

AO 120 (Rev. 08/10)

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

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

DOCKET NO. 6:22-cv-00176	DATE FILED 2/18/2022	U.S. DISTRICT COURT Western District of Texas - Waco Division
PLAINTIFF Advanced Transactions, LLC		DEFENDANT Belk, Inc. and Belk eCommerce, LLC
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,065,555	6/20/2006	Advanced Transactions, LLC
2 7,386,594	6/10/2008	Advanced Transactions, LLC
3 7,693,950	4/6/2010	Advanced Transactions, LLC
4 7,979,057	7/12/2011	Advanced Transactions, LLC
5 8,150,736	4/3/2012	Advanced Transactions, 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 10/11/2022 - Stipulation of Dismissal with Prejudice #37

CLERK Phillip J. Devlin	(BY) DEPUTY CLERK 	DATE 10/20/2022
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Copy 1—Upon initiation of action, mail this copy to Director Copy 3—Upon termination of action, mail this copy to Director
Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy

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PLAINTIFF Advanced Transactions, LLC		DEFENDANT Belk, Inc. and Belk eCommerce, LLC
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,175,519	5/8/2012	Advanced Transactions, LLC
2 9,747,608	8/29/2017	Advanced Transactions, LLC
3 10,783,529	9/22/2020	Advanced Transactions, LLC
4		
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
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DECISION/JUDGEMENT		
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filed in the U.S. District Court **Western District of Texas - Waco Division** on the following

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

DOCKET NO. 6:22-cv-00926	DATE FILED 9/8/2022	U.S. DISTRICT COURT Western District of Texas - Waco Division
PLAINTIFF Advanced Transactions, LLC		DEFENDANT Regis Corporation, Supercuts, Inc., and Supercuts Corporate Shops, Inc. dba, Supercuts, Cost Cutters, Roosters, and Smartstyle
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,065,555	6/20/2006	Advanced Transactions, LLC
2 7,386,594	6/10/2008	Advanced Transactions, LLC
3 7,693,950	4/6/2010	Advanced Transactions, LLC
4 7,979,057	7/12/2011	Advanced Transactions, LLC
5 8,150,736	4/3/2012	Advanced Transactions, LLC

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

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

DOCKET NO. 6:22-cv-00926	DATE FILED 9/8/2022	U.S. DISTRICT COURT Western District of Texas - Waco Division
PLAINTIFF Advanced Transactions, LLC		DEFENDANT Regis Corporation, Supercuts, Inc., and Supercuts Corporate Shops, Inc. dba, Supercuts, Cost Cutters, Roosters, and Smartstyle
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,175,519	5/8/2012	Advanced Transactions, LLC
2 9,747,608	8/29/2017	Advanced Transactions, LLC
3 10,783,529	9/22/2020	Advanced Transactions, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

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

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

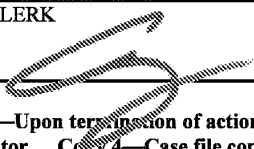
DOCKET NO. 6:22-cv-00563	DATE FILED June 1, 2022	U.S. DISTRICT COURT Western District of Texas - Waco Division
PLAINTIFF Advanced Transactions, LLC		DEFENDANT Fiesta Mart LLC, Bodega Latina Corporation dba El Super, Smart & Final Stores LLC, Chedraui USA, Inc., Grupo Comercial Chedraui, S.A.B. de C.V., and Smart & Final Holdings, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,065,555	June 20, 2006	Advanced Transactions, LLC
2 7,386,594	June 10, 2008	Advanced Transactions, LLC
3 7,693,950	March 6, 2010	Advanced Transactions, LLC
4 7,979,057	July 12, 2011	Advanced Transactions, LLC
5 8,150,736	April 3, 2012	Advanced Transactions, 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 09/02/2022 Doc #21 NOTICE of Voluntary Dismissal
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CLERK PHILIP J. DEVLIN	(BY) DEPUTY CLERK 	DATE 09/02/2022
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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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AO 120 (Rev. 08/10)

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

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

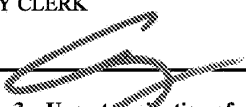
DOCKET NO. 6:22-cv-00563	DATE FILED June 1, 2022	U.S. DISTRICT COURT Western District of Texas - Waco Division
PLAINTIFF Advanced Transactions, LLC		DEFENDANT Fiesta Mart LLC, Bodega Latina Corporation dba El Super, Smart & Final Stores LLC, Chedraui USA, Inc., Grupo Comercial Chedraui, S.A.B. de C.V., and Smart & Final Holdings, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,175,519	May 8, 2012	Advanced Transactions, LLC
2 9,747,608	August 29, 2017	Advanced Transactions, LLC
3 10,783,529	September 22, 2020	Advanced Transactions, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

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

DECISION/JUDGEMENT 09/02/2022 Doc #21 NOTICE of Voluntary Dismissal
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CLERK PHILIP J. DEVLIN	(BY) DEPUTY CLERK 	DATE 09/02/2022
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☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:22-cv-00775	DATE FILED 7/12/2022	U.S. DISTRICT COURT Western District of Texas - Waco Division
PLAINTIFF Advanced Transactions, LLC		DEFENDANT Advance Auto Parts, Inc. and E-Advance, LLC
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,065,555	6/20/2006	Advanced Transactions, LLC
2 7,386,594	6/10/2008	Advanced Transactions, LLC
3 7,693,950	4/6/2010	Advanced Transactions, LLC
4 7,979,057	7/12/2011	Advanced Transactions, LLC
5 8,150,736	4/3/2012	Advanced Transactions, 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	
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☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:22-cv-00775	DATE FILED 7/12/2022	U.S. DISTRICT COURT Western District of Texas - Waco Division
PLAINTIFF Advanced Transactions, LLC		DEFENDANT Advance Auto Parts, Inc. and E-Advance, LLC
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,175,519	5/8/2012	Advanced Transactions, LLC
2 9,747,608	8/29/2017	Advanced Transactions, LLC
3 10,783,529	9/22/2020	Advanced Transactions, LLC
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In the above—entitled case, the following patent(s)/ trademark(s) have been included:

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UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
09/841,186	04/25/2001	Michael G. Foulger	2222.9480001--.

26111
STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1100 NEW YORK AVENUE, N.W.
WASHINGTON, DC 20005

CONFIRMATION NO. 3649
POWER OF ATTORNEY NOTICE



Date Mailed: 07/06/2022

NOTICE REGARDING CHANGE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 07/01/2022.

- The Power of Attorney to you in this application has been revoked by the assignee who has intervened as provided by 37 CFR 3.71. Future correspondence will be mailed to the new address of record(37 CFR 1.33).

Questions about the contents of this notice and the requirements it sets forth should be directed to the Office of Data Management, Application Assistance Unit, at (571) 272-4000 or (571) 272-4200 or 1-888-786-0101.

/tmwilliams/



UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
09/841,186	04/25/2001	Michael G. Foulger	2222.9480001--.

96039
Meunier Carlin & Curfman LLC
999 Peachtree Street NE
Suite 1300
Atlanta, GA 30309

CONFIRMATION NO. 3649
POA ACCEPTANCE LETTER



Date Mailed: 07/06/2022

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 07/01/2022.

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

Questions about the contents of this notice and the requirements it sets forth should be directed to the Office of Data Management, Application Assistance Unit, at (571) 272-4000 or (571) 272-4200 or 1-888-786-0101.

/tmwilliams/

POWER OF ATTORNEY BY APPLICANT

I hereby revoke all previous powers of attorney given in the application identified in either the attached transmittal letter or the boxes below.

Application Number	Filing Date

(Note: The boxes above may be left blank if information is provided on form PTO/AIA/82A.)

- ☒ I hereby appoint the Patent Practitioner(s) associated with the following Customer Number as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above:
- OR**
- ☐ I hereby appoint Practitioner(s) named in the attached list (form PTO/AIA/82C) as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the patent application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above. (Note: Complete form PTO/AIA/82C.)

Please recognize or change the correspondence address for the application identified in the attached transmittal letter or the boxes above to:

- ☒ The address associated with the above-mentioned Customer Number
- OR**
- ☐ The address associated with Customer Number:
- OR**

☐ Firm or Individual Name				
Address				
City		State		Zip
Country				
Telephone		Email		

I am the Applicant (if the Applicant is a juristic entity, list the Applicant name in the box):

Advanced Transactions, LLC

- ☐ Inventor or Joint Inventor (title not required below)
- ☐ Legal Representative of a Deceased or Legally Incapacitated Inventor (title not required below)
- ☒ Assignee or Person to Whom the Inventor is Under an Obligation to Assign (provide signer's title if applicant is a juristic entity)
- ☐ Person Who Otherwise Shows Sufficient Proprietary Interest (e.g., a petition under 37 CFR 1.46(b)(2) was granted in the application or is concurrently being filed with this document) (provide signer's title if applicant is a juristic entity)

SIGNATURE of Applicant for Patent

The undersigned (whose title is supplied below) is authorized to act on behalf of the applicant (e.g., where the applicant is a juristic entity).

Signature	<i>Michael W. McLaughlin</i>	Date (Optional)	6-27-2022
Name	Michael W. McLaughlin		
Title	Authorized Agent		

NOTE: Signature - This form must be signed by the applicant in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications. If more than one applicant, use multiple forms.

☐ Total of _____ forms are submitted.

This collection of information is required by 37 CFR 1.131, 1.32, and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: ADVANCED TRANSACTIONS, LLC

Application No./Patent No.: 7065555

Filed/Issue Date: 6/20/2006

Titled: System and method related to generating and tracking an email campaign

ADVANCED TRANSACTIONS, LLC

, a Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that, for the patent application/patent identified above, it is (choose **one** of options 1, 2 or 3 below):

1. ☒ The assignee of the entire right, title, and interest.

2. ☐ An assignee of less than the entire right, title, and interest (check applicable box):

☐ The extent (by percentage) of its ownership interest is _____%. Additional Statement(s) by the owners holding the balance of the interest **must be submitted** to account for 100% of the ownership interest.

3. ☐ The assignee of an undivided interest in the entirety (a complete assignment from one of the joint inventors was made). The other parties, including inventors, who together own the entire right, title, and interest are:

Additional Statement(s) by the owner(s) holding the balance of the interest **must be submitted** to account for the entire right, title, and interest.

The interest identified in option 1, 2 or 3 above) is evidenced by either (choose **one** of options A or B below):

A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

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

1. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at

Reel _____, Frame _____, or for which a copy thereof is attached.

☒ Additional documents in the chain of title are listed on a supplemental sheet(s).

☐ As required by 37 CFR 3.73(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 authorized to act on behalf of the assignee.

/Lawrence A. Aaronson/

Signature

Date

Lawrence A. Aaronson

Printed or Typed Name

38369

Title or Registration Number



Assignment abstract of title for Application 09841186

Invention title/inventor SYSTEM AND METHOD RELATED TO GENERATING AND TRACKING AN EMAIL CAMPAIGN Michael G. Foulger, Thomas R. Chipperfield, Jeremy S. Cooper, Andrew C. Storms	Patent 7065555 Jun 20, 2006	Publication 2022032738 Mar 14, 2022	Application 09841186 Apr 25, 2021	PCT	International registration
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Assignments (12 total)

Assignment 12

Reel/frame 058537/0628	Execution date Aug 25, 2021	Date recorded Jan 4, 2022	Properties 10	Pages 4
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Conveyance
ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignors
INTELLECTUAL VENTURES ASSETS 179 LLC

Correspondent
LAWRENCE ALAN AARONSON
999 PEACHTREE STREET, NE
ATLANTA, GA 30309

Assignee
ADVANCED TRANSACTIONS, LLC
4725 PEACHTREE CORNERS CIRCLE
SUITE 230
PEACHTREE CORNERS, GEORGIA 30092

Assignment 11

Reel/frame 057274/0690	Execution date Aug 9, 2021	Date recorded Aug 24, 2021	Properties 1	Pages 4
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Conveyance
ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignors
BENHOV GMBH, LLC

Correspondent
INTELLECTUAL VENTURES MANAGEMENT- IP LEGAL
3150 130TH AVENUE SE
BUILDING 4, FLOOR 3
BELLEVUE, WA 98005

Assignee
INTELLECTUAL VENTURES ASSETS 179 LLC,
251 LITTLE FALLS DRIVE
WILMINGTON, DELAWARE 19809

Assignment 10

Reel/frame 037038/0879	Execution date Aug 11, 2015	Date recorded Nov 13, 2015	Properties 16	Pages 14
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Conveyance
MERGER (SEE DOCUMENT FOR DETAILS).

Assignors
ARCHERON LIMITED LLC

Correspondent
STERNE, KESSLER, GOLDSTEIN & FOX
1100 NEW YORK AVENUE, NW
WASHINGTON, DC 20005

Assignee
BENHOV GMBH, LLC
2711 CENTERVILLE ROAD
SUITE 400
WILMINGTON, DELAWARE 19809

Assignment 9

Reel/frame 019550/0768	Execution date Jun 1, 2007	Date recorded Jul 16, 2007	Properties 13	Pages 11
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Conveyance
ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignors
KFORCE INC.

Correspondent
STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1100 NEW YORK AVENUE, N.W.
WASHINGTON, DC 20005

Assignee
ARCHERON LIMITED LLC
2711 CENTERVILLE ROAD
SUITE 400
WILMINGTON, DELAWARE 19809

Assignment 8

Reel/frame 019002/0645	Execution date Dec 21, 2006	Date recorded Mar 13, 2007	Properties 13	Pages 11
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Conveyance
ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignors
ICPLANET CORPORATION

Correspondent
STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1100 NEW YORK AVE., NW
WASHINGTON, DC 20005

Assignee
KFORCE INC.
1001 E. PALM AVE.
TAMPA, FLORIDA 33605

Assignment 7

Reel/frame 018257/0579	Execution date Apr 5, 2004	Date recorded Sep 15, 2006	Properties 12	Pages 19
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Conveyance
MERGER (SEE DOCUMENT FOR DETAILS).

Assignors
HALL, KINION & ASSOCIATES, INC.

Correspondent
BRIAN S. VANCE
1100 NEW YORK AVE., N.W.
WASHINGTON, DC 20005

Assignee
KFORCE INC.
1001 EAST PALM AVENUE
TAMPA, FLORIDA 33605

Assignment 6

Reel/frame 016348/0223	Execution date Apr 25, 2003	Date recorded Aug 3, 2005	Properties 1	Pages 10
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Conveyance
ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignors
FOULGER, MICHAEL G.
COOPER, JEREMY S.
CHIPPERFIELD, THOMAS R.
STORMS, ANDREW C.

Correspondent
STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1100 NEW YORK AVENUE, N.W.
WASHINGTON, DC 20005

Assignee
ICPLANET CORPORATION
4000 CIVIC CENTER DRIVE
SUITE 210
SAN RAFAEL, CALIFORNIA 94903

Assignment 5

Reel/frame 054940/0591	Execution date Jul 25, 2001	Date recorded Jan 5, 2021	Properties 1	Pages 8
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Conveyance
CORRECTIVE ASSIGNMENT TO CORRECT THE ADD MISSING SIGNATURE PREVIOUSLY RECORDED AT REEL: 012079 FRAME: 0391. ASSIGNOR(S) HEREBY CONFIRMS THE ASSIGNMENT.

Assignors
FOULGER, MICHAEL G.
CHIPPERFIELD, THOMAS R.
COOPER, JEREMY S.
STORMS, ANDREW C.

Correspondent
INTELLECTUAL VENTURES MANAGEMENT- IP LEGAL
3150 130TH AVENUE SE
BUILDING 4, FLOOR 3
BELLEVUE, WA 98005

Assignee ICP PLANET ACQUISITION CORPORATION 637 OLIVE AVENUE NOVATO, CALIFORNIA 94945				
Assignment 4				
Reel/Frame 013276/0391	Execution date Jul 25, 2001	Date recorded Aug 13, 2001	Properties 1	Pages 4
Conveyance ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS). Assignors FOULDER, MICHAEL G. CHIFFERFIELD, THOMAS R. COOPER, JEREMY S. STORMS, ANDREW C.				
Correspondent STERNE, KESSLER ET AL JEFFREY S. HEAVER 1100 NEW YORK AVENUE N.W. SUITE 600 WASHINGTON, D.C. 20005-3934				
Assignee ICP PLANET ACQUISITION CORPORATION 637 OLIVE AVENUE NOVATO, CALIFORNIA 94945				
Assignment 3				
Reel/Frame 026211/0697	Execution date May 2, 2001	Date recorded May 2, 2011	Properties 1	Pages 6
Conveyance CHANGE OF NAME (SEE DOCUMENT FOR DETAILS). Assignors ICP ACQUISITION CORPORATION				
Correspondent CHRISTOPHER PHIL WIRIST 1100 NEW YORK AVE. NW WASHINGTON, DC 20005				
Assignee ICP PLANET CORPORATION 4000 CIVIC CENTER DRIVE SAN RAFAEL, CALIFORNIA 20005				
Assignment 2				
Reel/Frame 085741/0645	Execution date Feb 5, 2001	Date recorded Feb 3, 2011	Properties 12	Pages 19
Conveyance CORRECTIVE ASSIGNMENT TO CORRECT THE ASSIGNEE DESIGNATION FROM "HALL, KINION & ASSOCIATES, INC." TO "ICP ACQUISITION CORPORATION -- PREVIOUSLY RECORDED ON REEL 018263 FRAME 0642. ASSIGNOR(S) HEREBY CONFIRMS THE ASSIGNMENT OF ASSIGNOR'S INTEREST TO ICP ACQUISITION CORPORATION.				
Assignors ICP PLANET CORPORATION				
Correspondent STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C. 1100 NEW YORK AVENUE, N.W. WASHINGTON, DC 20005				
Assignee ICP ACQUISITION CORPORATION 2570 NORTH FIRST STREET SUITE 400 SAN JOSE, CALIFORNIA 95131				
Assignment 1				
Reel/Frame 018263/0642	Execution date Feb 5, 2001	Date recorded Sep 15, 2006	Properties 12	Pages 12
Conveyance ASSET PURCHASE AGREEMENT Assignors ICP PLANET CORPORATION				
Correspondent BRYAN S. WADE 1100 NEW YORK AVE., N.W. WASHINGTON, DC 20005				
Assignee HALL, KINION & ASSOCIATES, INC. 185 BERRY STREET SUITE 400 SAN FRANCISCO, CALIFORNIA 94107				

Electronic Acknowledgement Receipt	
EFS ID:	46104199
Application Number:	09841186
International Application Number:	
Confirmation Number:	3649
Title of Invention:	SYSTEM AND METHOD RELATED TO GENERATING AND TRACKING AN EMAIL CAMPAIGN
First Named Inventor/Applicant Name:	Michael G. Foulger
Customer Number:	26111
Filer:	Lawrence Aaronson
Filer Authorized By:	
Attorney Docket Number:	2222.9480001--.
Receipt Date:	01-JUL-2022
Filing Date:	25-APR-2001
Time Stamp:	16:02:34
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Power of Attorney	11440-001GEN_POA_Advance d_Transactions.pdf	182302 b8063b5162e9917b6249448900846a47c7k acd58	no	1

Warnings:

Information:					
2	Assignee showing of ownership per 37 CFR 3.73	7065555.pdf	67005	no	1
			2f72d35bb666a148f67e12dcb08d99c3d14a7b0f		
Warnings:					
Information:					
3	Assignee showing of ownership per 37 CFR 3.73	7065555-A.pdf	228415	no	2
			110491e6c30a95f77cddbef5c0e951a2500712586		
Warnings:					
Information:					
Total Files Size (in bytes):			477722		
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.					

AO 120 (Rev. 08/10)

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

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

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

DOCKET NO. 6:22-cv-00563	DATE FILED June 1, 2022	U.S. DISTRICT COURT Western District of Texas - Waco Division
PLAINTIFF Advanced Transactions, LLC		DEFENDANT Fiesta Mart LLC, Bodega Latina Corporation dba El Super, Smart & Final Stores LLC, Chedraui USA, Inc., Grupo Comercial Chedraui, S.A.B. de C.V., and Smart & Final Holdings, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,065,555	June 20, 2006	Advanced Transactions, LLC
2 7,386,594	June 10, 2008	Advanced Transactions, LLC
3 7,693,950	March 6, 2010	Advanced Transactions, LLC
4 7,979,057	July 12, 2011	Advanced Transactions, LLC
5 8,150,736	April 3, 2012	Advanced Transactions, LLC

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

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

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

DECISION/JUDGEMENT		
CLERK	(BY) DEPUTY CLERK	DATE

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

AO 120 (Rev. 08/10)

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

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

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

DOCKET NO. 6:22-cv-00563	DATE FILED June 1, 2022	U.S. DISTRICT COURT Western District of Texas - Waco Division
PLAINTIFF Advanced Transactions, LLC		DEFENDANT Fiesta Mart LLC, Bodega Latina Corporation dba El Super, Smart & Final Stores LLC, Chedraui USA, Inc., Grupo Comercial Chedraui, S.A.B. de C.V., and Smart & Final Holdings, Inc.
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,175,519	May 8, 2012	Advanced Transactions, LLC
2 9,747,608	August 29, 2017	Advanced Transactions, LLC
3 10,783,529	September 22, 2020	Advanced Transactions, LLC
4		
5		

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

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

DECISION/JUDGEMENT		
CLERK	(BY) DEPUTY CLERK	DATE

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

AO 120 (Rev. 08/10)

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

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

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

DOCKET NO. 6:22-cv-00176	DATE FILED 2/18/2022	U.S. DISTRICT COURT Western District of Texas - Waco Division
PLAINTIFF Advanced Transactions, LLC		DEFENDANT Belk, Inc. and Belk eCommerce, LLC
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,065,555	6/20/2006	Advanced Transactions, LLC
2 7,386,594	6/10/2008	Advanced Transactions, LLC
3 7,693,950	4/6/2010	Advanced Transactions, LLC
4 7,979,057	7/12/2011	Advanced Transactions, LLC
5 8,150,736	4/3/2012	Advanced Transactions, LLC

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

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

DECISION/JUDGEMENT

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

AO 120 (Rev. 08/10)

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

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

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

DOCKET NO. 6:22-cv-00176	DATE FILED 2/18/2022	U.S. DISTRICT COURT Western District of Texas - Waco Division
PLAINTIFF Advanced Transactions, LLC		DEFENDANT Belk, Inc. and Belk eCommerce, LLC
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,175,519	5/8/2012	Advanced Transactions, LLC
2 9,747,608	8/29/2017	Advanced Transactions, LLC
3 10,783,529	9/22/2020	Advanced Transactions, LLC
4		
5		

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

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

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

DECISION/JUDGEMENT

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

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

POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

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

I hereby appoint:

☒ Practitioners associated with the Customer Number:

26111

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:

26111

OR

☐ Firm or Individual Name

Address

City

State

Zip

Country

Telephone

Email

Assignee Name and Address:

Archeron Limited LLC
2711 Centerville Road, Suite 400
Wilmington, DE 19808

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(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	7/26/2007
Name	Bryan Burpee	Telephone	
Title	Authorized Person for Archeron Limited LLC		

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

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

Electronic Acknowledgement Receipt	
EFS ID:	10175677
Application Number:	09841186
International Application Number:	
Confirmation Number:	3649
Title of Invention:	SYSTEM AND METHOD RELATED TO GENERATING AND TRACKING AN EMAIL CAMPAIGN
First Named Inventor/Applicant Name:	Michael G. Foulger
Customer Number:	26111
Filer:	Christopher Philip Wrist/Anastassia Reznik
Filer Authorized By:	Christopher Philip Wrist
Attorney Docket Number:	2222.9480001--.
Receipt Date:	26-MAY-2011
Filing Date:	25-APR-2001
Time Stamp:	17:23:12
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		2222_9480001_poa.pdf	420450 b7cbsa229ede2929a0586ea203a3e7e4adcf068fb	yes	4

	Multipart Description/PDF files in .zip description		
	Document Description	Start	End
	Miscellaneous Incoming Letter	1	1
	Assignee showing of ownership per 37 CFR 3.73(b).	2	3
	Power of Attorney	4	4
Warnings:			
Information:			
Total Files Size (in bytes):		420450	
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.			

CHRISTOPHER PHILIP WRIST
OF COUNSEL
(202) 772-8897
PWRIST@SKGF.COM



May 26, 2011

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

Confirmation No.: 3649
Art Unit: 2155
Mail Stop Post Issue

Re: U.S. Utility Patent
U.S. Patent No. 7,065,555; Issued: June 20, 2006
For: **System and Method Related to Generating and Tracking an Email Campaign**
Inventors: Foulger *et al.*
Our Ref: 2222.9480001

Sir:

Transmitted herewith for appropriate action are the following documents:

1. Statement under 37 C.F.R. 3.73(b); and
2. Power of Attorney.

The above-listed documents are filed electronically through EFS-Web.

In the event that extensions of time are necessary to prevent abandonment of this patent application, then such extensions of time are hereby petitioned.

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

Christopher Philip Wrist
Attorney for Patentees
Registration No. 32,078

CPW/aer
Enclosures

1329136_1.DOC

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

STATEMENT UNDER 37 CFR 3.73(b)

Atty. Docket No. 2222.9480001

Applicant/Patent Owner: FOULGER et al.

Application No./Patent No.: 7,065,555

Filed/Issue Date: June 20, 2006

Titled: System and Method Related to Generating and Tracking an Email Campaign

ARCHERON LIMITED LLC, a

Limited Liability Company

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest in;
2. ☐ an assignee of less than the entire right, title, and interest in
(The extent (by percentage) of its ownership interest is _____ %); or
3. ☐ the assignee of an undivided interest in the entirety of (a complete assignment from one of the joint inventors was made)

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 for which a copy therefore is attached.

OR

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

1. From: FOULGER et al. To: ICPLANET ACQUISITION CORPORATION

The document was recorded in the United States Patent and Trademark Office at

Reel 012078, Frame 0391, or for which a copy thereof is attached.

2. From: FOULGER et al. To: ICPLANET CORPORATION

The document was recorded in the United States Patent and Trademark Office at

Reel 016348, Frame 0223, or for which a copy thereof is attached.

3. From: ICPLANET CORPORATION To: ICP ACQUISITION CORPORATION

The document was recorded in the United States Patent and Trademark Office at

Reel 025741, Frame 0646, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet(s).

- ☒ As required by 37 CFR 3.73(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 authorized to act on behalf of the assignee.

Signature

Christopher Philip Wrist, Reg. No. 32,078

Printed or Typed Name

March 26, 2011

Date

Attorney for Patentees

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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

**Supplemental Sheet to Chain of Title, Item B of the
Statement Under 37 CFR 3.73(b) (PTO/SB/96)**

Applicant/Owner: Foulger et al.

Application No./Patent No.: 7,065,555

Application Date/Issue Date: June 20, 2006

Title: System and Method Related to Generating and Tracking an Email Campaign

Name of Assignee: **ARCHERON LIMITED LLC**Type of Assignee: Limited Liability Company

Supplemental Sheet to Part B: Continuation of the chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

4. From: ICP ACQUISITION CORPORATION To: ICPLANET CORPORATION

The document was recorded in the United States Patent and Trademark Office at
Reel 026211, Frame 0697, or for which a copy thereof is attached.

5. From: ICPLANET CORPORATION To: KFORCE INC.

The document was recorded in the United States Patent and Trademark Office at
Reel 019002, Frame 0645, or for which a copy thereof is attached.

6. From: KFORCE INC. To: ARCHERON LIMITED LLC

The document was recorded in the United States Patent and Trademark Office at
Reel 019550, Frame 0768, or for which a copy thereof is attached.

7. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

8. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

9. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

10. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.



09/841186

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent of:

Foulger *et. al.*

Patent No.: 7,065,555

Issued: June 20, 2006

For: System and Method Related To
Generating And Tracking An
Email Campaign

Confirmation No.: 3649

Art Unit: 2157

Examiner: Barot, Bharat

Atty. Docket: 2222.9480001

COMPLETED

Request for Change of Attorney Docket Number Pleading

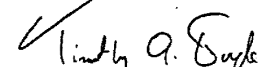
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Sir:

Applicants respectfully request that the attorney docket number for the above-captioned application be changed from "2018.0040001" to -- 2222.9480001 --. Kindly use this attorney docket number in any future correspondence addressed to the undersigned.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.


Timothy A. Doyle
Attorney for Patentees
Registration No. 51,262

Date: August 28, 2007

1100 New York Avenue, N.W.
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(202) 371-2600

714825_1.DOC

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*Admitted only in Maryland
*Admitted only in Virginia
*Practice Limited to
Federal Agencies

August 28, 2007

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INTERNET ADDRESS:
TDOYLE@SKGF.COM

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

Art Unit 2157

Re: U.S. Utility Patent
Patent No. 7,065,555; Issued: June 20, 2006
For: **System and Method Related to Generating and Tracking an Email Campaign**
Inventors: Foulger *et al.*
Our Ref: 2222.9480001

Sir:

Transmitted herewith for appropriate action are the following documents:

1. Request for Change of Attorney Docket Number Pleading
2. Statement Under 37 C.F.R. 3.73(b) with Supplemental Sheet;
3. One return postcard.

It is respectfully requested that the attached postcard be stamped with the date of filing of these documents, and that it be returned to our courier.

In the event that extensions of time are necessary to prevent abandonment of this patent application, then such extensions of time are hereby petitioned.

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

Timothy A. Doyle
Timothy A. Doyle
Attorney for Patentees
Registration No. 51,262

TAD/brc

Enclosures

Sterne, Kessler, Goldstein & Fox P.L.L.C. : 1100 New York Avenue, NW : Washington, DC 20005 : 202.371.2600 f 202.371.2340 1.DOC
www.skgsf.com



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent of:

Foulger *et. al.*

Patent No.: 7,065,555

Issued: June 20, 2006

For: **System and Method Related To
Generating And Tracking An
Email Campaign**

Confirmation No.: 3649

Art Unit: 2157

Examiner: Barot, Bharat

Atty. Docket: 2222.9480001

Request for Change of Attorney Docket Number Pleading

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

Sir:

Applicants respectfully request that the attorney docket number for the above-captioned application be changed from "2018.0040001" to -- 2222.9480001 --. Kindly use this attorney docket number in any future correspondence addressed to the undersigned.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

Timothy A. Doyle
Attorney for Patentees
Registration No. 51,262

Date: August 28, 2007

1100 New York Avenue, N.W.
Washington, D.C. 20005-3934
(202) 371-2600

714825_1.DOC



STATEMENT UNDER 37 CFR 3.73(b)

2222.9480001

Applicant/Patent Owner: Michael G. Foulger et al.

Application No./Patent No.: 7,065,555 Filed/Issue Date: June 20, 2006

Entitled: SYSTEM AND METHOD RELATED TO GENERATING AND TRACKING AN EMAIL CAMPAIGN

Archeron Limited LLC, a Limited Liability Company
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

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 interest 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 for which a copy thereof is attached.

OR

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

1. From: Michael G. Foulger et al. To: ICPLANET ACQUISITION CORPORATION
The document was recorded in the United States Patent and Trademark Office at
Reel 012078, Frame 0391, or for which a copy thereof is attached.
2. From: Michael G. Foulger et al. To: ICPLANET CORPORATION
The document was recorded in the United States Patent and Trademark Office at
Reel 016348, Frame 0223, or for which a copy thereof is attached.
3. From: ICPLANET CORPORATION To: HALL, KINION & ASSOCIATES, INC.
The document was recorded in the United States Patent and Trademark Office at
Reel 018263, Frame 0642, or for which a copy thereof is attached.

☒ Additional documents in the chain of title are listed on a supplemental sheet.

☒ 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 authorized to act on behalf of the assignee.

Timothy A. Doyle
Signature

Timothy A. Doyle, Reg. No. 51,262

Printed or Typed Name

Authorized Person

Title

28 AUG 07

Date

202-371-2600

Telephone Number

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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



Statement Under 37 CFR 3.73(b)

Supplemental Sheet

Applicant/Owner: Michael G. Foulger, et al.

Application No./Patent No.: 7,065,555

Filing Date/Issue Date: June 20, 2006

Title: SYSTEM AND METHOD RELATED TO GENERATING AND TRACKING
AN EMAIL CAMPAIGN

Name of Assignee: Archeron Limited LLC

Type of Assignee: Limited Liability Company

Additional Documents in the Chain of Title:

4. From: HALL, KINION & ASSOCIATES, INC. To: KFORCE INC.

The document was recorded in the United States Patent and Trademark Office at Reel: 018257; Frame: 0579, or for which a copy thereof is attached.

5. From: ICPLANET CORPORATION To: KFORCE INC.

The document was recorded in the United States Patent and Trademark Office at Reel: 019002; Frame: 0645, or for which a copy thereof is attached.

6. From: KFORCE INC. To: ARCHERON LIMITED LLC

The document was recorded in the United States Patent and Trademark Office at Reel: 019550; Frame: 0768, or for which a copy thereof is attached.



09/841,186

**SYSTEM AND METHOD RELATED TO GENERATING AND TRACKING AN
EMAIL CAMPAIGN****08-01-
2007::15:04:40****Patent Assignment Abstract of Title****Total Assignments: 6****Application #:** 09841186**Filing Dt:** 04/25/2001**Patent #:** 7065555**Issue Dt:** 06/20/2006**PCT #:** NONE**Publication #:** US20020032738**Pub Dt:** 03/14/2002**Inventors:** Michael G. Foulger, Thomas R. Chipperfield, Jeremy S. Cooper, Andrew C. Storms**Title:** SYSTEM AND METHOD RELATED TO GENERATING AND TRACKING AN EMAIL CAMPAIGN**Assignment: 1****Reel/Frame:** 018263 / 0642 **Received:** 09/15/2006 **Recorded:** 09/15/2006 **Mailed:** 09/18/2006 **Pages:** 12**Conveyance:** ASSET PURCHASE AGREEMENT**Assignor:** ICPLANET CORPORATION**Exec Dt:** 02/05/2001**Assignee:** HALL, KINION & ASSOCIATES, INC.
185 BERRY STREET
SUITE 4600
SAN FRANCISCO, CALIFORNIA 94107**Correspondent:** BRYAN S. WADE
1100 NEW YORK AVE., N.W.
WASHINGTON, DC 20005**Assignment: 2****Reel/Frame:** 012078 / 0391 **Received:** 08/21/2001 **Recorded:** 08/13/2001 **Mailed:** 10/22/2001 **Pages:** 4**Conveyance:** ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).**Assignors:** FOULGER, MICHAEL G.**Exec Dt:** 07/25/2001

CHIPPERFIELD, THOMAS R.

Exec Dt: 07/25/2001

COOPER, JEREMY S.

Exec Dt: 07/25/2001

STORMS, ANDREW C.

Exec Dt: 07/25/2001**Assignee:** ICPLANET ACQUISITION CORPORATION
637 OLIVE AVENUE
NOVATO, CALIFORNIA 94945**Correspondent:** STERNE, KESSLER ET AL
JEFFREY S. WEAVER
1100 NEW YORK AVENUE N.W.
SUITE 600
WASHINGTON, D.C. 20005-3934**Assignment: 3****Reel/Frame:** 016348 / 0223 **Received:** 08/03/2005 **Recorded:** 08/03/2005 **Mailed:** 08/03/2005 **Pages:** 10**Conveyance:** ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).**Assignors:** FOULGER, MICHAEL G.**Exec Dt:** 05/01/2003

COOPER, JEREMY S.

Exec Dt: 06/27/2004

CHIPPERFIELD, THOMAS R.

Exec Dt: 04/25/2003

STORMS, ANDREW C.

Exec Dt: 04/28/2003**Assignee:** ICPLANET CORPORATION
4000 CIVIC CENTER DRIVE
SUITE 210
SAN RAFAEL, CALIFORNIA 94903**Correspondent:** STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C
1100 NEW YORK AVENUE, N.W.
WASHINGTON, DC 20005**Assignment: 4****Reel/Frame:** 018257 / 0579 **Received:** 09/15/2006 **Recorded:** 09/15/2006 **Mailed:** 09/15/2006 **Pages:** 19**Conveyance:** MERGER (SEE DOCUMENT FOR DETAILS).**Assignor:** HALL, KINION & ASSOCIATES, INC.**Exec Dt:** 04/05/2004**Assignee:** KFORCE INC.
1001 EAST PALM AVENUE
TAMPA, FLORIDA 33605

Correspondent: BRYAN S. WADE
1100 NEW YORK AVE., N.W.
WASHINGTON, DC 20005

Assignment: 5

Reel/Frame: 019002 / 0645 **Received:** 03/13/2007 **Recorded:** 03/13/2007 **Mailed:** 03/13/2007 **Pages:** 11

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

Assignor: ICPLANET CORPORATION

Exec Dt: 12/21/2006

Assignee: KFORCE INC.
1001 E. PALM AVE.
TAMPA, FLORIDA 33605

Correspondent: STERNE KESSLER GOLDSTEIN & FOX P.L.L.C.
1100 NEW YORK AVE., NW
WASHINGTON, DC 20005

Assignment: 6

Reel/Frame: 019550 / 0768 **Received:** 07/16/2007 **Recorded:** 07/16/2007 **Mailed:** 07/16/2007 **Pages:** 11

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

Assignor: KFORCE INC.

Exec Dt: 06/01/2007

Assignee: ARCHERON LIMITED LLC
2711 CENTERVILLE ROAD
SUITE 400
WILMINGTON, DELAWARE 19808

Correspondent: STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1100 NEW YORK AVENUE, N.W.
WASHINGTON, DC 20005

Search Results as of: 08/01/2007 15:04:27 PM

Disclaimer:

Assignment information on the assignment database reflects assignment documents that have been actually recorded.

If the assignment for a patent was not recorded, the name of the assignee on the patent application publication or patent may be different.

If you have any comments or questions concerning the data displayed, contact OPR / Assignments at 571-272-3350

Close Window

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)

26111 7590 02/01/2006

STERNE, KESSLER, GOLDSTEIN & FOX PLLC
 1100 NEW YORK AVENUE, N.W.
 WASHINGTON, DC 20005



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.
09/841,186	04/25/2001	Michael G. Foulger	2018.0040001	3649

TITLE OF INVENTION: SYSTEM AND METHOD RELATED TO GENERATING AND TRACKING AN EMAIL CAMPAIGN

APPLN. TYPE	SMALL ENTITY	ISSUE FEE	PUBLICATION FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1400	\$300	\$1700	05/01/2006
EXAMINER	ART UNIT	CLASS-SUBCLASS			
BAROT, BHARAT	2155	709-206000			

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.563).

- ☐ 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. Sterne, Kessler

2. Goldstein & Fox, PLLC

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 3.111. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

IC Planet Corporation

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

San Rafael, CA

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

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

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

4b. Payment of Fee(s):

- ☐ A check in the amount of the fee(s) is enclosed.
- ☒ Payment by credit card. Form PTO-2038 is attached.
- ☒ The Director is hereby authorized by charge the required fee(s), or credit any overpayment, to Deposit Account Number 19-0733 (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).

The Director of the USPTO is requested to apply the Issue Fee and Publication Fee (if any) or to re-apply any previously paid issue fee to the application identified above.

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 May 1, 2006

Typed or printed name Jeffrey S. Weaver

Registration No. 05/02/2006 SZEP12C 89000117 89841186

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit in 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 15 minutes to complete, including gathering information, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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Peter A. Socarras
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Danielle L. Letting
Lori Brandes

Of Counsel
Edward J. Kessler
Kenneth C. Bass III
Marvin C. Guthrie

*Admitted only in Maryland
*Admitted only in Virginia
*Practice Limited to
Federal Agencies

May 1, 2006

WRITER'S DIRECT NUMBER:

(202) 772-8831

INTERNET ADDRESS:

JWEAVER@SKGF.COM

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

Mail Stop Issue Fee

Re: Allowed U.S. Utility Patent Application
Appl. No. 09/841,186; Filed: April 25, 2001
For: **System and Method Related to Generating
and Tracking an Email Campaign**
Inventors: Foulger *et al.*
Our Ref: 2018.0040001

Sir:

In response to the **Notice of Allowance and Fee(s) Due** dated February 1, 2006, the following documents are forwarded for appropriate action by the U.S. Patent and Trademark Office:

1. Issue Fee Transmittal (Form PTOL-85B);
2. Credit Card Payment Form (PTO-2038) for \$1,700.00 to cover:
\$1,400.00 Issue Fee;
\$ 300.00 Publication Fee; and
3. One (1) return postcard.

It is respectfully requested that the attached postcard be stamped with the date of filing of these documents, and that it be returned to our courier.

Commissioner for Patents
May 1, 2006
Page 2

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency,
or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

A handwritten signature in black ink, appearing to read "J. S. W.", followed by a horizontal line.

Jeffrey S. Weaver
Attorney for Applicants
Registration No. 45,608

MVM/JSW:smn
Enclosures

526541_1.DOC



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

26111 7590 02/01/2006
STERNE, KESSLER, GOLDSTEIN & FOX PLLC
1100 NEW YORK AVENUE, N.W.
WASHINGTON, DC 20005

EXAMINER	
BAROT, BHARAT	
ART UNIT	PAPER NUMBER
2155	
DATE MAILED: 02/01/2006	

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/841,186	04/25/2001	Michael G. Foulger	2018.0040001	3649
TITLE OF INVENTION: SYSTEM AND METHOD RELATED TO GENERATING AND TRACKING AN EMAIL CAMPAIGN				

APPLN. TYPE	SMALL ENTITY	ISSUE FEE	PUBLICATION FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1400	\$300	\$1700	05/01/2006

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 REFLECTS A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE APPLIED IN THIS APPLICATION. THE PTOL-85B (OR AN EQUIVALENT) MUST BE RETURNED WITHIN THIS PERIOD EVEN IF NO FEE IS DUE OR THE APPLICATION WILL BE REGARDED AS ABANDONED.

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 should be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). Even if the fee(s) have already been paid, Part B - Fee(s) Transmittal should be completed and returned. 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.

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
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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)

26111 7590 02/01/2006
STERNE, KESSLER, GOLDSTEIN & FOX PLLC
1100 NEW YORK AVENUE, N.W.
WASHINGTON, DC 20005

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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.
09/841,186	04/25/2001	Michael G. Foulger	2018.0040001	3649

TITLE OF INVENTION: SYSTEM AND METHOD RELATED TO GENERATING AND TRACKING AN EMAIL CAMPAIGN

APPLN. TYPE	SMALL ENTITY	ISSUE FEE	PUBLICATION FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1400	\$300	\$1700	05/01/2006

EXAMINER	ART UNIT	CLASS-SUBCLASS
BAROT, BHARAT	2155	709-206000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.563).
☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. Use of a Customer Number is required.

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

1 _____
 2 _____
 3 _____

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

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

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

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

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

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

4b. Payment of Fee(s):

- ☐ A check in the amount of the fee(s) is enclosed.
☐ Payment by credit card. Form PTO-2038 is attached.
☐ The Director is hereby authorized by charge the required fee(s), 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).

The Director of the USPTO is requested to apply the Issue Fee and Publication Fee (if any) or to re-apply any previously paid issue fee to the application identified above.
 NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature _____ Date _____
 Typed or printed name _____ Registration No. _____

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

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/841,186	04/25/2001	Michael G. Foulger	2018.0040001	3649
26111	7590	02/01/2006	EXAMINER	
STERNE, KESSLER, GOLDSTEIN & FOX PLLC 1100 NEW YORK AVENUE, N.W. WASHINGTON, DC 20005			BAROT, BHARAT	
			ART UNIT	PAPER NUMBER
			2155	
DATE MAILED: 02/01/2006				

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 696 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 696 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.

Notice of Allowability	Application No.	Applicant(s)	
	09/841,186	FOULGER ET AL.	
	Examiner	Art Unit	
	Bharat N. Barot	2155	

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

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

1. ☒ This communication is responsive to amendment filed on 11/02/2005.
2. ☒ The allowed claim(s) is/are 1-5, 7-13, and 15-19 re-numbered as 1-17.
3. ☐ 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.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
 - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

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

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

Attachment(s)

1. ☒ Notice of References Cited (PTO-892) 2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948) 3. ☐ Information Disclosure Statements (PTO-1449 or PTO/SB/08), Paper No./Mail Date _____ 4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material	5. ☐ Notice of Informal Patent Application (PTO-152) 6. ☐ Interview Summary (PTO-413), Paper No./Mail Date _____ 7. ☐ Examiner's Amendment/Comment 8. ☒ Examiner's Statement of Reasons for Allowance 9. ☐ Other _____
--	--

BHARAT BAROT
PRIMARY EXAMINER
 (571) 272-3979

REASONS FOR ALLOWANCE

1. The following is an Examiner's Statement of Reasons for Allowance:

Claims 1-5, 7-13, and 15-19 are allowable over the prior art of record.

The examiner has found that the prior art of record does not disclose or teach or suggest or render obvious a system and method for generating and tracking an email campaign, generating an email campaign template from an email target database having a plurality of email targets, the email campaign template comprises a message template (text message) and a configuration file having data related to each of the plurality of email targets; generating a custom email corresponding to each of the plurality of email targets, the custom email is formed from the email campaign template; sending the custom email to each of the plurality of email targets; and tracking the custom email sent to each of the plurality of email targets at set forth in the independent claims 1 and 13.

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

CONTACT INFORMATION

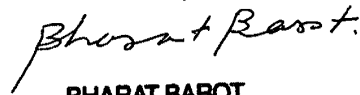
3. Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Bharat Barot** whose Telephone Number is **(571) 272-3979**. The examiner can normally be reached on Monday-Friday from 9:30 AM to 6:00 PM. Most facsimile-transmitted patent application related correspondence is required to be sent to the Central FAX Number **(571) 273-8300**.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **Saleh Najjar**, can be reached at **(571) 272-4006**.

Patent Examiner Bharat Barot

Art Unit 2155

January 10, 2006


BHARAT BAROT
PRIMARY EXAMINER

Notice of References Cited	Application/Control No. 09/841,186	Applicant(s)/Patent Under Reexamination FOULGER ET AL.	
	Examiner Bharat N. Barot	Art Unit 2155	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-6,668,281 B1	12-2003	Ayyadurai, V. A. Shiva	709/206
*	B	US-6,549,950 B2	04-2003	Lytle et al.	709/206
*	C	US-6,449,635 B1	09-2002	Tilden et al.	709/206
*	D	US-6,377,936 B1	04-2002	Henrick et al.	709/206
*	E	US-6,170,011 B1	01-2001	Macleod Beck et al.	709/224
*	F	US-5,265,033 A	11-1993	Vajk et al.	709/206
	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.

Issue Classification 	Application/Control No.	Applicant(s)/Patent under Reexamination	
	09/841,186	FOULGER ET AL.	
	Examiner	Art Unit	
	Bharat N. Barot	2155	

ISSUE CLASSIFICATION											
ORIGINAL					CROSS REFERENCE(S)						
CLASS	SUBCLASS				CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)					
709	206				709	201	203				
INTERNATIONAL CLASSIFICATION											
G	0	6	F	15/16							
				/							
				/							
				/							
				/							
(Assistant Examiner) (Date)					<i>Bharat Barot</i> BHARAT BAROT PRIMARY EXAMINER (Primary Examiner)					Total Claims Allowed: 17	
<i>Susan Ford</i> 1/31/06 (Legal Instruments Examiner) (Date)					<i>01/10/2006</i> (Date)					O.G. Print Claim(s) 12	O.G. Print Fig. 2

☐ Claims renumbered in the same order as presented by applicant										☐ CPA		☐ T.D.		☐ R.1.47	
Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
1	1		31		61		91		121		151		181		
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7	8		38		68		98		128		158		188		
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	29		59		89		119		149		179		209		
	30		60		90		120		150		180		210		

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Bib Data Sheet

CONFIRMATION NO. 3649

SERIAL NUMBER 09/841,186	FILING DATE 04/25/2001 RULE	CLASS 709	GROUP ART UNIT 2155	ATTORNEY DOCKET NO. 2018.0040001
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APPLICANTS

Michael G. Foulger, Novato, CA;

Thomas R. Chipperfield, Petaluma, CA;

Jeremy S. Cooper, Petaluma, CA; Andrew C. Storms, Petaluma, CA;

** CONTINUING DATA *****

Yes BB

This appln claims benefit of 60/199,355 04/25/2000

** FOREIGN APPLICATIONS *****

No BB

IF REQUIRED, FOREIGN FILING LICENSE GRANTED

** 06/26/2001

Foreign Priority claimed

☐ yes ☒ no

35 USC 119 (a-d) conditions met

☐ yes ☒ no☐ Met after Allowance

Verified and Acknowledged

Examiner's Signature

Initials

STATE OR

COUNTRY
CA

SHEETS

DRAWING
14

TOTAL

CLAIMS
19-17

INDEPENDENT

CLAIMS
2

ADDRESS

26111

STERNE, KESSLER, GOLDSTEIN & FOX PLLC

1100 NEW YORK AVENUE, N.W.

WASHINGTON, DC

20005

TITLE

System and method related to generating and tracking an email campaign

FILING FEE RECEIVED 840	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
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Index of Claims 	Application/Control No.		Applicant(s)/Patent under Reexamination	
	09/841,186		FOULGER ET AL.	
	Examiner		Art Unit	
	Bharat N. Barot		2155	

✓	Rejected
=	Allowed

-	(Through numeral) Cancelled
+	Restricted

N	Non-Elected
I	Interference

A	Appeal
O	Objected

Claim			Date																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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*DB=USPT; PLUR=YES; OP=ADJ*L16 L3 and application programL15 L3 same application programL14 L3 same scriptL13 L12 and L3L12 L11 or L10L11 custom e-mailL10 custom emailL9 generat\$ with configur\$ with file with emailL8 L6 and templateL7 L6 and L3L6 email with target with databaseL5 L3 and templateL4 L3 same templateL3 L2 or L1L2 e-mail campaignL1 email campaign**Hit Count Set Name**

result set

8 L160 L150 L140 L1316 L1214 L113 L104 L93 L80 L710 L60 L50 L414 L312 L22 L1

END OF SEARCH HISTORY



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Foulger *et al.*

Appl. No.: 09/841,186

Filed: April 25, 2001

For: **System and Method Related to
Generating and Tracking an Email
Campaign**

Confirmation No.: 3649

Art Unit: 2157

Examiner: Saleh Najjar

Atty. Docket: 2018.0040001

Amendment and Reply Under 37 C.F.R. § 1.111

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

Sir:

In reply to the Office Action dated May 2, 2005, (PTO Prosecution File Wrapper Paper No./Mail Date 20050428), Applicants submit the following Amendment and Remarks. This Amendment is provided in the following format:

- (A) Each section begins on a separate sheet;
- (B) Starting on a separate sheet, a complete listing of all of the claims:
 - in ascending order;
 - with status identifiers; and
 - with markings in the currently amended claims;
- (C) Starting on a separate sheet, the Remarks.

