UNITED STATES PATENT AND TRADEMARK OFFICE

CERTIFICATE OF CORRECTION

PATENT NO.	: 11,553,074 B1
APPLICATION NO.	: 17/496590
DATED	: January 10, 2023
INVENTOR(S)	: Brian Long et al.

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

In the Specification

Column 2, Line 7: "FIGS. 5A-51 illustrate screenshots..." should read --FIGS. 5A-5I illustrate screenshots...--

Column 2, Line 9: "FIGS. 6A-61 illustrate screenshots..." should read --FIGS. 6A-6I illustrate screenshots...--

Column 14, Line 50: "FIGS. 5A-51 illustrate screenshots..." should read --5A-5I illustrate screenshots...--

Column 16, Line 40: "FIGS. 6A-61 illustrate screenshots..." should read --6A-6I illustrate screenshots...--

Column 17, Line 50: "6A-61 can be implemented..." should read --6A-6I can be implemented...--

In the Claims

Column 21, Line 61 (Claim 5, Line 5): "nota second operating..." should read --not a second operating...--

Signed and Sealed this
Seventh Day of March, 2023

Katherine Kelly Vidal

Katherine Kelly Vidal
Director of the United States Patent and Trademark Office

PTO/SB/44 (09-07)
Approved for use through 03/31/2023. OMB 0651-0033
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(Also Form PTO-1050)

UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION

PATENT NO. : 11,553,074

APPLICATION NO. : 17/496,590

ISSUE DATE : January 10, 2023

INVENTOR(S) : Brian LONG et al.

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

Column 2, line 7: “FIGS. 5A-51 illustrate screenshots...” should read --FIGS. 5A-5I illustrate screenshots...--

Column 2, line 9: “FIGS. 6A-61 illustrate screenshots...” should read --FIGS. 6A-6I illustrate screenshots...--

Column 14, line 50: “FIGS. 5A-51 illustrate screenshots...” should read --5A-5I illustrate screenshots...--

Column 16, line 40: “FIGS. 6A-61 illustrate screenshots...” should read --6A-6I illustrate screenshots...--

Column 17, line 50: “6A-61 can be implemented...” should read --6A-6I can be implemented...--

Column 21, line 61 (claim 5, line 5): “nota second operating...” should read --not a second operating...--

MAILING ADDRESS OF SENDER (Please do not use Customer Number below):
Anders E. Fernstrom
COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue NW, Suite 700
Washington, DC 20004

1

280838701 v1

Docket No.: FRNK-001/03US 331846-2007
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Inventor:	Brian LONG	Confirmation No.:	6678
Application No.:	17/496,590	Group Art Unit:	2176
Filed:	October 7, 2021	Examiner:	A. R. Dyer

For: METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

REQUEST FOR CERTIFICATE OF CORRECTION
PURSUANT TO 37 C.F.R. § 1.322

Attention: Certificate of Correction Branch
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Upon reviewing the above-identified patent, Patentee noted typographical errors which should be corrected.

In the Specification:

Column 2, line 7: "FIGS. 5A-51 illustrate screenshots..." should read --FIGS. 5A-5I illustrate screenshots...--

Column 2, line 9: "FIGS. 6A-61 illustrate screenshots..." should read --FIGS. 6A-6I illustrate screenshots...--

Column 14, line 50: "FIGS. 5A-51 illustrate screenshots..." should read --5A-5I illustrate screenshots...--

Column 16, line 40: "FIGS. 6A-61 illustrate screenshots..." should read --6A-6I illustrate screenshots...--

Column 17, line 50: "6A-61 can be implemented..." should read --6A-6I can be implemented...—

In the Claims:

Column 21, line 61 (claim 5, line 5): "nota second operating..." should read --not a second operating—

The errors were not in the application as filed by applicant; accordingly no fee is required.

Transmitted herewith is a proposed Certificate of Correction effecting such amendment. Patentee respectfully solicits the granting of the requested Certificate of Correction.

Dated: January 30, 2023

Respectfully submitted,
COOLEY LLP

By: /Anders E. Fernstrom/
Anders E. Fernstrom
Reg. No. 72,629

USPTO CUSTOMER NO. 58249

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue NW, Suite 700
Washington, DC 20004

Tel: (703) 456-8117
Fax: (202) 842-7899

UNITED STATES
PATENT AND TRADEMARK OFFICE

P.O. Box 1450
Alexandria, VA 22313 - 1450
www.uspto.gov

ELECTRONIC ACKNOWLEDGEMENT RECEIPT

APPLICATION #	RECEIPT DATE / TIME	ATTORNEY DOCKET #
17/496,590	**01/30/2023 05:32:59 PM ET**	**FRNK-001/03US 331846-2007**

Title of Invention

METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

Application Information

APPLICATION TYPE	Utility - Nonprovisional Application under 35 USC 111(a)	PATENT #	11553074
CONFIRMATION #	6678	FILED BY	Jennifer Scott
PATENT CENTER #	61510697	FILING DATE	10/07/2021
CUSTOMER #	58249	FIRST NAMED INVENTOR	Brian LONG
CORRESPONDENCE ADDRESS	-	AUTHORIZED BY	Anders Fernstrom

Documents

TOTAL DOCUMENTS: 2

DOCUMENT	PAGES	DESCRIPTION	SIZE (KB)
FRNK-001_03US_Certificate_of_Correction.PDF	1	Request for Certificate of Correction	74 KB
FRNK-001_03US_Certificate_of_Correction_Transmittal.PDF	2	Request for Certificate of Correction	96 KB

Digest

DOCUMENT	MESSAGE DIGEST(SHA-512)

FRNK-001_03US_Certificate_of_Correction.PDF	9CBA49EE0390FABCF5508409776CF9016E13D3702099093AC0F857C3D74E5298CB223934EA97DA36029C6D1EA86F90E5A87C2DCB2651973FE6A6768DE189DA96
FRNK-001_03US_Certificate_of_Correction_Transmittal.PDF	41216B6AD66FB6CEA6149CE37C8393D96015E38EAFA448FAC6372E3464D28E9260660BB7B3DB2CE9243D0731029F11199657BA6A293A5734BA043D2E781B5506

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
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APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/496,590	01/10/2023	11553074	FRNK-001/03US 331846-2007	6678

58249 7590 12/21/2022

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

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 0 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 Patents Stakeholder Experience (OPSE), Stakeholder Support Division (SSD) at (571)-272-4200.

INVENTOR(s) (Please see PAIR WEB site http://pair.uspto.gov for additional inventors):

Brian LONG, New York, NY;
Brooke BURDGE, New York, NY;
Andrew JONES, Brooklyn, NY;
Eric MIAO, Brooklyn, NY;
Ryan TSANG, Brooklyn, NY;

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

Attentive Mobile Inc., New York, NY;

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

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www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/496,590	10/07/2021	Brian LONG	FRNK-001/03US 331846-2007	6678

58249 7590 12/13/2022

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

EXAMINER	
DYER, ANDREW R	

ART UNIT	PAPER NUMBER
2176	

NOTIFICATION DATE	DELIVERY MODE
12/13/2022	ELECTRONIC

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

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

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

zIPPatentDocketingMailboxUS@cooley.com

Supplemental ***Notice of Allowability***	**Application No.** 17/496,590	**Applicant(s)** LONG et al.	
	Examiner ANDREW R DYER	**Art Unit** 2176	**AIA (FITF) Status** Yes

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

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

1. ☑ This communication is responsive to the Information Disclosure Statement filed December 5, 2022.
   ☐ 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 See Continuation Sheet . As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see **http://www.uspto.gov/patents/init_events/pph/index.jsp** or send an inquiry to **PPHfeedback@uspto.gov.**

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

   Certified copies:

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

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

   * Certified copies not received: _____ .

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

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

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

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

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
2. ☑ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date 12/05/2022.
3. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material _____.
4. ☐ Interview Summary (PTO-413), Paper No./Mail Date. _____.
5. ☐ Examiner's Amendment/Comment
6. ☐ Examiner's Statement of Reasons for Allowance
7. ☑ Other PTO-90C.

/ANDREW R DYER/
Primary Examiner, Art Unit 2176

Continuation of 3. The allowed claim(s) is/are: 3-4,11-12,14-17,19,28,31 and 33-51

UNITED STATES DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office
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P.O. Box 1450
Alexandria, Virginia 22313-1450

APPLICATION NO./ CONTROL NO.	FILING DATE	FIRST NAMED INVENTOR/ PATENT IN REEXAMINATION	ATTORNEY DOCKET NO.
17/496,590	10/07/2021	LONG et al.	FRNK-001/03US 331

COOLEY LLP ATTN: IP Docketing Department 1299 Pennsylvania Avenue, NW Suite 700 Washington, DC 20004		**EXAMINER** ANDREW R DYER
		ART UNIT / **PAPER** 2176 / 20221208

DATE MAILED: _____

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

Commissioner for Patents

The information disclosure statement filed December 5, 2022 complies with the provisions of 37 C.F.R. § 1.97, 1.98 and MPEP § 609. It has been placed in the application file and the information referred to therein has been considered as to the merits.

/ANDREW R DYER/
Primary Examiner, Art Unit 2176

PTO-90C (Rev.04-03)

PTO/SB/08a/b (07-09)
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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	17/496,590
Filing Date	October 7, 2021
First Named Inventor	Brian LONG
Art Unit	2176
Examiner Name	ANDREW R DYER
Attorney Docket Number	FRNK-001/03US 331846-2007

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
/A.R.D/	1.	2013/0073381 A1	03-21-2013	Binkley	
/A.R.D/	2.	2017/0118500 A1	04-27-2017	CARROLL et al.	
/A.R.D/	3.	2017/0169473 A1	06-15-2017	Boudville	
/A.R.D/	4.	2017/0255915 A1	09-07-2017	Chandrasekaran et al.	
/A.R.D/	5.	2018/0018304 A1	01-18-2018	Pritchard et al.	

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]–Number[4]–Kind Code[5] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant	T[6]

Examiner Signature	/ANDREW R DYER/	Date Considered	12/08/2022

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

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

PTO/SB/08a/b (07-09)
Approved for use through 11/30/2020. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 2 of 2

Complete if Known	
Application Number	17/496,590
Filing Date	October 7, 2021
First Named Inventor	Brian LONG
Art Unit	2176
Examiner Name	ANDREW R DYER
Attorney Docket Number	FRNK-001/03US 331846-2007

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	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]
/A.R.D/	6.	Defendant's Opening Brief for Motion to Dismiss, Attentive Mobile Inc. v. 317 Labs, Inc. d/b/a Emotive, C.A. No. 22-1163-CFC, October 31, 2022, 31 pages.	
/A.R.D/	7.	Declaration of John G. Day in Support of Motion to Dismiss, Attentive Mobile Inc. v. 317 Labs, Inc. d/b/a Emotive, C.A. No. 22-1163-CFC, October 31, 2022, 37 pages.	
/A.R.D/	8.	Plaintiff's Answering Brief for Motion to Dismiss, Attentive Mobile Inc. v. 317 Labs, Inc. d/b/a Emotive, C.A. No. 22-1163-CFC, November 30, 2022, 32 pages.	
/A.R.D/	9.	Declaration of Michael J. Flynn, Attentive Mobile Inc. v. 317 Labs, Inc. d/b/a Emotive, C.A. No. 22-1163-CFC, November 30, 2022, 19 pages.	
/A.R.D/	10.	US Office Action for US Application No. 17/888,373, dated November 10, 2022, 18 pages.	

Examiner Signature	/ANDREW R DYER/	Date Considered	12/08/2022

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

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/496,590	LONG et al.
	Examiner	Art Unit
	ANDREW R DYER	2176

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

CLAIMS

Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
	1		10	7	19	19	28	9	37	25	46				
	2	~~17~~ 18	11		20		29	10	38	26	47				
2	3	3	12		21		30	11	39	27	48				
17	4		13		22	20	31	12	40	28	49				
	5	1	14		23		32	13	41	29	50				
	6	4	15		24	21	33	14	42	30	51				
	7	5	16		25	22	34	15	43						
	8	6	17		26	16	35	23	44						
	9		18		27	8	36	24	45						

Change(s) applied
to document,
/J.E.B./
11/3/2022

(Assistant Examiner)	(Date)	Total Claims Allowed: 30	
/ANDREW R DYER/ Primary Examiner, Art Unit 2176	21 October 2022	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	7

U.S. Patent and Trademark Office Part of Paper No.: 20221021

PART B–FEE(S) TRANSMITTAL

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

By mail, send to: Mail Stop ISSUE FEE
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Alexandria, VA 22313-1450

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

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

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

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, D. C. 20004

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

Certificate of Mailing or Transmission

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

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

APPLICATION NO	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO	CONFIRMATION NO
17/496,590	10/07/2021	Brian LONG	FRNK-001/03US	6678

TITLE OF INVENTION: METHODS AND APPARATUS FOR DYNAMIC APPLICATOIN DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

APPLN: TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	UNDISCOUNTED	$1,200.00	$0.00	$0.00	$1,200.00	02/01/2023

EXAMINER	ART UNIT	CLASS-SUBCLASS
A. R. Dyer	2176	715/738.000

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

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

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

2. For printing on the patent front page, list

(1) The names of up to 3 registered patent attorneys or agents OR, alternatively,

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

1. COOLEY LLP
2.
3.

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

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

(A) NAME OF ASSIGNEE: Attentive Mobile Inc.

(B) RESIDENCE: (CITY and STATE or COUNTRY): New York, New York

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

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

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

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

☒ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment to Deposit Account No. 50-1283

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

☐ Applicant certifying micro entity status. See 37 CFR 1.29. 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.

☐ Applicant asserting small entity status. See 37 CFR 1.27. NOTE: If the application was previously under micro entity status, checking this box will be taken as a notification of loss of entitlement to micro entity status.

☒ Applicant changing to regular undiscounted fee status. NOTE: Checking this box will be taken as 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 /Anders E. Fernstrom/ Date December 5, 2022

Typed or printed name Anders E. Fernstrom Registration No. 72,629

Electronic Patent Application Fee Transmittal

Application Number:	17496590
Filing Date:	07-Oct-2021
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Filer:	Anders E. Fernstrom/Donna Doyle
Attorney Docket Number:	FRNK-001/03US 331846-2007

Filed as Large Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
UTILITY APPL ISSUE FEE	1501	1	1200	1200

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**1200**

Electronic Acknowledgement Receipt

EFS ID:	47146349
Application Number:	17496590
International Application Number:	
Confirmation Number:	6678
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Customer Number:	58249
Filer:	Anders E. Fernstrom/Donna Doyle
Filer Authorized By:	Anders E. Fernstrom
Attorney Docket Number:	FRNK-001/03US 331846-2007
Receipt Date:	05-DEC-2022
Filing Date:	07-OCT-2021
Time Stamp:	18:42:35
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$1200
RAM confirmation Number	E2022B5I42541060
Deposit Account	
Authorized User	

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Issue Fee Payment (PTO-85B)	FRNK-001_03US-Issue_Fee_Trans.pdf	143262 7a5a95d4aae3e6b8b960528ace776435d8805afb	no	1
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	38014 af73297cd92624823bef4efa3556b23b1a134bb0	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	181276		

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

PTO/SB/08a/b (07-09)
Approved for use through 11/30/2020. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

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	17/496,590
Filing Date	October 7, 2021
First Named Inventor	Brian LONG
Art Unit	2176
Examiner Name	ANDREW R DYER
Attorney Docket Number	FRNK-001/03US 331846-2007

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
	1.	2013/0073381 A1	03-21-2013	Binkley	
	2.	2017/0118500 A1	04-27-2017	CARROLL et al.	
	3.	2017/0169473 A1	06-15-2017	Boudville	
	4.	2017/0255915 A1	09-07-2017	Chandrasekaran et al.	
	5.	2018/0018304 A1	01-18-2018	Pritchard et al.	

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3]–Number[4]–Kind Code[5] *(if known)*	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant	T[6]

Examiner Signature		Date Considered	

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

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

PTO/SB/08a/b (07-09)
Approved for use through 11/30/2020. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 2 of 2

Complete if Known	
Application Number	17/496,590
Filing Date	October 7, 2021
First Named Inventor	Brian LONG
Art Unit	2176
Examiner Name	ANDREW R DYER
Attorney Docket Number	FRNK-001/03US 331846-2007

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	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]
	6.	Defendant's Opening Brief for Motion to Dismiss, Attentive Mobile Inc. v. 317 Labs, Inc. d/b/a Emotive, C.A. No. 22-1163-CFC, October 31, 2022, 31 pages.	
	7.	Declaration of John G. Day in Support of Motion to Dismiss, Attentive Mobile Inc. v. 317 Labs, Inc. d/b/a Emotive, C.A. No. 22-1163-CFC, October 31, 2022, 37 pages.	
	8.	Plaintiff's Answering Brief for Motion to Dismiss, Attentive Mobile Inc. v. 317 Labs, Inc. d/b/a Emotive, C.A. No. 22-1163-CFC, November 30, 2022, 32 pages.	
	9.	Declaration of Michael J. Flynn, Attentive Mobile Inc. v. 317 Labs, Inc. d/b/a Emotive, C.A. No. 22-1163-CFC, November 30, 2022, 19 pages.	
	10.	US Office Action for US Application No. 17/888,373, dated November 10, 2022, 18 pages.	

Examiner Signature		Date Considered	

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

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

Electronic Patent Application Fee Transmittal

Application Number:	17496590
Filing Date:	07-Oct-2021
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Filer:	Anders E. Fernstrom/John Buscher
Attorney Docket Number:	FRNK-001/03US 331846-2007

Filed as Large Entity

Filing Fees for Utility under 35 USC 111(a)

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

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
SUBMISSION- INFORMATION DISCLOSURE STMT	1806	1	260	260
		Total in USD ($)		**260**

Electronic Acknowledgement Receipt

EFS ID:	47144580
Application Number:	17496590
International Application Number:	
Confirmation Number:	6678
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Customer Number:	58249
Filer:	Anders E. Fernstrom/John Buscher
Filer Authorized By:	Anders E. Fernstrom
Attorney Docket Number:	FRNK-001/03US 331846-2007
Receipt Date:	05-DEC-2022
Filing Date:	07-OCT-2021
Time Stamp:	18:27:09
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$260
RAM confirmation Number	E2022B5I27470853
Deposit Account	
Authorized User	

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Non Patent Literature	NPL_2022-10-31_Brief_in_Support_of_MTD.pdf	6212161 d911affd32c812da1e06dec533aae013fc34c8fe	no	31
Warnings:					
Information:					
2	Non Patent Literature	NPL_2022-10-31_Decl_of_Day_in_Support_of_MTD.pdf	11024893 74f648753a495bf1d8187a9a29af9ff08049eac6	no	37
Warnings:					
Information:					
3	Non Patent Literature	NPL_2022-11-30_Answer_Brief_In_Opp_to_MTD.pdf	5737329 6e3de7fbd50356f81f0352360afcaa08950e356c	no	32
Warnings:					
Information:					
4	Non Patent Literature	NPL_2022-11-30_Flynn_Decl_in_Support_of_Opp_to_MTD.pdf	6841210 9ef9b51a593234ef19a79abd850958400cd9795e	no	19
Warnings:					
Information:					
5	Non Patent Literature	USOA_17888373_11-10-2022.PDF	987552 55c9ff707f0cdd86c0ca45b6d6dc92f3c29f4967	no	18
Warnings:					
Information:					
6	Transmittal Letter	FRNK-001_03_331846-2007_IDSTransmittal_12-05-2022.pdf	111905 ab94e7d58993801b1534aaee484403b73918332c	no	5
Warnings:					
Information:					

7	Information Disclosure Statement (IDS) Form (SB08)	FRNK-001_03_331846-2007_SB08_12-05-2022.pdf	208346 76ff611c358e27361d4bba4035185f662593ce7f	no	2
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
8	Fee Worksheet (SB06)	fee-info.pdf	38300 ea005065f9d68d2e3c9b59f9c73b11fc1511c376	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	31161696		

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

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

Docket No.: FRNK-001/03US 331846-2007
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Inventor:	Brian LONG	Confirmation No.:	6678
Application No.:	17/496,590	Group Art Unit:	2176
Filed:	October 7, 2021	Examiner:	ANDREW R DYER

For: METHODS AND APPARATUS FOR DYNAMIC APPLICATOIN DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

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

INFORMATION DISCLOSURE STATEMENT
UNDER 37 C.F.R. §§ 1.56, 1.97, AND 1.98

In accordance with the duty of disclosure set forth in 37 C.F.R. §1.56, Applicant hereby submits the following information in conformance with 37 C.F.R. §§1.97 and 1.98. It is respectfully requested that the information be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

[X] Pursuant to 37 C.F.R. §1.98, a copy of each non-US patent document cited on the attached Form used in lieu of PTO/SB/08 is enclosed.

[] No copies of the foreign patent, foreign patent application, or non-patent literature publications listed on the attached Form used in lieu of PTO/SB/08 are being provided pursuant to 37 C.F.R. §1.98(d) because the publications were previously cited by or submitted to the Office in prior Application Serial No(s). ____ to which the above-identified application claims priority under 35 U.S.C. §120.

[X] No copies of any U.S. patents or U.S. patent application publications listed on the attached Form used in lieu of PTO/SB/08 are being provided pursuant to 37 C.F.R. §1.98.

[] Publication(s) listed on the attached Form used in lieu of PTO/SB/08 were cited in a foreign search or examination report corresponding to application serial no. and mailed on .

[] Enclosed is a copy of a non-English publication(s) _____ Pursuant to §609 of the M.P.E.P., Applicant submits the attached foreign search or examination report, which cites such non-English language publication(s).

[] Enclosed is a copy of a non-English publication(s) _____ English language publication _____ (copy enclosed) claims priority from this non-English publication.

[] Enclosed is an explanation of non-English publication(s) _____ for which an English translation is not available.

[] Enclosed is an English translation of non-English publication(s) _____ cited on the attached Form used in lieu of PTO/SB/08.

[] Enclosed is an English language Abstract of non-English publication(s) _____ cited on the attached Form used in lieu of PTO/SB/08.

[] Enclosed is a copy of pending patent Application No. _____.

[] In accordance with **37 C.F.R. §1.97(b)**, no additional fee for submission of this Information Disclosure Statement is required, as it is filed within any one of the following time periods:

[] within three months from the filing date of this national application other than a CPA under 37 C.F.R. § 1.53(d);

[] within three months from the date of entry of the national stage as set forth in 37 C.F.R. §1.491 in this international application;

[] before the mailing date of a first Office action on the merits; or

[] before the mailing of a first Office action after the filing of a request for continued examination under 37 C.F.R. § 1.114.

[] In accordance with **37 C.F.R. §1.97(c)**, this Information Disclosure Statement is filed after the period specified in 37 C.F.R. § 1.97(b), but before the mailing of any of the following: a final action under 37 C.F.R. §1.113; a notice of allowance under 37 C.F.R. §1.311; or an action that otherwise closes prosecution in this application.

In accordance with 37 C.F.R. §1.97(c) also enclosed is:

[] Fee under 37 C.F.R. §1.17(p) in the amount of $260.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $130.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $65.00; or

[] Statement as specified in 37 C.F.R. §1.97(e):

[] Each item of information contained in the Information Disclosure Statement cited herein was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing date of the Information Disclosure Statement; or

[] No item of information contained in the Information Disclosure Statement submitted herewith was cited in any communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the undersigned, having made a reasonable inquiry, no item of information contained in the Information Disclosure Statement was known to any individual designated in 37 C.F.R. §1.56(c) more than three months prior to the filing date of the Information Disclosure Statement.

[] This Information Disclosure Statement is filed after payment of the issue fee, but before issuance of the patent under the Quick Path Information Disclosure Statement pilot program.

In accordance with the Quick Path Information Disclosure Statement pilot program also enclosed is:

[] Fee under 37 C.F.R. §1.17(p) in the amount of $260.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $130.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $65.00;

and

[] Statement as specified in 37 C.F.R. §1.97(e):

[] Each item of information contained in the Information Disclosure Statement cited herein was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing date of the Information Disclosure Statement; or

[] No item of information contained in the Information Disclosure Statement submitted herewith was cited in any communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the undersigned, having made a reasonable inquiry, no item of information contained in the Information Disclosure Statement was known to any individual designated in 37 C.F.R. §1.56(c) more than three months prior to the filing date of the Information Disclosure Statement.

[X] In accordance with **37 C.F.R. §1.97(d)**, this Information Disclosure Statement is filed after the period specified in 37 C.F.R. § 1.97(c), but with or before the payment of the issue fee.

In accordance with 37 C.F.R. §1.97(d) also enclosed is:

[X] Fee under 37 C.F.R. §1.17(p) in the amount of $260.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $130.00; or

[] Fee under 37 C.F.R. §1.17(p) in the amount of $65.00;

and

[X] Statement as specified in 37 C.F.R. §1.97(e):

[] Each item of information contained in the Information Disclosure Statement cited herein was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing date of the Information Disclosure Statement; or

[X] No item of information contained in the Information Disclosure Statement submitted herewith was cited in any communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the undersigned, having made a reasonable inquiry, no item of information contained in the Information Disclosure Statement was known to any individual designated in 37 C.F.R. §1.56(c) more than three months prior to the filing date of the Information Disclosure Statement.

[] In accordance with **37 C.F.R. § 1.704(d)**, Applicant notes that to our knowledge each item of information contained in the information disclosure statement:

[] was first cited in any communication from a patent office in a counterpart foreign or international application or from the Office, and this communication was not received by any individual designated in § **1.56(c)** more than thirty days prior to the filing of the information disclosure statement.

[] is a communication that was issued by a patent office in a counterpart foreign or international application or by the Office, and this communication was not received by any individual designated in § **1.56(c)** more than thirty days prior to the filing of the information disclosure statement.

In accordance with 37 C.F.R. § 1.97(g), this Information Disclosure Statement shall not be construed as to mean that a search has been made.

In accordance with 37 C.F.R. § 1.97(h), the filing of this Information Disclosure Statement shall not be construed to be an admission that the information cited in the statement is, or is considered to be material to patentability as defined by 37 C.F.R § 1.56(b).

Remarks

It is respectfully requested that the Examiner consider the above-noted information and return an initialed copy of the attached Form used in lieu of PTO/SB/08 to the undersigned.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

The Director is hereby authorized to charge any additional fees which may be required with respect to this communication, or credit any overpayment, to Deposit Account No. 50-1283, under Order No. FRNK-001/03US 331846-2007.

Dated: December 5, 2022

Respectfully submitted,
COOLEY LLP

By: /Anders E. Fernstrom/
Anders E. Fernstrom
Reg. No. 72,629

USPTO CUSTOMER NO. 58249

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue NW, Suite 700
Washington, DC 20004

Tel: (703) 456-8117
Fax: (202) 842-7899

Docket No.: FRNK-001/03US 331846-2007
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Inventor:	Brian LONG	Confirmation No.:	6678
Application No.:	17/496,590	Group Art Unit:	2176
Filed:	October 7, 2021	Examiner:	A. R. Dyer

For: METHODS AND APPARATUS FOR DYNAMIC APPLICATOIN DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

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

NOTIFICATION OF LOSS OF ENTITLEMENT TO SMALL ENTITY STATUS

The following itemized fees were paid in connection with the above-identified patent at the small entity rate in error and without deceptive intent. The itemized list also includes a statement of the deficiency pursuant to 37 CFR § 1.28(c)(2)(ii). A payment of $4,450.00 is submitted herewith.

This filing serves as a Notification of Loss of Entitlement to Small Entity Status under 37 CFR § 1.27(g)(2).

277471368 v1

ITEMIZATION AND CALCULATION OF THE DEFICIENCY OWED

UNDER 37 C.F.R. § 1.28

TYPE AND AMOUNT OF FEE	FEE CODE	AMOUNT ACTUALLY PAID	DATE FEE PAID	DEFICIENCY PAYMENT OWED
Utility Filing Fee (Electronic Filing) $320	1011/4011	$80	10/7/2021	$240
Utility Search Fee $700	1111/2111	$350	10/7/2021	$350
Utility Examination Fee $800	1311/2311	$400	10/7/2021	$400
Request for Prioritized Examination $4200	1817/2817	$2100	10/7/2021	$2100
Processing Fee except Prov. Applications $140	1830/2830	$70	10/7/2021	$70
Late Filing Fee for Oath or Declaration $160	1051/2051	$80	11/9/2021	$80
Claims in excess of 20 (8) $800	1202/2202	$400	11/9/2021	$400
Claims in excess of 20 (1) $100	1202/2202	$50	5/18/2022	$50
Submission – Information Disclosure Statement $260	1806/2806	$130	5/20/2022	$130
Submission – Information Disclosure Statement $260	1806/2806	$130	5/27/2022	$130

Submission – Information Disclosure Statement $260	1806/2806	$130	6/1/2022	$130
Submission – Information Disclosure Statement $260	1806/2806	$130	9/30/2022	$130
Independent Claim in excess of 3 (1) $480	1201/2201	$240	10/11/2022	$240
		Total Deficiency Payment Owed =		**$4,450.00**

Applicant hereby authorizes the Director to deduct the total fees of $4,450.00 from the undersigned's Deposit Account No. 50-1283. No other fees are believed due. However, if the calculation is in error, the Director is hereby authorized to charge any other fees that may be associated with this communication, or credit any overpayment, to the undersigned's Deposit Account No. 50-1283, under Order No. FRNK-001/03US 331846-2007.

Dated: November 10, 2022

Respectfully submitted,
COOLEY LLP

By: /Anders E. Fernstrom/
Anders E. Fernstrom
Reg. No. 72,629

USPTO CUSTOMER NO. 58249

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue NW, Suite 700
Washington, DC 20004

Tel: (703) 456-8117
Fax: (202) 842-7899

Electronic Acknowledgement Receipt

EFS ID:	47003378
Application Number:	17496590
International Application Number:	
Confirmation Number:	6678
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Customer Number:	58249
Filer:	Anders E. Fernstrom/Barth Zurkammer
Filer Authorized By:	Anders E. Fernstrom
Attorney Docket Number:	FRNK-001/03US 331846-2007
Receipt Date:	10-NOV-2022
Filing Date:	07-OCT-2021
Time Stamp:	18:26:35
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Notification of loss of entitlement to small entity status	FRNK-001_03US_Notification_Loss_Small_Entity.PDF	109329 a75b07873d1ac12aa646e041115c4474a3f8315c	no	3

Warnings:

Information:	
Total Files Size (in bytes):	109329

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
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NOTICE OF ALLOWANCE AND FEE(S) DUE

58249 7590 11/01/2022

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

EXAMINER
DYER, ANDREW R

ART UNIT	PAPER NUMBER
2176	

DATE MAILED: 11/01/2022

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/496,590	10/07/2021	Brian LONG	FRNK-001/03US 331846-2007	6678

TITLE OF INVENTION: METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	$600	$0.00	$0.00	$600	02/01/2023

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. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

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

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

PART B - FEE(S) TRANSMITTAL

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

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

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

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

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

58249 7590 11/01/2022

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

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

Certificate of Mailing or Transmission

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

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/496,590	10/07/2021	Brian LONG	FRNK-001/03US 331846-2007	6678

TITLE OF INVENTION: METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	$600	$0.00	$0.00	$600	02/01/2023

EXAMINER	ART UNIT	CLASS-SUBCLASS
DYER, ANDREW R	2176	715-738000

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/AIA/122 or PTO/SB/122) attached.

❑ "Fee Address" indication (or "Fee Address" Indication form PTO/AIA/47 or PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

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

1 _____
2 _____
3 _____

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

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

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

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

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

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

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

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

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

❑ Applicant certifying micro entity status. See 37 CFR 1.29

❑ Applicant asserting small entity status. See 37 CFR 1.27

❑ Applicant changing to regular undiscounted fee status.

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

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

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/496,590	10/07/2021	Brian LONG	FRNK-001/03US 331846-2007	6678

EXAMINER	
DYER, ANDREW R	

ART UNIT	PAPER NUMBER
2176	

58249 7590 11/01/2022

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

DATE MAILED: 11/01/2022

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

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

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

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

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

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

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

Privacy Act Statement

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

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

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

Notice of Allowability	Application No. 17/496,590	Applicant(s) LONG et al.	
	Examiner ANDREW R DYER	Art Unit 2176	AIA (FITF) Status Yes

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

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

1. ☑ This communication is responsive to the Examiner Initiated Interview on October 20, 2022.
   ☐ 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 See Continuation Sheet . As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see **http://www.uspto.gov/patents/init_events/pph/index.jsp** or send an inquiry to **PPHfeedback@uspto.gov.**

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

   Certified copies:

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

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

   * Certified copies not received: _____ .

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

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

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

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

Attachment(s)

1. ☑ Notice of References Cited (PTO-892)
2. ☑ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date 09/30/2022.
3. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material _____.
4. ☑ Interview Summary (PTO-413), Paper No./Mail Date. _____.
5. ☑ Examiner's Amendment/Comment
6. ☑ Examiner's Statement of Reasons for Allowance
7. ☐ Other _____.

/ANDREW R DYER/
Primary Examiner, Art Unit 2176

Continuation of 3. The allowed claim(s) is/are: 3-4,11-12,14-17,19,28,31 and 33-51

EXAMINER'S AMENDMENT

An Examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to Applicant, an amendment may be filed as provided by 37 C.F.R. § 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this Examiner's amendment was given in a telephone interview with Anders Fernstrom on October 21, 2022.

The application has been amended as follows:

In the Claims:

- Cancel Claim 2

- Amend Claim 3 to the following:

3. (Currently Amended) The method of claim [[2]] 14, wherein a size of the frame relative to a size of the webpage is configurable.

- Amend Claim 4 to the following:

4. (Currently Amended) The method of claim [[2]] 35, wherein a location of the frame on the webpage is configurable.

- Cancel Claim 5

- Cancel Claim 7

- Cancel Claim 8

- Cancel Claim 9

- Cancel Claim 10

- Amend Claim 11 to the following:

11. (Currently Amended) The method of claim [[2]] 35, wherein the text message is a first text message, the method further comprising sending, to the mobile device via the user phone number, a second text message confirming [[a]] the subscription to the subscription list ~~a messaging based marketing service~~ in response to receiving the first text message.

- Amend Claim 12 to the following:

12. (Currently Amended) The method of claim [[2]] 14, wherein the mobile device is subscribed to the subscription list ~~delivery of at least one of the product or the service is completed~~ (1) with no user input other than the first user interaction ~~with the frame~~ and the second user interaction ~~sending the message~~ and (2) without the text messaging application being redirected ~~redirecting~~ to a different application after the text message is sent.

- Cancel Claim 13

- Amend Claim 14 to the following:

14. (Currently Amended) A method, comprising:

receiving, from at least one web server, an integration tag included in a webpage;

displaying the webpage using a web browser application of a mobile device;

sending, from the mobile device, to the at least one web server, and in response to the integration tag executing, (1) a mobile device identifier that identifies the mobile device, and (2) a request to retrieve an identifier associated with at least one of a product or a service presented via the webpage;

receiving, at the mobile device, from the at least one web server, and in response to sending the mobile device identifier and the request to retrieve the identifier, a first signal causing a frame to be displayed with the webpage via the web browser application, the frame including a promotional message associated with joining a subscription list;

sending, to the at least one web server, an indication of a first user interaction with the promotional message;

receiving, from the at least one web server and in response to at least one of (1) the integration tag executing or (2) the indication of the first user interaction, a uniform resource identifier (URI) that deeplinks to and causes the mobile device to automatically (1) switch from rendering the web browser application to rendering a text messaging application and (2) generate a text message with a pre-populated phone number and a pre-populated message body containing a request to join the subscription list~~, the URI being compatible with a first operating system executing on the mobile device and not a second operating system different from the first operating system~~;

sending[[,]] the text message including the message body prepopulated with the request to join the subscription list in response to a second user interaction with the text messaging application[[,]] such that the mobile device is subscribed to the subscription list in response to the text message being sent ~~the text message including the pre-populated message body~~ to the pre-populated phone number; and

~~receiving, at the at least one web server, the text message containing the request to join the subscription list;~~

~~subscribing the mobile device to the subscription list based on receiving the text message; and~~

receiving ~~delivering~~ an installment of a subscription associated with the subscription list without ~~receiving~~ sending an opt-in communication after ~~receiving~~ sending the text message containing the pre-populated message body.

- Amend Claim 15 to the following:

15. (Currently Amended) The method of claim 14, wherein the mobile device identifier is based on a user agent field [[via]] associated with the web browser application.

- Amend Claim 16 to the following:

16. (Currently Amended) The method of claim 14, wherein:

the mobile device identifier identifies a first operating system executing on the mobile device[[,]]; and

the URI [[being]] is compatible with the first operating system and not a second operating system different from the first operating system.

- Amend Claim 19 to the following:

19. (Currently Amended) The method of claim 14, wherein the ~~further comprising delivering an~~ installment of the ~~a free~~ subscription is received via text message without an entity associated with the at least one webserver charging a fee ~~to the mobile device via the user phone number based on the mobile device being subscribed to the subscription list~~.

- Cancel Claim 21

- Cancel Claim 22

- Cancel Claim 24

- Cancel Claim 25

- Cancel Claim 26

- Cancel Claim 27

- Amend Claim 28 to the following:

28. (Currently Amended) The method of claim [[21]] 35, wherein the installment of the subscription is delivered ~~delivery of at least one of the product or the service is completed~~ (1) with no user input other than the first [[a]] user interaction ~~with the frame~~ and the second user interaction ~~sending the message~~ and (2) without redirecting the text messaging application to a different application after the message is sent.

- Cancel Claim 30

- Amend Claim 31 to the following:

31. (Currently Amended) The method of claim [[30]] 35, wherein the ~~further comprising delivering a text message~~ installment of the ~~text message~~ subscription ~~service~~ is delivered via text message to the mobile device without a provider of the subscription service charging a user of the mobile device any fee.

- Cancel Claim 32

- Amend Claim 33 to the following:

33. (Currently Amended) The method of claim [[30]] 35, wherein the pre-populated message body ~~customized text message~~ complies with opt-in requirements for enrollment in text message subscription services such that the mobile device can be automatically subscribed to the subscription list ~~enrolled in the text message subscription service~~ without sending or receiving an additional authorization from the mobile device.

- Amend Claim 34 to the following:

34. (Currently Amended) The method of claim [[30]] 35, wherein:

the ~~customized text message~~ pre-populated message body complies with opt-in requirements for enrollment in text message subscription services such that the mobile device can be automatically subscribed to the subscription list ~~enrolled in the text message subscription service~~ without sending or receiving an additional authorization from the mobile device; and

the mobile device is subscribed to the subscription list ~~enrolled in the text message subscription service~~ without sending or receiving an opt-in communication other than the URI and the ~~customized~~ text message.

- Add New Claim 35:

35. (New) A method, comprising:

defining an integration tag configured to be included in a webpage such that the integration tag executes when a web browser application of a mobile device accesses the webpage;

receiving, from the mobile device and in response to the integration tag executing at the mobile device, (1) a mobile device identifier that identifies the mobile device, and (2) a request to retrieve an identifier associated with at least one of a product or a service presented via the webpage;

sending, to the mobile device and in response to receiving the mobile device identifier and the request to retrieve the identifier, a first signal configured to cause a frame to be displayed with the webpage via the web browser application, the frame including a promotional message associated with joining a subscription list;

receiving, from the mobile device, an indication of a first user interaction with the promotional message;

sending a uniform resource identifier (URI) to the mobile device that deeplinks to and causes the mobile device to automatically (1) switch from rendering the web browser application to rendering a text messaging application and (2) generate a text message with a pre-populated phone number and a pre-populated message body containing a request to join the subscription list in response to at least one of (1) the integration tag executing or (2) the indication of the first user interaction;

receiving the text message including the pre-populated message body to the pre-populated phone number in response to a second user interaction with the text messaging application;

subscribing the mobile device to the subscription list based on receiving the text message; and

delivering an installment of a subscription associated with the subscription list without receiving an opt-in communication after receiving the text message containing the pre-populated message body.

- Add New Claim 36:

36. (New) A non-transitory processor-readable medium storing code configured to be executed by a processor of a mobile device, the code including instructions configured to cause the mobile device to:

receive, from at least one web server, an integration tag included in a webpage;

display the webpage using a web browser application of the mobile device;

send, from the mobile device, to the at least one web server, and in response to the integration tag executing, (1) a mobile device identifier that identifies the mobile device, and (2) a request to retrieve an identifier associated with at least one of a product or a service presented via the webpage;

receive, at the mobile device, from the at least one web server, and in response to sending the mobile device identifier and the request to retrieve the identifier, a first signal causing a frame to be displayed with the webpage via the web browser application, the frame including a promotional message associated with joining a subscription list;

send, to the at least one web server, an indication of a first user interaction with the promotional message;

receive, from the at least one web server and in response to at least one of (1) the integration tag executing or (2) the indication of the first user interaction, a uniform resource identifier (URI) that deeplinks to and causes the mobile device to automatically (1) switch from rendering the web browser application to rendering a text messaging application and (2) generate a text message with a pre-populated phone number and a pre-populated message body containing a request to join the subscription list;

send the text message including a message body prepopulated with a request to join the subscription list in response to a second user interaction with the text messaging application such that the mobile device is subscribed to the subscription list in response to the text message being sent to the pre-populated phone number; and

receive an installment of a subscription associated with the subscription list without sending an opt-in communication after sending the text message containing the pre-populated message body.

- Add New Claim 37:

37. (New) The non-transitory processor-readable medium of claim 36, wherein a size of the frame relative to a size of the webpage is configurable.

- Add New Claim 38:

38. (New) The non-transitory processor-readable medium of claim 36, wherein the mobile device is subscribed to the subscription list (1) with no user input other than the first user interaction and the second user interaction and (2) without the mobile device being redirected from the text messaging application to a different application after the text message is sent.

- Add New Claim 39:

39. (New) The non-transitory processor-readable medium of claim 36, wherein the mobile device identifier is based on a user agent field associated with the web browser application.

- Add New Claim 40:

40. (New) The non-transitory processor-readable medium of claim 36, wherein:

the mobile device identifier identifies a first operating system executing on the mobile device; and

the URI is compatible with the first operating system and not a second operating system different from the first operating system.

- Add New Claim 41:

41. (New) The non-transitory processor-readable medium of claim 36, wherein the first user interaction and the second user interaction are the only user interactions between the first signal

causing the frame to be displayed is received and the mobile device being subscribed to the subscription list.

- Add New Claim 42:

42. (New) The non-transitory processor-readable medium of claim 36, the code further comprising code to cause the mobile device to receive an installment of a free subscription via text message.

- Add New Claim 43:

43. (New) The mobile device comprising the non-transitory-processor readable medium of claim 36 and the processor.

- Add New Claim 44:

44. (New) At least one non-transitory processor-readable medium storing code configured to be executed by at least one processor of at least one server, the code including instructions configured to cause the at least one server to:

define an integration tag configured to be included in a webpage such that the integration tag executes when a web browser application of a mobile device accesses the webpage;

receive, from the mobile device and in response to the integration tag executing at the mobile device, (1) a mobile device identifier that identifies the mobile device, and (2) a request to retrieve an identifier associated with at least one of a product or a service presented via the webpage;

send, to the mobile device and in response to receiving the mobile device identifier and the request to retrieve the identifier, a first signal configured to cause a frame to be displayed with the

webpage via the web browser application, the frame including a promotional message associated with joining a subscription list;

receive, from the mobile device an indication of a first user interaction with the promotional message;

send a uniform resource identifier (URI) to the mobile device that deeplinks to and causes the mobile device to automatically (1) switch from rendering the web browser application to rendering a text messaging application and (2) generate a text message with a pre-populated phone number and a pre-populated message body containing a request to join the subscription list in response to at least one of (1) the integration tag executing or (2) the indication of the first user interaction;

receive the text message including the pre-populated message body to the pre-populated phone number in response to a second user interaction with the text messaging application;

subscribe the mobile device to the subscription list based on receiving the text message; and

deliver an installment of a subscription associated with the subscription list without receiving an opt-in communication after receiving the text message containing the pre-populated message body.

- Add New Claim 45:

45. (New) The at least one non-transitory processor-readable medium of claim 44, a location of the frame on the webpage is configurable.

- Add New Claim 46:

46. (New) The at least one non-transitory processor-readable medium of claim 44, wherein the text message is a first text message, the code further comprising code to cause the at least one server to send, to the mobile device via the user phone number, a second text message confirming the subscription to the subscription list in response to receiving the first text message.

- Add New Claim 47:

47. (New) The at least one non-transitory processor-readable medium of claim 44, wherein the installment of the subscription is delivered (1) with no user input other than the first user interaction and the second user interaction and (2) without redirecting the text messaging application to a different application after the message is sent.

- Add New Claim 48:

48. (New) The at least one non-transitory processor-readable medium of claim 44, wherein the installment of the subscription is delivered via text message to the mobile device without a provider of the subscription service charging a user of the mobile device any fee.

- Add New Claim 49:

49. (New) The at least one non-transitory processor-readable medium of claim 44, wherein the pre-populated message body complies with opt-in requirements for enrollment in text message subscription services such that the mobile device can be automatically subscribed to the subscription list without sending or receiving an additional authorization from the mobile device.

- Add New Claim 50:

50. (New) The at least one non-transitory processor-readable medium of claim 44, wherein:

the pre-populated message body complies with opt-in requirements for enrollment in text message subscription services such that the mobile device can be automatically subscribed to the subscription list without sending or receiving an additional authorization from the mobile device; and

the mobile device is subscribed to the subscription list without sending or receiving an opt-in communication other than the URI and the text message.

- Add New Claim 51:

51. (New) The at least one server comprising the non-transitory processor-readable medium of claim 44 and the at least one processor.

Allowable Subject Matter

Claims 3, 4, 11, 12, 14-17, 19, 28, 31, 33-51 are allowed.

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

Claims 14, 35, 36, and 44:

The prior art discloses a variety of systems and methods for providing deeplinks that can be used to open any application. Additionally, the prior art discloses the use of hashtags within a deeplink and the use of integration tags. Finally, the prior art discloses a variety of systems and methods for subscribing a user through a promotional message.

The known prior art fails to disclose or suggest each and every limitation together as claimed. Additionally, the examiner cannot determine a reasonable motivation, either in the known prior art or the existing case law, to combine the known elements to render the claimed invention.

Thus, claims 14, 35, 36, and 44 are allowable.

Claims 3, 4, 11, 12, 15-17, 19, 28, 31, 33, 34, 37-43, and 45-51:

The claims are dependent upon Claims 14, 35, 36, or 44, respectively, and are thus allowable.

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."

Information Disclosure Statement

The information disclosure statement (IDS) submitted on September 30, 2022 complies with the provisions of 37 CFR 1.97. Accordingly, the information disclosure statement is being considered by the examiner.

Conclusion

The prior art made of record and not relied upon is considered pertinent to Applicant's disclosure:

Glover et al., US Publication 2016/0188721, System and method for deeplinking.

Emadi et al., US Publication 2017/0213464, System and method for providing deeplinks within an SMS message.

Isaacson et al., US Publication 2017/0256003, System and method for including deeplinks within an advertisement.

Penov et al., US Publication 2018/0020038, System and method for including a telephone number as part of a promotional offer using a deeplink.

Erm, US Publication 2018/0103151, System and method for providing a deeplink within an SMS message.

Mahadevan et al., US Publication 2018/0260417, System and method for including a telephone number as part of a message including a deeplink.

Mazzola et al., US Publication 2018/0286236, System and method for providing a deeplink within an SMS message.

Narasimhan et al., US Publication 2018/0300754, System and method for deeplinking including the use of a user's telephone number.

Crutchfield et al., US Publication 2019/0246238, System and method for providing a deeplink as an SMS message.

Powell et al., US Patent 9,465,682, System and method for including a deeplink within an SMS message.

Clark et al., US Patent 10,275,798, System and method for providing deeplinks within and to advertisements.

Patel et al., US Patent 10,423,691, System and method for providing deeplinks in an SMS message.

href link to send text message; May 12, 2017; Stack Overflow; Pages 1-3; Computer code for generating an SMS message including a phone number and requesting promotional information.

Android: how to pre-populate an SMS message; November 20, 2014; Stack Overflow; Pages 1-3; Computer code for automatically populating data in an SMS message.

RFC 5724: URI Scheme for Global System for Mobile Communications (GSM) Short Message Service (SMS); January 2010; Internet Engineering Task Force (IETF); Pages 1-18; Defines the standards for data that must be included in an SMS message.

Send Messages & SMS from Web & Email with a URL Trick; November 4, 2016; OSXDaily; Pages 1-8; Computer code for automatically populating data in an SMS message.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ANDREW R DYER whose telephone number is (571)270-3790. The examiner can normally be reached on Monday-Friday 7:30-3:30.

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

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kavita Stanley can be reached on 571-272-8352. 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 R DYER/
Primary Examiner, Art Unit 2176

Examiner-Initiated Interview Summary	Application No. 17/496,590	Applicant(s) LONG et al.		
	Examiner ANDREW R DYER	Art Unit 2176	AIA (First Inventor to File) Status Yes	Page 1 of 1

All Participants (applicant, applicants representative, PTO personnel)	Title	Type
ANDREW R DYER	Primary Examiner	Telephonic
ANDERS FERNSTROM	Attorney of Record	

Date of Interview: 20 October 2022

Issues Discussed:

Proposed Amendment(s)

The examiner proposed claim amendments to result in the allowance of this application and after some discussion, the amendments incorporated herewith were agreed upon.

/ANDREW R DYER/ Primary Examiner, Art Unit 2176	

Applicant is reminded that a complete written statement as to the substance of the interview must be made of record in the application file. It is the applicants responsibility to provide the written statement, unless the interview was initiated by the Examiner and the Examiner has indicated that a written summary will be provided. See MPEP 713.04
Please further see:
MPEP 713.04
Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews, paragraph (b)
37 CFR § 1.2 Business to be transacted in writing

Applicant recordation instructions: It is not necessary for applicant to provide a separate record of the substance of interview.

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

Notice of References Cited	Application/Control No. 17/496,590	Applicant(s)/Patent Under Reexamination LONG et al.	
	Examiner ANDREW R DYER	Art Unit 2176	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
*	A	US-10275798-B1	04-2019	Clark; Jason Duane	G06F3/04842	1/1
*	B	US-20180300754-A1	10-2018	Narasimhan; Ashok	G06Q20/3224	1/1
*	C	US-20180260417-A1	09-2018	MAHADEVAN; Vijay	G06F16/9537	1/1
*	D	US-20180020038-A1	01-2018	Penov; Francislav	H04W4/80	1/1
*	E	US-20170256003-A1	09-2017	ISAACSON; Thomas M.	G06Q30/0635	1/1
*	F	US-20160188721-A1	06-2016	Glover; Eric J.	G06F16/951	707/706
*	G	US-10423691-B1	09-2019	Patel; Tilakkumar	G06F16/9566	1/1
*	H	US-20190246238-A1	08-2019	Crutchfield; Keith	H04N5/23216	1/1
*	I	US-20180286236-A1	10-2018	Mazzola; Robert	G08G1/096827	1/1
*	J	US-20180103151-A1	04-2018	Erm; Tanel	H04M7/1225	1/1
*	K	US-20170213464-A1	07-2017	Emadi; Alma	G06Q20/322	1/1
*	L	US-9465682-B1	10-2016	Powell; Adam William	G06F9/543	1/1
	M					

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	href link to send text message; May 12, 2017; Stack Overflow; Pages 1-3.
	V	Android: how to pre-populate an SMS message; November 20, 2014; Stack Overflow; Pages 1-3.
	W	RFC 5724: URI Scheme for Global System for Mobile Communications (GSM) Short Message Service (SMS); January 2010; Internet Engineering Task Force (IETF); Pages 1-18.
	X	Send Messages & SMS from Web & Email with a URL Trick; November 4, 2016; OSXDaily; Pages 1-8.

*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
	17/496,590	LONG et al.
	Examiner	Art Unit
	ANDREW R DYER	2176

CPC						
Symbol					Type	Version
H04M	/	1	/	72445	F	2021-01-01
H04L	/	67	/	146	I	2013-01-01
H04M	/	1	/	72436	I	2021-01-01
H04L	/	67	/	02	I	2013-01-01
G06Q	/	20	/	127	I	2013-01-01

CPC Combination Sets							
Symbol					Type	Set	Ranking	Version
	/		/					

(Assistant Examiner)	(Date)	Total Claims Allowed: 30	
/ANDREW R DYER/ Primary Examiner, Art Unit 2176	21 October 2022	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	7

U.S. Patent and Trademark Office — Part of Paper No.: 20221021

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/496,590	LONG et al.
	Examiner	Art Unit
	ANDREW R DYER	2176

INTERNATIONAL CLASSIFICATION				
CLAIMED				
H04M	/	1	/	72445
H04M	/	1	/	72436
G06Q	/	20	/	12
H04L	/	67	/	02
H04L	/	67	/	146

NON-CLAIMED				
	/		/	

US ORIGINAL CLASSIFICATION	
CLASS	SUBCLASS
715	738

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

(Assistant Examiner)	(Date)	Total Claims Allowed: 30	
/ANDREW R DYER/ Primary Examiner, Art Unit 2176	21 October 2022	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	7

U.S. Patent and Trademark Office — Part of Paper No.: 20221021

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/496,590	LONG et al.
	Examiner	Art Unit
	ANDREW R DYER	2176

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

CLAIMS

Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
	1		10	7	19	19	28	9	37	25	46				
	2	17	11		20		29	10	38	26	47				
2	3	3	12		21		30	11	39	27	48				
17	4		13		22	20	31	12	40	28	49				
	5	1	14		23		32	13	41	29	50				
	6	4	15		24	21	33	14	42	30	51				
	7	5	16		25	22	34	15	43						
	8	6	17		26	16	35	23	44						
	9		18		27	8	36	24	45						

(Assistant Examiner)	(Date)	Total Claims Allowed: 30	
/ANDREW R DYER/ Primary Examiner, Art Unit 2176	21 October 2022	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	7

U.S. Patent and Trademark Office

Part of Paper No.: 20221021

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/496,590	LONG et al.
	Examiner	Art Unit
	ANDREW R DYER	2176

CPC - Searched*		
Symbol	**Date**	**Examiner**
H04M1/72445, H04M1/72436, G06Q20/127, H04L67/02, H04L67/146	02/23/2022	BD
H04M1/72445, H04M1/72436, G06Q20/127, H04L67/02, H04L67/146	06/09/2022	BD
H04M1/72445,72436	07/12/2022	AD
G06Q20/127	07/12/2022	AD
H04L67/02,146	07/12/2022	AD

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

US Classification - Searched*			
Class	**Subclass**	**Date**	**Examiner**
715	739	07/12/2022	AD

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

	/ANDREW R DYER/ Primary Examiner, Art Unit 2176

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/496,590	LONG et al.
	Examiner	Art Unit
	ANDREW R DYER	2176

Search Notes		
Search Notes	**Date**	**Examiner**
Inventor/Assignee EAST search	01/04/2022	BD
Search Assistance from Primary Examiner Andrew Dyer	01/10/2022	BD
Text and CPC EAST search	02/23/2022	BD
Updated inventor and assignee search using PE2E search	05/25/2022	BD
NPL search	06/09/2022	BD
Updated text and CPC search using PE2E search	06/17/2022	BD
Reviewed PLUS Search	07/12/2022	AD
SEARCH: Inventors' Names, history attached	07/12/2022	AD
SEARCH: Narrowed CPC with text, history attached	07/12/2022	AD
SEARCH: USPAT, US-PGPUB, history attached	07/12/2022	AD
SEARCH: Foreign Search-FRPS, EPO, JPO, history attached	07/12/2022	AD
NPL: Google, history attached	07/12/2022	AD
Refreshed all prior SEARCH strings, history atttached	10/12/2022	AD
SEARCH: Narrowed CPC with text, history attached	10/13/2022	AD
SEARCH: USPAT, US-PGPUB, history attached	10/13/2022	AD
NPL: Google, history attached	10/12/2022	AD

Interference Search			
US Class/CPC Symbol	**US Subclass/CPC Group**	**Date**	**Examiner**
	Text based interference search	06/19/2022	BD
all	all	10/21/2022	AD

	/ANDREW R DYER/ Primary Examiner, Art Unit 2176

PE2E SEARCH - Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
L1	49	("5907597" "5949874" "5941947" "4964075" "5245694" "5408582" "5956025" "5971591" "6014441" "4797569" "4852019" "4870610" "5386545" "5664110" "5694608" "5768158" "5893125" "5978566" "6125374" "6138130" "6208341" "6226260" "6226260" "6233583" "4870686" "4905181" "5193141" "5197375" "5207440" "5218956" "5253564" "5300864" "5329178" "5339435" "5379388" "5446891" "5464080" "5481657" "5512025" "5577510" "5611771" "5644496" "5671326" "5691974" "5715445" "5721780" "5736932" "5761662" "5767634" "5815595").pn.	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/12 11:11 AM
L2	1	((("Attentive") near3 ("Mobile") near3 ("Inc"))).AS,AANM.	(USPAT)	OR	ON	ON	2022/07/12 11:12 AM
L3	1687	((("LONG") near3 ("Brian")) OR (("BURDGE") near3 ("Brooke")) OR (("JONES") near3 ("Andrew")) OR (("MIAO") near3 ("Eric")) OR (("TSANG") near3 ("Ryan")) OR (("LO") near3 ("Ethan")) OR (("ALBERT") near3 ("Elyssa"))).INV.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2022/07/12 11:13 AM
L4	2240	715/738.ccls.	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/12 11:28 AM
L5	60784	(H04M1/72445 OR G06Q20/127 OR H04L67/02 OR H04L67/146 OR H04M1/72436).cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/12 11:28 AM
L6	8	("10042946"|"10275421"|"20140172504"|"20150106181"|"2017014221	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/12 11:28 AM

		4"|"20170222940"|"20180074999"|"20180324265").PN.					
L7	27	("10521496" OR "11117380" OR "20020152210" OR "20060224693" OR "20080059571" OR "20080307517" OR "20100099441" OR "20110302316" OR "20120144281" OR "20140108373" OR "20150100468" OR "20150156061" OR "20150178784" OR "20150220943" OR "20150294358" OR "20160210334" OR "20160234330" OR "20160292728" OR "20170004209" OR "20170046180" OR "20170228797" OR "20170337609" OR "20180052943" OR "9594477" OR "9633378" OR "9806942" OR "9811395").pn.	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/12 11:30 AM
L8	4	("10817914" OR "11055744" OR "11170380" OR "150052061" OR "170236196" OR "20010011494" OR "210233097").pn.	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/12 11:31 AM
L10	12	("9251268" OR "10055211" OR "10121186" OR "10659400" OR "10691409" OR "10757552" OR "10789626" OR "10810592" OR "10868711" OR "11151603" OR "11211156" OR "11336703").pn.	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/12 11:32 AM
L11	2	("20150154644" OR "20150156061").did.	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/12 11:35 AM
L12	0	(L4 OR L5 OR L6 OR L7 OR L8 OR L10) AND (deeplink$5 OR (deep ADJ link$5)) AND ((promot$7 OR	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/12 04:15 PM

		advertis$5 OR "ad") WITH deliver$5 WITH coupon)					
L13	164	(L4 OR L5 OR L6 OR L7 OR L8 OR L10) AND ((promot$7 OR advertis$5 OR "ad") WITH deliver$5 WITH coupon)	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/12 04:15 PM
L14	126	(L4 OR L5 OR L6 OR L7 OR L8 OR L10) AND ((promot$7 OR advertis$5 OR "ad") WITH deliver$5 WITH coupon) AND subscri$7	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/12 04:18 PM
L15	0	(deeplink$5 OR (deep ADJ link$5)) AND ((promot$7 OR advertis$5 OR "ad") WITH deliver$5 WITH coupon)	(FPRS; EPO; JPO)	OR	ON	ON	2022/07/12 04:44 PM
L16	292	(L4 OR L5 OR L6 OR L7 OR L8 OR L10) AND ((promot$7 OR advertis$5 OR "ad") WITH (request$5 OR subscri$7) WITH previous$5)	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/13 09:32 AM
L17	57	((promot$7 OR contest) WITH (request$5 OR enroll$7) WITH previous$5) SAME (warn$5 OR notif$7 OR dialog)	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/13 10:07 AM
L18	156	quixey.as.	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/13 11:18 AM
L19	35	(L4 OR L5 OR L6 OR L7 OR L8 OR L10) AND ((sms OR (text ADJ messag$5)) WITH confirm$6 WITH subscri$7)	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/13 12:57 PM
L20	49	("5907597" "5949874" "5941947" "4964075" "5245694" "5408582" "5956025" "5971591" "6014441" "4797569" "4852019" "4870610" "5386545" "5664110" "5694608" "5768158" "5893125" "5978566" "6125374" "6138130" "6208341" "6226260" "6226260" "6233583" "4870686" "4905181"	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/11 01:52 PM

		"5193141" "5197375" "5207440" "5218956" "5253564" "5300864" "5329178" "5339435" "5379388" "5446891" "5464080" "5481657" "5512025" "5577510" "5611771" "5644496" "5671326" "5691974" "5715445" "5721780" "5736932" "5761662" "5767634" "5815595").pn.					
L21	3	((("Attentive") near3 ("Mobile") near3 ("Inc"))).AS,AANM.	(USPAT)	OR	ON	ON	2022/10/11 01:52 PM
L22	1706	((("LONG") near3 ("Brian")) OR (("BURDGE") near3 ("Brooke")) OR (("JONES") near3 ("Andrew")) OR (("MIAO") near3 ("Eric")) OR (("TSANG") near3 ("Ryan")) OR (("LO") near3 ("Ethan")) OR (("ALBERT") near3 ("Elyssa"))).INV.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2022/10/11 01:52 PM
L23	2240	715/738.ccls.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/11 01:52 PM
L24	61710	(H04M1/72445 OR G06Q20/127 OR H04L67/02 OR H04L67/146 OR H04M1/72436).cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/11 01:52 PM
L25	8	("10042946"|"10275421"|"20140172504"|"20150106181"|"20170142214"|"20170222940"|"20180074999"|"20180324265").PN.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/11 01:52 PM
L26	27	("10521496" OR "11117380" OR "20020152210" OR "20060224693" OR "20080059571" OR "20080307517" OR "20100099441" OR "20110302316" OR "20120144281" OR "20140108373" OR "20150100468" OR "20150156061" OR "20150178784" OR "20150220943" OR "20150294358" OR	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/11 01:52 PM

		"20160210334" OR "20160234330" OR "20160292728" OR "20170004209" OR "20170046180" OR "20170228797" OR "20170337609" OR "20180052943" OR "9594477" OR "9633378" OR "9806942" OR "9811395").pn.					
L27	4	("10817914" OR "11055744" OR "11170380" OR "150052061" OR "170236196" OR "20010011494" OR "210233097").pn.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/11 01:52 PM
L28	12	("9251268" OR "10055211" OR "10121186" OR "10659400" OR "10691409" OR "10757552" OR "10789626" OR "10810592" OR "10868711" OR "11151603" OR "11211156" OR "11336703").pn.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/11 01:52 PM
L29	2	("20150154644" OR "20150156061").did.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/11 01:52 PM
L30	0	(L4 OR L5 OR L6 OR L7 OR L8 OR L10) AND (deeplink$5 OR (deep ADJ link$5)) AND ((promot$7 OR advertis$5 OR "ad") WITH deliver$5 WITH coupon)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/11 01:52 PM
L31	166	(L4 OR L5 OR L6 OR L7 OR L8 OR L10) AND ((promot$7 OR advertis$5 OR "ad") WITH deliver$5 WITH coupon)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/11 01:52 PM
L32	127	(L4 OR L5 OR L6 OR L7 OR L8 OR L10) AND ((promot$7 OR advertis$5 OR "ad") WITH deliver$5 WITH coupon) AND subscri$7	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/11 01:52 PM
L33	0	(deeplink$5 OR (deep ADJ link$5)) AND ((promot$7 OR	(FPRS; EPO; JPO)	OR	ON	ON	2022/10/11 01:52 PM

		advertis$5 OR "ad") WITH deliver$5 WITH coupon)					
L34	298	(L4 OR L5 OR L6 OR L7 OR L8 OR L10) AND ((promot$7 OR advertis$5 OR "ad") WITH (request$5 OR subscri$7) WITH previous$5)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/11 01:52 PM
L35	57	((promot$7 OR contest) WITH (request$5 OR enroll$7) WITH previous$5) SAME (warn$5 OR notif$7 OR dialog)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/11 01:52 PM
L36	156	quixey.as.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/11 01:52 PM
L37	35	(L4 OR L5 OR L6 OR L7 OR L8 OR L10) AND ((sms OR (text ADJ messag$5)) WITH confirm$6 WITH subscri$7)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/11 01:52 PM
L39	7	("11211156" OR "11336703" OR "11416887" OR "11416897" OR "20160057154" OR "20170099228" OR "20210377309").pn.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/11 01:56 PM
L40	14	L36 AND ((phone OR telephone OR cellular OR cell OR cellphone OR mobile) near4 number)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/11 01:59 PM
L41	247	(L23 OR L24 OR L25 OR L26 OR L2 OR L28 OR L39) AND ((populat$5 OR fill OR filling OR filled OR add) WITH (sms OR mms OR im OR (instant ADJ messag$3) OR (text ADJ messag$3)) WITH ((phone OR telephone OR cellular OR cell OR cellphone OR mobile) near4 number))	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/11 03:29 PM
L42	8	((L23 OR L24 OR L25 OR L26 OR L2 OR L28 OR L39) AND ((insert$5) WITH (sms OR mms OR im OR (instant ADJ messag$3)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/11 04:02 PM

		OR (text ADJ messag$3)) WITH ((phone OR telephone OR cellular OR cell OR cellphone OR mobile) near4 number)) WITH sender)					
L43	97	((insert$5 OR populat$5 OR fill OR filling OR filled OR add OR adding OR added) WITH (sms OR mms OR im OR (instant ADJ messag$3) OR (text ADJ messag$3)) WITH ((phone OR telephone OR cellular OR cell OR cellphone OR mobile) near4 number)) WITH sender NOT (L42 OR L41)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/12 09:43 AM
L44	34	L36 AND (deep OR deeplink$5 OR deep-link$5)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/12 10:28 AM
L45	419410	(deep OR deeplink$5 OR deep-link$5) AND (sms OR "short message" OR (text ADJ messag$5) OR mms)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/12 02:10 PM
L46	78446	(deep OR deeplink$5 OR deep-link$5) SAME (sms OR "short message" OR (text ADJ messag$5) OR mms)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/12 02:10 PM
L47	300	((deep ADJ link$5) OR deeplink$5 OR deep-link$5) SAME (sms OR "short message" OR (text ADJ messag$5) OR mms)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/12 02:10 PM
L48	4	((L23 OR L24 OR L25 OR L26 OR L2 OR L28 OR L39) AND ((phone OR telephone OR cellular OR cell OR cellphone OR mobile) near4 number)) AND ((deeplink$5 OR deep-link$5 OR (deep ADJ link$5)) SAME subscrib$5)	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/13 09:36 AM
L49	29	((phone OR telephone OR cellular OR cell OR cellphone OR mobile) near4 number) AND ((deeplink$5 OR deep-	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/13 09:38 AM

		link$5 OR (deep ADJ link$5)) SAME subscrib$5) NOT L48					
L50	389	((phone OR telephone OR cellular OR cell OR cellphone OR mobile) near4 number) AND ((deeplink$5 OR deep-link$5 OR (deep ADJ link$5)) SAME (advert$8 OR signup OR (sign$3 ADJ up) OR promot$7)) NOT L48	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/13 09:43 AM
L51	3	("2018/0139265").urpn. AND (PGPB | USPT | USOC).dbnm.	(US-PGPUB; USPAT; USOCR)	OR	ON	ON	2022/10/13 10:09 AM

PE2E SEARCH - Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
N1	0	"receiving, from at least one web server, an integration tag included in a webpage".clm.	(US-PGPUB; USPAT)	OR	ON	ON	2022/10/21 03:18 PM

Google automatically insert sender's phone number into body

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How to Send SMS Messages Automatically

Tap the "message body" area of the screen to activate the Android soft keyboard, and type the SMS message. Tap the "phone number" text field, and enter the ...

https://www.twilio.com › blog › personalize-sms-alphan...

Personalize Your SMS Messages with an Alphanumeric ...

Feb 12, 2020 — Explore the benefits of SMS messages personalized with an Alphanumeric Sender ID, including better open rates and improved message delivery.

https://support.twilio.com › en-us › articles › 22313398...

Change the "From" number or Sender ID for Sending SMS ...

Changing the "From" number or Sender ID for outgoing SMS messages can be accomplished by changing the From parameter in your API requests.

https://messente.com › blog › what-is-sms-sender-id

What is an SMS Sender ID? - Messente

May 26, 2021 — An SMS Sender ID or SMS Customer ID (or simply put sender name) is the displayed value of who sent the message on your handset with a ...

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Aug 10, 2020 — For Virgin (OMEA) Mobile, they allow dynamic Numeric and AlphaNumeric Sender ID. Special characters in sender IDs are not allowed and will be ...

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How to get your most important emails as text messages

Nov 1, 2012 — By automatically forwarding certain emails to SMS, ... have settings where you can enter your mobile phone number and get alerts for either ...

https://support.vcita.com › en-us › articles › 360005158...

Setting a Sender Name for Your Text Messages

Open the Settings menu. · Click Auto Client Messages & SMS. · Click on the SMS Settings tab. · Check the box found under the field SMS Sender Name. SMS_SenderName1 ...
Missing: body | Must include: body

https://support.google.com › messages › answer

Change Messages notifications & settings - Google Support

Change advanced settings · Change special characters to simple characters: Turn on Use simple characters. · Change the phone number you use to send files: Tap ...
Missing: body | Must include: body

https://digitalinspiration.com › google-forms › sms-twilio

Send SMS Message from Google Form Responses with ...

In the SMS window, choose Twilio from the list of available SMS services. Provide your Twilio Account SID, the Auth Token and, for the sender's phone number, ...

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 2

Complete if Known	
Application Number	17/496,590
Filing Date	October 7, 2021
First Named Inventor	Brian LONG
Art Unit	2176
Examiner Name	DYER, A. R.
Attorney Docket Number	FRNK-001/03US 331846-2007

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
/A.R.D/	1.	2016/0057154 A1	02-25-2016	Ferguson et al.	
/A.R.D/	2.	2017/0099228 A1	04-06-2017	Hunsperger	
/A.R.D/	3.	2021/0377309 A1	12-02-2021	Jougand-Coulomb et al.	
/A.R.D/	4.	11,211,156 B2	12-28-2021	Iyer et al.	
/A.R.D/	5.	11,336,703 B1	05-17-2022	Meersma et al.	
/A.R.D/	6.	11,416,887 B2	08-16-2022	Long et al.	
/A.R.D/	7.	11,416,897 B2	08-16-2022	Long et al.	

