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U.S. PTO

PTO/SB/05 (07-06)

Approved for use through 01/31/2007. OMB 0651-0032

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UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No.

First Inventor

Title

Express Mail Label No.

JOHN T. PIENKOS
APPARATUS AND METHOD
FOR PROVIDING PRODUCT
LOCATION INFORMATION TO
CUSTOMERS IN A STORE

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

1. ☒ **Fee Transmittal Form** (e.g., PTO/SB/17-06)
(Submit an original and a duplicate for fee processing)
See 37 CFR 1.27.
2. ☒ **Applicant claims small entity status.**
See 37 CFR 1.27.
3. ☒ **Specification** [Total Pages 35 *including cover sheet*]
Both the claims and abstract must start on a new page
(For information on the preferred arrangement, see MPEP 608.01(a))
4. ☒ **Drawing(s)** (35 U.S.C. 113) [Total Sheets 3]
5. **Oath or Declaration** [Total Sheets 2]
a. ☐ Newly executed (original or copy)
b. ☒ A copy from a prior application (37 CFR 1.63(d))
(for continuation/divisional with Box 18 completed)
i. ☐ **DELETION OF INVENTOR(S)**
Signed statement attached deleting inventor(s)
name in the prior application, see 37 CFR
1.63(d)(2) and 1.33(b).
c. ☐ Statements verifying identity of above copies
6. ☐ **Application Data Sheet.** See 37 CFR 1.76
7. ☐ **CD-ROM or CD-R** in duplicate, large table or
Computer Program (Appendix)
☐ Landscape Table on CD
8. **Nucleotide and/or Amino Acid Sequence Submission**
(if applicable, items a. - c. are required)
a. ☐ Computer Readable Form (CRF)
b. ☐ Specification Sequence Listing on:
i. ☐ CD-ROM or CD-R (2 copies); or
ii. ☐ Paper

ER658298575 Commissioner for Patents
ADDRESS TO: US P.O. Box 1450
Alexandria VA 22313-1450

ACCOMPANYING APPLICATION PARTS

9. ☐ **Assignment Papers** (cover sheet & document(s))
Name of Assignee _____
10. ☐ **37 CFR 3.73(b) Statement** ☐ **Power of Attorney**
(when there is an assignee)
11. ☐ **English Translation Document** (if applicable)
12. ☐ **Information Disclosure Statement** (PTO/SB/08 or PTO-1449)
☐ Copies of foreign patent documents,
publications, & other information
13. ☒ **Preliminary Amendment**
14. ☒ **Return Receipt Postcard** (MPEP 503)
(Should be specifically itemized)
15. ☐ **Certified Copy of Priority Document(s)**
(if foreign priority is claimed)
16. ☒ **Nonpublication Request** under 35 U.S.C. 122(b)(2)(B)(i).
Applicant must attach form PTO/SB/35 or equivalent.
17. ☒ **Other:** CREDIT CARD PAYMENT FORM

18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in the first sentence of the specification following the title, or in an Application Data Sheet under 37 CFR 1.76:

☐ Continuation ☒ Divisional ☐ Continuation-in-part (CIP) of prior application No.: 09/626,365
Prior application information: Examiner ANDREW J. RUDY Art Unit: 3687

19. CORRESPONDENCE ADDRESS

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

Name JOHN T. PIENKOS
Address 10019 N. MILLER CT.
City MEQUON State WI Zip Code 53092
Country USA Telephone _____ Email _____

Signature John T. Pienkos Date 10/4/10
Name (Print/Type) JOHN T. PIENKOS Registration No. (Attorney/Agent) _____

This collection of information is required by 37 CFR 1.53(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.
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PATENT APPLICATION FEE DETERMINATION RECORD					Application or Docket Number		
Substitute for Form PTO-875							
APPLICATION AS FILED – PART I							
(Column 1)		(Column 2)		SMALL ENTITY		OR	
OTHER THAN SMALL ENTITY							
FOR	NUMBER FILED	NUMBER EXTRA	RATE (\$)	FEE (\$)	RATE (\$)	FEE (\$)	
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	165	N/A		
SEARCH FEE (37 CFR 1.18(a), (b), or (c))	N/A	N/A	N/A	270	N/A		
EXAMINATION FEE (37 CFR 1.18(d), (e), or (f))	N/A	N/A	N/A	110	N/A		
TOTAL CLAIMS (37 CFR 1.16(g))	minus 20 =	-	X	=	X	=	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	-	X	=	X	=	
APPLICATION SIZE FEE (37 CFR 1.16(i))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).						
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))			N/A		N/A		
			TOTAL	545	TOTAL		
<p>* If the difference in column 1 is less than zero, enter "0" in column 2.</p>							
APPLICATION AS AMENDED – PART II							
(Column 1)		(Column 2)		SMALL ENTITY		OR	
OTHER THAN SMALL ENTITY							
AMENDMENT A	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	RATE (\$)	ADDITIONAL FEE (\$)
Total (37 CFR 1.16(k))	-	Minus	=	X	=	X	=
Independent (37 CFR 1.16(l))	-	Minus	=	X	=	X	=
Application Size Fee (37 CFR 1.16(s))				N/A		N/A	
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))				TOTAL ADD'L FEE		TOTAL ADD'L FEE	
(Column 1)		(Column 2)		SMALL ENTITY		OR	
OTHER THAN SMALL ENTITY							
AMENDMENT B	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	RATE (\$)	ADDITIONAL FEE (\$)
Total (37 CFR 1.16(k))	-	Minus	=	X	=	X	=
Independent (37 CFR 1.16(l))	-	Minus	=	X	=	X	=
Application Size Fee (37 CFR 1.16(s))				N/A		N/A	
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))				TOTAL ADD'L FEE		TOTAL ADD'L FEE	
<p>* 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.</p>							

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

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**NONPUBLICATION REQUEST
UNDER
35 U.S.C. 122(b)(2)(B)(i)**

First Named Inventor

JOHN T. PIENKOS

Title

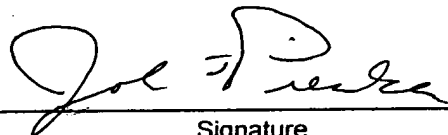
**APPARATUS AND METHOD FOR
PROVIDING PRODUCT LOCATION**

Attorney Docket Number

**INFORMATION TO
CUSTOMERS IN A
STORE**

I hereby certify that the invention disclosed in the attached application **has not and will not be** the subject of an application filed in another country, or under a multilateral international agreement, that requires publication at eighteen months after filing.

I hereby request that the attached application not be published under 35 U.S.C. 122(b).



Signature

10/4/10

Date

JOHN T. PIENKOS

Typed or printed name

Registration Number, if applicable

(262) 643 - 4165

Telephone Number

This request must be signed in compliance with 37 CFR 1.33(b) and submitted with the application **upon filing**.

Applicant may rescind this nonpublication request at any time. If applicant rescinds a request that an application not be published under 35 U.S.C. 122(b), the application will be scheduled for publication at eighteen months from the earliest claimed filing date for which a benefit is claimed.

If applicant subsequently files an application directed to the invention disclosed in the attached application in another country, or under a multilateral international agreement, that requires publication of applications eighteen months after filing, the applicant **must** notify the United States Patent and Trademark Office of such filing within forty-five (45) days after the date of the filing of such foreign or international application. **Failure to do so will result in abandonment of this application (35 U.S.C. 122(b)(2)(B)(iii)).**

This collection of information is required by 37 CFR 1.213(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.**

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Pienkos, John T.

Serial No.: --

Filing Date: October 4, 2010

Title: APPARATUS AND METHOD FOR PROVIDING PRODUCT
LOCATION INFORMATION TO CUSTOMERS IN A STORE

Examiner: Rudy, Andrew J.

Art Unit: 3687

PRELIMINARY AMENDMENT

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

Dear Sir:

Please amend the paragraph immediately following the heading "CROSS-REFERENCE TO RELATED APPLICATION" on page 1 of the specification of the divisional patent application being submitted herewith as follows, in order to provide a cross-reference within the specification to each of three earlier U.S. patent applications:

This application ~~claims the benefit of~~ is a divisional of U.S. Patent Application No. 11/707,842 entitled "APPARATUS AND METHOD FOR PROVIDING PRODUCT LOCATION INFORMATION TO CUSTOMERS IN A STORE" filed on February 19, 2007, which is a continuation of U.S. Patent Application No. 09/626,365 having the same title and filed on July 23, 2000, now U.S. Patent No. 7,231,380, which is based upon U.S. Provisional Application No. 60/158,444 filed October 9, 1999 also having the same title, claims the benefit of all three of these applications, and hereby incorporates by reference herein all three of these patent applications.

Respectfully,


John T. Pienkos
Applicant

Dated: 10/4/10
10019 N. Miller Ct., Mequon WI 53092

The Applicant, John T.
Pienkos, hereby claims
small entity status.

John T. Pienkos

Please type a plus sign (+) inside this box → 

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DECLARATION FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63) ☒ Declaration Submitted with Initial Filing OR ☐ Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)	Attorney Docket Number	
	First Named Inventor	JOHN T. PIENKOS
	COMPLETE IF KNOWN	
	Application Number	1
	Filing Date	JULY 23, 2000
	Group Art Unit	
Examiner Name		

As a below named inventor, I hereby declare that:

My residence, post office 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 which is claimed and for which a patent is sought on the invention entitled:

APPARATUS AND METHOD FOR PROVIDING PRODUCT LOCATION INFORMATION TO CUSTOMERS IN A STORE

the specification of which (Title of the Invention)

☒ is attached hereto
OR
☐ was filed on (MM/DD/YYYY) [] as United States Application Number or PCT International Application Number [] and was amended on (MM/DD/YYYY) [] (if applicable).

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

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or 385(b) of any foreign application(s) for patent or inventor's certificate, or 365(a) of any PCT International application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or of any PCT International application having a filing date before that of the application on which priority is claimed.

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

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

I hereby claim the benefit under 35 U.S.C. 119(e) of any United States provisional application(s) listed below.

Application Number(s)	Filing Date (MM/DD/YYYY)	
60/158,444	10/09/1999	☐ Additional provisional application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

[Page 1 of 2]

Burden Hour Statement: This form is estimated to take 0.4 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.

Please type a plus sign (+) inside this box → ☐

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DECLARATION — Utility or Design Patent Application

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

U.S. Parent Application or PCT Parent Number	Parent Filing Date (MM/DD/YYYY)	Parent Patent Number (if applicable)

☐ Additional U.S. or PCT international application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

As a named inventor, I hereby appoint the following registered practitioner(s) to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:

Customer Number ☐ OR Registered practitioner(s) name/registration number listed below ☐		Place Customer Number Bar Code Label here
Name	Registration Number	Name

☐ Additional registered practitioner(s) named on supplemental Registered Practitioner Information sheet PTO/SB/02C attached hereto.

Direct all correspondence to: ☐ Customer Number or Bar Code Label ☐ OR ☒ Correspondence address below

Name	PATENTBANK LLC. ATTN: JOHN T. PIENKOS				
Address	5017 N. HOLLYWOOD AVE.				
Address					
City	WHITEFISH BAY	State	WI	ZIP	53217
Country	USA	Telephone	(414) 332-6289	Fax	

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

Name of Sole or First Inventor:		☐ A petition has been filed for this unsigned inventor			
Given Name (first and middle (if any))			Family Name or Surname		
JOHN THADDEUS			PIENKOS		
Inventor's Signature	<i>John Thaddaus Pienkos</i>			Date	JULY 23, 2000
Residence: City	MILWAUKEE	State	WI	Country	USA
Post Office Address	1104 N. MARSHALL ST., APT. 401				
Post Office Address					
City	MILWAUKEE	State	WISCONSIN	ZIP	53202
Country	USA				

☐ Additional inventors are being named on the supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.

**APPARATUS AND METHOD FOR PROVIDING
PRODUCT LOCATION INFORMATION TO
CUSTOMERS IN A STORE**

INVENTOR: John T. Pienkos

APPARATUS AND METHOD FOR PROVIDING PRODUCT LOCATION INFORMATION TO CUSTOMERS IN A STORE

CROSS-REFERENCE TO RELATED APPLICATION

This application claims the benefit of U.S.
Provisional Application No. 60/158,444 filed October 9,
1999.

FIELD OF THE INVENTION

The present invention relates to an apparatus and
method for providing product location information to
customers (or employees or others) in stores and other
retail centers.

BACKGROUND OF THE INVENTION

The number and variety of different products being
sold in stores has increased and continues to increase at a
rapid pace. This abundance of different products is a
result not only of increased demand on the part of consumers
and the development of more and more specialized products on
the part of manufacturers, but also of the emergence of
enormous warehouse-type stores in which retailers attempt to
provide every imaginable product (within broadly-defined
product areas) to consumers. Because of this huge increase
in the number of available products being sold in an
individual store, shopping has become a frustrating
experience for many shoppers. Instead of being able to
quickly find the products in the stores that they are
interested in purchasing, shoppers often must seek the
proverbial "needle in the haystack" when searching for

desired products or else must walk through every aisle of the store in order to guarantee that they are not missing the products that they desire.

Of course, modern stores typically do have a variety of displays or signs posted throughout the store that direct customers (at least in a general fashion) towards particular types of goods. Such signs are often hung from the ceilings of the stores or posted at the ends of aisles. However, in many cases such signs are not an adequate mechanism for providing customers with sufficient information to allow them to easily find the products for which they are searching. Not only are the signs sometimes difficult to read, but also the signs are limited in that only a small amount of information can be fit onto the signs.

Consequently, shoppers often resort to a common fallback—asking an employee of the store to direct them to the products they are looking for. Such behavior, while often allowing shoppers to find the desired products within a store, has significant disadvantages. First, store employees are not always able to provide clear instructions and, indeed, frequently do not themselves know where various products are located. As a result, shoppers who decide to ask store employees for directions often must ask more than one employee for such directions.

More importantly, a constant barrage of product location questions to employees from shoppers invariably detracts from the employees' productivity. Not only are the employees distracted from the work they are otherwise performing, but also answering questions can significantly detract from the time the employees actually are performing their work, particularly since the employees often physically walk with the shoppers to the location of the

products to help the shoppers find what they are looking for. Employees often must accompany the shoppers simply because the employees themselves are not exactly sure of the precise location of the products in question.

While both customers and many employees of a store often are not fully aware of the locations within the store of the various products being sold by the store, this is typically not because the information is not available. A store typically has one or more managers or other employees who are in charge of maintaining inventory within the store, and who consequently know the locations of most, if not all, of the products within the store. Moreover, many modern stores have a computerized or other information system that is utilized to keep track of the stores' inventory. Such inventory systems can keep track of, in addition to the types and brands of products being sold, the vendors of the products being sold, the prices for which the products are being bought and sold by the store, the number of each type of product that is remaining within the store and even the locations of the various products within the store.

U.S. Pat. No. 5,630,068 shows one system that has already been designed to assist customers and others in locating products within stores. According to this system, customers in a store are provided with relay units that are either mounted on shopping carts that the customers push around within the store, or simply carried around the store by the customers. The relay units are coupled to a central computer by way of light or radio frequency (RF) signals. When the customers begin shopping, they identify from a list those products that they are interested in purchasing. Upon finishing this entry of information, the customers are provided with graphical and other information indicating the location of the desired products within the store and, as

they progress through the store, are provided with prompts/reminders when they approach the locations of the products that were originally indicated.

Although this known system is capable of providing product location information to customers, the system has several drawbacks. The optical, RF and/or sensor equipment required by the system for allowing communication between the central computer and the relay units, for determining the positions of relay units, and for determining when the relay units are approaching the locations of products that have been selected by the customers, is complicated. Because the relay units are mobile, the relay units can be lost or damaged by customers. Indeed, relay units that are coupled to shopping carts can be damaged as a result of a variety of circumstances, including exposure to the elements when shopping carts are left outside of the store. For these reasons, the known system may be undesirably complicated and expensive.

From the above, it is apparent that it would be advantageous if stores had systems within the stores for providing product location information to customers (or employees or others). It would further be advantageous if these systems were easily accessed by customers and provided information in a rapid and convenient manner. It would be particularly advantageous if access were facilitated by employing a system with user interfaces that were conveniently accessible by customers from a number of locations within a given store.

It would also be particularly advantageous if access was facilitated by employing a system having user interfaces that made use of modern electronic interface technologies. At the same time, it would further be advantageous if the system utilized a simple array of

electronic technologies so that the system could be inexpensively installed within stores and was robust and easily maintained. It would be particularly advantageous if the system were interconnected with existing (or new or modified) computerized or other information systems within stores whereby existing inventory information could be easily obtained and relayed to customers.

SUMMARY OF THE INVENTION

The present invention relates to a system for providing product location information within a store. The system comprises a first user interface fixed within the store and an inventory information unit coupled to the first user interface. The first user interface is configured to receive an input signal from a user related to the identity of a product within the store, to process the input signal and to provide a product inquiry signal in response to the input signal. The first user interface is further configured to receive a location information signal, and to provide an output signal in response to the location information signal. The inventory information unit comprises a database containing product location information and is configured to provide the location information signal to the first user interface after receiving the product inquiry signal from the first user interface.

The present invention additionally relates to a system for providing product location information within a store, which includes an information unit and an input/output device. The information unit includes processing circuitry and a database containing product location information, and is configured to receive an input signal, to process the input signal, to obtain product

location information from the database in response to the processed input signal, and to provide an output signal indicative of information regarding product location. The input/output device is fixed at a location within the store, and is configured to receive a user input concerning a product location inquiry and to provide the input signal to the information unit in response to the user input. The input/output device is further configured to receive the output signal from the information unit and to communicate a user output in response to the output signal, where the user output is indicative of product location.

The present invention further relates to a system for providing product location information within a store that includes an input means, a signal processing means, a data storage means, and an output means. The input means is for receiving an input signal. The signal processing means is for processing the input signal to generate a product inquiry signal and is coupled to the input means. The data storage means is for storing product location information and providing a product location information signal to the signal processing means in response to the product inquiry signal. The data storage means is coupled to the signal processing means. The output means is for providing an output signal, and also is coupled to the signal processing means. The output means generates the output signal in response to a command signal from the signal processing means, which generates the command signal in response to the product location information signal.

The present invention additionally relates to a method of providing product location information within a store. The method comprises the step of affixing at least a first input device at a first location within the store. The method further comprises the steps of obtaining a

product location inquiry at the first input device, processing the product location inquiry at a signal processing device to determine a product location inquiry signal, and querying a database to obtain product location information in response to the product location inquiry signal. The method also comprises the steps of providing a product location information signal in response to the product location inquiry signal and providing an output signal at an output device, the output signal being a response to the product location inquiry.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 shows a plan view of an exemplary store in which the invention is being utilized;

FIGS. 2a and 2b are front elevation views of two exemplary user interfaces at which persons desiring product location information may obtain such information;

FIG. 3 is a block diagram showing elements of a preferred embodiment of the invention that utilizes voice recognition and voice response technology to interface with persons desiring location information;

FIG. 4 is a block diagram showing elements of a second embodiment of the invention using an alternative communications technology to interface with persons desiring location information; and

FIG. 5 is a flow chart showing exemplary steps performed by the present invention.

DETAILED DESCRIPTION OF THE DRAWINGS

Referring to Figure 1, an exemplary store 100 is shown in which the present invention is deployed. As shown,

store 100 is a food store (e.g., "Pick 'n Save") with various specialty food centers, such as a bakery 102, a deli 104, a dairy section 106 and a frozen foods section 108. The store layout includes a number of different shelves 110, racks (not shown), aisles 112, refrigeration compartments 113, and check-out counters 118 and may include more than one room, such as a main shopping room 114 and an office 116. Items that may be purchased by consumers, or which may for some other reason be of interest to consumers, are at different locations within the store. While the store may be organized in order to facilitate customers' searches for desired items, customers still must look around and walk around the store to find various items.

While a food store 100 is shown, the present invention is applicable to all other types of stores that sell more than one item (or have more than one item of interest to customers) and have such items located in different positions within the store. For example, in addition to food stores, the present invention can be employed in a pharmacy/drug store (e.g., Walgreen'sTM), a home-improvement store (e.g., Home DepotTM), an office merchandise store (e.g., Office DepotTM), a department store (e.g., Marshall Field'sTM), and virtually all other stores.

Referring to FIG. 1, in a preferred embodiment multiple user interfaces 120 (specifically, user interfaces 120a-120f) are positioned at multiple locations within the store (in an alternate embodiment, a store would have only one such user interface positioned at one location). Each of user interfaces 120 is capable of receiving inquiries from customers (or employees or others) as to the location of various items within store 100. Also, each of user interfaces 120 is capable of providing information to

customers in response to receiving inquiries from the customers.

In the preferred embodiment, each of user interfaces 120 is capable of providing information regarding the location of any item of interest to customers within store 100 (as well as capable of indicating to customers that a particular item does not exist within the store if customers inquire as to the location of that item). In alternative embodiments, some (e.g., one or more) of user interfaces 120 are able to provide more information than some of the other user interfaces. Indeed, in certain alternative embodiments, one or more of user interfaces 120 are capable of providing completely different information than one or more of the other user interfaces.

As shown in FIG. 1, in the preferred embodiment, each of user interfaces 120 is connected to a central hub 130. User interfaces 120 can be, but need not be, coupled to one another as well as coupled individually to central hub 130. The exact connection matrix between user interfaces 120 and central hub 130 is not of significant concern. For example, some (or all) of user interfaces 120 can be connected to one another and to central hub 130 in serial fashion, as are user interfaces 120d-120f in FIG. 1. Alternatively (or in addition), some (or all) of user interfaces 120 can be connected in the form of a wheel with a hub and spokes, as are user interfaces 120a, 120b and 120d with respect to central hub 130 in FIG. 1. Coupling (as shown by a dashed line 140 in FIG. 1) of user interfaces 120 to central hub 130 and/or to one another is preferably by way of electrical wiring in order to be relatively inexpensive although, in alternate embodiments, the coupling can occur by way of wireless communications or some other communication mechanism.

Central hub 130 is, in the preferred embodiment, a central computer database (or other information source) in which information regarding the location of all or at least some of the items within store 100 (i.e., inventory location information) is stored. The product location information can include information as to where products are both placed or stored. In addition to this product location information stored in central hub 130 is a variety of types of additional information regarding products or other store features (e.g., information regarding the current stock of different items and prices of different items).

The location information (and any other information) within central hub 130 can be provided to the central hub in a variety of ways. In the preferred embodiment (and as shown in FIG. 1), the information is provided to central hub 130 from an overall inventory database 135 of the store, such as currently exist in many stores today, with which the central hub is configured (and programmed) to communicate. In an alternate embodiment, central hub 130 is the only database containing inventory information within the store, and is programmed with inventory information including product location information by store personnel (or by some other automatic system).

Operation of user interfaces 120 in relation to central hub 130 can take different forms according to different embodiments. In a first embodiment, each of user interfaces 120 is configured to send a signal to central hub 130 to access the database, upon receipt of an inquiry from a customer regarding the location of a particular item. Upon accessing the database, information is obtained regarding the location of that particular item and provided back to the respective user interface 120, which in turn

relays that information (or related information) to the inquiring customer.

The exact communications protocol between user interfaces 120 and central hub 130 can take the form of any of a number of standard communications protocols known to those skilled in the art. For example, in one embodiment a user interface 120 merely reports a request to central hub 130. Central hub 130 in turn receives the request, then (if it determines the request to be appropriate) performs a search of its database and finally, if relevant information is found, sends a message back to the respective user interface 120.

In a second embodiment, although each of user interfaces 120 is in communication with central hub 130, a given user interface does not need to access the central hub each time a customer makes a request. Rather, periodically all (or some) of the relevant location information within central hub 130 is downloaded into individual memories associated with each (or some) of user interfaces 120. Then, when a customer makes an inquiry at a particular user interface 120, the user interface accesses its own memory to obtain relevant information in response to the inquiry, instead of relaying the individual request to central hub 130 and obtaining relevant information in response to that request from the central hub.

This second embodiment is believed to be a preferred embodiment in relation to the first embodiment insofar as this second embodiment does not require effectively uninterrupted communications between user interfaces 120 and central hub 130 at all times and, further, does not place as great of a burden upon the potentially-limited processing capabilities of the central hub. At the same time, this second embodiment requires

greater memory storage capability on the part of each of user interfaces 120 to store the downloaded data from central hub 130.

Additional embodiments are also possible. For example, in certain embodiments, the user interfaces 120 are programmed by having one or more store employees (or other individuals) couple each user interface individually to central hub 130 only for the time necessary to download relevant information. In one embodiment, an employee can program the user interfaces 120 using a mobile device (not shown) that is carried around with the employee. The mobile device contains all of the relevant information and can be "plugged into" the different user interfaces 120, one by one, to download location information to the different user interfaces. The mobile device effectively functions as the "central hub" insofar as all product location information is transferred from it.

In further embodiments, some or all of user interfaces 120 are coupled only to certain other user interfaces such that, when one user interface is provided with information (e.g., when such user interface is connected to central hub 130 or to the mobile device discussed above), other user interfaces also receive that information. Indeed, in one embodiment, a user interface 120 is programmed to act as an "intermediate hub", such that location information is stored (or downloaded) onto that user interface but not others. In such a system, the other user interface(s) 120 that are connected to the intermediate hub user interface can request and obtain information from the intermediate hub in the same fashion as user interfaces would access central hub 130 in the first embodiment described above. (Referring to FIG. 1, for example, user

interface 120b could be programmed to act as an intermediate hub with respect to user interface 120c.)