It is not believed that extensions of time or fees for net addition of claims are required beyond those that may otherwise be provided for in documents accompanying this paper. However, if additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned under 37 C.F.R. § 1.136(a), and any fees required therefor (including fees for net

addition of claims) are hereby authorized to be charged to our Deposit Account No.

19-0036.

Amendments to the Claims

1. (Previously Presented) A method for conducting an email campaign, comprising the steps of:
 - (1) receiving an email target database;
 - (2) generating an email campaign template related to at least one email target in the received email target database, wherein step (2) comprises:
 - (a) generating a message template, and
 - (b) generating a configuration file to contain data related to each of the at least one email target, wherein the data is insertable in the generated message template;
 - (3) sending to each of the at least one email target a corresponding custom email, wherein the custom email is formed from the email campaign template; and
 - (4) tracking the custom email sent to each of the at least one email target.
2. (Original) The method of claim 1, wherein step (1) comprises the step of:
 - (a) generating the email target database.
3. (Original) The method of claim 2, wherein step (a) comprises the steps of:
 - (i) collecting at least one raw document;
 - (ii) parsing said collected at least one document;
 - (iii) categorizing said parsed at least one document into at least one category;
 - (iv) inserting said at least one document into a database; and

(v) removing documents from the database corresponding to duplicate email addresses.

4. (Original) The method of claim 1, wherein step (1) comprises the step of:
 - (a) requesting an email target database according to a structured query language statement.
5. (Original) The method of claim 1, wherein step (1) comprises the step of:
 - (a) receiving an email target database from a database vendor.
6. (Canceled)
7. (Currently Amended) The method of claim [[6]] 1, wherein step (b) comprises the steps of:
 - (i) generating a custom uniform resource locator address for each of the at least one email target; and
 - (ii) inserting the generated custom uniform resource locator address for each of the at least one email target into the configuration file.
8. (Original) The method of claim 7, wherein step (i) comprises the steps of:
 - (A) generating a hash from a campaign ID, a message template version ID, a user reference ID, and a private key, for each of the at least one email target; and

(B) appending a first portion of the generated hash for each of the at least one email target to a host web address to form the custom uniform resource locator address for each of the at least one email target.

9. (Original) The method of claim 8, wherein the host web address is equal to:
- hostname/module?token
- where hostname is replaced with an email campaign host Internet address,
- module is replaced with an identifier for software located at the email campaign host directed to processing the custom uniform resource locator address for each email target after it is selected, and
- token is replaced with any alphanumeric identifier for unique information related to the customized uniform resource locator address for each of the at least one email target.

10. (Currently Amended) The method of claim [[6]] 1, wherein step (3) comprises the step of:

(a) forming the custom email for each of the at least one email target from the generated text message template and the generated configuration file.

11. (Original) The method of claim 1, wherein step (4) comprises the steps of:

(a) receiving at least one response from the at least one email target;

and

(b) creating a campaign tracking list from said received at least one response.

12. (Original) The method of claim 11, wherein step (b) comprises the steps of:
- (i) determining a number of successful visits from the at least one email target;
 - (ii) determining a number of the custom email sent to the at least one email target that were undeliverable; and
 - (iii) determining a number of the at least one email target that requested deletion.

13. (Previously Presented) A system for generating and tracking an email campaign, comprising:
- an email campaign generator that generates an email campaign template from an email target database, wherein said email target database comprises a plurality of email targets;
 - an email campaign engine that generates a custom email corresponding to each of said plurality of email targets, wherein said custom email is formed from said email campaign template, wherein said email campaign engine sends said custom email to each of said plurality of email targets; and
 - a campaign tracker that receives a response corresponding to said sent custom email, and wherein said campaign tracker creates a campaign tracking list that includes said received response;
- wherein said email campaign template comprises

a text message, and
a configuration file that includes data from said email target database
corresponding to each of said plurality of email targets.

14. (Canceled)

15. (Currently Amended) The system of claim [[14]] 13, wherein said email campaign engine makes a copy of said text message to generate said custom email.

16. (Original) The system of claim 15, wherein said email campaign engine replaces at least one custom tag in said text message copy with a corresponding portion of said configuration file data.

17. (Currently Amended) The system of claim [[14]] 13, wherein said email campaign generator comprises a custom uniform resource locator generator that creates a custom uniform resource locator address for each of said plurality of email targets, wherein said configuration file includes said custom uniform resource locator address in said data.

18. (Previously Presented) The system of claim 17, wherein said custom uniform resource locator generator generates a hash from a campaign ID, a message template version ID, a user reference ID, and a private key, for each of said plurality of email targets, and appends at least a portion of the generated hash to a host web address

to form said custom uniform resource locator address for each of said plurality of email targets.

19. (Previously Presented) The system of claim 18, wherein said host web address is equal to:

hostname/module?token

where hostname is replaced with an email campaign host Internet address,

module is replaced with an identifier for software located at the email campaign host directed to processing said custom uniform resource locator address for an email target after it is selected, and

token is replaced with any alphanumeric identifier for unique information related to said custom uniform resource locator address for said email target.

Remarks

Reconsideration of this Application is respectfully requested.

Upon entry of the foregoing amendment, claims 1-5, 7-13, and 15-19 are pending in the application, with claims 1 and 13 being the independent claims. Claims 7, 10, 15, and 17 are sought to be amended. These changes are believed to introduce no new matter, and their entry is respectfully requested.

Based on the above amendment and the following remarks, Applicants respectfully request that the Examiner reconsider all outstanding rejections and that they be withdrawn.

Rejections under 35 U.S.C. § 112

Claims 1, 2, 5, 6, and 10

In section 2 of the Office Action, claims 7, 10, 15, and 17 were rejected under 35 U.S.C. 112, second paragraph, as being indefinite. Specifically, the Office Action states that these claims depend on a canceled claim. Applicants have amended the claims accordingly.

Rejections under 35 U.S.C. § 103

Claims 1-6 and 10

In section 4 of the Office Action, claims 1, 2, 5, 6, and 10 were rejected as being unpatentable over U.S. Patent No. 5,937,162 to Funk *et al.* (hereinafter Funk) in view of U.S. Patent No. 5,966,695 to Melchione *et al.* (hereinafter Melchione) (claims 3 and 4 were also rejected on pages 4 and 5 of the Office Action). Applicants respectfully traverse this rejection.

Applicants assert that the Office Action does not establish a *prima facie* case of obviousness for at least the reason that Funk and Melchione, alone or in any rational combination, do not teach each and every feature of independent claim 1. (*See* MPEP 2143).

Independent claim 1 calls for *sending to each of the at least one email target a corresponding custom email, wherein the custom email is formed from the email campaign template.*

The Office Action relies on e-mail message 300 of Funk to allegedly teach the message template of Applicants' claim 1. The Office Action further relies on a temporary file, as described with respect to FIG. 5 of Funk, to allegedly teach the configuration file of Applicants' claim 1. Following this logic, generating an email campaign template, as recited in Applicants' claim 1, would include generating e-mail message 300 and generating the temporary file. However, Applicants' claim 1 calls for *sending to each of the at least one email target a corresponding custom email, wherein the custom email is formed from the email campaign template.*

Using the Examiner's logic erroneously suggests that in Funk a custom email is formed from e-mail message 300 and the temporary file. Nothing in Funk even suggests that a custom email is formed from e-mail message 300 and the temporary file. Instead, Funk specifically states that the temporary file is filled in with information from various databases, and the temporary file is translated into individual e-mail messages for each subscriber in accordance with Internet transfer protocols. (Funk, Col. 7, lines 57-67 and Col. 8, lines 59-63). An e-mail message created by translating the temporary file is not the same as a custom email formed from the email campaign template (the message template and the configuration file), as recited in Applicants' claim 1.

Thus, Funk fails to teach or suggest *sending to each of the at least one email target a corresponding custom email, wherein the custom email is formed from the email campaign template*, as set forth in Applicants' claim 1.

Moreover, Applicants assert that Melchione does not provide the teachings missing from Funk. Thus, independent claim 1 is patentable over Funk and Melchione, alone or in any rational combination. Therefore, reconsideration and withdrawal of the rejection of independent claim 1 is respectfully requested.

Furthermore, claims 2-5 and 10, which depend from claim 1, also distinguish over Funk and Melchione for at least reasons similar to those set forth above with respect to independent claim 1, and further in view of their own respective features. Therefore, reconsideration and withdrawal of the rejection of claims 2-5 and 10 is respectfully requested. Claim 6 was previously canceled, rendering the rejection of claim 6 moot.

Claims 7-9, 11, and 12

In section 5 of the Office Action, claims 7-9 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Funk in view of Melchione and further in view of U.S. Patent No. 6,360,254 to Linden *et al.* (hereinafter Linden). In section 6 of the Office Action, claims 11 and 12 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Funk in view of Melchione and further in view of U.S. Patent No. 6,377,936 to Henrick *et al.* (hereinafter Henrick). Applicants respectfully traverse these rejections.

Applicants assert that claims 7-9, 11, and 12, which depend from claim 1, also distinguish over Funk and Melchione for reasons similar to those set forth above with respect to independent claim 1, and further in view of their own respective features. Furthermore, Applicants assert that Linden and Henrick, alone or in any rational combination, do not provide the missing teachings. Thus, Applicants assert that claims

7-9, 11, and 12 are patentable over Funk, Melchione, Linden, and Henrick, alone or in any rational combination. Therefore, Applicants respectfully request that these rejections be reconsidered and withdrawn.

Claims 13 and 15-19

In section 7 of the Office Action, claims 13, 15, and 16 were rejected as being unpatentable over Funk in view of Henrick. Applicants respectfully traverse this rejection.

Independent claim 13 also distinguishes over Funk for at least reasons similar to those set forth above with respect to independent claim 1, and further in view of its own features. Furthermore, Applicants assert that Henrick does not provide the teachings missing from Funk. Thus, Applicants assert that independent claim 13 is patentable over Funk and Henrick, alone or in any rational combination. Therefore, Applicants respectfully request that the rejection of independent claim 13 be reconsidered and withdrawn.

Furthermore, claims 15 and 16, which depend from claim 13, also distinguish over Funk and Henrick for at least reasons similar to those set forth above with respect to independent claim 13, and further in view of their own respective features. Therefore, reconsideration and withdrawal of the rejection of claims 15 and 16 is respectfully requested.

In section 8 of the Office Action, claims 17-19 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Funk in view of Henrick and further in view of Linden. Applicants respectfully traverse this rejection.

Applicants assert that claims 17-19, which depend from claim 13, also distinguish over Funk and Henrick for reasons similar to those set forth above with respect to

independent claim 13, and further in view of their own respective features. Furthermore, Applicants assert that Linden does not provide the missing teachings. Thus, Applicants assert that claims 17-19 are patentable over Funk, Henrick, and Linden, alone or in any rational combination. Therefore, Applicants respectfully request that the rejection of claims 17-19 be reconsidered and withdrawn.

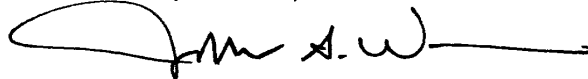
Conclusion

All of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicants therefore respectfully request that the Examiner reconsider all presently outstanding rejections and that they be withdrawn. Applicants believe that a full and complete reply has been made to the outstanding Office Action and, as such, the present application is in condition for allowance. If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Prompt and favorable consideration of this Amendment and Reply is respectfully requested.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

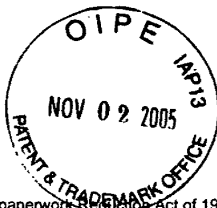


Jeffrey S. Weaver
Attorney for Applicants
Registration No. 45,608

Date: 11-2-05

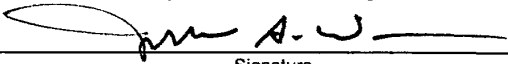
1100 New York Avenue, N.W.
Washington, D.C. 20005-3934
(202) 371-2600

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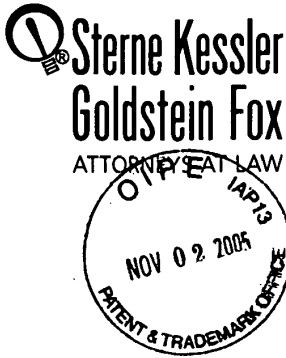
Approved for use through 07/31/2006. OMB 0651-0031
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PETITION FOR EXTENSION OF TIME UNDER 37 CFR 1.136(a) FY 2005 (Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).)		Docket Number (Optional) 2018.0040001	
Application Number 09/841,186		Filed April 25, 2001	
For System and Method Related to Generating and Tracking an Email Campaign			
Art Unit 2157		Examiner Saleh Najjar	
This is a request under the provisions of 37 CFR 1.136(a) to extend the period for filing a reply in the above identified application. The requested extension and fee are as follows (check time period desired and enter the appropriate fee below):			
	Fee	Small Entity Fee	
☐ One month (37 CFR 1.17(a)(1))	\$120	\$60	\$ _____
☐ Two months (37 CFR 1.17(a)(2))	\$450	\$225	\$ _____
☒ Three months (37 CFR 1.17(a)(3))	\$1020	\$510	\$ <u>1,020.00</u>
☐ Four months (37 CFR 1.17(a)(4))	\$1590	\$795	\$ _____
☐ Five months (37 CFR 1.17(a)(5))	\$2160	\$1080	\$ _____
☐ Applicant claims small entity status. See 37 CFR 1.27.			
☐ A check in the amount of the fee is enclosed.		11/03/2005 SZEWDIE1 00000025 09841186	
☒ Payment by credit card. Form PTO-2038 is attached.		01 FC:1253 1020.00 OF	
☐ The Director has already been authorized to charge fees in this application to a Deposit Account.			
☒ The Director is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account Number <u>19-0036</u> . I have enclosed a duplicate copy of this sheet.			
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.			
I am the ☐ applicant/inventor.			
☐ assignee of record of the entire interest. See 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed (Form PTO/SB/96).			
☐ attorney or agent of record. Registration Number _____			
☒ attorney or agent under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34 <u>45,608</u>			
 Signature		<u>11-2-05</u> Date	
<u>Jeffrey S. Weaver</u> Typed or printed name		<u>(202) 371-2600</u> Telephone Number	
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 <u>1</u> forms are submitted.			

This collection of information is required by 37 CFR 1.136(a). 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 6 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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

460833_1.DOC



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November 2, 2005

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

Art Unit 2157

Attn: Mail Stop Amendment

Re: U.S. Utility Patent Application
Application No. 09/841,186; Filed: April 25, 2001
For: **System and Method Related to Generating and
Tracking an Email Campaign**
Inventors: Foulger *et al.*
Our Ref: 2018.0040001

Sir:

Transmitted herewith for appropriate action are the following documents:

1. Amendment and Reply Under 37 C.F.R. § 1.111;
2. Petition for Extension of Time Under 37 C.F.R. § 1.136(a);
3. Credit Card Payment Form (PTO-2038) in the amount of **\$1,020.00** to cover Three (3) Month Extension of Time Fee; and
4. One (1) Return Postcard.

It is respectfully requested that the attached postcard be stamped with the date of filing of these documents, and that it be returned to our courier. In the event that extensions of time are necessary to prevent abandonment of this patent application, then such extensions of time are hereby petitioned.

Commissioner for Patents
November 2, 2005
Page 2

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

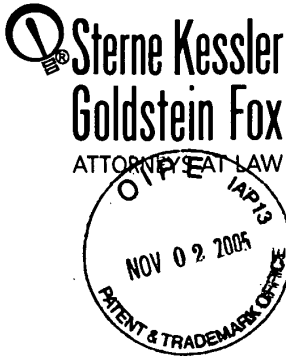
STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

A handwritten signature in black ink, appearing to read "J. M. A. W.", written over a horizontal line.

Jeffrey S. Weaver
Attorney for Applicants
Registration No. 45,608

JSW/BSW/srb
Enclosures

460837_1.DOC



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•Practice Limited to
Federal Agencies

November 2, 2005

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INTERNET ADDRESS:
JWEAVER@SKGF.COM

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

Art Unit 2157

Attn: Mail Stop Amendment

Re: U.S. Utility Patent Application
Application No. 09/841,186; Filed: April 25, 2001
For: **System and Method Related to Generating and
Tracking an Email Campaign**
Inventors: Foulger *et al.*
Our Ref: 2018.0040001

Sir:

Transmitted herewith for appropriate action are the following documents:

1. Amendment and Reply Under 37 C.F.R. § 1.111;
2. Petition for Extension of Time Under 37 C.F.R. § 1.136(a);
3. Credit Card Payment Form (PTO-2038) in the amount of **\$1,020.00** to cover Three (3) Month Extension of Time Fee; and
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Commissioner for Patents
November 2, 2005
Page 2

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

A handwritten signature in black ink, appearing to read "J. M. A. W.", written over a horizontal line.

Jeffrey S. Weaver
Attorney for Applicants
Registration No. 45,608

JSW/BSW/srb
Enclosures

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PATENT APPLICATION FEE DETERMINATION RECORD

Effective October 1, 2000

Application or Docket Number

09/841,186

CLAIMS AS FILED - PART I

	(Column 1)	(Column 2)
FOR	NUMBER FILED	NUMBER EXTRA
BASIC FEE		
TOTAL CLAIMS	19 minus 20 =	—
INDEPENDENT CLAIMS	2 minus 3 =	—
MULTIPLE DEPENDENT CLAIM PRESENT		

* If the difference in column 1 is less than zero, enter "0" in column 2

CLAIMS AS AMENDED - PART II

	(Column 1)	(Column 2)	(Column 3)
AMENDMENT A	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
Total	18 Minus	20	0
Independent	2 Minus	3	0
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM			

11-2-05

	(Column 1)	(Column 2)	(Column 3)
AMENDMENT B	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
Total	17 Minus	20	—
Independent	2 Minus	3	—
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM			

	(Column 1)	(Column 2)	(Column 3)
AMENDMENT C	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
Total	— Minus	—	—
Independent	— Minus	—	—
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM			

* 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.

SMALL ENTITY

TYPE ☐ OR

OTHER THAN SMALL ENTITY

RATE	FEE	OR	RATE	FEE
	\$355	OR		\$740
X\$9=		OR	X\$18=	
X40=		OR	X84=	
+135=		OR	+280=	
TOTAL		OR	TOTAL	740.00

SMALL ENTITY

OR

OTHER THAN SMALL ENTITY

RATE	ADDITIONAL FEE	OR	RATE	ADDITIONAL FEE
		OR		
X\$9=		OR	X\$18=	
X40=		OR	X84=	
+135=		OR	+280=	
TOTAL ADDIT. FEE		OR	TOTAL ADDIT. FEE	

SMALL ENTITY

OR

OTHER THAN SMALL ENTITY

RATE	ADDITIONAL FEE	OR	RATE	ADDITIONAL FEE
		OR		
X\$9=		OR	X\$18=	
X40=		OR	X84=	
+135=		OR	+280=	
TOTAL ADDIT. FEE		OR	TOTAL ADDIT. FEE	

SMALL ENTITY

OR

OTHER THAN SMALL ENTITY

RATE	ADDITIONAL FEE	OR	RATE	ADDITIONAL FEE
		OR		
X\$9=		OR	X\$18=	
X40=		OR	X84=	
+135=		OR	+280=	
TOTAL ADDIT. FEE		OR	TOTAL ADDIT. FEE	

FORM PTO-675
 10-99 11/99

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/841,186	04/25/2001	Michael G. Foulger	2018.0040001	3649
26111	7590	05/02/2005	EXAMINER	
STERNE, KESSLER, GOLDSTEIN & FOX PLLC 1100 NEW YORK AVENUE, N.W. WASHINGTON, DC 20005			NAJJAR, SALEH	
			ART UNIT	PAPER NUMBER
			2157	

DATE MAILED: 05/02/2005

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

Office Action Summary	Application No. 09/841,186	Applicant(s) FOULGER ET AL.	
	Examiner Saleh Najjar	Art Unit 2157	

-- 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) 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 the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- 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 21 January 2005.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-5,7-13 and 15-19 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-5,7-13 and 15-19 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

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

Attachment(s)

- | | |
|---|---|
| 1) ☒ Notice of References Cited (PTO-892) | 4) ☐ Interview Summary (PTO-413) |
| 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) | 5) ☐ Notice of Informal Patent Application (PTO-152) |
| Paper No(s)/Mail Date _____ | 6) ☐ Other: _____ |

1. This is responsive to the amendment filed on January 21, 2005. Claims 1, 13, 17-19 were amended. Claims 6, and 14 were canceled. Claims 1-5, 7-13, and 15-19 are pending. Claims 1-5, 7-13, and 15-19 represent a system and method for wireless trusted point of access to a computer network.

2. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

Claims 7, 10, 15, 17 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. The claims above depend on a canceled claim. Appropriate correction is requested.

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

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

This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103(c) and potential 35 U.S.C. 102(e), (f) or (g) prior art under 35 U.S.C. 103(a).

4. Claims 1-2, 5-6, and 10 are rejected under 35 U.S.C. 103(a) as being unpatentable over Funk et al., U.S. Patent No. 5,937,162 in view of Melchione et al., U.S. Patent No. 5,966,695 (referred to hereafter as Mel).

Funk teaches the invention substantially as claimed including a method and apparatus for high volume e-mail delivery (see abstract).

As to claim 1, Funk teaches a method for conducting an email campaign, comprising the steps of:

(1) generating an email target database (see figs. 1-2; col. 5, lines 60-67; col. 6, line 28; Funk discloses generating a customer database 200);

(2) generating an email campaign template related to at least one email target in the generated email target database (see fig. 3; col. 6, line 20-67, Funk discloses filling a standard e-mail form 300 having predefined fields for data entry);

wherein step (2) comprises:

(a) generating a message template (see col. 6, lines 55-65, Funk illustrates a typical e-mail form 300);

(b) generating a configuration file to contain data related to each of the at least one e-mail target, wherein the data is insertable in the generated message template (see col. 8, lines 45-65; col. 9, lines 30-60; col. 10, lines 1-60, Funk discloses a configuration file to or temporary file of which data is insertable into the email message 300);

(3) sending to each of the at least one email target a corresponding custom email, wherein the custom email is formed from the email campaign form (see col. 7, lines 1-60; col. 8, lines 1-50, Funk discloses sending the e-mail form 300 to each target on the database list); and

(4) tracking the custom email sent to each of the at least one email target (see col. 9, lines 40-50; col. 11, lines 1-5, Funk discloses a tracking module for tracking emails).

Funk does not explicitly teach the limitation of receiving the an email target database. Funk does teach that a data base is generated and is updated upon the registration of new clients (see coll. 6, lines 1-60).

However, Mel teaches a sales and marketing support system using a graphical query prospect database (see abstract). Mel discloses receiving a list of target email recipients (database) through a customized query (see col. 10-16; col. 29-36).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Funk by specifying the receipt of a database that includes a list of email recipients. One would be motivated to do so to allow for remote access of sales leads that include target e-mail recipients.

As to claim 2, Funk teaches the method of claim 1, wherein step (1) comprises the step of:

(a) generating the email target database (see col. 6, lines 1-60).

As to claim 3, Funk teaches method of claim 2.

Funk fails to teach the claimed limitation of generating the email database by

(i) collecting at least one raw document; (ii) parsing said collected at least one document; (iii) categorizing said parsed at least one document into at least one category; (iv) inserting said at least one document into a database; and removing documents from the database corresponding to duplicate email addresses.

However, Mel teaches a sales and marketing support system using a graphical query prospect database (see abstract). Mel discloses generating a database by (i) collecting at least one raw document; (ii) parsing said collected at least one document; (iii) categorizing said parsed at least one document into at least one category; (iv) inserting said at least one document into a database; and removing documents from the database corresponding to duplicate email addresses (see col. 10-16; col. 29-36).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Funk by implementing the database generation method of Mel to improve customer targeting in volume email delivery.

As to claim 4, Funk teaches the method of claim 1.

Funk fails to teach the limitation wherein the step of receiving a target database comprises the step of:

(a) requesting an email target database according to a structured query language statement.

However, Mel teaches a sales and marketing support system using a graphical query prospect database (see abstract). Mel discloses requesting an email target database according to a structured query language statement (see col. 5-10).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Funk by implementing the database generation method of Mel to improve customer targeting in volume email delivery.

As to claim 5, Funk teaches the method of claim 1.

Funk fails to teach the limitation wherein step (1) comprises the step of:

(a) receiving an email target database from a data base vendor.

However, Mel teaches a sales and marketing support system using a graphical query prospect database (see abstract). Mel discloses receiving a list of target email recipients (database) through a customized query (see col. 10-16; col. 29-36).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Funk by specifying the receipt of a database that includes a list of email recipients. One would be motivated to do so to allow for remote access of sales leads that include target e-mail recipients.

As to claim 10, Funk teaches the method of claim 6, wherein step (3) comprises the step of:

(a) forming the custom email for each of the at least one email target from the generated text message form and the generated configuration file (see col. 6-8).

5. Claims 7-9 are rejected under 35 U.S.C. 103(a) as being unpatentable over Funk et al., U.S. Patent No. 5,937,162 in view of Melchione et al., U.S. Patent No. 5,966,695 (referred to hereafter as Mel) and further in view of Linden et al., U.S. Patent No. 6,360,254.

Funk teaches the invention substantially as claimed including a method and apparatus for high volume e-mail delivery (see abstract).

As to claim 7, Funk teaches the method of claim 6.

The combination of Funk and Mel fail to teach the limitation of generating a custom uniform resource locator address for each of the at least one email target; and (ii) inserting the generated custom uniform resource locator address for each of the at least one email target into the configuration file.

However, Linden teaches a system and method for providing secure URL-based access to private resources (see abstract). Linden teaches generating a custom uniform resource locator address for each of the at least one email target; and (ii) inserting the generated custom uniform resource locator address for each of the at least one email target into the configuration file (see fig. 1; col. 5-10, Linden discloses inserting unique URL in the private data record of each customer).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify the combination of Funk and Mel in view of Linden so that a unique URL is inserted into each configuration file of the customer to provide for unique identification of customer e-mail responses

As to claims 8-9, Funk teaches the method of claim 7.

The combination of Funk and Mel fail to teach the limitation wherein step (i) comprises the steps of:

(A) generating a hash from a campaign ID, a message form version ID, a user reference ID, and a private key, for each of the at least one email target; and (B) appending a first portion of the generated hash for each of the at least one email target to a host web address to form the custom uniform resource locator address for each of the at least one email target wherein the host web address is equal to hostname/module?token where hostname is replaced with an email campaign host internet address, module is replaced with an identifier for software located at the email campaign host directed to processing the custom uniform resource locator address for each email target after it is selected, and token is replaced with any alphanumeric identifier for unique information related to the customized uniform resource locator address for each of the at least one email target.

However, Linden teaches a system and method for providing secure URL-based access to private resources (see abstract). Linden teaches generating a hash from a

campaign ID, a message form version ID, a user reference ID, and a private key, for each of the at least one email target; and (B) appending a first portion of the generated hash for each of the at least one email target to a host web address to form the custom uniform resource locator address for each of the at least one email target (see fig. 1; col. 5-10, Linden discloses inserting unique URL in the private data record of each customer).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify the combination of Funk and Mel in view of Linden so that a unique URL is inserted into each configuration file of the customer to provide for unique identification of customer e-mail responses.

6. Claims 11-12 are rejected under 35 U.S.C. 103(a) as being unpatentable over Funk et al., U.S. Patent No. 5,937,162 in view of Melchione et al., U.S. Patent No. 5,966,695 (referred to hereafter as Mel) and further in view of Henrick et al., U.S. Patent No. 6,377,936.

Funk teaches the invention substantially as claimed including a method and apparatus for high volume e-mail delivery (see abstract).

As to claim 11, Funk teaches the method of claim 1.

The combination of Funk and Mel fail to teach the claimed limitation wherein step (4) comprises the steps of:

(a) receiving at least one response from the at least one email target; and (b) creating a campaign tracking list from said received at least one response.

However, Henrick teaches a method for performing targeted marketing over a large computer network through e-mail (see abstract). Henrick teaches (a) receiving at least one response from the at least one email target; and (b) creating a campaign tracking list from said received at least one response (see col. 3, lines 45-50).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify the combination of Funk and Mel in view of Henrick so that the responses to e-mails are listed in a response list. One would be motivated to do so to implement better tracking functionality with volume e-mail.

As to claim 12, Funk teaches the method of claim 11, wherein step (b) comprises the steps of:

(ii) determining a number of the custom email sent to the at least one email target that were undeliverable (see col. 5-9).

The combination of Funk and Mel fail to teach the claimed limitation of determining a number of successful visits from the at least one email target and (iii) determining a number of the at least one email target that requested deletion.

However, Henrick teaches a method for performing targeted marketing over a large computer network through e-mail (see abstract). Henrick teaches determining a number of successful visits from the at least one email target and (iii) determining a number of the at least one email target that requested deletion (see col. 3-5).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Funk in view of Henrick so that successful visits and customers who want to be off the email list is tracked. One would be motivated to do so to allow for tailoring target e-mails for predetermined e-mail recipients.

7. Claims 13, and 15-16 are rejected under 35 U.S.C. 103(a) as being unpatentable over Funk et al., U.S. Patent No. 5,937,162 in view of Henrick et al., U.S. Patent No. 6,377,936.

Funk teaches the invention substantially as claimed including a method and apparatus for high volume e-mail delivery (see abstract).

As to claim 13, Funk teaches a system for generating and tracking an email campaign, comprising:

an email campaign generator that generates an email campaign template from an email target database, wherein said email target database comprises a plurality of email targets(see col. 6, lines 55-65, Funk illustrates a typical e-mail form 300);

an email campaign engine that generates a custom email corresponding to each of said plurality of email targets, wherein said custom email is formed from said email campaign template, wherein said email campaign engine sends said custom email to each of said plurality of email targets (see col. 8, lines 45-65; col. 9, lines 30-

60; col. 10, lines 1-60, Funk discloses a configuration file to or temporary file of which data is insertable into the email message 300); and

wherein said email campaign template comprises a text message; and a configuration file that includes data from said email target database corresponding to each of said plurality of email targets (see col. 8, lines 45-65; col. 9, lines 30-60; col. 10, lines 1-60, Funk discloses a configuration file to or temporary file of which data is insertable into the email message 300).

Funk fails to teach the limitation of a campaign tracker that receives a response corresponding to said sent custom email, and wherein said campaign tracker creates a campaign tracking list that includes said received response.

However, Henrick teaches a method for performing targeted marketing over a large computer network through e-mail (see abstract). Henrick teaches a campaign tracker that receives a response corresponding to said sent custom email, and wherein said campaign tracker creates a campaign tracking list that includes said received response (see col. 3-5).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Funk in view of Henrick so that email campaign is tracked. One would be motivated to do so to allow for receiving feedback on the success of an email campaign.

As to claim 15, Funk teaches the system of claim 13, wherein said email campaign engine makes a copy of said text message to generate said custom email (see col. 5-6).

As to claim 16, Funk teaches the system of claim 15, wherein said email campaign engine replaces at least one custom tag in said text message copy with a corresponding portion of said configuration file data (see col. 6, lines 40-60).

8. Claims 17-19 are rejected under 35 U.S.C. 103(a) as being unpatentable over Funk et al., U.S. Patent No. 5,937,162 in view of Henrick et al., U.S. Patent No. 6,377,936 further in view of Linden et al., U.S. Patent No. 6,360,254.

Funk teaches the invention substantially as claimed including a method and apparatus for high volume e-mail delivery (see abstract).

As to claim 17, Funk teaches the system of claim 13.

The combination of Funk and Henrick fail to teach the limitation of generating a custom uniform resource locator address for each of the at least one email target; and (ii) inserting the generated custom uniform resource locator address for each of the at least one email target into the configuration file.

However, Linden teaches a system and method for providing secure URL-based access to private resources (see abstract). Linden teaches generating a custom uniform resource locator address for each of the at least one email target; and (ii) inserting the generated custom uniform resource locator address for each of the at least one email target into the configuration file (see fig. 1; col. 5-10, Linden discloses inserting unique URL in the private data record of each customer).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify the combination of Funk and Henrick in view of Linden so that a unique URL is inserted into each configuration file of the customer to provide for unique identification of customer e-mail responses

As to claims 18-19 Funk teaches the system of claim 17.

The combination of Funk and Henrick fail to teach the limitation wherein step (i) comprises the steps of:

(A) generating a hash from a campaign ID, a message form version ID, a user reference ID, and a private key, for each of the at least one email target; and (B) appending a first portion of the generated hash for each of the at least one email target to a host web address to form the custom uniform resource locator address for each of the at least one email target wherein the host web address is equal to hostname/module?token where hostname is replaced with an email campaign host internet address, module is replaced with an identifier for software located at the email campaign host directed to processing the custom uniform resource locator address for each email target after it is selected, and token is replaced with any alphanumeric

identifier for unique information related to the customized uniform resource locator address for each of the at least one email target.

However, Linden teaches a system and method for providing secure URL-based access to private resources (see abstract). Linden teaches generating a hash from a campaign ID, a message form version ID, a user reference ID, and a private key, for each of the at least one email target; and (B) appending a first portion of the generated hash for each of the at least one email target to a host web address to form the custom uniform resource locator address for each of the at least one email target (see fig. 1; col. 5-10, Linden discloses inserting unique URL in the private data record of each customer).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify the combination of Funk and Henrick in view of Linden so that a unique URL is inserted into each configuration file of the customer to provide for unique identification of customer e-mail responses.

9. Applicant's arguments with respect to claims 1-40 have been considered but are moot in view of the new ground(s) of rejection.

10. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Saleh Najjar whose telephone number is (571)272-4006.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ario Etienne can be reached on (703)308-7562.

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).



Saleh Najjar

Primary Examiner / Art Unit 2157

Notice of References Cited	Application/Control No. 09/841,186	Applicant(s)/Patent Under Reexamination FOULGER ET AL.	
	Examiner Saleh Najjar	Art Unit 2157	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-6,854,007 B1	02-2005	Hammond, Nancey J.	709/206
	B	US-6,721,784 B1	04-2004	Leonard et al.	709/206
	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.

Index of Claims 	Application/Control No.		Applicant(s)/Patent under Reexamination	
	09/841,186		FOULGER ET AL.	
	Examiner		Art Unit	
	Saleh Najjar		2157	

✓	Rejected
=	Allowed

—	(Through numeral) Cancelled
÷	Restricted

N	Non-Elected
I	Interference

A	Appeal
O	Objected

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Abstract

Saleh Najjar

2157

[illegible]

INTERFERENCE SEARCHED			
Class	Subclass	Date	Examiner

S12	5	"6377972".pn. or "5793972".pn. or "5937162".pn. or "6101485".pn. or "6618747".pn.	USPAT	OR	ON	2004/09/17 09:05
S13	1	S12 and template	USPAT	OR	ON	2004/09/17 09:05
S14	223	((email or e-mail or (electronic adj mail)).ab.) and (respon\$).ab.	USPAT	OR	ON	2004/09/17 09:55
S15	252	((email or e-mail or (electronic adj mail)).ab.) and (respon\$).ab.	USPAT	OR	ON	2004/09/17 09:56
S16	0	S15 and (unique adj url)	USPAT	OR	ON	2004/09/17 09:56
S17	46	((email or e-mail or (electronic adj mail)).ab.) and (track\$).ab.	USPAT	OR	ON	2004/09/17 10:03
S18	35	S17 not S11	USPAT	OR	ON	2004/09/17 10:09
S19	84	S11 or S17	USPAT	OR	ON	2004/09/17 10:10
S20	33	S1 and target\$.ab.	USPAT	OR	ON	2004/09/17 10:10
S21	28	S20 not S19	USPAT	OR	ON	2004/09/17 10:34
S22	112	S19 or S20	USPAT	OR	ON	2004/09/17 10:34
S23	6	S22 and (unique adj2 url)	USPAT	OR	ON	2004/09/17 10:44
S24	0	S23 not S22	USPAT	OR	ON	2004/09/17 10:34
S25	3	US-5818447-\$.DID. OR US-5966695-\$.DID. OR US-5978799-\$.DID.	USPAT	OR	ON	2004/09/17 10:45
S26	3	S25 not S22	USPAT	OR	ON	2004/09/17 11:09
S27	3601	709/206,207,224,225.ccls.	USPAT	OR	ON	2005/04/28 08:24
S28	458	S1 and S27	USPAT	OR	ON	2004/09/17 11:10
S29	438	S28 not S22	USPAT	OR	ON	2004/09/17 11:10
S30	10	S29 and (unique adj2 url)	USPAT	OR	ON	2004/09/17 11:10
S31	1556	(email or e-mail or (electronic adj mail) or (electronic adj message)).ab.	USPAT	OR	ON	2005/04/28 08:13
S32	1694	(email or e-mail or (electronic adj mail) or (electronic adj message)).ab.	USPAT	OR	ON	2005/04/28 08:13
S33	55	S32 and (track\$).ab.	USPAT	OR	ON	2005/04/28 08:14
S34	18	S33 and template	USPAT	OR	ON	2005/04/28 08:41
S35	3	S32 and (track\$ and target\$).ab.	USPAT	OR	ON	2005/04/28 08:15
S36	11	S32 and (target\$ and respon\$).ab.	USPAT	OR	ON	2005/04/28 08:24
S37	2	S32 and (target\$ and market\$).ab.	USPAT	OR	ON	2005/04/28 08:24
S38	4022	709/206,207,224,225.ccls.	USPAT	OR	ON	2005/04/28 08:25
S39	555	S32 and S38	USPAT	OR	ON	2005/04/28 08:25
S40	0	S39 and (template same target)	USPAT	OR	ON	2005/04/28 08:25
S41	9	S32 and (custom\$ and target\$).ab.	USPAT	OR	ON	2005/04/28 08:50

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S42	9	US-5937162-\$.DID. OR US-6360254-\$. DID. OR US-6377936-\$.DID. OR US-5966695-\$.DID. OR US-5793972-\$. DID. OR US-6618747-\$.DID. OR US-6101485-\$.DID. OR US-6694353-\$. DID. OR US-6055510-\$.DID.	USPAT	OR	ON	2005/04/28 09:08
S43	3	S32 and (campaign).ab.	USPAT	OR	ON	2005/04/28 08:53

PATENT APPLICATION FEE DETERMINATION RECORD

Effective October 1, 2000

Application or Docket Number

CLAIMS AS FILED - PART I

	(Column 1)	(Column 2)
FOR	NUMBER FILED	NUMBER EXTRA
BASIC FEE		
TOTAL CLAIMS	19 minus 20 = *	—
INDEPENDENT CLAIMS	2 minus 3 = *	—
MULTIPLE DEPENDENT CLAIM PRESENT		

* If the difference in column 1 is less than zero, enter "0" in column 2

CLAIMS AS AMENDED - PART II

	(Column 1)	(Column 2)	(Column 3)
AMENDMENT A	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
Total	* 18 Minus	** 20	= 0
Independent	* 2 Minus	*** 3	= 0
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM			

	(Column 1)	(Column 2)	(Column 3)
AMENDMENT B	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
Total	* Minus	**	=
Independent	* Minus	***	=
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM			

	(Column 1)	(Column 2)	(Column 3)
AMENDMENT C	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
Total	* Minus	**	=
Independent	* Minus	***	=
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM			

* 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.

SMALL ENTITY TYPE ☐ OR

OTHER THAN SMALL ENTITY

RATE	FEE
	\$355
X\$ 9=	
X40=	
+135=	
TOTAL	

RATE	FEE
	\$740
X\$18=	
X84=	
280=	
TOTAL	740.00

SMALL ENTITY OR

OTHER THAN SMALL ENTITY

RATE	ADDI- TIONAL FEE
X\$ 9=	
X40=	
+135=	
TOTAL	
ADDIT. FEE	

RATE	ADDI- TIONAL FEE
X\$18=	
X84=	
280=	
TOTAL	
ADDIT. FEE	

RATE	ADDI- TIONAL FEE
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RATE	ADDI- TIONAL FEE
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280=	
TOTAL	
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RATE	ADDI- TIONAL FEE
X\$ 9=	
X40=	
+135=	
TOTAL	
ADDIT. FEE	

RATE	ADDI- TIONAL FEE
X\$18=	
X84=	
280=	
TOTAL	
ADDIT. FEE	



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Foulger *et al.*

Appl. No.: 09/841,186

Filed: April 25, 2001

For: **System and Method Related to
Generating and Tracking an Email
Campaign**

Confirmation No.: 3649

Art Unit: 2157

Examiner: Saleh Najjar

Atty. Docket: 2018.0040001

Amendment and Reply Under 37 C.F.R. § 1.111

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

Sir:

In reply to the Office Action dated September 21, 2004, (PTO Prosecution File Wrapper Paper No. 20040917), Applicants submit the following Amendment and Remarks. This Amendment is provided in the following format:

- (A) Each section begins on a separate sheet;
- (B) Starting on a separate sheet, a complete listing of all of the claims:
 - in ascending order;
 - with status identifiers; and
 - with markings in the currently amended claims;
- (C) Starting on a separate sheet, the Remarks.

It is not believed that extensions of time or fees for net addition of claims are required beyond those that may otherwise be provided for in documents accompanying this paper. However, if additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned under 37 C.F.R. § 1.136(a), and any fees required therefor (including fees for net

addition of claims) are hereby authorized to be charged to our Deposit Account No.

19-0036.

Amendments to the Claims

1. (Currently Amended) A method for conducting an email campaign, comprising the steps of:

(1) receiving an email target database;

(2) generating an email campaign template related to at least one email target in the received email target database, wherein step (2) comprises:

(a) generating a message template, and

(b) generating a configuration file to contain data related to each of the at least one email target, wherein the data is insertable in the generated message template;

(3) sending to each of the at least one email target a corresponding custom email, wherein the custom email is formed from the email campaign template; and

(4) tracking the custom email sent to each of the at least one email target.

2. (Original) The method of claim 1, wherein step (1) comprises the step of:

(a) generating the email target database.

3. (Original) The method of claim 2, wherein step (a) comprises the steps of:

(i) collecting at least one raw document;

- (ii) parsing said collected at least one document;
 - (iii) categorizing said parsed at least one document into
at least one category;
 - (iv) inserting said at least one document into a database;
- and
- (v) removing documents from the database
corresponding to duplicate email addresses.

4. (Original) The method of claim 1, wherein step (1) comprises the step
of:

- (a) requesting an email target database according to a
structured query language statement.

5. (Original) The method of claim 1, wherein step (1) comprises the step
of:

- (a) receiving an email target database from a database vendor.

6. (Canceled)

7. (Original) The method of claim 6, wherein step (b) comprises the
steps of:

- (i) generating a custom uniform resource locator
address for each of the at least one email target; and

(ii) inserting the generated custom uniform resource locator address for each of the at least one email target into the configuration file.

8. (Original) The method of claim 7, wherein step (i) comprises the steps of:

(A) generating a hash from a campaign ID, a message template version ID, a user reference ID, and a private key, for each of the at least one email target; and

(B) appending a first portion of the generated hash for each of the at least one email target to a host web address to form the custom uniform resource locator address for each of the at least one email target.

9. (Original) The method of claim 8, wherein the host web address is equal to:

hostname/module?token

where hostname is replaced with an email campaign host Internet address,

module is replaced with an identifier for software located at the email campaign host directed to processing the custom uniform resource locator address for each email target after it is selected, and

token is replaced with any alphanumeric identifier for unique information related to the customized uniform resource locator address for each of the at least one email target.

10. (Original) The method of claim 6, wherein step (3) comprises the step of:

(a) forming the custom email for each of the at least one email target from the generated text message template and the generated configuration file.

11. (Original) The method of claim 1, wherein step (4) comprises the steps of:

(a) receiving at least one response from the at least one email target; and

(b) creating a campaign tracking list from said received at least one response.

12. (Original) The method of claim 11, wherein step (b) comprises the steps of:

(i) determining a number of successful visits from the at least one email target;

(ii) determining a number of the custom email sent to the at least one email target that were undeliverable; and

(iii) determining a number of the at least one email target that requested deletion.

13. (Currently Amended) A system for generating and tracking an email campaign, comprising:

an email campaign generator that generates an email campaign template from an email target database, wherein said email target database comprises ~~an a~~ a plurality of email targets;

an email campaign engine that generates a custom email corresponding to each of said plurality of email targets, wherein said custom email is formed from said email campaign template, wherein said email campaign engine sends said custom email to each of said plurality of email targets; and

a campaign tracker that receives a response corresponding to said sent custom email, and wherein said campaign tracker creates a campaign tracking list that includes said received response;

wherein said email campaign template comprises

a text message, and

a configuration file that includes data from said email target database corresponding to each of said plurality of email targets.

14. (Canceled)

15. (Original) The system of claim 14, wherein said email campaign engine makes a copy of said text message to generate said custom email.

16. (Original) The system of claim 15, wherein said email campaign engine replaces at least one custom tag in said text message copy with a corresponding portion of said configuration file data.

17. (Currently Amended) The system of claim 14, wherein said email campaign generator comprises a custom uniform resource locator generator that creates a custom uniform resource locator address for each of said plurality of email targets, wherein said configuration file includes said custom uniform resource locator address in said data.

18. (Currently Amended) The system of claim 17, wherein said custom uniform resource locator generator generates a hash from a campaign ID, a message template version ID, a user reference ID, and a private key, for each of said plurality of email targets, and appends at least a portion of the generated hash to a host web address to form said custom uniform resource locator address for each of said plurality of email targets.

19. (Currently Amended) The system of claim 18, wherein said host web address is equal to:

hostname/module?token

where hostname is replaced with an email campaign host Internet address,

module is replaced with an identifier for software located at the email campaign host directed to processing said custom uniform resource locator address for said an email target after it is selected, and

token is replaced with any alphanumeric identifier for unique information related to said custom uniform resource locator address for said email target.

Remarks

Reconsideration of this Application is respectfully requested.

Upon entry of the foregoing amendment, claims 1-19 are pending in the application, with claims 1 and 13 being the independent claims. Claims 6 and 14 are sought to be cancelled without prejudice to or disclaimer of the subject matter therein. Claims 1, 13, and 17-19 are sought to be amended. These changes are believed to introduce no new matter, and their entry is respectfully requested.

Based on the above amendment and the following remarks, Applicants respectfully request that the Examiner reconsider all outstanding objections and rejections and that they be withdrawn.

Rejections under 35 U.S.C. § 103

Claims 1, 2, 5, 6, and 10

In paragraph 3 of the Office Action, claims 1, 2, 5, 6, and 10 were rejected as being unpatentable over U.S. Patent No. 5,937,162 to Funk et al. (hereinafter Funk). Applicants respectfully traverse this rejection.

Claim 1, as amended, recites:

A method for conducting an email campaign, comprising the steps of:

- (1) receiving an email target database;
- (2) generating an email campaign template related to at least one email target in the received email target database, wherein step (2) comprises the steps of:
 - (a) generating a message template, and
 - (b) *generating a configuration file to contain data related to each of the at least one email target*, wherein the data is insertable in the generated message template;
- (3) sending to each of the at least one email target a corresponding custom email, wherein the custom email is formed from the email campaign template; and

(4) tracking the custom email sent to each of the at least one email target.

(See claim 1, emphasis added).

The Office Action does not set forth a prima facie case of obviousness for at least the reason that Funk does not teach each and every element of the claimed invention. In fact, Funk teaches away from the claimed embodiments of the claimed invention. For example, Funk teaches away from "*generating a configuration file to contain data related to each of the at least one email target*".

Funk describes a high volume e-mail "newspaper" delivery system which contains, for each customer, a personal configuration file containing the information resources that the customer would like e-mailed to his desktop. (See Funk, abstract).