Examiner Signature	/ANDREW R DYER/	Date Considered	10/11/2022

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This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 2 of 2

Complete if Known	
Application Number	17/496,590
Filing Date	October 7, 2021
First Named Inventor	Brian LONG
Art Unit	2176
Examiner Name	DYER, A. R.
Attorney Docket Number	FRNK-001/03US 331846-2007

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	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]
/A.R.D/	8.	SOLANO et al., "One-Time URL: A Proximity Security Mechanism between Internet of Things and Mobile Devices," Sensors, October 13, 2016, Vol. 16, No. 1694, 17 pages (Year: 2016)	
/A.R.D/	9.	SINGH, "User Reachability in Multi-Apps Environments," 2015 IEEE International Symposium on Multimedia, pp. 39-44 (Year: 2015)	
/A.R.D/	10.	U.S. Notice of Allowance for U.S. Application No. 17/569,265, dated June 6, 2022, 17 pages.	
/A.R.D/	11.	U.S. Notice of Allowance for U.S. Application No. 17/669,114, dated June 16, 2022, 11 pages.	
/A.R.D/	12.	U.S. Notice of Allowance for U.S. Application No. 17/569,265, dated June 24, 2022, 4 pages.	

Examiner Signature	/ANDREW R DYER/	Date Considered	10/11/2022

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

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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Sale Item Reference Number	Effective Date
17496590	09/30/2022

Document Number	Fee Code	Fee Code Description	Amount Paid	Payment Method
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Docket No.: FRNK-001/03US 331846-2007
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Inventor:	Brian LONG	Confirmation No.:	6678
Application No.:	17/496,590	Group Art Unit:	2176
Filed:	October 7, 2021	Examiner:	A. R. Dyer

For: METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

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

AMENDMENT/RESPONSE TO OFFICE ACTION

In response to the non-final Office Action dated July 25, 2022, to which the deadline for responding is October 25, 2022, the Applicant submits the following Amendments and/or Remarks, and respectfully requests reconsideration of the application in view thereof.

Any extensions of time necessary to prevent abandonment of this application are hereby petitioned for under 37 C.F.R. §1.136(a), and any additional fees required (including fees for net addition of claims) are hereby authorized to be charged to our Deposit Account No. 50-1283.

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

Amendments to the Drawings appear on page 11 of this paper.

Remarks/Arguments begin on page 12 of this paper.

IN THE CLAIMS:

Set forth below in ascending order, with status identifiers, is a complete listing of all claims currently under examination. Changes to any amended claims are indicated by [[double brackets]], ~~strikethrough~~ and/or underlining. This listing also reflects any cancellation and/or addition of claims.

1. (Canceled)

2. (Currently Amended) A method, comprising:

~~in response to an integration tag included in a webpage being displayed via a web browser application of a mobile device,~~ receiving, at a processor remote from [[the]] a mobile device, a request to retrieve a promotion associated with at least one of a product or a service presented via [[the]] a webpage;

in response to receiving the request to retrieve the promotion, sending, from the processor to the mobile device, a first signal causing a frame associated with the promotion to be displayed via [[the]] a web browser application;

receiving, at the processor and from the mobile device, an indication that a user interacted with the frame ~~to request at least one of the product or the service~~;

defining, at the processor, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application~~, the URI being compatible with a first operating system and not a second operating system different from the first operating system, the mobile device running the first operating system and not the second operating system~~;

sending the URI from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging application in response to receiving the indication that the user interacted ~~interacting~~ with the frame ~~to request at least one of the product or service~~, the URI further configured to cause a message within the messaging application to be populated with a ~~destination~~ recipient phone number and a ~~customized~~ prepopulated message body associated with the promotion;

receiving, at the processor and from the messaging application of the mobile device, the message populated with the ~~customized~~ prepopulated message body, the processor associated with the recipient phone number;

determining, at the processor, a user phone number based on receiving the message; and

registering the ~~mobile device~~ user phone number for the promotion based on receiving the message and without receiving any additional information from the mobile device between receiving the message and registering the mobile device.

3. (Previously Presented) The method of claim 2, wherein a size of the frame relative to a size of the webpage is configurable.

4. (Previously Presented) The method of claim 2, wherein a location of the frame on the webpage is configurable.

5. (Previously Presented) The method of claim 2, wherein the URI is configured to cause a display of the mobile device to switch between rendering the web browsing application and rendering the messaging application.

6. (Canceled)

7. (Previously Presented) The method of claim 2, wherein the promotion is a subscription.

8. (Currently Amended) The method of claim 2, wherein the promotion is a subscription to a messaging-based marketing service delivered to the mobile device via the user phone number.

9. (Previously Presented) The method of claim 2, wherein the promotion is delivery of at least one of the product or the service for free.

10. (Currently Amended) The method of claim 2, wherein the ~~customized~~ prepopulated message body includes a request to join a subscription list.

11. (Currently Amended) The method of claim 2, wherein the message is a first text message, the method further comprising sending, to the mobile device via the user phone number, a second text message confirming a subscription to a messaging-based marketing service in response to receiving the first text message.

12. (Previously Presented) The method of claim 2, wherein delivery of at least one of the product or the service is completed (1) with no user input other than the user interaction with the frame and the user sending the message and (2) without redirecting to a different application after the message is sent.

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

generating, at the processor, [[the]] an integration tag, the integration tag configured to be executed based on a set of client-specific rules being satisfied; and

sending, by the processor, the webpage including the integration tag to the mobile device, ~~causing the integration tag to be executed at the mobile device in response to the set of client-specific rules being satisfied~~ the request to retrieve the promotion based on the integration tag executing.

14. (Currently Amended) A method, comprising:

receiving, from at least one web server, an integration tag included in a webpage;

displaying the webpage using a web browser application of a mobile device;

executing the integration tag;

sending, from the mobile device, to the at least one web server, and in response to the integration tag executing, (1) a mobile device identifier that identifies the mobile device, and (2) a request to retrieve an identifier associated with at least one of a product or a service presented via the webpage;

receiving, at the mobile device, from the at least one web server, and in response to sending the mobile device identifier and the request to retrieve the identifier, a first signal causing a frame to be displayed with the webpage via the web browser application, the frame including a promotional message associated with joining a subscription list;

sending, to the at least one web server, an indication of a first user interaction with the promotional message;

receiving, from the at least one web server and in response to at least one of (1) the integration tag executing or (2) the indication of the first user interaction, a uniform resource identifier (URI) that deeplinks to and causes the mobile device to automatically (1) switch from rendering the web browser application to rendering a text messaging application and (2) generate a text message with a pre-populated recipient phone number and a pre-populated message body containing a request to join the subscription list~~, the URI being compatible with a first operating system executing on the mobile device and not a second operating system different from the first operating system~~;

detecting a second user interaction with the text messaging application;

sending~~, in response to a second user interaction with the text messaging application~~, the text message to the pre-populated recipient phone number, including the pre-populated message body in response to the second user interaction, the text message identifying a user phone number associated with the mobile device ~~to the pre-populated phone number~~;

receiving, at the at least one web server associated with the pre-populated recipient phone number, the text message containing the request to join the subscription list;

subscribing the mobile device to the subscription list based on receiving the text message; and

delivering an installment of a subscription associated with the subscription list to the mobile device via the user phone number without receiving an opt-in communication after receiving the text message containing the pre-populated message body.

15. (Previously Presented) The method of claim 14, wherein the mobile device identifier is based on a user agent field via the web browser application.

16. (Currently Amended) The method of claim 14, wherein the mobile device identifier identifies [[the]] a first operating system executing on the mobile device, the URI being compatible with the first operating system and not a second operating system different from the first operating system.

17. (Previously Presented) The method of claim 14, wherein the first user interaction and the second user interaction are the only user interactions between receiving the first signal causing the frame to be displayed and subscribing the mobile device to the subscription list.

18. (Canceled)

19. (Currently Amended) The method of claim 14, further comprising delivering an installment of a free subscription to the mobile device via the user phone number based on the mobile device being subscribed to the subscription list.

20. (Canceled)

21. (Currently Amended) A method, comprising:

receiving, at a processor remote from a mobile device, an indication that ~~in response to~~ a means for retrieving a promotional message included in a webpage ~~being~~ was executed via a web browser application of [[a]] the mobile device~~, receiving, at a processor remote from the mobile device, (1) a mobile device identifier associated with the mobile device, and (2) a request to retrieve a promotion associated with at least one of a product or a service presented via the webpage~~;

in response to receiving ~~the mobile device identifier and~~ the indication that the means for retrieving the promotional message ~~request to retrieve the promotion~~, sending, from the processor to the mobile device, a first signal including means for displaying a frame to display

~~associated with~~ the promotional message, the promotional message associated with at least one of a product or a service presented via the webpage;

receiving, at the processor and from the mobile device, an indication that a user interacted with the frame ~~to obtain at least one of the product or the service~~;

defining, at the processor, a means for deeplinking to a messaging application different from the web browser application~~, the means for deeplinking being compatible with a first operating system and not a second operating system different from the first operating system, the mobile device running the first operating system and not the second operating system~~;

sending the means for deeplinking from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging application in response to receiving the indication that the user interacted ~~interacting~~ with the frame, the means for deeplinking further configured to cause a message within the messaging application to be populated with a ~~destination~~ recipient phone number and a message body associated with the promotional message ~~information for the promotion~~;

receiving, at the processor and from the messaging application of mobile device, the message populated with the information, the message identifying a user phone number associated with the mobile device;

authenticating the mobile device based on the user phone number; ~~determining whether the mobile device has previously requested the promotion;~~ and

facilitating, by the processor, delivery of at least one of the product or the service to the user based on authenticating the mobile device ~~receiving the message~~ and determining that the mobile device has not previously requested the promotion.

22. (Previously Presented) The method of claim 21, wherein the means for deeplinking is configured to cause a display of the mobile device to switch between rendering the web browsing application and rendering the messaging application.

23. (Canceled)

24. (Previously Presented) The method of claim 21, wherein at least one of the product or the service is a subscription.

25. (Currently Amended) The method of claim 21, wherein at least one of the product or the service is a subscription to a messaging-based marketing service delivered to the mobile device via the user phone number.

26. (Previously Presented) The method of claim 21, wherein at least one of the product or the service is delivered for free.

27. (Currently Amended) The method of claim 21, wherein the ~~information~~ message body includes a request to join a subscription list.

28. (Currently Amended) The method of claim 21, wherein delivery of at least one of the product or the service is completed (1) with no user input other than [[the]] a user interaction with the frame and the user sending the message and (2) without redirecting to a different application after the message is sent.

29. (Canceled)

30. (Currently Amended) A method, comprising:

receiving, at a processor remote from a mobile device an indication that ~~in response to~~ an integration tag included in a webpage being displayed via a web browser application of [[a]] the mobile device was executed, including~~, receiving, at a processor remote from the mobile device~~ a request to retrieve a promotion associated with at least one of a product or a service presented via the webpage;

in response to receiving the request to retrieve the promotion, sending, from the processor to the mobile device, a first signal causing a frame associated with the promotion to be displayed via the web browser application;

defining, at the processor a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application;

sending the URI from the processor to the mobile device, the URI configured to cause the mobile device to automatically switch from the web browser application to the messaging application and to populate a customized text message within the messaging application that includes a ~~destination~~ recipient phone number in response to the user interacting with the frame to request to enroll in a text message subscription service;

receiving, at the processor and from the messaging application of the mobile device, the customized text message, the processor configured to receive messages addressed to the ~~destination~~ recipient phone number, the customized text message including an indication of a user phone number associated with the mobile device; and

enrolling the mobile device in the text message subscription service via the user phone number based on receiving the customized text message and without receiving an opt-in communication from the mobile device after receiving the customized text message.

31. (Previously Presented) The method of claim 30, further comprising delivering a text message installment of the text message subscription service without a provider of the subscription service charging a user of the mobile device any fee.

32. (Previously Presented) The method of claim 30, further comprising delivering a text message installment of the text message subscription service to the mobile device (1) with no user input other than the user interaction with the frame and the user sending the customized text message and (2) without redirecting to a different application after the customized text message is sent.

33. (Currently Amended) The method of claim 30, wherein the customized text message complies with opt-in requirements for enrollment in text message subscription services such that the mobile device can be automatically enrolled in the text message subscription service without sending or receiving an additional authorization from the mobile device.

34. (Currently Amended) The method of claim 30, wherein:

the customized text message complies with opt-in requirements for enrollment in text message subscription services such that the mobile device can be automatically enrolled in the text message subscription service without sending or receiving an additional authorization from the mobile device; and

the mobile device is enrolled in the text message subscription service without sending or receiving an opt-in communication other than the URI and the customized text message.

Electronic Acknowledgement Receipt

EFS ID:	46733479
Application Number:	17496590
International Application Number:	
Confirmation Number:	6678
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Customer Number:	58249
Filer:	Anders E. Fernstrom/Jennifer Scott
Filer Authorized By:	Anders E. Fernstrom
Attorney Docket Number:	FRNK-001/03US 331846-2007
Receipt Date:	30-SEP-2022
Filing Date:	07-OCT-2021
Time Stamp:	17:05:51
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Drawings-other than black and white line drawings	FRNK-001_03US_Replacement_Sheets.PDF	10972571 f4a137ad2c8adcffa7856cc5a50f0b5802b2e60a	no	29

Warnings:

Information:					
2		FRNK-001_03US_OA_Response.PDF	207872 551fa366ee7fe37902ed231864e4666fa9e93e00	yes	18

Multipart Description/PDF files in .zip description		
Document Description	**Start**	**End**
Amendment/Request for Reconsideration-After Non-Final Rejection	1	1
Claims	2	10
Drawings-other than black and white line drawings	11	11
Applicant Arguments/Remarks Made in an Amendment	12	18

