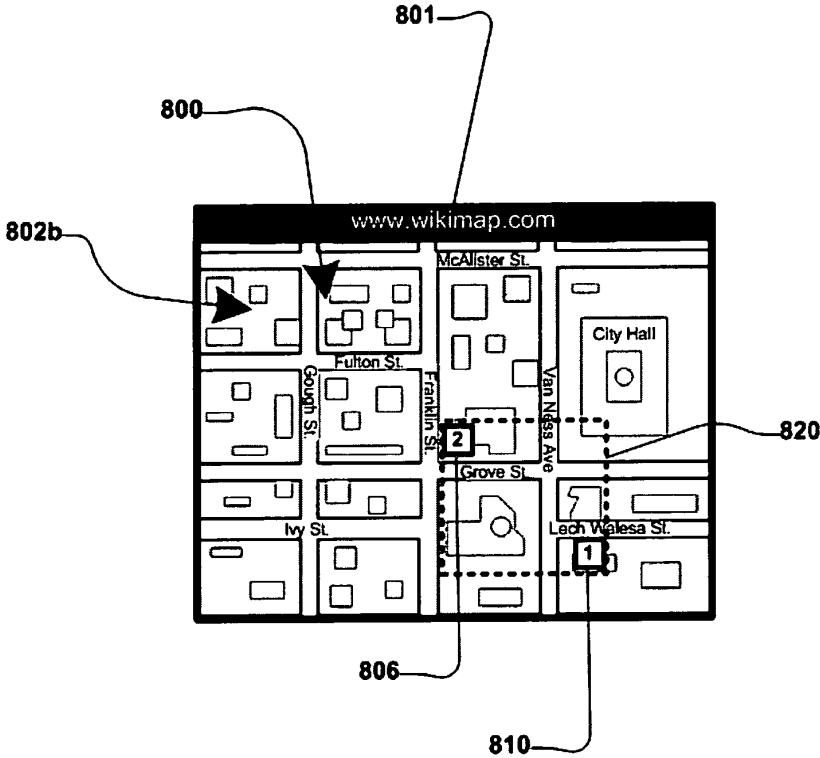


FIG. 8B

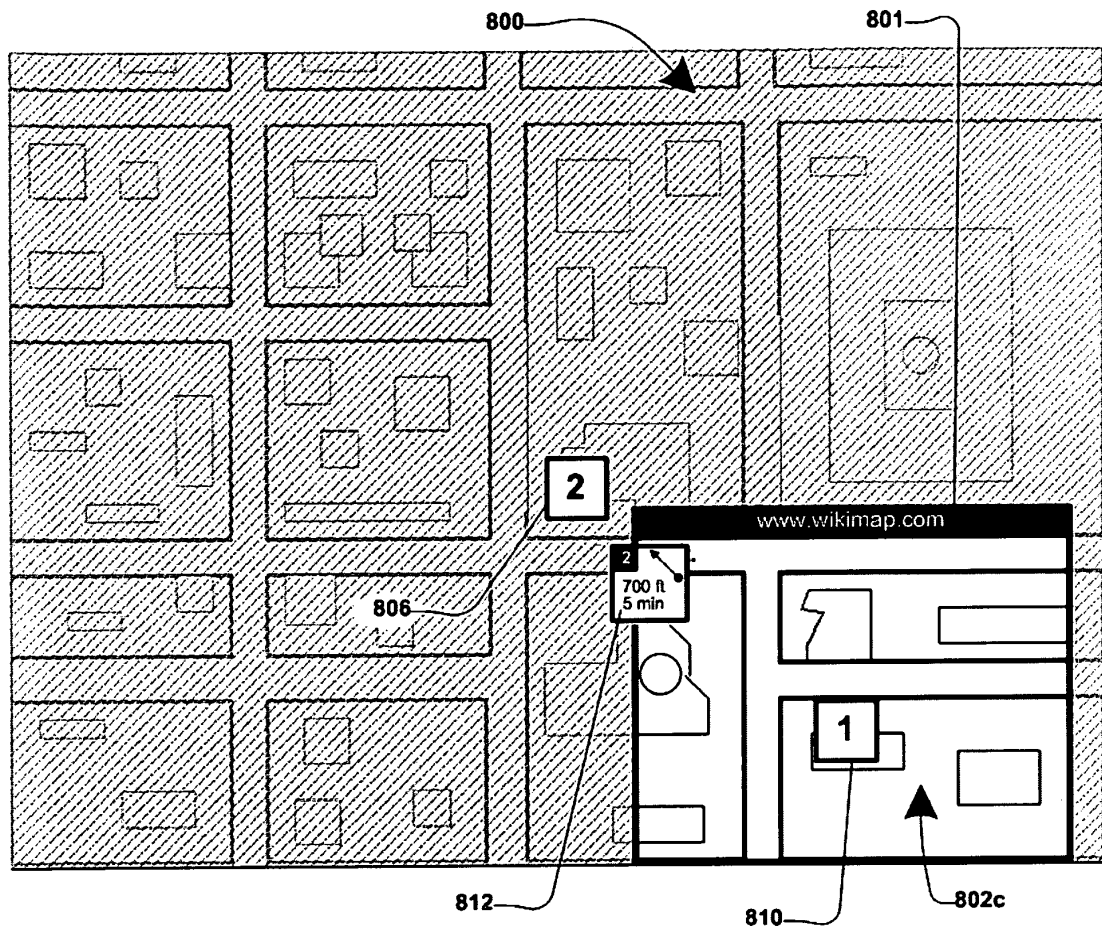


FIG. 8C

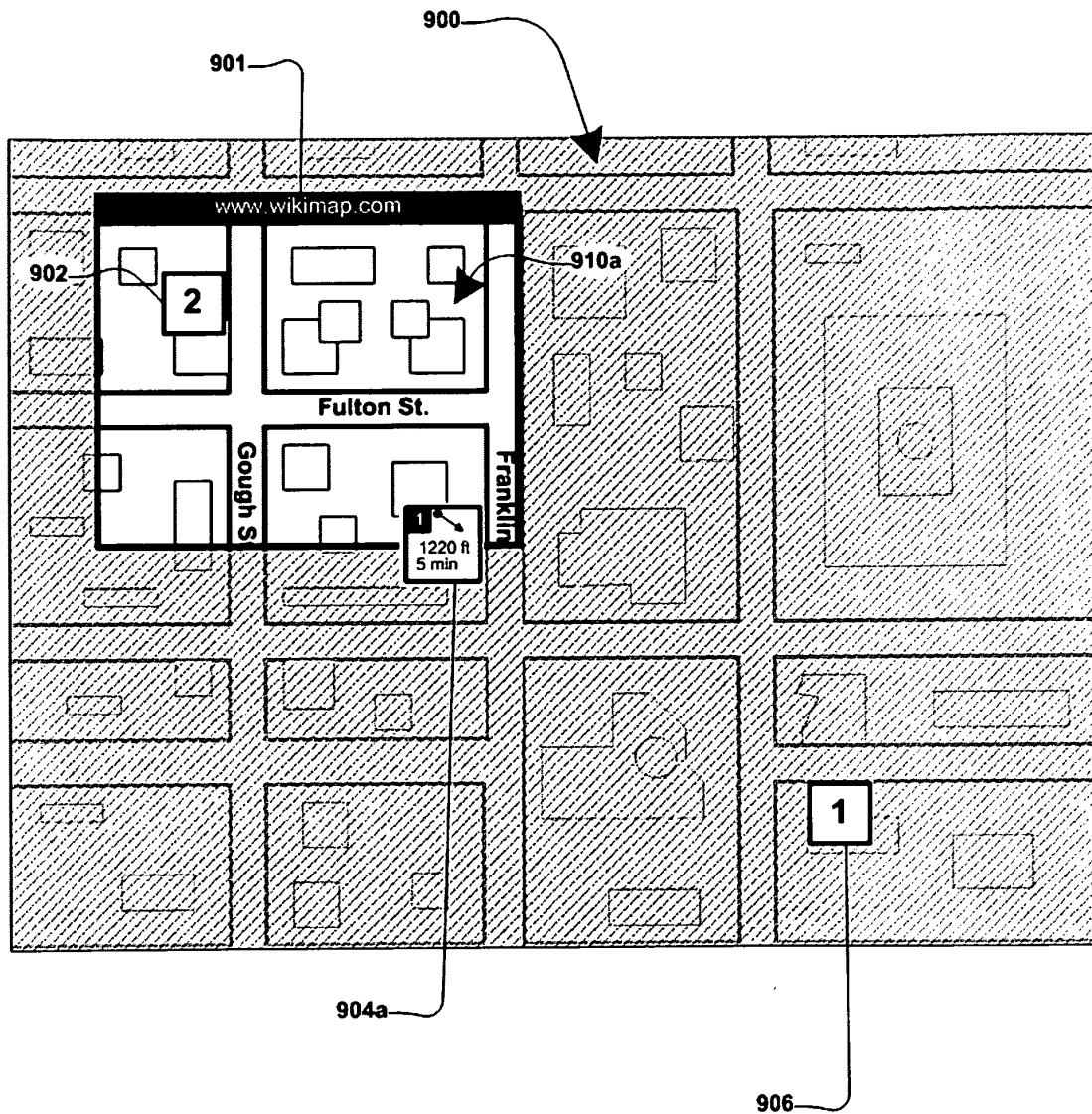