The Office Action relies on col. 9, lines 30-35 of Funk to allegedly teach the steps of (a) generating a message form; and (b) generating a configuration file to contain data related to each of the at least one e-mail target.... However, the cited art states, "for each customer of the system, a personal configuration file is created containing the information resources that the end-user would like e-mailed to his desktop." (See Funk, col. 9, lines 30-35). Creating a personal configuration file for each customer of the system is not the same as, and in fact teaches away from, *generating a configuration file to contain data related to each of the at least one email target*, as set forth in independent claim 1, as amended.

Claims 2, 5, and 10, which depend from independent claim 1, thus also distinguish over Funk for reasons similar to those set forth above with respect to independent claim 1, as amended, and further in view of their own features. Claim 6 has been canceled.

Claims 3 and 4

In paragraph 4 of the Office Action, claims 3 and 4 were rejected as being unpatentable over Funk in view of U.S. Patent No. 5,966,695 to Melchione et al. (hereinafter Melchione). Applicants respectfully traverse this rejection.

Claims 3 and 4, which depend from independent claim 1, also distinguish over Funk for reasons similar to those set forth above with respect to independent claim 1, as amended, and further in view of their own features. Applicants assert that Melchione does not supply the teachings missing from Funk.

Thus, claims 3 and 4 are patentable over Funk and Melchione, alone or in combination. Applicants therefore respectfully request that these rejections be reconsidered and withdrawn.

Claims 7-9

In paragraph 5 of the Office Action, claims 7-9 were rejected as being unpatentable over Funk in view of U.S. Patent No. 6,360,254 to Linden et al. (hereinafter Linden). Applicants respectfully traverse this rejection.

Claims 7-9, which depend from independent claim 1, also distinguish over Funk for reasons similar to those set forth above with respect to independent claim 1, as amended, and further in view of their own features. Applicants assert that Linden does not supply the teachings missing from Funk.

Thus, claims 7-9 are patentable over Funk and Linden, alone or in combination. Applicants therefore respectfully request that these rejections be reconsidered and withdrawn.

Claims 11-16

In paragraph 6 of the Office Action, claims 11-16 were rejected as being unpatentable over Funk in view of U.S. Patent No. 6,377,936 to Henrick et al. (hereinafter Henrick). Applicants respectfully traverse this rejection.

Independent claim 13, as amended, recites:

A system for generating and tracking an email campaign, comprising:

an email campaign generator that generates an email campaign template from an email target database, wherein said email target database comprises a plurality of email targets;

an email campaign engine that generates a custom email corresponding to each of said plurality of email targets, wherein said custom email is formed from said email campaign template, wherein said email campaign engine sends said custom email to each of said plurality of email targets; and

a campaign tracker that receives a response corresponding to said sent custom email, and wherein said campaign tracker creates a campaign tracking list that includes said received response;

wherein said email campaign template comprises

a text message, and

a configuration file that includes data from said email target database corresponding to each of said plurality of email targets.

(See claim 13, emphasis added).

Independent claim 13 also distinguishes over Funk for reasons similar to those set forth above with respect to independent claim 1, as amended, and further in view of their own features. Applicants assert that Henrick does not supply the teachings missing from Funk.

Claims 11 and 12, which depend from amended independent claim 1, and claims 14-16, which depend from amended independent claim 13, also distinguish over Funk and Henrick, alone or in combination, for reasons similar to those set forth above with respect to amended independent claims 1 and 13, and further in view of their own features.

Thus, claims 11-16 are patentable over Funk and Henrick, alone or in combination. Applicants therefore respectfully request that these rejections be reconsidered and withdrawn.

Claims 17-19

In paragraph 7 of the Office Action, claims 17-19 were rejected as being unpatentable over Funk in view of Henrick and further in view of Linden. Applicants respectfully traverse this rejection.

Claims 17-19, which depend from independent claim 13, also distinguish over Funk and Henrick, alone or in combination, for reasons similar to those set forth above with respect to independent claim 13, as amended, and further in view of their own features. Applicants assert that Linden does not supply the missing teachings.

Thus, claims 17-19 are patentable over Funk, Henrick, and Linden, alone or in combination. Applicants therefore respectfully request that these rejections be reconsidered and withdrawn.

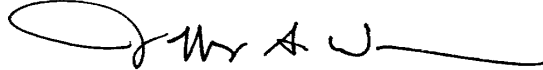
Conclusion

All of the stated grounds of objection and rejection have been properly traversed, accommodated, or rendered moot. Applicants therefore respectfully request that the Examiner reconsider all presently outstanding objections and rejections and that they be withdrawn. Applicants believe that a full and complete reply has been made to the outstanding Office Action and, as such, the present application is in condition for allowance. If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Prompt and favorable consideration of this Amendment and Reply is respectfully requested.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.



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Date: 1-21-05

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January 21, 2005

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

Art Unit 2157

Re: U.S. Utility Patent Application
Appl. No. 09/841,186; Filed: April 25, 2001
For: **System and Method Related to Generating and Tracking an Email Campaign**
Inventors: **FOUGLER et al.**
Our Ref: 2018.0040001

Sir:

Transmitted herewith for appropriate action are the following documents:

1. Petition for Extension of Time Under 37 C.F.R. § 1.136(a);
2. Amendment and Reply Under 37 C.F.R. § 1.111;
3. One (1) return postcard; and
4. Credit Card Payment Form (PTO-2038) in the amount of \$120.00 to cover the Petition for One-Month Extension of Time Fee.

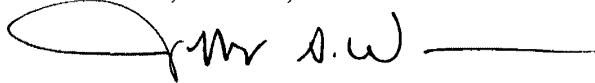
It is respectfully requested that the attached postcard be stamped with the date of filing of these documents, and that it be returned to our courier. In the event that extensions of time are necessary to prevent abandonment of this patent application, then such extensions of time are hereby petitioned.

Commissioner for Patents
January 21, 2005
Page 2

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency,
or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

A handwritten signature in black ink, appearing to read "J. S. W.", followed by a horizontal line.

Jeffrey S. Weaver
Attorney for Applicants
Registration No. 45,608

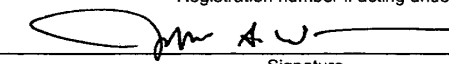
MVM/JSW:apg
Enclosures

356772_1.DOC



PTO/SB/22 (12-04)
Approved for use through 07/31/2006. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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

PETITION FOR EXTENSION OF TIME UNDER 37 CFR 1.136(a) FY 2005 <i>(Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).)</i>		Docket Number (Optional) 2018.0040001	
Application Number 09/841,186		Filed April 25, 2001	
For System And Method Related To Generating And Tracking An Email Campaign			
Art Unit 2157		Examiner Saleh Najjar	
This is a request under the provisions of 37 CFR 1.136(a) to extend the period for filing a reply in the above identified application. The requested extension and fee are as follows (check time period desired and enter the appropriate fee below):			
		<u>Fee</u>	<u>Small Entity Fee</u>
☒	One month (37 CFR 1.17(a)(1))	\$120	\$60 \$ <u>120.00</u>
☐	Two months (37 CFR 1.17(a)(2))	\$450	\$225 \$ _____
☐	Three months (37 CFR 1.17(a)(3))	\$1020	\$510 \$ _____
☐	Four months (37 CFR 1.17(a)(4))	\$1590	\$795 \$ _____
☐	Five months (37 CFR 1.17(a)(5))	\$2160	\$1080 \$ _____
☐ Applicant claims small entity status. See 37 CFR 1.27.			
☐ A check in the amount of the fee is enclosed.			
☒ Payment by credit card. Form PTO-2038 is attached.			
☐ The Director has already been authorized to charge fees in this application to a Deposit Account.			
☒ The Director is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account Number <u>19-0036</u> . I have enclosed a duplicate copy of this sheet.			
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.			
I am the ☐ applicant/inventor.			
☐ assignee of record of the entire interest. See 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed (Form PTO/SB/96).			
☐ attorney or agent of record. Registration Number _____			
☒ attorney or agent under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34 <u>45,608</u>			
		<u>January 21, 2005</u>	
Signature		Date	
<u>Jeffrey S. Weaver</u>		<u>(202) 371-2600</u>	
Typed or printed name		Telephone Number	
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 <u>1</u> forms are submitted.			

This collection of information is required by 37 CFR 1.136(a). 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 6 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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

01/25/2005 HBERHE 00000066 190036 09841186

01-FC:1251 120-00-DA

01/25/2005 HBERHE 00000067 09841186 356,775

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/841,186	04/25/2001	Michael G. Foulger	2018.0040001	3649
26111	7590	09/21/2004	EXAMINER	
STERNE, KESSLER, GOLDSTEIN & FOX PLLC 1100 NEW YORK AVENUE, N.W. WASHINGTON, DC 20005			NAJJAR, SALEH	
			ART UNIT	PAPER NUMBER
			2157	

DATE MAILED: 09/21/2004

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

Office Action Summary	Application No. 09/841,186	Applicant(s) FOULGER ET AL.	
	Examiner Saleh Najjar	Art Unit 2157	

-- 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) 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 the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- 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 25 April 2001.

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

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

Disposition of Claims

4) ☒ Claim(s) 1-19 is/are pending in the application.

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

5) ☐ Claim(s) _____ is/are allowed.

6) ☒ Claim(s) 1-19 is/are rejected.

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

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

Application Papers

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

10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

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

Priority under 35 U.S.C. § 119

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

 a) ☐ All b) ☐ Some * c) ☐ None of:

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

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

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

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

Attachment(s)

1) ☒ Notice of References Cited (PTO-892) *	4) ☐ Interview Summary (PTO-413)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. _____
3) ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)	5) ☐ Notice of Informal Patent Application (PTO-152)
Paper No(s)/Mail Date <u>09/23/02</u>	6) ☐ Other: _____

1. This is responsive to the application filed on April 25, 2001. Claims 1-19 are pending. Claims 1-19 represent a system and method for wireless trusted point of access to a computer network.

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

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

This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103(c) and potential 35 U.S.C. 102(e), (f) or (g) prior art under 35 U.S.C. 103(a).

3. Claims 1-2, 5-6, and 10 are rejected under 35 U.S.C. 103(a) as being unpatentable over Funk et al., U.S. Patent No. 5,937,162.

Funk teaches the invention substantially as claimed including a method and apparatus for high volume e-mail delivery (see abstract).

As to claim 1, Funk teaches a method for conducting an email campaign, comprising the steps of:

(1) receiving an email target database (see figs. 1-2; col. 5, lines 60-67; col. 6, line 28; Funk discloses receiving a customer database 200);

(2) generating an email campaign form related to at least one email target in the received email target database (see fig. 3; col. 6, line 20-67, Funk discloses filling a standard e-mail form 300 having predefined fields for data entry);

(3) sending to each of the at least one email target a corresponding custom email, wherein the custom email is formed from the email campaign

form (see col. 7, lines 1-60; col. 8, lines 1-50, Funk discloses sending the e-mail form 300 to each target on the database list); and

(4) tracking the custom email sent to each of the at least one email target (see col. 9, lines 40-50; col. 11, lines 1-5, Funk discloses a tracking module for tracking emails).

Funk does not explicitly teach the limitation of a "template". Funk does teach that the email form 300 having different predefined fields for data entry is used to create each individual customized targeted email (see fig. 3; col. 7-8).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Funk by specifying the email form as an email template since the same functionality of including predefined fields for automatic data entry is achieved.

As to claim 2, Funk teaches the method of claim 1, wherein step (1) comprises the step of:

(a) generating the email target database (see col. 6-8).

As to claim 5, Funk teaches the method of claim 1, wherein step (1) comprises the step of:

(a) receiving an email target database from a data base vendor (see col. 6-8).

As to claim 6, Funk teaches the method of claim 1, wherein step (2) comprises the steps of:

(a) generating a message form; and (b) generating a configuration file to contain data related to each of the at least one email target, wherein the data is insertable in the generated message form (see col. 9, lines 30-35, Funk discloses a configuration file for each customer used in filling the email form).

As to claim 10, Funk teaches the method of claim 6, wherein step (3) comprises the step of:

(a) forming the custom email for each of the at least one email target from the generated text message form and the generated configuration file (see col. 6-8).

4. Claims 3-4 are rejected under 35 U.S.C. 103(a) as being unpatentable over Funk et al., U.S. Patent No. 5,937,162 further in view of Melchione et al., U.S. Patent No. 5,966,695 (referred to hereafter as Mel).

Funk teaches the invention substantially as claimed including a method and apparatus for high volume e-mail delivery (see abstract).

As to claim 3, Funk teaches method of claim 2.

Funk fails to teach the claimed limitation of generating the email database by

(i) collecting at least one raw document; (ii) parsing said collected at least one document; (iii) categorizing said parsed at least one document into at least one category; (iv) inserting said at least one document into a database; and removing documents from the database corresponding to duplicate email addresses.

However, Mel teaches a sales and marketing support system using a graphical query prospect database (see abstract). Mel discloses generating a database by (i) collecting at least one raw document; (ii) parsing said collected at least one document; (iii) categorizing said parsed at least one document into at least one category; (iv) inserting said at least one document into a database; and removing documents from the database corresponding to duplicate email addresses (see col. 10-16; col. 29-36).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Funk by implementing the database generation method of Mel to improve customer targeting in volume email delivery.

As to claim 4, Funk teaches the method of claim 1.

Funk fails to teach the limitation wherein the step of receiving a target database comprises the step of:

(a) requesting an email target database according to a structured query language statement.

However, Mel teaches a sales and marketing support system using a graphical query prospect database (see abstract). Mel discloses requesting an email target database according to a structured query language statement (see col. 5-10).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Funk by implementing the database generation method of Mel to improve customer targeting in volume email delivery.

5. Claims 7-9 are rejected under 35 U.S.C. 103(a) as being unpatentable over Funk et al., U.S. Patent No. 5,937,162 further in view of Linden et al., U.S. Patent No. 6,360,254.

Funk teaches the invention substantially as claimed including a method and apparatus for high volume e-mail delivery (see abstract).

As to claim 7, Funk teaches the method of claim 6.

Funk fails to teach the limitation of generating a custom uniform resource locator address for each of the at least one email target; and (ii) inserting the generated custom uniform resource locator address for each of the at least one email target into the configuration file.

However, Linden teaches a system and method for providing secure URL-based access to private resources (see abstract). Linden teaches generating a custom uniform resource locator address for each of the at least one email target; and (ii) inserting the generated custom uniform resource locator address for each of the at least one email target into the configuration file (see fig. 1; col. 5-10, Linden discloses inserting unique URL in the private data record of each customer).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Funk in view of Linden so that a unique URL is inserted into each configuration file of the customer to provide for unique identification of customer e-mail responses

As to claims 8-9, Funk teaches the method of claim 7.

Funk fails to teach the limitation wherein step (i) comprises the steps of:

(A) generating a hash from a campaign ID, a message form version ID, a user reference ID, and a private key, for each of the at least one email target; and (B) appending a first portion of the generated hash for each of the at least one email target to a host web address to form the custom uniform resource locator address for each of the at least one email target wherein the host web address is equal to hostname/module?token where hostname is replaced with an email campaign host internet address, module is replaced with an identifier for software located at the email campaign host directed to processing the custom uniform resource locator address for each email target after it is selected, and token is replaced with any alphanumeric identifier for unique information related to the customized uniform resource locator address for each of the at least one email target.

However, Linden teaches a system and method for providing secure URL-based access to private resources (see abstract). Linden teaches generating a hash from a campaign ID, a message form version ID, a user reference ID, and a private key, for each of the at least one email target; and (B) appending a first portion of the generated hash for each of the at least one email target to a host web address to form the custom uniform resource locator address for each of the at least one email target (see fig. 1; col. 5-10, Linden discloses inserting unique URL in the private data record of each customer).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Funk in view of Linden so that a unique URL is inserted into each configuration file of the customer to provide for unique identification of customer e-mail responses.

6. Claims 11-16 are rejected under 35 U.S.C. 103(a) as being unpatentable over Funk et al., U.S. Patent No. 5,937,162 further in view of Henrick et al., U.S. Patent No. 6,377,936.

Funk teaches the invention substantially as claimed including a method and apparatus for high volume e-mail delivery (see abstract).

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As to claim 11, Funk teaches the method of claim 1.

Funk fails to teach the claimed limitation wherein step (4) comprises the steps of:

(a) receiving at least one response from the at least one email target; and (b) creating a campaign tracking list from said received at least one response.

However, Henrick teaches a method for performing targeted marketing over a large computer network through e-mail (see abstract). Henrick teaches (a) receiving at least one response from the at least one email target; and (b) creating a campaign tracking list from said received at least one response (see col. 3, lines 45-50).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Funk in view of Henrick so that the responses to e-mails are listed in a response list. One would be motivated to do so to implement better tracking functionality with volume e-mail.

As to claim 12, Funk teaches the method of claim 11, wherein step (b) comprises the steps of:

(ii) determining a number of the custom email sent to the at least one email target that were undeliverable (see col. 5-9).

Funk fails to teach the claimed limitation of determining a number of successful visits from the at least one email target and (iii) determining a number of the at least one email target that requested deletion.

However, Henrick teaches a method for performing targeted marketing over a large computer network through e-mail (see abstract). Henrick teaches determining a number of successful visits from the at least one email target and (iii) determining a number of the at least one email target that requested deletion (see col. 3-5).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify Funk in view of Henrick so that successful visits and customers who want to be off the email list is tracked. One would be motivated to do so to allow for tailoring target e-mails for predetermined e-mail recipients.

Claims 13-16 do not teach or define any new limitations above claims 11-112 and therefore are rejected for similar reasons.

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7. Claims 17-19 are rejected under 35 U.S.C. 103(a) as being unpatentable over Funk et al., U.S. Patent No. 5,937,162 further in view of Henrick et al., U.S. Patent No. 6,377,936 further in view of Linden et al., U.S. Patent No. 6,360,254.

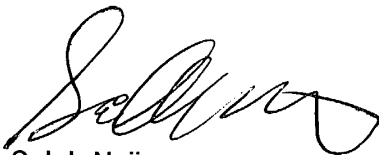
Funk teaches the invention substantially as claimed including a method and apparatus for high volume e-mail delivery (see abstract).

Claims 17-19 are rejected for similar reasons as for claims 7-9 above.

8. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Saleh Najjar whose telephone number is (703) 308-7613. The examiner can normally be reached on Monday-Friday from 6:30 to 3:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, *Ario Etienne*, can be reached on (703) 308-7562.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the Group receptionist whose telephone number is (703) 305-9600. The central official fax number for the group is (703) 872-9306.



Saleh Najjar

Primary Examiner / Art Unit 2157

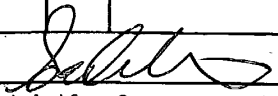


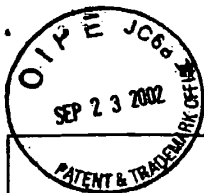
FORM PTO-1449 INFORMATION DISCLOSURE STATEMENT	ATTY. DOCKET NO. 2018.0040001	APPLICATION NO. 09/841,186
	APPLICANT Foulger et al.	
	FILING DATE April 25, 2001	GROUP 2152

U.S. PATENT DOCUMENTS							
EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE
S.J.	AA1	5,818,447	10/1998	Wolf et al.			
	AB1	5,966,695	10/1999	Melchione et al.			
	AC1	5,978,799	11/1999	Hirsch			
	AD1						
	AE1						
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	AK1						

FOREIGN PATENT DOCUMENTS							
EXAMINER INITIAL		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	TRANSLATION
S.J.	AL1	WO 00/20975 A1	04/2000	PCT	G06F	13/00	N/A No
	AM1						Yes No
	AN1						Yes No
	AO1						Yes No
	AP1						Yes No

OTHER (Including Author, Title, Date, Pertinent Pages, etc.)			
S.J.	AR	1	Anderson, D., "E-mail or Me-Mail?" <i>The Industry Standard</i> , IDG.net, Printed from http://www.thestandard.com/article/display/0,1151,12422,00.html , 4 pages (March 6, 2000).
	AS	1	Cross, R. and Nassef, A., "E-Mail Direct Marketing Comes of Age," <i>Direct Marketing</i> , Hoke Communications, Vol. 62, No. 6, pp. 44-45 (October 1999).
	AT	1	"Top Ten Strategies for Direct Email Success," Boldfish Corporation, Printed from http://www.boldfish.com/BF-emguide/top-ten.html , 7 pages (January 1, 2000).

EXAMINER 	DATE CONSIDERED 9-17-04
EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to Applicant.	



FORM PTO-1449

INFORMATION DISCLOSURE STATEMENTATTY. DOCKET NO.
2018.0040001APPLICATION NO.
09/841,186APPLICANT
Foulger et al.FILING DATE
April 25, 2001GROUP
2152

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE
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	AC2						
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	AL2						Yes No
	AM2						Yes No
	AN2						Yes No
	AO2						Yes No
	AP2						Yes No

OTHER (Including Author, Title, Date, Pertinent Pages, etc.)

S.I.	AR	2	English-language Abstract of Japanese Patent Publication No. 2000020421, European Patent Office, 1 page (January 21, 2000 - Date of publication of application).
S.I.	AS	2	Copy of International Search Report from PCT Application No. PCT/US01/13137, 7 pages, mailed August 28, 2002.
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EXAMINER

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Notice of References Cited	Application/Control No. 09/841,186	Applicant(s)/Patent Under Reexamination FOULGER ET AL.	
	Examiner Saleh Najjar	Art Unit 2157	Page 1 of 1

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-5,937,162 A	08-1999	Funk et al.	709/206
	B	US-6,360,254 B1	03-2002	Linden et al.	709/219
	C	US-6,377,936 B1	04-2002	Henrick et al.	705/14
	D	US-5,966,695 A	10-1999	Melchione et al.	705/10
	E	US-5,793,972	08-1998	Shane, Terence Martin	709/219
	F	US-6,618,747 B1	09-2003	Flynn et al.	709/206
	G	US-6,101,485 A	08-2000	Fortenberry et al.	705/27
	H	US-6,694,353 B2	02-2004	Sommerer, Peter	709/206
	I	US-6,055,510 A	04-2000	Henrick et al.	705/14
	J	US-			
	K	US-			
	L	US-			
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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
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*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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BIBDATASHEET

CONFIRMATION NO. 3649

Bib Data Sheet

SERIAL NUMBER 09/841,186	FILING DATE 04/25/2001 RULE	CLASS 709	GROUP ART UNIT 2157	ATTORNEY DOCKET NO. 2018.0040001
APPLICANTS Michael G. Foulger, Novato, CA; Thomas R. Chipperfield, Petaluma, CA; Jeremy S. Cooper, Petaluma, CA; Andrew C. Storms, Petaluma, CA;				
** CONTINUING DATA ***** This appln claims benefit of 60/199,355 04/25/2000 <i>S.J.</i>				
** FOREIGN APPLICATIONS ***** <i>Jones</i>				
IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** 06/26/2001				
Foreign Priority claimed ☐ yes ☒ no 35 USC 119 (a-d) conditions met ☐ yes ☒ no ☐ Met after Allowance Verified and Acknowledged Examiner's Signature _____ Initials _____	STATE OR COUNTRY CA	SHEETS DRAWING 14	TOTAL CLAIMS 19	INDEPENDENT CLAIMS 2
ADDRESS 26111 STERNE, KESSLER, GOLDSTEIN & FOX PLLC 1100 NEW YORK AVENUE, N.W. WASHINGTON, DC 20005				
TITLE System and method related to generating and tracking an email campaign				
FILING FEE RECEIVED 840	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	

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Index of Claims



Application No.

09/841,186

Examiner

Saleh Najjar

Applicant(s)

FOULGER ET AL.

Art Unit

2157

✓	Rejected
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-	(Through numeral) Cancelled
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Search Notes 	Application No.		Applicant(s)	
	09/841,186		FOULGER ET AL.	
	Examiner		Art Unit	
	Saleh Najjar		2157	

SEARCHED			
Class	Subclass	Date	Examiner
709/	26207	9/17/04	S.J
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INTERFERENCE SEARCHED			
Class	Subclass	Date	Examiner

SEARCH NOTES (INCLUDING SEARCH STRATEGY)		
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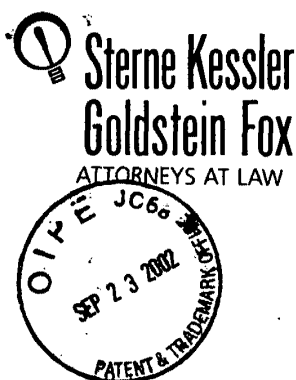
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21	28	((email or e-mail or (electronic adj mail)).ab.) and target\$.ab.) not (((((email or e-mail or (electronic adj mail)).ab.) and (track\$ and respons\$).ab.) or ((email or e-mail or (electronic adj mail)).ab.) and shane.in.) or 5793572.uref. or (((((email or e-mail or (electronic adj mail)).ab.) and (track\$ and respons\$).ab.) or 5793972.uref.) and campaign) or (((((email or e-mail or (electronic adj mail)).ab.) and (track\$ and respons\$).ab.) or 5793972.uref.) and targeted) or ((((((email or e-mail or (electronic adj mail)).ab.) and (track\$ and respons\$).ab.) or 5793972.uref.) and targeted) not (((((email or e-mail or (electronic adj mail)).ab.) and (track\$ and respons\$).ab.) or 5793972.uref.) and campaign))) or (((email or e-mail or (electronic adj mail)).ab.) and (track\$).ab.)	USPAT	2004/09/17 10:34

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25	3	US-5818447-\$.DID. OR US-5966695-\$.DID. OR US-5978799-\$.DID.	USPAT	2004/09/17 10:45
26	3	(US-5818447-\$.DID. OR US-5966695-\$.DID. OR US-5978799-\$.DID.) not (((email or e-mail or (electronic adj mail)).ab.) and (track\$ and respons\$).ab.) or ((email or e-mail or (electronic adj mail)).ab.) and shane.in.) or 5793572.uref. or (((email or e-mail or (electronic adj mail)).ab.) and (track\$ and respons\$).ab.) or 5793972.uref.) and campaign) or (((email or e-mail or (electronic adj mail)).ab.) and (track\$ and respons\$).ab.) or 5793972.uref.) and targeted) or (((email or e-mail or (electronic adj mail)).ab.) and (track\$ and respons\$).ab.) or 5793972.uref.) and targeted) not (((email or e-mail or (electronic adj mail)).ab.) and (track\$ and respons\$).ab.) or 5793972.uref.) and campaign))) or ((email or e-mail or (electronic adj mail)).ab.) and (track\$).ab.)) or ((email or e-mail or (electronic adj mail)).ab.) and target\$.ab.))	USPAT	2004/09/17 11:09
27	3601	709/206,207,224,225.ccls.	USPAT	2004/09/17 11:09
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2152
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10-01-02

September 23, 2002

WRITER'S DIRECT NUMBER:

(202) 218-7831

INTERNET ADDRESS:

JWEAVER@SKGF.COM

Commissioner for Patents
Washington, D.C. 20231

Art Unit 2152

Re: U.S. Utility Patent Application
Appl. No. 09/841,186; Filed: April 25, 2001
For: **System and Method Related to Generating and
Tracking an Email Campaign**
Inventors: Foulger *et al.*
Our Ref: 2018.0040001/JSW

Sir:

Transmitted herewith for appropriate action are the following documents:

1. Information Disclosure Statement;
2. Form PTO-1449 citing nine documents (2 sheets);
3. Copies of the nine cited documents; and
4. Return postcard.

It is respectfully requested that the attached postcard be stamped with the date of filing of these documents, and that it be returned to our courier. In the event that extensions of time are necessary to prevent abandonment of this patent application, then such extensions of time are hereby petitioned.

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

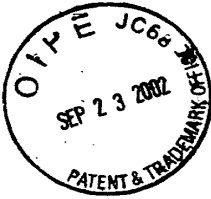
STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

Jeffrey S. Weaver
Attorney for Applicants
Registration No. 45,608

Enclosures

JSW:krd
Sterne, Kessler, Goldstein & Fox P.L.L.C. : 1100 New York Avenue, NW : Washington, DC 20005 : 202.371.2600 f 202.371.2540 : www.skgf.com

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Foulger *et al.*

Appl. No. 09/841,186

Filed: April 25, 2001

For: **System and Method Related to
Generating and Tracking an
Email Campaign**

Confirmation No. 3649

Art Unit: 2152

Examiner: *To Be Assigned*

Atty. Docket: 2018.0040001/JSW

Information Disclosure Statement

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Washington, D.C. 20231

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Listed on accompanying Form PTO-1449 are documents that may be considered material to the examination of this application, in compliance with the duty of disclosure requirements of 37 C.F.R. §§ 1.56, 1.97 and 1.98.

Applicants have listed publication dates on the attached PTO-1449 based on information presently available to the undersigned. However, the listed publication dates should not be construed as an admission that the information was actually published on the date indicated.

Applicants reserve the right to establish the patentability of the claimed invention over any of the information provided herewith, and/or to prove that this information may not be prior art, and/or to prove that this information may not be enabling for the teachings purportedly offered.

This statement should not be construed as a representation that a search has been made, or that information more material to the examination of the present patent application does not exist. The Examiner is specifically requested not to rely solely on the material submitted herewith.

Applicants have checked the appropriate boxes below.

- ☐ 1. Statement under 37 C.F.R. 1.704(d). Each item of information contained in this Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart application and this communication was not received by any individual designated in 37 C.F.R. § 1.56(c) more than thirty days prior to the filing of this information disclosure statement.
- ☒ 2. Filing under 37 C.F.R. § 1.97((b). This Information Disclosure Statement is being filed before the mailing date of a first Office Action on the merits. No statement or fee is required.
- ☐ 3. Filing under 37 C.F.R. § 1.97(c). This Information Disclosure Statement is being filed more than three months after the U.S. filing date AND after the mailing date of the first Office Action on the merits, but before the mailing date of a Final Rejection, or Notice of Allowance, or an action that otherwise closes prosecution in the application.
 - ☐ a. Statement under 37 C.F.R. § 1,97(e)(1). I hereby state that each item of information contained in this 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 this Information Disclosure Statement. 37 C.F.R. § 1.97(e)(1).
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- ☐ c. Attached is our Check No. _____ in the amount of \$ _____ in payment of the fee under 37 C.F.R. § 1.17(p).
- ☐ 4. Filing under 37 C.F.R. § 1.97(d) This Information Disclosure Statement is being filed more than three months after the U.S. filing date and after the mailing date of a Final Rejection or Notice of Allowance, but before payment of the Issue Fee. Enclosed find our Check No. _____ in the amount of \$ _____ in payment of the fee under 37 C.F.R. § 1.17(p); in addition:
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- ☒ 5. Documents AA1, AB1, AL1, AR1, AS1, AT1 and AR2 were cited in a Search Report in a counterpart foreign application. A copy of the Search Report is

enclosed and listed on the PTO-1449 form for the convenience of the Examiner.

- ☐ 6. A concise explanation of the relevance of the non-English language document(s) appears below:
- ☐ 7. Copies of the documents were cited by or submitted to the Office in an IDS that complies with 37 C.F.R. § 1.98(a)-(c) in Application No. _____, filed _____, which is relied upon for an earlier filing date under 35 U.S.C. § 120. Thus, copies of these documents are not attached. 37 C.F.R. § 1.98(d).

It is respectfully requested that the Examiner initial and return a copy of the enclosed PTO-1449, and indicate in the official file wrapper of this patent application that the documents have been considered.

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

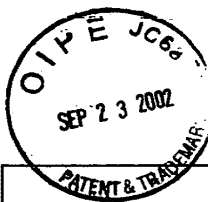
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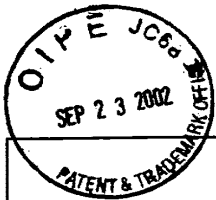
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Date: 9-23-02

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FORM PTO-1449 <u>INFORMATION DISCLOSURE STATEMENT</u>				ATTY. DOCKET NO. 2018.0040001		APPLICATION NO. 09/841,186	
				APPLICANT Foulger et al.			
				FILING DATE April 25, 2001		GROUP 2152	
U.S. PATENT DOCUMENTS							
EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE
	AA1	5,818,447	10/1998	Wolf et al.			
	AB1	5,966,695	10/1999	Melchione et al.			
	AC1	5,978,799	11/1999	Hirsch			
	AD1						
	AE1						
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	AG1						
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	AL1	WO 00/20975 A1	04/2000	PCT	G06F	13/00	N/A No
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	AN1						Yes No
	AO1						Yes No
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OTHER (Including Author, Title, Date, Pertinent Pages, etc.)							
	AR	<u>1</u>	Anderson, D., "E-mail or Me-Mail?" <i>The Industry Standard</i> , IDG.net, Printed from http://www.thestandard.com/article/display/0,1151,12422,00.html , 4 pages (March 6, 2000).				
	AS	<u>1</u>	Cross, R. and Nassef, A., "E-Mail Direct Marketing Comes of Age," <i>Direct Marketing</i> , Hoke Communications, Vol. 62, No. 6, pp. 44-45 (October 1999).				
	AT	<u>1</u>	"Top Ten Strategies for Direct Email Success," Boldfish Corporation, Printed from http://www.boldfish.com/BF-emguide/top-ten.html , 7 pages (January 1, 2000).				
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	AA2						
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	AM2						Yes No
	AN2						Yes No
	AO2						Yes No
	AP2						Yes No

OTHER (Including Author, Title, Date, Pertinent Pages, etc.)

	AR	2	English-language Abstract of Japanese Patent Publication No. 2000020421, European Patent Office, 1 page (January 21, 2000 - Date of publication of application).
	AS	2	Copy of International Search Report from PCT Application No. PCT/US01/13137, 7 pages, mailed August 28, 2002.
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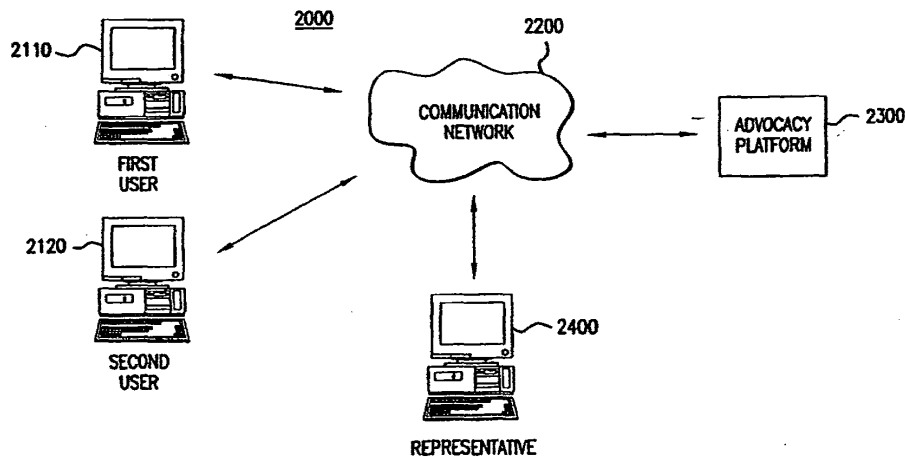
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INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 6 : G06F 13/00		A1	(11) International Publication Number: WO 00/20975
			(43) International Publication Date: 13 April 2000 (13.04.00)
(21) International Application Number: PCT/US99/23213		(74) Agents: MUDGE, Brian, S. et al.; Kenyon & Kenyon, Suite 700, 1500 K Street, N.W., Washington, DC 20005 (US).	
(22) International Filing Date: 6 October 1999 (06.10.99)			
(30) Priority Data: 60/103,380 7 October 1998 (07.10.98) US 09/206,343 7 December 1998 (07.12.98) US 09/229,965 14 January 1999 (14.01.99) US		(81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).	
(71) Applicant (for all designated States except US): JUNO ONLINE SERVICES, INC. [US/US]; 15th Floor, 120 West 45th Street, New York, NY 10036 (US).			
(72) Inventors; and (75) Inventors/Applicants (for US only): SHAW, David, E. [US/US]; 120 West 45th Street, New York, NY 10036 (US). STONE, Roger, A. [US/US]; 4405 Highland Avenue, Bethesda, MD 20814 (US). SASSON, David, M. [US/US]; 518 East 80 Street, New York, NY 10021 (US). ARDAI, Charles, E. [US/US]; 251 East 51st Street, New York, NY 10022 (US). MANI, V., S. [US/US]; Apartment 35 H, 4-74 48th Avenue, Long Island City, NY 11109 (US). SARAIYA, Yatin, P. [US/US]; 382 Morris #3C, Summit, NJ 07901 (US).		Published With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.	

(54) Title: METHOD AND APPARATUS FOR DELIVERING ELECTRONIC ADVOCACY MESSAGES



(57) Abstract

A method of operating an advocacy network (2000) is provided. One or more users (2110, 2120) are selected based on information in a user database (2330) containing, for example, demographic or psychographic information about users (2110, 2120) as well as information identifying a representative (2400) associated with each user (2110, 2120) such as a home address. An advocacy message (2500) is sent to a user through a first communication network (2200), such as by sending an advocacy message associated with an e-mail message. The advocacy message (2500) may include a portion that lets the user generate an indication, such as by clicking on a portion of a computer screen. When an indication is received, a response message (2600) is sent to the representative (2400) associated with the user (2110, 2120). The response message (2600) includes information about the user (2110, 2120), such as the user's name and home address, and may be sent at a pre-determined time along with response messages (2600) from other users (2110, 2120).

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EE	Estonia						

METHOD AND APPARATUS FOR DELIVERING ELECTRONIC ADVOCACY MESSAGES

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Field of the Invention

The present invention is directed to communication networks. In particular, the present invention is directed to a method and apparatus for delivering electronic
20 advocacy messages.

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Background of the Invention

Electronic mail (or "e-mail") is becoming a popular way for people to
5 communicate. Using e-mail, a person can send messages and other information
(such as pictures, sound recordings, formatted documents, etc. that are in digital
form) electronically to other e-mail users.

E-mail communication systems are generally regarded as multi-cast store-
and-forward bi-directional communication systems. A user can send e-mail
10 messages to one or more recipients at a time. An e-mail system is regarded as bi-
directional as, usually, a user can both send and receive e-mail messages.

When using e-mail to communicate, a user will typically create a message
using an e-mail program running on a computer that is or can be connected by a
network to other computers. The message will include the e-mail address of the
15 intended recipient. When the user has finished entering the message, the user will
"send" the message to the intended recipient -- the message is electronically
transmitted via the computer network. The recipient, also using an e-mail program
running on a computer connected to the computer network, can then read the
received message.

20 A common computer network used to send and receive e-mail is the Internet.
The Internet allows users to send and receive e-mail to and from computers around
the world. Typically, each user will have an Internet e-mail address unique to that
user, e.g., bob@pto.com. A user with an e-mail account and a computer that can
connect to the Internet can easily send and receive e-mail over the Internet.

25 There are a number of ways that a user can connect to the Internet to send
and receive e-mail. A user can have an account with a proprietary on-line network,
such as, for example, Prodigy, America Online, CompuServe or Microsoft Network.
Using a computer with a modem, the user dials up the on-line network's access
number and connects to the on-line network. The user can then send and receive e-
30 mail to and from other users of the on-line network and, provided that the on-line

network is connected to the Internet, with those having an Internet e-mail address.

An alternative method to connect with the Internet is via an Internet Service Provider. Using a modem, the user dials the access number of the Internet Service Provider, and establishes a connection with a computer "directly" connected to or
5 part of the Internet. The user can then operate an e-mail program, such as Eudora, to send and receive e-mail over the Internet.

In many existing systems, users read and write e-mail while on-line, i.e., while connected to the on-line network or the Internet Service Provider. Costs of operating the on-line network (including communication and hardware costs) are
10 higher when users are connected to the network. Also, some on-line networks and Internet Access Providers charge per minute of connect time. Accordingly, it is more cost effective if users read and write e-mail messages when off-line (e.g., when not connected to the on-line network).

Some existing on-line services display additional content to users. For
15 example, advertisements are shown on part of the screen to users of the America Online network. When accessing certain World Wide Web sites on the Internet, advertisements are often included as part of the web page seen by the user. Often in such systems, each user accessing a certain screen or site is shown the same advertisement. Sophisticated systems have the capability to change the
20 advertisement after a certain period of time. However, in such systems the user must remain connected to the network to see the replacement advertisement.

When using a browser program (such as Netscape's Navigator program) to
access pages on the World Wide Web, information, which may include additional content such as advertisements, may be downloaded and cached at a user's
25 computer. This information can be flushed from the cache at a later time, as determined by the browser program. In some cases, this information may be flushed when the browser program is "off-line." However, additional content such as an advertisement is not automatically replaced in a web page and new, unseen content is not displayed as part of a web page when in such disconnected mode.

30 Accordingly, there is a need for a system that displays and automatically

replaces additional content while disconnected from the network. In particular, there is a need for an e-mail system that operates mostly off-line and that can display and automatically replace additional content while off-line.

Suppliers of additional content, such as advertisers, find it desirable to target
5 content to relevant potential customers. For example, an advertiser of stockings
would prefer to target women rather than men with its advertising. A Boston
restaurant would prefer to target residents of Boston and business travelers rather
than children living in San Francisco. Moreover, advertisers prefer to pay for
advertising based upon the number of relevant consumers who are actually exposed
10 to the advertisement. For prior on-line systems and networks, including the World
Wide Web, it is often difficult for an advertiser to precisely determine whether its
advertisements were actually viewed by a user and for how long, and whether the
advertisement induced a response. Accordingly, there exists a need for a targeted
system that also can provide information as to the characteristics of those who were
15 exposed to the additional content, for how long the user was exposed, and at what
times.

Existing e-mail systems have other disadvantages. In existing dial-up e-mail
systems, a user is provided with an access telephone number to connect to the
network. Typically, at the network there are a number of mail servers and each
20 user's received e-mail messages are stored on one of those mail servers. Because
many users use the same access number to connect to the network, the network
requires capabilities to switch users to the mail server that stores that user's e-mail.
Existing e-mail networks determine at the server side and while the user is on-line
who the user is and that user's mail server, and then switch the user to that mail
25 server -- a time consuming operation, especially if there are many users accessing
the network. There exists a need for an e-mail system where the network does not
have to decide, as part of the switching process, which mail server is to be accessed
by each user.

The present invention addresses problems that may arise when an advocacy
30 group wants to have a number of people contact a representative, government

official or entity, such as a particular elected representative. As used herein, an advocacy group may represent any person or group of people who want to send information about an issue to the public. The advocacy group may, for example, encourage a large number of people to contact a particular congressperson about an upcoming vote. It should be noted that the term advocacy group is not limited to groups committed to influencing particular legislative votes, but may include, by way of example, groups interested in administrative rule-making, public referendums, petitions, and other actions associated with issue advocacy.

By way of example, a member of the public traditionally contacts a representative by writing a letter or by making a telephone call. Today, the use of e-mail messages for this purpose is increasingly common. In either case, however, a person is often not aware of important issues that may be affected by legislative (or other) action, when a vote might be scheduled that concerns a particular issue, who his or her representative is, how to contact the representative or whether the representative serves on a particular committee. Moreover, a person may not have time to find out this information, or the time to compose a detailed message about an issue.

To make it easier for a person to contact a representative, an advocacy group can set up an advocacy Web page. Generally, a person that visits such a Web page is asked to provide a name and address that is used to automatically create and send an e-mail message to that person's representative, such as an elected representative. The person's address may be used, for example, to select one or more representatives associated with that person (such as by correlating a ZIP code with a congressional district) and to sign the e-mail message with that address (so that the representative will understand that a constituent is sending the e-mail message). With this approach, however, only a limited group of people, already interested in the issue, will likely access the Web page - and those people may already be fully informed about an upcoming vote and/or how to contact their representative. In other words, an advocacy group may prefer to "push" information to the public as opposed to "pulling" the public to the information.

Additionally, many people are not comfortable sending a name and address through a public communications network such as the Internet. In general, requesting detailed information will simply reduce the effectiveness, i.e. lower the response rate, of an advocacy Web page.

- 5 Moreover, an advocacy group may want to reach a group of people having particular geographic, demographic and/or psychographic characteristics. The advocacy group may also want to receive contact information about such people or to receive answers to survey questions from such people. In addition, the advocacy group may want to receive a summary, or report, about a group's response to a
- 10 particular advocacy message. The advocacy group may also want to test a number of different messages about an issue, and to compare the result (such as the response rate) of various styles or arguments.

Summary of the Invention

- 15 The present invention is directed to a method and apparatus for delivering electronic advocacy messages. In a representative embodiment, one or more users are selected based on information in a user database containing, for example, demographic or psychographic information about users as well as information (such as a home address) that identifies at least one representative associated with each
- 20 user. An advocacy message is sent to a user through a first communication network, such as by sending an advocacy message associated with an e-mail message. The advocacy message may include a portion that lets the user generate an indication, such as by clicking on a portion of a computer screen. When an indication is received, a response message is sent to the representative associated with the user.
- 25 The response message includes information about the user, such as the user's name and home address, and may be sent at a pre-determined time along with response messages from other users. The response message may be an e-mail message, a facsimile message, a printed letter or a telephone call. The user can also provide answers to survey questions and/or grant permission to have his or her contact
- 30 information provided to an advocacy party.

According to another embodiment of the present invention, a server system may utilize the information in a member profile to determine which advocacy messages, and/or other messages such as advertisements, should be directed to the user. Accordingly, an advertisement distribution scheduler of the server system may
5 decide which advocacy messages are eligible for distribution for each user. The distribution scheduler of the server system may determine which advocacy messages and/or other messages are eligible for distribution to each user and can utilize information in an event log file and/or message statistics file in making the determination as to which advertisements are eligible for distribution to a particular
10 user. The server system may also include a download scheduler module that determines when to download and/or display (i.e., transfer) a particular message to a user.

A client program may include a scheduler module that determines which advocacy message, and/or other messages such as advertisements, to display to the
15 user and for how long.

The client scheduler module, the distribution scheduler and the download scheduler module are disclosed in U.S. Patent No. 5,848,397 entitled "Method and Apparatus for Scheduling the Presentation of Messages to Computer Users" to Marsh et. al.

20

Brief Description of the Drawings

Fig. 1 is a system diagram of a representative embodiment of the present invention.

Fig. 2 is a block diagram of the client computer of Fig. 1.

25

Fig. 3 is a flowchart of the client computer initialization process.

Fig. 4 is a flowchart detailing account activation.

Fig. 5 represents actions that take place at the client computer.

Fig. 6 illustrates information communicated between the client computer and the server system.

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Fig. 7 shows a portion of an exemplary survey to create a member profile.

Fig. 8 illustrates an example read screen used to read received e-mail messages.

Fig. 9 is a flowchart of the communication process that takes place between the client computer and the server system as performed by the client computer.

5 Fig. 10 illustrates an example showcase advertisement.

Fig. 11 is a flowchart of the communication process that takes place between the client computer and the server system as performed by the server system.

Fig. 12 illustrates an example write screen used to create e-mail messages.

10 Fig. 13 is a system diagram of an advocacy network according to an embodiment of the present invention.

Fig. 14 is a more detailed view of the advocacy platform shown in FIG. 13.

Fig. 15 illustrates an example of an advocacy advertisement.

Fig. 16 illustrates an example of an advocacy e-mail message.

Fig. 17 is another example of an advocacy advertisement.

15 Fig. 18 is another example of an advocacy e-mail message.

Detailed Description

Referring now to the drawings, Fig. 1 illustrates an exemplary system configuration 100 of a representative embodiment of the present invention. The
20 representative embodiment is described in reference to an electronic mail system where a number of users can create, send, receive and read e-mail messages. E-mail messages can be sent between users of the present invention and external users who have e-mail accounts. However, the principles of the present invention should not be regarded as limited solely to e-mail systems. For example, the principles of the
25 present invention apply to on-line services that present advertising to users while the user is accessing other content. Thus, an e-mail message may be regarded as an example of content provided to a user.

As shown in Fig. 1, a client computer 101, preferably a workstation or personal computer, executes a client program. The client computer can be used by
30 one or more users.

Connected to the client computer 101 is a communication interface 102 for allowing the client computer 101 to communicate with other computer systems. The communication interface may be, for example, a modem operating at 56 kilobits per second (kb/s) or at a higher rate (such as a cable modem). As illustrated, the
5 communications interface 102 is external to the client computer 101, but a communication interface 102 that is internal to or part of the client computer 101 is also acceptable. Although the communication interface 102 illustrated is a modem, the communication interface 102 alternatively could be a network interface unit or a network card or the like for providing connectivity to other computer systems over a
10 network using such protocols as X.25, Ethernet, or TCP/IP, or any device that allows, directly or indirectly, computer-to-computer communications.

The client computer 101 is coupled via the communications interface 102 to a network 103. In the representative embodiment, the network 103 is the public telephone network, but it may be, for example, a proprietary wide area network or
15 the like.

Fig. 2 illustrates in further detail the hardware configuration of the client computer 101 of Fig. 1. In the representative embodiment, the client computer 101 comprises a central processing unit 209 for executing computer programs (including the client program according to the present invention) and managing and controlling
20 the operation of the client computer 101. A storage device 205, such as a floppy disk drive, is coupled to the central processing unit 209 for, e.g., reading and writing data and computer programs to and from removable storage media such as floppy disks. Storage device 206, coupled to the central processing unit 209, also provides a means for storing computer programs and data. Storage device 206 is preferably a
25 hard disk having a high storage capacity. A dynamic memory device 207 such as a RAM, is coupled to the central processing unit 209. The client computer 101 includes typical input/output devices, such as, for example, a keyboard 203, a mouse 204 and a monitor 208.