Warnings:	
Information:	
Total Files Size (in bytes):	11180443

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

Replacement Sheet

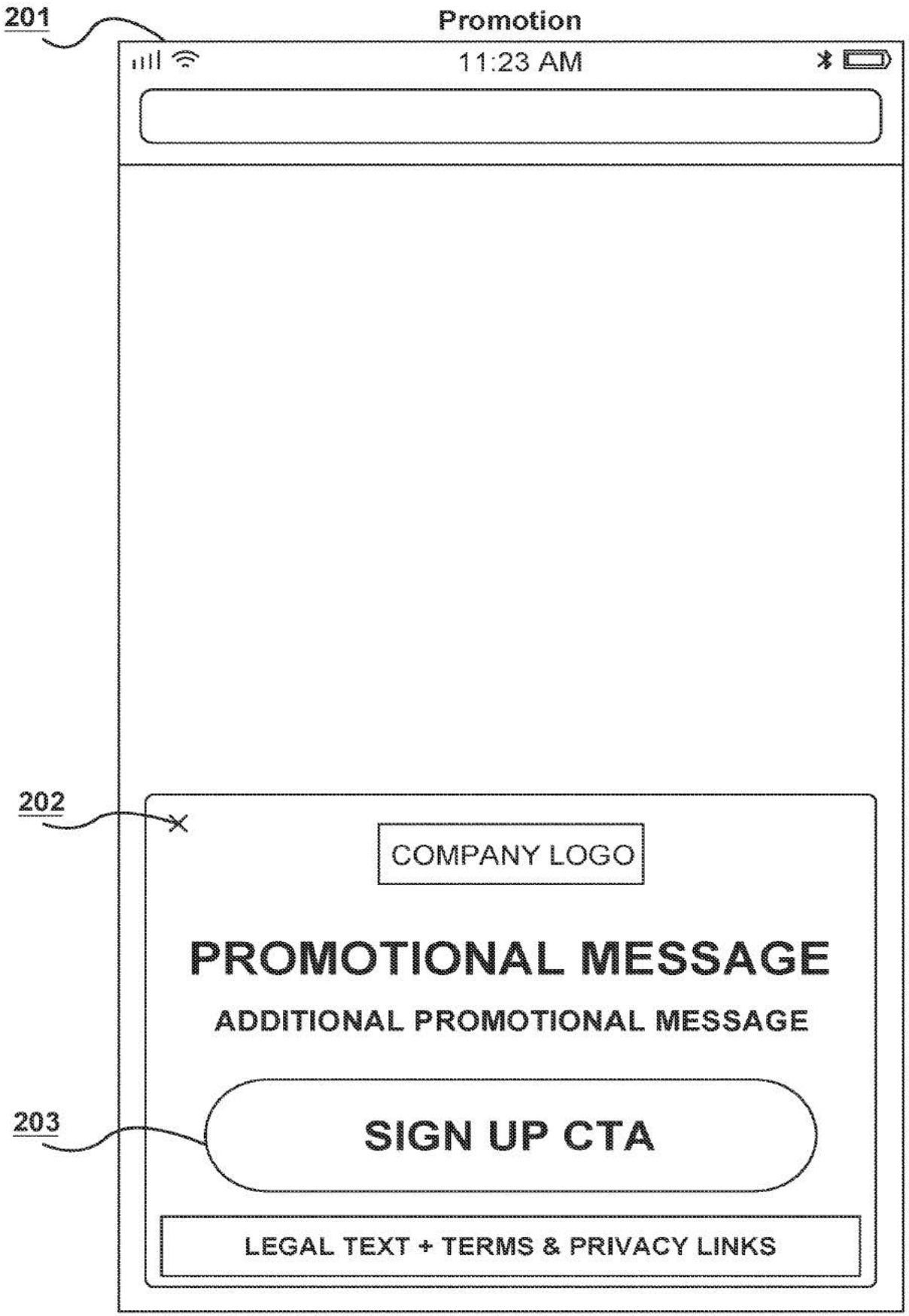


FIG. 2A

Replacement Sheet

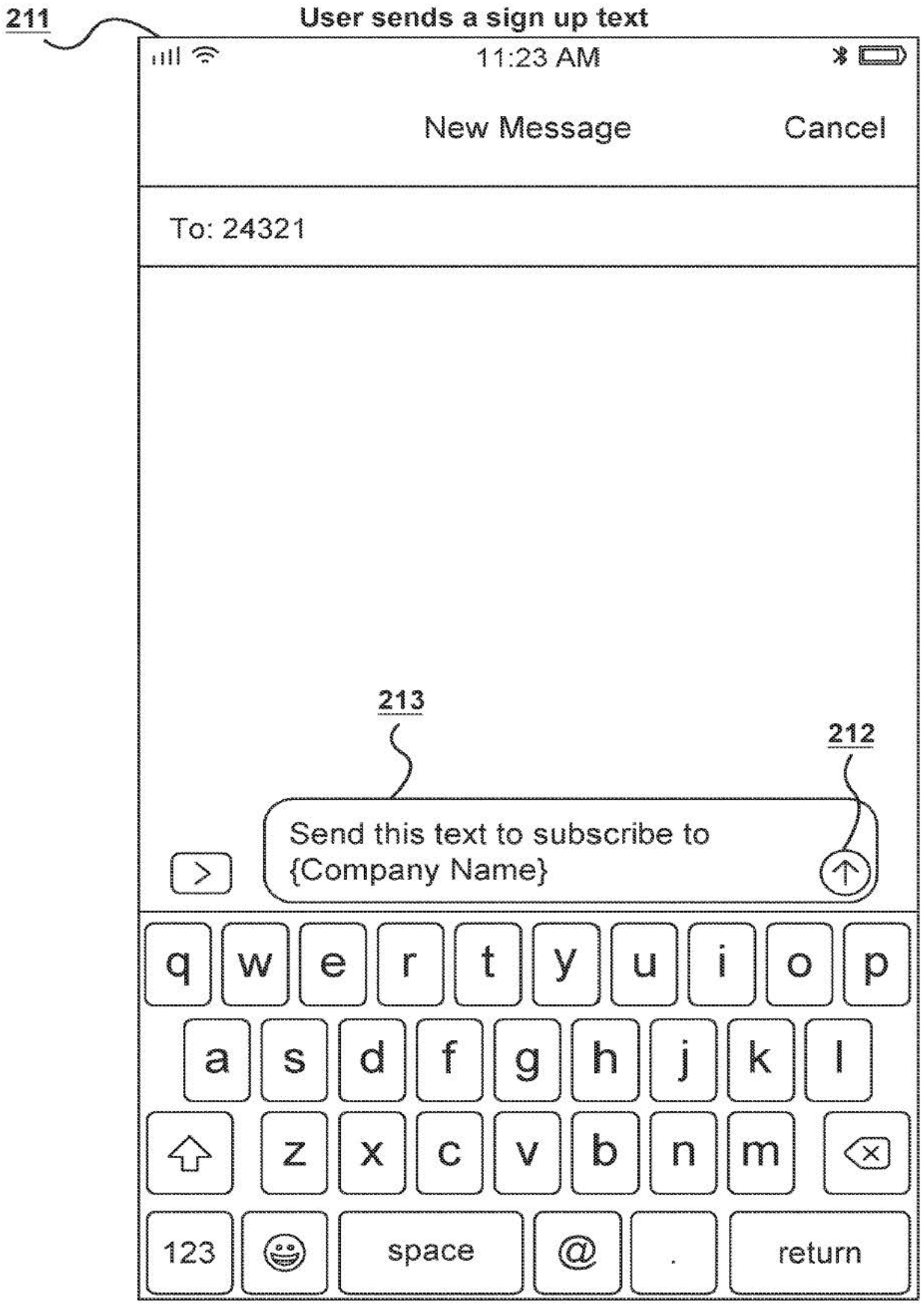


FIG. 2B

Replacement Sheet

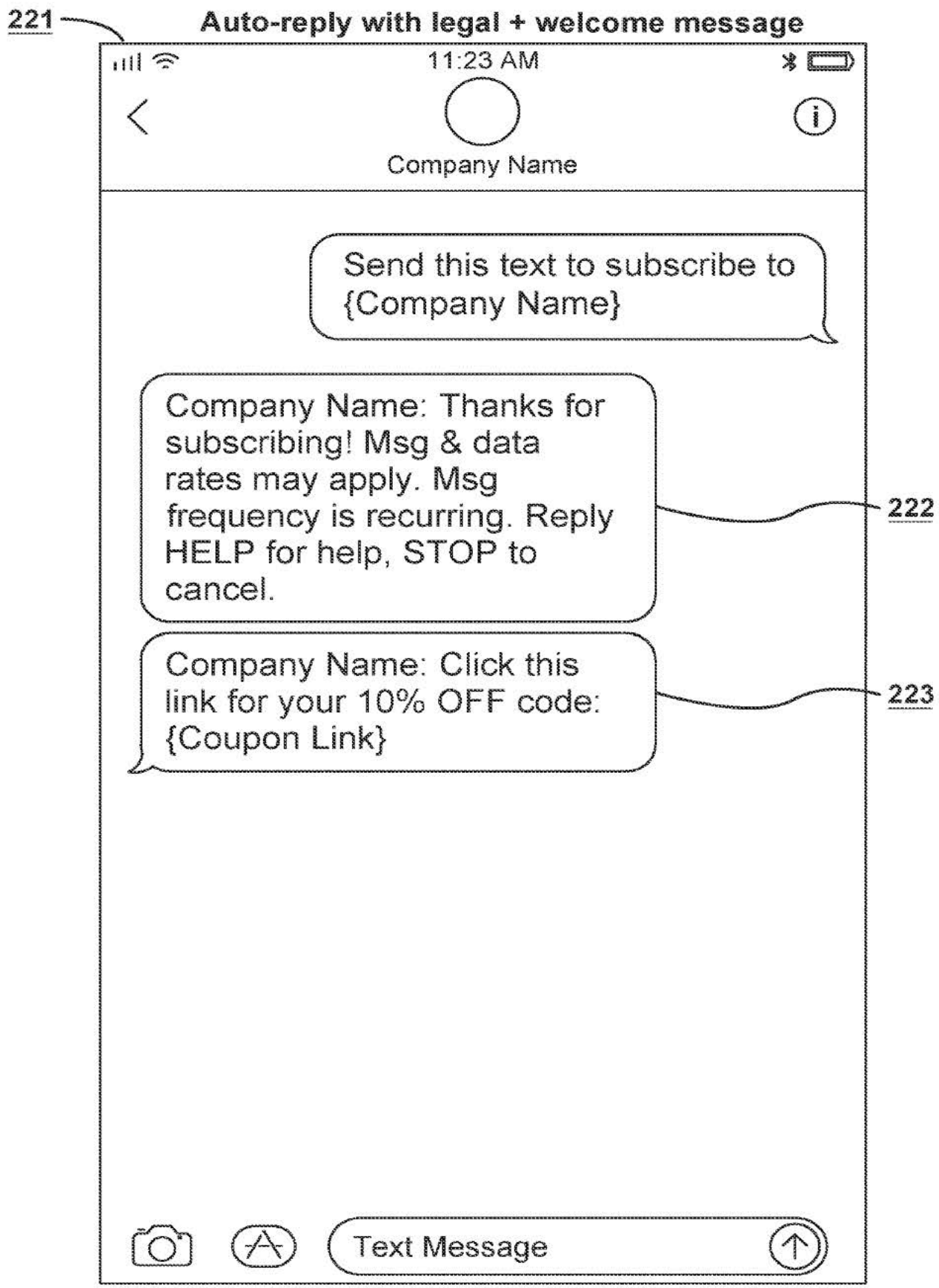


FIG. 2C

Replacement Sheet

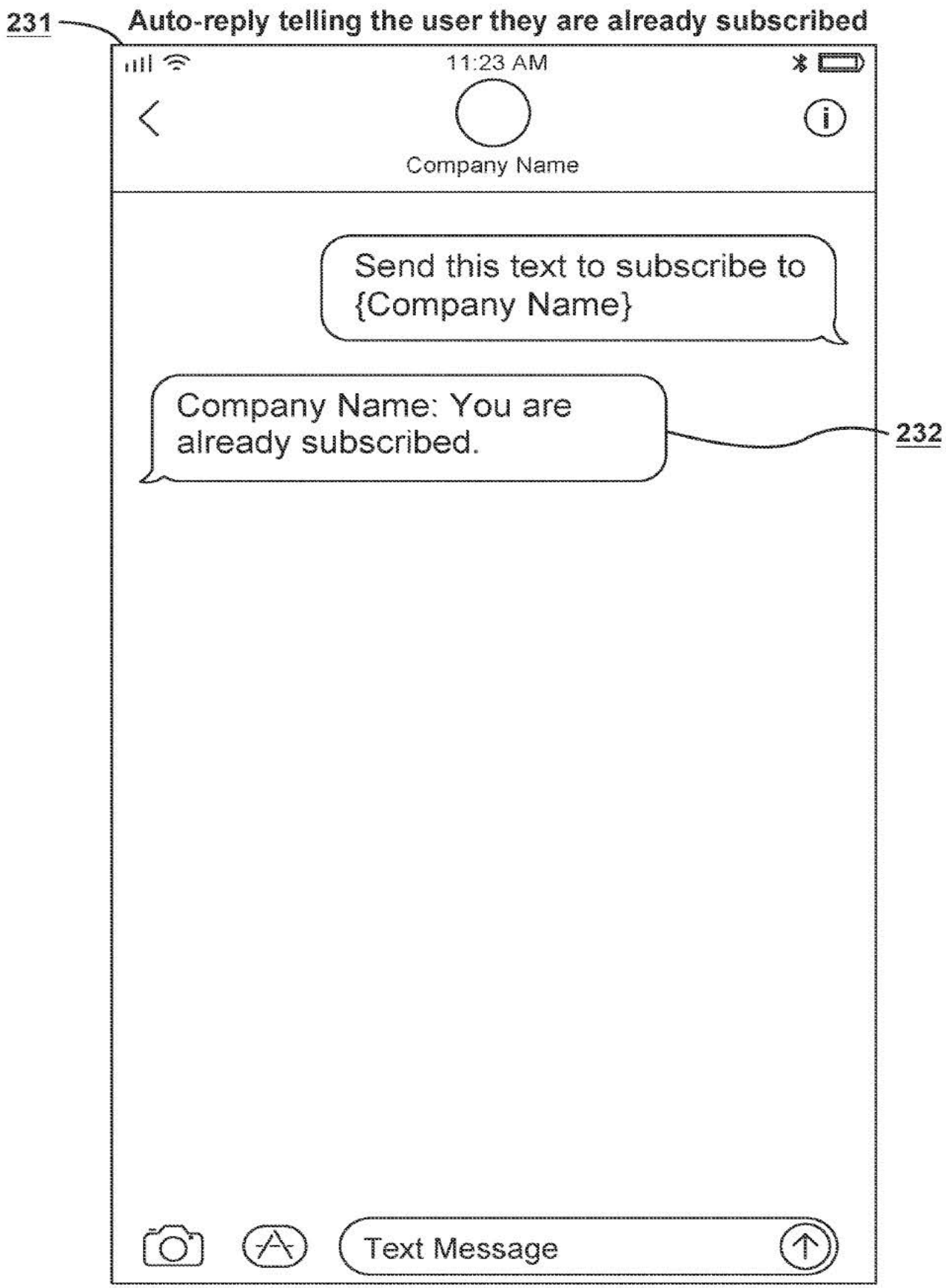


FIG. 2D

Replacement Sheet

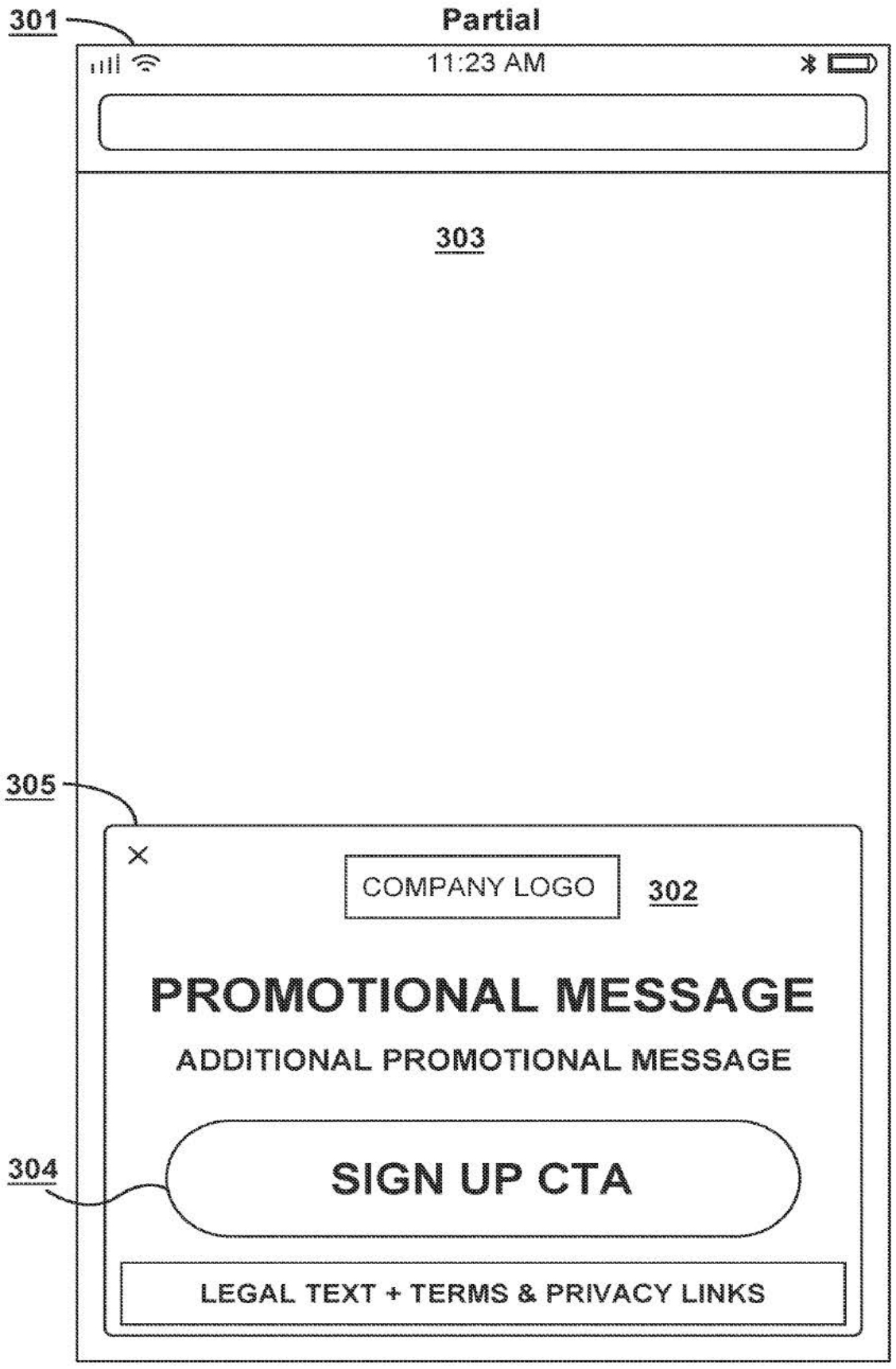


FIG. 3A

Replacement Sheet

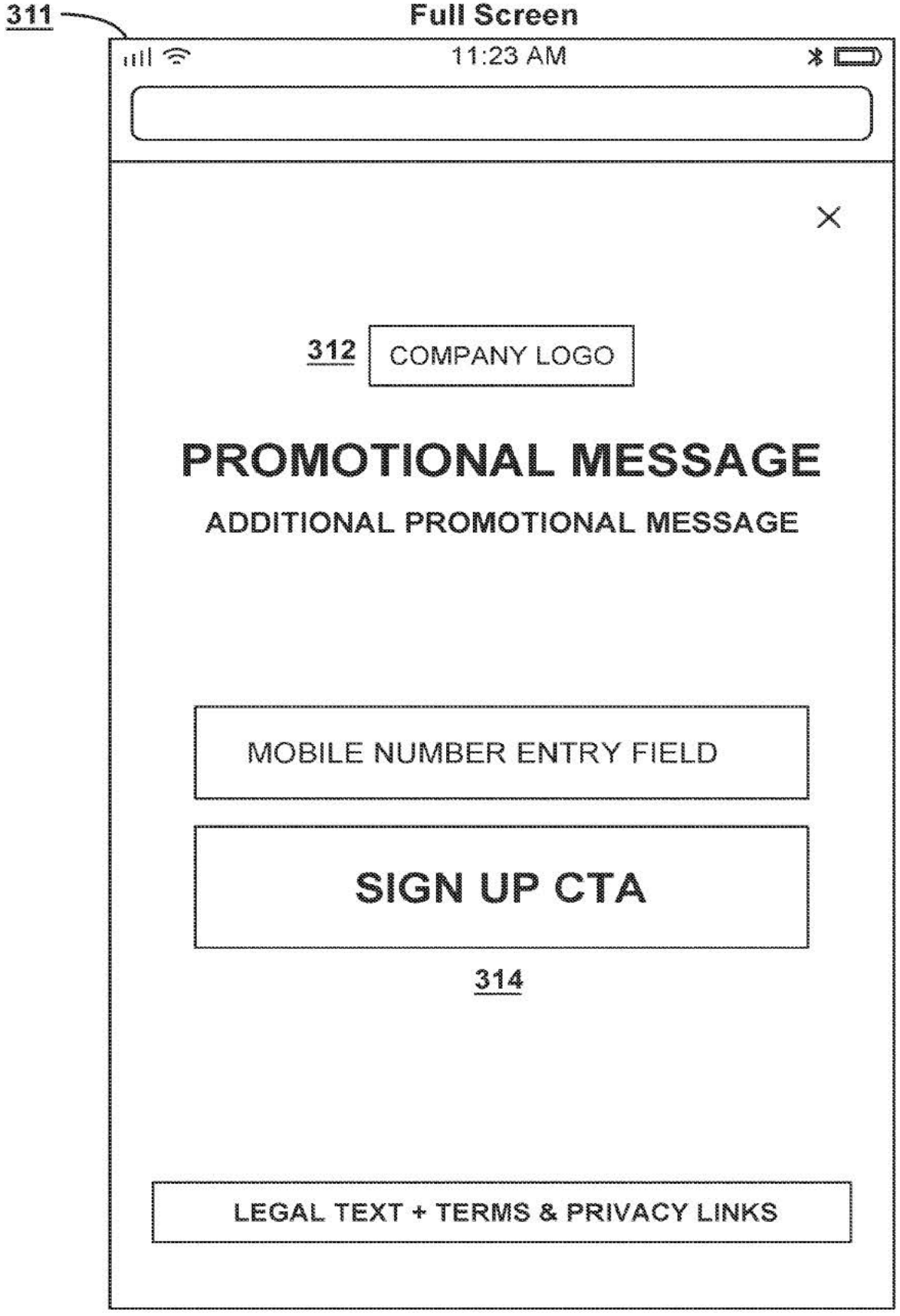


FIG. 3B

Replacement Sheet

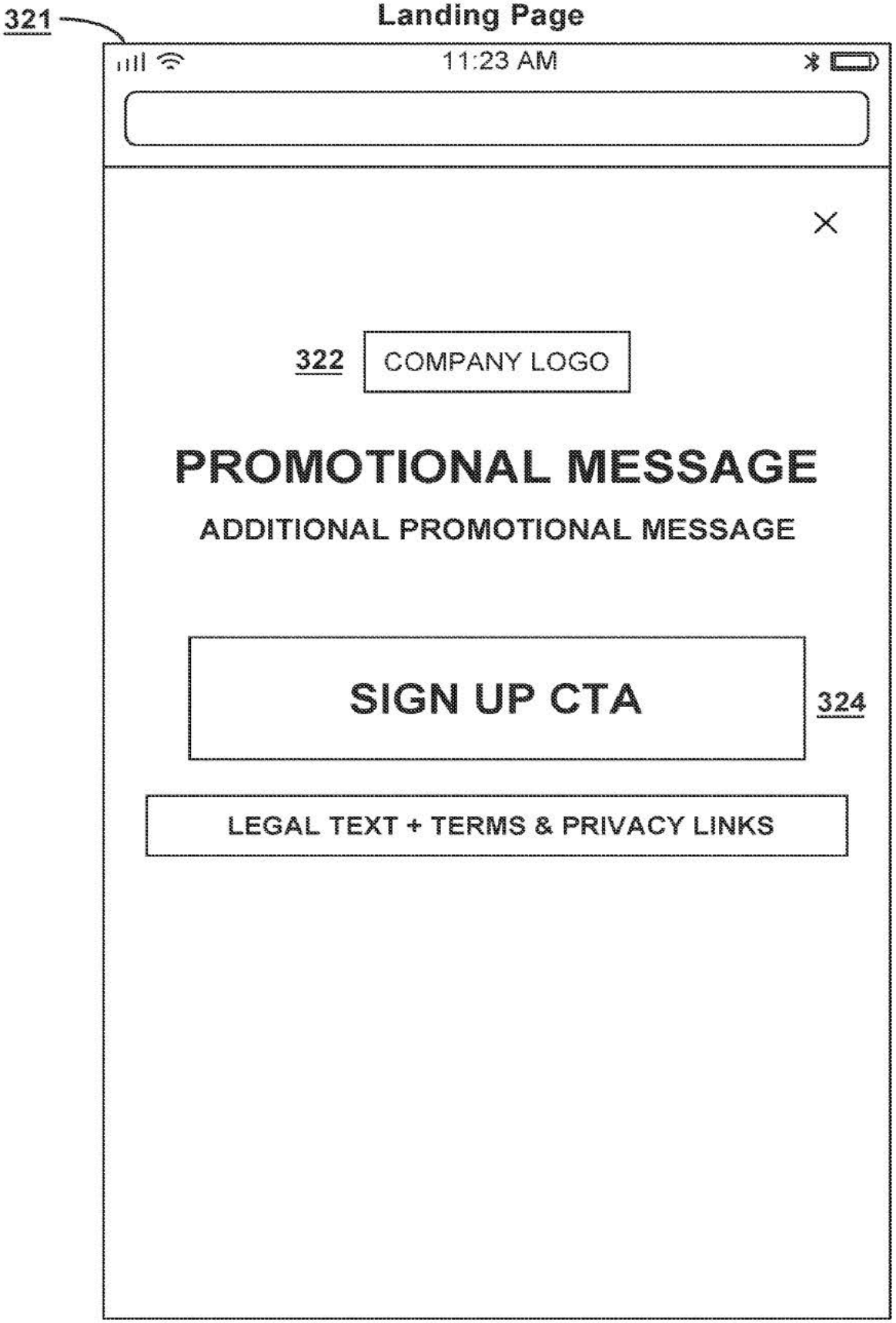


FIG. 3C

Replacement Sheet

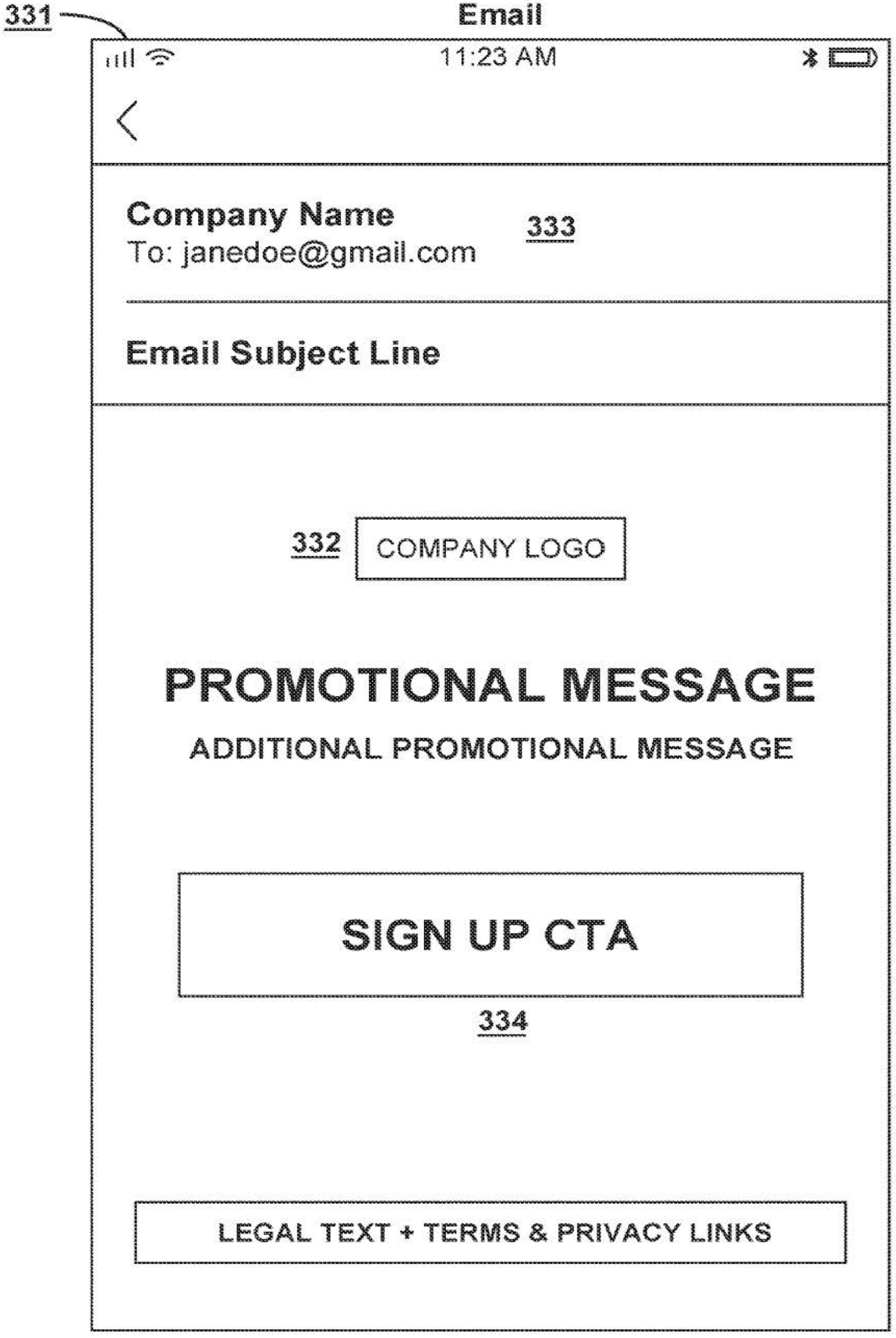


FIG. 3D

Replacement Sheet

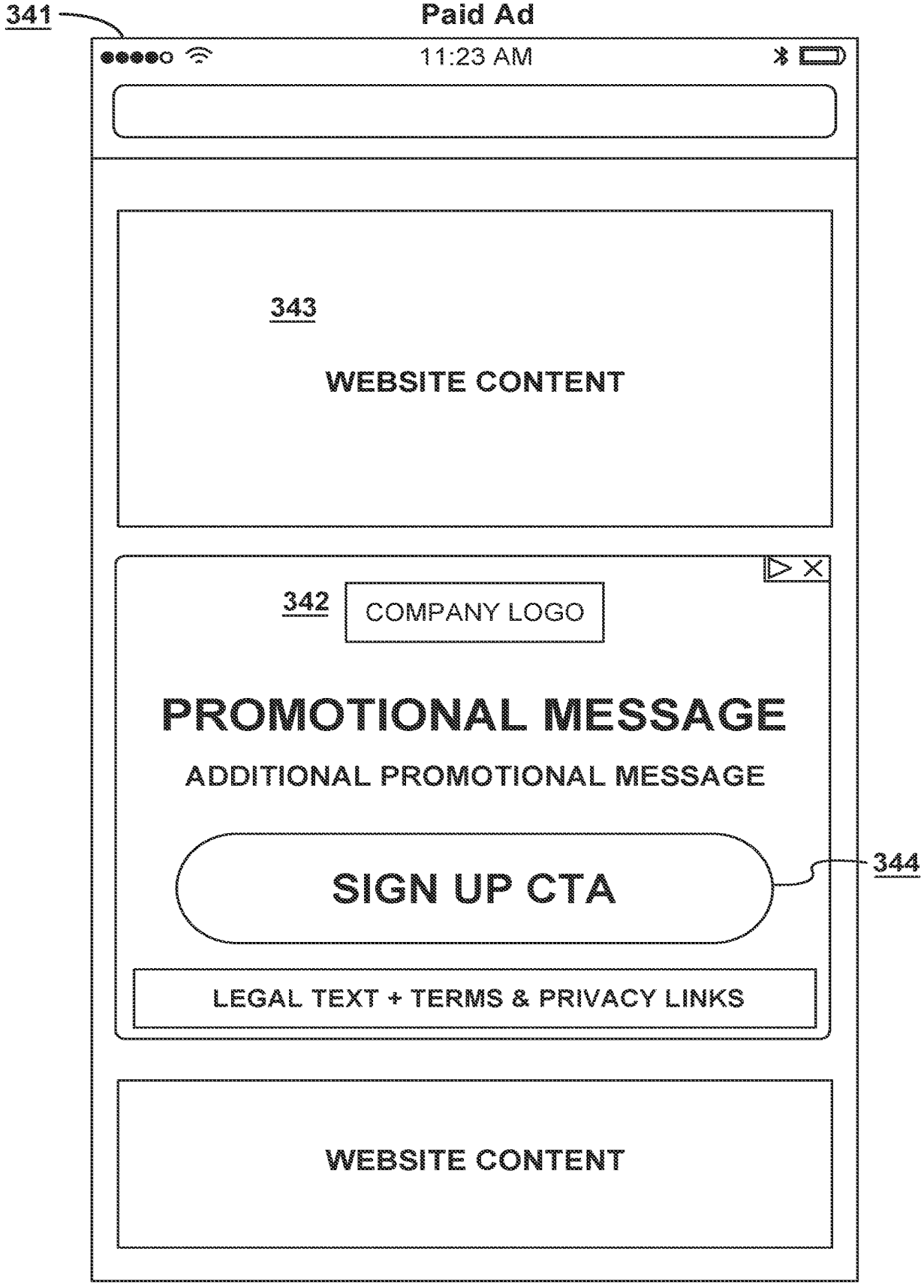


FIG. 3E

Replacement Sheet

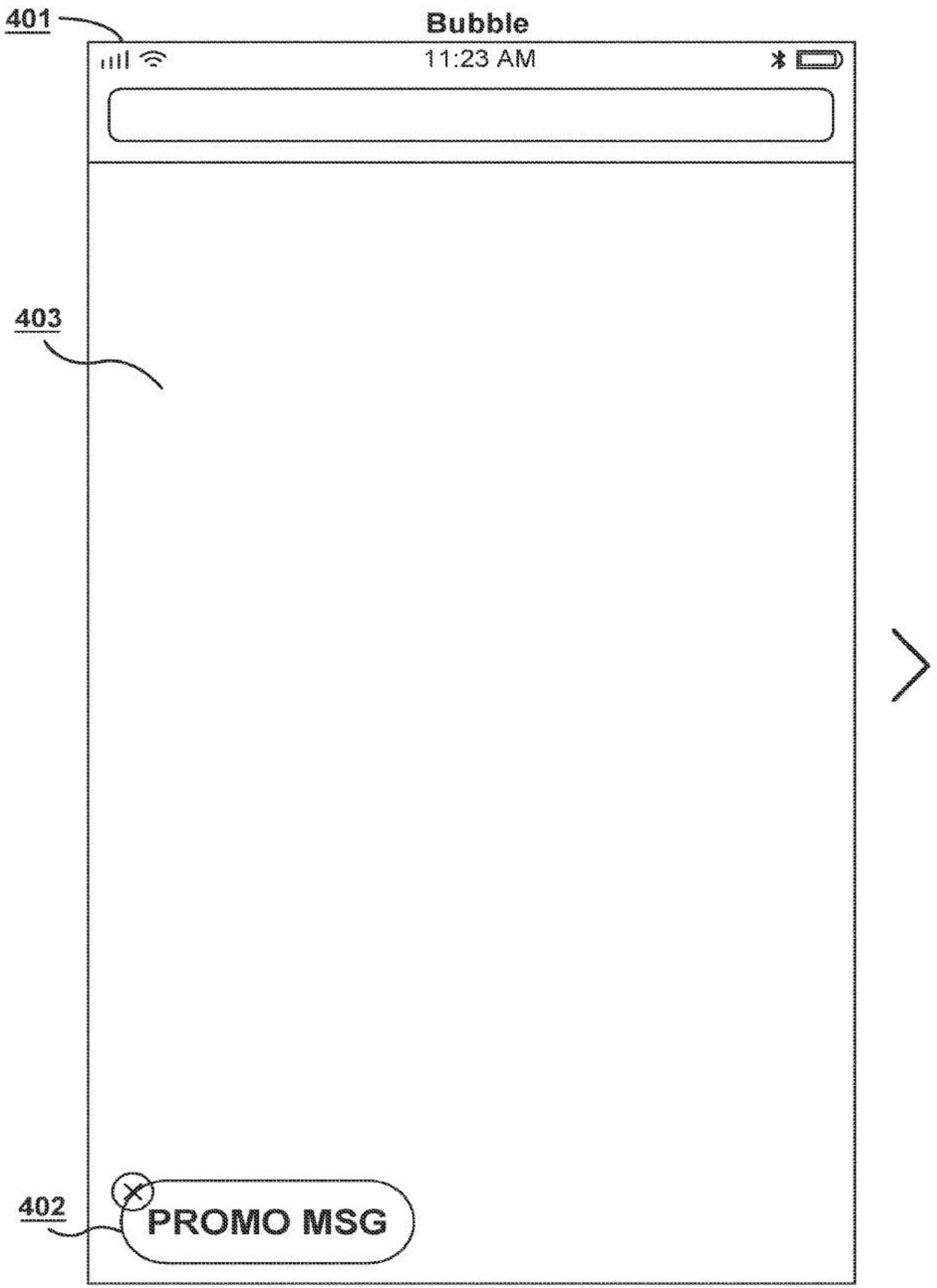


FIG. 4A

Replacement Sheet

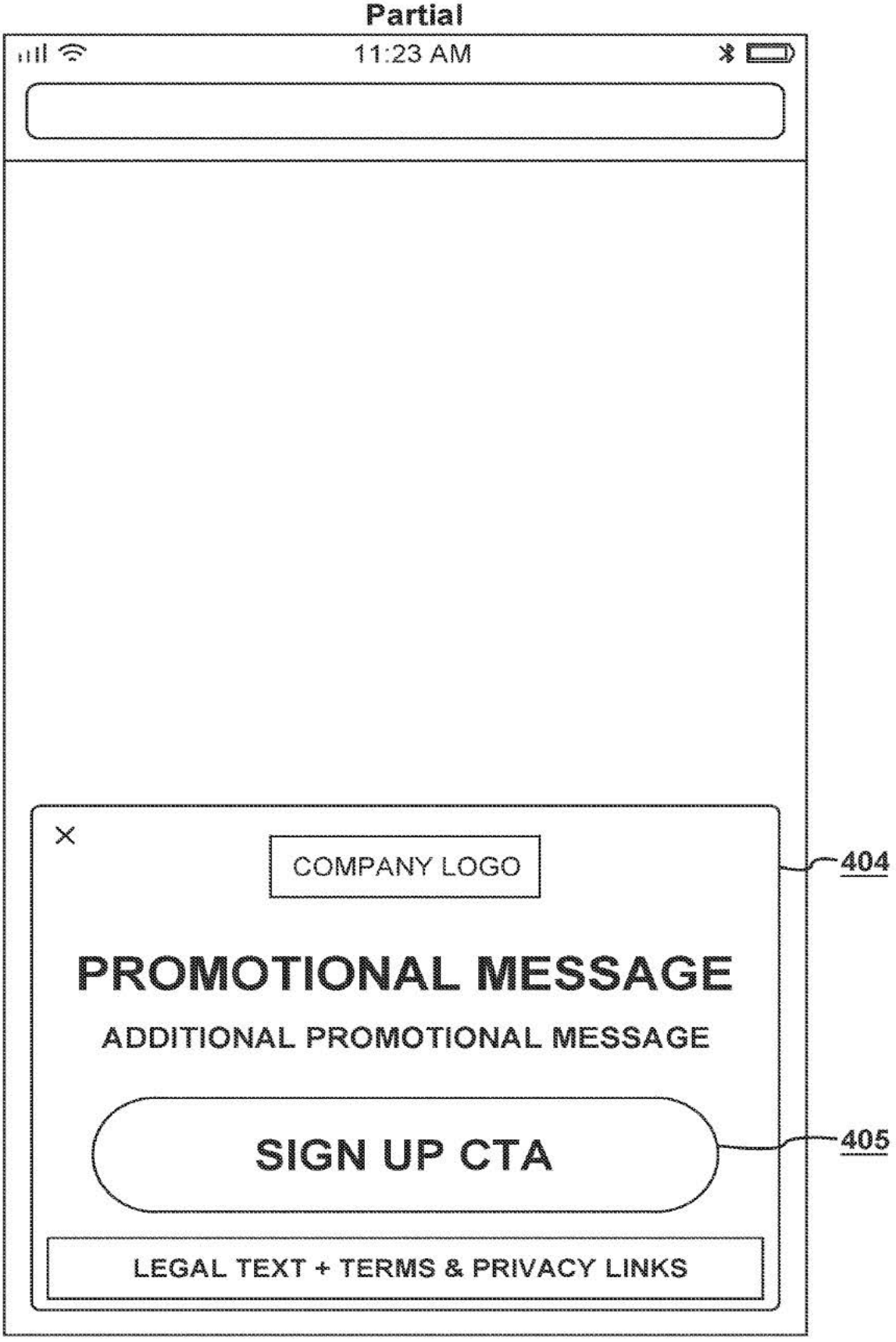


FIG. 4B

Replacement Sheet

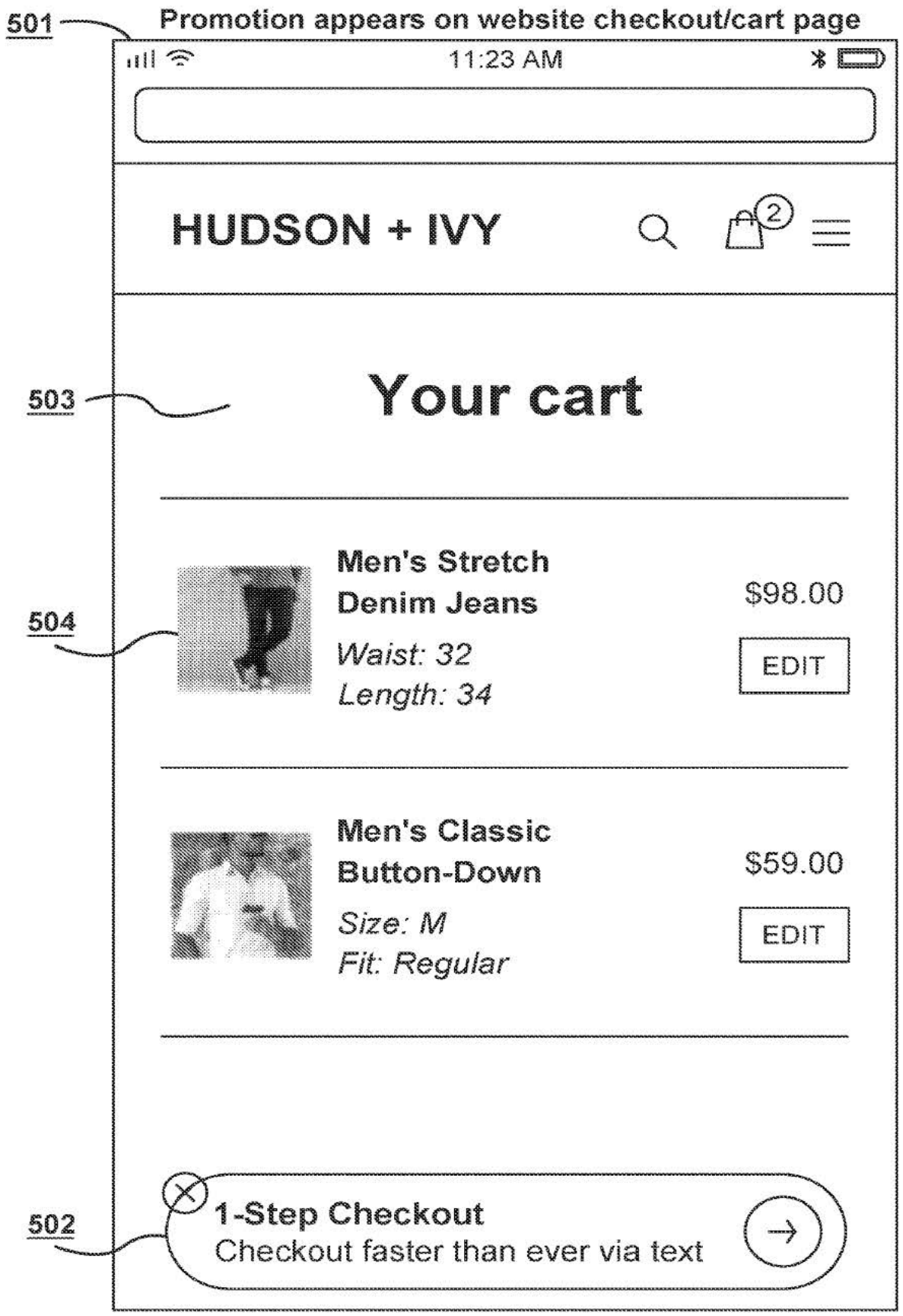


FIG. 5A

Replacement Sheet

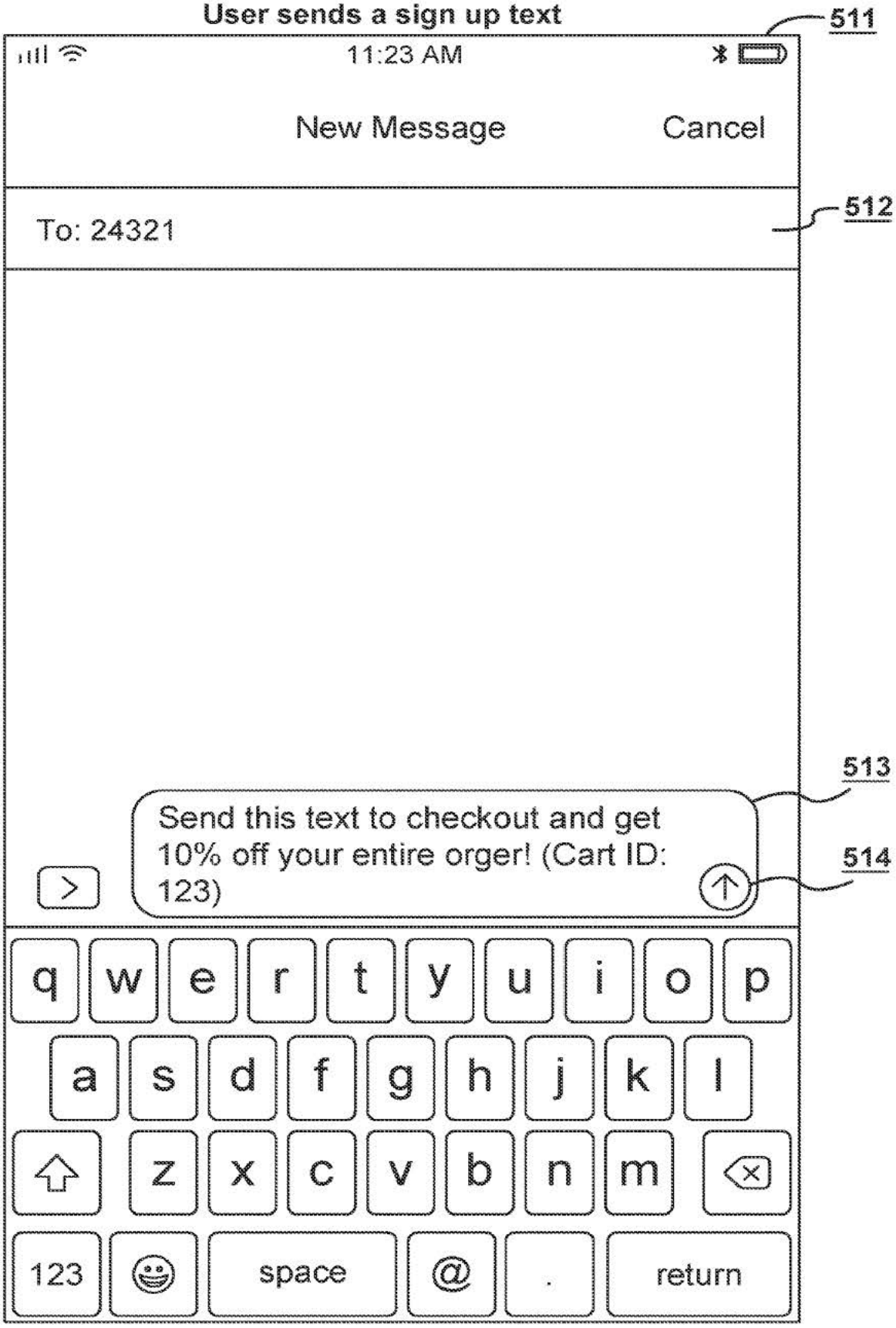


FIG. 5B

Replacement Sheet

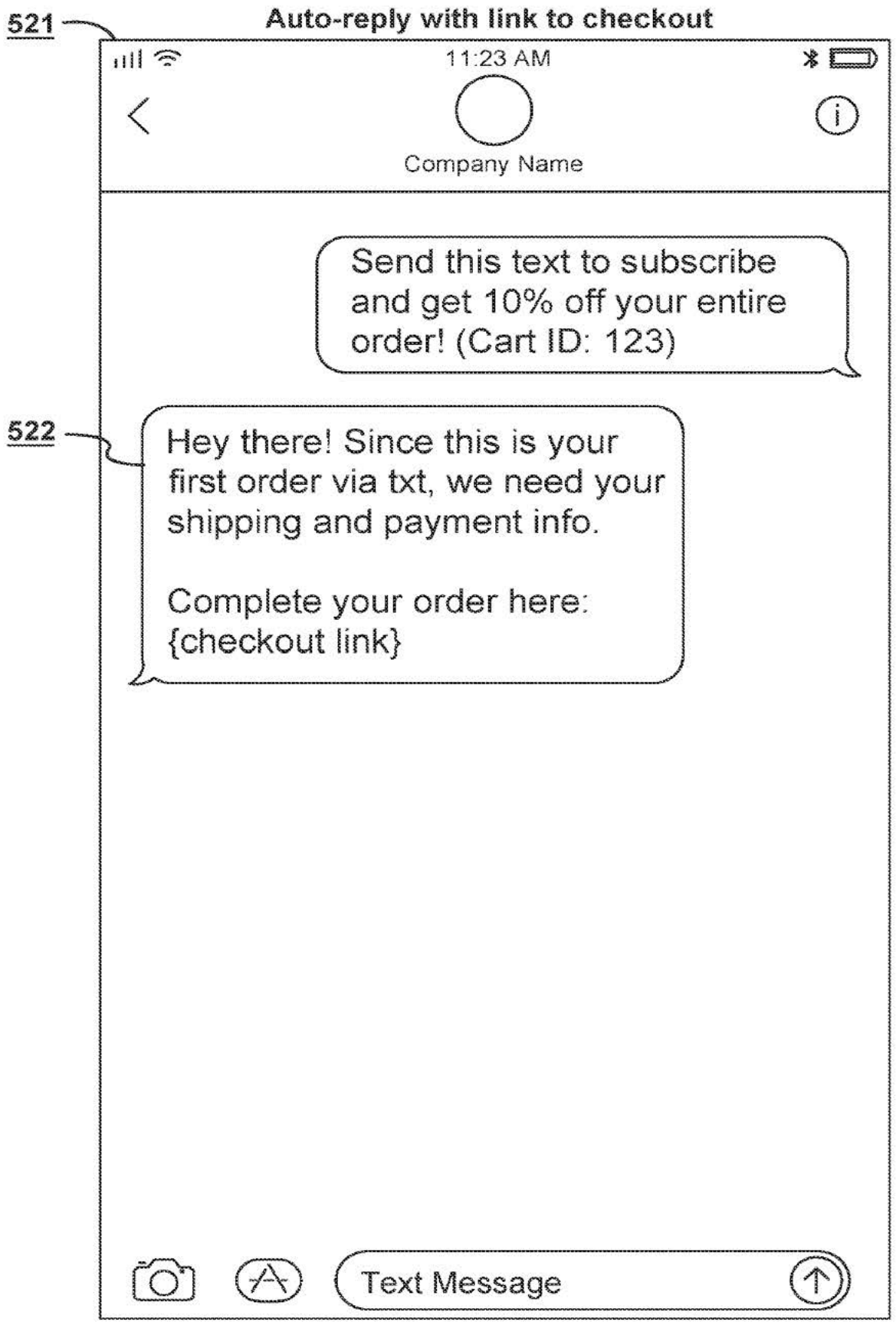


FIG. 5C

Replacement Sheet

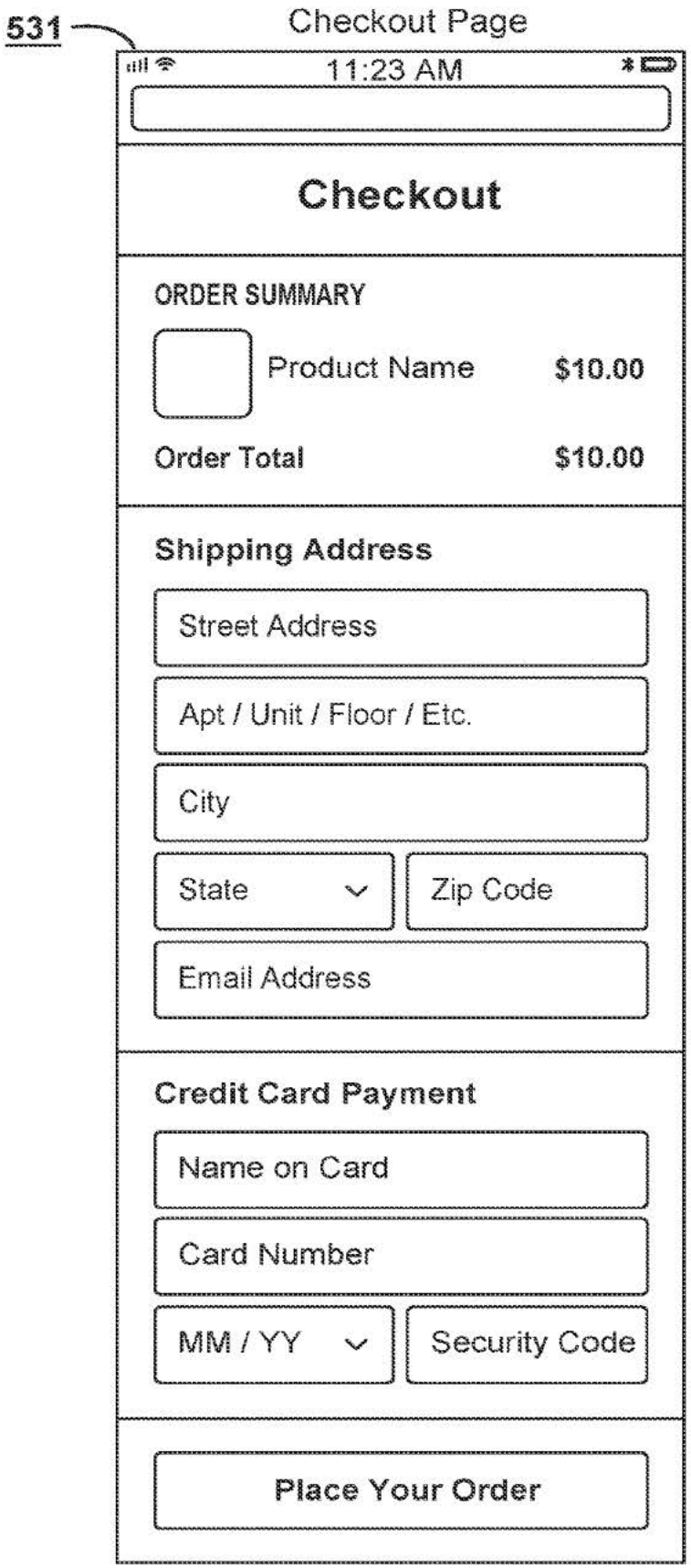


FIG. 5D

Replacement Sheet

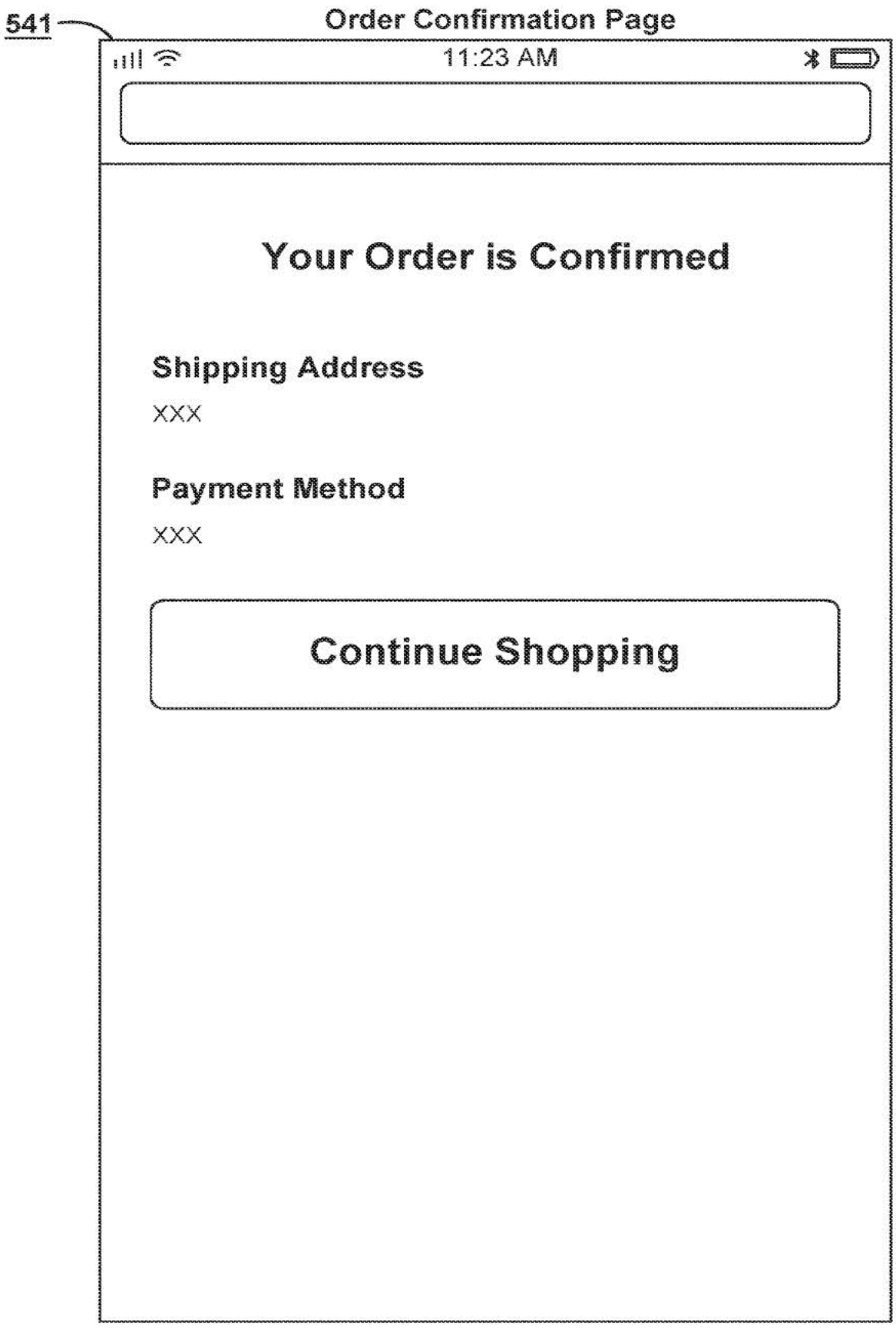


FIG. 5E

Replacement Sheet

An order confirmation text is sent when the order confirmation page loads

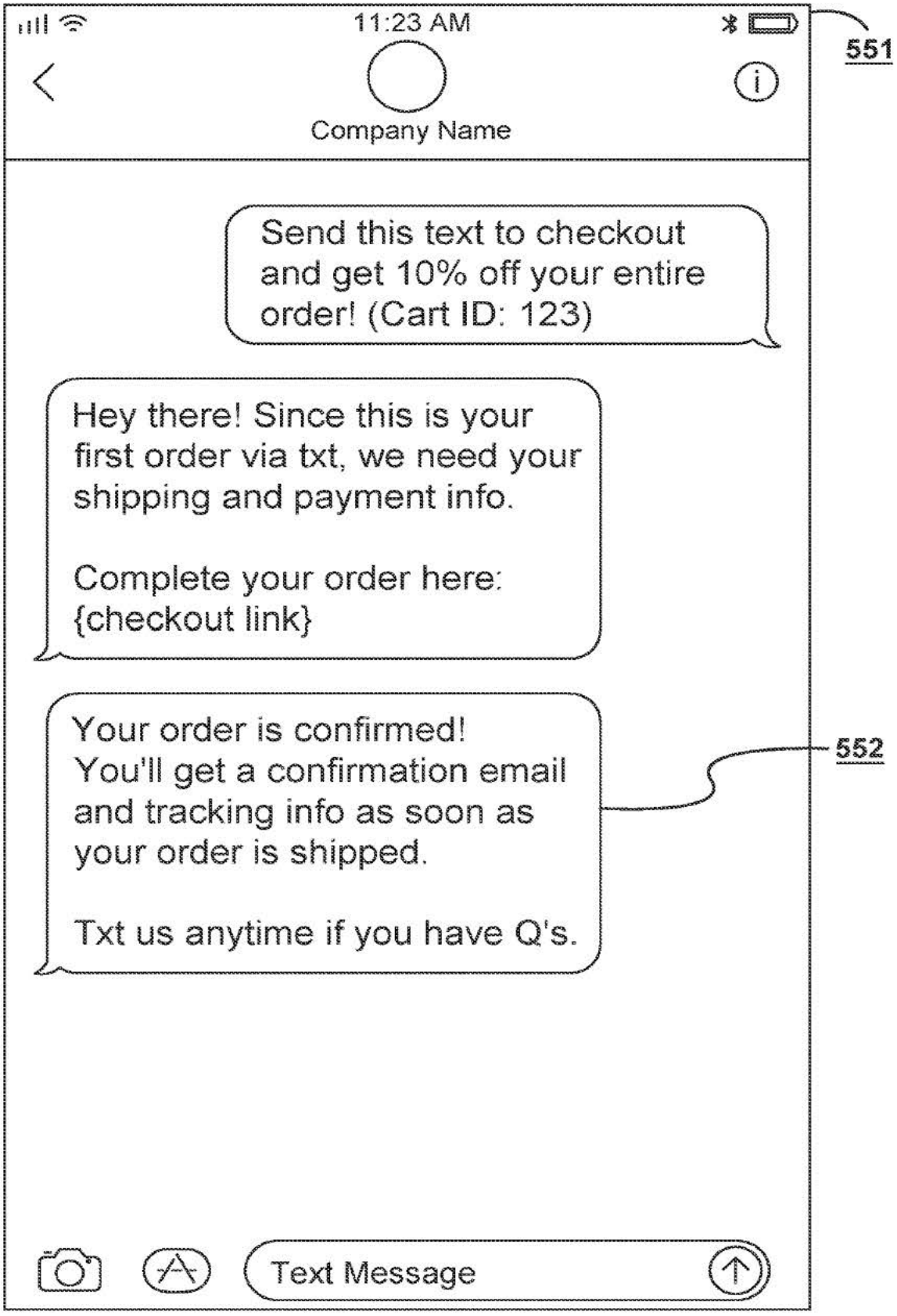


FIG. 5F

Replacement Sheet

Auto-reply with cart contents and saved shipping & payment information

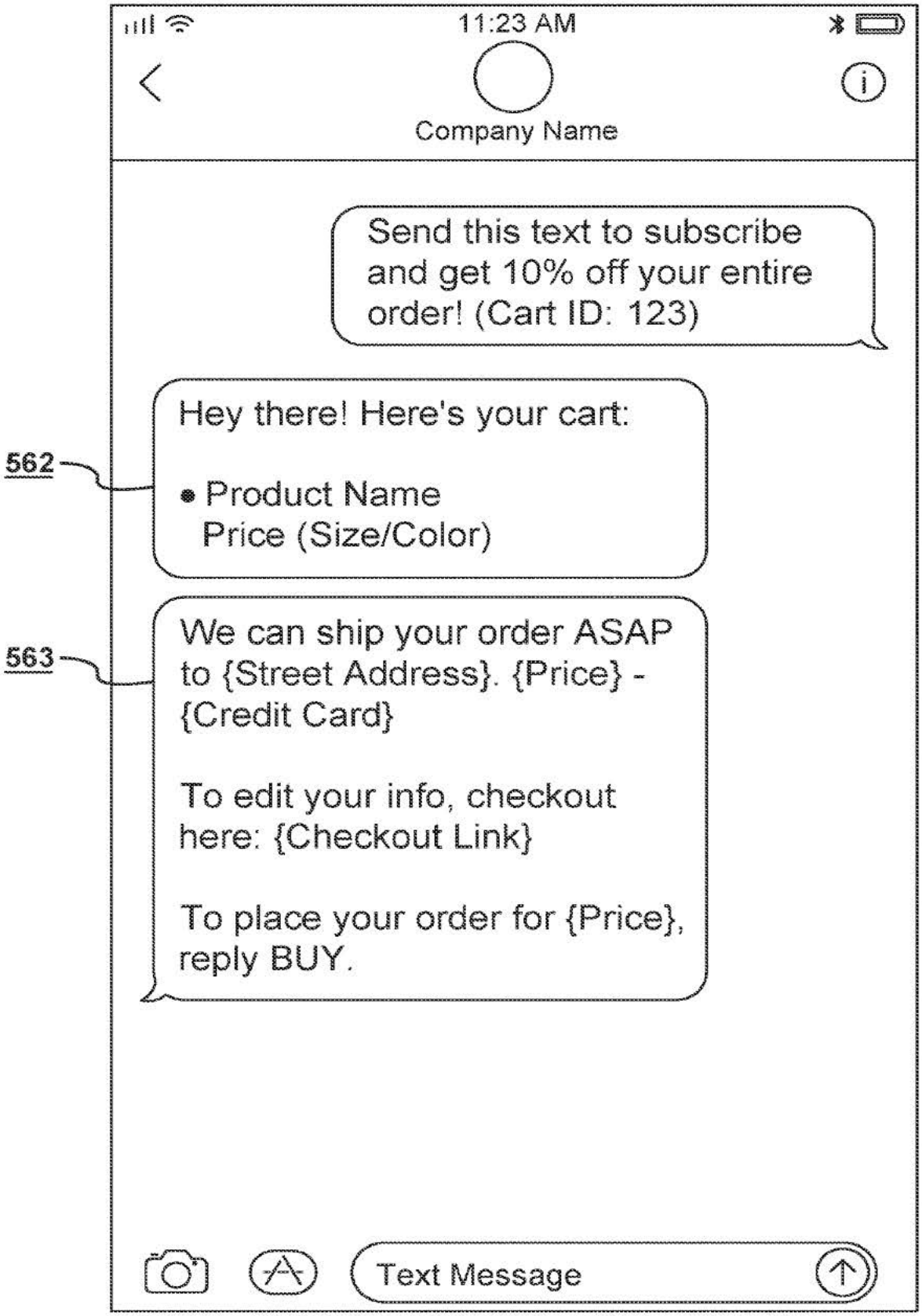


FIG. 5G

Replacement Sheet



FIG. 5H

Replacement Sheet

An order confirmation text is sent

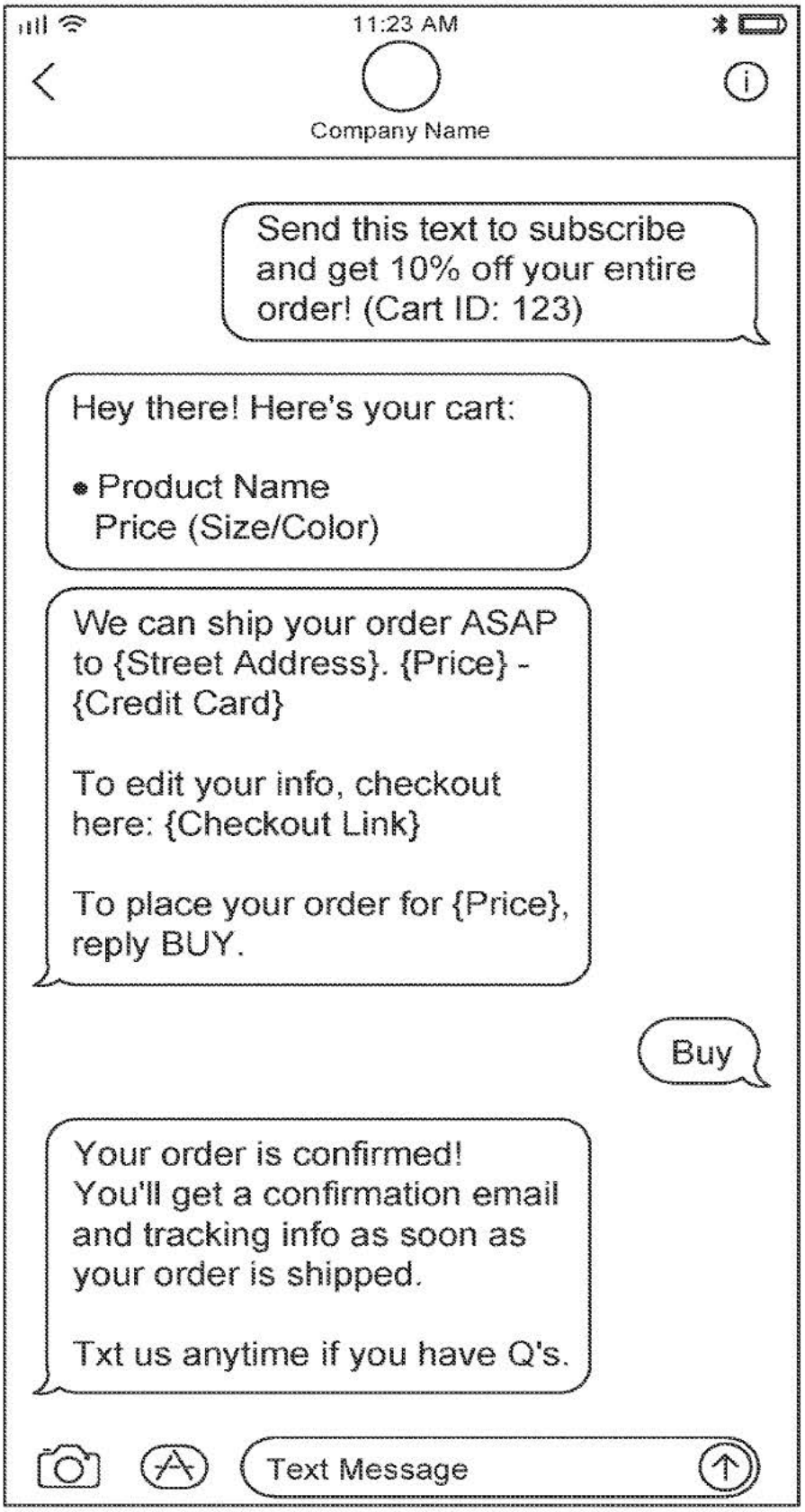


FIG. 5I

Replacement Sheet



FIG. 6A

Replacement Sheet



FIG. 6B

Replacement Sheet

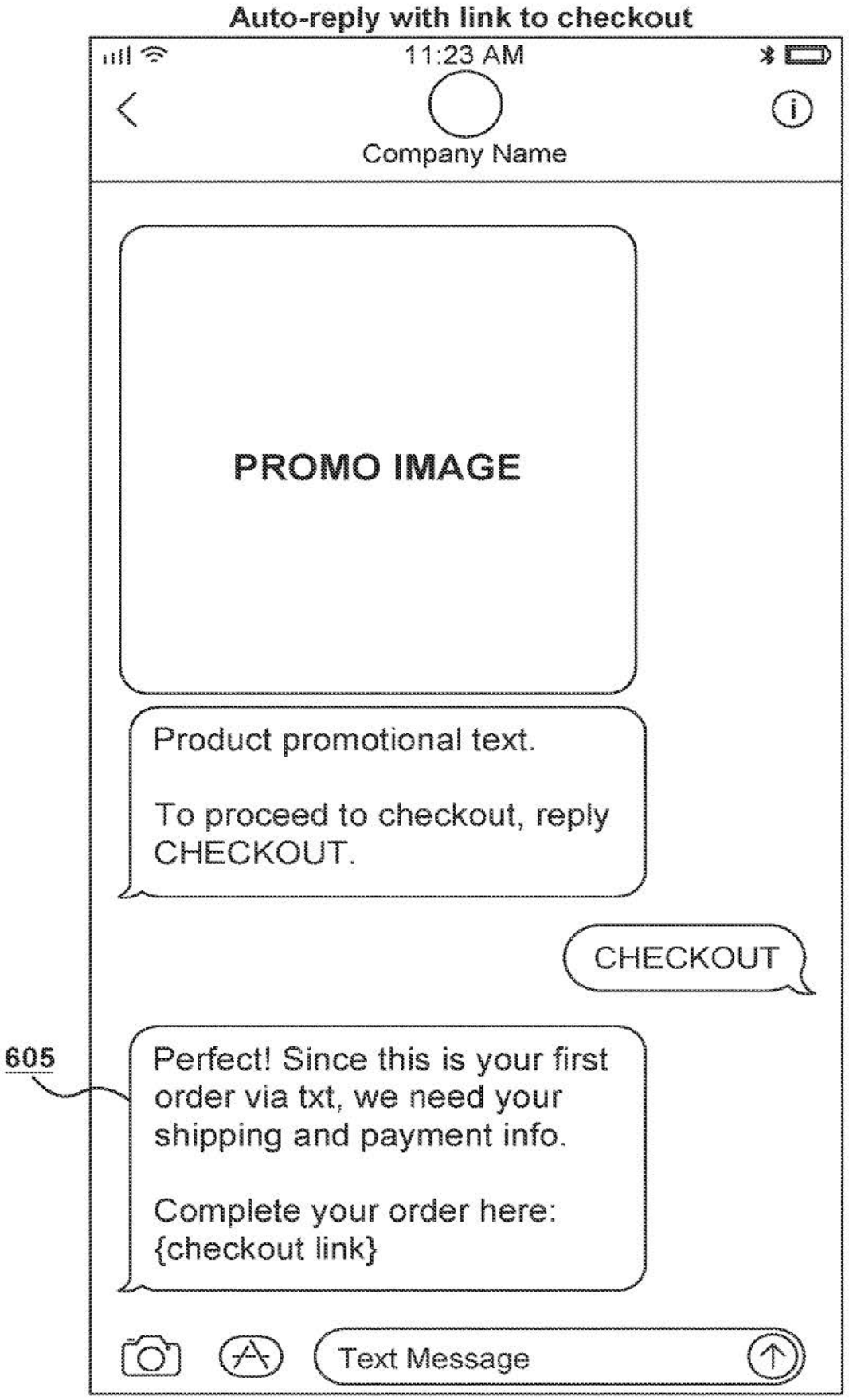


FIG. 6C

Replacement Sheet

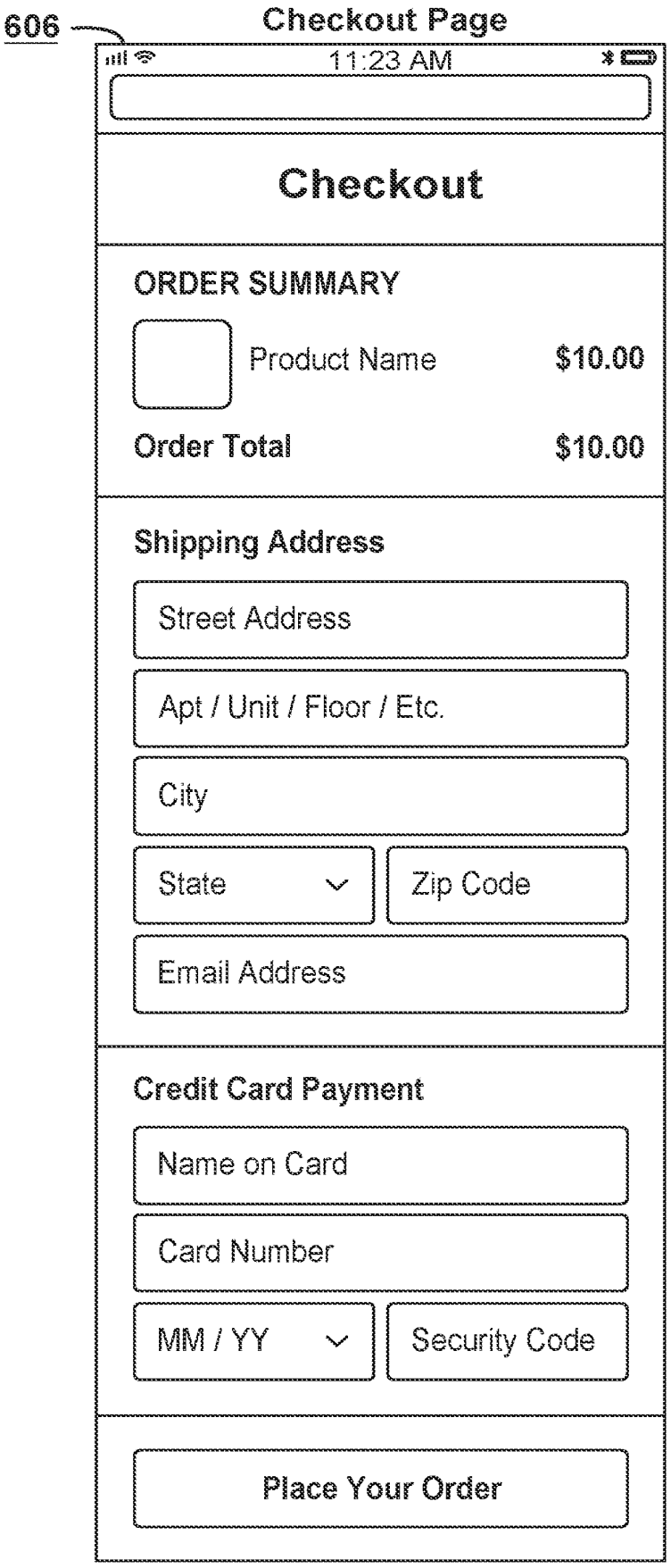


FIG. 6D

Replacement Sheet

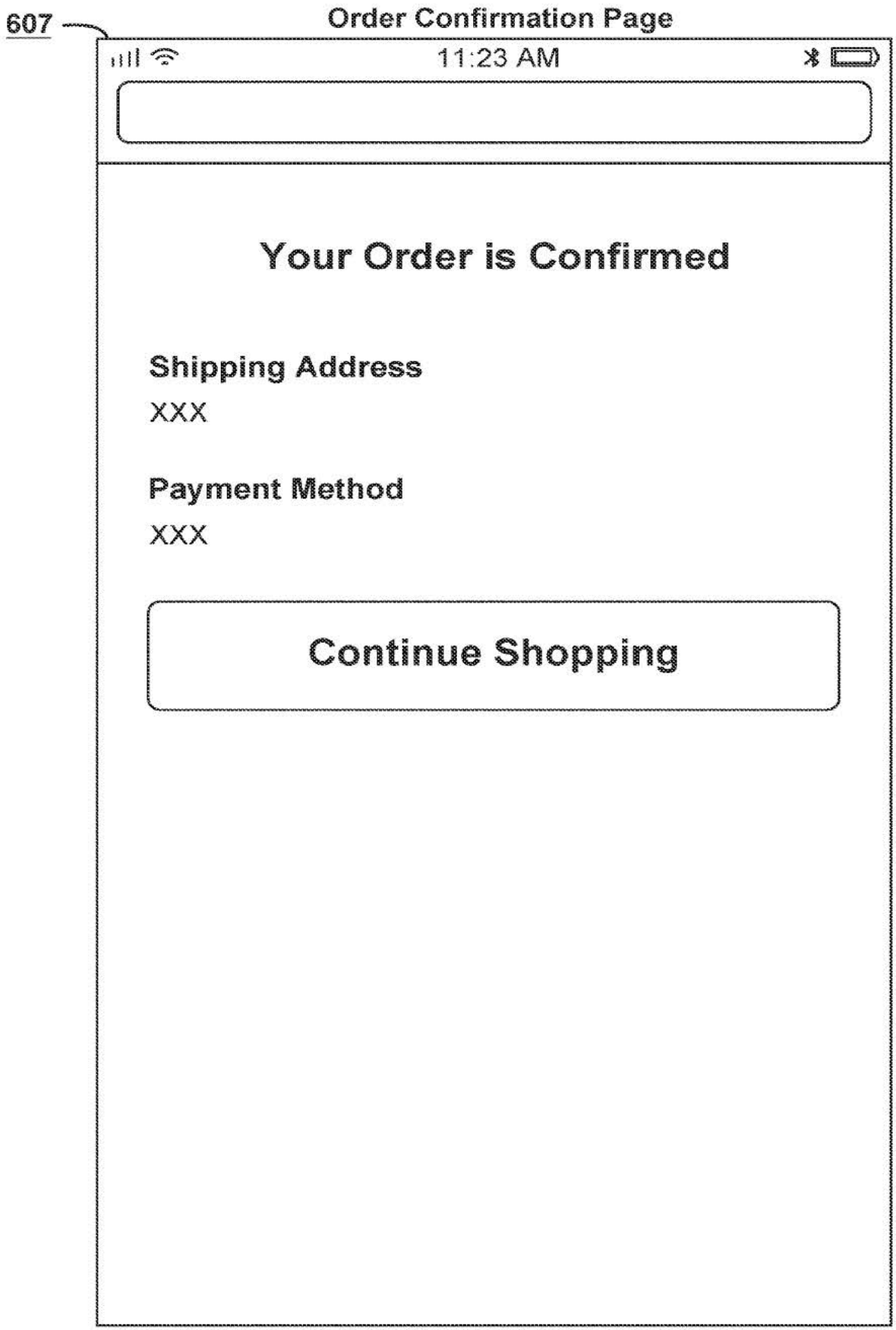


FIG. 6E

Replacement Sheet

An order confirmation text is sent when the order confirmation page loads



FIG. 6F

Replacement Sheet

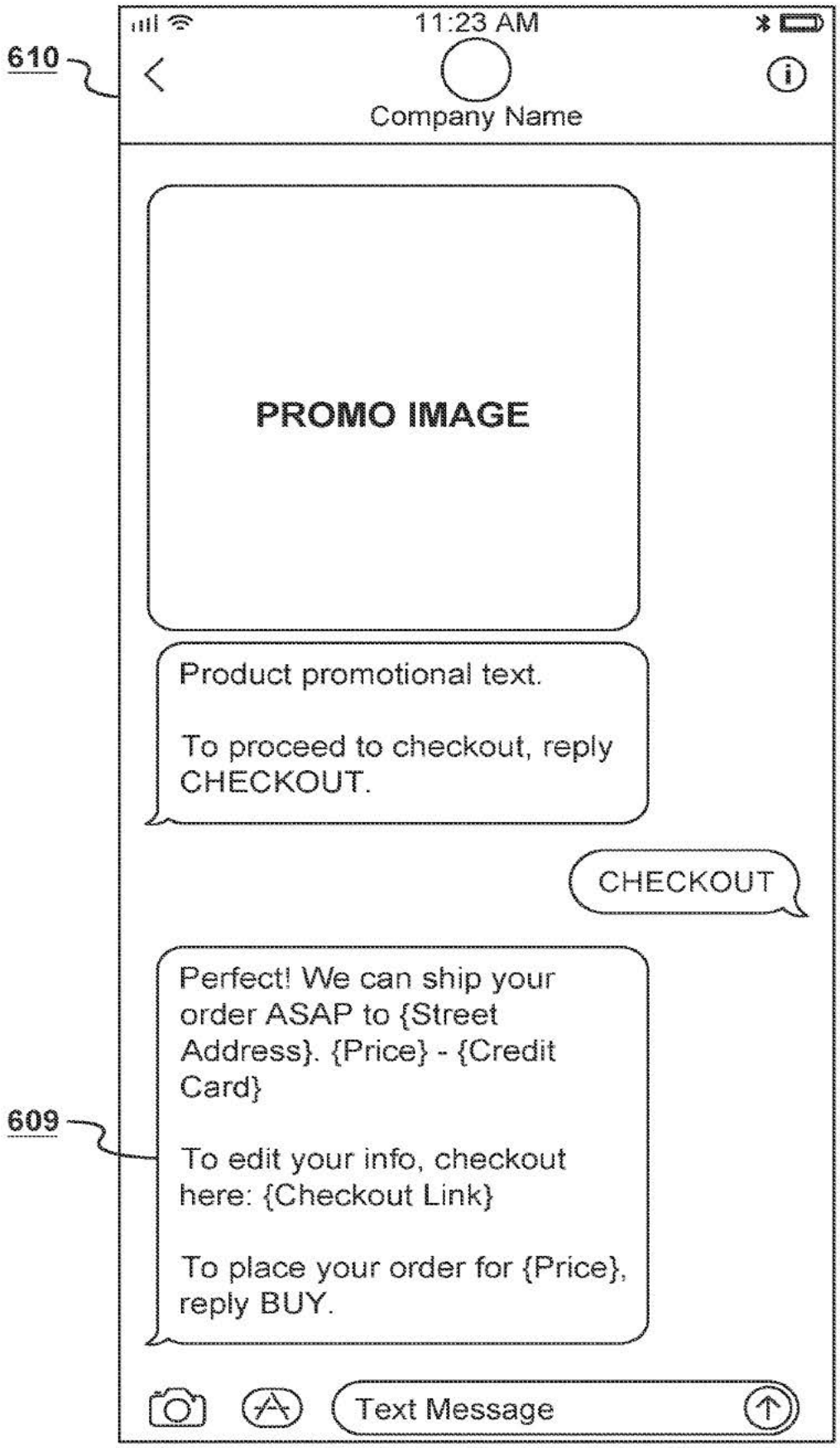


FIG. 6G

Replacement Sheet



FIG. 6H

Replacement Sheet



FIG. 6I

IN THE DRAWINGS:

Please replace FIGS. 2 – 6I (original sheets 2-11) with the attached REPLACEMENT SHEETS.

REMARKS

Upon entry to these amendments, claims 2-5, 7-17, 19, 21, 22, 24-28, and 30-34 are pending in the present application. Claims 23 and 29 are canceled without prejudice to or disclaimer of the subject matter contained therein. Claims 1, 6, 18, and 20 were canceled in previous amendments. Support for the claim amendments can be found throughout the application as originally filed. No new matter is added.

Amendment and cancellation of certain claims is not to be construed as a dedication to the public of any of the subject matter of the claims as previously presented.

Information Disclosure Statement

The Examiner has not considered certain non-patent references disclosed in previous information disclosure statements. An updated information disclosure statement including indications of relevant pages.

In the Drawings

The replacement sheets submitted herewith address the Examiner's objection to the drawings. The Applicant therefore requests the objection be withdrawn.

Claim Interpretation

The Examiner asserts that the broadest reasonable interpretation of claims 2, 11, 13, 14, 21, 23, 29, and 30 does not require various "conditional limitations" to be performed. In an effort to advance prosecution, the claims have been amended such that any "condition precedent" for any supposedly conditional limitation is positively recited.

The Examiner asserts that certain recitations in claims 2, 5, 13, 14, 21, 22, and 30 are "intended use." The Applicant respectfully disagrees. All of the decisions cited by the Examiner address intended use statements in the preamble (Boehringer Ingelheim Vetmedica, Inc. v. Schering-Plough Corp., 320 F.3d 1339 (Fed. Cir. 2003)), involve an article or apparatus claim (Hewlett-Packard Co. v. Bausch & Lomb Inc., 909 F.2d 1464 (Fed. Cir. 1990); Roberts v. Ryer, 91 U.S. 150 (1875); Paragon Solutions, LLC v. Timex Corp., 566 F.3d 1075 (Fed. Cir. 2009)), or

both (In re Stencel, 828 F.2d 751 (Fed. Cir. 1987)). There does not appear to be any authority for disregarding supposed "intended use" recitations in the body of a method claim, which is not subject to the familiar requirement that "apparatus claims cover what a device *is* not what a device *does*." (Hewlett-Packard Co. v. Bausch & Lomb Inc., 909 F. 2d at 1496.) Instead, the statutorily authorized category of processes protects "a mode of a treatment of certain materials to produce a given result." (Cochrane v. Deener, 94 U.S. 780, 788 (1877) (emphasis added); MPEP 2106.) The Examiner's importation of the intended use doctrine into the body of method claims and means-plus-function recitations is inconsistent with 35 U.S.C. §§ 101 and 112(f).

Objections to the Specification and Rejections under 35 U.S.C. § 112

Claim 2 stands rejected under § 112(a) for the recitation "registering the mobile device for the promotion based on receiving the message and without receiving any additional information from the mobile device between receiving the message and registering the mobile device," which the Examiner asserts was not described in the specification in such a way as to reasonably convey to one skilled in the art that a joint inventor at the time the application was filed, had possession of the claimed invention. The Examiner has raised a similar objection to the specification for purportedly failing to provide proper antecedent basis for this recitation. The Applicant respectfully disagrees. At least paragraphs [1013] and [1028] disclose that "a transaction can be completed by two touch screen taps (or Two-Taps)," and "this click-to-text process can be completed in just two taps" (emphasis added). Paragraph [1016] further specifies that "the second touch screen tap" can cause the mobile device to "send the message to the vendor." This disclosure demonstrates the Applicant's possession of the claimed invention. The Applicant therefore requests the Examiner reconsider and withdraw the § 112(a) rejection and the objection to the specification related to this recitation.

Claims 2, 14, and 21 stand rejected under § 112(a) for the recitation of "the URI being compatible with a first operating system and not a second operating system different from the first operating system." The Examiner has raised a similar objection to the specification for purportedly failing to provide proper antecedent basis for this recitation. This recitation is fully supported by at least paragraph [1034], which discloses that the mobile device can send an

identifier associated with "an operating system type operated at the mobile user device" that "[t]he click-to-text server can determine the URI of the second user interface that is compatible with the operating system type of the user mobile device," and that "the URI of the second user interface (e.g., a messaging application) may be the same or different for different mobile device operating systems." Claims 2 and 21, rejected for the recitation "the mobile device running the first operating system and not the second operating system" are similarly supported by at least paragraph [1034]. The Applicant therefore requests the Examiner reconsider and withdraw the § 112(a) rejection and the objection to the specification related to this recitation.

Claims 2, 21, and 31 stand rejected under § 112(a) for the recitation of a "destination" phone number. The Examiner has raised a similar objection to the specification for purportedly failing to provide proper antecedent basis for this recitation. In an effort to advance prosecution and without acquiescing to the Examiner's objection and rejection, all instances of "destination" phone number have been replaced with "recipient" phone number, a term that appears through the specification, including in paragraph [1028]. The Applicant therefore requests the Examiner reconsider and withdraw the § 112(a) rejection and the objection to the specification related to this recitation.

Claim 14 stands rejected under § 112(a) for the recitation "delivering an installment of a subscription associated with the subscription list without receiving an opt-in communication after receiving the text message containing the pre-populated message body." The Examiner has raised a similar objection to the specification for purportedly failing to provide proper antecedent basis for this recitation. This recitation is supported by at least paragraphs [1028], which discloses that "this click-to-text process can be completed in just two taps, and in compliance with the Telephone Consumer Protection Act ("TCPA") and the regulations by trade associations representing the wireless communication industry (e.g., CTIA)." The Applicant therefore requests the Examiner reconsider and withdraw the § 112(a) rejection and the objection to the specification related to this recitation.

Claims 21, 22, and 29 stand rejected under § 112(a) for their "means" recitations. The Examiner has raised a similar objection to the specification for purportedly failing to provide proper antecedent basis for these recitations. "Means for retrieving a promotion" is fully

supported by the discussion of integration tag(s) throughout the specification, including in paragraphs [1037] – [1039] (including example computer code). "Means for displaying a frame" is fully supported by at least paragraph [1038], which discloses the following:

> and receive, from the click-to-text server, promotional messages 202 associated with the client, the client configurable settings/preferences to display the promotional message 202 (e.g., the location of the frame relative to the page, the size of the frame relative to the page, and/or the like.) The user mobile device can then render the frame with the promotional message 202 at its output device. The frame can also include purchase information and deeplink information such that in response to an input entered by the user, the second user interface 211 can be rendered at the mobile device to initiate a purchase/subscription.

"Means for deeplinking" is supported by the discussion of URIs throughout the specification, including paragraph [1034], which includes pseudocode. Claim 29 has been canceled rendering the rejection of that claim moot. The Applicant therefore requests the Examiner reconsider and withdraw the § 112(a) rejection and the objection to the specification related to this recitation.

Claims 21-29, and 33 stand rejected under § 112(b) as allegedly being indefinite on the grounds that the specification fails to provide sufficient structure, material, or acts linked to the function of their § 112(f) recitations. Claim 29 has been canceled rendering the rejection of that claim moot. For reasons similar to those discussed above with reference to the § 112(a) rejection of the "means" recitations, at least paragraphs [1037] – [1039] provide the corresponding structure (including example code) to support the remaining "means" recitations as required by § 112(b).

Claims 33 and 34 stand rejected § 112(b) on the grounds that they recite a broad limitation together with a narrow limitation that purportedly falls within the broad limitation. The Examiner asserts that it was unclear "whether the compliance with the opt-in requirement will automatically result in the enrollment or whether the specific enrollment is a separate requirement of the invention." In an effort to advance prosecution, claims 33 and 34 have each been amended to clarify that compliance with the opt-in requirement will automatically result in the enrollment.

Interview Summary

The Applicant wishes to thank Examiner Dyer for the time and attention paid to the present application during the telephonic interview conducted on August 4, 2022. During the interview, the undersigned and the Examiner discussed the rejection of claim 1 under 35 U.S.C. § 103, particularly with respect to U.S. Patent No. 10,275,421 to Clark et al. ("Clark"). In particular, the undersigned discussed Clark's failure to disclose or suggest sending a text message to a destination phone number (now amended to recite recipient phone number). Although no agreement was reached, the Examiner indicated that amending the claims to recite that the text message are delivered from a mobile device associated with a user phone number and addressed to a recipient phone number would be likely to advance prosecution.

Rejections under 35 U.S.C. § 103

Claims 2, 5, 7, 10, and 12 stand rejected under 35 U.S.C. § 103 as allegedly being obvious over US 10,042,946 to Boudville ("Boudville") in view of Clark in further view of US 2018/032426510 to Macskassy et al. ("Macskassy"), each of the Notice of References Cited dated March 4, 2022.

Claims 3 and 4 stand rejected under 35 U.S.C. § 103 as allegedly being obvious over Boudville, in view of Clark and Macskassy, and further in view of US 2018/0074999 to Cogan ("Cogan"), as cited on the Notice of References cited dated March 4, 2022.

Claims 8, 9, 14-17, and 19 stand rejected under 35 U.S.C. § 103 as allegedly being obvious over Boudville, in view of Clark and Macskassy, and further in view of US 2013/0073400 to Heath ("Heath").

Claims 11 and 30-34 stand rejected under 35 U.S.C. § 103 as allegedly being obvious over Boudville, in view of Clark and Macskassy, and further in view of US 2015/0127554 to Steif et al. ("Steif").

Claims 13 and 21-29 stand rejected under 35 U.S.C. § 103 as allegedly being obvious over Boudville, in view of Clark and Macskassy, and further in view of US 2013/0117089 to Pachikov et al. ("Pachikov").

Each of these Rejections is traversed in view of the above amendments and following remarks.

As discussed during the interview, Clark's disclosure of the general concept of "mobile applications on the client devices [that] can include deep links to the mobile social networking application" (col. 6, ll. 5-16) does not constitute disclosure of or render obvious the specific implementation of a URI that deeplinks to a messaging application different from the web browser application to cause the mobile device to automatically switch from the web browser application to the messaging application and populate a message within the messaging application with a recipient phone number and a prepopulated message body associated with the promotion, as recited in claim 2. Clark contains no relevant disclosure of text messaging whatsoever. In fact, the examples in column 18 of Clark (cited in the Office Action at p. 19-20), which discuss "input fields for specifying a first name, a last name, an email address, a phone number, an address, or any other suitable information," suggest the completion of webforms, or their in-app equivalents, not the population of a message within a messaging application.

In an effort to advance prosecution and without acquiescing to the Examiner's rejection, in addition to reciting a recipient phone number, claim 2 has been amended to recite that a user phone number is determined based on receiving the message and the user phone number is registered for the promotion. As discussed during the interview, the generic app-to-app deeplinking discussed in Clark does not contain any disclosure relevant to messages addressed to a recipient phone number and that can be used to determine a user phone number that can be registered for a promotion. Similarly stated, deeplinking discussed in Clark, which contemplates autopopulating a webform, fails to disclose or suggest at least one of a recipient phone number or a user phone number. For example, if the "user phone number" disclosed in column 18 of Clark is taken to correspond to the user phone number recited in claim 2, then Clark fails to disclose or suggest that causing a message within the messaging application to be populated with a recipient phone number.

As recognized by the Examiner, Boudville "does not appear to explicitly disclose . . . 'the URI further configured to cause a message within the messaging application to be populated with a destination phone number and a customized message body.'" (Office Action, p. 19.)

Accordingly, Boudville does not remedy the deficiencies of Clark. Similarly, Mackassy, relied upon for disclosure of universal links associated with different operating systems, does not remedy the deficiencies of Clark. Accordingly, claim 2 and the claims that depend therefrom are allowable over the references of record.

The other independent claims have been amended in a manner similar to claim 2. Therefore they, and the claims that depend therefrom, are allowable over the references of record for similar reasons.

CONCLUSION

In view of the foregoing, Applicant respectfully submits that no further impediments exist to the allowance of this application and, therefore, requests an indication of allowability. However, the Examiner is requested to call the undersigned if any questions or comments arise.

The Director is hereby authorized to charge any appropriate fees under 37 C.F.R. §§1.16, 1.17, and 1.21 that may be required by this paper, and to credit any overpayment, to Deposit Account No. 50-1283 **referencing Docket No.** FRNK-001/03US 331846-2007**.**

Dated: September 30, 2022

Respectfully submitted,
COOLEY LLP

By: /Anders E. Fernstrom/
Anders E. Fernstrom
Reg. No. 72,629

USPTO CUSTOMER NO. 58249

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue NW, Suite 700
Washington, DC 20004

Tel: (703) 456-8117
Fax: (202) 842-7899

PTO/SB/08a/b (07-09)
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 2

Complete if Known	
Application Number	17/496,590
Filing Date	October 7, 2021
First Named Inventor	Brian LONG
Art Unit	2176
Examiner Name	DYER, A. R.
Attorney Docket Number	FRNK-001/03US 331846-2007

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
	1.	2016/0057154 A1	02-25-2016	Ferguson et al.	
	2.	2017/0099228 A1	04-06-2017	Hunsperger	
	3.	2021/0377309 A1	12-02-2021	Jougand-Coulomb et al.	
	4.	11,211,156 B2	12-28-2021	Iyer et al.	
	5.	11,336,703 B1	05-17-2022	Meersma et al.	
	6.	11,416,887 B2	08-16-2022	Long et al.	
	7.	11,416,897 B2	08-16-2022	Long et al.	

Examiner Signature		Date Considered	

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

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 2 of 2

Complete if Known	
Application Number	17/496,590
Filing Date	October 7, 2021
First Named Inventor	Brian LONG
Art Unit	2176
Examiner Name	DYER, A. R.
Attorney Docket Number	FRNK-001/03US 331846-2007

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	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]
	8.	SOLANO et al., "One-Time URL: A Proximity Security Mechanism between Internet of Things and Mobile Devices," Sensors, October 13, 2016, Vol. 16, No. 1694, 17 pages (Year: 2016)	
	9.	SINGH, "User Reachability in Multi-Apps Environments," 2015 IEEE International Symposium on Multimedia, pp. 39-44 (Year: 2015)	
	10.	U.S. Notice of Allowance for U.S. Application No. 17/569,265, dated June 6, 2022, 17 pages.	
	11.	U.S. Notice of Allowance for U.S. Application No. 17/669,114, dated June 16, 2022, 11 pages.	
	12.	U.S. Notice of Allowance for U.S. Application No. 17/569,265, dated June 24, 2022, 4 pages.	

Examiner Signature		Date Considered	

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Electronic Patent Application Fee Transmittal

Application Number:	17496590
Filing Date:	07-Oct-2021
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Filer:	Anders E. Fernstrom/John Buscher
Attorney Docket Number:	FRNK-001/03US 331846-2007

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

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

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
SUBMISSION- INFORMATION DISCLOSURE STMT	2806	1	130	130
		Total in USD ($)		**130**

Electronic Acknowledgement Receipt

EFS ID:	46735007
Application Number:	17496590
International Application Number:	
Confirmation Number:	6678
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Customer Number:	58249
Filer:	Anders E. Fernstrom/John Buscher
Filer Authorized By:	Anders E. Fernstrom
Attorney Docket Number:	FRNK-001/03US 331846-2007
Receipt Date:	30-SEP-2022
Filing Date:	07-OCT-2021
Time Stamp:	16:59:34
Application Type:	Utility under 35 USC 111(a)

Payment information:

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Payment Type	DA
Payment was successfully received in RAM	$130
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Warnings:					
Information:					
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Warnings:					
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3	Non Patent Literature	USNOA_17569265_06-06-2022.pdf	856083 9509c014293db87ff778300b89f3915da8a7317b	no	17
Warnings:					
Information:					
4	Non Patent Literature	USNOA_17569265_06-24-2022.pdf	143044 dcc5ef0423857ded0f210cff40257a5828eb7d80	no	4
Warnings:					
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5	Non Patent Literature	USNOA_17669114_06-16-2022.pdf	525978 d4cb2ff3173f5dc32246a395afe7974edcf405f6	no	11
Warnings:					
Information:					
6	Transmittal Letter	FRNK-001_03US_331846-2007_IDSTransmittal.pdf	115379 1542109e9770279a0a75a123de04e8825df0a3ad	no	5
Warnings:					
Information:					

7	Information Disclosure Statement (IDS) Form (SB08)	FRNK-001_03US_331846-2007_SB08.pdf	178064 1a32d8fb34e24b6b4505e7fabfa405fef2045f07	no	2
Warnings:					
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8	Fee Worksheet (SB06)	fee-info.pdf	37984 4c245c53ba7a89b2e2fe8040c4eeabd85d3d4053	no	2
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		Total Files Size (in bytes):	4044015		

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

Docket No.: FRNK-001/03US 331846-2007
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Inventor:	Brian LONG	Confirmation No.:	6678
Application No.:	17/496,590	Group Art Unit:	2176
Filed:	October 7, 2021	Examiner:	A. R. Dyer

For: METHODS AND APPARATUS FOR DYNAMIC APPLICATOIN DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

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

INFORMATION DISCLOSURE STATEMENT
UNDER 37 C.F.R. §§ 1.56, 1.97, AND 1.98

In accordance with the duty of disclosure set forth in 37 C.F.R. §1.56, Applicant hereby submits the following information in conformance with 37 C.F.R. §§1.97 and 1.98. It is respectfully requested that the information be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

[X] Pursuant to 37 C.F.R. §1.98, a copy of each non-US patent document cited on the attached Form used in lieu of PTO/SB/08 is enclosed.

[] No copies of the foreign patent, foreign patent application, or non-patent literature publications listed on the attached Form used in lieu of PTO/SB/08 are being provided pursuant to 37 C.F.R. §1.98(d) because the publications were previously cited by or submitted to the Office in prior Application Serial No(s). ____ to which the above-identified application claims priority under 35 U.S.C. §120.

[X] No copies of any U.S. patents or U.S. patent application publications listed on the attached Form used in lieu of PTO/SB/08 are being provided pursuant to 37 C.F.R. §1.98.

[] Publication(s) listed on the attached Form used in lieu of PTO/SB/08 were cited in a foreign search or examination report corresponding to application serial no. and mailed on .

[] Enclosed is a copy of a non-English publication(s) _____ Pursuant to §609 of the M.P.E.P., Applicant submits the attached foreign search or examination report, which cites such non-English language publication(s).

[] Enclosed is a copy of a non-English publication(s) _____ English language publication _____ (copy enclosed) claims priority from this non-English publication.

[] Enclosed is an explanation of non-English publication(s) _____ for which an English translation is not available.

[] Enclosed is an English translation of non-English publication(s) _____ cited on the attached Form used in lieu of PTO/SB/08.

[] Enclosed is an English language Abstract of non-English publication(s) _____ cited on the attached Form used in lieu of PTO/SB/08.

[] Enclosed is a copy of pending patent Application No. _____.

[] In accordance with **37 C.F.R. §1.97(b)**, no additional fee for submission of this Information Disclosure Statement is required, as it is filed within any one of the following time periods:

[] within three months from the filing date of this national application other than a CPA under 37 C.F.R. § 1.53(d);

[] within three months from the date of entry of the national stage as set forth in 37 C.F.R. §1.491 in this international application;

[] before the mailing date of a first Office action on the merits; or

[] before the mailing of a first Office action after the filing of a request for continued examination under 37 C.F.R. § 1.114.

[X] In accordance with **37 C.F.R. §1.97(c)**, this Information Disclosure Statement is filed after the period specified in 37 C.F.R. § 1.97(b), but before the mailing of any of the following: a final action under 37 C.F.R. §1.113; a notice of allowance under 37 C.F.R. §1.311; or an action that otherwise closes prosecution in this application.

In accordance with 37 C.F.R. §1.97(c) also enclosed is:

[] Fee under 37 C.F.R. §1.17(p) in the amount of $260.00;

[X] Fee under 37 C.F.R. §1.17(p) in the amount of $130.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $65.00; or

[] Statement as specified in 37 C.F.R. §1.97(e):

[] Each item of information contained in the Information Disclosure Statement cited herein was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing date of the Information Disclosure Statement; or

[] No item of information contained in the Information Disclosure Statement submitted herewith was cited in any communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the undersigned, having made a reasonable inquiry, no item of information contained in the Information Disclosure Statement was known to any individual designated in 37 C.F.R. §1.56(c) more than three months prior to the filing date of the Information Disclosure Statement.

[] This Information Disclosure Statement is filed after payment of the issue fee, but before issuance of the patent under the Quick Path Information Disclosure Statement pilot program.

In accordance with the Quick Path Information Disclosure Statement pilot program also enclosed is:

[] Fee under 37 C.F.R. §1.17(p) in the amount of $260.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $130.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $65.00;

and

[] Statement as specified in 37 C.F.R. §1.97(e):

[] Each item of information contained in the Information Disclosure Statement cited herein was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing date of the Information Disclosure Statement; or

[] No item of information contained in the Information Disclosure Statement submitted herewith was cited in any communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the undersigned, having made a reasonable inquiry, no item of information contained in the Information Disclosure Statement was known to any individual designated in 37 C.F.R. §1.56(c) more than three months prior to the filing date of the Information Disclosure Statement.

[] In accordance with **37 C.F.R. §1.97(d)**, this Information Disclosure Statement is filed after the period specified in 37 C.F.R. § 1.97(c), but with or before the payment of the issue fee.

In accordance with 37 C.F.R. §1.97(d) also enclosed is:

[] Fee under 37 C.F.R. §1.17(p) in the amount of $260.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $130.00; or

[] Fee under 37 C.F.R. §1.17(p) in the amount of $65.00;

and

[] Statement as specified in 37 C.F.R. §1.97(e):

- [] Each item of information contained in the Information Disclosure Statement cited herein was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing date of the Information Disclosure Statement; or
- [] No item of information contained in the Information Disclosure Statement submitted herewith was cited in any communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the undersigned, having made a reasonable inquiry, no item of information contained in the Information Disclosure Statement was known to any individual designated in 37 C.F.R. §1.56(c) more than three months prior to the filing date of the Information Disclosure Statement.

[] In accordance with **37 C.F.R. § 1.704(d)**, Applicant notes that to our knowledge each item of information contained in the information disclosure statement:

- [] was first cited in any communication from a patent office in a counterpart foreign or international application or from the Office, and this communication was not received by any individual designated in § **1.56(c)** more than thirty days prior to the filing of the information disclosure statement.
- [] is a communication that was issued by a patent office in a counterpart foreign or international application or by the Office, and this communication was not received by any individual designated in § **1.56(c)** more than thirty days prior to the filing of the information disclosure statement.

In accordance with 37 C.F.R. § 1.97(g), this Information Disclosure Statement shall not be construed as to mean that a search has been made.

In accordance with 37 C.F.R. § 1.97(h), the filing of this Information Disclosure Statement shall not be construed to be an admission that the information cited in the statement is, or is considered to be material to patentability as defined by 37 C.F.R § 1.56(b).

Remarks

It is respectfully requested that the Examiner consider the above-noted information and return an initialed copy of the attached Form used in lieu of PTO/SB/08 to the undersigned.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

The Director is hereby authorized to charge any additional fees which may be required with respect to this communication, or credit any overpayment, to Deposit Account No. 50-1283, under Order No. FRNK-001/03US 331846-2007.

Dated: September 30, 2022

Respectfully submitted,
COOLEY LLP

By: /Anders E. Fernstrom/
Anders E. Fernstrom
Reg. No. 72,629

USPTO CUSTOMER NO. 58249

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue NW, Suite 700
Washington, DC 20004

Tel: (703) 456-8117
Fax: (202) 842-7899

SCORE Placeholder Sheet for IFW Content

Application Number: 17496590 Document Date: 09/30/2022

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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 17/496,590	Filing Date 10/07/2021	☐ To be Mailed

ENTITY: ☐ LARGE ☑ SMALL ☐ MICRO

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		x $50 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $240 =	
☐ 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	09/30/2022	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 28	Minus	** 30	= 0		x $50 =	0
	Independent (37 CFR 1.16(h))	* 4	Minus	*** 3	= 1		x $240 =	240
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	240

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=		x $0 =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=		x $0 =	
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.	LIE
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".	/FREDERICK E BRISCOE/
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".	
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.	

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

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

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/496,590	10/07/2021	Brian LONG	FRNK-001/03US 331846-2007	6678

58249 7590 08/09/2022

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

EXAMINER	
DYER, ANDREW R	

ART UNIT	PAPER NUMBER
2176	

NOTIFICATION DATE	DELIVERY MODE
08/09/2022	ELECTRONIC

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

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

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

zIPPatentDocketingMailboxUS@cooley.com

Applicant-Initiated Interview Summary	Application No. 17/496,590	Applicant(s) LONG et al.		
	Examiner ANDREW R DYER	Art Unit 2176	AIA (First Inventor to File) Status Yes	Page 1 of 1

All Participants (applicant, applicants representative, PTO personnel)	Title	Type
ANDREW R DYER	Primary Examiner	Telephonic
ANDERS E FERNSTROM	Attorney of Record	

Date of Interview: 04 August 2022

Issues Discussed:

35 U.S.C. 103

Discussed distinctions between the claimed invention and the cited prior art references. Applicant's representative discussed the use of phone numbers and their importances in distinguishing the present invention from the prior art references. No claim language was discussed so no agreements were reached, however, the examiner noted that if these distinctions were claimed in an appropriate manner, they would likely overcome the cited prior art.

/ANDREW R DYER/ Primary Examiner, Art Unit 2176	

Applicant is reminded that a complete written statement as to the substance of the interview must be made of record in the application file. It is the applicants responsibility to provide the written statement, unless the interview was initiated by the Examiner and the Examiner has indicated that a written summary will be provided. See MPEP 713.04
Please further see:
MPEP 713.04
Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews, paragraph (b)
37 CFR § 1.2 Business to be transacted in writing

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

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

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58249 7590 07/25/2022

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

EXAMINER	
DYER, ANDREW R	

ART UNIT	PAPER NUMBER
2176	

NOTIFICATION DATE	DELIVERY MODE
07/25/2022	ELECTRONIC

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

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

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

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Office Action Summary	Application No. 17/496,590	Applicant(s) LONG et al.	
	Examiner ANDREW R DYER	Art Unit 2176	AIA (FITF) Status Yes

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

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTHS FROM THE MAILING DATE OF THIS COMMUNICATION.

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

Status

1)☑ Responsive to communication(s) filed on 18 May 2022.

☐ 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) 2-5,7-17,19 and 21-34 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) 2-5,7-17,19 and 21-34 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 07 October 2021 is/are: a)☐ accepted or b)☑ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

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

Certified copies:

a)☐ All b)☐ Some** c)☐ None of the:

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

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

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

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

Attachment(s)

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

2) ☑ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b) Paper No(s)/Mail Date 05/20/2022;05/27/2022;06/01/2022.

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

4) ☐ Other: _____.

DETAILED ACTION

This is a response to the Amendment to Application # 17/496,590 filed on May 18, 2022 in which claims 2, 10, 14, 17, 19, 21, and 23 were amended; claims 6, 18, and 20 were cancelled; and claims 30-34 were added.

Notice of Pre-AIA or AIA Status

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

Information Disclosure Statement

The information disclosure statement (IDS) submitted on June 1, 2022 complies with the provisions of 37 C.F.R. § 1.97. Accordingly, the information disclosure statement is being considered by the examiner.

The information disclosure statements filed May 27, 2022 and May 20, 2022 fail to comply with the provisions of 37 C.F.R. § 1.97, 1.98 and MPEP § 609 because the non-patent literature submitted does not contain the proper bibliographic information as required by 37 C.F.R. § 1.98(b)(5). **Specifically, 37 C.F.R. § 1.98(b)(5) states "[e]ach publication listed in an information disclosure statement *must* be identified by … relevant pages of the publication."** (Emphasis added). They have been placed in the application file, but the information referred to therein has not been considered as to the merits. The remainder of the information disclosure statements comply with the provisions of 37 C.F.R. § 1.97, 1.98 and MPEP § 609, and have been placed in the application file and the information referred to therein has been considered as to the merits.

Status of Claims

Claims 2-5, 7-17, 19, and 21-34 are pending, of which claims 2-5, 7-17, 19, and 21-34 are rejected under 35 U.S.C. § 112(a); claims 21-29, 33, and 34 are rejected under 35 U.S.C. § 112(b); and claims 2-5, 7-17, 19, and 21-34 are rejected under 35 U.S.C. § 103.

Specification

The specification is objected to as failing to provide proper antecedent basis for the claimed subject matter. See 37 C.F.R. § 1.75(d)(1) and MPEP § 608.01(o). Specifically, the specification lacks support for the following limitations: (1) "the URI being compatible with a first operating system and not a second operating system different from the first operating system," or similar, in claims 2, 14, and 21; (2) "the mobile device running the first operating system and not the second operating system," or similar, in claims 2 and 21; (3) "means for retrieving a promotion," "means for displaying a frame," "means for deeplinking," and "means for displaying the webpage" in claims 21, 22, and 29;[1] (4) "registering the mobile device for the promotion based on receiving the message and without receiving any additional information from the mobile device between receiving the message and registering the mobile device" in claim 2; (5) "delivering an installment of a subscription associated with the subscription list without receiving an opt-in communication after receiving the text message containing the pre-populated message body" in claim 14; and (6) "enrolling the mobile device in the subscription service based on receiving the customized text message and without receiving an opt-in communication from the mobile device after receiving the customized text message" in claim 30.

Appropriate correction is required.

[1] When a claim invokes 35 U.S.C. § 112(f) for a computer implemented means-plus-function claim, the specification must disclose ***the specific algorithm*** required to transform the general-purpose computing equipment into the required special purpose computer. See MPEP § 2181(II)(B).

Drawings

The drawings are objected to because Figs. 2A-6I appear to be color photographs. 37 CFR. 184(b)(2) requires all color photographs to meet the conditions for accepting color drawings and black and white photographs. These conditions do not appear to be met. The examiner recommends either complying with these conditions or replacing the figures with line drawings.

Corrected drawing sheets in compliance with 37 C.F.R. § 1.121(d) are required in reply to the Office action to avoid abandonment of the application. Any amended replacement drawing sheet should include all of the figures appearing on the immediate prior version of the sheet, even if only one figure is being amended. The figure or figure number of an amended drawing should not be labeled as "amended." If a drawing figure is to be canceled, the appropriate figure must be removed from the replacement sheet, and where necessary, the remaining figures must be renumbered and appropriate changes made to the brief description of the several views of the drawings for consistency. Additional replacement sheets may be necessary to show the renumbering of the remaining figures. Each drawing sheet submitted after the filing date of an application must be labeled in the top margin as either "Replacement Sheet" or "New Sheet" pursuant to 37 C.F.R. § 1.121(d). If the changes are not accepted by the Examiner, the applicant will be notified and informed of any required corrective action in the next Office action. The objection to the drawings will not be held in abeyance.

Claim Interpretation

Claims 2, 11, 13, 14, 21, 23, 29, and 30 variously recite method claims in which steps are performed "in response to" a condition precedent. Additionally, many of the remaining limitations further define these conditional limitations. The broadest reasonable interpretation of these limitations does not require them to be performed. *See Ex parte Schulhauser*, 2013-007847 (PTAB 2016) (precedential) where the board held that when method steps are to be carried out only upon the

occurrence of a condition precedent, the broadest reasonable interpretation holds that those steps are not required to be performed. (*id.* at *7). *See, e.g., Ex parte Arndt* (PTAB 2018) (App. S.N. 14/095,735) at 4; *Ex parte Heil* (PTAB 2018) (App. S.N. 12/512,669), at 6; *Ex parte Frost* (PTAB 2018) (App. S.N. 12/785,052) at 7; *Ex parte Dawson* (PTAB 2018) (App. S.N. 12/103,472) at 6; and *Ex parte Candelore* (PTAB 2017) (App. S.N. 14/281,158) at 5 (supporting the interpretation that "in response to" limitations are conditional).

For purposes of compact prosecution, the examiner shall provide prior art when available.

Claim 2 includes the limitations "sending the URI from the processor to the mobile device ***to cause the mobile device to automatically switch from the web browser application to the messaging application***" and "the URI further configured ***to cause a message within the messaging application to be populated with a destination phone number and a customized message body associated with the promotion***." (Emphasis added). This appears to be a statement of the intended use of the sending and the URI. "An intended use or purpose usually will not limit the scope of the claim because such statements usually do no more than define a context in which the invention operates." *Boehringer Ingelheim Vetmedica, Inc. v. Schering-Plough Corp.*, 320 F.3d 1339, 1345 (Fed. Cir. 2003). Although "[s]uch statements often . . . appear in the claim's preamble," *In re Stencel*, 828 F.2d 751, 754 (Fed. Cir. 1987), a statement of intended use or purpose can appear elsewhere in a claim. *Id*; *Hewlett-Packard Co. v. Bausch & Lomb Inc.,* 909 F.2d 1464, 1468 (Fed. Cir. 1990); *see also Roberts v. Ryer,* 91 U.S. 150, 157 (1875) ('The inventor of a machine is entitled to the benefit of all the uses to which it can be put, no matter whether he had conceived the idea of the use or not.'). Thus, it is usually improper to construe non-functional claim terms in system claims in a way that makes infringement or validity turn on their function. *Paragon Solutions, LLC v. Timex Corp*., 566 F.3d 1075, 1091 (Fed. Cir. 2009).

Claim 5 includes the limitation "wherein the URI is configured ***to cause a display of the mobile device to switch between rendering the web browsing application and rendering the messaging application***." (Emphasis added). This appears to be a statement of the intended use of the URI. "An intended use or purpose usually will not limit the scope of the claim because such statements usually do no more than define a context in which the invention operates." *Boehringer Ingelheim Vetmedica, Inc. v. Schering-Plough Corp.*, 320 F.3d 1339, 1345 (Fed. Cir. 2003). Although "[s]uch statements often . . . appear in the claim's preamble," *In re Stencel*, 828 F.2d 751, 754 (Fed. Cir. 1987), a statement of intended use or purpose can appear elsewhere in a claim. *Id*; *Hewlett-Packard Co. v. Bausch & Lomb Inc.*, 909 F.2d 1464, 1468 (Fed. Cir. 1990); *see also Roberts v. Ryer,* 91 U.S. 150, 157 (1875) ('The inventor of a machine is entitled to the benefit of all the uses to which it can be put, no matter whether he had conceived the idea of the use or not.'). Thus, it is usually improper to construe non-functional claim terms in system claims in a way that makes infringement or validity turn on their function. *Paragon Solutions, LLC v. Timex Corp.*, 566 F.3d 1075, 1091 (Fed. Cir. 2009).

Claim 13 includes the limitation "sending, by the processor, the webpage including the integration tag to the mobile device, ***causing the integration tag to be executed at the mobile device in response to the set of client- specific rules being satisfied***." (Emphasis added). This appears to be a statement of the intended use of the sending. "An intended use or purpose usually will not limit the scope of the claim because such statements usually do no more than define a context in which the invention operates." *Boehringer Ingelheim Vetmedica, Inc. v. Schering-Plough Corp.*, 320 F.3d 1339, 1345 (Fed. Cir. 2003). Although "[s]uch statements often . . . appear in the claim's preamble," *In re Stencel*, 828 F.2d 751, 754 (Fed. Cir. 1987), a statement of intended use or purpose can appear elsewhere in a claim. *Id*; *Hewlett-Packard Co. v. Bausch & Lomb Inc.,* 909 F.2d 1464, 1468 (Fed. Cir. 1990); *see also Roberts v. Ryer,* 91 U.S. 150, 157 (1875) ('The inventor of a machine is entitled to the

benefit of all the uses to which it can be put, no matter whether he had conceived the idea of the use or not.'). Thus, it is usually improper to construe non-functional claim terms in system claims in a way that makes infringement or validity turn on their function. *Paragon Solutions, LLC v. Timex Corp.*, 566 F.3d 1075, 1091 (Fed. Cir. 2009).

Claim 14 includes the limitations "a first signal ***causing a frame to be displayed with the webpage via the web browser application***, the frame including a promotional message associated with joining a subscription list" and "a uniform resource identifier (URI) that deeplinks to and ***causes the mobile device to automatically (1) switch from rendering the web browser application to rendering a text messaging application and (2) generate a text message with a pre-populated phone number and a pre-populated message body containing a request to join the subscription list***." This appears to be a statement of the intended use of the first signal and the URI. "An intended use or purpose usually will not limit the scope of the claim because such statements usually do no more than define a context in which the invention operates." *Boehringer Ingelheim Vetmedica, Inc. v. Schering-Plough Corp.*, 320 F.3d 1339, 1345 (Fed. Cir. 2003). Although "[s]uch statements often . . . appear in the claim's preamble," *In re Stencel*, 828 F.2d 751, 754 (Fed. Cir. 1987), a statement of intended use or purpose can appear elsewhere in a claim. *Id*; *Hewlett-Packard Co. v. Bausch & Lomb Inc.*, 909 F.2d 1464, 1468 (Fed. Cir. 1990); *see also Roberts v. Ryer*, 91 U.S. 150, 157 (1875) ('The inventor of a machine is entitled to the benefit of all the uses to which it can be put, no matter whether he had conceived the idea of the use or not.'). Thus, it is usually improper to construe non-functional claim terms in system claims in a way that makes infringement or validity turn on their function. *Paragon Solutions, LLC v. Timex Corp.*, 566 F.3d 1075, 1091 (Fed. Cir. 2009).

Claim 21 includes the limitations "receiving, at the processor and from the mobile device, an indication that a user interacted with the frame ***to obtain at least one of the product or the service***" and "sending the means for deeplinking from the processor to the mobile device ***to cause the mobile device to automatically switch from the web browser application to the messaging application*** in response to the user interacting with the frame, the means for deeplinking further configured ***to cause a message within the messaging application to be populated with a destination phone number and information for the promotion***." (Emphasis added). This appears to be a statement of the intended use of the receiving and the sending. "An intended use or purpose usually will not limit the scope of the claim because such statements usually do no more than define a context in which the invention operates." *Boehringer Ingelheim Vetmedica, Inc. v. Schering-Plough Corp.*, 320 F.3d 1339, 1345 (Fed. Cir. 2003). Although "[s]uch statements often . . . appear in the claim's preamble," *In re Stencel*, 828 F.2d 751, 754 (Fed. Cir. 1987), a statement of intended use or purpose can appear elsewhere in a claim. *Id*; *Hewlett-Packard Co. v. Bausch & Lomb Inc.*, 909 F.2d 1464, 1468 (Fed. Cir. 1990); *see also Roberts v. Ryer,* 91 U.S. 150, 157 (1875) ('The inventor of a machine is entitled to the benefit of all the uses to which it can be put, no matter whether he had conceived the idea of the use or not.'). Thus, it is usually improper to construe non-functional claim terms in system claims in a way that makes infringement or validity turn on their function. *Paragon Solutions, LLC v. Timex Corp.*, 566 F.3d 1075, 1091 (Fed. Cir. 2009).

Claim 22 includes the limitation "wherein the means for deeplinking ***is configured to cause a display of the mobile device to switch between rendering the web browsing application and rendering the messaging application***." (Emphasis added). This appears to be a statement of the intended use of the deeplinking. "An intended use or purpose usually will not limit the scope of the claim because such statements usually do no more than define a context in which the invention operates." *Boehringer Ingelheim Vetmedica, Inc. v. Schering-Plough Corp.*, 320 F.3d 1339, 1345 (Fed. Cir. 2003). Although

"[s]uch statements often . . . appear in the claim's preamble," *In re Stencel*, 828 F.2d 751, 754 (Fed. Cir. 1987), a statement of intended use or purpose can appear elsewhere in a claim. *Id*; *Hewlett-Packard Co. v. Bausch & Lomb Inc.,* 909 F.2d 1464, 1468 (Fed. Cir. 1990); *see also Roberts v. Ryer,* 91 U.S. 150, 157 (1875) ('The inventor of a machine is entitled to the benefit of all the uses to which it can be put, no matter whether he had conceived the idea of the use or not.'). Thus, it is usually improper to construe non-functional claim terms in system claims in a way that makes infringement or validity turn on their function. *Paragon Solutions, LLC v. Timex Corp.*, 566 F.3d 1075, 1091 (Fed. Cir. 2009).

Claim 30 includes the limitations "in response to receiving the request to retrieve the promotion, sending, from the processor to the mobile device, a first signal c***ausing a frame associated with the promotion to be displayed via the web browser application***;" "sending the URI from the processor to the mobile device, the URI ***configured to cause the mobile device to automatically switch from the web browser application to the messaging application*** and ***to populate a customized text message within the messaging application*** that includes a destination phone number in response to the user interacting with the frame ***to request to enroll in a text message subscription service***;" and "the processor ***configured to receive messages addressed to the destination phone number***." (Emphasis added). This appears to be a statement of the intended use of the sending, the URI, and the processor. "An intended use or purpose usually will not limit the scope of the claim because such statements usually do no more than define a context in which the invention operates." *Boehringer Ingelheim Vetmedica, Inc. v. Schering-Plough Corp.*, 320 F.3d 1339, 1345 (Fed. Cir. 2003). Although "[s]uch statements often . . . appear in the claim's preamble," *In re Stencel*, 828 F.2d 751, 754 (Fed. Cir. 1987), a statement of intended use or purpose can appear elsewhere in a claim. *Id*; *Hewlett-Packard Co. v. Bausch & Lomb Inc.,* 909 F.2d 1464, 1468 (Fed. Cir. 1990); *see also Roberts v. Ryer,* 91 U.S. 150, 157 (1875) ('The inventor of a machine is entitled to the benefit of all the uses to which it can be put, no

matter whether he had conceived the idea of the use or not.'). Thus, it is usually improper to construe non-functional claim terms in system claims in a way that makes infringement or validity turn on their function. *Paragon Solutions, LLC v. Timex Corp.*, 566 F.3d 1075, 1091 (Fed. Cir. 2009).

Claim Interpretation – 35 U.S.C. § 112(f)

The following is a quotation of 35 U.S.C. § 112(f):

> (f) Element in Claim for a Combination. – An element in a claim for a combination may be expressed as a means or step for performing a specified function without the recital of structure, material, or acts in support thereof, and such claim shall be construed to cover the corresponding structure, material, or acts described in the specification and equivalents thereof.

The claims in this application are given their broadest reasonable interpretation using the plain meaning of the claim language in light of the specification as it would be understood by one of ordinary skill in the art. The broadest reasonable interpretation of a claim element (also commonly referred to as a claim limitation) is limited by the description in the specification when 35 U.S.C. § 112(f) is invoked.

Such claim limitations are: "means for retrieving a promotion," "means for displaying a frame," "means for deeplinking," and "means for displaying the webpage" in claims 21, 22, and 29.

As explained in MPEP § 2181, subsection I, claim limitations that meet the following three-prong test will be interpreted under 35 U.S.C. § 112(f):

(A) the claim limitation uses the term "means" or "step" or a term used as a substitute for "means" that is a generic placeholder (also called a nonce term or a non-structural term having no specific structural meaning) for performing the claimed function;

(B) the term "means" or "step" or the generic placeholder is modified by functional language, typically, but not always linked by the transition word "for" (e.g., "means for") or another linking word or phrase, such as "configured to" or "so that"; and

(C) the term "means" or "step" or the generic placeholder is not modified by sufficient structure, material, or acts for performing the claimed function.