Referring to FIGS. 2a and 2b, two physical embodiments of exemplary user interfaces 220a, 220b are shown that are positionable at various, multiple locations in a store. User interface 220a shown in FIG. 2a has a user interface terminal 201 mounted upon a stand 202. Because user interface 220a is a stand-alone user interface, the user interface is positionable at various locations around the store, including at the ends of aisles, in between shelves, in the middle of aisles, at the front of the checkout counters, or along walls or at virtually any other position within the store. In contrast, user interface 220b shown in FIG. 2b is a user interface that consists merely of a user interface terminal 251. While user interface 220b is shown mounted on the end of a shelving structure (e.g., at the end of an aisle), the user interface can be mounted on walls, on other structures within or at the ends of aisles, at the front of checkout counters or at any of a variety of other convenient locations.

Preferably, user interface 220b is relatively thin so that the user interface does not protrude far off of the structure onto which the interface is mounted, and so that the user interface is not an obstruction to customers (and so that the user interface is not unaesthetic). In addition to exemplary user interfaces 220a, 220b, the present invention also encompasses a wide variety of alternate embodiments of user interfaces that are capable of receiving inquiries from customers and providing information in return. Such alternate embodiments of user interfaces include user interfaces of a different shape or size (including interfaces that are much smaller), user interfaces that form a part of some other structure in which

the interfaces are embedded or integrated (e.g., a shelf), and user interfaces that have a different support mechanism (e.g., user interfaces suspended from the ceiling of the store).

The user interfaces also, in certain embodiments, are included within points of purchase displays, at which certain products are situated and/or promoted with advertisements. Insofar as the user interfaces are intended to be frequently accessed by customers, store owners are in some cases able to charge product manufacturers for the right to have their products situated next to, or in relatively close proximity to, the user interfaces. Indeed, in some cases, some of these product manufacturers are willing to subsidize the cost of installing the system of the present invention in exchange for the right to have their products specially situated near, or advertised by, the system.

Referring to FIG. 3, a block diagram showing elements of a preferred embodiment of the invention that utilizes voice recognition and voice response technology to interface with persons desiring location information is shown. The preferred embodiment includes a central hub 330 that is in communication with (at least from time to time) more than one user interface, one of which is shown as user interface 320, by way of an electrical communication link 340 (in an alternate embodiment, the central hub is only in communication with a single user interface). User interface 320 has a voice recognition and response unit 302 that receives voice input from a receiver 304.

A customer (or other person) can inquire about the location of a product by stating aloud the name of the product (or other similar characteristic information regarding the product) while the customer is in proximity to

user interface 320, such that receiver 304 receives the voice inquiry and provides a signal indicative of the vocal inquiry to voice recognition and response unit 302. Voice recognition unit 302 in turn processes the signal from the receiver to determine the word or words that were stated by the customer. Any one of a number of voice recognition programs or circuits or other mechanisms known to those skilled in the art may be employed in voice recognition and response unit 302 to perform this voice recognition function. Typically, voice recognition and response unit 302 will include at least one microprocessor and significant storage memory.

Upon determining the words of the stated inquiry, voice recognition and response unit 302 then provides a signal to central hub 330 requesting information regarding the location of products signified by those words. Central hub 330 receives this request and then searches a database 310 within the central hub for relevant location information. Upon finding relevant location information in database 310, central hub 330 transmits the information via communication link 340 back to voice recognition and response unit 302. Voice recognition and response unit 302 in turn determines a speech-synthesis signal to be applied to speaker 308 in order to verbally communicate the relevant location information to the customer. Again, voice recognition and response unit 302 can employ known circuitry or software, in this case primarily speech-synthesizing circuitry, to determine the proper signal that should be sent to speaker 308.

While ideally this embodiment of the invention would be capable of recognizing all voice inquiries, rapidly obtaining product location information regarding those inquiries, and rapidly responding in verbal fashion to all

of those inquiries, in practice this is sometimes not possible. For a variety of reasons, database 310 of central hub 330 sometimes does not have information regarding the location of a particular product. Not only may database 310 not be perfectly, accurately updated with all information concerning all products located within the store, but also voice recognition unit 302 may have difficulty in recognizing certain verbal requests (e.g., this may be the case where multiple products have highly-similar names). Further, customers may inquire about products that the store does not sell (e.g., a customer may inquire about bananas at Home Depot™).

In cases where voice recognition and response unit 302 is incapable of recognizing the words spoken by a customer, the voice recognition and response unit is configured to immediately (without sending a request signal to central hub 330) respond with a signal to speaker 308 indicating that the voice recognition and response unit does not recognize the requested product (e.g., the speaker states "I do not understand your request. Please restate your request"). Further, in cases where voice recognition and response unit 302 does recognize the requested words but, after providing the request signal to central hub 330, receives a signal from the central hub indicating that the central hub is unable to provide location information regarding the requested product, voice recognition and response unit 302 responds with a signal to speaker 308 indicating a similar message (e.g., "I do not have information regarding that product" or "Our store does not sell the product you requested").

In addition, while ideally user interface 320 is capable of determining that a customer is making an inquiry

whenever a customer is in fact doing so, in practice the environment of a store often is sufficiently noisy that, without additional control mechanisms or programming, the user interface inappropriately responds to noise that does not constitute actual product location inquiries (for example, when announcements are made over a loudspeaker in a store, the announcement message is interpreted by the user interface to be a customer inquiry). Therefore, in the preferred embodiment, the customer first notifies user interface 320 that an inquiry is about to be made before making the inquiry by pressing an input button 306, which then relays an inquiry imminent signal to voice recognition and response unit 302.

Upon receiving the inquiry imminent signal, voice recognition and response unit 302 (which normally is in a latent state) then enters an active state in which it is ready to receive signals from receiver 304. The voice recognition and response unit can be configured to remain in such an active state for a predetermined period of time and then to return to the latent state. Not only does this feature reduce the difficulty of programming (or hardwiring) voice recognition and response unit 302 to recognize when an actual inquiry is being made, but also this feature allows the voice recognition and response unit 302 to be programmed to provide, upon receipt of such an inquiry imminent signal, an output signal to speaker 308 causing the speaker to relay an instruction or acknowledgment message to the customer (e.g., the speaker states "Please state the name of the product that you wish to locate"). Notwithstanding these advantages, in alternate embodiments, this feature is unnecessary and no input button 306 need exist.

In addition to the above-described features, the preferred embodiment of the invention further includes one

or more additional elements and/or features to achieve greater responsiveness with respect to the customer and greater accuracy in providing relevant information to customers. For example, in the preferred embodiment, a wider array of more user-friendly interactive verbal messages are sounded by the speaker during times in which users are making inquiries. Also, during times when no customer inquiries are being made, the system can be configured to provide general information that is of interest to customers. For example, a particular user interface can be configured to provide general information regarding the type of items that are located in the aisle in which the user interface is located, or to alert customers to particular products that are on sale.

Further, when no information is found regarding a particular product, database 310 of the central hub 330 is configured to identify products that are similar in name with respect to the requested product (or are similar with respect to some other characteristic of the requested product) and to provide that information to voice recognition and response unit 302, which in turn causes speaker 308 to sound a voice message suggesting that the customer inquire about another product (e.g., "I do not have any location information regarding the product you requested. However, are you interested in the location of product X?", where product X is a product determined by the central hub to be similar to the originally-requested product). If particularly sophisticated, database 310 will have information regarding products that are related to a requested product even when the database does not have information regarding the location of the requested product.

Indeed, the present invention envisions many alternate embodiments in which the interactions between the

customer and user interface 320 take many, more complicated routes. For example, in certain embodiments, instead of merely recognizing product names stated by a customer, voice recognition and response unit 302 is sufficiently sophisticated to recognize diverse question types from a customer (e.g., the voice recognition and response unit is capable of responding to a customer inquiry concerning multiple products at once, such as "Where are the dairy products?" or "Where are cheese and crackers?"; or, the voice recognition and response unit is capable of responding to a customer inquiry regarding something other than the location of a product, e.g., "Where is the restroom?").

Also, the present invention envisions embodiments in which user interface 320 is capable of providing additional information (in addition to product location information) concerning products, such as price information or, if a product is not currently being sold, when the store will again be selling the particular product. All of this information can be provided, in such embodiments, from the same information source (e.g., database 310) as the product location information. To facilitate such more complicated interactions between user interface 320 and customers, these embodiments of the invention can include additional user input buttons in addition to input button 306, and also can include additional devices for providing information to customers (other than speaker 308), in verbal or non-verbal form.

Turning now to FIG. 4, an alternate embodiment of the present invention is shown in which simpler input-output devices (other than voice recognition and response unit 302 for providing voice-recognition and speech synthesis) are employed to receive product location inquiries from customers and to provide information back to customers in

response to their inquiries. Again, a user interface 420 is shown that is coupled by an electrical communication link 440 to a central hub (e.g., central hub 330), which typically is in turn coupled to at least one other user interface. In contrast to user interface 320 of the above-described preferred embodiment, user interface 420 includes a monitor 404 and a keyboard input 406 for respectively providing information to, and receiving inquiries from, customers.

Monitor 404 is a television screen, a liquid-crystal display or any other device for providing visual information to customers. Keyboard input 406 typically takes the form of a standard typewriter (QWERTY-type) keyboard, but in alternate embodiments has keys placed in another arrangement, or includes a greater number of or fewer keys than such a standard typewriter keyboard (other keyboards can have, for example, only a few alphanumeric, or merely numeric keys). In alternate embodiments, the respective output and input functioning of monitor 404 and keyboard input 406 are combined in a single unit, such as a touch screen display.

Monitor 404 and keyboard input 406 are coupled to, and are in communication with, a keyboard recognition and response unit 402. Keyboard recognition and response unit 402 in particular controls the output of monitor 404 and receives the signals from keyboard input 406 regarding customer inquiries. Keyboard recognition and response unit 402 is necessarily a less complicated device (or at least requires less complicated programming and less memory) than voice recognition and response unit 302 insofar as the keyboard recognition and response unit does not have to perform voice recognition or speech synthesis.

Indeed, keyboard recognition and response unit 402 in certain embodiments simply operates to forward information from customers (input at keyboard input 406) to central hub 330 and also to control monitor 404 to display information received back from central hub 330. Typically, however, keyboard recognition and response unit 402 performs more complicated functionality (and requires more circuitry, memory or programming to perform this functionality), such as filtering out inappropriate requests from customers, correcting for spelling errors, or facilitating more complicated interactions with customers such as those described above with respect to user interface 320.

User interface 420 is not limited to monitor 404 and keyboard input 406 for allowing input and output between the user interface and customers, and can further include additional devices to facilitate interaction with customers (for example, in one embodiment, "happy" musical tones are output via a speaker signifying whether product location information has been found in response to a customer's inquiry). Additionally, the present invention envisions hybrid user interfaces comprising components of the various embodiments already described. For example, in one embodiment, a user interface that is capable of speech synthesis, but not capable of voice recognition, is employed; such a user interface has a keyboard input in place of receiver 304. Finally, more than one type of user interface can be used in conjunction with one another and/or be coupled to the same central hub (e.g., FIG. 3 could be modified to include user interface 420 of FIG. 4).

Also envisioned within the present invention are embodiments having the alternate configurations described above with respect to FIG. 1. For example, in contrast to FIG. 3, which shows a "hub and spokes" configuration with

respect to the interconnection of central hub 330 and the multiple user interfaces (such as user interface 320 or user interface 420), each of the various user interfaces can instead be coupled serially to one another by communication link 340, which then at only one connection point couples those user interfaces to central hub 330. Also, instead of employing electrical communication link 340 to couple the various user interfaces and central hub, alternate devices can be utilized to allow communication (e.g., wireless communications).

Further, most communication with central hub 330 is eliminated in certain embodiments where one or more of the user interfaces are configured to be able to store and provide product location information (or other relevant information). Such user interfaces include additional memory and/or processing devices/capabilities in addition to (or within), for example, voice recognition and response unit 302 or keyboard recognition and response unit 402. In such embodiments, the user interface programmed with the product location information effectively becomes both a user interface and a central hub. In place of electrical communication link 340 coupling the user interfaces to central hub 330, another communication link (electrical or otherwise) is utilized to couple the user interfaces merely to one another. As stated above, a communication link 340 is dispensed with altogether if the user interfaces are programmed with all necessary product location information (and other relevant information) by a mobile programming device.

As discussed, certain embodiments of the present invention include one or more user interfaces (intermediary or otherwise) that perform database-related and other operations discussed above as being operations of the

central hub. However, further envisioned within the present invention are embodiments where the central hub (or an intermediary user interface) is capable of performing some or all of the operations ascribed above to the user interfaces (particularly to the voice recognition and response unit and the keyboard recognition and response unit). For example, in certain embodiments of the present invention, voice recognition, speech synthesis, keyboard recognition and other processing operations (which in other embodiments are performed at user interfaces) are performed by the central hub.

In such embodiments, signals from receivers or keyboards, or to speakers or monitors, are transmitted directly to and from the central hub without any (or significant) signal processing at the user interfaces. For example, in one embodiment in which the user interfaces have only microphones (for receiving customer inputs) and television monitors or LCD screens (for outputting information to the customers), the only signal processing that occurs at the use interfaces themselves is the purely electromechanical conversion process performed by the receivers/microphones in converting voice signals to electrical signals for transmission to the central hub, and the electronic conversion process of converting the signals from the central hub into signals appropriate for controlling the monitors or LCD screens.

Referring to FIG. 5, exemplary operational steps for the present invention are shown in a flow chart. In step 501, an indication is received at the system from a customer which signifies that the customer desires to make a product location inquiry. In the preferred embodiment, this indication is received when the customer presses an input button (such as input button 306). However, a customer can

also provide such an indication by providing a different signal via the same or a different device, and in certain embodiments performance of this step is not necessary at all.

In step 502, a product location inquiry from the customer is received by the system. The inquiry is received at a receiver, such as receiver 304, a keyboard input such as keyboard input 406, or at a different device such as a touch screen. A very simple inquiry may merely indicate an identity of a product for which the customer wishes to determine the location (e.g., the customer states "Cereal"). More complicated inquiries can include an indication that it is the location of the product that is desired (e.g., the customer inquires "Where is cereal?"). Additionally, other types of inquiries can also be made (regarding desired information other than product location) in more sophisticated embodiments of the invention. At step 503, the product location inquiry from the customer is processed by the system. In the preferred embodiment, involving voice recognition and response unit 302, such processing is involved, since voice-recognition processes must be applied to the signals from receiver 304.

In alternate embodiments, however, the processing is almost nonexistent. For example, in an embodiment having keyboard recognition and response unit 402, signals received from keyboard input 406 are merely converted into signals that can be sent directly to central hub 330 over communication link 440. In any event, all embodiments of the invention will require at least some minimal processing of customer inquiries, at least to insure that those inquiries were made in a format acceptable to the system and in a format capable of being communicated to the database

(or other memory in which product location information is stored).

Next, at step 504, the processed product location inquiry is communicated to the database. Although in the preferred embodiment, this communication occurs by way of electrical communication link 340 between user interface 320 and central hub 330, the communication can occur in other ways as discussed above. For example, in certain alternate embodiments, the communication occurs solely internally within a single user interface (or even within a single microprocessor or other element of that user interface) when the product location information is stored within the user interface itself. Further, in additional alternate embodiments, the communication occurs between one user interface and a second (i.e., intermediate hub) user interface that has product location information, or within the central hub itself, if the central hub is configured to perform the processing of the product location inquiry of step 503.

In step 505, the database is checked for relevant information in response to the product location inquiry. In certain embodiments, the database is checked for other information (e.g., price information) as well. Methods for searching for information stored in such databases is well known in the art. At step 506, relevant information found from the database is provided back to an output control device. The output control device is in certain embodiments the same device that processes the product location information in step 503 (e.g., voice recognition and response unit 302). However, the output control device in alternate embodiments is separate from the device that processes the product location information.

The output control device in certain embodiments performs additional processing of the information signal from the database before that information is output to the customer. For example, in the preferred embodiment, voice recognition and response unit 302 converts the information signal into a voice-synthesized signal that produces voice sounds when provided to speaker 308. Finally, in step 507 the relevant information (and possibly additional information provided from the output control device) is output to the customer. The output is provided by way of speaker 308, monitor 404 or any one of a number of other types of output or input/output devices.

As described above, the present invention envisions multiple alternate embodiments that are capable of performing further steps in addition to those of FIG. 5 (or only some of those steps). For example, upon receipt and processing of a product location inquiry from a customer as in steps 501 and 502, the system in one embodiment performs additional interactive steps to obtain or provide further information or clarification regarding a product location inquiry vis-a-vis the customer before or while the system communicates an inquiry to the database. Also, in certain embodiments, the system not only provides information indicative of the locations of products in response to the inquiries of the customer, but also provides information as to how the customer can most effectively travel to those products within the store (e.g., provides directions as to how to get to a particular aisle).

In some embodiments, some or all of the information provided by the system is not only stated or displayed to a customer at a user interface, but also is printed out by a printer associated with the user interface. When an individual customer has made multiple inquiries, the

information printed out for, or otherwise provided to, the customer is organized so that the customer can most efficiently travel to each of the desired product locations in as little time as possible. For example, the products and their respective locations are listed in order of closest proximity to the user interface. In certain embodiments, a map of the store (or a portion of the store) is printed out for the customer so that the customer is graphically informed of the location of the one or more products about which the customer has inquired. In one embodiment, the map has numbers on it at each of the locations of the desired products, where the numbers signify the order in which the customer should travel to the different locations.

The precise steps for controlling the input/output devices (or user interfaces), addressing and communicating with the database, and for processing information also vary significantly in different embodiments. For example, while the embodiment discussed above is capable of handling only one customer request at a particular user interface at a given time (although multiple customer requests can be handled simultaneously if the requests are made at multiple user interfaces), in certain embodiments, the system is capable of handling two or more inquiries at any given time at a single user interface. In one such embodiment, the system is capable of communicating a first product location inquiry to the database and simultaneously providing, in response to a second product location inquiry, a preliminary response to the customer without accessing the database. Also, in certain embodiments, the inquiries from the customer (and addressed by the system) extend beyond product location information.

The present invention is further meant to include further operations, and structures capable of performing those operations, that build upon the above-described features. For example, in further embodiments, the product location inquiries input by customers to the above-described system are stored and processed (i.e., tabulated and examined) to obtain information regarding customer preferences. The storage and processing of this information can be performed at the central hub or a user interface or at any of the other circuitry described above (or at additional circuits). By utilizing such information, stores can obtain useful information indicative of customer preferences or indicative of the relative difficulty customers are having in locating particular products within the stores. Such information can be used by store managers to identify fast-selling products or to determine whether the arrangement of products within the stores should be altered to better accommodate the needs of customers.

Further, the differences between the number of product location inquiries concerning certain products, and the number of those products actually sold by the store (which information is already typically monitored), can be calculated. Such information can be indicative of, for example, how customers' preferences change while the customers are within the store or how the preferences change once the customers learn of the prices of various products. Additionally, in particularly sophisticated embodiments of the present invention, customer typologies can be identified such that, upon receiving a particular set of product location inquiries from a given customer, the invention will automatically identify a customer profile and provide suggestions or information to the customer suited to that customer profile.

In additional embodiments, customer product location inquiry information is stored along with data concerning the identity of the individual customer himself, so that operation of the invention is tailored to the needs of the individual customer. By storing and monitoring the product location inquiry information, information regarding a particular customer's preferences can be obtained so that suggestions to the customer can be made (via a user interface) to that customer upon the customer's repeated visits to the store.

Further, in particularly sophisticated embodiments, an individual customer's standard purchases are already known (e.g., stored within the central database) when the customer enters the store. This information can be obtained based upon the customer's inquiries and purchases during earlier visits, or other actions by the customer, including survey responses, internet purchasing, etc. Thus, when the customer arrives and identifies himself to a user interface (e.g., by stating the customer's name to voice recognition and response unit 302), the user interface reminds or informs the customer of the location of certain items that are known to be of interest to the customer, or provides the customer with other information tailored to the needs of the customer. Further upon receiving customer identification, the system can provide signals to the store management (or to other devices) to provide specialized services to the customer (e.g., informing the customer of special sales going on at the store, or providing a handicapped customer with special assistance in shopping).

Further embodiments of the invention that include additional capabilities tailored to the needs of the individual customer are possible through the use of hand-held or otherwise mobile (preferably wireless) devices.

Such devices can include, for example, telephone or walkie-talkie type units, headphones, specialized eyewear, etc. Upon entry of a customer into a store, the customer is provided with one of the user interfaces. After the customer provides identification to the user interface, the user interface begins to provide the customer with information regarding the locations of the customer's standard items of purchase (and any other items that are likely to be of interest to the customer).

In certain embodiments, the hand-held or otherwise mobile user interface is able to determine its own position within the store, using global positioning (GPS) or other position-sensing capabilities. Then, the user interface is able to provide directions to the customer as to how to travel to the customer's desired products within the store (as opposed to merely informing the customer of where the products should be located, by indicating an aisle, etc.). Such directions can be provided on a visual display on the user interface (e.g., showing a map of the store, showing the present position of the customer, and showing how to travel to desired products or to other desired destinations, using arrows or via other indications on the map). Instruction also can be provided verbally through voice response technology as discussed.

Alternately, assuming the customer desires to determine his own path through the store (e.g., the customer wishes to travel down each aisle of the store sequentially), the user interface can notify the customer each time the customer is about to pass an item of interest within the store. In one embodiment, an indication such as a light turns on in an aisle of a store as the user interface passes an item of interest.

The information provided to the customer in various embodiments can include not only product location information but also price information regarding products of interest, the total price of all products already selected by the customer (or a predicted total price of all products typically selected by the customer for purchase), or suggested alternate ways of obtaining desired products that are currently not available at the store (or letting the customer know when desired products will be available). For stores that are part of a larger network or franchise of outlets at different locations (e.g., Walgreen's) information regarding individual customers (or customer profiles or customers' behavior generally) can be shared among the different stores so that customers continue to receive individualized or other specialized treatment at each of the different stores within the network of stores (in certain embodiments, a particular central database can be shared among multiple stores).

Additionally, the present invention is configurable for providing information to customers that assists in the promotion of particular products. For example, in the absence of customer inquiries, the user interfaces can provide information regarding products that are being specially promoted, or products that are located close by to the user interfaces. If the user interfaces are included within the point of purchase displays, the user interfaces can be configured to attract the attention of customers who are passing the point of purchase displays. For example, user interfaces with speakers can announce to passing customers that "Product X is on sale—two for one dollar." User interfaces at the ends of particular store aisles can announce special products that are located within those aisles.

In addition, in response to particular customer inquiries, the system is configurable to provide additional advertising or promotion information in addition to the location information requested by the customer. For example, the system, in response to an inquiry regarding the location of product Y, can respond by stating "Product Y is located in aisle 3. Product Z, which is on sale, is also located in aisle 3." Because of the many ways in which the system can be employed to promote or advertise different products, especially since the user interfaces are typically located in central or easily-accessed locations within the stores which are highly-frequented by customers, it is envisioned that store owners will be able to develop special arrangements with product manufacturers in which the product manufacturers will pay store owners to configure the system to promote products of the product manufacturers. Indeed, in certain circumstances, product manufacturers may wish to pay for the installation of the system within stores so that the system will promote their products.

While only a few exemplary embodiments of this invention have been discussed above, persons skilled in the art will recognize that many changes, substitutions and modifications (including omissions) are possible in these embodiments without materially departing from the novel features and advantages of this invention. It should be clear from the above discussion that the invention is capable of being employed in many different store-related environments, is capable of providing a variety of different types of information, and is further capable of having many different types of hardware and software configurations (including different types of interface devices and information-providing devices). Although suited for assisting customers, the invention can be used by others

(e.g., store employees) who desire store-related information. The exact structure, design and operation of the invention can vary so long as the invention continues to accomplish the same functions.