Referring again to Fig. 1, the client computer 101 selectively communicates
30 with a server system 104 over the network 103 using the communication interface

102. The server system 104 is coupled to the network 103 via a communications server 105.

Although Fig. 1 shows only one client computer 101, it will be appreciated that the representative embodiment of the present invention can include many client
5 computers 101 each capable of being coupled to the server system 104.

The server system 104 is preferably a computer system designed to communicate electronic mail (e-mail) messages. In the representative embodiment, the server system 104 is coupled to one or more external networks 107, such as the Internet, that allow for the sending and receiving of e-mail messages. The server
10 system 104, acting as an intermediary, receives e-mail messages from and causes e-mail messages to be sent to users who have established an account with the server system 104 and with external parties with e-mail addresses, such as Internet users or users of proprietary on-line services.

According to the present invention, the server system 104 also provides other
15 information to and receives information from users of client computers 101, such as, for example, advertisements, software patches, statistical information, etc., as discussed in detail below.

In the representative embodiment, the server system 104 comprises a plurality of mail servers M0 - Mn. Each mail servers M0 - Mn stores e-mail
20 messages for users of client computers 101 who have established an account with the server system 104.

Received e-mail messages, addressed to users who have accounts with the server system 104, are stored in the mail servers M0 - Mn. According to the representative embodiment of the present invention, each user is assigned to one
25 mail server M0 - Mn. Messages received for a user who has an account with the server system 104 are stored in a directory on the mail server M0 - Mn assigned to that user account. Each received e-mail message is stored in a file in the intended recipient's directory until the intended recipient requests received e-mail messages, as discussed below.

30 E-mail messages sent from a user are stored temporarily on a disk at the

server system before transmission to the intended recipient.

One or more of the mail servers M0 - Mn is preferably configured to transmit e-mail messages to and receive e-mail messages from non-users of the server system 104 (e.g., users of other e-mail systems) via external networks such as the Internet

5 107.

The server system 104 of the representative embodiment includes a database management system 106, coupled to each of the mail servers M0 - Mn. The database management system 106 manages and stores information related to the operation of the present invention, such as, for example, member profile

10 information, advertisement information, information used to bill advocacy groups, etc. The database management system 106 preferably includes a plurality of high capacity storage devices for storing and managing large amounts of data. (The hardware configuration of the database management system 106 can easily be varied, and may comprise, for example, a single processor coupled to a high speed
15 storage device, or a distributed system comprising a plurality of servers.)

Alternative configurations of the server system 104 can be accommodated by the present invention. For example, e-mail messages may be stored centrally in a database management system such as the database management system 106 of the server system 104. Thus, each time a user connects to the server system 104, that
20 user's received e-mail messages are retrieved from a central storage location.

In the representative embodiment of the present invention, the server system 104 also includes a plurality of signup servers S0 - Sn. The signup servers S0 - Sn allow for communication with first time users, preferably establishing and activating user accounts and providing new users with "binding" information (as described
25 below).

Fig. 3 illustrates, in flow chart form, the installation and account creation steps that take place at a client computer 101. Typically, the user is provided (e.g., on disk or electronically downloaded over the Internet) with a copy of a software program (the client program) that is executed by the client computer 101 according
30 to the principles of the present invention. The user will install the client program on

the client computer 101, for example, by executing an install program. The install program will create a directory on the storage device 206 and load the client program into that directory. In the representative embodiment, the install program will determine if there is enough space in the storage device 206 to install the client
5 program and to later download advertisements. For example, the install program will set aside five megabytes of storage space on the storage device 206 for advertisements. This will ensure that there is a minimum amount of storage space available for the required number of advertisements that may be downloaded and stored in the future. The install program may also determine if the client program
10 has previously been installed and if an old version of the client program has been installed that requires updating.

The client program and associated files are organized on the storage device 206 of the client computer 101 in a plurality of sub-directories. For example, assuming that the directory in which the client program is installed is named "mail",
15 then in the representative embodiment, sub-directories of "mail" include "ads", "bad", "bin", "lib", "tmp", "user0". The "ads" subdirectory stores advertisements and an ad log recording statistics relating to advertisements. The "bad" subdirectory stores files not recognized by the advertisement system. The "bin" subdirectory stores the executable client program and related "dll" files. The "lib" subdirectory
20 stores help files, modem configuration files, and bitmap images used in the display of the graphical user interface. The "tmp" subdirectory is used for temporary files. The "user0" subdirectory is a subdirectory created when a user establishes an account. Each time a user creates a new account (or a different user creates an account using the same client computer 101), a new subdirectory is created for that
25 user account, e.g., "user1", "user2", etc. The "user" subdirectory includes an e-mail address book file, a user preferences and configuration file, and "get" and "put" subdirectories are "spooling" directories where data is temporarily stored while in transit between the client computer 101 and the server system 104.

Because files associated with the present invention are stored at the client
30 computer 101, especially files comprising advertisements and usage information, a

user may accidentally or maliciously delete, tamper with or add to such files and/or subdirectories. Accordingly, the present invention includes an authentication scheme to prevent and/or detect certain undesirable modifications. One such authentication scheme is disclosed in U.S. Patent No. 5,838,790, entitled

5 "Advertisement Authentication System in Which Advertisements Are Downloaded for Off-line Display" to McAuliffe et. al., which is expressly incorporated herein by reference.

Advertisements may be displayed to the user during installation.

Once the client computer software has been installed, the user can initiate
10 local execution of the client computer software. In the representative embodiment, the client computer software operates in a graphical user interface (GUI) environment such as Microsoft Windows, Mac/OS, OS/2 and the like.

The first time that the client computer software is executed on the client computer 101 (and whenever a user wishes to establish a new account with the
15 server system 104), the client program performs various functions intended to establish a new account for the user. In the representative embodiment, the first step is to collect new account information (step 301). At the request of the client program, the user inputs name, address, telephone number and other identification
20 data. This information is stored on storage device 206.

Next, the client program configures the communication interface 102 to
25 operate with the client program (step 302). For example, the client program may ask the user to identify the modem and modem speed or may autodetect the modem and modem speed. The user may also be asked to identify the type of telephone line (e.g., tone or pulse) and whether one must dial a certain number to reach an external
line.

The client program requests that the user select an e-mail address and
password (step 303).

The client program then initiates a connection with the server system 104 to
activate an account for the user (step 304). Fig. 4 illustrates this activation step in
30 further detail. The client computer 101 establishes communication with the server

system 104 via the communication interface 102 (step 401). In the representative embodiment, first time users interfacing with the server system 104 are coupled to one of the plurality of signup servers S0 - Sn. The particular signup server Sx that the user is first connected to is selected by the server system 104 in a round robin
5 fashion.

On first time use, the client program passes to the server system 104 the selected user name and password. Signup server Sx establishes an account for the user, e.g., queries the database management system 106 to determine whether the requested e-mail address is unique to the server system 104, and if it is, creates an
10 entry in the database management system for that user (step 402). Signup server Sx then assigns (or "binds") the user to one of the plurality of mail servers M0 - Mn (step 402). The binding information (e.g., the identity of the mail server) is transmitted to the client computer 101 and stored on the storage device 206 for later use.

15 After the account has been activated, the client computer disconnects from (i.e., terminates communication with) the server system 104 (step 404), and in particular disconnects from signup server Sx.

Referring again to Fig. 3, once the user's account is activated (step 304), the user is asked to complete a member profile (step 305). This step takes place when
20 the client computer 101 is off-line, i.e., not connected to the server system 104. In particular, the client computer 101 requests that the user provide information such as interests, hobbies, recent purchases, demographic information, etc., in the form of a survey. Fig. 7 shows as an example of one portion of a representative survey.

Illustrated is question fifteen 701 of the member profile. The user responds to the
25 illustrated question 701 by clicking on the appropriate circle next to each option, thus "filling in" the circle. For example, in response to "What sorts of programs do you like to watch on TV?," - if the user watches "News" 702, the user clicks on the circle representing an appropriate answer. Thus, if the user watches the "News" 702 often, he clicks on circle 703. After clicking on all the appropriate circles
30 representing responses, the user may move ahead in the profile - that is, to the next

questions - by clicking on a "Next >" button 704. If the user wants to go back to earlier questions and responses, possibly to change an answer, the user clicks on a "< Back" button 705.

The user's responses (i.e., the completed member profile) are stored on the client computer 101 storage device 206 for future transmission to the server system 104. In the representative embodiment, the member profile is transmitted to the server system 104 when the user first sends or receives e-mail. The information can be used by the server system 104 to aid in selecting or targeting advertisements and e-mail messages containing advertisements to desired users. The member profile can be updated by the user and will then be transmitted to the server system 104 when the user next connects with the server system 104 to sent or receive e-mail messages. When transmitted, the member profile is stored at the server system 104 on the database management system 106.

Once the member profile is completed, initialization is complete. The user at the client computer 101 can now create, send, receive, and read e-mail messages.

It will be appreciated that in alternative embodiments, the member profile may be transmitted to the server system 104 at step 304 along with the selected e-mail address and password.

Fig. 5 illustrates, in flow chart form, typical steps followed by the client computer 101 when the client software is executed after the initial sign-up process. This flow chart is for purpose of explanation and does not necessarily reflect all possible paths of control flow in the execution of the client program.

The client computer 101 displays advertisements on a portion of the user's display terminal 202 (step 501). As illustrated, advertisements are displayed continuously during the operation of the client software, and in particular, when the client computer 101 is not in communication with the server system 104. This is possible because the advertisements are stored on the client computer 101.

In the representative embodiment there are two types of advertisements. Banner advertisements 800 are displayed at step 501 when the user is reading and creating e-mail messages, or performing other administrative tasks, e.g., moving e-

mail messages between folders. In the representative embodiment, banner advertisements 800 are displayed in a box at the top right side of the window (see Figs. 8 and 12). Showcase advertisements are displayed whenever the user is attempting to establish a connection with the server system 104 and when
5 information is being transferred between the client computer 101 and the server system 104. The banner and showcase advertisements may be textual, graphical, or video data (or combinations thereof) and may be stored in a standard compressed data format, such as JPEG or MPEG, or in a proprietary format, or in an uncompressed format. Typically, advertisements are simple graphics files. Sounds
10 may also be included.

The banner advertisement 800 shown to the user prior to sending or receiving e-mail messages for the first time can be an advertisement previously received from the server system 104 (e.g., during the account creation process) or an advertisement obtained from the installation disk. The banner advertisement 800 displayed is
15 stored in a file on storage device 206 (e.g., in the "ads" subdirectory). The stored banner advertisements 800 can be stored in a compressed format and decompressed immediately prior to display.

In the representative embodiment, each banner advertisement 800 is replaced by another one of the stored banner advertisements after a predetermined time has
20 elapsed. The banner advertisement is continuously updated or replaced by the client computer 101 while the client program of the present invention is executing. Each banner advertisement 800 is displayed for a predetermined time and in accordance with a schedule that is preset or determined by the client program "on-the-fly". The client scheduler module, the distribution scheduler and the download scheduler
25 module are disclosed in U.S. Patent No. 5,848,397 entitled "Method and Apparatus for Scheduling the Presentation of Messages to Computer Users" to Marsh et. al.

The banner advertisements 800 may be interactive. For example, by clicking on the banner advertisement 800, the user may be provided with further information concerning the subject matter of the current banner advertisement 800. The further
30 information may be, for example, another related banner advertisement 800 stored

on storage device 206.

By clicking on the banner advertisement 800, the user may be provided with an e-mail message template to create an e-mail message (as described in connection with Fig. 12 below), having the addressee already filled in with the e-mail address of a company or advocacy group associated with the subject matter of the current banner advertisement 800. In this manner, the user may, for example, provide comments to the company or advocacy group regarding the subject matter of the banner advertisement 800 or request further information. Alternatively, clicking on the banner advertisement 800 may cause an e-mail message to be automatically completed (including the message) and either transmitted immediately or stored in the user's "outbox" folder (described later). The message may merely identify the user to the addressee of the e-mail message as someone interested in the subject matter of the banner advertisement 800.

In accordance with the representative embodiment, advertisements are preferably described in a file using a page description language ("PDL"). The PDL is a simple notation for describing the graphical objects or elements that form each advertisement. Accordingly, associated with each advertisement is a file containing the advertisement's description written in the PDL. A specification for a representative PDL is illustrated below:

20

Type:	Page Head
Name:	Name of the page
Width:	width of page in pixels
Height:	height of page in pixels
25 Color <optional>:	color
File Name <optional>:	file name

Type:	Text
Name:	Name of the element
30 Left:	position w/r/t left side of

- ad page
- Top: position w/r/t top of ad page
- Width: width of text in pixels
- Height: height of text in pixels
- 5 Text: textual message
- Font<optional>: font
- Font Style<optional>: Bold|Italic|Underline|Strikeout
- Font Height <optional>: font height in pixels
- FG Color <optional>: text color
- 10 BG Color <optional>: background color
- Justify <optional>: Right|Center|Left(default)
- ...
- Type: Button
- Name: Name of the element
- 15 Left: position w/r/t left side of
ad page
- Top: position w/r/t top of ad
page
- Width: width of text in pixels
- 20 Height: height of text in pixels
- Text: textual message
- Up <optional>: file name of bitmap for
button in up position
- Down <optional>: file name of bitmap for
button in down position
- 25 Focus <optional>: file name of bitmap for
focus button
- OnClick/Action: action to be performed
when user clicks the
button. Choose one
- 30

- 5
- 10
- 15 Message <optional>:
- Data:
- 20 Font:
- Font Style:
- Font height:
- Type:
- 25 Name:
- Left:
- Top:
- Width:
- 30 Height:
- pdl modal <file name> create new dialog to display the new ad
 - pdl inherit <file name> use the current dialog to display the ad
 - log <an id assigned to the ad> log an event to the ad log to be processed by the server
 - submit <form name> submit all the values from the form collected in the ad
 - request <recipient E-mail> <subject line> compose a message and put it into user's outbox
 - mail <recipient e-mail> <subject line> switch to the writer, fill in the To and Subject
 - msg <message text> display a message message to be displayed when user clicks the button
- specify any auxiliary data for the action
- font
- Bold|Italic|Underline|Strikeout
- font height in pixels
- Hotspot
- Name of the element
- position w/r/t left side of ad page
- position w/r/t top of ad page
- width of text in pixels
- height of text in pixels

	Text:	textual message
	OnClick/Action:	action to be performed when user clicks the hotspot. Choose one action of the following:
5		• pdl modal <file name> :create new dialog to display the new ad • pdl inherit <file name> :use the current dialog to display the ad • log <an id assigned to the ad> : log an event to the ad log to be processed by the server
10		• request <recipient e-mail> <subject line> : compose a message and put it into user's outbox • mail <recipient e-mail> <subject line> : switch to the writer, fill in the To and Subject • msg <message text> : display a message
15	Message <optional>:	message to be displayed when user clicks the hot spot
	Data:	specify any auxiliary data for the action
20	...	
	Type:	Background
	Name:	Name of the element
	Left:	position w/r/t left side of ad page
25		
	Top:	position w/r/t top of ad page
	Width:	width of text in pixels
	Height:	height of text in pixels
	Color:	color
30	File name <optional>:	specify the bitmap to use

or the bitmap which
contains the background
color

5 Type: BMP
 Name: Name of the element
 Left: position w/r/t left side of
 ad page
 Top: position w/r/t top of ad
10 page
 Width: width of text in pixels
 Height: height of text in pixels
 File name: the bitmap file
 Wipe <optional>: TRUE (do wipe with
15 any of the available
 wipe modes)|FALSE (no
 wipe)|L呢TOR (left to
 right)|RTOL (right to
 left)|MID (expand from
20 middle)|END (start from
 two ends)

In the representative embodiment, all advertisement definitions include a
"Page head" and may include one or more of the other illustrated types.

25 *Type: Page Head:*

"Page Head" defines the basic structure of the advertisement including the
"Width" and "Height" of the advertisement, as well as the color ("Color" or "File
Name" fields).

30

Type: Text:

"Text" specifies a text string at a particular location. The "Name" field defines an identifier for the "Text" object being defined. The "Left" and "Top" fields indicate the position of the text string within the advertisement. "Width" and "Height" provide the dimensions of the text. The "Text" field specifies the text string to be displayed. The "Font," "Font Style," and "Font Height" fields identify textual font information. "FG Color" and "BG Color" identify the color of the text and the color of the background respectively. The "Justify" field specifies the text justification.

10

Type: Button:

"Button" defines a clickable GUI button. The "Name" field specifies an identifier for the button being defined. "Left" and "Top" specify the position of the button while "Width" and "Height" define the dimensions of the button.

15 The "Text" field specifies a text string to be displayed on the button. For a bitmap button, "Up," "Down," and "Focus" specify bitmaps for the button in the up, down, and focus positions respectively.

The "OnClick/Action" field specifies the action to be performed when a user clicks on the button. One of six actions may be performed. If "pdl modal <file name>" is specified, a new dialog is created to display a new advertisement. The file name specified is the file containing the definition of new advertisement. If "pdl inherit <file name>" is specified, the current dialog is used to display the new advertisement defined in file "file name." If "log" is specified, an event is logged into the ad log.

25 "Request <recipient e-mail> <subject line>" causes the client computer to automatically compose an e-mail message addressed to the identified "recipient." The subject of the e-mail message is filled in with the text specified in the second parameter, i.e., subject line. The e-mail message is then put into the user's outbox.

If "mail <recipient e-mail> <subject line>" is defined as the action to be performed, the client computer switches to the "write" screen, automatically filling

30

in the address and the subject of an e-mail message. The user can then fill in the message body.

Finally, if "msg" is specified, a textual message is displayed to the user when the user clicks the button.

5 The "Message" field for type "Button" specifies a message to be displayed when the user clicks on the button.

The "Data" field identifies auxiliary data for the action.

Additionally, for each button, "Font," "Font height," and "Font style" may be specified for the button text.

10

Type: Hotspot:

"Hotspot" is similar to a GUI button and is defined in a fashion similar to a button.

15 *Type: Background:*

"Background" is used to fill a specified rectangle with a selected color or identifies a bitmap to fill the specified rectangle. The "Left" and "Top" fields define the position of the background while the "Width" and "Height" fields define the dimensions of the background. The "Color" field identifies the color of the background. The "File name" field identifies a bitmap to use to fill in the rectangle.

20

Type: BMP:

"BMP" specifies a bitmap. The "Left" and "Top" fields define the position where the bitmap is to be displayed while "Width" and "Height" define the display dimensions of the bitmap. The "File name" field identifies the bitmap file. Finally, the "Wipe" field specifies if the bitmap is to wipe when display, and if so, how it should be wiped.

25

The client computer 101 also logs statistics regarding the advertisements displayed (also step 501) in a file stored on storage device 206. For example, each

30

time a new banner advertisement 800 is displayed, the client computer 101 logs the identification of the banner advertisement 800, the time and date it was displayed, and duration of the display.

While the banner advertisement 800 is displayed, the user can read and create
5 e-mail messages using a graphical user interface of the present invention (steps 500 and 502-507). At step 502, the client program causes a main screen to be displayed. Fig. 8 is a representative example of a typical main screen.

As illustrated in Fig. 8, the user is presented with two "tabs" representing main system functions, a read tab 801 and a write tab 802. Clicking on read tab 801
10 (step 503) or write tab 802 (step 505) causes a screen for either reading or creating e-mail messages to be displayed. In Fig. 8, the read tab 801 has been selected, thus allowing the user to read e-mail messages that have been transferred to the client computer 102. Thus, from Fig. 8, if the user selects the write tab 802 (step 505), a write screen 1220 is displayed as in Fig. 12 (step 506). From Fig. 12, if the user
15 selects the read tab 801, a read screen 820 is displayed as in Fig. 8 (step 504).

When the read screen 820 is displayed, the user can read e-mail messages that have been transferred to the client computer 101. When the write screen 1220 is displayed, the user can create e-mail messages. It will be appreciated that reading
and creating e-mail messages is done off-line, and that banner advertisements 800
20 are displayed to the user and updated while the user is reading and creating e-mail messages. E-mail messages that are created can be textual, graphical, and may include attached files.

Referring now to the read screen 820 of Fig. 8, the user at client computer 101 is presented with various read subfunctions displayed as clickable buttons
25 labeled "Reply" 803, "Forward" 804, "Delete" 805, "Print" 806, "Move to Folder" 807, "Copy to Folder" 808, "Get New Mail" 809, "Address Book" 810. In the representative embodiment, e-mail messages are stored in folders, e.g., an Inbox folder for received e-mail messages and an Outbox folder for unsent e-mail messages. The user may create additional folders, and move e-mail messages
30 between folders. The folders are subdirectories in the subdirectory allocated to a

particular user (e.g., subdirectory "user1") of the client computer 101.

The read screen 820 displays the name of the current e-mail folder 811, a status display 812 showing the status of e-mail messages stored in the current e-mail folder 811, an e-mail list 813 showing a list of the e-mail messages stored in the
5 current e-mail folder, and an open e-mail text box 824 displaying the content (e.g., text) of a selected e-mail message.

Information concerning e-mail messages stored in the current folder is displayed in an e-mail list 813. The information preferably includes the user name and address of the sender ("From" 815), the subject of the e-mail message ("Subject"
10 816), the date of the e-mail message ("Date" 817), and the status of the e-mail message ("Status" 818). As shown in Fig. 8, information concerning only three e-mail messages is displayed, but the user can scroll through information concerning other e-mail messages stored in the folder using scroll bar 819.

By selecting (e.g., clicking on) one of the displayed list elements in e-mail
15 list 813, the user can "open" the corresponding e-mail message. Once opened, the content of the e-mail message is displayed in the e-mail text box 824. The user can scroll through the content of the message using scroll bar 821.

Once an e-mail message is open, the user can read the message and choose to reply to the message by clicking on the reply button 803. This opens the write
20 screen 1220 (Fig. 12) and creates a template for an e-mail message, with the addressee field completed. In particular, if a user replies to the e-mail message highlighted in Fig. 8, the reply e-mail message will be addressed to "Steve@demo.juno.com". Processing of this new message is similar to that of other e-mail messages created by the user.

25 The user can also choose to forward the open e-mail message by clicking on the Forward button 804. In response to clicking on the Forward button, the client computer 101 creates a template for an e-mail message and also attaches a copy of the open e-mail message.

The user can also choose to delete the open message by clicking on the
30 Delete button 805. This causes the client computer 101 to erase or remove the file

containing the open e-mail message from the storage device 206. In the representative embodiment, the file may be marked as "deleted" and then actually deleted at the end of the user's session.

The open e-mail message can also be printed on a printer that is coupled to client computer 101. To print an e-mail message, the user selects the Print button 806.

Received e-mail messages can be moved to and copied to other folders by clicking on the "Move to Folder" button 807 and "Copy to Folder" buttons 808 respectively. When the "Move to Folder" button 807 is clicked, the user is asked to identify the folder to which the open e-mail message is to be moved. If the user identifies a non-existent folder, the client computer 101 creates a new folder with the name identified by the user and associates the e-mail message with the new folder, removing the e-mail message from the old folder. Otherwise, the open e-mail message is associated with the identified existing folder and is removed from the old folder.

Clicking the "Copy to Folder" 808 copies the open e-mail into a folder identified by the user and leaves the original e-mail message in the old folder.

The user can retrieve new e-mail messages and send created e-mail messages (step 507). The user can choose to retrieve new e-mail messages from the server system 104 by clicking on the "Get New Mail" button 809. The user can choose to send e-mail messages by clicking on the "Send Mail" button 1209 of Fig. 12. (The user is also given the option to retrieve new e-mail messages whenever the user starts the client program.)

Fig. 9 illustrates in detail the steps performed by the client computer when the user sends or receives e-mail messages. When a user decides to send or get e-mail messages, the client computer 101 connects to a mail server M0 - Mn of the server system 104 through communications server 105 (step 901). Among the other connection parameters passed from the client computer 101 to the communication interface 102 is the user name and binding information (e.g., the network login) that identifies which of the plurality of mail servers M0 - Mn the user's client computer

101 should be connected to. Each user is associated or "bound" to a particular mail server M0 - Mn.

Once the client computer 101 is connected to the appropriate mail server M0 - Mn, the user must then be "authenticated." Authentication is accomplished using a challenge/response protocol. The mail server issues a challenge to which the client computer 101 responds by computing a keyed hash value of the challenge using the user's password. The client system 101 transmits the user's name and the hash value back to the mail server. The mail server then compares the client's hash value with a hash value it computes locally based on the asserted identity of the user. If it matches, the user is authenticated.

In the representative embodiment, if the server 105 has migrated the user's server-side data to a different mail server M0 - Mn, the client computer 101 receives a notification that the binding has changed. This notification includes new binding information. The client then establishes a new connection utilizing the new binding information.

After the client is connected to the appropriate mail server and has been authenticated, the client computer 101 transmits the user's member profile stored on storage device 106 to the mail server for that user if appropriate (step 902). The user's member profile will only be transmitted if it has been modified since the last time the client computer 101 transmitted the profile. The creation of the user's member profile was discussed above in connection with Fig. 3.

The client computer 101 also transmits statistical information to the mail server Mn. In the representative embodiment, the statistical information includes, for example (i) which advertisements are shown to the user, for how long and at what times; (ii) whether any advertisement has been altered by the user or corrupted by the system; (iii) the number of remaining exposures for an advertisement; and (iv) when an advertisement is expired for a user or for all users. This information is stored in an advertisement statistics file. The statistical information may also include (i) when a user activates the client program; (ii) how long the client program was used; (iii) when there is a period of inactivity when the client program is

running on the client computer, for example, if the user does not enter an instruction for a period of five minutes; (iv) modem configuration problems; (v) information as to how well the client program functioned; (vi) any communication problems with the server system; and (vii) other statistical information useful to predict a user's
5 future behavior with respect to the client program. This information is stored in an event log file.

As appropriate, e-mail messages are communicated between the client computer 101 and the server system 104 (step 904). The client computer 101 receives (and the mail server transmits) new e-mail messages addressed to the user.
10 The client computer 101 stores each new e-mail messages on storage device 106 and associates the new messages with the Inbox folder. The client computer 101 sends (and the mail server receives) e-mail messages created by the user and stored on storage device 106. In the representative embodiment, these messages were associated with the Outbox folder.

15 Additionally, new banner and showcase advertisements and corresponding scheduling information can be received by the client computer 101 (step 905) from the mail server Mn, and are stored on storage device 106, in, for example, the "ads" subdirectory. Expired advertisements may be overwritten. The scheduling information may include information such as how many times each message should
20 be displayed to each user, what time of day the message should be displayed, how many days the advertisement remains current and eligible for display, etc.

The new banner and showcase advertisements are not correlated in any way to the user's e-mail. In fact, a user may receive the advertisements even if the user does not receive any e-mail or have any e-mail to send.

25 The client computer 101 may also receive other information from the mail server Mn (step 906). This other information may be, for example, software patches, modem configuration data, and new POP information. The new POP information allows easy changes and additions to the points of presence (usually modem banks and terminal servers) that enable connections between the client
30 computers 101 and the server system 104.

As the client program may occasionally need to be updated to incorporate new features or correct errors (bugs), software patches are also transmitted to the client computer 101. Thus, when a software patch is available, the client computer 101 receives and stores it, and preferably, applies the update sometime in the future.

5

POP information includes both dialing scripts and telephone numbers.

Finally, after the client computer 101 has transmitted and received all of the necessary information, the client computer 101 is disconnected from the mail server Mn (step 907).

10 While the client computer 101 is establishing communications with, and actually communicating with the server system 104 through mail server Mn, showcase advertisements 1001 are displayed to the user. Fig. 10 illustrates a screen display that is shown to the user during steps 901 to 907. Like the banner advertisement 800, the showcase advertisement 1001 can be replaced after a
15 predetermined time, with a different showcase advertisement that is stored on storage device 206. The showcase advertisement 1001 preferably takes up a large portion of the display window as illustrated. The client computer 101 records information such as the identity of the showcase advertisement, the time of the display to the user, and the duration of the display, in the advertisement statistics
20 file, each time a showcase message is displayed.

In an alternate embodiment, a regular or "generic" banner advertisement 800 could be shown concurrently with the showcase advertisements 1001. The generic banner advertisement may, for example, use a limited number of colors, allowing the system to maximize the use of the colors in the showcase advertisements 1001.

25 To the left of the showcase message 1001, a transfer status 1002 is displayed. This status alerts the user to the percentage of data that has transferred between the client computer 101 and the mail server Mn and what transfer operation is being performed (e.g., modem dialing, modem connecting, transferring, disconnecting, etc.).

30 Fig. 11 illustrates the transfer process of Fig. 9 from the perspective of the

server system 104. After the user connects to the appropriate mail server Mn and the user is authenticated (step 1101), and, if necessary, the mail server Mn receives from the client computer 101 the user profile (step 1102). The mail server Mn also receives statistical information from the client computer 101, such as, for example, 5 the event log file and the advertisements statistics file (step 1103). In the representative embodiment, the user profile and the statistical information may be temporarily stored in the mail server Mn. Late at night (off-peak), a batch job may be run to incorporate all the new data into the database management system 106. This information can be used to determine which advertisements are eligible for 10 downloading to a particular user, when the advertisements are to be downloaded, and when the advertisements are to be displayed. The event log file and the advertisement statistics file are also used to create billing information for advocacy groups. After these files are transmitted to the server system 104 by the client computer 101, a backend program at the server system 104 reads and processes these 15 files for reporting and billing advocacy groups whose advertisements have been distributed and/or displayed.

The mail server Mn transmits e-mail messages addressed to the user to that user's client computer 101 and receives e-mail messages from the client computer 101 to be sent to others (step 1104). As indicated above, the e-mail messages 20 addressed to each user are preferably stored at the mail server M0 - Mn to which the user is assigned, in this case, mail server Mn. Thus, to retrieve e-mail messages for a particular user, mail server Mn need only access the files containing the e-mail messages addressed to that user and transmit them to the user. Thus, in the representative embodiment, the mail server Mn does not need to remotely access 25 another machine, thus improving performance and availability by reducing network traffic.

New banner and showcase advertisements are transmitted from the mail server Mn to the user at the client computer 101. When the user connects to mail server Mn, mail server Mn transmits the appropriate advertisements to the user.

30 In an exemplary embodiment of the present invention, the database

management system 106 determines which users are eligible to receive each particular advertisement, and that advertisement will be "placed" in each eligible user's directory on the mail server. When placing an advertisement in the directory, the present invention may place a copy of the advertisement in the directory or
5 create a symbolic link in the directory to a central or common location where the advertisement is stored. This process of determining which users are eligible to receive an advertisement and "placing" the advertisement in the user's directory may take place at an off-peak period such as very late at night.

Where there is more than one user of a particular client computer 101, the
10 advertisements that are eligible to be transferred to all users of that client computer can be stored together on the mail server. Thus, whenever one of those users connects to the mail server, all or a portion of the advertisements for all users of that client computer 101 can be transferred to the client computer 101.

Additional information, such as software patches, new modem configuration
15 data, and new POP data, may be transferred by the server system 104 to the client computer 101 (step 1107).

Once the mail server Mn has finished transmitting and receiving information, the client computer 101 is disconnected from the mail server Mn (step 1108).

Referring again to Fig. 8, the user can click on an "Address Book" button
20 810. Upon clicking on the "Address Book" button 810, the user is presented with his current list of e-mail addresses (of other system users and non-users) that the user has stored, e.g., on storage device 206. The user may add other e-mail addresses to this electronic "address book."

If the user wishes to compose an e-mail message, the user can select the
25 write tab 802 (step 505), causing the write screen 1220 to be displayed, as shown in Fig. 12 (step 506). The write screen 1220 presents the user with a blank e-mail message template 1201 which the user can complete, as well as several GUI buttons: a "Spell Check" button 1206, a "Clear" button 1207, a "Print" button 1208, a "Send Mail" button 1209, and an "Address Book" button 1210.

30 As illustrated, the e-mail message template 1201 includes a "To:" field into

which the user can enter e-mail addressees. In this case, only one e-mail addressee has been entered, "jane@demo.com," however, several different e-mail addressees could have been entered.

The e-mail template 1201 also includes a "Cc:" field 1203 for entering the e-mail addresses of users who should receive a copy of the e-mail the user is sending. Here, "janice@demo.com" is entered in the "Cc:" field 1203.

Additionally, a "Subject:" field 1204 is provided for entering information preferably identifying the subject of the e-mail message. "Perry" is the subject of the e-mail message illustrated.

Finally a "Message:" field 1205 is provided. This is the portion of the e-mail template 1201 where the user can write a message, i.e., fill in the message body.

Once the e-mail template 1201 has been completed, the user can click on the "Spell Check" button which provides checks of the spelling of information in the "Message:" field 1205.

Clicking on the "Clear:" button 1207 provides the function of clearing the e-mail message template 1201 so that the user can rapidly clear the fields of the e-mail message template.

The "Print" button 1208, when selected, causes the client computer 101 to print the e-mail template 1201, with the information entered, to a printer that is coupled to the client computer 101.

If the user decides that the e-mail message is complete, the user may select the "Send Mail" button 1209. In response, the client computer 101 asks the user whether the user wants to move the message to an "outbox" folder or whether the user wants to send (and receive) e-mail messages immediately. A user will generally elect to move the message to an "outbox" folder if the user intends to write more e-mail messages during the current session. As described earlier, the "outbox" folder is preferably for temporary storage of outgoing e-mail messages that are waiting to be sent. If the user does elect to move the message to the "outbox" folder, the message is stored on the storage device 206 of the client computer 101, and the user is again presented with a blank e-mail template.

If instead, the user elects to send and receive e-mail immediately, the processes described in connection with Figs. 9 and 11 are performed. E-mail messages stored in the user's "outbox" folder as well as the current new e-mail message are transmitted by the client computer 101 to the mail server Mn for
5 delivery.

If the addressees of the e-mail transmitted are users of the present invention, the e-mail will be delivered to the addressees the next time they connect to a mail server M0 - Mn. Otherwise, the mail server Mn will transmit the e-mail message outside the present system, for example, over the Internet 107.

10 Finally, clicking on the "Address Book" 1210 results in the display of the user's current list of e-mail addresses (of other system users and non-users) that he has stored on storage device 206. Using the electronic "address book," the user can look up the address of someone to whom the user wishes to send an e-mail message. The user may also add other e-mail addresses to the electronic address book.

15 When creating e-mail messages in the write screen 1220, banner advertisements 800 are displayed to the user. The client computer 101 is not connected to the server system 104 when the user is creating e-mail messages.

When the user has completed all e-mail processing, the user can exit the client program by selecting "File" 1211 positioned in a menu bar 1212 and then
20 selecting "Exit" from a drop down menu (step 507).

More than one user may use a single client computer 101. In such case, a subdirectory is provided for each user on the client computer 101, e.g., user0, user1, etc. However, there need be only one "ads" directory storing advertisements. These advertisements may be eligible for display to all, some or one only of the users. In
25 the representative embodiment, each advertisement contains scheduling information for each user to whom the advertisement will be shown. In addition, a list of known advertisements for each user is maintained on the client computer 101. This list is modified by an advertisement scheduler and advertisement spooler both of which run locally on the client computer 101. The advertisement scheduler removes an
30 advertisement from a user's list when the advertisement expires. The advertisement

spooler makes additions to the per-user data structures when a new advertisement is received.

Fig. 6 summarizes the information that is communicated between the client computer 101 and the server system 104 of the representative embodiment of the present invention. E-mail messages are compressed for transmission. Advertisement archives are transferred from the server system 104 to the client computer 101. Each advertisement archive comprises a combination of advertisement data (as discussed above with reference to the PDL) and advertisement control information. Advertisement control information includes scheduling information for that advertisement, e.g., show the advertisement twenty times, but only for the next ten days. The advertisement archive is stored in compressed format at the server system 104. (For convenience only, this specification sometimes refers to transmission of an advertisement from the server system 104 to a client computer 101. In the representative embodiment, it is an advertisement archive, not actually an advertisement, that is transmitted.)

An advertisement statistics file and an event log file are compressed prior to transmission and sent from the client computer 101 to the server system 104. A member profile file, storing information about the user, is sent from the client computer 101 to the server system 104. In the representative embodiment, this file is in a Windows INI format, and is compressed for transmission. A file comprising a debugging log is also transmitted, in compressed form, from the client computer 101 to the server system 104.

The following files are sent from the server system 104 to the client computer 101: a binary data file comprising a software patch, compressed prior to transmission; a file comprising modem configuration and identification data used by modem configuration software at the client computer 101, compressed prior to transmission; and a file of POP data, including dial scripts and telephone numbers referring to points of presence, compressed prior to transmission.

Fig. 6 also illustrates the information that is communicated between the server system 104 and an advocacy group or "advertiser" 108. In particular, files

containing advertisement information may be communicated from the advocacy group 108 to the server system 104 for processing and storage in database management system 106.

Also, billing information and statistics may be communicated to the advocacy group 108 from the server system 104. The advertisements, billing information, and statistics may be electronically communicated between the server system 104 and the advocacy group 108, directly or indirectly, over a network, over the air waves, or over any other communication media. Alternatively, the information may simply be hand delivered on a storage media such as tape or disk.

Although Fig. 6 shows only one advocacy group 108, it will be appreciated that the representative embodiment of the present invention can include many advocacy groups.

Also illustrated in Fig. 6 is the flow of information between the server system 104 and an external network such as the Internet 107. As described above, the server system may transmit information such as e-mail messages to and from non-users of the server system 104 via the external network 107.

As can be appreciated, the present invention operates in an efficient manner. In particular, the user at the client computer 101 operates locally while composing and reading e-mail messages. Only when the user is ready to transmit or receive new e-mail messages does the client computer 101 establish a communications link with the server system 104, and the client computer 101 is disconnected as soon as all information is transmitted and received. Thus, the system operates in a "batch" mode. This, of course, keeps the costs associated with maintaining a communications link, i.e., connect or line charges, low.

Further, the present invention maximizes potential advertising time by displaying messages to a user at a client computer 101 even when the client computer 101 is "off-line" from the server system 104.

It will be appreciated that the principles of the present invention could be used to provide advertisements to users in on-line systems other than e-mail systems. For example, the present invention could be adapted to output a series of

advertisements to users in a system that allowed downloading of a number of web pages for off-line browsing. In general, the present invention could be utilized wherever digital content is downloaded to a user for off-line access.

E-mail Advocacy Network

5 As briefly described above in the background of the invention, in some cases an advocacy group may want a number of people to contact a particular representative. As used herein, the term "representative" can include a specific person, a group of people or an office. That is, the representative may be, for example, an elected official, such as a member of the United States Senate or House
10 of Representatives, or a locally elected official. The representative may also be, for example, a government agency, a quasi-governmental agency, firm or organization, or any entity that is targeted by an advocacy group. The advocacy group may, for example, encourage a number of people contact a particular congressman about an upcoming vote.

15 According to an embodiment of the present invention, an advocacy network, such as the system described with respect to Figs. 1-12, is used for this purpose. As shown in Fig. 13, the advocacy network 2000 includes a number of users, such as a first user 2110 and a second user 2120 that communicate with an advocacy platform 2300 through a communication network 2200. The Internet and Public Switched
20 Telephone Network (PSTN) are examples of such a communication network 2200, but any network capable of carrying the communications described below can be used instead. The advocacy platform 2300 also communicates with a representative 2400, such as through the communication network 2200.

 According to an embodiment of the present invention, the advocacy platform
25 2300 sends an advocacy message, such as the advocacy message 2500 shown in Fig. 15, to a number of users 2110, 2120 through an e-mail system as described above with respect to Figs. 1-12. If desired, the advocacy platform 2300 can send the advocacy message to a subset of the e-mail system users. For example, only users living in a certain state, or within a certain geographic area or ZIP code area, having
30 certain demographic or psychographic characteristics, may be contacted. As will be

explained, this process may be automatically performed by the advocacy network 2000, such as, for example, by being performed without human intervention.

The advocacy message may explain, for example, the issues involved in an upcoming vote. If desired, the advocacy message can be tailored to a particular user, such as by including the name of the user's representative. This information may be automatically determined based on information stored about the user in a database. That is, the user may not need to provide this information to the advocacy network 2000 in response to an advocacy message. Fig. 17 is another example of such an advocacy advertisement.

The advocacy message may also ask the user to "click on" a button if the user would like to automatically send an e-mail to his or her representative. As is also described above with respect to Figs. 1-12, an "indication" as to whether or not the user clicked on this button can be returned to the advocacy platform 2300 in an event file. For example, a hotspot 2510 in the advocacy message may cause an event to be logged indicating that the user would like to automatically send an e-mail to his or her representative.

The advocacy message may contain the exact text of an e-mail message, and not let users change the e-mail message. Alternatively, the advocacy message may instead let users create their own e-mail messages. As another alternative, the advocacy message may have a "default" e-mail message that can be modified by users.

Based on the event file, the advocacy platform 2300 may automatically generate and send an appropriate e-mail message to the representative 2400, such as the e-mail message 2600 shown in Fig. 16. Note that Fig. 16 may include, for example, a representative's name, the sender's name and home address, and customized information based on demographic information about the sender ("[a]s a mother . . ."). Fig. 18 is another example of an advocacy e-mail message.

The advocacy platform 2300 may do this immediately or in small batches (such as batches of eight times per day). According to another embodiment of the present invention, the advocacy platform 2300 may wait and send a large batch of e-

mail messages at a particular time, such as the day before a vote. The e-mail message will preferably be "signed" with the user's name and home address (as opposed to only an e-mail address), because many representatives are not interested in anonymous opinions or opinions of people who live outside a particular voting district. The "signing" may be done automatically without requiring user input. Of course, for privacy reasons, such signing may be performed when the user has specifically authorized such an action, such as by clicking on a particular button.

According to another embodiment of the present invention, information about the representative, such as the representative's name and office and/or a message specifically tailored to evoke an appropriate response, may also be automatically included in the e-mail message sent on behalf of the user. Furthermore, the contents of the e-mail message sent to one or more representatives may itself be customized in several ways. It might contain a fixed message to which the user's name and address is appended. Alternatively, the contents of the message itself may be customized based on the user's demographic and psychographic profile or on the input supplied by the user in the response to the advocacy message.

If desired, the advocacy platform 2300 may also send a "cc:" of the message, including contact information such as the user's name, phone number, home address or e-mail address, to the advocacy group. A list of such information may be helpful, for example, if the advocacy group would like to contact users that sent messages about a particular issue or to raise funds. Such a list may also be used to tangibly demonstrate how many users have contacted a representative.

Fig. 14 is a more detailed view of the advocacy platform 2300 shown in FIG. 13. The advocacy platform 2300 includes a server system 2310 to handle the (i) sending of e-mail messages and an advocacy message to users; (ii) receiving event files, including an indication, from users and (iii) sending e-mail messages to one or more representatives.

When an advocacy group decides to use the advocacy network 2000, a processor system 2320 determines which users will receive the message. For example, the processor system 2320 may select:

- all of the e-mail system users;
- users that in California's 3rd Congressional District;
- users with children under the age of ten;
- users with particular hobbies or interests; or
- 5 female users between the ages 18 and 25.

Of course, any combination of, for example, geographic, demographic and psychographic criteria can be used, if desired. The processor system 2320 may select users based on, for example, zip codes contained in a user database 2330. The processor system 2320 may also utilize a representative database 2340 to select users
10 based on, for example, which zip codes are in a particular congressional district or which representatives are on a particular committee. This allows automated targeting of users and/or representatives because all of the information required to make such determinations may be available in the user database 2330 and the representative database 2340. Moreover, the processor system 2320 may also access
15 third party databases, such as, for example, public records, including motor vehicle and voter registration databases.

If desired, the advocacy network 2000 may also send a follow-up message to the users 2110, 2120 such as a message stating the outcome of a particular vote, or how a particular representative voted. The advocacy network 2000 may also be
20 configured to generate reports for the advocacy group, such as reports indicating what percentage of users responded to an advocacy message. Such reports may also categorize this information in terms of the user's geographic, demographic and psychographic characteristics.

According to another embodiment of the present invention, the advocacy
25 platform 2300 may be configured to send a message other than an e-mail message to the representative 2400. For example, the advocacy platform 2300 may be configured to send a facsimile, telephone or written and mailed message to the representative 2400. In the case of a telephone message, the advocacy platform 2300 may cause another platform to dial both a user and a representative and then
30 connect the two parties. According to another embodiment of the present invention,

the advocacy platform may directly dial both a user and a representative and connect the two parties.

An advocacy message may also, if desired, collect responses to one or more survey questions from a number of users. For example, the advocacy message may
5 contain a list of questions related to an advocacy issue. The user may provide answers to each of the questions (such as by clicking on a selection or entering information), which may then be included in the event file sent back to the server system. Such information may be used to update a user database, forwarded to the advocacy group (perhaps along with contact information related to the user) and/or
10 used to automatically select further messages for that user. The idea of collecting survey information may also be used to gather contact information, such as user names, phone numbers, home addresses and e-mail address, similar to using a "cc:" message as described above with respect to the advocacy platform 2300.

15 While the present invention has been particularly shown and described with reference to preferred embodiments thereof, it will be understood by those skilled in the art that various changes in form and details may be made therein without departing from the spirit and scope of the invention.

What Is Claimed Is:

1 1. A method of operating an advocacy network, comprising the steps of:
2 accessing a user database, the user database comprising information about
3 users and information identifying a representative associated with each user;
4 automatically selecting a user based on information in the user database; and
5 sending an advocacy message to the selected user through a first
6 communication network.

1 2. The method of claim 1, wherein the information about users comprises at
2 least one of geographic, demographic and psychographic information.

1 3. The method of claim 1, wherein each representative is associated with a
2 geographic area and the information identifying the elected representative comprises
3 information associated with a home address of the selected user.

1 4. The method of claim 1, wherein said step of selecting comprises
2 automatically selecting a user based on both the information about users and the
3 information identifying a representative associated with each user.

1 5. The method of claim 1, wherein the advocacy message comprises a
2 message associated with an e-mail system.

1 6. The method of claim 1, wherein the advocacy message is sent to the
2 selected user through a first communication network and is displayed to the selected
3 user when the selected user is off-line with respect to the first communication
4 network.

1 7. The method of claim 1, wherein the advocacy message comprises at least
2 one of a text, an audio, a graphical and a multimedia message.

1 8. The method of claim 1, wherein the advocacy message includes a portion
2 allowing the selected user to generate an indication, and further comprising the steps
3 of:

4 receiving the indication from the selected user; and
5 sending a response message to the representative associated with the selected
6 user, including information about the selected user, based on the received indication.

1 9. The method of claim 8, wherein the information about the selected user
2 sent in the response message comprises a home address of the selected user.

1 10. The method of claim 8, wherein the response message comprises one of
2 an e-mail message, a facsimile message, a printed letter and a telephone call.

1 11. The method of claim 8, wherein said response message is sent at a pre-
2 determined time along with response messages associated with other users.

1 12. The method of claim 8, wherein the response message is sent through a
2 second communication network.

1 13. The method of claim 12, wherein one of the first and second
2 communication networks comprise one of the Internet and a Public Switched
3 Telephone Network.

1 14. The method of claim 8, wherein the response message comprises a
2 telephone call and comprising the further steps of:
3 placing a telephone call to a first telephone number associated with the
4 selected user;
5 placing a telephone call to a second telephone number associated with the
6 representative associated with the selected user; and

7 connecting the selected user with the representative associated with the
8 selected user.

1 15. The method of claim 1, comprising the further steps of:
2 asking the selected user for permission to provide contact information to an
3 advocacy party; and
4 automatically providing contact information associated with the selected user
5 to the advocacy party.

1 16. The method of claim 1, wherein the advocacy message includes at least
2 one survey question, and comprising the further steps of:
3 receiving an answer to the survey question from the selected user; and
4 compiling a plurality of received answers from a plurality of selected users.

1 17. The method of claim 8, wherein the response message comprises one of:
2 pre-determined response message that cannot be altered by the selected user; a pre-
3 determined response message that can be altered by the selected user; and a user
4 generated response message.

1 18. The method of claim 8, comprising the further step of:
2 sending a follow-up message to the selected user.

1 19. The method of claim 8, comprising the further step of:
2 generating a report, including information about the indication, for an
3 advocacy group.

1 20. The method of claim 1, wherein said step of selecting automatically
2 selects a plurality of users from the user database.

1 21. The method of claim 1, wherein said step of selecting is performed by

2 one of (1) comparing information a user with information about a plurality of
3 representatives and; and (2) comparing information about a representative with
4 information about a plurality of users.

1 22. The method of claim 1, wherein the advocacy messages contains
2 information associated with the representative.

1 23. An apparatus for using an advocacy network, comprising:
2 a user database configured to store information about users and information
3 identifying a representative associated with each user;
4 a processor coupled to said user database, said processor being configured to
5 (a) access the user database, (b) select a user based on information in the user
6 database and (c)
7 generate an advocacy message to the selected user; and
8 a communications interface coupled to said processor and configured to send
9 the generated advocacy message through a communication network.

1 24. The apparatus of claim 23, wherein the information about users
2 comprises at least one of geographic, demographic and psychographic information.