Use of the word "means" (or "step") in a claim with functional language creates a rebuttable presumption that the claim limitation is to be treated in accordance with 35 U.S.C. § 112(f). The presumption that the claim limitation is interpreted under 35 U.S.C. § 112(f), is rebutted when the claim limitation recites sufficient structure, material, or acts to entirely perform the recited function.

Absence of the word "means" (or "step") in a claim creates a rebuttable presumption that the claim limitation is not to be treated in accordance with 35 U.S.C. § 112(f). The presumption that the claim limitation is not interpreted under 35 U.S.C. § 112(f), is rebutted when the claim limitation recites function without reciting sufficient structure, material or acts to entirely perform the recited function.

Claim limitations in this application that use the word "means" (or "step") are being interpreted under 35 U.S.C. § 112(f), except as otherwise indicated in an Office action. Conversely, claim limitations in this application that do not use the word "means" (or "step") are not being interpreted under 35 U.S.C. § 112(f), except as otherwise indicated in an Office action.

Claim Rejections - 35 U.S.C. § 112(a)

The following is a quotation of the first paragraph of 35 U.S.C. § 112(a):

> (a) IN GENERAL.—The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same, and shall set forth the best mode contemplated by the inventor or joint inventor of carrying out the invention.

Claims 2-5, 7-17, 19, and 21-34 are rejected under 35 U.S.C. § 112(a) as failing to comply with the written description requirement. The claims contains subject matter which was not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the

inventor or a joint inventor at the time the application was filed, had possession of the claimed invention.

Regarding **claim 2**, Applicant has not pointed out where the new or amended claim is supported,[2] nor does there appear to be a written description of the claim limitation "registering the mobile device for the promotion based on receiving the message and without receiving any additional information from the mobile device between receiving the message and registering the mobile device" in the application as filed. *See Hyatt v. Dudas,* 492 F.3d 1365, 1370, n.4 (Fed. Cir. 2007) and MPEP § 2163(II)(A). Therefore, claim 2 fails to comply with 35 U.S.C. § 112(a).

Regarding **claims 2, 14, and 21**, Applicant has not pointed out where the new or amended claim is supported,[3] nor does there appear to be a written description of the claim limitation "the URI being compatible with a first operating system and not a second operating system different from the first operating system," or similar in the application as filed. *See Hyatt v. Dudas,* 492 F.3d 1365, 1370, n.4 (Fed. Cir. 2007) and MPEP § 2163(II)(A). Therefore, claim 2 fails to comply with 35 U.S.C. § 112(a).

Regarding **claims 2 and 21**, Applicant has not pointed out where the new or amended claim is supported,[4] nor does there appear to be a written description of the claim limitation "the mobile device running the first operating system and not the second operating system," or similar, in the application as filed. *See Hyatt v. Dudas,* 492 F.3d 1365, 1370, n.4 (Fed. Cir. 2007) and MPEP § 2163(II)(A). Therefore, claim 2 fails to comply with 35 U.S.C. § 112(a).

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[2] At page 1 of the Remarks dated May 18, 2022, Applicant merely states that "[s]upport for the claim amendments can be found through the application as originally filed" without providing any specific locations for this alleged support.
[3] In the Remarks dated November 9, 2021, no statement of support for any of the amendments was made.
[4] See n. 3

Regarding **claims 2, 21, and 30**, Applicant has not pointed out where the new or amended claim is supported,[5] nor does there appear to be a written description of the claim limitation "destination" phone number in the application as filed. *See Hyatt v. Dudas,* 492 F.3d 1365, 1370, n.4 (Fed. Cir. 2007) and MPEP § 2163(II)(A). Therefore, claim 2 fails to comply with 35 U.S.C. § 112(a).

Regarding **claim 14**, Applicant has not pointed out where the new or amended claim is supported,[6] nor does there appear to be a written description of the claim limitation "delivering an installment of a subscription associated with the subscription list without receiving an opt-in communication after receiving the text message containing the pre-populated message body" in the application as filed. *See Hyatt v. Dudas,* 492 F.3d 1365, 1370, n.4 (Fed. Cir. 2007) and MPEP § 2163(II)(A). Therefore, claim 14 fails to comply with 35 U.S.C. § 112(a).

Regarding **claims 21, 22, and 29**, Applicant has not pointed out where the new or amended claim is supported,[7] nor does there appear to be a written description of the claim limitation "means for retrieving a promotion," "means for displaying a frame," "means for deeplinking," and "means for displaying the webpage"[8] in the application as filed. *See Hyatt v. Dudas,* 492 F.3d 1365, 1370, n.4 (Fed. Cir. 2007) and MPEP § 2163(II)(A). Therefore, claim 2 fails to comply with 35 U.S.C. § 112(a).

[5] See n. 2
[6] See n. 2
[7] See n. 2
[8] See n. 1

Regarding **claim 30**, Applicant has not pointed out where the new or amended claim is supported,[9] nor does there appear to be a written description of the claim limitation "enrolling the mobile device in the subscription service based on receiving the customized text message and without receiving an opt-in communication from the mobile device after receiving the customized text message" in the application as filed. *See Hyatt v. Dudas,* 492 F.3d 1365, 1370, n.4 (Fed. Cir. 2007) and MPEP § 2163(II)(A). Therefore, claim 30 fails to comply with 35 U.S.C. § 112(a).

Regarding **claims 3-5, 7-13, 15-17, 19, 22-29, and 31-34,** these claims depend from one of the above claims and, therefore, inherit the rejection of that claim.

Claim Rejections - 35 U.S.C. § 112(b)

The following is a quotation of 35 U.S.C. § 112(b):

> (b) CONCLUSION.—The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the inventor or a joint inventor regards as the invention.

Claims 21-29 and 33 are rejected under 35 U.S.C. § 112(b) as being indefinite for failing to particularly point out and distinctly claim the subject matter which the inventor or a joint inventor regards as the invention.

Regarding **claims 21, 22, and 29,** these claims recite "means for retrieving a promotion," "means for displaying a frame," "means for deeplinking," and "means for displaying the webpage" that invoke 35 U.S.C. § 112(f). However, the written description fails to disclose the corresponding structure, material, or acts for performing the entire claimed function and to clearly link the structure, material, or

[9] See n.2

acts to the function. **When a claim invokes 35 U.S.C. § 112(f) for a computer implemented means-plus-function claim, the specification must disclose the specific algorithm required to transform the general-purpose computing equipment into the required special purpose computer. See MPEP § 2181(II)(B).** Therefore, the claim is indefinite and is rejected under 35 U.S.C. § 112(b).

Applicant may:

(a) Amend the claim so that the claim limitation will no longer be interpreted as a limitation under 35 U.S.C. § 112(f);

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

(c) Amend the written description of the specification such that it clearly links the structure, material, or acts disclosed therein to the function recited in the claim, without introducing any new matter (35 U.S.C. § 132(a)).

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

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

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

Regarding **claims 23-28**, these claims depend from one of the claims above and, therefore, inherit the rejection of that claim.

Regarding **claims 33 and 34**, these claim includes the limitation "wherein the customized text message complies with opt-in requirements for enrollment in text message subscription services ***such that*** the mobile device can be enrolled in the text message subscription service without sending or receiving an additional authorization from the mobile device." (Emphasis added). A broad limitation together with a narrow limitation that falls within the broad limitation (in the same claim) may be considered indefinite if the resulting claim does not clearly set forth the metes and bounds of the patent protection desired. See MPEP § 2173.05(c). In the present instance, claim 33 recites the broad recitation "wherein the customized text message complies with opt-in requirements for enrollment in text message subscription services," and the claim also recites "such that the mobile device can be enrolled in the text message subscription service without sending or receiving an additional authorization from the mobile device," which is the narrower statement of the limitation. These claims are considered indefinite because there is a question or doubt as to whether the feature introduced by such narrower language is (a) merely exemplary of the remainder of the claim, and therefore not required, or (b) a required feature of the claims. *See also, Ex parte Miyazaki*, 89 USPQ2d 1207, 1211 (BPAI 2008) (precedential) ("[I]f a claim is amenable to two or more plausible claim constructions, the USPTO is justified in requiring the applicant to more precisely define the metes and bounds of the claimed invention by holding the claim unpatentable under 35 U.S.C. § 112, second paragraph, as indefinite."); *Ex parte McAward*, Appeal 2015-006416 (PTAB 2017) (precedential) (affirming the holding in *Ex parte Miyazaki*).

In the present instance, it is unclear whether the compliance with the opt-in requirements will automatically result in the enrollment or whether the specific enrollment is a separate requirement of the invention.

Claim Rejections - 35 U.S.C. § 103

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

> A patent for a claimed invention may not be obtained, notwithstanding that the claimed invention is not identically disclosed as set forth in section 102 of this title, if the differences between the claimed invention and the prior art are such that the claimed invention as a whole would have been obvious before the effective filing date of the claimed invention to a person having ordinary skill in the art to which the claimed invention pertains. Patentability shall not be negated by the manner in which the invention was made.

This application currently names joint inventors. In considering patentability of the claims, the Examiner presumes that the subject matter of the various claims was commonly owned as of the effective filing date of the claimed invention(s) absent any evidence to the contrary. Applicants are advised of the obligation under 37 C.F.R. § 1.56 to point out the inventor and effective filing dates of each claim that was not commonly owned as of the effective filing date of the later invention in order for the examiner to consider the applicability of 35 U.S.C. § 102(b)(2)(C) for any potential 35 U.S.C. § 102(a)(2) prior art against the later invention.

Claims 2, 5, 7, 10, and 12 are rejected under 35 U.S.C. § 103 as being unpatentable over Boudville, US Patent 10,042,946 (hereinafter Boudville) in view of Clark et al., US Patent 10,275,421

(hereinafter Clark) in further view of Macskassy et al., US Publication 2018/032426510 (hereinafter Macskassy), each cited on the Notice of References Cited dated March 4, 2022.

Regarding **claim 2**, Boudville discloses a method comprising "in response to an integration tag included in a webpage being displayed via a web browser application of a mobile device, receiving, at a processor remote from the mobile device, a request to retrieve a promotion associated with at least one of a product or a service presented via the webpage" (Boudville col. 10 ll. 1-7 and col. 10 ll.44-52) **by disclosing that a clickable hashtag (i.e., an integration tag) is included in a webpage (Boudville col. 10, ll. 1-7) and that after a user clicks on the hashtag, a web page is retrieved (Boudville col. 10, ll. 44-52). Boudville continues that the hashtag is for an advertisement, making it "a promotion associated with at least one of a product or service."** Additionally, Boudville discloses "in response to receiving the request to retrieve the promotion, sending, from the processor to the mobile device, a first signal causing a frame associated with the promotion to be displayed via the web browser application" (Boudville col. 10 ll. 1-22, see also col. 10, ll. 53-58) **by displaying the message with the item as a result of the user selecting the hashtag. This is displayed in the application's frame.** Further, Boudville discloses "receiving, at the processor and from the mobile device, an indication that a user interacted with the frame to request at least one of the product or the service" (Boudville col. 10, ll. 53-58) **by disclosing that the mobile device receives an indication that the user clicked (i.e., interacted) with the widget shown as a result of clicking the hashtag and that the widgets may relate to an advertisement.** Moreover, Boudville discloses "defining, at the processor a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application …" (Boudville col. 5, ll. 30-48) **by disclosing that the process defines a URI in the form of an IP address that deeplinks to a**

[10] Citations to Macskassy are with respect to the published application. The citations are supported in US provisional application 62/502,816 filed 05/08/2017 in at least [0046] and [0057].

game application that connects Jane and Bob, making it a messaging application because it passes information between the two. Finally, Boudville discloses "sending the URI from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging application in response to the user interacting with the frame to request at least one of the product or service" (Boudville col. 5, ll. 30-48) **by switching to the game.**

Boudville does not appear to explicitly disclose "the URI being compatible with a first operating system and not a second operating system different from the first operating system, the mobile device running the first operating system and not the second operating system" or "the URI further configured to cause a message within the messaging application to be populated with a destination phone number and a customized message body associated with the promotion; receiving, at the processor and from the messaging application of the mobile device, the message populated with the customized message body; and registering the mobile device for the promotion based on receiving the message and without receiving any additional information from the mobile device between receiving the message and registering the mobile device."

However, Clark discloses "sending the URI from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging application in response to the user interacting with the frame to request at least one of the product or service, the URI further configured to cause a message within the messaging application to be populated with a destination phone number and a customized message body associated with the promotion" (Clark col. 18, ll. 24-66) **by disclosing that the selection of an advertisement causes the device to switch to a second application using the deeplink, which may be a URL, and further causes a fields to include information. Clark further discloses that this information may include a phone number of the user, making it a "destination phone number" because the user is the destination of the advertisement.** Additionally, Clark discloses "receiving, at the processor and from the messaging application of the

mobile device, the message populated with the customized message body" (Clark col. 18, l. 40-col. 19, l. 23) **by disclosing that the advertisement application is prefilled with the customized information when being sent to the server.** Finally, Clark discloses "registering the mobile device for the promotion based on receiving the message and without receiving any additional information from the mobile device between receiving the message and registering the mobile device" (Clarke col. 18, l. 40-col. 19, l. 3 and col. 19, ll. 61-67) **by disclosing that the device is registered for the promotion based on receiving the message (Clark col. 18, l. 40-col. 19, l. 3) and giving an example of a situation in which the user's information requires no further information to be received between receiving the message and registering the mobile device. (Clark col. 19, ll. 61-67).**

Boudville and Clark are analogous art because they are from the "same field of endeavor," namely that of deeplinking systems.

Prior to the effective filing date of the claimed invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Boudville and Clark before him or her to modify the deeplinks of Boudville to include the prefilling of information of Clark.

The motivation for doing so would have been prefilling information is known to those of ordinary skill in the art to reduce the steps the user has to take to use an application, thereby improving the user experience, and also reduce the risk of errors resulting from improperly entered information by the user.

The combination of Boudville and Clark does not appear to explicitly disclose "the URI being compatible with a first operating system and not a second operating system different from the first operating system, the mobile device running the first operating system and not the second operating system."

However, Macskassy discloses a method for sending URI links between devices where "the URI being compatible with a first operating system and not a second operating system different from the first operating system, the mobile device running the first operating system and not the second operating system" (Macskassy ¶ 85) **by disclosing that the link may be in an IOS or Android format, which a person of ordinary skill in the art would recognize to mean that links in the IOS format would not be compatible with Android devices.**

Boudville, Clark, and Macskassy are analogous art because they are from the "same field of endeavor," namely that of link propagation.

Prior to the effective filing date of the claimed invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Boudville, Clark, and Macskassy before him or her to modify the URI of Boudville and Clark to include the consideration of the operating systems of Macskassy.

The motivation for doing so would have been to accommodate a variety of mobile platforms. (Macskassy ¶ 3).

Regarding **claim 5,** the combination of Boudville, Clark, and Macskassy discloses the limitations contained in parent claim 2 for the reasons discussed above. In addition, the combination of Boudville, Clark, and Macskassy discloses "wherein the URI is configured to cause a display of the mobile device to switch between rendering the web browsing application and rendering the messaging application" (Boudville col. 5, ll. 30-48) **by switching the display to the game.**

Regarding **claim 7**, the combination of Boudville, Clark, and Macskassy discloses the limitations contained in parent claim 2 for the reasons discussed above. In addition, the combination of Boudville, Clark, and Macskassy discloses "wherein the promotion is a subscription." (Clark col. 18, ll. 56-59).

Regarding **claim 10**, the combination of Boudville, Clark, and Macskassy discloses the limitations contained in parent claim 2 for the reasons discussed above. In addition, the combination of Boudville, Clark, and Macskassy discloses "wherein the customized message body includes a request to join a subscription list." (Clark col. 18, ll. 56-59).

Regarding **claim 12,** the combination of Boudville, Clark, and Macskassy discloses the limitations contained in parent claim 2 for the reasons discussed above. In addition, the combination of Boudville, Clark, and Macskassy discloses "wherein delivery of at least one of the product or the service is completed (1) with no user input other than the user interaction with the frame and the user sending the message and (2) without redirecting to a different application after the message is sent" (Boudville col. 5, ll. 30-48) **where only the user input of the user clicking the linklet causes the device to switch application because the user already has the game installed.**

Claims 3 and 4 are rejected under 35 U.S.C. § 103 as being unpatentable over Boudville, in view of Clark and Macskassy, and further in view of Cogan, US Publication 2018/0074999 (*hereinafter* Cogan), as cited on the Notice of References cited dated March 4, 2022.

Regarding **claim 3**, the combination of Boudville, Clark, and Macskassy discloses the limitations contained in parent claim 2 for the reasons discussed above. In addition, the combination of Boudville, Clark, and Macskassy does not appear to explicitly disclose "wherein a size of the frame relative to a size of the webpage is configurable."

However, Cogan discloses that it is well known in the art of web pages for "a size of the frame relative to a size of the webpage is configurable." (Cogan ¶ 72).

Boudville, Clark, Macskassy, and Cogan are analogous art because they are from the "*same field of endeavor,*" namely that of webpage display.

Prior to the effective filing date of the claimed invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Boudville, Clark, Macskassy, and Cogan before him or her to modify the frames of Boudville, Clark, and Macskassy to include the relative frame sizes of Cogan.

The motivation/rationale for doing so would have been that of applying a known technique to a known device. See *KSR Int'l Co. v. Teleflex Inc.*, 550 US 398, 82 USPQ2d 1385, 1396 (U.S. 2007) and MPEP § 2143(I)(D). The combination of Boudville, Clark, and Macskassy teaches the "base device" for deeplinking. Further, Cogan teaches the "known technique" of using relative frame sizes that is applicable to the base device of Boudville, Clark, and Macskassy. One of ordinary skill in the art would have recognized that applying the known technique would have yielded predictable results and resulted in an improved system.

Regarding **claim 4**, the combination of Boudville, Clark, and Macskassy discloses the limitations contained in parent claim 2 for the reasons discussed above. In addition, the combination of Boudville, Clark, and Macskassy does not appear to explicitly disclose "wherein a location of the frame on the webpage is configurable."

However, Cogan discloses that it is well known in the art of web pages for "a location of the frame on the webpage is configurable." (Cogan ¶ 78).

Boudville, Clark, Macskassy, and Cogan are analogous art because they are from the "*same field of endeavor,*" namely that of webpage display.

Prior to the effective filing date of the claimed invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Boudville, Clark, Macskassy, and Cogan before him or her to modify the frames of Boudville, Clark, and Macskassy to include the relative frame locations of Cogan.

The motivation/rationale for doing so would have been that of applying a known technique to a known device. See *KSR Int'l Co. v. Teleflex Inc.*, 550 US 398, 82 USPQ2d 1385, 1396 (U.S. 2007) and MPEP § 2143(I)(D). The combination of Boudville, Clark, and Macskassy teaches the "base device" for deeplinking. Further, Cogan teaches the "known technique" of using defining frame locations that is applicable to the base device of Boudville, Clark, and Macskassy. One of ordinary skill in the art would have recognized that applying the known technique would have yielded predictable results and resulted in an improved system.

Claims 8, 9, 14-17, and 19 are rejected under 35 U.S.C. § 103 as being unpatentable over Boudville, in view of Clark and Macskassy, and further in view of Heath, US Publication 2013/0073400 (*hereinafter* Heath).

Regarding **claim 8**, the combination of Boudville, Clark, and Macskassy discloses the limitations contained in parent claim 2 for the reasons discussed above. In addition, the combination of Boudville, Clark, and Macskassy does not appear to explicitly disclose "wherein the promotion is a subscription to a messaging-based marketing service."

However, Heath discloses an interactive advertising link system "wherein the promotion is a subscription to a messaging-based marketing service" (Heath ¶¶ 131-132) **where the user subscribes to receive advertisements (i.e., a marketing service) that sends the products through instant messaging or text chat, making it a "messaging-based" service.**

Boudville, Clark, Macskassy, and Heath are analogous art because they are from the "*same field of endeavor,*" namely that of advertisement systems.

Prior to the effective filing date of the claimed invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Boudville, Clark, Macskassy, and Heath before him or her

to modify the subscription of Boudville, Clark, and Macskassy to include the message-based marketing service subscription of Heath.

The motivation/rationale for doing so would have been that of applying a known technique to a known device. See *KSR Int'l Co. v. Teleflex Inc.*, 550 US 398, 82 USPQ2d 1385, 1396 (U.S. 2007) and MPEP § 2143(I)(D). The combination of Boudville, Clark, and Macskassy teaches the "base device" for subscribing to a promotion service. Further, Heath teaches the "known technique" of a subscription being a message-based marketing service that is applicable to the base device of Boudville, Clark, and Macskassy. One of ordinary skill in the art would have recognized that applying the known technique would have yielded predictable results and resulted in an improved system because the content of the promotion is non-functional.

Regarding **claim 9**, the combination of Boudville, Clark, and Macskassy discloses the limitations contained in parent claim 2 for the reasons discussed above. In addition, the combination of Boudville, Clark, and Macskassy does not appear to explicitly disclose "wherein the promotion is delivery of at least one of the product or the service for free.

However, Heath discloses an interactive internet advertising link system "wherein the promotion is delivery of at least one of the product or the service for free." (Heath ¶ 139).

Boudville, Clark, Macskassy, and Heath are analogous art because they are from the "*same field of endeavor,*" namely that of advertisement systems.

Prior to the effective filing date of the claimed invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Boudville, Clark, Macskassy, and Heath before him or her to modify the subscription of Boudville, Clark, and Macskassy to include the free service of Heath.

The motivation/rationale for doing so would have been that of applying a known technique to a known device. See *KSR Int'l Co. v. Teleflex Inc.*, 550 US 398, 82 USPQ2d 1385, 1396 (U.S. 2007) and MPEP

§ 2143(I)(D). The combination of Boudville, Clark, and Macskassy teaches the "base device" for subscribing to a promotion service. Further, Heath teaches the "known technique" of a subscription being free that is applicable to the base device of Boudville, Clark, and Macskassy. One of ordinary skill in the art would have recognized that applying the known technique would have yielded predictable results and resulted in an improved system because the price of the content is non-functional within the scope of the claimed invention.

Regarding **claim 14,** Boudville discloses a method comprising "receiving, from at least one web server, an integration tag included in a webpage; displaying the webpage using a web browser application of a mobile device" (Boudville col. 10 ll. 1-7) **by disclosing that a clickable hashtag (i.e., an integration tag) is included in a displayed webpage.** Additionally, Boudville discloses "sending, from the mobile device, to the at least one web server, and in response to the integration tag executing, (1) a mobile device identifier that identifies the mobile device, and (2) a request to retrieve an identifier associated with at least one of a product or a service presented via the webpage" (Boudville col. 10, ll. 1-7 and 44-52, and col. 11, ll. 1-42) **by displaying the message with the item as a result of the user selecting the hashtag. This is displayed in the application's frame and indicating that the webpage may contain a reference to an application ID, which is associated with an application that runs on the mobile device, making it a mobile device identifier within the broadest reasonable interpretation of the term.** Further, Boudville discloses "receiving, at the mobile device, from the at least one web server, and in response to sending the mobile device identifier and the request to retrieve the identifier, a first signal causing a frame to be displayed with the webpage via the web browser application, the frame including a promotional message ..." (Boudville col. 10 ll. 1-22, see also col. 10, ll. 53-58) **by displaying the message with the item as a result of the user selecting the hashtag. This is displayed in the application's frame.** Moreover, Boudville discloses "sending, to the at least one web server, an

indication of a first user interaction with the promotional message" (Boudville col. 10, ll. 53-58) **by disclosing that the mobile device receives an indication that the user clicked (i.e., interacted) with the widget shown in the application's view frame as a result of clicking the hash tag and that the widgets may relate to an advertisement. Displaying the data within the widget requires requesting the information from the web server, thus "indicating" the interaction.** Likewise, Boudville discloses "receiving, from the at least one web server and in response to at least one of (1) the integration tag executing or (2) the indication of the first user interaction, a uniform resource identifier (URI) that deeplinks to and causes the mobile device to automatically (1) switch from rendering the web browser application to rendering a text messaging application ..." (Boudville col. 5, ll. 30-48) **by switching to the game that connects Jane and Bob, making it a messaging application because it passes information between the two.**

Boudville does not appear to explicitly disclose "receiving, at the mobile device, from the at least one web server, and in response to sending the mobile device identifier and the request to retrieve the identifier, a first signal causing a frame to be displayed with the webpage via the web browser application, the frame including a promotional message ***associated with joining a subscription list***;" or "receiving, from the at least one web server and in response to at least one of (1) the integration tag executing or (2) the indication of the first user interaction, a uniform resource identifier (URI) that deeplinks to and causes the mobile device to automatically (1) switch from rendering the web browser application to rendering a text messaging application and (2) generate a text message with a pre-populated phone number and a pre-populated message body containing a request to join the subscription list, the URI being compatible with a first operating system executing on the mobile device and not a second operating system different from the first operating system; sending, in response to a second user interaction with the text messaging application, the text message including the pre-populated message body to the pre-populated phone number; receiving, at the at least one web server,

the text message containing the request to join the subscription list; subscribing the mobile device to the subscription list based on receiving the text message; and delivering an installment of a subscription associated with the subscription list without receiving an opt-in communication after receiving the text message containing the pre-populated message body."

However, Clark discloses "a promotional message associated with joining a subscription list." (Clark col. 18, ll. 56-59). A person of ordinary skill in the art prior to the effective filing date of the present invention would have recognized that when Clark was combined with Boudville, the specific content of the advertisement of Boudville would be replaced by the content of the advertisement of Clark. Thus, the combination of Boudville and Clark at least teaches and/or suggests the claimed limitation "receiving, at the mobile device, from the at least one web server, and in response to sending the mobile device identifier and the request to retrieve the identifier, a first signal causing a frame to be displayed with the webpage via the web browser application, the frame including a promotional message associated with joining a subscription list," rendering it obvious.

Additionally, Clark discloses "receiving, from the at least one web server and in response to at least one of (1) the integration tag executing or (2) the indication of the first user interaction, a uniform resource identifier (URI) that deeplinks to and causes the mobile device to automatically (1) switch from rendering the web browser application to rendering a text messaging application and (2) generate a text message with a pre-populated phone number and a pre-populated message body containing a request to join the subscription list" (Clark col. 18, ll. 24-66) **by disclosing that the selection of an advertisement causes the device to switch to a second application using the deeplink, which may be a URL, and further causes a fields to include information. Clark further discloses that this information may include a phone number of the user.** Further, Clark discloses "sending, in response to a second user interaction with the text messaging application, the text message including the pre-populated message body to the pre-populated phone number; receiving, at the at least one web server, the text message containing the

request to join the subscription list" (Clark col. 18, l. 40-col. 19, l. 23) **by disclosing that the advertisement application is prefilled with the customized information when being sent to the server.** Finally, Clark discloses "subscribing the mobile device to the subscription list based on receiving the text message ... without receiving an opt-in communication after receiving the text message containing the pre-populated message body" (Clarke col. 18, l. 40-col. 19, l. 3 and col. 19, ll. 61-67) **by disclosing that the device is registered for the promotion based on receiving the message (Clark col. 18, l. 40-col. 19, l. 3) and giving an example of a situation in which the user's information requires no further information to be received between receiving the message and registering the mobile device. (Clark col. 19, ll. 61-67).**

Boudville and Clark are analogous art because they are from the "same field of endeavor," namely that of deeplinking systems.

Prior to the effective filing date of the claimed invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Boudville and Clark before him or her to modify the deeplinks of Boudville to include the prefilling of information of Clark.

The motivation for doing so would have been prefilling information is known to those of ordinary skill in the art to reduce the steps the user has to take to use an application, thereby improving the user experience, and also reduce the risk of errors resulting from improperly entered information by the user.

The combination of Boudville and Clark does not appear to explicitly disclose "the URI being compatible with a first operating system executing on the mobile device and not a second operating system different from the first operating system" or "delivering an installment of a subscription associated with the subscription list without receiving an opt-in communication after receiving the text message containing the pre-populated message body."

However, Macskassy discloses a method for sending URI links between devices where "the URI being compatible with a first operating system and not a second operating system different from the first operating system, the mobile device running the first operating system and not the second operating system" (Macskassy ¶ 85) **by disclosing that the link may be in an IOS or Android format, which a person of ordinary skill in the art would recognize to mean that links in the IOS format would not be compatible with Android devices.**

Boudville, Clark, and Macskassy are analogous art because they are from the "same field of endeavor," namely that of link propagation.

Prior to the effective filing date of the claimed invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Boudville, Clark, and Macskassy before him or her to modify the URI of Boudville and Clark to include the consideration of the operating systems of Macskassy.

The motivation for doing so would have been to accommodate a variety of mobile platforms. (Macskassy ¶ 3).

The combination of Boudville, Clark, and Macskassy does not appear to explicitly disclose "***delivering an installment of a subscription associated with the subscription list*** without receiving an opt-in communication after receiving the text message containing the pre-populated message body."

However, Heath discloses an interactive advertising link system "delivering an installment of a subscription associated with the subscription list" (Heath ¶¶ 131-132) **where the user subscribes to receive advertisements (i.e., a marketing service) that sends the products through instant messaging or text chat, making it a "messaging-based" service.**

Further, a person of ordinary skill in the art prior to the effective filling date would have recognized that when Heath was combined with Boudville, Clark, and Macskassy, that the delivery of

Heath would be according to the process of Boudville, Clark, and Macskassy. Therefore, the combination of Boudville, Clark, Macskassy, and Heath at least teaches and/or suggests the claimed limitation "delivering an installment of a subscription associated with the subscription list without receiving an opt-in communication after receiving the text message containing the pre-populated message body," rendering it obvious.

Boudville, Clark, Macskassy, and Heath are analogous art because they are from the "*same field of endeavor,*" namely that of advertisement systems.

Prior to the effective filing date of the claimed invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Boudville, Clark, Macskassy, and Heath before him or her to modify the subscription of Boudville, Clark, and Macskassy to include the message-based marketing service subscription of Heath.

The motivation/rationale for doing so would have been that of applying a known technique to a known device. See *KSR Int'l Co. v. Teleflex Inc.*, 550 US 398, 82 USPQ2d 1385, 1396 (U.S. 2007) and MPEP § 2143(I)(D). The combination of Boudville, Clark, and Macskassy teaches the "base device" for subscribing to a promotion service. Further, Heath teaches the "known technique" of a subscription being a message-based marketing service that is applicable to the base device of Boudville, Clark, and Macskassy. One of ordinary skill in the art would have recognized that applying the known technique would have yielded predictable results and resulted in an improved system because the content of the promotion is non-functional.

Regarding **claim 15**, the combination of Boudville, Clark, Macskassy, and Heath discloses the limitations contained in parent claim 14 for the reasons discussed above. In addition, the combination of Boudville, Clark, Macskassy, and Heath discloses "wherein the mobile device identifier is based on a user agent field via the web browser application." (Macskassy ¶ 77).

Regarding **claim 16**, the combination of Boudville, Clark, Macskassy, and Heath discloses the limitations contained in parent claim 14 for the reasons discussed above. In addition, the combination of Boudville, Clark, Macskassy, and Heath discloses "wherein the mobile device identifier identifies the first operating system." (Macskassy ¶ 77).

Regarding **claim 17**, the combination of Boudville, Clark, Macskassy, and Heath discloses the limitations contained in parent claim 14 for the reasons discussed above. In addition, the combination of Boudville, Clark, Macskassy, and Heath discloses "wherein the first user interaction and the second user interaction are the only user interactions between receiving the first signal causing the frame to be displayed and subscribing the mobile device to the subscription list" (Clark col. 18, ll. 24-26 and col. 23, ll. 7-36) **where no additional user interactions are shown to occur.**

Regarding **claim 19**, the combination of Boudville, Clark, Macskassy, and Heath discloses the limitations contained in parent claim 14 for the reasons discussed above. In addition, the combination of Boudville, Clark, Macskassy, and Heath discloses "delivering an installment of a free subscription to the mobile device based on the mobile device being subscribed to the subscription list." (Heath ¶ 139).

Claims 11 and 30-34 are rejected under 35 U.S.C. § 103 as being unpatentable over Boudville, in view of Clark and Macskassy, and further in view of Steif et al., US Publication 2015/0127554 (*hereinafter* Steif).

Regarding **claim 11**, the combination of Boudville, Clark, and Macskassy discloses the limitations contained in parent claim 2 for the reasons discussed above. In addition, the combination of Boudville,

Clark, and Macskassy does not appear to explicitly disclose "wherein the message is a first text message, the method further comprising sending, to the mobile device, a second text message confirming a subscription to a messaging-based marketing service in response to receiving the first text message."

However, Steif discloses a subscription signup system "wherein the message is a first text message, the method further comprising sending, to the mobile device, a second text message confirming a subscription ... in response to receiving the first text message" (Steif ¶ 82 and Fig. 17) **by sending the user a first text message to renew a subscription and a second text message confirming that the user has renewed his or her subscription.**

Further, a person of ordinary skill in the art prior to the effective filing date of the present invention would have recognized that when Steif was combined with Boudville, Clark, and Macskassy, the first and second text messages of Steif would be for the message based marketing subscription of Boudville, Clark, and Macskassy. Therefore, the combination of Boudville, Clark, Macskassy, and Steif at least teaches and/or suggests the claimed limitation "wherein the message is a first text message, the method further comprising sending, to the mobile device, a second text message confirming a subscription to a messaging-based marketing service in response to receiving the first text message," rendering it obvious.

Boudville, Clark, Macskassy, and Steif are analogous art because they are from the "*same field of endeavor,*" namely that of marketing services.

Prior to the effective filing date of the claimed invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Boudville, Clark, Macskassy, and Steif before him or her to modify the subscription of Boudville, Clark, and Macskassy to include the two text messages of Steif.

The motivation/rationale for doing so would have been that of applying a known technique to a known device. See *KSR Int'l Co. v. Teleflex Inc.*, 550 US 398, 82 USPQ2d 1385, 1396 (U.S. 2007) and MPEP § 2143(I)(D). The combination of Boudville, Clark, and Macskassy teaches the "base device" for

subscribing to a system. Further, Steif teaches the "known technique" of using two text messages to subscribe and confirm a subscription that is applicable to the base device of Boudville, Clark, and Macskassy. One of ordinary skill in the art would have recognized that applying the known technique would have yielded predictable results and resulted in an improved system.

Regarding **claim 30**, Boudville discloses a method comprising "in response to an integration tag included in a webpage being displayed via a web browser application of a mobile device, receiving, at a processor remote from the mobile device a request to retrieve a promotion associated with at least one of a product or a service presented via the webpage" (Boudville col. 10 ll. 1-7 and col. 10 ll.44-52) **by disclosing that a clickable hashtag (i.e., an integration tag) is included in a webpage (Boudville col. 10, ll. 1-7) and that after a user clicks on the hashtag, a web page is retrieved (Boudville col. 10, ll. 44-52). Boudville continues that the hashtag is for an advertisement, making it "a promotion associated with at least one of a product or service."** Additionally, Boudville discloses "in response to receiving the request to retrieve the promotion, sending, from the processor to the mobile device, a first signal causing a frame associated with the promotion to be displayed via the web browser application" (Boudville col. 10 ll. 1-22, see also col. 10, ll. 53-58) **by displaying the message with the item as a result of the user selecting the hashtag. This is displayed in the application's frame.** Further, Boudville discloses "defining, at the processor a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application" (Boudville col. 5, ll. 30-48) **by disclosing that the process defines a URI in the form of an IP address that deeplinks to a game application that connects Jane and Bob, making it a messaging application because it passes information between the two.** Finally, Boudville discloses "sending the URI from the processor to the mobile device, the URI configured to cause the mobile device to automatically switch from the web browser application to the messaging application" (Boudville col. 5, ll. 30-48) **by switching to the game.**

Boudville does not appear to explicitly disclose "sending the URI from the processor to the mobile device, the URI configured to cause the mobile device to automatically switch from the web browser application to the messaging application ***and to populate a customized text message within the messaging application that includes a destination phone number in response to the user interacting with the frame to request to enroll in a text message subscription service***; receiving, at the processor and from the messaging application of the mobile device, the customized text message, the processor configured to receive messages addressed to the destination phone number; and enrolling the mobile device in the subscription service based on receiving the customized text message and without receiving an opt-in communication from the mobile device after receiving the customized text message."

However, Clark discloses "sending the URI from the processor to the mobile device, the URI configured to cause the mobile device to automatically switch from the web browser application to the messaging application and to populate a customized text message within the messaging application that includes a destination phone number in response to the user interacting with the frame" (Clark col. 18, ll. 24-66) **by disclosing that the selection of an advertisement causes the device to switch to a second application using the deeplink, which may be a URL, and further causes a fields to include information. Clark further discloses that this information may include a phone number of the user, making it a "destination phone number" because the user is the destination of the advertisement.** Additionally, Clark discloses "receiving, at the processor and from the messaging application of the mobile device, the customized text message, the processor configured to receive messages addressed to the destination phone number" (Clark col. 18, l. 40-col. 19, l. 23) **by disclosing that the advertisement application is prefilled with the customized information when being sent to the server, which must be configured to receive these messages or they would not be received.** Finally, Clark discloses "enrolling the mobile device in the subscription service based on receiving the customized text message and without receiving

an opt-in communication from the mobile device after receiving the customized text message" (Clarke col. 18, l. 40-col. 19, l. 3 and col. 19, ll. 61-67) **by disclosing that the device is registered for the subscription based on receiving the message (Clark col. 18, l. 40-col. 19, l. 3) and giving an example of a situation in which the user's information requires no further information to be received between receiving the message and registering the mobile device. (Clark col. 19, ll. 61-67).**

Boudville and Clark are analogous art because they are from the "same field of endeavor," namely that of deeplinking systems.

Prior to the effective filing date of the claimed invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Boudville and Clark before him or her to modify the deeplinks of Boudville to include the prefilling of information of Clark.

The motivation for doing so would have been prefilling information is known to those of ordinary skill in the art to reduce the steps the user has to take to use an application, thereby improving the user experience, and also reduce the risk of errors resulting from improperly entered information by the user.

The combination of Boudville and Clark does not appear to explicitly disclose "sending the URI from the processor to the mobile device, the URI configured to cause the mobile device to automatically switch from the web browser application to the messaging application and to populate a customized text message within the messaging application that includes a destination phone number in response to the user interacting with the frame ***to request to enroll in a text message subscription service***."

However, Steif discloses a subscription signup system "customiz[ing] a text message within the messaging application in response to the user interacting with the frame to request to enroll in a text message subscription service" (Steif ¶ 82 and Fig. 17) **by sending the user a first text message to renew**

a subscription and a second text message confirming that the user has renewed his or her subscription.

Further, a person of ordinary skill in the art prior to the effective filing date of the present invention would have recognized that when Steif was combined with Boudville, Clark, and Macskassy, the first and second text messages of Steif would be for the message based marketing subscription of Boudville, Clark, and Macskassy. Therefore the combination of Boudville, Clark, Macskassy, and Steif at least teaches and/or suggests the claimed limitation "sending the URI from the processor to the mobile device, the URI configured to cause the mobile device to automatically switch from the web browser application to the messaging application and to populate a customized text message within the messaging application that includes a destination phone number in response to the user interacting with the frame to request to enroll in a text message subscription service," rendering it obvious.

Boudville, Clark, Macskassy, and Steif are analogous art because they are from the "*same field of endeavor,*" namely that of marketing services.

Prior to the effective filing date of the claimed invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Boudville, Clark, Macskassy, and Steif before him or her to modify the subscription of Boudville, Clark, and Macskassy to include the two text messages of Steif.

The motivation/rationale for doing so would have been that of applying a known technique to a known device. See *KSR Int'l Co. v. Teleflex Inc.*, 550 US 398, 82 USPQ2d 1385, 1396 (U.S. 2007) and MPEP § 2143(I)(D). The combination of Boudville, Clark, and Macskassy teaches the "base device" for subscribing to a system. Further, Steif teaches the "known technique" of using text messages to enroll in a subscription that is applicable to the base device of Boudville, Clark, and Macskassy. One of ordinary skill in the art would have recognized that applying the known technique would have yielded predictable results and resulted in an improved system.

Regarding **claim 31**, the combination of Boudville, Clark, Macskassy, and Steif discloses the limitations contained in parent claim 30 for the reasons discussed above. In addition, the combination of Boudville, Clark, Macskassy, and Steif discloses "delivering a text message installment of the text message subscription service without a provider of the subscription service charging a user of the mobile device any fee" (Steif ¶ 101) **by indicating that this subscription may be for a free trial.**

Regarding **claim 32**, the combination of Boudville, Clark, Macskassy, and Steif discloses the limitations contained in parent claim 30 for the reasons discussed above. In addition, the combination of Boudville, Clark, Macskassy, and Steif discloses "delivering a text message installment of the text message subscription service to the mobile device (1) with no user input other than the user interaction with the frame and the user sending the customized text message and (2) without redirecting to a different application after the customized text message is sent" (Steif ¶ 82 and Fig. 17) **where no other input or redirection outside the messaging application is required.**

Regarding **claim 33**, the combination of Boudville, Clark, Macskassy, and Steif discloses the limitations contained in parent claim 30 for the reasons discussed above. In addition, the combination of Boudville, Clark, Macskassy, and Steif discloses "wherein the customized text message complies with opt-in requirements for enrollment in text message subscription services such that the mobile device can be enrolled in the text message subscription service without sending or receiving an additional authorization from the mobile device." (Steif ¶ 10).

Regarding **claim 34**, the combination of Boudville, Clark, Macskassy, and Steif discloses the limitations contained in parent claim 30 for the reasons discussed above. In addition, the combination of Boudville, Clark, Macskassy, and Steif discloses "the customized text message complies with opt-in

requirements for enrollment in text message subscription services such that the mobile device can be enrolled in the text message subscription service without sending or receiving an additional authorization from the mobile device." (Steif ¶ 10). Further, the combination of Boudville, Clark, Macskassy, and Steif discloses "the mobile device is enrolled in the text message subscription service without sending or receiving an opt-in communication other than the URI and the customized text message" (Steif ¶ 82 and Fig. 17) **where no other input or redirection outside the messaging application is required.**

Claims 13 and 21-29 are rejected under 35 U.S.C. § 103 as being unpatentable over Boudville, in view of Clark and Macskassy, and further in view of Pachikov et al., US Publication 2013/0117089 (*hereinafter* Pachikov).

Regarding **claim 13**, the combination of Boudville, Clark, and Macskassy discloses the limitations contained in parent claim 2 for the reasons discussed above. In addition, the combination of Boudville, Clark, and Macskassy does not appear to explicitly disclose "generating, at the processor, the integration tag based on a set of client-specific rules; and sending, by the processor, the webpage including the integration tag to the mobile device, causing the integration tag to be executed at the mobile device in response to the set of client-specific rules being satisfied.

However, Pachikov discloses a promotion subscription system including the step of "generating, at the processor, the ***promotion*** based on a set of client-specific rules" (Pachikov ¶ 62) **where the enrollment is based on whether the device is already validated, which are a form of "client-specific rules" because each client (i.e., device) will result in conclusion specific to that device.** Further, the combination of Boudville, Clark, Macskassy, and Pachikov discloses "ending, by the processor, the webpage including the ***promotion*** to the mobile device, causing the ***promotion*** to be executed at the

mobile device in response to the set of client-specific rules being satisfied." (Pachikov ¶¶ 37, 53-54) **by serving the promotion and by further indicating that the promotion may be through a webpage.**

Further, a person of ordinary skill in the art prior to the effective filing date would have recognized that when Pachikov was combined with Boudville, Clark, and Macskassy, that the integration tag of Boudville, Clark, and Macskassy would be served according to the method of Pachikov. Therefore, the combination of Boudville, Clark, Macskassy, and Pachikov at least teaches and/or suggests the claimed limitation "generating, at the processor, the integration tag based on a set of client-specific rules; and sending, by the processor, the webpage including the integration tag to the mobile device, causing the integration tag to be executed at the mobile device in response to the set of client-specific rules being satisfied" rendering it obvious.

Boudville, Clark, Macskassy, and Pachikov are analogous art because they are from the "*same field of endeavor,*" namely that of advertising systems.

Prior to the effective filing date of the claimed invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Boudville, Clark, Macskassy, and Pachikov before him or her to modify the delivery of the promotion of Boudville, Clark, and Macskassy to include the determination of whether the device has already been served the promotion of Pachikov.

The motivation for doing so would have been that this determination would reduce the bandwidth used by the system, thereby saving the operator money, by not serving repetitive promotions that the user has already seen. (Pachikov ¶ 17).

Regarding **claim 21**, Boudville discloses a method comprising "in response to a means for retrieving a promotion included in a webpage being executed via a web browser application of a mobile device, receiving, at a processor remote from the mobile device, (1) a mobile device identifier associated with the mobile device, and (2) a request to retrieve a promotion associated with at least one of a

product or a service presented via the webpage" (Boudville col. 10, ll. 1-7 and 44-52, and col. 11, ll. 1-42) **by displaying a webpage including a clickable hashtag (i.e., a means for retrieving a promotion). This is displayed in the application's frame and indicating that the webpage may contain a reference to an application ID, which is associated with an application that runs on the mobile device, making it a mobile device identifier within the broadest reasonable interpretation of the term.** Additionally, Boudville discloses "in response to receiving the mobile device identifier and the request to retrieve the promotion, sending, from the processor to the mobile device, a first signal including means for displaying a frame associated with the promotion" (Boudville col. 10 ll. 1-22, *see also* col. 10, ll. 53-58) **by displaying the message with the item as a result of the user selecting the hashtag. This is displayed in the application's frame.** Further, Boudville discloses "receiving, at the processor and from the mobile device, an indication that a user interacted with the frame to obtain at least one of the product or the service" (Boudville col. 10, ll. 53-58) **by disclosing that the mobile device receives an indication that the user clicked (i.e., interacted) with the widget shown as a result of clicking the hashtag and that the widgets may relate to an advertisement.** Moreover, Boudville discloses "defining, at the processor, a means for deeplinking to a messaging application different from the web browser application" (Boudville col. 5, ll. 30-48) **by disclosing that the process defines a URI in the form of an IP address that deeplinks to a game application that connects Jane and Bob, making it a messaging application because it passes information between the two.** Finally, Boudville discloses "sending the means for deeplinking from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging application in response to the user interacting with the frame" (Boudville col. 5, ll. 30-48) **by switching to the game.**

Boudville does not appear to explicitly disclose "the means for deeplinking being compatible with a first operating system and not a second operating system different from the first operating system, the mobile device running the first operating system and not the second operating system;" or

"the means for deeplinking further configured to cause a message within the messaging application to be populated with a destination phone number and information for the promotion; receiving, at the processor and from the messaging application of mobile device, the message populated with the information; determining whether the mobile device has previously requested the promotion; and facilitating, by the processor, delivery of at least one of the product or the service to the user based on receiving the message and determining that the mobile device has not previously requested the promotion."

However, Clark discloses "the means for deeplinking further configured to cause a message within the messaging application to be populated with a destination phone number and information for the promotion" (Clark col. 18, ll. 24-66) **by disclosing that the selection of an advertisement causes the device to switch to a second application using the deeplink, which may be a URL, and further causes a fields to include information. Clark further discloses that this information may include a phone number of the user, making it a "destination phone number" because the user is the destination of the advertisement.** Further, Clark discloses "receiving, at the processor and from the messaging application of mobile device, the message populated with the information" (Clark col. 18, l. 40-col. 19, l. 23) **by disclosing that the advertisement application is prefilled with the customized information when being sent to the server.** Finally, Clark discloses "facilitating, by the processor, delivery of at least one of the product or the service to the user based on receiving the message" (Clarke col. 18, l. 40-col. 19, l. 3 and col. 19, ll. 61-67) **by disclosing that the device is registered for the promotion (i.e., the promotion, which is a service, is delivered to the user) based on receiving the message (Clark col. 18, l. 40-col. 19, l. 3) and giving an example of a situation in which the user's information requires no further information to be received between receiving the message and registering the mobile device. (Clark col. 19, ll. 61-67).**

Boudville and Clark are analogous art because they are from the "same field of endeavor," namely that of deeplinking systems.

Prior to the effective filing date of the claimed invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Boudville and Clark before him or her to modify the deeplinks of Boudville to include the prefilling of information of Clark.

The motivation for doing so would have been prefilling information is known to those of ordinary skill in the art to reduce the steps the user has to take to use an application, thereby improving the user experience, and also reduce the risk of errors resulting from improperly entered information by the user.

The combination of Boudville and Clark does not appear to explicitly disclose "the means for deeplinking being compatible with a first operating system and not a second operating system different from the first operating system, the mobile device running the first operating system and not the second operating system" or "determining whether the mobile device has previously requested the promotion; and facilitating, by the processor, delivery of at least one of the product or the service to the user based on receiving the message ***and determining that the mobile device has not previously requested the promotion***."

However, Macskassy discloses a method for sending URI links between devices where "the means for deeplinking being compatible with a first operating system and not a second operating system different from the first operating system, the mobile device running the first operating system and not the second operating system" (Macskassy ¶ 85) **by disclosing that the link may be in an IOS or Android format, which a person of ordinary skill in the art would recognize to mean that links in the IOS format would not be compatible with Android devices.**

Boudville, Clark, and Macskassy are analogous art because they are from the "same field of endeavor," namely that of link propagation.

Prior to the effective filing date of the claimed invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Boudville, Clark, and Macskassy before him or her to modify the URI of Boudville and Clark to include the consideration of the operating systems of Macskassy.

The motivation for doing so would have been to accommodate a variety of mobile platforms. (Macskassy ¶ 3).

The combination of Boudville, Clark, and Macskassy does not appear to explicitly disclose "determining whether the mobile device has previously requested the promotion; and facilitating, by the processor, delivery of at least one of the product or the service to the user based on receiving the message ***and determining that the mobile device has not previously requested the promotion***."

However, Pachikov discloses an advertisement system that "determin[es] whether the mobile device has previously requested the promotion" (Pachikov ¶ 72) **by determining that the user has previously enrolled in the promotional premium offer.** Additionally, Pachikov discloses "facilitating, by the processor, delivery of at least one of the product or the service to the user based ... determining that the mobile device has not previously requested the promotion" (Pachikov ¶¶ 53-54) **by serving the promotion when the conditions are met.**

A person of ordinary skill in the art prior to the effective filing date of the present invention would have recognized that when Pachikov was combined with Boudville, Clark, and Macskassy, the facilitation of Boudville, Clark, and Macskassy would be further based on the determination of Pachikov. Therefore, the combination of Boudville, Clark, Macskassy, and Pachikov would at least teach and/or suggest the claimed limitation "facilitating, by the processor, delivery of at least one of the product or

the service to the user based on receiving the message and determining that the mobile device has not previously requested the promotion," rendering it obvious.

Boudville, Clark, Macskassy, and Pachikov are analogous art because they are from the "*same field of endeavor,*" namely that of advertising systems.

Prior to the effective filing date of the claimed invention, it would have been obvious to one of ordinary skill in the art, having the teachings of Boudville, Clark, Macskassy, and Pachikov before him or her to modify the delivery of the promotion of Boudville, Clark, and Macskassy to include the determination of whether the device has already been served the promotion of Pachikov.

The motivation for doing so would have been that this determination would reduce the bandwidth used by the system, thereby saving the operator money, by not serving repetitive promotions that the user has already seen. (Pachikov ¶ 17).

Regarding **claim 22**, the combination of Boudville, Clark, Macskassy, and Pachikov discloses the limitations contained in parent claim 21 for the reasons discussed above. In addition, the combination of Boudville, Clark, Macskassy, and Pachikov discloses "wherein the means for deeplinking is configured to cause a display of the mobile device to switch between rendering the web browsing application and rendering the messaging application" (Boudville col. 5, ll. 30-48) **by switching the display to the game.**

Regarding **claim 23**, the combination of Boudville, Clark, Macskassy, and Pachikov discloses the limitations contained in parent claim 21 for the reasons discussed above. In addition, the combination of Boudville, Clark, Macskassy, and Pachikov discloses "wherein, in response to determining that the mobile device has previously requested the promotion, the processor is configured to send a message to the mobile device informing the user that the user is already subscribed to the promotion." (Pachikov ¶ 62) **by providing a warning to the user.**

Regarding **claim 24**, the combination of Boudville, Clark, Macskassy, and Pachikov discloses the limitations contained in parent claim 21 for the reasons discussed above. In addition, the combination of Boudville, Clark, Macskassy, and Pachikov discloses "wherein at least one of the product or the service is a subscription." (Clark col. 18, ll. 56-59).

Regarding **claim 25**, the combination of Boudville, Clark, Macskassy, and Pachikov discloses the limitations contained in parent claim 21 for the reasons discussed above. In addition, the combination of Boudville, Clark, Macskassy, and Pachikov discloses "wherein at least one of the product or the service is a subscription to a messaging-based marketing service" (Pachikov ¶ 65 and Figs. 8A-8D) **where the product is a premium subscription to Evernote, which is known to those of ordinary skill in the art to allow users to share notes (i.e., sending the notes as messages), making it "messaging-based) and because this is part of a marketing service, it also makes the subscription to a marketing service.**

Regarding **claim 26**, the combination of Boudville, Clark, Macskassy, and Pachikov discloses the limitations contained in parent claim 21 for the reasons discussed above. In addition, the combination of Boudville, Clark, Macskassy, and Pachikov discloses "wherein at least one of the product or the service is delivered for free." (Pachikov Abstract).

Regarding **claim 27**, the combination of Boudville, Clark, Macskassy, and Pachikov discloses the limitations contained in parent claim 32 for the reasons discussed above. In addition, the combination of Boudville, Clark, Macskassy, and Pachikov discloses "wherein the information includes a request to join a subscription list." (Pachikov ¶ 24).

Regarding **claim 28**, the combination of Boudville, Clark, Macskassy, and Pachikov discloses the limitations contained in parent claim 21 for the reasons discussed above. In addition, the combination of Boudville, Clark, Macskassy, and Pachikov discloses "wherein delivery of at least one of the product or the service is completed (1) with no user input other than the user interaction with the frame and the user sending the message and (2) without redirecting to a different application after the message is sent" (Boudville col. 5, ll. 30-48) **where only the user input of the user clicking the linklet causes the device to switch application because the user already has the game installed.**

Regarding **claim 29**, the combination of Boudville, Clark, Macskassy, and Pachikov discloses the limitations contained in parent claim 21 for the reasons discussed above. In addition, the combination of Boudville, Clark, Macskassy, and Pachikov discloses "generating, at the processor, the means for retrieving the promotion based on a set of client-specific rules" (Pachikov ¶ 62) **where the enrollment is based on whether the device is already validated, which are a form of "client-specific rules" because each client (i.e., device) will result in conclusion specific to that device.** Further, the combination of Boudville, Clark, Macskassy, and Pachikov discloses "sending, by the processor, means for displaying the webpage including the means for retrieving the promotion to the mobile device, causing the means for retrieving the promotion to be executed at the mobile device in response to the set of client-specific rules being satisfied." (Pachikov ¶¶ 37, 53-54) **by serving the promotion and by further indicating that the promotion may be through a webpage.**

Response to Arguments

Applicant's arguments filed May 18, 2022 have been fully considered but they are not persuasive. Regarding the rejection of claim 2, Applicant argues that "Clark contains no relevant

disclosure of text messaging whatsoever" and that "Boudville does not remedy the deficiencies of Clark." (Remarks 12-13). The examiner disagrees.

It is the examiner's duty to give claims "their broadest reasonable interpretation consistent with the specification." See MPEP § 2111, *citing Phillips v. AWH Corp.*, 415 F.3d 1303, 75 USPQ2d 1321 (Fed. Cir. 2005). Further, if the specification is silent to the meaning of claim terminology, "words of the claim must be given their plain meaning." See MPEP § 2111.01.

As admitted by Applicant, Clark discloses that input fields for specifying personal information and this "suggest[s]" the completion of web forms. (Remarks 12-13). As webforms are a type of message, Applicant appears to admit that Clark does, in fact, at least suggest this limitation. Therefore, Applicant's argument is unpersuasive.

Applicant next argues that "no proper rational exists for reading in [a telephone number] into Clark." (Remarks 13).

As discussed above, Clark appears to explicitly teach this feature, therefore, no "reading in" is necessary and Applicant's argument is unpersuasive.

Regarding the rejection of claims 3-5, 7-17, 19, and 21-34 under 35 U.S.C. § 103, Applicant argues these claims are allowable for similar reasons to claim 2. (Remarks 13-14). Applicant's argument is unpersuasive for the reasons discussed above.

Conclusion

The prior art made of record and not relied upon is considered pertinent to Applicant's disclosure:

Dias et al., US Patent 9,105,045, System and method for determining if a user has previously enrolled in a subscription promotion.

Saxena et al., US Publication 2015/0154644, System and method for deeplinking.

Saxena et al., US Publication 2015/0156061, System and method for deeplinking.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ANDREW R DYER whose telephone number is (571)270-3790. The examiner can normally be reached Monday-Friday 7:30-3:30.

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

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kavita Padmanabhan can be reached on 571-272-8352. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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571-272-1000.

/ANDREW R DYER/
Primary Examiner, Art Unit 2176

Notice of References Cited	Application/Control No. 17/496,590	Applicant(s)/Patent Under Reexamination LONG et al.	
	Examiner ANDREW R DYER	Art Unit 2176	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
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*	B	US-20150156061-A1	06-2015	Saxena; Sanchan	H04W4/50	715/733
*	C	US-20130073400-A1	03-2013	Heath; Stephan	G06Q50/01	715/738
*	D	US-20130117089-A1	05-2013	PACHIKOV; Alex	G06Q30/02	705/14.26
*	E	US-20150127554-A1	05-2015	Steif; Daniel	H04M3/42195	705/72
*	F	US-9105046-B1	08-2015	Dias; Antonio Alvin Jose	H04L67/10	1/1
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FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	CPC Classification
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Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/496,590	LONG et al.
	Examiner	Art Unit
	ANDREW R DYER	2176

CPC - Searched*		
Symbol	**Date**	**Examiner**
H04M1/72445, H04M1/72436, G06Q20/127, H04L67/02, H04L67/146	02/23/2022	BD
H04M1/72445, H04M1/72436, G06Q20/127, H04L67/02, H04L67/146	06/09/2022	BD
H04M1/72445,72436	07/12/2022	AD
G06Q20/127	07/12/2022	AD
H04L67/02,146	07/12/2022	AD

CPC Combination Sets - Searched*		
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Class	**Subclass**	**Date**	**Examiner**
715	739	07/12/2022	AD

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Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/496,590	LONG et al.
	Examiner	Art Unit
	ANDREW R DYER	2176

Search Notes		
Search Notes	**Date**	**Examiner**
Inventor/Assignee EAST search	01/04/2022	BD
Search Assistance from Primary Examiner Andrew Dyer	01/10/2022	BD
Text and CPC EAST search	02/23/2022	BD
Updated inventor and assignee search using PE2E search	05/25/2022	BD
NPL search	06/09/2022	BD
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Reviewed PLUS Search	07/12/2022	AD
SEARCH: Inventors' Names, history attached	07/12/2022	AD
SEARCH: Narrowed CPC with text, history attached	07/12/2022	AD
SEARCH: USPAT, US-PGPUB, history attached	07/12/2022	AD
SEARCH: Foreign Search-FRPS, EPO, JPO, history attached	07/12/2022	AD
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US Class/CPC Symbol	**US Subclass/CPC Group**	**Date**	**Examiner**
	Text based interference search	06/19/2022	BD

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Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/496,590	LONG et al.
	Examiner	Art Unit
	ANDREW R DYER	2176

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
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CLAIMS

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

CLAIM		DATE								
Final	Original	02/26/2022	07/12/2022							
	1	-								
	2	✓	✓							
	3	✓	✓							
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 1

Complete if Known	
Application Number	17/496,590
Filing Date	October 7, 2021
First Named Inventor	Brian LONG
Art Unit	2176
Examiner Name	DAHIR, B. M.
Attorney Docket Number	FRNK-001/03US 331846-2007

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
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/A.R.D/	12.	11,336,703 B1	05-17-2022	Meersma et al.	

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More results from stackoverflow.com

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Oct 8, 2013 — Basically I want to pre-fill an SMS message with some text, but no name or number, which instead will be filled in by the user. What works. The ...

https://simpletexting.com › how-to-create-a-link-that-se...

How to Create a Link That Sends an SMS Text Message

Not only does it allow you to auto-fill the recipient's phone number, you can also pre-popular SMS body text via the HTML link.

https://www.geeksforgeeks.org › how-to-create-button-t...

How to create button to open SMS compose to a phone ...

Jun 8, 2020 — Approach: Using <a> href attribute: Enter the phone number in place of the URL and add sms: before it to make an SMS link.

https://support.apple.com › guide › iphone › ios

Automatically fill in SMS passcodes on iPhone - Apple Support

When you sign in to some apps and websites, a one-time SMS passcode is sent to your iPhone. As a security measure, you are required to enter the code into the ...

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View the help doc with code examples:
https://gohighlevelassist.freshdesk.com/a/solutions/articles/48001172448

YouTube · HighLevel · Jan 26, 2021

http://thenewcode.com › Send-a-SMS-Text-From-A-Link

Send a SMS Text From A Link - the new code

Nov 11, 2018 — It's worth pointing out that a sent SMS message will share the user's phone number; the site's use of this information should be addressed in a ...

https://callbellsupport.zendesk.com › en-us › articles

Create a WhatsApp link with a pre-filled message - Callbell

You will have to in this case, replace the <number> section with your full phone number in the international format and the <message> section with the text of ...

https://www.openphone.com › Home › Communication

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Jun 23, 2022 — Run a quick test on your SMS link to make sure it texts the right number with the right message. Visit your landing page on your mobile device, ...

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Sheet 1 of 2

Complete if Known	
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Art Unit	2176
Examiner Name	DAHIR, BILLE M
Attorney Docket Number	FRNK-001/03US 331846-2007

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
/A.R.D/	1.	2015/0052061 A1	02-19-2015	Anderson et al.	
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/A.R.D/	7.	11,170,380 B1	11-09-2021	Long et al.	

Examiner Signature	/ANDREW R DYER/	Date Considered	07/12/2022

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Sheet 2 of 2

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Art Unit	2176
Examiner Name	DAHIR, BILLE M
Attorney Docket Number	FRNK-001/03US 331846-2007

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	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]
	8.	~~Non-Final Office Action mailed March 17, 2022, for U.S. Application No. 17/569,265~~	
	9.	~~Reply and Amendment filed on May 18, 2022 in U.S. Application No. 17/569,265~~	

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L1	49	("5907597" "5949874" "5941947" "4964075" "5245694" "5408582" "5956025" "5971591" "6014441" "4797569" "4852019" "4870610" "5386545" "5664110" "5694608" "5768158" "5893125" "5978566" "6125374" "6138130" "6208341" "6226260" "6226260" "6233583" "4870686" "4905181" "5193141" "5197375" "5207440" "5218956" "5253564" "5300864" "5329178" "5339435" "5379388" "5446891" "5464080" "5481657" "5512025" "5577510" "5611771" "5644496" "5671326" "5691974" "5715445" "5721780" "5736932" "5761662" "5767634" "5815595").pn.	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/12 11:11 AM
L2	1	((("Attentive") near3 ("Mobile") near3 ("Inc"))).AS,AANM.	(USPAT)	OR	ON	ON	2022/07/12 11:12 AM
L3	1687	((("LONG") near3 ("Brian")) OR (("BURDGE") near3 ("Brooke")) OR (("JONES") near3 ("Andrew")) OR (("MIAO") near3 ("Eric")) OR (("TSANG") near3 ("Ryan")) OR (("LO") near3 ("Ethan")) OR (("ALBERT") near3 ("Elyssa"))).INV.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2022/07/12 11:13 AM
L4	2240	715/738.ccls.	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/12 11:28 AM
L5	60784	(H04M1/72445 OR G06Q20/127 OR H04L67/02 OR H04L67/146 OR H04M1/72436).cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/12 11:28 AM
L6	8	("10042946"|"10275421"|"20140172504"|"20150106181"|"2017014221	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/12 11:28 AM

		4"|"20170222940"|"201 80074999"|"201803242 65").PN.					
L7	27	("10521496" OR "11117380" OR "20020152210" OR "20060224693" OR "20080059571" OR "20080307517" OR "20100099441" OR "20110302316" OR "20120144281" OR "20140108373" OR "20150100468" OR "20150156061" OR "20150178784" OR "20150220943" OR "20150294358" OR "20160210334" OR "20160234330" OR "20160292728" OR "20170004209" OR "20170046180" OR "20170228797" OR "20170337609" OR "20180052943" OR "9594477" OR "9633378" OR "9806942" OR "9811395").pn.	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/12 11:30 AM
L8	4	("10817914" OR "11055744" OR "11170380" OR "150052061" OR "170236196" OR "20010011494" OR "210233097").pn.	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/12 11:31 AM
L10	12	("9251268" OR "10055211" OR "10121186" OR "10659400" OR "10691409" OR "10757552" OR "10789626" OR "10810592" OR "10868711" OR "11151603" OR "11211156" OR "11336703").pn.	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/12 11:32 AM
L11	2	("20150154644" OR "20150156061").did.	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/12 11:35 AM
L12	0	(L4 OR L5 OR L6 OR L7 OR L8 OR L10) AND (deeplink$5 OR (deep ADJ link$5)) AND ((promot$7 OR	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/12 04:15 PM

		advertis$5 OR "ad") WITH deliver$5 WITH coupon)					
L13	164	(L4 OR L5 OR L6 OR L7 OR L8 OR L10) AND ((promot$7 OR advertis$5 OR "ad") WITH deliver$5 WITH coupon)	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/12 04:15 PM
L14	126	(L4 OR L5 OR L6 OR L7 OR L8 OR L10) AND ((promot$7 OR advertis$5 OR "ad") WITH deliver$5 WITH coupon) AND subscri$7	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/12 04:18 PM
L15	0	(deeplink$5 OR (deep ADJ link$5)) AND ((promot$7 OR advertis$5 OR "ad") WITH deliver$5 WITH coupon)	(FPRS; EPO; JPO)	OR	ON	ON	2022/07/12 04:44 PM
L16	292	(L4 OR L5 OR L6 OR L7 OR L8 OR L10) AND ((promot$7 OR advertis$5 OR "ad") WITH (request$5 OR subscri$7) WITH previous$5)	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/13 09:32 AM
L17	57	((promot$7 OR contest) WITH (request$5 OR enroll$7) WITH previous$5) SAME (warn$5 OR notif$7 OR dialog)	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/13 10:07 AM
L18	156	quixey.as.	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/13 11:18 AM
L19	35	(L4 OR L5 OR L6 OR L7 OR L8 OR L10) AND ((sms OR (text ADJ messag$5)) WITH confirm$6 WITH subscri$7)	(US-PGPUB; USPAT)	OR	ON	ON	2022/07/13 12:57 PM

PE2E SEARCH - Search History (Interference)

There are no Interference searches to show.

PTO/SB/08a/b (07-09)
Approved for use through 11/30/2020. OMB 0651-0031
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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 1

Complete if Known	
Application Number	17/496,590
Filing Date	October 7, 2021
First Named Inventor	Brian LONG
Art Unit	2176
Examiner Name	DAHIR, BILLE M
Attorney Docket Number	FRNK-001/03US 331846-2007

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	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.	U.S. Application No. 17/669,114 filed on February 10, 2022.	

Examiner Signature	/ANDREW R DYER/	Date Considered	07/12/2022

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

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

PLUS Search Results for S/N 17496590, Searched Tue Jul 12 10:33:33 EDT 2022

The Patent Linguistics Utility System (PLUS) is a USPTO automated search system for U.S. Patents from 1971 to the present PLUS is a query-by-example search system which produces a list of patents that are most closely related linguistically to the application searched. This search was prepared by the staff of the Scientific and Technical Information Center, SIRA.

5907597 99
5949874 99
5941947 94
4964075 88
5245694 88
5408582 88
5956025 88
5971591 88
6014441 88
4797569 83
4852019 83
4870610 83
5386545 83
5664110 83
5694608 83
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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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Sheet 1 of 1

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First Named Inventor	Brian LONG
Art Unit	2176
Examiner Name	DAHIR, B. M.
Attorney Docket Number	FRNK-001/03US 331846-2007

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
	1.	9,251,268 B2	02-02-2016	Schechter et al.	
	2.	10,121,186 B2	11-06-2018	Isaacson et al.	
	3.	10,055,211 B2	08-21-2018	Maddern et al.	
	4.	10,659,400 B2	05-19-2020	MOON et al.	
	5.	10,691,409 B2	06-23-2020	Maltsev et al.	
	6.	10,757,552 B2	08-25-2020	GROSS et al.	
	7.	10,789,626 B2	09-29-2020	Nath et al.	
	8.	10,810,592 B1	10-20-2020	Omojola et al.	
	9.	10,868,711 B2	12-15-2020	Chor	
	10.	11,151,603 B2	10-19-2021	Tasharofi et al.	
	11.	11,211,156 B2	12-28-2021	Iyer et al.	
	12.	11,336,703 B1	05-17-2022	Meersma et al.	

Examiner Signature		Date Considered	

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

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

269946057

Docket No.: FRNK-001/03US 331846-2007
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Inventor:	Brian LONG	Confirmation No.:	6678
Application No.:	17/496,590	Group Art Unit:	2176
Filed:	October 7, 2021	Examiner:	Bille DAHIR

For: METHODS AND APPARATUS FOR DYNAMIC APPLICATOIN DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

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

INFORMATION DISCLOSURE STATEMENT
UNDER 37 C.F.R. §§ 1.56, 1.97, AND 1.98

In accordance with the duty of disclosure set forth in 37 C.F.R. §1.56, Applicant hereby submits the following information in conformance with 37 C.F.R. §§1.97 and 1.98. It is respectfully requested that the information be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

[] Pursuant to 37 C.F.R. §1.98, a copy of each non-US patent document cited on the attached Form used in lieu of PTO/SB/08 is enclosed.

[] No copies of the foreign patent, foreign patent application, or non-patent literature publications listed on the attached Form used in lieu of PTO/SB/08 are being provided pursuant to 37 C.F.R. §1.98(d) because the publications were previously cited by or submitted to the Office in prior Application Serial No(s). ____ to which the above-identified application claims priority under 35 U.S.C. §120.

[X] No copies of any U.S. patents or U.S. patent application publications listed on the attached Form used in lieu of PTO/SB/08 are being provided pursuant to 37 C.F.R. §1.98.

269946032

[] Publication(s) listed on the attached Form used in lieu of PTO/SB/08 were cited in a foreign search or examination report corresponding to application serial no. and mailed on .

[] Enclosed is a copy of a non-English publication(s) _____ Pursuant to §609 of the M.P.E.P., Applicant submits the attached foreign search or examination report, which cites such non-English language publication(s).

[] Enclosed is a copy of a non-English publication(s) _____ English language publication _____ (copy enclosed) claims priority from this non-English publication.

[] Enclosed is an explanation of non-English publication(s) _____ for which an English translation is not available.

[] Enclosed is an English translation of non-English publication(s) _____ cited on the attached Form used in lieu of PTO/SB/08.

[] Enclosed is an English language Abstract of non-English publication(s) _____ cited on the attached Form used in lieu of PTO/SB/08.

[] Enclosed is a copy of pending patent Application No. _____.

[] In accordance with **37 C.F.R. §1.97(b)**, no additional fee for submission of this Information Disclosure Statement is required, as it is filed within any one of the following time periods:

[] within three months from the filing date of this national application other than a CPA under 37 C.F.R. § 1.53(d);

[] within three months from the date of entry of the national stage as set forth in 37 C.F.R. §1.491 in this international application;

[] before the mailing date of a first Office action on the merits; or

[] before the mailing of a first Office action after the filing of a request for continued examination under 37 C.F.R. § 1.114.

[X] In accordance with **37 C.F.R. §1.97(c)**, this Information Disclosure Statement is filed after the period specified in 37 C.F.R. § 1.97(b), but before the mailing of any of the following: a final action under 37 C.F.R. §1.113; a notice of allowance under 37 C.F.R. §1.311; or an action that otherwise closes prosecution in this application.

In accordance with 37 C.F.R. §1.97(c) also enclosed is:

[] Fee under 37 C.F.R. §1.17(p) in the amount of $260.00;

[X] Fee under 37 C.F.R. §1.17(p) in the amount of $130.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $65.00; or

[] Statement as specified in 37 C.F.R. §1.97(e):

[] Each item of information contained in the Information Disclosure Statement cited herein was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing date of the Information Disclosure Statement; or

[] No item of information contained in the Information Disclosure Statement submitted herewith was cited in any communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the undersigned, having made a reasonable inquiry, no item of information contained in the Information Disclosure Statement was known to any individual designated in 37 C.F.R. §1.56(c) more than three months prior to the filing date of the Information Disclosure Statement.

[] This Information Disclosure Statement is filed after payment of the issue fee, but before issuance of the patent under the Quick Path Information Disclosure Statement pilot program.

In accordance with the Quick Path Information Disclosure Statement pilot program also enclosed is:

[] Fee under 37 C.F.R. §1.17(p) in the amount of $260.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $130.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $65.00;

and

[] Statement as specified in 37 C.F.R. §1.97(e):

[] Each item of information contained in the Information Disclosure Statement cited herein was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing date of the Information Disclosure Statement; or

[] No item of information contained in the Information Disclosure Statement submitted herewith was cited in any communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the undersigned, having made a reasonable inquiry, no item of information contained in the Information Disclosure Statement was known to any individual designated in 37 C.F.R. §1.56(c) more than three months prior to the filing date of the Information Disclosure Statement.

[] In accordance with **37 C.F.R. §1.97(d)**, this Information Disclosure Statement is filed after the period specified in 37 C.F.R. § 1.97(c), but with or before the payment of the issue fee.

In accordance with 37 C.F.R. §1.97(d) also enclosed is:

[] Fee under 37 C.F.R. §1.17(p) in the amount of $260.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $130.00; or

[] Fee under 37 C.F.R. §1.17(p) in the amount of $65.00;

and

[] Statement as specified in 37 C.F.R. §1.97(e):

- [] Each item of information contained in the Information Disclosure Statement cited herein was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing date of the Information Disclosure Statement; or
- [] No item of information contained in the Information Disclosure Statement submitted herewith was cited in any communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the undersigned, having made a reasonable inquiry, no item of information contained in the Information Disclosure Statement was known to any individual designated in 37 C.F.R. §1.56(c) more than three months prior to the filing date of the Information Disclosure Statement.

[] In accordance with **37 C.F.R. § 1.704(d)**, Applicant notes that to our knowledge each item of information contained in the information disclosure statement:

- [] was first cited in any communication from a patent office in a counterpart foreign or international application or from the Office, and this communication was not received by any individual designated in § **1.56(c)** more than thirty days prior to the filing of the information disclosure statement.
- [] is a communication that was issued by a patent office in a counterpart foreign or international application or by the Office, and this communication was not received by any individual designated in § **1.56(c)** more than thirty days prior to the filing of the information disclosure statement.

In accordance with 37 C.F.R. § 1.97(g), this Information Disclosure Statement shall not be construed as to mean that a search has been made.

In accordance with 37 C.F.R. § 1.97(h), the filing of this Information Disclosure Statement shall not be construed to be an admission that the information cited in the statement is, or is considered to be material to patentability as defined by 37 C.F.R § 1.56(b).

Remarks

It is respectfully requested that the Examiner consider the above-noted information and return an initialed copy of the attached Form used in lieu of PTO/SB/08 to the undersigned.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

The Director is hereby authorized to charge any additional fees which may be required with respect to this communication, or credit any overpayment, to Deposit Account No. 50-1283, under Order No. FRNK-001/03US 331846-2007.

Dated: June 1, 2022

Respectfully submitted,
COOLEY LLP

By: /Anders E. Fernstrom/
Anders E. Fernstrom
Reg. No. 72,629

USPTO CUSTOMER NO. 58249

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue NW, Suite 700
Washington, DC 20004

Tel: (703) 456-8117
Fax: (202) 842-7899

Electronic Patent Application Fee Transmittal

Application Number:	17496590
Filing Date:	07-Oct-2021
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Filer:	Anders E. Fernstrom/Christopher Burnharte
Attorney Docket Number:	FRNK-001/03US 331846-2007

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

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

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
SUBMISSION- INFORMATION DISCLOSURE STMT	2806	1	130	130
		Total in USD ($)		**130**

Electronic Acknowledgement Receipt

EFS ID:	45853368
Application Number:	17496590
International Application Number:	
Confirmation Number:	6678
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Customer Number:	58249
Filer:	Anders E. Fernstrom/Christopher Burnharte
Filer Authorized By:	Anders E. Fernstrom
Attorney Docket Number:	FRNK-001/03US 331846-2007
Receipt Date:	01-JUN-2022
Filing Date:	07-OCT-2021
Time Stamp:	19:20:39
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$130
RAM confirmation Number	E202261J20584057
Deposit Account	
Authorized User	

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Form (SB08)	FRNK-001_03US-331846-2007_SB08_06-01-2022.pdf	148553 adea371eedf164c6ed4f71e5efba7fe24be694b4	no	1
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
2	Transmittal Letter	FRNK-001_03US-331846-2007_IDSTransmittal_06-01-2022.pdf	115089 2e1c32102a70b286e968fd150ad6549998f411c6	no	5
Warnings:					
Information:					
3	Fee Worksheet (SB06)	fee-info.pdf	38045 230b2ea43b32a32d6aeba1e14a7a98e79867acfe	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	301687		

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

PTO/SB/08a/b (07-09)
Approved for use through 11/30/2020. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO

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(Use as many sheets as necessary)

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Filing Date	October 7, 2021
First Named Inventor	Brian LONG
Art Unit	2176
Examiner Name	DAHIR, BILLE M
Attorney Docket Number	FRNK-001/03US 331846-2007

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	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.	U.S. Application No. 17/669,114 filed on February 10, 2022	

Examiner Signature		Date Considered	

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

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

Electronic Patent Application Fee Transmittal

Application Number:	17496590
Filing Date:	07-Oct-2021
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Filer:	Anders E. Fernstrom/John Buscher
Attorney Docket Number:	FRNK-001/03US 331846-2007

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

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

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
SUBMISSION- INFORMATION DISCLOSURE STMT	2806	1	130	130
		Total in USD ($)		**130**

Electronic Acknowledgement Receipt

EFS ID:	45825261
Application Number:	17496590
International Application Number:	
Confirmation Number:	6678
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Customer Number:	58249
Filer:	Anders E. Fernstrom/John Buscher
Filer Authorized By:	Anders E. Fernstrom
Attorney Docket Number:	FRNK-001/03US 331846-2007
Receipt Date:	27-MAY-2022
Filing Date:	07-OCT-2021
Time Stamp:	18:12:09
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$130
RAM confirmation Number	E20225QI12321832
Deposit Account	
Authorized User	

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Transmittal Letter	FRNK-001_03US_331846-2007_IDSTransmittal.pdf	118718 c514e8777203b2df3fdc53b85665cdc2d61e2e6a	no	5
Warnings:					
Information:					
2	Information Disclosure Statement (IDS) Form (SB08)	FRNK-001_03US_331846-2007_SB08.pdf	169779 6dfab36a02df7941895d47529ed891d600b694cf	no	1
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
3	Non Patent Literature	FRNK-001_06US_Spec_Clms_Abs_AsFiled.pdf	2486539 872dcfd9074fa31159516d378b66513a46ac0832	no	48
Warnings:					
Information:					
4	Fee Worksheet (SB06)	fee-info.pdf	37984 a30e8cd46aace3739808bda9ef69aafc95bbd498	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	2813020		

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New Applications Under 35 U.S.C. 111

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Docket No.: FRNK-001/03US 331846-2007
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Inventor:	Brian LONG	Confirmation No.:	6678
Application No.:	17/496,590	Group Art Unit:	2176
Filed:	October 7, 2021	Examiner:	DAHIR, BILLE M

For: METHODS AND APPARATUS FOR DYNAMIC APPLICATOIN DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

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

INFORMATION DISCLOSURE STATEMENT
UNDER 37 C.F.R. §§ 1.56, 1.97, AND 1.98

In accordance with the duty of disclosure set forth in 37 C.F.R. §1.56, Applicant hereby submits the following information in conformance with 37 C.F.R. §§1.97 and 1.98. It is respectfully requested that the information be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

[X] Pursuant to 37 C.F.R. §1.98, a copy of each non-US patent document cited on the attached Form used in lieu of PTO/SB/08 is enclosed.

[] No copies of the foreign patent, foreign patent application, or non-patent literature publications listed on the attached Form used in lieu of PTO/SB/08 are being provided pursuant to 37 C.F.R. §1.98(d) because the publications were previously cited by or submitted to the Office in prior Application Serial No(s). ____ to which the above-identified application claims priority under 35 U.S.C. §120.

[] No copies of any U.S. patents or U.S. patent application publications listed on the attached Form used in lieu of PTO/SB/08 are being provided pursuant to 37 C.F.R. §1.98.

[] Publication(s) listed on the attached Form used in lieu of PTO/SB/08 were cited in a foreign search or examination report corresponding to application serial no. and mailed on .

[] Enclosed is a copy of a non-English publication(s) _____ Pursuant to §609 of the M.P.E.P., Applicant submits the attached foreign search or examination report, which cites such non-English language publication(s).

[] Enclosed is a copy of a non-English publication(s) _____ English language publication _____ (copy enclosed) claims priority from this non-English publication.

[] Enclosed is an explanation of non-English publication(s) _____ for which an English translation is not available.

[] Enclosed is an English translation of non-English publication(s) _____ cited on the attached Form used in lieu of PTO/SB/08.

[] Enclosed is an English language Abstract of non-English publication(s) _____ cited on the attached Form used in lieu of PTO/SB/08.

[] Enclosed is a copy of pending patent Application No. _____.

[] In accordance with **37 C.F.R. §1.97(b)**, no additional fee for submission of this Information Disclosure Statement is required, as it is filed within any one of the following time periods:

[] within three months from the filing date of this national application other than a CPA under 37 C.F.R. § 1.53(d);

[] within three months from the date of entry of the national stage as set forth in 37 C.F.R. §1.491 in this international application;

[] before the mailing date of a first Office action on the merits; or

[] before the mailing of a first Office action after the filing of a request for continued examination under 37 C.F.R. § 1.114.

[X] In accordance with **37 C.F.R. §1.97(c)**, this Information Disclosure Statement is filed after the period specified in 37 C.F.R. § 1.97(b), but before the mailing of any of the following: a final action under 37 C.F.R. §1.113; a notice of allowance under 37 C.F.R. §1.311; or an action that otherwise closes prosecution in this application.

In accordance with 37 C.F.R. §1.97(c) also enclosed is:

[] Fee under 37 C.F.R. §1.17(p) in the amount of $260.00;

[X] Fee under 37 C.F.R. §1.17(p) in the amount of $130.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $65.00; or

[] Statement as specified in 37 C.F.R. §1.97(e):

[] Each item of information contained in the Information Disclosure Statement cited herein was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing date of the Information Disclosure Statement; or

[] No item of information contained in the Information Disclosure Statement submitted herewith was cited in any communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the undersigned, having made a reasonable inquiry, no item of information contained in the Information Disclosure Statement was known to any individual designated in 37 C.F.R. §1.56(c) more than three months prior to the filing date of the Information Disclosure Statement.

[] This Information Disclosure Statement is filed after payment of the issue fee, but before issuance of the patent under the Quick Path Information Disclosure Statement pilot program.

In accordance with the Quick Path Information Disclosure Statement pilot program also enclosed is:

[] Fee under 37 C.F.R. §1.17(p) in the amount of $260.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $130.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $65.00;

and

[] Statement as specified in 37 C.F.R. §1.97(e):

[] Each item of information contained in the Information Disclosure Statement cited herein was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing date of the Information Disclosure Statement; or

[] No item of information contained in the Information Disclosure Statement submitted herewith was cited in any communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the undersigned, having made a reasonable inquiry, no item of information contained in the Information Disclosure Statement was known to any individual designated in 37 C.F.R. §1.56(c) more than three months prior to the filing date of the Information Disclosure Statement.

[] In accordance with **37 C.F.R. §1.97(d)**, this Information Disclosure Statement is filed after the period specified in 37 C.F.R. § 1.97(c), but with or before the payment of the issue fee.

In accordance with 37 C.F.R. §1.97(d) also enclosed is:

[] Fee under 37 C.F.R. §1.17(p) in the amount of $260.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $130.00; or

[] Fee under 37 C.F.R. §1.17(p) in the amount of $65.00;

and

[] Statement as specified in 37 C.F.R. §1.97(e):

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- [] No item of information contained in the Information Disclosure Statement submitted herewith was cited in any communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the undersigned, having made a reasonable inquiry, no item of information contained in the Information Disclosure Statement was known to any individual designated in 37 C.F.R. §1.56(c) more than three months prior to the filing date of the Information Disclosure Statement.

[] In accordance with **37 C.F.R. § 1.704(d)**, Applicant notes that to our knowledge each item of information contained in the information disclosure statement:

- [] was first cited in any communication from a patent office in a counterpart foreign or international application or from the Office, and this communication was not received by any individual designated in § **1.56(c)** more than thirty days prior to the filing of the information disclosure statement.
- [] is a communication that was issued by a patent office in a counterpart foreign or international application or by the Office, and this communication was not received by any individual designated in § **1.56(c)** more than thirty days prior to the filing of the information disclosure statement.

In accordance with 37 C.F.R. § 1.97(g), this Information Disclosure Statement shall not be construed as to mean that a search has been made.

In accordance with 37 C.F.R. § 1.97(h), the filing of this Information Disclosure Statement shall not be construed to be an admission that the information cited in the statement is, or is considered to be material to patentability as defined by 37 C.F.R § 1.56(b).

Remarks

It is respectfully requested that the Examiner consider the above-noted information and return an initialed copy of the attached Form used in lieu of PTO/SB/08 to the undersigned.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

The Director is hereby authorized to charge any additional fees which may be required with respect to this communication, or credit any overpayment, to Deposit Account No. 50-1283, under Order No. FRNK-001/03US 331846-2007.

Dated: May 27, 2022

Respectfully submitted,
COOLEY LLP

By: /Anders E. Fernstrom/
Anders E. Fernstrom
Reg. No. 72,629

USPTO CUSTOMER NO. 58249

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue NW, Suite 700
Washington, DC 20004

Tel: (703) 456-8117
Fax: (202) 842-7899

PTO/SB/08a/b (07-09)
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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	17/496,590
Filing Date	October 7, 2021
First Named Inventor	Brian LONG
Art Unit	2176
Examiner Name	DAHIR, BILLE M
Attorney Docket Number	FRNK-001/03US 331846-2007

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
	1.	2015/0052061 A1	02-19-2015	Anderson et al.	
	2.	2017/0236196 A1	08-17-2017	Isaacson et al.	
	3.	2020/0111494 A1	04-09-2020	Lau et al.	
	4.	2021/0233097 A1	07-29-2021	Doumar et al.	
	5.	10,817,914 B1	10-27-2020	Nath et al.	
	6.	11,055,744 B2	07-06-2021	Conrad et al.	
	7.	11,170,380 B1	11-09-2021	Long et al.	

Examiner Signature		Date Considered	

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PTO/SB/08a/b (07-09)
Approved for use through 11/30/2020. OMB 0651-0031
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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 2 of 2

Complete if Known	
Application Number	17/496,590
Filing Date	October 7, 2021
First Named Inventor	Brian LONG
Art Unit	2176
Examiner Name	DAHIR, BILLE M
Attorney Docket Number	FRNK-001/03US 331846-2007

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	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]
	8.	Non-Final Office Action mailed March 17, 2022, for U.S. Application No. 17/569,265	
	9.	Reply and Amendment filed on May 18, 2022 in U.S. Application No. 17/569,265	

Examiner Signature		Date Considered	

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Filing Fees for Utility under 35 USC 111(a)

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Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
SUBMISSION- INFORMATION DISCLOSURE STMT	2806	1	130	130
		Total in USD ($)		**130**

Electronic Acknowledgement Receipt

EFS ID:	45767160
Application Number:	17496590
International Application Number:	
Confirmation Number:	6678
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Customer Number:	58249
Filer:	Anders E. Fernstrom/John Buscher
Filer Authorized By:	Anders E. Fernstrom
Attorney Docket Number:	FRNK-001/03US 331846-2007
Receipt Date:	20-MAY-2022
Filing Date:	07-OCT-2021
Time Stamp:	16:29:18
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$130
RAM confirmation Number	E20225JG29361289
Deposit Account	
Authorized User	

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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Non Patent Literature	FRNK-001_04US_NFOA.pdf	2374025 8b43e9809758105ff4c18e66e7bce1ae72d1ba47	no	54
Warnings:					
Information:					
2	Non Patent Literature	FRNK-001_04US_ResponseFiled_05-18-2022_17569265.pdf	704962 0eec01e78804a3a797bebd859c58fe47e9241156	no	17
Warnings:					
Information:					
3	Transmittal Letter	FRNK-001_03US_331846-2007_IDSTransmittal.pdf	115101 5d8baf4233adc9b37d6ce06baedd9d7aa5df249a	no	5
Warnings:					
Information:					
4	Information Disclosure Statement (IDS) Form (SB08)	FRNK-001_03US_331846-2007_SB08.pdf	179119 4cd57e4d6a19b0aee4635c3955333342eef08e43	no	2
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
5	Fee Worksheet (SB06)	fee-info.pdf	37983 95b70102f4e6a0364411a104e31bd502df35a2ac	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	3411190		

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Docket No.: FRNK-001/03US 331846-2007
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Inventor:	Brian LONG	Confirmation No.:	6678
Application No.:	17/496,590	Group Art Unit:	2176
Filed:	October 7, 2021	Examiner:	Not Yet Assigned

For: METHODS AND APPARATUS FOR DYNAMIC APPLICATOIN DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

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

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[] within three months from the filing date of this national application other than a CPA under 37 C.F.R. § 1.53(d);

[] within three months from the date of entry of the national stage as set forth in 37 C.F.R. §1.491 in this international application;

[] before the mailing date of a first Office action on the merits; or

[] before the mailing of a first Office action after the filing of a request for continued examination under 37 C.F.R. § 1.114.

[X] In accordance with **37 C.F.R. §1.97(c)**, this Information Disclosure Statement is filed after the period specified in 37 C.F.R. § 1.97(b), but before the mailing of any of the following: a final action under 37 C.F.R. §1.113; a notice of allowance under 37 C.F.R. §1.311; or an action that otherwise closes prosecution in this application.

In accordance with 37 C.F.R. §1.97(c) also enclosed is:

[] Fee under 37 C.F.R. §1.17(p) in the amount of $260.00;

[X] Fee under 37 C.F.R. §1.17(p) in the amount of $130.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $65.00; or

[] Statement as specified in 37 C.F.R. §1.97(e):

[] Each item of information contained in the Information Disclosure Statement cited herein was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing date of the Information Disclosure Statement; or

[] No item of information contained in the Information Disclosure Statement submitted herewith was cited in any communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the undersigned, having made a reasonable inquiry, no item of information contained in the Information Disclosure Statement was known to any individual designated in 37 C.F.R. §1.56(c) more than three months prior to the filing date of the Information Disclosure Statement.

[] This Information Disclosure Statement is filed after payment of the issue fee, but before issuance of the patent under the Quick Path Information Disclosure Statement pilot program.

In accordance with the Quick Path Information Disclosure Statement pilot program also enclosed is:

[] Fee under 37 C.F.R. §1.17(p) in the amount of $260.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $130.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $65.00;

and

[] Statement as specified in 37 C.F.R. §1.97(e):

[] Each item of information contained in the Information Disclosure Statement cited herein was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing date of the Information Disclosure Statement; or

[] No item of information contained in the Information Disclosure Statement submitted herewith was cited in any communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the undersigned, having made a reasonable inquiry, no item of information contained in the Information Disclosure Statement was known to any individual designated in 37 C.F.R. §1.56(c) more than three months prior to the filing date of the Information Disclosure Statement.

[] In accordance with **37 C.F.R. §1.97(d)**, this Information Disclosure Statement is filed after the period specified in 37 C.F.R. § 1.97(c), but with or before the payment of the issue fee.

In accordance with 37 C.F.R. §1.97(d) also enclosed is:

[] Fee under 37 C.F.R. §1.17(p) in the amount of $260.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $130.00; or

[] Fee under 37 C.F.R. §1.17(p) in the amount of $65.00;

and

[] Statement as specified in 37 C.F.R. §1.97(e):

- [] Each item of information contained in the Information Disclosure Statement cited herein was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing date of the Information Disclosure Statement; or
- [] No item of information contained in the Information Disclosure Statement submitted herewith was cited in any communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the undersigned, having made a reasonable inquiry, no item of information contained in the Information Disclosure Statement was known to any individual designated in 37 C.F.R. §1.56(c) more than three months prior to the filing date of the Information Disclosure Statement.

[] In accordance with **37 C.F.R. § 1.704(d)**, Applicant notes that to our knowledge each item of information contained in the information disclosure statement:

- [] was first cited in any communication from a patent office in a counterpart foreign or international application or from the Office, and this communication was not received by any individual designated in § **1.56(c)** more than thirty days prior to the filing of the information disclosure statement.
- [] is a communication that was issued by a patent office in a counterpart foreign or international application or by the Office, and this communication was not received by any individual designated in § **1.56(c)** more than thirty days prior to the filing of the information disclosure statement.

In accordance with 37 C.F.R. § 1.97(g), this Information Disclosure Statement shall not be construed as to mean that a search has been made.

In accordance with 37 C.F.R. § 1.97(h), the filing of this Information Disclosure Statement shall not be construed to be an admission that the information cited in the statement is, or is considered to be material to patentability as defined by 37 C.F.R § 1.56(b).

Remarks

It is respectfully requested that the Examiner consider the above-noted information and return an initialed copy of the attached Form used in lieu of PTO/SB/08 to the undersigned.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

The Director is hereby authorized to charge any additional fees which may be required with respect to this communication, or credit any overpayment, to Deposit Account No. 50-1283, under Order No. FRNK-001/03US 331846-2007.

Dated: May 20, 2022

Respectfully submitted,
COOLEY LLP

By: /Anders E. Fernstrom/
Anders E. Fernstrom
Reg. No. 72,629

USPTO CUSTOMER NO. 58249

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue NW, Suite 700
Washington, DC 20004

Tel: (703) 456-8117
Fax: (202) 842-7899

PTO/SB/06 (09-11)
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 17/496,590	Filing Date 10/07/2021	☐ To be Mailed

ENTITY: ☐ LARGE ☑ SMALL ☐ MICRO

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		x $50 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $240 =	
☐ 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	05/20/2022	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 30	Minus	** 28	= 2		x $50 =	100
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0		x $240 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	100

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	*	Minus	**	=		x $0 =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=		x $0 =	
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.	LIE
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".	/TAMMY D MCBETH BROWN/
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".	
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.	

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

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

Docket No.: FRNK-001/03US 331846-2007
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Inventor:	Brian LONG	Confirmation No.:	6678
Application No.:	17/496,590	Group Art Unit:	2176
Filed:	October 7, 2021	Examiner:	B. M. Dahir

For: METHODS AND APPARATUS FOR DYNAMIC APPLICATOIN DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

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

AMENDMENT/RESPONSE TO OFFICE ACTION

In response to the non-final Office Action dated March 4, 2022, to which the deadline for responding is June 4, 2022, the Applicant submits the following Amendments and/or Remarks, and respectfully requests reconsideration of the application in view thereof.

Any extensions of time necessary to prevent abandonment of this application are hereby petitioned for under 37 C.F.R. §1.136(a), and any additional fees required (including fees for net addition of claims) are hereby authorized to be charged to our Deposit Account No. 50-1283.

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

Remarks/Arguments begin on page 11 of this paper.

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IN THE CLAIMS:

Set forth below in ascending order, with status identifiers, is a complete listing of all claims currently under examination. Changes to any amended claims are indicated by [[double brackets]], ~~strikethrough~~ and/or underlining. This listing also reflects any cancellation and/or addition of claims.

1. (Canceled)

2. (Currently Amended) A method, comprising:

in response to an integration tag included in a webpage being displayed via a web browser application of a mobile device, receiving, at a processor remote from the mobile device, ~~(1) a mobile device identifier associated with the mobile device, and (2)~~ a request to retrieve a[[n]] promotion associated with at least one of a product or a service presented via the webpage;

in response to receiving ~~the mobile device identifier and~~ the request to retrieve the promotion, sending, from the processor to the mobile device, a first signal causing a frame associated with the promotion to be displayed via the web browser application;

receiving, at the processor and from the mobile device, an indication that a user interacted with the frame to ~~obtain~~ request at least one of the product or the service;

defining, at the processor, ~~and based on the mobile device identifier and the indication that the user interacted with the frame,~~ a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI being compatible with a first operating system and not a second operating system different from the first operating system, the mobile device running the first operating system and not the second operating system;

sending the URI from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging application in response to the user interacting with the frame to request at least one of the product or service, the URI further configured to cause ~~and to populate~~ a message within the messaging application to be populated with a destination phone number and a customized message body associated with ~~information for~~ the promotion;

receiving, at the processor and from the messaging application of the mobile device, the message populated with the customized message body ~~information~~; and

registering the mobile device ~~facilitating, by the processor, registration~~ for the promotion based on receiving the message and without receiving any additional information from the mobile device between receiving the message and registering the mobile device.

3. (Previously Presented) The method of claim 2, wherein a size of the frame relative to a size of the webpage is configurable.

4. (Previously Presented) The method of claim 2, wherein a location of the frame on the webpage is configurable.

5. (Previously Presented) The method of claim 2, wherein the URI is configured to cause a display of the mobile device to switch between rendering the web browsing application and rendering the messaging application.

6. (Canceled)

7. (Previously Presented) The method of claim 2, wherein the promotion is a subscription.

8. (Previously Presented) The method of claim 2, wherein the promotion is a subscription to a messaging-based marketing service.

9. (Previously Presented) The method of claim 2, wherein the promotion is delivery of at least one of the product or the service for free.

10. (Currently Amended) The method of claim 2, wherein the customized message body ~~information~~ includes a request to join a subscription list.

11. (Previously Presented) The method of claim 2, wherein the message is a first text message, the method further comprising sending, to the mobile device, a second text message confirming a subscription to a messaging-based marketing service in response to receiving the first text message.

12. (Previously Presented) The method of claim 2, wherein delivery of at least one of the product or the service is completed (1) with no user input other than the user interaction with the frame and the user sending the message and (2) without redirecting to a different application after the message is sent.

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

generating, at the processor, the integration tag based on a set of client-specific rules; and

sending, by the processor, the webpage including the integration tag to the mobile device, causing the integration tag to be executed at the mobile device in response to the set of client-specific rules being satisfied.

14. (Currently Amended) A method, comprising:

receiving, from at least one web server, an integration tag included in a webpage;

displaying the webpage using a web browser application of a mobile device;

sending, from the mobile device, to the at least one web server, and in response to the integration tag executing, (1) a mobile device identifier that identifies the mobile device, and (2) a request to retrieve an identifier associated with at least one of a product or [[the]] a service presented via the webpage;

receiving, at the mobile device, from the at least one web server, and in response to sending the mobile device identifier and the request to retrieve the identifier, a first signal causing a frame to be displayed with the webpage via the web browser application, the frame including a promotional message associated with joining a subscription list;

sending, to the at least one web server, an indication of a first user interaction with the promotional message;

receiving, from the at least one web server and in response to at least one of (1) the integration tag executing or (2) the indication of the first user interaction, a uniform resource identifier (URI) that deeplinks to and causes the mobile device to automatically (1) switch from rendering the web browser application to rendering a text messaging application and (2) generate a text message with a pre-populated phone number and a pre-populated message body containing a request to join the subscription list ~~related to the promotional message~~, the URI being compatible with a first operating system executing on the mobile device and not a second operating system different from the first operating system; ~~and~~

sending, in response to a second user interaction with the text messaging application, the text message including the pre-populated message body to the pre-populated phone number;

receiving, at the at least one web server, the text message containing the request to join the subscription list ~~to cause a transaction associated with at least one of the product or the service to be performed~~;

subscribing the mobile device to the subscription list based on receiving the text message; and

delivering an installment of a subscription associated with the subscription list without receiving an opt-in communication after receiving the text message containing the pre-populated message body.

15. (Previously Presented) The method of claim 14, wherein the mobile device identifier is based on a user agent field via the web browser application.

16. (Previously Presented) The method of claim 14, wherein the mobile device identifier identifies the first operating system.

17. (Currently Amended) The method of claim 14, wherein the first user interaction and the second user interaction are the only user interactions between receiving the first signal causing the frame to be displayed and subscribing the mobile device to the subscription list ~~the transaction being completed~~.

18. (Canceled)

19. (Currently Amended) The method of claim 14, further comprising delivering an installment of ~~wherein the transaction associated with at least one of the product or the service is~~ a free subscription to the mobile device based on the mobile device being subscribed to the subscription list.

20. (Canceled)

21. (Currently Amended) A method, comprising:

in response to a means for retrieving a promotion included in a webpage being executed via a web browser application of a mobile device, receiving, at a processor remote from the mobile device, (1) a mobile device identifier associated with the mobile device, and (2) a request to retrieve a promotion associated with at least one of a product or a service presented via the webpage;

in response to receiving the mobile device identifier and the request to retrieve the promotion, sending, from the processor to the mobile device, a first signal including means for displaying a frame associated with the promotion;

receiving, at the processor and from the mobile device, an indication that a user interacted with the frame to obtain at least one of the product or the service;

defining, at the processor, ~~and based on the mobile device identifier and the indication that the user interacted with the frame,~~ a means for deeplinking to a messaging application different from the web browser application, the means for deeplinking being compatible with a first operating system and not a second operating system different from the first operating system, the mobile device running the first operating system and not the second operating system;

sending the means for deeplinking from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging

application in response to the user interacting with the frame, the means for deeplinking further configured to cause ~~and to populate~~ a message within the messaging application to be populated with a destination phone number and information for the promotion;

receiving, at the processor and from the messaging application of mobile device, the message populated with the information;

determining whether the mobile device has previously requested the promotion; and

facilitating, by the processor, delivery of at least one of the product or the service to the user based on receiving the message and determining that the mobile device has not previously requested the promotion.

22. (Previously Presented) The method of claim 21, wherein the means for deeplinking is configured to cause a display of the mobile device to switch between rendering the web browsing application and rendering the messaging application.

23. (Currently Amended) The method of claim 21, wherein, in response to determining that the mobile device has previously requested the promotion, the processor is configured to send a message to the mobile device informing the user that the user is already subscribed to the promotion ~~information includes a telephone number of a vendor from which at least one of the product or the service is to be obtained~~.

24. (Previously Presented) The method of claim 21, wherein at least one of the product or the service is a subscription.

25. (Previously Presented) The method of claim 21, wherein at least one of the product or the service is a subscription to a messaging-based marketing service.

26. (Previously Presented) The method of claim 21, wherein at least one of the product or the service is delivered for free.

27. (Previously Presented) The method of claim 21, wherein the information includes a request to join a subscription list.

28. (Previously Presented) The method of claim 21, wherein delivery of at least one of the product or the service is completed (1) with no user input other than the user interaction with the frame and the user sending the message and (2) without redirecting to a different application after the message is sent.

29. (Previously Presented) The method of claim 21, further comprising:

generating, at the processor, the means for retrieving the promotion based on a set of client-specific rules; and

sending, by the processor, means for displaying the webpage including the means for retrieving the promotion to the mobile device, causing the means for retrieving the promotion to be executed at the mobile device in response to the set of client-specific rules being satisfied.

30. (New) A method, comprising:

in response to an integration tag included in a webpage being displayed via a web browser application of a mobile device, receiving, at a processor remote from the mobile device a request to retrieve a promotion associated with at least one of a product or a service presented via the webpage;

in response to receiving the request to retrieve the promotion, sending, from the processor to the mobile device, a first signal causing a frame associated with the promotion to be displayed via the web browser application;

defining, at the processor a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application;

sending the URI from the processor to the mobile device, the URI configured to cause the mobile device to automatically switch from the web browser application to the messaging application and to populate a customized text message within the messaging application that

includes a destination phone number in response to the user interacting with the frame to request to enroll in a text message subscription service;

receiving, at the processor and from the messaging application of the mobile device, the customized text message, the processor configured to receive messages addressed to the destination phone number; and

enrolling the mobile device in the subscription service based on receiving the customized text message and without receiving an opt-in communication from the mobile device after receiving the customized text message.

31. (New) The method of claim 30, further comprising delivering a text message installment of the text message subscription service without a provider of the subscription service charging a user of the mobile device any fee.

32. (New) The method of claim 30, further comprising delivering a text message installment of the text message subscription service to the mobile device (1) with no user input other than the user interaction with the frame and the user sending the customized text message and (2) without redirecting to a different application after the customized text message is sent.

33. (New) The method of claim 30, wherein the customized text message complies with opt-in requirements for enrollment in text message subscription services such that the mobile device can be enrolled in the text message subscription service without sending or receiving an additional authorization from the mobile device.

34. (New) The method of claim 30, wherein:

the customized text message complies with opt-in requirements for enrollment in text message subscription services such that the mobile device can be enrolled in the text message subscription service without sending or receiving an additional authorization from the mobile device; and

the mobile device is enrolled in the text message subscription service without sending or receiving an opt-in communication other than the URI and the customized text message.

REMARKS

Upon entry to these amendments, claims 2-34 are pending in the present application. Claims 6, 18, and 20 are canceled without prejudice to or disclaimer of the subject matter contained therein. Claim 1 was previously canceled. Claims 30-34 are new. Support for the claim amendments can be found throughout the application as originally filed. No new matter is added.

Amendment and cancellation of certain claims is not to be construed as a dedication to the public of any of the subject matter of the claims as previously presented.

Claim Objections

The above amendments to claim 2 address the informalities identified by the Examiner.

Interview Summary

The Applicant thanks Examiners Dahir and Dyer for the time and attention paid to the present application during the telephonic interview conducted on March 31, 2022. During the interview, the undersigned and the Examiners discussed U.S. Patent No. 10,275,421 to Clark ("*Clark*") with reference to claim 2. Although no agreement was reached, the Examiners suggested that further amendments that clarify the nature of the text message would be likely to advance prosecution. In particular, the Examiners indicated that, while further consideration and search would be required, claim amendments indicating that the text message is sent to a telephone number, would be likely to overcome the current rejection.

Summary of Rejections under 35 U.S.C. § 103

Claims 2, 5-6, 12, 14-17, 21-23, and 28 stand rejected under 35 U.S.C. § 103 as allegedly being obvious over U.S. Patent No. 10,042,946 to Boudville ("*Boudville*") in view of *Clark* in further view of U.S. Patent Application Pub. No. 2018/0324265 to Mackassy ("*Mackassy*").

Claims 3 and 4 stand rejected under 35 U.S.C. § 103 as allegedly being obvious over *Boudville* in view of *Clark* in view of *Mackassy* in further view of U.S. Patent Application Pub. No. 2018/0074999 to Cogan.

Claims 7-8, 10, 18, 20, 24-25, and 27 stand rejected under 35 U.S.C. § 103 as allegedly being obvious over *Boudville* in view of *Clark* in view of *Mackassy* in further view of U.S. Patent Application Pub. No. 2017/0222940 to O'Kelley.

Claims 9, 19, and 26 stand rejected under 35 U.S.C. § 103 as allegedly being obvious over *Boudville* in view of *Clark* in view of *Mackassy* in further view of U.S. Patent Application No. 2015/0106181 to Kluth.

Claim 11 stands rejected under 35 U.S.C. § 103 as allegedly being obvious over *Boudville* in view of *Clark* in view of *Mackassy* in further view of U.S. Patent No. 2017/0142214 to Nanavati.

Claims 13 and 29 stand rejected under 35 U.S.C. § 103 as allegedly being obvious over *Boudville* in view of *Clark* in view of *Mackassy* in further view of US 2014/0172504 to Duva.

Each of these rejections is traversed in view of the above amendments and the following remarks.

Independent Claim 2 is Allowable over the References of Record

As discussed in the interview, *Clark's* disclosure of the general concept of "mobile applications on the client devices [that] can include deep links to the mobile social networking application" (col. 6, ll. 5-16) does not constitute disclosure of, or render obvious the specific implementation of a URI that deeplinks to a messaging application different from the web browser application to cause the mobile device to automatically switch from the web browser application to the messaging application and populate a message within the messaging application with a destination phone number and a customized message body associated with the promotion, as recited in claim 2. *Clark* contains no relevant disclosure of text messaging whatsoever. In fact, the examples in column 18 of Clark (cited in the Office Action at p. 17), which discuss "input fields for specifying a first name, a last name, an email address, a phone

number, an address, or any other suitable information," suggest the completion of webforms, or their in-app equivalents, not the population of a message within a messaging application.

The Examiner does not appear to have proposed a rationale to extend or modify the disclosed generic app-to-app deeplinking discussed in *Clark* to the specific recited web browser to messaging application with an automatically populated message recited in claim 2. Furthermore, in an effort to advance prosecution, claim 2 has also been amended in the manner suggested by the Examiners during the interview to explicitly recite that the message is populated with a destination phone number to address concerns related to the broadest reasonable interpretation of the recited "messaging application." The Applicant submits that no proper rationale exists for reading such features into *Clark*. For example, the "obvious to try" rationale (*see* MPEP 2143(E)) is insufficient to establish obviousness by analogy to the genus/species obviousness considerations discussed in MPEP 2144.08. In particular, given the vast number of mobile apps available and virtually unlimited state information for each app, the Examiner cannot establish "that there had been a finite number of identified, predictable potential solutions to the recognized need of the problem."

As recognized by the Examiner, *Boudville* "does not teach . . . sending the URI from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging application *and to populate a message within the messaging application with information for the promotion.*" (Office Action, pp. 16-17 (quoting claim 2 as previously presented) (italics in original).) Accordingly, *Boudville* does not remedy the deficiencies of *Clark*. Similarly, *Mackassy*, relied upon for disclosure of universal links associated with different operating systems, does not remedy the deficiencies of *Clark*. Accordingly, claim 2 and the claims that depend therefrom are allowable over the references of record.

Claim 21 is Allowable over the References of Record

Similar to claim 2, claim 21 has been amended to recite "sending the means for deeplinking . . . to the mobile device to cause the mobile device to automatically switch . . . to the messaging application . . . [and] to cause a message within the messaging application to be

populated with a destination phone number and information for the promotion." Accordingly, claim 12 is allowable over claim 2 for reasons similar to those discussed during the interview and above.

In addition, claim 21 has been amended to recite "determining whether the mobile device has previously requested the promotion" and that delivery of a product and/or service is facilitated based on determining that the mobile device has not previously requested a promotion. These features are not disclosed or suggested in the references of record. Accordingly, claim 21 and the claims that depend therefrom are allowable.

New Claim 30 is Allowable over the References of Record for Similar Reasons

Similar to claim 2, new claim 30 recites "sending [a] URI from the processor to the mobile device . . . to cause the mobile device to automatically switch from the web browser application to the messaging application and to populate a customized text message within the messaging application that includes a destination phone number." Accordingly, claim 30 is allowable over the references of record for reasons similar to those discussed during the interview and above. Accordingly, claim 30 and the claims that depend therefrom are allowable.

Claim 14 is Allowable over the References of Record

Claim 14 has been amended to recite "subscribing [a] mobile device to the subscription list based on receiving [a] text message [containing a pre-populated message body] and without receiving an opt-in communication after receiving the text message." This feature is not disclosed or suggested by the references of record. Accordingly, claim 14 and the claims that depend therefrom are allowable.

Double Patenting

Claims 2-7, 12-18, 21-24, and 28-29 stand rejected on the ground of nonstatutory double patenting as allegedly being unpatentable over claims 1-9 and 11-13 of U.S. Patent No. 11,170,380.

Claims 8, 10, 20, 25, and 27 stand non-provisionally rejected on the ground of nonstatutory double patenting as allegedly being unpatentable over claims 1 and 8 of U.S. Patent No. 11,170,380 in view of US 2017/0222940 to O'Kelley ("*O'Kelley*").

Claims 9, 19, and 26 stand non-provisionally rejected on the ground of nonstatutory double patenting as allegedly being unpatentable over claims 1 and 8 of U.S. Patent No. 11,170,380 to US 2015/0106181 to Kluth ("*Kluth*").

Claim 11 stands non-provisionally rejected on the ground of nonstatutory double patenting as allegedly being unpatentable over claims 1 and 8 of U.S. Patent No. 11,170,380 to US 2017/0142214 to Nanavati ("*Nanavati*").

The Applicant will address the double patenting rejections when the application is otherwise in condition for allowance.

CONCLUSION

In view of the foregoing, Applicant respectfully submits that no further impediments exist to the allowance of this application and, therefore, requests an indication of allowability. However, the Examiner is requested to call the undersigned if any questions or comments arise.

The Director is hereby authorized to charge any appropriate fees under 37 C.F.R. §§1.16, 1.17, and 1.21 that may be required by this paper, and to credit any overpayment, to Deposit Account No. 50-1283 **referencing Docket No.** FRNK-001/03US 331846-2007**.**

Dated: May 18, 2022

Respectfully submitted,
COOLEY LLP

By: /Anders E. Fernstrom/
Anders E. Fernstrom
Reg. No. 72,629

USPTO CUSTOMER NO. 58249

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue NW, Suite 700
Washington, DC 20004

Tel: (703) 456-8117
Fax: (202) 842-7899

Electronic Patent Application Fee Transmittal

Application Number:	17496590
Filing Date:	07-Oct-2021
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Filer:	Anders E. Fernstrom/Jennifer Scott
Attorney Docket Number:	FRNK-001/03US 331846-2007

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
CLAIMS IN EXCESS OF 20	2202	1	50	50
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**50**

Electronic Acknowledgement Receipt

EFS ID:	45749034
Application Number:	17496590
International Application Number:	
Confirmation Number:	6678
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Customer Number:	58249
Filer:	Anders E. Fernstrom/Jennifer Scott
Filer Authorized By:	Anders E. Fernstrom
Attorney Docket Number:	FRNK-001/03US 331846-2007
Receipt Date:	18-MAY-2022
Filing Date:	07-OCT-2021
Time Stamp:	18:23:06
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$50
RAM confirmation Number	E20225HI23240329
Deposit Account	
Authorized User	

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		FRNK-001_03US_Response_OA.pdf	195707 2975d13781637f52b4ec115dcfbfc045a4e13da6	yes	15

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Amendment/Request for Reconsideration-After Non-Final Rejection	1	1
	Claims	2	10
	Applicant Arguments/Remarks Made in an Amendment	11	15

Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	38004 fa7c5cb163f13114ec2094eea451d90db1f31ec2	no	2
Warnings:					
Information:					
			Total Files Size (in bytes):	233711	

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/496,590	10/07/2021	Brian LONG	FRNK-001/03US 331846-2000	6678

58249 7590 04/05/2022

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

EXAMINER	
DAHIR, BILLE M	

ART UNIT	PAPER NUMBER
2176	

NOTIFICATION DATE	DELIVERY MODE
04/05/2022	ELECTRONIC

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

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

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

zIPPatentDocketingMailboxUS@cooley.com

Applicant-Initiated Interview Summary	Application No. 17/496,590	Applicant(s) LONG et al.		
	Examiner BILLE DAHIR	Art Unit 2176	AIA (First Inventor to File) Status Yes	Page 1 of 1

All Participants (applicant, applicants representative, PTO personnel)	Title	Type
BILLE DAHIR	Examiner	Telephonic
Andrew Dyer	Primary Examiner	
Anders Fernstrom	Attorney	

Date of Interview: 31 March 2022

Issues Discussed:

35 U.S.C. 103

The applicant's representative provided a brief overview of the claimed invention. The rejection of claim 2 and proposed amendments were also discussed, but no agreement was reached on the exact claim language. No agreement was reached regarding the allowability of the claims.

☑ Attachment

/B.M.D./ Examiner, Art Unit 2176	/ANDREW R DYER/ Primary Examiner, Art Unit 2176

Applicant is reminded that a complete written statement as to the substance of the interview must be made of record in the application file. It is the applicants responsibility to provide the written statement, unless the interview was initiated by the Examiner and the Examiner has indicated that a written summary will be provided. See MPEP 713.04
Please further see:
MPEP 713.04
Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews, paragraph (b)
37 CFR § 1.2 Business to be transacted in writing

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

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

Interview Agenda - U.S. Patent Application No. 17/496,590 (FRNK-001/03US)

Thursday March 31, 2022 - 11:00 am EST

A. Brief overview of application with reference to paragraphs [1003]-[1004], [1013], and [1028].

B. Discuss *Clark* as applied against the following recitations in claim 2:

- uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application . . . [and] sending the URI from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging application and to populate a message within the messaging application with information for the promotion.
- sending the URI from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging application and to populate a message within the messaging application with information for the promotion

Clark describes deeplinks in the following context:

- This mobile social networking application can include deep links to various other mobile applications on the client devices **110** (e.g., deep links from ads to product or service pages, from invitations to event pages, from news stories to articles relating to those news stories, from news stories about products to pages for those products, among other deep links). Similarly, the other mobile applications on the client devices can include deep links to the mobile social networking application (e.g., deep links from invitations to social networking event pages, from ads to business pages on the social networking system, among other deep links). (Col. 6:5-16)
- For example, the destination address identifies a landing page including content that is presented to the user when the user accesses the advertisement. The destination address can be included in a deep link.(Col. 9:58-61.)

Discuss the Examiner's rational for extending Clark's disclosure of generic app-to-app deeplinks to the specific deeplink having the specific functionality recited in claim 2.

C. Discuss *Boudville*, which discloses a "fundamentally different" deep link that "lets 2 mobile devices interact." (Col. 5:7-9.) Discuss how the Examiner is interpreting the deep link technology of *Boudville* as relevant to the present application or combinable with *Clark* to render claim 2 obvious. For example, col. 5:30-38 (cited by the Examiner) describes Jane sending Bob a deeplink that tells Bob's instance of an app to connect to Jane's instance of an app. This does not

appear to be relevant to "sending the URI from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging application and to populate a message within the messaging application with information for the promotion" or combinable with *Clark*.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/496,590	10/07/2021	Brian LONG	FRNK-001/03US 331846-2000	6678

58249 7590 03/04/2022

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1299 Pennsylvania Avenue, NW
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Washington, DC 20004

EXAMINER	
DAHIR, BILLE M	

ART UNIT	PAPER NUMBER
2176	

NOTIFICATION DATE	DELIVERY MODE
03/04/2022	ELECTRONIC

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

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

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

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Office Action Summary	Application No. 17/496,590	Applicant(s) LONG et al.	
	Examiner BILLE DAHIR	Art Unit 2176	AIA (FITF) Status Yes

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

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTHS FROM THE MAILING DATE OF THIS COMMUNICATION.

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

Status

1)☑ Responsive to communication(s) filed on 09 November 2021.

☐ 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) 2-29 is/are pending in the application.

5a) Of the above claim(s) _____ is/are withdrawn from consideration.

6) ☐ Claim(s) _____ is/are allowed.

7) ☑ Claim(s) 2-29 is/are rejected.

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

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

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

Application Papers

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

11)☑ The drawing(s) filed on 07 October 2021 is/are: a)☑ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

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

Certified copies:

a)☐ All b)☐ Some** c)☐ None of the:

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

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

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

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

Attachment(s)

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

2) ☑ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b) Paper No(s)/Mail Date _____.

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

4) ☐ Other: _____.

DETAILED ACTION

1. This non-final office action is in response to claims filed 11/09/2021.

2. Claims 2-29 are pending.

Notice of Pre-AIA or AIA Status

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

Claim Objections

Claim 2 is objected to because of the following informalities:

- Lines 4-5, "an promotion" should be "a promotion".
- Line 20, "receiving, at the processor and from the messaging application of mobile device" should be "receiving, at the processor and from the messaging application of the mobile device".

Appropriate correction is required.

Double Patenting

The nonstatutory double patenting rejection is based on a judicially created doctrine grounded in public policy (a policy reflected in the statute) so as to prevent the unjustified or improper timewise extension of the "right to exclude" granted by a patent and to prevent possible harassment by multiple assignees. A nonstatutory double patenting rejection is appropriate where the conflicting claims are not identical, but at least one examined

application claim is not patentably distinct from the reference claim(s) because the examined application claim is either anticipated by, or would have been obvious over, the reference claim(s). See, e.g., *In re Berg*, 140 F.3d 1428, 46 USPQ2d 1226 (Fed. Cir. 1998); *In re Goodman*, 11 F.3d 1046, 29 USPQ2d 2010 (Fed. Cir. 1993); *In re Longi*, 759 F.2d 887, 225 USPQ 645 (Fed. Cir. 1985); *In re Van Ornum*, 686 F.2d 937, 214 USPQ 761 (CCPA 1982); *In re Vogel*, 422 F.2d 438, 164 USPQ 619 (CCPA 1970); *In re Thorington*, 418 F.2d 528, 163 USPQ 644 (CCPA 1969).

A timely filed terminal disclaimer in compliance with 37 CFR 1.321(c) or 1.321(d) may be used to overcome an actual or provisional rejection based on nonstatutory double patenting provided the reference application or patent either is shown to be commonly owned with the examined application, or claims an invention made as a result of activities undertaken within the scope of a joint research agreement. See MPEP § 717.02 for applications subject to examination under the first inventor to file provisions of the AIA as explained in MPEP § 2159. See MPEP §§ 706.02(l)(1) - 706.02(l)(3) for applications not subject to examination under the first inventor to file provisions of the AIA. A terminal disclaimer must be signed in compliance with 37 CFR 1.321(b).

The USPTO Internet website contains terminal disclaimer forms which may be used. Please visit www.uspto.gov/patent/patents-forms. The filing date of the application in which the form is filed determines what form (e.g., PTO/SB/25, PTO/SB/26, PTO/AIA/25, or PTO/AIA/26) should be used. A web-based eTerminal Disclaimer may be filled out completely online using web-screens. An eTerminal Disclaimer that meets all requirements is auto-processed and approved immediately upon submission. For more information about eTerminal Disclaimers, refer to www.uspto.gov/patents/process/file/efs/guidance/eTD-info-I.jsp.

Claims 2-7, 12-18, 21-24, and 28-29 are non-provisionally rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1-9 and 11-13 of US Patent No. 11,170,380.

Although the claims at issue are not identical, they are not patentably distinct from each other because each of the instant claims is an obvious variation of the corresponding claims in the reference application. This is a non-provisional nonstatutory double patenting rejection because the patentably indistinct claims have been patented.

Instant Application (17/497,590)	Reference Patent (US 11,170,380)
Claim 2: A method, comprising: in response to an integration tag included in a webpage being displayed via a web browser application of a mobile device, receiving, at a processor remote from the mobile device, (1) a mobile device identifier associated with the mobile device, and (2) a request to retrieve an promotion associated with at least one of a product or a service presented via the webpage;	Claim 1: A method, comprising: in response to an integration tag included in a webpage being displayed via a web browser application of a mobile device, receiving, at a processor remote from the mobile device, (1) a mobile device identifier associated with the mobile device, and (2) a request to retrieve a purchase identifier associated with at least one of a product or service presented via the webpage;
in response to receiving the mobile device identifier and the request to retrieve the promotion, sending, from the processor to the mobile device, a first signal causing a frame associated with the promotion to be displayed via the web browser application;	in response to receiving the mobile device identifier and the request to retrieve the purchase identifier sending, from the processor to the mobile device, a first signal causing a frame to be displayed with the webpage via the web browser application, the frame associated with the purchase identifier;
receiving, at the processor and from the mobile device, an indication that a user interacted with the frame to obtain at least one of the product or the service;	receiving, at the processor and from the mobile device, an indication that a user interacted with the frame to initiate a purchase of the at least one of the product or service;

defining, at the processor and based on the mobile device identifier and the indication that the user interacted with the frame, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI being compatible with a first operating system and not a second operating system different from the first operating system, the mobile device running the first operating system and not the second operating system;	defining, at the processor and based on the mobile device identifier and the indication that the user interacted with the frame, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI being compatible with a first operating system and not a second operating system different from the first operating system, the mobile device operable with the first operating system and not the second operating system;
sending the URI from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging application and to populate a message within the messaging application with information for the promotion;	sending the URI from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging application and to populate a message within the messaging application with purchase information for the at least one of the product or service;
receiving, at the processor and from the messaging application of mobile device, the message populated with the information; and	receiving, at the processor and from the messaging application of mobile device, the message populated with the purchase information; and
facilitating, by the processor, registration for the promotion based on receiving the message.	completing, by the processor, a sale of the at least one of the product or service to the user based on receiving the message.

Instant Application (17/497,590)	Reference Patent (US 11,170,380)
Claim 3: The method of claim 2, wherein a size of the frame relative to a size of the webpage is configurable.	Claim 2: The method of claim 1, wherein a size of the frame relative to a size of the page is configurable.
Claim 4: The method of claim 2, wherein a location of the frame on the webpage is configurable.	Claim 3: The method of claim 1, wherein a location of the frame on the page is configurable.

Claim 5: The method of claim 2, wherein the URI is configured to cause a display of the mobile device to switch between rendering the web browsing application and rendering the messaging application.	Claim 4: The method of claim 1, wherein the URI displayed via the web browser application is configured to cause a display of the mobile device to switch between rendering the web browsing application and rendering the messaging application.
Claim 6: The method of claim 2, wherein the information includes a telephone number of a vendor from which at least one of the product or the service is to be obtained.	Claim 5: The method of claim 1, wherein the purchase information includes a telephone number of a vendor from which the purchase is to be made.
Claim 7: The method of claim 2, wherein the promotion is a subscription.	Claim 6: The method of claim 1, wherein the sale is of a subscription.
Claim 12: The method of claim 2, wherein delivery of at least one of the product or the service is completed (1) with no user input other than the user interaction with the frame and the user sending the message and (2) without redirecting to a different application after the message is sent.	Claim 7: The method of claim 1, wherein the sale is completed (1) with no user input other than the user interaction with the frame and the user sending the message and (2) without redirecting to a different application after the message is sent.
Claim 13: The method of claim 2, further comprising: generating, at the processor, the integration tag based on a set of client-specific rules; and sending, by the processor, the webpage including the integration tag to the mobile device, causing the integration tag to be executed at the mobile device in response to the set of client-specific rules being satisfied.	Claim 9: The method of claim 1, further comprising: generating, at the processor, the integration tag based on a set of client-specific rules; and sending, by the processor, the webpage including the integration tag to the mobile device, causing the integration tag to be executed at the mobile device in response to the set of client-specific rules being satisfied.

Instant Application (17/497,590)	Reference Patent (US 11,170,380)
Claim 14: A method, comprising: receiving, from at least one web server, an integration tag included in a webpage;	Claim 8: A method, comprising: receiving, from at least one web server, an integration tag included in a webpage;

displaying the webpage using a web browser application of a mobile device;	displaying the webpage using a web browser application of a mobile device;
sending, from the mobile device, to the at least one web server, and in response to the integration tag executing, (1) a mobile device identifier that identifies the mobile device, and (2) a request to retrieve an identifier associated with at least one of a product or the service presented via the webpage;	sending, from the mobile device, to the at least one web server, and in response to the integration tag executing, (1) a mobile device identifier that identifies the mobile device, and (2) a request to retrieve a purchase identifier associated with at least one of a product or service presented via the webpage;
receiving, at the mobile device, from the at least one web server, and in response to sending the mobile device identifier and the request to retrieve the identifier, a first signal causing a frame to be displayed with the webpage via the web browser application, the frame including a promotional message;	receiving, at the mobile device, from the at least one web server, and in response to sending the mobile device identifier and the request to retrieve the purchase identifier, a first signal causing a frame to be displayed with the webpage via the web browser application, the frame including a purchase promotional message;
sending, to the at least one web server, an indication of a first user interaction with the promotional message;	sending, to the at least one web server, an indication of a first user input entered by a user via the web browser of the mobile device indicating an initiation of a purchase of the good or the service;
receiving, from the at least one web server and in response to the indication of the first user interaction, a uniform resource identifier (URI) that deeplinks to and causes the mobile device to automatically (1) switch from rendering the web browser application to rendering a text messaging application and (2) generate a text message with a pre-populated phone number and a pre-populated message body related to the promotional message, the URI being compatible with a first operating system executing on the mobile device and not a second operating system different from the first operating system; and	receiving, from the at least one web server and in response to the indication of the first user input, a uniform resource identifier (URI) that deeplinks to and causes the mobile device to automatically switch from rendering the web browser application to cause a text messaging application to render at the mobile device and pre-populate the purchase information in an input field of a text message, the URI being compatible with a first operating system executing on the mobile device and not a second operating system different from the first operating system; and

sending, in response to a second user interaction with the text messaging application, the text message including the pre-populated message body to the pre-populated phone number to cause a transaction associated with at least one of the product or the service to be performed.	sending the text message upon receiving a second user input to cause a sale of the at least one of the product or service to be completed.

Claim 15: The method of claim 14, wherein the mobile device identifier is based on a user agent field via the web browser application.	Claim 11: The method of claim 8, wherein: the mobile device identifier is based on a user agent field via the web browser application.
Claim 16: The method of claim 14, wherein the mobile device identifier identifies the first operating system.	Claim 12: The method of claim 8, wherein the mobile device identifier identifies the first operating system.
Claim 17: The method of claim 14, wherein the first user interaction and the second user interaction are the only user interactions between receiving the first signal causing the frame to be displayed and the transaction being completed.	Claim 13: The method of claim 8, wherein the first user input and the second user input are the only user inputs between receiving the first signal causing the frame to be displayed and completing the sale.
Claim 18: The method of claim 14, wherein the transaction associated with at least one of the product or the service is a subscription.	Claim 6: The method of claim 1, wherein the sale is of a subscription.

Instant Application (17/497,590)	Reference Patent (US 11,170,380)
Claim 21: A method, comprising: in response to a means for retrieving a promotion included in a webpage being executed via a web browser application of a mobile device, receiving, at a processor remote from the mobile device, (1) a mobile	Claim 1: A method, comprising: in response to an integration tag included in a webpage being displayed via a web browser application of a mobile device, receiving, at a processor remote from the mobile device, (1) a mobile device identifier

device identifier associated with the mobile device, and (2) a request to retrieve a promotion associated with at least one of a product or a service presented via the webpage;	associated with the mobile device, and (2) a request to retrieve a purchase identifier associated with at least one of a product or service presented via the webpage;
in response to receiving the mobile device identifier and the request to retrieve the promotion, sending, from the processor to the mobile device, a first signal including means for displaying a frame associated with the promotion;	in response to receiving the mobile device identifier and the request to retrieve the purchase identifier sending, from the processor to the mobile device, a first signal causing a frame to be displayed with the webpage via the web browser application, the frame associated with the purchase identifier;
receiving, at the processor and from the mobile device, an indication that a user interacted with the frame to obtain at least one of the product or the service;	receiving, at the processor and from the mobile device, an indication that a user interacted with the frame to initiate a purchase of the at least one of the product or service;
defining, at the processor and based on the mobile device identifier and the indication that the user interacted with the frame, a means for deeplinking to a messaging application different from the web browser application, the means for deeplinking being compatible with a first operating system and not a second operating system different from the first operating system, the mobile device running the first operating system and not the second operating system;	defining, at the processor and based on the mobile device identifier and the indication that the user interacted with the frame, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI being compatible with a first operating system and not a second operating system different from the first operating system, the mobile device operable with the first operating system and not the second operating system;
sending the means for deeplinking from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging application and to populate a message within the messaging application with information for the promotion;	sending the URI from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging application and to populate a message within the messaging application with purchase information for the at least one of the product or service;

receiving, at the processor and from the messaging application of mobile device, the message populated with the information; and	receiving, at the processor and from the messaging application of mobile device, the message populated with the purchase information; and
facilitating, by the processor, delivery of at least one of the product or the service to the user based on receiving the message.	completing, by the processor, a sale of the at least one of the product or service to the user based on receiving the message.

Instant Application (17/497,590)	Reference Patent (US 11,170,380)
Claim 22: The method of claim 21, wherein the means for deeplinking is configured to cause a display of the mobile device to switch between rendering the web browsing application and rendering the messaging application.	Claim 1: …sending the URI from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging application…
Claim 23: The method of claim 21, wherein the information includes a telephone number of a vendor from which at least one of the product or the service is to be obtained.	Claim 5: The method of claim 1, wherein the purchase information includes a telephone number of a vendor from which the purchase is to be made.
Claim 24: The method of claim 21, wherein at least one of the product or the service is a subscription.	Claim 6: The method of claim 1, wherein the sale is of a subscription.
Claim 28: The method of claim 21, wherein delivery of at least one of the product or the service is completed (1) with no user input other than the user interaction with the frame and the user sending the message and (2) without redirecting to a different application after the message is sent.	Claim 7: The method of claim 1, wherein the sale is completed (1) with no user input other than the user interaction with the frame and the user sending the message and (2) without redirecting to a different application after the message is sent.
Claim 29: The method of claim 21, further comprising: generating, at the processor, the means for retrieving the promotion based on a set of client-specific rules; and sending, by the processor, means for displaying the webpage including the means	Claim 9: The method of claim 1, further comprising: generating, at the processor, the integration tag based on a set of client-specific rules; and sending, by the processor, the webpage including the integration tag to the

for retrieving the promotion to the mobile device, causing the means for retrieving the promotion to be executed at the mobile device in response to the set of client-specific rules being satisfied.	mobile device, causing the integration tag to be executed at the mobile device in response to the set of client-specific rules being satisfied.

Claims 8, 10, 20, 25, and 27 are non-provisionally rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1 and 8 of US Patent No. 11,170,380 in view of O'Kelley (US 2017/0222940).

Regarding claims 8 and 10, the reference patent does not teach: wherein the promotion and/or the product or service is a subscription to a messaging-based marketing service and wherein the information includes a request to join a subscription list. However, O'Kelley teaches in [0029] an ad can allow a user to join a mailing list. It would have been obvious to one of ordinary skill in the art to offer a messaging-based marketing service. One of ordinary skill in the art would be motivated to do so in order to provide material to customers. Claims 20, 25, and 27 are rejected under the same rationale for being similar in scope.

Claims 9, 19, and 26 are non-provisionally rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1 and 8 of US Patent No. 11,170,380 in view of Kluth (US 2015/0106181).

Regarding claim 9, the reference patent does not teach: wherein the promotion is delivery of at least one of the product or the service for free. However, Kluth teaches in [0051] offering a free email signup service to customers. One of ordinary skill in the art would be motivated to incorporate the teachings of Smith so that the delivery of at least one of the

product or the service is for free in order to notify customers when offers become available (Kluth, [0051]).

Claim 11 is non-provisionally rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1 and 8 of US Patent No. 11,170,380 in view of Nanavati (US 2017/0142214).

Regarding claim 11, the reference patent does not teach: wherein the message is a first text message, the method further comprising sending, to the mobile device, a second text message confirming a subscription to a messaging-based marketing service in response to receiving the first text message. However, Nanavati teaches in [0052] sending a second message to confirm a subscription to a service. It would have been obvious to one of ordinary skill in the art to send, to the mobile device, a second text message confirming a subscription to a messaging-based marketing service in response to receiving the first text message. One of ordinary skill in the art would be motivated to do so in order to validate authentic customers (Nanavati, [0004]).

Claim Interpretation

The following is a quotation of 35 U.S.C. 112(f):

> (f) Element in Claim for a Combination. – An element in a claim for a combination may be expressed as a means or step for performing a specified function without the recital of structure, material, or acts in support thereof, and such claim shall be construed to cover the corresponding structure, material, or acts described in the specification and equivalents thereof.

The following is a quotation of pre-AIA 35 U.S.C. 112, sixth paragraph:

> An element in a claim for a combination may be expressed as a means or step for performing a specified function without the recital of structure, material, or acts in support thereof, and such claim shall be construed to cover the corresponding structure, material, or acts described in the specification and equivalents thereof.

The claims in this application are given their broadest reasonable interpretation using the plain meaning of the claim language in light of the specification as it would be understood by one of ordinary skill in the art. The broadest reasonable interpretation of a claim element (also commonly referred to as a claim limitation) is limited by the description in the specification when 35 U.S.C. 112(f) or pre-AIA 35 U.S.C. 112, sixth paragraph, is invoked.

As explained in MPEP § 2181, subsection I, claim limitations that meet the following three-prong test will be interpreted under 35 U.S.C. 112(f) or pre-AIA 35 U.S.C. 112, sixth paragraph:

(A) the claim limitation uses the term "means" or "step" or a term used as a substitute for "means" that is a generic placeholder (also called a nonce term or a non-structural term having no specific structural meaning) for performing the claimed function;

(B) the term "means" or "step" or the generic placeholder is modified by functional language, typically, but not always linked by the transition word "for" (e.g., "means for") or another linking word or phrase, such as "configured to" or "so that"; and

(C) the term "means" or "step" or the generic placeholder is not modified by sufficient structure, material, or acts for performing the claimed function.

Use of the word "means" (or "step") in a claim with functional language creates a rebuttable presumption that the claim limitation is to be treated in accordance with 35 U.S.C. 112(f) or pre-AIA 35 U.S.C. 112, sixth paragraph. The presumption that the claim limitation is

interpreted under 35 U.S.C. 112(f) or pre-AIA 35 U.S.C. 112, sixth paragraph, is rebutted when the claim limitation recites sufficient structure, material, or acts to entirely perform the recited function.

Absence of the word "means" (or "step") in a claim creates a rebuttable presumption that the claim limitation is not to be treated in accordance with 35 U.S.C. 112(f) or pre-AIA 35 U.S.C. 112, sixth paragraph. The presumption that the claim limitation is not interpreted under 35 U.S.C. 112(f) or pre-AIA 35 U.S.C. 112, sixth paragraph, is rebutted when the claim limitation recites function without reciting sufficient structure, material or acts to entirely perform the recited function.

Claim limitations in this application that use the word "means" (or "step") are being interpreted under 35 U.S.C. 112(f) or pre-AIA 35 U.S.C. 112, sixth paragraph, except as otherwise indicated in an Office action. Conversely, claim limitations in this application that do not use the word "means" (or "step") are not being interpreted under 35 U.S.C. 112(f) or pre-AIA 35 U.S.C. 112, sixth paragraph, except as otherwise indicated in an Office action.

Claim Rejections - 35 USC § 103

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

> A patent for a claimed invention may not be obtained, notwithstanding that the claimed invention is not identically disclosed as set forth in section 102, if the differences between the claimed invention and the prior art are such that the claimed invention as a whole would have been obvious before the effective filing date of the claimed invention to a person having ordinary skill in the art to which the claimed invention pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 2, 5-6, 12, 14-17, 21-23, and 28 are rejected under 35 U.S.C. 103 as being unpatentable over Boudville (US 10,042,946) in view of Clark (US 10,275,421) in further view of Mackassy (US 2018/0324265).

Citations to Mackassy are with respect to the published application. The citations are supported in US provisional application 62/502,816 filed 05/08/2017 in at least [0046] and [0057].

Regarding Independent Claim 2,

Boudville teaches a method, comprising:

in response to an integration tag included in a webpage being displayed via a web browser application of a mobile device, receiving, at a processor remote from the mobile device, (1) a mobile device identifier associated with the mobile device, and (2) a request to retrieve an promotion associated with at least one of a product or a service presented via the webpage **(Col. 10 1-7, Col. 10 44-52, Col. 11 1-42: A hashtag is included in a webpage that is displayed in a web browser. Selection of a hashtag may cause a linket to appear. The webpage contains a reference to an app ID. The app ID is associated with an application that runs on a mobile device. The examiner has interpreted a mobile device identifier to be any identifier associated with a mobile device)**;

in response to receiving the mobile device identifier and the request to retrieve the promotion, sending, from the processor to the mobile device, a first signal causing a frame associated with the promotion to be displayed via the web browser application

(Col. 11 52-59: The examiner has interpreted a frame to be a container for a displayable object. The linket can be displayed in a graphical form on a webpage);

receiving, at the processor and from the mobile device, an indication that a user interacted with the frame to obtain at least one of the product or the service **(Col. 7 43-54: A click on the linket is detected)**;

defining, at the processor and based on the mobile device identifier and the indication that the user interacted with the frame, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application [...] **(Col. 1 39-47, Col. 2 51-54, Col. 4 28-36, Col. 5 30-48, Col. 8 35-40: A registry defines a linket that includes a URI for deeplinking from a first application that may be a web browser to a second application which may be a chatbot)**;

sending the URI from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging application [...] **(Col. 5 30-48: The device receives a deeplink from the selection of the linket and switches to a second application)**.

Boudville does not teach:

the URI being compatible with a first operating system and not a second operating system different from the first operating system, the mobile device running the first operating system and not the second operating system;

sending the URI from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging

application *and to populate a message within the messaging application with information for the promotion*;

receiving, at the processor and from the messaging application of mobile device, the message populated with the information; and

facilitating, by the processor, registration for the promotion based on receiving the message.

However, Clark teaches:

sending the URI from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging application and to populate a message within the messaging application with information for the promotion **(Col. 18 24-66: Selection of an ad causes the mobile device to deeplink to a state of a second application. The second application may have input fields prepopulated with information from the ad)**;

receiving, at the processor and from the messaging application of mobile device, the message populated with the information; and facilitating, by the processor, registration for the promotion based on receiving the message **(Col. 23 7-36: In one example the second application communicates instructions for payment of a product to a requesting application)**.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Boudville and Clark so that a deeplink transfers a user from a webpage to a messaging application and allows a user to register for a promotion by sending a pre-populated message.

One of ordinary skill in the art would be motivated to do so in order to improve user experience by expediting a checkout process for a customer **(Clark, Col. 1 50-64)**.

Boudville and Clark do not teach:

the URI being compatible with a first operating system and not a second operating system different from the first operating system, the mobile device running the first operating system and not the second operating system.

However, Mackassy teaches:

the URI being compatible with a first operating system and not a second operating system different from the first operating system, the mobile device running the first operating system and not the second operating system **([0085]: A user device may recognize that a link format used to launch applications belongs to an OS (e.g., 1) devices running the IOS® operating system that recognize Universal Links and 2) devices running the ANDROID® OS operating system that recognize Android App Links])**.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Boudville and Clark with Mackassy so that the URI is compatible with the mobile device running a first operating and not a second operating system different from the first operating system.

One of ordinary skill in the art would be motivated to do so in order to accommodate applications on different platforms **(Mackassy [0003])**.