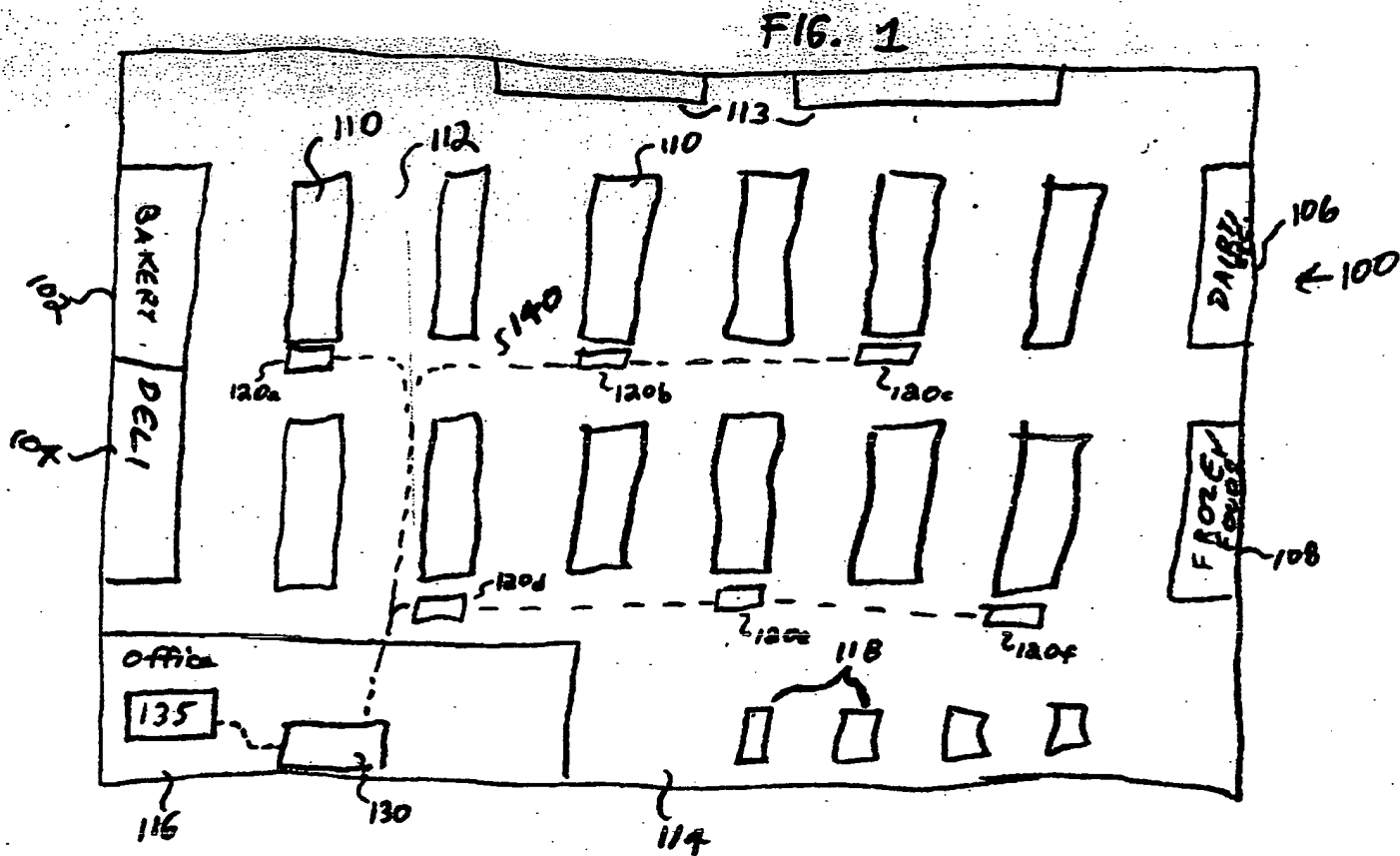
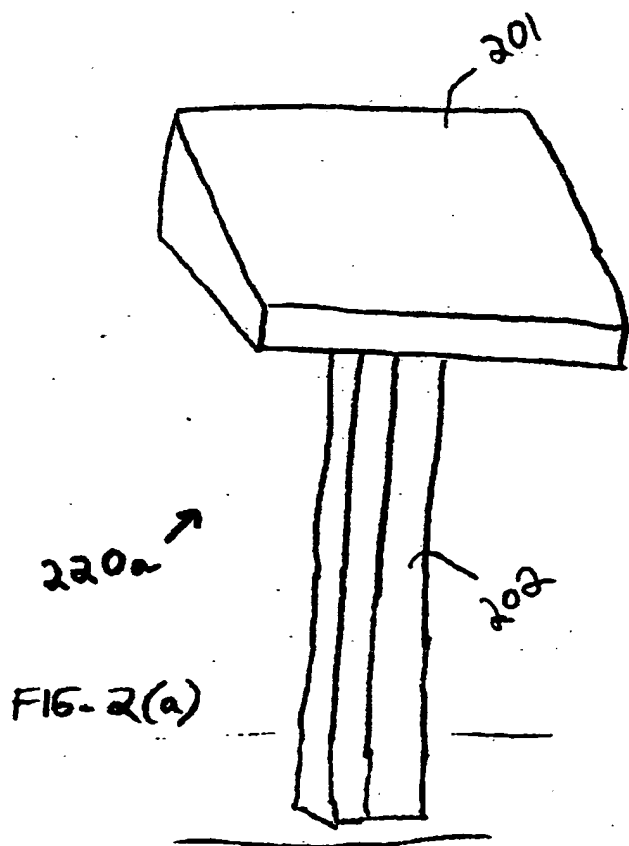
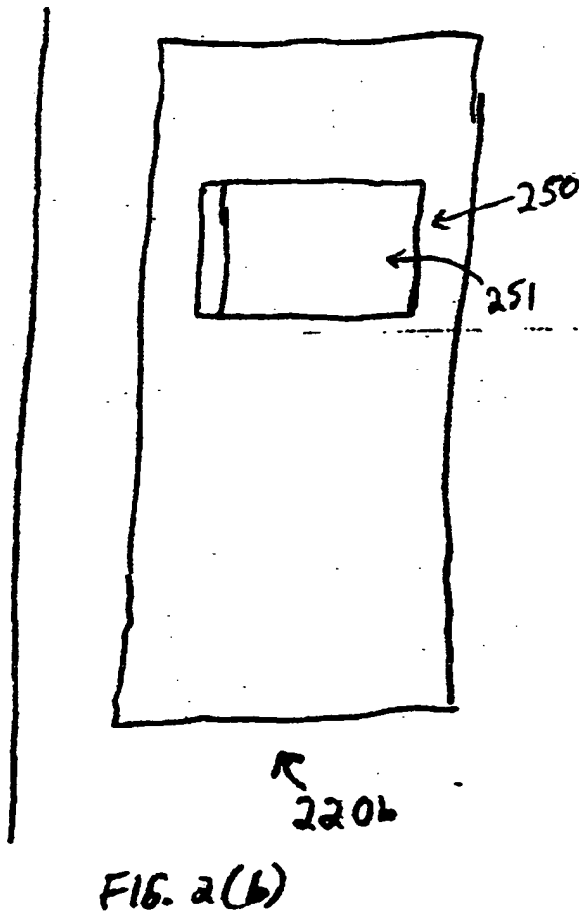
In particular, the present invention is meant to encompass a variety of different systems and devices that are capable of receiving inquiries from store customers at one or more convenient locations, obtaining information in response to those inquiries from a centralized information source (or a limited number of such sources), and providing the information back to those store customers. By providing information from a centralized source, repeated interaction of store customers with other human beings (e.g., store employees) is reduced to a minimum (for example, only one store employee may be required to program the centralized information source with data that is then accessible repeatedly by many customers). Accordingly, all such changes, substitutions and modifications (including omissions) are intended to be included within the scope of the invention as defined in the following claims. Other changes, substitutions, and modifications (including omissions) may be made in the design, operation (and operating conditions) and arrangement of preferred and other embodiments without departing from the spirit of the invention as expressed in the following claims.

WHAT IS CLAIMED IS:

1. A method of providing product location information within a store, the method comprising:
 - affixing at least a first input device at a first location within the store;
 - obtaining a product location inquiry at the first input device;
 - processing the product location inquiry at a signal processing device to determine a product location inquiry signal;
 - querying a database to obtain product location information in response to the product location inquiry signal;
 - providing a product location information signal in response to the product location inquiry signal; and
 - providing an output signal at an output device, the output signal being a response to the product location inquiry.
2. The method of claim 1, wherein the first input device includes a receiver, and the product location inquiry is a voice signal received by the receiver.
3. The method of claim 1, further comprising:
 - determining an availability within the store of a product to which the product location inquiry pertains.

ABSTRACT

A system and method are disclosed for providing product location information within a store. The system comprises a first user interface fixed within the store and an inventory information unit coupled to the first user interface. The first user interface is configured to receive an input signal from a user related to the identity of a product within the store, to process the input signal and to provide a product inquiry signal in response to the input signal. The first user interface is further configured to receive a location information signal, and to provide an output signal in response to the location information signal. The inventory information unit comprises a database containing product location information and is configured to provide the location information signal to the first user interface after receiving the product inquiry signal from the first user interface.



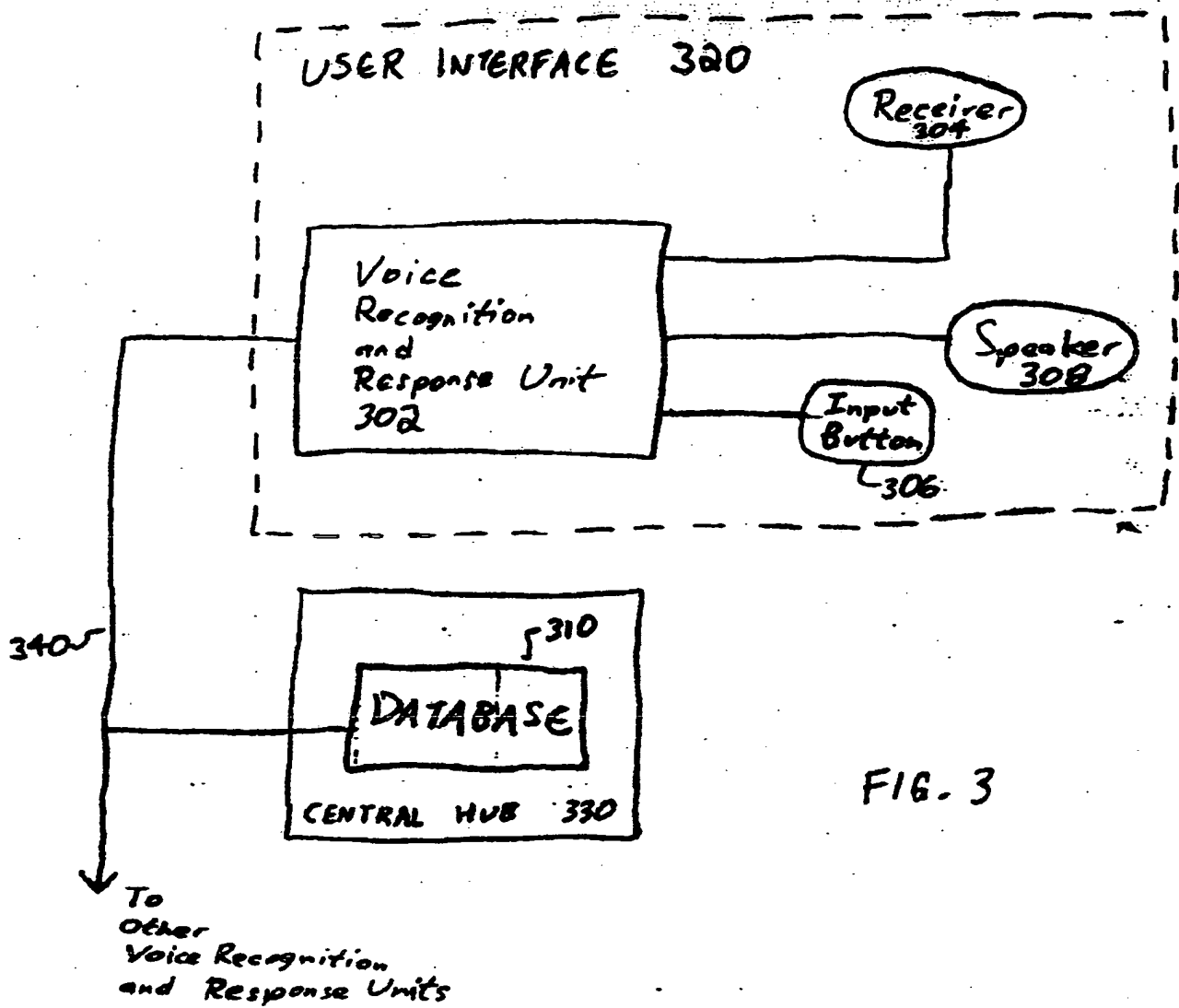
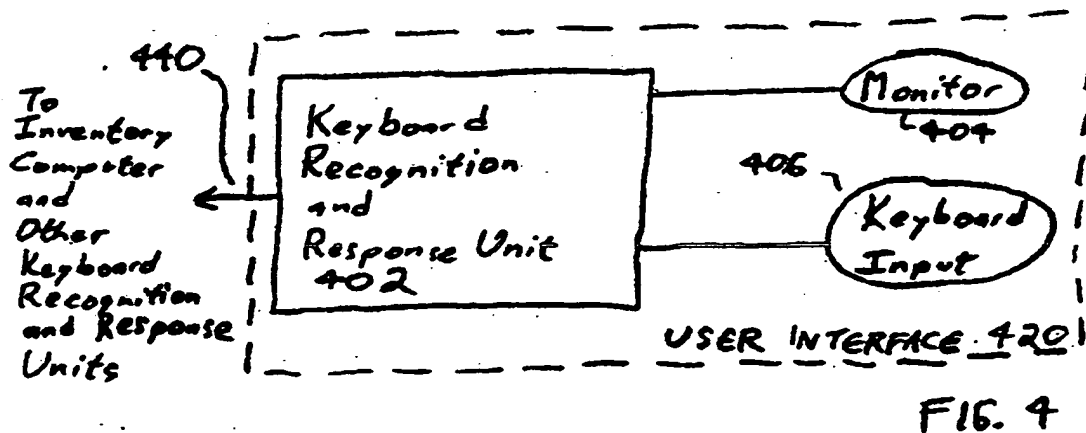
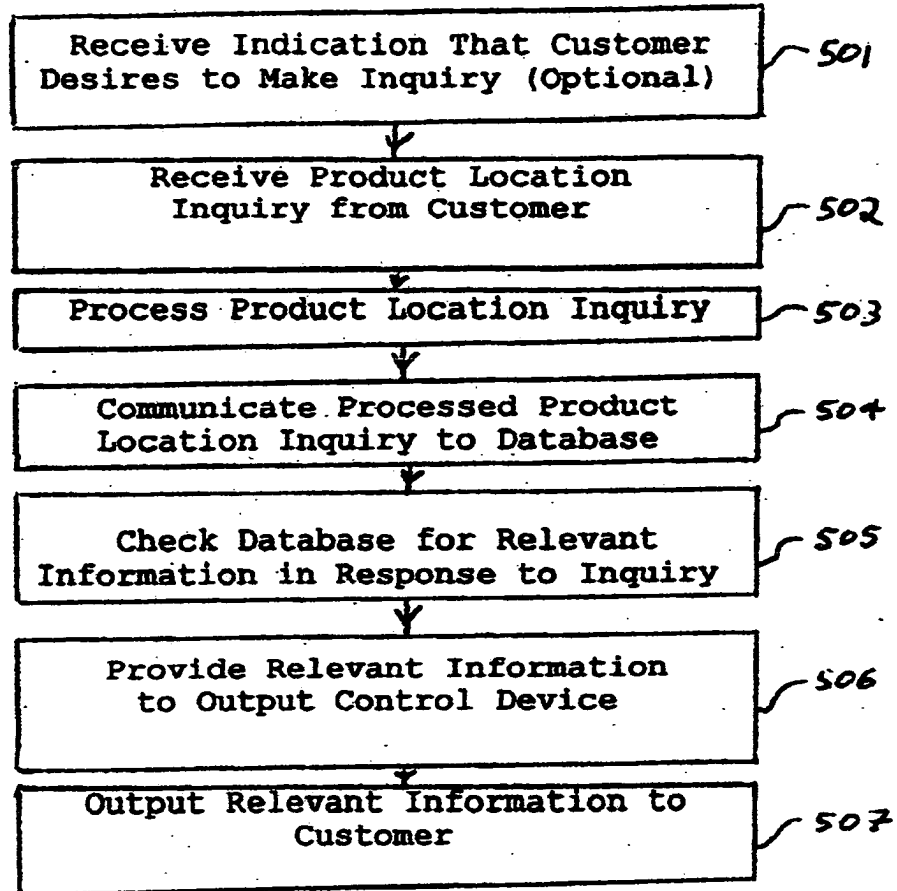


FIG. 5



PATENT APPLICATION SERIAL NO. _____

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

10/06/2010 SZEWDIE1 00000008 12924740

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

PTO-1556
(5/87)

Filing Date: 100410

Approved for use through 7/31/2006. OMB 0651-0032

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

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PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

12/924,740**APPLICATION AS FILED – PART I**

(Column 1) (Column 2)

SMALL ENTITY**OTHER THAN
SMALL ENTITY**

FOR	NUMBER FILED	NUMBER EXTRA
BASIC FEE (37 CFR 1.16(a), (b), or (c))		
SEARCH FEE (37 CFR 1.16(k), (l), or (m))		
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))		
TOTAL CLAIMS (37 CFR 1.16(i))	3	minus 20 =
INDEPENDENT CLAIMS (37 CFR 1.16(h))	1	minus 3 =
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$270 (\$135 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).	
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))		

RATE (\$)	FEE (\$)
	165
	270
	110
X 26 =	
X 110 =	
N/A	
TOTAL	545

OR

RATE (\$)	FEE (\$)
X 52 =	
X 220 =	
N/A	
TOTAL	

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

APPLICATION AS AMENDED – PART II

(Column 1) (Column 2) (Column 3)

SMALL ENTITY**OTHER THAN
SMALL ENTITY**

AMENDMENT A		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
	Total (37 CFR 1.16(i))	*	Minus	**	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=
	Application Size Fee (37 CFR 1.16(s))				
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))				

RATE (\$)	ADDI- TIONAL FEE (\$)
X =	
X =	
N/A	
TOTAL ADD'T FEE	

OR

RATE (\$)	ADDI- TIONAL FEE (\$)
X =	
X =	
N/A	
TOTAL ADD'T FEE	

(Column 1) (Column 2) (Column 3)

AMENDMENT B		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
	Total (37 CFR 1.16(i))	*	Minus	**	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=
	Application Size Fee (37 CFR 1.16(s))				
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))				

RATE (\$)	ADDI- TIONAL FEE (\$)
X =	
X =	
N/A	
TOTAL ADD'T FEE	

OR

RATE (\$)	ADDI- TIONAL FEE (\$)
X =	
X =	
N/A	
TOTAL ADD'T FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

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

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875					Application or Docket Number 12/924,740		Filing Date 10/04/2010		☐ To be Mailed	
APPLICATION AS FILED – PART I										
(Column 1)			(Column 2)			SMALL ENTITY ☒ OR		OTHER THAN SMALL ENTITY		
FOR	NUMBER FILED	NUMBER EXTRA	RATE (\$)	FEE (\$)	OR	RATE (\$)	FEE (\$)			
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A				
☐ SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A			N/A				
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A				
TOTAL CLAIMS (37 CFR 1.16(j))	minus 20 =	*	X \$	=		X \$	=			
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X \$	=		X \$	=			
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).									
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))										
* If the difference in column 1 is less than zero, enter "0" in column 2.										
APPLICATION AS AMENDED – PART II										
(Column 1)			(Column 2)			SMALL ENTITY OR		OTHER THAN SMALL ENTITY		
AMENDMENT	10/04/2010	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	OR	RATE (\$)	ADDITIONAL FEE (\$)	
Total (37 CFR 1.16(i))	*	3	Minus	** 20	=	0		X \$	=	
Independent (37 CFR 1.16(h))	*	1	Minus	*** 3	=	0		X \$	=	
☐ Application Size Fee (37 CFR 1.16(s))										
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))										
					TOTAL ADD'L FEE	0	OR	TOTAL ADD'L FEE		
(Column 1)			(Column 2)			SMALL ENTITY OR		OTHER THAN SMALL ENTITY		
AMENDMENT	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	OR	RATE (\$)	ADDITIONAL FEE (\$)		
Total (37 CFR 1.16(i))	*	Minus	**	=	X \$	=	OR	X \$	=	
Independent (37 CFR 1.16(h))	*	Minus	***	=	X \$	=	OR	X \$	=	
☐ Application Size Fee (37 CFR 1.16(s))										
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))										
					TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE		
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.										

Legal Instrument Examiner:
/ANDREW J. JAMES JR/

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

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
12/924,740	10/04/2010	JOHN THADDEUS PIENKOS	

JOHN T. PIENKOS
10019 N. MILLER CT.
MEQUON, WI 53092

CONFIRMATION NO. 9644
FORMALITIES LETTER



OC000000044095985

Date Mailed: 10/22/2010

NOTICE TO FILE CORRECTED APPLICATION PAPERS

Filing Date Granted

An application number and filing date have been accorded to this application. The application is informal since it does not comply with the regulations for the reason(s) indicated below. Applicant is given TWO MONTHS from the date of this Notice within which to correct the informalities indicated below. 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 required item(s) identified below must be timely submitted to avoid abandonment:

- Replacement drawings in compliance with 37 CFR 1.84 and 37 CFR 1.121(d) are required. The drawings submitted are not acceptable because:
 - The drawings must be reasonably free from erasures and must be free from alterations, overwriting, interlineations, folds, and copy marks. See Figure(s) All.

Applicant is cautioned that correction of the above items may cause the specification and drawings page count to exceed 100 pages. If the specification and drawings exceed 100 pages, applicant will need to submit the required application size fee.

Replies should be mailed to:

Mail Stop Missing Parts
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

Registered users of EFS-Web may alternatively submit their reply to this notice via EFS-Web.
<https://sportal.uspto.gov/authenticate/AuthenticateUserLocalEPF.html>

For more information about EFS-Web please call the USPTO Electronic Business Center at **1-866-217-9197** or visit our website at <http://www.uspto.gov/ebc>.

If you are not using EFS-Web to submit your reply, you must include a copy of this notice.

/tlulu/

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



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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO.	TOT CLAIMS	IND CLAIMS
12/924,740	10/04/2010	3687	545		3	1

CONFIRMATION NO. 9644

JOHN T. PIENKOS
10019 N. MILLER CT.
MEQUON, WI 53092

FILING RECEIPT



Date Mailed: 10/22/2010

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

Applicant(s)

JOHN THADDEUS PIENKOS, MILWAUKEE, WI;

Power of Attorney: None

Domestic Priority data as claimed by applicant

This application is a DIV of 11/707,842 02/19/2007 PAT 7,819,315
which is a CON of 09/626,365 07/23/2000 PAT 7,231,380
which claims benefit of 60/158,444 10/09/1999

Foreign Applications

If Required, Foreign Filing License Granted: 10/20/2010

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 12/924,740**

Projected Publication Date: Request for Non-Publication Acknowledged

Non-Publication Request: Yes

Early Publication Request: No

**** SMALL ENTITY ****

Title

Apparatus and method for providing product location information to customers in a store

Preliminary Class

705

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

Since the rights granted by a U.S. patent extend only throughout the territory of the United States and have no effect in a foreign country, an inventor who wishes patent protection in another country must apply for a patent in a specific country or in regional patent offices. Applicants may wish to consider the filing of an international application under the Patent Cooperation Treaty (PCT). An international (PCT) application generally has the same effect as a regular national patent application in each PCT-member country. The PCT process **simplifies** the filing of patent applications on the same invention in member countries, but **does not result** in a grant of "an international patent" and does not eliminate the need of applicants to file additional documents and fees in countries where patent protection is desired.

Almost every country has its own patent law, and a person desiring a patent in a particular country must make an application for patent in that country in accordance with its particular laws. Since the laws of many countries differ in various respects from the patent law of the United States, applicants are advised to seek guidance from specific foreign countries to ensure that patent rights are not lost prematurely.

Applicants also are advised that in the case of inventions made in the United States, the Director of the USPTO must issue a license before applicants can apply for a patent in a foreign country. The filing of a U.S. patent application serves as a request for a foreign filing license. The application's filing receipt contains further information and guidance as to the status of applicant's license for foreign filing.

Applicants may wish to consult the USPTO booklet, "General Information Concerning Patents" (specifically, the section entitled "Treaties and Foreign Patents") for more information on timeframes and deadlines for filing foreign patent applications. The guide is available either by contacting the USPTO Contact Center at 800-786-9199, or it can be viewed on the USPTO website at <http://www.uspto.gov/web/offices/pac/doc/general/index.html>.

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, <http://www.stopfakes.gov>. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4158).

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This license is to be retained by the licensee and may be used at any time on or after the effective date thereof unless it is revoked. This license is automatically transferred to any related applications(s) filed under 37 CFR 1.53(d). This license is not retroactive.

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NOT GRANTED

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MAR 22 2011

TO: EXAMINER ANDREW J. RUDY
ART UNIT 3687
FAX: (571) 273-8300

FROM: JOHN PIENKOS
APPLICANT, U.S. PATENT APPL. NO. 12/924,740
FAX: (262) 643-4165

DATE: March 22, 2011

RE: Response to Notice to File Corrected Application Papers,
Including Response (1 page), Replacement Drawings (4
Pages), 3-Month Extension of Time Request (1 page), and
Credit Card Payment Form (1 Page) *& Copy of*
Notice to File Corrected Application
Papers (2 pages).