1 25. The apparatus of claim 23, wherein each representative is associated
2 with a geographic area and the information identifying the elected representative
3 comprises information associated with a home address of the selected user.

1 26. The apparatus of claim 23, wherein said processor is further configured
2 to automatically select a user based on both the information about users and the
3 information identifying a representative associated with each user.

1 27. The apparatus of claim 23, wherein the advocacy message comprises a
2 message associated with an e-mail system.

1 28. The apparatus of claim 23, wherein the advocacy message is sent to the
2 selected user through a first communication network and is displayed to the selected
3 user when the selected user is off-line with respect to the first communication
4 network.

1 29. The apparatus of claim 23, wherein the advocacy message comprises at
2 least one of a text, an audio, a graphical and a multimedia message.

1 30. The apparatus of claim 23, wherein the advocacy message includes a
2 portion allowing the selected user to generate an indication, and wherein said
3 processor is further configured to receive the indication from the selected user and
4 send a response message to the representative associated with the selected user,
5 including information about the selected user, based on the received indication.

1 31. The apparatus of claim 30, wherein the information about the selected
2 user sent in the response message comprises a home address of the selected user.

1 32. The apparatus of claim 30, wherein the response message comprises one
2 of an e-mail message, a facsimile message, a printed letter and a telephone call.

1 33. The apparatus of claim 30, wherein the response message is sent at a
2 pre-determined time along with response messages associated with other users.

1 34. The apparatus of claim 30, wherein the response message comprises a
2 telephone call automatically established between the representative and the selected
3 user.

1 35. The apparatus of claim 23, wherein the advocacy messages contains
2 information associated with the representative.

1 36. An apparatus for using an advocacy network, comprising:
2 means for accessing a user database, the user database comprising
3 information about users and information identifying a representative associated with
4 each user;
5 means for automatically selecting a user based on information in the user
6 database; and
7 means for sending an advocacy message to the selected user through a first
8 communication network.

1 37. The apparatus of claim 36, wherein the information about users
2 comprises at least one of geographic, demographic and psychographic information.

1 38. The apparatus of claim 36, wherein each representative is associated
2 with a geographic area and the information identifying the elected representative
3 comprises information associated with a home address of the selected user.

1 39. The apparatus of claim 38, wherein said means for selecting is further
2 configured to automatically select a user based on both the information about users
3 and the information identifying a representative associated with each user.

1 40. The apparatus of claim 36, wherein the advocacy message comprises a
2 message associated with an e-mail system.

1 41. The apparatus of claim 36, wherein the advocacy message is sent to the
2 selected user through a first communication network and is displayed to the selected
3 user when the selected user is off-line with respect to the first communication
4 network.

1 42. The apparatus of claim 36, wherein the advocacy message comprises at

2 least one of a text, an audio, a graphical and a multimedia message.

1 43. The apparatus of claim 36, wherein the advocacy message includes a
2 portion allowing the selected user to generate an indication, and wherein said
3 processor is further configured to receive the indication from the selected user and
4 send a response message to the representative associated with the selected user,
5 including information about the selected user, based on the received indication.

1 44. The apparatus of claim 43, wherein the information about the selected
2 user sent in the response message comprises a home address of the selected user.

1 45. The apparatus of claim 43, wherein the response message comprises one
2 of an e-mail message, a facsimile message, a printed letter and a telephone call.

1 46. The apparatus of claim 43, wherein the response message is sent at a
2 pre-determined time along with response messages associated with other users.

1 47. The apparatus of claim 43, wherein the response message comprises a
2 telephone call automatically established between the representative and the selected
3 user.

1 48. The apparatus of claim 36, wherein the advocacy messages contains
2 information associated with the representative.

1 49. An article of manufacture comprising a computer-readable medium
2 having stored thereon instructions adapted to be executed by a processor, the
3 instructions which, when executed, define a series of steps for using an advocacy
4 network, said steps comprising:

5 accessing a user database, the user database comprising information about
6 users and information identifying a representative associated with each user;

7 automatically selecting a user based on information in the user database; and
8 sending an advocacy message to the selected user through a first
9 communication network.

1 50. The article of manufacture of claim 49, wherein the information about
2 users comprises at least one of geographic, demographic and psychographic
3 information.

1 51. The article of manufacture of claim 49, wherein each representative is
2 associated with a geographic area and the information identifying the elected
3 representative comprises information associated with a home address of the selected
4 user.

1 52. The article of manufacture of claim 51, wherein said means for selecting
2 is further configured to automatically select a user based on both the information
3 about users and the information identifying a representative associated with each
4 user.

1 53. The article of manufacture of claim 49, wherein the advocacy message
2 comprises a message associated with an e-mail system.

1 54. The article of manufacture of claim 49, wherein the advocacy message is
2 sent to the selected user through a first communication network and is displayed to
3 the selected user when the selected user is off-line with respect to the first
4 communication network.

1 55. The article of manufacture of claim 49, wherein the advocacy message
2 comprises at least one of a text, an audio, a graphical and a multimedia message.

1 56. The article of manufacture of claim 49, wherein the advocacy message

2 includes a portion allowing the selected user to generate an indication, and wherein
3 said processor is further configured to receive the indication from the selected user
4 and send a response message to the representative associated with the selected user,
5 including information about the selected user, based on the received indication.

1 57. The article of manufacture of claim 56, wherein the information about
2 the selected user sent in the response message comprises a home address of the
3 selected user.

1 58. The article of manufacture of claim 56, wherein the response message
2 comprises one of an e-mail message, a facsimile message, a printed letter and a
3 telephone call.

1 59. The article of manufacture of claim 56, wherein the response message is
2 sent at a pre-determined time along with response messages associated with other
3 users.

1 60. The article of manufacture of claim 56, wherein the response message
2 comprises a telephone call automatically established between the representative and
3 the selected user.

1 61. The article of manufacture of claim 49, wherein the advocacy messages
2 contains information associated with the representative.

1 62. A method of operating an advocacy network, comprising the steps of:
2 sending an advocacy message to a user, including a portion allowing the user
3 to generate an indication, through a first communication network;
4 receiving the indication from the user; and
5 sending, based on the received indication, a response message to a
6 representative associated with the user, the response message including information

7 about the user.

1 63. A method of operating an advocacy network, comprising the steps of:

2 accessing a user database, the user database comprising a home address

3 associated with each user and information identifying a representative associated

4 with each user;

5 automatically selecting a user based on both the information about the

6 selected user and the information identifying a representative associated with the

7 selected user;

8 sending an advocacy message to the selected user, advocacy message being

9 associated with an e-mail and including a portion allowing the selected user to

10 generate an indication;

11 receiving the indication from the selected user; and

12 automatically sending a response message to the representative associated

13 with the selected user, including the home address of the selected user, based on the

14 received indication.

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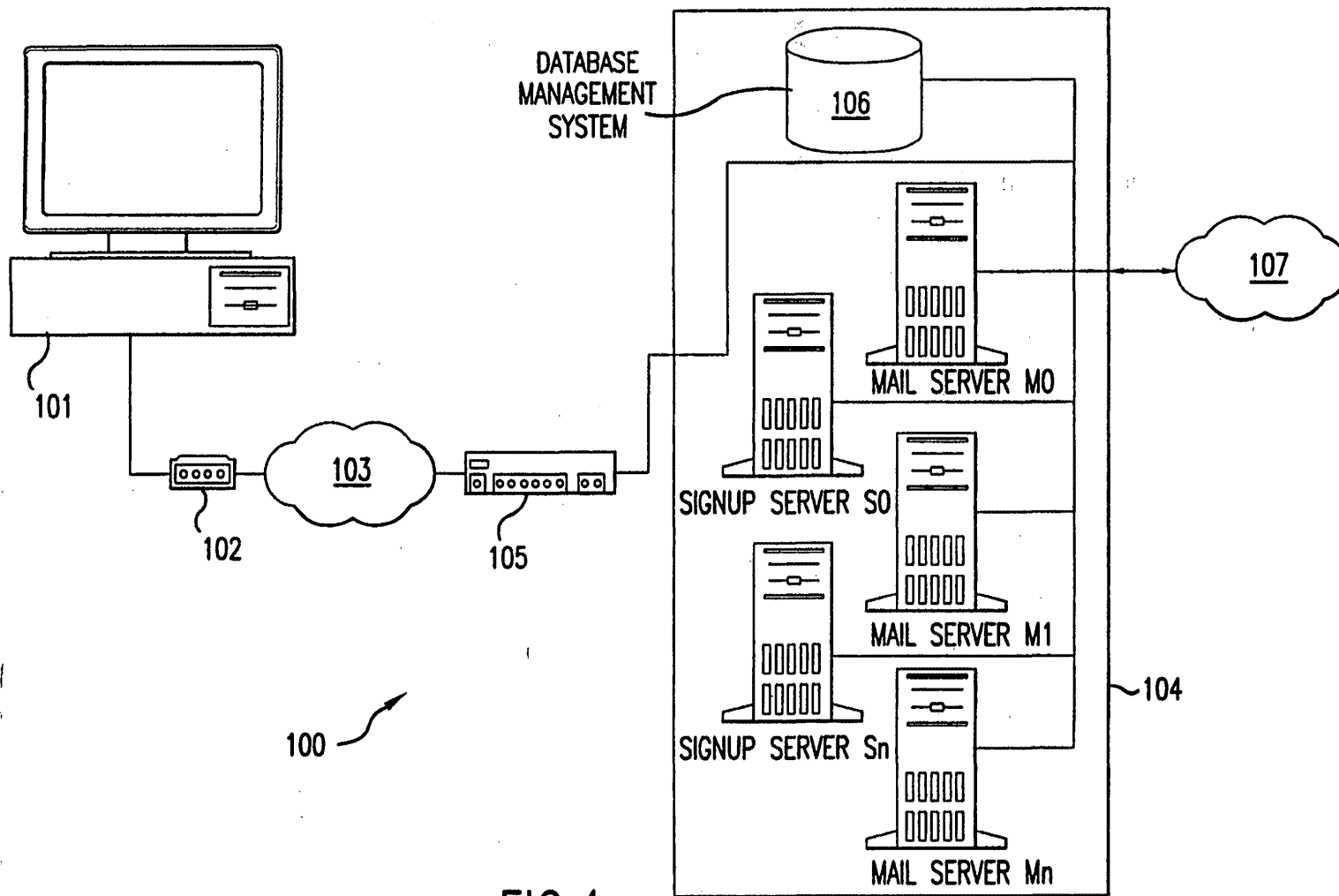


FIG. 1

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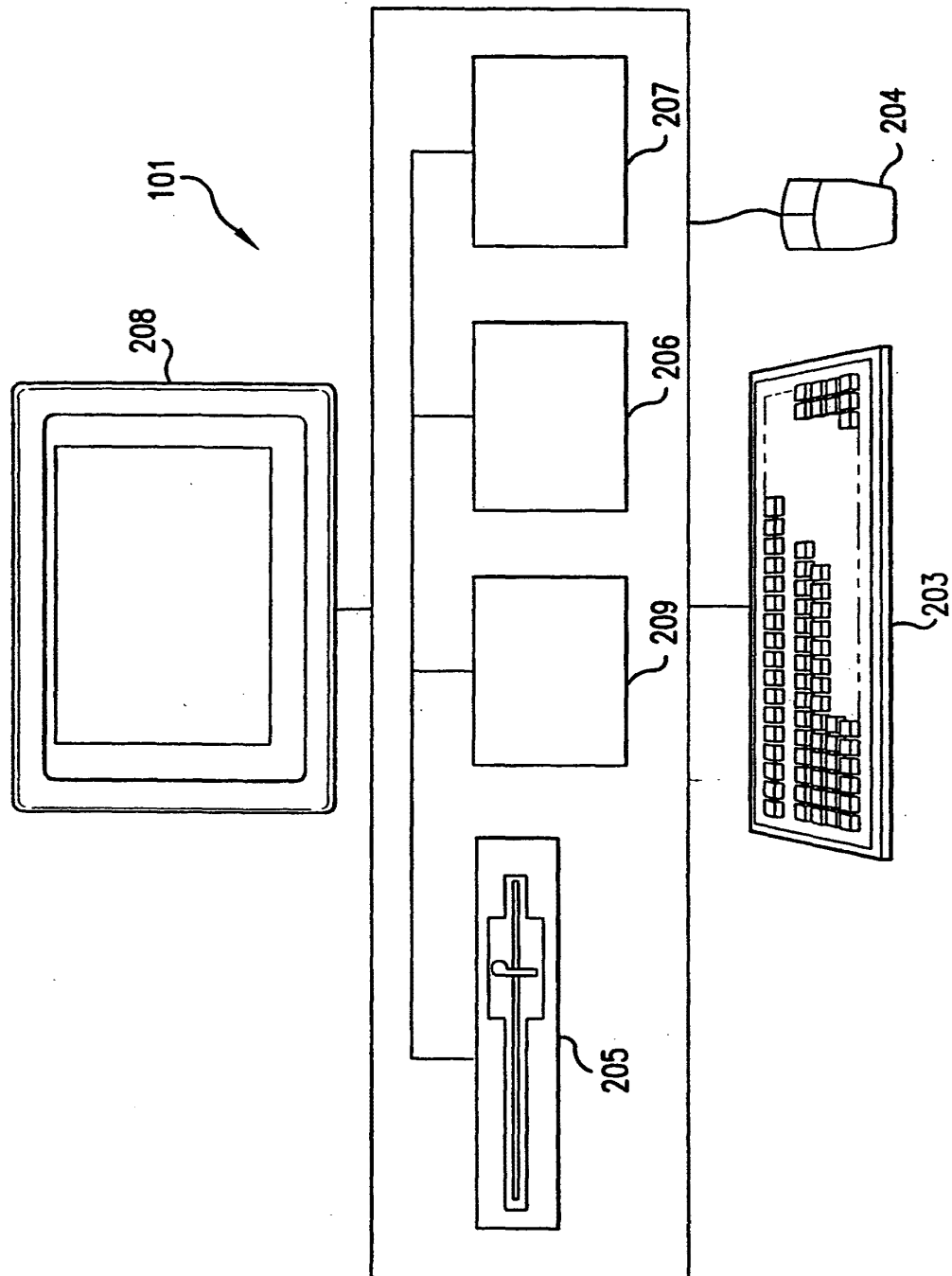


FIG. 2

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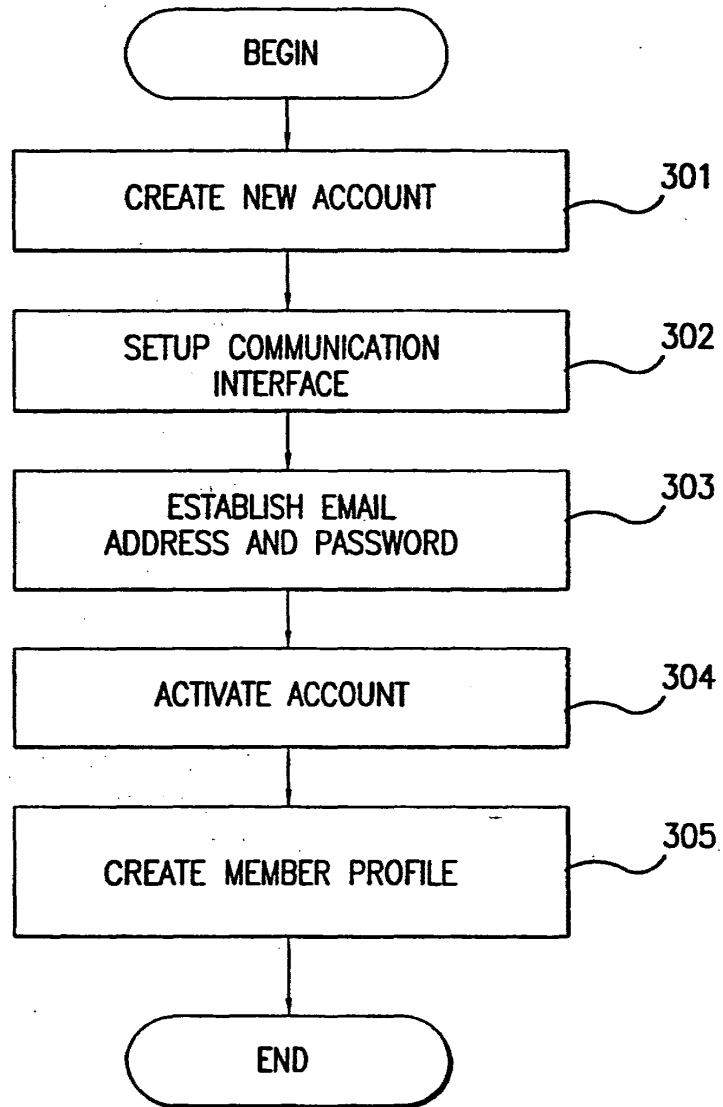


FIG.3

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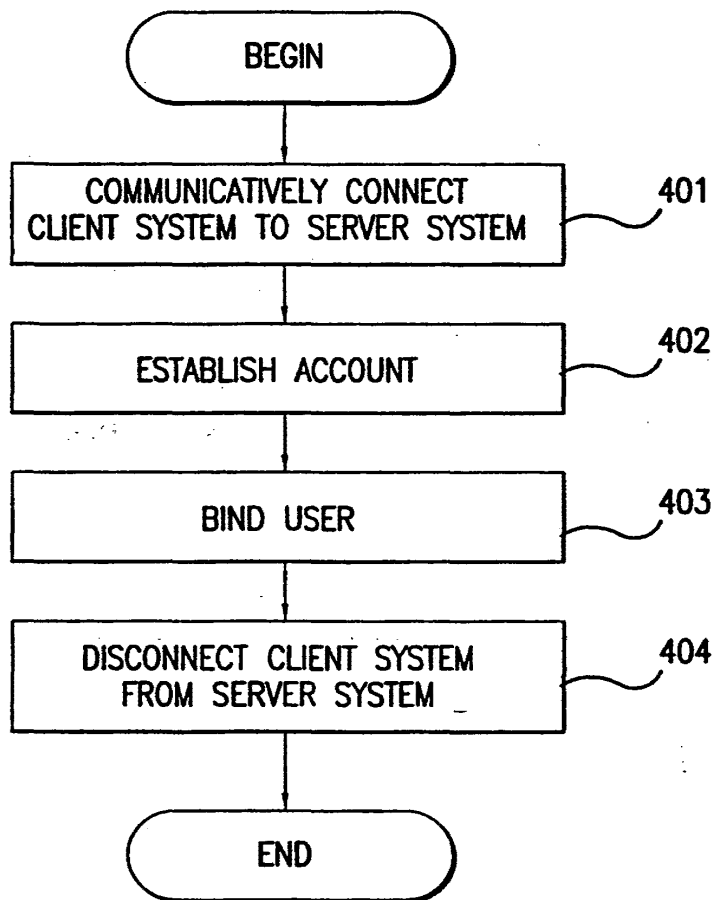


FIG.4

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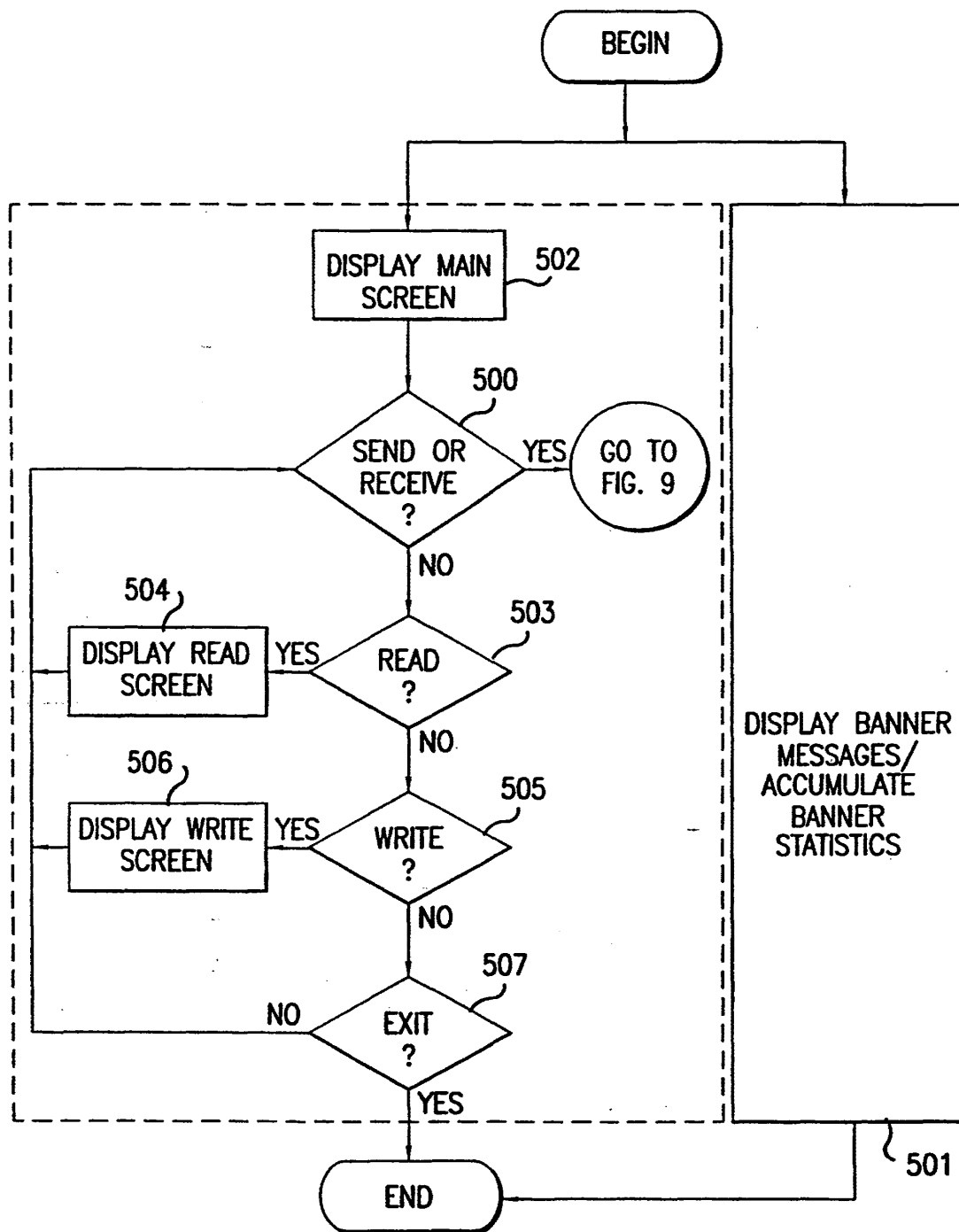


FIG.5

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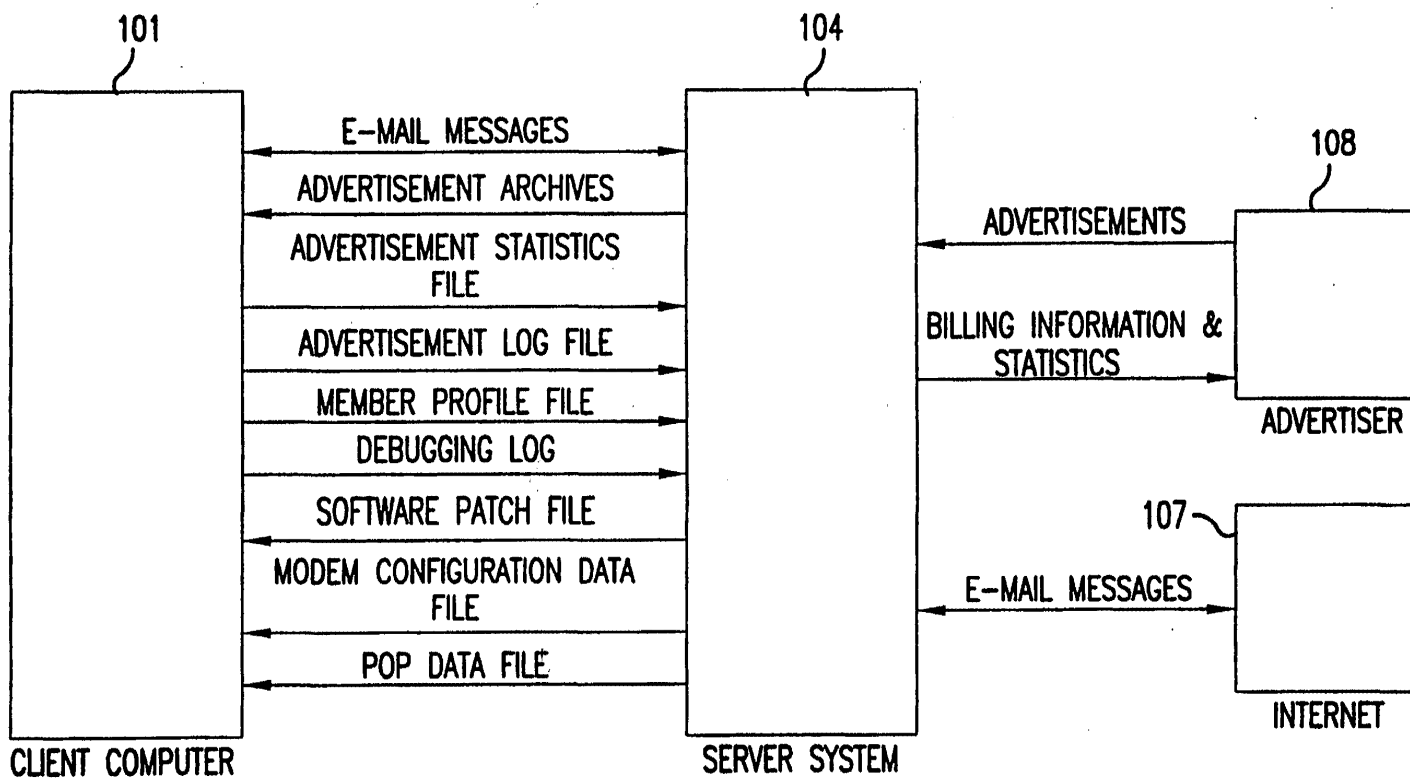


FIG. 6

Member Profile

701 15: What sorts of programs do you like to watch on TV?

	Sometimes watch	Often watch	Watch daily
702 News	☐	☒ 703	☐
Daytime talk shows	☐	☐	☐
Late night talk shows	☐	☐	☐
Game shows	☐	☐	☐
Educational	☐	☐	☐
Cartoons	☐	☐	☐
Feature films	☐	☐	☐
Made-for-TV movies	☐	☐	☐
Musical programming	☐	☐	☐
Music videos	☐	☐	☐
Sitcoms	☐	☐	☐
Stand-up comedy	☐	☐	☐
Soap operas	☐	☐	☐
Sports	☐	☐	☐
Political commentary	☐	☐	☐
Financial programs	☐	☐	☐
☐ I never watch any of these types of programs			

705 <Back 704 Next> Cancel Help

FIG. 7

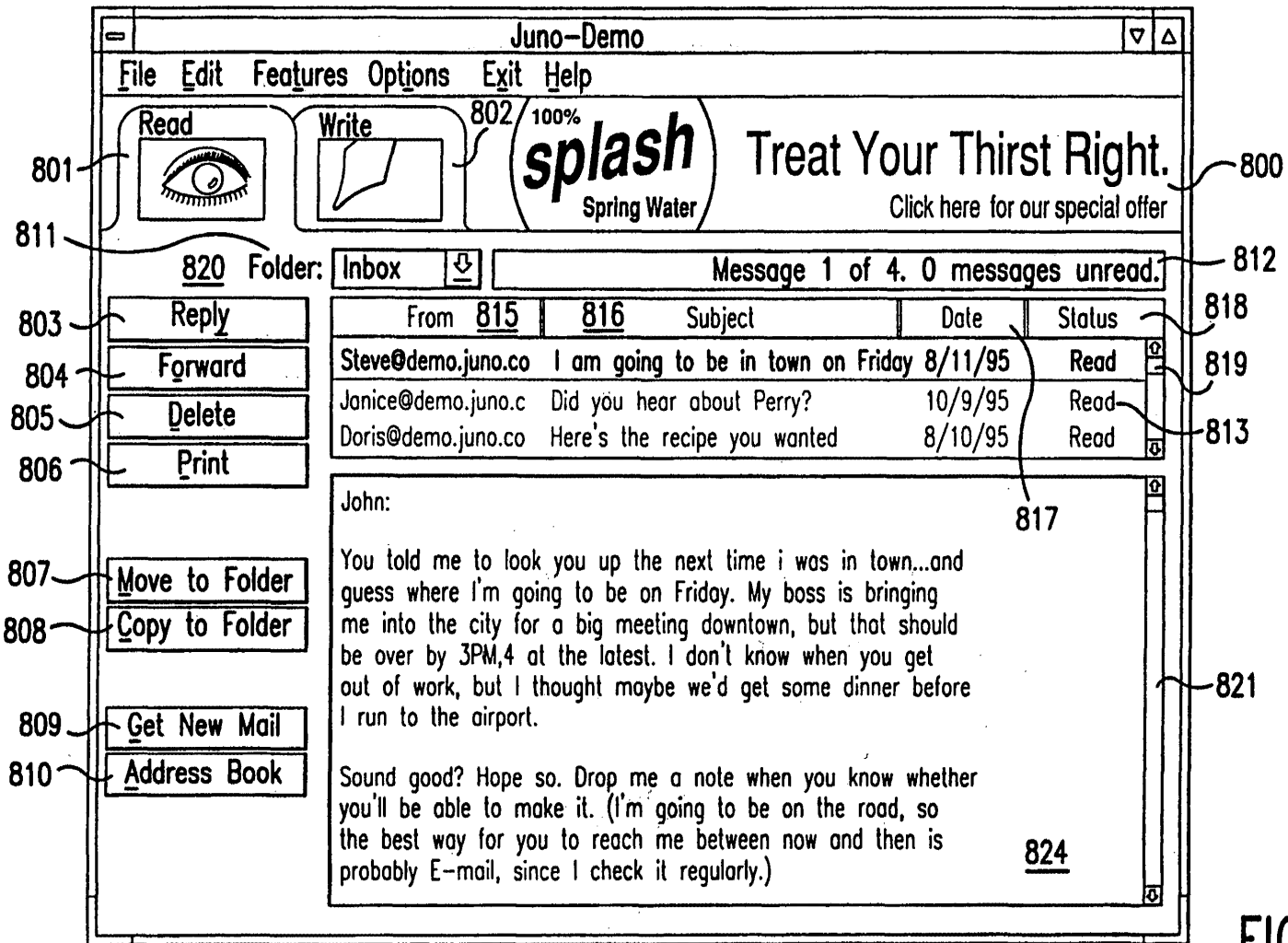


FIG.8

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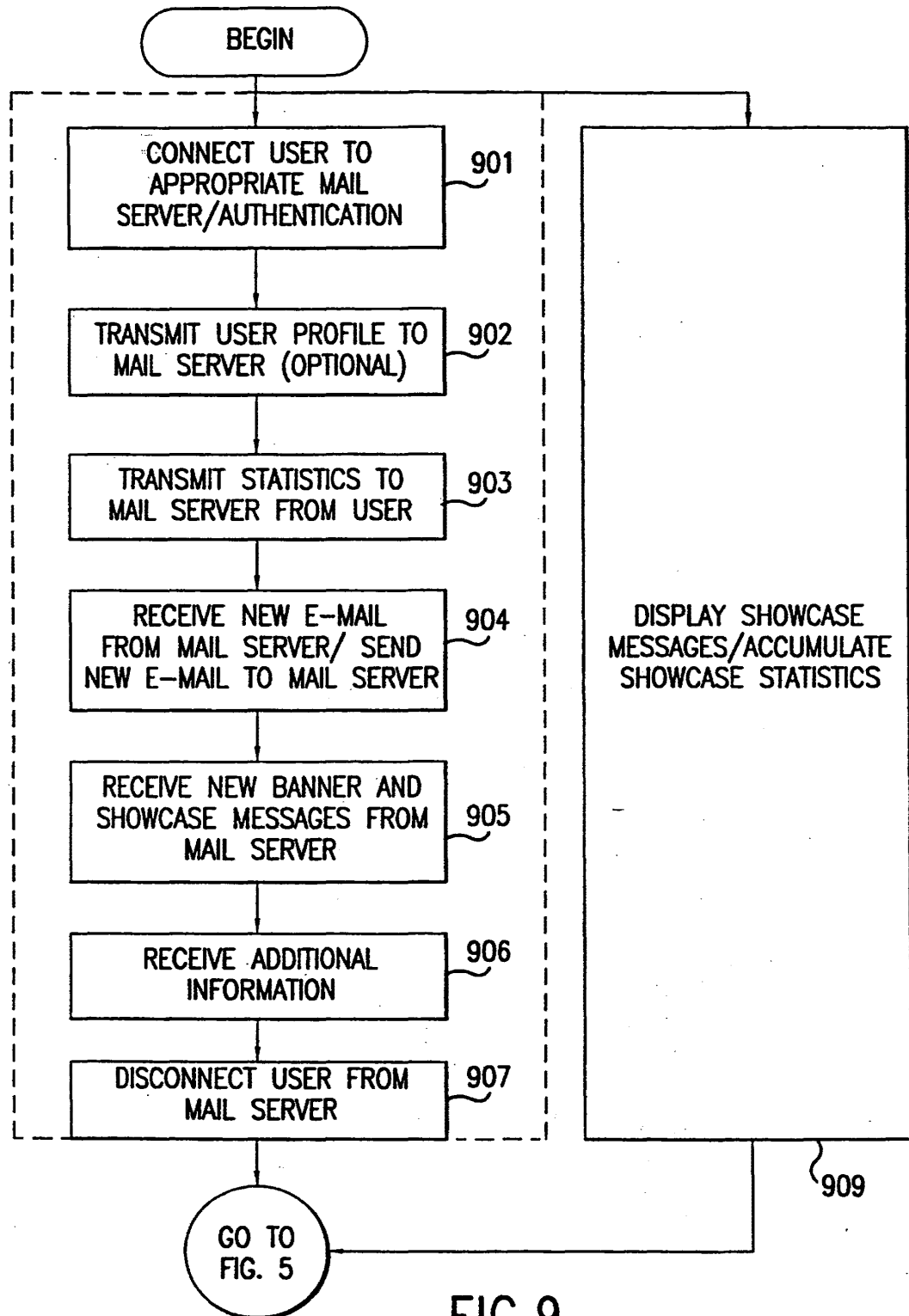
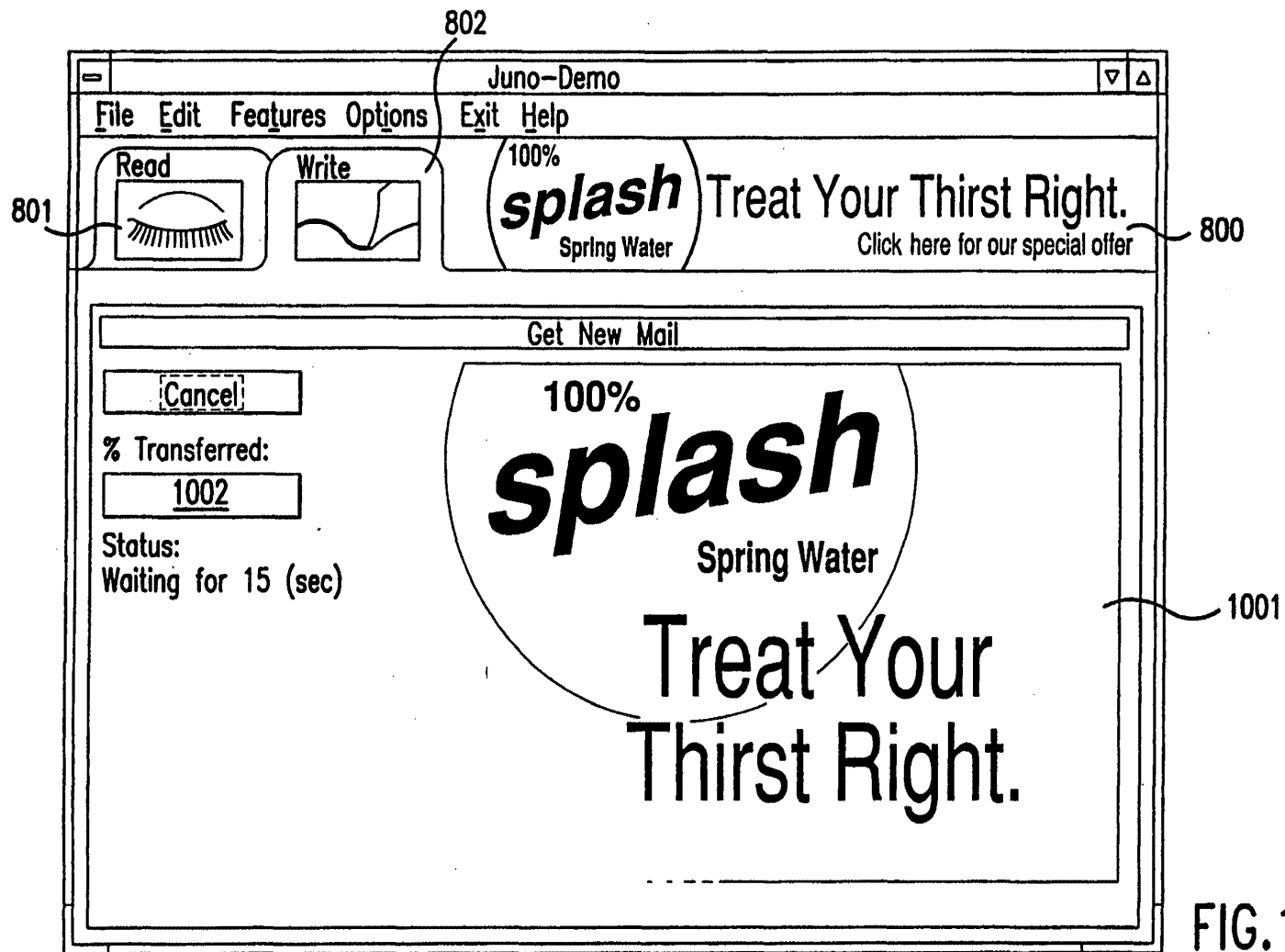


FIG 9

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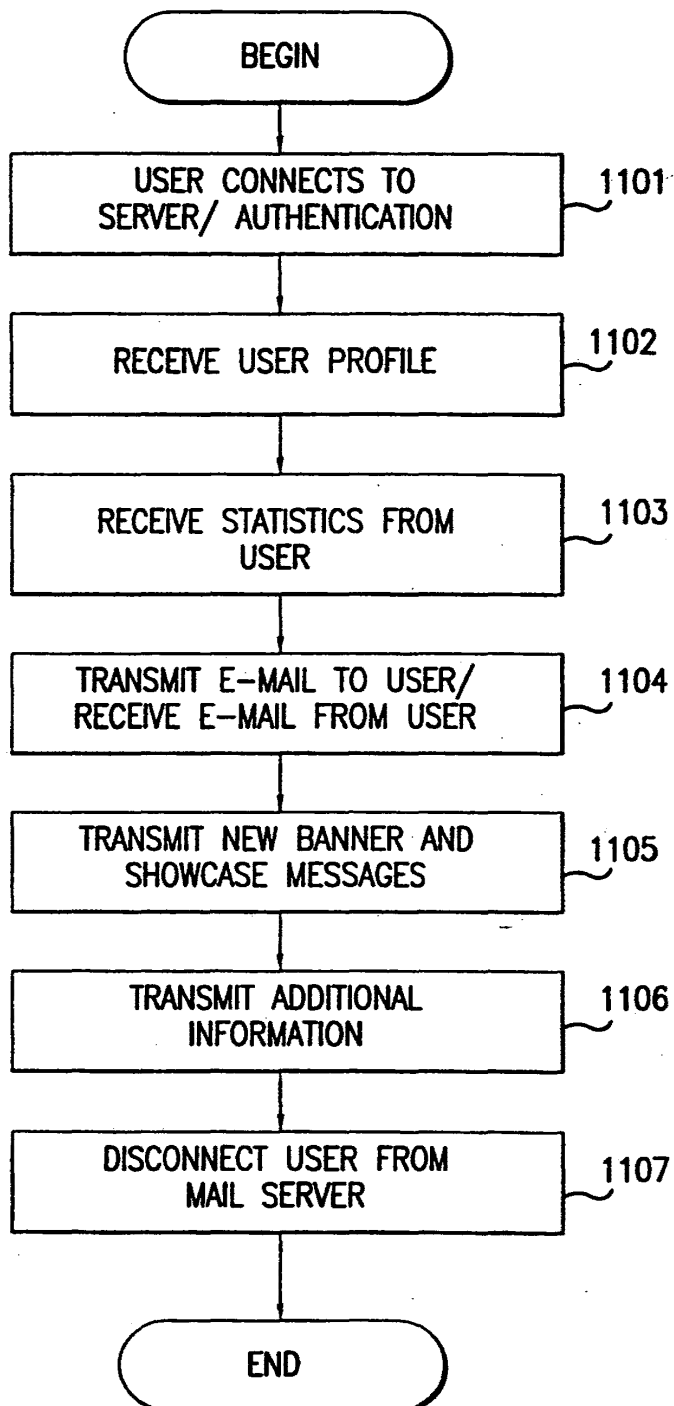


FIG. 11

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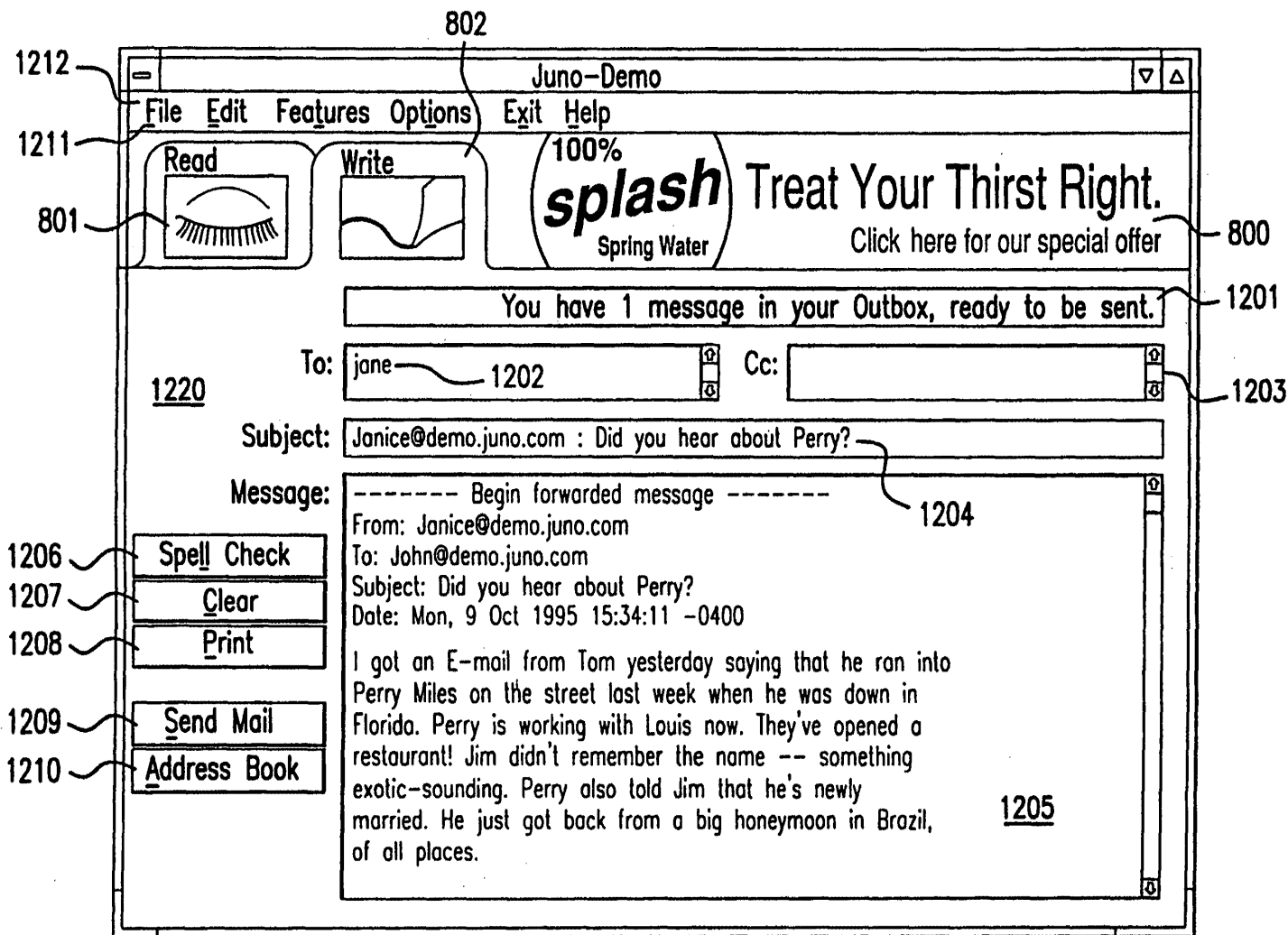


FIG. 12

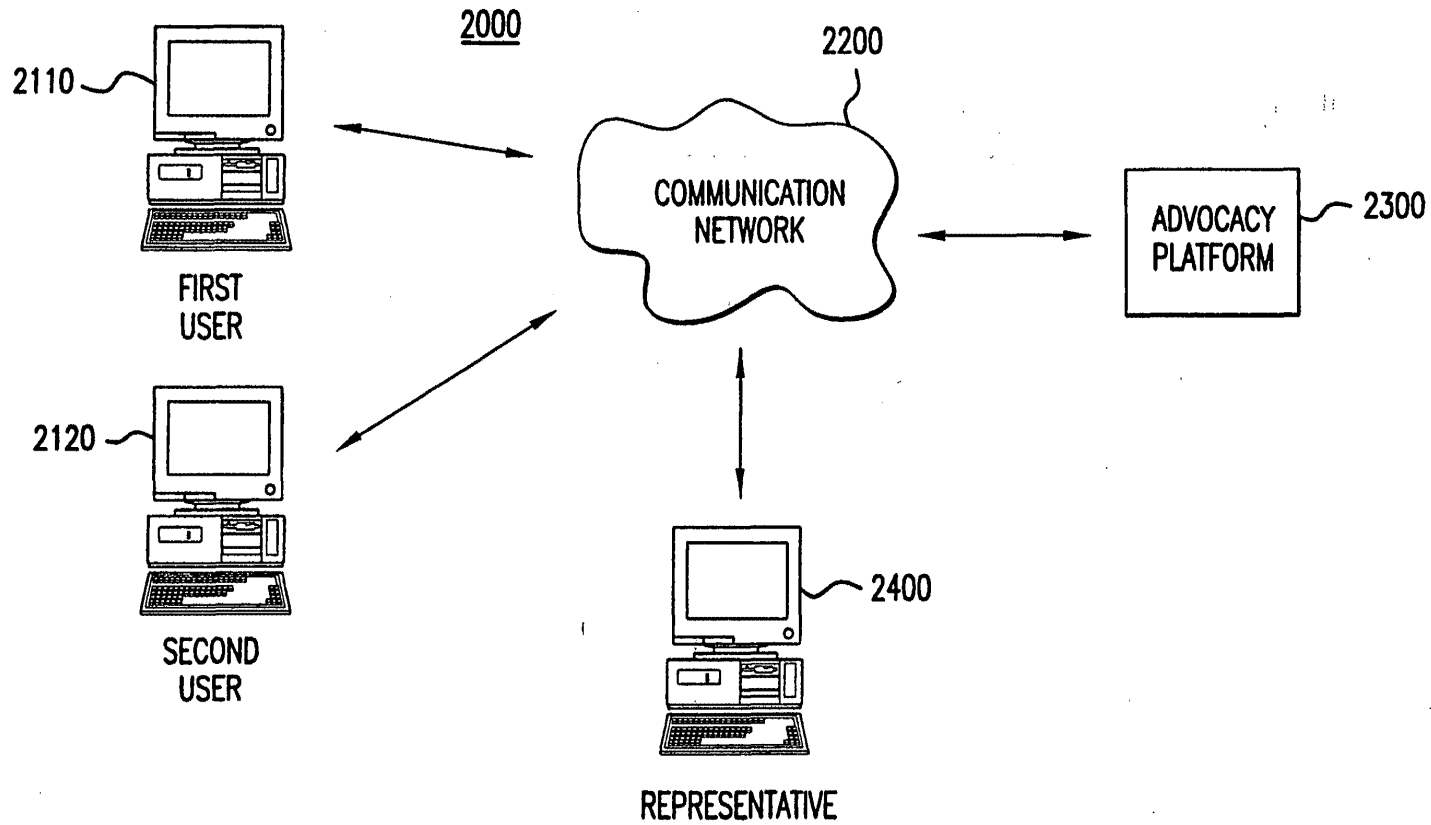


FIG.13

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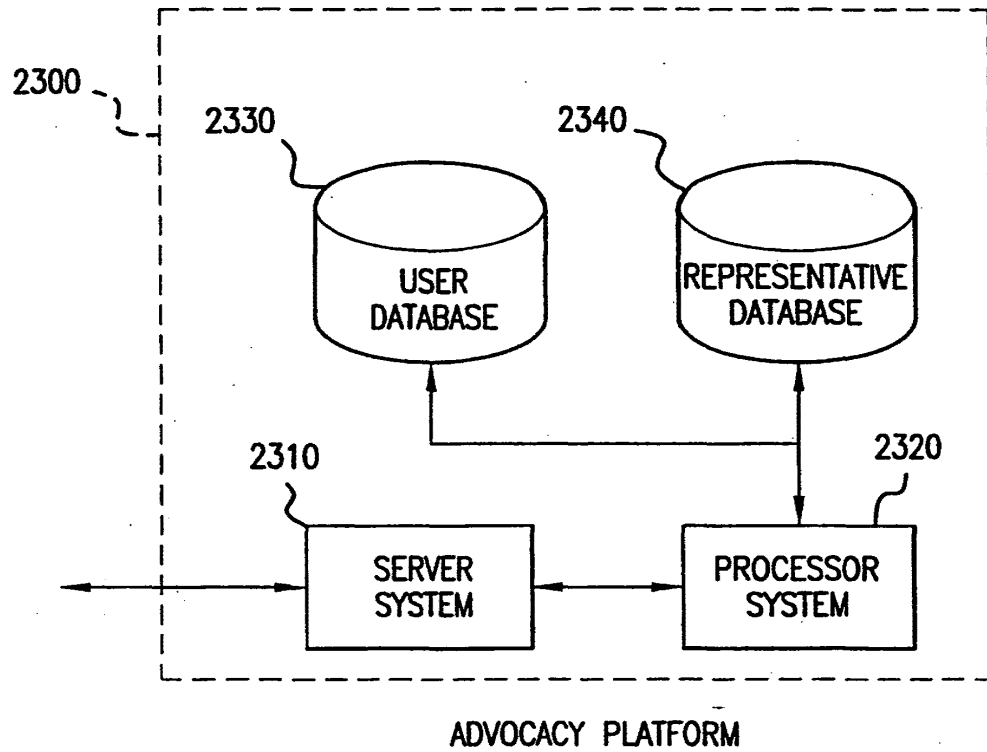


FIG.14

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2500

ADVOCACY ADVERTISEMENT

Please be aware that your congressman, Representative Smith, is scheduled to vote shortly on proposed legislation that may allow triple tractor-trailer trucks on the Interstate Highways. Clicking "Yes" will automatically send the following e-mail to Representative Smith, signed by you, indicating that you are concerned about this matter. Please help!