Regarding Dependent Claim 5,

Boudville, Clark, and Mackassy teach the method of claim 2. Boudville further teaches wherein the URI is configured to cause a display of the mobile device to switch between rendering the web browsing application and rendering the messaging application **(Col. 5 30-48: Selecting the linket causes the mobile device to switch from the webpage to the second application)**.

Regarding Dependent Claim 6,

Boudville, Clark, and Mackassy teach the method of claim 2. Clark further teaches wherein the information includes a telephone number of a vendor from which at least one of the product or the service is to be obtained **(Col. 23 51-63: An ad selected by the user may deeplink to a state of another application so that input fields are filled with a phone number for a service)**.

Regarding Dependent Claim 12,

Boudville, Clark, and Mackassy teach the method of claim 2. Boudville further teaches wherein delivery of at least one of the product or the service is completed (1) with no user input other than the user interaction with the frame and the user sending the message and (2) without redirecting to a different application after the message is sent **(Col. 5 30-48: Using only the user input on the linket, the mobile device switches from the webpage to the second application)**.

Regarding Independent Claim 14,

Boudville teaches a method, comprising:

receiving, from at least one web server, an integration tag included in a webpage **(Col. 10 1-7: A hashtag is included in a webpage that is displayed in a web browser)**;

displaying the webpage using a web browser application of a mobile device **(Col. 2 6-19: The webpage is displayed on a web browser)**;

sending, from the mobile device, to the at least one web server, and in response to the integration tag executing, (1) a mobile device identifier that identifies the mobile device, and (2) a request to retrieve an identifier associated with at least one of a product or the service presented via the webpage **(Col. 10 1-7, Col. 10 44-52, Col. 11 1-42: A hashtag is included in a webpage that is displayed in a web browser. Selection of a hashtag may cause a linket to appear. The webpage contains a reference to an app ID. The app ID is associated with an application that runs on a mobile device. The examiner has interpreted a mobile device identifier to be any identifier associated with a mobile device)**;

receiving, at the mobile device, from the at least one web server, and in response to sending the mobile device identifier and the request to retrieve the identifier, a first signal causing a frame to be displayed with the webpage via the web browser application, the frame including a promotional message **(Col. 11 52-59: The examiner has interpreted a frame to be a container for a displayable object. The linket can be displayed in a graphical form on a webpage)**;

sending, to the at least one web server, an indication of a first user interaction with the promotional message **(Col. 7 43-54: A click on the linket is detected)**;

receiving, from the at least one web server and in response to the indication of the first user interaction, a uniform resource identifier (URI) that deeplinks to and causes the mobile device to automatically (1) switch from rendering the web browser application to rendering a text messaging application [...] **(Col. 1 39-47, Col. 2 51-54, Col. 4 28-36, Col. 5 30-48, Col. 8 35-40: A registry defines a linket that includes a URI for deeplinking from a first application that may be a web browser to a second application which may be a chatbot)**.

Boudville does not teach:

and (2) generate a text message with a pre-populated phone number and a pre-populated message body related to the promotional message, the URI being compatible with a first operating system executing on the mobile device and not a second operating system different from the first operating system;

sending, in response to a second user interaction with the text messaging application, the text message including the pre-populated message body to the pre-populated phone number to cause a transaction associated with at least one of the product or the service to be performed.

However, Clark teaches:

and (2) generate a text message with a pre-populated phone number and a pre-populated message body related to the promotional message [...] **(Col. 18 24-66: Selection of an ad causes the mobile device to deeplink to a state of a second application. The second application may have input fields prepopulated with information including a phone number)**; and

sending, in response to a second user interaction with the text messaging application, the text message including the pre-populated message body to the pre-populated phone number to cause a transaction associated with at least one of the product or the service to be performed **(Col. 23 7-36: In one example the second application communicates instructions for payment of a product to a requesting application)**.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Boudville and Clark so that a deeplink transfers a user from a webpage to a messaging application and allows a user to complete a transaction for a product or service by sending a pre-populated message.

One of ordinary skill in the art would be motivated to do so in order to improve user experience by expediting a checkout process for a customer **(Clark, Col. 1 50-64)**.

Boudville and Clark do not teach:

the URI being compatible with a first operating system executing on the mobile device and not a second operating system different from the first operating system.

However, Mackassy teaches:

the URI being compatible with a first operating system executing on the mobile device and not a second operating system different from the first operating system **([0085]: A user device may recognize that a link format used to launch applications belongs to an OS [e.g., 1) devices running the IOS® operating system that recognize Universal Links and 2) devices running the ANDROID® OS operating system that recognize Android App Links])**.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Boudville and Clark with Mackassy so that the URI is compatible with the mobile device running a first operating and not a second operating system different from the first operating system.

One of ordinary skill in the art would be motivated to do so in order to accommodate applications on different platforms **(Mackassy [0003])**.

Regarding Dependent Claim 15,

Boudville, Clark, and Mackassy teach the method of claim 14. Mackassy further teaches wherein the mobile device identifier is based on a user agent field via the web browser application **([0077]: The user device may transmit device/browser metadata (e.g., user agent data))**.

Regarding Dependent Claim 16,

Boudville, Clark, and Mackassy teach the method of claim 14. Mackassy further teaches wherein the mobile device identifier identifies the first operating system **([0077]: The user device may transmit OS identification data (e.g., OS name, OS version))**.

Regarding Dependent Claim 17,

Boudville, Clark, and Mackassy teach the method of claim 14. Clark further teaches wherein the first user interaction and the second user interaction are the only user interactions between receiving the first signal causing the frame to be displayed and the transaction being

completed (Col. 18 24-66, Col. 23 7-36: The deeplink is initiated by selecting on the ad. The second application transmits information to the requesting application after an interaction from the user).

Regarding Independent Claim 21,

Boudville teaches a method, comprising:

in response to a means for retrieving a promotion included in a webpage being executed via a web browser application of a mobile device, receiving, at a processor remote from the mobile device, (1) a mobile device identifier associated with the mobile device, and (2) a request to retrieve a promotion associated with at least one of a product or a service presented via the webpage (Col. 10 1-7, Col. 10 44-52, Col. 11 1-42: A hashtag is included in a webpage that is displayed in a web browser. Selection of a hashtag may cause a linket to appear. The webpage contains a reference to an app ID. The app ID is associated with an application that runs on a mobile device. The examiner has interpreted a mobile device identifier to be any identifier associated with a mobile device);

in response to receiving the mobile device identifier and the request to retrieve the promotion, sending, from the processor to the mobile device, a first signal including means for displaying a frame associated with the promotion (Col. 11 52-59: The examiner has interpreted a frame to be a container for a displayable object. The linket can be displayed in a graphical form on a webpage);

receiving, at the processor and from the mobile device, an indication that a user interacted with the frame to obtain at least one of the product or the service **(Col. 7 43-54: A click on the linket is detected)**;

defining, at the processor and based on the mobile device identifier and the indication that the user interacted with the frame, a means for deeplinking to a messaging application different from the web browser application [...] **(Col. 1 39-47, Col. 2 51-54, Col. 4 28-36, Col. 5 30-48, Col. 8 35-40: A registry defines a linket that includes a URI for deeplinking from a first application that may be a web browser to a second application which may be a chatbot)**;

sending the means for deeplinking from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging application [...] **(Col. 5 30-48: The device receives a deeplink from the selection of the linket and switches to a second application)**.

Boudville does not teach:

the means for deeplinking being compatible with a first operating system and not a second operating system different from the first operating system, the mobile device running the first operating system and not the second operating system;

sending the means for deeplinking from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging application *and to populate a message within the messaging application with information for the promotion*;

receiving, at the processor and from the messaging application of mobile device, the message populated with the information; and

facilitating, by the processor, delivery of at least one of the product or the service to the user based on receiving the message.

However, Clark teaches:

sending the means for deeplinking from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging application and to populate a message within the messaging application with information for the promotion **(Col. 18 24-66: Selection of an ad causes the mobile device to deeplink to a state of a second application. The second application may have input fields prepopulated with information from the ad)**;

receiving, at the processor and from the messaging application of mobile device, the message populated with the information; and facilitating, by the processor, delivery of at least one of the product or the service to the user based on receiving the message **(Col. 23 7-36: In one example the second application communicates instructions for payment of a product to a requesting application)**.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Boudville and Clark so that a deeplink transfers a user from a webpage to a messaging application and allows a user to complete a transaction for a product or service by sending a pre-populated message.

One of ordinary skill in the art would be motivated to do so in order to improve user experience by expediting a checkout process for a customer **(Clark, Col. 1 50-64)**.

Boudville and Clark do not teach:

the means for deeplinking being compatible with a first operating system and not a second operating system different from the first operating system, the mobile device running the first operating system and not the second operating system.

However, Mackassy teaches:

the means for deeplinking being compatible with a first operating system and not a second operating system different from the first operating system, the mobile device running the first operating system and not the second operating system **([0085]: A user device may recognize that a link format used to launch applications belongs to an OS (e.g., 1) devices running the IOS® operating system that recognize Universal Links and 2) devices running the ANDROID® OS operating system that recognize Android App Links])**.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Boudville and Clark with Mackassy so that the URI is compatible with the mobile device running a first operating and not a second operating system different from the first operating system.

One of ordinary skill in the art would be motivated to do so in order to accommodate applications on different platforms **(Mackassy [0003])**.

Regarding Dependent Claim 22,

This claim is similar in scope as claim 5 therefore it is rejected using the same rationale.

Regarding Dependent Claim 23,

This claim is similar in scope as claim 6 therefore it is rejected using the same rationale.

Regarding Dependent Claim 28,

This claim is similar in scope as claim 12 therefore it is rejected using the same rationale.

Claims 3-4 are rejected under 35 U.S.C. 103 as being unpatentable over Boudville (US 10,042,946) in view of Clark (US 10,275,421) in view of Mackassy (US 2018/0324265) in further view of Cogan (US 2018/0074999).

Citations to Cogan are with respect to the published application. The citations are supported in US provisional application 62/394,216 filed 09/14/2016 in at least [1023], [1029], and [1032].

Regarding Dependent Claim 3,

Boudville, Clark, and Mackassy teach the method of claim 2, but do not teach wherein a size of the frame relative to a size of the webpage is configurable.

However, Cogan teaches wherein a size of the frame relative to a size of the webpage is configurable **([0072], [0082]: Configurable settings are provided to resize a frame that appears on a webpage)**.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Boudville, Clark, and Mackassy with Cogan so that a size of the frame relative to a size of the webpage is configurable.

One of ordinary skill in the art would be motivated to do so in order to improve user experience by adjusting the size of the frame based on the user's display screen space requirements.

Regarding Dependent Claim 4,

Boudville, Clark, and Mackassy teach the method of claim 2, but do not teach wherein a location of the frame on the webpage is configurable.

However, Cogan teaches wherein a location of the frame on the webpage is configurable **([0072], [0078], [0082]: Configurable settings also allow a frame to appear in a certain location on a webpage)**.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Boudville, Clark, and Mackassy with Cogan so that a location of the frame on the webpage is configurable.

One of ordinary skill in the art would be motivated to do so in order to improve user experience by adjusting the location of the frame based on the user's display screen space requirements.

Claims 7-8, 10, 18, 20, 24-25, and 27 are rejected under 35 U.S.C. 103 as being unpatentable over Boudville (US 10,042,946) in view of Clark (US 10,275,421) in view of Mackassy (US 2018/0324265) in further view of O'Kelley (US 2017/0222940).

Regarding Dependent Claim 7,

Boudville, Clark, and Mackassy teach the method of claim 2, but do not teach wherein the promotion is a subscription.

However, O'Kelley teaches wherein the promotion is a subscription **([0029]: An ad displayed on a webpage may promote joining a mailing list or subscribing to a web feed. The examiner has interpreted a mailing list and a web feed to be subscriptions because they provide scheduled delivery of content to a user)**.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Boudville, Clark, and Mackassy with O'Kelley so that the promotion is a subscription.

One of ordinary skill in the art would be motivated to do so in order to provide regular delivery of content to a customer.

Regarding Dependent Claim 8,

Boudville, Clark, and Mackassy teach the method of claim 2, but do not teach wherein the promotion is a subscription to a messaging-based marketing service.

However, O'Kelley teaches wherein the promotion is a subscription to a messaging-based marketing service **([0029]: An ad displayed on a webpage may promote joining a mailing list or subscribing to a web feed. The examiner has interpreted a mailing list and a web feed to be subscriptions because they provide scheduled delivery of content to a user)**

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Boudville, Clark, and Mackassy with O'Kelley so that the promotion is a subscription to a messaging-based marketing service

One of ordinary skill in the art would be motivated to do so in order to provide regular delivery of content to a customer.

Regarding Dependent Claim 10,

Boudville, Clark, and Mackassy teach the method of claim 2, but do not teach wherein the information includes a request to join a subscription list.

However, O'Kelley teaches wherein the information includes a request to join a subscription list **([0029]: An ad displayed on a webpage may promote joining a mailing list or subscribing to a web feed in response to a click-event on the ad. The examiner has interpreted a mailing list and a web feed to be subscriptions because they provide scheduled delivery of content to a user)**.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Boudville, Clark, and Mackassy with O'Kelley so that the information includes a request to join a subscription list.

One of ordinary skill in the art would be motivated to do so in order to provide regular delivery of content to a customer.

Regarding Dependent Claim 18,

Boudville, Clark, and Mackassy, and teach the method of claim 14, but do not teach wherein the transaction associated with at least one of the product or the service is a subscription.

However, O'Kelley teaches wherein the transaction associated with at least one of the product or the service is a subscription **([0029]: An ad displayed on a webpage may promote joining a mailing list or subscribing to a web feed. The examiner has interpreted a mailing list and a web feed to be subscriptions because they provide scheduled delivery of content to a user)**.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Boudville, Clark, and Mackassy with O'Kelley so that the promotion is a subscription.

One of ordinary skill in the art would be motivated to do so in order to provide regular delivery of content to a customer.

Regarding Dependent Claim 20,

Boudville, Clark, and Mackassy teach the method of claim 14, but do not teach wherein: the promotional message includes an invitation to join a subscription list; and performing the transaction includes at least one of the mobile device or a user associated with the mobile device being added to the subscription list.

However, O'Kelley teaches the promotional message includes an invitation to join a subscription list and performing the transaction includes at least one of the mobile device or a user associated with the mobile device being added to the subscription list **([0029]: An ad displayed on a webpage may promote joining a mailing list or subscribing to a web feed in response to a click-event on the ad. The examiner has interpreted a mailing list and a web feed to be subscriptions because they provide scheduled delivery of content to a user)**.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Boudville, Clark, and Mackassy with O'Kelley so that the information includes a request to join a subscription list.

One of ordinary skill in the art would be motivated to do so in order to provide regular delivery of content to a customer.

Regarding Dependent Claim 24,

This claim is similar in scope as claim 7 therefore it is rejected using the same rationale.

Regarding Dependent Claim 25,

This claim is similar in scope as claim 8 therefore it is rejected using the same rationale.

Regarding Dependent Claim 27,

This claim is similar in scope as claim 10 therefore it is rejected using the same rationale.

Claims 9, 19, and 26 are rejected under 35 U.S.C. 103 as being unpatentable over Boudville (US 10,042,946) in view of Clark (US 10,275,421) in view of Mackassy (US 2018/0324265) in further view of Kluth (US 2015/0106181).

Regarding Dependent Claim 9,

Boudville, Clark, and Mackassy teach the method of claim 2, but do not teach wherein the promotion is delivery of at least one of the product or the service for free.

However, Kluth teaches wherein the promotion is delivery of at least one of the product or the service for free **([0051]: A coupon service is offered that includes a feature offering a free email signup service)**.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Boudville, Clark, and Mackassy with O'Kelley so that the promotion is delivery of at least one of the product or the service for free.

One of ordinary skill in the art would be motivated to do so in order to provide customers with content as soon as content becomes available **(Kluth [0051])**.

Regarding Dependent Claim 19,

This claim is similar in scope as claim 9 therefore it is rejected using the same rationale.

Regarding Dependent Claim 26,

This claim is similar in scope as claim 9 therefore it is rejected using the same rationale.

Claim 11 is rejected under 35 U.S.C. 103 as being unpatentable over Boudville (US 10,042,946) in view of Clark (US 10,275,421) in view of Mackassy (US 2018/0324265) in further view of Nanavati (US 2017/0142214).

Regarding Dependent Claim 11,

Boudville, Clark, and Mackassy teach the method of claim 2. Clark teaches wherein the message is a first text message **(Col. 18 24-66: An input field is populated with text)**. Boudville, Clark and Mackassy do not teach the method further comprising sending, to the mobile device,

a second text message confirming a subscription to a messaging-based marketing service in response to receiving the first text message.

However, Nanavati teaches sending, to the mobile device, a second text message confirming a subscription to a messaging-based marketing service in response to receiving the first text message (**[0051]-[0052], Fig. 5: A push messaging system transmits a first text message and a second text message to a user of user device 106)**.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Boudville, Clark, and Mackassy with Nanavati so that a second text message is sent to the mobile device to confirm a subscription to a messaging-based marketing system in response to receiving the first text message.

One of ordinary skill in the art would be motivated to do so in order to improve user experience because requiring an extra step to confirm user's subscription to a service would reduce the number of unintentional subscribers **(Nanavati [0004)**.

Claims 13 and 29 are rejected under 35 U.S.C. 103 as being unpatentable over Boudville (US 10,042,946) in view of Clark (US 10,275,421) in view of Mackassy (US 2018/0324265) in further view of Duva (US 2014/0172504).

Regarding Dependent Claim 13,

Boudville, Clark, and Mackassy teach the method of claim 2, but do not teach:

generating, at the processor, the integration tag based on a set of client-specific rules; and

sending, by the processor, the webpage including the integration tag to the mobile device, causing the integration tag to be executed at the mobile device in response to the set of client-specific rules being satisfied.

However, Duva teaches:

generating, at the processor, the integration tag based on a set of client-specific rules **([0296]: Web Integration code is included by a publisher that hosts a website)**; and

sending, by the processor, the webpage including the integration tag to the mobile device, causing the integration tag to be executed at the mobile device in response to the set of client-specific rules being satisfied **([0296]: Web Integration Code is optionally JavaScript and includes optional parameters for setting preferences)**.

It would have been obvious to one of ordinary skill in the art before the effective filing date of the claimed invention to combine the teachings of Boudville, Clark, and Mackassy with Duva so that the integration tag is generated based on a set of client-specific settings and executes at the mobile device in response to the set of client-specific settings being satisfied.

One of ordinary skill in the art would be motivated to do so in order to improve user experience by presenting information to clients based on predefined parameters **(Duva [0296]**.

Regarding Dependent Claim 29,

This claim is similar in scope as claim 13 therefore it is rejected using the same rationale.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to BILLE DAHIR whose telephone number is (571)270-1493. The examiner can normally be reached 8:30AM-5:00PM EST M-F.

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

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, KAVITA STANLEY can be reached on 571-272-8352. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of published or unpublished applications may be obtained from Patent Center. Unpublished application information in Patent Center is available to registered users. To file and manage patent submissions in Patent Center, visit: https://patentcenter.uspto.gov. Visit https://www.uspto.gov/patents/apply/patent-center for more information about Patent Center and https://www.uspto.gov/patents/docx for information about filing in DOCX format. For additional questions, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/B.M.D./
Examiner, Art Unit 2176

/KAVITA STANLEY/
Supervisory Patent Examiner, Art Unit 2176

Notice of References Cited	Application/Control No. 17/496,590	Applicant(s)/Patent Under Reexamination LONG et al.	
	Examiner BILLE DAHIR	Art Unit 2176	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
*	A	US-10042946-B2	08-2018	Boudville; Wesley John	G06F40/169	1/1
*	B	US-20180324265-A1	11-2018	Macskassy; Sofus Attila	H04L67/22	1/1
*	C	US-20180074999-A1	03-2018	COGAN; Douglas Neal	G06F40/186	1/1
*	D	US-10275421-B1	04-2019	Clark; Jason Duane	G06F16/9577	1/1
*	E	US-20170222940-A1	08-2017	O'Kelley; Charles B.	H04L47/50	1/1
*	F	US-20150106181-A1	04-2015	Kluth; Scott E.	G06Q30/0222	705/14.23
*	G	US-20170142214-A1	05-2017	Nanavati; Vibhor	H04L67/18	1/1
*	H	US-20140172504-A1	06-2014	Duva; Robert J.	H04M3/51	705/7.31
	I					
	J					
	K					
	L					
	M					

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

NON-PATENT DOCUMENTS

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

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

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/496,590	LONG et al.
	Examiner	Art Unit
	BILLE DAHIR	2176

CPC - Searched*		
Symbol	Date	Examiner
H04M1/72445, H04M1/72436, G06Q20/127, H04L67/02, H04L67/146	02/23/2022	BD

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner

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

Search Notes		
Search Notes	Date	Examiner
Inventor/Assignee EAST search	01/04/2022	BD
Search Assistance from Primary Examiner Andrew Dyer	01/10/2022	BD
Text and CPC EAST search	02/23/2022	BD

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/496,590	LONG et al.
	Examiner	Art Unit
	BILLE DAHIR	2176

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

CLAIMS

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

CLAIM		DATE								
Final	Original	02/26/2022								
	1	-								
	2	✓								
	3	✓								
	4	✓								
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	28	✓								
	29	✓								

PTO/SB/08a (07-09)
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 2

Complete if Known	
Application Number	17/496,590
Filing Date	October 7, 2021
First Named Inventor	Brian LONG
Art Unit	2176
Examiner Name	Not Yet Assigned
Attorney Docket Number	FRNK-001/03US 331846-2007

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
	1.	2002/0152210 A1	10-17-2002	Johnson et al.	
	2.	2006/0224693 A1	10-05-2006	Gaidemak et al.	
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	27.	11,117,380	11-09-2021	Long et al.	

Examiner Signature	/BILLE M DAHIR/	Date Considered	01/13/2022

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

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet	2	of	2

Complete if Known	
Application Number	17/496,590
Filing Date	October 7, 2021
First Named Inventor	Brian LONG
Art Unit	2176
Examiner Name	Not Yet Assigned
Attorney Docket Number	FRNK-001/03US 331846-2007

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	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]
	28.	Non-Final Office Action mailed on October 29, 2018, for U.S. Application No. 15/986,569, 13 pages	
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	34.	Appeal Brief filed on November 23, 2020, for U.S. Application No. 15/986,569, 74 pages	
	35.	Non-Final Office Action mailed on July 22, 2021, for U.S. Application No. 17/114,937, 13 pages	
	36.	Non-Final Office Action mailed on March 4, 2021, for U.S. Application No. 17/114,937, 13 pages	
	37.	Final Office Action mailed on May 12, 2021, for U.S. Application No. 17/114,937, 15 pages	

Examiner Signature	/BILLE M DAHIR/	Date Considered	01/13/2022

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

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Bibliographic Data

Application No: 17/496,590

Foreign Priority claimed: ○ Yes ◉ No

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

Verified and Acknowledged: /BILLE M DAHIR/ (Examiner's Signature) | (Initials)

Title: METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
10/07/2021 **RULE**	715	2176	FRNK-001/03US 331846-2000

APPLICANTS

Attentive Mobile Inc., New York, NY,

INVENTORS

Brian LONG, New York, NY, UNITED STATES

Brooke BURDGE, New York, NY, UNITED STATES

Andrew JONES, Brooklyn, NY, UNITED STATES

Eric MIAO, Brooklyn, NY, UNITED STATES

Ryan TSANG, Brooklyn, NY, UNITED STATES

Ethan LO, Brooklyn, NY, UNITED STATES

Elyssa ALBERT, Brooklyn, NY, UNITED STATES

CONTINUING DATA

This application is a CON of 15986569 05/22/2018ABN

15986569 has PRO of 62511413 05/26/2017

FOREIGN APPLICATIONS

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10/19/2021

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COOLEY LLP

ATTN: IP Docketing Department

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Suite 700
Washington, DC 20004
UNITED STATES

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EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	2	(("Attentive") near3 ("Mobile")).AS,AANM.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 09:41
S2	3,537	((("LONG") near3 ("Brian")) OR (("BURDGE") near3 ("Brooke")) OR (("JONES") near3 ("Andrew")) OR (("MIAO") near3 ("Eric")) OR (("TSANG") near3 ("Ryan")) OR (("LO") near3 ("Ethan")) OR (("ALBERT") near3 ("Elyssa"))).INV.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 09:43
S3	27	("10521496" | "11117380" | "20020152210" | "20060224693" | "20080059571" | "20080307517" | "20100099441" | "20110302316" | "20120144281" | "20140108373" | "20150100468" | "20150156061" | "20150178784" | "20150220943" | "20150294358" | "20160210334" | "20160234330" | "20160292728" | "20170004209" | "20170046180" | "20170228797" | "20170337609" | "20180052943" | "9594477" | "9633378" | "9806942" | "9811395").PN.	US-PGPUB; USPAT	WITH	ON	2022/01/04 09:49
S4	0	(S1 | S2) and (deep near link$3).clm.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 09:56
S5	0	(S1 | S2) and (deep near3 link$3).clm.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 09:57
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			USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB			
S7	1	(S1 | S2) and (deeplink$3).clm.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 10:01
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S9	1	(S1 | S2) and (integration adj tag).clm.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 10:09
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S11	1	(S1 | S2) and (web adj browser and messaging adj application).clm.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 10:10
S12	0	(S1 | S2) and (pre near populat$3 phone adj number).clm.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 10:11
S13	1	(S1 | S2) and (pre near populat$3).clm.	US-PGPUB; USPAT; USOCR;	WITH	ON	2022/01/04 10:11

			FPRS; EPO; JPO; DERWENT; IBM_TDB			
S14	147,981	(H04M1/72445.cpc. | H04M1/72436.cpc. | G06Q20/127.cpc. | H04L67/02.cpc. | H04L67/146.cpc.)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 10:38
S15	0	webpage same (iframe | frame) (promotion | ad | advertisement | banner) and (deeplink$3 | (deep near link$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 10:54
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S17	0	S16 and S14	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 10:59
S18	109	(iframe | frame) same (promotion | ad | advertisement | banner) and (deeplink$3 | (deep near link$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 10:59
S19	15	S18 and S14	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 10:59
S20	1	integration adj tag and (deeplink$3 | deep near link$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO;	WITH	ON	2022/01/04 11:06

			JPO; DERWENT; IBM_TDB			
S21	1	integration adj tag same webpage	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 11:07
S22	82	((integration adj tag) | integrator) same webpage	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 11:07
S23	1	((integration adj tag) | integrator) same webpage and (deeplink$3 | deep near link$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 11:07
S24	40	(URI | identifier) ((deep near link$3) | deeplink$3) same webpage	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 11:11
S25	4	(URI | identifier) ((deep near link$3) | deeplink$3) same webpage same (sms | text | email | messag$3) near application	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 11:13
S26	7	((deep near link$3) | deeplink$3) same webpage same (sms | text | email | messag$3) near application	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 11:13
S27	101	((deep near link$3) | deeplink$3) same first near application same second near application	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	WITH	ON	2022/01/04 11:27

			DERWENT; IBM_TDB			
S28	1	(promotion | ad | advertisement | banner | frame | iframe) same (deeplink$3 | (deep near link$3)) (sms | text | email | messag$3) near application	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 12:04
S29	1	(promotion | popup | ad | advertisement | banner | frame | iframe) same (deeplink$3 | (deep near link$3)) (sms | text | email | messag$3) near application	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 12:04
S30	4	(webpage) same (deeplink$3 | (deep near link$3)) (sms | text | email | messag$3) near application	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 12:05
S31	3	first adj application same (deeplink$3 | (deep near link$3)) same (sms | text | email | messag$3) near application	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 12:05
S32	32	(unique | specific) (URI | identifier) same (deeplink$3 | (deep near link$3)) same (OS | (operating near system))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 12:16
S33	1	(unique | specific) (URI | identifier) same (deeplink$3 | (deep near link$3)) same (OS | (operating near system)) and (pre near populat$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 12:34
S34	16	(unique | specific) (URI | identifier) same (deeplink$3 | (deep near link$3)) same (OS | (operating near system)) and (populat$3 | autofill)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	WITH	ON	2022/01/04 12:35

			DERWENT; IBM_TDB			
S35	16	(unique | specific) (URI | identifier) same (deeplink$3 | (deep near link$3)) same (OS | (operating near system)) and (populat$3 | autofill$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 12:35
S36	16	(particular | unique | specific) (URI | identifier) same (deeplink$3 | (deep near link$3)) same (OS | (operating near system)) and (populat$3 | autofill$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 12:44
S37	3	(frame | iframe | (in near line near frame)) same (deeplink$3 | (deep near link$3)) same (OS | (operating near system)) and (populat$3 | autofill$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 12:45
S38	11	(deeplink$3 | (deep near link$3)) same (frame | iframe | advertisement | (pop near up) | promotion | banner) and (populat$3 | autofill$3) (messag$3 | text | sms | Email) near5 application	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 13:42
S39	147,981	(H04M1/72445 | H04M1/72436 | G06Q20/127 | H04L67/02 | H04L67/146).cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 16:22
S40	182	(prepopulat$3 | (pre near populat$3) | autofill$3) same (text | sms | email | message) and (deeplink$3 | (deep near link$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 16:27
S41	3	S39 and S40	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	WITH	ON	2022/01/04 16:28

			DERWENT; IBM_TDB			
S42	179	S40 not S41	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 16:32
S43	1	(select$3 | interact$3) (iframe | frame) same (deeplink$3 | (deep near link$3)) same (SMS | text | email | messag$3) near (app | application)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 16:56
S44	1	(iframe | frame) same (deeplink$3 | (deep near link$3)) same (SMS | text | email | messag$3) near (app | application)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 16:57
S45	120	(deeplink$3 | (deep near link$3)) same (OS | (operating system)) same (URI | identifier)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 17:06
S46	23	S45 and S39	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 17:07
S47	85	(code | instructions | module | unit | integrator | integration) same webpage and (deeplink$3 | (deep near link$3)) and (OS | (operating system) | ios) same (URI | identifier) same (application)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 17:16
S48	17	S47 and S39	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	WITH	ON	2022/01/04 17:17

			DERWENT; IBM_TDB			
S49	87	(logic | code | instructions | module | unit | integrator | integration) same webpage and (deeplink$3 | (deep near link$3)) and (OS | (operating system) | ios) same (URI | identifier) same (application)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 17:27
S50	285	(logic | code | instructions | module | unit | integrator | integration) same (GUI | UI | (web near page) | webpage) and (deeplink$3 | (deep near link$3)) and (OS | (operating system) | ios) same (URI | identifier) same (application)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 17:27
S51	53	S50 and S39	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 17:28
S52	707	(logic | code | instructions | module | unit | integrator | integration) same (GUI | UI | (web near page) | webpage) and (transition$3 | deeplink$3 | (deep near link$3)) same (URI | identifier) and (OS | (operating system) | ios) same (URI | identifier)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 17:32
S53	61	S52 and S39	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 17:35
S54	48	(customer | user | client) (purchas$3 | buy$3) (product | item | merchandise) same (webpage | (web near (page | site))) and (deeplink$3 | (deep near link$3)) same (identifier | URI)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 17:47
S55	265	(customer | user | client) (purchas$3 | buy$3) (product | item | merchandise | service) same (webpage | (web near (page | site))) and (transition$3 | deeplink$3 | (deep near link$3)) same (identifier | URI)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	WITH	ON	2022/01/04 17:48

			DERWENT; IBM_TDB			
S56	30	S55 and S39	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 17:48
S57	48	(customer | user | client) (purchas$3 | buy$3) (product | item | merchandise | service) same (webpage | (web near (page | site))) and (transition$3 | deeplink$3 | (deep near link$3)) same (identifier | URI) and (prepopulat$3 | (pre near populat$3) | autofill$3) same (text | SMS | email | message)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/04 17:49
S58	272	((deep near link$3) | deeplink$3) same (webpage | website | link | hyperlink) same (messag$3 | text | SMS | email) near5 (application | app)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/05 16:29
S59	0	((deep near link$3) | deeplink$3) same first near application (webpage | website) same second near application (messag$3 | text | SMS | email)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/05 16:46
S60	0	((deep near link$3) | deeplink$3) same first near application (webpage | website) same second near application same (messag$3 | text | SMS | email)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/05 16:47
S61	0	((deep near link$3) | deeplink$3) (webpage | website) same second near application same (messag$3 | text | SMS | email)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/05 16:47
S62	162	((deep near link$3) | deeplink$3) (webpage | website) same (messag$3 | text | SMS | email)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	WITH	ON	2022/01/05 16:48

			DERWENT; IBM_TDB			
S63	360	((deep near link$3) | deeplink$3) and purchas$3 (product | item | service | goods | merchandise) and (messag$3 | text | SMS | email) near (application | app)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/05 16:55
S64	31	purchas$3 (product | item | service | goods | merchandise) and ((deep near link$3) | deeplink$3) (messag$3 | text | SMS | email) near (application | app)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/05 17:07
S65	13	purchas$3 (product | item | service | goods | merchandise) same (webpage | website | browser) and ((deep near link$3) | deeplink$3) (messag$3 | text | SMS | email) near (application | app)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/05 17:25
S66	147,981	(H04M1/72445 | H04M1/72436 | G06Q20/127 | H04L67/02 | H04L67/146).cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/05 17:49
S67	77	S66 and S63	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/05 17:53
S68	25	(ecommerce | shopping) (products | service | goods | clothing | items | merchandise) and (deeplink$3 | (deep near link$3)) (text | email | sms | messag$3) near3 (app | application)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/05 18:00
S69	148,096	(H04M1/72445 | H04M1/72436 | G06Q20/127 | H04L67/02 | H04L67/146).cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	WITH	ON	2022/01/13 11:57

			DERWENT; IBM_TDB			
S70	148,096	(H04M1/72445 | H04M1/72436 | G06Q20/127 | H04L67/02 | H04L67/146).cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/13 13:07
S71	259	(andrew near dyer).xp.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/13 13:13
S72	1	S71 and ((deep near link$3) | deeplink$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/13 13:29
S73	33	((deep near link$3) | deeplink$3) (mobile near device) application same browser	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/13 13:30
S74	82	((deep near link$3) | deeplink$3) mobile near(app | application) same browser	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/13 13:32
S75	59	S74 not S73	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/13 13:32
S76	148,350	(H04M1/72445 | H04M1/72436 | G06Q20/127 | H04L67/02 | H04L67/146).cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	WITH	ON	2022/01/28 10:05

			DERWENT; IBM_TDB			
S77	468	(chang$3 | modif$4 | configur$3) near10 (size | dimensions) near10 (frame | iframe) same (page | webpage)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/28 10:42
S78	33	S77 and S76	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/28 10:44
S79	442	(chang$3 | modif$4 | configur$3) near10 (size | dimensions) near10 (frame) same (page | webpage)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/28 11:10
S80	26	S79 and S76	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/28 11:12
S81	30	(setting | option) near10 (chang$3 | modif$4 | configur$3) near10 (size | dimensions) near10 (frame) same (page | webpage)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/28 11:17
S82	28	(chang$3 | modif$4 | configur$3) near10 (size | dimensions) near10 (frame) near10 (relative | proportion$4) near10 (page | webpage)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/28 11:23
S83	71	(size | dimensions) near10 (frame) near10 (relative | proportion$4) near10 (page | webpage)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	WITH	ON	2022/01/28 11:25

			DERWENT; IBM_TDB			
S84	43	S83 not S82	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/28 11:25
S85	210	(size | dimensions | location) near10 (frame) same (relative | proportion$4) near10 (page | webpage)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/28 11:38
S86	37	S85 and S76	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/28 11:42
S87	173	S85 not S86	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/28 11:51
S88	220	(deeplink$3 | (deep near link$3)) same (promotion | advertisement | ad) near10 (service | product)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/28 12:28
S89	18	S88 and S76	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/28 12:28
S90	29,738	display$3 near15 (promotion | advertisement | ad) near10 (service | product)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	WITH	ON	2022/01/28 13:03

			DERWENT; IBM_TDB			
S91	343	display$3 near15 frame near10 (promotion | advertisement | ad) near10 (service | product)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/28 13:10
S92	67	(webpage | page) near15 frame near10 (promotion | advertisement | ad) near10 (service | product)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/28 13:10
S93	0	(webpage | page) near15 frame near10 (promotion | advertisement | ad) near10 (service | product) free	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/28 13:27
S94	10	frame near10 (promotion | advertisement | ad) near10 (service | product) free	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/28 13:28
S95	2,980	(message | email | text) near5 (confirm$5) near10 (subscription | subscrib$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/28 13:53
S96	2	((deep near link$3) | deeplink$3) and (message | email | text) near5 (confirm$5) near10 (subscription | subscrib$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/28 13:53
S97	1,776	(cell | phone | telephone) near number same (populat$3 | (prepopulat$3) | (pre near populat$3)) (message | email | sms)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	WITH	ON	2022/01/31 12:48

			DERWENT; IBM_TDB			
S98	148,420	(H04M1/72445 | H04M1/72436 | G06Q20/127 | H04L67/02 | H04L67/146).cpc.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 12:49
S99	154	S97 and S98	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 12:56
S100	22	(deeplink$3 | (deep near link$3)) and (cell | phone | telephone) near number same (populat$3 | (prepopulat$3) | (pre near populat$3)) (message | email | sms)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 12:57
S101	22	(deeplink$3 | (deep near link$3)) and (cell | phone | telephone) near number same (autofill$3 | populat$3 | (prepopulat$3) | (pre near populat$3)) (message | email | sms)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 13:04
S102	7	(deeplink$3 | (deep near link$3)) same (cell | phone | telephone) near number same (autofill$3 | populat$3 | (prepopulat$3) | (pre near populat$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 13:05
S103	50	(deeplink$3 | (deep near link$3)) same (subscrib$3 | subscription | registering) near10 (service)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 13:24
S104	9	(deeplink$3 | (deep near link$3)) same (subscrib$3 | subscription | registering) near10 (list)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	WITH	ON	2022/01/31 13:25

			DERWENT; IBM_TDB			
S105	11	(deeplink$3 | (deep near link$3)) same (subscrib$3 | subscription | register$3) near10 (list)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 13:25
S106	53	(deeplink$3 | (deep near link$3)) same (subscrib$3 | subscription | register$3) same (list)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 13:26
S107	6	(deeplink$3 | (deep near link$3)) same (subscrib$3 | subscription | register$3) same service (list)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 13:28
S108	0	(deeplink$3 | (deep near link$3)) same (join) same service (list)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 13:31
S109	0	(deeplink$3 | (deep near link$3)) same (join) (list)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 13:31
S110	4	(deeplink$3 | (deep near link$3)) same (join | sign) (list)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 13:31
S111	286	(deeplink$3 | (deep near link$3)) and ((sign$3 near up) | register$3 | join$3 | subscrib$3 | subsription) near10 list	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	WITH	ON	2022/01/31 13:32

			DERWENT; IBM_TDB			
S112	27	S111 and S98	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 13:32
S113	3,599	(promotion | ad | advertisement) same ((sign$3 near up) | register$3 | join$3 | subscrib$3 | subsription) near10 list	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 13:41
S114	40	S113 and S97	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 13:42
S115	127	S113 and S98	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 13:42
S116	4,436	(promotion | ad | advertisement) same ((sign$3 near up) | register$3 | join$3 | subscrib$3 | subsription) near10 free	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 13:50
S117	559	(promotion | ad | advertisement) same ((sign$3 near up) | register$3 | join$3 | subscrib$3 | subsription) near10 free near2 service	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 13:51
S118	9	S117 and S98	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	WITH	ON	2022/01/31 13:51

			DERWENT; IBM_TDB			
S119	463	(promotion | ad | advertisement) same ((sign$3 near up) | register$3 | join$3 | subscrib$3 | subsription) free near2 service	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 13:52
S120	2	S119 and S98	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 13:53
S121	6	(promotion | ad | advertisement) same ((sign$3 near up) | register$3 | join$3 | subscrib$3 | subsription) sms near alerts	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 13:56
S122	10	(promotion | ad | advertisement) same (offer$3 | (sign$3 near up) | register$3 | join$3 | subscrib$3 | subsription) sms near alerts	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 14:00
S123	1,381	(promotion | ad | advertisement | promo) same (offer$3 | provid$3) same (email | sms | text) near3 (alerts | notifications)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 14:02
S124	101	S123 and S98	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 14:02
S125	538	(webpage | page | website) same (promotion | ad | advertisement | promo) same (offer$3 | provid$3) same (email | sms | text) near3 (alerts | notifications)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	WITH	ON	2022/01/31 14:10

			DERWENT; IBM_TDB			
S126	395	(webpage | page) same (promotion | ad | advertisement | promo) same (offer$3 | provid$3) same (email | sms | text) near3 (alerts | notifications)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 14:11
S127	78	(webpage | page) same (promotion | ad | advertisement | promo) same ((sign$3 near up) | register$3 | join$3 | subscrib$3 | subsription) same (email | sms | text) near3 (alerts | notifications)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 14:17
S128	337	(interact$3 | click$3 | selection) near10 (promotion | ad | advertisement | promo) same ((sign$3 near up) | register$3 | join$3 | subscrib$3 | subsription) same (alerts | notifications)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 14:20
S129	8	S128 and S98	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 14:20
S130	329	S128 not S129	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 14:21
S131	20	(interact$3 | click$3 | selection) near10 (webpage | page) near10 (banner | promotion | ad | advertisement | promo) same ((sign$3 near up) | register$3 | join$3 | subscrib$3 | subsription) same (alerts | notifications)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 14:22
S132	125	(send$3 | transmit$4) near10 (text | sms | email) near3 (message | alert | notification) same (confirm$5) near10 (subscription)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	WITH	ON	2022/01/31 14:46

			DERWENT; IBM_TDB			
S133	26	S132 and S98	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 14:47
S134	2	(send$3 | transmit$4) near10 (second) near5 (text | sms | email) near3 (message | alert | notification) same (confirm$5) near10 (subscription)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 14:49
S135	1	(receiv$3) near10 (second) near5 (text | sms | email) near3 (message | alert | notification) same (confirm$5) near10 (subscription)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 14:53
S136	218	(text | sms | email) near3 (message | alert | notification) same (confirm$5) near10 (subscription)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 14:57
S137	27	S136 and S98	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 14:57
S138	191	S136 not S137	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 15:06
S139	9,926	server near10 receiv$3 near10 (text | message | email | notification | alert) and server near10 (send$3 | transmit$4) near15 (confirm$5) near10 (text | message | email | notification | alert)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	WITH	ON	2022/01/31 15:18

			DERWENT; IBM_TDB			
S140	5,569	server near10 receiv$3 near10 (text | message | email | notification | alert) same server near10 (send$3 | transmit$4) near15 (confirm$5) near10 (text | message | email | notification | alert)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 15:20
S141	5,372	server near10 receiv$3 near10 (text | message | email | notification | alert) same server near10 (send$3 | transmit$4) near15 (confirm$5) near5 (text | message | email | notification | alert)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 15:21
S142	4,970	server near10 receiv$3 near10 (text | message | email | notification | alert) same server near10 (send$3 | transmit$4) near10 (confirm$5) near5 (text | message | email | notification | alert)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 15:22
S143	3	server near10 receiv$3 near10 (text | message | email | notification | alert) same server near10 (send$3 | transmit$4) near10 (confirm$5) near5 (text | message | email | notification | alert) near10 (subscription | mailing) near5 list	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 15:22
S144	64,744	(identifier | ID | field) same (identif$4 | recogniz$3 | determin$3) near10 (OS | (operating near system))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 16:21
S145	38	(identifier | ID | field) same (identif$4 | recogniz$3 | determin$3) near10 (OS | (operating near system)) and (URI) near10 (scheme | compatible | scheme) near10 (OS | (operating system))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 16:23
S146	45	(identifier | ID | field) same (identif$4 | recogniz$3 | determin$3) near10 (OS | (operating near system)) and (URI) near10 (compatible | unique | specific) near10 (OS | (operating system))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	WITH	ON	2022/01/31 16:30

			DERWENT; IBM_TDB			
S147	36	S146 not S145	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 16:30
S148	10	(URI) near10 (unique | specific) near10 (android) and (URI) near10 (unique | specific) near10 (IOS | apple)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 16:34
S149	10	(URI) near10 (unique$2 | specific$4) near10 (android) and (URI) near10 (unique | specific) near10 (IOS | apple)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 16:35
S150	22	(URI) near10 (unique$2 | specific$4) near10 (android | IOS | apple)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 16:35
S151	12	S150 not S149	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 16:35
S152	8	(URI) near10 platform near10 (apple | Ios | android)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 16:37
S153	32	(URI) (unique$2 | specific$4) near10 (android | IOS | apple)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	WITH	ON	2022/01/31 16:37

			DERWENT; IBM_TDB			
S154	22	S153 not S149	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 16:38
S155	2,081	(determin$3 | identif$4) URI (environment | platform | OS | (operating near system))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 16:41
S156	2,105	(distinguish$3 | differentiat$3 | determin$3 | identif$4) URI (environment | platform | OS | (operating near system))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 16:41
S157	282	S156 and S98	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 16:42
S158	566	(browser (user adj agent)) and (URI same (OS | (operating system) | platform | environment))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 17:07
S159	123	S158 and S98	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/01/31 17:08
S160	74	(browser (user adj agent)) and (URI same (OS | (operating system) | platform | environment)) and (different near5 URI)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO;	WITH	ON	2022/01/31 17:11

			DERWENT; IBM_TDB			
S161	3	("11170380").PN.	US-PGPUB; USPAT; USOCR; DERWENT	OR	OFF	2022/01/31 17:42
S162	86	(integration | integrator) near (tag | instructions | code | process) same (webpage | page) same (rules | settings)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/02 07:45
S163	33	(integration | integrator) same (webpage | page) same (rules | settings) and ((deep near link$3) | deeplink$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/02 07:51
S164	2	(integration | integrator) near (tag | code | instructions | logic | process) same (webpage | page) same (rules | settings) and ((deep near link$3) | deeplink$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/02 07:53
S166	61	(subscrib$3 | join$3 | sign$3 | register$3 | enroll$3) near20 (email) near3 list same free	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/22 10:41
S167	4	(ad | advertisement | banner) same (subscrib$3 | join$3 | sign$3 | register$3 | enroll$3) near20 (email) near3 list same free	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/22 10:49
S168	63	(ad | advertisement | banner) same (subscrib$3 | join$3 | sign$3 | register$3 | enroll$3) near20 (list) free	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/22 11:45

S169	157	(click$3 | select$3 | touch$3) near10 (ad | advertisement | banner) and (subscrib$3 | join$3 | sign$3 | register$3 | enroll$3) near20 (list) free	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/22 11:50
S170	200	(click$3 | select$3 | interact$3) near10 (ad | advertisement | banner | (pop adj up)) and (subscrib$3 | join$3 | sign$3 | register$3 | enroll$3) near20 (list) free	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/22 14:25
S171	44	S170 not S169	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/22 14:25
S172	745	(click$3 | select$3 | interact$3) same (subscrib$3 | join$3 | sign$3 | register$3 | enroll$3) near20 (list) free	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/22 14:29
S173	16	(click$3 | select$3 | interact$3) (ad | advertisement) same (subscrib$3 | join$3 | sign$3 | register$3 | enroll$3) near20 (list) free	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/22 14:29
S174	35	(ad | advertisement) same (click$3 | select$3 | interact$3) (subscrib$3 | join$3 | sign$3 | register$3 | enroll$3) (list) free	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/22 14:40
S175	283	second adj3 (app | application | interface) same (SMS | email | messag$3) and (deeplink$3 | (deep adj link$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/22 14:53

S176	146	second adj3 (app | application | interface) same (SMS | email | messag$3) and (page | webpage) same (deeplink$3 | (deep adj link$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/22 15:03
S177	28	second adj3 (app | application | interface) same (SMS | email | messag$3) and (page | webpage) same (deeplink$3 | (deep adj link$3)) same (autofill$3 | prefill$3 | prepopulat$3 | populat$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/22 15:06
S178	17	second adj3 (app | application | interface) same (SMS | email | messag$3) same (autofill$3 | prefill$3 | prepopulat$3 | populat$3) and (page | webpage) same (deeplink$3 | (deep adj link$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/22 15:37
S179	5	free near10 (subscrib$3 | sign$3 | enroll$3 | join$3 | register$3) near10 (list) same (click$3 | interact$3 | select$3) near15 (ad | advertisement)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/22 16:51
S180	29	free near10 (notifications | alerts | email) near10 (subscrib$3 | sign$3 | join$3 | register$3 | enroll$3) near10 list	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/23 09:22
S181	1,580	free near5 (subscrib$3 | sign$3 | join$3 | register$3 | enroll$3) near10 list	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/23 09:30
S182	20	free near5 (subscrib$3 | sign$3 | join$3 | register$3 | enroll$3 | subscription) near10 (email | messag$3) near3 list	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/23 09:30

S183	19	S182 not S180	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/23 09:31
S184	67	free near15 (subscrib$3 | sign$3 | join$3 | register$3 | enroll$3 | subscription) near10 (email | messag$3) near3 list	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/23 09:46
S185	47	S184 not S182	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/23 09:46
S186	8	marketing free (promotion | subscription | offer) (email | messag$3) list	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/23 09:55
S187	31	marketing free (email | messag$3) near5 list	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/23 09:59
S188	4,457	(enroll$3 | register$3 | join$3 | sign$3 | subscrib$3) near15 free near15 (email | messag$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/23 10:13
S189	19	(interact$3 | select$3 | click$3) near15 (ad | advertisement) same (enroll$3 | register$3 | join$3 | sign$3 | subscrib$3) near15 free near15 (email | messag$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/23 10:15

S190	1	market$3 same free near10 (sign$3 | subscription | register$3) near10 (notifications | alerts | promotion) near10 email	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/23 10:22
S191	60	free near10 (sign$3 | subscription | register$3) near10 (notifications | alerts | promotion) near10 email	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/23 10:24
S192	5	email near3 list and free (sales | marketing) near10 (promotion | offers) email	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/23 10:38
S193	14	email near3 list and free (distrubt$3 | provid$3 | send$3) near10 (promotion | offers | deals | sales) email	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/23 10:45
S194	273	free near10 service near10 (send$3 | deliver$3 | offer$3) near10 (emails)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/23 11:13
S195	0	marketing near10 (subscription | promotion | sales | deals) email and free near10 service near10 (send$3 | deliver$3 | offer$3) near10 (emails)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/23 11:14
S196	29	marketing near10 (subscription | promotion | sales | deals) and free near10 service near10 (send$3 | deliver$3 | offer$3) near10 (emails)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/23 11:15

S197	61	marketing near10 service and free same (send$3 | deliver$3 | offer$3) near10 (emails) same (deals | coupons | promotions | promos)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/23 11:22
S198	33	marketing near3 service and free same (send$3 | deliver$3 | offer$3) near10 (emails) same (deals | coupons | promotions | promos)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/23 11:23
S199	0	free near5 automated near5 emails and (send$3 | deliver$3 | offer$3) near10 (emails) same (deals | coupons | promotions | promos)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/23 11:27
S200	51	free near10 (send$3 | deliver$3 | offer$3) near10 (emails) same (deals | coupons | promotions | promos) and (list)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	WITH	ON	2022/02/23 11:28
S201	2	("20170351693").PN.	US-PGPUB; USPAT; USOCR; DERWENT	OR	OFF	2022/02/23 12:12

EAST Search History (Interference)

<This search history is empty>

2/25/2022 1:42:20 PM
C:\Users\bdahir\Documents\EAST\Workspaces\17,496,590 - METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE.wsp

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Application Serial No: 17/496,590

Attorney Docket No: FRNK-001/03US
331846-2000
Customer Number: 58249
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17/496,590	10/07/2021	Brian LONG	FRNK-001/03US 331846-2000	6678

58249 7590 12/07/2021

COOLEY LLP
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ART UNIT	PAPER NUMBER
2176	

NOTIFICATION DATE	DELIVERY MODE
12/07/2021	ELECTRONIC

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

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

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

zIPPatentDocketingMailboxUS@cooley.com

Decision Granting Request for Prioritized Examination (Track I)	**Application No.** 17/496,590	**Applicant(s)** LONG et al.	
	Examiner JoAnne L Burke	**Art Unit** OPET	**AIA (FITF) Status** Yes

1. THE REQUEST FILED 07 October 2021 IS **GRANTED** .

   The above-identified application has met the requirements for prioritized examination
   - A. ☑ for an original nonprovisional application (Track I).
   - B. ☐ for an application undergoing continued examination (RCE).

2. **The above-identified application will undergo prioritized examination**. The application will be accorded special status throughout its entire course of prosecution until one of the following occurs:
   - A. filing a **petition for extension of time** to extend the time period for filing a reply;
   - B. filing an **amendment to amend the application to contain more than four independent claims, more than thirty total claims** , or a multiple dependent claim;
   - C. filing a **request for continued examination** ;
   - D. filing a notice of appeal;
   - E. filing a request for suspension of action;
   - F. mailing of a notice of allowance;
   - G. mailing of a final Office action;
   - H. completion of examination as defined in 37 CFR 41.102; or
   - I. abandonment of the application.

Telephone inquiries with regard to this decision should be directed to JoAnne Burke at (571)272-4584. In his/her absence, calls may be directed to Petition Help Desk at (571) 272-3282.

/JOANNE L BURKE/ Lead Paralegal Specialist, OPET	

PTO/SB/08a (07-09)
Approved for use through 11/30/2020. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

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	17/496,590
Filing Date	October 7, 2021
First Named Inventor	Brian LONG
Art Unit	2176
Examiner Name	Not Yet Assigned
Attorney Docket Number	FRNK-001/03US 331846-2007

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
	1.	2002/0152210 A1	10-17-2002	Johnson et al.	
	2.	2006/0224693 A1	10-05-2006	Gaidemak et al.	
	3.	2008/0059571 A1	03-06-2008	Khoo	
	4.	2008/0307517 A1	12-11-2008	Grigoriev et al.	
	5.	2010/0099441 A1	04-22-2010	Agarwal et al.	
	6.	2011/0302316 A1	12-08-2011	Chou et al.	
	7.	2012/0144281 A1	06-07-2012	Schechter et al.	
	8.	2014/0108373 A1	04-17-2014	Abrahami et al.	
	9.	2015/0100468 A1	04-09-2015	Blackhurst et al.	
	10.	2015/0156061 A1	06-14-2015	Saxena et al.	
	11.	2015/0178784 A1	06-25-2015	Oliver et al.	
	12.	2015/0220943 A1	08-06-2015	Dossick et al.	
	13.	2015/0294358 A1	10-15-2015	Galadari et al.	
	14.	2016/0210334 A1	07-21-2016	Prophete et al.	
	15.	2016/0234330 A1	08-11-2016	Popowitz et al.	
	16.	2016/0292728 A1	10-06-2016	Kang et al.	
	17.	2017/0004209 A1	01-05-2017	Johl et al.	
	18.	2017/0046180 A1	02-16-2017	Desineni et al.	
	19.	2017/0228797 A1	08-10-2017	Nath et al.	
	20.	2017/0337609 A1	11-23-2017	Turemen et al.	
	21.	2018/0052943 A1	02-22-2018	Hui et al.	
	22.	9,594,477 B1	03-14-2017	Ardakani et al.	
	23.	9,633,378 B1	04-25-2017	Nath et al.	
	24.	9,806,942 B2	10-31-2017	Saxena et al.	
	25.	9,811,395 B1	11-07-2017	Greenwood et al.	
	26.	10,521,496 B1	12-31-2019	Goodwin et al.	
	27.	11,117,380	11-09-2021	Long et al.	

Examiner Signature		Date Considered	

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

PTO/SB/08b (07-09)
Approved for use through 11/30/2020. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet	2	of	2

Complete if Known	
Application Number	17/496,590
Filing Date	October 7, 2021
First Named Inventor	Brian LONG
Art Unit	2176
Examiner Name	Not Yet Assigned
Attorney Docket Number	FRNK-001/03US 331846-2007

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	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]
	28.	Non-Final Office Action mailed on October 29, 2018, for U.S. Application No. 15/986,569, 13 pages	
	29.	Non-Final Office Action mailed on March 21, 2019, for U.S. Application No. 15/986,569, 14 pages	
	30.	Final Office Action mailed on August 8, 2019, for U.S. Application No. 15/986,569, 14 pages	
	31.	Non-Final Office Action mailed on February 20, 2020, for U.S. Application No. 15/986,569, 22 pages	
	32.	Final Office Action mailed on June 26, 2020, for U.S. Application No. 15/986,569, 25 pages	
	33.	Advisory Action mailed on September 1, 2020, for U.S. Application No. 15/986,569, 5 pages	
	34.	Appeal Brief filed on November 23, 2020, for U.S. Application No. 15/986,569, 74 pages	
	35.	Non-Final Office Action mailed on July 22, 2021, for U.S. Application No. 17/114,937, 13 pages	
	36.	Non-Final Office Action mailed on March 4, 2021, for U.S. Application No. 17/114,937, 13 pages	
	37.	Final Office Action mailed on May 12, 2021, for U.S. Application No. 17/114,937, 15 pages	

Examiner Signature		Date Considered	

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

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

Electronic Acknowledgement Receipt

EFS ID:	44272075
Application Number:	17496590
International Application Number:	
Confirmation Number:	6678
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Customer Number:	58249
Filer:	Anders E. Fernstrom/Isiah Avila
Filer Authorized By:	Anders E. Fernstrom
Attorney Docket Number:	FRNK-001/03US 331846-2000
Receipt Date:	12-NOV-2021
Filing Date:	07-OCT-2021
Time Stamp:	16:10:21
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Transmittal Letter	FRNK-001-03US-IDS-Transmittal.pdf	40529 09a6b7ccd6d6779b801543722bf9ab516df87f04	no	5

Warnings:

Information:					
2	Information Disclosure Statement (IDS) Form (SB08)	FRNK-001-03US-IDS-SB08.pdf	37928 6b24c7ae32aab06dbb758414a454df8bb63b6267	no	2
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
			Total Files Size (in bytes):	78457	

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

Docket No.: FRNK-001/03US 331846-2007
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Inventor:	Brian LONG	Confirmation No.:	6678
Application No.:	17/496,590	Group Art Unit:	2176
Filed:	October 7, 2021	Examiner:	Not Yet Assigned

For: METHODS AND APPARATUS FOR DYNAMIC APPLICATOIN DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

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

INFORMATION DISCLOSURE STATEMENT
UNDER 37 C.F.R. §§ 1.56, 1.97, AND 1.98

In accordance with the duty of disclosure set forth in 37 C.F.R. §1.56, Applicant hereby submits the following information in conformance with 37 C.F.R. §§1.97 and 1.98. It is respectfully requested that the information be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

[] Pursuant to 37 C.F.R. §1.98, a copy of each non-US patent document cited on the attached Form used in lieu of PTO/SB/08 is enclosed.

[X] No copies of the foreign patent, foreign patent application, or non-patent literature publications listed on the attached Form used in lieu of PTO/SB/08 are being provided pursuant to 37 C.F.R. §1.98(d) because the publications were previously cited by or submitted to the Office in prior Application Serial No(s). 15/986,569 to which the above-identified application claims priority under 35 U.S.C. §120.

[X] No copies of any U.S. patents or U.S. patent application publications listed on the attached Form used in lieu of PTO/SB/08 are being provided pursuant to 37 C.F.R. §1.98.

[] Publication(s) listed on the attached Form used in lieu of PTO/SB/08 were cited in a foreign search or examination report corresponding to application serial no. and mailed on .

[] Enclosed is a copy of a non-English publication(s) _____ Pursuant to §609 of the M.P.E.P., Applicant submits the attached foreign search or examination report, which cites such non-English language publication(s).

[] Enclosed is a copy of a non-English publication(s) _____ English language publication _____ (copy enclosed) claims priority from this non-English publication.

[] Enclosed is an explanation of non-English publication(s) _____ for which an English translation is not available.

[] Enclosed is an English translation of non-English publication(s) _____ cited on the attached Form used in lieu of PTO/SB/08.

[] Enclosed is an English language Abstract of non-English publication(s) _____ cited on the attached Form used in lieu of PTO/SB/08.

[] Enclosed is a copy of pending patent Application No. _____.

[X] In accordance with **37 C.F.R. §1.97(b)**, no additional fee for submission of this Information Disclosure Statement is required, as it is filed within any one of the following time periods:

[] within three months from the filing date of this national application other than a CPA under 37 C.F.R. § 1.53(d);

[] within three months from the date of entry of the national stage as set forth in 37 C.F.R. §1.491 in this international application;

[X] before the mailing date of a first Office action on the merits; or

[] before the mailing of a first Office action after the filing of a request for continued examination under 37 C.F.R. § 1.114.

[] In accordance with **37 C.F.R. §1.97(c)**, this Information Disclosure Statement is filed after the period specified in 37 C.F.R. § 1.97(b), but before the mailing of any of the following: a final action under 37 C.F.R. §1.113; a notice of allowance under 37 C.F.R. §1.311; or an action that otherwise closes prosecution in this application.

In accordance with 37 C.F.R. §1.97(c) also enclosed is:

[] Fee under 37 C.F.R. §1.17(p) in the amount of $260.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $130.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $65.00; or

[] Statement as specified in 37 C.F.R. §1.97(e):

[] Each item of information contained in the Information Disclosure Statement cited herein was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing date of the Information Disclosure Statement; or

[] No item of information contained in the Information Disclosure Statement submitted herewith was cited in any communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the undersigned, having made a reasonable inquiry, no item of information contained in the Information Disclosure Statement was known to any individual designated in 37 C.F.R. §1.56(c) more than three months prior to the filing date of the Information Disclosure Statement.

[] This Information Disclosure Statement is filed after payment of the issue fee, but before issuance of the patent under the Quick Path Information Disclosure Statement pilot program.

In accordance with the Quick Path Information Disclosure Statement pilot program also enclosed is:

[] Fee under 37 C.F.R. §1.17(p) in the amount of $260.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $130.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $65.00;

and

[] Statement as specified in 37 C.F.R. §1.97(e):

[] Each item of information contained in the Information Disclosure Statement cited herein was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing date of the Information Disclosure Statement; or

[] No item of information contained in the Information Disclosure Statement submitted herewith was cited in any communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the undersigned, having made a reasonable inquiry, no item of information contained in the Information Disclosure Statement was known to any individual designated in 37 C.F.R. §1.56(c) more than three months prior to the filing date of the Information Disclosure Statement.

[] In accordance with **37 C.F.R. §1.97(d)**, this Information Disclosure Statement is filed after the period specified in 37 C.F.R. § 1.97(c), but with or before the payment of the issue fee.

In accordance with 37 C.F.R. §1.97(d) also enclosed is:

[] Fee under 37 C.F.R. §1.17(p) in the amount of $260.00;

[] Fee under 37 C.F.R. §1.17(p) in the amount of $130.00; or

[] Fee under 37 C.F.R. §1.17(p) in the amount of $65.00;

and

[] Statement as specified in 37 C.F.R. §1.97(e):

[] Each item of information contained in the Information Disclosure Statement cited herein was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing date of the Information Disclosure Statement; or

[] No item of information contained in the Information Disclosure Statement submitted herewith was cited in any communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the undersigned, having made a reasonable inquiry, no item of information contained in the Information Disclosure Statement was known to any individual designated in 37 C.F.R. §1.56(c) more than three months prior to the filing date of the Information Disclosure Statement.

[] In accordance with **37 C.F.R. § 1.704(d)**, Applicant notes that to our knowledge each item of information contained in the information disclosure statement:

[] was first cited in any communication from a patent office in a counterpart foreign or international application or from the Office, and this communication was not received by any individual designated in § **1.56(c)** more than thirty days prior to the filing of the information disclosure statement.

[] is a communication that was issued by a patent office in a counterpart foreign or international application or by the Office, and this communication was not received by any individual designated in § **1.56(c)** more than thirty days prior to the filing of the information disclosure statement.

In accordance with 37 C.F.R. § 1.97(g), this Information Disclosure Statement shall not be construed as to mean that a search has been made.

In accordance with 37 C.F.R. § 1.97(h), the filing of this Information Disclosure Statement shall not be construed to be an admission that the information cited in the statement is, or is considered to be material to patentability as defined by 37 C.F.R § 1.56(b).

Remarks

It is respectfully requested that the Examiner consider the above-noted information and return an initialed copy of the attached Form used in lieu of PTO/SB/08 to the undersigned.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

The Director is hereby authorized to charge any additional fees which may be required with respect to this communication, or credit any overpayment, to Deposit Account No. 50-1283, under Order No. FRNK-001/03US 331846-2007.

Dated: November 12, 2021

Respectfully submitted,
COOLEY LLP

By: /Anders E. Fernstrom/
Anders E. Fernstrom
Reg. No. 72,629

USPTO CUSTOMER NO. 58249

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue NW, Suite 700
Washington, DC 20004

Tel: (703) 456-8117
Fax: (202) 842-7899

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
17/496,590	10/07/2021	Brian LONG	FRNK-001/03US 331846-2000

CONFIRMATION NO. 6678

58249
COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

POA ACCEPTANCE LETTER

OC000000129739403

Date Mailed: 11/12/2021

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 11/09/2021.

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

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

/atesfai/

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
17/496,590	10/07/2021	2414	1310	FRNK-001/03US 331846-2000	28	3

CONFIRMATION NO. 6678

UPDATED FILING RECEIPT

58249
COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

OC000000129739043

Date Mailed: 11/12/2021

Receipt is acknowledged of this non-provisional utility 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 FIRST INVENTOR, 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 corrected Filing Receipt, including a properly marked-up ADS showing the changes with strike-through for deletions and underlining for additions. If you received a "Notice to File Missing Parts" or other Notice requiring a response for this application, please submit any request for correction 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 provided that the request is grantable.

Inventor(s)

Brian LONG, New York, NY;
Brooke BURDGE, New York, NY;
Andrew JONES, Brooklyn, NY;
Eric MIAO, Brooklyn, NY;
Ryan TSANG, Brooklyn, NY;
Ethan LO, Brooklyn, NY;
Elyssa ALBERT, Brooklyn, NY;

Applicant(s)

Attentive Mobile Inc., New York, NY;

Assignment For Published Patent Application

Attentive Mobile Inc., New York, NY

Power of Attorney: The patent practitioners associated with Customer Number 58249

Domestic Priority data as claimed by applicant

This application is a CON of 15/986,569 05/22/2018 ABN
which claims benefit of 62/511,413 05/26/2017

Foreign Applications for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see http://www.uspto.gov for more information.) - None.
Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

Permission to Access Application via Priority Document Exchange: No

Permission to Access Search Results: No

Applicant may provide or rescind an authorization for access using Form PTO/SB/39 or Form PTO/SB/69 as appropriate.

If Required, Foreign Filing License Granted: 10/19/2021

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 17/496,590**

Projected Publication Date: Request for Non-Publication Acknowledged

Non-Publication Request: Yes

Early Publication Request: No
**** SMALL ENTITY ****
Title

METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

Preliminary Class

370

Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications: No

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

Applicants may wish to consult the USPTO booklet, "General Information Concerning Patents" (specifically, the section entitled "Treaties and Foreign Patents") for more information on timeframes and deadlines for filing foreign

patent applications. The guide is available either by contacting the USPTO Contact Center at 800-786-9199, or it can be viewed on the USPTO website at http://www.uspto.gov/web/offices/pac/doc/general/index.html.

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, http://www.stopfakes.gov. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4258).

LICENSE FOR FOREIGN FILING UNDER

Title 35, United States Code, Section 184

Title 37, Code of Federal Regulations, 5.11 & 5.15

GRANTED

The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

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

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

NOT GRANTED

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

SelectUSA

The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The U.S. offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to promote and facilitate business investment. SelectUSA provides information assistance to the international investor community; serves as an ombudsman for existing and potential investors; advocates on behalf of U.S. cities, states, and regions competing for global investment; and counsels U.S. economic development organizations on investment attraction best practices. To learn more about why the United States is the best country in the world to develop technology, manufacture products, deliver services, and grow your business, visit http://www.SelectUSA.gov or call +1-202-482-6800.

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 17/496,590

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY FEE($)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	80		N/A	
SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	350		N/A	
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	400		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	28 minus 20 =	* 8	x 50 =	400	OR		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3 minus 3 =	*	x 240 =	0.00			
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			0.00			
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0.00			
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	1230		TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY ADDITIONAL FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE($)
AMENDMENT A	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	

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

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

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

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

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

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
17/496,590	10/07/2021	Brian LONG	FRNK-001/03US 331846-2000

CONFIRMATION NO. 6678

58249
COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

FORMALITIES LETTER

OC000000129201044

Date Mailed: 10/20/2021

NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

Filing Date Granted

Items Required To Avoid Abandonment:

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing.

Applicant is given **TWO MONTHS** from the date of this Notice within which to file all required items below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

- Surcharge as set forth in 37 CFR 1.16(f) must be submitted.
  The surcharge is due for any one of:
  - late submission of the basic filing fee, search fee, or examination fee,
  - late submission of inventor's oath or declaration,
  - filing an application that does not contain at least one claim on filing, or
  - submission of an application filed by reference to a previously filed application.

SUMMARY OF FEES DUE:

The fee(s) required within **TWO MONTHS** from the date of this Notice to avoid abandonment is/are itemized below. Small entity discount is in effect. If applicant is qualified for micro entity status, an acceptable Certification of Micro Entity Status must be submitted to establish micro entity status. (See 37 CFR 1.29 and forms PTO/SB/15A and 15B.)

- $ **80** surcharge.
- $(**0**) previous unapplied payment amount.
- $ **80** TOTAL FEE BALANCE DUE.

Items Required To Avoid Processing Delays:

Applicant is notified that the above-identified application contains the deficiencies noted below. No period for reply is set forth in this notice for correction of these deficiencies. However, if a deficiency relates to the inventor's oath or declaration, the applicant must file an oath or declaration in compliance with 37 CFR 1.63, or a substitute statement in compliance with 37 CFR 1.64, executed by or with respect to each actual inventor no later than the expiration of the time period set in the "Notice of Allowability" to avoid abandonment. See 37 CFR 1.53(f).

- A properly executed inventor's oath or declaration has not been received for the following inventor(s):

Brian LONG
Brooke BURDGE
Andrew JONES
Eric MIAO
Ryan TSANG
Ethan LO
Elyssa ALBERT

Replies must be received in the USPTO within the set time period or must include a proper Certificate of Mailing or Transmission under 37 CFR 1.8 with a mailing or transmission date within the set time period. For more information and a suggested format, see Form PTO/SB/92 and MPEP 512.

Replies should be mailed to:

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

Registered users of EFS-Web may alternatively submit their reply to this notice via EFS-Web, including a copy of this Notice and selecting the document description "Applicant response to Pre-Exam Formalities Notice". https://sportal.uspto.gov/authenticate/AuthenticateUserLocalEPF.html

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

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

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

/thaile/

Electronic Patent Application Fee Transmittal

Application Number:	17496590
Filing Date:	07-Oct-2021
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Filer:	Anders E. Fernstrom/Jennifer Scott
Attorney Docket Number:	FRNK-001/03US 331846-2000

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
CLAIMS IN EXCESS OF 20	2202	8	50	400
Miscellaneous-Filing:				
LATE FILING FEE FOR OATH OR DECLARATION	2051	1	80	80
Petition:				
Patent-Appeals-and-Interference:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**480**

Electronic Acknowledgement Receipt

EFS ID:	44238152
Application Number:	17496590
International Application Number:	
Confirmation Number:	6678
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Customer Number:	58249
Filer:	Anders E. Fernstrom/Jennifer Scott
Filer Authorized By:	Anders E. Fernstrom
Attorney Docket Number:	FRNK-001/03US 331846-2000
Receipt Date:	09-NOV-2021
Filing Date:	07-OCT-2021
Time Stamp:	16:09:06
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$480
RAM confirmation Number	E2021A9G09211933
Deposit Account	
Authorized User	

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		FRNK-001_03US_Preliminary_Amendment.PDF	148499 38de118850dc8acae1e094cc54660f4b49e8ba07	yes	9

Multipart Description/PDF files in .zip description

Document Description	Start	End
Preliminary Amendment	1	1
Claims	2	8
Applicant Arguments/Remarks Made in an Amendment	9	9

Warnings:

Information:

2	Power of Attorney	FRNK-001_03US_Power_Attentive_Mobile.PDF	84843 8cf31d8243c6d752409cb1c72f3df137f6e6e40d	no	1

Warnings:

Information:

3	Assignee showing of ownership per 37 CFR 3.73	FRNK-001_03US_373c_Statement.PDF	112841 49253f6d759e3cbdb3e385013861c28a04dbeec8	no	3

Warnings:

Information:

4	Assignee showing of ownership per 37 CFR 3.73	FRNK-001_03US_Assignment.PDF	457326 6a4edbc9ec2e02635aa8748c79b21c1dbe659c65	no	11

Warnings:

Information:

5	Oath or Declaration filed	FRNK-001-03US_Declarations.PDF	186268 a8342dabe504bda4327fe639c04be1103cf71f7b	no	7

Warnings:					
Information:					
6	Applicant Response to Pre-Exam Formalities Notice	FRNK-001_03US_NTFMP.PDF	224334 b5ee1f601dcdf391681b43fc33bf25cbf34dcd8a	no	2
Warnings:					
Information:					
7	Fee Worksheet (SB06)	fee-info.pdf	40447 9a66e63e32b73f3590eeab81dbeecba05c54744c	no	2
Warnings:					
Information:					
			Total Files Size (in bytes):	1254558	

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

Doc Code: PA..
Document Description: Power of Attorney

PTO/AIA/82B (07-13)
Approved for use through 01/31/2018. OMB 0651-0035
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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POWER OF ATTORNEY BY APPLICANT

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

Application Number	Filing Date
15/986,569	May 22, 2018

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

☑ I hereby appoint the Patent Practitioner(s) associated with the following Customer Number as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above: 58249

OR

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

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

☑ The address associated with the above-mentioned Customer Number

OR

The address associated with Customer Number:

OR

Firm or Individual Name					
Address					
City		State		Zip	
Country					
Telephone		Email			

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

Attentive Mobile Inc.

Inventor or Joint Inventor (title not required below)

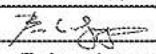
Legal Representative of a Deceased or Legally Incapacitated Inventor (title not required below)

☑ Assignee or Person to Whom the Inventor is Under an Obligation to Assign (provide signer's title if applicant is a juristic entity)

Person Who Otherwise Shows Sufficient Proprietary Interest (e.g., a petition under 37 CFR 1.46(b)(2) was granted in the application or is concurrently being filed with this document) (provide signer's title if applicant is a juristic entity)

SIGNATURE of Applicant for Patent

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

Signature		Date (Optional)	
Name	Brian Long		
Title	CEO		

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

☑ Total of 1 forms are submitted.

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

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

PTO/AIA/96 (08-12)
Approved for use through 11/30/2020. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

STATEMENT UNDER 37 CFR 3.73(c)

Applicant/Patent Owner: Attentive Mobile, Inc.

Application No./Patent No.: 17/496,590 Filed/Issue Date: October 8, 2021

Titled: METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

Attentive Mobile, Inc., a corporation

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

states that, for the patent application/patent identified above, it is (choose **one** of options 1, 2, 3 or 4 below):

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

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

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

   ☐ There are unspecified percentages of ownership. The other parties, including inventors, who together own the entire right, title and interest are:

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

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

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

4. ☐ The recipient, via a court proceeding or the like (*e.g.*, bankruptcy, probate), of an undivided interest in the entirety (a complete transfer of ownership interest was made). The certified document(s) showing the transfer is attached.

The interest identified in option 1, 2 or 3 above (not option 4) is evidenced by either (choose **one** of options A or B below):

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

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

1. From: _____ To: _____

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

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

2. From: _____ To: _____

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

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

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

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

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

STATEMENT UNDER 37 CFR 3.73(c)

3. From: _____ To: _____

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

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

4. From: _____ To: _____

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

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

5. From: _____ To: _____

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

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

6. From: _____ To: _____

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

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

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

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

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

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

/Anders E. Fernstrom/	November 9, 2021
Signature	Date
Anders E. Fernstrom	72,629
Printed or Typed Name	Title or Registration Number

[Page 2 of 2]

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.

Attorney Docket No. FRNK-001/01US 331846-2002

ASSIGNMENT

Brian LONG, residing at 229 E 13th St., 7C, New York, NY 10003; Brooke BURDGE, residing at 114 W 76th St., 3R, New York, NY 10023; Andrew JONES, residing at 435 76th St., Brooklyn, NY 11209; Eric MIAO, residing at 200 Warren St., Apt 2, Brooklyn, NY 11201; Ryan TSANG, residing at 391 Adelphi St., Apt H, Brooklyn, NY 11238; Ethan LO, residing at 333 Schermerhorn St., #7F, Brooklyn, NY 11217; and Elyssa ALBERT, residing at 1040 Dean Street, #312, Brooklyn, NY 11238 (each referred to as "Assignor") have made an invention(s) (the "Invention(s)") set forth in an application for patent, and which is a:

(1) [x] provisional application
- (a) [ ] to be filed herewith; or
- (b) [x] bearing Application No. 62/511,413, entitled "A TECHNOLOGY PLATFORM FOR MESSAGING-BASED SUBSCRIPTIONS AND PAYMENTS INITIATED FROM A MOBILE WEBSITE," and filed on May 26, 2017;

(2) [x] non-provisional application
- (a) [ ] to be filed herewith; or
- (b) [x] bearing Application No. 15/986,569, entitled " METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE," and filed on May 22, 2018; and/or

(3) [ ] PCT application
- (a) [ ] bearing Application No. , and filed on .

and/or

(4) [ ] attached hereto.

WHEREAS, Attentive Mobile Inc., a corporation having its principal place of business at 156 5th Ave. Suite 303, New York, NY 10010, its successors, legal representatives and assigns, (the "Assignee"), is desirous of acquiring the entire right, title, and interest in: the Invention(s); the application(s) for patent identified above; the right to file applications for patent of the United States or other countries on the Invention(s); any application(s) for patent of the United States or other countries claiming priority to, and/or the benefit of, these applications; any provisional or other right to recover any and all past, present, and future damages, including royalties, for any and all past, present, and future infringements of these application(s); and any and all patent(s) of the United States or other countries that may be granted therefor or thereon.

NOW, THEREFORE, for good and sufficient consideration, the receipt of which is hereby acknowledged, and to the extent that the Assignor has not done so already via a prior agreement with the Assignee or a predecessor in interest of the Assignee, or if the Assignor has already done so via a prior agreement with the Assignee or a predecessor in interest of the Assignee then in confirmation of any obligation to do so in said prior agreement, the Assignor has sold, assigned, transferred, and set over, and by these presents does sell, assign, transfer, and set over, unto the Assignee, its successors, legal representatives, and assigns, the Assignor's entire right, title, and interest in:

(a) the Invention(s);

(b) the application(s) for patent identified above;

(c) the right to file applications for patent of the United States or other countries on the Invention(s), including all rights under the Hague Convention, the Paris Convention for the Protection of Industrial Property, and under the Patent Cooperation Treaty, and all rights of claiming priority in any country of the world;

(d) any application(s) for patent of the United States or other countries claiming the Invention(s);

(e) any application(s) for patent of the United States or other countries claiming priority to, and/or the benefit of, at least one of the application(s) for patent identified above or any application(s) for patent claiming the Invention(s), including any priority application(s), substitute application(s), division(s), continuation(s), and continuation(s)-in-part;

(f) any provisional or other right to recover any and all past, present, and future damages, including royalties, for any and all past, present, and future infringements of any application for patent identified in the preceding paragraphs (b)-(e) and of any and all patent(s) granted based thereon in the United States and in all other countries; and

(g) any patent(s) of the United States or other countries that may be granted for or on any application for patent identified in the preceding paragraphs (b)-(e), including any reissue(s), reexamination(s), revival(s), renewal(s) and extension(s) of said patent(s).

The above-granted rights, titles, and interests are to be held and enjoyed by the Assignee, for its own use and behalf and the use and behalf of its successors, legal representatives, and assigns, as fully and entirely as the same would have been held and enjoyed by the Assignor had this sale and assignment not been made.

The Assignor hereby represents to the Assignee, its successors, legal representatives, and assigns, that, at the time of execution and delivery of these presents, or if applicable, at such time said prior agreement was executed, the Assignor is a lawful

owner of an undivided interest in the entire right, title, and interest in and to the Invention(s), that the Invention(s) are unencumbered, except, if applicable, by obligation to assign in accordance with said prior agreement, and that the Assignor has good and full right and lawful authority to sell and convey the same in the manner set forth herein, and that Assignor will not make or enter into any assignment, sale, agreement or encumbrance which would conflict with these presents.

The Assignor hereby covenants and agrees to and with the Assignee, its successors, legal representatives, and assigns, that the Assignor will sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done in connection with any and all proceedings for the procurement, maintenance, enforcement and defense of the Invention(s), said application(s), and said patent(s), including interference and derivation proceedings, and any post-grant proceedings (e.g., opposition proceedings, post-grant reviews, *Inter partes* reviews, supplemental examinations, etc.) without charge to the Assignee, its successors, legal representatives, and assigns, but at the cost and expense of the Assignee, its successors, legal representatives, and assigns.

The Assignor hereby authorizes and requests the attorneys of COOLEY LLP to insert in the spaces provided above the filing date, the application number, and the attorney docket number of the application(s) identified above when known.

The Assignor hereby requests the Commissioner of Patents to issue said patents of the United States to the Assignee for the sole use and behalf of the Assignee, its successors, legal representatives, and assigns.

Date: 8/21/18 By: _____
Brian Long

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of NY)
) ss.
County of New York)

On Aug. 21, 2018, before me, Michael Senz, Notary Public, personally appeared Brian Long, who proved to me on the basis of satisfactory evidence, to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

MICHAEL SENZ
Notary Public - State of New York
No. 01SE6114952
Qualified in New York County
My Comm. Expires Aug. 30, 2020

WITNESS my hand and official seal.

_____
Signature of Notary Public

Place Notary Seal Above

My Commission Expires: 08/30/2020

177013242 v1

Date: 8/24/18 By: Brooke Burdge
Brooke Burdge

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of Newyork)
) ss.
County of Newyork)

On 24th, before me, Tania Jeanbaptiste, Notary Public, personally appeared Brooke Burdge, who proved to me on the basis of satisfactory evidence, to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

TANIA JEAN BAPTISTE
Notary Public - State of New York
NO. 01JE6348837
Qualified in Kings County
My Commission Expires Oct 3, 2020

Signature of Notary Public

Place Notary Seal Above

My Commission Expires: 10/3/2020

177013242 v1

Date: 8/21/18 By: _____
Andrew Jones

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of NY)
) ss.
County of New York)

On Aug. 21, 2018, before me, Michael Senz, Notary Public, personally appeared Andrew Jones, who proved to me on the basis of satisfactory evidence, to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

MICHAEL SENZ
Notary Public - State of New York
No. 01SE6114952
Qualified in New York County
My Comm. Expires Aug. 30, 2020

_____
Signature of Notary Public

Place Notary Seal Above

My Commission Expires: 08/30/2020

177013242 v1

Date: 8/21/18 By: _____
Eric Miao

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of NY)
) ss.
County of New York)

On Aug. 21, 2018, before me, Michael Senz, Notary Public, personally appeared Eric Miao, who proved to me on the basis of satisfactory evidence, to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

MICHAEL SENZ
Notary Public - State of New York
No. 01SE6114952
Qualified in New York County
My Comm. Expires Aug. 30, 2020

WITNESS my hand and official seal.

_____
Signature of Notary Public

Place Notary Seal Above

My Commission Expires: 08/30/2020

177013242 v1

Date: 8/21/18 By: Ryan Tsang

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of NY)
) ss.
County of Newyork)

On Aug. 21 2018, before me, Michael Senz, Notary Public, personally appeared Ryan Tsang, who proved to me on the basis of satisfactory evidence, to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

MICHAEL SENZ
Notary Public - State of New York
No. 01SE6114952
Qualified in New York County
My Comm. Expires Aug. 30, 2020

WITNESS my hand and official seal.

Signature of Notary Public

Place Notary Seal Above

My Commission Expires: 08/30/2020

177013242 v1

Date: 8/21/18 By: _____
Ethan Lo

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of NY)
) ss.
County of New York)

On Aug. 21, 2018, before me, Michael Senz, Notary Public, personally appeared Ethan Lo, who proved to me on the basis of satisfactory evidence, to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

MICHAEL SENZ
Notary Public - State of New York
No. 01SE6114952
Qualified in New York County
My Comm. Expires Aug. 30, 2020

WITNESS my hand and official seal.

_____
Signature of Notary Public

Place Notary Seal Above

My Commission Expires: 08/30/2020

177013242 v1

Date: 8/24/18 By: Elyssa Albert
Elyssa Albert

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of NewYork)
) ss.
County of NewYork)

On 24th, before me, TANIA JEANBAPTISTE, Notary Public, personally appeared Elyssa Albert, who proved to me on the basis of satisfactory evidence, to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Signature of Notary Public

TANIA JEAN BAPTISTE
Notary Public - State of New York
NO. 01JE6348837
Qualified in Kings County
My Commission Expires Oct 3, 2020

Place Notary Seal Above

My Commission Expires: 10/3/2020

177013242 v1

For and on behalf of ASSIGNEE:

Date: 8/21/2018

By: Brian C. Long

Name: BRIAN LONG
Title: CEO
Company: Attentive Mobile Inc.

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of NY)
) ss.
County of New York)

On Aug. 21, 2018, before me, Michael Senz, Notary Public, personally appeared Brian Long, CEO, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

MICHAEL SENZ
Notary Public - State of New York
No. 01SE6114952
Qualified in New York County
My Comm. Expires Aug. 30, 2020

WITNESS my hand and official seal.

Michael Senz

Signature of Notary Public

Place Notary Seal Above

My Commission Expires: 08/30/2020

177013242 v1

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DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76)

Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

As the below named inventor, I hereby declare that:

This declaration is directed to:
- [ ] The attached application, or
- [x] United States application or PCT international application number 15/986,569 filed on May 22, 2018.

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

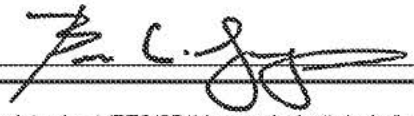
I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

WARNING:

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

LEGAL NAME OF INVENTOR

Inventor: Brian LONG Date (Optional) :

Signature: 

Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form or must have been previously filed. Use an additional PTO/AIA/01 form for each additional inventor.

176024318 v1

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LEGAL NAME OF INVENTOR

Inventor: Brooke BURDGE Date (Optional) : _____

Signature: Brooke Burdge

Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form or must have been previously filed. Use an additional PTO/AIA/01 form for each additional inventor.

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DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76)

Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

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LEGAL NAME OF INVENTOR

Inventor: Andrew JONES Date (Optional) : _____

Signature: andrew jones

Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form or must have been previously filed. Use an additional PTO/AIA/01 form for each additional inventor.

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DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76)

Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

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LEGAL NAME OF INVENTOR

Inventor: Eric MIAO Date (Optional) :

Signature: Eric Miao

Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form or must have been previously filed. Use an additional PTO/AIA/01 form for each additional inventor.

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DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76)

Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

As the below named inventor, I hereby declare that:

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LEGAL NAME OF INVENTOR

Inventor: Ryan TSANG Date (Optional) :

Signature: Ryan Tsang

Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form or must have been previously filed. Use an additional PTO/AIA/01 form for each additional inventor.

176024318 v1

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Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

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I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

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LEGAL NAME OF INVENTOR

Inventor: Ethan LO Date (Optional) :

Signature: Ethan Lo

Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form or must have been previously filed. Use an additional PTO/AIA/01 form for each additional inventor.

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I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

WARNING:

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

LEGAL NAME OF INVENTOR

Inventor: Elyssa ALBERT Date (Optional) :

Signature: Elyssa Albert

Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form or must have been previously filed. Use an additional PTO/AIA/01 form for each additional inventor.

Docket No.: FRNK-001/03US 331846-2007
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Inventor:	Brian LONG	Confirmation No.:	6678
Application No.:	17/496,590	Group Art Unit:	2414
Filed:	October 7, 2021	Examiner:	Not Yet Assigned

For: METHODS AND APPARATUS FOR DYNAMIC APPLICATOIN DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

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

PRELIMINARY AMENDMENT

Prior to examination of the above-identified application, please amend the above-captioned application as follows:

Amendments to the Claims are reflected on the listing of the claims which begins on page 2 of this paper.

Remarks begin on page 9 of this paper.

IN THE CLAIMS:

Set forth below in ascending order, with status identifiers, is a complete listing of all claims currently under examination. Changes to any amended claims are indicated by [[double brackets]], ~~strikethrough~~ and/or underlining. This listing also reflects any cancellation and/or addition of claims.

1. (Canceled)

2. (New) A method, comprising:

in response to an integration tag included in a webpage being displayed via a web browser application of a mobile device, receiving, at a processor remote from the mobile device, (1) a mobile device identifier associated with the mobile device, and (2) a request to retrieve an promotion associated with at least one of a product or a service presented via the webpage;

in response to receiving the mobile device identifier and the request to retrieve the promotion, sending, from the processor to the mobile device, a first signal causing a frame associated with the promotion to be displayed via the web browser application;

receiving, at the processor and from the mobile device, an indication that a user interacted with the frame to obtain at least one of the product or the service;

defining, at the processor and based on the mobile device identifier and the indication that the user interacted with the frame, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI being compatible with a first operating system and not a second operating system different from the first operating system, the mobile device running the first operating system and not the second operating system;

sending the URI from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging application and to populate a message within the messaging application with information for the promotion;

receiving, at the processor and from the messaging application of mobile device, the message populated with the information; and

facilitating, by the processor, registration for the promotion based on receiving the message.

3. (New) The method of claim 2, wherein a size of the frame relative to a size of the webpage is configurable.

4. (New) The method of claim 2, wherein a location of the frame on the webpage is configurable.

5. (New) The method of claim 2, wherein the URI is configured to cause a display of the mobile device to switch between rendering the web browsing application and rendering the messaging application.

6. (New) The method of claim 2, wherein the information includes a telephone number of a vendor from which at least one of the product or the service is to be obtained.

7. (New) The method of claim 2, wherein the promotion is a subscription.

8. (New) The method of claim 2, wherein the promotion is a subscription to a messaging-based marketing service.

9. (New) The method of claim 2, wherein the promotion is delivery of at least one of the product or the service for free.

10. (New) The method of claim 2, wherein the information includes a request to join a subscription list.

11. (New) The method of claim 2, wherein the message is a first text message, the method further comprising sending, to the mobile device, a second text message confirming a subscription to a messaging-based marketing service in response to receiving the first text message.

12. (New) The method of claim 2, wherein delivery of at least one of the product or the service is completed (1) with no user input other than the user interaction with the frame and the user sending the message and (2) without redirecting to a different application after the message is sent.

13. (New) The method of claim 2, further comprising:

generating, at the processor, the integration tag based on a set of client-specific rules; and

sending, by the processor, the webpage including the integration tag to the mobile device, causing the integration tag to be executed at the mobile device in response to the set of client-specific rules being satisfied.

14. (New) A method, comprising:

receiving, from at least one web server, an integration tag included in a webpage;

displaying the webpage using a web browser application of a mobile device;

sending, from the mobile device, to the at least one web server, and in response to the integration tag executing, (1) a mobile device identifier that identifies the mobile device, and (2) a request to retrieve an identifier associated with at least one of a product or the service presented via the webpage;

receiving, at the mobile device, from the at least one web server, and in response to sending the mobile device identifier and the request to retrieve the identifier, a first signal causing a frame to be displayed with the webpage via the web browser application, the frame including a promotional message;

sending, to the at least one web server, an indication of a first user interaction with the promotional message;

receiving, from the at least one web server and in response to the indication of the first user interaction, a uniform resource identifier (URI) that deeplinks to and causes the mobile device to automatically (1) switch from rendering the web browser application to rendering a text messaging application and (2) generate a text message with a pre-populated phone number and a pre-populated message body related to the promotional message, the URI being compatible with a first operating system executing on the mobile device and not a second operating system different from the first operating system; and

sending, in response to a second user interaction with the text messaging application, the text message including the pre-populated message body to the pre-populated phone number to cause a transaction associated with at least one of the product or the service to be performed.

15. (New) The method of claim 14, wherein the mobile device identifier is based on a user agent field via the web browser application.

16. (New) The method of claim 14, wherein the mobile device identifier identifies the first operating system.

17. (New) The method of claim 14, wherein the first user interaction and the second user interaction are the only user interactions between receiving the first signal causing the frame to be displayed and the transaction being completed.

18. (New) The method of claim 14, wherein the transaction associated with at least one of the product or the service is a subscription.

19. (New) The method of claim 14, wherein the transaction associated with at least one of the product or the service is a free subscription.

20. (New) The method of claim 14, wherein:

the promotional message includes an invitation to join a subscription list; and

performing the transaction includes at least one of the mobile device or a user associated with the mobile device being added to the subscription list.

21. (New) A method, comprising:

in response to a means for retrieving a promotion included in a webpage being executed via a web browser application of a mobile device, receiving, at a processor remote from the mobile device, (1) a mobile device identifier associated with the mobile device, and (2) a request to retrieve a promotion associated with at least one of a product or a service presented via the webpage;

in response to receiving the mobile device identifier and the request to retrieve the promotion, sending, from the processor to the mobile device, a first signal including means for displaying a frame associated with the promotion;

receiving, at the processor and from the mobile device, an indication that a user interacted with the frame to obtain at least one of the product or the service;

defining, at the processor and based on the mobile device identifier and the indication that the user interacted with the frame, a means for deeplinking to a messaging application different from the web browser application, the means for deeplinking being compatible with a first operating system and not a second operating system different from the first operating system, the mobile device running the first operating system and not the second operating system;

sending the means for deeplinking from the processor to the mobile device to cause the mobile device to automatically switch from the web browser application to the messaging application and to populate a message within the messaging application with information for the promotion;

receiving, at the processor and from the messaging application of mobile device, the message populated with the information; and

facilitating, by the processor, delivery of at least one of the product or the service to the user based on receiving the message.

22. (New) The method of claim 21, wherein the means for deeplinking is configured to cause a display of the mobile device to switch between rendering the web browsing application and rendering the messaging application.

23. (New) The method of claim 21, wherein the information includes a telephone number of a vendor from which at least one of the product or the service is to be obtained.

24. (New) The method of claim 21, wherein at least one of the product or the service is a subscription.

25. (New) The method of claim 21, wherein at least one of the product or the service is a subscription to a messaging-based marketing service.

26. (New) The method of claim 21, wherein at least one of the product or the service is delivered for free.

27. (New) The method of claim 21, wherein the information includes a request to join a subscription list.

28. (New) The method of claim 21, wherein delivery of at least one of the product or the service is completed (1) with no user input other than the user interaction with the frame and the user sending the message and (2) without redirecting to a different application after the message is sent.

29. (New) The method of claim 21, further comprising:

generating, at the processor, the means for retrieving the promotion based on a set of client-specific rules; and

sending, by the processor, means for displaying the webpage including the means for retrieving the promotion to the mobile device, causing the means for retrieving the promotion to be executed at the mobile device in response to the set of client-specific rules being satisfied.

REMARKS

Entry and consideration of the foregoing amendments is respectfully requested. The above-noted amendments are supported by the application as originally filed and do not introduce any new matter.

The Director is hereby authorized to charge any appropriate fees under 37 C.F.R. §§1.16, 1.17, and 1.21 that may be required by this paper, and to credit any overpayment, to Deposit Account No. 50-1283.

Dated: November 9, 2021

Respectfully submitted,
COOLEY LLP

By: /Anders E. Fernstrom/
Anders E. Fernstrom
Reg. No. 72,629

USPTO CUSTOMER NO. 58249

COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue NW, Suite 700
Washington, DC 20004

Tel: (703) 456-8000
Fax: (202) 842-7899

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ATTN: IP Docketing Department
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Suite 700
Washington, DC 20004

Courtesy Reminder for
Application Serial No: 17/496,590

Attorney Docket No: FRNK-001/03US
331846-2000
Customer Number: 58249
Date of Electronic Notification: 10/20/2021

This is a courtesy reminder that new correspondence is available for this application. If you have not done so already, please review the correspondence. The official date of notification of the outgoing correspondence will be indicated on the form PTOL-90 accompanying the correspondence.

An email notification regarding the correspondence was sent to the following email address(es) associated with your customer number:
zIPPatentDocketingMailboxUS@cooley.com

To view your correspondence online or update your email addresses, please visit us anytime at **https://ppair-my.uspto.gov/pair/PrivatePair.**
If you have any questions, please email the Electronic Business Center (EBC) at EBC@uspto.gov or call 1-866-217-9197.

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 17/496,590

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY FEE($)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	80		N/A	
SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	350		N/A	
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	400		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	1 minus 20 =	*	x 50 =	0.00	OR		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	1 minus 3 =	*	x 240 =	0.00			
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			0.00			
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0.00			
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	830		TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY ADDITIONAL FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE($)
AMENDMENT A	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	

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

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".
The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
17/496,590	10/07/2021	Brian LONG	FRNK-001/03US 331846-2000

CONFIRMATION NO. 6678

58249
COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

FORMALITIES LETTER

OC000000129201044

Date Mailed: 10/20/2021

NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

Filing Date Granted

Items Required To Avoid Abandonment:

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing.

Applicant is given **TWO MONTHS** from the date of this Notice within which to file all required items below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

- Surcharge as set forth in 37 CFR 1.16(f) must be submitted.
  The surcharge is due for any one of:
  - late submission of the basic filing fee, search fee, or examination fee,
  - late submission of inventor's oath or declaration,
  - filing an application that does not contain at least one claim on filing, or
  - submission of an application filed by reference to a previously filed application.

SUMMARY OF FEES DUE:

The fee(s) required within **TWO MONTHS** from the date of this Notice to avoid abandonment is/are itemized below. Small entity discount is in effect. If applicant is qualified for micro entity status, an acceptable Certification of Micro Entity Status must be submitted to establish micro entity status. (See 37 CFR 1.29 and forms PTO/SB/15A and 15B.)

- $ **80** surcharge.
- $(**0**) previous unapplied payment amount.
- $ **80** TOTAL FEE BALANCE DUE.

Items Required To Avoid Processing Delays:

Applicant is notified that the above-identified application contains the deficiencies noted below. No period for reply is set forth in this notice for correction of these deficiencies. However, if a deficiency relates to the inventor's oath or declaration, the applicant must file an oath or declaration in compliance with 37 CFR 1.63, or a substitute statement in compliance with 37 CFR 1.64, executed by or with respect to each actual inventor no later than the expiration of the time period set in the "Notice of Allowability" to avoid abandonment. See 37 CFR 1.53(f).

- A properly executed inventor's oath or declaration has not been received for the following inventor(s):

Brian LONG
Brooke BURDGE
Andrew JONES
Eric MIAO
Ryan TSANG
Ethan LO
Elyssa ALBERT

Replies must be received in the USPTO within the set time period or must include a proper Certificate of Mailing or Transmission under 37 CFR 1.8 with a mailing or transmission date within the set time period. For more information and a suggested format, see Form PTO/SB/92 and MPEP 512.

Replies should be mailed to:

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

Registered users of EFS-Web may alternatively submit their reply to this notice via EFS-Web, including a copy of this Notice and selecting the document description "Applicant response to Pre-Exam Formalities Notice". https://sportal.uspto.gov/authenticate/AuthenticateUserLocalEPF.html

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

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

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

/thaile/

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UNITED STATES DEPARTMENT OF COMMERCE
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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
17/496,590	10/07/2021	2414	830	FRNK-001/03US 331846-2000	1	1

CONFIRMATION NO. 6678

FILING RECEIPT

58249
COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

OC000000129201043

Date Mailed: 10/20/2021

Receipt is acknowledged of this non-provisional utility 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 FIRST INVENTOR, 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 corrected Filing Receipt, including a properly marked-up ADS showing the changes with strike-through for deletions and underlining for additions. If you received a "Notice to File Missing Parts" or other Notice requiring a response for this application, please submit any request for correction 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 provided that the request is grantable.

Inventor(s)

Brian LONG, New York, NY;
Brooke BURDGE, New York, NY;
Andrew JONES, Brooklyn, NY;
Eric MIAO, Brooklyn, NY;
Ryan TSANG, Brooklyn, NY;
Ethan LO, Brooklyn, NY;
Elyssa ALBERT, Brooklyn, NY;

Applicant(s)

Attentive Mobile Inc., New York, NY;

Assignment For Published Patent Application

Attentive Mobile Inc., New York, NY

Power of Attorney: None

Domestic Priority data as claimed by applicant

This application is a CON of 15/986,569 05/22/2018 ABN
which claims benefit of 62/511,413 05/26/2017

Foreign Applications for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see http://www.uspto.gov for more information.) - None.
Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

Permission to Access Application via Priority Document Exchange: No

Permission to Access Search Results: No

Applicant may provide or rescind an authorization for access using Form PTO/SB/39 or Form PTO/SB/69 as appropriate.

If Required, Foreign Filing License Granted: 10/19/2021

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 17/496,590**

Projected Publication Date: Request for Non-Publication Acknowledged

Non-Publication Request: Yes

Early Publication Request: No
**** SMALL ENTITY ****
Title

METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

Preliminary Class

370

Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications: No

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

Applicants may wish to consult the USPTO booklet, "General Information Concerning Patents" (specifically, the section entitled "Treaties and Foreign Patents") for more information on timeframes and deadlines for filing foreign

patent applications. The guide is available either by contacting the USPTO Contact Center at 800-786-9199, or it can be viewed on the USPTO website at http://www.uspto.gov/web/offices/pac/doc/general/index.html.

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, http://www.stopfakes.gov. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4258).

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Title 37, Code of Federal Regulations, 5.11 & 5.15

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PTO/AIA/424 (04-14)

CERTIFICATION AND REQUEST FOR PRIORITIZED EXAMINATION UNDER 37 CFR 1.102(e) (Page 1 of 1)

First Named Inventor:	Brian LONG	Nonprovisional Application Number (if known):	
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE		

APPLICANT HEREBY CERTIFIES THE FOLLOWING AND REQUESTS PRIORITIZED EXAMINATION FOR THE ABOVE-IDENTIFIED APPLICATION.

1. The processing fee set forth in 37 CFR 1.17(i)(1) and the prioritized examination fee set forth in 37 CFR 1.17(c) have been filed with the request. The publication fee requirement is met because that fee, set forth in 37 CFR 1.18(d), is currently $0. The basic filing fee, search fee, and examination fee are filed with the request or have been already been paid. I understand that any required excess claims fees or application size fee must be paid for the application.
2. I understand that the application may not contain, or be amended to contain, more than four independent claims, more than thirty total claims, or any multiple dependent claims, and that any request for an extension of time will cause an outstanding Track I request to be dismissed.
3. The applicable box is checked below:

I. [x] **Original Application (Track One) - Prioritized Examination under § 1.102(e)(1)**

i. (a) The application is an original nonprovisional utility application filed under 35 U.S.C. 111(a). This certification and request is being filed with the utility application via EFS-Web.

---OR---

(b) The application is an original nonprovisional plant application filed under 35 U.S.C. 111(a). This certification and request is being filed with the plant application in paper.

ii. An executed inventor's oath or declaration under 37 CFR 1.63 or 37 CFR 1.64 for each inventor, **or** the application data sheet meeting the conditions specified in 37 CFR 1.53(f)(3)(i) is filed with the application.

II. [ ] **Request for Continued Examination - Prioritized Examination under § 1.102(e)(2)**

i. A request for continued examination has been filed with, or prior to, this form.
ii. If the application is a utility application, this certification and request is being filed via EFS-Web.
iii. The application is an original nonprovisional utility application filed under 35 U.S.C. 111(a), or is a national stage entry under 35 U.S.C. 371.
iv. This certification and request is being filed prior to the mailing of a first Office action responsive to the request for continued examination.
v. No prior request for continued examination has been granted prioritized examination status under 37 CFR 1.102(e)(2).

Signature	/Anders E. Fernstrom/	Date	October 7, 2021
Name (Print/Typed)	Anders E. Fernstrom	Practitioner Registration Number	72,629

Note: *This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4(d) for signature requirements and certifications. Submit multiple forms if more than one signature is required.**

[x] *Total of 1 forms are submitted.

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

First Named Inventor	Brian LONG
Title	METHODS AND APPARATUS FOR DYNAMIC /
Attorney Docket Number	FRNK-001/03US

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).

/Anders E. Fernstrom/ — Signature

October 7, 2021 — Date

Anders Fernstrom — Typed or printed name

72,629 — Registration Number, if applicable

703-456-8000 — 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.**

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

Privacy Act Statement

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

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

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

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/03US 331846-2000
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE	

The application data sheet is part of the provisional or nonprovisional application for which it is being submitted. The following form contains the bibliographic data arranged in a format specified by the United States Patent and Trademark Office as outlined in 37 CFR 1.76.
This document may be completed electronically and submitted to the Office in electronic format using the Electronic Filing System (EFS) or the document may be printed and included in a paper filed application.

Secrecy Order 37 CFR 5.2:

☐ Portions or all of the application associated with this Application Data Sheet may fall under a Secrecy Order pursuant to 37 CFR 5.2 (Paper filers only. Applications that fall under Secrecy Order may not be filed electronically.)

Inventor Information:

Inventor 1 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Brian		LONG	

Residence Information (Select One) ● US Residency Non US Residency Active US Military Service

City	State/Province	Country of Residence
New York	NY	US

Mailing Address of Inventor:

Address 1	229 E 13th St
Address 2	7C
City	New York
State/Province	NY
Postal Code	10003
Country	US

Inventor 2 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Brooke		BURDGE	

Residence Information (Select One) ◉ US Residency Non US Residency Active US Military Service

City	State/Province	Country of Residence
New York	NY	US

Mailing Address of Inventor:

Address 1	114 W 76th St
Address 2	3R
City	New York
State/Province	NY
Postal Code	10023
Country	US

Inventor 3 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Andrew		JONES	

Residence Information (Select One) ◉ US Residency Non US Residency Active US Military Service

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/03US 331846-2000
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE	

City	Brooklyn	State/Province	NY	Country of Residence	US

Mailing Address of Inventor:

Address 1	435 76th St
Address 2	

City	Brooklyn	State/Province	NY
Postal Code	11209	Country	US

Inventor 4 — Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Eric		MIAO	

Residence Information (Select One) ◉ US Residency ○ Non US Residency ○ Active US Military Service

City	Brooklyn	State/Province	NY	Country of Residence	US

Mailing Address of Inventor:

Address 1	200 Warren St
Address 2	Apt. 2

City	Brooklyn	State/Province	NY
Postal Code	11201	Country	US

Inventor 5 — Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Ryan		TSANG	

Residence Information (Select One) ◉ US Residency ○ Non US Residency ○ Active US Military Service

City	Brooklyn	State/Province	NY	Country of Residence	US

Mailing Address of Inventor:

Address 1	391 Adelphi St
Address 2	Apt. H

City	Brooklyn	State/Province	NY
Postal Code	11238	Country	US

Inventor 6 — Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Ethan		LO	

Residence Information (Select One) ◉ US Residency ○ Non US Residency ○ Active US Military Service

City	Brooklyn	State/Province	NY	Country of Residence	US

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/03US 331846-2000
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE	

Mailing Address of Inventor:

Address 1	333 Schermerhorn St.		
Address 2	#7F		
City	Brooklyn	**State/Province**	NY
Postal Code	11217	**Country** i	US

Inventor 7 Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Elyssa		ALBERT	

Residence Information (Select One) ◉ US Residency ○ Non US Residency ○ Active US Military Service

City	Brooklyn	**State/Province**	NY	**Country of Residence** i	US

Mailing Address of Inventor:

Address 1	1040 Dean Street		
Address 2	#312		
City	Brooklyn	**State/Province**	NY
Postal Code	11238	**Country** i	US

All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the **Add** button. Add

Correspondence Information:

Enter either Customer Number or complete the Correspondence Information section below.
For further information see 37 CFR 1.33(a).

☐ **An Address is being provided for the correspondence Information of this application.**

Customer Number	58249		
Email Address	zIPPatentDocketingMailboxUS@Cooley.com	Add Email	Remove Email

Application Information:

Title of the Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE		
Attorney Docket Number	FRNK-001/03US 331846-2000	**Small Entity Status Claimed**	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	12	**Suggested Figure for Publication (if any)**	

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/03US 331846-2000
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE	

Filing By Reference:

Only complete this section when filing an application by reference under 35 U.S.C. 111(c) and 37 CFR 1.57(a). Do not complete this section if application papers including a specification and any drawings are being filed. Any domestic benefit or foreign priority information must be provided in the appropriate section(s) below (i.e., "Domestic Benefit/National Stage Information" and "Foreign Priority Information").

For the purposes of a filing date under 37 CFR 1.53(b), the description and any drawings of the present application are replaced by this reference to the previously filed application, subject to conditions and requirements of 37 CFR 1.57(a).

Application number of the previously filed application	Filing date (YYYY-MM-DD)	Intellectual Property Authority or Country

Publication Information:

☐ Request Early Publication (Fee required at time of Request 37 CFR 1.219)

☒ **Request Not to Publish.** I hereby request that the attached application not be published under 35 U.S.C. 122(b) and certify that the invention disclosed in the attached application **has not and will not** be the subject of an application filed in another country, or under a multilateral international agreement, that requires publication at eighteen months after filing.

Representative Information:

Representative information **should** be provided for all practitioners **having** a power of attorney in the application. Providing this information in the Application Data Sheet does not constitute a power of attorney in the application (see 37 CFR 1.32).
Either enter Customer Number or complete the Representative Name section below. If both sections are completed the customer Number will be used for the Representative Information during processing.

Please Select One:	● Customer Number	US Patent Practitioner	○ Limited Recognition (37 CFR 11.9)
Customer Number	58249		

Domestic Benefit/National Stage Information:

This section allows for the applicant to either claim benefit under 35 U.S.C. 119(e), 120, 121, 365(c), or 386(c) or indicate National Stage entry from a PCT application. Providing benefit claim information in the Application Data Sheet constitutes the specific reference required by 35 U.S.C. 119(e) or 120, and 37 CFR 1.78.
When referring to the current application, please leave the "Application Number" field blank.

Prior Application Status	Pending		Remove
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)
	Continuation of	15/986569	2018-05-22

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/03US 331846-2000
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE	

Prior Application Status	Expired		Remove
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)
15/986569	Claims benefit of provisional	62/511413	2017-05-26

Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the **Add** button. Add

Foreign Priority Information:

This section allows for the applicant to claim priority to a foreign application. Providing this information in the application data sheet constitutes the claim for priority as required by 35 U.S.C. 119(b) and 37 CFR 1.55. When priority is claimed to a foreign application that is eligible for retrieval under the priority document exchange program (PDX)[i] the information will be used by the Office to automatically attempt retrieval pursuant to 37 CFR 1.55(i)(1) and (2). Under the PDX program, applicant bears the ultimate responsibility for ensuring that a copy of the foreign application is received by the Office from the participating foreign intellectual property office, or a certified copy of the foreign priority application is filed, within the time period specified in 37 CFR 1.55(g)(1).

Remove

Application Number	Country[i]	Filing Date (YYYY-MM-DD)	Access Code[i] (if applicable)

Additional Foreign Priority Data may be generated within this form by selecting the **Add** button. Add

Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications

☐ This application (1) claims priority to or the benefit of an application filed before March 16, 2013 and (2) also contains, or contained at any time, a claim to a claimed invention that has an effective filing date on or after March 16, 2013.
NOTE: By providing this statement under 37 CFR 1.55 or 1.78, this application, with a filing date on or after March 16, 2013, will be examined under the first inventor to file provisions of the AIA.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/03US 331846-2000
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE	

Authorization or Opt-Out of Authorization to Permit Access:

When this Application Data Sheet is properly signed and filed with the application, applicant has provided written authority to permit a participating foreign intellectual property (IP) office access to the instant application-as-filed (see paragraph A in subsection 1 below) and the European Patent Office (EPO) access to any search results from the instant application (see paragraph B in subsection 1 below).

Should applicant choose not to provide an authorization identified in subsection 1 below, applicant **must opt-out** of the authorization by checking the corresponding box A or B or both in subsection 2 below.

NOTE: This section of the Application Data Sheet is **ONLY** reviewed and processed with the **INITIAL** filing of an application. After the initial filing of an application, an Application Data Sheet cannot be used to provide or rescind authorization for access by a foreign IP office(s). Instead, Form PTO/SB/39 or PTO/SB/69 must be used as appropriate.

1. Authorization to Permit Access by a Foreign Intellectual Property Office(s)

A. Priority Document Exchange (PDX) - Unless box A in subsection 2 (opt-out of authorization) is checked, the undersigned hereby **grants the USPTO authority** to provide the European Patent Office (EPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), the State Intellectual Property Office of the People's Republic of China (SIPO), the World Intellectual Property Organization (WIPO), and any other foreign intellectual property office participating with the USPTO in a bilateral or multilateral priority document exchange agreement in which a foreign application claiming priority to the instant patent application is filed, access to: (1) the instant patent application-as-filed and its related bibliographic data, (2) any foreign or domestic application to which priority or benefit is claimed by the instant application and its related bibliographic data, and (3) the date of filing of this Authorization. See 37 CFR 1.14(h)(1).

B. Search Results from U.S. Application to EPO - Unless box B in subsection 2 (opt-out of authorization) is checked, the undersigned hereby **grants the USPTO authority** to provide the EPO access to the bibliographic data and search results from the instant patent application when a European patent application claiming priority to the instant patent application is filed. See 37 CFR 1.14(h)(2).

The applicant is reminded that the EPO's Rule 141(1) EPC (European Patent Convention) requires applicants to submit a copy of search results from the instant application without delay in a European patent application that claims priority to the instant application.

2. Opt-Out of Authorizations to Permit Access by a Foreign Intellectual Property Office(s)

☒ A. Applicant **DOES NOT** authorize the USPTO to permit a participating foreign IP office access to the instant application-as-filed. If this box is checked, the USPTO will not be providing a participating foreign IP office with any documents and information identified in subsection 1A above.

☒ B. Applicant **DOES NOT** authorize the USPTO to transmit to the EPO any search results from the instant patent application. If this box is checked, the USPTO will not be providing the EPO with search results from the instant application.

NOTE: Once the application has published or is otherwise publicly available, the USPTO may provide access to the application in accordance with 37 CFR 1.14.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/03US 331846-2000
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE	

Applicant Information:

Providing assignment information in this section does not substitute for compliance with any requirement of part 3 of Title 37 of CFR to have an assignment recorded by the Office.

Applicant 1 Remove

If the applicant is the inventor (or the remaining joint inventor or inventors under 37 CFR 1.45), this section should not be completed. The information to be provided in this section is the name and address of the legal representative who is the applicant under 37 CFR 1.43; or the name and address of the assignee, person to whom the inventor is under an obligation to assign the invention, or person who otherwise shows sufficient proprietary interest in the matter who is the applicant under 37 CFR 1.46. If the applicant is an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest) together with one or more joint inventors, then the joint inventor or inventors who are also the applicant should be identified in this section.

Clear

● Assignee	Legal Representative under 35 U.S.C. 117	Joint Inventor
Person to whom the inventor is obligated to assign.	Person who shows sufficient proprietary interest	

If applicant is the legal representative, indicate the authority to file the patent application, the inventor is:

Name of the Deceased or Legally Incapacitated Inventor:

If the Applicant is an Organization check here. ☒

Organization Name: Attentive Mobile Inc.

Mailing Address Information For Applicant:

Address 1	156 5th Ave.		
Address 2	Suite 303		
City	New York	**State/Province**	NY
Country	US	Postal Code	10010
Phone Number		Fax Number	
Email Address			

Additional Applicant Data may be generated within this form by selecting the Add button. Add

Assignee Information including Non-Applicant Assignee Information:

Providing assignment information in this section does not substitute for compliance with any requirement of part 3 of Title 37 of CFR to have an assignment recorded by the Office.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/03US 331846-2000
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE	

Assignee 1

Complete this section if assignee information, including non-applicant assignee information, is desired to be included on the patent application publication. An assignee-applicant identified in the "Applicant Information" section will appear on the patent application publication as an applicant. For an assignee-applicant, complete this section only if identification as an assignee is also desired on the patent application publication.

Remove

If the Assignee or Non-Applicant Assignee is an Organization check here. ☒

Organization Name	Attentive Mobile Inc.

Mailing Address Information For Assignee including Non-Applicant Assignee:

Address 1	156 5th Ave.		
Address 2	Suite 303		
City	New York	**State/Province**	NY
Country i	US	Postal Code	10010
Phone Number		Fax Number	
Email Address			

Additional Assignee or Non-Applicant Assignee Data may be generated within this form by selecting the Add button. Add

Signature:

Remove

NOTE: This Application Data Sheet must be signed in accordance with 37 CFR 1.33(b). **However, if this Application Data Sheet is submitted with the INITIAL filing of the application and either box A or B is not checked in subsection 2 of the "Authorization or Opt-Out of Authorization to Permit Access" section, then this form must also be signed in accordance with 37 CFR 1.14(c).**

This Application Data Sheet **must** be signed by a patent practitioner if one or more of the applicants is a **juristic entity** (e.g., corporation or association). If the applicant is two or more joint inventors, this form must be signed by a patent practitioner, **all** joint inventors who are the applicant, or one or more joint inventor-applicants who have been given power of attorney (e.g., see USPTO Form PTO/AIA/81) on behalf of **all** joint inventor-applicants.

See 37 CFR 1.4(d) for the manner of making signatures and certifications.

Signature	/Anders E. Fernstrom/			Date (YYYY-MM-DD)	2021-10-07
First Name	Anders	Last Name	Fernstrom	Registration Number	72,629

Additional Signature may be generated within this form by selecting the Add button. Add

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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/03US 331846-2000
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE	

This collection of information is required by 37 CFR 1.76. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 23 minutes to complete, including gathering, preparing, and submitting the completed application data sheet form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

Privacy Act Statement

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

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

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

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

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

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

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

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

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

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

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

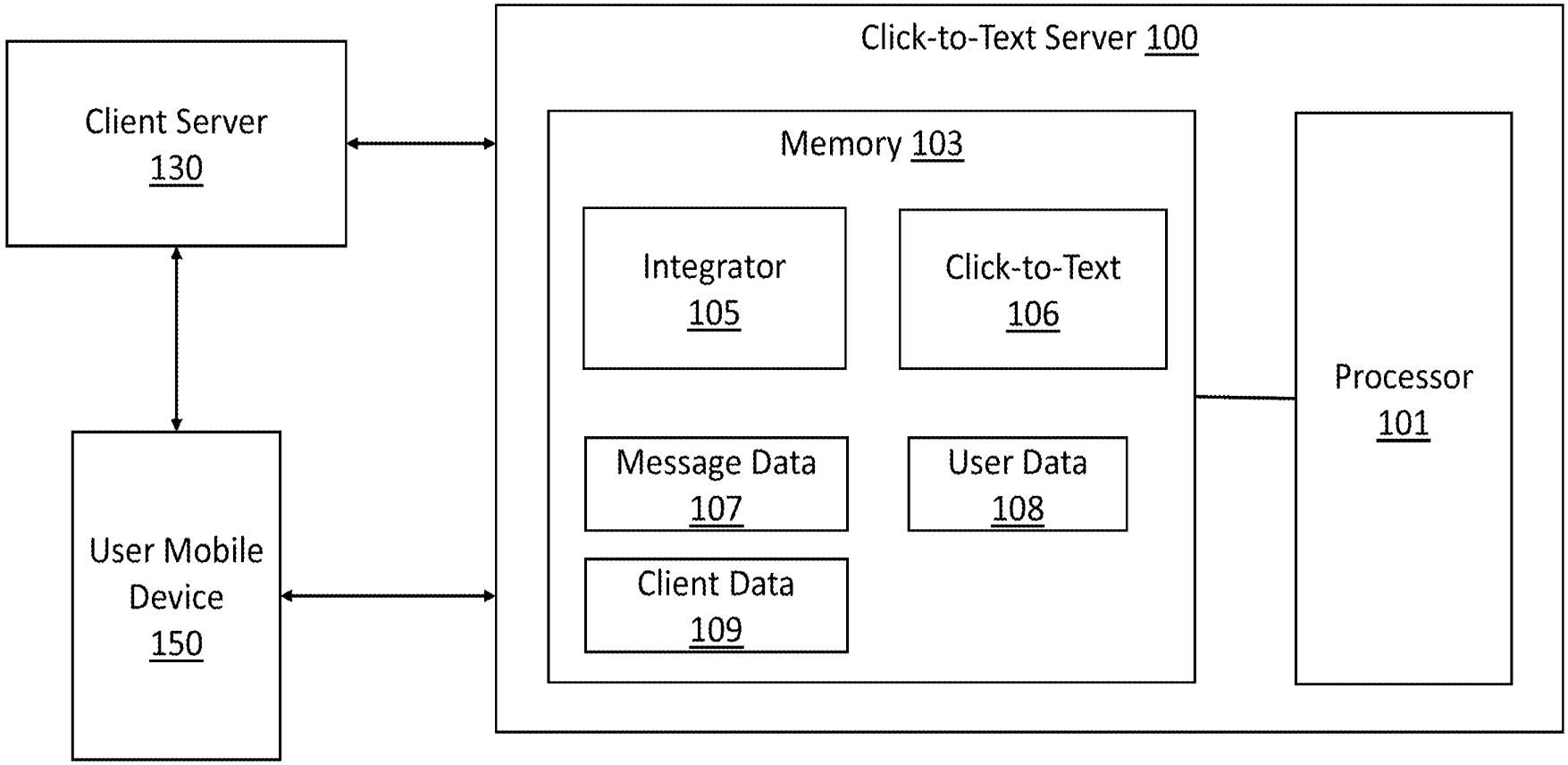

Client Server
130
Click-to-Text Server 100
Memory 103
Integrator
105
Click-to-Text
106
Message Data
107
User Data
108
Client Data
109
Processor
101
User Mobile
Device
150

FIG. 1

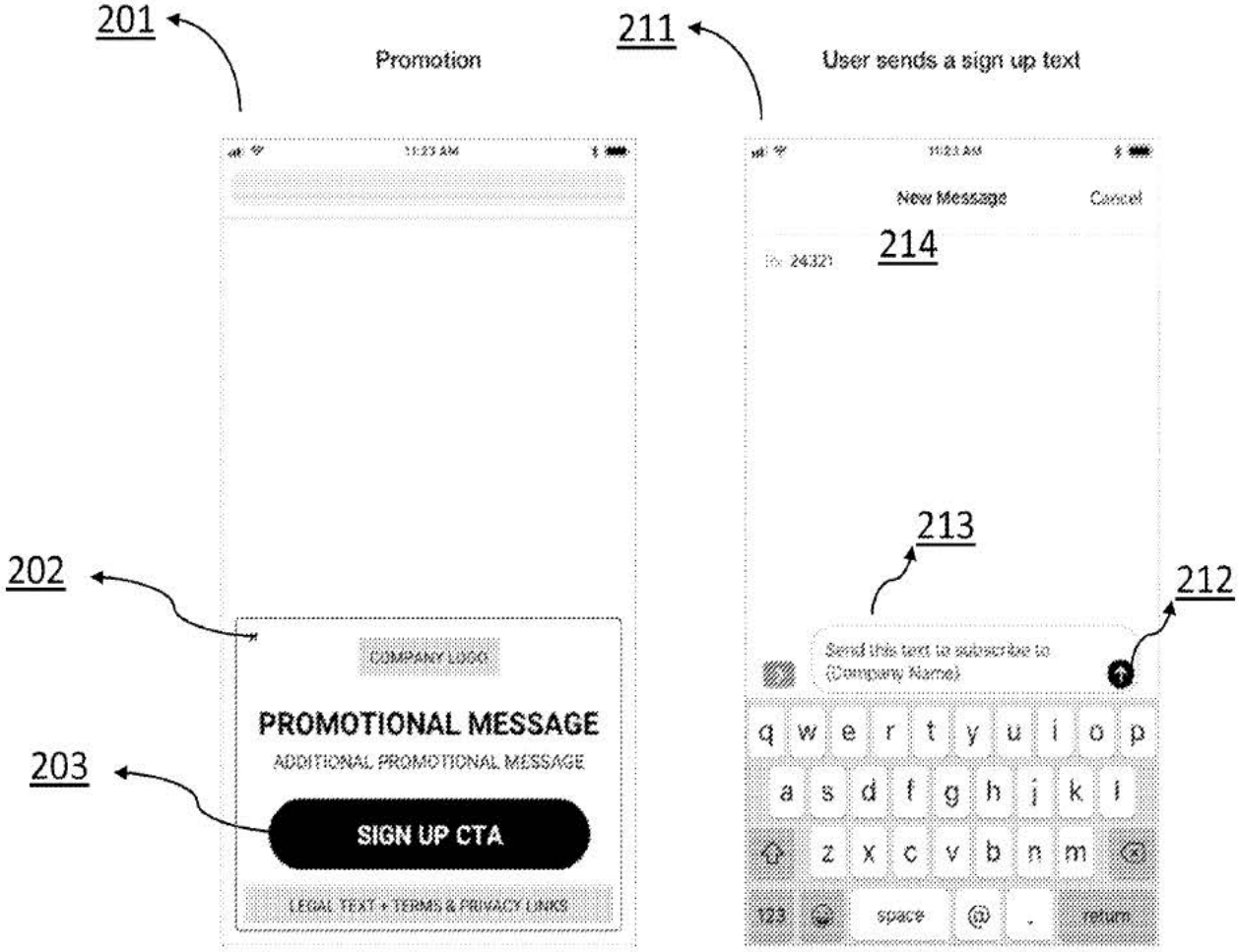

201
Promotion
202
COMPANY LOGO
PROMOTIONAL MESSAGE
ADDITIONAL PROMOTIONAL MESSAGE
203
SIGN UP CTA
LEGAL TEXT + TERMS & PRIVACY LINKS
211
User sends a sign up text
New Message
Cancel
214
213
212
Send this text to subscribe to (Company Name)
space
return

FIG. 2A

FIG. 2B

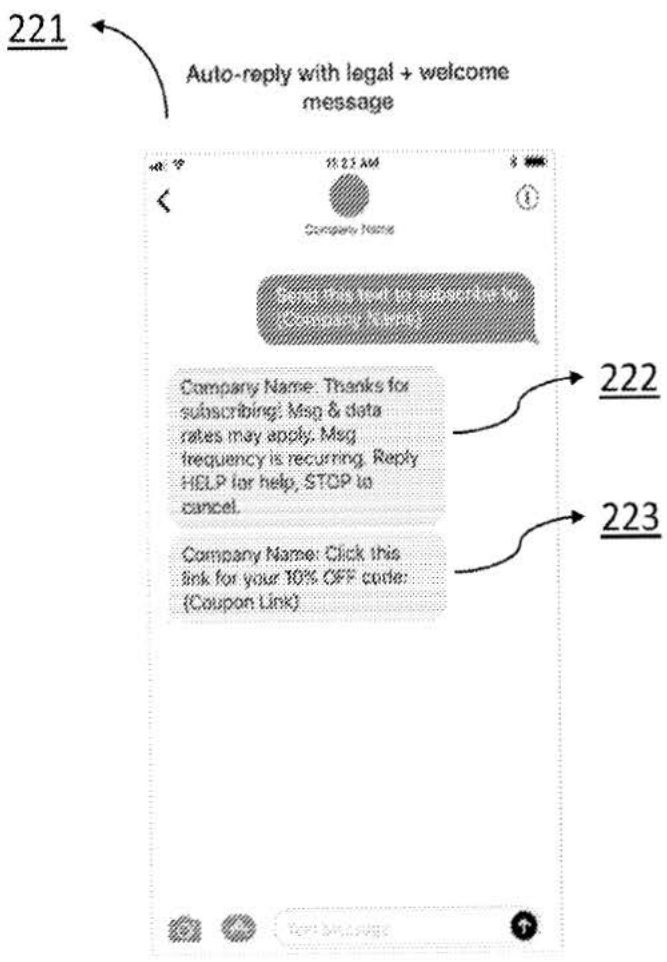

221
Auto-reply with legal + welcome message
Company Name
Send the text to subscribe to (Company Name)
Company Name: Thanks for subscribing! Msg & data rates may apply. Msg frequency is recurring. Reply HELP for help, STOP to cancel.
222
Company Name: Click this link for your 10% OFF code: (Coupon Link)
223

FIG. 2C

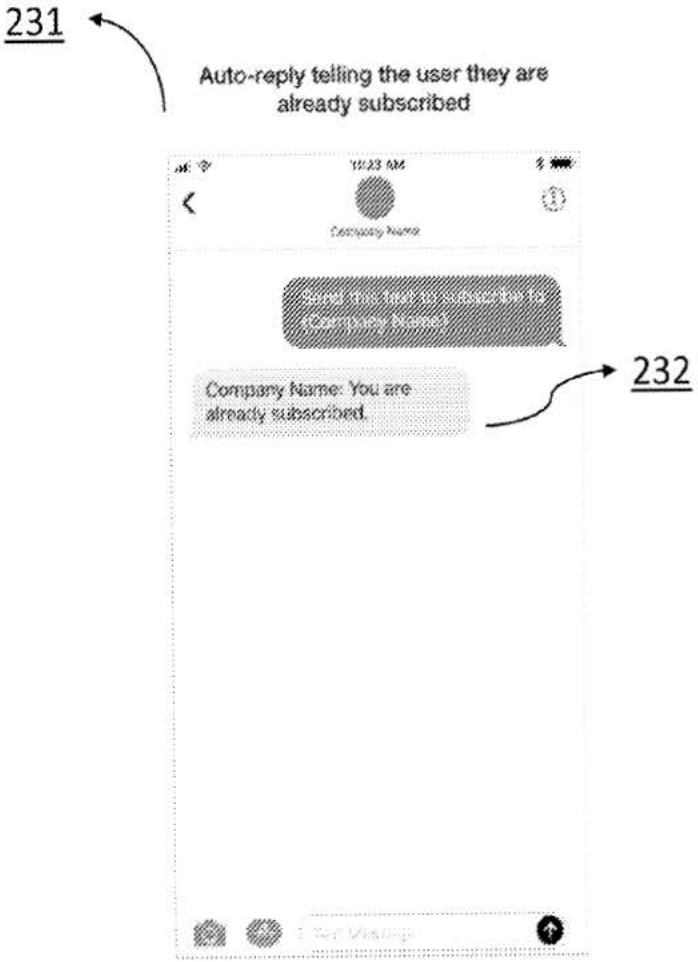

231
Auto-reply telling the user they are already subscribed
Company Name
Send the text to subscribe to (Company Name)
Company Name: You are already subscribed.
232

FIG. 2D

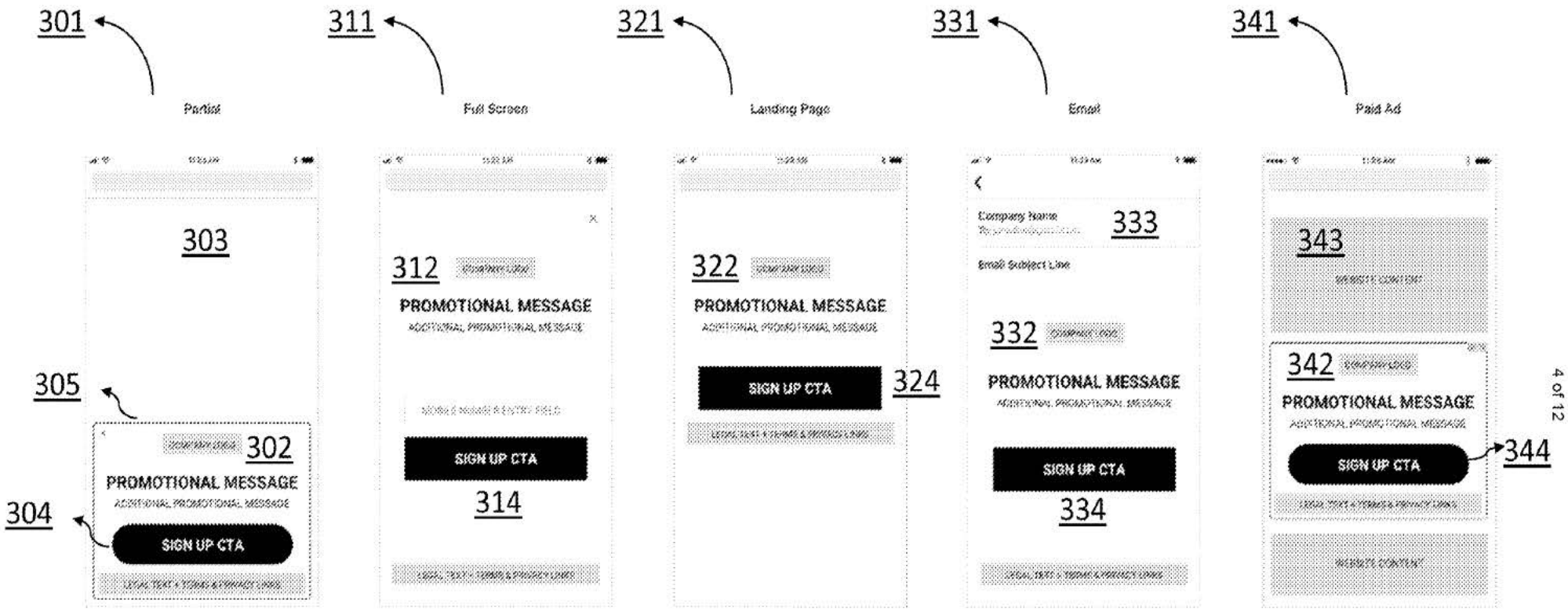


FIG. 3A FIG. 3B FIG. 3C FIG. 3D FIG. 3E

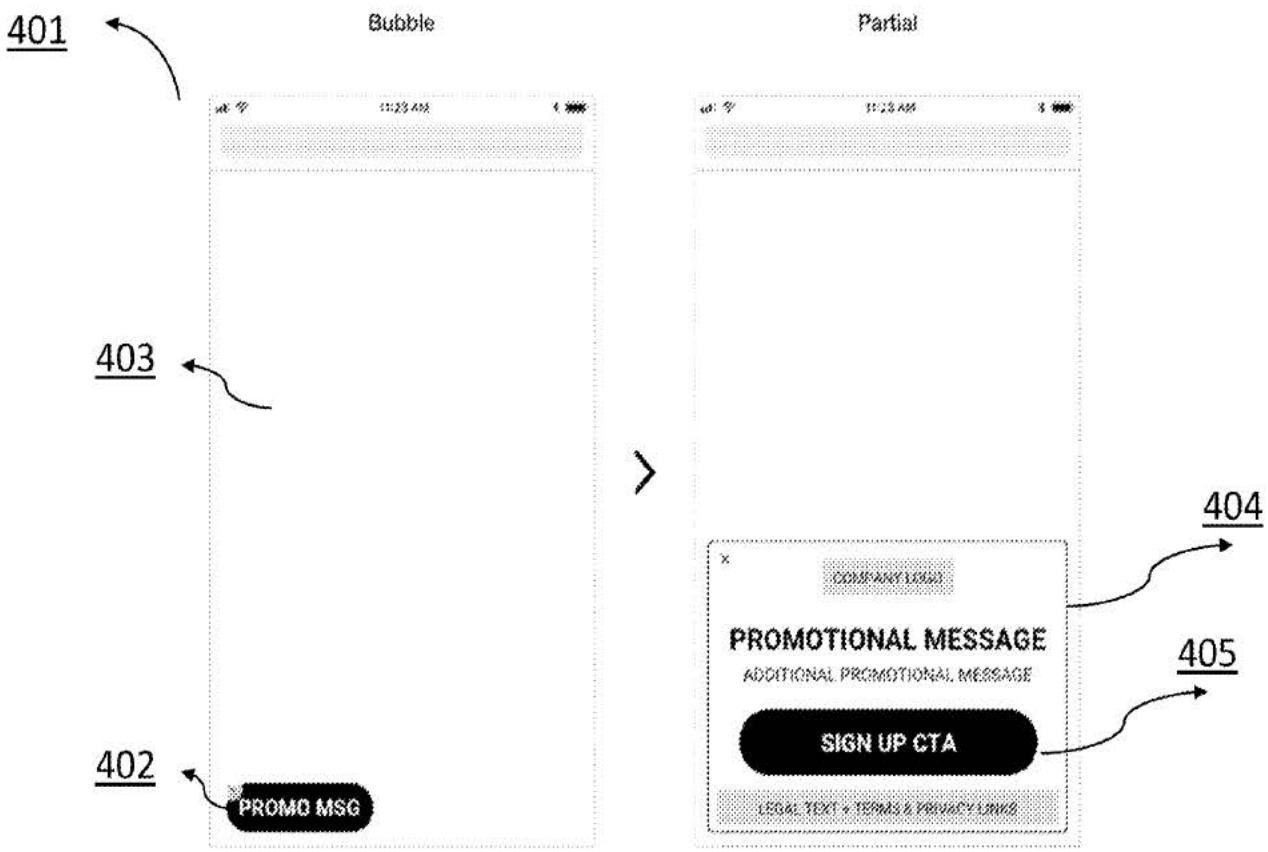

401
Bubble
Partial
403
402
PROMO MSG
404
405
PROMOTIONAL MESSAGE
ADDITIONAL PROMOTIONAL MESSAGE
SIGN UP CTA

FIG. 4A

FIG. 4B

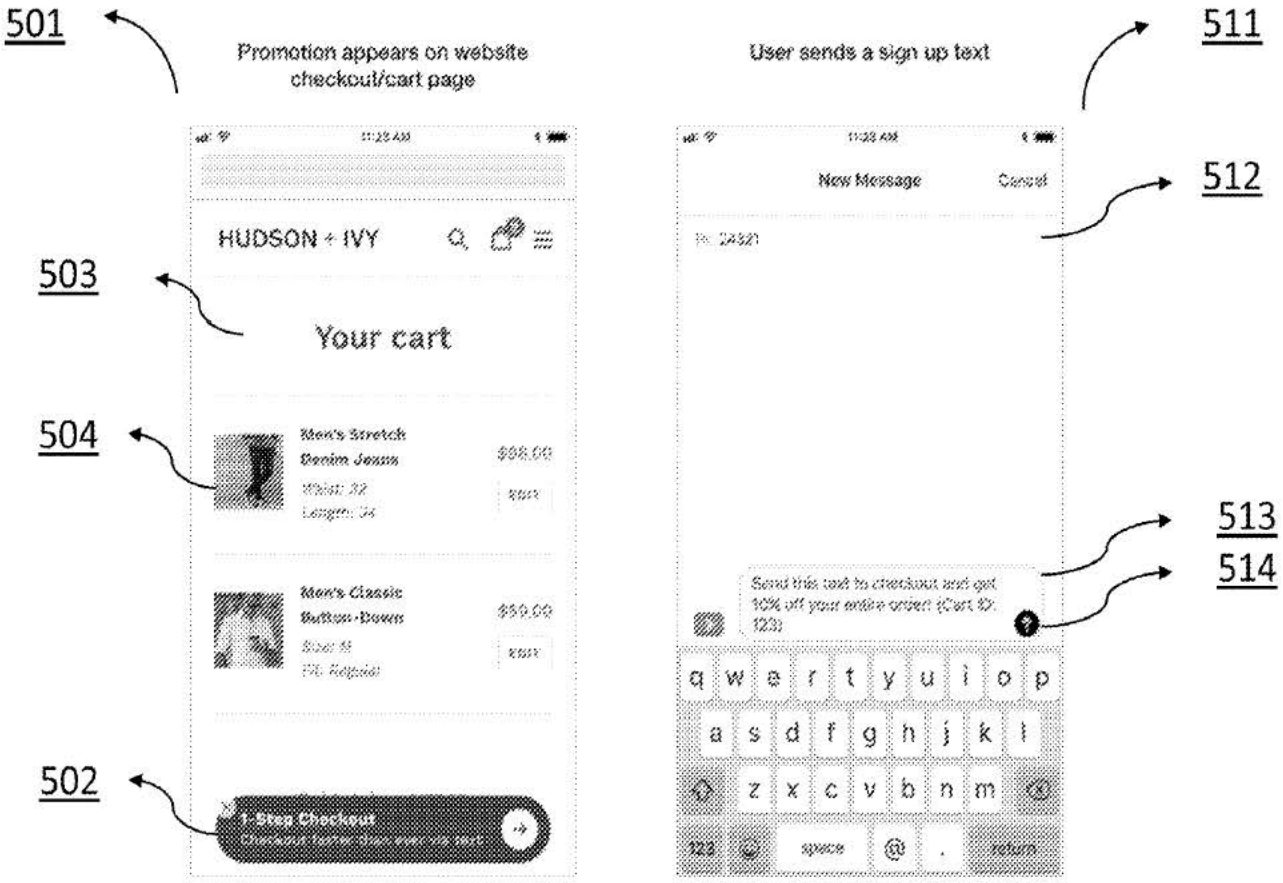

501
Promotion appears on website checkout/cart page
HUDSON + IVY
503
Your cart
504
Men's Stretch Denim Jeans
Men's Classic Button-Down
502
1-Step Checkout
511
User sends a sign up text
512
New Message
Cancel
513
514