10 PAGES INCLUDING COVER SHEET

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PTO/SB/22 (07-09)

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

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

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PETITION FOR EXTENSION OF TIME UNDER 37 CFR 1.136(a) FY 2009 (Fees pursuant to the Consolidated Appropriations Act, 2008 (H.R. 4818).)		Docket Number (Optional)	
Application Number 12/924,740		Filed 10/4/2010	
For APPARATUS AND METHOD FOR PROVIDING PRODUCT LOCATION INFORMATION TO CUSTOMERS IN A STORE			
Art Unit 3687		Examiner ANDREW J. RUDY	

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))	\$130	\$65	\$ _____
☐ Two months (37 CFR 1.17(a)(2))	\$490	\$245	\$ _____
☒ Three months (37 CFR 1.17(a)(3))	\$1110	\$555	\$ 555
☐ Four months (37 CFR 1.17(a)(4))	\$1730	\$865	\$ _____
☐ Five months (37 CFR 1.17(a)(5))	\$2350	\$1175	\$ _____

☒ 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 **CREDIT CARD ON CREDIT CARD PAYMENT FORM; ALSO, ANY**

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 _____

ADDITIONAL EXTENSION OF TIME REQUIRED IS HEREBY REQUESTED.

John T. Pienkos Signature **3/22/11** Date

JOHN T. PIENKOS Typed or printed name **(262)643-4165** 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 _____ forms are submitted.

This collection of information is required by 37 CFR 1.138(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.

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03/23/2011 WMAZ11 00000007 12924740

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555.00 OP

PAGE 7/10 * RCVD AT 3/22/2011 8:25:28 PM [Eastern Daylight Time] * SVR:W-PTOFAX-002/11 * DNIS:2738300 * CSID:2626434165 * DURATION (mm:ss):04:39

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MAR 22 2011

I hereby certify that this correspondence is being faxed to Examiner Andrew J. Rudy at the U.S. Patent and Trademark Office at (571) 273-8300 on the following date: March 22, 2011 *John Pienkos*

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Pienkos, John T.
Serial No.: 12/924,740
Filed: October 4, 2010
For: APPARATUS AND METHOD FOR PROVIDING PRODUCT LOCATION
INFORMATION TO CUSTOMERS IN A STORE
Grp. Art Unit: 3687

SUBMISSION OF FORMAL DRAWINGS IN RESPONSE
TO NOTICE TO FILE CORRECTED APPLICATION PAPERS

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

Dear Sir:

Enclosed herewith are four (4) sheets of formal drawings for the above-identified patent application, which are provided as Replacement Drawings in the present Application. The Applicant submits that these formal drawings do not add new matter. Entry of the formal drawings is respectfully requested.

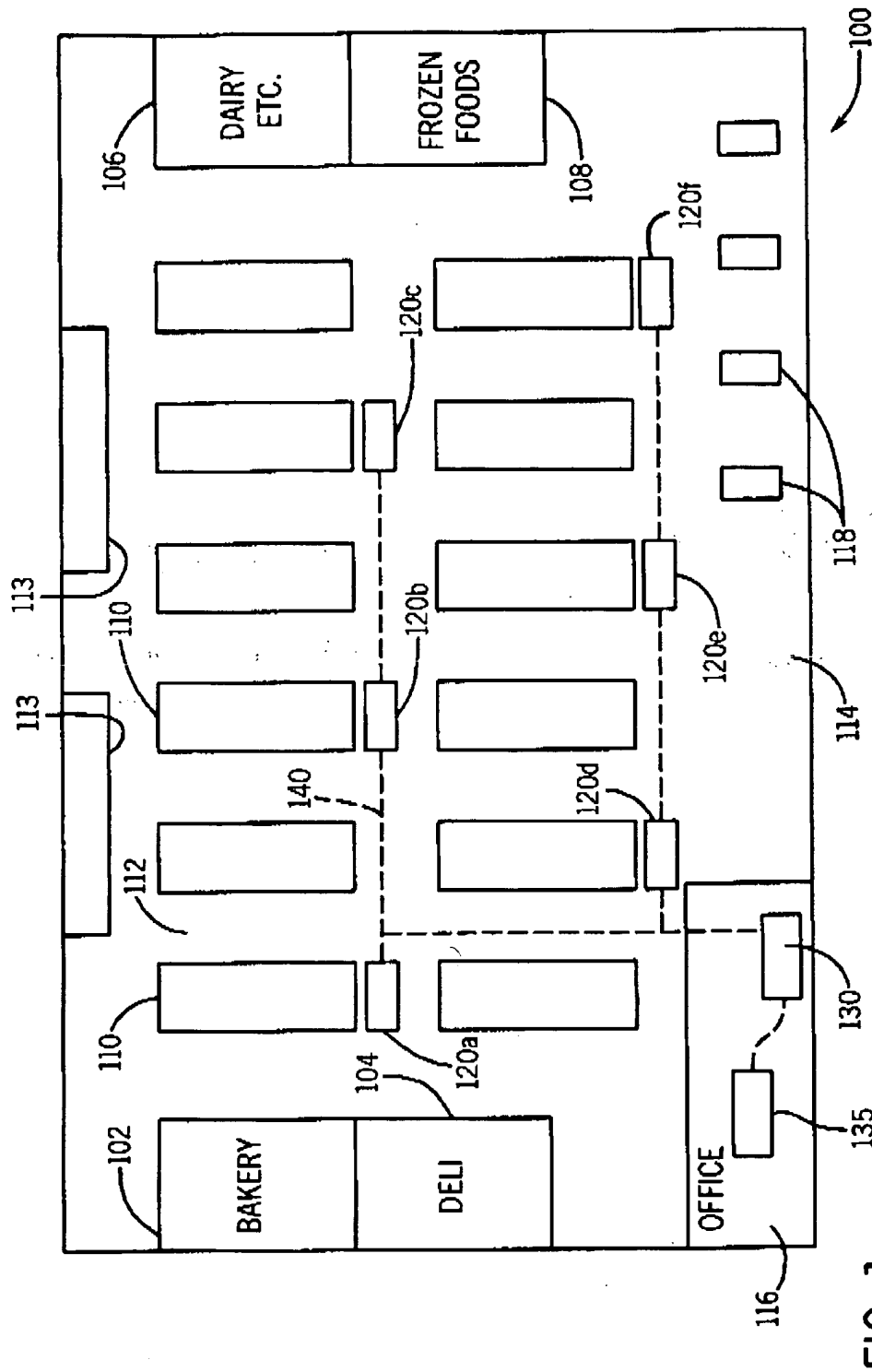
The Applicant is submitting herewith a 3-month extension fee and hereby requests that a 3-month time extension of time for submission of these drawings be granted. If any further time extension fee is required or any other fee is required, the Applicant hereby requests that such fee(s) be billed to the credit card listed on the attached Credit Card Payment Form. Likewise, any petition needed for continued prosecution of the present Application should be considered provisionally made. If any questions should arise with respect to the submitted figures, the Examiner is urged to contact the Applicant at the phone number listed below.

Respectfully submitted,

Date: March 21, 2011

John T. Pienkos
Applicant
(262) 643-4165

1 / 4



2 / 4

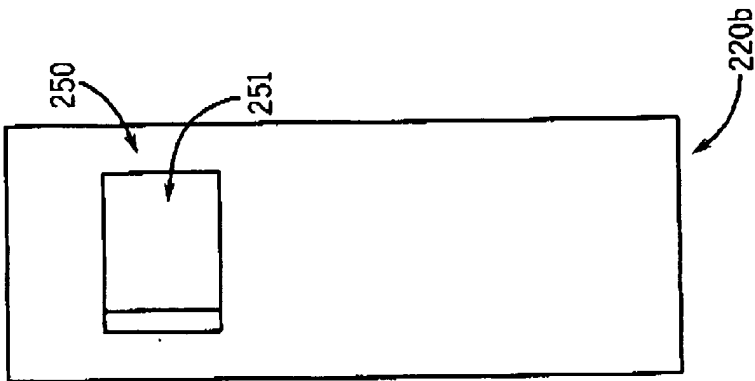


FIG. 2(b)

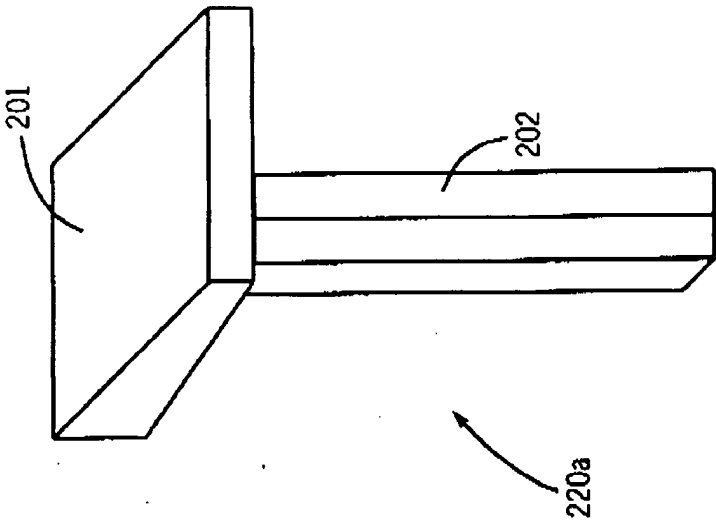
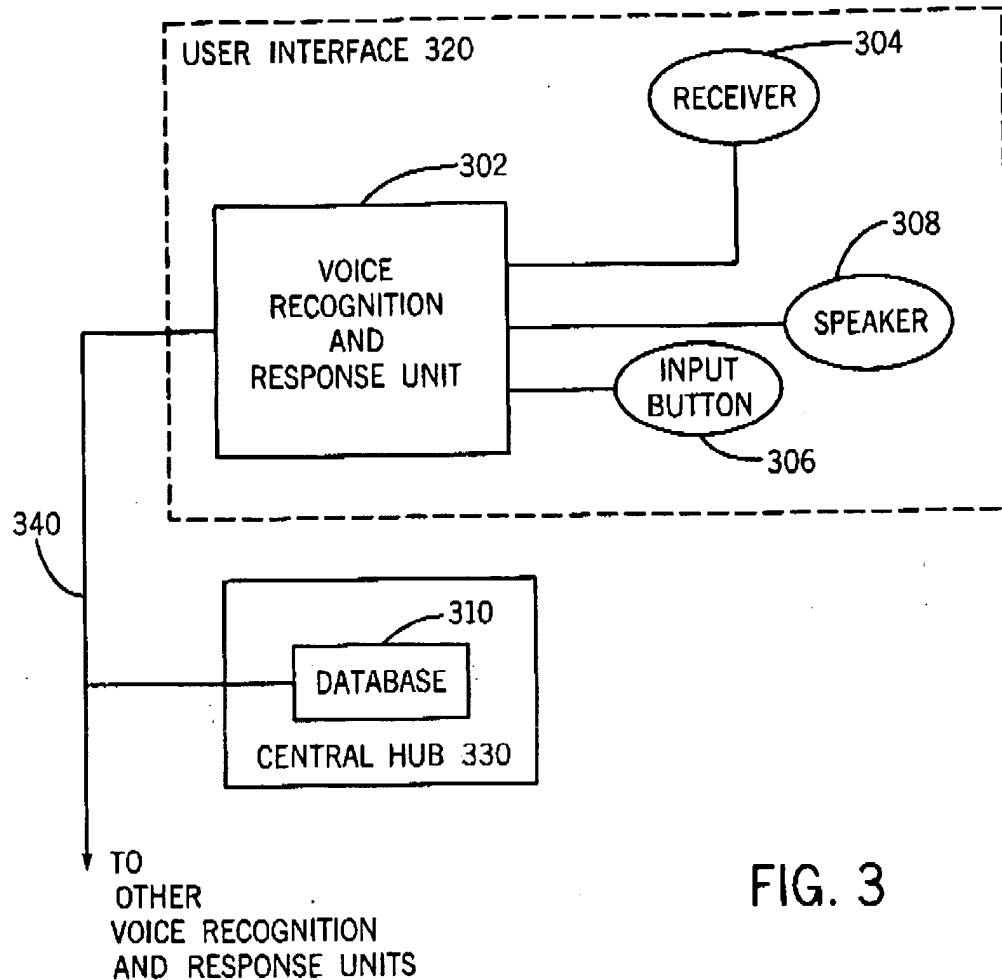
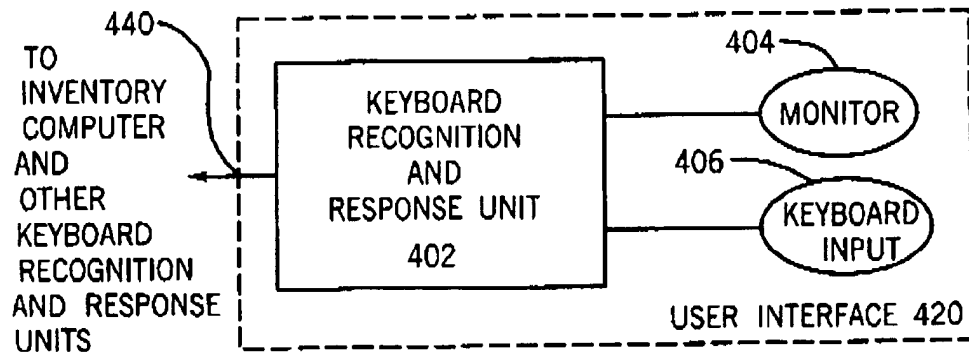


FIG. 2(a)

3 / 4



4 / 4

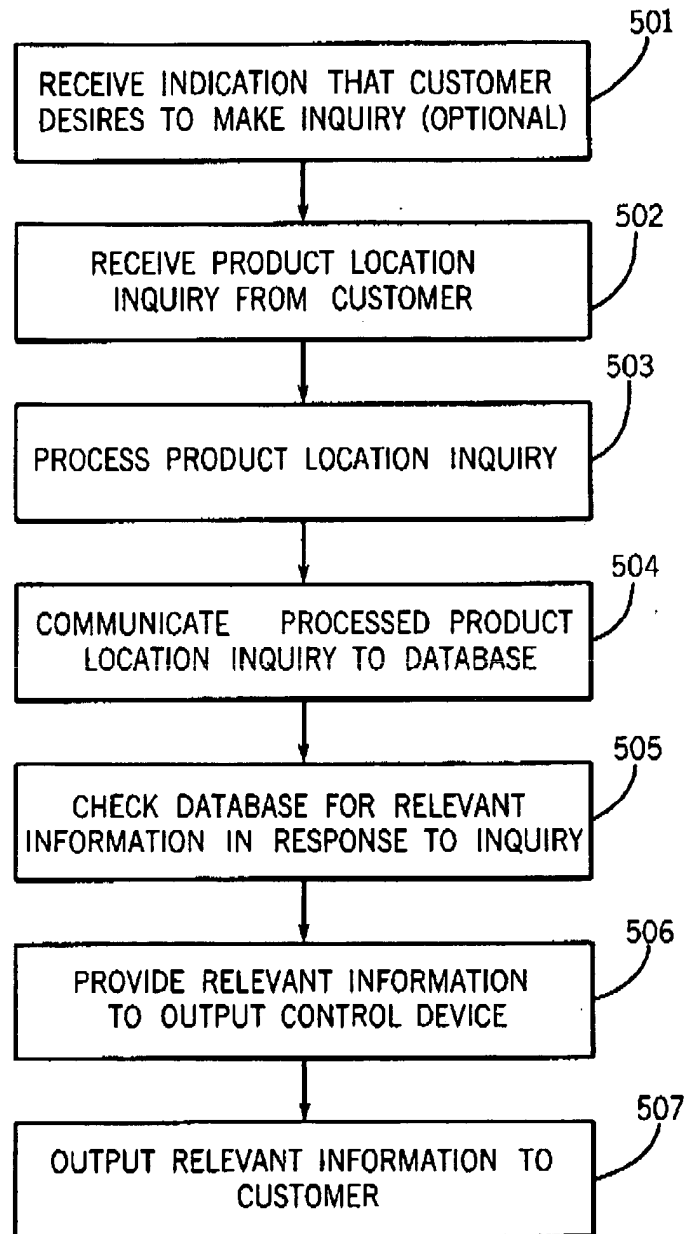


FIG. 5

MAR 22 2011



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UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
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Alexandria, Virginia 22319-1450
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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
12/924,740	10/04/2010	JOHN THADDEUS PIENKOS	

JOHN T. PIENKOS
10018 N. MILLER CT.
MEQUON, WI 53092

CONFIRMATION NO. 9644

FORMALITIES LETTER



0000000044095985

Date Mailed: 10/22/2010

NOTICE TO FILE CORRECTED APPLICATION PAPERS

Filing Date Granted

An application number and filing date have been accorded to this application. The application is informal since it does not comply with the regulations for the reason(s) indicated below. Applicant is given TWO MONTHS from the date of this Notice within which to correct the informalities indicated below. 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 required item(s) identified below must be timely submitted to avoid abandonment:

- Replacement drawings in compliance with 37 CFR 1.84 and 37 CFR 1.121(d) are required. The drawings submitted are not acceptable because:
 - The drawings must be reasonably free from erasures and must be free from alterations, overwriting, interlineations, folds, and copy marks. See Figure(s) All.

Applicant is cautioned that correction of the above items may cause the specification and drawings page count to exceed 100 pages. If the specification and drawings exceed 100 pages, applicant will need to submit the required application size fee.

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Alexandria VA 22313-1450

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If you are not using EFS-Web to submit your reply, you must include a copy of this notice.

/tlulw/

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

page 2 of 2



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
12/924,740	10/04/2010	JOHN THADDEUS PIENKOS	

JOHN T. PIENKOS
10019 N. MILLER CT.
MEQUON, WI 53092

CONFIRMATION NO. 9644
FORMALITIES LETTER



OC000000046860268

Date Mailed: 04/04/2011

NOTICE OF INCOMPLETE REPLY (NONPROVISIONAL)

Filing Date Granted

The U.S. Patent and Trademark Office has received your reply on 03/22/2011 to the Notice to File Missing Parts (Notice) mailed 10/22/2010 and it has been entered into the nonprovisional application. The reply, however, does not include the following items required in the Notice. A complete reply must be timely filed to prevent ABANDONMENT of the above-identified application. Replies should be mailed to: Mail Stop Missing Parts, Commissioner for Patents, P.O. Box 1450, Alexandria VA 22313-1450.

Applicant is given **TWO MONTHS** from the date of the Notice to File Missing Parts (Notice) mailed 10/22/2010 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).

Items Required to Avoid Abandonment:

The required items noted below SHOULD be filed along with any items required above. The filing date of this nonprovisional application will be the date of receipt of the items required above.

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:

- Replacement drawings in compliance with 37 CFR 1.84 and 37 CFR 1.121(d) are required. The drawings submitted are not acceptable because:
 - The drawings must be reasonably free from erasures and must be free from alterations, overwriting, interlineations, folds, and copy marks. See Figure(s) 1-3, 5.

Applicant is cautioned that correction of the above items may cause the specification and drawings page count to exceed 100 pages. If the specification and drawings exceed 100 pages, applicant will need to submit the required application size fee.

Replies should be mailed to:

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If you are not using EFS-Web to submit your reply, you must include a copy of this notice.

/eulanday/

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

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number
12/924,740

APPLICATION AS FILED - PART I

(Column 1)		(Column 2)	SMALL ENTITY		OR	OTHER THAN SMALL ENTITY	
FOR	NUMBER FILED	NUMBER EXTRA	RATE(\$)	FEE(\$)		RATE(\$)	FEE(\$)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	165		N/A	
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A	270		N/A	
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	110		N/A	
TOTAL CLAIMS (37 CFR 1.16(j))	3	minus 20 = *	x 26 =	0.00	OR		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	1	minus 3 = *	x 110 =	0.00			
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$270 (\$135 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			0.00			
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0.00			
			TOTAL	545		TOTAL	

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

APPLICATION AS AMENDED - PART II

		(Column 1)		(Column 2)	(Column 3)	SMALL ENTITY		OR	OTHER THAN SMALL ENTITY	
AMENDMENT A		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)	ADDITIONAL FEE(\$)
	Total (37 CFR 1.16(i))	*	Minus	**	=	x	=	OR	x	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x	=	OR	x	=
	Application Size Fee (37 CFR 1.16(s))							OR		
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

		(Column 1)		(Column 2)	(Column 3)	SMALL ENTITY		OR	OTHER THAN SMALL ENTITY	
AMENDMENT B		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)	ADDITIONAL FEE(\$)
	Total (37 CFR 1.16(i))	*	Minus	**	=	x	=	OR	x	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x	=	OR	x	=
	Application Size Fee (37 CFR 1.16(s))							OR		
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.



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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
12/924,740	10/04/2010	JOHN THADDEUS PIENKOS	

JOHN T. PIENKOS
10019 N. MILLER CT.
MEQUON, WI 53092

CONFIRMATION NO. 9644
WITHDRAWAL NOTICE



OC000000047080478

Date Mailed: 04/11/2011

Letter Regarding a New Notice and/or the Status of the Application

If a new notice or Filing Receipt is enclosed, applicant may disregard the previous notice mailed on 04/04/2011. The time period for reply runs from the mail date of the new notice. Within the time period for reply, applicant is required to file a reply in compliance with the requirements set forth in the new notice to avoid abandonment of the application.

Registered users of EFS-Web may alternatively submit their reply to this notice via EFS-Web.
<https://sportal.uspto.gov/authenticate/AuthenticateUserLocalEPF.html>

For more information about EFS-Web please call the USPTO Electronic Business Center at
1-866-217-9197 or visit our website at <http://www.uspto.gov/ebc>.

If the reply is not filed electronically via EFS-Web, the reply must be accompanied by a copy of the new notice.

If the Office previously granted a petition to withdraw the holding of abandonment or a petition to revive under 37 CFR 1.137, the status of the application has been returned to pending status.

/eulanday/

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

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number
12/924,740

APPLICATION AS FILED - PART I

(Column 1)		(Column 2)
FOR	NUMBER FILED	NUMBER EXTRA
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A
TOTAL CLAIMS (37 CFR 1.16(j))	3 minus 20 =	*
INDEPENDENT CLAIMS (37 CFR 1.16(h))	1 minus 3 =	*
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$270 (\$135 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).	
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))		

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

SMALL ENTITY

RATE(\$)	FEE(\$)
N/A	165
N/A	270
N/A	110
x 26 =	0.00
x 110 =	0.00
	0.00
	0.00
TOTAL	545

OR

OTHER THAN SMALL ENTITY

RATE(\$)	FEE(\$)
N/A	
N/A	
N/A	
TOTAL	

APPLICATION AS AMENDED - PART II

	(Column 1)	(Column 2)	(Column 3)
AMENDMENT A	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
Total (37 CFR 1.16(i))	*	Minus **	=
Independent (37 CFR 1.16(h))	*	Minus ***	=
Application Size Fee (37 CFR 1.16(s))			
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))			

SMALL ENTITY

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
TOTAL ADD'L FEE	

OR

OTHER THAN SMALL ENTITY

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
TOTAL ADD'L FEE	

	(Column 1)	(Column 2)	(Column 3)
AMENDMENT B	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
Total (37 CFR 1.16(i))	*	Minus **	=
Independent (37 CFR 1.16(h))	*	Minus ***	=
Application Size Fee (37 CFR 1.16(s))			
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))			

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
TOTAL ADD'L FEE	

OR

RATE(\$)	ADDITIONAL FEE(\$)
x =	
x =	
TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.



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www.uspto.gov

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
12/924,740	10/04/2010	3687	545		3	1

JOHN T. PIENKOS
10019 N. MILLER CT.
MEQUON, WI 53092

CONFIRMATION NO. 9644
UPDATED FILING RECEIPT



Date Mailed: 04/11/2011

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

Applicant(s)

JOHN THADDEUS PIENKOS, MILWAUKEE, WI;

Power of Attorney: None

Domestic Priority data as claimed by applicant

This application is a DIV of 11/707,842 02/19/2007 PAT 7,819,315
which is a CON of 09/626,365 07/23/2000 PAT 7,231,380
which claims benefit of 60/158,444 10/09/1999

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

If Required, Foreign Filing License Granted: 10/20/2010

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 12/924,740**

Projected Publication Date: Request for Non-Publication Acknowledged

Non-Publication Request: Yes

Early Publication Request: No

**** SMALL ENTITY ****

Title

Apparatus and method for providing product location information to customers in a store

Preliminary Class

705

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

Since the rights granted by a U.S. patent extend only throughout the territory of the United States and have no effect in a foreign country, an inventor who wishes patent protection in another country must apply for a patent in a specific country or in regional patent offices. Applicants may wish to consider the filing of an international application under the Patent Cooperation Treaty (PCT). An international (PCT) application generally has the same effect as a regular national patent application in each PCT-member country. The PCT process **simplifies** the filing of patent applications on the same invention in member countries, but **does not result** in a grant of "an international patent" and does not eliminate the need of applicants to file additional documents and fees in countries where patent protection is desired.

Almost every country has its own patent law, and a person desiring a patent in a particular country must make an application for patent in that country in accordance with its particular laws. Since the laws of many countries differ in various respects from the patent law of the United States, applicants are advised to seek guidance from specific foreign countries to ensure that patent rights are not lost prematurely.

Applicants also are advised that in the case of inventions made in the United States, the Director of the USPTO must issue a license before applicants can apply for a patent in a foreign country. The filing of a U.S. patent application serves as a request for a foreign filing license. The application's filing receipt contains further information and guidance as to the status of applicant's license for foreign filing.