2510 ☐ YES, Please send ☐ No, don't send

Dear Representative Smith:

As a mother who lives in, and drives on the highways in, your district, I am concerned about proposed legislation that would allow triple tractor-trailer trucks on the Interstate Highways.— An amendment to do just that will be coming up for a vote shortly. I hope that you will stand up for safety and vote against HR 1000 when it comes to floor if it contains the amendment allowing these dangerous vehicles to share the road with me and my family.

I look forward to hearing your position on this important issue and certainly hope that all of the concerned families and voters of your district can count on you to do the right thing and support keeping this menace off of our highways.

Sincerely,

Jane Jones
23 State Street
Mountain View, CA 93222

FIG.15

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2600

Dear Representative Smith:

As a mother who lives in, and drives on the highways in, your district, I am concerned about proposed legislation that would allow triple tractor-trailer trucks on the Interstate Highways. An amendment to do just that will be coming up for a vote shortly. I hope that you will stand up for safety and vote against HR 1000 when it comes to floor if it contains the amendment allowing these dangerous vehicles to share the road with me and my family.

I look forward to hearing your position on this important issue and certainly hope that all of the concerned families and voters of your district can count on you to do the right thing and support keeping this menace off of our highways.

Sincerely,
Jane Jones
23 State Street FIG. 16
Mountain View, CA 93222

FIG.16

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NATIONAL EDUCATION ASSOCIATION		X
	DEAR REPRESENTATIVE: AS A CONSTITUENT FROM YOUR DISTRICT AND A STRONG SUPPORTER OF CHILDREN AND PUBLIC EDUCATION, I URGE YOU TO VOTE AGAINST HR 4274, THE FY 99 LABOR-HEALTH AND HUMAN SERVICES-EDUCATION APPROPRIATIONS BILL. THIS MEASURE SHORTCHANGES AMERICA'S CHILDREN BY CUTTING CRITICAL RESOURCES FOR EDUCATION PROGRAMS BY \$2 BILLION BELOW PRESIDENT CLINTON'S BUDGET REQUEST. PLEASE SUPPORT BIPARTISAN LEGISLATION TO INCREASE OUR INVESTMENT IN EDUCATION BY AT LEAST 15 PERCENT AND FUND KEY PRIORITIES, INCLUDING SCHOOL BUILDING MODERNIZATION, CLASS-SIZE REDUCTION, AND TITLE I MATH AND READING PROGRAMS. WITH YOUR HELP, ALL OF AMERICA'S CHILDREN CAN ATTEND A 21ST CENTURY SCHOOL. SINCERELY, DEMO USER 1540 BROADWAY NEW YORK, NY 10036 YES, SEND MY E-MAIL AT NO COST TO ME! BACK PAID FOR BY THE NATIONAL EDUCATION ASSOCIATION. THE VIEWS EXPRESSED IN THIS MESSAGE ARE THOSE OF THE N.E.A. AND DO NOT IMPLY ENDORSEMENT BY JUNO ONLINE SERVICES.	

FIG.17

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PCT/US99/23213

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US99/23213

A. CLASSIFICATION OF SUBJECT MATTER														
IPC(6) : G06F 13/00 US CL : 709/207 According to International Patent Classification (IPC) or to both national classification and IPC														
B. FIELDS SEARCHED														
Minimum documentation searched (classification system followed by classification symbols) U.S. : 709/200, 203, 204, 206, 207, 217, 218, 227, 232, 238,														
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched NONE														
Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) WEST search terms: advocacy and (e-mail\$ or email\$ or (e nearl mail\$))														
C. DOCUMENTS CONSIDERED TO BE RELEVANT														
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.												
A	US 5,809,242 A (SHAW et al.) 15 September 1998, Abstract, figures 1-12, col. 3 (line 6-et seq.).	1-63												
A	US 5,721,827 A (LOGAN et al.) 24 February 1998, Abstract, figures 1-7, col. 1 (line 39-et seq.).	1-63												
A	US 5,740,549 A (REILLY et al.) 14 April 1998, Abstract, figures 1-12, col. 2 (line 60-et seq.).	1-63												
☐ Further documents are listed in the continuation of Box C. ☐ See patent family annex.														
<table border="0"> <tr> <td>* Special categories of cited documents:</td> <td>*T* later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention</td> </tr> <tr> <td>*A* document defining the general state of the art which is not considered to be of particular relevance</td> <td>*X* document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone</td> </tr> <tr> <td>*B* earlier document published on or after the international filing date</td> <td>*Y* document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art</td> </tr> <tr> <td>*L* document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)</td> <td>*A* document member of the same patent family</td> </tr> <tr> <td>*O* document referring to an oral disclosure, use, exhibition or other means</td> <td></td> </tr> <tr> <td>*P* document published prior to the international filing date but later than the priority date claimed</td> <td></td> </tr> </table>			* Special categories of cited documents:	*T* later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention	*A* document defining the general state of the art which is not considered to be of particular relevance	*X* document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone	*B* earlier document published on or after the international filing date	*Y* document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art	*L* document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	*A* document member of the same patent family	*O* document referring to an oral disclosure, use, exhibition or other means		*P* document published prior to the international filing date but later than the priority date claimed	
* Special categories of cited documents:	*T* later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention													
A document defining the general state of the art which is not considered to be of particular relevance	*X* document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone													
B earlier document published on or after the international filing date	*Y* document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art													
L document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	*A* document member of the same patent family													
O document referring to an oral disclosure, use, exhibition or other means														
P document published prior to the international filing date but later than the priority date claimed														
Date of the actual completion of the international search 23 DECEMBER 1999		Date of mailing of the international search report 10 FEB 2000												
Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Facsimile No. (703) 305-3230		Authorized officer ROBERT B. HARRELL Telephone No. (703) 305-9692												

Form PCT/ISA/210 (second sheet)(July 1992)*

ENSDOCID: <WO_0020975A1_1_>



Supplemental Declaration for Patent Application

RECEIVED
OCT 16 2001
Technology Center 2100

Docket Number: 2018.0040001

As a below named inventor, I hereby declare that:

My residence, mailing address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter that is claimed and for which a patent is sought on the invention entitled System and Method Related to Generating and Tracking an Email Campaign, the specification of which is attached hereto unless the following box is checked:

- ☒ was filed April 25, 2001;
as United States Application Number or PCT International Application Number 09/841,186; and
was amended on _____ (if applicable).

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

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

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

Prior Foreign Application(s)

Priority Claimed

(Application No.)

(Country)

(Day/Month/Year Filed)

☐ Yes ☐ No

(Application No.)

(Country)

(Day/Month/Year Filed)

☐ Yes ☐ No

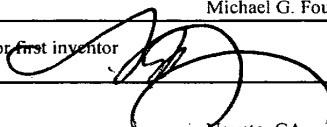
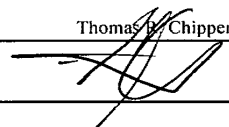
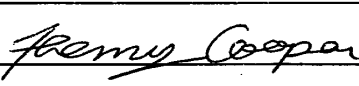
Send Correspondence to:

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.
1100 New York Avenue, N.W.
Suite 600
Washington, D.C. 20005-3934

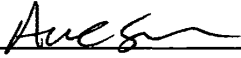
Direct Telephone Calls to:

(202) 371-2600

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.

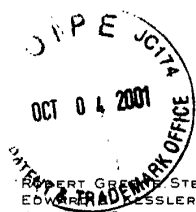
Full name of sole or first inventor	Michael G. Foulger
Signature of sole or first inventor	 9/26/01 Date
Residence	Novato, CA
Citizenship	U.S.
Mailing Address	637 Olive Ave, Novato, CA 94945
Full name of second inventor	Thomas W. Chipperfield
Signature of second inventor	 9/26/2001 Date
Residence	Petaluma, CA
Citizenship	U.S.
Mailing Address	554 Laurel Street, Petaluma, CA 94952
Full name of third inventor	Jeremy S. Cooper
Signature of third inventor	 9/26/2001 Date
Residence	Petaluma, CA
Citizenship	U.S.
Mailing Address	59 Burlington Dr., Petaluma, CA 94952

Appl. No. to be assigned
Docket No. 2018.0040001

Full name of fourth inventor	Andrew C. Storms		
Signature of fourth inventor		9/26/01	Date
Residence	Petaluma, CA		
Citizenship	U.S.		
Mailing Address	199 Hill Blvd., Petaluma, CA 94952		

P:\USERS\VALENART\USWA\2018.0040001\2.declaration

(Supply similar information and signature for subsequent joint inventors, if any)



STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

ATTORNEYS AT LAW

1100 NEW YORK AVENUE, N.W. • WASHINGTON, D.C. 20005-3934

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2100
2152

ROBERT GREEN, STERNE
EDWARD KESSLER
JORGE A. GOLDSTEIN
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DAVID K.S. CORNWELL
ROBERT W. ESMOND
TRACY-GENE G. DURKIN
MICHELE A. CIMBALA
MICHAEL B. RAY
ROBERT E. SOKOHL
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MATTHEW J. DOWD**
TIMOTHY M. SPEER**
AARON L. SCHWARTZ**

*LIMITED TO MATTERS
AND PROCEEDINGS BEFORE
FEDERAL COURTS & AGENCIES
**REGISTERED PATENT AGENT
***SENIOR COUNSEL

October 4, 2001

Technology Center 2100

OCT 16 2001

RECEIVED

WRITER'S DIRECT NUMBER:
(202) 218-7831

INTERNET ADDRESS:
IWEAVER@SKGF.COM

Commissioner for Patents
Washington, D.C. 20231

Re: U.S. Utility Patent Application
Appl. No. 09/841,186; Filed: April 25, 2001
For: **System and Method Related to Generating and Tracking an Email Campaign**
Inventors: Foulger *et al.*
Our Ref: 2018.0040001

Sir:

Transmitted herewith for appropriate action are the following documents:

1. Supplemental Declaration for Patent Application executed by the inventors; and
2. One return postcard.

It is respectfully requested that the attached postcard be stamped with the date of filing of these documents, and that it be returned to our courier. In the event that extensions of time are necessary to prevent abandonment of this patent application, then such extensions of time are hereby petitioned.

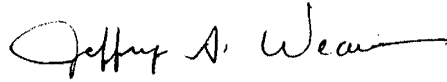
STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

Commissioner for Patents
October 4, 2001
Page 2

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 19-0036. A duplicate copy of this letter is enclosed.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.



Jeffrey S. Weaver
Attorney for Applicants
Registration No. 45,608

JSW/asl
Enclosures

P:\USERS\ALENART\JSW\2018.0040001\2.dec.&ofr.skf.cov

#4

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Foulger *et al.*

Appl. No. 09/841,186

Filed: April 25, 2001

For: **System and Method Related to
Generating and Tracking an
Email Campaign**

Confirmation No. 3649

Art Unit: 2152

Examiner: To be assigned

Atty. Docket: 2018.0040001

Batch No. n/a



Letter to PTO Draftsman: Submission of Formal Drawings

Commissioner for Patents
Washington, D.C. 20231

Sir:

Submitted herewith are Fourteen (14) sheets of formal drawings with Figures 1, 2, 3A, 3B, 4-7, 8A, 8B, 9, 10, 11A-11C, 12, 13, and 14, corresponding to the informal drawings submitted with the above-captioned application. Identification of the drawings is provided in accordance with 37 C.F.R. § 1.84(c). Acknowledgment of the receipt, approval, and entry of these formal drawings into this application is respectfully requested.

It is not believed that an extension of time is required, other than any already provided herewith. However, if an extension of time is needed to prevent abandonment of the application, then such extension of time is hereby petitioned. The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 19-0036. A duplicate copy of this Letter is enclosed.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

Jeffrey S. Weaver
Attorney for Applicants
Registration No. 45,608

Date: 8-16-01

1100 New York Avenue, N.W.
Suite 600
Washington, D.C. 20005-3934
(202) 371-2600

P:\USERS\ALENART\USW\2018.0040001\Formal drawings.pleading SKGF Rev 1/26/01 mac

DUPLICATE
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*LIMITED TO MATTERS
AND PROCEEDINGS BEFORE
FEDERAL COURTS & AGENCIES
**REGISTERED PATENT AGENT
***SENIOR COUNSEL



August 16, 2001

WRITER'S DIRECT NUMBER:
(202) 218-7831
INTERNET ADDRESS:
JWEAVER@SKGF.COM

Commissioner for Patents
Washington, D.C. 20231

Box Missing Parts

Re: U.S. Utility Patent Application
Appl. No. 09/841,186; Filed: April 25, 2001
For: **System and Method Related to Generating and Tracking an Email Campaign**
Inventors: Foulger *et al.*
Our Ref: 2018.0040001

Sir:

Transmitted herewith for appropriate action are the following documents:

1. Fee Transmittal Form PTO/SB/17 (in duplicate);
2. Copy of the Notice to File Missing Parts of Application;
3. Declaration for Patent Application executed by the inventors;
4. Certificate Under 37 C.F.R. § 3.73(b) executed by the inventors;
5. Power of Attorney from Assignee executed by the inventors;
6. Submission of Substitute Drawings;

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

Commissioner for Patents

August 16, 2001

Page 2

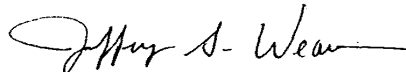
7. Letter to PTO Draftsman: Submission of Formal Drawings (in duplicate);
8. Fourteen (14) sheets of Formal Drawings (Figures 1, 2, 3A, 3B, 4-7, 8A, 8B, 9, 10, 11A-11C, 12, 13, 14);
9. Return postcard; and
10. Our Check No. 32246 for \$ 840.00 to cover:
\$ 710.00 Filing Fee for Patent Application (37 C.F.R. § 1.16); and
\$ 130.00 Surcharge for late filing of Declaration (37 C.F.R. § 1.16).

It is respectfully requested that the attached postcard be stamped with the filing date of these documents and returned to our courier.

The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 19-0036. If extensions of time under 37 C.F.R. § 1.136 other than those otherwise provided for herewith are required to prevent abandonment of the present patent application, then such extensions of time are hereby petitioned, and any fees therefor are hereby authorized to be charged to our Deposit Account No. 19-0036. A duplicate copy of this letter is enclosed.

Respectfully submitted,

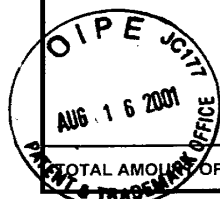
STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.



Jeffrey S. Weaver
Attorney for Applicants
Registration No. 45,608

JSW/asl
Enclosures

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FEE TRANSMITTAL for FY 2001

Patent fees are subject to annual revision.

TOTAL AMOUNT OF PAYMENT

(\$ 840.00)

Complete if Known

Application Number	09/841,186
Filing Date	April 25, 2001
First Named Inventor	Michael G. Foulger
Examiner Name	To be assigned
Group Art Unit	2152
Attorney Docket No.	2018.0040001

METHOD OF PAYMENT (check one)				FEE CALCULATION (continued)																																																																																																																																																																																	
1. ☐ The Commissioner is hereby authorized to charge indicated fees and credit any overpayment to: Deposit Account Number: 19-0036 Deposit Account Name: Sterne, Kessler, Goldstein & Fox P.L.L.C. ☐ Charge Any Additional Fee Required Under 37 CFR §§ 1.16 and 1.17 ☐ Applicant claims small entity status See 37 CFR 1.27				3. ADDITIONAL FEES <table border="1"> <thead> <tr> <th>Large Entity</th> <th>Small Entity</th> <th>Large Entity</th> <th>Small Entity</th> <th>Fee Description</th> <th>Fee paid</th> </tr> </thead> <tbody> <tr> <td>105</td> <td>130</td> <td>205</td> <td>65</td> <td>Surcharge - late filing fee or oath</td> <td>\$130.00</td> </tr> <tr> <td>127</td> <td>50</td> <td>227</td> <td>25</td> <td>Surcharge - late provisional filing fee or cover sheet</td> <td></td> </tr> <tr> <td>139</td> <td>130</td> <td>139</td> <td>130</td> <td>Non-English specification</td> <td></td> </tr> <tr> <td>147</td> <td>2,520</td> <td>147</td> <td>2,520</td> <td>For filing a request for <i>ex parte</i> reexamination</td> <td></td> </tr> <tr> <td>112</td> <td>920*</td> <td>112</td> <td>920*</td> <td>Requesting publication of SIR prior to Examiner action</td> <td></td> </tr> <tr> <td>113</td> <td>1,840*</td> <td>113</td> <td>1,840*</td> <td>Requesting publication of SIR after Examiner action</td> <td></td> </tr> <tr> <td>115</td> <td>110</td> <td>215</td> <td>55</td> <td>Extension for reply within first month</td> <td></td> </tr> <tr> <td>116</td> <td>390</td> <td>216</td> <td>195</td> <td>Extension for reply within second month</td> <td></td> </tr> <tr> <td>117</td> <td>890</td> <td>217</td> <td>445</td> <td>Extension for reply within third month</td> <td></td> </tr> <tr> <td>118</td> <td>1,390</td> <td>218</td> <td>695</td> <td>Extension for reply within fourth month</td> <td></td> </tr> <tr> <td>128</td> <td>1,890</td> <td>228</td> <td>945</td> <td>Extension for reply within fifth month</td> <td></td> </tr> <tr> <td>119</td> <td>310</td> <td>219</td> <td>155</td> <td>Notice of Appeal</td> <td></td> </tr> <tr> <td>120</td> <td>310</td> <td>220</td> <td>155</td> <td>Filing a brief in support of an appeal</td> <td></td> </tr> <tr> <td>121</td> <td>270</td> <td>221</td> <td>135</td> <td>Request for oral hearing</td> <td></td> </tr> <tr> <td>138</td> <td>1,510</td> <td>138</td> <td>1,510</td> <td>Petition to institute a public use proceeding</td> <td></td> </tr> <tr> <td>140</td> <td>110</td> <td>240</td> <td>55</td> <td>Petition to revive - unavoidable</td> <td></td> </tr> <tr> <td>141</td> <td>1,240</td> <td>241</td> <td>620</td> <td>Petition to revive - unintentional</td> <td></td> </tr> <tr> <td>142</td> <td>1,240</td> <td>242</td> <td>620</td> <td>Utility issue fee (or reissue)</td> <td></td> </tr> <tr> <td>143</td> <td>440</td> <td>243</td> <td>220</td> <td>Design issue fee</td> <td></td> </tr> <tr> <td>144</td> <td>600</td> <td>244</td> <td>300</td> <td>Plant issue fee</td> <td></td> </tr> <tr> <td>122</td> <td>130</td> <td>122</td> <td>130</td> <td>Petitions to the Commissioner</td> <td></td> </tr> <tr> <td>123</td> <td>130</td> <td>123</td> <td>130</td> <td>Petitions related to provisional applications</td> <td></td> </tr> <tr> <td>126</td> <td>180</td> <td>126</td> <td>180</td> <td>Submission of Information Disclosure Stmt</td> <td></td> </tr> <tr> <td>581</td> <td>40</td> <td>481</td> <td>40</td> <td>Recording each patent assignment per property (times number of properties)</td> <td></td> </tr> <tr> <td>146</td> <td>710</td> <td>246</td> <td>355</td> <td>Filing a submission after final rejection (37 CFR 1.129(a))</td> <td></td> </tr> <tr> <td>149</td> <td>710</td> <td>249</td> <td>355</td> <td>For each additional invention to be examined (37 CFR 1.129(b))</td> <td></td> </tr> <tr> <td>179</td> <td>710</td> <td>279</td> <td>355</td> <td>Request for Continued Examination (RCE)</td> <td></td> </tr> <tr> <td>169</td> <td>900</td> <td>169</td> <td>900</td> <td>Request for expedited examination of a design application</td> <td></td> </tr> </tbody> </table>				Large Entity	Small Entity	Large Entity	Small Entity	Fee Description	Fee paid	105	130	205	65	Surcharge - late filing fee or oath	\$130.00	127	50	227	25	Surcharge - late provisional filing fee or cover sheet		139	130	139	130	Non-English specification		147	2,520	147	2,520	For filing a request for <i>ex parte</i> reexamination		112	920*	112	920*	Requesting publication of SIR prior to Examiner action		113	1,840*	113	1,840*	Requesting publication of SIR after Examiner action		115	110	215	55	Extension for reply within first month		116	390	216	195	Extension for reply within second month		117	890	217	445	Extension for reply within third month		118	1,390	218	695	Extension for reply within fourth month		128	1,890	228	945	Extension for reply within fifth month		119	310	219	155	Notice of Appeal		120	310	220	155	Filing a brief in support of an appeal		121	270	221	135	Request for oral hearing		138	1,510	138	1,510	Petition to institute a public use proceeding		140	110	240	55	Petition to revive - unavoidable		141	1,240	241	620	Petition to revive - unintentional		142	1,240	242	620	Utility issue fee (or reissue)		143	440	243	220	Design issue fee		144	600	244	300	Plant issue fee		122	130	122	130	Petitions to the Commissioner		123	130	123	130	Petitions related to provisional applications		126	180	126	180	Submission of Information Disclosure Stmt		581	40	481	40	Recording each patent assignment per property (times number of properties)		146	710	246	355	Filing a submission after final rejection (37 CFR 1.129(a))		149	710	249	355	For each additional invention to be examined (37 CFR 1.129(b))		179	710	279	355	Request for Continued Examination (RCE)		169	900	169	900	Request for expedited examination of a design application	
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122	130	122	130	Petitions to the Commissioner																																																																																																																																																																																	
123	130	123	130	Petitions related to provisional applications																																																																																																																																																																																	
126	180	126	180	Submission of Information Disclosure Stmt																																																																																																																																																																																	
581	40	481	40	Recording each patent assignment per property (times number of properties)																																																																																																																																																																																	
146	710	246	355	Filing a submission after final rejection (37 CFR 1.129(a))																																																																																																																																																																																	
149	710	249	355	For each additional invention to be examined (37 CFR 1.129(b))																																																																																																																																																																																	
179	710	279	355	Request for Continued Examination (RCE)																																																																																																																																																																																	
169	900	169	900	Request for expedited examination of a design application																																																																																																																																																																																	
2. ☒ Payment Enclosed: ☒ Check ☐ Credit card ☐ Money Order ☒ Other* *Charge any deficiencies or credit any overpayments in the fees or fee calculations of Parts 1, 2 and 3 below to Deposit Account No. 19-0036.				Other fee (specify): Other fee (specify): *Reduced by Basic Filing Fee Paid																																																																																																																																																																																	
FEE CALCULATION 1. BASIC FILING FEE <table border="1"> <thead> <tr> <th>Large Entity Fee Code</th> <th>Small Entity Fee Code</th> <th>Fee Description</th> <th>Fee Paid</th> </tr> </thead> <tbody> <tr> <td>101</td> <td>201</td> <td>Utility filing fee</td> <td>\$710.00</td> </tr> <tr> <td>106</td> <td>206</td> <td>Design filing fee</td> <td></td> </tr> <tr> <td>107</td> <td>207</td> <td>Plant filing fee</td> <td></td> </tr> <tr> <td>108</td> <td>208</td> <td>Reissue filing fee</td> <td></td> </tr> <tr> <td>114</td> <td>214</td> <td>Provisional filing fee</td> <td></td> </tr> <tr> <td colspan="3">SUBTOTAL (1)</td> <td>(\$ 710.00)</td> </tr> </tbody> </table>				Large Entity Fee Code	Small Entity Fee Code	Fee Description	Fee Paid	101	201	Utility filing fee	\$710.00	106	206	Design filing fee		107	207	Plant filing fee		108	208	Reissue filing fee		114	214	Provisional filing fee		SUBTOTAL (1)			(\$ 710.00)	2. EXTRA CLAIM FEES <table border="1"> <thead> <tr> <th>Large Entity Fee Code</th> <th>Small Entity Fee Code</th> <th>Fee Description</th> <th>Fee Paid</th> </tr> </thead> <tbody> <tr> <td>103</td> <td>203</td> <td>Claims in excess of 20</td> <td></td> </tr> <tr> <td>102</td> <td>202</td> <td>Independent claims in excess of 3</td> <td></td> </tr> <tr> <td>104</td> <td>204</td> <td>Multiple dependent claim</td> <td></td> </tr> <tr> <td>108</td> <td>208</td> <td>**Reissue independent claims over original patent</td> <td></td> </tr> <tr> <td>110</td> <td>210</td> <td>**Reissue claims in excess of 20 and over original patent</td> <td></td> </tr> <tr> <td colspan="3">SUBTOTAL (2)</td> <td>(\$ 0)</td> </tr> </tbody> </table>				Large Entity Fee Code	Small Entity Fee Code	Fee Description	Fee Paid	103	203	Claims in excess of 20		102	202	Independent claims in excess of 3		104	204	Multiple dependent claim		108	208	**Reissue independent claims over original patent		110	210	**Reissue claims in excess of 20 and over original patent		SUBTOTAL (2)			(\$ 0)																																																																																																																						
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** or number previously paid, if greater; For Reissues, see above				SUBTOTAL (3) (\$ 130.00)																																																																																																																																																																																	
SUBMITTED BY Name (Print/Type): Jeffrey S. Weaver Signature: <i>Jeffrey S. Weaver</i>				Complete (if applicable) Registration No. (Attorney/Agent): 45,608 Telephone: 202-371-2600 Date: 8-16-01																																																																																																																																																																																	

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.

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE



In re application of:

Foulger *et al.*

Appl. No. 09/841,186

Filed: April 25, 2001

For: **System and Method Related to
Generating and Tracking an
Email Campaign**

Confirmation No. 3649

Art Unit: 2152

Examiner: To be assigned

Atty. Docket: 2018.0040001

Submission of Substitute Drawings

Commissioner for Patents
Washington, D.C. 20231

Sir:

Attached are copies of Fourteen (14) sheets of Formal Drawings (Figures 1, 2, 3A, 3B, 4-7, 8A, 8B, 9, 10, 11A-11C, 12, 13, and 14) in compliance with 37 C.F.R. § 1.84. The margins of each drawing sheet have been corrected to comply with the margins indicated in the Notice to File Missing Parts of Nonprovisional Application mailed June 26, 2001.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

Jeffrey S. Weaver
Attorney for Applicant
Registration No. 45,608

Date: 8-16-01

1100 New York Avenue, N.W.
Suite 600
Washington, D.C. 20005-3934
(202) 371-2600

P:\USERS\ALENART\JSW\2018.0040001\drawing.margins.pleading



UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS
UNITED STATES PATENT AND TRADEMARK OFFICE
WASHINGTON, D.C. 20231
www.uspto.gov

APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
09/841,186	04/25/2001	Michael J. Foulger	2018.0040001

CONFIRMATION NO. 3649

FORMALITIES LETTER



OC000000006226907

26111
STERNE, KESSLER, GOLDSTEIN & FOX PLLC
1100 NEW YORK AVENUE, N.W., SUITE 600
WASHINGTON, DC 20005-3934

Date Mailed: 06/26/2001



NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

Filing Date Granted

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing. Applicant is given **TWO MONTHS** from the date of this Notice within which to file all required items and pay any fees required below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

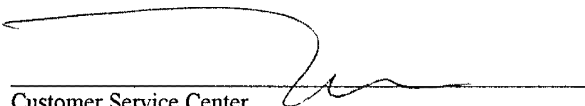
- The statutory basic filing fee is missing.
Applicant must submit \$ 710 to complete the basic filing fee and/or file a small entity statement claiming such status (37 CFR 1.27).
- The oath or declaration is missing.
A properly signed oath or declaration in compliance with 37 CFR 1.63, identifying the application by the above Application Number and Filing Date, is required.
- To avoid abandonment, a late filing fee or oath or declaration surcharge as set forth in 37 CFR 1.16(e) of \$130 for a non-small entity, must be submitted with the missing items identified in this letter.
- **The balance due by applicant is \$ 840.**

The application is informal since it does not comply with the regulations for the reason(s) indicated below.

The required item(s) identified below must be timely submitted to avoid abandonment:

- Substitute drawings in compliance with 37 CFR 1.84 because:
 - drawing sheets do not have the appropriate margin(s) (see 37 CFR 1.84(g)). Each sheet must include a top margin of at least 2.5 cm. (1 inch), a left side margin of at least 2.5 cm. (1 inch), a right side margin of at least 1.5 cm. (5/8 inch), and a bottom margin of at least 1.0 cm. (3/8 inch);

*A copy of this notice **MUST** be returned with the reply.*



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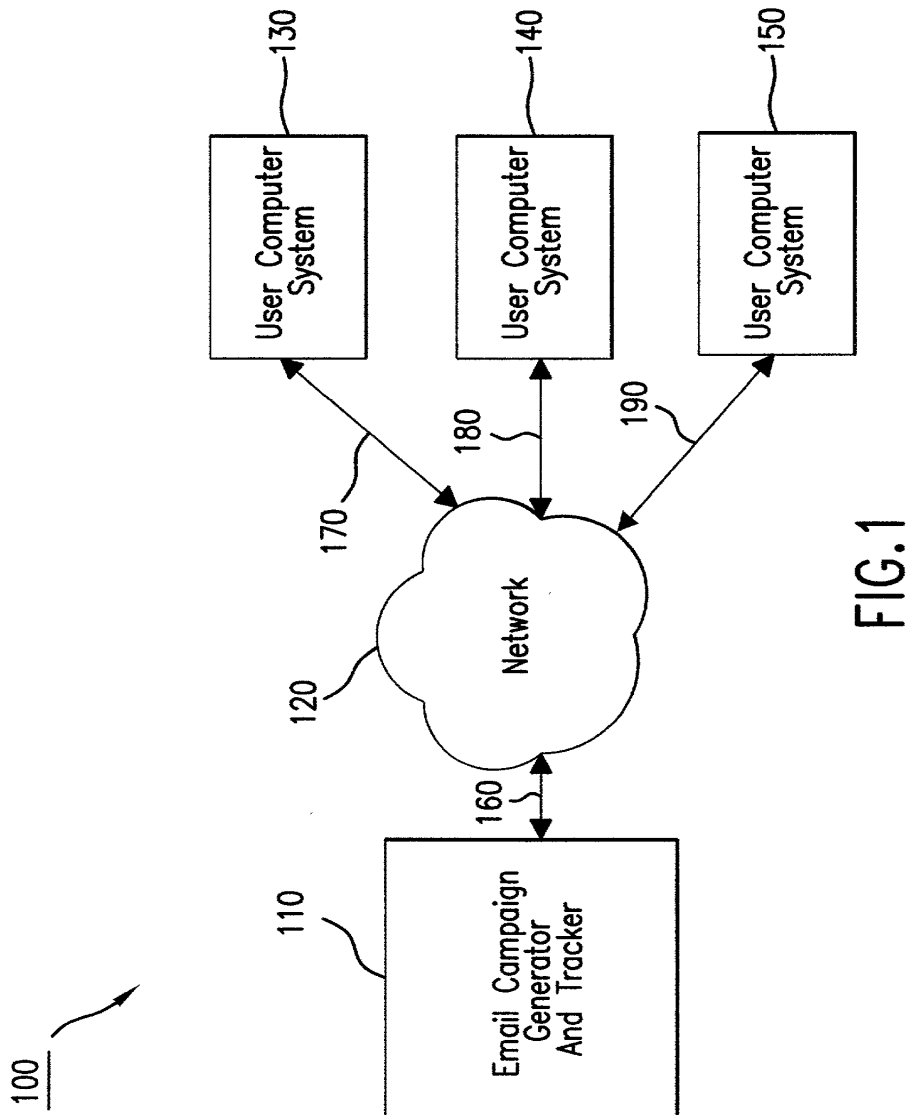
Initial Patent Examination Division (703) 308-1202

PART 2 - COPY TO BE RETURNED WITH RESPONSE

094136 081604
" 9214660

1/14

FIG. 1



2/14

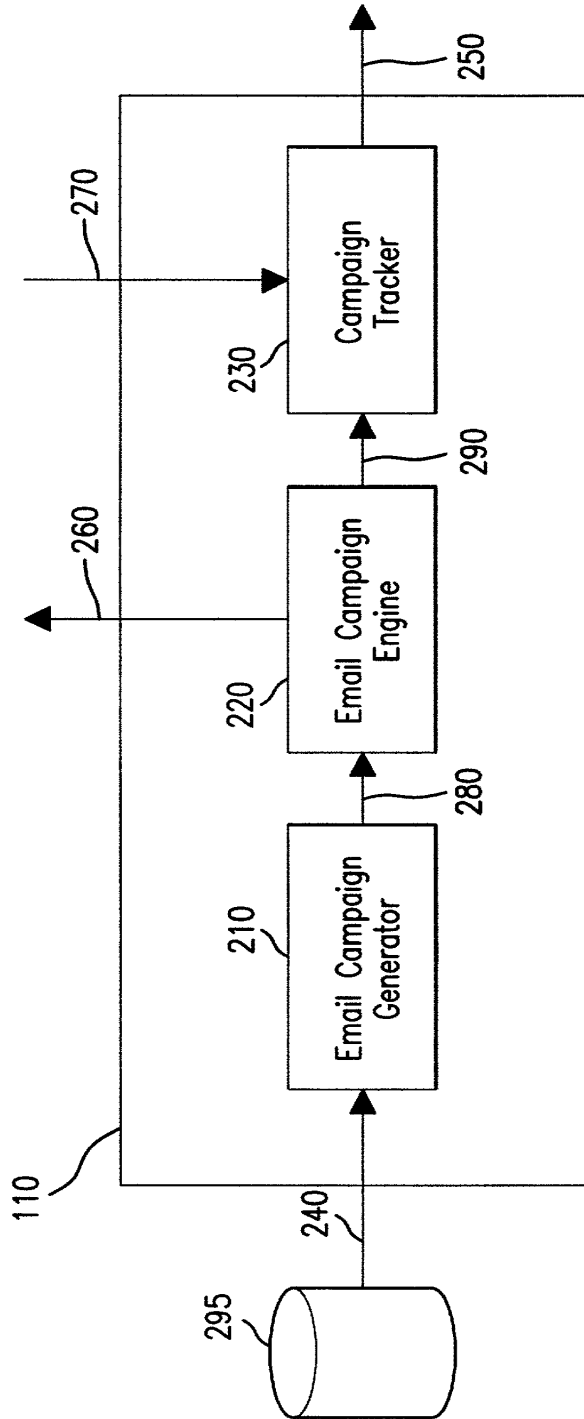


FIG.2

FIG. 20-98T14860

3/14

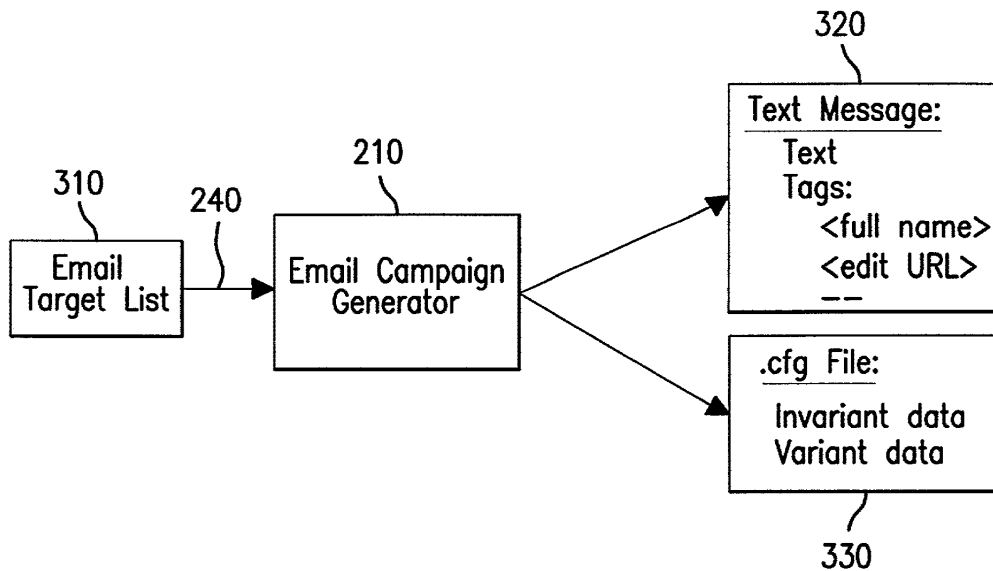


FIG.3A

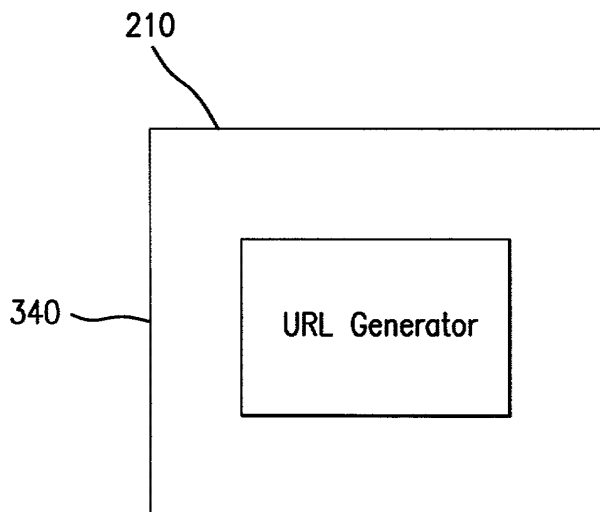


FIG.3B

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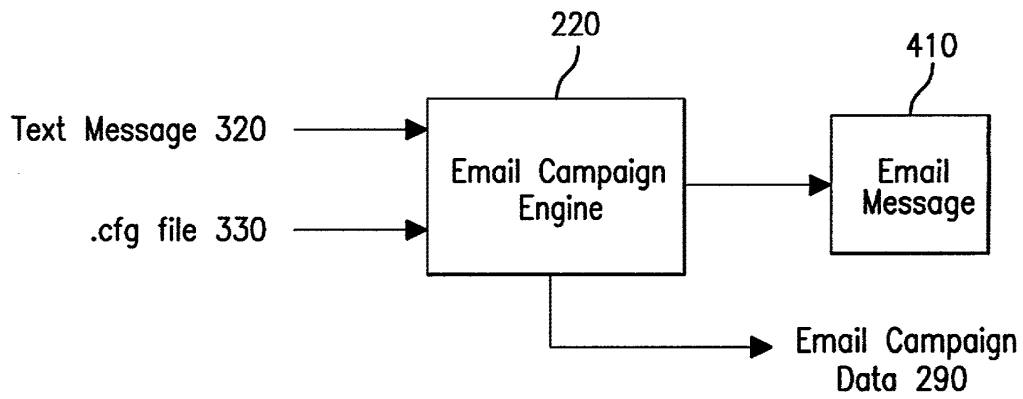


FIG.4

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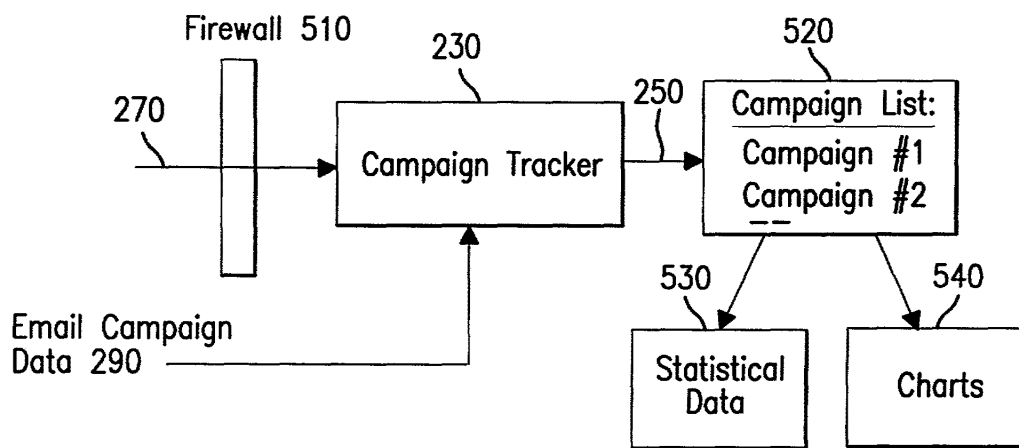


FIG.5

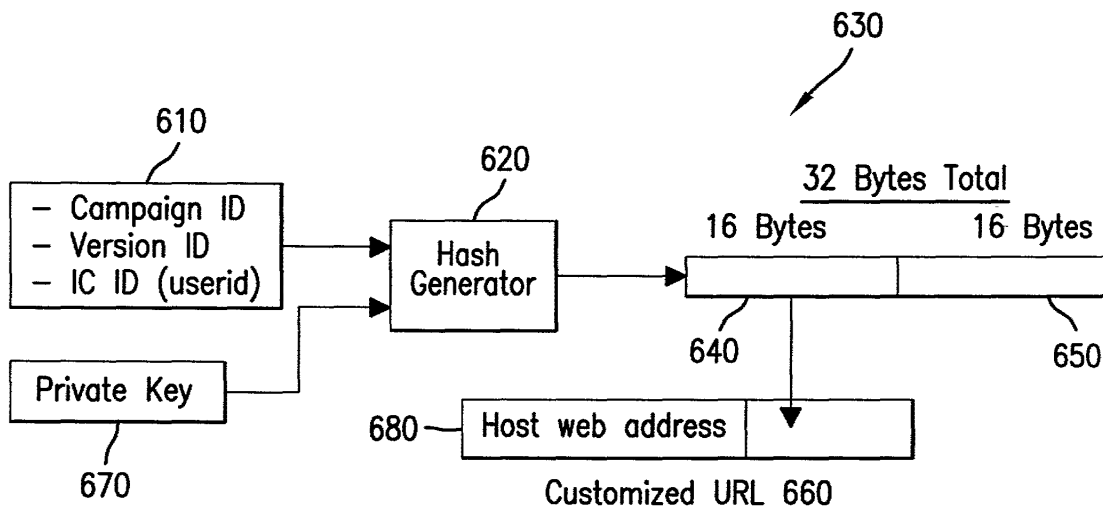


FIG.6

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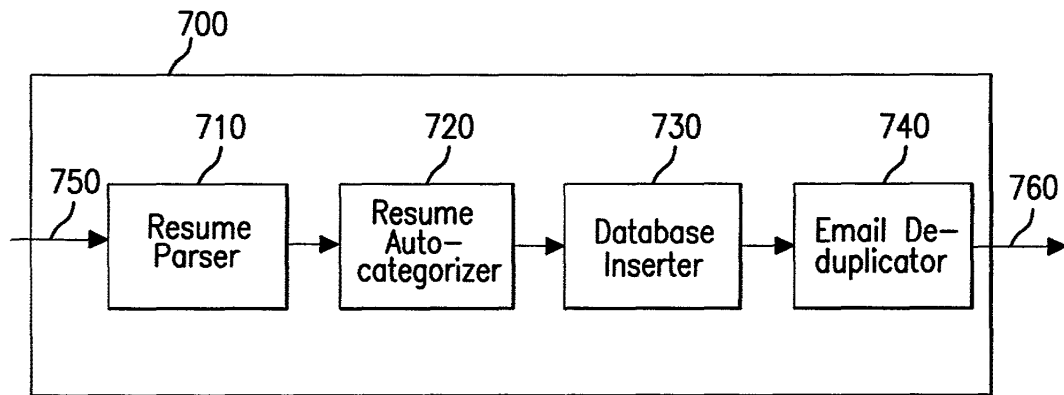


FIG.7

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CAMPAIGN 802 HITS 804 SUBJECT 806

7/14

FIG.8A

808
DATE
GENERATED

812
MESSAGE TEXT

814
DEMOGRAPHICS

<u>31</u> 1	4.56%	WE FOUND YOUR RESUME (W/NAME) Pt. 2	2000-03-03 17:05:00	<u>ICSolicitation031.01.txt</u>	<u>CHART</u>
<u>31</u> 11	2.10%	WE FOUND YOUR RESUME (FOLLOW- UP TO 31.1)	2000-03-14 13:46:00	<u>ICSolicitation031.011.txt</u>	<u>CHART</u>
<u>30</u> 1	20.00%	WE FOUND YOUR RESUME (W/NAME) pt. 1	2000-03-03 16:13:00	<u>ICSolicitation030.01.txt</u>	<u>CHART</u>
<u>29</u> 1	24.00%	WE FOUND YOUR RESUME (W/NAME)	2000-02-14 16:31:00	<u>ICSolicitation029.01.txt</u>	<u>CHART</u>
<u>29</u> 11	2.56%	WE FOUND YOUR RESUME (W/NAME: FOLLOW-UP #1 TO 29.1)	2000-02-23 16:02:00	<u>ICSolicitation029.011.txt</u>	<u>CHART</u>
<u>28</u> 1	14.00%	WE FOUND YOUR RESUME	2000-01-28 18:25:00	<u>ICSolicitation028.01.txt</u>	<u>CHART</u>
<u>28</u> 11	16.09%	WE FOUND YOUR RESUME (FOLLOW- UP #1 TO 28.1)	2000-02-04 18:55:00	<u>ICSolicitation028.011.txt</u>	<u>CHART</u>
<u>27</u> 1	17.00%	WE FOUND YOUR RESUME	2000-01-25 19:39:00	<u>ICSolicitation027.01.txt</u>	<u>CHART</u>
<u>27</u> 2	14.00%	WE FOUND YOUR RESUME	2000-01-28 18:22:00	<u>ICSolicitation027.02.txt</u>	<u>CHART</u>
<u>27</u> 11	11.90%	WE FOUND YOUR RESUME (FOLLOW- UP #1 TO 27.1)	2000-02-04 18:54:00	<u>ICSolicitation027.011.txt</u>	<u>CHART</u>
<u>27</u> 21	9.20%	WE FOUND YOUR RESUME (FOLLOW- UP #1 TO 27.2)	2000-02-04 18:55:00	<u>ICSolicitation027.021.txt</u>	<u>CHART</u>
<u>11</u> 1	31.91%	WE FOUND YOUR RESUME	1999-10-19 18:24:00	<u>ICSolicitation011.01.txt</u>	<u>CHART</u>
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09841186-001601

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FURTHER DETAILS...