FIG. 9A

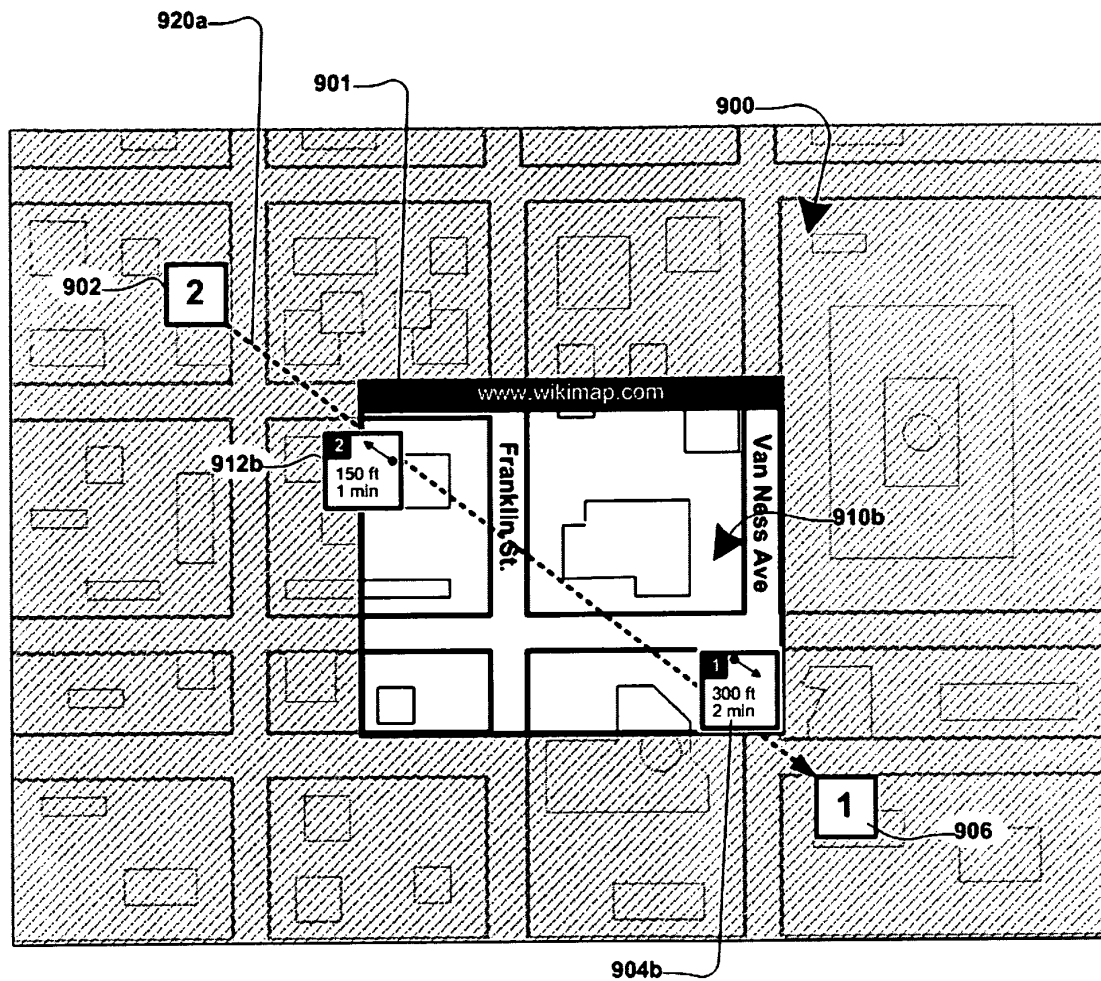


FIG. 9B

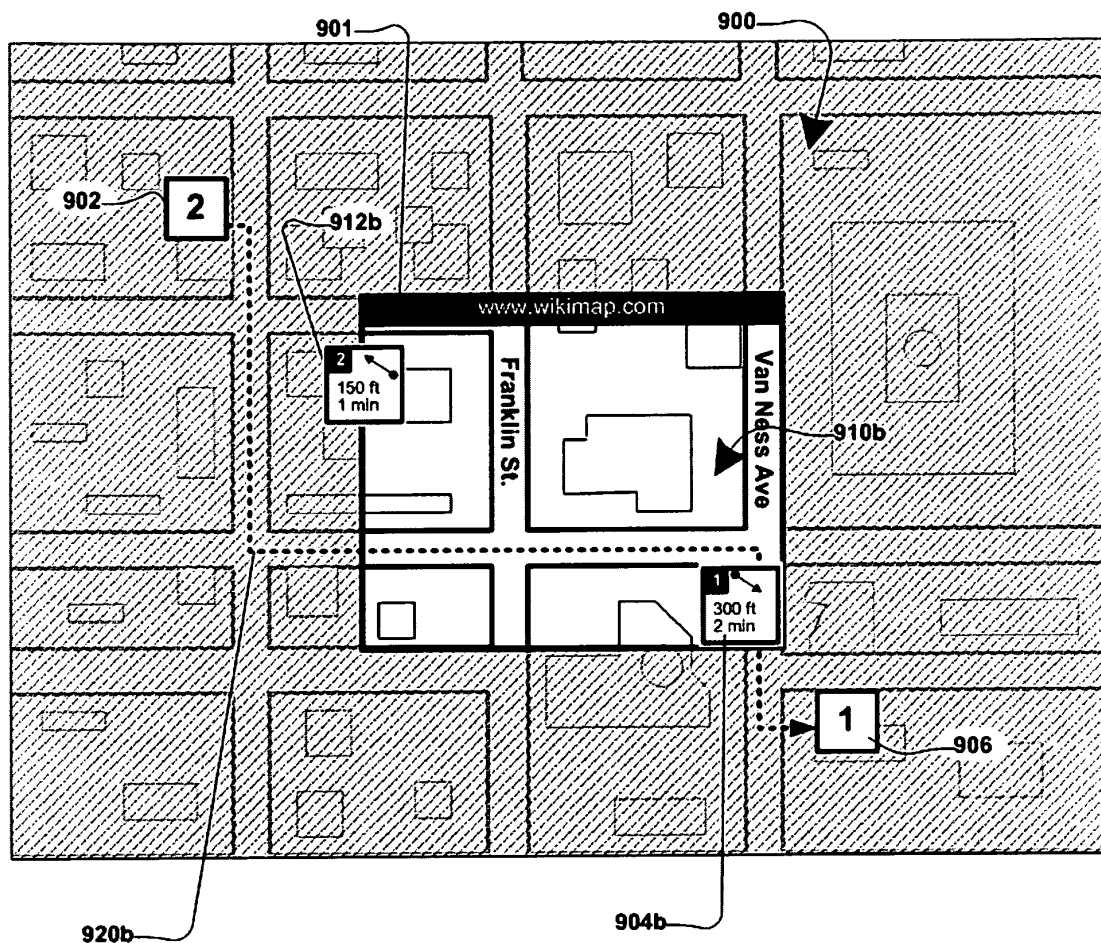


FIG. 9C