FIG. 5A

FIG. 5B

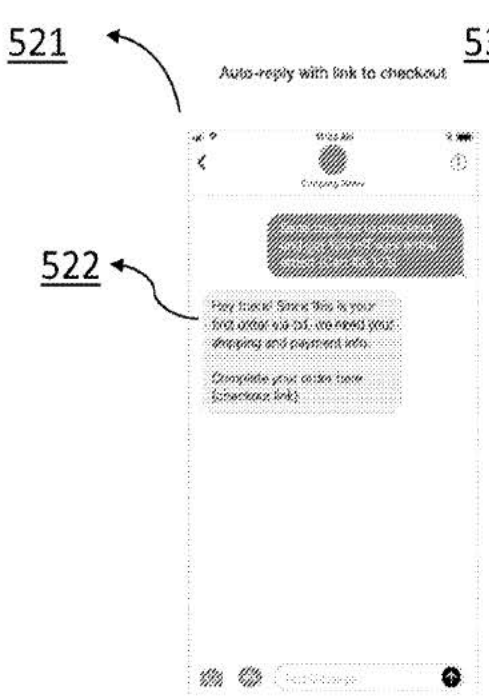


FIG. 5C



FIG. 5D



FIG. 5E

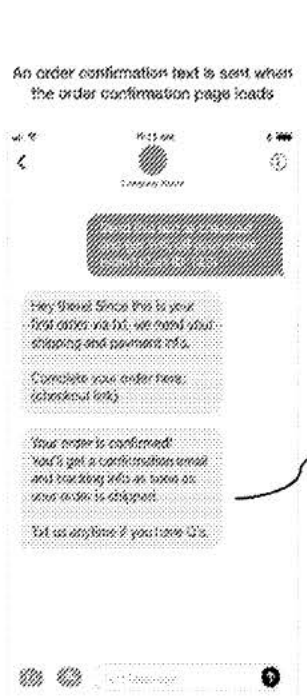


FIG. 5F

Auto-reply with cart contents and saved shipping & payment information



FIG. 5G

User replies BUY

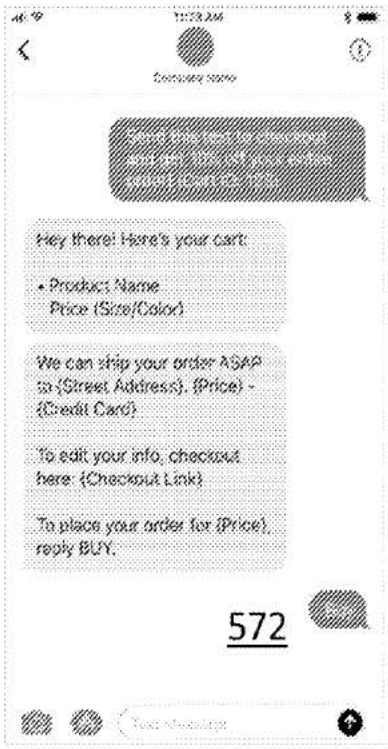


FIG. 5H

An order confirmation text is sent



FIG. 5I

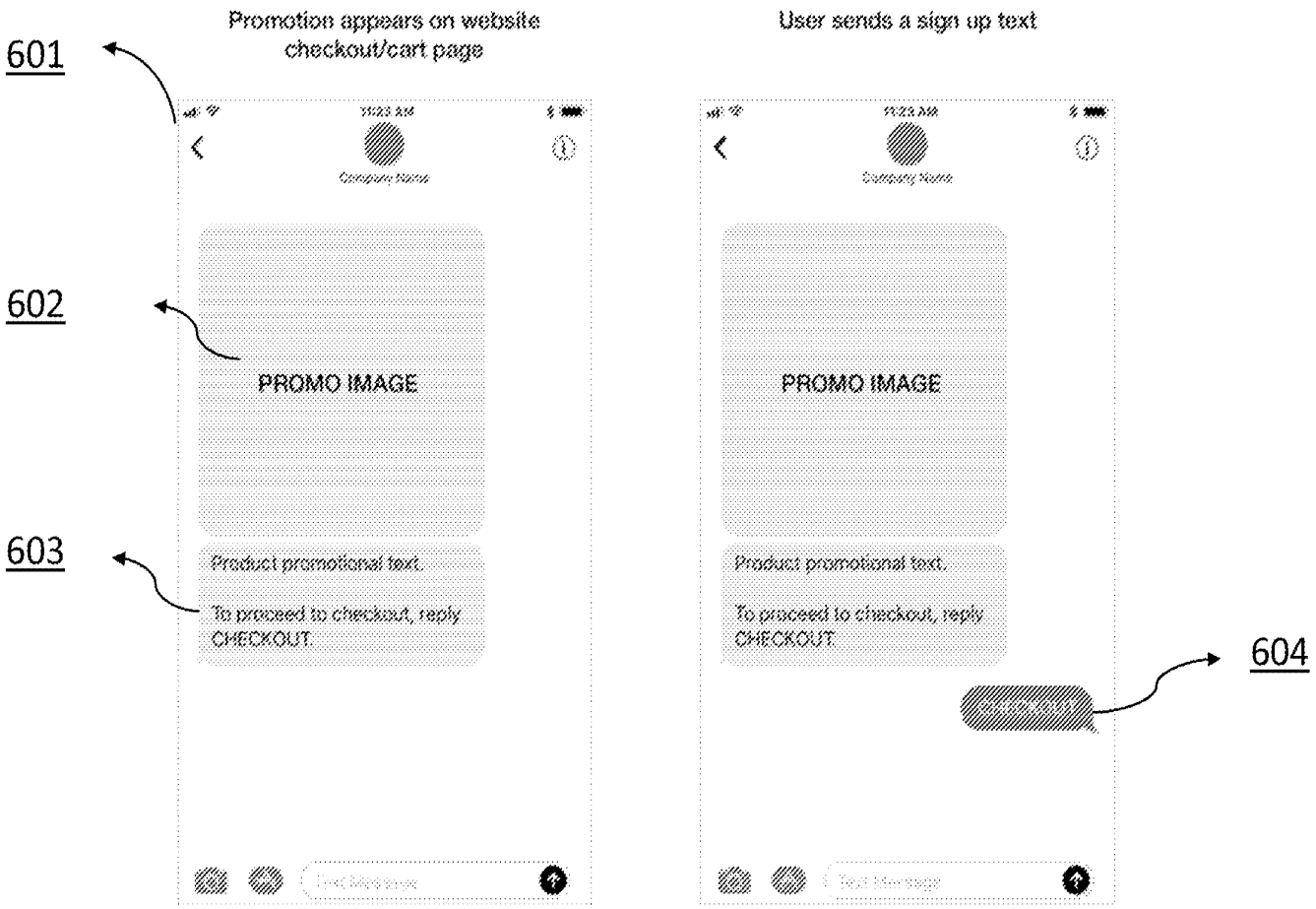

Promotion appears on website checkout/cart page
601
602
603
PROMO IMAGE
Product promotional text.
To proceed to checkout, reply CHECKOUT
User sends a sign up text
604
PROMO IMAGE
Product promotional text.
To proceed to checkout, reply CHECKOUT

FIG. 6A

FIG. 6B

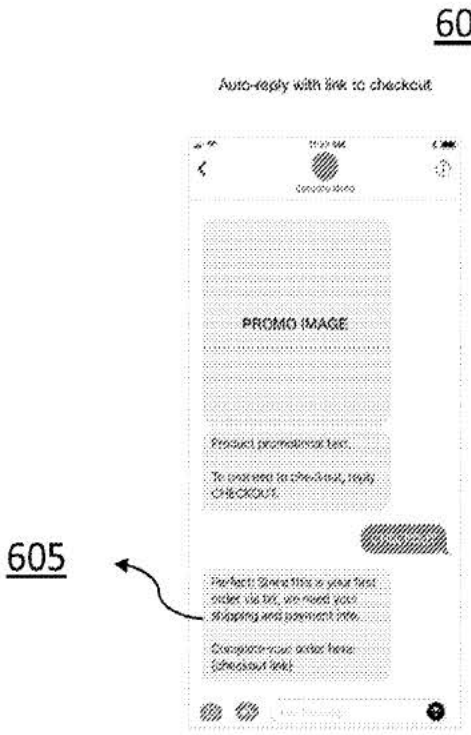


FIG. 6C



FIG. 6D



FIG. 6E



FIG. 6F

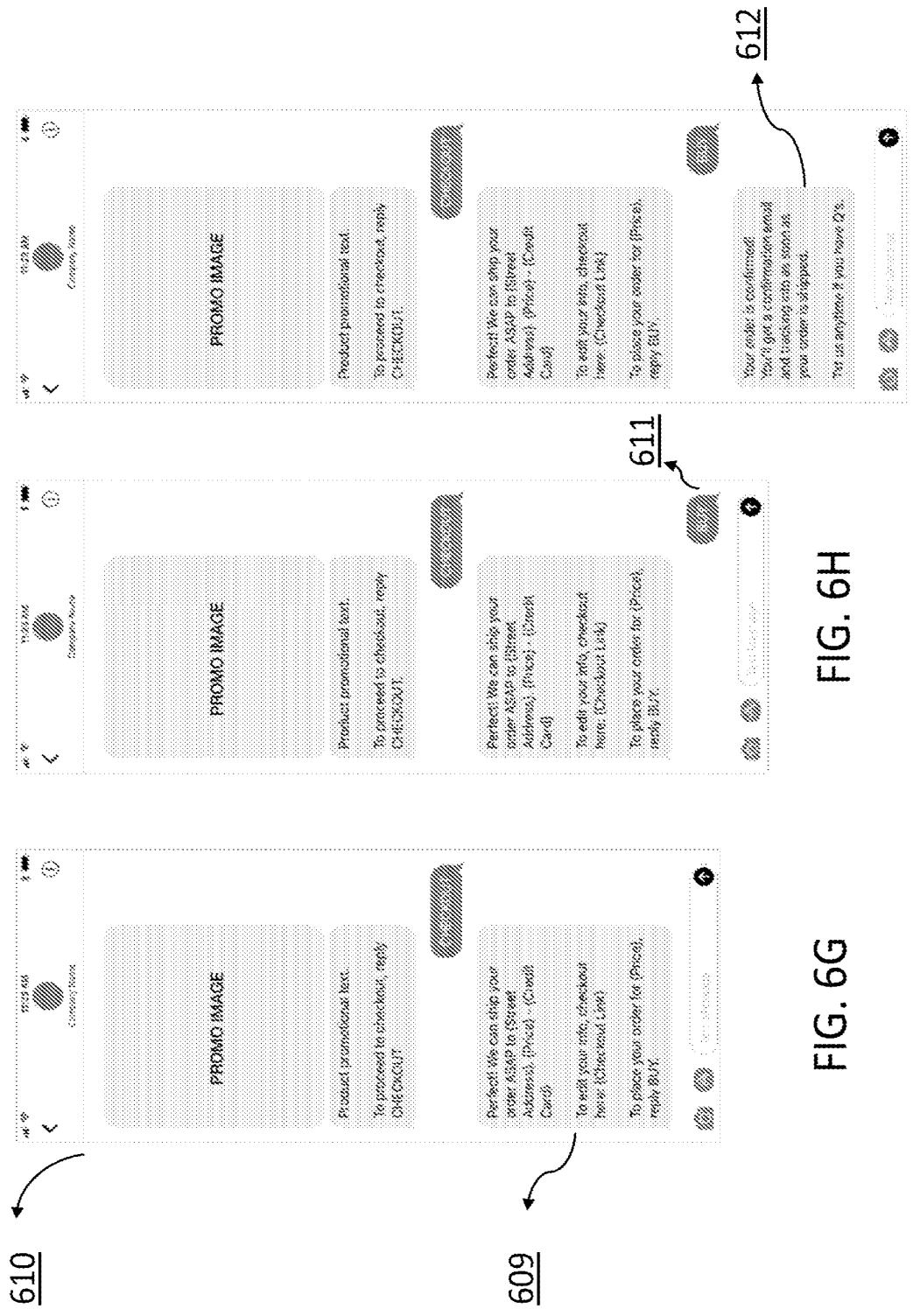


FIG. 6G

FIG. 6H

FIG. 6I

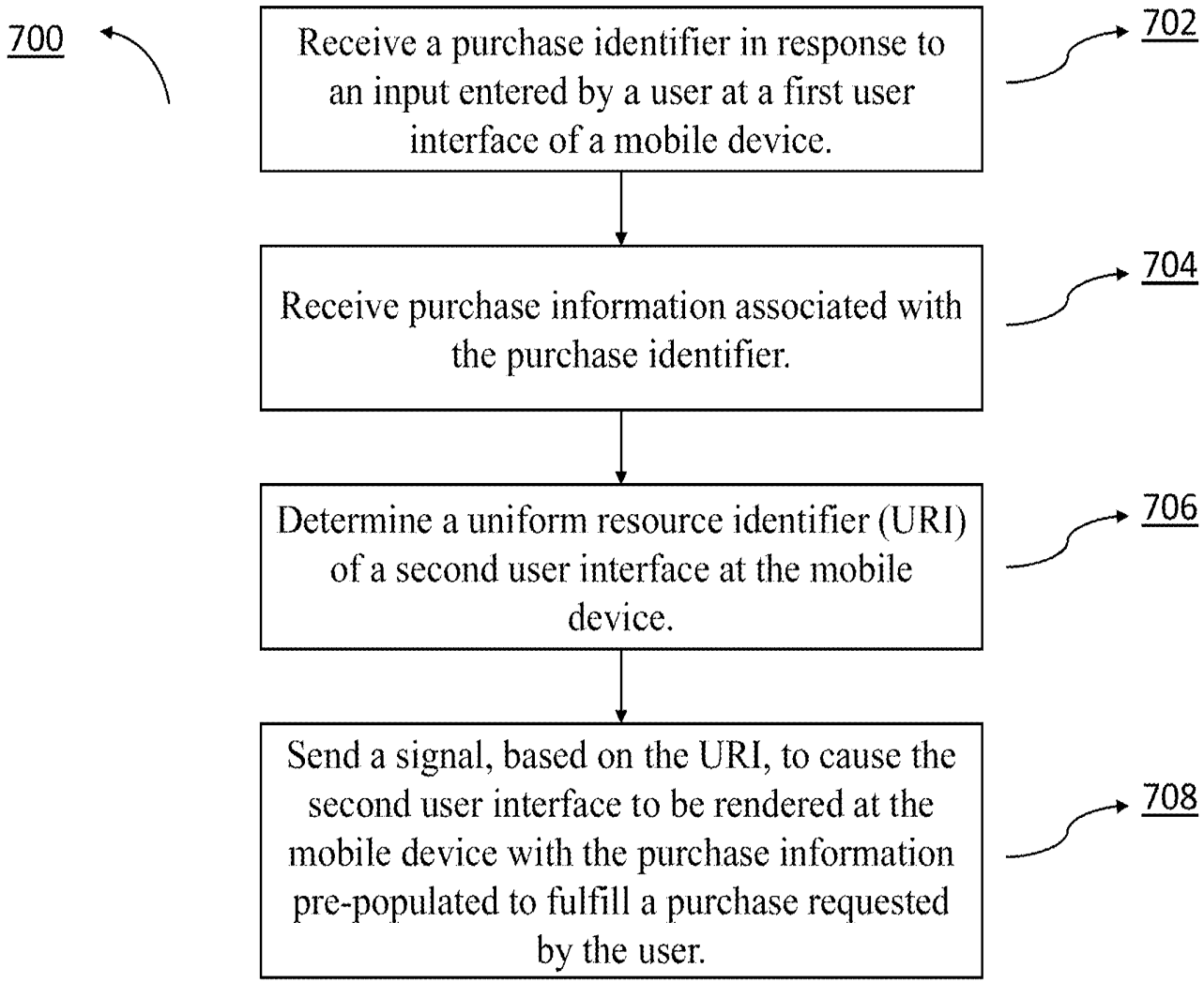

700
Receive a purchase identifier in response to an input entered by a user at a first user interface of a mobile device.
702
Receive purchase information associated with the purchase identifier.
704
Determine a uniform resource identifier (URI) of a second user interface at the mobile device.
706
Send a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the purchase information pre-populated to fulfill a purchase requested by the user.
708

FIG. 7

METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE

Cross-Reference to Related Application

[1001] This application is a continuation of U.S. Patent Application No. 15/986,569, filed May 22, 2018 and entitled "Methods and Apparatus for Dynamic Application Deeplinking at a Mobile Electronic Device," which claims the benefit of and priority to U.S. Provisional Patent Application No. 62/511,413, filed on May 26, 2017, and entitled "A Technology Platform for Messaging-Based Subscriptions and Payments Initiated From a Mobile Website," each of which is incorporated herein by reference in its entirety.

Background

[1002] Some embodiments described herein relate generally to computer-related technologies for mobile electronic devices. In particular, some embodiments described herein relate to methods and apparatus for a technology platform for messaging-based subscriptions and payments initiated from a website at a mobile electronic device.

[1003] Known methods allow a user to open a vendor's application or a vendor's website on a mobile device to select a product or service. The user can then provide payment information via the vendor's application or website to complete a transaction with the vendor. With these known methods, however, the user often pauses its previous activities (e.g., viewing a website, reading an email) on the mobile device and is redirected to the vendor's application or website to purchase the products and services via many user input (e.g, clicks, or screen taps). This time-consuming and burdensome process results in many users leaving the purchase before the transaction is completed.

[1004] Accordingly, a need exists for methods and apparatus for dynamic application deeplinking to transition from one user interface to another user interface at a mobile device for continued and improved user experience and engagement when interacting with the mobile device.

Summary

[1005] In some embodiments, a method includes receiving a purchase identifier by a processor and in response to an input entered by a user at a first user interface of a mobile device. The input is associated with a frame within a page displayed at the first user interface. The method further includes receiving purchase information associated with the purchase identifier and determining a uniform resource identifier (URI) of a second user interface at the mobile device. The second user interface is different from the first user interface. The method includes sending a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the purchase information pre-populated to fulfill a purchase requested by the user.

Brief Description of the Drawings

[1006] FIG. 1 is a block diagram illustrating a click-to-text server, a client's server and a user's mobile device, according to an embodiment.

[1007] FIGS. 2A-2D illustrate screenshots of user interfaces at a user mobile device in a click-to-text subscription process, according to an embodiment.

[1008] FIGS. 3A-3E illustrate screenshots of user interfaces with a promotional message displayed at a user mobile device, according to an embodiment.

[1009] FIGS. 4A-4B illustrate screenshots of user interfaces with a promotional message displayed at a user mobile device, according to an embodiment.

[1010] FIGS. 5A-5I illustrate screenshots of user interfaces at a user mobile device in a click-to-text purchase process, according to an embodiment.

[1011] FIGS. 6A-6I illustrate screenshots of a user interface at a user mobile device in a click-to-text purchase process, according to an embodiment.

[1012] FIG. 7 is a flow chart illustrating a click-to-text process 700, according to an embodiment.

Detailed Description

[1013] Some embodiments described herein include methods and apparatus for a technology platform for messaging-based subscriptions and payments initiated from a website viewed on a mobile device or a mobile application. By using custom-generated dynamic deeplinks, some embodiments described herein provide a method of completing mobile subscriptions, communications, and/or purchases. In these embodiments, a number of mobile interfaces can be used including, but not limited to, mobile websites, mobile applications, mobile messages, mobile advertisements, social media applications, and/or the like. In some implementations, the platform allows a user to initiate a subscription via messaging-based communications, or completes a purchase transaction for a product or service using messaging-based communications. In some implementations, custom-generated mobile deeplinks are used. In some implementations, the purchase and/or subscription process can be initiated via a rendered link on a touchscreen mobile device, and a transaction can be completed by two touch screen taps (or Two-Taps).

[1014] In some embodiments, a link can be generated in a set of mobile user interfaces including, but not limited to, a mobile website, a mobile application, a link, an email, a mobile advertisement, a text message, and/or the like. When the link is clicked, a custom-rendered deeplink is initiated, and a mobile messaging application is opened on a user's mobile device. In some embodiments, a deeplink is a type of link used in mobile applications that allows the linking of one mobile application to another mobile application. In some implementations, deep linking uses a uniform resource identifier (URI) that links to a mobile application or a specific location within a mobile application. Deeplinks can be used across a set of mobile operating systems including, for example, the Apple® iOS system and the Android™ system.

[1015] In some implementations, the content of the message and the recipient's (e.g., the vendor's) phone number can be pre-filled in the messaging application of the mobile device. This information can be communicated to the messaging application using the deeplink specific to the vendor.

[1016] In some implementations, the user can switch from, for example, a mobile website, a mobile application, a link, an email, a mobile advertisement, a text message to a subscription message or a purchase message on a mobile messaging application. In some implementations, the

mobile device can receive user's selections to subscribe to and/or purchase a good or service via two touch screen taps on a touch screen mobile device. The mobile device can receive a first signal in response to the user selecting (or tapping) on the rendered link on a first mobile user interface (i.e., the first touch screen tap), and the mobile device can receive a second signal in response to the user selecting (or tapping) the "send" message button on a second mobile interface to send the message to the vendor (i.e., the second touch screen tap.) In such implementations, the mobile device receives the user's selections (touch screen tap) via the touch screen of mobile device and then produces a signal to represent the user's selections for further processing by the mobile messaging application.

[1017] In some implementations, the user can be subscribed to service to receive messaging based marketing information from the recipient when the message is sent. In some implementations, the user can initiate a process to purchase a product or service from the recipient when the message is sent.

[1018] In some embodiments, a method includes receiving a purchase identifier by a processor and in response to a signal generated by the mobile device in response to an input entered by a user at a first user interface of a mobile device. The input is associated with a frame within a page displayed at the first user interface. The method further includes receiving purchase information associated with the purchase identifier and determining a uniform resource identifier (URI) of a second user interface at the mobile device. The second user interface is different from the first user interface. The method includes sending a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the purchase information pre-populated to fulfill a purchase requested by the user.

[1019] In some embodiments, a method includes determining a state of a page load of a page at a first user interface of a mobile device. In response to the state of the page load satisfying a criteria, the method includes providing, based on a set of configurable settings, a frame within the page at the first user interface. The frame includes purchase information and deeplink information such that in response to an input associated with the frame entered by a user, a second user interface is provided at the mobile device with the purchase information pre-populated for the user to initiate a purchase.

[1020] In some embodiments, a processor-readable non-transitory medium storing code representing instructions to be executed by a processor, the code includes code to cause the processor to determine a state of a page load of a page at a first user interface of a mobile device. The code further includes code to cause the processor to, in response to the state of the page load satisfying a criteria, provide, based on a set of configurable settings, a frame within the page at the first user interface. The frame include purchase information and deeplink information. The code further includes code to cause the processor to receive a purchase identifier in response to an input entered by a user at the frame mobile device and based on the purchase information. The code includes code to cause the processor to determine, based on the deeplink information, a uniform resource identifier (URI) of a second user interface at the mobile device. The second user interface is different from the first user interface. The code includes code to cause the processor to render, based on the URI, the second user interface at the mobile device with the purchase information pre-populated to fulfill a purchase requested by the user.

[1021] As used herein, the singular forms "a," "an" and "the" include plural referents unless the context clearly dictates otherwise. Thus, for example, the term "a message" is intended to mean a single message or a combination of messages. For another example, "a purchase identifier" is intended to mean a single purchase identifier or a combination of purchase identifiers.

[1022] As used herein, data can include, for example, information such as videos, audio, text, images, games, usernames, passwords, user input, user clicks, user screen taps, user browsing history, information associated with a user, information associated with a user's mobile device, URLs, banking transaction information (e.g., credit card information, back account information, etc.), healthcare information (e.g., prescription information, healthcare records, etc.), public data, protected data, proprietary data, personal data, private data, user generated content, Internet of Things (IoT) data, autonomous vehicle data (e.g., navigation data, status data, security data, etc.), and/or any other information.

[1023] FIG. 1 is a block diagram illustrating a click-to-text server 100, a client's server 130 and a user's mobile device 150, according to an embodiment. The click-to-text server 100 can communicate with the client's server 130 and the user's mobile device 150 via a network (not shown). The network (not shown) can be any network or combination of networks capable of

transmitting communication information (e.g., data and/or signals) and can include, for example, a wireless network, a cellular network, a telephone network, an Ethernet network, a fiber-optic network, and/or the like. The communication information can be transmitted over a connection(s) of a wireless network, such as, for example, a Wi-Fi® or wireless local area network ("WLAN") connection, a wireless wide area network ("WWAN") connection, a cellular connection and/or the like. A network connection can be a wired connection such as, for example, an Ethernet connection, a digital subscription line ("DSL") connection, a broadband coaxial connection, and/or a fiber-optic connection and/or the like.

[1024] The click-to-text server 100 can be or include a computer, a cell phone, a tablet, an electronic device, a critical embedded systems, coprocessors, field-programmable gate arrays (FPGAs) and/or the like. The click-to-text server 100 can include at least one processor 101 and at least one memory 103. The at least one processor 101 and the at least one memory 103 are operatively coupled with each other. The at least one memory 103 can be, for example, non-volatile memory, volatile memory, memory local to a server or networked, virtualized memory, a random-access memory (RAM) (e.g., a dynamic RAM, a static RAM), a flash memory, a removable memory, and/or so forth. In some embodiments, the memory 103 can store, for example, message data 107 (e.g., a set of promotional messages associated with a set of entities or clients), user data 108 (e.g., user phone number, user device identifier, other information identifying the user or the user mobile device, user viewing history, user click/tap history, user status (a new user or an existing user), user cookies, page referrer URLs, impression data, user agent, and/or the like), client data 109 (e.g., user white list associated with a set of clients/entities, user black list associated with a set of clients/entities, client preferences, client business rules, and/or the like). In some implementations, the memory 103 can store, for example, a database(s), process(es), application(s), virtual machine(s), instructions, and/or other software modules (stored and/or executing in hardware) or hardware modules configured to execute an integrator process and a click-to-text process. In such implementations, instructions for executing the click-to-text process, and/or any associated methods can be stored within the memory 103 and executed at the processor 101. In some embodiments, the memory 103 can store code representing integrator instructions 105 (i.e., integration tag) to be executed by the at least one processor 101 or the user mobile device 150. The execution of the integrator instructions 105 at the user mobile device 150 can cause the user mobile device 150 to send a request to the click-to-text server 100 and receive

from the click-to-text server 100 promotional messages associated with the client. In some embodiments, the memory 103 can store code representing click-to-text instructions 106 to be executed by the at least one processor 101 to cause the processor to execute the click-to-text process. In some implementations, at least a portion of the data and instructions stored at the memory 103 can be served from one of a single physical machine, multiple physical machines, a virtualized server, multiple virtualized servers, a public cloud, a private cloud, and/or a geographically distributed network of operatively coupled servers.

[1025] The at least one processor 101 can be any hardware module and/or component configured to receive and process data, and/or to execute code representing instructions. In some embodiments, the at least one processor 101 can be a general purpose processor, a Field Programmable Gate Array (FPGA), an Application Specific Integrated Circuit (ASIC), a Digital Signal Processor (DSP), and/or the like. The at least one processor 101 can implement a number of modules and/or server components. The at least one processor 101 can be configured to execute instructions generated by any of its modules and/or server components, and/or instructions stored in the memory 103, for example, the integrator instructions 105 and the click-to-text instructions 106. In some implementations, if the at least one processor 101 includes multiple processors, the modules and/or server components can be distributed among and/or executed by the multiple processors. The at least one memory 103 can be configured to store processor-readable instructions that are accessible and executable by the processor 101.

[1026] The client device 130 can be or include a computer, a cell phone, a tablet, an electronic device, a critical embedded systems, coprocessors, and field-programmable gate arrays (FPGAs), a smart TV, and/or another type of network-enabled machine. The client device 130 can include a processor (not shown) and a memory (not shown). In some implementations, the client device 130 is associated with a client (also referred to herein as an entity, a vendor) selling or providing a good(s) or service(s) via the internet, and/or engaging in any marketing activities via the internet. In some implementations, the client device 130 can be served from one of a single physical machine, multiple physical machines, a virtualized server, multiple virtualized servers, a public cloud, a private cloud, and/or a geographically distributed network of operatively coupled servers.

[1027] The user mobile device 150 can be any mobile electronic devices. For example, in some embodiments, the user mobile device 150 can be, but are not limited to, a mobile phone, a tablet, a smart watch, a personal computer, a personal digital assistant (PDA), a smart phone, and/or the like. The user mobile device 150 can include a processor (not shown), a memory (not shown), a network interface (not shown), and an output device (not shown). For example, in some embodiments, the output device can be any suitable display that can provide at least a portion of a user interface for a software application (e.g., a mobile application, a PC application, an internet web browser, etc.) installed on (or accessible by) the user mobile device 150. In such embodiments, the display can be, for example, a cathode ray tube (CRT) monitor, a liquid crystal display (LCD) monitor, a light emitting diode (LED) monitor, and/or the like. In other embodiments, the output device can be an audio device, a haptic device, and/or any other suitable output device. In some implementations, the output device can be configured to receive user input via taps (contact) on a touch screen by a user gesture such as a finger tap, swipe, pinch, etc. The network interface of user mobile device 150 can be, for example, a network interface card and/or the like that can include at least an Ethernet port and/or a wireless radio (e.g., a WiFi® radio, a Bluetooth® radio, etc.). The memory of user mobile device 150 can be, for example, a random access memory (RAM), a memory buffer, a hard drive, a read-only memory (ROM), an erasable programmable read-only memory (EPROM), and/or the like. In some embodiments, the memory can include a set of software applications including, but not limited to, a messaging application, a web browser application, an email application, a book reader application, and/or any mobile applications. Each of the set of software applications can have a unique user interface. The processor can be any suitable processing device configured to run or execute a set of instructions or code. For example, the processor of user mobile device 150 can be a general purpose processor, a central processing unit (CPU), an accelerated processing unit (APU), and Application Specific Integrated Circuit (ASIC), and/or the like. The processor can be configured to run or execute a set of instructions or code stored in the memory associated with using, for example, a PC application, a mobile application, an internet web browser, a cellular and/or wireless communication (via a network), and/or the like, as described in further detail herein.

[1028] In use, a user can provide a first input (a click, a screen tap, or a selection, etc.) a web link on a mobile website or a mobile application displayed the user mobile device 150. This user selection can be sensed by the touch screen of the user mobile device 150 such that a signal is

produced and provided to the processor of the user mobile device 150. The web link is associated with a promotional message provided by a client. The client can be an entity selling or providing a good(s) or service(s) via the internet, and/or engaging in any marketing activities via the internet. In response to receiving the signal produced by the touch screen, the processor of user mobile device 150 can produce a notification and send it to the click-to-text server 100. The click-to-text server 100 can receive a notification (e.g., a HTTP POST request) in response to the user input. The click-to-text server 100 can initiate a messaging application at the user mobile device 150 with a message pre-populated with purchase or subscription information and a recipient's phone number. The user can provide a second input (a click, a screen tap, or a selection, etc.) to send the text message to the recipient's phone number. The recipient phone number is associated with the client and the client server 130. In response to sending the text message, the user, via the user mobile device 150, can subscribe to a messaging-based marketing service, or initiate a process of purchasing a product or service, provided by the client and/or the client server 130. In some implementations, this click-to-text process can be completed in just two taps, and in compliance with the Telephone Consumer Protection Act ("TCPA") and the regulations by trade associations representing the wireless communication industry (e.g., CTIA).

[1029] FIGS. 2A-2D illustrate screenshots of user interfaces at a user mobile device in a click-to-text subscription process, according to an embodiment. The user mobile device can be structurally and functionally similar to the user mobile device 150 described with regards to FIG. 1. The first user interface 201 displays a promotional message 202 (e.g., within a frame of the first user interface 201) at the user mobile device and provides a "sign-up" link 203, when selected, clicked or tapped by the user, initiating a second user interface 211 at the user mobile device. The promotional message 202 can be any advertising information related to a product or service that a client provides. The client can provide the product(s) or the service(s) for free or a fee. In some implementations, the first user interface 201 can be within or part of a website browser, an email application, a book reader application, a messaging application, and/or any mobile application or user interfaces at the user mobile device. The second user interface 211 can be within or part of a messaging application, and/or the like. In response to user selections, clicks or taps at the "sign up" link 203, the second user interface 211 of a mobile application, for example, a messaging application, opens with a message pre-populated with a subscription request 213. The message also re-populates the phone number 214 of a client associated with the promotional message 202.

In some implementations, the content of the message 213 and/or the phone number 214 can be customized (or defined or populated), based on client's preferences, by a click-to-text server (such as the click-to-text server 100 described with regards to FIG. 1). In some instances, the phone number 214 can be a short code cellular number or a long code cellular number. In some instances, the content of the message 213 can be related to, for example, a request to join a subscription list, a request to purchase a product or service, a request for customer service, or any number of other ways in which the user mobile device interacts with the client server. In some implementations, the message 213 and the phone number 214 are fixed and cannot be changed by the user. In other implementations, the user has an option to change the content of the pre-populated message 213 and/or the phone number 214. The user can select, click or tap the "send" button 212 to send the message 213 to the client associated with the phone number 214. The message 213 can be sent to a client server (such as the client server 130 described with regards to FIG. 1) and/or the click-to-text server. In response to receiving the message 213, the client server can send a message(s) 222 via the second user interface 221 (the same second user interface shown as 211 in FIG. 2B; e.g., a messaging application) to confirm the user's subscription. In some implementations, the click-to-text server can send message 222 to confirm the user's subscription.

[1030] In some implementations, in response to receiving the message 213, the click-to-text server can authenticate the user based on a user identifier. In some implementations, the user identifier can be included in the signal sent to the click-to-text server in response to receiving the message 213. In other implementations, the click-to-text server can receive the user identifier prior to receiving the message 213. In such implementations, the click-to-text server can receive the user identifier in response to an execution of an integration tag (such as the integrator instructions 105 as described with regards to FIG. 1) during a page load event at the user mobile device. The user identifier can include, but are not limited to, a user phone number, a sender phone number, a device identifier of the user mobile device, and/or other information identifying the user or the user mobile device. In some implementations, the click-to-text server can determine if the user is on a black list or on a white list associated with the client. If the user is on a black list of the client, the click-to-text server can block the user from subscribing to the service provided by the client and/or the promotional messages 223 provided by the client. If the user is not on a black list of the client, or if the user is on a white list of the client , the user is authenticated by the click-to-text server and/or the client server and the click-to-text server and/or the client server can provide

service and/or send promotional messages 223 to the user. In some implementations, data representing the black list and/or the while list associated with the client can be stored in a client database of the click-to-text server (such as the client data 109 in the memory 103 of the click-to-text server 100 described with regards to FIG. 1).

[1031] In some implementations, the click-to-text server can determine, based on the user identifier, if the user is a new subscriber of the client or an existing subscriber of the client. If the user is a new subscriber, the client server and/or the click-to-text server can send a message(s) 222 via the second user interface 221 (the same second user interface shown as 211 in FIG. 2B; e.g., a messaging application) to confirm the user's subscription. If the user is an existing subscriber, the client server and/or the click-to-text server can send a message(s) 232 informing the user that the user is already subscribed to the client's service. In some implementations, the user's subscription status associated with the client (e.g., a new subscriber or an existing subscriber) can be stored in a user database of the click-to-text server (such as the user data 108 in the memory 103 of the click-to-text server 100 described with regards to FIG. 1).

[1032] In some implementations, the second user interface 211 is different from the first user interface 201. In some implementations, the second user interface 211 (e.g., a messaging application) is not a user interface provided by the client/entity/vendor from which the purchase/subscription is to be made. In some implementations, the first user interface 201 is not a user interface (e.g., a web browser) provided by the client/entity/vendor from which the purchase/subscription is to be made. In other words, a user does not need to install the vendor's mobile application to make the purchase from the vendor or subscribe to service provided by the vendor. In situations where, for example, the user is browsing a website with a promotional message 202, the user can select, tap or click the "sign-up" link 203 and a messaging application (e.g., 211) is opened with a message 213 and a phone number 214 pre-populated to complete the purchase/subscription. In such situations, the user does not need to install or open any vendor application. Stated differently, the user can initiate the purchase/subscription upon providing a single user input within the second user interface (e.g., click "send" button at the messaging application) and without further interaction with a user interface associated with a vendor from which the purchase is to be made. The click-to-text process provides dynamic application deeplinking at a mobile device such that the user's interaction with a client via a first user interface

of the mobile device can continue to a second user interface of the mobile device. The dynamic application deeplinking protocol improves the user experience for shopping and interacting, via a network, with a client via the mobile device and increases customer engagement with the promotional messages / marketing efforts by the client.

[1033] In some implementations, in response to the user selecting, clicking or tapping the "sign-up" link 203 via the first user interface 201, the user mobile device can send a HTTP POST request to the client-to-text server notifying the client-to-text server of the user's select/click/tap on the "sign-up" link 203. The HTTP POST request can include, for example, a purchase identifier associated with the promotional message 202, a purchase identifier associated with the client or the entity providing the promotional message 202 (e.g., a telephone number associated with the client/entity), purchase information associated with the promotional message, a user identifier (e.g., a user phone number, a user mobile device identifier, user impression data, a user agent field collected by the web browser, and/or any information identifying the user and/or user mobile device), and/or the like. The purchase information can include, for example, a subscription to service associated with the promotional message 202, information related to the product(s) or service(s) associated with the promotional message 202, a product identifier, a subscription identifier, and/or the like. An example HTTP form that POSTs to the client-to-text server is as follows:

```
<form action="/1/clicks" method="post" target="_top">
  <input type="hidden" name="i" value="{impressionId}"></input>
  <input type="hidden" name="id" value="{userId}"></input>
  <button type="submit" className={ `${css.formSubmitButton} ${css.override}` }>
   <svg viewBox='0 0 24 24' className={ `${css.clickToTextPhoneIcon} ${css.override}` }>
    <path d='M16.3,0H7.7C6.8,0,6,0.9,6,1.9v20.1C6,23.1,6.8,24,7.7,24h8.6c0.9,0,1.7-0.9,1.7-
1.9V1.9C18,0.9,17.2,0,16.3,0z M10.8,1.2h2.4c0.2,0,0.3,0.2,0.3,0.4c0,0.2-0.1,0.4-0.3,0.4h-2.4c-
0.2,0-0.3-0.2-0.3-0.4C10.5,1.4,10.6,1.2,10.8,1.2z M12,23.2c-0.4,0-0.8-0.4-0.8-0.8c0-0.4,0.3-
0.8,0.8-0.8s0.8,0.4,0.8,0.8C12.8,22.9,12.4,23.2,12,23.2z M16.9,20.9H7.1V3.1h9.8V20.9z'
    />
  </svg>
  <svg className={ `${css.clickToTextRightArrow} ${css.override}` } viewBox='0 0 24 24'>
```

```
    <polygon points='18.5,12 7.5,24 5.5,22.1 14.8,12 5.5,1.9 7.5,0' />
   </svg>
   <div className={ `${css.clickToText} ${css.override}` }>
    <div className={ `${css.text1} ${css.override}` }>{ ctaText1 }</div>
    <div className={ `${css.text2} ${css.override}` }>{ ctaText2 }</div>
   </div>
  </button>
 </form>
```

[1034] In response to receiving the HTTP request from the user mobile device, the client-to-text server can determine, based on a mobile device identifier, a uniform resource identifier (URI) (including, for example, a link syntax) of a second user interface at the user mobile device. In some implementations, the mobile device identifier can be a user agent field collected by the web browser, a platform type or an operating system type operated at the user mobile device. In some instances, the platform type is the operating system type operated at the user mobile device or information included in the user agent field collected by the web browser. The client-to-text server can determine the URI of the second user interface that is compatible with the operating system type of the user mobile device. The URI of the second user interface (e.g., a messaging application) may be the same or different for different mobile device operating systems. The client-to-text server can generate a response message including the URI of the second user interface and send the response message to the user mobile device to cause the second user interface to open with message and phone number pre-populated. The click-to-text server can receive the pre-populated message and phone number based on the purchase identifier from a database at the click-to-text server. In some implementations, the response message can be a HTTP 303 status code. In some implementations, the response message and the HTTP form that POSTs to the client-to-text server can be stored in the memory of the client-to-text server (e.g., the click-to-text 106 stored at the memory 103 of the client-to-text server 100.) In some implementations, a proper deeplinking (e.g., the HTTP POST request and the response message) can direct the user to the native text messaging application, enabling the two-tap signup. An example response message sent from the client-to-text server is as follows.

```
public class CreativeController {
  @Path(value = "/clicks", method = Method.POST)
     public void click(Request request, Response response) {
        // When POSTing to this endpoint, the facebook app actually
        // sends two requests - the first with query parameters and then
        // a second without. This check handles the second.
        if (request.getQueryParam("i") == null) {
           throw new InvalidParameterException("Click must have impression id");
        }

        Impression impression = new Impression();
        impression.setId(Long.valueOf(request.getQueryParam("i")));
        Creative creative = creativeRepository.getImpressionCreative(impression);
        if (creative == null) {
           throw new InvalidParameterException("invalid impression id");
        }
        statsCounter.incrementClickCounter(creative.getId());

        if (creative.getPhone() == null) {
           creative.setPhone(defaultPhone);
        }

        Click click = buildClick(request);
        click.setImpression(impression);
        click.setCreative(creative);
        creativeRepository.createClick(click);
        kinesisProducerService.add(click);

        if (request.getQueryParam("r") != null && request.getQueryParam("r").equals("false")) {
           response.setStatus(204);
        } else {
```

```
            response.setStatus(303);
            response.setHeader("Location", getSmsLink(click, request.getUserAgent()));
        }
    }

    private String getSmsLink(Click click, UserAgent userAgent) {
        String fullSmsBody = click.getCreative().getSmsBody() + " (ref: " + click.getFingerprint()
+ ")";
        if (userAgent.isInstagramIos()) {
            fullSmsBody = fullSmsBody.replace(' ', '_');
        }
        return "sms:" + click.getCreative().getPhone() + userAgent.getSmsDeeplinkDelimiter() +
"body=" + fullSmsBody;
    }
}
```

[1035] In some implementations, in response to the user selecting, clicking or tapping the "sign-up" link 203 via the first user interface 201, the click-to-text server can dynamically request and receive, from, for example, the client database stored at the memory of the click-to-text server, the client's short code (e.g. 24321), the SMS message body (e.g. "Just send this message to join [Company Name] exclusive insiders, or Just send to purchase this red hat"). The client-to-text server can request and receive a platform specific deeplink (e.g., a URI of the second user interface) that causes the user mobile device's messaging application to be rendered at the user mobile device.

[1036] In some implementations, when the user selects/clicks/taps the "send" button via the messaging application to send the message, the message can be sent to the wireless communication provider server (e.g., AT&T, Verizon) of the user mobile device. The wireless communication provider server can then make an application programming interface (API) call to the click-to-text server. The API call can trigger a response message back to the user mobile device with a link to

set user's preferences. In some instances, this user preference page can use the same client_domain. attn. tv domain specified in the site integration tag as described below.

[1037] In some implementations, the click-to-text server can send an integration tag (or site integration tag, or integrator 105 as described in FIG. 1) to the client server. The integration tag includes code, when executed, cause the user mobile device to send a request to the click-to-text server and receive from the click-to-text server promotional messages associated with the client. Specifically, the integration tag can be attached to a page load event at the user mobile device. When the user is opening a page (e.g., a webpage) associated with the client, the request for the promotional message can be sent to the click-to-text server because the page is integrated with the integration tag provided by the click-to-text server. In some instances, the integration tag is triggered or executed only when the page associated with the client is fully loaded at the user mobile device (i.e., a criteria). In some instances, the integration tag can check the ready state of a page (or a document of the page) and only proceeds when the page is fully ready. In some instances, the site integration tag can be stored in the memory of the click-to-text server (such as the integrator 105 stored at the memory 103 of the click-to-text server 100 as described with regards to FIG. 1.) In some instances, the site integration tag can be stored in a public cloud or a private cloud server.

[1038] In response to the execution of the integration tag, the user mobile device can generate a unique visitor identifier and store at least a portion of the integration tag in a local storage of the user mobile device, or as a cookie at the user mobile device. The execution of the integration tag can produce, for example, a HTML iframe that allows messages to be sent and received between the user mobile device and the click-to-text server. In some implementations, the execution of the integration tag at the user mobile device sends to the click-to-text server user data (e.g., user phone number, user device identifier, other information identifying the user or the user mobile device, user viewing history, user click/tap history, user status (a new user or an existing user), user cookies, page referrer URLs, impression data, a user agent field collected by the web browser, and/or the like). In some implementations, the integration tag can include code that manages, stores, and governs client business rules (e.g., whitelists, blacklists, timeouts, and/or the like). In some implementations, the execution of the integration tag at the user mobile device can send a request to the click-to-text server and receive, from the click-to-text server, promotional messages

202 associated with the client, the client configurable settings/preferences to display the promotional message 202 (e.g., the location of the frame relative to the page, the size of the frame relative to the page, and/or the like.) The user mobile device can then render the frame with the promotional message 202 at its output device. The frame can also include purchase information and deeplink information such that in response to an input entered by the user, the second user interface 211 can be rendered at the mobile device to initiate a purchase/subscription. An example integration tag includes code as follows:

<script>
__attentive_domain="example.attn.tv",function(){window.__attentive={invoked:!1,show:functio
n(){this.invoked=!0}};var
t=!1,e=function(){if(document.readyState&&!/loaded|complete/.test(document.readyState))retur
n void setTimeout(e,10);if(!t)return t=!0,void setTimeout(e,50);var
n=document.createElement("script");n.setAttribute("async","true"),n.type="text/javascript",n.src
="https://cdn.attn.tv/loader.js",((document.getElementsByTagName("head")||[null])[0]||documen
t.getElementsByTagName("script")[0].parentNode).appendChild(n)};window.addEventListener?
window.addEventListener("load",e,!1):window.attachEvent("onload",e)}(),window.__attentive.s
how();
</script>

[1039] In some implementations, the integration tag can be customized based on client's preferences. For example, the integration tag can be executed when any webpage associated with the client's website is accessed by the user mobile device. In some instances, the integration tag can be executed only when a webpage from a set of webpages associated with the client's website is accessed by the user mobile device. The set of webpages can be selected via a specific URL slug (e.g., /p/mens_category), a specific rooting (e.g., /p/mens_category /* would cover every page with root of /p/mens_category/, including, for example, /p/mens_category/tshirts/philadephia_phillies/G72 91), a specific query parameter (e.g., clientdomain.com/utm_source=lorem&utm_medium=320b anner&utm_campaign=ipsum), all pages except a specified page (e.g., execute the integration tag on all pages except the checkout page), and/or the like. In some instances, the integration tag can be customized to be executed

only by a set of devices that are on a device whitelist or blacklist (e.g., do or do not show the sign-up link 203 for devices on the whitelist or blacklist.) In some instances, the integration tag can be customized to be executed only for users from a set of countries so that the sign-up link 203 can be shown only to users from a set of countries. In some instances, the integration tag can be customized to be executed based on a referrer whitelist or blacklist (e.g., do/do not show sign-up link 203 for users from particular page referrers (e.g. Facebook, Google, etc).) In some instances, the integration tag can be customized to be executed only after a period of time since the last execution of the integration tag (e.g., a length of time until a sign-up unit is displayed again). In some instances, the integration tag can be customized to be executed only after a period of time since a certain event occurs (e.g., a length of time until a sign-up link is displayed again if the user subscribes or makes a purchase, a length of time until a sign-up link is displayed again if the user performs any measured action (close, privacy, terms, click, and/or the like.)

[1040] In some implementations, in response to a user sending a message to the client's phone number, the click-to-text server can collect data about the user. In some instances, the click-to-text server can collect transaction payment data including, but not limited to, the user's payment information (e.g. credit card information, bank account information, or other information), shipping address, and preferred shipping-related settings. The click-to-text server can use the data collected to provide a user-friendly purchase experience in subsequent transactions. In some instances, the click-to-text server can collect marketing-based data to help the client send improved marketing-related messages to the user. The marketing-based data can include, but not limited to, the type of messages the user prefers to receive, when the user prefers to receive the message, the type of website content the user has viewed ,what items the user has previously purchased, and/or the like. In some instances, the click-to-text server can append additional data, directly collected or through a third party that is appended to the user's phone number as a key value. The data can be used, for example, for fraud protection or to disable a recently changed number.

[1041] FIGS. 3A-3E illustrate screenshots of user interfaces with a promotional message displayed at a user mobile device, according to an embodiment. The user mobile device can be structurally and functionally similar to the user mobile device 150 described with regards to FIG. 1. Similar to the first user interface with a promotion message described with regards to FIG. 2A, the first user interface 301 displays a promotional message 302 on the screen of the user mobile

device as shown in FIG. 3A. The promotional message 302 includes a "sign-up" link 304, when selected, clicked or tapped by the user, initiating a second user interface (not shown here) at the user mobile device. The second user interface of a mobile application (e.g., a messaging application) opens with a message pre-populated with the content and recipient phone number to facilitate a subscription or purchase process.

[1042] As shown in FIG. 3A, the promotional message 302 can be displayed within a frame 305 of a webpage 303. The promotional message can also be displayed in a frame with different sizes relative to the size of the webpage and different location relative to the center of the webpage. For example, as shown in FIG. 3A, the promotional message 302 can be displayed in a frame 305 within the webpage 303 (i.e., a partial take-over). The frame 305 can be displayed at the bottom of the screen 301 and a portion of the webpage 303 can be displayed at the top portion of the screen 301. For another example, as shown in FIG. 3B, the promotional message 312 can be displayed in a frame that has the same size as the size of the webpage (i.e., full screen). The user can close the promotional message and the screen can display the webpage. For another example, as shown in FIG. 3C, the promotional message 322 can be displayed as a webpage or as a landing page of a website. For another example, as shown in FIG. 3D, the promotional message 332 can also be displayed within an email 333. For another example, as shown in FIG. 3E, the promotional message 342 can be displayed in a frame as a pop-up from the webpage 343. A portion of the webpage 343 can be displayed at the top portion of the screen 341 and/or the lower portion of the screen 341. In response to a user selects/click/tap at the "sign-up" links within the promotional messages (302, 312, 322, 332, and 342), a second user interface of a mobile application opens with a message pre-populated with the content and recipient phone number to facilitate a subscription or purchase process.

[1043] The promotional messages (302, 312, 322, 332, and 342) can be retrieved from a click-to-text server (such as the click-to-text server 100 described with regards to FIG. 1) in response to an execution of an integration tag. The integration tag includes code, when executed, cause the user mobile device to send a request to the click-to-text server and receive from the click-to-text server promotional messages associated with the client. Specifically, the integration tag can be attached to a page load event at the user mobile device. When the user is opening a page (e.g., a webpage) associated with the client, the request for the promotional message can be sent to the

click-to-text server because the page is integrated with (includes or incorporates) the integration tag provided by the click-to-text server. The execution of the integration tag can generate, for example, a HTML iframe which allows messages to be sent and received between the user mobile device and the click-to-text server. In some implementations, the execution of the integration tag at the user mobile device sends to the click-to-text server user data, manages client business rules, client configurable settings to display the promotional message (e.g., the location of the frame relative to the page, the size of the frame relative to the page, and/or the like.)

[1044] The "sign-up" link (304, 314, 324, 334, or 344), when selected, clicked or tapped by the user, initiates a second user interface (not shown here) at the user mobile device. The "sign-up" link (304, 314, 324, 334, or 344) can be displayed differently based on client's preferences by the click-to-text server. In some instances, the "sign-up" link (304, 314, 324, 334, or 344) can be shown as a button having different sizes (up to a size of a full screen). In some instances, the "sign-up" link (304, 314, 324, 334, or 344) can be a standalone landing page, or a clickable link (a button, or an image) in line with the text displayed in a webpage, an email, a promotional message (302, 312, 322, 332, and 342), a mobile application, a pop-up window, and/or the like.

[1045] FIGS. 4A-4B illustrate screenshots of user interfaces with a promotional message displayed at a user mobile device, according to an embodiment. In some implementations, the first user interface 401 at the user mobile device displays a promotional bubble 402 that can expand into a promotional message 404 in response to a user select/click/tap at the promotional bubble 402. The promotional message 404 can be similar to the promotional messages (302, 312, 322, 332, and 342) shown in FIGS. 3A-3E. The promotional message 404 includes a "sign-up" link 405, when selected, clicked or tapped by the user, initiating a second user interface (not shown here) at the user mobile device. The second user interface of a mobile application (e.g., a messaging application) opens with a message pre-populated with the content and recipient phone number to facilitate a subscription or purchase process.

[1046] FIGS. 5A-5I illustrate screenshots of user interfaces at a user mobile device in a click-to-text purchase process, according to an embodiment. The first user interface 501 (e.g., a website browser) at the user mobile device displays a shopping cart 503 with products 504 to be purchased. The first user interface 501 also displays a promotional message 502, when selected, clicked or

tapped by the user, initiating a second user interface 511 at the user mobile device. In some implementations, the first user interface 501 can be a website browser, an email application, a book reader application, a messaging application, and/or any mobile application or user interfaces at the user mobile device. The second user interface 511 can be a messaging application, and/or the like. In response to a user selection, click or tap at the "1-Step Checkout" link 502, the second user interface 511 of a mobile application, for example, a messaging application, opens with a message pre-populated with a purchase request 513. The purchase request 513 can include a shopping cart identifier, a product identifier, a product name, a product description, a price of each product, a total price for the shopping cart, and/or the like. The message also re-populates the phone number 512 of a client associated with the promotional message 502. In some implementations, the content of the message 513 and/or the phone number 512 can be customized, based on client's preferences, by a click-to-text server (such as the click-to-text server 100 described with regards to FIG. 1). The "1-Step Checkout" link 502 can be displayed differently based on client's preferences by the click-to-text server. In some instances, the "1-Step Checkout" link 502 can be shown as a button. The button can have different sizes (up to a size of a full screen). In some instances, the "1-Step Checkout" link 502 can be a standalone landing page, or a clickable link (a button, or an image) in line with the text displayed in a webpage, an email, a promotional message, a mobile application, a pop-up window, and/or the like.

[1047] In some instances, the phone number 512 can be a short code cellular number or a long code cellular number. In some implementations, the message 513 and the phone number 512 are fixed and cannot be changed by the user. In other implementations, the user has an option to change the content of the pre-populated message 513 and/or the phone number 512. The user can select, click or tap the "send" button 514 to send the message 513 to the client with the phone number 512. The message 513 can be sent to a client server (such as the client server 130 described with regards to FIG. 1) and/or the click-to-text server.

[1048] In some implementations, in response to receiving the message 513, the click-to-text server can authenticate the user based on a user identifier. The user identifier can include, but are not limited to, a user phone number, a sender phone number, a device identifier of the user mobile device, and/or other information identifying the user or the user mobile device. In some implementations, the click-to-text server can determine if the user is on a black list or on a white

list associated with the client. In some implementations, the click-to-text server can determine, based on the user identifier, if the user is a new customer of the client or an existing customer of the client. If the user is a new customer, the client server and/or the click-to-text server can send a message(s) 522 via the second user interface 521 (e.g., a messaging application) to request shipping information and payment information. The message 522 can also include a link ("checkout link") that when clicked/tapped, opens a third user interface with a checkout page 531. The third user interface 531 can be the same as the first user interface 501 (e.g., a website browser). Upon receiving the user input on the shipping information and the payment information at the checkout page 531, the third user interface 541 can display an order confirmation page. The client server and/or the click-to-text server can send a message(s) 552 via the second user interface 551 confirming the order has been placed.

[1049] If the user is an existing customer of the client, the client server and/or the click-to-text server can send, via the second user interface, a message(s) 562 including the product information in the shopping cart, and a message 563 informing the user of the shipping information and the payment information on file associated with the user. In some implementations, the message 563 can include a link ("checkout link") that, when selected/clicked/tapped, opens a third user interface (not shown) that shows a checkout page in which the user can change the shipping information and the payment information. In some implementations, the user can send, via the second user interface, a message 572 to confirm the purchase, the payment information and the shipping information. Upon receiving the message 572 from the client, the client server and/or the click-to-text server can send, via the second user interface, a message 582 confirming the order has been placed. In some implementations, the user's purchase history associated with the client (e.g., a new/existing customer, previous orders, previous shopping carts, user payment information, user shipping information, and/or the like) can be stored in a user database of the click-to-text server (such as the user data 108 in the memory 103 of the click-to-text server 100 described with regards to FIG. 1).

[1050] Similar to the click-to-text subscription process described with regards to FIGS. 2A-2D, the click-to-text server can implement the integration tag at the client's server in the click-to-text purchase process. The integration tag includes code, when executed, cause the user mobile device to send a request to the click-to-text server for promotional messages associated with the

client. Specifically, the integration tag can be attached to a page load event at the user mobile device. When the user is opening a page (e.g., a webpage) associated with the client, the request for the promotional message can be send to the click-to-text server because the page is integrated with the integration tag provided by the click-to-text server. The execution of the integration tag can collect user data (e.g., user phone number, user device identifier, other information identifying the user or the user mobile device, user viewing history, user click/tap history, user status (a new user or an existing user), user cookies, page referrer URLs, impression data, a user agent field collected by the web browser, and/or the like). The integration tag can include code that manages, stores, and governs client business rules (e.g., whitelists, blacklists, timeouts, and/or the like). The execution of the integration tag at the user mobile device can send a request to the click-to-text server and receive, from the click-to-text server, promotional messages associated with the client, the client configurable settings/preferences to display the promotional message.

[1051] FIGS. 6A-6I illustrate screenshots of a user interface at a user mobile device in a click-to-text purchase process, according to an embodiment. The click-to-text purchase process can be completed via a single user interface (e.g., a messaging application) at the user mobile device. The second user interface 601 can display a promotional image 602 and a promotional message 603. The second user interface 601 can receive a message 604 from the user instructing the click-to-text server to initiate the "checkout" process. In response to receiving the message 604 from the user, in some implementations, the click-to-text server can authenticate the user based on a user identifier. The user identifier can include, but are not limited to, a user phone number, a sender phone number, a device identifier of the user mobile device, and/or other information identifying the user or the user mobile device. In some implementations, the click-to-text server can determine if the user is on a black list or on a white list associated with the client. In some implementations, the click-to-text server can determine, based on the user identifier, if the user is a new customer of the client or an existing customer of the client. If the user is a new customer, the client server and/or the click-to-text server can send a message(s) 605 via the second user interface to request shipping information and payment information. The message 605 can also include a link ("checkout link") that when clicked/tapped, opens a first user interface with a checkout page 606. In some instances, the first user interface (e.g., a messaging application) can be the same as the second user interface. In some instances, the first user interface (e.g., a website browser) can be different from the second user interface. Upon receiving the user input on the shipping information

and the payment information at the checkout page 606, the first user interface 607 can display an order confirmation page. The client server and/or the click-to-text server can send a message(s) 608 via the second user interface confirming the order has been placed.

[1052] If the user is an existing customer of the client, the client server and/or the click-to-text server can send, via the second user interface 610, a message(s) 609 including the product information in the shopping cart, the shipping information and the payment information on file associated with the user. In some implementations, the message 609 can include a link ("checkout link") that, when clicked/tapped, opens a second user interface (not shown) that shows a checkout page in which the user can change the shipping information and the payment information. In some implementations, the user can send, via the second user interface, a message 611 to confirm the purchase, the payment information and the shipping information. Upon receiving the message 611 from the client, the client server and/or the click-to-text server can send, via the second user interface, a message 612 confirming the order has been placed. In some implementations, the user's purchase history associated with the client (e.g., a new/existing customer, previous orders, previous shopping carts, user payment information, user shipping information, and/or the like) can be stored in a user database of the click-to-text server (such as the user data 108 in the memory 103 of the click-to-text server 100 described with regards to FIG. 1).

[1053] FIG. 7 is a flow chart illustrating a click-to-text process 700, according to an embodiment. The click-to-text process 700 can be executed at, for example, a processor at a server such as the processor 101 of the click-to-text server 100 shown and described with respect to FIG. 1. The server can include, for example, a processor and a memory operatively coupled to the memory. The memory can include, for example, code representing click-to-text instructions (such as the click-to-text instructions 106 described with respect to FIG. 1) to be executed by the at least one processor 101 to cause the processor to execute the click-to-text process 700. Furthermore, the server can be operatively coupled to a network, and in communication with a client server such as the client server 130 and a user mobile device such as the user mobile device 150 shown and described with respect to FIG. 1. The click-to-text subscription process as described with regards to FIGS. 2A-2D and the click-to-text purchase process as described with regards to FIGS. 5A-5I and FIGS. 6A-6I can be implemented using the click-to-text process 700.

[1054] At 702, the method includes receiving a purchase identifier in response to an input entered by a user at a first user interface of a mobile device. The first user interface displays a promotional message within a frame of a page at the first user interface. The promotional message can be any advertising information related to a product(s) or service(s) that a client provides. The client can provide the product(s) or the service(s) for free or a fee. In some implementations, the first user interface can be a website browser, an email application, a book reader application, a messaging application, and/or any mobile application or user interfaces at the user mobile device. The location of the frame relative to the page, the size of the frame relative to the page, and/or the like can be customized based on the client's preferences. The promotional message includes a link, which can be clicked or tapped by the user.

[1055] In response to the user selecting, clicking or tapping the link via the first user interface, the client-to-text server receives a HTTP POST request notifying the client-to-text server of the user's click/tap on the link. The HTTP POST request can include, for example, a purchase identifier associated with the promotional message, a purchase identifier associated with the client providing the promotional message (e.g., a telephone number associated with the client/entity), a shopping cart identifier, purchase information associated with the promotional message, a user identifier (e.g., a user phone number, a user mobile device identifier, user impression data, a user agent field collected by the web browser, and/or any information identifying the user and/or user mobile device), and/or the like.

[1056] At step 704, the method includes receiving purchase information associated with the purchase identifier in response to receiving the HTTP POST request. The purchase identifier and the purchase information can be stored in a database at the click-to-text server. The click-to-text server can look up the purchase information based on the purchase identifier. The purchase information can include, for example, a subscription to service associated with the promotional message 202, information related to the products or service associated with the promotional message 202, a product identifier, a subscription identifier, and/or the like.

[1057] At step 706, the method includes determining a uniform resource identifier (URI) of a second user interface at the mobile device. In response to receiving the HTTP request from the user mobile device, the client-to-text server can determine, based on a mobile device identifier, a

uniform resource identifier (URI) (including, for example, a link syntax) of a second user interface at the user mobile device. The second user interface can be a messaging application, and/or the like. In some implementations, the mobile device identifier can be a user agent field collected by the web browser, a platform type or an operating system type operated at the user mobile device. In some implementations, the mobile device identifier can be a user identifier (e.g., a user phone number, a user mobile device identifier, user impression data, and/or any information identifying the user and/or user mobile device). The client-to-text server can determine the URI of the second user interface that is compatible with the operating system type of the user mobile device. The URI of the second user interface (e.g., a messaging application) may be the same or different for different mobile device operating systems.

[1058] At step 708, the method includes sending a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the purchase information pre-populated to fulfill a purchase requested by the user. The client-to-text server can generate a response message including the URI of the second user interface and send the response message to the user mobile device to cause the second user interface to open with message and phone number pre-populated. The click-to-text server can receive the pre-populated message and phone number based on the purchase identifier from a database at the click-to-text server or a databased stored at the client device. In some implementations, the response message can be a HTTP 303 status code. In some implementations, the response message and the HTTP form that POSTs to the client-to-text server can be stored in the memory of the client-to-text server (e.g., the click-to-text 106 stored at the memory 103 of the client-to-text server 100.) In some implementations, a proper deeplinking (the HTTP POST request and the response message) can direct the user to the native text messaging application, enabling the two-tap subscription or purchase.

[1059] The content of the message and/or the phone number can be customized, based on client's preferences, by a click-to-text server. In some instances, the phone number can be a short code cellular number or a long code cellular number. In some instances, the content of the message can be related to, for example, join a subscription list, purchase a product or service, request customer service, or any number of other ways in which the user interacts with the client. In some implementations, the message and the phone number are fixed and cannot be changed by the user. In other implementations, the user has an option to change the content of the pre-populated

message and/or the phone number. The user can click or tap the "send" button to send the message to the client associated with the phone number. The message can be sent to a client and/or the click-to-text server. In response to receiving the message, the client server can send a message(s) via the second user interface (e.g., a messaging application) to confirm the user's subscription or purchase. In some implementations, the click-to-text server can send message to confirm the user's subscription or purchase.

[1060] In some implementations, the click-to-text server can determine, based on the user identifier, if the user is a new subscriber/customer of the client or an existing subscriber/customer of the client. If the user is a new subscriber/customer, the client server and/or the click-to-text server can send a message(s) via the second user interface (e.g., a messaging application) to confirm the user's subscription, and/or direct the user to a checkout page to provide shipping information and product information for the purchase. If the user is an existing subscriber/customer, the client server and/or the click-to-text server can send a message(s) informing the user that the user are already subscribed to the client's service, or confirming the shipping information and payment information with the user. In some implementations, the user's subscription/customer status associated with the client (e.g., a new subscriber or an existing subscriber) can be stored in a user database of the click-to-text server.

[1061] In some implementations, the second user interface is different from the first user interface. In some implementations, the second user interface (e.g., a messaging application) is not a user interface provided by the client/entity/vendor from which the purchase/subscription is to be made. In some implementations, the first user interface is not a user interface (e.g., a web browser) provided by the client/entity/vendor from which the purchase/subscription is to be made. In other words, a user does not need to install the vendor's mobile application to make the purchase from the vendor or subscribe to service provided by the vendor. In situations where, for example, the user is browsing a website with a promotional message, the user can click the "sign-up" link and a messaging application is opened with a message and a phone number pre-populated to complete the purchase/subscription. In such situations, the user do not need to install or open any vendor application. Stated differently, the user can initiate the purchase/subscription upon providing a single user input the second user interface (e.g., click "send" button at the messaging application) within and without interaction with a user interface associated with a vendor from

which the purchase is to be made. The click-to-text process provides dynamic application deeplinking at a mobile device such that the user's interaction with a client via a first user interface of the mobile device continues to a second user interface of the mobile device. The dynamic application deeplinking protocol improves the user experience for shopping and interacting, via a network, with a client via the mobile device and increases customer engagement with the promotional messages / marketing efforts by the client.

[1062] It is intended that the systems and methods described herein can be performed by software (stored in memory and/or executed on hardware), hardware, or a combination thereof. Hardware modules may include, for example, a general-purpose processor, a field programmable gate array (FPGA), and/or an application specific integrated circuit (ASIC). Software modules (executed on hardware) can be expressed in a variety of software languages (e.g., computer code), including Unix utilities, C, C++, Objective-C Java™, Ruby, SQL, SAS®, the R programming language/software environment, Visual Basic™, and other object-oriented, procedural, scripted, machine language or other programming language and development tools. Examples of computer code include, but are not limited to, micro-code or micro-instructions, machine instructions, such as produced by a compiler, code used to produce a web service, and files containing higher-level instructions that are executed by a computer using an interpreter. Additional examples of computer code include, but are not limited to, control signals, encrypted code, and compressed code. Each of the devices described herein can include one or more processors as described above.

[1063] Some embodiments described herein relate to devices with a non-transitory computer-readable medium (also can be referred to as a non-transitory processor-readable medium or memory) having instructions or computer code thereon for performing various computer-implemented operations. The computer-readable medium (or processor-readable medium) is non-transitory in the sense that it does not include transitory propagating signals per se (e.g., a propagating electromagnetic wave carrying information on a transmission medium such as space or a cable). The media and computer code (also can be referred to as code) may be those designed and constructed for the specific purpose or purposes. Examples of non-transitory computer-readable media include, but are not limited to: magnetic storage media such as hard disks, floppy disks, and magnetic tape; optical storage media such as Compact Disc/Digital Video Discs (CD/DVDs), Compact Disc-Read Only Memories (CD-ROMs), and holographic devices;

magneto-optical storage media such as optical disks; carrier wave signal processing modules; and hardware devices that are specially configured to store and execute program code, such as Application-Specific Integrated Circuits (ASICs), Programmable Logic Devices (PLDs), Read-Only Memory (ROM) and Random-Access Memory (RAM) devices. Other embodiments described herein relate to a computer program product, which can include, for example, the instructions and/or computer code discussed herein.

[1064] While various embodiments have been described above, it should be understood that they have been presented by way of example only, and not limitation. Where methods and steps described above indicate certain events occurring in certain order, the ordering of certain steps may be modified. Additionally, certain of the steps may be performed concurrently in a parallel process when possible, as well as performed sequentially as described above. Although various embodiments have been described as having particular features and/or combinations of components, other embodiments are possible having any combination or sub-combination of any features and/or components from any of the embodiments described herein. Furthermore, although various embodiments are described as having a particular entity associated with a particular compute device, in other embodiments different entities can be associated with other and/or different compute devices.

What is claimed is:

1. A method, comprising:

determining a state of a page load of a page displayed via a first application of a mobile device;

providing a frame within the page displayed via the first application in response to the state of the page load satisfying a criteria, the frame including a representation of an offer for at least one of a product or a service;

sending, in response to a first user input associated with the frame entered by a user, a request from the mobile device that includes an indication of the at least one of the offer or the service;

receiving, at the mobile device and in response to the request, a response message including a uniform resource identifier (URI) that deeplinks to a second application different from the first application, the second application being a messaging application, the URI configured to cause the second application to be displayed with an input field of a text message prepopulated with information associated with the at least one of the product or the service; and

requesting the at least one of the product or the service via the second application by causing the text message to be sent upon receiving a second user input within the second application.

Abstract

In one embodiment, a method includes receiving an interaction identifier by a processor and in response to an input entered by a user at a first user interface of a mobile device. The input is associated with a frame within a page displayed at the first user interface. The method further includes receiving interaction information and application deeplinking purchase information associated with the purchase identifier and determining a uniform resource identifier (URI) of a second user interface at the mobile device. The second user interface is different from the first user interface. The method includes sending a signal, based on the URI, to cause the second user interface to be rendered at the mobile device with the interaction information pre-populated to complete an interaction requested by the user.

Electronic Patent Application Fee Transmittal

Application Number:	
Filing Date:	
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
Filer:	Anders E. Fernstrom/Donna Doyle
Attorney Docket Number:	FRNK-001/03US 331846-2000

Filed as Small Entity

Filing Fees for Track I Prioritized Examination - Nonprovisional Application under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
UTILITY FILING FEE (ELECTRONIC FILING)	4011	1	80	80
UTILITY SEARCH FEE	2111	1	350	350
UTILITY EXAMINATION FEE	2311	1	400	400
REQUEST FOR PRIORITIZED EXAMINATION	2817	1	2100	2100
Pages:				
Claims:				
Miscellaneous-Filing:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
PUBL. FEE- EARLY, VOLUNTARY, OR NORMAL	1504	1	0	0
PROCESSING FEE, EXCEPT PROV. APPLS.	2830	1	70	70

Petition:	
Patent-Appeals-and-Interference:	
Post-Allowance-and-Post-Issuance:	
Extension-of-Time:	
Miscellaneous:	
Total in USD ($)	**3000**

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Application Number:	17496590
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Confirmation Number:	6678
Title of Invention:	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE
First Named Inventor/Applicant Name:	Brian LONG
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Payment was successfully received in RAM	$3000
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File Listing:

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1	TrackOne Request	FRNK-001-03US-Track_1_Request.pdf	124768 ef2a0ad0126e3559473ae91437589efb8357be6c	no	1
Warnings:					
Information:					
2	Nonpublication request from applicant	FRNK-001-03US-NonPub_Request.pdf	932787 ab06857dda12b189378f6c7543a59542e9d0eb29	no	2
Warnings:					
Information:					
3	Application Data Sheet	FRNK-001-03US-ADS.pdf	1256376 7ac09a78f921d7d5b910e41f4546345918baeebe	no	10
Warnings:					
Information:					
4	Drawings-only black and white line drawings	FRNK-001-03US-Drawings.pdf	4044909 8a5badfda6b44f16dad3c369e83063cdca11c511	no	12
Warnings:					
Information:					
5		FRNK-001-03US-Application_.pdf	218022 56895f65f5f496840297dc5889ad0c037517acb5	yes	31

Multipart Description/PDF files in .zip description

Document Description	Start	End
Specification	1	29
Claims	30	30
Abstract	31	31

Warnings:					
Information:					
6	Fee Worksheet (SB06)	fee-info.pdf	50543 cfefc360955def2f4d748ca911a3db1172c4bfe6	no	2
Warnings:					
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National Stage of an International Application under 35 U.S.C. 371

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

New International Application Filed with the USPTO as a Receiving Office

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

SCORE Placeholder Sheet for IFW Content

Application Number: 17496590 Document Date: 10/07/2021

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- USPTO employees may access SCORE content via DAV or via the SCORE web page.
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Form Revision Date: March 1, 2019