Applicants may wish to consult the USPTO booklet, "General Information Concerning Patents" (specifically, the section entitled "Treaties and Foreign Patents") for more information on timeframes and deadlines for filing foreign patent applications. The guide is available either by contacting the USPTO Contact Center at 800-786-9199, or it can be viewed on the USPTO website at <http://www.uspto.gov/web/offices/pac/doc/general/index.html>.

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, <http://www.stopfakes.gov>. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4158).

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

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

set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

This license is to be retained by the licensee and may be used at any time on or after the effective date thereof unless it is revoked. This license is automatically transferred to any related applications(s) filed under 37 CFR 1.53(d). This license is not retroactive.

The grant of a license does not in any way lessen the responsibility of a licensee for the security of the subject matter as imposed by any Government contract or the provisions of existing laws relating to espionage and the national security or the export of technical data. Licensees should apprise themselves of current regulations especially with respect to certain countries, of other agencies, particularly the Office of Defense Trade Controls, Department of State (with respect to Arms, Munitions and Implements of War (22 CFR 121-128)); the Bureau of Industry and Security, Department of Commerce (15 CFR parts 730-774); the Office of Foreign Assets Control, Department of Treasury (31 CFR Parts 500+) and the Department of Energy.

NOT GRANTED

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/924,740	10/04/2010	JOHN THADDEUS PIENKOS		9644

7590
JOHN T. PIENKOS
10019 N. MILLER CT.
MEQUON, WI 53092

12/22/2011

EXAMINER

RUDY, ANDREW J

ART UNIT	PAPER NUMBER
----------	--------------

3687

MAIL DATE	DELIVERY MODE
-----------	---------------

12/22/2011

PAPER

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

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

Office Action Summary	Application No.	Applicant(s)	
	12/924,740	PIENKOS, JOHN THADDEUS	
	Examiner	Art Unit	
	ANDREW J. RUDY	3687	

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

Period for Reply

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

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

Status

- 1) ☒ Responsive to communication(s) filed on 04 October 2010.
- 2a) ☐ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on ____; the restriction requirement and election have been incorporated into this action.
- 4) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 5) ☒ Claim(s) 1-3 is/are pending in the application.
- 5a) Of the above claim(s) ____ is/are withdrawn from consideration.
- 6) ☐ Claim(s) ____ is/are allowed.
- 7) ☒ Claim(s) 1-3 is/are rejected.
- 8) ☐ Claim(s) ____ is/are objected to.
- 9) ☐ Claim(s) ____ are subject to restriction and/or election requirement.

Application Papers

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

Priority under 35 U.S.C. § 119

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

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

Attachment(s)

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

DETAILED ACTION

1. Claims 1-3 are pending.

Claim Rejections - 35 USC § 103

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.

3. Claims 1-3 are rejected under 35 U.S.C. 103(a) as being unpatentable over Gupta, US 6,820,062.

Gupta discloses, e.g. Figs. 1-4 and related text, a method of providing product location within a store, e.g. , a first input device, e.g. 17, querying a database, e.g. 14, an information signal, e.g. 16, voice recognition, e.g. claim 6, and obtaining product location, e.g. col. 8, lines 35-50. Gupta does not explicitly disclose input/output signals. Official notice that input/output signals associated with signal processing devices have been common knowledge in the art. To have provided such for the database and information signal of Gupta would have been obvious to one of ordinary skill in the art. The motivation for such would have been to incorporate common knowledge communication means to locate products with the store of Gupta.

4. Further pertinent references of interest are noted on the attached PTO-892.

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to ANDREW J. RUDY whose telephone number is (571)272-6789. The examiner can normally be reached on Monday thru Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Matthew S. Gart can be reached on 571-272-3955. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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

/ANDREW J RUDY/
Primary Examiner, Art Unit 3687

Notice of References Cited	Application/Control No. 12/924,740		Applicant(s)/Patent Under Reexamination PIENKOS, JOHN THADDEUS	
	Examiner ANDREW J. RUDY		Art Unit 3687	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-7,979,576	07-2011	Philyaw et al.	709/238
*	B	US-7,886,017	02-2011	Philyaw et al.	709/217
*	C	US-7,819,315	10-2010	Pienkos, John Thaddeus	235/383
*	D	US-7,596,786	09-2009	Philyaw et al.	717/174
*	E	US-6,820,062	11-2004	Gupta et al.	705/16
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

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

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

Search Notes

Application/Control No.

12/924,740

Examiner

ANDREW J. RUDY

Applicant(s)/Patent under
Reexamination

PIENKOS, JOHN THADDEUS

Art Unit

3687

SEARCHED

Class	Subclass	Date	Examiner
235	375,383	12/15/2011	AJR
705	15,16	12/15/2011	AJR
709	203,217	12/15/2011	AJR
709	238	12/15/2011	AJR

INTERFERENCE SEARCHED

Class	Subclass	Date	Examiner

**SEARCH NOTES
(INCLUDING SEARCH STRATEGY)**

	DATE	EXMR
Inventor name search conducted.	12/15/2011	AJR
Continuity data reviewed.	12/15/2011	AJR
Bibliographic data sheet updated.	12/15/2011	AJR



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BIB DATA SHEET

CONFIRMATION NO. 9644

SERIAL NUMBER	FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.		
12/924,740	10/04/2010	705	3687			
APPLICANTS JOHN THADDEUS PIENKOS, MILWAUKEE, WI; ** CONTINUING DATA ***** This application is a DIV of 11/707,842 02/19/2007 PAT 7,819,315 which is a CON of 09/626,365 07/23/2000 PAT 7,231,380 which claims benefit of 60/158,444 10/09/1999 ** FOREIGN APPLICATIONS ***** ** IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** ** SMALL ENTITY ** 10/20/2010						
Foreign Priority claimed	☐ Yes ☒ No	☐ Met after Allowance	STATE OR COUNTRY	SHEETS DRAWINGS	TOTAL CLAIMS	INDEPENDENT CLAIMS
35 USC 119(a-d) conditions met	☐ Yes ☒ No		WI	3	3	1
Verified and	/ANDREW JOSEPH RUDY/ Examiner's Signature					
Acknowledged	Initials					
ADDRESS JOHN T. PIENKOS 10019 N. MILLER CT. MEQUON, WI 53092 UNITED STATES						
TITLE Apparatus and method for providing product location information to customers in a store						
FILING FEE RECEIVED 545	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						

APR 23 2012

I hereby certify that this correspondence is being transmitted by facsimile to Examiner Andrew Joseph Rudy of the United States Patent Office, at (571) 273-8300. Date and Signature of transmittal: *J. Rudy* 4/23/12

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**Applicant:** Pienkos, John T.**Serial No.:** 12/924,740**Filing Date:** October 4, 2010**Title:** APPARATUS AND METHOD FOR PROVIDING PRODUCT LOCATION INFORMATION TO CUSTOMERS IN A STORE**Examiner:** Rudy, Andrew J.**Art Unit:** 3687

AMENDMENT

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

Dear Sir:

In response to the non-final Office action mailed on December 22, 2011, the Applicant submits the following Amendments to the Claims and Remarks.

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

Remarks begin on page 3 of this submission.

Appl. No. 12/924,740
Amdt. Dated April 23, 2012

Amendments to the Claims

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

Listing of Claims:

1. (Currently Amended) A method of providing product location information within a store, the method comprising:

affixing at least a first input device at a first location within the store, so that the first input device is substantially stationary;

providing an inventory information unit having a database containing product location information and additional product-related information including product availability information;

obtaining a product location inquiry at the first input device;

processing the product location inquiry at a signal processing device to determine a product location inquiry signal;

querying a database to obtain product location information in response to the product location inquiry signal;

providing an a-product location information signal in response to the product location inquiry signal, the information signal at least sometimes including at least a first portion of the product location information and also depending at least sometimes upon a first portion of the product availability information; and

providing an output signal at an output device, the output signal being a response to the product location inquiry, and being based upon the information signal,

whereby, when the product availability information indicates that a product is unavailable at a location, the information signal is configured so that the output signal does not provide an indication that the product is available at the location.

2. (Original) The method of claim 1, wherein the first input device includes a receiver and the product location inquiry is a voice signal received by the receiver.

3. (Original) The method of claim 1, further comprising:

determining an availability within the store of a product to which the product location inquiry pertains.

Appl. No. 12/924,740
Amdt. Dated April 23, 2012

REMARKS/ARGUMENTS

The Applicant appreciates the Examiner's consideration of the present Application, in which claims 1-3 are currently pending. In the Office action, all of claims 1-3 were rejected under 35 U.S.C. 103(a) as being unpatentable over Gupta (U.S. Patent No. 6,820,062).

In view of this rejection of the claims, the Applicant has amended independent claim 1 as shown above and discussed below. In view of the amendments to claim 1, the Applicant respectfully submits that claim 1, as well as claims 2-3 depending therefrom, are all allowable under 35 U.S.C. 103(a).

Amendment of Independent Claim 1

As shown, claim 1 has been amended to recite additional features, and also certain language has been deleted from the claim. More particularly, claim 1 has been amended to clarify that the first input device is affixed so as to "substantially stationary". Also, claim 1 has been amended to recite "providing an inventory information unit having a database containing product location information and additional product-related information including product availability information". Further, claim 1 has been amended to state that the information signal that is provided in response to the product location signal "at least sometimes [includes] at least a first portion of the product location information and also [depends] at least sometimes upon a first portion of the product availability information" Also, claim 1 has additionally been amended to recite that the output signal provided at the output device is "based upon the information signal, whereby, when the product availability information indicates that the product is unavailable at a location, the information signal is configured so that the output signal does not provide an indication that the product is available at the location".

The Applicant submits that the newly-added language of claim 1 does not add new matter but rather the amended language conforms substantially (aside from being in method claim format) to the language of independent claim 1 of issued U.S. Patent No. 7,231,380, with respect to which the present Application claims priority. More particularly, the language added regarding the inventory information unit with a database find support in claim 1 of the patent application underlying the '380 patent (U.S. patent application no. 09/626,365, hereinafter the '365 application) as originally filed. Also, the language added regarding additional product-related information finds support in the '365 application as discussed in the Applicant's

Appl. No. 12/924,740
Amdt. Dated April 23, 2012

amendment dated January 3, 2004 in relation to the '365 application. Further, the language added regarding the first input device being substantially stationary, and the concluding language of claim 1 (including the "whereby clause"), find support in the '365 application as set forth in the Applicant's amendment dated May 11, 2004 in relation to the '365 application.

Allowability of Claims Under 35 U.S.C. 103(a)

The Applicant respectfully submits that, as best as the Applicant can determine, Gupta teaches a system in which a computer system is provided on a mobile shopping cart for use in a store (see, e.g., col. 2, lines 10-14 and col. 4, lines 7-26). In contrast, the Applicant's invention as recited in claims 1-3, in view of the amendment to claim 1, is specifically concerned with operation of a system in which the system is substantially stationary within the store. As such, the Applicants invention as recited in claim 1-3 can, but need not, involve complicated wireless communication technologies such as an "RF link" or "infrared (IR) transmission" as mentioned in Gupta (see col. 3, lines 1-3 and col. 4, lines 23-26 and 65-68). Further, the Applicant's claimed system has other advantages relative to a system with mobile terminals, as discussed for example on pages 15-16 in the Applicant's amendment dated May 11, 2004 submitted in connection with the '365 application (which as noted ultimately issued as the '380 patent to which the present Application claims priority).

Additionally, as noted, amended claim 1 now concerns the use of product availability information in addition to concerning product location information. However, Applicant has not found any discussion with Gupta of the use of product availability information as recited in amended claim 1. Nor has the Applicant found any suggestion in Gupta that would motivate one of ordinary skill in the art to arrive at the Applicant's claimed invention in this regard. Further in this regard, the Applicant submits that the use of such availability information is advantageous, for example, insofar as the use of such information can result in avoiding misdirecting customers to visit locations in stores where products of interest are no longer available (thus, claim 1 now recites that, "when the product availability information indicates that the product is unavailable at a location, the information signal is configured so that the output signal does not provide an indication that the product is available at the location"). Indeed, again as discussed on pages 12-15 of the Applicant's amendment dated May 11, 2004 submitted in connection with the '365

Appl. No. 12/924,740
Amdt. Dated April 23, 2012

application, the integrated use of product location and product availability information can provide numerous benefits.

For at least the above reasons, therefore, the Applicant respectfully submits that independent claim 1 as amended, and thus also claims 2 and 3 depending therefrom, are allowable under 35 U.S.C. 103(a) over Gupta et al.

* * *

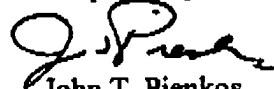
Conclusion

In view of the Applicant's Remarks and Amendments submitted herewith, the Applicant respectfully requests reconsideration and allowance of the present Application.

The Applicant is hereby petitioning for a one-month extension of time and submitting a Credit Card Payment Form to allow for charging of the corresponding fee. If any additional fee(s) are deemed required by the Patent Office to enable consideration of this Amendment and to allow for continued prosecution of the present Application, the Applicant hereby authorizes such additional fees to be charged. Also, any further petition deemed required should be considered provisionally made.

The Applicant invites the Examiner to telephone the Applicant at the telephone number listed below if discussion with the Applicant would further the prosecution of the present Application, or otherwise be of assistance to the Examiner.

Respectfully,



John T. Pienkos
Applicant

Dated: 4/23/12
10019 N. Miller Ct.
Mequon, WI 53092
(262) 643-4165

04/23/2012 10:41

2626434165

JOHN PIENKOS

APR 23 2012

PAGE 01

TO: U.S. PATENT & TRADEMARK
OFFICE

ATTN: EXAMINER ANDREW
JOSEPH RUD?

(571) 273-8300

FROM: JOHN T. PIENKOS
APPLICANT, U.S. PATENT
T.W. APPLICATION NO.
12X/929,740

RE: RESPONSE TO OFFICE
ACTION, INCLUDING
EXTENSION OF TIME
DATE: 4/23/2012

(8 PAGES
INCLUDING
COVER
PAGE)

APR 23 2012

PTO/SB/22 (09-11)

Approved for use through 07/31/2012. OMB 0851-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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PETITION FOR EXTENSION OF TIME UNDER 37 CFR 1.136(a)		Docket Number (Optional) —	
Application Number <u>211/924,740</u>		Filed <u>10/4/10</u>	
For <u>APPARATUS AND METHOD FOR PROVIDING PRODUCT LOCATION INFORMATION TO CUSTOMERS IN A STORE</u>			
Art Unit <u>3687</u>		Examiner <u>RUDY, ANDREW J.</u>	
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))	\$150	<u>\$75</u>	\$ <u>75</u>
☐ Two months (37 CFR 1.17(a)(2))	\$560	\$280	\$ _____
☐ Three months (37 CFR 1.17(a)(3))	\$1270	\$835	\$ _____
☐ Four months (37 CFR 1.17(a)(4))	\$1980	\$990	\$ _____
☐ Five months (37 CFR 1.17(a)(5))	\$2690	\$1345	\$ _____
☒ Applicant claims small entity status. See 37 CFR 1.27.		04/27/2012 APEREZAM 00000002 12924740	
☐ A check in the amount of the fee is enclosed.		01 FC:2251 75.00 OP	
☒ 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>CREDIT CARD LISTED ON CREDIT CARD PAYMENT FORM.</u>			
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/98).			
☐ attorney or agent of record. Registration Number _____			
☐ attorney or agent under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34 _____			
 Signature		<u>4/23/12</u> Date	
<u>JOHN T. PIENKOS</u> Typed or printed name		<u>(262) 643-4165</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 _____ 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 8 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875					Application or Docket Number 12/924,740		Filing Date 10/04/2010		☐ To be Mailed	
APPLICATION AS FILED – PART I										
(Column 1)			(Column 2)			SMALL ENTITY ☒ OR		OTHER THAN SMALL ENTITY		
FOR	NUMBER FILED	NUMBER EXTRA	RATE (\$)	FEE (\$)	OR	RATE (\$)	FEE (\$)			
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A				
☐ SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A			N/A				
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A				
TOTAL CLAIMS (37 CFR 1.16(j))	minus 20 =	*	X \$	=		X \$	=			
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X \$	=		X \$	=			
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).									
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))										
			TOTAL			TOTAL				
* If the difference in column 1 is less than zero, enter "0" in column 2.										
APPLICATION AS AMENDED – PART II										
(Column 1)			(Column 2)			SMALL ENTITY OR		OTHER THAN SMALL ENTITY		
AMENDMENT	04/23/2012	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	OR	RATE (\$)	ADDITIONAL FEE (\$)	
	Total (37 CFR 1.16(i))	* 3	Minus	** 20	=	0		X \$	=	
	Independent (37 CFR 1.16(h))	* 1	Minus	*** 3	=	0		X \$	=	
☐ Application Size Fee (37 CFR 1.16(s))										
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))										
					TOTAL ADD'L FEE	0		TOTAL ADD'L FEE		
(Column 1)			(Column 2)			SMALL ENTITY OR		OTHER THAN SMALL ENTITY		
AMENDMENT	Total (37 CFR 1.16(i))	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	OR	RATE (\$)	ADDITIONAL FEE (\$)	
	Total (37 CFR 1.16(i))	*	Minus	**	=			X \$	=	
	Independent (37 CFR 1.16(h))	*	Minus	***	=			X \$	=	
☐ Application Size Fee (37 CFR 1.16(s))										
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))										
					TOTAL ADD'L FEE			TOTAL ADD'L FEE		
<p>* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.</p> <p>** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".</p> <p>*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".</p> <p>The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.</p>										

Legal Instrument Examiner:
/DEBORAH SCOTT/

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

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NOTICE OF ALLOWANCE AND FEE(S) DUE

7590
JOHN T. PIENKOS
10019 N. MILLER CT.
MEQUON, WI 53092

05/07/2012

EXAMINER

RUDY, ANDREW J

ART UNIT

PAPER NUMBER

3687

DATE MAILED: 05/07/2012

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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12/924,740

10/04/2010

JOHN THADDEUS PIENKOS

9644

TITLE OF INVENTION: APPARATUS AND METHOD FOR PROVIDING PRODUCT LOCATION INFORMATION TO CUSTOMERS IN A STORE

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$870	\$0	\$0	\$870	08/07/2012

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

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

HOW TO REPLY TO THIS NOTICE:

I. Review the SMALL ENTITY status shown above.

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

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

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

If the SMALL ENTITY is shown as NO:

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

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

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

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

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

PART B - FEE(S) TRANSMITTAL

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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)

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.

7590 05/07/2012
JOHN T. PIENKOS
10019 N. MILLER CT.
MEQUON, WI 53092

Certificate of Mailing or Transmission

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

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

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

12/924,740 10/04/2010 JOHN THADDEUS PIENKOS 9644

TITLE OF INVENTION: APPARATUS AND METHOD FOR PROVIDING PRODUCT LOCATION INFORMATION TO CUSTOMERS IN A STORE

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$870	\$0	\$0	\$870	08/07/2012

EXAMINER	ART UNIT	CLASS-SUBCLASS
RUDY, ANDREW J	3687	705-022000

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

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

2. For printing on the patent front page, list

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/924,740	10/04/2010	JOHN THADDEUS PIENKOS		9644

7590
JOHN T. PIENKOS
10019 N. MILLER CT.
MEQUON, WI 53092

05/07/2012

EXAMINER

RUDY, ANDREW J

ART UNIT	PAPER NUMBER
----------	--------------

3687

DATE MAILED: 05/07/2012

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 0 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 0 day(s).

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

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

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

Privacy Act Statement

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

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

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

Notice of Allowability	Application No.	Applicant(s)	
	12/924,740	PIENKOS, JOHN THADDEUS	
	Examiner	Art Unit	
	ANDREW J. RUDY	3687	

-- 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 the 23 April 2012 Amendment.
2. ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on ____; the restriction requirement and election have been incorporated into this action.
3. ☒ The allowed claim(s) is/are 1-3.
4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) ☐ All b) ☐ Some* c) ☐ None of the:
 1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. ____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: ____.

Applicant has **THREE MONTHS FROM THE "MAILING DATE"** of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
 6. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date ____.
 - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date ____.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).**
7. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

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

DETAILED ACTION

Allowable Subject Matter

1. Claims 1-3 are allowed Pursuant to Applicant's April 23, 2012 Amendment and REMARKS.
2. Further pertinent references of interest are noted on the attached PTO-892.
3. Any inquiry concerning this communication or earlier communications from the examiner should be directed to ANDREW JOSEPH RUDY whose telephone number is (571)272-6789. The examiner can normally be reached on Monday thru Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Matthew S. Gart can be reached on 571-272-3955. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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

/ANDREW JOSEPH RUDY/
Primary Examiner, Art Unit 3687

Application/Control Number: 12/924,740
Art Unit: 3687

Page 3

Notice of References Cited	Application/Control No. 12/924,740		Applicant(s)/Patent Under Reexamination PIENKOS, JOHN THADDEUS	
	Examiner ANDREW J. RUDY		Art Unit 3687	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-8,140,398	03-2012	Boesjes, Eimar M.	705/26.1
*	B	US-7,085,775	08-2006	Short et al.	1/1
*	C	US-6,442,530	08-2002	Miller, Steven D.	705/16
*	D	US-6,006,196	12-1999	Feigin et al.	705/7.31
	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.

Issue Classification 	Application/Control No.		Applicant(s)/Patent under Reexamination	
	12/924,740		PIENKOS, JOHN THADDEUS	
	Examiner		Art Unit	
	ANDREW J. RUDY		3687	

ISSUE CLASSIFICATION											
ORIGINAL					CROSS REFERENCE(S)						
CLASS		SUBCLASS			CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)					
705		22			705	26.9					
INTERNATIONAL CLASSIFICATION											
G	0	6	Q	30/00							
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XXXXXXXXXXXXXXXXXXXXXXXXXXXX (Assistant Examiner) (Date)					/Andrew Joseph Rudy/ 5/3/2012 (Particular Examiner) (Date)					Total Claims Allowed: 3 O.G. Print Claim(s) O.G. Print Fig. 1 1	
(Patent Instruments Examiner) (Date)											

☒ Claims renumbered in the same order as presented by applicant										☐ CPA		☐ T.D.		☐ R.1.47		
Final	Original		Final	Original		Final	Original		Final	Original		Final	Original		Final	Original
1	1			31			61			121			151			181
2	2			32			62			122			152			182
3	3			33			63			123			153			183
	4			34			64			124			154			184
	5			35			65			125			155			185
	6			36			66			126			156			186
	7			37			67			127			157			187
	8			38			68			128			158			188
	9			39			69			129			159			189
	10			40			70			130			160			190
	11			41			71			131			161			191
	12			42			72			132			162			192
	13			43			73			133			163			193
	14			44			74			134			164			194
	15			45			75			135			165			195
	16			46			76			136			166			196
	17			47			77			137			167			197
	18			48			78			138			168			198
	19			49			79			139			169			199
	20			50			80			140			170			200
	21			51			81			141			171			201
	22			52			82			142			172			202
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	24			54			84			144			174			204
	25			55			85			145			175			205
	26			56			86			146			176			206
	27			57			87			147			177			207
	28			58			88			148			178			208
	29			59			89			149			179			209
	30			60			90			150			180			210

Search Notes

Application/Control No.

12/924,740

Examiner

ANDREW J. RUDY

Applicant(s)/Patent under
Reexamination

PIENKOS, JOHN THADDEUS

Art Unit

3687

SEARCHED

Class	Subclass	Date	Examiner
235	375,381, 385	5/3/2012	AJR
705	7.11,7.25	5/3/2012	AJR
705	15,16,22	5/3/2012	AJR
705	26.9,28	5/3/2012	AJR
709	203,217	5/3/2012	AJR
709	238	5/3/2012	AJR

INTERFERENCE SEARCHED

Class	Subclass	Date	Examiner
235	375,383	5/3/2012	AJR
705	7.25,22	5/3/2012	AJR
705	26.9,28	5/3/2012	AJR

**SEARCH NOTES
(INCLUDING SEARCH STRATEGY)**

	DATE	EXMR
Continuity data reviewed.	5/3/2012	AJR

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JUL 23 2012

PTO/SB/30 (07-09)

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

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**Request
for
Continued Examination (RCE)
Transmittal**

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

Application Number	12 / 924, 740
Filing Date	10 / 4 / 2010
First Named Inventor	JOHN THADDEUS PIENKOS
Art Unit	3682
Examiner Name	RUDY, ANDREW J.
Attorney Docket Number	—

This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application. Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application. See Instruction Sheet for RCEs (not to be submitted to the USPTO) on page 2.

1. **Submission required under 37 CFR 1.114** Note: If the RCE is proper, any previously filed unentered amendments and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s).

a. ☐ Previously submitted. If a final Office action is outstanding, any amendments filed after the final Office action may be considered as a submission even if this box is not checked.

i. ☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on

07/23/2012 APEREZAM 00000016 12924740

ii. ☐ Other

b. ☒ Enclosed

01 FC:2801

465.00 DP

i. ☒ Amendment/Reply

iii. ☐ Information Disclosure Statement (IDS)

ii. ☐ Affidavit(s)/ Declaration(s)

iv. ☐ Other

2. **Miscellaneous**

a. ☐ Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of _____ months. (Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(f) required)

b. ☐ Other

3. **Fees** The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed.