CATEGORY BREAKDOWN

IT-OTHER	— 13 (31.71%)
OTHER	— 10 (24.39%)
ADMINISTRATIVE	- 5 (12.20%)
ARCHITECT/ENGINEERING	- 3 (7.32%)
EXECUTIVE/MANAGEMENT	- 3 (7.32%)
MARKETING/ADVERTISING/PR	- 2 (4.88%)
FINANCE/ACCOUNTING	- 2 (4.88%)
SALES/BUSINESS DEVELOPMENT	- 1 (2.44%)
LEGAL/LAW	- 1 (2.44%)
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STATE BREAKDOWN

CA	— (45.12%)
TX	— (23.45%)
DC	- (12.01%)
WA	- (7.93%)
OR	- (2.32%)
NY	- (2.12%)
NJ	- (2.07%)
MA	- (1.97%)

FIG.8B

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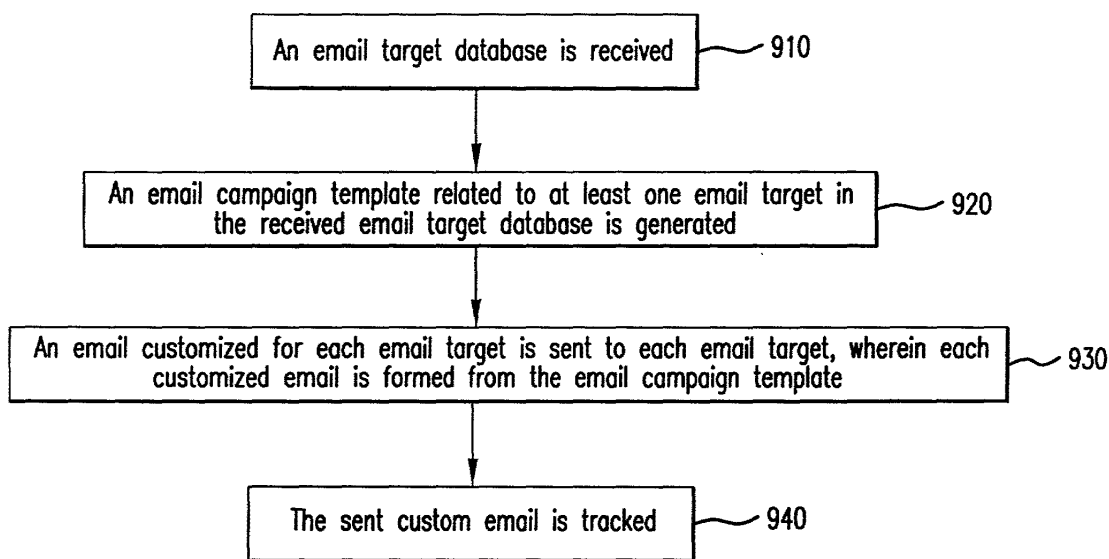


FIG.9

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09841186-001601

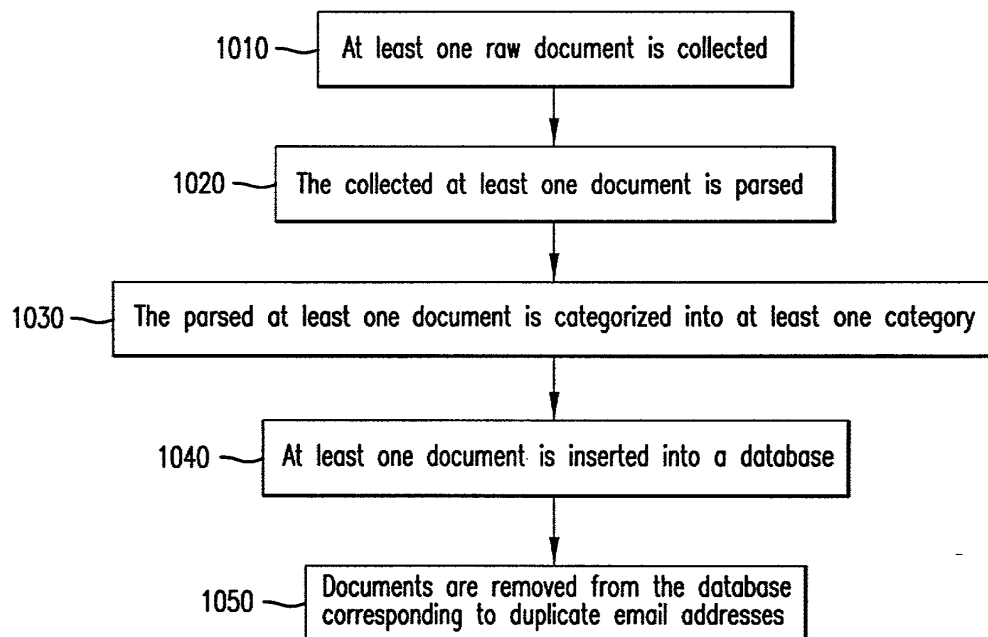


FIG.10

11/14

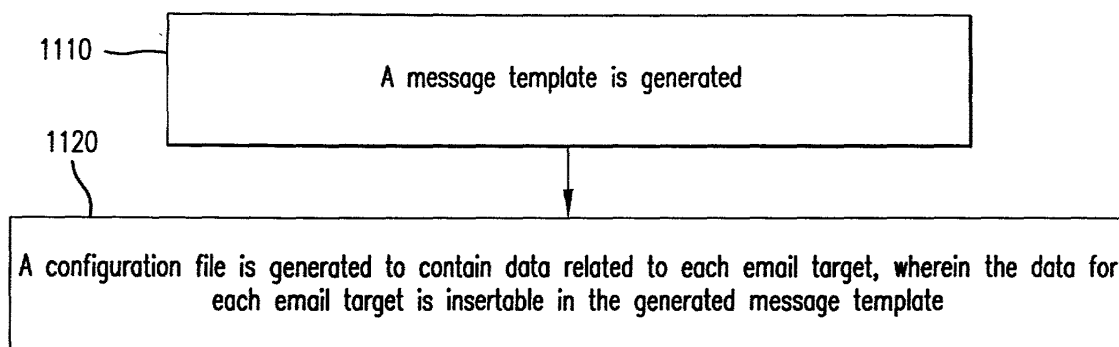


FIG.11A

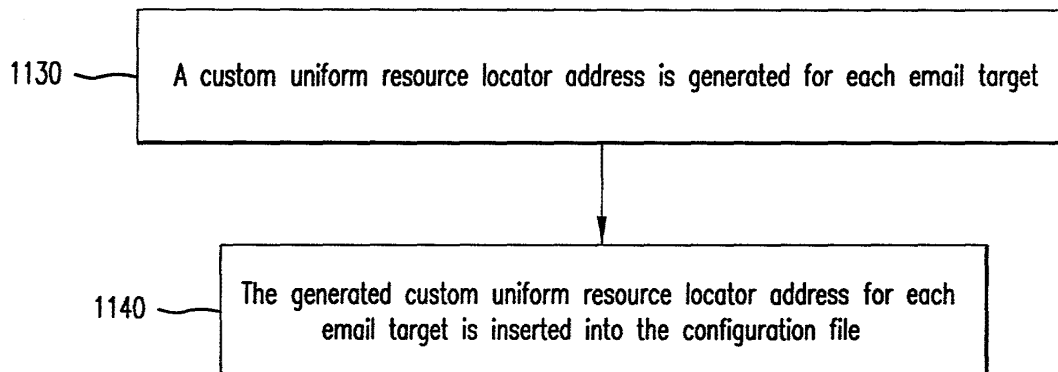


FIG.11B

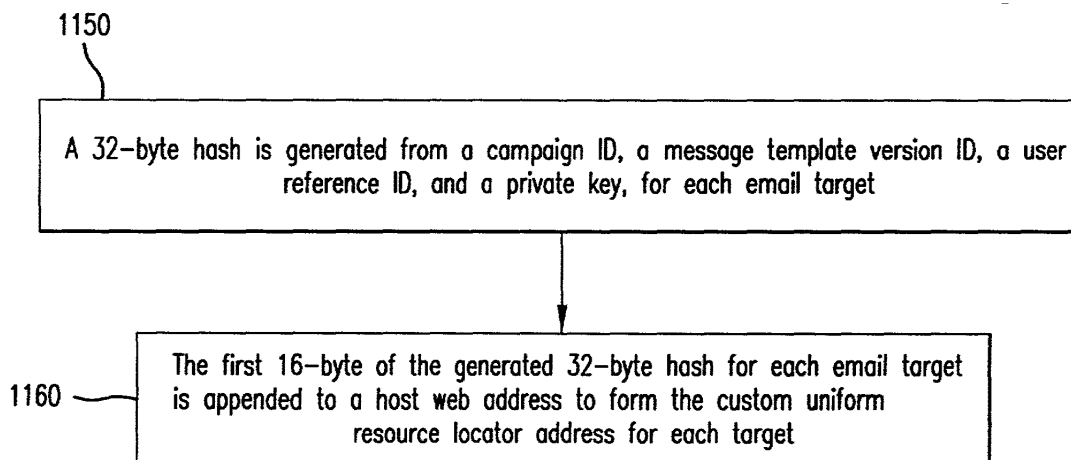


FIG.11C

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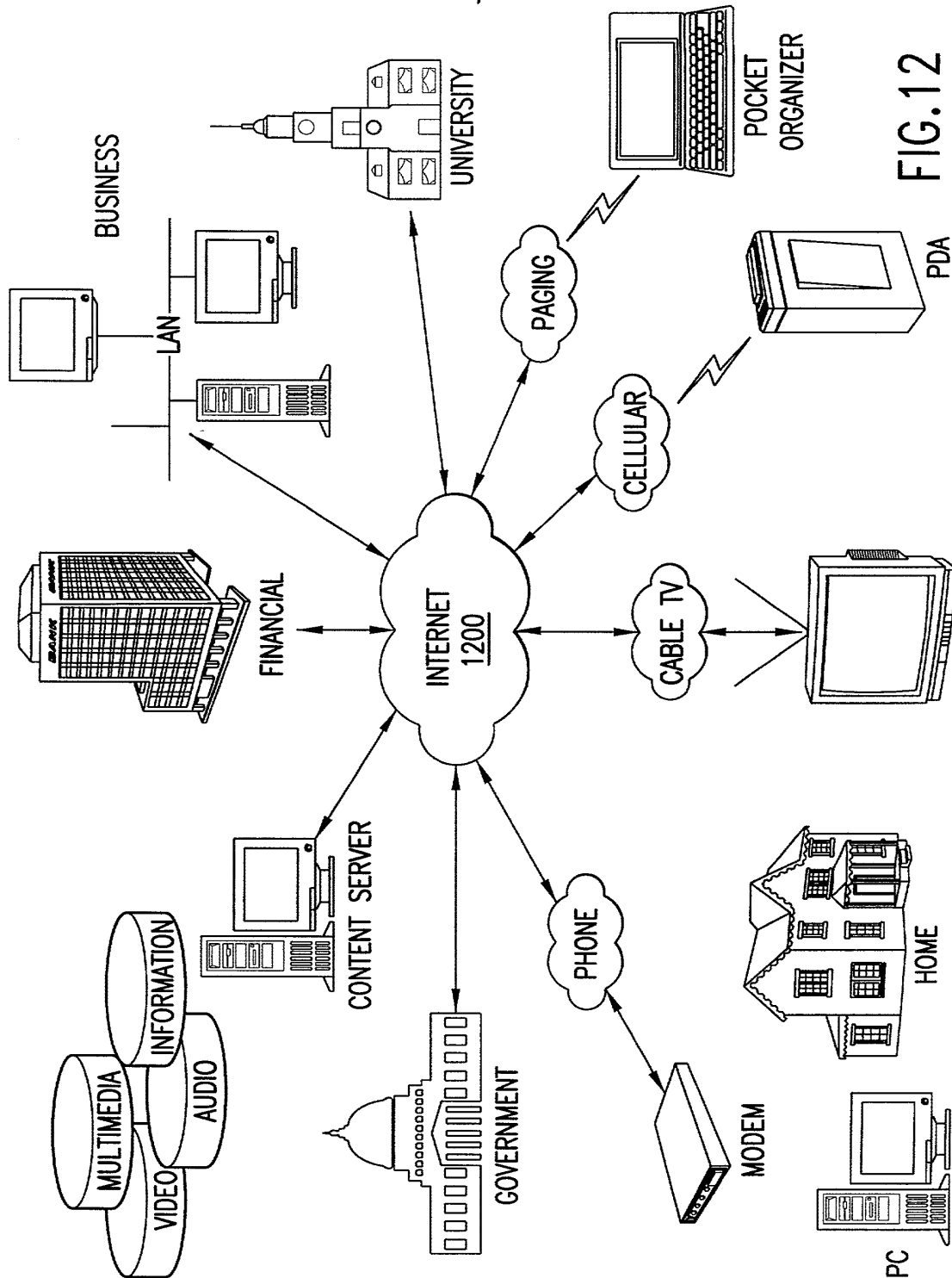


FIG. 12

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FOSTER-9874860

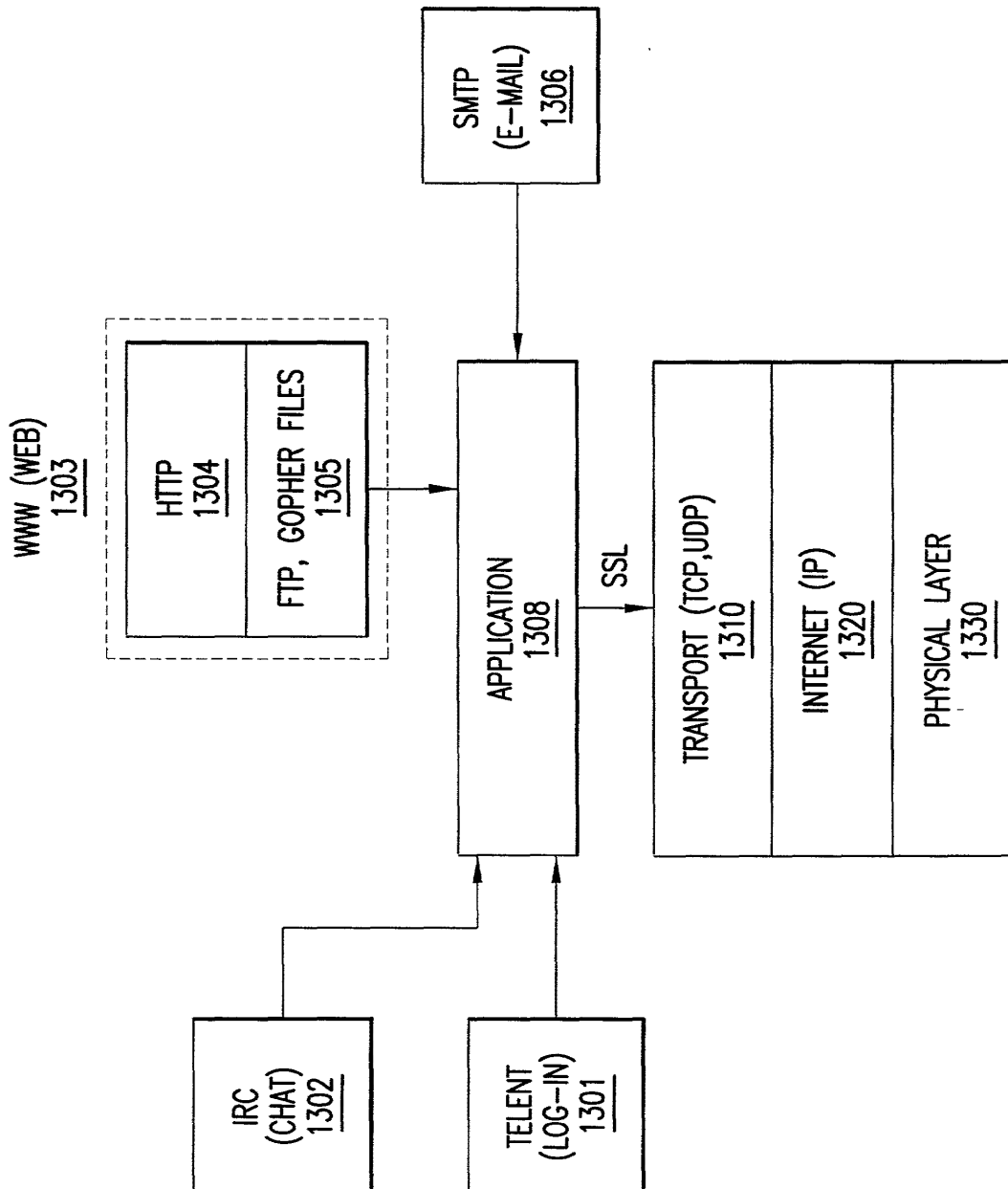


FIG.13

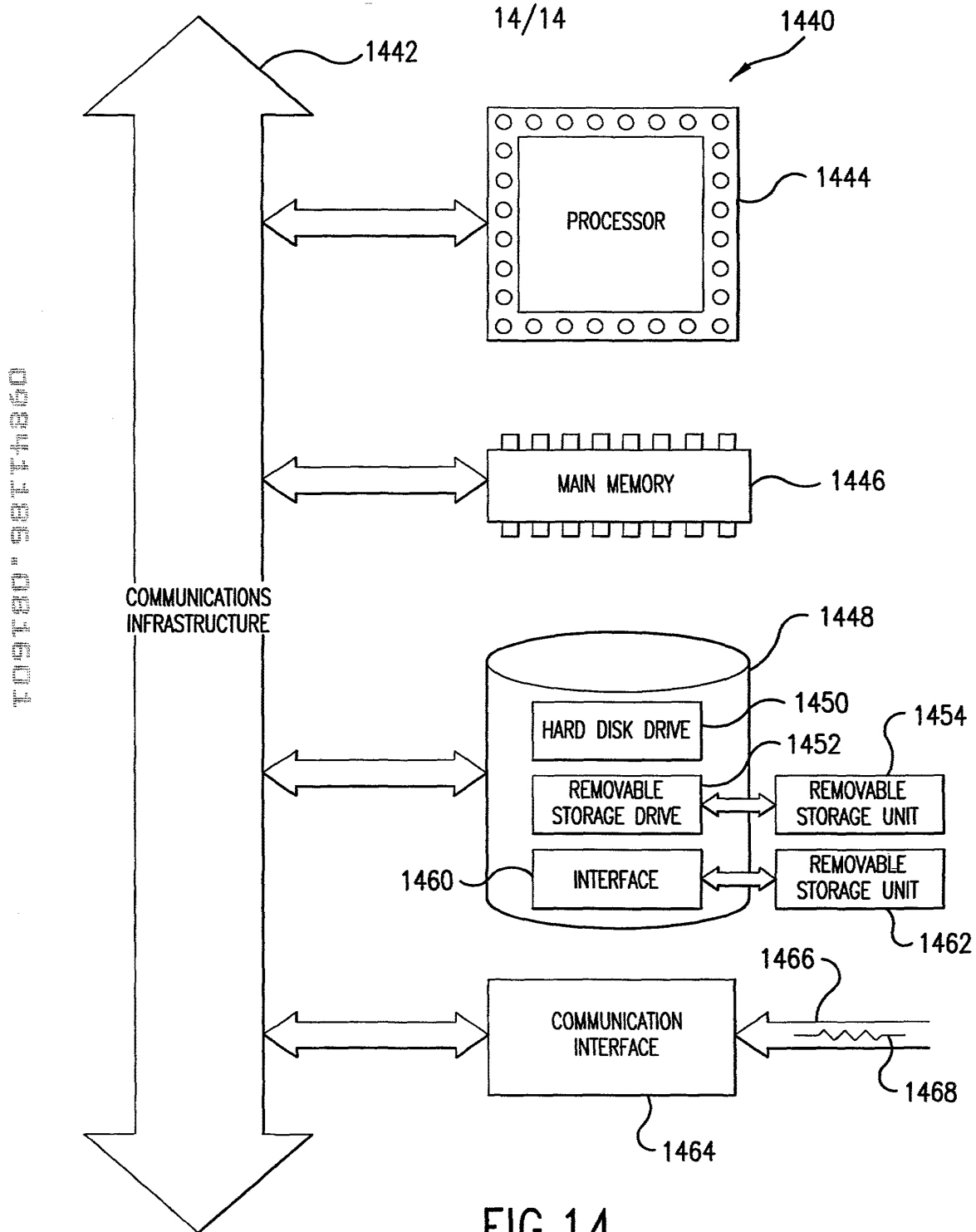


FIG.14



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WASHINGTON, D.C. 20231
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APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
09/841,186	04/25/2001	Michael J. Foulger	2018.0040001

CONFIRMATION NO. 3649

26111
STERNE, KESSLER, GOLDSTEIN & FOX PLLC
1100 NEW YORK AVENUE, N.W., SUITE 600
WASHINGTON, DC 20005-3934

FORMALITIES LETTER



OC000000006226907

Date Mailed: 06/26/2001

NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

Filing Date Granted

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing. Applicant is given **TWO MONTHS** from the date of this Notice within which to file all required items and pay any fees required below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

- The statutory basic filing fee is missing.
Applicant must submit \$ 710 to complete the basic filing fee and/or file a small entity statement claiming such status (37 CFR 1.27).
- The oath or declaration is missing.
A properly signed oath or declaration in compliance with 37 CFR 1.63, identifying the application by the above Application Number and Filing Date, is required.
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- The balance due by applicant is \$ 840.

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*A copy of this notice **MUST** be returned with the reply.*



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PART 3 - OFFICE COPY

PATENT APPLICATION FEE DETERMINATION RECORD

Effective *October 1, 2000*

Application or Docket Number

CLAIMS AS FILED - PART I

	(Column 1)	(Column 2)
FOR	NUMBER FILED	NUMBER EXTRA
BASIC FEE		
TOTAL CLAIMS	<i>19</i> minus 20 = *	<i>—</i>
INDEPENDENT CLAIMS	<i>2</i> minus 3 = *	<i>—</i>
MULTIPLE DEPENDENT CLAIM PRESENT		

* If the difference in column 1 is less than zero, enter "0" in column 2

CLAIMS AS AMENDED - PART II

	(Column 1)	(Column 2)	(Column 3)
AMENDMENT A	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
Total	*	Minus	**
Independent	*	Minus	***
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM			

	(Column 1)	(Column 2)	(Column 3)
AMENDMENT B	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
Total	*	Minus	**
Independent	*	Minus	***
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM			

	(Column 1)	(Column 2)	(Column 3)
AMENDMENT C	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
Total	*	Minus	**
Independent	*	Minus	***
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM			

* 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.

SMALL ENTITY TYPE ☐ OR

RATE	FEE
	<i>\$355</i>
X\$ 9=	
X40=	
+135=	
TOTAL	

OTHER THAN SMALL ENTITY

RATE	FEE
	<i>\$740</i>
X\$18=	
X84=	
280=	
TOTAL	<i>740.00</i>

SMALL ENTITY OR

RATE	ADDITIONAL FEE
X\$ 9=	
X40=	
+135=	
TOTAL	

OTHER THAN SMALL ENTITY

RATE	ADDITIONAL FEE
X\$18=	
X84=	
280=	
TOTAL	

RATE	ADDITIONAL FEE
X\$ 9=	
X40=	
+135=	
TOTAL	

RATE	ADDITIONAL FEE
X\$18=	
X84=	
+280=	
TOTAL	

RATE	ADDITIONAL FEE
X\$ 9=	
X40=	
+135=	
TOTAL	

RATE	ADDITIONAL FEE
X\$18=	
X84=	
+280=	
TOTAL	

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Foulger *et al.*

Appl. No. To be assigned

Filed: April 25, 2001

For: **System and Method Related to
Generating and Tracking an
Email Campaign**

Confirmation No.

Art Unit: To be assigned

Examiner: To be assigned

Atty. Docket: 2018.0040001



**Authorization To Treat A Reply As Incorporating An Extension Of
Time Under 37 C.F.R. § 1.136(a)(3)**

Commissioner for Patents
Washington, D.C. 20231

Sir:

The U.S. Patent and Trademark Office is hereby authorized to treat any concurrent or future reply that requires a petition for an extension of time under this paragraph for its timely submission, as incorporating a petition for extension of time for the appropriate length of time. The U.S. Patent and Trademark Office is hereby authorized to charge all required extension of time fees to our Deposit Account No. 19-0036, if such fees are not otherwise provided for in such reply. A duplicate copy of this authorization is enclosed.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

Donald J. Featherstone
Attorney for Applicants
Registration No. 33,876

Date: 4/25/01.

1100 New York Avenue, N.W.
Suite 600
Washington, D.C. 20005-3934
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Approved for use through 10/31/2002. OMB 0651-0032
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR § 1.53(b))

Attorney Docket No.	2018 0040001
First Inventor	Michael G. Foulger
Title	System and Method Related to Generating and Tracking an Email Campaign
Express Mail Label No.	

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

ADDRESS TO:

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1. ☐ Fee Transmittal Form (e.g., PTO/SB/17)
(Submit an original, and a duplicate for fee processing)

2. ☐ Applicant claims small entity status.
See 37 CFR 1.27.

3. ☒ Specification [Total Pages 29]
(preferred arrangement set forth below)
- Descriptive title of the Invention
- Cross Reference to Related Applications
- Statement Regarding Fed sponsored R & D
- Reference to sequence listing, a table,
or a computer program listing appendix
- Background of the Invention
- Brief Summary of the Invention
- Brief Description of the Drawings (if filed)
- Detailed Description
- Claim(s)
- Abstract of the Disclosure

4. ☒ Drawing(s) (35 U.S.C. 113) [Total Sheets 14]

5. Oath or Declaration [Total Pages _____]
a. ☐ Newly executed (original or copy)
b. ☐ Copy from a prior application (37 CFR 1.63(d))
(for continuation/divisional with Box 18 completed)

1. ☐ DELETION OF INVENTOR(S)
Signed statement attached deleting inventor(s)
named 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)

8. Nucleotide and/or Amino Acid Sequence Submission
(if applicable, all necessary)

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))

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 (IDS)/PTO-1449 ☐ Copies of IDS
Citations

13. ☐ Preliminary Amendment

14. ☒ Return Receipt Postcards (2) (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 its equivalent

17. ☒ Other Authorization under 37 CFR § 1.136(a)(3)
☐ Other The name of the assignee is:

18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in a preliminary amendment,
or in an Application Data Sheet under 37 CFR 1.76:

☐ Continuation ☐ Divisional ☐ Continuation-in-Part (CIP) of prior application No: _____/
Prior application information: Examiner _____ Group/Art Unit: _____

For CONTINUATION OR DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is
considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only
relied upon when a portion has been inadvertently omitted from the submitted application parts.

19. CORRESPONDENCE ADDRESS

☒ Customer Number or Bar Code Label

Customer No. 26111

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or ☐ Correspondence address below

(Insert Customer No. or Attach Bar Code label here)

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JC772 U.S. PTO

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**REGISTERED PATENT AGENTS

April 25, 2001

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Washington, D.C. 20231

Box Patent Application

Re: U.S. Non-Provisional Utility Patent Application under 37 C.F.R. § 1.53(b)
Appl. No. To be assigned; Filed: April 25, 2001
For: **System and Method Related to Generating and Tracking an Email Campaign**
Inventors: Foulger *et al.*
Our Ref: 2018.0040001

Sir:

The following documents are forwarded herewith for appropriate action by the U.S. Patent and Trademark Office:

1. USPTO Utility Patent Transmittal Form PTO/SB/05;
2. U.S. Utility Patent Application entitled:

System and Method Related to Generating and Tracking an Email Campaign

and naming as inventors:

Michael G. Foulger
Thomas R. Chipperfield
Jeremy S. Cooper
Andrew C. Storms

Commissioner for Patents

April 25, 2001

Page 2

the application comprising:

- a. specification containing:
 - i. 23 pages of description prior to the claims;
 - ii. 5 pages of claims (19 claims);
 - iii. a one (1) page abstract;
 - b. 14 sheets of drawings (Figures 1, 2, 3A, 3B, 4-7, 8A, 8B, 9, 10, 11A-11C, 12-14);
 - c. an Application Data Sheet (37 C.F.R. § 1.76);
3. Authorization to Treat a Reply As Incorporating An Extension of Time under 37 C.F.R. § 1.136(a)(3) (*in duplicate*); and
 4. Two (2) return postcards.

Correspondence should be sent to Customer Number 26111.

It is respectfully requested that, of the two attached postcards, one be stamped with the filing date of these documents and returned to our courier, and the other, prepaid postcard, be stamped with the filing date and unofficial application number and returned as soon as possible.

This patent application is being submitted under 37 C.F.R. § 1.53(b) without Declaration and without filing fee.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.



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DJF/JSW:asl
Enclosures

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Correspondence Customer Number:: 26111

APPLICATION INFORMATION

Title Line One:: System and Method Related to Generating
Title Line Two:: and Tracking an Email Campaign
Total Drawing Sheets:: 14
Formal Drawings?: Yes
Application Type:: Utility
Secrecy Order in Parent Appl.?: No

CONTINUITY INFORMATION

This application is a:: NON PROV. OF PROVISIONAL
> Application One:: 60/199,355
Filing Date:: 04-25-2000

[illegible]

SYSTEM AND METHOD RELATED TO GENERATING AND
TRACKING AN EMAIL CAMPAIGN

Inventors: Michael G. Foulger
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Jeremy S. Cooper
Andrew C. Storms

[0001] This application claims the benefit of U.S. Provisional Application No. 60/199,355, filed April 25, 2000.

BACKGROUND OF THE INVENTION

Field of the Invention

[0002] The present invention is directed to marketing via email, and, in particular, to generating and tracking marketing related email.

Background Art

[0003] The ability to market a product or service to individuals who are accessible on the Internet is becoming increasingly important. Effective ways of contacting these individuals are being sought. For instance, to market to these individuals, email may be sent to the individuals over the Internet, to provide information related to the product or service. Email systems exist today for sending email to a target set of email addresses for purposes such as marketing, information acquisition, and otherwise. A system for sending email to a number of email targets for such purposes may be called an email campaign.

[0004] Present email campaigns may suffer from difficulties in locating a pool of relevant individuals to be contacted. In a small email campaign, each email sent is critical to the success of the campaign, and needs to be carefully created. In other situations, large numbers of individuals to be contacted may have been found. This may result in increased difficulty in tailoring the large number of required email messages to the individuals for more effective contact.

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- [0005] Furthermore, once an email campaign has been initiated, difficulties in measuring success of the email campaign are presented. Effective ways for determining whether email recipients have received email from the email campaign have been sought. Also, effective ways for allowing the email recipients to provide feedback have also been sought. It may be desirable for the email recipients to be able to respond with feedback, and for the quantity and content of the responses to be monitored and tracked.
- [0006] In light of the foregoing, what is needed is an efficient way to create and track a email campaign.

BRIEF SUMMARY OF THE INVENTION

- [0007] The present invention is directed to a system for generating and tracking an email campaign. An email campaign generator generates an email campaign template from an email target database. The email target database includes at least one email target. An email campaign engine generates a custom email corresponding to each of the email targets in the email target database. The custom email are formed from the email campaign template. The email campaign engine sends each custom email to the corresponding email target. A campaign tracker receives at least one response corresponding to one or more of the sent custom email. The campaign tracker creates a campaign tracking list that includes the received at least one response.
- [0008] The present invention is further directed to a method for an email campaign. An email target database is received. An email campaign template related to at least one email target in the received email target database is generated. An email customized for each email target is sent to the respective email target. Each customized email is formed from the email campaign template. The sent custom email is tracked.
- [0009] The email campaign template can be generated by generating a message template, and generating a configuration file to contain data related to each email

target. The data for each email target is insertable in the generated message template. The data may include a custom resource locator address. The custom uniform resource locator (URL) address can be generated for each email target. The generated custom URL address for each email target is inserted into the configuration file. A message authentication code can be generated for each email target. All or a portion of the generated message authentication code for each email target can be appended to a host web address to form the custom URL address for each target.

- [0010] Further features and advantages of the invention as well as the structure and operation of various embodiments of the present invention are described in detail below with reference to the accompanying drawings.

BRIEF DESCRIPTION OF THE DRAWINGS/FIGURES

- [0011] The accompanying drawings, which are incorporated herein and form a part of the specification, illustrate the present invention and, together with the description, further serve to explain the principles of the invention and to enable a person skilled in the pertinent art to make and use the invention.
- [0012] FIG. 1 illustrates an exemplary computer network according to the present invention.
- [0013] FIG. 2 illustrates an exemplary email campaign generator and tracker, according to an embodiment of the present invention.
- [0014] FIG. 3A illustrates structure and operation of an exemplary email campaign generator, according to an embodiment of the present invention.
- [0015] FIG. 3B illustrates an exemplary email campaign generator, according to an embodiment of the present invention.
- [0016] FIG. 4 illustrates structure and operation of an exemplary email campaign engine, according to an embodiment of the present invention.
- [0017] FIG. 5 illustrates structure and operation of an exemplary campaign tracker, according to an embodiment of the present invention.

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- [0018] FIG. 6 illustrates generation of a customized URL address, according to an example embodiment of the present invention.
- [0019] FIG. 7 illustrates an exemplary email target database generator, according to an embodiment of the present invention.
- [0020] FIG. 8A illustrates an example email campaign history, according to an embodiment of the present invention.
- [0021] FIG. 8B illustrates an example email campaign summary, according to an embodiment of the present invention.
- [0022] FIG. 9 is a flowchart illustrating a sequence of operation according to an embodiment of the present invention.
- [0023] FIG. 10 is a flowchart illustrating a sequence of operation for generating an email target database, according to an embodiment of the present invention.
- [0024] FIGS. 11A-C are flowcharts illustrating sequences of operation related to generating an email campaign template,
- [0025] FIG. 12 is a diagram of an example Internet environment according to the present invention.
- [0026] FIG. 13 shows a simplified four-layered communication model supporting Web commerce.
- [0027] FIG. 14 is a block diagram of a computer system according to an example implementation of the present invention.
- [0028] The present invention will now be described with reference to the accompanying drawings. In the drawings, like reference numbers indicate identical or functionally similar elements. Additionally, the left-most digit(s) of a reference number identifies the drawing in which the reference number first appears.

DETAILED DESCRIPTION OF THE INVENTION

Overview

[0029] The present invention is directed to a method and system for generating and tracking an email campaign. An email campaign generator generates an email campaign template from an email target database. The email target database includes one or more email targets. An email campaign engine generates a custom email corresponding to each of the email targets in the email target database. The custom email are formed from the email campaign template. The email campaign engine sends each custom email to the corresponding email target. A campaign tracker receives at least one response corresponding to one or more of the sent custom email. The campaign tracker creates a campaign tracking list that includes the received at least one response.

[0030] In an example embodiment, the email campaign is related to permission-based marketing. For example, the email campaign may be related to permission-based marketing of resumes. The resumes may have been collected by an email campaign host or manager from the Internet by spider engines, or otherwise. The invention determines email targets or email addresses for each resume. This allows the email campaign host or manager to send a custom email to each resume owner, to request their permission to post the resume owner's resume on the email campaign host's web site, for example. The resume owner may provide their permission via a custom uniform resource locator (URL) address provided to the resume owner in the custom email. The resume owner may select the custom URL address, which will open a custom web page displaying the resume owner's collected resume. The resume owner may then optionally edit their collected resume on the web page. The resume owner may also decline to have their resume posted via email or the custom URL.

[0031] The invention is also adaptable to information and documents other than resumes, as would be understood persons skilled in the relevant art(s) from the

teachings herein. The alternative information and documents should have an email address associated with them, so that the information and document owners may be contacted by email, as described according to the present invention herein.

- [0032] The invention is adaptable to any type of web, Internet, network, and other form of electronic communication used for marketing of information, information broadcasting, and any other form of communication tracking and handling.

System Level Description

- [0033] FIG. 1 illustrates an exemplary computer network 100, according to embodiments of the present invention. Computer network 100 includes an email campaign generator and tracker 110, a network 120, a first user computer system 130, a second user computer system 140, and a third user computer system 150.

- [0034] Email campaign generator and tracker 110 generates and tracks an email campaign, according to the present invention. In embodiments, email campaign generator and tracker 110 receives an email target database. In alternate embodiments, email campaign generator and tracker 110 generates an email target database from raw documentation, such as one or more resumes obtained from the Internet. Email campaign generator and tracker 110 generates a custom email for one or more of the email targets in the email target database, and sends each custom email to the corresponding email target. Email campaign generator and tracker 110 then tracks and organizes responses from the email targets. Email campaign generator and tracker 110 as described in this section and elsewhere herein can be achieved using any number of structural implementations, including hardware, firmware, software, or any combination thereof. For example, email campaign generator and tracker 110 may reside and operate in a computer system. The details of such structural implementations will be apparent to persons skilled in the relevant art(s) based on the teachings contained herein.

- [0035] Email campaign generator and tracker 110 is coupled to network 120 via first communications link 160. First communications link 160 can be any

suitable communications link for interfacing a computer system or other hardware with a network, such as network 120, as would be apparent to a person skilled in the relevant art(s) from the teachings herein.

[0036] Network 120 can be any communications network known to persons skilled in the relevant art(s) from the teachings herein. For instance, network 120 can be a network such as a local area network (LAN), an intranet, or the Internet. Examples embodiments for network 120 are further described herein. An example network 120 can include an Internet 1200, which is illustrated in FIG. 12 as described more fully below.

[0037] First, second, and third user computer systems 130, 140, and 150 are coupled to network 120 via a second, a third, and a fourth communications link 170, 180, and 190, respectively. First, second, and third user computer systems 130, 140, and 150 can be any computer systems that are configured to receive and send email, and can access web pages. Suitable computer systems would be apparent to a person skilled in the relevant art(s). Any number of user computer systems may interface with network 120, according to embodiments of the present invention.

[0038] Second, third, and fourth communications links 170, 180, and 190 can be any suitable communications links for interfacing a computer system or other hardware with a network, such as network 120, as would be recognized by persons skilled in the relative art(s) from the teachings herein. Various suitable communication links for first, second, third, and fourth communications links 160, 170, 180, and 190 are described below in relation to FIGS. 12-14.

[0039] Description in these terms is provided for convenience only. It is not intended that the invention be limited to application in this example network environment. In fact, after reading the following description, it will become apparent to a person skilled in the relevant art(s) how to implement the invention in alternative environments known now or developed in the future.

Email Campaign Generator and Tracker

- [0040] FIG. 2 illustrates an exemplary email campaign generator and tracker 110, according to an embodiment of the present invention. Email campaign generator and tracker 110 includes an email campaign generator 210, an email campaign engine 220, and a campaign tracker 230.
- [0041] Email campaign generator 210 receives an email target database 295. In embodiments, the email campaign generator 210 generates an email campaign template 280 from email target database 295. Email target database 295 includes a plurality of email targets (email addresses, for example). In an embodiment where the email campaign is related to a collection of resumes, email target database 295 may include one or more resumes, each with a corresponding email address for the resume owner.
- [0042] FIG. 3A illustrates operation and structure of exemplary email campaign generator 210, according to an embodiment of the present invention. Email campaign generator 210 receives an email target list 310. In an embodiment, email campaign generator 210 requests email target list 310 according to a structured query language (SQL) statement, as would be understood by persons skilled in the relevant art(s) from the teachings herein. Email target database 295 may include email target list 310.
- [0043] Email campaign generator 210 outputs a text message file 320 and a configuration file 330. Text message file 320 and configuration file 330 are included in email campaign template 280.
- [0044] Text message file 320 is a customized text message for the current email campaign. Hence, text message file 320 contains a textual message for an email recipient. Text message file 320 also contains a series of custom tags to be filled in with email recipient specific data, such as the recipient's full name, other recipient specific data, and a custom URL. When a custom email is received from the current email campaign, the recipient may select the custom URL in the

received email, which will open a web page for the recipient that the email campaign manager desires the recipient to view.

[0045] Configuration file 330 is generated to contain data related to each email target or recipient. The data for each email target is insertable in the message template created from text message file 320. This data may include invariant data and variant data, as shown in FIG. 3A. Invariant data may include information such as the subject line of the email message (i.e., "we found your resume"), and other items in the email message that will not vary from email to email in a particular email campaign. The invariant data may also include email source server information. Variant data may include custom information used to fill in the custom tags of text message file 320, such as full name = "John Jones".

[0046] In an embodiment, email campaign generator 210 creates a custom URL. FIG. 3B illustrates an example email campaign generator 210, according to an embodiment of the present invention. Email campaign generator 210 includes a URL generator 340. In an embodiment, URL generator 340 uses an MD5 hash to create a custom URL for each email target or recipient. Other message authentication code generators other than MD5 may be adapted for this use, as would be recognized by persons skilled in the relevant art(s) from the teachings herein.

[0047] FIG. 6 illustrates generation of a customized URL 660, according to an example embodiment of the present invention. For example, URL generator 340 may operate according to the operation and structure shown in FIG. 6. A custom URL address is typically generated for each email target, although in some situations it may be advantageous to provide the same URL address to one or more recipients. The generated custom URL address for each email target is inserted as data into configuration file 330.

[0048] As shown in FIG. 6, a hash generator 620 receives ID file 610. ID file 610 includes a campaign ID, a version ID, and an IC (independent contractor) ID (userid). The campaign ID is unique for each email campaign conducted. The

version ID is the current version of text message file 320. The IC ID is a unique ID for the current email target.

[0049] Hash generator 620 further receives a private key 670. Private key 670 is a private key or password unique to the email campaign host, as would be understood by persons skilled in the relevant art(s) from the teachings herein.

[0050] Hash generator 620 generates a 32-byte hash 630 from the campaign ID, the version ID, the IC ID, and the private key 670, for each email target. For example, hash generator 620 may use MD5 to create hash 630. The invention is applicable to hash sizes other than 32-bytes, although a 32-byte hash is provided as an example herein.

[0051] 16 bytes of the generated 32-byte hash 630 are appended to a host web address 680 to form customized URL 660 for each email target. Either a first 16 bytes 640 or a second 16 bytes 650 of 32-byte hash 630 may be appended to host web address 680. Other portions of generated hash 630 may also be used.

[0052] Various host web addresses may be used for host web address 680. In an example embodiment, a generic host web address 680 is equal to:

hostname/module?token

where "hostname", "module", and "token" are replaceable parameters. "hostname" may be replaced by any addressable Internet address, such as "www.icplanet.com". "module" may be replaced by any identifier or filename for software that handles execution of the link of customized URL 660 when it is selected by the email recipient. "token" may be replaced with any collection of numbers or letters that identify unique information related to customized URL 660. For example, host web address 680 may be equal to:

www.hostname.com/rz.cfm?a=&b=&c=

where "hostname" is equal to "www.hostname.com", "module" is equal to "rz.cfm", and token is equal to "&a=&b=&c=".

[0053] When an email target or recipient receives customized URL 660 in the custom email message, the recipient may select it, to view their custom web site, which is hosted at the email campaign host. The email campaign host compares the incoming URL address request to local data tables to verify the validity of the URL recipient, to allow the recipient access to the web page. Once the recipient is verified, the recipient may view and edit the web site. For example, when the web page represents the recipient's resume, the recipient may edit their posted resume.

[0054] In the described embodiment, 16 bytes of the 32 byte hash are utilized because, in tools such as Eudora and Outlook, text is cut off at 72 characters, and then does a word wrap. Hence, a "clickable" URL sent via email that is longer than 72 characters would wrap, and may then become an unexecutable link. Using 16 bytes of the 32 byte hash keeps the URL address length below the 72 character limit, avoiding word wrap.

[0055] As shown in FIG. 2, email campaign engine 220 receives email campaign template 280, and outputs email 260 and email campaign data 290. Email 260 includes one or more custom email messages. Email campaign data 290 is described more fully elsewhere herein. FIG. 4 illustrates operation and structure of an exemplary email campaign engine 220, according to an embodiment of the present invention. Email campaign engine 220 receives text message file 320 and configuration file 330.

[0056] Email campaign engine 220 generates a custom email message 410 corresponding to each email target in email target database 295. Email message 410 is formed from email campaign template 280 (text message file 320 and configuration file 330). Email campaign engine 220 copies text message file 320, and replaces each custom tag in text message file 320 with corresponding data in configuration file 330, to generate custom email message 410. For example, customized URL 660 may be inserted for a corresponding custom tag in custom

email message 410. Email campaign engine 220 sends each custom email message 410 to a corresponding email target.

[0057] Email campaign engine 220 also outputs email campaign data 290. For example, email campaign data 290 includes any data that may be utilized by campaign tracker 230.

[0058] As shown in FIG. 2, campaign tracker 230 receives email campaign data 290 and a response 270, and outputs tracking information 250. FIG. 5 illustrates operation of an exemplary campaign tracker 230, according to an embodiment of the present invention. Campaign tracker 230 receives a response 270 and email campaign data 290. Response 270 is typically a URL access or a sent email, which may occur through a firewall 510, when present. Campaign tracker 230 outputs tracking information 250. Tracking information 250 includes a campaign tracking list 520.

[0059] Each response 270 corresponds to a sent custom email message 410 and is received from the recipient of that sent custom email message 410. For example, response 270 for a particular sent custom email message 410 may be created by the email recipient by executing customized URL 660 in the custom email. Campaign tracker 230 creates campaign tracking list 520 that includes data related to each response 270.

[0060] Campaign tracking list 520 may include links to other pages, such as statistical data page 530 and charts 540.

[0061] FIG. 8A illustrates an exemplary campaign tracking list 520, email campaign history 800, according to an embodiment of the present invention. Email campaign history 800 illustrates various parameters and measured data related to a number of email campaigns. For example, email campaign history 800 may be displayed in a computer system display/graphical user interface.

[0062] Email campaign history 800 includes a campaign ID column 802, a hits column 804, a subject column 806, a date column 808, a message text column 812, and a demographics column 814. Campaign ID column 802 includes a list of identifiers for one or more email campaigns. Identifiers in campaign ID

column 802 may be selected to display further information on a particular email campaign, as further described below. Hits column 804 includes an indication of the number or percentage of successful hits for email campaigns listed in campaign ID column 802. For example, a successful hit may be declared when an email recipient selects their customized URL 660. Subject column 806 provides a brief description for email campaigns listed in campaign ID column 802. Date column 808 includes a date and time indication of the initiation of email campaigns listed in campaign ID column 802. Message text column 812 displays an identifier for the text of an email used in email campaigns listed in campaign ID column 802. For example, if an identifier in message text column 812 is selected, the text of an email, such as text message file 320 of FIG. 3A corresponding to the email campaign, may be displayed. Demographics column 814 allows for one or more demographics charts to be displayed for email campaigns listed in campaign ID column 802.

[0063] By selecting a campaign ID in campaign ID column 802 of email campaign history 800, a user may display a campaign statistical data page 530, as shown in FIG. 5. For example, if a first campaign ID 816 in FIG. 8A is selected, a user may display an email campaign summary 810, an example of which is shown in FIG. 8B. Email campaign summary 810 shows a variety of statistical data related to the email campaign of first campaign ID 816.

[0064] The email campaign generator and tracker of the present invention is not limited to these implementations. The email generator and tracker, and its elements, as described in this section can be achieved using any number of structural implementations, including hardware, firmware, software, or any combination thereof. The details of such structural implementations will be apparent to persons skilled in the relevant art(s) based on the teachings contained herein.

Operation

[0065] Exemplary operational and/or structural implementations related to the structure(s), and/or embodiments described above are presented in this section (and its subsections). These components and methods are presented herein for purposes of illustration, and not limitation. The invention is not limited to the particular examples of components and methods described herein. Alternatives (including equivalents, extensions, variations, deviations, etc., of those described herein) will be apparent to persons skilled in the relevant art(s) based on the teachings contained herein. Such alternatives fall within the scope and spirit of the present invention.

[0066] FIG. 9 shows a flowchart providing detailed operational steps of an example embodiment of the present invention. The steps of FIG. 9 can be implemented in hardware, firmware, software, or a combination thereof. For instance, the steps of FIG. 9 can be implemented by email campaign generator and tracker 110, and/or apportioned among email campaign generator 210, email campaign engine 220, and campaign tracker 230. Other structural embodiments will be apparent to persons skilled in the relevant art(s) based on the discussion contained herein. These steps are described in detail below.

[0067] The process begins with step 910. In step 910, an email target database is received. In embodiments, the email target database is requested according to a structured query language (SQL) statement, as would be understood by persons skilled in the relevant art(s) from the teachings herein. In embodiments, the email target database is received from a resume database vendor, is generated from resume data gathered by a spider engine, or is otherwise previously generated. For example, the email target database is email target database 295 shown in FIG. 2. In embodiments, the email target database is generated from raw resume documents and/or other related data. Refer to further description related to FIG. 7 herein for example structure for an email target database generator, and to FIG.

10 herein for example operational steps related to email target database generation.

[0068] In step 920, an email related to at least one email target in the received email target database is generated. For example, the generated email campaign template is email campaign template 280, which includes text message file 320 and configuration file 330.

[0069] In step 930, an email customized for each email target is sent to each email target, wherein each customized email is formed from the email campaign template. In embodiments, a customized email for each email target is formed from the generated text message template and the generated configuration file. For example, the customized email is custom email message 410.

[0070] In step 940, the sent custom email is tracked. In embodiments, at least one response is received from a respondent corresponding to one of the sent customized email, and a campaign tracking list is created from the received at least one response. For example, campaign tracker 230 receives response 270, and outputs campaign tracking list 520, as shown in FIG. 5.

[0071] In embodiments, creating the campaign tracking list includes determining various parameters. This may include determining a number of successful visits from respondents, determining a number of sent customized email that were undeliverable (e.g., email did not find their respective target email addresses), and determining a number of respondents that requested deletion.

[0072] FIGS. 11A-C illustrate flowcharts providing operational embodiments for implementing at least a portion of the operation of step 920 in FIG. 9. The steps of FIGS. 11A-C can be implemented in hardware, firmware, software, or a combination thereof. Other structural embodiments will be apparent to persons skilled in the relevant art(s) based on the discussion contained herein. These steps are described in detail below.

[0073] The steps shown in FIG. 11A may occur in any order. The process in FIG. 11A begins with step 1110. In step 1110, a message template is generated. For example, the message template is text message file 320 shown in FIG. 3A.