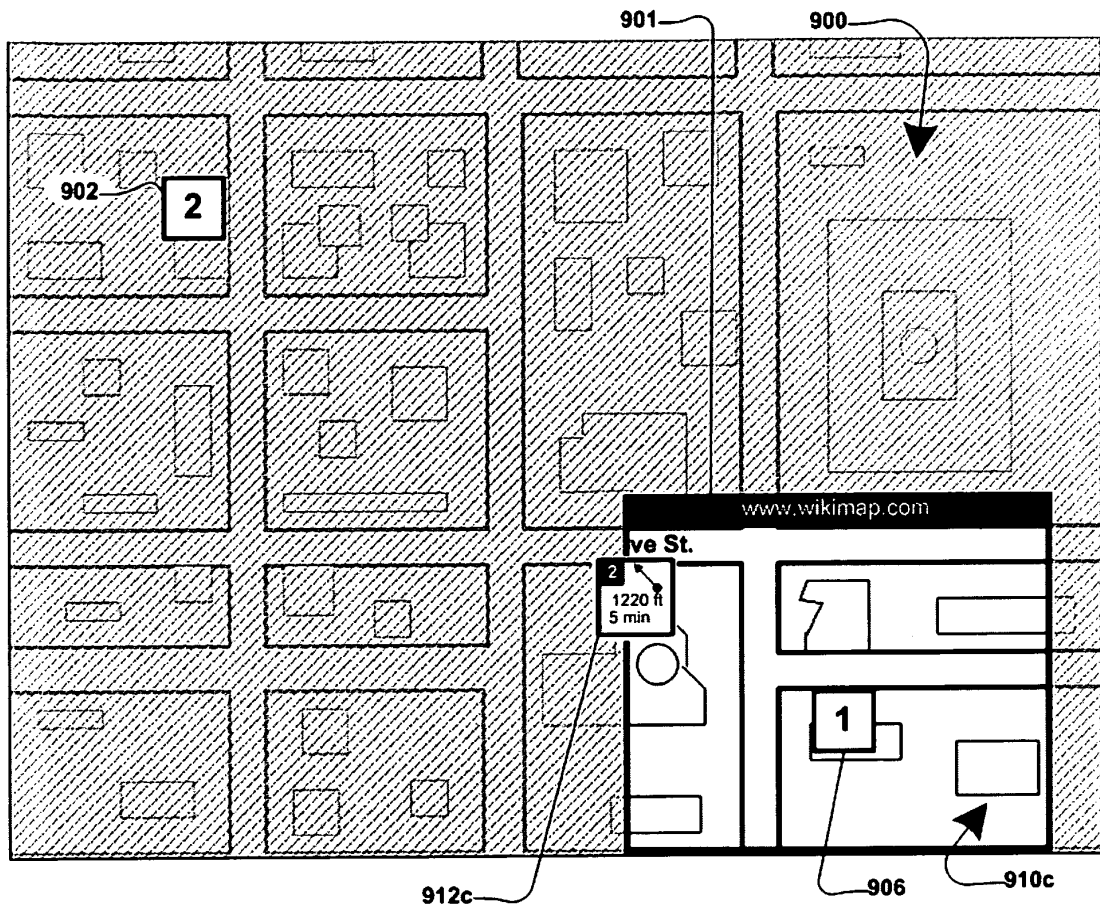


FIG. 9D

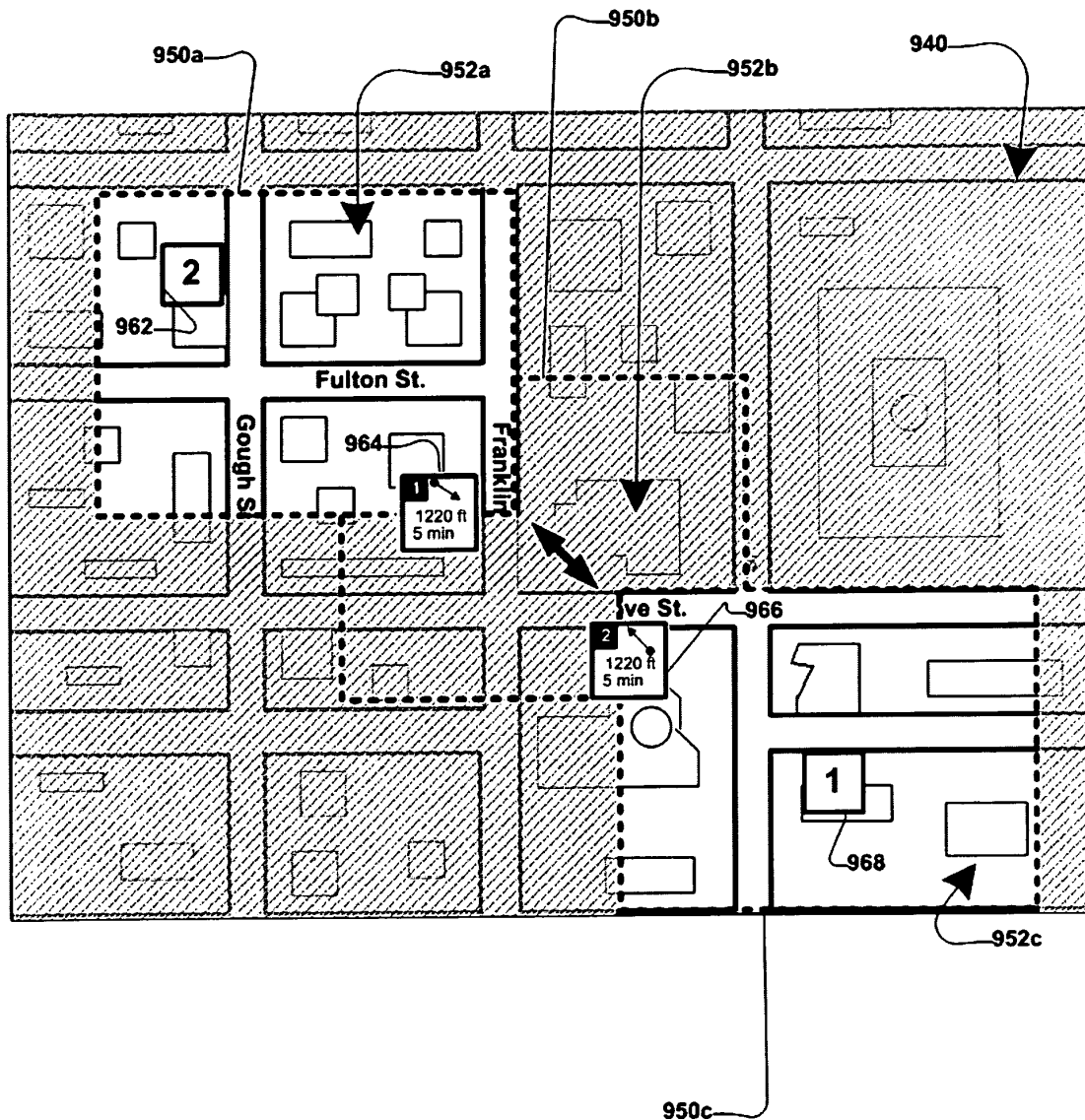


FIG. 9E

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DECLARATION FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63)	Attorney Docket Number	WWOHANA2
	First Named Inventor	JAKOBSON
	COMPLETE IF KNOWN	
	Application Number	
	Filing Date	JULY 5, 2011
	Art Unit	
	Examiner Name	
☒ Declaration Submitted With Initial Filing OR ☐ Declaration Submitted After Initial Filing (surcharge (37 CFR 1.16(f)) required)		

I hereby declare that: (1) Each inventor's residence, mailing address, and citizenship are as stated below next to their name; and (2) I believe the inventor(s) named below to be the original and first inventor(s) of the subject matter which is claimed and for which a patent is sought on the invention titled:

Method and System for Displaying Navigation Information and Mapping Content on an Electronic Map

(Title of the Invention)

the application of which

☒ is attached hereto

OR

☐ was filed on (MM/DD/YYYY) _____ as United States Application Number or PCT International
Application Number _____ and was amended on (MM/DD/YYYY) _____ (if applicable).

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

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

Authorization To Permit Access To Application by Participating Offices

☐ If 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 World Intellectual Property Office (WIPO), and any other intellectual property offices in which a foreign application claiming priority to the above-identified patent application is filed access to the above-identified patent application. See 37 CFR 1.14(c) and (h). This box should not be checked if the applicant does not wish the EPO, JPO, KIPO, WIPO, or other intellectual property office in which a foreign application claiming priority to the above-identified patent application is filed to have access to the above-identified patent application.

In accordance with 37 CFR 1.14(h)(3), access will be provided to a copy of the above-identified patent application with respect to: 1) the above-identified patent application-as-filed; 2) any foreign application to which the above-identified patent application claims priority under 35 U.S.C. 119(a)-(d) if a copy of the foreign application that satisfies the certified copy requirement of 37 CFR 1.55 has been filed in the above-identified patent application; and 3) any U.S. application-as-filed from which benefit is sought in the above-identified patent application.

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[Page 1 of 3]

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Claim of Foreign Priority Benefits

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

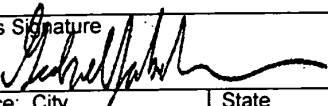
Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐

☐

Additional foreign application number(s) are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

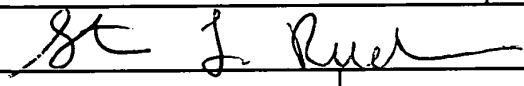
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DECLARATION — Utility or Design Patent Application

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Name ATIDA LLC C/O STEVEN RUEBEN			
Address 3862 RUSKIN STREET			
City LAS VEGAS	State NEVADA	Zip 89147	
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NAME OF SOLE OR FIRST INVENTOR:		☐ A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any)) GABRIEL		Family Name or Surname JAKOBSON	
Inventor's Signature 		Date JULY 5, 2011	
Residence: City LAS VEGAS	State NEVADA	Country USA	Citizenship USA
Mailing Address 412 PROUD EAGLE LANE			
City LAS VEGAS	State NEVADA	Zip 89144	Country USA
☒ Additional inventors or a legal representative are being named on the <u>1</u> supplemental sheet(s) PTO/SB/02A or 02LR attached hereto			

[Page 3 of 3]

DECLARATION	ADDITIONAL INVENTOR(S) Supplemental Sheet Page <u>1</u> of <u>1</u>
--------------------	--

Name of Additional Joint Inventor, if any:		☐ A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
STEVEN L.		RUEBEN	
Inventor's Signature 		JULY 5, 2011 Date	
Las Vegas Residence: City	NV State	USA Country	USA Citizenship
3862 RUSKIN STREET			
Mailing Address			
LAS VEGAS City	NEVADA State	89147 Zip	USA Country
Name of Additional Joint Inventor, if any:		☐ A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Inventor's Signature		Date	
Residence: City	State	Country	Citizenship
Mailing Address			
City	State	Zip	Country
Name of Additional Joint Inventor, if any:		☐ A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Inventor's Signature		Date	
Residence: City	State	Country	Citizenship
Mailing Address			
City	State	Zip	Country

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 21 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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07/07/2011 EEKUBAY1 00000034 13135431

01 FC:2011	165.00 OP
02 FC:2111	270.00 OP
03 FC:2311	110.00 OP
04 FC:2202	26.00 OP

PTO-1556
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*U.S. Government Printing Office: 2002- 489-267/69033