The Director is hereby authorized to charge the following fees, any underpayment of fees, or credit any overpayments, to

a. ☒ Deposit Account No. CREDIT CARD

i. ☒ RCE fee required under 37 CFR 1.17(e) (small entity)

ii. ☐ Extension of time fee (37 CFR 1.136 and 1.17)

iii. ☒ Other 1 Extra Independent Claim Fee (small entity)

b. ☐ Check in the amount of \$ _____ enclosed

c. ☒ Payment by credit card (Form PTO-2038 enclosed) RCE Fee
1 Extra Independent Claim Fee

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.

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

Signature	<i>John T. Pienkos</i>	Date	7/21/2012
Name (Print/Type)	JOHN T. PIENKOS	Registration No.	

CERTIFICATE OF MAILING OR TRANSMISSION

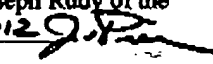
I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Mail Stop RCE, Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450 or facsimile transmitted to the U.S. Patent and Trademark Office on the date shown below.

Signature	<i>John T. Pienkos</i>	Date	7/21/2012
Name (Print/Type)	JOHN T. PIENKOS		

This collection of information is required by 37 CFR 1.114. This 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: Mail Stop RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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

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JUL 23 2012

I hereby certify that this correspondence is being transmitted by facsimile to Examiner Andrew Joseph Rudy of the United States Patent Office, at (571) 273-8300. Date and Signature of transmittal: July 21, 2012 

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Pienkos, John T.

Serial No.: 12/924,740

Filing Date: October 4, 2010

Title: APPARATUS AND METHOD FOR PROVIDING PRODUCT
LOCATION INFORMATION TO CUSTOMERS IN A STORE

Examiner: Andrew Joseph Rudy

Art Unit: 3687

AMENDMENT ACCOMPANYING RCE

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

Dear Sir:

The Applicant respectfully submits the following amendments and remarks along with a Request for Continued Examination as a response to the Notice of Allowance mailed on May 7, 2012.

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

Remarks begin on page 8 of this paper.

07/23/2012 APEREZAM 00000016 12924740

02 FC:2201

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Appl. No. 12/924,740
Amendment Accompanying RCE

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JUL 23 2012

Amendments to the Claims

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

Listing of Claims:

1. (Previously Presented) A method of providing product location information within a store, the method comprising:
 - affixing at least a first input device at a first location within the store, so that the first input device is substantially stationary;
 - providing an inventory information unit having a database containing product location information and additional product-related information including product availability information;
 - obtaining a product location inquiry at the first input device;
 - processing the product location inquiry at a signal processing device to determine a product location inquiry signal;
 - querying a database to obtain product location information in response to the product location inquiry signal;
 - providing an information signal in response to the product location inquiry signal, the information signal at least sometimes including at least a first portion of the product location information and also depending at least sometimes upon a first portion of the product availability information; and
 - providing an output signal at an output device, the output signal being a response to the product location inquiry, and being based upon the information signal,
 - whereby, when the product availability information signal indicates that a product is unavailable at a location, the information signal is configured so that the output signal does not provide an indication that the product is available at the location.
2. (Previously Presented) The method of claim 1, wherein the first input device includes a receiver, and the product location inquiry is a voice signal received by the receiver.

**Appl. No. 12/924,740
Amendment Accompanying RCE**

3. (Previously Presented) The method of claim 1, further comprising:
determining an availability within the store of a product to which the product location inquiry pertains.
4. (New) The method of claim 1, wherein the first input device includes a user interface with a keyboard entry device.
5. (New) The method of claim 1, wherein the first output device includes a printer that is configured to print out at least one of listings and maps.
6. (New) The method of claim 1, further comprising one or more of:
 - (a) updating at least some of the product location information to reflect changes in inventory occurring within the store;
 - (b) recording information relating to the inquiry and analyzing the information relating to the inquiry; and
 - (c) comparing information regarding the product location inquiry with additional information concerning products sold at the store.
7. (New) The method of claim 1, wherein the additional product-related information includes product promotion information.
8. (New) A method of providing product location information within a store, the method comprising:
 - affixing at least a first input device at a first location within the store, so that the first input device is substantially stationary;
 - providing a database containing product location information and additional product-related information including product availability information;
 - obtaining an inquiry at the first input device;
 - processing the inquiry at a processing device to determine an inquiry signal;

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Amendment Accompanying RCE**

querying a database to obtain product location information in response to the inquiry signal;

providing an information signal in response to the inquiry signal, the information signal at least sometimes including at least a first portion of the product location information and also depending at least sometimes upon a first portion of the product availability information; and

providing an output signal at an output device, the output signal being a response to the inquiry and being based upon the information signal,

whereby, when the product availability information indicates that the product is unavailable at a location, the information signal is configured so that the output signal does not provide an indication that the product is available at the location.

9. (New) The method of claim 8, further comprising one or more of:

(a) updating at least some of the product location information and some of the additional product-related information to reflect changes in inventory occurring within the store;

(b) recording information relating to the inquiry and analyzing the information relating to the inquiry; and

(c) comparing information regarding the inquiry with additional information concerning products sold at the store.

10. (New) A method of providing product location information regarding locations of products within a store to customers within the store, the method comprising:

affixing a plurality of user interfaces respectively at respective positions within the store in a substantially stationary manner;

receiving input signals representative of inquiries from the customers in the store at the user interfaces, wherein each of the user interfaces includes a memory unit;

conducting periodic communications between the user interfaces and a hub that is at least indirectly in communication with each of the user interfaces and that is capable of accessing at least one database;

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Amendment Accompanying RCE**

querying the at least one database to obtain product location information and additional product-related information;

providing portions of the product location information from the hub to the respective memory units of each of the user interfaces; and

providing output signals to the customers in the store via the user interfaces, the output signals being responses to the inquiries represented by the input signals, the responses being based upon the portions of the product location information.

11. (New) The method of claim 10, further comprising:
determining an availability within the store of a first of the products to which a first of the product location inquiries pertains.
12. (New) The method of claim 11, wherein the output signals that are provided include providing of map information.
13. (New) The method of claim 10, further comprising one or more of:
 - (a) comparing information regarding the product location inquiries with additional information concerning products sold at the store;
 - (b) storing and processing the input signals to obtain information regarding customer preferences; and
 - (c) comparing a first number of product location inquiries regarding at least one of the products with a second number representative of how many of the at least one of the products has been actually sold.
14. (New) The method of claim 13, further comprising one or more of:
 - (d) obtaining identification information concerning a given customer at the first input device; and
 - (e) determining a customer profile based upon the product location inquiries received from the given customer and providing at least one suggestion or information to the given customer suited to the customer based upon the customer profile.

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15. (New) A method of providing product location information within a first store, the method comprising:

providing a hub that is at least indirectly in communication with each of a plurality of user interfaces, and that is capable of accessing at least one database, the at least one database including both product location information and additional product-related information,

wherein the additional product-related information includes one or more of: information concerning a quantity of a first product within the store; information concerning a price of the product; information concerning an availability or unavailability of the product within the store; information concerning a time at which the product should be available at the store if the product is currently absent from the store; information concerning a sale/promotion relating to the product; information concerning an alternate store at which the product may be available; and information linking the product with another product in a cross-referential manner;

periodically engaging in the communication with each of the user interfaces, wherein the engaging in the communication includes:

receiving inquiry signals from the user interfaces;

querying the database to obtain portions of the product location information in response to the inquiry signals; and

providing information signals in response to the inquiry signals for receipt by the user interfaces, wherein the information signals include portions of both the product location information and the additional product-related information, whereby the user interfaces are able to provide output signals based upon the information signals;

wherein at least some of the communication is wireless communication.

16. (New) The method of claim 15, wherein at least one of the user interfaces is provided by a mobile device.

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17. (New) The method of claim 16, wherein at least one of the user interfaces is substantially stationary, and wherein the at least one of the user interfaces provided by the mobile device is utilized by a customer within the store.

18. (New) The method of claim 16, wherein the output signals that are provided include providing of map information, and wherein the at least one database includes a database shared among a plurality of stores including the first store.

19. (New) The method of claim 16, further comprising one or more of:

(a) providing automatically a reminder of one or more products including the first product that are of interest to a customer; and,

(b) obtaining identification information concerning the customer at the user interface.

20. (New) The method of claim 19, wherein (b) is true, and further wherein, upon identifying of the customer by way of the obtained identification information:

(c) the output signals provide reminders of respective locations of the one or more products that are of interest to the customer; or

(d) the output signals provide at least some information individualized for the customer, wherein the individualized information is determined at least in part based upon a customer profile concerning the given customer.

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Amendment Accompanying RCE

REMARKS/ARGUMENTS

The Applicant appreciates the Examiner's ongoing consideration of the present Application and especially appreciates the Examiner's indication, in the Notice of Allowance mailed on May 7, 2012, that claims 1-3 are allowed.

Notwithstanding the Notice of Allowance, the Applicant is submitting herewith additional new claims 4-22 in order to enhance the scope of coverage of the claims of the present Application. It is believed that these new claims 4-22 do not add new matter. Rather, it is believed that each of new claims 4-22 finds support in the present Application or in predecessor patents U.S. Patent No. 7,231,380 ("the '380 patent") and 7,819,315 ("the '315 patent") as follows:

Claim 4: See claim 8 and col. 10, lines 8-12 of the '380 patent.

Claim 5: See claim 19, column 13, lines 21-38, and column 15, lines 3-5 of the '380 patent.

Claim 6: See claims 14 and 22 of the '380 patent, as well as col. 5, lines 24-46, col. 5, line 66 through col. 6, line 11, col. 6, lines 12-52, col. 8, lines 12-22, col. 11, lines 25-29, col. 13, line 57 through col. 14, line 54, col. 2, lines 4-19, and col. 2, line 67 through col. 3, line 4 of the '380 patent.

Claim 7: See col. 15, lines 49-52 of the '380 patent.

Claim 8: Note that this claim is identical to claim 1 of the present Application except insofar as certain words have been deleted from the claim.

Claim 9: Note that this claim is identical to claim 6 of the present Application except insofar as certain words have been deleted from the claim.

Claim 10: See claim 1, Figure 1, col. 5, line 47 through col. 6, line 21, col. 9, lines 51-65, and col. 11, lines 11-15 of the '380 patent; see also claim 1 of the '315 patent.

Claim 11: See col. 4, lines 60-65 and col. 9, lines 20-56 of the '380 patent.

Claim 12: See col. 13, lines 31-35 of the '380 patent.

**Appl. No. 12/924,740
Amendment Accompanying RCE**

Claim 13: See claims 14 and 22 of the '380 patent, as well as col. 5, lines 24-46, col. 5, line 66 through col. 6, line 11, col. 6, lines 12-52, col. 8, lines 12-22, col. 11, lines 25-29, col. 13, line 57 through col. 14, line 54, col. 2, lines 4-19, and col. 2, line 67 through col. 3, line 4 of the '380 patent.

Claim 14: See claims 27 and 28 and col. 14, lines 16-50 of the '380 patent.

Claim 15: See claim 1, col. 5, lines 5-34, col. 5, line 47 through col. 6, line 52, col. 11, lines 7-10, col. 9, lines 20-65, and col. 15, lines 18-67 of the '380 patent, as well as claim 5 as originally filed in the application underlying the '380 patent.

Claim 16: See col. 14, lines 51-58 of the '380 patent.

Claim 17: See claim 1, col. 14, lines 51-58, and col. 6, line 53 through col. 7, line 30 of the '380 patent.

Claim 18: See col. 15, lines 3-5 and 26-34 of the '380 patent.

Claim 19: See col. 14, lines 16-50, and claims 27 and 28 of the '380 patent.

Claim 20: See col. 14, lines 23-50 and col. 15, lines 26-34 of the '380 patent.

In view of the above amendments and remarks, the Applicant respectfully requests reconsideration of the present Application.

The Applicant is submitting herewith a Request for Continued Examination, the fee associated with submission of the RCE, and also the extra fee required for the 4th independent claim being added hereto. Otherwise, no other fees are believed due in connection with this Amendment. Should any further fees be deemed due and necessary to further prosecution of the present Application, the Applicant authorizes the Patent Office to charge such additional fees to the credit card identified on the Credit Card Payment form accompanying this submission. Also, should any extension of time be deemed necessary, the Applicant hereby petitions for such extension of time.

The Applicant invites the Examiner to contact the undersigned at the telephone number below if it is believed that discussion with the Applicant could advance the prosecution of the Application.

Appl. No. 12/924,740
Amendment Accompanying RCE

Respectfully,


John T. Pienkos
Applicant

Dated: 7/21/2012
10019 N. Miller Ct.
Mequon, WI 53092
(262) 643-4165

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JUL 23 2012

TO: EXAMINER ANDREW J. RUDY
ART UNIT 3687
FAX: (571) 273-8300

FROM: JOHN PIENKOS
APPLICANT, U.S. PATENT APPL. NO. 12/924,740
FAX: (262) 643-4165

DATE: July 21, 2012

RE: Request for Continued Examination

13 PAGES INCLUDING COVER SHEET

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875					Application or Docket Number 12/924,740		Filing Date 10/04/2010		☐ To be Mailed	
APPLICATION AS FILED – PART I										
(Column 1)			(Column 2)			SMALL ENTITY ☒ OR		OTHER THAN SMALL ENTITY		
FOR	NUMBER FILED	NUMBER EXTRA	RATE (\$)	FEE (\$)	OR	RATE (\$)	FEE (\$)			
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A				
☐ SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A			N/A				
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A				
TOTAL CLAIMS (37 CFR 1.16(j))	minus 20 =	*	X \$	=	OR	X \$	=			
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X \$	=		X \$	=			
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).									
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))										
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL			TOTAL				
APPLICATION AS AMENDED – PART II										
(Column 1)			(Column 2)			SMALL ENTITY OR		OTHER THAN SMALL ENTITY		
AMENDMENT	07/23/2012	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	OR	RATE (\$)	ADDITIONAL FEE (\$)
	Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0	X \$30 =	0	OR	X \$	=
	Independent (37 CFR 1.16(h))	* 4	Minus	***3	= 1	X \$125 =	125	OR	X \$	=
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE	125	OR	TOTAL ADD'L FEE	
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	OR	RATE (\$)	ADDITIONAL FEE (\$)
	Total (37 CFR 1.16(i))	*	Minus	**	=	X \$	=	OR	X \$	=
	Independent (37 CFR 1.16(h))	*	Minus	***	=	X \$	=	OR	X \$	=
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR		
						TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE	
<p>* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.</p> <p>** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".</p> <p>*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".</p> <p>The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.</p>										

Legal Instrument Examiner:
/SONYA HILLIARD/

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

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TO: EXAMINER ANDREW J. RUDY
ART UNIT 3687
FAX: (571) 273-8300

FROM: JOHN PIENKOS
APPLICANT, U.S. PATENT APPL. NO. 12/924,740
FAX: (262) 643-4165

DATE: October 28, 2012

RE: Information Disclosure Statement

31 PAGES INCLUDING COVER SHEET

OCT 31 2012

PATENT

I hereby certify that this correspondence is being faxed to Examiner Andrew J. Rudy at the U.S. Patent and Trademark Office at (571) 273-8300 on the following date: 10/28/2012

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Pienkos, John T.
Serial No.: 12/924,740
Filing Date: October 4, 2010
Title: APPARATUS AND METHOD FOR PROVIDING PRODUCT LOCATION
INFORMATION TO CUSTOMERS IN A STORE
Examiner: Andrew J. Rudy
Art Unit: 3687

INFORMATION DISCLOSURE STATEMENT

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

Dear Sir:

The enclosed documents are being submitted in the above-identified Application in compliance with 37 CFR 1.97 & 1.98.

It is the Applicant's understanding that, insofar as this Application is a divisional of U.S. patent application no. 11/707,842 (now issued U.S. patent no. 7,819,315), which in turn is a continuation of U.S. patent application no. 09/626,365 (now issued U.S. patent no. 7,231,380), all items of information considered during the prosecution of each of those parent applications will be considered in connection with the present Application as if those items had been expressly submitted in an Information Disclosure Statement with this Application. It is indeed the Applicant's intention and request that all items of information considered in relation to the parent '842 and '365 applications be considered in relation to the present Application and, therefore, the Applicant would appreciate receiving the Examiner's

confirmation in the next substantive Patent Office communication concerning this Application that the Applicant's understanding in this regard is correct.

In addition, the Applicants are also submitting herewith a Form PTO/SB/08a and Form PTO/SB/08b listing additional items of information for consideration in regards to the present Application, as well as further including copies of non-patent-literature items listed on the Form PTO/SB/08b. Consideration of all of these items of information is respectfully requested.

It is believed that no fee is due in connection with this submission, given that this submission is being made following filing of the Request for Continued Examination in this matter on July 21, 2012. If any fee is deemed due, or this submission is believed to be improper for any reason, the Applicant respectfully requests that the Examiner contact the Applicant at the telephone number below.

Respectfully submitted,

Date: 10/28/2012 By: 
John T. Pienkos, Applicant
(262) 643-4165

OCT 31 2012

PTO/SB/06a (07-09)

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

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

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Substitute for form 1449/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 1 of 2

Complete if Known

Application Number	12/924,740
Filing Date	10/04/2010
First Named Inventor	John Thaddeus Pienkos
Art Unit	3687
Examiner Name	Rudy, Andrew J.
Attorney Docket Number	-

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number Number-Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US- 4359631	11/16/1982	Lockwood	
		US- 5146404	09/08/1992	Calloway et al.	
		US- 5250789	10/05/1993	Johnsen	
		US- 5576951	11/19/96	Lockwood	
		US- 5664110	09/02/1997	Green et al.	
		US- 5715314	02/03/1998	Payne et al.	
		US- 5717866	02/10/1998	Naftzger	
		US- 5887271	03/23/1999	Powell	
		US- 5890135	03/30/1999	Powell	
		US- 5909492	06/01/1999	Payne et al.	
		US- 5924078	07/13/1999	Naftzger	
		US- 5966695	10/12/1999	Meichlone et al.	
		US- 6199099	09/12/2000	Walker et al.	
		US- 6289319	09/11/2001	Lockwood	
		US- 7010508	03/07/2006	Lockwood	
		US- 7542919	06/02/2009	Mueller et al.	
		US- 7894936	02/22/2011	Walker et al.	
		US- 4587359	01/28/1986	Lockwood	
		US- 5309355	05/03/1994	Lockwood	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document Country Code ² Number ³ Kind Code ³ (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁴

Examiner Signature	Date Considered
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 608. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinda Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1460, Alexandria, VA 22313-1460. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1460, Alexandria, VA 22313-1460.

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>		Complete if Known	
		Application Number	12/924,740
		Filing Date	10/04/2010
		First Named Inventor	John Thaddeus Pienkos
		Art Unit	3687
		Examiner Name	Rudy, Andrew J.
Sheet 2 of 2	Attorney Docket Number	-	

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	1	Web pages of TreoSystems, Inc., available at www.treosystems.com , Copyright 2010, printed on October 25, 2012, 19 pages.	
	2	"Meijer Launches Mobile In-Store Product Locator", Aug. 31, 2010, 2 pgs., www.progressivegrocer.com/top-story-meijer-launches-mobile-in-store-product-locator-30356.html	
	3	"Aisle411", obtained at en.wikipedia.org/wiki/Aisle411 , printed on October 25, 2012, 1 page.	
	4	"Mobile: The Biggest Change to Hit Retailing in 50 Years", July 9, 2012, 4 pgs., www.forbes.com/sites/ciocentral/2012/07/09/mobile-the-biggest-change-to-hit-retailing-in-50-years	

Examiner Signature	Date Considered
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 809. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language translation is attached.

This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/924,740	10/04/2010	JOHN THADDEUS PIENKOS		9644

7590
JOHN T. PIENKOS
10019 N. MILLER CT.
MEQUON, WI 53092

09/30/2013

EXAMINER

RUDY, ANDREW J

ART UNIT	PAPER NUMBER
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3687

MAIL DATE	DELIVERY MODE
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09/30/2013

PAPER

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

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

Office Action Summary	Application No. 12/924,740	Applicant(s) PIENKOS, JOHN THADDEUS	
	Examiner ANDREW JOSEPH RUDY	Art Unit 3687	AIA (First Inventor to File) Status No

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

Period for Reply

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

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

Status

- 1) ☒ Responsive to communication(s) filed on 23 July 2013.
☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on ____.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on ____; the restriction requirement and election have been incorporated into this action.
- 4) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 5) ☒ Claim(s) 1-20 is/are pending in the application.
5a) Of the above claim(s) ____ is/are withdrawn from consideration.
- 6) ☐ Claim(s) ____ is/are allowed.
- 7) ☒ Claim(s) 1-20 is/are rejected.
- 8) ☐ Claim(s) ____ is/are objected to.
- 9) ☐ Claim(s) ____ are subject to restriction and/or election requirement.

* If any claims have been determined allowable, you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.

Application Papers

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

Priority under 35 U.S.C. § 119

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

Certified copies:

- a) ☐ All b) ☐ Some c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. ____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|---|---|
| 1) ☒ Notice of References Cited (PTO-892) | 3) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. ____. |
| 2) ☒ Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date ____. | 4) ☐ Other: ____. |

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after allowance or after an Office action under *Ex Parte Quayle*, 25 USPQ 74, 453 O.G. 213 (Comm'r Pat. 1935). Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, prosecution in this application has been reopened pursuant to 37 CFR 1.114. Applicant's submission filed on July 23, 2013 has been entered.

Claim Rejections - 35 USC § 103

2. The following is a quotation of pre-AIA 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.

3. Claims 1-20 are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Burke et al., 6,604,681.

Burke discloses, e.g. Figs. 1-9 and related text, a method of providing product location, having a first input device, e.g. 1, product location database, e.g. 22, 24, inventory information, e.g. program file, and transmission of data, e.g. cols. 11-12, lines 1-32, to locate a product in a store. Burke does not specifically disclose the input

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device being substantially stationary, nor signals to determine product location. Official Notice is taken that computers being substantially stationary and input signals between communication devices has been common knowledge in the art. To have provided such for Burke would have been obvious to one of ordinary skill in the art. The motivation for having done such would have been to implement common knowledge technology with the computer equipment and/or devices of Burke.

4. Further pertinent references of interest are noted on the attached PTO-892.

5. Applicant's Information Disclosure Statement (IDS) submitted October 31, 2012 has been reviewed. Note the attached IDS.

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to ANDREW JOSEPH RUDY whose telephone number is (571)272-6789. The examiner can normally be reached on Monday thru Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Matthew S. Gart can be reached on 571-272-3955. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only.

Art Unit: 3687

For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/ANDREW JOSEPH RUDY/

Primary Examiner, Art Unit 3687

Notice of References Cited	Application/Control No. 12/924,740		Applicant(s)/Patent Under Reexamination PIENKOS, JOHN THADDEUS	
	Examiner ANDREW JOSEPH RUDY		Art Unit 3687	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-8,204,797	06-2012	Wanker, William Paul	705/26.64
*	B	US-7,302,429	11-2007	Wanker, William Paul	1/1
*	C	US-7,171,378	01-2007	Petrovich et al.	705/26.43
*	D	US-7,010,498	03-2006	Berstis, Viktors	705/14.38
*	E	US-6,850,252	02-2005	Hoffberg, Steven M.	715/716
*	F	US-6,604,681	08-2003	Burke et al.	235/383
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

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

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

Search Notes

Application/Control No.