[0074] In step 1120, a configuration file is generated to contain data related to each email target, wherein the data for each email target is insertable in the generated message template. For example, the configuration file is configuration file 330 shown in FIG. 3A.

[0075] The process in FIG. 11B begins with step 1130. In step 1130, a custom URL address is generated for each email target. For example, the custom URL address is customized URL 660 shown in FIG. 6.

[0076] In step 1140, the generated custom URL address for each email target is inserted into the configuration file.

[0077] The process in FIG. 11C begins with step 1150. In step 1150, a 32-byte hash is generated from a campaign ID, a message template version ID, a user reference ID, and a private key, for each email target. As described above, MD5 or other message authentication code generator may be used to generate the hash. Other hash sizes than 32 bytes may be generated.

[0078] In step 1160, the first 16 bytes of the generated 32-byte hash for each email target is appended to a host web address to form the custom URL address for each email target. The invention is applicable to appending other portions of the hash. In an embodiment, as described above, the host web address may be equal to:

hostname/module?token

where "hostname", "module", and "token" are replaceable parameters that are more fully described above.

[0079] These embodiments are provided for purposes of illustration, and are not intended to limit the invention. Alternate embodiments, differing slightly or substantially from those described herein, will be apparent to persons skilled in the relevant art(s) based on the teachings contained herein.

Email Target Database

[0080] FIG. 7 illustrates an exemplary email target database generator 700, according to an embodiment of the present invention. For example, email target database generator 700 may generate email target database 295 shown in FIG. 2. For exemplary purposes, email target database generator 700 is described below in reference to the processing of collected resumes. It will be understood by a person skilled in the relevant art(s) from the teachings herein, that the email target database generator 700 of the present invention is applicable to the processing of any document type.

[0081] Email target database generator 700 includes a resume parser 710, a resume auto-categorizer, a database inserter 730, and an email-de-duplicator 740.

[0082] Email target database generator 700 receives raw data 750. In embodiments, raw data 750 may be a collection of resumes, or other resume related data. As described above, in alternative embodiments, raw data 750 may include a collection of other types of documentation or information. This data may be based on templates and other descriptor files.

[0083] Resume parser 710 receives raw data 750. Resume parser 710 includes one or more programs that identify parts of a resume. Resume parser 710 detects sections of resumes (e.g., education, summary, work history, etc.), and breaks the resumes into separate series of files. In alternative embodiments, parser 710 may be adapted to parsing other document types or information.

[0084] Resume auto-categorizer 720 receives the output of resume parser 710. Resume auto-categorizer 720 analyzes the received collection of information, and executes a keyword matching operation on the information. For example, in an embodiment related to resumes, resume auto-categorizer 720 maintains a list of job categories and whole collection of associated keywords, scores the keywords (e.g., if it finds a keyword many times in a resume, it gives that resume a high score). For instance, one particular resume may receive a rating of "10" in information technology, and a "2" in management.

[0085] Database inserter 730 receives the output of resume auto-categorizer, and inserts all of the resume-related information, or other information, into a database.

[0086] Email de-duplicator 740 receives the output of database inserter 730, and searches for duplicate email addresses due potentially due to duplicate resumes or other documents collected. Email de-duplicator 740 eliminates duplicates so that each email target receives a single custom email.

[0087] Email de-duplicator outputs resume database information 760, which in an embodiment may be all or a portion of email target database 295.

[0088] The email target database generator of the present invention is not limited to these implementations. The email target database generator as described in this section can be achieved using any number of structural implementations, including hardware, firmware, software, or any combination thereof. The details of such structural implementations will be apparent to persons skilled in the relevant art(s) based on the teachings contained herein.

[0089] FIG. 10 shows a flowchart providing detailed operational steps of an example embodiment of the email target database generator of the present invention. The steps of FIG. 10 can be implemented in hardware, firmware, software, or a combination thereof. For instance, the steps of FIG. 10 can be implemented by email target database generator 700, and/or apportioned among resume parser 710, resume auto-categorizer 720, database inserter 730, and email de-duplicator 740. Furthermore, the steps of FIG. 10 do not necessarily have to occur in the order shown, as will be apparent to persons skilled in the relevant art(s) based on the teachings herein. Other structural embodiments will be apparent to persons skilled in the relevant art(s) based on the discussion contained herein. These steps are described in detail below.

[0090] The process begins with step 1010. In step 1010, at least one raw document is collected. For example, the one or more raw documents may be resumes.

[0091] In step 1020, the collected at least one document is parsed.

- [0092] In step 1030, the parsed at least one document is categorized into at least one category. For example, when the documents are resumes, the at least one category may be at least one job category.
- [0093] In step 1040, the at least one document is inserted into a database.
- [0094] In step 1050, documents corresponding to duplicate email addresses are removed from the database.
- [0095] These embodiments are provided for purposes of illustration, and are not intended to limit the invention. Alternate embodiments, differing slightly or substantially from those described herein, will be apparent to persons skilled in the relevant art(s) based on the teachings contained herein.

Example Network Environment

- [0096] The present invention can be implemented in conjunction with any communication network, such as the Internet, which supports interactive services and applications. In particular, the present invention can be implemented in any Web service, preferably a Web service supporting secure transactions, such as, the Secure Socket Layer (SSL) protocol and/or using a Secure HyperText Transport Protocol (S-HTTP). In one example, the present invention is implemented in a multi-platform (platform independent) programming language such as Java 1.1. Java-enabled browsers are used, such as, Netscape, HotJava, and Microsoft Explorer browsers. Active content Web pages can be used. Such active content Web pages can include Java applets or ActiveX controls, or any other active content technology developed now or in the future. The present invention, however, is not intended to be limited to Java or Java-enabled browsers, and can be implemented in any programming language and browser, developed now or in the future, as would be apparent to a person skilled in the art given this description.
- [0097] FIG. 12 is a diagram of an example internetwork environment according to the present invention. FIG. 12 shows a communication network or

combination of networks (Internet) 1200, which can support the invention. Internet 1200 consists of interconnected computers that support communication between many different types of users including businesses, universities, individuals, government, and financial institutions. Internet 1200 supports many different types of communication links implemented in a variety of architectures. For example, voice and data links can be used including phone, paging, cellular, and cable TV (CATV) links. Terminal equipment can include local area networks, personal computers with modems, content servers of multi-media, audio, video, and other information, pocket organizers, Personal Data Assistants (PDAs), and set-top boxes.

[0098] Communication over a communication network, such as Internet 1200, is carried out through different layers of communication. FIG. 13 shows a simplified four-layered communication model supporting Web commerce including an application layer 1308, transport layer 1310, Internet layer 1320, physical layer 1330. As would be apparent to a person skilled in the art, in practice, a number of different layers can be used depending upon a particular network design and communication application. Application layer 1308 represents the different tools and information services which are used to access the information over the Internet. Such tools include, but are not limited to, Telnet log-in service 1301, IRC chat 1302, Web service 1303, and SMTP (Simple Mail Transfer Protocol) electronic mail service 1306. Web service 1303 allows access to HTTP documents 1304, and FTP and Gopher files 1305. A Secure Socket Layer (SSL) is an optional protocol used to encrypt communications between a Web browser and Web server.

[0099] Description of the example environment in these terms is provided for convenience only. It is not intended that the invention be limited to application in this example environment. In fact, after reading the following description, it will become apparent to a person skilled in the relevant art how to implement the invention in alternative environments.

Example Computer System

- [0100] An example of a computer system 1440 is shown in FIG. 14. The computer system 1440 represents any single or multi-processor computer. Single-threaded and multi-threaded computers can be used. Unified or distributed memory systems can be used.
- [0101] Computer system 1440 includes one or more processors, such as processor 1444. One or more processors 1444 can execute software implementing routine 400 as described above. Each processor 1444 is connected to a communication infrastructure 1442 (e.g., a communications bus, cross-bar, or network). Various software embodiments are described in terms of this exemplary computer system. After reading this description, it will become apparent to a person skilled in the relevant art how to implement the invention using other computer systems and/or computer architectures.
- [0102] Computer system 1440 also includes a main memory 1446, preferably random access memory (RAM), and can also include a secondary memory 1448. The secondary memory 1448 can include, for example, a hard disk drive 1450 and/or a removable storage drive 1452, representing a floppy disk drive, a magnetic tape drive, an optical disk drive, etc. The removable storage drive 1452 reads from and/or writes to a removable storage unit 1454 in a well known manner. Removable storage unit 1454 represents a floppy disk, magnetic tape, optical disk, etc., which is read by and written to by removable storage drive 1452. As will be appreciated, the removable storage unit 1454 includes a computer usable storage medium having stored therein computer software and/or data.
- [0103] In alternative embodiments, secondary memory 1448 can include other similar means for allowing computer programs or other instructions to be loaded into computer system 1440. Such means can include, for example, a removable storage unit 1462 and an interface 1460. Examples can include a program cartridge and cartridge interface (such as that found in video game devices), a

removable memory chip (such as an EPROM, or PROM) and associated socket, and other removable storage units 1462 and interfaces 1460 which allow software and data to be transferred from the removable storage unit 1462 to computer system 1440.

[0104] Computer system 1440 can also include a communications interface 1464. Communications interface 1464 allows software and data to be transferred between computer system 1440 and external devices via communications path 1466. Examples of communications interface 1464 can include a modem, a network interface (such as Ethernet card), a communications port, etc. Software and data transferred via communications interface 1464 are in the form of signals which can be electronic, electromagnetic, optical or other signals capable of being received by communications interface 1464, via communications path 1466. Note that communications interface 1464 provides a means by which computer system 1440 can interface to a network such as the Internet.

[0105] The present invention can be implemented using software running (that is, executing) in an environment similar to that described above with respect to FIG. 12. In this document, the term "computer program product" is used to generally refer to removable storage drive 1452, a hard disk installed in hard disk drive 1450, or a carrier wave carrying software over a communication path 1466 (wireless link or cable) to communication interface 1464. A computer useable medium can include magnetic media, optical media, or other recordable media, or media that transmits a carrier wave or other signal. These computer program products are means for providing software to computer system 1440. For instance, in embodiments, email campaign generator and tracker 110 is implemented as one or more computer programs. Furthermore, the example modules of email campaign generator and tracker 110 shown in FIG. 2, may be implemented as one or more separate computer programs.

[0106] Computer programs (also called computer control logic) are stored in main memory 1446 and/or secondary memory 1448. Computer programs can also be received via communications interface 1464. Such computer programs,

when executed, enable the computer system 1440 to perform the features of the present invention as discussed herein. In particular, the computer programs, when executed, enable the processor 1444 to perform the features of the present invention. Accordingly, such computer programs represent controllers of the computer system 1440.

[0107] The present invention can be implemented as control logic in software, firmware, hardware or any combination thereof. In an embodiment where the invention is implemented using software, the software may be stored in a computer program product and loaded into computer system 1440 using removable storage drive 1452, hard drive 1450, or interface 1460. Alternatively, the computer program product may be downloaded to computer system 1440 over communications path 1466. The control logic (software), when executed by the one or more processors 1444, causes the processor(s) 1444 to perform the functions of the invention as described herein.

[0108] In another embodiment, the invention is implemented primarily in firmware and/or hardware using, for example, hardware components such as application specific integrated circuits (ASICs). Implementation of a hardware state machine so as to perform the functions described herein will be apparent to persons skilled in the relevant art(s).

Conclusion

[0109] While various embodiments of the present invention have been described above, it should be understood that they have been presented by way of example only, and not limitation. It will be apparent to persons skilled in the relevant art that various changes in form and detail can be made therein without departing from the spirit and scope of the invention. Thus, the breadth and scope of the present invention should not be limited by any of the above-described exemplary embodiments, but should be defined only in accordance with the following claims and their equivalents.

WHAT IS CLAIMED IS:

1. A method for conducting an email campaign, comprising the steps of:
 - (1) receiving an email target database;
 - (2) generating an email campaign template related to at least one email target in the received email target database;
 - (3) sending to each of the at least one email target a corresponding custom email, wherein the custom email is formed from the email campaign template; and
 - (4) tracking the custom email sent to each of the at least one email target.
2. The method of claim 1, wherein step (1) comprises the step of:
 - (a) generating the email target database.
3. The method of claim 2, wherein step (a) comprises the steps of:
 - (i) collecting at least one raw document;
 - (ii) parsing said collected at least one document;
 - (iii) categorizing said parsed at least one document into at least one category;
 - (iv) inserting said at least one document into a database;and
 - (v) removing documents from the database corresponding to duplicate email addresses.
4. The method of claim 1, wherein step (1) comprises the step of:
 - (a) requesting an email target database according to a structured query language statement.
5. The method of claim 1, wherein step (1) comprises the step of:

SKGF Ref. No. 2018.0040001

- (a) receiving an email target database from a database vendor.

6. The method of claim 1, wherein step (2) comprises the steps of:

- (a) generating a message template; and
- (b) generating a configuration file to contain data related to

each of the at least one email target, wherein the data is insertable in the generated message template.

7. The method of claim 6, wherein step (b) comprises the steps of:

- (i) generating a custom uniform resource locator address for each of the at least one email target; and
- (ii) inserting the generated custom uniform resource locator address for each of the at least one email target into the configuration file.

8. The method of claim 7, wherein step (i) comprises the steps of:

- (A) generating a hash from a campaign ID, a message template version ID, a user reference ID, and a private key, for each of the at least one email target; and

- (B) appending a first portion of the generated hash for each of the at least one email target to a host web address to form the custom uniform resource locator address for each of the at least one email target.

9. The method of claim 8, wherein the host web address is equal to:

hostname/module?token

where hostname is replaced with an email campaign host Internet address,

module is replaced with an identifier for software located at the email campaign host directed to processing the custom uniform resource locator address for each email target after it is selected, and

token is replaced with any alphanumeric identifier for unique information related to the customized uniform resource locator address for each of the at least one email target.

10. The method of claim 6, wherein step (3) comprises the step of:

(a) forming the custom email for each of the at least one email target from the generated text message template and the generated configuration file.

11. The method of claim 1, wherein step (4) comprises the steps of:

(a) receiving at least one response from the at least one email target; and

(b) creating a campaign tracking list from said received at least one response.

12. The method of claim 11, wherein step (b) comprises the steps of:

(i) determining a number of successful visits from the at least one email target;

(ii) determining a number of the custom email sent to the at least one email target that were undeliverable; and

(iii) determining a number of the at least one email target that requested deletion.

13. A system for generating and tracking an email campaign, comprising:

an email campaign generator that generates an email campaign template from an email target database, wherein said email target database comprises an email target;

an email campaign engine that generates a custom email corresponding to said email target, wherein said custom email is formed from said email

campaign template, wherein said email campaign engine sends said custom email to said email target; and

a campaign tracker that receives a response corresponding to said sent custom email, and wherein said campaign tracker creates a campaign tracking list that includes said received response.

14. The system of claim 13, wherein said email campaign template comprises:
a text message; and
a configuration file that includes data from said email target database corresponding to said email target.

15. The system of claim 14, wherein said email campaign engine makes a copy of said text message to generate said custom email.

16. The system of claim 15, wherein said email campaign engine replaces at least one custom tag in said text message copy with a corresponding portion of said configuration file data.

17. The system of claim 14, wherein said email campaign generator comprises a custom uniform resource locator generator that creates a custom uniform resource locator address for said email target, wherein said configuration file includes said custom uniform resource locator address in said data.

18. The system of claim 17, wherein said custom uniform resource locator generator generates a hash from a campaign ID, a message template version ID, a user reference ID, and a private key, for said email target, and appends at least a portion of the generated hash to a host web address to form said custom uniform resource locator address for said email target.

19. The system of claim 18, wherein said host web address is equal to:

hostname/module?token

where hostname is replaced with an email campaign host Internet address,

module is replaced with an identifier for software located at the email campaign host directed to processing said custom uniform resource locator address for said email target after it is selected, and

token is replaced with any alphanumeric identifier for unique information related to said custom uniform resource locator address for said email target.

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SYSTEM AND METHOD RELATED TO GENERATING AND TRACKING
AN EMAIL CAMPAIGN

ABSTRACT OF THE DISCLOSURE

A method and system for generating and tracking an email campaign is described. An email campaign generator generates an email campaign template from an email target database. The email target database comprises at least one email target. An email campaign engine generates a custom email corresponding to each of the at least one email target. The custom email is formed from the email campaign template. The email campaign engine sends to each of the at least one email target the corresponding custom email. A campaign tracker receives at least one response corresponding to the sent custom email. The campaign tracker creates a campaign tracking list that includes the received at least one response.

C:\WINDOWS\TEMP\A285-71.wpd

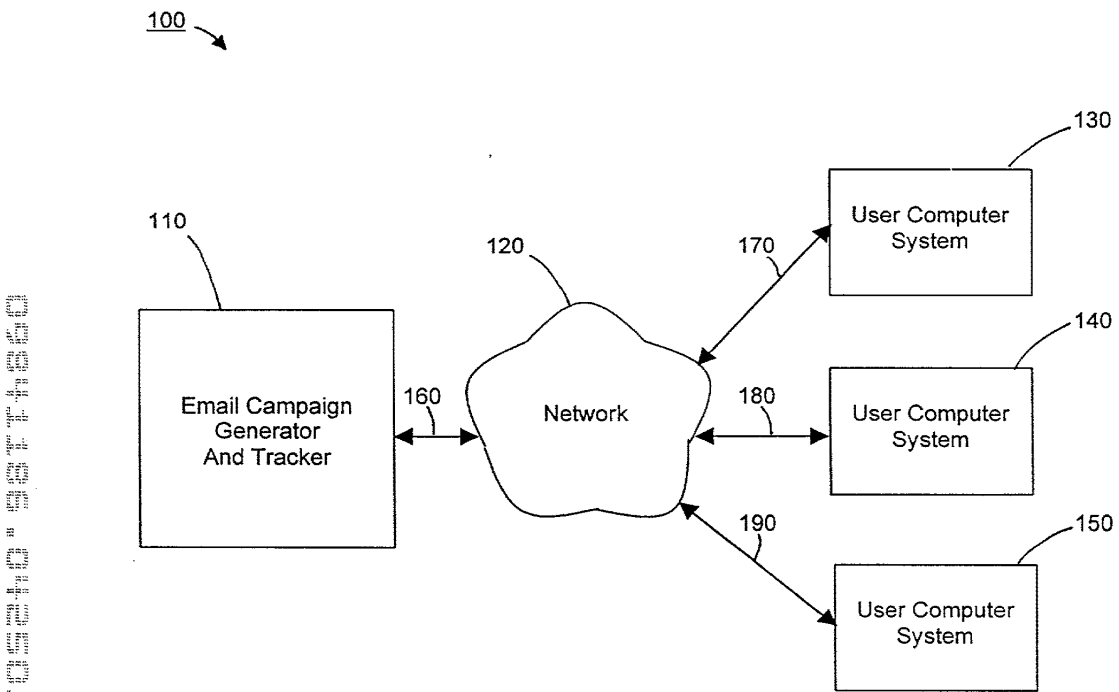


FIG. 1

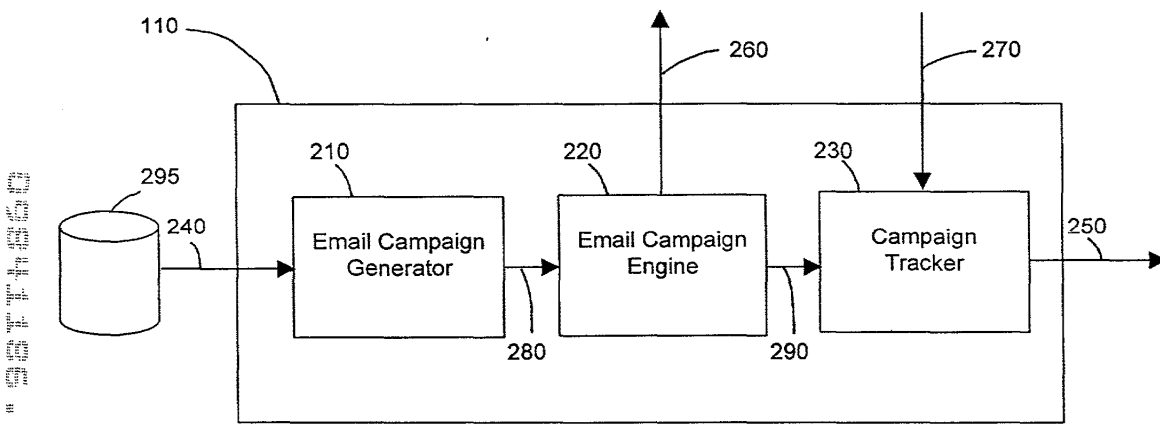


FIG. 2

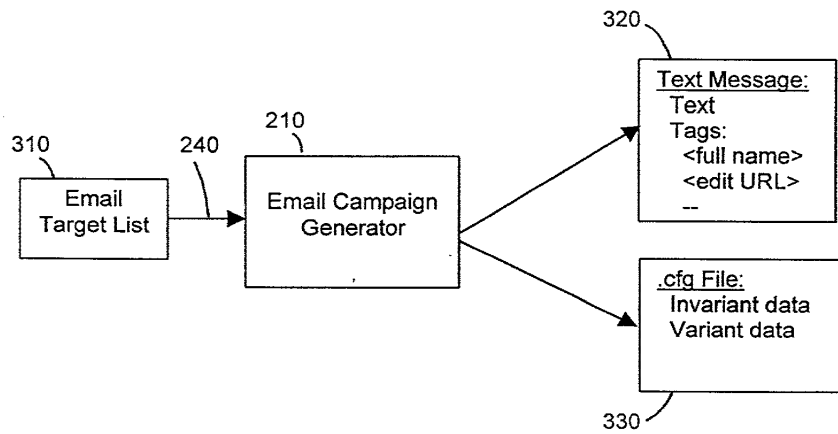


FIG. 3A

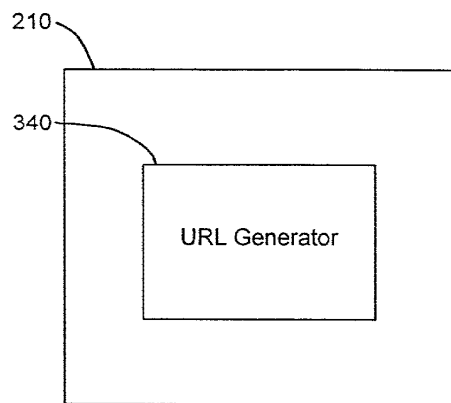


FIG. 3B

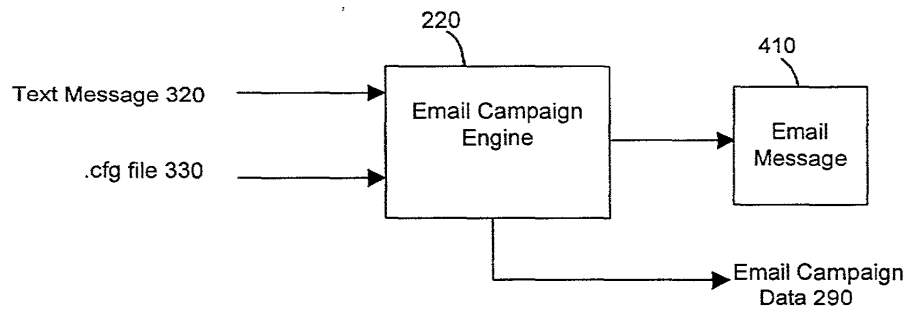


FIG. 4

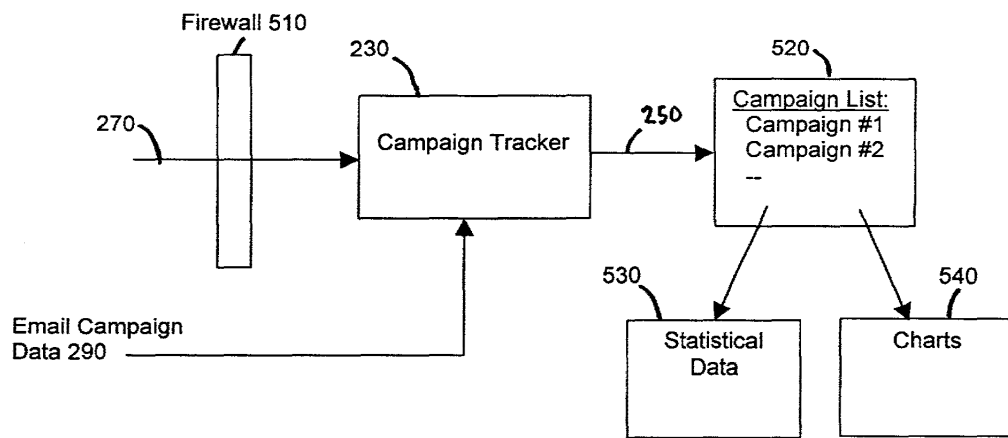


FIG. 5

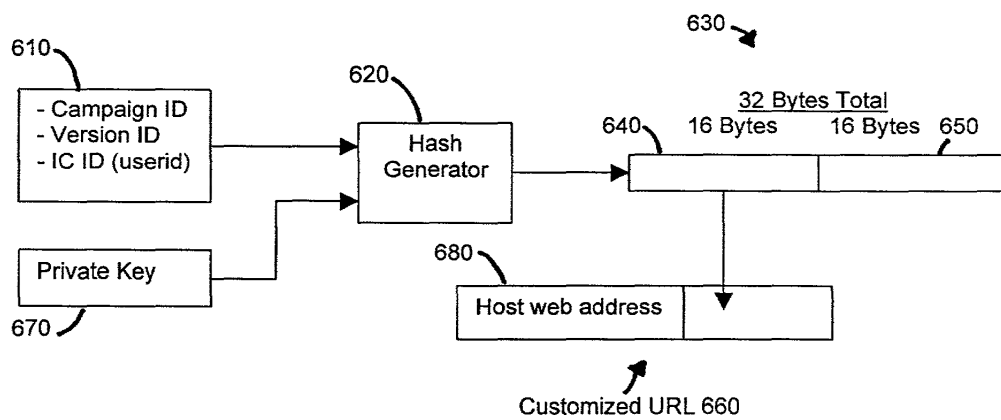


FIG. 6

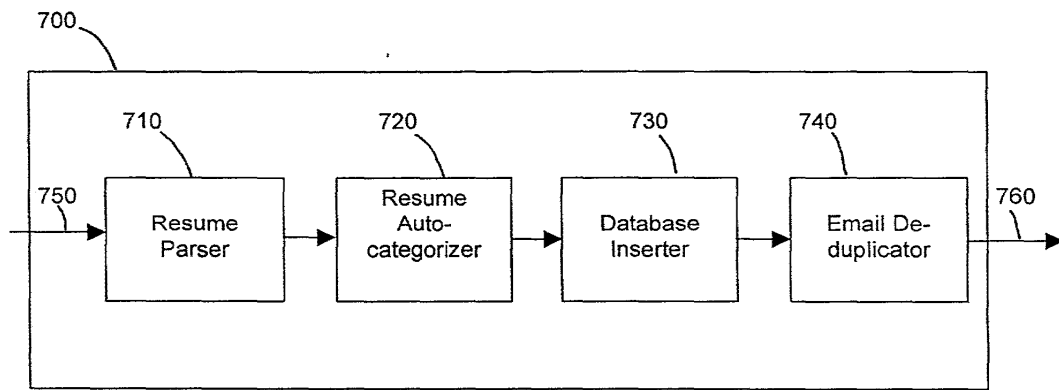


FIG. 7

[Intranet Home](#)
[Email Statistics Home](#)

Email Campaign History 800

Campaign 802	Hits 804	Subject 806	Date Generated 808	Message Text 812	Demographics 814
<u>31 1</u> 816	4.56%	We found your resume (w/name) Pt. 2	2000-03-03 17:05:00	ICSolicitation031.01.txt	Chart
<u>31 11</u>	2.10%	We found your resume (follow-up to 31.1)	2000-03-14 13:46:00	ICSolicitation031.011.txt	Chart
<u>30 1</u>	20.00%	We found your resume (w/name) pt. 1	2000-03-03 16:13:00	ICSolicitation030.01.txt	Chart
<u>29 1</u>	24.00%	We found your resume (w/name)	2000-02-14 16:31:00	ICSolicitation029.01.txt	Chart
<u>29 11</u>	2.56%	We found your resume (w/name: follow-up #1 to 29.1)	2000-02-23 16:02:00	ICSolicitation029.011.txt	Chart
<u>28 1</u>	14.00%	We found your resume	2000-01-28 18:25:00	ICSolicitation028.01.txt	Chart
<u>28 11</u>	16.09%	We found your resume (follow-up #1 to 28.1)	2000-02-04 18:55:00	ICSolicitation028.011.txt	Chart
<u>27 1</u>	17.00%	We found your resume	2000-01-25 19:39:00	ICSolicitation027.01.txt	Chart
<u>27 2</u>	14.00%	We found your resume	2000-01-28 18:22:00	ICSolicitation027.02.txt	Chart
<u>27 11</u>	11.90%	We found your resume (follow-up #1 to 27.1)	2000-02-04 18:54:00	ICSolicitation027.011.txt	Chart
<u>27 21</u>	9.20%	We found your resume (follow-up #1 to 27.2)	2000-02-04 18:55:00	ICSolicitation027.021.txt	Chart
<u>11 1</u>	31.91%	We found your resume	1999-10-19 18:24:00	ICSolicitation011.01.txt	Chart
<u>11 2</u>	17.20%	We found your resume	1999-10-22 16:05:00	ICSolicitation011.02.txt	Chart

FIG. 8A

[Intranet Home](#)
[Email Statistics Home](#)

Email Campaign Summary ⁸¹⁰

We found your resume (w/name) Pt. 2

Email(s) Sent in this Campaign: 900

Email(s) that Bounced: 0 (0%)

Successful Visits: 41 (4.56%)

Delete Requests: 0 (0.00%)

[Further Details...](#)

Category Breakdown

IT - OTHER	13 (31.71%)
OTHER	10 (24.39%)
ADMINISTRATIVE	5 (12.20%)
ARCHITECT /ENGINEERING	3 (7.32%)
EXECUTIVE /MANAGEMENT	3 (7.32%)
MARKETING /ADVERTISING /PR	2 (4.88%)
FINANCE /ACCOUNTING	2 (4.88%)
SALES /BUSINESS DEVELOPMENT	1 (2.44%)
LEGAL /LAW	1 (2.44%)
CUSTOMER SERVICE /CALL CENTER	1 (2.44%)

State Breakdown

CA	(45.12%)
TX	(23.45%)
DC	(12.01%)
WA	(7.93%)
OR	(2.32%)
NY	(2.12%)
NJ	(2.07%)
MA	(1.97%)

FIG. 8B

FIG. 9

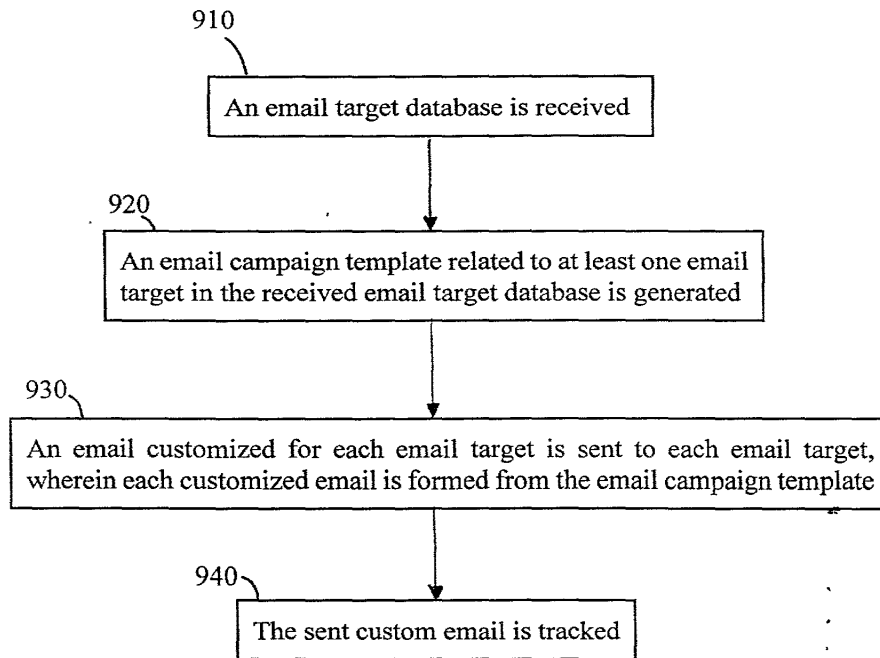


FIG. 9

1010
1020
1030
1040
1050

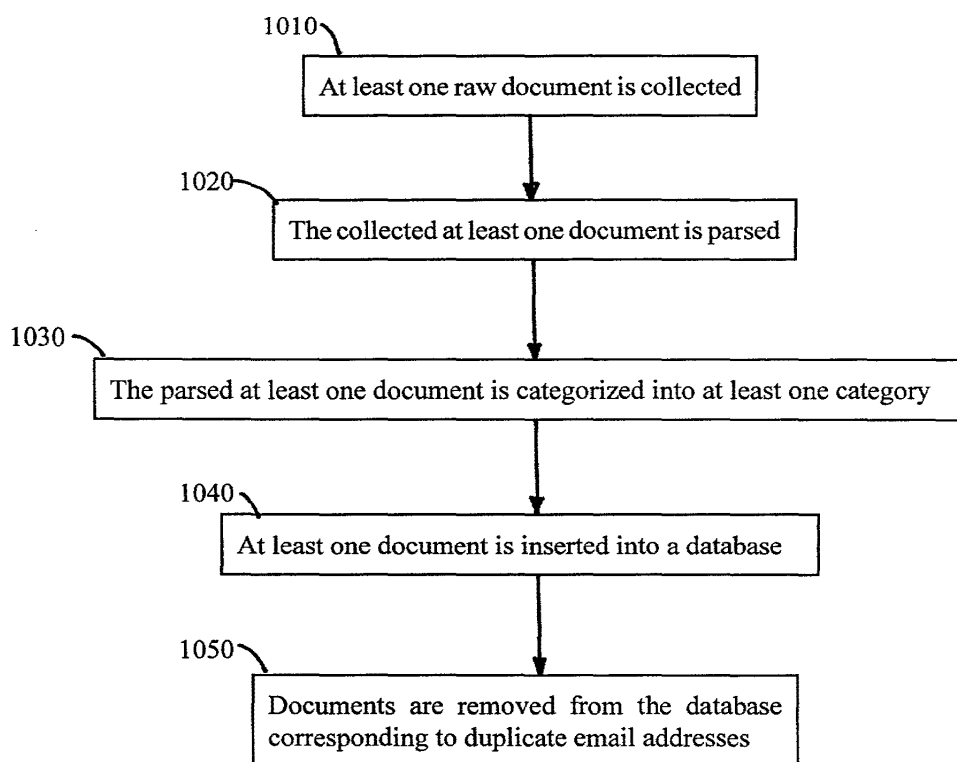


FIG. 10

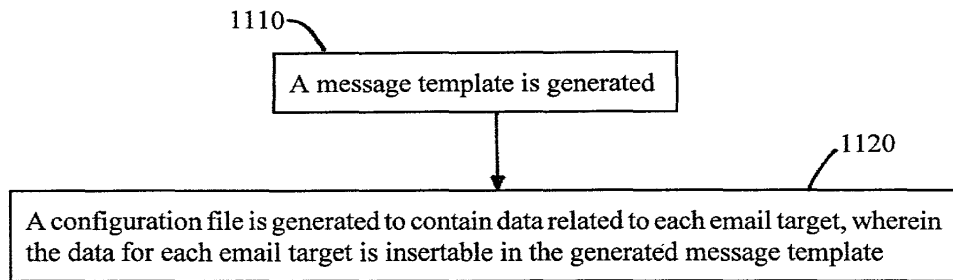


FIG. 11A

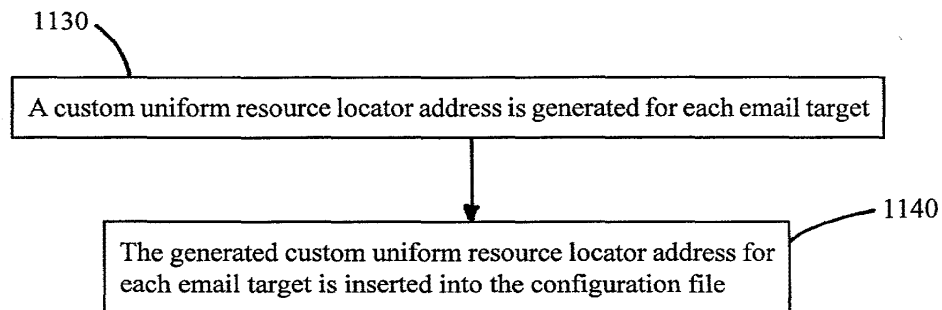


FIG. 11B

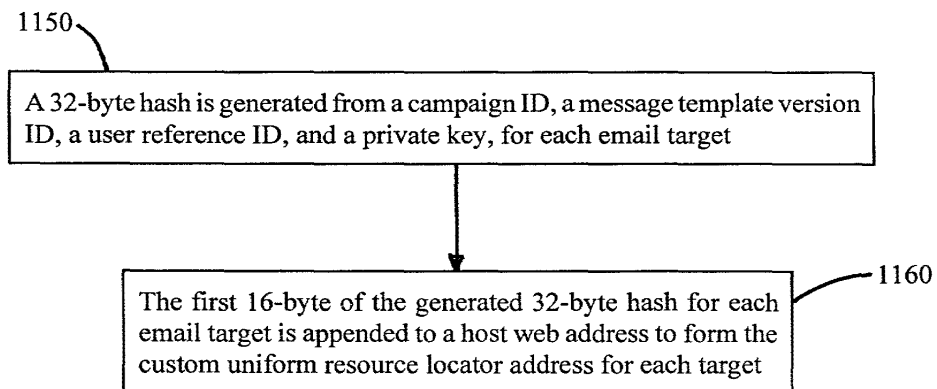


FIG. 11C

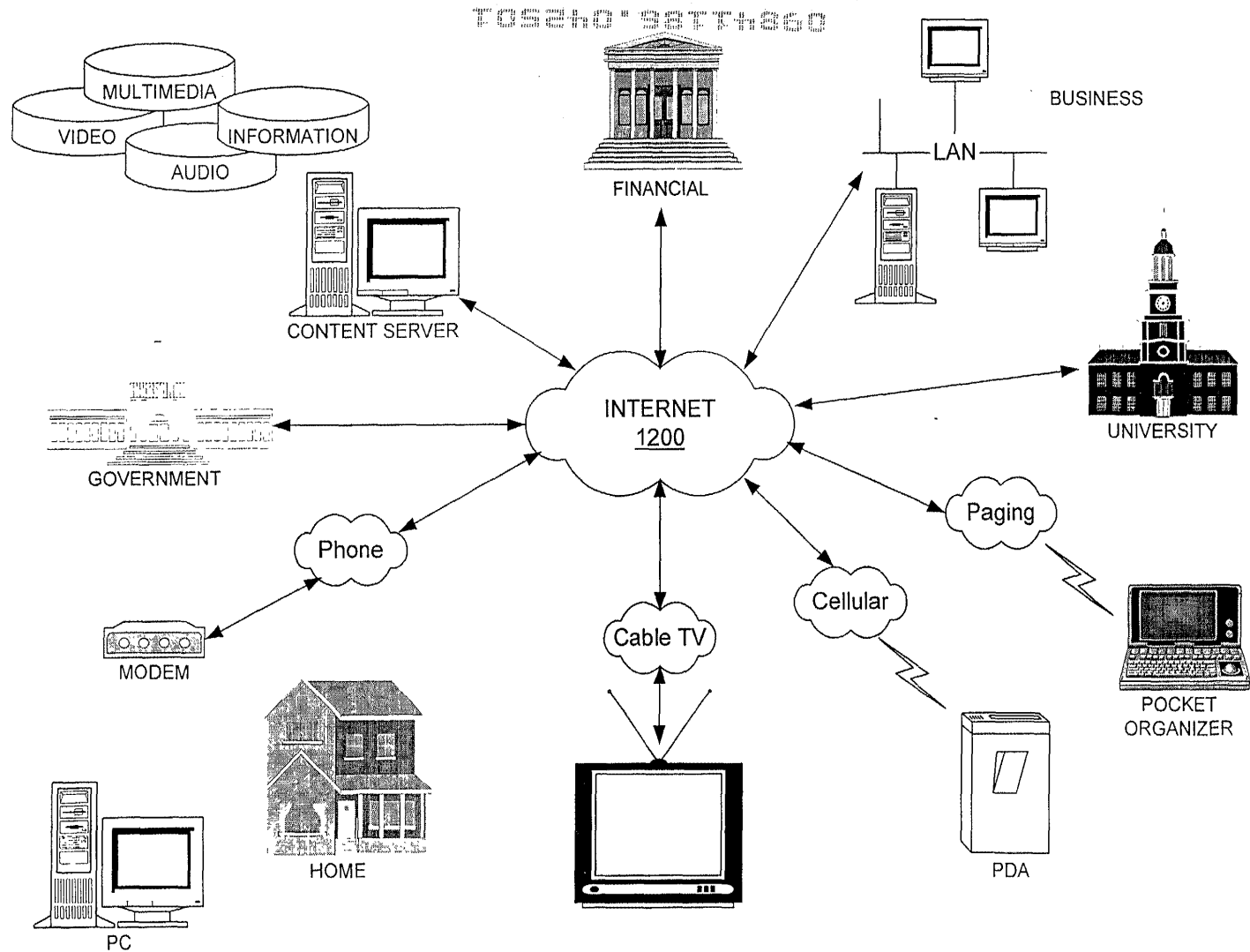


FIG. 12

0002-07.vsd/1

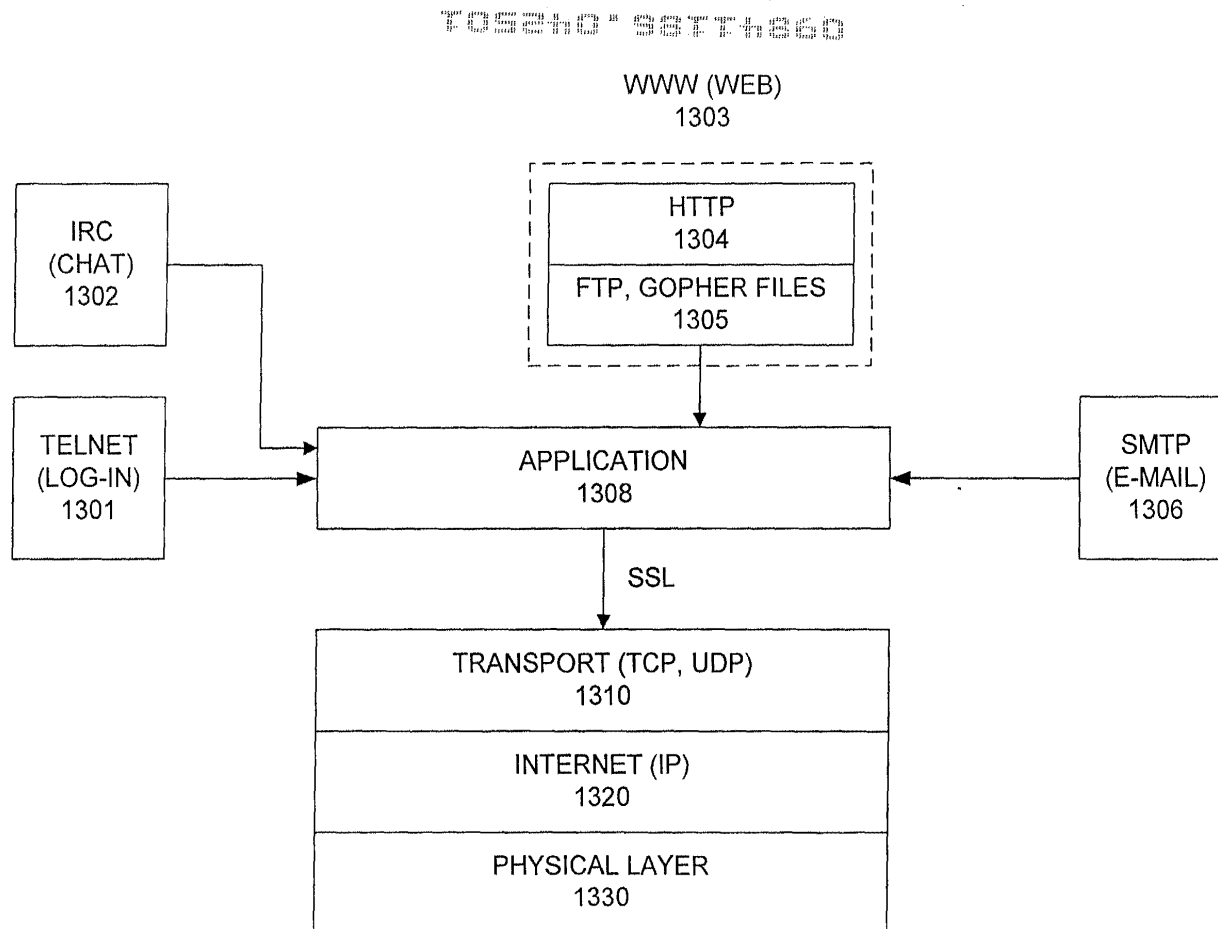


FIG. 13

0002-07.vsd/2

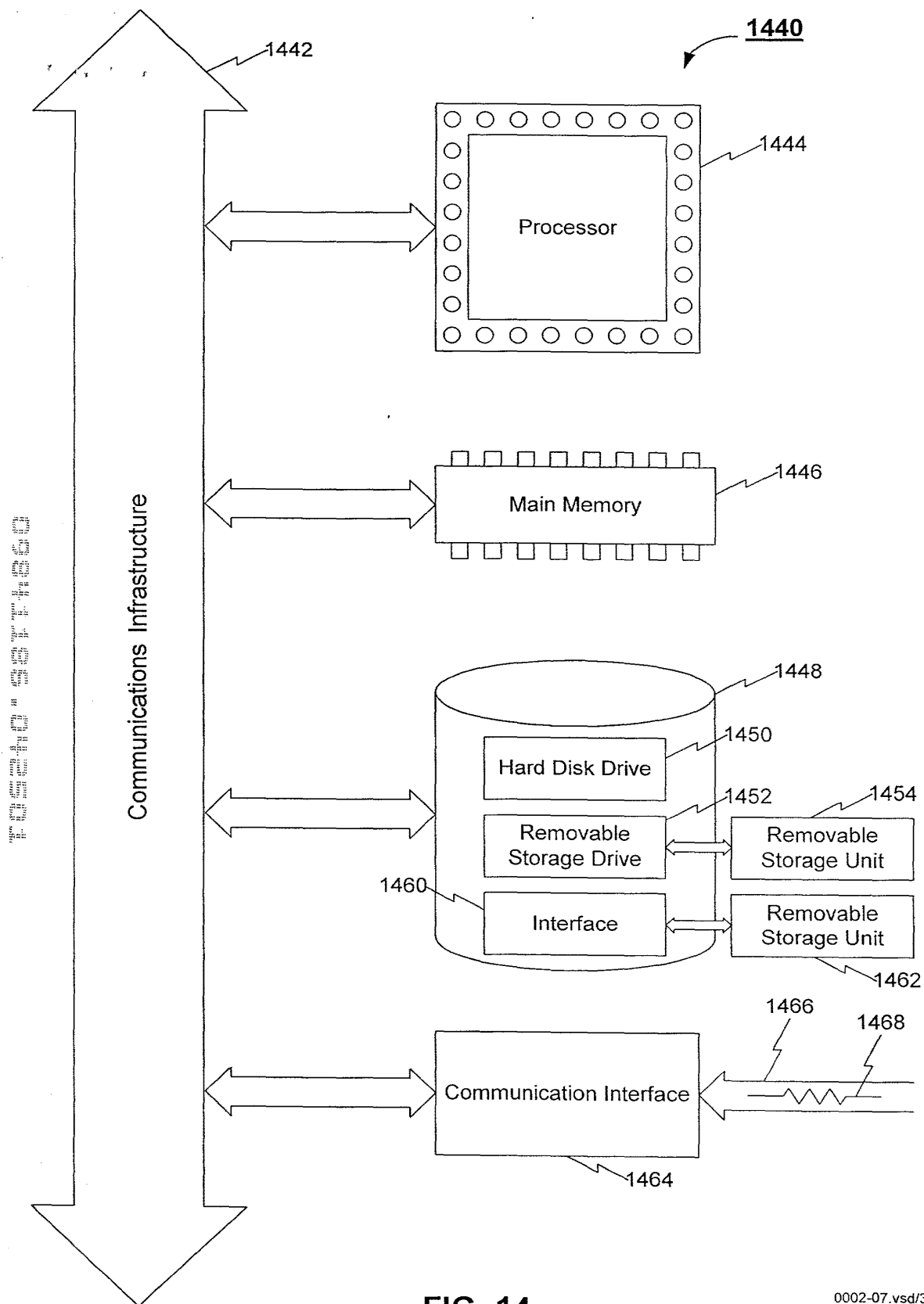


FIG. 14

0002-07.vsd/3