12/924,740

Examiner

ANDREW JOSEPH RUDY

Applicant(s)/Patent under
Reexamination

PIENKOS, JOHN THADDEUS

Art Unit

3687

SEARCHED

Class	Subclass	Date	Examiner
235	375,381, 383,385	9/26/2013	AJR
705	1.1,7.11	9/26/2013	AJR
705	7.25,15	9/26/2013	AJR
705	16,22	9/26/2013	AJR
705	26.9,28	9/26/2013	AJR
709	203,217	9/26/2013	AJR
709	238	9/26/2013	AJR

INTERFERENCE SEARCHED

Class	Subclass	Date	Examiner

**SEARCH NOTES
(INCLUDING SEARCH STRATEGY)**

	DATE	EXMR
Continuity data reviewed.	9/26/2013	AJR
Inventor name search conducted.	9/26/2013	AJR
Bibliographic data reviewed.	9/26/2013	AJR

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JOHN PIENKOS

PAGE 04

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OCT 31 2012

PTO/SB/08 (07-08)

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

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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet	1	of	2
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Complete if Known

Application Number	12/924,740
Filing Date	10/04/2010
First Named Inventor	John Thaddeus Pienkos
Art Unit	3687
Examiner Name	Rudy, Andrew J.
Attorney Docket Number	-

U. S. PATENT DOCUMENTS

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No.†	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
		US- 4359631	11/16/1982	Lockwood	
		US- 5146404	09/08/1992	Calloway et al.	
		US- 5250789	10/05/1993	Johnsen	
		US- 5576951	11/19/96	Lockwood	
		US- 5664110	09/02/1997	Green et al.	
		US- 5715314	02/03/1998	Payne et al.	
		US- 5717866	02/10/1998	Naftzger	
		US- 5887271	03/23/1999	Powell	
		US- 5890135	03/30/1999	Powell	
		US- 5909492	06/01/1999	Payne et al.	
		US- 5924078	07/13/1999	Naftzger	
		US- 5966695	10/12/1999	Melchione et al.	
		US- 6199099	09/12/2000	Walker et al.	
		US- 6289319	09/11/2001	Lockwood	
		US- 7010508	03/07/2006	Lockwood	
		US- 7542919	06/02/2009	Mueller et al.	
		US- 7894936	02/22/2011	Walker et al.	
		US- 4587359	01/28/1986	Lockwood	
		US- 5309355	05/03/1994	Lockwood	

FOREIGN PATENT DOCUMENTS

[illegible]

**Examiner
Signature**

/Andrew Joseph Rudy/

Date _____

Considered

09/27/2013

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 809. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinda Codes of USPTO Patent Documents at www.uspto.gov or MPEP 801.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1460, Alexandria, VA 22313-1460. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1460, Alexandria, VA 22313-1460.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Complete if Known

Application Number	12/924,740
Filing Date	10/04/2010
First Named Inventor	John Thaddeus Pienkos
Art Unit	3687
Examiner Name	Rudy, Andrew J.
Attorney Docket Number	—

Sheet 2 of 2

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	1	Web pages of TreoSystems, Inc., available at www.treosystems.com , Copyright 2010, printed on October 25, 2012, 19 pages.	
	2	"Meijer Launches Mobile In-Store Product Locator", Aug. 31, 2010, 2 pgs., www.progressivegrocer.com/top-story-meijer-launches-mobile-in-store-product-locator-30356.html	
	3	"Aisle411", obtained at en.wikipedia.org/wiki/Aisle411 , printed on October 25, 2012, 1 page.	
	4	"Mobile: The Biggest Change to Hit Retailing in 50 Years", July 9, 2012, 4 pgs., www.forbes.com/sites/clocentral/2012/07/09/mobile-the-biggest-change-to-hit-retailing-in-50-years	

Examiner Signature	/Andrew Joseph Rudy/	Date Considered	09/27/2013
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 809. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language translation is attached.

This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

JAN 30 2014

I hereby certify that this correspondence is being transmitted by facsimile to Examiner Andrew Joseph Rudy of the United States Patent Office, at (571) 273-8300. Date and Signature of transmittal: *J. Pienkos* 1/30/14

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Pienkos, John T.

Serial No.: 12/924,740

Filing Date: October 4, 2010

Title: APPARATUS AND METHOD FOR PROVIDING PRODUCT
LOCATION INFORMATION TO CUSTOMERS IN A STORE

Examiner: Andrew Joseph Rudy

Art Unit: 3687

AMENDMENT

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

Dear Sir:

The Applicant respectfully submits the following amendments and remarks as a response to the Office action dated September 30, 2013.

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

Remarks begin on page 9 of this paper.

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Amendment in Response to
Office Action of 9/30/13 for
Appl. No. 12/924,740

Amendments to the Claims

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

Listing of Claims:

1. (Currently Amended) A method of providing product location information within a store, the method comprising:

affixing at least a first input device at a first location within the store, so that the first input device is substantially stationary;

providing an inventory information unit having a database containing product location information and additional product-related information including product availability information;

obtaining a product location inquiry at the first input device, wherein the first input device includes a receiver, and the product location inquiry is a voice signal received by the receiver;

processing the product location inquiry at a signal processing device to determine a product location inquiry signal;

querying a database to obtain product location information in response to the product location inquiry signal;

providing an information signal in response to the product location inquiry signal, the information signal at least sometimes including at least a first portion of the product location information and also depending at least sometimes upon a first portion of the product availability information; and

providing an output signal at an output device, the output signal being a response to the product location inquiry, and being based upon the information signal,

whereby, when the product availability information signal indicates that a product is unavailable at a location, the information signal is configured so that the output signal does not provide an indication that the product is available at the location.

Amendment in Response to
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2. (Currently Amended) The method of claim ~~[[1]]~~ 14, wherein ~~the first input device includes a receiver, and the product location at least one of the inquiry signals~~ is a voice signal ~~received by the receiver~~.
3. (Previously Presented) The method of claim 1, further comprising:
determining an availability within the store of a product to which the product location inquiry pertains.
4. (Previously Presented) The method of claim 1, wherein the first input device includes a user interface with a keyboard entry device.
5. (Previously Presented) The method of claim 1, wherein the first output device includes a printer that is configured to print out at least one of listings and maps.
6. (Currently Amended) The method of claim 1, further comprising ~~one or more of~~:
 - (a) updating at least some of the product location information to reflect changes in inventory occurring within the store;
 - (b) recording information relating to the inquiry and analyzing the information relating to the inquiry; and
 - (c) comparing information regarding the product location inquiry with additional information concerning products sold at the store.
7. (Previously Presented) The method of claim 1, wherein the additional product-related information includes product promotion information.
8. (Currently Amended) A method of providing product location information within a store, the method comprising:
affixing at least a first input device at a first location within the store, so that the first input device is substantially stationary;

**Amendment in Response to
Office Action of 9/30/13 for
Appl. No. 12/924,740**

providing a database containing product location information and additional product-related information including product availability information;
obtaining an inquiry at the first input device;
processing the inquiry at a processing device to determine an inquiry signal;
querying a database to obtain product location information in response to the inquiry signal;

providing an information signal in response to the inquiry signal, the information signal at least sometimes including at least a first portion of the product location information and also depending at least sometimes upon a first portion of the product availability information; and

providing an output signal at an output device, the output signal being a response to the inquiry and being based upon the information signal,

whereby, when the product availability information indicates that the product is unavailable at a location, the information signal is configured so that the output signal does not provide an indication that the product is available at the location; and
comparing information regarding the inquiry with additional information concerning products sold at the store.

9. (Currently Amended) The method of claim 8, further comprising one or more of:

(a) updating at least some of the product location information and some of the additional product-related information to reflect changes in inventory occurring within the store; and

(b) recording information relating to the inquiry and analyzing the information relating to the inquiry; and

~~(c) comparing information regarding the inquiry with additional information concerning products sold at the store.~~

10. (Previously Presented) A method of providing product location information regarding locations of products within a store to customers within the store, the method comprising:

Amendment in Response to
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affixing a plurality of user interfaces respectively at respective positions within the store in a substantially stationary manner;

receiving input signals representative of inquiries from the customers in the store at the user interfaces, wherein each of the user interfaces includes a memory unit;

conducting periodic communications between the user interfaces and a hub that is at least indirectly in communication with each of the user interfaces and that is capable of accessing at least one database;

querying the at least one database to obtain product location information and additional product-related information;

providing portions of the product location information from the hub to the respective memory units of each of the user interfaces; and

providing output signals to the customers in the store via the user interfaces, the output signals being responses to the inquiries represented by the input signals, the responses being based upon the portions of the product location information.

11. (Previously Presented) The method of claim 10, further comprising:

determining an availability within the store of a first of the products to which a first of the product location inquiries pertains.

12. (Previously Presented) The method of claim 11, wherein the output signals that are provided include providing of map information.

13. (Currently Amended) The method of claim 10, wherein the inquiries are product location inquiries, and further comprising one or more of:

(a) comparing information regarding the product location inquiries with additional information concerning products sold at the store;

(b) ~~storing and processing the input signals to obtain information regarding customer preferences;~~ and

Amendment in Response to
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(e) comparing a first number of product location inquiries regarding at least one of the products with a second number representative of how many of the at least one of the products has been actually sold.

14. (Currently Amended) The method of claim 13, further comprising ~~one or more of~~:

(c) storing and processing the input signals to obtain information regarding customer preferences;

(d) obtaining identification information concerning a given customer at the first input device; and

(e) determining a customer profile based upon the product location inquiries received from the given customer and providing at least one suggestion or information to the given customer suited to the customer based upon the customer profile.

15. (Currently Amended) A method of providing product location information within a first store, the method comprising:

providing a hub that is at least indirectly in communication with each of a plurality of user interfaces, and that is capable of accessing at least one database, the at least one database including both product location information and additional product-related information,

wherein the additional product-related information includes ~~one or more of~~: information concerning a quantity of a first product within the store; information concerning a price of the product; information concerning an availability or unavailability of the product within the store; ~~information concerning a time at which the product should be available at the store if the product is currently absent from the store;~~ ~~information concerning a sale/promotion relating to the product;~~ ~~information concerning an alternate store at which the product may be available;~~ and information linking the product with another product in a cross-referential manner;

periodically engaging in the communication with each of the user interfaces, wherein the engaging in the communication includes:

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receiving inquiry signals from the user interfaces;
querying the database to obtain portions of the product location
information in response to the inquiry signals; and
providing information signals in response to the inquiry signals for
receipt by the user interfaces, wherein the information signals include
portions of both the product location information and the additional
product-related information, whereby the user interfaces are able to
provide output signals based upon the information signals;
wherein at least some of the communication is wireless communication.

16. (Previously Presented) The method of claim 15, wherein at least one of the user interfaces is provided by a mobile device.

17. (Previously Presented) The method of claim 16, wherein at least one of the user interfaces is substantially stationary, and wherein the at least one of the user interfaces provided by the mobile device is utilized by a customer within the store.

18. (Currently Amended) The method of claim ~~[[16]]~~ 17, wherein the output signals that are provided include providing of map information, wherein the additional product-related information includes information concerning a time at which the product should be available at the store if the product is currently absent from the store, and wherein the at least one database includes a database shared among a plurality of stores including the first store.

19. (Currently Amended) The method of claim ~~[[16]]~~ 18, further comprising one or more of:

(a) providing automatically a reminder of one or more products including the first product that are of interest to a customer; and

(b) obtaining identification information concerning the customer at the user interface.

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20. (Previously Presented) The method of claim 19, wherein (b) is true, and further wherein, upon identifying of the customer by way of the obtained identification information:

(c) the output signals provide reminders of respective locations of the one or more products that are of interest to the customer; or

(d) the output signals provide at least some information individualized for the customer, wherein the individualized information is determined at least in part based upon a customer profile concerning the given customer.

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REMARKS/ARGUMENTS

The Applicant appreciates the Examiner's ongoing consideration of the present Application. In the most recent Office action dated September 30, 2013, all of pending claims 1-20 were rejected under 35 U.S.C. 103(a) in view of U.S. Patent No. 6,604,681 to Burke et al. (hereinafter referred to as "Burke").

In response to the rejections, the Applicant has amended several of the claims as shown above and discussed below. For at least the reasons set forth below, the Applicant respectfully submits that the rejections of claims 1-20 are overcome and that all of those claims are allowable under 35 U.S.C. 103(a) over Burke.

Amendments to Claims

The Applicant has amended claim 1 to recite language found in previously-pending claim 2. Claim 2 in turn has been amended to depend from claim 14, and certain minor amendments have been made to the language of claim 2 to better conform the language of that claim to the language of claims 10, 13, and 14 from which it now depends. Also, a minor amendment has been made to claim 6. Further, certain language from claim 9 has been moved into claim 8 and that language has been deleted from claim 9. Additionally, certain language has been moved from claim 13 into claim 14, and additional minor amendments have also been made to each of those claims, including an amendment to avoid an antecedent basis issue in claim 13. Further, certain language has been deleted from claim 15, and some of this language has been moved to dependent claim 18, and additionally claim 18 has been amended to depend from claim 17 and claim 19 has been amended to depend from claim 18.

Given the nature of these amendments, which generally involve moving some recited language from certain claims to others, the deletion of some language from certain of the claims, and/or amendments of a minor or technical nature, it is believed that these amendments do not add new matter.

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Amendment in Response to
Office Action of 9/30/13 for
Appl. No. 12/924,740

Allowability of Claims

The Applicant respectfully reminds the Examiner that the priority date of May 21, 1999 of Burke only applies with respect to the subject matter found in the provisional application to which Burke claims priority--namely, U.S. provisional patent application 60/135,373 listed on the cover page of Burke (hereinafter referred to as to as the "Burke priority provisional application"). Further, the Applicant notes that large portions of Burke that particularly pertain to a system for providing product location information were not present in the Burke priority provisional application but rather were only added to Burke as of Burke's May 19, 2000 filing date, which is after the present Application's priority date of October 9, 1999.

Indeed, as best as the Applicant has determined, it appears that all or substantially all of column 5, line 41 through column 7, line 24 of Burke and also all or substantially all of column 9, line 61 through column 12, line 32 of Burke was only added to Burke as of its May 19, 2000 filing date. By contrast, the vast majority of the disclosure provided in the present Application was presented in the October 9, 1999 provisional application (U.S. provisional patent application no. 60/158,444) to which the present Application claims priority, rather than merely being presented for the first time in the first nonprovisional application to which the present Application claims priority (U.S. utility patent application 09/626,365, filed on July 23, 2000).

In view of this issue, the Applicant respectfully requests that the Examiner point out with greater particularity in the next Office action as to where, in the Burke priority provisional application, disclosure is found that anticipates or renders obvious the features of the Applicants' claims as amended (unless it is being contended that one or more particular claims of the present Application only deserve a priority date of July 23, 2000 rather than a priority date of October 9, 1999).

Further in view of this issue, the Applicant particularly submits that the rejections of claims 1-20 presented in the most recent Office action are improper insofar as these rejections appear to rely upon the existence of the disclosure found in "cols. 11-12, lines 1-32" of Burke since, as already noted, those sections of Burke were only introduced as of its May 19, 2000 filing date and since the October 9, 1999 priority date of the present Application preceded that May 19, 2000 filing date of Burke.

**Amendment in Response to
Office Action of 9/30/13 for
Appl. No. 12/924,740**

In addition to the above reasons as to why the rejections of claims 1-20 set forth in the Office action are overcome, the Applicant further wishes to note the following additional reasons as to the allowability of the claims of the present Application. First, in relation to independent claim 1, the Applicant cannot find any disclosure or suggestion within the Burke priority provisional application of any method "wherein the first input device includes a receiver, and the product location inquiry is a voice signal received by the receiver" as is recited in the Applicant's amended claim 1. Although the Burke priority provisional application mentions a "voice recognition system", this appears to be in the context of an "evaluative shopping assistant system" and not in relation to any product location inquiry. Therefore, for at least this additional reason, the Applicant respectfully submits that claim 1 as amended is allowable under 35 U.S.C. 103(a) over Burke.

Additionally, in relation to independent claim 8, the Applicant cannot find any disclosure or suggestion within the Burke priority provisional application of any method that includes "comparing information regarding the inquiry with additional information concerning products sold at the store" as is recited in the Applicant's amended claim 8. Therefore, for at least this additional reason, the Applicant respectfully submits that claim 8 as amended is allowable under 35 U.S.C. 103(a) over Burke.

Further, in relation to independent claim 10, the Applicant cannot find any disclosure or suggestion within the Burke priority provisional application of any method that includes affixing a "plurality of user interfaces respectively at respective positions within the store in a substantially stationary manner" as is recited in the Applicant's amended claim 10. As best as the Applicant has determined, the discussion concerning a "touch-screen kiosk" provided in the Burke priority provisional application consistently refers to a single kiosk. And the new disclosure added in Burke as of its May 19, 2000 filing date appears to suggest that, indeed, the disclosure provided in the Burke priority provisional application was specifically describing embodiments in which there was only a single kiosk in a store. In particular, the discussion at col. 5, lines 53-64 of Burke, which was added to Burke as of its May 19, 2000 filing date, clearly suggests that the discussion concerning a touch-screen kiosk found in the Burke priority provisional application specifically concerned an arrangement in which there was only a single kiosk positioned in a store ("[a]s previously mentioned, the touch-screen kiosk placed at the

Amendment in Response to
Office Action of 9/30/13 for
Appl. No. 12/924,740

entrance of the store . . ."). For at least these reasons, the Applicant believes that Burke not only fails to disclose or suggest the use of a "plurality of user interfaces respectively at respective positions within a store in a substantially stationary manner" as recited in the Applicant's claim 10, *but also teaches away from such an arrangement*. Therefore, for at least this additional reason, the Applicant respectfully submits that claim 10 is allowable under 35 U.S.C. 103(a) over Burke.

Additionally, with respect to independent claim 15, the Applicant respectfully reminds the Examiner that claim 15 recites "periodically engaging in the communication with each of the user interfaces". In regard to this recited language, the Applicant further respectfully submits that the Examiner has not pointed out with any particularity where in Burke (much less in the Burke priority provisional application) there is any disclosure of such a feature. Further, the Applicant respectfully submits that the presence of this language in claim 15 is significant and should provide grounds for allowing this claim—indeed, the Applicant also respectfully reminds the Examiner that language substantially similar to this language is present in the claims of U.S. patent no. 7,819,315, to which the present Application claims priority.

Finally, with respect to the allowability of the dependent claims of the present Application, the Applicant also respectfully submits that each of claims 3-7 depending from claim 1 are allowable for at least the same reasons as claim 1 is allowable, that claim 9 depending from claim 8 is allowable for at least the same reasons as claim 8 is allowable, that each of claims 11-14 and 2 depending from claim 10 is allowable for at least the same reasons as claim 10 is allowable, and that each of claims 16-20 depending from claim 15 is allowable for at least the same reasons as claim 15 is allowable. Additionally, the Applicant also submits that dependent claim 2 is further allowable for substantially the same reasons as claim 1 is allowable as set forth above, and that each of dependent claims 6 and 13 is also allowable for substantially the same reasons as claim 8 is allowable as set forth above.

Therefore, for at least the above-discussed reasons, the Applicant respectfully submits that all of claims 1-20 are allowable under 35 U.S.C. 103(a) over Burke and requests allowance of claims 1-20.

* * *

Amendment in Response to
Office Action of 9/30/13 for
Appl. No. 12/924,740

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JAN 30 2014

Conclusion

In view of the above amendments and remarks, the Applicant respectfully requests reconsideration of the present Application.

The Applicant hereby requests and petitions for a one-month extension of time in relation to this Amendment and is submitting herewith the fee for this extension of time. Otherwise, no other fees are believed due in connection with this Amendment. Should any further fees be deemed due and necessary to further prosecution of the present Application, the Applicant authorizes the Patent Office to charge such additional fees to the credit card identified on the Credit Card Payment form accompanying this submission. Also, should any additional extension of time be deemed necessary, the Applicant hereby conditionally petitions for such additional extension of time.

The Applicant invites the Examiner to contact the undersigned at the telephone number below if it is believed that discussion with the Applicant could advance the prosecution of the Application.

Respectfully,


John T. Pienkos,
Applicant

Dated: 1/30/14
10019 N. Miller Ct.
Mequon, WI 53092
(262) 643-4165

JAN 30 2014

**TO: EXAMINER ANDREW J. RUDY
ART UNIT 3687
FAX: (571) 273-8300**

**FROM: JOHN PIENKOS
APPLICANT, U.S. PATENT APPL. NO. 12/924,740
FAX: (262) 643-4165**

DATE: January 30, 2013

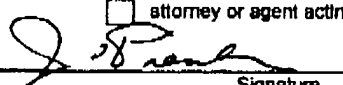
**RE: Amendment, 1-Month Extension of Time Request (1 page), and
Credit Card Payment Form (1 Page)**

16 PAGES INCLUDING COVER SHEET

JAN 30 2014

PTO/SB/22 (03-13)

Approved for use through 3/31/2013. OMB 0451-0031
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)		Docket Number (Optional)																								
Application Number 12/924,740	Filed 10/4/10																									
For APPARATUS AND METHOD FOR PROVIDING PRODUCT LOCATION INFORMATION TO CUSTOMERS IN A STORE																										
Art Unit 3687	Examiner RUDY, ANDREW J.																									
<p>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.</p> <p>The requested extension and fee are as follows (check time period desired and enter the appropriate fee below):</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="text-align: center;">Fee</th> <th style="text-align: center;">Small Entity Fee</th> <th style="text-align: center;">Micro Entity Fee</th> </tr> </thead> <tbody> <tr> <td>☒ One month (37 CFR 1.17(a)(1))</td> <td style="text-align: center;">\$200</td> <td style="text-align: center;"><u>\$100</u></td> <td style="text-align: center;">\$50</td> </tr> <tr> <td>☐ Two months (37 CFR 1.17(a)(2))</td> <td style="text-align: center;">\$600</td> <td style="text-align: center;">\$300</td> <td style="text-align: center;">\$150</td> </tr> <tr> <td>☐ Three months (37 CFR 1.17(a)(3))</td> <td style="text-align: center;">\$1,400</td> <td style="text-align: center;">\$700</td> <td style="text-align: center;">\$350</td> </tr> <tr> <td>☐ Four months (37 CFR 1.17(a)(4))</td> <td style="text-align: center;">\$2,200</td> <td style="text-align: center;">\$1,100</td> <td style="text-align: center;">\$550</td> </tr> <tr> <td>☐ Five months (37 CFR 1.17(a)(5))</td> <td style="text-align: center;">\$3,000</td> <td style="text-align: center;">\$1,500</td> <td style="text-align: center;">\$750</td> </tr> </tbody> </table> <p>☒ Applicant asserts small entity status. See 37 CFR 1.27. 01/31/2014 APEREZAM 00000009 12924740</p> <p>☐ Applicant certifies micro entity status. See 37 CFR 1.29. 01 FC:2251</p> <p>☐ A check in the amount of the fee is enclosed. 100.00 OP</p> <p>☒ Payment by credit card. Form PTO-2038 is attached.</p> <p>☐ The Director has already been authorized to charge fees in this application to a Deposit Account.</p> <p>☒ The Director is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account Number <u>CREDIT CARD LISTED ON CREDIT CARD PAYMENT FORM PTO-2038.</u></p> <p>☐ Payment made via EFS-Web.</p> <p>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.</p> <p>I am the</p> <p>☒ applicant/inventor.</p> <p>☐ assignee of record of the entire interest. See 37 CFR 3.71. 37 CFR 3.73(b) statement is enclosed (Form PTO/SB/96).</p> <p>☐ attorney or agent of record. Registration number _____</p> <p>☐ attorney or agent acting under 37 CFR 1.34. Registration number _____</p> <p style="text-align: center;">  Signature JOHN T. PIENKOS Typed or printed name </p> <p style="text-align: center;"> JANUARY 30, 2014 Date (262)643-4165 Telephone Number </p> <p>NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications. Submit multiple forms if more than one signature is required, see below.</p> <p>☐ * Total of _____ forms are submitted.</p>				Fee	Small Entity Fee	Micro Entity Fee	☒ One month (37 CFR 1.17(a)(1))	\$200	<u>\$100</u>	\$50	☐ Two months (37 CFR 1.17(a)(2))	\$600	\$300	\$150	☐ Three months (37 CFR 1.17(a)(3))	\$1,400	\$700	\$350	☐ Four months (37 CFR 1.17(a)(4))	\$2,200	\$1,100	\$550	☐ Five months (37 CFR 1.17(a)(5))	\$3,000	\$1,500	\$750
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☐ Five months (37 CFR 1.17(a)(5))	\$3,000	\$1,500	\$750																							

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 8 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.

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 12/924,740	Filing Date 10/04/2010	☐ To be Mailed
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ENTITY: ☐ LARGE ☒ SMALL ☐ MICRO

APPLICATION AS FILED – PART I

(Column 1)

(Column 2)

FOR	NUMBER FILED	NUMBER EXTRA	RATE (\$)	FEE (\$)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X \$ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X \$ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	

APPLICATION AS AMENDED – PART II

(Column 1)

(Column 2)

(Column 3)

AMENDMENT	01/30/2014	CLAIMS REMAINING AFTER AMENDMENT	MINUS	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)
	Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0	X \$40 =	0
	Independent (37 CFR 1.16(h))	* 4	Minus	*** 4	= 0	X \$210 =	0
	☐ Application Size Fee (37 CFR 1.16(s))						
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
TOTAL ADD'L FEE						0	

(Column 1)

(Column 2)

(Column 3)

AMENDMENT	CLAIMS REMAINING AFTER AMENDMENT	MINUS	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)
	Total (37 CFR 1.16(i))	*	Minus	**	=	X \$ =
	Independent (37 CFR 1.16(h))	*	Minus	***	=	X \$ =
	☐ Application Size Fee (37 CFR 1.16(s))					
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))					
TOTAL ADD'L FEE						

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

LIE
/DIANE JOHNSON/

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

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



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NOTICE OF ALLOWANCE AND FEE(S) DUE

7590
JOHN T. PIENKOS
10019 N. MILLER CT.
MEQUON, WI 53092

02/24/2014

EXAMINER

RUDY, ANDREW J

ART UNIT

PAPER NUMBER

3687

DATE MAILED: 02/24/2014

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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12/924,740

10/04/2010

JOHN THADDEUS PIENKOS

9644

TITLE OF INVENTION: APPARATUS AND METHOD FOR PROVIDING PRODUCT LOCATION INFORMATION TO CUSTOMERS IN A STORE

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	\$480	\$0	\$0	\$480	05/27/2014

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

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

HOW TO REPLY TO THIS NOTICE:

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

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

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

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

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

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

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

PART B - FEE(S) TRANSMITTAL

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

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

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

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.

7590
 JOHN T. PIENKOS
 10019 N. MILLER CT.
 MEQUON, WI 53092

02/24/2014

Certificate of Mailing or Transmission

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

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/924,740	10/04/2010	JOHN THADDEUS PIENKOS		9644

TITLE OF INVENTION: APPARATUS AND METHOD FOR PROVIDING PRODUCT LOCATION INFORMATION TO CUSTOMERS IN A STORE

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	\$480	\$0	\$0	\$480	05/27/2014

EXAMINER	ART UNIT	CLASS-SUBCLASS
RUDY, ANDREW J	3687	705-022000

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

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

2. For printing on the patent front page, list

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

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

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

(A) NAME OF ASSIGNEE

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

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

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

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

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

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

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

- ☐ Applicant certifying micro entity status. See 37 CFR 1.29
- ☐ Applicant asserting small entity status. See 37 CFR 1.27
- ☐ Applicant changing to regular undiscounted fee status.

NOTE: Absent a valid certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.

NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.

NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

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

Authorized Signature _____

Date _____

Typed or printed name _____

Registration No. _____



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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/924,740	10/04/2010	JOHN THADDEUS PIENKOS		9644

7590
JOHN T. PIENKOS
10019 N. MILLER CT.
MEQUON, WI 53092

02/24/2014

EXAMINER

RUDY, ANDREW J

ART UNIT	PAPER NUMBER
----------	--------------

3687

DATE MAILED: 02/24/2014

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 266 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 266 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.

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

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

The information collected by PTOL-85 Part B is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450. Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

Privacy Act Statement

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

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

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

Home Depot

Notice of Allowability	Application No. 12/924,740	Applicant(s) PIENKOS, JOHN THADDEUS	
	Examiner ANDREW JOSEPH RUDY	Art Unit 3687	AIA (First Inventor to File) Status No

-- 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 the 30 January 2014 Amendment.
☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.
2. ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.
3. ☒ The allowed claim(s) is/are 1-20. As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/oph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.
4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

Certified copies:

- a) ☐ All b) ☐ Some *c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

- | | |
|--|--|
| 1. ☒ Notice of References Cited (PTO-892) | 5. ☒ Examiner's Amendment/Comment |
| 2. ☐ Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date _____ | 6. ☒ Examiner's Statement of Reasons for Allowance |
| 3. ☐ Examiner's Comment Regarding Requirement for Deposit
of Biological Material | 7. ☐ Other _____ |
| 4. ☐ Interview Summary (PTO-413),
Paper No./Mail Date _____ | |

DETAILED ACTION

Notice of Pre-AIA or AIA Status

1. The present application is being examined under the pre-AIA first to invent provisions.

Allowable Subject Matter

2. Pursuant to Applicant's January 30, 2014 AMENDMENT and REMARKS, claims 1-20 are allowed.

3. The following is an examiner's statement of reasons for allowance: The prior art of record, either alone or in combination, does not disclose, or suggest, Applicant's claim language.

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."

4. Further pertinent references of interest are noted on the attached PTO-892.
5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to ANDREW JOSEPH RUDY whose telephone number is (571)272-6789. The examiner can normally be reached on Monday thru Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Matthew S. Gart can be reached on 571-272-3955. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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

/ANDREW JOSEPH RUDY/
Primary Examiner, Art Unit 3687

Notice of References Cited	Application/Control No. 12/924,740		Applicant(s)/Patent Under Reexamination PIENKOS, JOHN THADDEUS	
	Examiner ANDREW JOSEPH RUDY		Art Unit 3687	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-8,548,860	10-2013	Junger, Peter J.	705/24
*	B	US-8,542,669	09-2013	Baten et al.	370/352
*	C	US-8,170,915	05-2012	Borders et al.	705/26.8
*	D	US-7,640,183	12-2009	Burns, Dale	705/14.38
*	E	US-7,536,318	05-2009	Wolfe et al.	705/26.35
	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					
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	S					
	T					

NON-PATENT DOCUMENTS

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

ISSUE CLASSIFICATION

[illegible]

Search Notes

Application/Control No.

12/924,740

Examiner

ANDREW JOSEPH RUDY

Applicant(s)/Patent under
Reexamination

PIENKOS, JOHN THADDEUS

Art Unit

3687

SEARCHED

Class	Subclass	Date	Examiner
prior			
search	updated	2/20/2014	AJR

INTERFERENCE SEARCHED

Class	Subclass	Date	Examiner
235	375,383	2/20/2014	AJR
705	7.25, 22	2/20/2014	AJR
705	26.9, 28	2/20/2014	AJR

**SEARCH NOTES
(INCLUDING SEARCH STRATEGY)**

	DATE	EXMR
Continuity data reviewed.	2/20/2014	AJR



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/924,740	10/04/2010	JOHN THADDEUS PIENKOS		9644

7590
JOHN T. PIENKOS
10019 N. MILLER CT.
MEQUON, WI 53092

EXAMINER

RUDY, ANDREW J

ART UNIT	PAPER NUMBER
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3687

MAIL DATE	DELIVERY MODE
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04/14/2014

PAPER

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

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

Corrected Notice of Allowability	Application No. 12/924,740	Applicant(s) PIENKOS, JOHN THADDEUS	
	Examiner ANDREW JOSEPH RUDY	Art Unit 3687	AIA (First Inventor to File) Status No

-- 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 _____.
☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.
2. ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.
3. ☒ The allowed claim(s) is/are 1-20. As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/oph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.
4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

Certified copies:

- a) ☐ All b) ☐ Some *c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

- | | |
|--|--|
| 1. ☒ Notice of References Cited (PTO-892) | 5. ☒ Examiner's Amendment/Comment |
| 2. ☐ Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date _____ | 6. ☒ Examiner's Statement of Reasons for Allowance |
| 3. ☐ Examiner's Comment Regarding Requirement for Deposit
of Biological Material | 7. ☐ Other _____ |
| 4. ☐ Interview Summary (PTO-413),
Paper No./Mail Date _____ | |

DETAILED ACTION

Notice of Pre-AIA or AIA Status

1. The present application is being examined under the pre-AIA first to invent provisions.

2. Subsequent to the February 24, 2014 Notice of Allowance, further pertinent references of interest were located. See the attached PTO-892.

Allowable Subject Matter

3. Claims 1-20 are allowed.

4. The following is an examiner's statement of reasons for allowance: The prior art of record, either alone or in combination, does not disclose, or suggest, Applicant's claim language.

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."

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to ANDREW JOSEPH RUDY whose telephone number is (571)272-6789. The examiner can normally be reached on Monday thru Friday.

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

/ANDREW JOSEPH RUDY/
Primary Examiner, Art Unit 3687

Notice of References Cited	Application/Control No. 12/924,740	Applicant(s)/Patent Under Reexamination PIENKOS, JOHN THADDEUS	
	Examiner ANDREW JOSEPH RUDY	Art Unit 3687	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-6,774,765	08-2004	Goodwin, III, John C.	340/7.28
*	B	US-3,804,978	04-1974	Lemelson, Jerome H.	348/97
*	C	US-RE31,239	05-1983	Lemelson, Jerome H.	348/107
	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					
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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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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/924,740	10/04/2010	JOHN THADDEUS PIENKOS		9644

7590 05/27/2014
JOHN T. PIENKOS
10019 N. MILLER CT.
MEQUON, WI 53092

EXAMINER

RUDY, ANDREW J

ART UNIT	PAPER NUMBER
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3687

MAIL DATE	DELIVERY MODE
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05/27/2014

PAPER

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

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



**UNITED STATES DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office**

Address : COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450

APPLICATION NO./ CONTROL NO.	FILING DATE	FIRST NAMED INVENTOR / PATENT IN REEXAMINATION	ATTORNEY DOCKET NO.
12/924,740	04 October, 2010	PIENKOS, JOHN THADDEUS	

JOHN T. PIENKOS 10019 N. MILLER CT. MEQUON, WI 53092		EXAMINER	
		ANDREW JOSEPH RUDY	
		ART UNIT	PAPER
		3687	20140522

DATE MAILED:

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

Commissioner for Patents

Further pertinent references of interest have been reviewed in juxtaposition to the claim language. The claims remain allowed. Note the attached PTO-892.

/ANDREW JOSEPH RUDY/
Primary Examiner
Art Unit: 3687

Notice of References Cited	Application/Control No. 12/924,740		Applicant(s)/Patent Under Reexamination PIENKOS, JOHN THADDEUS	
	Examiner ANDREW JOSEPH RUDY		Art Unit 3687	Page 1 of 9

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-3,961,163	06-1976	Stevenson, III, Clarence H.	365/244
*	B	US-4,521,677	06-1985	Sarwin, Herbert S.	235/385
*	C	US-4,531,311	07-1985	Howard et al.	40/649
*	D	US-4,817,043	03-1989	Brown, Johnny M.	715/810
*	E	US-4,831,367	05-1989	Baus, Heinz G.	345/168
*	F	US-4,920,488	04-1990	Filley, Oliver D.	705/28
*	G	US-5,047,614	09-1991	Bianco, James S.	235/385
*	H	US-5,127,674	07-1992	Lamphere et al.	283/37
*	I	US-5,215,213	06-1993	Nestler et al.	221/129
*	J	US-5,241,657	08-1993	Fine et al.	345/501
*	K	US-5,349,678	09-1994	Morris et al.	709/219
*	L	US-5,401,947	03-1995	Poland, Terrell A.	235/383
*	M	US-5,448,696	09-1995	Shimada et al.	715/853

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
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	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
*	U	Allison Galosich, "Techno-tracking", National Provisioner. Northbrook, May 1998, vol. 212, Iss. 5, p. 74, 3 pgs.
*	V	Web Pages From Website of Marcole Interactive Systems, www.marcole.com, Printed on May 20, 2005, 74 Pages.
*	W	"Frustrated Shoppers Turn to GPS", Oddly Enough--Reuters, Yahoo! News, Apr. 30, 2003, printed on May 17, 2003, 2 Pages.
*	X	Web pages concerning Symbol Technologies and Telxon Corporation, obtained at website of Symbol Technologies, www.symbol.com, printed on May 17, 2003, 72 Pages.

*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.

Notice of References Cited	Application/Control No. 12/924,740		Applicant(s)/Patent Under Reexamination PIENKOS, JOHN THADDEUS	
	Examiner ANDREW JOSEPH RUDY		Art Unit 3687	Page 2 of 9

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-5,568,645	10-1996	Morris et al.	709/203
*	B	US-5,572,015	11-1996	Bird et al.	250/208.1
*	C	US-5,572,653	11-1996	DeTemple et al.	345/501
*	D	US-5,630,068	05-1997	Vela et al.	705/323
*	E	US-5,640,002	06-1997	Ruppert et al.	235/462.46
*	F	US-5,671,436	09-1997	Morris et al.	1/1
*	G	US-5,697,061	12-1997	Krueger et al.	455/39
*	H	US-5,765,142	06-1998	Allred et al.	705/16
*	I	US-5,771,003	06-1998	Seymour, Arthur F.	340/572.1
*	J	US-5,859,414	01-1999	Grimes et al.	235/383
*	K	US-5,872,850	02-1999	Klein et al.	705/51
*	L	US-5,887,271	03-1999	Powell, Ken R.	705/14.1
*	M	US-5,890,135	03-1999	Powell, Ken R.	235/383

FOREIGN PATENT DOCUMENTS

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	N					
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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
*	U	Web pages of TreoSystems, Inc., available at www.treosystems.com , Copyright 2010, printed on October 25, 2012, 19 pages.
*	V	"Meijer Launches Mobile In-Store Product Locator", Aug. 31, 2010, 2 pgs., www.progressivegrocer.com/top-story-meijer_launches_mobile_in_store_product_locator-30356.html
*	W	"Aisle411", obtained at en.wikipedia.org/wiki/Aisle411 , printed on October 25, 2012, 1 page.
*	X	"Mobile:The Biggest Change to Hit Retailing In 50 Years", July 9,2012,4 pgs., www.forbes.com/sites/ciocentral/2012/07/09/mobile-the-biggest-change-to-hit-retailing-in-50-years

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Notice of References Cited	Application/Control No. 12/924,740		Applicant(s)/Patent Under Reexamination PIENKOS, JOHN THADDEUS	
	Examiner ANDREW JOSEPH RUDY		Art Unit 3687	Page 3 of 9

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-5,895,454	04-1999	Harrington, Juliette	705/26.8
*	B	US-5,950,173	09-1999	Perkowski, Thomas J.	705/27.1
*	C	US-5,963,948	10-1999	Shilcrat, Esther Dina	340/995.19
*	D	US-5,967,343	10-1999	Dufresne, Ronald	211/86.01
*	E	US-5,979,757	11-1999	Tracy et al.	235/383
*	F	US-5,987,499	11-1999	Morris et al.	709/203
*	G	US-5,991,726	11-1999	Immarco et al.	704/270
*	H	US-5,995,015	11-1999	DeTemple et al.	340/5.9
*	I	US-6,000,610	12-1999	Talbott et al.	235/383
*	J	US-6,006,196	12-1999	Feigin et al.	705/7.31
*	K	US-6,016,481	01-2000	Failing et al.	705/28
*	L	US-6,061,646	05-2000	Martino et al.	704/3
*	M	US-6,076,071	06-2000	Freeny, Jr., Charles C.	705/14.1

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
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Notice of References Cited	Application/Control No. 12/924,740		Applicant(s)/Patent Under Reexamination PIENKOS, JOHN THADDEUS	
	Examiner ANDREW JOSEPH RUDY		Art Unit 3687	Page 4 of 9

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-6,091,956	07-2000	Hollenberg, Dennis D.	455/456.5
*	B	US-6,101,483	08-2000	Petrovich et al.	705/21
*	C	US-6,112,206	08-2000	Morris et al.	1/1
*	D	US-6,112,523	09-2000	Kamo et al.	60/612
*	E	US-6,119,101	09-2000	Peckover, Douglas L.	705/7.31
*	F	US-6,125,353	09-2000	Yagasaki, Isao	705/26.62
*	G	US-6,129,276	10-2000	Jelen et al.	235/383
*	H	US-6,144,848	11-2000	Walsh et al.	455/419
*	I	US-6,230,199	05-2001	Revashetti et al.	709/224
*	J	US-6,250,006	06-2001	Berrier, Phil	40/666
*	K	US-6,354,493	03-2002	Mon, Jorge	235/380
*	L	US-6,381,583	04-2002	Kenney, John A.	705/26.8
*	M	US-6,430,530	08-2002	Ng, Alan	704/229

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Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

Notice of References Cited	Application/Control No. 12/924,740		Applicant(s)/Patent Under Reexamination PIENKOS, JOHN THADDEUS	
	Examiner ANDREW JOSEPH RUDY		Art Unit 3687	Page 5 of 9

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*	A	US-6,430,554	08-2002	Rothschild, Leigh M.	1/1
*	B	US-6,434,530	08-2002	Sloane et al.	705/26.62
*	C	US-6,442,530	08-2002	Miller, Steven D.	705/16
*	D	US-6,553,173	04-2003	Goto, Akio	385/137
*	E	US-6,539,269	03-2003	Jarrow et al.	700/83
*	F	US-6,543,684	04-2003	White et al.	235/379
*	G	US-6,552,663	04-2003	Swartzel et al.	340/572.1
*	H	US-6,556,840	04-2003	Zicker et al.	455/551
*	I	US-6,587,835	07-2003	Treyz et al.	705/14.64
*	J	US-6,625,581	09-2003	Perkowski, Thomas J.	705/27.1
*	K	US-6,644,547	11-2003	White, Daniel F.	235/381
*	L	US-6,694,359	02-2004	Morris et al.	709/219
*	M	US-6,820,062	11-2004	Gupta et al.	705/16

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	Examiner ANDREW JOSEPH RUDY		Art Unit 3687	Page 6 of 9

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*	A	US-6,974,078	12-2005	Simon, David	235/383
*	B	US-7,085,775	08-2006	Short et al.	1/1
*	C	US-7,146,156	12-2006	Zicker et al.	455/411
*	D	US-7,228,282	06-2007	Philyaw et al.	705/26.9
*	E	US-7,231,380	06-2007	Pienkos, John Thaddeus	1/1
*	F	US-7,565,308	07-2009	Bollay, Denison W.	705/26.41
*	G	US-7,596,786	09-2009	Philyaw et al.	717/174
*	H	US-7,819,315	10-2010	Pienkos, John Thaddeus	235/383
*	I	US-7,886,017	02-2011	Philyaw et al.	709/217
*	J	US-7,979,576	07-2011	Philyaw et al.	709/238
*	K	US-8,140,398	03-2012	Boesjes, Eimar M.	705/26.1
*	L	US-4,359,631	11-1982	Lockwood et al.	235/381
*	M	US-5,146,404	09-1992	Calloway et al.	705/1.1

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Notice of References Cited	Application/Control No. 12/924,740		Applicant(s)/Patent Under Reexamination PIENKOS, JOHN THADDEUS	
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*	A	US-5,240,789	08-1993	Breen et al.	429/176
*	B	US-5,576,951	11-1996	Lockwood, Lawrence B.	705/26.62
*	C	US-5,664,110	09-1997	Green et al.	705/27.2
*	D	US-5,715,314	02-1998	Payne et al.	705/78
*	E	US-5,717,866	02-1998	Naftzger, Walter L.	705/14.38
*	F	US-5,887,271	03-1999	Powell, Ken R.	705/14.1
*	G	US-5,890,135	03-1999	Powell, Ken R.	235/383
*	H	US-5,909,492	06-1999	Payne et al.	705/78
*	I	US-5,924,078	07-1999	Naftzger, Walter L.	705/16
*	J	US-5,966,695	10-1999	Melchione et al.	705/7.33
*	K	US-6,199,099	03-2001	Gershman et al.	709/203
*	L	US-6,289,319	09-2001	Lockwood, Lawrence B.	705/35
*	M	US-7,010,508	03-2006	Lockwood, Lawrence B.	705/35

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*	A	US-7,542,919	06-2009	Mueller et al.	705/16
*	B	US-7,894,936	02-2011	Walker et al.	700/238
*	C	US-4,567,359	01-1986	Lockwood, Lawrence B.	235/381
*	D	US-5,309,355	05-1994	Lockwood, Lawrence B.	705/6
*	E	US-7,546,318	06-2009	Bates, David J.	1/1
*	F	US-7,640,183	12-2009	Burns, Dale	705/14.38
*	G	US-8,170,915	05-2012	Borders et al.	705/26.8
*	H	US-8,542,669	09-2013	Baten et al.	370/352
*	I	US-8,548,860	10-2013	Junger, Peter J.	705/24
*	J	US-6,122,523	09-2000	Zicker et al.	455/551
*	K	US-2009/0012704	01-2009	Franco et al.	701/200
*	L	US-6,774,765	08-2004	Goodwin, III, John C.	340/7.28
*	M	US-3,804,978	04-1974	Lemelson, Jerome H.	348/97

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	Examiner ANDREW JOSEPH RUDY		Art Unit 3687	Page 9 of 9

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-RE31,239	05-1983	Lemelson, Jerome H.	348/107
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
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JOHN PIENKOS

PAGE 02

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JOHN T. PIENKOS (Depositor's name)
 [Signature] (Signature)
 MAY 27, 2014 (Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/924,740	10/04/2010	JOHN THADDEUS PIENKOS		9644

TITLE OF INVENTION: APPARATUS AND METHOD FOR PROVIDING PRODUCT LOCATION INFORMATION TO CUSTOMERS IN A STORE

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	\$480	\$0	\$0 FC-2581	\$480	05/27/2014
EXAMINER	ART UNIT	CLASS-SUBCLASS	05/29/2014 ZJUHA2 00000017 12924740			
RUDY, ANDREW J	3687	705-022000	01 FC-2581 480.00 UP			

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

Innovaport LLC

Milwaukee, WI

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

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

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☐ Applicant changing to regular undiscounted fee status.

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Authorized Signature

[Signature]
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Date

MAY 27, 2014

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/924,740	10/04/2010	JOHN THADDEUS PIENKOS		9644

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MEQUON, WI 53092

06/10/2014

EXAMINER

RUDY, ANDREW J

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APPLICATION NO./ CONTROL NO.	FILING DATE	FIRST NAMED INVENTOR / PATENT IN REEXAMINATION	ATTORNEY DOCKET NO.
12/924,740	04 October, 2010	PIENKOS, JOHN THADDEUS	

JOHN T. PIENKOS 10019 N. MILLER CT. MEQUON, WI 53092		EXAMINER	
		ANDREW JOSEPH RUDY	
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Further pertinent references of interest have been reviewed in juxtaposition to the claim language. The claims remain allowed. Note the attached PTO-892.

/ANDREW JOSEPH RUDY/
Primary Examiner
Art Unit: 3687

Notice of References Cited	Application/Control No. 12/924,740		Applicant(s)/Patent Under Reexamination PIENKOS, JOHN THADDEUS	
	Examiner ANDREW JOSEPH RUDY		Art Unit 3687	Page 1 of 1

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*	A	US-5,872,271	02-1999	Cole et al.	554/223
*	B	US-6,129,274	10-2000	Suzuki, Hikaru	235/381
*	C	US-5,250,789	10-1993	Johnsen, Edward L.	705/14.23
*	D	US-7,536,318	05-2009	Wolfe et al.	705/26.35
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STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 1 of 2

Complete if Known

Application Number	12/924,740
Filing Date	10/04/2010
First Named Inventor	John Thaddeus Pienkos
Art Unit	3687
Examiner Name	Rudy, Andrew J.
Attorney Docket Number	-

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number Number-Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US- 4359631	11/16/1982	Lockwood	
		US- 5146404	09/08/1992	Calloway et al.	
		US- 5250789	10/05/1993	Johnsen	
		US- 5576951	11/19/96	Lockwood	
		US- 5664110	09/02/1997	Green et al.	
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		US- 5717866	02/10/1998	Naftzger	
		US- 5887271	03/23/1999	Powell	
		US- 5890135	03/30/1999	Powell	
		US- 5909492	06/01/1999	Payne et al.	
		US- 5924078	07/13/1999	Naftzger	
		US- 5966695	10/12/1999	Melchione et al.	
		US- 6100000 6119099	09/12/2000	Walker et al.	
		US- 6289319	09/11/2001	Lockwood	
		US- 7010508	03/07/2006	Lockwood	
		US- 7542919	06/02/2009	Mueller et al.	
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Change(s) applied
to document.

/T.W./

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/Andrew Joseph Rudy/

Date
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09/27/2013

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APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
12/924,740	07/08/2014	8775260		9644

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JOHN T. PIENKOS
10019 N. MILLER CT.
MEQUON, WI 53092

06/18/2014

ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

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

The Patent Term Adjustment is 166 day(s). Any patent to issue from the above-identified application will include an indication of the adjustment on the front page.

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

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

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

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

JOHN THADDEUS PIENKOS, MILWAUKEE, WI;

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12/924,740	04 October, 2010	PIENKOS, JOHN THADDEUS	

JOHN T. PIENKOS 10019 N. MILLER CT. MEQUON, WI 53092		EXAMINER	
		ANDREW JOSEPH RUDY	
		ART UNIT	PAPER
		3687	20140617

DATE MAILED:

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

Commissioner for Patents

Two further pertinent references of interest have been reviewed in juxtaposition to the claim language. The claims remain allowed. Note the attached PTO-892.

/ANDREW JOSEPH RUDY/
Primary Examiner
Art Unit: 3687

Notice of References Cited	Application/Control No. 12/924,740	Applicant(s)/Patent Under Reexamination PIENKOS, JOHN THADDEUS	
	Examiner ANDREW JOSEPH RUDY	Art Unit 3687	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-6,533,173	03-2003	Benyak, Donald A.	235/383
*	B	US-4,539,631	09-1985	Lieberman, Gilbert R.	362/351
	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.

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

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

DOCKET NO. 21-CV-789	DATE FILED 6/25/2021	U.S. DISTRICT COURT Eastern District of Wisconsin
PLAINTIFF Innovaport LLC		DEFENDANT IKEA North America Services LLC IKEA Trading Services Inc
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,775,260	7/8/2014	Innovaport LLC
2 8,787,933	7/22/2014	Innovaport LLC
3 9,990,670	6/5/2018	Innovaport LLC
4 9,489,690	11/8/2016	Innovaport LLC
5		

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

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1		
2		
3		
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In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK Gina Colletti	(BY) DEPUTY CLERK Ross Miller	DATE 6/29/2021
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Copy 1—Upon initiation of action, mail this copy to Director Copy 3—Upon termination of action, mail this copy to Director

Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy

Case 2:21-cv-00789-NJ Filed 06/29/21 Page 1 of 1 Document 2 Home Depot

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 Wisconsin on the following

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

DOCKET NO. 22-cv-425	DATE FILED 8/5/2022	U.S. DISTRICT COURT Western District of Wisconsin
PLAINTIFF Innovaport LLC		DEFENDANT Target Corporation
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,775,260	7/8/2014	Innovaport LLC
2 8,787,933	7/22/2014	Innovaport LLC
3 9,489,690	11/8/2016	Innovaport LLC
4 9,990,670	6/5/2018	Innovaport LLC
5		

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

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

DECISION/JUDGEMENT

CLERK Joel Turner, Clerk of Court	(BY) DEPUTY CLERK s/L. Kamke, Deputy Clerk	DATE 8/5/2022
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Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy