Docket No.: FRNK-001/04US 331846-2009
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Inventor:	Brian LONG	Confirmation No.:	2085
Patent No.:	11,416,897	Group Art Unit:	3682
Issued:	August 16, 2022	Examiner:	G. Ubale

For: METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)

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

RESPONSE TO REQUEST FOR INFOR MATION

In response to the Request for Information under 37 CFR § 1.105 mailed on April 26, 2023 and referencing the Notification of Loss of Entitlement to Small Entity Status under 37 CFR § 1.28 filed on November 10, 2022, the assignee of the patent submits the following:

(1) The district court proceeding captioned Attentive Mobile Inc. v. 312 Labs, Inc. d/b/a Emotive is pending.

(2) A district court proceeding captioned Attentive Mobile Inc. v. Stodge Inc. d/b/a Postscript is also pending in the U.S. District Court for the District of Delaware.

(3)(a) No court requested, required, or approved the Notification of Loss of Entitlement to Small Entity Status submitted November 10, 2022.

(3)(b) No court has been informed that the Notification of Loss of Entitlement to Small Entity Status was submitted or that the assignee of the patent planned to file the Notification.

(4) The assignee of the patent is not aware of any other information from the proceedings identified above in (1) and (2) that may reasonably be deemed material to the decision on the Notification of Loss of Entitlement to Small Entity Status.

Dated: May 10, 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

Electronic Acknowledgement Receipt

EFS ID:	47979267
Application Number:	17569265
International Application Number:	
Confirmation Number:	2085
Title of Invention:	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)
First Named Inventor/Applicant Name:	Brian LONG
Customer Number:	58249
Filer:	Anders E. Fernstrom/Lucille Bonilla
Filer Authorized By:	Anders E. Fernstrom
Attorney Docket Number:	FRNK-001/04US 331846-2009
Receipt Date:	10-MAY-2023
Filing Date:	05-JAN-2022
Time Stamp:	17:11:03
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	Response to Rule 105 Communication	FRNK-001_04US_Response_to_Request_for_Information.pdf	111018 f271e39da11d54254078f540b882c498177cb4b0	no	2

Warnings:

Information:	
Total Files Size (in bytes):	111018

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
P.O. Box 1450
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/569,265	01/05/2022	Brian LONG	FRNK-001/04US 331846-2009	2085

58249 7590 04/26/2023

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

EXAMINER	
UBALE, GAUTAM	

ART UNIT	PAPER NUMBER
3682	

NOTIFICATION DATE	DELIVERY MODE
04/26/2023	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

UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Patents
United States Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450
www.uspto.gov

In re Patent No. 11,416,897	:	
Issue Date: 16 August 2022	:	
Application No. 17/569,265	:	
Filed: 5 Jan 2022	:	REQUEST FOR INFORMATION
For: METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)	:	

This is a requirement for information regarding the treatment of a matter in the above-identified patent, specifically, the petition filed under 37 CFR 1.28, on November 10, 2022.

37 CFR 1.105(a)(1) states:

> In the course of examining or treating a matter in a pending or abandoned application, in a patent, or in a reexamination proceeding, including a reexamination proceeding ordered as a result of a supplemental examination proceeding, the examiner or other Office employee may require the submission, from individuals identified under § 1.56(c), or any assignee, of such information as may be reasonably necessary to properly examine or treat the matter....

On September 13, 2022, paper(s) was/were filed indicating that there is a district court proceeding which involves the above-identified patent.

Petitioner and the assignee of this patent are required under 37 CFR 1.105 to provide the following information that the Office has determined is reasonably necessary to properly treat the petition filed on November 10, 2022:

(1) the current status of the district court proceeding noted above;

(2) an identification of any other ongoing court proceeding(s) which involve this patent as well as the status of such proceeding(s);

(3) for any ongoing court proceeding identified in this requirement or in the response to this requirement, petitioner is required to additionally disclose whether:

  (a) a court(s) requested, required, or approved seeking the relief requested in the above-referenced petition; or

(b) (1) the court(s) has/have been informed that the above-referenced petition was filed or that petitioner planned to file the petition; and
(2) if informed of the petition whether the court(s) objected to the USPTO issuing a decision on the above-referenced petition; and

(4) any other information including any documents or other evidence from the proceeding(s) that may reasonably be deemed material to the decision on the above-referenced petition.

The requested information is reasonably necessary to ensure that a decision for the above-referenced petition does not conflict with matters that are being litigated in the court proceeding(s).

Petitioner is reminded that the reply to this requirement must be made with candor and good faith under 37 CFR 1.56. Where petitioner does not have or cannot readily obtain an item of required information, a statement that the item is unknown or cannot be readily obtained may be accepted as a complete reply to the requirement for that item. *See* 37 CFR 1.105(a)(3).

Telephone inquiries concerning this requirement may be directed to Jason Olson at (571) 272-7560.

/JASON C OLSON/
Petitions Examiner
Office of Petitions

Docket No.: FRNK-001/04US 331846-2009
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Inventor:	Brian LONG	Confirmation No.:	2085
Application No.:	17/569,265	Group Art Unit:	3682
Filed:	January 5, 2022	Examiner:	G. Ubale

For: METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)

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 $4,970.00 is submitted herewith.

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

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) $320.00	1011/4011	$80	1/5/2022	$240
Utility Search Fee $700.00	1111/2111	$350	1/5/2022	$350
Utility Examination Fee $800.00	1311/2311	$400	1/5/2022	$400
Request for Prioritized Examination $4200	1817/2817	$2100	1/5/2022	$2100
Processing Fee except Prov. Applications $140	1830/2830	$70	1/5/2022	$70
Independent Claims in Excess of 3 $480	1201/2201	$240	1/5/2022	$240
Claims in excess of 20 (10) $1000	1202/2202	$500	1/5/2022	$500
Late Filing Fee for Oath or Declaration $160	1051/2051	$80	1/6/2022	$80
Submission – Information Disclosure Statement $260	1806/2806	$130	5/20/2022	$130
Submission – Information Disclosure Statement $260	1806/2806	$130	5/27/2022	$130

Statutory or Terminal Disclaimer $170	1814/2814	$170	5/27/2022	$0
Submission – Information Disclosure Statement $260	1806/2806	$130	6/1/2022	$130
Utility Application Issue Fee $1200	1501/2501	$600	6/10/2022	$600
		Total Deficiency Payment Owed =		**$4,970.00**

Applicant hereby authorizes the Director to deduct the total fees of $4,970.00 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-001/04US 331846-2009.

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
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Washington, DC 20004

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

Electronic Acknowledgement Receipt

EFS ID:	47003377
Application Number:	17569265
International Application Number:	
Confirmation Number:	2085
Title of Invention:	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)
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-001/04US 331846-2009
Receipt Date:	10-NOV-2022
Filing Date:	05-JAN-2022
Time Stamp:	18:28:40
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_04US_Notification_Loss_Small_Entity.PDF	110391 d85a1ac4a24acd823bfc6c91d854389c4e9a28a3	no	3

Warnings:

Information:	
Total Files Size (in bytes):	110391

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

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New International Application Filed with the USPTO as a Receiving Office

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AO 120 (Rev. 08/10)

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

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

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

DOCKET NO.	DATE FILED	U.S. DISTRICT COURT
	9/1/2022	for the District of Delaware

PLAINTIFF	DEFENDANT
ATTENTIVE MOBILE INC.	317 LABS, INC. d/b/a EMOTIVE

	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1	11,416,887 B1	8/16/2022	Attentive Mobile Inc.
2	11,416,897 B1	8/16/2022	Attentive Mobile Inc.
3			
4			
5			

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

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

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

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE

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

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/569,265	08/16/2022	11416897	FRNK-001/04US 331846-2009	2085

58249 7590 07/27/2022

COOLEY LLP
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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.

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/569,265	01/05/2022	Brian LONG	FRNK-001/04US 331846-2009	2085

58249 7590 06/24/2022

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

EXAMINER	
UBALE, GAUTAM	

ART UNIT	PAPER NUMBER
3682	

NOTIFICATION DATE	DELIVERY MODE
06/24/2022	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.** 17/569,265	**Applicant(s)** LONG et al.	
	Examiner GAUTAM UBALE	**Art Unit** 3682	**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 06/13/2022.
   ☐ 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 13,15-22 and 24-44 . 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 06/01/2022.
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 IDS and RUSH document attached.

/GAUTAM UBALE/
Primary Examiner, Art Unit 3682

Notice of References Cited	Application/Control No. 17/569,265	Applicant(s)/Patent Under Reexamination LONG et al.	
	Examiner GAUTAM UBALE	Art Unit 3682	Page 1 of 2

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
*	A	US-20200111494-A1	04-2020	LAU; Alex Tak Kwun	G06F9/451	1/1
*	B	US-20170236196-A1	08-2017	ISAACSON; Thomas M.	G06Q20/12	705/14.51
*	C	US-10817914-B1	10-2020	Nath; Narendra	G06Q30/0277	1/1
*	D	US-11170380-B1	11-2021	Long; Brian	G06Q20/3255	1/1
*	E	US-20150052061-A1	02-2015	Anderson; John	G06Q20/409	705/44
*	F	US-20170228797-A1	08-2017	Nath; Narendra	G06F16/951	1/1
*	G	US-20150178784-A1	06-2015	Oliver; Christopher	G06Q30/0267	705/14.64
*	H	US-20210233097-A1	07-2021	Doumar; Steve	G06F21/32	1/1
*	I	US-20160057154-A1	02-2016	Ferguson; David Ross	H04L63/104	715/741
*	J	US-9847973-B1	12-2017	Jakobsson; Bjorn Markus	H04L63/1441	1/1
*	K	US-9251268-B2	02-2016	Schechter; Greg	G06F16/2438	1/1
*	L	US-10121186-B2	11-2018	Isaacson; Thomas M.	G06Q30/0253	1/1
*	M	US-10055211-B2	08-2018	Maddern; Christopher James	G06Q20/12	1/1

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

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

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

Notice of References Cited	Application/Control No. 17/569,265	Applicant(s)/Patent Under Reexamination LONG et al.	
	Examiner GAUTAM UBALE	Art Unit 3682	Page 2 of 2

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
*	A	US-10659400-B2	05-2020	Moon; Tae Gyun	H04L51/02	1/1
*	B	US-10691409-B2	06-2020	Maltsev; Alexandr	B60K35/00	1/1
*	C	US-10757552-B2	08-2020	Gross; Daniel C.	H04W4/025	1/1
*	D	US-10789626-B2	09-2020	Nath; Narendra	G06Q30/0277	1/1
*	E	US-10810592-B1	10-2020	Omojola; Ayokunle	G06Q20/322	1/1
*	F	US-10868711-B2	12-2020	Chor; Jesse	H04L41/069	1/1
*	G	US-11151603-B2	10-2021	Tasharofi; Samira	G06N20/00	1/1
*	H	US-11211156-B2	12-2021	Iyer; Anand	G16H50/20	1/1
*	I	US-11336703-B1	05-2022	Meersma; Brian Daniel	H04L65/4015	1/1
	J					
	K					
	L					
	M					

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

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

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

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 1

Complete if Known	
Application Number	17/569,265
Filing Date	January 5, 2022
First Named Inventor	Brian LONG
Art Unit	3682
Examiner Name	UBALE, GAUTAM
Attorney Docket Number	FRNK-001/04US 331846-2009

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	/GAUTAM UBALE/	Date Considered	06/19/2022

*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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269946194

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /G.U/

PE2E SEARCH - Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
L1	376509	(@ad<="20100331") AND ((G06Q30$.cpc.) OR ("705".clas.) OR (705/14.??.ccls.) OR (G06Q30/0207-30/0277.cpc.) (705/319.ccls.) G06Q30/0247 G06Q30/0269 G06Q30/0277 G06Q50/01 H04L67/20 H04L67/306)	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/06 04:00 PM
L2	432208	(@ad<="20100331") AND ((G06Q30$.cpc.) OR ("705".clas.) OR (705/14.??.ccls.) OR (G06Q30/0207-30/0277.cpc.) (705/319.ccls.) G06Q30/0247 G06Q30/0269 G06Q30/0277 G06Q50/01 H04L67/20 H04L67/306)	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 03:52 PM
L3	1661	((("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	2022/03/08 03:55 PM
L4	4197	((("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; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 03:55 PM
L5	1	((("ATTENTIVE") near3 ("MOBILE") near3 ("INC"))).AS,AANM.	(USPAT)	OR	ON	ON	2022/03/08 03:55 PM

L6	2	((("ATTENTIVE") near3 ("MOBILE") near3 ("INC"))).AS,AANM.	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 03:55 PM
L7	9	deeplink WITH (messag$3 ADJ (app application))	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:20 PM
L8	13	deeplink SAME (messag$3 ADJ (app application))	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:21 PM
L9	136	(deeplink$3 "deep linking" "deep link" deep$link$3) SAME (messag$3 ADJ (app application))	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:48 PM
L10	1224	(URL URI website webpage homepage ((web home landing resource destination) ADJ (page site path address identif$7 locat$3 property properties)) "Resource Locator" resource$1identif$7 resource$1locat$3 "destination location" "website address" (Domain NEAR name) (link NEAR path)) near10 (populat$3 auto$1populat$3) near7 (SMS "short messaging system" text$3 messag$3)	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:52 PM
L11	1	L9 SAME L10	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:53 PM
L12	1	L9 AND L10	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:56 PM

L14	1	L4 AND L9	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:57 PM
L15	6	L10 AND L4	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:57 PM
L16	140413	(G06Q30/0271 OR G06F16/951 OR G06F16/955 OR G06Q30/0267).cpc.	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:58 PM
L17	3	L16 AND L4	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:59 PM
L18	11	"20150052061"	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 05:15 PM
L19	8	"20170236196"	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 05:46 PM
L20	2	"10817914".pn.	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 07:32 PM
L21	1751735	(user$1id user$1uuid user$1identifier user$1identification user$1identity visitor$1id visitor$1uuid visitor$1identifier visitor$1identification visitor$1identity advertisee$1id advertisee$1uuid advertisee$1identifier advertisee$1identificatio n advertisee$1identity viewer$1id	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 06:46 PM

		viewer$1uuid viewer$1identifier viewer$1identification viewer$1identity consumer$1id consuer$1uuid consumer$1identifier consumer$1identificatio n consumer$1identity customer$1id customer$1uuid customer$1identifier customer$1identificatio n customer$1identity guest$1id guest$1uuid guest$1identifier guest$1identification guest$1identity account$1id account$1uuid account$1identifier account$1identification account$1identity cookie$1id cookie$1uuid cookie$1identifier cookie$1identification cookie$1identity browser$1id browser$1uuid browser$1identifier browser$1identification browser$1identity subscriber$1ID subscriber$1uuid subscriber$1identifier subscriber$1identificatio n subscriber$1identity client$1id client$1uuid client$1identifier client$1identification client$1identity profile$1id profile$1uuid profile$1identifier profile$1identification profile$1identity ((user visitor advertisee viewer consumer customer guest account cookie browser subscriber client profile) adj2 (ID UUID identifier identification identity unique$1id unique$1identifier unique$1identification anonymous$1id anonymous$1identifier))					

		((user visitor advertisee viewer consumer customer guest account cookie browser subscriber client profile) near5 (unique$1id UUID unique$1identifier unique$1identification anonymous$1id anonymous$1identifier)) unique$1user$1identifier)					
L22	19	"20170228797" "20080059571" "20170337609" "20160292728"	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 06:47 PM
L23	0	L21 AND L22	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 06:47 PM
L24	0	L9 AND L22	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 06:47 PM
L25	27	(autopopulat$3 "auto populate" "auto populating" auto$1populat$3) SAME (messag$3 ADJ (app application))	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 06:52 PM
L26	179775	(addresses URL$2 server$1name locator$1 server$1name server$1location server$1identifier server$1identification server$1I$1D$1 host$1name host$1location host$1address domain$1name ((web home resource destination website webpage homepage network host allocator platform service domain licensing ticketing) ADJ (address addressees identif$7 locat$3))	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 06:55 PM

		"Resource Locator" resource$1identif$7 resource$1locat$3 RO$1URL RO$1URI RO$1address RO$1Locator RO$1destination license$1URL license$3URI license$3address license$3locator licence$3URL licence$3URI licence$3address licence$3locator license$3destination Right$1object$1URL Right$1object$1destination Right$1object$1URI Right$1object$1Locator Right$1object$1address ticket$1URL ticket$1destination ticket$1URI ticket$1Locator ticket$1address) near5 ("operating system" OS)					
L27	2738	L21 SAME L26	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 06:55 PM
L28	4	"20150178784"	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 06:58 PM
L29	2	"20210233097"	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 09:13 PM
L30	2	((("ATTENTIVE") near3 ("MOBILE") near3 ("INC"))).AS,AANM.	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/05/27 02:14 PM
L31	144	(deeplink$3 "deep linking" "deep link" deep$link$3) SAME (messag$3 ADJ (app application))	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT;	OR	ON	ON	2022/05/27 02:14 PM

			IBM_TDB)				
L32	22	("10817914"|"11170380"|"20150052061"|"20150178784"|"20170228797"|"20170236196"|"20200111494"|"20210233097").PN.	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/05/27 04:15 PM
L33	0	L25 AND L9	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/05/28 03:13 PM
L34	347803	(authenti$6 verif$7 match$3) near5 L21	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/05/28 03:14 PM
L35	21	L31 AND L34	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/05/28 03:15 PM
L36	0	"17669114".app.	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/05/29 04:30 PM
L37	148	(deeplink$3 "deep linking" "deep link" deep$link$3) SAME (messag$3 ADJ (api app application "application programming interface"))	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/05/29 04:31 PM
L38	23	L34 AND L37	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/05/29 04:31 PM
L39	24	((autopopulat$3 "auto populate" "auto populating" auto$1populat$3)) near5 (messag$3 ADJ (api app application "application programming interface"))	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/05/29 04:33 PM
L40	44	("9251268" "10121186"	(US-PGPUB; USPAT;	OR	ON	ON	2022/06/21

		"10055211" "10659400" "10691409" "10757552" "10789626" "10810592" "10868711" "11151603" "11211156" "11336703").pn.	USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)				02:39 PM
L41	0	L37 AND L40	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/06/21 04:55 PM

PE2E SEARCH - Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
N1	19	((deeplink$3 "deep linking" "deep link" deep$link$3) SAME (messag$3 ADJ (app application))) AND ((authenti$6 verif$7 match$3) near5 (user$1id user$1uuid user$1identifier user$1identification user$1identity visitor$1id visitor$1uuid visitor$1identifier visitor$1identification visitor$1identity advertisee$1id advertisee$1uuid advertisee$1identifier advertisee$1identificatio n advertisee$1identity viewer$1id viewer$1uuid viewer$1identifier viewer$1identification viewer$1identity consumer$1id consuer$1uuid consumer$1identifier consumer$1identificatio n consumer$1identity customer$1id customer$1uuid customer$1identifier customer$1identificatio n customer$1identity guest$1id guest$1uuid guest$1identifier guest$1identification guest$1identity account$1id	(US-PGPUB; USPAT)	OR	ON	ON	2022/05/28 03:15 PM

		account$1uuid account$1identifier account$1identification account$1identity cookie$1id cookie$1uuid cookie$1identifier cookie$1identification cookie$1identity browser$1id browser$1uuid browser$1identifier browser$1identification browser$1identity subscriber$1ID subscriber$1uuid subscriber$1identifier subscriber$1identificatio n subscriber$1identity client$1id client$1uuid client$1identifier client$1identification client$1identity profile$1id profile$1uuid profile$1identifier profile$1identification profile$1identity ((user visitor advertisee viewer consumer customer guest account cookie browser subscriber client profile) adj2 (ID UUID identifier identification identity unique$1id unique$1identifier unique$1identification anonymous$1id anonymous$1identifier)) ((user visitor advertisee viewer consumer customer guest account cookie browser subscriber client profile) near5 (unique$1id UUID unique$1identifier unique$1identification anonymous$1id anonymous$1identifier)) unique$1user$1identifie r))					
N2	1393	((("LONG") near3 ("Brian")) OR (("BURDGE") near3 ("Brooke")) OR (("JONES") near3 ("Andrew")) OR (("MIAO") near3	(US-PGPUB; USPAT)	OR	ON	ON	2022/05/28 03:15 PM

		("Eric")) OR (("TSANG") near3 ("Ryan")) OR (("LO") near3 ("Ethan")) OR (("ALBERT") near3 ("Elyssa"))).INV.					
N3	1	((("ATTENTIVE") near3 ("MOBILE") near3 ("INC"))).AS,AANM.	(US-PGPUB; USPAT)	OR	ON	ON	2022/05/28 03:15 PM
N4	46248	(G06Q30/0271 OR G06F16/951 OR G06F16/955 OR G06Q30/0267).cpc. 705/14.67.ccls.	(US-PGPUB; USPAT)	OR	ON	ON	2022/05/28 03:16 PM
N5	3	N2 AND N4	(US-PGPUB; USPAT)	OR	ON	ON	2022/05/28 03:16 PM
N6	0	"uniform resource identifier (URI)" near2 deeplinks near2 "a fourth application"	(US-PGPUB; USPAT)	OR	ON	ON	2022/05/29 01:46 PM
N7	0	"17669114".app.	(US-PGPUB; USPAT)	OR	ON	ON	2022/05/29 04:29 PM
N8	20	((autopopulat$3 "auto populate" "auto populating" auto$1populat$3)) near5 (messag$3 ADJ (api app application "application programming interface"))	(US-PGPUB; USPAT)	OR	ON	ON	2022/05/29 04:44 PM
N9	19	(((authenti$6 verif$7 match$3) near5 (user$1id user$1uuid user$1identifier user$1identification user$1identity visitor$1id visitor$1uuid visitor$1identifier visitor$1identification visitor$1identity advertisee$1id advertisee$1uuid advertisee$1identifier advertisee$1identificatio n advertisee$1identity viewer$1id viewer$1uuid viewer$1identifier viewer$1identification viewer$1identity consumer$1id consuer$1uuid consumer$1identifier consumer$1identificatio n consumer$1identity customer$1id	(US-PGPUB; USPAT)	OR	ON	ON	2022/05/29 04:44 PM

		customer$1uuid customer$1identifier customer$1identificatio n customer$1identity guest$1id guest$1uuid guest$1identifier guest$1identification guest$1identity account$1id account$1uuid account$1identifier account$1identification account$1identity cookie$1id cookie$1uuid cookie$1identifier cookie$1identification cookie$1identity browser$1id browser$1uuid browser$1identifier browser$1identification browser$1identity subscriber$1ID subscriber$1uuid subscriber$1identifier subscriber$1identificatio n subscriber$1identity client$1id client$1uuid client$1identifier client$1identification client$1identity profile$1id profile$1uuid profile$1identifier profile$1identification profile$1identity ((user visitor advertisee viewer consumer customer guest account cookie browser subscriber client profile) adj2 (ID UUID identifier identification identity unique$1id unique$1identifier unique$1identification anonymous$1id anonymous$1identifier)) ((user visitor advertisee viewer consumer customer guest account cookie browser subscriber client profile) near5 (unique$1id UUID unique$1identifier unique$1identification anonymous$1id anonymous$1identifier))					

		unique$1user$1identifier)) AND ((deeplink$3 "deep linking" "deep link" deep$link$3) SAME (messag$3 ADJ (api app application "application programming interface"))))					
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		subscriber$1ID subscriber$1uuid subscriber$1identifier subscriber$1identificatio n subscriber$1identity client$1id client$1uuid client$1identifier client$1identification client$1identity profile$1id profile$1uuid profile$1identifier profile$1identification profile$1identity ((user visitor advertisee viewer consumer customer guest account cookie browser subscriber client profile) adj2 (ID UUID identifier identification identity unique$1id unique$1identifier unique$1identification anonymous$1id anonymous$1identifier)) ((user visitor advertisee viewer consumer customer guest account cookie browser subscriber client profile) near5 (unique$1id UUID unique$1identifier unique$1identification anonymous$1id anonymous$1identifier)) unique$1user$1identifie r)) AND ((deeplink$3 "deep linking" "deep link" deep$link$3) SAME (messag$3 near1 (custom$7))))				
N11	12	("9251268" "10121186" "10055211" "10659400" "10691409" "10757552" "10789626" "10810592" "10868711" "11151603" "11211156" "11336703").pn.	(US-PGPUB; USPAT)	OR	ON	ON	2022/06/21 02:39 PM
N12	0	N10 AND N11	(US-PGPUB; USPAT)	OR	ON	ON	2022/06/21 04:54 PM

PART B - FEE(S) TRANSMITTAL

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

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

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58249 7590 06/06/2022

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.
17/569,265	01/05/2022	Brian LONG	FRNK-001/04US 331846-2009	2085

TITLE OF INVENTION: METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)

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	09/06/2022

EXAMINER	ART UNIT	CLASS-SUBCLASS
UBALE, GAUTAM	3682	705-014670

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 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, NY

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. 501283

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 /Anders E. Fernstrom/ Date June 10, 2022

Typed or printed name Anders E. Fernstrom Registration No. 72629

Electronic Patent Application Fee Transmittal

Application Number:	17569265
Filing Date:	05-Jan-2022
Title of Invention:	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)
First Named Inventor/Applicant Name:	Brian LONG
Filer:	Anders E. Fernstrom/Jennifer Scott
Attorney Docket Number:	FRNK-001/04US 331846-2009

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:				
UTILITY APPL ISSUE FEE	2501	1	600	600

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**600**

Electronic Acknowledgement Receipt

EFS ID:	45929315
Application Number:	17569265
International Application Number:	
Confirmation Number:	2085
Title of Invention:	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)
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-001/04US 331846-2009
Receipt Date:	10-JUN-2022
Filing Date:	05-JAN-2022
Time Stamp:	16:49:56
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$600
RAM confirmation Number	E202260G50340916
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-001-04US_Issue_Fee_Transmittal.PDF	1565814 a5886d99939817100c165044c3c8579b75d8e5d3	no	1
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	38290 83af3e6c71a36445368faa9d5c904f9649862aad	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	1604104		

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

NOTICE OF ALLOWANCE AND FEE(S) DUE

58249 7590 06/06/2022

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

EXAMINER	
UBALE, GAUTAM	
ART UNIT	PAPER NUMBER
3682	

DATE MAILED: 06/06/2022

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/569,265	01/05/2022	Brian LONG	FRNK-001/04US 331846-2009	2085

TITLE OF INVENTION: METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)

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	09/06/2022

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 06/06/2022

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

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/569,265	01/05/2022	Brian LONG	FRNK-001/04US 331846-2009	2085

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EXAMINER	ART UNIT	CLASS-SUBCLASS
UBALE, GAUTAM	3682	705-014670

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(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)

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/569,265	01/05/2022	Brian LONG	FRNK-001/04US ~~331846-2009~~	2085

58249 7590 06/06/2022

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1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

EXAMINER	
UBALE, GAUTAM	
ART UNIT	**PAPER NUMBER**
3682	

DATE MAILED: 06/06/2022

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. 17/569,265	Applicant(s) LONG et al.	
	Examiner GAUTAM UBALE	Art Unit 3682	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 05/18/2022.
   ☐ 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 13,15-22 and 24-44 . 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 05-20-2022 and 05/27/2022.
3. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material _____.
4. ☑ Interview Summary (PTO-413), Paper No./Mail Date. 05/27/2022.
5. ☑ Examiner's Amendment/Comment
6. ☑ Examiner's Statement of Reasons for Allowance
7. ☑ Other See attached NPL.

/GAUTAM UBALE/
Primary Examiner, Art Unit 3682

Notice of Pre-AIA or AIA Status

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

Status of the Application

2. This application is a continuation of U.S. Patent Application No. 17/496,590, filed October 7th, 2021 and entitled "Methods and Apparatus for Dynamic Application Deeplinking at a Mobile Electronic Device," which claims the benefit of and 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.

This is in response to amendment filed on 05/18/2022. Claims 13, 15-22, 24-26, and 28-30 are amended. Claims 1-12, 14, and 23 are cancelled and new claims 31-44 are added. **Claims 13, 15-22, and 24-44** are therefore pending and currently under consideration for patentability. Applicant submitted the Terminal disclaimer on May 27th, 2022.

Examiner conducted an interview to discuss filing a Terminal disclaimer to the parent application and a submission of Terminal Disclaimer submitted and approved on May 27th, 2022.

Claim Rejections - 35 USC §101 – Withdrawn

3. Per Applicant's amendments and arguments with respect to the rejection of claims 13, 15-22, and 24-44 under 35 U.S.C. 101 been fully considered and patent eligible.

More specifically, in accordance with the recently issued "*2019 Revised Patent Subject Matter Eligibility Guidance*" (hereinafter "PEG"), while the Examiner notes that the claimed subject matter indeed recites a judicial exception of *requesting a webpage via a web browser application, receiving data associated with a promotional message displayed with the webpage, detecting a user interaction with the promotional message, and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message to automatically transition from the web browser application displaying the promotional message to the messaging application and (2) cause the messaging application to automatically populate a text message with a destination address and a message body in response to the user interaction with the promotional message such that the message body can be sent to the destination address to request delivery of a promotion associated with the promotional message* (i.e., recite a process, that, under their broadest reasonable interpretation, covers performance of the limitation(s) in the *commercial interactions (including agreements in the form of contracts; advertising, marketing or sales activities or behaviors; business relationship)*, then it falls within the "certain methods of organizing human activity" subject matter grouping of abstract ideas.

However, the claimed subject matter contains additional elements that are deemed to integrate the exception into a practical application of the exception, thereby resulting in the claimed subject matter not being "directed to" the judicial exception (i.e. "PEG" Revised Step 2A Prong Two=No). Specifically, the additional elements of "a user of the first mobile device has interacted with the promotional message via the first application, the URI causes the first

mobile device to (1) automatically render a user interface of the second application and (2) automatically populate a first custom text message with (a) a destination address and (b) a message body containing a second user identifier, the second application configured to send the first custom text message upon detection of a user interaction with the second application, receiving, at the at least one server and from the first mobile device, the first custom text message; authenticating, via the at least one server, the user of the first mobile device based on the second user identifier matching the first user identifier; facilitating delivery of at least one of a product or a service to the first mobile device based on authenticating the user of the first mobile device without receiving any additional information from the first mobile device between receiving the first custom text message and subscribing the user of the first mobile device to receive the at least one of the product or the service; receiving, at the least one server, a third user identifier in response to a third application executing on a second mobile device requesting and/or loading the promotional message; defining, at the at least one server and based on the third user identifier, a second uniform resource identifier (URI) that deeplinks to a fourth application, the fourth application being a second messaging application that is different from the third application; sending the second URI from the at least one server to the second mobile device based on the at least one server receiving an indication that a user of the second mobile device has interacted with the promotional message via the third application, the second URI causes the second mobile device to (1) automatically render a user interface of the fourth application and (2) automatically populate a second custom text message with (a) the destination address and (b) a second message body containing a fourth user identifier, the fourth application configured to send the second custom text message upon detection of a user interaction with the fourth application; receiving, at the at least one server and from the second mobile device, the

second custom text message; and authenticating, via the at least one server, the user of the second mobile device based on the fourth user identifier matching the third user identifier, the fourth user identifier not matching the first user identifier", integrate the exception into a practical application in accordance with and in light of [1012-1013 and 1028-1029] of Applicant's specification.

More specifically, the Examiner notes that as per [1031], it is stated that "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 …"

Based on these findings of fact, the Examiner considers the claimed subject matter satisfying the following: **improvements to the functioning of a computer or to any other technology or technical field (see MPEP 2106.05(a)), and/or applying or using the judicial exception in some other meaningful way beyond generally linking the use of the judicial exception to a particular technological environment, such that the claim as a whole is more**

than a drafting effort designed to monopolize the exception (see *MPEP 2106.05(e)* and *Vanda memo*).

Therefore, claims 13, 15-22, and 24-44 are deemed patent eligible.

Claim Rejections - 35 USC §103 – Withdrawn

With respect to claims 13, 15-22, and 24-44 were fully considered and were persuasive. The rejection under 35 USC §103 of pending claims 13, 15-22, and 24-44 is withdrawn.

Allowable Subject Matter

Claims 13, 15-22, and 24-44 are allowed. The closest prior art of record is U.S. Pub. 20170228797 ("Nath") in view of U.S Pub. 20210233097 ("Doumar").

The following is a statement of reasons for the indication of allowable subject matter:

The Examiner notes that after an exhaustive prior art search, the claimed subject matter of claims 13, 22, 29, and 38 appears to be potentially allowable in view of prior art. Specifically, the Examiner was unable to find the specifically "a user of the first mobile device has interacted with the promotional message via the first application, the URI causes the first mobile device to (1) automatically render a user interface of the second application and (2) automatically populate a first custom text message with (a) a destination address and (b) a message body containing a second user identifier, the second application configured to send the first custom text message upon detection of a user interaction with the second application, receiving, at the at least one server and from the first mobile device, the first custom text message; authenticating, via the at least one server, the user of the first mobile device based on the second user identifier matching the first user identifier; facilitating delivery of at least one of a product or a service to the first mobile device based on authenticating the user of the first mobile device without receiving any additional information from the first mobile device between receiving the first

custom text message and subscribing the user of the first mobile device to receive the at least one of the product or the service; receiving, at the least one server, a third user identifier in response to a third application executing on a second mobile device requesting and/or loading the promotional message; defining, at the at least one server and based on the third user identifier, a second uniform resource identifier (URI) that deeplinks to a fourth application, the fourth application being a second messaging application that is different from the third application; sending the second URI from the at least one server to the second mobile device based on the at least one server receiving an indication that a user of the second mobile device has interacted with the promotional message via the third application, the second URI causes the second mobile device to (1) automatically render a user interface of the fourth application and (2) automatically populate a second custom text message with (a) the destination address and (b) a second message body containing a fourth user identifier, the fourth application configured to send the second custom text message upon detection of a user interaction with the fourth application; receiving, at the at least one server and from the second mobile device, the second custom text message; and authenticating, via the at least one server, the user of the second mobile device based on the fourth user identifier matching the third user identifier, the fourth user identifier not matching the first user identifier".

Nath discloses automatically generated deep-linked ads can be inserted into any ad server and served out from there in real-time. A deep-linked ad thus presented to a user can take the user from a starting page on one site or application where the ad is displayed directly to a resulting page such as a checkout page on another site or mobile application, with pertinent information already pre-populated, and action already initiated for the user, **but fail to disclose,** a user of the first mobile device has interacted with the promotional message via the first

application, the URI causes the first mobile device to (1) automatically render a user interface of the second application and (2) automatically populate a first custom text message with (a) a destination address and (b) a message body containing a second user identifier, the second application configured to send the first custom text message upon detection of a user interaction with the second application, receiving, at the at least one server and from the first mobile device, the first custom text message; authenticating, via the at least one server, the user of the first mobile device based on the second user identifier matching the first user identifier; facilitating delivery of at least one of a product or a service to the first mobile device based on authenticating the user of the first mobile device without receiving any additional information from the first mobile device between receiving the first custom text message and subscribing the user of the first mobile device to receive the at least one of the product or the service; receiving, at the least one server, a third user identifier in response to a third application executing on a second mobile device requesting and/or loading the promotional message; defining, at the at least one server and based on the third user identifier, a second uniform resource identifier (URI) that deeplinks to a fourth application, the fourth application being a second messaging application that is different from the third application; sending the second URI from the at least one server to the second mobile device based on the at least one server receiving an indication that a user of the second mobile device has interacted with the promotional message via the third application, the second URI causes the second mobile device to (1) automatically render a user interface of the fourth application and (2) automatically populate a second custom text message with (a) the destination address and (b) a second message body containing a fourth user identifier, the fourth application configured to send the second custom text message upon detection of a user interaction with the fourth application; receiving, at the at least one server and from the second

mobile device, the second custom text message; and authenticating, via the at least one server, the user of the second mobile device based on the fourth user identifier matching the third user identifier, the fourth user identifier not matching the first user identifier.

Doumar discloses a system for text-based delivery of sales promotions is disclosed, comprising: an omnichannel text-based communicator comprising a first plurality of programming instructions stored in a memory of, and operable on a processor of, a computing device, wherein the first plurality of programming instructions, when operating on the processor of the computing device, cause the computing device to: store a sales promotion in a database; associate the sales promotion with a uniform resource locator, the uniform resource locator hosted on a webpage; receive a request for the sales promotion, the request received from a mobile device, wherein the mobile device has a telephone number; generate a message with the sales promotion; send the generated message to the mobile device; store the mobile device's telephone number in a user profile in a database; and associate the user profile with the sales promotion, **but fails to disclose,** "a user of the first mobile device has interacted with the promotional message via the first application, the URI causes the first mobile device to (1) automatically render a user interface of the second application and (2) automatically populate a first custom text message with (a) a destination address and (b) a message body containing a second user identifier, the second application configured to send the first custom text message upon detection of a user interaction with the second application, receiving, at the at least one server and from the first mobile device, the first custom text message; authenticating, via the at least one server, the user of the first mobile device based on the second user identifier matching the first user identifier; facilitating delivery of at least one of a product or a service to the first mobile device based on authenticating the user of the first mobile device without receiving any

additional information from the first mobile device between receiving the first custom text message and subscribing the user of the first mobile device to receive the at least one of the product or the service; receiving, at the least one server, a third user identifier in response to a third application executing on a second mobile device requesting and/or loading the promotional message; defining, at the at least one server and based on the third user identifier, a second uniform resource identifier (URI) that deeplinks to a fourth application, the fourth application being a second messaging application that is different from the third application; sending the second URI from the at least one server to the second mobile device based on the at least one server receiving an indication that a user of the second mobile device has interacted with the promotional message via the third application, the second URI causes the second mobile device to (1) automatically render a user interface of the fourth application and (2) automatically populate a second custom text message with (a) the destination address and (b) a second message body containing a fourth user identifier, the fourth application configured to send the second custom text message upon detection of a user interaction with the fourth application; receiving, at the at least one server and from the second mobile device, the second custom text message; and authenticating, via the at least one server, the user of the second mobile device based on the fourth user identifier matching the third user identifier, the fourth user identifier not matching the first user identifier.

Moreover, after yet another exhaustive search of both patent and non-patent literature, the Examiner was unable to find any references which either anticipated or made obvious the claimed invention.

Neither NPL-reference remedies the deficiencies of the previously applied Nath and Doumar references, and thereby fails to anticipate and/or make obvious the claimed invention.

Conclusion

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."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to GAUTAM UBALE whose telephone number is (571)272-9861. The examiner can normally be reached Mon-Fri. 8:00 AM- 5:30 PM EST.

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, Waseem Ashraf can be reached on (571) 270-3948. 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.

/GAUTAM UBALE/
Primary Examiner, Art Unit 3682

Examiner-Initiated Interview Summary	**Application No.** 17/569,265	**Applicant(s)** LONG et al.		
	Examiner GAUTAM UBALE	**Art Unit** 3682	**AIA (First Inventor to File) Status** Yes	**Page** 1 of 1

All Participants (applicant, applicants representative, PTO personnel)	**Title**	**Type**
GAUTAM UBALE	Primary Examiner	Telephonic
Anders Fernstrom	Attorney	

Date of Interview: 27 May 2022

Issues Discussed:

Other

Examiner discussed with applicant's representative in regards the allowability of the case and advised to file for Terminal disclaimer for the parent case. Both parties agreed.

/GAUTAM UBALE/ Primary Examiner, Art Unit 3682	

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. 17/569,265	Applicant(s)/Patent Under Reexamination LONG et al.	
	Examiner GAUTAM UBALE	Art Unit 3682	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-20200111494-A1	04-2020	LAU; Alex Tak Kwun	G10L15/22	1/1
*	B	US-20170236196-A1	08-2017	ISAACSON; Thomas M.	G06Q20/12	705/14.51
*	C	US-10817914-B1	10-2020	Nath; Narendra	G06Q30/0277	1/1
*	D	US-11170380-B1	11-2021	Long; Brian	G06Q20/3255	1/1
*	E	US-20150052061-A1	02-2015	Anderson; John	G06Q20/409	705/44
*	F	US-20170228797-A1	08-2017	Nath; Narendra	G06F16/951	1/1
*	G	US-20150178784-A1	06-2015	Oliver; Christopher	G06Q30/0267	705/14.64
*	H	US-20210233097-A1	07-2021	Doumar; Steve	H04M3/523	1/1
*	I	US-20160057154-A1	02-2016	Ferguson; David Ross	H04L63/104	715/741
*	J	US-9847973-B1	12-2017	Jakobsson; Bjorn Markus	H04L63/1441	1/1
	K					
	L					
	M					

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	One-Time URL: A Proximity Security Mechanism between Internet of Things and Mobile Devices (Year: 2016)
	V	User Reachability in Multi-Apps Environment (Year: 2015)
	W	
	X	

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

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
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	Examiner	Art Unit
	GAUTAM UBALE	3682

✓	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	03/12/2022	05/28/2022							
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	2	✓	-							
	3	✓	-							
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	11	✓	-							
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23	37		=							
24	38		=							
25	39		=							
26	40		=							
27	41		=							
28	42		=							

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/569,265	LONG et al.
	Examiner	**Art Unit**
	GAUTAM UBALE	3682

CLAIM		DATE								
Final	Original	03/12/2022	05/28/2022							
29	43		=							
30	44		=							

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/569,265	LONG et al.
	Examiner	Art Unit
	GAUTAM UBALE	3682

CPC - Searched*		
Symbol	**Date**	**Examiner**
G06Q30$.cpc.	03/12/2022	GU

CPC Combination Sets - Searched*		
Symbol	**Date**	**Examiner**
G06Q30/0207-30/0277.cpc.	03/12/2022	GU
(G06Q30/0271 OR G06F16/951 OR G06F16/955 OR G06Q30/0267) .cpc.	03/12/2022	GU

US Classification - Searched*			
Class	**Subclass**	**Date**	**Examiner**
705	14	03/12/2022	GU
705	14.67	05/27/2022	GU

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

/GAUTAM UBALE/ Primary Examiner, Art Unit 3682	

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/569,265	LONG et al.
	Examiner	Art Unit
	GAUTAM UBALE	3682

Search Notes		
Search Notes	**Date**	**Examiner**
Performed updated inventor and assignee search both in PE2E and PALM	03/12/2022	GU
Performed global dossier search for related case	03/12/2022	GU
Classification search above is de-limited to text search	03/12/2022	GU
Conducted IP.com NPL search	03/12/2022	GU
Performed updated inventor and assignee search within PE2E and PALM	05/27/2022	GU
Performed updated global dossier search for related case	05/27/2022	GU
Updated classification search above is de-limited to text search	05/27/2022	GU
Performed NPL search within IP.com	05/27/2022	GU

Interference Search			
US Class/CPC Symbol	**US Subclass/CPC Group**	**Date**	**Examiner**
	SEE PE2E	05/27/2022	GU

/GAUTAM UBALE/ Primary Examiner, Art Unit 3682	

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/569,265	LONG et al.
	Examiner	**Art Unit**
	GAUTAM UBALE	3682

CPC							
Symbol						**Type**	**Version**
G06Q	/	30	/	0271		F	2013-01-01
G06F	/	16	/	951		I	2019-01-01
G06F	/	16	/	955		I	2019-01-01
G06Q	/	30	/	0267		I	2013-01-01

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

NONE		**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	30	
/GAUTAM UBALE/ Primary Examiner, Art Unit 3682	27 May 2022	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	13	7

U.S. Patent and Trademark Office — Part of Paper No.: 20220526

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
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	Examiner	**Art Unit**
	GAUTAM UBALE	3682

INTERNATIONAL CLASSIFICATION					
CLAIMED					
G06Q30/02	/	30	/	02	
G06F16/951	/	16	/	951	
G06F16/955	/	16	/	955	

NON-CLAIMED					
	/		/		

US ORIGINAL CLASSIFICATION	
CLASS	**SUBCLASS**
705	14.67

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

NONE (Assistant Examiner) (Date)	**Total Claims Allowed:** 30	
/GAUTAM UBALE/ Primary Examiner, Art Unit 3682 (Primary Examiner) 27 May 2022 (Date)	O.G. Print Claim(s) 13	O.G. Print Figure 7

U.S. Patent and Trademark Office Part of Paper No.: 20220526

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/569,265	LONG et al.
	Examiner	**Art Unit**
	GAUTAM UBALE	3682

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

NONE		**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	30	
/GAUTAM UBALE/ Primary Examiner, Art Unit 3682	27 May 2022	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	13	7

U.S. Patent and Trademark Office

Part of Paper No.: 20220526

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

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Complete if Known	
Application Number	17/569,265
Filing Date	January 5, 2022
First Named Inventor	Brian LONG
Art Unit	3682
Examiner Name	UBALE, GAUTAM
Attorney Docket Number	FRNK-001/04US 331846-2009

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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	24.	2018/0074999 A1	03-15-2018	Cogan	
	25.	2018/0324265 A1	11-08-2018	Macskassy et al.	
	26.	9,594,477 B1	03-14-2017	Ardakani et al.	
	27.	9,633,378 B1	04-25-2017	Nath et al.	

Examiner Signature	/GAUTAM UBALE/	Date Considered	05/25/2022

*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 4

Complete if Known	
Application Number	17/569,265
Filing Date	January 5, 2022
First Named Inventor	Brian LONG
Art Unit	3682
Examiner Name	UBALE, GAUTAM
Attorney Docket Number	FRNK-001/04US 331846-2009

	28.	9,806,942 B2	10-31-2017	Saxena et al.	
	29.	9,811,395 B1	11-07-2017	Greenwood et al.	
	30.	10,042,946 B2	08-07-2018	Boudville	
	31.	10,275,421 B1	04-30-2019	Clark et al.	
	32.	10,521,496 B1	12-31-2019	Goodwin et al.	
	33.	11,055,744 B2	07-06-2021	Conrad et al.	

Examiner Signature	/GAUTAM UBALE/	Date Considered	05/25/2022

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Sheet 3 of 4

Complete if Known	
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Filing Date	January 5, 2022
First Named Inventor	Brian LONG
Art Unit	3682
Examiner Name	UBALE, GAUTAM
Attorney Docket Number	FRNK-001/04US 331846-2009

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]
	34.	Non-Final Office Action mailed on October 29, 2018, for U.S. Application No. 15/986,569, 13 pages	
	35.	Non-Final Office Action mailed on March 21, 2019, for U.S. Application No. 15/986,569, 14 pages	
	36.	Final Office Action mailed on August 8, 2019, for U.S. Application No. 15/986,569, 14 pages	
	37.	Non-Final Office Action mailed on February 20, 2020, for U.S. Application No. 15/986,569, 22 pages	
	38.	Final Office Action mailed on June 26, 2020, for U.S. Application No. 15/986,569, 25 pages	
	39.	Advisory Action mailed on September 1, 2020, for U.S. Application No. 15/986,569, 5 pages	
	40.	Appeal Brief filed on November 23, 2020, for U.S. Application No. 15/986,569, 74 pages	
	41.	Non-Final Office Action mailed on July 22, 2021, for U.S. Application No. 17/114,937, 13 pages	
	42.	Non-Final Office Action mailed on March 4, 2021, for U.S. Application No. 17/114,937, 13 pages	
	43.	Final Office Action mailed on May 12, 2021, for U.S. Application No. 17/114,937, 15 pages	

Examiner Signature	/GAUTAM UBALE/	Date Considered	05/25/2022

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 4 of 4

Complete if Known	
Application Number	17/569,265
Filing Date	January 5, 2022
First Named Inventor	Brian LONG
Art Unit	3682
Examiner Name	UBALE, GAUTAM
Attorney Docket Number	FRNK-001/04US 331846-2009

	44.	Non-Final Office Action mailed March 4, 2022, for U.S. Application No. 17/496,590	

Examiner Signature	/GAUTAM UBALE/	Date Considered	05/25/2022

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Sheet 1 of 1

Complete if Known	
Application Number	17/569,265
Filing Date	January 5, 2022
First Named Inventor	Brian LONG
Art Unit	3682
Examiner Name	UBALE, GAUTAM
Attorney Docket Number	FRNK-001/04US 331846-2009

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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. Patent Application No. 17/669,114 filed on February 10, 2022	

Examiner Signature	/GAUTAM UBALE/	Date Considered	05/28/2022

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Search History 17569265

Report Run Date: 2022-05-29 UTC
Searches: 5
Markers: 0

Search #	Timestamp	Results	Page
1	2022-05-29 20:26 UTC	5,947,274	3
2	2022-05-29 20:27 UTC	3,528,847	3
3	2022-05-29 20:28 UTC	3,504,437	3
4	2022-05-29 20:34 UTC	98,547	3
5	2022-05-29 20:36 UTC	3767	4

Content: Non-Patent Literature (23)

IEEE Xplore Publications: IEEE Periodicals | IEEE Xplore Publications: IEEE Conferences | IEEE Xplore Publications: IEEE Standards | IEEE Xplore Publications: IEEE Early Access | IEEE Xplore Publications: SMPTE Periodicals | IEEE Xplore Publications: SMPTE Conferences | IEEE Xplore Publications: SMPTE Standards | IEEE Xplore Publications: MIT Press eBooks | IEEE Xplore Publications: Wiley-IEEE eBooks | IEEE Xplore Publications: IBM Periodicals | IEEE Xplore Publications: URSI Periodicals | IEEE Xplore Publications: VDE Conferences | IEEE Xplore Publications: Periodicals from China | IP.com Prior Art Database: The IP.com Journal | IP.com Prior Art Database: Internet Society RFC | IP.com Prior Art Database: IBM TDB Archive | IP.com Prior Art Database: Legacy Journals | IP.com Prior Art Database: Software Patent Institute | OnePetro.org: Periodicals at OnePetro.org | OnePetro.org: Conferences at OnePetro.org | Other Literature: IBM Redbooks | Other Literature: PubMed Central | Other Literature: arXiv.org

1 **2022-05-29 20:26 UTC | 5,947,274 results from**

De-Dup: None | **Cut-off:** None | **Sort:** Relevance

Main Concept: Text
uniform resource identifier (URI) that deeplinks to a fourth application, the fourth application being a second messaging application that is different from the third application and sending the second URI from the at least one server to the second mobile device based on the at least one server receiving an indication that a user of the second mobile device has interacted with the promotional message via the third application

Concept Modifiers: None

Filters: None

2 **2022-05-29 20:27 UTC | 3,528,847 results from**

De-Dup: None | **Cut-off:** None | **Sort:** Relevance

Main Concept: Same as Search 1

Concept Modifiers: None

Filters (1):
Publication Date: To 2017-05-26

3 **2022-05-29 20:28 UTC | 3,504,437 results from**

De-Dup: None | **Cut-off:** None | **Sort:** Relevance

Main Concept: Text
uniform resource identifier (URI) that deeplinks to messaging app of a user's mobile device and user interacts with the promotional message application

Concept Modifiers: None

Filters: Same as Search 2

4 **2022-05-29 20:34 UTC | 98,547 results from**

De-Dup: None | **Cut-off:** None | **Sort:** Relevance

Main Concept: Same as Search 3

Concept Modifiers (1):
1. More Like Text: auto populate messaging application

Filters: Same as Search 2

5 **2022-05-29 20:36 UTC | 3767 results from**

De-Dup: None | **Cut-off:** None | **Sort:** Relevance

Main Concept: Same as Search 3

Concept Modifiers (2):
2. More Like Text: messaging API
1. More Like Text: auto populate messaging application

Filters: Same as Search 2

PE2E SEARCH - Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
L1	376509	(@ad<="20100331") AND ((G06Q30$.cpc.) OR ("705".clas.) OR (705/14.??.ccls.) OR (G06Q30/0207-30/0277.cpc.) (705/319.ccls.) G06Q30/0247 G06Q30/0269 G06Q30/0277 G06Q50/01 H04L67/20 H04L67/306)	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/06 04:00 PM
L2	432208	(@ad<="20100331") AND ((G06Q30$.cpc.) OR ("705".clas.) OR (705/14.??.ccls.) OR (G06Q30/0207-30/0277.cpc.) (705/319.ccls.) G06Q30/0247 G06Q30/0269 G06Q30/0277 G06Q50/01 H04L67/20 H04L67/306)	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 03:52 PM
L3	1661	((("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	2022/03/08 03:55 PM
L4	4197	((("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; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 03:55 PM
L5	1	((("ATTENTIVE") near3 ("MOBILE") near3 ("INC"))).AS,AANM.	(USPAT)	OR	ON	ON	2022/03/08 03:55 PM

L6	2	((("ATTENTIVE") near3 ("MOBILE") near3 ("INC"))).AS,AANM.	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 03:55 PM
L7	9	deeplink WITH (messag$3 ADJ (app application))	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:20 PM
L8	13	deeplink SAME (messag$3 ADJ (app application))	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:21 PM
L9	136	(deeplink$3 "deep linking" "deep link" deep$link$3) SAME (messag$3 ADJ (app application))	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:48 PM
L10	1224	(URL URI website webpage homepage ((web home landing resource destination) ADJ (page site path address identif$7 locat$3 property properties)) "Resource Locator" resource$1identif$7 resource$1locat$3 "destination location" "website address" (Domain NEAR name) (link NEAR path)) near10 (populat$3 auto$1populat$3) near7 (SMS "short messaging system" text$3 messag$3)	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:52 PM
L11	1	L9 SAME L10	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:53 PM
L12	1	L9 AND L10	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:56 PM

L14	1	L4 AND L9	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:57 PM
L15	6	L10 AND L4	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:57 PM
L16	140413	(G06Q30/0271 OR G06F16/951 OR G06F16/955 OR G06Q30/0267).cpc.	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:58 PM
L17	3	L16 AND L4	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:59 PM
L18	11	"20150052061"	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 05:15 PM
L19	8	"20170236196"	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 05:46 PM
L20	2	"10817914".pn.	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 07:32 PM
L21	1751735	(user$1id user$1uuid user$1identifier user$1identification user$1identity visitor$1id visitor$1uuid visitor$1identifier visitor$1identification visitor$1identity advertisee$1id advertisee$1uuid advertisee$1identifier advertisee$1identificatio n advertisee$1identity viewer$1id	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 06:46 PM

		viewer$1uuid viewer$1identifier viewer$1identification viewer$1identity consumer$1id consuer$1uuid consumer$1identifier consumer$1identificatio n consumer$1identity customer$1id customer$1uuid customer$1identifier customer$1identificatio n customer$1identity guest$1id guest$1uuid guest$1identifier guest$1identification guest$1identity account$1id account$1uuid account$1identifier account$1identification account$1identity cookie$1id cookie$1uuid cookie$1identifier cookie$1identification cookie$1identity browser$1id browser$1uuid browser$1identifier browser$1identification browser$1identity subscriber$1ID subscriber$1uuid subscriber$1identifier subscriber$1identificatio n subscriber$1identity client$1id client$1uuid client$1identifier client$1identification client$1identity profile$1id profile$1uuid profile$1identifier profile$1identification profile$1identity ((user visitor advertisee viewer consumer customer guest account cookie browser subscriber client profile) adj2 (ID UUID identifier identification identity unique$1id unique$1identifier unique$1identification anonymous$1id anonymous$1identifier))					

		((user visitor advertisee viewer consumer customer guest account cookie browser subscriber client profile) near5 (unique$1id UUID unique$1identifier unique$1identification anonymous$1id anonymous$1identifier)) unique$1user$1identifier)					
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L23	0	L21 AND L22	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 06:47 PM
L24	0	L9 AND L22	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 06:47 PM
L25	27	(autopopulat$3 "auto populate" "auto populating" auto$1populat$3) SAME (messag$3 ADJ (app application))	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 06:52 PM
L26	179775	(addresses URL$2 server$1name locator$1 server$1name server$1location server$1identifier server$1identification server$1I$1D$1 host$1name host$1location host$1address domain$1name ((web home resource destination website webpage homepage network host allocator platform service domain licensing ticketing) ADJ (address addressees identif$7 locat$3))	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 06:55 PM

		"Resource Locator" resource$1identif$7 resource$1locat$3 RO$1URL RO$1URI RO$1address RO$1Locator RO$1destination license$1URL license$3URI license$3address license$3locator licence$3URL licence$3URI licence$3address licence$3locator license$3destination Right$1object$1URL Right$1object$1destination Right$1object$1URI Right$1object$1Locator Right$1object$1address ticket$1URL ticket$1destination ticket$1URI ticket$1Locator ticket$1address) near5 ("operating system" OS)					
L27	2738	L21 SAME L26	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 06:55 PM
L28	4	"20150178784"	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 06:58 PM
L29	2	"20210233097"	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 09:13 PM
L30	2	((("ATTENTIVE") near3 ("MOBILE") near3 ("INC"))).AS,AANM.	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/05/27 02:14 PM
L31	144	(deeplink$3 "deep linking" "deep link" deep$link$3) SAME (messag$3 ADJ (app application))	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT;	OR	ON	ON	2022/05/27 02:14 PM

			IBM_TDB)				
L32	22	("10817914"|"11170380"|"20150052061"|"20150178784"|"20170228797"|"20170236196"|"20200111494"|"20210233097").PN.	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/05/27 04:15 PM
L33	0	L25 AND L9	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/05/28 03:13 PM
L34	347803	(authenti$6 verif$7 match$3) near5 L21	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/05/28 03:14 PM
L35	21	L31 AND L34	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/05/28 03:15 PM
L36	0	"17669114".app.	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/05/29 04:30 PM
L37	148	(deeplink$3 "deep linking" "deep link" deep$link$3) SAME (messag$3 ADJ (api app application "application programming interface"))	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/05/29 04:31 PM
L38	23	L34 AND L37	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/05/29 04:31 PM
L39	24	((autopopulat$3 "auto populate" "auto populating" auto$1populat$3)) near5 (messag$3 ADJ (api app application "application programming interface"))	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/05/29 04:33 PM

PE2E SEARCH - Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
N1	19	((deeplink$3 "deep linking" "deep link" deep$link$3) SAME (messag$3 ADJ (app application))) AND ((authenti$6 verif$7 match$3) near5 (user$1id user$1uuid user$1identifier user$1identification user$1identity visitor$1id visitor$1uuid visitor$1identifier visitor$1identification visitor$1identity advertisee$1id advertisee$1uuid advertisee$1identifier advertisee$1identification advertisee$1identity viewer$1id viewer$1uuid viewer$1identifier viewer$1identification viewer$1identity consumer$1id consuer$1uuid consumer$1identifier consumer$1identification consumer$1identity customer$1id customer$1uuid customer$1identifier customer$1identification customer$1identity guest$1id guest$1uuid guest$1identifier guest$1identification guest$1identity account$1id account$1uuid account$1identifier account$1identification account$1identity cookie$1id cookie$1uuid cookie$1identifier cookie$1identification cookie$1identity browser$1id browser$1uuid browser$1identifier browser$1identification	(US-PGPUB; USPAT)	OR	ON	ON	2022/05/28 03:15 PM

		browser$1identity subscriber$1ID subscriber$1uuid subscriber$1identifier subscriber$1identificatio n subscriber$1identity client$1id client$1uuid client$1identifier client$1identification client$1identity profile$1id profile$1uuid profile$1identifier profile$1identification profile$1identity ((user visitor advertisee viewer consumer customer guest account cookie browser subscriber client profile) adj2 (ID UUID identifier identification identity unique$1id unique$1identifier unique$1identification anonymous$1id anonymous$1identifier)) ((user visitor advertisee viewer consumer customer guest account cookie browser subscriber client profile) near5 (unique$1id UUID unique$1identifier unique$1identification anonymous$1id anonymous$1identifier)) unique$1user$1identifie r))					
N2	1393	((("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)	OR	ON	ON	2022/05/28 03:15 PM
N3	1	((("ATTENTIVE") near3 ("MOBILE") near3 ("INC"))).AS,AANM.	(US-PGPUB; USPAT)	OR	ON	ON	2022/05/28 03:15 PM
N4	46248	(G06Q30/0271 OR G06F16/951 OR G06F16/955 OR G06Q30/0267).cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/05/28 03:16 PM

		705/14.67.ccls.					
N5	3	N2 AND N4	(US-PGPUB; USPAT)	OR	ON	ON	2022/05/28 03:16 PM
N6	0	"uniform resource identifier (URI)" near2 deeplinks near2 "a fourth application"	(US-PGPUB; USPAT)	OR	ON	ON	2022/05/29 01:46 PM
N7	0	"17669114".app.	(US-PGPUB; USPAT)	OR	ON	ON	2022/05/29 04:29 PM
N8	20	((autopopulat$3 "auto populate" "auto populating" auto$1populat$3)) near5 (messag$3 ADJ (api app application "application programming interface"))	(US-PGPUB; USPAT)	OR	ON	ON	2022/05/29 04:44 PM
N9	19	(((authenti$6 verif$7 match$3) near5 (user$1id user$1uuid user$1identifier user$1identification user$1identity visitor$1id visitor$1uuid visitor$1identifier visitor$1identification visitor$1identity advertisee$1id advertisee$1uuid advertisee$1identifier advertisee$1identificatio n advertisee$1identity viewer$1id viewer$1uuid viewer$1identifier viewer$1identification viewer$1identity consumer$1id consuer$1uuid consumer$1identifier consumer$1identificatio n consumer$1identity customer$1id customer$1uuid customer$1identifier customer$1identificatio n customer$1identity guest$1id guest$1uuid guest$1identifier guest$1identification guest$1identity account$1id account$1uuid account$1identifier account$1identification	(US-PGPUB; USPAT)	OR	ON	ON	2022/05/29 04:44 PM

		account$1identity cookie$1id cookie$1uuid cookie$1identifier cookie$1identification cookie$1identity browser$1id browser$1uuid browser$1identifier browser$1identification browser$1identity subscriber$1ID subscriber$1uuid subscriber$1identifier subscriber$1identificatio n subscriber$1identity client$1id client$1uuid client$1identifier client$1identification client$1identity profile$1id profile$1uuid profile$1identifier profile$1identification profile$1identity ((user visitor advertisee viewer consumer customer guest account cookie browser subscriber client profile) adj2 (ID UUID identifier identification identity unique$1id unique$1identifier unique$1identification anonymous$1id anonymous$1identifier)) ((user visitor advertisee viewer consumer customer guest account cookie browser subscriber client profile) near5 (unique$1id UUID unique$1identifier unique$1identification anonymous$1id anonymous$1identifier)) unique$1user$1identifie r)) AND ((deeplink$3 "deep linking" "deep link" deep$link$3) SAME (messag$3 ADJ (api app application "application programming interface"))))					
N10	13	(((authenti$6 verif$7 match$3) near5	(US-PGPUB; USPAT)	OR	ON	ON	2022/05/29 04:46 PM

		(user$1id user$1uuid user$1identifier user$1identification user$1identity visitor$1id visitor$1uuid visitor$1identifier visitor$1identification visitor$1identity advertisee$1id advertisee$1uuid advertisee$1identifier advertisee$1identificatio n advertisee$1identity viewer$1id viewer$1uuid viewer$1identifier viewer$1identification viewer$1identity consumer$1id consuer$1uuid consumer$1identifier consumer$1identificatio n consumer$1identity customer$1id customer$1uuid customer$1identifier customer$1identificatio n customer$1identity guest$1id guest$1uuid guest$1identifier guest$1identification guest$1identity account$1id account$1uuid account$1identifier account$1identification account$1identity cookie$1id cookie$1uuid cookie$1identifier cookie$1identification cookie$1identity browser$1id browser$1uuid browser$1identifier browser$1identification browser$1identity subscriber$1ID subscriber$1uuid subscriber$1identifier subscriber$1identificatio n subscriber$1identity client$1id client$1uuid client$1identifier client$1identification client$1identity profile$1id profile$1uuid profile$1identifier					

		profile$1identification profile$1identity ((user visitor advertisee viewer consumer customer guest account cookie browser subscriber client profile) adj2 (ID UUID identifier identification identity unique$1id unique$1identifier unique$1identification anonymous$1id anonymous$1identifier)) ((user visitor advertisee viewer consumer customer guest account cookie browser subscriber client profile) near5 (unique$1id UUID unique$1identifier unique$1identification anonymous$1id anonymous$1identifier)) unique$1user$1identifier)) AND ((deeplink$3 "deep linking" "deep link" deep$link$3) SAME (messag$3 near1 (custom$7))))					

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
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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	17/569,265
Filing Date	January 5, 2022
First Named Inventor	Brian LONG
Art Unit	3682
Examiner Name	UBALE, GAUTAM
Attorney Docket Number	FRNK-001/04US 331846-2009

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.

269946194

Electronic Patent Application Fee Transmittal

Application Number:	17569265
Filing Date:	05-Jan-2022
Title of Invention:	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)
First Named Inventor/Applicant Name:	Brian LONG
Filer:	Anders E. Fernstrom/Christopher Burnharte
Attorney Docket Number:	FRNK-001/04US 331846-2009

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:	45853259
Application Number:	17569265
International Application Number:	
Confirmation Number:	2085
Title of Invention:	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)
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-001/04US 331846-2009
Receipt Date:	01-JUN-2022
Filing Date:	05-JAN-2022
Time Stamp:	19:07:42
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	E202261J08103926
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_04US-331846-2009_IDSTransmittal_06-01-2022.pdf	122686 1d7d635c4ced6eaf4001c43ca934ef17b2d7e310	no	5
Warnings:					
Information:					
2	Information Disclosure Statement (IDS) Form (SB08)	FRNK-001_04US-331846-2009_SB08_06-01-2022.pdf	148450 3ad33d3d9055cb28a1d03a802bbb488ca1cbf64b	no	1
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
3	Fee Worksheet (SB06)	fee-info.pdf	38277 8c9a691ef849ac3ac08205dc985e7ca7cb33e183	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	309413		

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New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

Docket No.: FRNK-001/04US 331846-2009
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Inventor:	Brian LONG	Confirmation No.:	2085
Application No.:	17/569,265	Group Art Unit:	3682
Filed:	January 5, 2022	Examiner:	Gautam UBALE

For: METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)

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.

[] 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-001/04US 331846-2009.

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

Doc Code: DIST.E.FILE Document Description: Electronic Terminal Disclaimer - Filed	PTO/SB/25 PTO/SB/26 U.S. Patent and Trademark Office Department of Commerce

Electronic Petition Request	**TERMINAL DISCLAIMER TO OBVIATE A PROVISIONAL DOUBLE PATENTING REJECTION OVER A PENDING "REFERENCE" APPLICATION AND TERMINAL DISCLAIMER TO OBVIATE A DOUBLE PATENTING REJECTION OVER A "PRIOR" PATENT**
Application Number	17569265
Filing Date	05-Jan-2022
First Named Inventor	Brian LONG
Attorney Docket Number	FRNK-001/04US 331846-2009
Title of Invention	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)

☒ Filing of terminal disclaimer does not obviate requirement for response under 37 CFR 1.111 to outstanding Office Action

☒ This electronic Terminal Disclaimer is not being used for a Joint Research Agreement.

Owner	Percent Interest
Attentive Mobile Inc.	100 %

The owner(s) of percent interest listed above in the instant application hereby disclaims, except as provided below, the terminal part of the statutory term of any patent granted on the instant application which would extend beyond the expiration date of the full statutory term of any patent granted on pending reference Application Number(s)

17496590 filed on 10/07/2021

as the term of any patent granted on said reference application may be shortened by any terminal disclaimer filed prior to the grant of any patent on the pending reference application. The owner hereby agrees that any patent so granted on the instant application shall be enforceable only for and during such period that it and any patent granted on the reference application are commonly owned. This agreement runs with any patent granted on the instant application and is binding upon the grantee, its successors or assigns.

In making the above disclaimer, the owner does not disclaim the terminal part of any patent granted on the instant application that would extend to the expiration date of the full statutory term of any patent granted on said reference application, "as the term of any patent granted on said reference application may be shortened by any terminal disclaimer filed prior to the grant of any patent on the pending reference application," in the event that any such patent granted on the pending reference application: expires for failure to pay a maintenance fee, is held unenforceable, is found invalid by a court of competent jurisdiction, is statutorily disclaimed in whole or terminally disclaimed under 37 CFR 1.321, has all claims canceled by a reexamination certificate, is reissued, or is in any manner terminated prior to the expiration of its full statutory term as shortened by any terminal disclaimer filed prior to its grant.

The owner(s) with percent interest listed above in the instant application hereby disclaims, except as provided below, the terminal part of the statutory term of any patent granted on the instant application which would extend beyond the expiration date of the full statutory term of prior patent number(s)

as the term of said prior patent is presently shortened by any terminal disclaimer. The owner hereby agrees that any patent so granted on the instant application shall be enforceable only for and during such period that it and the prior patent are commonly owned. This agreement runs with any patent granted on the instant application and is binding upon the grantee, its successors or assigns.

In making the above disclaimer, the owner does not disclaim the terminal part of the term of any patent granted on the instant application that would extend to the expiration date of the full statutory term of the prior patent, "as the term of said prior patent is presently shortened by any terminal disclaimer," in the event that said prior patent later:
- expires for failure to pay a maintenance fee;
- is held unenforceable;
- is found invalid by a court of competent jurisdiction;
- is statutorily disclaimed in whole or terminally disclaimed under 37 CFR 1.321;
- has all claims canceled by a reexamination certificate;
- is reissued; or
- is in any manner terminated prior to the expiration of its full statutory term as presently shortened by any terminal disclaimer.

(●) Terminal disclaimer fee under 37 CFR 1.20(d) is included with Electronic Terminal Disclaimer request.

( ) I certify, in accordance with 37 CFR 1.4(d)(4), that the terminal disclaimer fee under 37 CFR 1.20(d) required for this terminal disclaimer has already been paid in the above-identified application.

Applicants claims the following fee status:

(●) Small Entity

( ) Micro Entity

( ) Regular Undiscounted

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

THIS PORTION MUST BE COMPLETED BY THE SIGNATORY OR SIGNATORIES

I certify, in accordance with 37 CFR 1.4(d)(4) that I am:

(●) An attorney or agent registered to practice before the Patent and Trademark Office who is of record in this application

Registration Number 72629

( ) A sole inventor

( ) A joint inventor; I certify that I am authorized to sign this submission on behalf of all of the inventors as evidenced by the power of attorney in the application

( ) A joint inventor; all of whom are signing this request

Signature	/Anders E. Fernstrom/
Name	Anders E. Fernstrom

*Statement under 37 CFR 3.73(b) is required if terminal disclaimer is signed by the assignee (owner).
Form PTO/SB/96 may be used for making this certification. See MPEP § 324.

Electronic Patent Application Fee Transmittal

Application Number:	17569265
Filing Date:	05-Jan-2022
Title of Invention:	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)
First Named Inventor/Applicant Name:	Brian LONG
Filer:	Anders E. Fernstrom/Donna Doyle
Attorney Docket Number:	FRNK-001/04US 331846-2009

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
STATUTORY OR TERMINAL DISCLAIMER	2814	1	170	170
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**170**

Doc Code: DISQ.E.FILE
Document Description: Electronic Terminal Disclaimer – Approved

Application No.: 17569265

Filing Date: 05-Jan-2022

Applicant/Patent under Reexamination: LONG

Electronic Terminal Disclaimer filed on May 27, 2022

☒ APPROVED

This patent is subject to a terminal disclaimer

☐ DISAPPROVED

Approved/Disapproved by: Electronic Terminal Disclaimer automatically approved by EFS-Web

U.S. Patent and Trademark Office

Electronic Acknowledgement Receipt

EFS ID:	45825444
Application Number:	17569265
International Application Number:	
Confirmation Number:	2085
Title of Invention:	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)
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-001/04US 331846-2009
Receipt Date:	27-MAY-2022
Filing Date:	05-JAN-2022
Time Stamp:	19:06:41
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$170
RAM confirmation Number	E20225QJ06372395
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	Terminal Disclaimer-Filed (Electronic)	eTerminal-Disclaimer.pdf	46159 2ab2610cc4520d10a19ebad086aa26a02c41722b	no	3
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	38097 696a52e6d901f431fcfc6129f0abfd720e06871e	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	84256		

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 1

Complete if Known	
Application Number	17/569,265
Filing Date	January 5, 2022
First Named Inventor	Brian LONG
Art Unit	3682
Examiner Name	UBALE, GAUTAM
Attorney Docket Number	FRNK-001/04US 331846-2009

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. Patent 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.

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:	17569265
Filing Date:	05-Jan-2022
Title of Invention:	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)
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:	45825210
Application Number:	17569265
International Application Number:	
Confirmation Number:	2085
Title of Invention:	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)
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:	05-JAN-2022
Time Stamp:	18:17:41
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	E20225QI17561908
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_04US_331846-2009_IDSTransmittal.pdf	163987 8212a504b0949dac4fbf4afbc358099d842fe95a	no	5
Warnings:					
Information:					
2	Information Disclosure Statement (IDS) Form (SB08)	FRNK-001_04US_331846-2009_SB08.pdf	169861 29cde8d5db3e57f28d38e5004689ac33c36c6f40	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	38233 6854f8e2afe4ce024d651c9ef62c348852bbc855	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	2858620		

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-001/04US 331846-2009
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Inventor:	Brian LONG	Confirmation No.:	2085
Application No.:	17/569,265	Group Art Unit:	3682
Filed:	January 5, 2022	Examiner:	UBALE, GAUTAM

For: METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)

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):

- [] 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-001/04US 331846-2009.

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)
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 4

Complete if Known	
Application Number	17/569,265
Filing Date	January 5, 2022
First Named Inventor	Brian LONG
Art Unit	3682
Examiner Name	UBALE, GAUTAM
Attorney Docket Number	FRNK-001/04US 331846-2009

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.	
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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
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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 2 of 4

Complete if Known	
Application Number	17/569,265
Filing Date	January 5, 2022
First Named Inventor	Brian LONG
Art Unit	3682
Examiner Name	UBALE, GAUTAM
Attorney Docket Number	FRNK-001/04US 331846-2009

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Examiner Signature		Date Considered	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 3 of 4

Complete if Known	
Application Number	17/569,265
Filing Date	January 5, 2022
First Named Inventor	Brian LONG
Art Unit	3682
Examiner Name	UBALE, GAUTAM
Attorney Docket Number	FRNK-001/04US 331846-2009

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]
	34.	Non-Final Office Action mailed on October 29, 2018, for U.S. Application No. 15/986,569, 13 pages	
	35.	Non-Final Office Action mailed on March 21, 2019, for U.S. Application No. 15/986,569, 14 pages	
	36.	Final Office Action mailed on August 8, 2019, for U.S. Application No. 15/986,569, 14 pages	
	37.	Non-Final Office Action mailed on February 20, 2020, for U.S. Application No. 15/986,569, 22 pages	
	38.	Final Office Action mailed on June 26, 2020, for U.S. Application No. 15/986,569, 25 pages	
	39.	Advisory Action mailed on September 1, 2020, for U.S. Application No. 15/986,569, 5 pages	
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	42.	Non-Final Office Action mailed on March 4, 2021, for U.S. Application No. 17/114,937, 13 pages	
	43.	Final Office Action mailed on May 12, 2021, for U.S. Application No. 17/114,937, 15 pages	

Examiner Signature		Date Considered	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 4 of 4

Complete if Known	
Application Number	17/569,265
Filing Date	January 5, 2022
First Named Inventor	Brian LONG
Art Unit	3682
Examiner Name	UBALE, GAUTAM
Attorney Docket Number	FRNK-001/04US 331846-2009

	44.	Non-Final Office Action mailed March 4, 2022, for U.S. Application No. 17/496,590	

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:	17569265
Filing Date:	05-Jan-2022
Title of Invention:	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)
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:	45767811
Application Number:	17569265
International Application Number:	
Confirmation Number:	2085
Title of Invention:	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)
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:	05-JAN-2022
Time Stamp:	16:30:11
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	E20225JG30591315
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_04US_331846-2009_IDSTransmittal.pdf	115504 b98775b19e27a74b9fcfdb7c091d00126a81599b	no	5
Warnings:					
Information:					
2	Information Disclosure Statement (IDS) Form (SB08)	FRNK-001_04US_331846-2009_SB08.pdf	195087 abf580813c4334e8c2607d2e308e7551757bd69c	no	4
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
3	Fee Worksheet (SB06)	fee-info.pdf	38233 3b4eeec0446101c58b420c55a8d334d0fda2a4b7	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	348824		

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-001/04US 331846-2009
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Inventor:	Brian LONG	Confirmation No.:	2085
Application No.:	17/569,265	Group Art Unit:	3682
Filed:	January 5, 2022	Examiner:	UBALE, GAUTAM

For: METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)

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 Nos. 17/496,590, and 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. _____.

[] 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

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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-001/04US 331846-2009.

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)
Approved for use through 1/31/2014. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 17/569,265	Filing Date 01/05/2022	☐ 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	05/18/2022	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 30	Minus	** 30	= 0		x $50 =	0
	Independent (37 CFR 1.16(h))	* 4	Minus	*** 4	= 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	0

		(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".	/JACQUELYN L WILLIAMS/
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".	
The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.	

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

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Docket No.: FRNK-001/04US 331846-2009
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Inventor:	Brian LONG	Confirmation No.:	2085
Application No.:	17/569,265	Group Art Unit:	3682
Filed:	January 5, 2022	Examiner:	G. Ubale

For: METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND ABSED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)

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 17, 2022, to which the deadline for responding is June 17, 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 Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of the claims which begins on page 3 of this paper.

Remarks/Arguments begin on page 13 of this paper.

266487031

IN THE SPECIFICATION:

Please add the following after the title "METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE" and before the heading "Background" as set forth below:

Cross-Reference to Related Applications

The present application is a continuation of U.S. Patent Application Serial No. 17/496,590, titled "Methods and Apparatus for Dynamic Application Deeplinking at a Mobile Electronic Device", filed October 7, 2021, which is a continuation of U.S. Patent Application Serial No. 15/986,569, filed May 22, 2018, which claims the benefit of and priority to U.S. Provisional Patent Application No. 62/511,413, filed on May 26, 2017, and titled "A Technology Platform for Messaging-Based Subscriptions and Payments Initiated From a Mobile Website."

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. – 12. (Canceled)

13. (Currently Amended) A method, comprising:

receiving, at at least one server, ~~user data~~ a first user identifier in response to a first application executing on [[the]] a first mobile device requesting and/or loading a promotional message;

defining, at the at least one server and based on the user data, a first uniform resource identifier (URI) that deeplinks to a second application, the second application being a messaging application that is different from the first application; and

sending the first URI from the at least one server to the mobile device based on the at least one server receiving an indication that ~~such that, when~~ a user of the first mobile device has interacted ~~interacts~~ with the promotional message via the first application, the URI causes the first mobile device to (1) automatically render a user interface of the second application and (2) automatically populate a first custom text message with (a) a destination address and (b) a message body containing a second user identifier, the second application configured to send the first custom text message upon detection of a user interaction with the second application; ~~to cause delivery of a promotion~~

receiving, at the at least one server and from the first mobile device, the first custom text message;

authenticating, via the at least one server, the user of the first mobile device based on the second user identifier matching the first user identifier;

facilitating delivery of at least one of a product or a service to the first mobile device based on authenticating the user of the first mobile device without receiving any additional

information from the first mobile device between receiving the first custom text message and subscribing the user of the first mobile device to receive the at least one of the product or the service;

receiving, at the least one server, a third user identifier in response to a third application executing on a second mobile device requesting and/or loading the promotional message;

defining, at the at least one server and based on the third user identifier, a second uniform resource identifier (URI) that deeplinks to a fourth application, the fourth application being a second messaging application that is different from the third application;

sending the second URI from the at least one server to the second mobile device based on the at least one server receiving an indication that a user of the second mobile device has interacted with the promotional message via the third application, the second URI causes the second mobile device to (1) automatically render a user interface of the fourth application and (2) automatically populate a second custom text message with (a) the destination address and (b) a second message body containing a fourth user identifier, the fourth application configured to send the second custom text message upon detection of a user interaction with the fourth application;

receiving, at the at least one server and from the second mobile device, the second custom text message; and

authenticating, via the at least one server, the user of the second mobile device based on the fourth user identifier matching the third user identifier, the fourth user identifier not matching the first user identifier.

14. (Canceled)

15. (Currently Amended) The method of claim 13, further comprising facilitating delivery of a promotion associated with the promotional message to the user of the first mobile device in response to authenticating the user of the first mobile device ~~the custom text message being sent~~.

16. (Currently Amended) The method of claim 13, wherein the first URI is defined such that when the first URI is initiated the first custom text message is populated with an address associated with a promoter [[of]] associated with the promotional message.

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

ascertaining, based on the first user identifier, at least one of ~~wherein the URI is defined based on~~ an identity of [[the]] at ~~least one of~~ the first mobile device or an identity of the user associated with the first mobile device,

the first URI defined based on at least one of the identity of the first mobile device or the identity of the user associated with the first mobile device ~~ascertained from the user data~~.

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

sending, from the at least one server and to the first mobile device, code to cause the first mobile device to store a cookie in response to the first application executing on the first mobile device requesting and/or loading the promotional message,

the first user identifier ~~data~~ including data associated with the cookie, and

a first message body ~~of the custom text message~~ including customized content that is associated with the cookie.

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

identifying at least one of the first mobile device or the user of the first mobile device based on the first user identifier ~~data~~,

the URI defined based on an identity of the at least one of the first mobile device or the user of the first mobile device such that [[a]] the first message body includes of the customized text message is automatically populated with custom content based on the identity of the at least one of the first mobile device or the user of the first mobile device.

20. (Currently Amended) The method of claim 13, wherein the second application is a default messaging application installed on the first mobile device.

21. (Currently Amended) The method of claim 13, wherein:

the first custom text message is a short messaging service (SMS) message; and

the first URI is defined such that when the first URI is initiated the SMS message is populated with a phone number associated with a promoter associated with the promotional message ~~of the promotion~~.

22. (Currently Amended) A non-transitory processor-readable medium storing code configured to be executed by a processor, the code including instructions configured to cause the processor to:

receive, at at least one server, a user identifier ~~data~~ associated with at least one of a mobile device or a user of the mobile device in response to a web browser application executing on the mobile device requesting and/or loading a webpage offering at least one of a product or a service ~~containing a promotional message~~;

determine an identity of at least one of the mobile device or [[a]] the user of the mobile device, based on the user identifier; [[and]]

send a uniform resource identifier (URI) from the at least one server to the mobile device based on the identity of the at least one of the mobile device or the user such that when the user of the mobile device interacts with the webpage offering the at least one of the product or the service ~~promotional message~~ the URI causes the mobile device (1) to automatically switch from the web browser application to a messaging application and (2) to automatically populate a text message ~~that is customized based on the identity of the at least one of the mobile device or the user~~;

receive, at the at least one server, the text message from the mobile device; and

causing at least one of the product to be delivered or the service to be provided based on the text message being received and without receiving any additional information from the mobile device between receiving the text message and the at least one of the product being delivered or the service to being provided.

23. (Canceled)

24. (Currently Amended) The non-transitory processor-readable medium of claim 22, the code further comprising code to cause the processor to:

send an integration tag to the mobile device in response to the web browser application requesting and/or loading the webpage, the user ~~data~~ identifier received in response to the integration tag executing on the mobile device.

25. (Currently Amended) The non-transitory processor-readable medium of claim 22, the code further comprising code to cause the processor to:

send an integration tag to the mobile device in response to the web browser application requesting and/or loading the webpage, the user ~~data~~ identifier received in response to the integration tag executing on the mobile device, the user ~~data~~ identifier including information of an operating system of the mobile device; and

define the URI based on the operating system of the mobile device.

26. (Currently Amended) The non-transitory processor-readable medium of claim 22, wherein ~~the promotional message is a second promotional message contained with~~ the webpage is a second webpage, the code further comprising code to cause the processor to:

send, from the at least one server and to the mobile device, a signal associated with a first webpage such that the mobile device renders the first webpage via the web browser application, the first webpage including a ~~first~~ promotional message;

receive, at the at least one server, an indication of user interaction with the ~~first~~ promotional message; and

send, from the at least one server and to the mobile device, a signal associated with the second webpage such that the mobile device renders the second webpage via the web browser application in response to the user interaction with the ~~first~~ promotional message.

27. (Original) The non-transitory processor-readable medium of claim 26, wherein the second webpage is an iframe.

28. (Currently Amended) The non-transitory processor-readable medium of claim 22, wherein the ~~promotion~~ at least one of the product or the service is a free subscription.

29. (Currently Amended) A non-transitory processor-readable medium storing code configured to be executed by a processor, the code including instructions configured to cause the processor to:

send, from at least one server and to a mobile device requesting and/or a webpage, means for displaying an invitation to subscribe to a text messaging subscription service ~~loading internet content~~ via a first application~~, means for receiving user data associated with the mobile device~~;

~~receive the user data from the mobile device in response to the first application of the mobile device executing the means for receiving;~~

send, from the at least one server and to the mobile device, means for causing (1) the mobile device to transition from the first application to a second application different from the first application in response to the mobile device detecting a first interaction with the invitation, the second application being a messaging application, and (2) the second application to automatically populate a custom text message based on the user data;

receive, from the mobile device, the custom text message in response to the mobile device detecting a second interaction with the messaging application; and

deliver an installment of the text messaging subscription service without receiving an opt-in communication after ~~facilitate delivery of a promotion associated with the promotional message in response to~~ receiving the custom text message.

30. (Currently Amended) The non-transitory processor-readable medium of claim 29, wherein:

the means for ~~receiving~~ displaying comprises an integration tag; and

the means for causing comprises a Uniform Resource Identifier (URI).

31. (New) The non-transitory processor-readable medium of claim 29, wherein the means for displaying includes code to cause the mobile device to send user data to the at least one server, the code further comprising code to cause the processor to:

define the means for causing based on the user data.

32. (New) The non-transitory processor-readable medium of claim 29, the code further comprising code to cause the processor to receive a cookie identifier in response to at least one of the mobile device requesting and/or loading the webpage or the mobile device executing the means for displaying.

33. (New) The non-transitory processor-readable medium of claim 29, wherein:

the custom text message includes a second user identifier, the code further comprising code to cause the processor to:

receive a first user identifier in response to at least one of the mobile device requesting and/or loading the webpage or the mobile device executing the means for displaying; and

authenticate the mobile device based on matching the second user identifier matching the first user identifier, the installment of the text messaging subscription service delivered in response to authenticating the mobile device.

34. (New) The non-transitory processor-readable medium of claim 29, wherein the means for displaying includes code configured to be executed the mobile device to:

determine that the mobile device satisfies a client business rule; and

cause the mobile device to display the invitation to subscribe to a text messaging subscription service via the first application in response to determining that the mobile device satisfies the client business rule.

35. (New) The non-transitory processor-readable medium of claim 29, the code further comprising code to cause the processor to:

determine whether the mobile device has previously subscribed to the text messaging subscription service, the installment of the text messaging subscription service delivered based on determining that the mobile device has not previously subscribed to the text messaging subscription service.

36. (New) The non-transitory processor-readable medium of claim 29, the code further comprising code to cause the processor to:

determine whether the mobile device has previously subscribed to the text messaging subscription service; and

send a message to the mobile device indicating that the mobile device is already subscribed to the text messaging subscription service in response to determining that the mobile device has previously subscribed to the text messaging subscription service.

37. (New) The non-transitory processor-readable medium of claim 29, the code further comprising code configured to cause the processor to:

subscribe the mobile device to the text messaging subscription service, the first interaction and the second interaction being the only user interactions with the mobile device between sending the means for receiving and receiving the custom text message.

38. (New) A method, comprising:

receiving, at at least one server, an indication of a web browser application executing on a mobile device requesting and/or loading a webpage containing a promotional message offering a subscription to a text message subscription service;

defining, at the at least one server, a uniform resource identifier (URI) that deeplinks to a text messaging application that is different from the web browser application;

sending the URI from the at least one server to the mobile device, the URI configured to, in response to a first user interaction with the promotional message via the web browser

application, cause the mobile device to (1) automatically render a user interface of the text messaging application and (2) automatically populate a custom text message with a destination address for a recipient of the custom text message, the text messaging application configured to send the custom text message upon detection of a second user interaction with the text messaging application; and

delivering an installment of the text message subscription service based on the first user interaction and the second user interaction and without receiving any further indications of user interactions with the mobile device between receiving the custom text message and delivering the installment of the text message subscription service.

39. (New) The method of claim 38, further comprising:

receiving user data in response to the web browser application requesting and/or loading the webpage;

ascertaining, based on the user data, at least one of an identity of at the mobile device or an identity of the user associated with the mobile device,

the URI defined based on at least one of the identity of the first mobile device or the identity of the user associated with the mobile device.

40. (New) The method of claim 38, further comprising:

sending, from the at least one server and to the mobile device, code to cause the mobile device to store a cookie in response to the web browser application executing on the mobile device requesting and/or loading the promotional message; and

receiving user data associated with the cookie in response to the first user interaction with the promotional message,

the custom text message including customized content that is associated with the cookie.

41. (New) The method of claim 38, further comprising:

receiving user data in response to the web browser application requesting and/or loading the webpage; and

identifying at least one of the mobile device or the user of the mobile device based on the user data,

the URI defined based on an identity of the at least one of the mobile device or the user of the mobile device.

42. (New) The method of claim 38, wherein the custom text message complies with opt-in requirements for enrollment in the text message subscription service 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.

43. (New) The method of claim 38, further comprising:

determining that the mobile device has not previously subscribed to the text messaging subscription service,

the installment of the text messaging subscription delivered based on determining that the mobile device has not previously requested delivery of the text messaging subscription.

44. (New) The method of claim 38, further comprising:

determining that the mobile device has previously subscribed to the text messaging subscription service; and

sending a message to the mobile device indicating that the mobile device is already subscribed to the text messaging subscription service.

REMARKS

Upon entry to these amendments, claims 12, 14-22, and 24-44 are pending in the present application. Claims 1-11, 13, and 23 are canceled without prejudice to or disclaimer of the subject matter contained therein. Claims 31-44 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.

Interview Summary

The undersigned thanks Examiner Ubale for the time and attention paid to the present application during the telephonic interview conducted on March 30, 2022. The undersigned and the Applicant discussed the rejection under section 101. Although no formal agreement was reached, the Examiner suggested that amending the claims to include additional features related to "two tap" subscription as described in paragraphs 1012-1013, 1028-1029, and 1031-1032, would be likely to advance prosecution.

The Applicant and the Examiner also discussed the updated priority claim in the present application, removing United States Patent Application Pub. No. 20210233097 to Doumar from the prior art. The Examiner identified United States Application No. 15/684,926 (U.S. Patent No. 11,055,744 to Conrad et al.) as a potentially relevant reference that the Applicant may wish to consider while preparing amendments and address in the written response.

The Claims are Patent Eligible

The originally filed claims were rejected under 35 U.S.C. § 101 as allegedly not being directed to patent eligible subject matter. The Applicant thanks the Examiner for the suggestion to amend the claims to include additional details related to the "two-tap" functionality discussed in the specification. Accordingly, in an effort to advance prosecution and without acquiescing to the Examiner's rejection, each of the independent claims has been amended in a manner that renders it patent eligible for the reasons discussed below.

As discussed during the interview, user interface/user experience (UI/UX) improvements that result in improved computer functionality are patent eligible. (*See* MPEP 2106.05(a)(I).) Like *Core Wireless*, the specification of the present application discloses the deficits related to efficient functioning of known user interfaces, for example, "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)." (Paragraph [1003].) Also like *Core Wireless*, the claimed solution provides an improved user interface that is particularly beneficial for small screened devices, and allows users to operate their devices more efficiently. The solution claimed in *Core Wireless* "'saves the user from navigating to the required application, opening it up, and then navigating within that application to enable the data of interest to be seen or a function of interest to be activated.' Rather than paging through multiple screens of options, 'only three steps may be needed from start up to reaching the required data/functionality.'" (880 F.3d at 1363 (internal citations to the *Core Wireless* patent specification omitted).) The presently claimed solution, which can allow a user to efficiently subscribe to a service in only two taps is analogous to and in fact represents an improvement to the patent eligible efficiency gains offered by *Core Wireless*, in which a minimum of three steps were required.

The claims have been amended in an effort to advance prosecution to recite specific features that produce the technical improvements in computer functionality. For example, independent claim 13 has been amended to recite "facilitating delivery of at least one of a product or a service to the first mobile device based on authenticating the user of the first mobile device without receiving any additional information from the first mobile device between receiving the first custom text message and subscribing the user of the first mobile device to receive the at least one of the product or the service." Independent claim 22 has been similarly amended and now recites "causing at least one of the product to be delivered or the service to be provided based on the text message being received and without receiving any additional information from the mobile device between receiving the text message and the at least one of the product being delivered or the service to being provided." Likewise, independent claim 29 as presently presented recites "deliver an installment of the text messaging subscription service

without receiving an opt-in communication after receiving the custom text message." Finally, new independent claim 38 recites "deliver an installment of the text message subscription service based on the first user interaction and the second user interaction and without receiving any further indications of user interactions with the mobile device between receiving the custom text message and delivering the installment of the text message subscription service." Accordingly, the claims reflect the technological improvement discussed during the interview and disclosed in the specification and are patent eligible.

The Claims are Allowable over the References of Record

All original claims were rejected under 35 U.S.C. § 103 as allegedly being obvious over US 2017/0228797 to Nath ("*Nath*") in view of US 20210233097 to Doumar ("*Doumar*"). The Applicant previously updated the priority claim of the present application to claim the benefit of U.S. Patent Application Serial No. 17/496,590, filed October 7, 2021, U.S. Patent Application Serial No. 15/986,569, filed May 22, 2018, and U.S. Provisional Patent Application No. 62/511,413, filed on May 26, 2017. *Doumar* was filed on April 13, 2021 and has an earliest priority date of January 20, 2020. Because each written rejection relies on a reference that is not available as prior art, the updated priority claim is sufficient to overcome the rejection.

During the interview, the Examiner drew the Applicant's attention to U.S. Patent No. 11,055,744 to Conrad et al. ("*Conrad*"). Although the claims of the present application have not been formally rejected in view of *Conrad*, in the interest of compact prosecution, the Applicant wishes to address certain features recited in the present independent claims that are not present in *Conrad*, without conceding that a rejection featuring *Conrad* would be proper. In particular, the Applicant observes that the present application has an earliest priority date of May 26, 2017. The *Conrad* non-provisional application (15/684,926) was filed on August 23, 2017 and introduces substantial new material that is not entitled to the filing date of the *Conrad* provisional application (62/378,461; filed August 23, 2016).

Conrad alone or in proper combination with the remaining references of record fails to disclose or suggest "authenticating . . . the user of the first mobile device based on the second user identifier matching the first user identifier; [and] authenticating . . . the user of the second

mobile device based on the fourth user identifier matching the third user identifier, the fourth user identifier not matching the first user identifier" as recited in amended independent claim 13. Accordingly, claim 13 and the claims that depend therefrom are allowable over *Conrad* alone or in proper combination with the other references of record.

Independent claim 22 has been amended to recite "causing at least one of the product to be delivered or the service to be provided based on the text message being received and without receiving any additional information from the mobile device between receiving the text message and the at least one of the product being delivered or the service to being provided." Claim 22 is fully supported by U.S. Provisional Patent Application No. 62/511,413, filed on May 26, 2017. To the extent *Conrad* contains any relevant disclosure or suggestion of any events occurring after a message is received, the effective filing date of such disclosure is August 23, 2017 (i.e., the provisional application to which *Conrad* claims priority contains no disclosure of delivering products or services in response to receiving messages). Accordingly, claim 22 as well as independent claims 29 and 38 which include similar recitations, and the claims that depend therefrom are allowable over *Conrad* alone or in proper combination with the other references of record.

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-001/04US 331846-2009**.**

Dated: May 18, 2022

Respectfully submitted,
COOLEY LLP

By: /Anders E. Fernstrom/
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Electronic Acknowledgement Receipt

EFS ID:	45749146
Application Number:	17569265
International Application Number:	
Confirmation Number:	2085
Title of Invention:	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)
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-001/04US 331846-2009
Receipt Date:	18-MAY-2022
Filing Date:	05-JAN-2022
Time Stamp:	19:53:32
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		FRNK-001_04US_Response_OA.pdf	206106 1a5f1cc7eb75b67e7fd911f56878a1d067fcce39	yes	17

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Amendment/Request for Reconsideration-After Non-Final Rejection	1	1
	Specification	2	2
	Claims	3	12
	Applicant Arguments/Remarks Made in an Amendment	13	17
Warnings:			
Information:			
	Total Files Size (in bytes):	206106	

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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.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/569,265	01/05/2022	Brian LONG	FRNK-001/04US 331846-2009	2085

58249 7590 04/05/2022

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EXAMINER	
UBALE, GAUTAM	

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3682	

NOTIFICATION DATE	DELIVERY MODE
04/05/2022	ELECTRONIC

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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.** 17/569,265	**Applicant(s)** LONG et al.		
	Examiner GAUTAM UBALE	**Art Unit** 3682	**AIA (First Inventor to File) Status** Yes	**Page** 1 of 1

All Participants (applicant, applicants representative, PTO personnel)	**Title**	**Type**
GAUTAM UBALE	Primary Examiner	Telephonic
Anders Fernstrom	Attorney of Record	

Date of Interview: 30 March 2022

Issues Discussed:

Other

Examiner and applicant's representative discussed the about deeplinks to a messaging application different from the web browser application in response to the user interaction with the promotional message causing the mobile device to automatically transition from the web browser application displaying the promotional message to the messaging application and automatically populate a text message with a destination address and a message body. Examiner informed the applicant's representative the claims as currently claim is an abstract idea with no technical improvement or improvement to a computer. However Examiner informed that the language related to two tap subscription/purchase from the supporting specification paragraphs 1012-1013, 1028-1029, and 1031-1032 will lead the claims towards the inventive concepts. No formal agreement was reached. In regards to art rejection, Examiner informed to considering the application no. 15684926 that has similar concept of web interface to autopopulate the messaging app. No formal agreement was reached.

/GAUTAM UBALE/ Primary Examiner, Art Unit 3682	

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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United States Patent and Trademark Office
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Alexandria, Virginia 22313-1450
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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
17/569,265	01/05/2022	3682	1650	FRNK-001/04US 331846-2009	30	4

CONFIRMATION NO. 2085

CORRECTED FILING RECEIPT

58249
COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

OC000000132827223

Date Mailed: 03/31/2022

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 17/496,590 10/07/2021
which 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: 01/14/2022

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 17/569,265**

Projected Publication Date: Request for Non-Publication Acknowledged

Non-Publication Request: Yes

Early Publication Request: No

** **SMALL ENTITY** **

Title

METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)

Preliminary Class

705

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.

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
17/569,265	01/05/2022	Brian LONG	FRNK-001/04US 331846-2009

CONFIRMATION NO. 2085

POA ACCEPTANCE LETTER

58249
COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

OC000000132827177

Date Mailed: 03/31/2022

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 03/29/2022.

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

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

/tlulu/

Doc Code: PA..
Document Description: Power of Attorney

PTO/AIA/82B (07-13)
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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:

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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.**

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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.

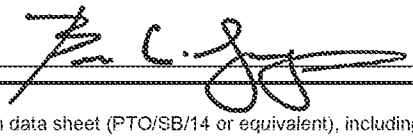
I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both.

WARNING:

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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

Doc ID: c791de3c2f70841d5d5bb92a5a638de788ef6e27

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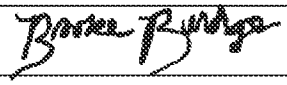
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LEGAL NAME OF INVENTOR

Inventor: Brooke BURDGE 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.

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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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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)

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- [x] United States application or PCT international application number 15/986,569 filed on May 22, 2018 .

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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.

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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: 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.

PTO/AIA/01 (06-12)
Approved for use through 01/31/2014. OMB 0651-0032
U.S. Patent and Trademark Office, U.S. DEPARTMENT OF COMMERCE
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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: 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.

Electronic Acknowledgement Receipt

EFS ID:	45347090
Application Number:	17569265
International Application Number:	
Confirmation Number:	2085
Title of Invention:	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)
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-001/04US 331846-2009
Receipt Date:	29-MAR-2022
Filing Date:	05-JAN-2022
Time Stamp:	17:32:12
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	Power of Attorney	FRNK-001_04US_Power_Attentive_Mobile.PDF	84849 5891f6e0f55b2cb3027859db542cabcb506a1113	no	1

Warnings:

Information:					
2	Oath or Declaration filed	FRNK-001-04US_Declarations.PDF	186267 28fc0bce1518231861bdd47230b4544480720d58	no	7
Warnings:					
Information:					
			Total Files Size (in bytes):	271116	

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
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
17/569,265	01/05/2022		1650	FRNK-001/04US 331846-2009	30	4

CONFIRMATION NO. 2085

FILING RECEIPT

58249
COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

OC000000131136371

Date Mailed: 01/19/2022

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

This application is a CON of 17/496,590 10/07/2021
which is a CON of 15/986,569 05/22/2018
and claims benefit of 62/511,413 05/26/2017

Domestic Applications for which benefit is claimed - None.

A proper domestic benefit claim must be provided in an Application Data Sheet in order to constitute a claim for domestic benefit. See 37 CFR 1.76 and 1.78.

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: 01/14/2022

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 17/569,265**

Projected Publication Date: Request for Non-Publication Acknowledged

Non-Publication Request: Yes

Early Publication Request: No
**** SMALL ENTITY ****
Title

METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)

Preliminary Class

Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications: No

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

Applicants may wish to consult the USPTO booklet, "General Information Concerning Patents" (specifically, the section entitled "Treaties and Foreign Patents") for more information on timeframes and deadlines for filing foreign

patent applications. The guide is available either by contacting the USPTO Contact Center at 800-786-9199, or it can be viewed on the USPTO website at http://www.uspto.gov/web/offices/pac/doc/general/index.html.

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, http://www.stopfakes.gov. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4258).

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.

Docket No.: FRNK-001/04US 331846-2009
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Inventor:	Brian LONG	Confirmation No.:	2085
Application No.:	17/569,265	Group Art Unit:	3682
Filed:	January 5, 2022	Examiner:	G. Ubale

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

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

REQUEST FOR CORRECTION OF FILING RECEIPT

Applicant requests a Corrected Filing Receipt in the above identified patent application. The Filing Receipt contains the following error:

The Domestic Priority Data should be:

This application is a CON of 17/496,590 10/07/2021

which is a CON of 15/986,569 05/22/2018

and claims benefit of 62/511,413 05/26/2017

Filed herewith is a copy of the Filing Receipt with the correction indicated. Also filed herewith is a corrected Application Data Sheet properly identifying the corrected Domestic Priority Data. Please issue an Updated Filing Receipt for this patent application.

The Commissioner 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: March 29, 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:	45343310
Application Number:	17569265
International Application Number:	
Confirmation Number:	2085
Title of Invention:	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)
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-001/04US 331846-2009
Receipt Date:	29-MAR-2022
Filing Date:	05-JAN-2022
Time Stamp:	17:04:27
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	Application Data Sheet	FRNK-001_04US_Supplemental_ADS.PDF	557451 d860020d0eea0ddb3501e52c4c32280f1d9b0f37	no	10

Warnings:

Information:					
This is not an USPTO supplied ADS fillable form					
2	Request for Corrected Filing Receipt	FRNK-001_04US_Marked_Up_OFR.PDF	883441 64c84a85c3997093b467b73bf8f5a4d97200baf9	no	4
Warnings:					
Information:					
3	Request for Corrected Filing Receipt	FRNK-001_04US_Request_Corrected_Filing_Receipt.PDF	101082 7649e5aadac48f0ac6525cfda08a9dd9f2bc1b40	no	2
Warnings:					
Information:					
			Total Files Size (in bytes):	1541974	

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New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

PTO/AIA/14 (01-22)
Approved for use through 05/31/2024. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/04US 331846-2009
	Application Number	17/569265
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	New York	State/Province	NY	Country of Residence	US

Mailing Address of Inventor:

Address 1	229 E 13th St		
Address 2	7C		
City	New York	State/Province	NY
Postal Code	10003	Country i	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	New York	State/Province	NY	Country of Residence	US

Mailing Address of Inventor:

Address 1	114 W 76th St		
Address 2	3R		
City	New York	State/Province	NY
Postal Code	10023	Country i	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-001/04US 331846-2009
	Application Number	17/569265
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	371 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

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/04US 331846-2009
	Application Number	17/569265
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**	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**	US

Mailing Address of Inventor:

Address 1	1040 Dean St		
Address 2	#312		
City	Brooklyn	**State/Province**	NY
Postal Code	11238	**Country**	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-001/04US 331846-2009	**Small Entity Status Claimed**	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	12	**Suggested Figure for Publication (if any)**	

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/04US 331846-2009
	Application Number	17/569265
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)
17/569265	Continuation of	17/496590	2021-10-07

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/04US 331846-2009
	Application Number	17/569265
Title of Invention	METHODS AND APPARATUS FOR DYNAMIC APPLICATION DEEPLINKING AT A MOBILE ELECTRONIC DEVICE	

Prior Application Status	Abandoned		Remove
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)
17/496590	Continuation of	15/986569	2018-05-22
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.

Foreign Priority Information:

This section allows for the applicant to claim priority to a foreign application. Providing this information in the application data sheet constitutes the claim for priority as required by 35 U.S.C. 119(b) and 37 CFR 1.55. When priority is claimed to a foreign application that is eligible for retrieval under the priority document exchange program (PDX)[i] the information will be used by the Office to automatically attempt retrieval pursuant to 37 CFR 1.55(i)(1) and (2). Under the PDX program, applicant bears the ultimate responsibility for ensuring that a copy of the foreign application is received by the Office from the participating foreign intellectual property office, or a certified copy of the foreign priority application is filed, within the time period specified in 37 CFR 1.55(g)(1).

Remove

Application Number	Country[i]	Filing Date (YYYY-MM-DD)	Access Code[i] (if applicable)

Additional Foreign Priority Data may be generated within this form by selecting the **Add** button.

Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications

☐ This application (1) claims priority to or the benefit of an application filed before March 16, 2013 and (2) also contains, or contained at any time, a claim to a claimed invention that has an effective filing date on or after March 16, 2013.
NOTE: By providing this statement under 37 CFR 1.55 or 1.78, this application, with a filing date on or after March 16, 2013, will be examined under the first inventor to file provisions of the AIA.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/04US 331846-2009
	Application Number	17/569265
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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/04US 331846-2009
	Application Number	17/569265
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

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.

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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/04US 331846-2009
	Application Number	17/569265
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.

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.

Signature:

NOTE: This Application Data Sheet must be signed in accordance with 37 CFR 1.33(b). **However, if this Application Data Sheet is submitted with the INITIAL filing of the application and either box A or B is not checked in subsection 2 of the "Authorization or Opt-Out of Authorization to Permit Access" section, then this form must also be signed in accordance with 37 CFR 1.14(c).**

This Application Data Sheet **must** be signed by a patent practitioner if one or more of the applicants is a **juristic entity** (e.g., corporation or association). If the applicant is two or more joint inventors, this form must be signed by a patent practitioner, **all** joint inventors who are the applicant, or one or more joint inventor-applicants who have been given power of attorney (e.g., see USPTO Form PTO/AIA/81) on behalf of **all** joint inventor-applicants.

See 37 CFR 1.4(d) for the manner of making signatures and certifications.

Signature	/Anders E. Fernstrom/			Date (YYYY-MM-DD)	2022-03-29
First Name	Anders	Last Name	Fernstrom	Registration Number	72,629

Additional Signature may be generated within this form by selecting the Add button.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/04US 331846-2009
	Application Number	17/569265
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.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/569,265	01/05/2022	Brian LONG	FRNK-001/04US 331846-2009	2085

58249 7590 03/17/2022

COOLEY LLP
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EXAMINER	
UBALE, GAUTAM	

ART UNIT	PAPER NUMBER
3682	

NOTIFICATION DATE	DELIVERY MODE
03/17/2022	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

Office Action Summary	Application No. 17/569,265	Applicant(s) LONG et al.	
	Examiner GAUTAM UBALE	Art Unit 3682	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 05 January 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) 1-30 is/are pending in the application.

5a) Of the above claim(s) _____ is/are withdrawn from consideration.

6) ☐ Claim(s) _____ is/are allowed.

7) ☑ Claim(s) 1-30 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 05 January 2022 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 action is in response to a filing filed on January 5th, 2021. Claims 1-30 are currently pending.

Notice of Pre-AIA or AIA Status

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

Claim Rejections - 35 USC § 101

3. 35 U.S.C. 101 reads as follows:

> Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

4. Claims **1-30** are rejected under 35 U.S.C. 101 because the claimed invention is directed to a judicial exception (i.e. an abstract idea) without significantly more.

Step 1: Claims 1-21 is/are drawn to method (i.e., a process), and claims 22-30 is/are drawn to processor-readable medium (i.e., a manufacture), As such, claims 1-30 is/are drawn to one of the statutory categories of invention ***(Step 1: YES).***

Step 2A - Prong One: In prong one of step 2A, the claim(s) is/are analyzed to evaluate whether it/they recite(s) a judicial exception.

Representative Claim 1: A method, comprising:

requesting a webpage via a web browser application executing on a mobile device;

receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage;

detecting, at the mobile device, a user interaction with the promotional message;

and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message,

(1) cause the mobile device to automatically transition from the web browser application displaying the promotional message to the messaging application

and (2) cause the messaging application to automatically populate a text message with a destination address and a message body in response to the user interaction with the promotional message such that the message body can be sent to the destination address to request delivery of a promotion associated with the promotional message.

(**Examiner notes:** The underlined claim terms above are interpreted as additional elements beyond the abstract idea and are further analyzed under Step 2A - Prong Two)

Under their broadest reasonable interpretation, the steps of: *requesting a webpage via a web browser application, receiving data associated with a promotional message displayed with the webpage, detecting a user interaction with the promotional message, and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message to automatically transition from the web browser application displaying the promotional message to the messaging application and (2) cause the messaging application to automatically populate a text message with a destination address and a message body in response to the user interaction with the promotional*

message such that the message body can be sent to the destination address to request delivery of a promotion associated with the promotional message (i.e., recite a process, that, under their broadest reasonable interpretation, covers performance of the limitation(s) in the *commercial interactions (including agreements in the form of contracts; advertising, marketing or sales activities or behaviors; business relationship)*, then it falls within the "certain methods of organizing human activity" subject matter grouping of abstract ideas.

Dependent claims 2-12, 14-21, 23-28, and 30 further narrow the abstract idea by detecting a second user interaction with the text message and in response sending the message body to the destination address to cause delivery of the promotion, first user interaction and the second user interaction are the only user interactions detected by the mobile device between the promotional message displaying via the web browser application and the message body being sent to cause delivery of the promotion, receiving an integration tag in response to requesting the webpage and sending user data and automatically populating the message body with a custom message based on the user data, storing a cookie in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application and executing the URI to cause the messaging application to automatically populate the message body with a custom message based on the cookie, sending user data to the at least one server in response to the code associated with at least one of the webpage or the promotional message being executed by the web browser application, sending user data associated with at least one of the webpage or the promotional message being executed by the web browser application, the URI defined based in part on the user data and executing the URI to cause the messaging application to automatically populate the message body with a fingerprint based on the user data, sending the text message to a promoter to cause delivery of the promotion to a user of the mobile

device without the promoter charging the user a fee, the promotion is a subscription, wherein the messaging application is not provided by an entity providing the promotion or facilitating delivery of the promotion, sending a signal including an identification of an operating system (i.e., one or more concepts performed in the human mind, such as one or more observations, evaluations, judgments, opinions), then it also falls within the "Mental Processes" and commercial interactions *(including agreements in the form of contracts; advertising, marketing or sales activities or behaviors; business relationship)*, then it falls within the "certain methods of organizing human activity", and is an abstract idea.

Independent claim(s) 13, 22, and 29 recite/describe nearly identical steps (and therefore also recite limitations that fall within this subject matter grouping of abstract ideas), and this/these claim(s) is/are therefore determined to recite an abstract idea under the same analysis.

As such, the Examiner concludes that claim 1 *recites* an abstract idea ***(Step 2A – Prong One: YES).***

Step 2A - Prong Two: In prong two of step 2A, an evaluation is made whether a claim recites any additional element, or combination of additional elements, that integrate the exception into a practical application of that exception. An "addition element" is an element that is recited in the claim in addition to (beyond) the judicial exception (i.e., an element/limitation that sets forth an abstract idea is not an additional element). The phrase "integration into a practical application" is defined as requiring an additional element or a combination of additional elements in the claim to apply, rely on, or use the judicial exception in a manner that imposes a meaningful limit on the judicial exception, such that it is more than a drafting effort designed to monopolize the exception.

The requirement to execute the claimed steps/functions using *a mobile device, server, memory, etc.* (Claim 1, 13, 22, and 29) is/are equivalent to adding the words "apply it" on a generic computer and/or mere instructions to implement the abstract idea on a generic computer.

Similarly, the limitations of applying *a mobile device, server, memory, etc.* (Independent Claim(s) 1, 13, 22, and 29, and dependent claims 2-12, 14-21, 23-28, and 30) are recited at a high level of generality and amount to no more than mere instructions to apply the exception using generic computer components. This/these limitation(s) do/does not impose any meaningful limits on practicing the abstract idea, and therefore do/does not integrate the abstract idea into a practical application (*see MPEP 2106.05(f)*).

Further, the additional limitations beyond the abstract idea identified above, serves merely to generally link the use of the judicial exception to a particular technological environment or field of use. Specifically, it/they serve(s) to limit the application of the abstract idea to computerized environments (e.g., requesting, receiving, detecting, populating, interacting, sending, etc. steps performed by *a mobile device, server, memory, etc.*). This reasoning was demonstrated in *Intellectual Ventures I LLC v. Capital One Bank* (Fed. Cir. 2015), where the court determined "an abstract idea does not become nonabstract by limiting the invention to a particular field of use or technological environment, such as the Internet [or] a computer"). This/these limitation(s) do/does not impose any meaningful limits on practicing the abstract idea, and therefore do/does not integrate the abstract idea into a practical application (see *MPEP 2106.05(h)*).

The recited additional element(s) of *requesting a webpage via a web browser application executing on a mobile device, receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage and cause the*

messaging application to automatically populate a text message with a destination address and a message body in response to the user interaction with the promotional message such that the message body can be sent to the destination address to request delivery of a promotion associated with the promotional message (Claim(s) 1, 13, 22, and 29), additionally and/or alternatively simply append insignificant extra-solution activity to the judicial exception, (*e.g.*, mere pre-solution activity, such as data gathering, in conjunction with an abstract idea). The recited additional element(s) do not meaningfully limit the claim because to perform an advertising activity by receiving data associated with a promotional message displayed with the webpage and cause the messaging application to automatically populate a text message with a destination address and a message body in response to the user interaction with the promotional message such that the message body can be sent to the destination address to request delivery of a promotion associated with the promotional message would be required in any implementation of the abstract idea. This/these limitation(s) do/does not impose any meaningful limits on practicing the abstract idea, and therefore do/does not integrate the abstract idea into a practical application. (*See MPEP 2106.05(g)*).

Dependent claim 2-12, 14-21, 23-28, and 30 fail to include any additional elements. In other words, each of the limitations/elements recited in respective dependent claims is/are further part of the abstract idea as identified by the Examiner for each respective dependent claim (i.e. they are part of the abstract idea recited in each respective claim).

The Examiner has therefore determined that the additional elements, or combination of additional elements, do not integrate the abstract idea into a practical application. Accordingly, the claim(s) is/are *directed* to an abstract idea ***(Step 2A – Prong two: NO).***

Step 2B: In step 2B, the claims are analyzed to determine whether any additional element, or combination of additional elements, is/are sufficient to ensure that the claims amount to significantly more than the judicial exception. This analysis is also termed a search for an "inventive concept." An "inventive concept" is furnished by an element or combination of elements that is recited in the claim in addition to (beyond) the judicial exception, and is sufficient to ensure that the claim as a whole amounts to significantly more than the judicial exception itself. *Alice Corp.*, 134 S. Ct. at 2355, 110 USPQ2d at 1981 (citing *Mayo*, 566 U.S. at 72-73, 101 USPQ2d at 1966).

As discussed above in "Step 2A – Prong 2", the identified additional elements in independent claim(s) 1, 13, 22, and 29, and dependent claims 2-12, 14-21, 23-28, and 30 are equivalent to adding the words "apply it" on a generic computer, and/or generally link the use of the judicial exception to a particular technological environment or field of use. Therefore, the claims as a whole do not amount to significantly more than the judicial exception itself.

The recited additional element(s) of *requesting a webpage via a web browser application executing on a mobile device, receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage and cause the messaging application to automatically populate a text message with a destination address and a message body in response to the user interaction with the promotional message such that the message body can be sent to the destination address to request delivery of a promotion associated with the promotional message* (Claim(s) 1, 13, 22, and 29), additionally and/or alternatively simply append insignificant extra-solution activity to the judicial exception, (*e.g.,* mere pre-solution activity, such as data gathering, in conjunction with an abstract idea) i.e. receiving data associated with a promotional message displayed with the webpage and cause the messaging

application to automatically populate a text message with a destination address and a message body in response to the user interaction with the promotional message such that the message body can be sent to the destination address to request delivery of a promotion associated with the promotional message is similar to "Receiving or transmitting data over a network, e.g., using the Internet to gather data", *Symantec*, 838 F.3d at 1321, 120 USPQ2d at 1362 (utilizing an intermediary computer to forward information), "Storing and retrieving information in memory", *Versata Dev. Group, Inc. v. SAP Am., Inc.*, 793 F.3d 1306, 1334, 115 USPQ2d 1681, 1701 (Fed. Cir. 2015); OIP Techs., 788 F.3d at 1363, 115 USPQ2d at 1092-93; "Presenting offers to potential customers and gathering statistics generated based on the testing about how potential customers responded to the offers; the statistics are then used to calculate an optimized price", *OIP Techs.*, 788 F.3d at 1362-63, 115 USPQ2d at 1092-93, *buySAFE, Inc. v. Google, Inc.*, 765 F.3d 1350, 1355, 112 USPQ2d 1093, 1096 (Fed. Cir. 2014) (computer receives and sends information over a network), is a well-understood, routine, and conventional function when it is claimed in a merely generic manner (as it is here) (See *MPEP 2106.05(d) (II)*).

This conclusion is based on a factual determination. Applicant's own disclosure at paragraph [1024] acknowledges that "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 applicant's disclosure [1061], discloses the 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 to perform the steps of receiving data associated with user to deliver promotion associated with promotional message (i.e. conventional nature of receiving and transmitting data/messages over a network). This additional element therefore do not ensure the claim amounts to significantly more than the abstract idea.

Viewing the additional limitations in combination also shows that they fail to ensure the claims amount to significantly more than the abstract idea. When considered as an ordered combination, the additional components of the claims add nothing that is not already present when considered separately, and thus simply append the abstract idea with words equivalent to "apply it" on a generic computer and/or mere instructions to implement the abstract idea on a generic computer or/and append the abstract idea with insignificant extra solution activity associated with the implementation of the judicial exception, (e.g., mere data gathering, post-solution activity) and/or simply appending well-understood, routine, conventional activities previously known to the industry, specified at a high level of generality, to the judicial exception.

The dependent claims 2-12, 14-21, 23-28, and 30 fail to include any additional elements. In other words, each of the limitations/elements recited in respective independent claims is/are further part of the abstract idea as identified by the Examiner for each respective dependent claim (i.e. they are part of the abstract idea recited in each respective claim).

The Examiner has therefore determined that no additional element, or combination of additional claims elements is/are sufficient to ensure the claim(s) amount to significantly more than the abstract idea identified above ***(Step 2B: NO)***.

Therefore, claims 1-30 are not eligible subject matter under 35 USC 101.

Claim Rejections - 35 USC § 103

5. In the event the determination of the status of the application as subject to AIA 35 U.S.C. 102 and 103 (or as subject to pre-AIA 35 U.S.C. 102 and 103) is incorrect, any correction of the statutory basis for the rejection will not be considered a new ground of rejection if the prior art relied upon, and the rationale supporting the rejection, would be the same under either status:

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

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

6. The factual inquiries set forth in Graham v. John Deere Co., 383 U.S. 1, 148 USPQ 459 (1966), that are applied for establishing a background for determining obviousness under pre-AIA 35 U.S.C. 103(a) are summarized as follows:

1. Determining the scope and contents of the prior art.

2. Ascertaining the differences between the prior art and the claims at issue.

3. Resolving the level of ordinary skill in the pertinent art.

4. Considering objective evidence present in the application indicating obviousness or nonobviousness.

7. 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. Applicant is advised of the obligation under 37 CFR 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.

8. **Claims 1-30 are rejected under 35 U.S.C. 103 as being unpatentable over U.S. Pub. 20170228797 ("Nath") in view of U.S Pub. 20210233097 ("Doumar").**

9. **As per claims 1 and 22, Nath** discloses, *requesting a webpage via a web browser application executing on a mobile device* ("user 101 at user device 110 may direct a browser application running on device 110 to a particular Internet Protocol (IP) address of publisher site 140 on Internet 120. Depending upon user input, publisher site 140 may present a product or service search page containing various links to user 101. This product or service search page may contain one or more links to advertiser 150. Publisher 140 and Advertiser 150 may be clients of ad network 160. If user 101 views or clicks on an ad published by publisher 140, advertiser 150 may pay publisher for that view or click") (0048, 0079);

receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage (i.e. After the user clicks on the deep-linked ad they are redirected to a checkout page containing pre-populated fields obtained from the product information of the deep-linked ad) ("the user may be watching a movie with an actor using an iPhone 4G. The movie may embed data tagging synchronized with the video, whereby certain product identifications can be made available to the ad system. Knowledge of the product in use

can then be used to set the appropriate variables, such as Vertical can be set to Electronics, Product can be set to Smart Phones, Model can be set to iPhone 4G, etc. A deep-linked ad presented at this point can be precisely targeted to an iPhone 4G available for purchase in the geographic vicinity, and clicking on the ad might take the user directly to the iPhone 4G checkout page on the advertising site") (0105);

detecting, at the mobile device, a user interaction with the promotional message ("ad system can detect the product or attribute hovered over, and present deep-linked ads with all known variables set") (0104);

and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message (i.e. After the user clicks on the deep-linked ad they are redirected to a checkout page containing pre-populated fields obtained from the product information of the deep-linked ad) ("the user may be watching a movie with an actor using an iPhone 4G. The movie may embed data tagging synchronized with the video, whereby certain product identifications can be made available to the ad system. Knowledge of the product in use can then be used to set the appropriate variables, such as Vertical can be set to Electronics, Product can be set to Smart Phones, Model can be set to iPhone 4G, etc. A deep-linked ad presented at this point can be precisely targeted to an iPhone 4G available for purchase in the geographic vicinity, and clicking on the ad might take the user directly to the iPhone 4G checkout page on the advertising site") (0105, 0095-0098).

Nath specifically doesn't disclose, (1) cause the mobile device to automatically transition from the web browser application displaying the promotional message to the messaging application and (2) cause the messaging application to automatically populate a text message with a destination address and a message body in response to the user interaction with the promotional message such that the message body can be sent to the destination address to request delivery of a promotion associated with the promotional message, however **Doumar** discloses, *(1) cause the mobile device to automatically transition from the web browser application displaying the promotional message to the messaging application* ("The call-to-action link triggers a prepopulated text message on a user's mobile device, whereby the user needs to only press send, and receive the sales promotion text message in return. The returned text message may provide the sales promotion in a variety of ways, such as a scannable bar code or QR code, a hypertext or URL link, a alphanumeric text, or other medium send-able via messaging services and usable by business establishments") (0004);

and (2) cause the messaging application to automatically populate a text message with a destination address and a message body in response to the user interaction with the promotional message such that the message body can be sent to the destination address to request delivery of a promotion associated with the promotional message ("The link automatically opens the customer's mobile text messaging application with a prepopulated text message to the business, whereby the customer must simply press "send" 5703. The sent text message triggers a return text message 5704 generated by the system comprising some form of the coupon, free trial, or voucher. The form may be a graphic sent over multimedia messaging service (MMS), a uniform resource locator (URL) link, a QR code, an alphanumeric code, text, or any other type of media possible to send over a messaging service") (0120-0121).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, as disclosed by **Nath**, (1) cause the mobile device to automatically transition from the web browser application displaying the promotional message to the messaging application and (2) cause the messaging application to automatically populate a text message with a destination address and a message body in response to the user interaction with the promotional message such that the message body can be sent to the destination address to request delivery of a promotion associated with the promotional message, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

10. **As per claims 2 and 23, Nath** discloses, *detecting, at the mobile device, a second user interaction with the text message* ("ad system can detect the product or attribute hovered over, and present deep-linked ads with all known variables set") (0104-0105).

Nath specifically doesn't disclose, and in response to the detecting a user interaction with the text message, sending the message body from the mobile device to the destination address to cause delivery of the promotion, however **Doumar** discloses, *and in response to the detecting a user interaction with the text message, sending the message body from the mobile device to the destination address to cause delivery of the promotion* ("The link automatically opens the customer's mobile text messaging application with a prepopulated text message to the business, whereby the customer must simply press "send" 5703. The sent text message triggers a return text message 5704 generated by the system comprising some form of the coupon, free trial, or voucher. The form may be a graphic sent over multimedia messaging service (MMS), a uniform resource locator (URL) link, a QR code, an alphanumeric code, text, or any other type of media possible to send over a messaging service") (0120-0121).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, as disclosed by **Nath**, and in response to the detecting a user interaction with the text message, sending the message body from the mobile device to the destination address to cause delivery of the promotion, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to

the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

11. **As per claims 3, Nath** specifically doesn't disclose, first user interaction and the second user interaction are the only user interactions detected by the mobile device between the promotional message displaying via the web browser application and the message body being sent to cause delivery of the promotion, however **Doumar** discloses, *wherein the first user interaction and the second user interaction are the only user interactions detected by the mobile device between the promotional message displaying via the web browser application and the message body being sent to cause delivery of the promotion* ("The customer clicks the "text us now" button and his or her default mobile messaging application opens with (or without according to one aspect) a default message prepopulated. The default message may be along the lines of "Hi, I'm interested in specific vehicle." Wherein the "specific vehicle" is the vehicle from the advertisement. Now, depending on how the business set up the omni-channel text-based communicator platform 160, the incoming text message may go into a round-robin process looking for an available salesperson, or may be converted into an email or webchat, or any combination of communication technologies. The customer never had to leave the advertisement to communicate about the product or service advertised") (0116).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile

device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, as disclosed by **Nath**, first user interaction and the second user interaction are the only user interactions detected by the mobile device between the promotional message displaying via the web browser application and the message body being sent to cause delivery of the promotion, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

12. **As per claims 4, Nath** specifically doesn't disclose, receiving an integration tag in response to requesting the webpage and sending user data to the at least one server in response to the integration tag, however **Doumar** discloses, *receiving an integration tag in response to requesting the webpage* ("omni-channel text-based communicator platform will generate HTML code complete with a script pointing to the generated redirect URL 5404. Otherwise, no HTML code or script is necessary, and a CTA redirect URL is generated") (0118);

and sending user data to the at least one server in response to the integration tag executing ("the adaptive ad campaign manager 920 which uses an SMS server to respond to the user's phone call 925 with a link, or button, allowing them to complete a transaction, view a website or web page, or perform some other CTA 930. Alternatively, a call may be redirected to

a redirect server, which handles the phone redirection and SMS response containing the CTA, rather than the call being directed to the adaptive campaign manager") (0126).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, as disclosed by **Nath**, receiving an integration tag in response to requesting the webpage and sending user data to the at least one server in response to the integration tag, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

13. **As per claims 5, Nath** specifically doesn't disclose, sending user data to the at least one server and automatically populating the message body with a custom message based on the user data, however **Doumar** discloses, *sending user data to the at least one server* ("Customer attributions may include identifying information about the customer and their selections, as much as permitted by law and desired in the configuration of the system") (0192);

and automatically populating the message body with a custom message based on the user data ("The link automatically opens the customer's mobile text messaging application with a prepopulated text message to the business, whereby the customer must simply press "send" 5703. The sent text message triggers a return text message 5704 generated by the system comprising some form of the coupon, free trial, or voucher. The form may be a graphic sent over multimedia messaging service (MMS), a uniform resource locator (URL) link, a QR code, an alphanumeric code, text, or any other type of media possible to send over a messaging service") (0120-0121).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, as disclosed by **Nath**, sending user data to the at least one server and automatically populating the message body with a custom message based on the user data, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

14. **As per claims 6, Nath** specifically doesn't disclose, storing a cookie in a memory of the mobile device in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application and executing the URI to cause the messaging application to automatically populate the message body with a custom message based on the cookie, however **Doumar** discloses, *storing a cookie in a memory of the mobile device in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application* ("a system of adaptive advertisement within a mobile application, according to an embodiment. First a user may register with a communications and advertisement application for service, and input their personal data 3610. Personal data may include fields such as date of birth, name, location, gender or sex, sexual orientation, income, or any other data as needed by the communications and advertisement integration application. After a user registers and enters their selected data, a user may input further select data into the application to be used for varying services such as keeping track of personal reminders, keeping track of important dates such as birthdays of loved ones, and matching select personal data with companies and offers that coincide with specified preferences and data 3620, for instance through a variety of menu options, text fields, and more. A user may or may not then utilize the application to send manual or automated media communications through text or voice to phone contacts, with the option of utilizing third party individuals affiliated with the application such as celebrities to license media for these communications 3630. For instance, after a user has registered and entered relevant personal data into the application, they may specify that automated "happy birthday" messages should be sent to their relatives as specified in the application") (0192);

and executing the URI to cause the messaging application to automatically populate the message body with a custom message based on the cookie ("Each vehicle may have a unique advertisement with a unique redirect URL containing information about the specific ad, that when a customer clicks to communicate with the business, the business receives that information and is ever-more prepared to close the sale. A specific use case within the auto sales industry is a customer interested in a specific used vehicle. During an Internet search on his or her mobile device 5510 for that vehicle, an advertisement for the vehicle is displayed, the advertisement comprising a "text us now" button 5520, i.e., link, as shown in FIG. 55") (0116).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, as disclosed by **Nath**, storing a cookie in a memory of the mobile device in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application and executing the URI to cause the messaging application to automatically populate the message body with a custom message based on the cookie, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to the networks may include audio data,

visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

15. **As per claims 7, Nath** discloses, *sending user data to the at least one server in response to the code associated with at least one of the webpage or the promotional message being executed by the web browser application* ("the user's browser to fetch and display a deep-linked page on the advertiser site. In one embodiment, a product may be identified from product attributes and/or parent elements of the selection being clicked or hovered over. The user's browser is therefore caused to fetch and display a deep-linked page for the product") (0098).

16. **As per claims 8, Nath** discloses, *sending user data to the at least one server in response to the code associated with at least one of the webpage or the promotional message being executed by the web browser application, the URI defined based in part on the user data* ("the user's browser to fetch and display a deep-linked page on the advertiser site. In one embodiment, a product may be identified from product attributes and/or parent elements of the selection being clicked or hovered over. The user's browser is therefore caused to fetch and display a deep-linked page for the product") (0098).

Nath specifically doesn't disclose, executing the URI to cause the messaging application to automatically populate the message body with a custom message based on the cookie, however **Doumar** discloses, *and executing the URI to cause the messaging application to automatically populate the message body with a custom message based on the cookie* ("The link automatically opens the customer's mobile text messaging application with a prepopulated text message to the business, whereby the customer must simply press "send" 5703. The sent text

message triggers a return text message 5704 generated by the system comprising some form of the coupon, free trial, or voucher. The form may be a graphic sent over multimedia messaging service (MMS), a uniform resource locator (URL) link, a QR code, an alphanumeric code, text, or any other type of media possible to send over a messaging service") (0120).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, as disclosed by **Nath**, executing the URI to cause the messaging application to automatically populate the message body with a custom message based on the cookie, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

17. **As per claims 9, Nath** specifically doesn't disclose, sending the text message to a promoter to cause delivery of the promotion to a user of the mobile device without the promoter charging the user a fee, however **Doumar** discloses, *sending the text message to a promoter to cause delivery of the promotion to a user of the mobile device without the promoter charging the*

user a fee ("Such a CTA may be a tappable or clickable link, button, referral, or other similar CTA fulfillment method for phones, should other or newer methods arise. The CTA is such an implementation that the user, upon completion of the CTA, is directed to a link destination 2110 over a network such as the Internet 2150, for example to complete purchase of a product or take a survey. A combination of the user's access of the destination link 2110 and their actions upon reaching the link (such as completion of a purchase, or not) may be recorded in analytics 2155. For example, using this method, a user may register with a newsletter or subscribe to an organization's promotional advertisements via email, and see an advertisement on a received email for a car part on sale, call the phone number, have the call be canceled and responded to with an automated SMS that contains a tappable or clickable or otherwise actionable link to a product landing page, and may then purchase the product on their mobile device right away depending on the user interface of the destination link, while having their initial call and their action with the CTA contained in the SMS, as well as possibly their action on the destination such as a landing page itself, all recorded in analytics. In this way, a more complete customer analytics profile may be formed") (0135).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the

user interaction with the promotional message, as disclosed by **Nath**, s sending the text message to a promoter to cause delivery of the promotion to a user of the mobile device without the promoter charging the user a fee, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

18. **As per claims 10, Nath** specifically doesn't disclose, wherein the promotion is a subscription, however **Doumar** discloses, *wherein the promotion is a subscription* ("Such a CTA may be a tappable or clickable link, button, referral, or other similar CTA fulfillment method for phones, should other or newer methods arise. The CTA is such an implementation that the user, upon completion of the CTA, is directed to a link destination 2110 over a network such as the Internet 2150, for example to complete purchase of a product or take a survey. A combination of the user's access of the destination link 2110 and their actions upon reaching the link (such as completion of a purchase, or not) may be recorded in analytics 2155. For example, using this method, a user may register with a newsletter or subscribe to an organization's promotional advertisements via email, and see an advertisement on a received email for a car part on sale, call the phone number, have the call be canceled and responded to with an automated SMS that contains a tappable or clickable or otherwise actionable link to a product landing page, and may then purchase the product on their mobile device right away depending on the user interface of the destination link, while having their initial call and their action with the CTA contained in the SMS, as well as possibly their action on the destination such as a landing page itself, all recorded in analytics. In this way, a more complete customer analytics profile may be formed") (0135).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, as disclosed by **Nath**, wherein the promotion is a subscription, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

19. **As per claims 11, Nath** specifically doesn't disclose, wherein the messaging application is not provided by an entity providing the promotion or facilitating delivery of the promotion, however **Doumar** discloses, *wherein the messaging application is not provided by an entity providing the promotion or facilitating delivery of the promotion* ("the text message transmitted by the customer computing device 2608 is received by adaptive ad campaign manager 2602. The received text message includes embedded customer computing device specific data and product description page specific data. An example of the customer computing device specific data is a customer computing device phone number. Examples of the product description specific data include, but are not limited to, a product description page identifier identifying the product

description page displayed on the customer computing device 2608 and a product description page link associated with the displayed product description page") (0184).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, as disclosed by **Nath**, wherein the messaging application is not provided by an entity providing the promotion or facilitating delivery of the promotion, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

20. **As per claims 12, Nath** specifically doesn't disclose, an identification of an operating system of the mobile device, the URI being specific to the operating system of the mobile device, however **Doumar** discloses, *sending a signal to the at least one server including an identification of an operating system of the mobile device, the URI being specific to the operating system of the mobile device* ("A user mobile device with a communications and advertising application 3510 exists which may be used by a consumer while connected to a network or

multiple networks 3520, such as but not limited to the Internet or a Cellular Network, and which may be a smartphone or other manner of mobile device such as a tablet, or personal computing device. The operating system of such a device may range from such software as ANDROID™, IOS™, WINDOWS™, LINUX™, or others, and a second mobile device 3511 may also operate on at least one of the same networks 3520 as the first mobile device 3510, and may be communicated with over that network or networks") (0193).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, as disclosed by **Nath**, an identification of an operating system of the mobile device, the URI being specific to the operating system of the mobile device, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

21. **As per claims 13 and 29, Nath** discloses, *receiving, at **at** least one server, user data in response to a first application executing on the mobile device requesting and/or loading a*

promotional message (please make appropriate correction to remove the repeated word bolded. i.e. After the user clicks on the deep-linked ad they are redirected to a checkout page containing pre-populated fields obtained from the product information of the deep-linked ad) ("the user may be watching a movie with an actor using an iPhone 4G. The movie may embed data tagging synchronized with the video, whereby certain product identifications can be made available to the ad system. Knowledge of the product in use can then be used to set the appropriate variables, such as Vertical can be set to Electronics, Product can be set to Smart Phones, Model can be set to iPhone 4G, etc. A deep-linked ad presented at this point can be precisely targeted to an iPhone 4G available for purchase in the geographic vicinity, and clicking on the ad might take the user directly to the iPhone 4G checkout page on the advertising site") (0105);

and sending the URI from the at least one server to the mobile device such that, when a user of the mobile device interacts with the promotional message via the first application (i.e. After the user clicks on the deep-linked ad they are redirected to a checkout page containing pre-populated fields obtained from the product information of the deep-linked ad) ("the user may be watching a movie with an actor using an iPhone 4G. The movie may embed data tagging synchronized with the video, whereby certain product identifications can be made available to the ad system. Knowledge of the product in use can then be used to set the appropriate variables, such as Vertical can be set to Electronics, Product can be set to Smart Phones, Model can be set to iPhone 4G, etc. A deep-linked ad presented at this point can be precisely targeted to an iPhone 4G available for purchase in the geographic vicinity, and clicking on the ad might take the user directly to the iPhone 4G checkout page on the advertising site") (0105).

Nath specifically doesn't disclose, defining, at the at least one server and based on the user data, a uniform resource identifier (URI) that deeplinks to a second application, the second

application being a messaging application that is different from the first application, the URI causes the mobile device to (1) automatically render a user interface of the second application and (2) automatically populate a custom text message, the second application configured to send the custom text message upon detection of a user interaction with the second application to cause delivery of a promotion, however **Doumar** discloses, *defining, at the at least one server and based on the user data, a uniform resource identifier (URI) that deeplinks to a second application, the second application being a messaging application that is different from the first application* ("The call-to-action link triggers a prepopulated text message on a user's mobile device, whereby the user needs to only press send, and receive the sales promotion text message in return. The returned text message may provide the sales promotion in a variety of ways, such as a scannable bar code or QR code, a hypertext or URL link, a alphanumeric text, or other medium send-able via messaging services and usable by business establishments") (0004);

the URI causes the mobile device to (1) automatically render a user interface of the second application ("an advertisement for the vehicle is displayed, the advertisement comprising a "text us now" button 5520, i.e., link, as shown in FIG. 55. The customer clicks the "text us now" button and his or her default mobile messaging application opens with (or without according to one aspect) a default message prepopulated") (0116);

and (2) automatically populate a custom text message, the second application configured to send the custom text message upon detection of a user interaction with the second application to cause delivery of a promotion ("The link automatically opens the customer's mobile text messaging application with a prepopulated text message to the business, whereby the customer must simply press "send" 5703. The sent text message triggers a return text message 5704 generated by the system comprising some form of the coupon, free trial, or voucher. The form

may be a graphic sent over multimedia messaging service (MMS), a uniform resource locator (URL) link, a QR code, an alphanumeric code, text, or any other type of media possible to send over a messaging service") (0120-0121).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, as disclosed by **Nath**, defining, at the at least one server and based on the user data, a uniform resource identifier (URI) that deeplinks to a second application, the second application being a messaging application that is different from the first application, the URI causes the mobile device to (1) automatically render a user interface of the second application and (2) automatically populate a custom text message, the second application configured to send the custom text message upon detection of a user interaction with the second application to cause delivery of a promotion, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

22. **As per claims 14, Nath** specifically doesn't disclose, receiving, at the at least one server and from the mobile device, the custom text message, however **Doumar** discloses, *receiving, at the at least one server and from the mobile device, the custom text message* ("The link automatically opens the customer's mobile text messaging application with a prepopulated text message to the business, whereby the customer must simply press "send" 5703. The sent text message triggers a return text message 5704 generated by the system comprising some form of the coupon, free trial, or voucher. The form may be a graphic sent over multimedia messaging service (MMS), a uniform resource locator (URL) link, a QR code, an alphanumeric code, text, or any other type of media possible to send over a messaging service") (0120-0121).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, as disclosed by **Nath**, receiving, at the at least one server and from the mobile device, the custom text message, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

23. **As per claims 15, Nath** specifically doesn't disclose, facilitating delivery of a promotion associated with the promotional message to the user in response to the custom text message being sent, however **Doumar** discloses, *facilitating delivery of a promotion associated with the promotional message to the user in response to the custom text message being sent* ("messages 5112 such as SMS messages will be generated providing content as described in previous figures. Additionally, details and other telemetry will be sent to the agent of highest priority 5111. That agent may be any agent in the chain that actually made contact with the customer, or an agent that received a voicemail from the customer. Upon completion of a conversation, or lack thereof, recorded audio and other details and reports are stored 5113 with the customer's profile in the CRM database 5104. At all times, uniquely identifying contact information, e.g., phone number, email, etc., of the customer and agents are hidden from each other regardless of which communication channel is used") (0210).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, as disclosed by **Nath**, r facilitating delivery of a promotion associated with the promotional message to the user in response to the custom text

message being sent, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

24. **As per claims 16, Nath** specifically doesn't disclose, wherein the URI is defined such that when the URI is initiated the custom text message is populated with an address associated with a promoter of the promotion, however **Doumar** discloses, *wherein the URI is defined such that when the URI is initiated the custom text message is populated with an address associated with a promoter of the promotion* ("During an Internet search on his or her mobile device 5510 for that vehicle, an advertisement for the vehicle is displayed, the advertisement comprising a "text us now" button 5520, i.e., link, as shown in FIG. 55. The customer clicks the "text us now" button and his or her default mobile messaging application opens with (or without according to one aspect) a default message prepopulated. The default message may be along the lines of "Hi, I'm interested in specific vehicle." Wherein the "specific vehicle" is the vehicle from the advertisement") (0116).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging

application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, as disclosed by **Nath**, wherein the URI is defined such that when the URI is initiated the custom text message is populated with an address associated with a promoter of the promotion, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

25. **As per claims 17, Nath** specifically doesn't disclose, wherein the URI is defined based on an identity of the at least one of the mobile device or the user ascertained from the user data, however **Doumar** discloses, *wherein the URI is defined based on an identity of the at least one of the mobile device or the user ascertained from the user data* ("Logging into an application is an understood procedure by which a user provides a recognized username and password, whether the username is user-defined or some identifier such as their email address, to confirm user identity") (0138).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging

application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, as disclosed by **Nath**, wherein the URI is defined based on an identity of the at least one of the mobile device or the user ascertained from the user data, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

26. **As per claims 18, Nath** specifically doesn't disclose, sending, from the at least one server and to the mobile device, code to cause the mobile device to store a cookie in response to the first application executing on the mobile device requesting and/or loading the promotional message, the user data including data associated with the cookie, and a body of the custom text message including customized content that is associated with the cookie, however **Doumar** discloses, *sending, from the at least one server and to the mobile device, code to cause the mobile device to store a cookie in response to the first application executing on the mobile device requesting and/or loading the promotional message, the user data including data associated with the cookie, and a body of the custom text message including customized content that is associated with the cookie* ("a system of adaptive advertisement within a mobile application, according to an embodiment. First a user may register with a communications and advertisement application for service, and input their personal data 3610. Personal data may include fields such as date of birth, name, location, gender or sex, sexual orientation, income, or any other data as needed by the communications and advertisement integration application. After a user registers and enters their selected data, a user may input further select data into the application to be used

for varying services such as keeping track of personal reminders, keeping track of important dates such as birthdays of loved ones, and matching select personal data with companies and offers that coincide with specified preferences and data 3620, for instance through a variety of menu options, text fields, and more. A user may or may not then utilize the application to send manual or automated media communications through text or voice to phone contacts, with the option of utilizing third party individuals affiliated with the application such as celebrities to license media for these communications 3630. For instance, after a user has registered and entered relevant personal data into the application, they may specify that automated "happy birthday" messages should be sent to their relatives as specified in the application") (0192).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, as disclosed by **Nath**, sending, from the at least one server and to the mobile device, code to cause the mobile device to store a cookie in response to the first application executing on the mobile device requesting and/or loading the promotional message, the user data including data associated with the cookie, and a body of the custom text message including customized content that is associated with the cookie, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad

campaign manager to the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

27. **As per claims 19, Nath** specifically doesn't disclose, identifying at least one of the mobile device or the user based on the user data, the URI defined based on an identity of the at least one of the mobile device or the user such that a message body of the customized text message is automatically populated with custom content based on the identity of the at least one of the mobile device or the user, however **Doumar** discloses, *identifying at least one of the mobile device or the user based on the user data* ("Customer attributions may include identifying information about the customer and their selections, as much as permitted by law and desired in the configuration of the system. By contrast, a summary customer attribution 3419 may be a similar attribution but with less or an equivalent amount of interaction and identifying data, without third-party attribution data, due to a smaller amount of interaction") (0192), *the URI defined based on an identity of the at least one of the mobile device or the user such that a message body of the customized text message is automatically populated with custom content based on the identity of the at least one of the mobile device or the user* ("The customer clicks the "text us now" button and his or her default mobile messaging application opens with (or without according to one aspect) a default message prepopulated. The default message may be along the lines of "Hi, I'm interested in specific vehicle." Wherein the "specific vehicle" is the vehicle from the advertisement") (0116).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application

executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, as disclosed by **Nath**, identifying at least one of the mobile device or the user based on the user data, the URI defined based on an identity of the at least one of the mobile device or the user such that a message body of the customized text message is automatically populated with custom content based on the identity of the at least one of the mobile device or the user, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

28. **As per claims 20, Nath** specifically doesn't disclose, identifying at least one of the mobile device or the user based on the user data, the URI defined based on an identity of the at least one of the mobile device or the user such that a message body of the customized text message is automatically populated with custom content based on the identity of the at least one of the mobile device or the user, however **Doumar** discloses, *wherein the second application is a default messaging application installed on the mobile device* ("a customer visits a business's website 5701 and sees a call-to-action button, i.e., tap-to-text button, for a coupon, free trial, or voucher. The tap-to-text button may be replaced with other words or graphics such as "Get free

pass" button or link 5702. The link automatically opens the customer's mobile text messaging application with a prepopulated text message to the business, whereby the customer must simply press "send" 5703. The sent text message triggers a return text message 5704 generated by the system comprising some form of the coupon, free trial, or voucher") (0120).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, as disclosed by **Nath**, identifying at least one of the mobile device or the user based on the user data, the URI defined based on an identity of the at least one of the mobile device or the user such that a message body of the customized text message is automatically populated with custom content based on the identity of the at least one of the mobile device or the user, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

29. **As per claims 21, Nath** specifically doesn't disclose, identifying at least one of the mobile device or the user based on the user data, the URI defined based on an identity of the at

least one of the mobile device or the user such that a message body of the customized text message is automatically populated with custom content based on the identity of the at least one of the mobile device or the user, however **Doumar** discloses, *the custom text message is a short messaging service (SMS) message* ("a customer visits a business's website 5701 and sees a call-to-action button, i.e., tap-to-text button, for a coupon, free trial, or voucher. The tap-to-text button may be replaced with other words or graphics such as "Get free pass" button or link 5702. The link automatically opens the customer's mobile text messaging application with a prepopulated text message to the business, whereby the customer must simply press "send" 5703. The sent text message triggers a return text message 5704 generated by the system comprising some form of the coupon, free trial, or voucher") (0120);

and the URI is defined such that when the URI is initiated the SMS message is populated with a phone number associated with a promoter of the promotion ("generate a message to the customer with a link or button allowing the customer to auto-populate their communication device with the sales agent's contact information") (0074).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, as disclosed by **Nath**, identifying at least one of

the mobile device or the user based on the user data, the URI defined based on an identity of the at least one of the mobile device or the user such that a message body of the customized text message is automatically populated with custom content based on the identity of the at least one of the mobile device or the user, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

30. **As per claims 24, Nath** specifically doesn't disclose, send an integration tag to the mobile device in response to the web browser application requesting and/or loading the webpage, the user data received in response to the integration tag executing on the mobile device, however **Doumar** discloses, *send an integration tag to the mobile device in response to the web browser application requesting and/or loading the webpage, the user data received in response to the integration tag executing on the mobile device* ("the adaptive ad campaign manager 920 which uses an SMS server to respond to the user's phone call 925 with a link, or button, allowing them to complete a transaction, view a website or web page, or perform some other CTA 930. Alternatively, a call may be redirected to a redirect server, which handles the phone redirection and SMS response containing the CTA, rather than the call being directed to the adaptive campaign manager") (0126).

would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile

device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, as disclosed by **Nath**, send an integration tag to the mobile device in response to the web browser application requesting and/or loading the webpage, the user data received in response to the integration tag executing on the mobile device, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

31. **As per claims 25, Nath** discloses, *send an integration tag to the mobile device in response to the web browser application requesting and/or loading the webpage, the user data received in response to the integration tag executing on the mobile device, the user data including information of an operating system of the mobile device* ("the user's browser to fetch and display a deep-linked page on the advertiser site. In one embodiment, a product may be identified from product attributes and/or parent elements of the selection being clicked or hovered over. The user's browser is therefore caused to fetch and display a deep-linked page for the product") (0098).

Nath specifically doesn't disclose, and define the URI based on the operating system of the mobile device, however **Doumar** discloses, *and define the URI based on the operating system of the mobile device* ("The link automatically opens the customer's mobile text messaging

application with a prepopulated text message to the business, whereby the customer must simply press "send" 5703. The sent text message triggers a return text message 5704 generated by the system comprising some form of the coupon, free trial, or voucher. The form may be a graphic sent over multimedia messaging service (MMS), a uniform resource locator (URL) link, a QR code, an alphanumeric code, text, or any other type of media possible to send over a messaging service") (0120).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, as disclosed by **Nath**, and define the URI based on the operating system of the mobile device, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

32. **As per claims 26, Nath** discloses, *send, from the at least one server and to the mobile device, a signal associated with a first webpage such that the mobile device renders the first*

webpage via the web browser application, the first webpage including a first promotional message ("user 101 at user device 110 may direct a browser application running on device 110 to a particular Internet Protocol (IP) address of publisher site 140 on Internet 120. Depending upon user input, publisher site 140 may present a product or service search page containing various links to user 101. This product or service search page may contain one or more links to advertiser 150. Publisher 140 and Advertiser 150 may be clients of ad network 160") (0048);

receive, at the at least one server, an indication of user interaction with the first promotional message ("These names are essentially the place holders for dynamic data that a user types in on a site, or clicks on or hovers over on a site, and can be passed between publisher and advertiser web sites") (0056);

Nath specifically doesn't disclose, and send, from the at least one server and to the mobile device, a signal associated with the second webpage such that the mobile device renders the second webpage via the web browser application in response to the user interaction with the first promotional message, however **Doumar** discloses, *and send, from the at least one server and to the mobile device, a signal associated with the second webpage such that the mobile device renders the second webpage via the web browser application in response to the user interaction with the first promotional message* ("The link automatically opens the customer's mobile text messaging application with a prepopulated text message to the business, whereby the customer must simply press "send" 5703. The sent text message triggers a return text message 5704 generated by the system comprising some form of the coupon, free trial, or voucher. The form may be a graphic sent over multimedia messaging service (MMS), a uniform resource locator (URL) link, a QR code, an alphanumeric code, text, or any other type of media possible to send over a messaging service") (0120).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, as disclosed by **Nath**, and send, from the at least one server and to the mobile device, a signal associated with the second webpage such that the mobile device renders the second webpage via the web browser application in response to the user interaction with the first promotional message, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

33. **As per claims 27, Nath** discloses, *wherein the second webpage is an iframe* ("adapted for various ad types, including, but are not limited to, text, graphics, animations, videos, audios, etc.") (0105).

34. **As per claims 28, Nath** specifically doesn't disclose, wherein the promotion is a free subscription, however **Doumar** discloses, *wherein the promotion is a free subscription* ("Such a

CTA may be a tappable or clickable link, button, referral, or other similar CTA fulfillment method for phones, should other or newer methods arise. The CTA is such an implementation that the user, upon completion of the CTA, is directed to a link destination 2110 over a network such as the Internet 2150, for example to complete purchase of a product or take a survey. A combination of the user's access of the destination link 2110 and their actions upon reaching the link (such as completion of a purchase, or not) may be recorded in analytics 2155. For example, using this method, a user may register with a newsletter or subscribe to an organization's promotional advertisements via email, and see an advertisement on a received email for a car part on sale, call the phone number, have the call be canceled and responded to with an automated SMS that contains a tappable or clickable or otherwise actionable link to a product landing page, and may then purchase the product on their mobile device right away depending on the user interface of the destination link, while having their initial call and their action with the CTA contained in the SMS, as well as possibly their action on the destination such as a landing page itself, all recorded in analytics. In this way, a more complete customer analytics profile may be formed") (0135).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage; detecting, at the mobile device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the

user interaction with the promotional message, as disclosed by **Nath**, wherein the promotion is a free subscription, as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

35. **As per claims 30, Nath** discloses, *the means for receiving comprises an integration tag* ("the user's browser to fetch and display a deep-linked page on the advertiser site. In one embodiment, a product may be identified from product attributes and/or parent elements of the selection being clicked or hovered over. The user's browser is therefore caused to fetch and display a deep-linked page for the product") (0098).

Nath specifically doesn't disclose, and the means for causing comprises a Uniform Resource Identifier (URI), however **Doumar** discloses, *and the means for causing comprises a Uniform Resource Identifier (URI)* ("The link automatically opens the customer's mobile text messaging application with a prepopulated text message to the business, whereby the customer must simply press "send" 5703. The sent text message triggers a return text message 5704 generated by the system comprising some form of the coupon, free trial, or voucher. The form may be a graphic sent over multimedia messaging service (MMS), a uniform resource locator (URL) link, a QR code, an alphanumeric code, text, or any other type of media possible to send over a messaging service") (0120).

It would have been obvious to a person of ordinary skill in the art before the effective filling date of the applicant's invention to requesting a webpage via a web browser application executing on a mobile device; receiving, at the mobile device and from at least one server, data

associated with a promotional message displayed with the webpage; detecting, at the mobile device, a user interaction with the promotional message; and receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, as disclosed by **Nath**, and the means for causing comprises a Uniform Resource Identifier (URI), as taught by **Doumar** for the purpose to provide advertisements and data sent from the adaptive ad campaign manager to the networks may include audio data, visual data such as video or images, textual data, recipient data, regional specifications, and other common data for advertisements in applications, online, over TV, and over email.

Conclusion

36. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. The following references have been cited to further show the state of the art with respect to generating consumer interface and triggering of an advertisement delivery based on received user input or captured by user device sensors.

U.S. Pub. No. 20150178784 ("**Oliver**")

Oliver discloses, SMS-based techniques for responding to merchant promotions, current methods of SMS marketing require consumers to take action in response to a sign, a radio or TV message, or to print media by sending a specific SMS message to a specific number or short code. This technique requires a user to correctly type both the destination

number or short code, as well as the specific verbiage in the body of the SMS message before the message can be sent successfully. Without typing both the destination number and message body correctly, the action by the user will have no effect. Moreover, the precision of the verbiage in the message body is also important because many different promotions often share the same destination numbers with only the message body differentiating them.

U.S. Pub. No. 20170236196 ("**Isaacson**").

Isaacson discloses, receiving an interaction from a user with an object associated with an advertisement for a product, the advertisement being presented via a first site presented within a browser, transitioning the user from the first site to a destination merchant site in a deep link state. The transitioning process includes retrieving data from the browser and using the data from the browser to enable the user to transition from the first site to the destination merchant site in the deep link state. The deep link state enables the user to purchase the product via an interaction with a purchase object without manually entering payment account data or user address data. The deep link state can enable a "one click" purchasing experience after the transition from the first site.

37. Any inquiry concerning this communication or earlier communications from the examiner should be directed to GAUTAM UBALE whose telephone number is (571)272-9861. The examiner can normally be reached on Mon-Fri. 8:00 AM- 4:30 PM MST.

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, Waseem Ashraf can be reached on (571) 270-3948. 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 https://ppair-my.uspto.gov/pair/PrivatePair. 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.

/GAUTAM UBALE/

Primary Examiner, Art Unit 3682

Notice of References Cited	Application/Control No. 17/569,265	Applicant(s)/Patent Under Reexamination LONG et al.	
	Examiner GAUTAM UBALE	Art Unit 3682	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-20200111494-A1	04-2020	LAU; Alex Tak Kwun	G10L15/22	1/1
*	B	US-20170236196-A1	08-2017	ISAACSON; Thomas M.	G06Q20/12	705/14.51
*	C	US-10817914-B1	10-2020	Nath; Narendra	G06Q30/0277	1/1
*	D	US-11170380-B1	11-2021	Long; Brian	G06Q20/3255	1/1
*	E	US-20150052061-A1	02-2015	Anderson; John	G06Q20/409	705/44
*	F	US-20170228797-A1	08-2017	Nath; Narendra	G06F16/951	1/1
*	G	US-20150178784-A1	06-2015	Oliver; Christopher	G06Q30/0267	705/14.64
*	H	US-20210233097-A1	07-2021	Doumar; Steve	G06Q30/0207	1/1
	I					
	J					
	K					
	L					
	M					

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

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

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

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	17/569,265	LONG et al.
	Examiner	Art Unit
	GAUTAM UBALE	3682

CPC - Searched*		
Symbol	Date	Examiner
G06Q30$.cpc.	03/12/2022	GU

CPC Combination Sets - Searched*		
Symbol	Date	Examiner
G06Q30/0207-30/0277.cpc.	03/12/2022	GU
(G06Q30/0271 OR G06F16/951 OR G06F16/955 OR G06Q30/0267) .cpc.	03/12/2022	GU

US Classification - Searched*			
Class	Subclass	Date	Examiner
705	14	03/12/2022	GU

* 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
Performed updated inventor and assignee search both in PE2E and PALM	03/12/2022	GU
Performed global dossier search for related case	03/12/2022	GU
Classification search above is de-limited to text search	03/12/2022	GU
Conducted IP.com NPL search	03/12/2022	GU

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner

/GAUTAM UBALE/ Primary Examiner, Art Unit 3682	

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
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Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
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	GAUTAM UBALE	3682

✓	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	03/12/2022								
	1	✓								
	2	✓								
	3	✓								
	4	✓								
	5	✓								
	6	✓								
	7	✓								
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	26	✓								
	27	✓								
	28	✓								
	29	✓								
	30	✓								

PE2E SEARCH - Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
L1	376509	(@ad<="20100331") AND ((G06Q30$.cpc.) OR ("705".clas.) OR (705/14.??.ccls.) OR (G06Q30/0207-30/0277.cpc.) (705/319.ccls.) G06Q30/0247 G06Q30/0269 G06Q30/0277 G06Q50/01 H04L67/20 H04L67/306)	(US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2021/07/06 04:00 PM
L2	432208	(@ad<="20100331") AND ((G06Q30$.cpc.) OR ("705".clas.) OR (705/14.??.ccls.) OR (G06Q30/0207-30/0277.cpc.) (705/319.ccls.) G06Q30/0247 G06Q30/0269 G06Q30/0277 G06Q50/01 H04L67/20 H04L67/306)	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 03:52 PM
L3	1661	((("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	2022/03/08 03:55 PM
L4	4197	((("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; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 03:55 PM
L5	1	((("ATTENTIVE") near3 ("MOBILE") near3 ("INC"))).AS,AANM.	(USPAT)	OR	ON	ON	2022/03/08 03:55 PM

L6	2	((("ATTENTIVE") near3 ("MOBILE") near3 ("INC"))).AS,AANM.	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 03:55 PM
L7	9	deeplink WITH (messag$3 ADJ (app application))	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:20 PM
L8	13	deeplink SAME (messag$3 ADJ (app application))	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:21 PM
L9	136	(deeplink$3 "deep linking" "deep link" deep$link$3) SAME (messag$3 ADJ (app application))	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:48 PM
L10	1224	(URL URI website webpage homepage ((web home landing resource destination) ADJ (page site path address identif$7 locat$3 property properties)) "Resource Locator" resource$1identif$7 resource$1locat$3 "destination location" "website address" (Domain NEAR name) (link NEAR path)) near10 (populat$3 auto$1populat$3) near7 (SMS "short messaging system" text$3 messag$3)	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:52 PM
L11	1	L9 SAME L10	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:53 PM
L12	1	L9 AND L10	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:56 PM

L14	1	L4 AND L9	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:57 PM
L15	6	L10 AND L4	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:57 PM
L16	140413	(G06Q30/0271 OR G06F16/951 OR G06F16/955 OR G06Q30/0267).cpc.	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:58 PM
L17	3	L16 AND L4	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 04:59 PM
L18	11	"20150052061"	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 05:15 PM
L19	8	"20170236196"	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 05:46 PM
L20	2	"10817914".pn.	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/08 07:32 PM
L21	1751735	(user$1id user$1uuid user$1identifier user$1identification user$1identity visitor$1id visitor$1uuid visitor$1identifier visitor$1identification visitor$1identity advertisee$1id advertisee$1uuid advertisee$1identifier advertisee$1identificatio n advertisee$1identity viewer$1id	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 06:46 PM

		viewer$1uuid viewer$1identifier viewer$1identification viewer$1identity consumer$1id consuer$1uuid consumer$1identifier consumer$1identificatio n consumer$1identity customer$1id customer$1uuid customer$1identifier customer$1identificatio n customer$1identity guest$1id guest$1uuid guest$1identifier guest$1identification guest$1identity account$1id account$1uuid account$1identifier account$1identification account$1identity cookie$1id cookie$1uuid cookie$1identifier cookie$1identification cookie$1identity browser$1id browser$1uuid browser$1identifier browser$1identification browser$1identity subscriber$1ID subscriber$1uuid subscriber$1identifier subscriber$1identificatio n subscriber$1identity client$1id client$1uuid client$1identifier client$1identification client$1identity profile$1id profile$1uuid profile$1identifier profile$1identification profile$1identity ((user visitor advertisee viewer consumer customer guest account cookie browser subscriber client profile) adj2 (ID UUID identifier identification identity unique$1id unique$1identifier unique$1identification anonymous$1id anonymous$1identifier))					

		((user visitor advertisee viewer consumer customer guest account cookie browser subscriber client profile) near5 (unique$1id UUID unique$1identifier unique$1identification anonymous$1id anonymous$1identifier)) unique$1user$1identifier)					
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L23	0	L21 AND L22	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 06:47 PM
L24	0	L9 AND L22	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 06:47 PM
L25	27	(autopopulat$3 "auto populate" "auto populating" auto$1populat$3) SAME (messag$3 ADJ (app application))	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 06:52 PM
L26	179775	(addresses URL$2 server$1name locator$1 server$1name server$1location server$1identifier server$1identification server$1I$1D$1 host$1name host$1location host$1address domain$1name ((web home resource destination website webpage homepage network host allocator platform service domain licensing ticketing) ADJ (address addressees identif$7 locat$3))	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 06:55 PM

		"Resource Locator" resource$1identif$7 resource$1locat$3 RO$1URL RO$1URI RO$1address RO$1Locator RO$1destination license$1URL license$3URI license$3address license$3locator licence$3URL licence$3URI licence$3address licence$3locator license$3destination Right$1object$1URL Right$1object$1destination Right$1object$1URI Right$1object$1Locator Right$1object$1address ticket$1URL ticket$1destination ticket$1URI ticket$1Locator ticket$1address) near5 ("operating system" OS)					
L27	2738	L21 SAME L26	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 06:55 PM
L28	4	"20150178784"	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 06:58 PM
L29	2	"20210233097"	(US-PGPUB; USPAT; USOCR; FIT (CA, CH, CN, DE, EP, FR, GB, JP, KR); FPRS; EPO; JPO; DERWENT; IBM_TDB)	OR	ON	ON	2022/03/12 09:13 PM

PE2E SEARCH - Search History (Interference)

There are no Interference searches to show.

Search History 17569265

Report Run Date: 2022-03-13 UTC
Searches: 8
Markers: 0

Search #	Timestamp	Results	Page
1	2022-03-08 22:08 UTC	210	3
2	2022-03-08 22:08 UTC	210	3
3	2022-03-08 22:08 UTC	14	3
4	2022-03-08 22:08 UTC	179	4
5	2022-03-08 22:09 UTC	112	4
6	2022-03-09 04:11 UTC	111	5
7	2022-03-13 02:09 UTC	112	5
8	2022-03-13 02:10 UTC	17,808	5

Content: Non-Patent Literature (23)

IEEE Xplore Publications: IEEE Periodicals | IEEE Xplore Publications: IEEE Conferences | IEEE Xplore Publications: IEEE Standards | IEEE Xplore Publications: IEEE Early Access | IEEE Xplore Publications: SMPTE Periodicals | IEEE Xplore Publications: SMPTE Conferences | IEEE Xplore Publications: SMPTE Standards | IEEE Xplore Publications: MIT Press eBooks | IEEE Xplore Publications: Wiley-IEEE eBooks | IEEE Xplore Publications: IBM Periodicals | IEEE Xplore Publications: URSI Periodicals | IEEE Xplore Publications: VDE Conferences | IEEE Xplore Publications: Periodicals from China | IP.com Prior Art Database: The IP.com Journal | IP.com Prior Art Database: Internet Society RFC | IP.com Prior Art Database: IBM TDB Archive | IP.com Prior Art Database: Legacy Journals | IP.com Prior Art Database: Software Patent Institute | OnePetro.org: Periodicals at OnePetro.org | OnePetro.org: Conferences at OnePetro.org | Other Literature: IBM Redbooks | Other Literature: PubMed Central | Other Literature: arXiv.org

1 **2022-03-08 22:08 UTC | 210 results from**

De-Dup: None | **Cut-off:** None | **Sort:** Relevance

Main Concept: Text
deeplink messaging application

Concept Modifiers: None

Filters: None

2 **2022-03-08 22:08 UTC | 210 results from**

De-Dup: None | **Cut-off:** None | **Sort:** Relevance

Main Concept: Same as Search 1

Concept Modifiers: None

Filters: None

3 **2022-03-08 22:08 UTC | 14 results from**

De-Dup: None | **Cut-off:** None | **Sort:** Relevance

Main Concept: Same as Search 1

Concept Modifiers (1):
1. More Like Text: provide marketing promotion

Filters: None

Content: Patents + NPL (187)

US Patents | US Designs | US Applications | EPO Patents | EPO Applications | China Patents | China Applications | Japan Patents | Japan Applications | Korea Patents | Korea Applications | WIPO Applications | Argentina Patents | Argentina Applications | Brazil Patents | Brazil Applications | Canada Patents | Canada Applications | Chile Patents | Chile Applications | Colombia Applications | Costa Rica Applications | Cuba Patents | Cuba Applications | Dominican Republic Applications | Ecuador Patents | Ecuador Applications | El Salvador Applications | Guatemala Applications | Honduras Applications | Mexico Patents | Mexico Applications | Nicaragua Patents | Panama Applications | Peru Applications |

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248

4 **2022-03-08 22:08 UTC | 179 results from**

De-Dup: None | **Cut-off:** None | **Sort:** Relevance

Main Concept: Text
deeplink messaging application

Concept Modifiers (1):
1. More Like Text: provide marketing promotion

Filters: None

5 **2022-03-08 22:09 UTC | 112 results from**

De-Dup: None | **Cut-off:** None | **Sort:** Relevance

Main Concept: Same as Search 4

Concept Modifiers (2):
2. More Like Text: auto populate messaging application
1. More Like Text: provide marketing promotion

Filters: None

6 **2022-03-09 04:11 UTC | 111 results from**

De-Dup: None | **Cut-off:** None | **Sort:** Relevance

Main Concept: Same as Search 4

Concept Modifiers (3):
3. More Like Document: US11170380 Methods and apparatus for mobile device messaging-based communications using custom-generated deeplinks and based on the hyper text transfer protocol (HTTP) (view)
2. More Like Text: auto populate messaging application
1. More Like Text: provide marketing promotion

Filters: None

7 **2022-03-13 02:09 UTC | 112 results from**

De-Dup: None | **Cut-off:** None | **Sort:** Relevance

Main Concept: Same as Search 4

Concept Modifiers: Same as Search 6

Filters: None

8 **2022-03-13 02:10 UTC | 17,808 results from**

De-Dup: None | **Cut-off:** None | **Sort:** Relevance

Main Concept: Text
prepopulate the SMS application on the user's communications device as a ready-to-send SMS text message in response to clicking on promotional URL + deeplink messaging application

Concept Modifiers: Same as Search 6

Filters: None

Web Search History

date, time	web site	search string
3/8/2022 2:21:56 PM	Google	deeplink messaging application
3/8/2022 3:50:49 PM	Google Patents (old)	sms transactional messages
3/8/2022 3:50:49 PM	Google	sms transactional messages
3/8/2022 3:52:38 PM	Google Patents (old)	sms transactional messages AND two taps subscription
3/8/2022 3:52:38 PM	Google	sms transactional messages AND two taps subscription
3/8/2022 3:53:50 PM	Google Patents (old)	sms transaction messages AND two taps subscription promotion
3/8/2022 3:53:50 PM	Google	sms transaction messages AND two taps subscription promotion
3/8/2022 3:54:00 PM	Google Patents (old)	sms transaction messages 'AND' two taps subscription promotion
3/8/2022 3:54:00 PM	Google	sms transaction messages 'AND' two taps subscription promotion
3/8/2022 5:16:24 PM	Google Patents (old)	sms transaction messages 'AND' two clicks subscription promotion
3/8/2022 5:16:24 PM	Google	sms transaction messages 'AND' two clicks subscription promotion
3/8/2022 5:16:52 PM	Google Patents (old)	sms messages 'AND' two clicks purchase transaction for subscription promotion
3/8/2022 5:16:52 PM	Google	sms messages 'AND' two clicks purchase transaction for subscription promotion
3/8/2022 5:17:41 PM	Google Patents (old)	sms messages 'AND' two clicks purchase transaction for subscription promotion 'AND' deep link
3/8/2022 5:17:41 PM	Google	sms messages 'AND' two clicks purchase transaction for subscription promotion 'AND' deep link
3/8/2022 5:17:59 PM	Google Patents (old)	sms messages 'AND' two clicks purchase transaction for subscription promotion 'AND' "deep link"
3/8/2022 5:17:59 PM	Google	sms messages 'AND' two clicks purchase transaction for subscription promotion 'AND' "deep link"

date, time	web site	search string
3/8/2022 9:05:05 PM	Google Patents (old)	auto-populate text messaging
3/8/2022 9:05:05 PM	Google	auto-populate text messaging
3/8/2022 9:05:35 PM	Google Patents (old)	auto-populate text messaging to provide one-click purchase checkout
3/8/2022 9:05:35 PM	Google	auto-populate text messaging to provide one-click purchase checkout
3/8/2022 9:06:55 PM	Google Patents (old)	auto-populate sms text messaging to provide one-click purchase checkout
3/8/2022 9:06:55 PM	Google	auto-populate sms text messaging to provide one-click purchase checkout
3/12/2022 7:08:43 PM	Google Patents (old)	prepopulate the SMS application on the user's communications device as a ready-to-send SMS text message in response to clicking on promotional URL
3/12/2022 7:08:43 PM	Google	prepopulate the SMS application on the user's communications device as a ready-to-send SMS text message in response to clicking on promotional URL

UNITED STATES PATENT AND TRADEMARK OFFICE

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
17/569,265	01/05/2022	Brian LONG	FRNK-001/04US 331846-2009	2085

58249 7590 02/18/2022

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

EXAMINER
CENTRAL, DOCKET

ART UNIT	PAPER NUMBER
OPAP	

NOTIFICATION DATE	DELIVERY MODE
02/18/2022	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

Decision Granting Request for Prioritized Examination (Track I)	**Application No.** 17/569,265	**Applicant(s)** LONG et al.	
	Examiner CHERYL P GIBSON BAYLOR	**Art Unit** OPET	**AIA (FITF) Status** Yes

1. THE REQUEST FILED 05 January 2022 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 CHERYL GIBSON BAYLOR at (571)272-3213. In his/her absence, calls may be directed to Petition Help Desk at (571) 272-3282.

/CHERYL GIBSON BAYLOR/ Paralegal Specialist, OPET	

UNITED STATES PATENT AND TRADEMARK OFFICE

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
17/569,265	01/05/2022		1650	FRNK-001/04US 331846-2009	30	4

CONFIRMATION NO. 2085

FILING RECEIPT

58249
COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

OC000000131136371

Date Mailed: 01/19/2022

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 Applications for which benefit is claimed - None.
A proper domestic benefit claim must be provided in an Application Data Sheet in order to constitute a claim for domestic benefit. See 37 CFR 1.76 and 1.78.

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: 01/14/2022

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 17/569,265**

Projected Publication Date: Request for Non-Publication Acknowledged

Non-Publication Request: Yes

Early Publication Request: No
**** SMALL ENTITY ****
Title

METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)

Preliminary Class

Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications: No

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

Applicants may wish to consult the USPTO booklet, "General Information Concerning Patents" (specifically, the section entitled "Treaties and Foreign Patents") for more information on timeframes and deadlines for filing foreign

patent applications. The guide is available either by contacting the USPTO Contact Center at 800-786-9199, or it can be viewed on the USPTO website at http://www.uspto.gov/web/offices/pac/doc/general/index.html.

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, http://www.stopfakes.gov. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4258).

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.

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NOT GRANTED

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
17/569,265	01/05/2022	Brian LONG	FRNK-001/04US 331846-2009

CONFIRMATION NO. 2085

58249
COOLEY LLP
ATTN: IP Docketing Department
1299 Pennsylvania Avenue, NW
Suite 700
Washington, DC 20004

INFORMAL NOTICE

OC000000131136372

Date Mailed: 01/19/2022

INFORMATIONAL NOTICE TO APPLICANT

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).

The item(s) indicated below are also required and should be submitted with any reply to this notice to avoid further processing delays.

- 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

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**.

/tlo/

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 17/569,265

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))	30 minus 20 =	* 10	x 50 =	500	OR		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	4 minus 3 =	* 1	x 240 =	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).			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	1570		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.

Electronic Patent Application Fee Transmittal

Application Number:	17569265
Filing Date:	
Title of Invention:	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)
First Named Inventor/Applicant Name:	Brian LONG
Filer:	Anders E. Fernstrom/Jennifer Scott
Attorney Docket Number:	FRNK-001/04US 331846-2009

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:				
LATE FILING FEE FOR OATH OR DECLARATION	2051	1	80	80
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**80**

Electronic Acknowledgement Receipt

EFS ID:	44679729
Application Number:	17569265
International Application Number:	
Confirmation Number:	2085
Title of Invention:	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)
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-001/04US 331846-2009
Receipt Date:	06-JAN-2022
Filing Date:	
Time Stamp:	12:00:45
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$80
RAM confirmation Number	E202216C00584727
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	Fee Worksheet (SB06)	fee-info.pdf	38314 e7f20acbd1f6988f399a4c0041b71db74cf556e4	no	2

Warnings:

Information:

Total Files Size (in bytes):	38314

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: TRACK1.REQ
Document Description: TrackOne Request

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 MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)		

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. ☑ 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 2022-01-05
Name (Print/Typed) Anders E. Fernstrom	Practitioner Registration Number 72629

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.**

☐ *Total of _____ forms are submitted.

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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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/04US 331846-2009
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)	

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-001/04US 331846-2009
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)	

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

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/04US 331846-2009
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)	

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 MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)		
Attorney Docket Number	FRNK-001/04US 331846-2009	**Small Entity Status Claimed**	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	12	**Suggested Figure for Publication (if any)**	

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/04US 331846-2009
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)	

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			Remove
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)

Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the **Add** button. Add

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/04US 331846-2009
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)	

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-001/04US 331846-2009
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)	

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.

PTO/AIA/14 (02-18)
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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/04US 331846-2009
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)	

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.

PTO/AIA/14 (02-18)
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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)	2022-01-05
First Name	Anders	Last Name	Fernstrom	Registration Number	72,629

Additional Signature may be generated within this form by selecting the Add button. Add

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	FRNK-001/04US 331846-2009
	Application Number	
Title of Invention	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)	

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.

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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.

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

First Named Inventor	Brian LONG
Title	METHODS AND APPARATUS FOR MOBILE DE
Attorney Docket Number	FRNK-001/04US 331846-2009

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

January 5, 2022 — 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)).**

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

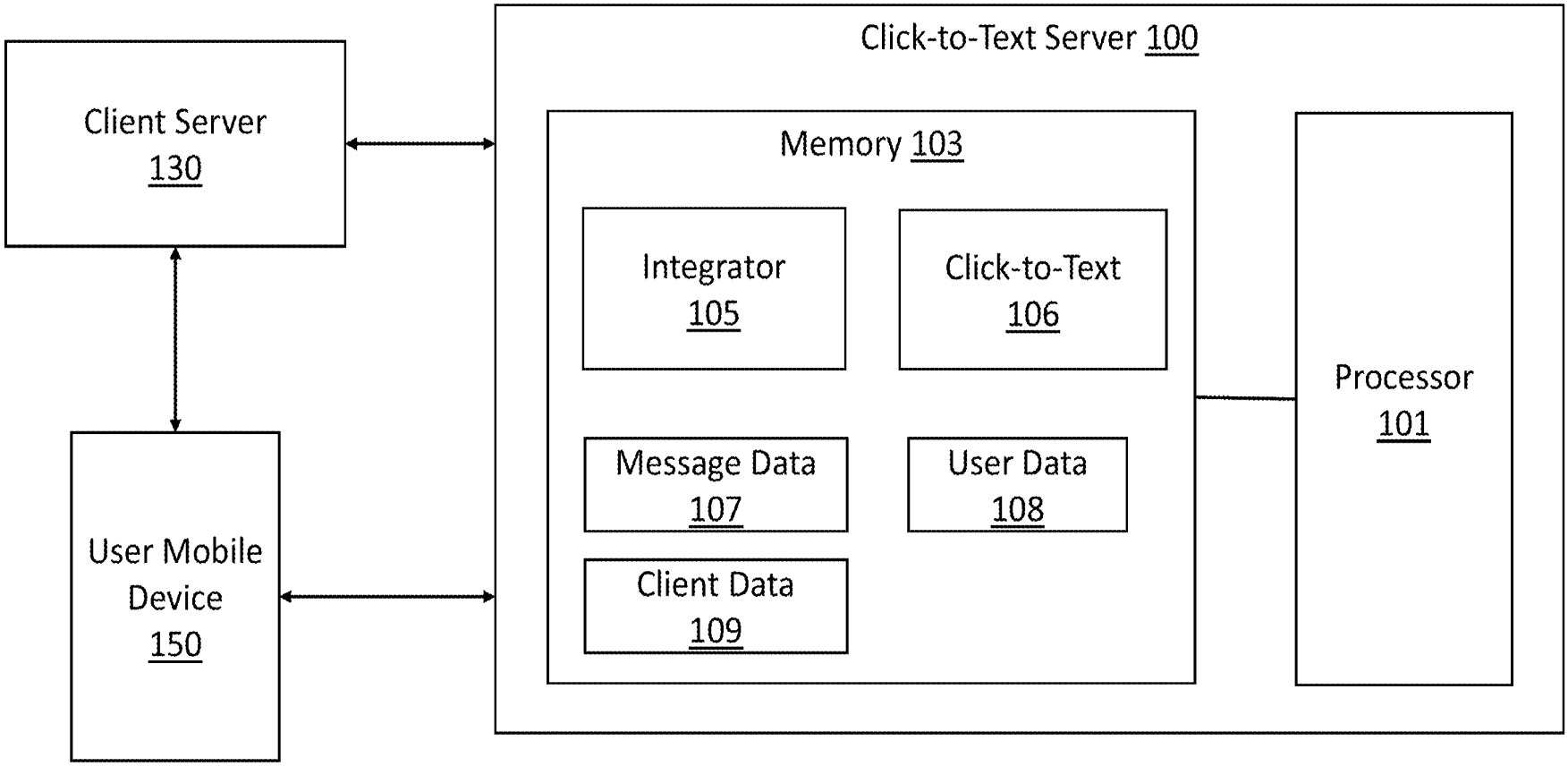

Client Server
130
Click-to-Text Server 100
Memory 103
Integrator
105
Click-to-Text
106
Message Data
107
User Data
108
Client Data
109
Processor
101
User Mobile
Device
150

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)

FIG. 2A

FIG. 2B

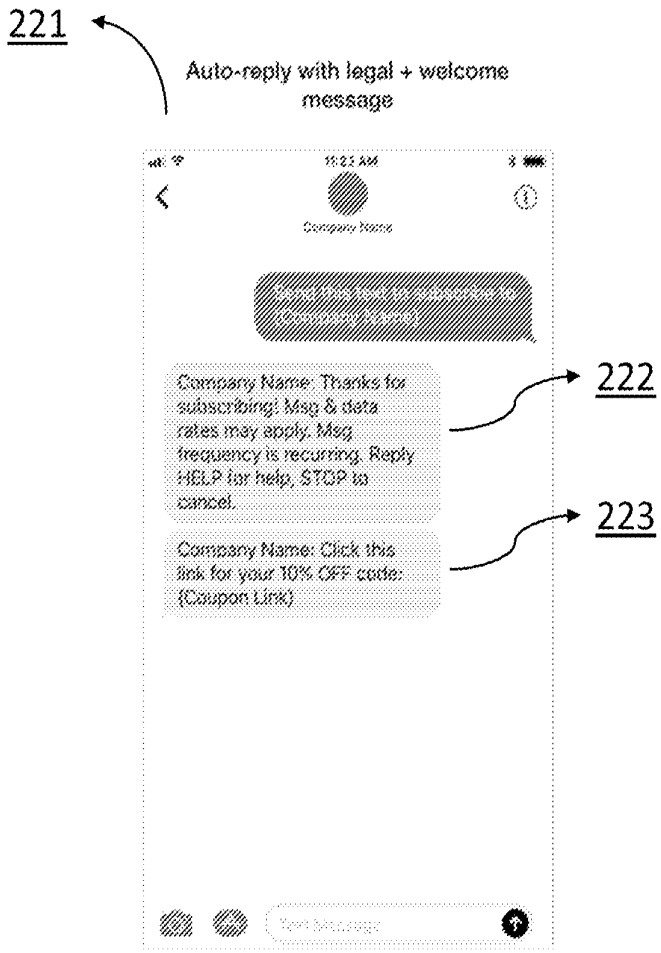

221
Auto-reply with legal + welcome message
Company Name
Company Name: Thanks for subscribing! Msg & data rates may apply. Msg frequency is recurring. Reply HELP for help, STOP to cancel.
222
Company Name: Click this link for your 10% OFF code: (Coupon Link)
223

FIG. 2C

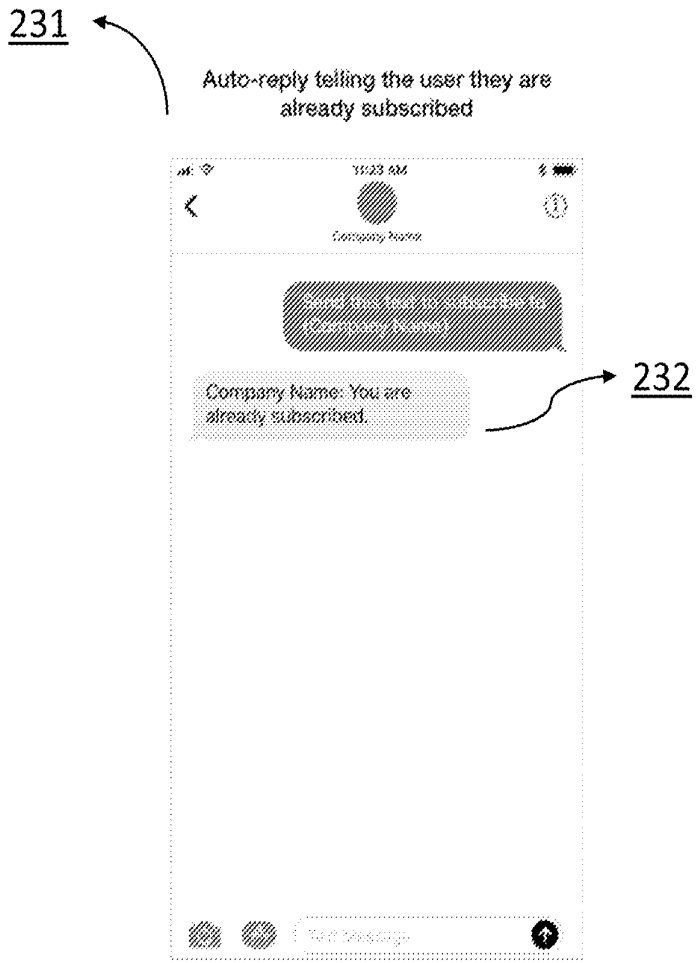

231
Auto-reply telling the user they are already subscribed
Company Name
Company Name: You are already subscribed.
232

FIG. 2D

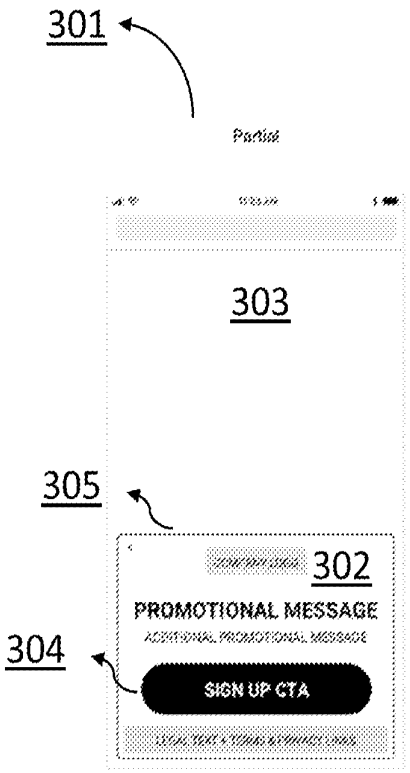


FIG. 3A



FIG. 3B

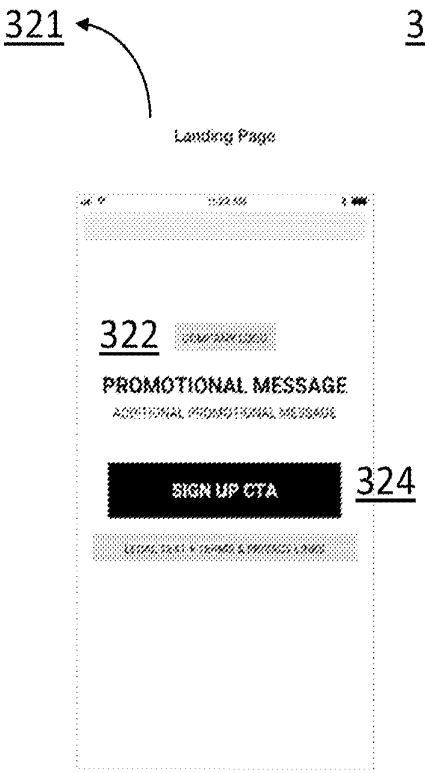


FIG. 3C



FIG. 3D



FIG. 3E

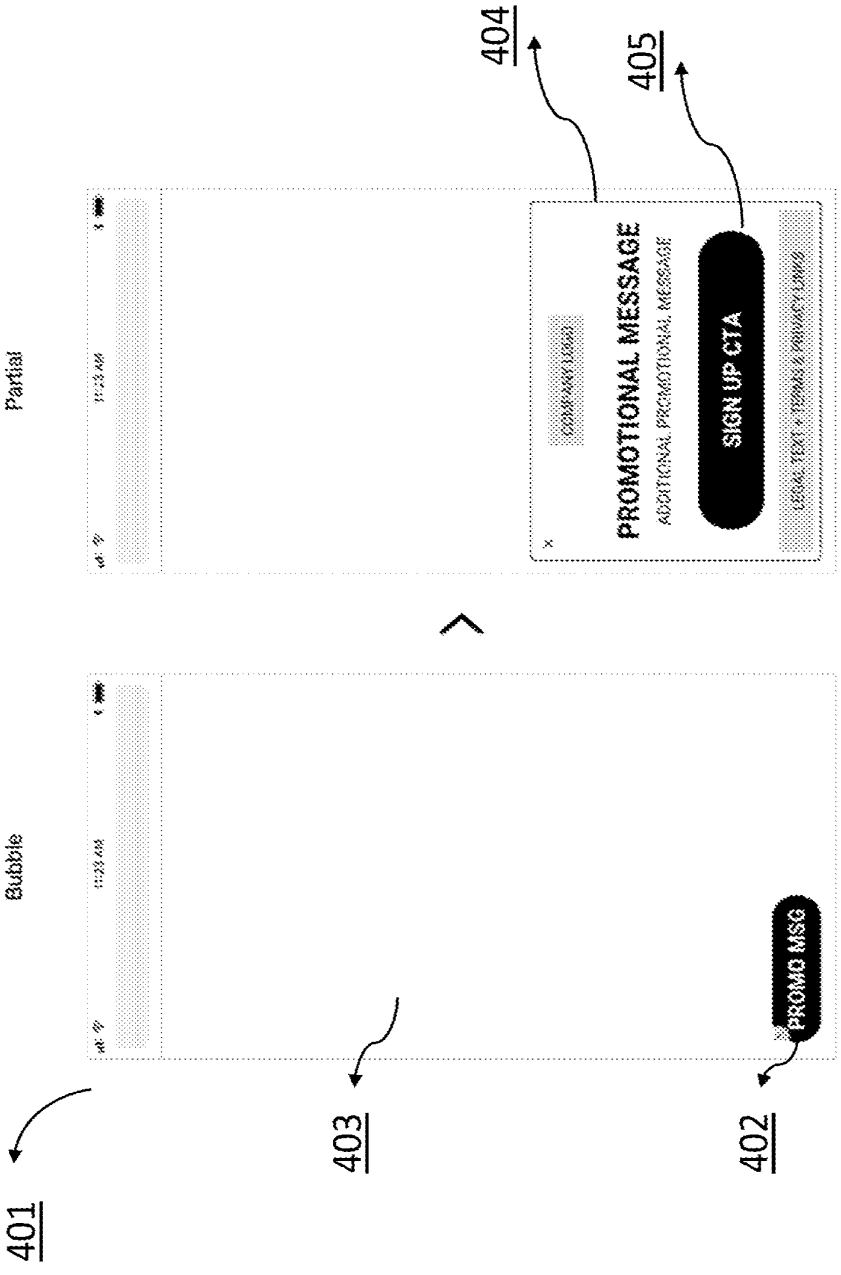

Bubble
Partial
PROMO MSG
PROMOTIONAL MESSAGE
SIGN UP CTA
401
403
402
404
405

FIG. 4A

FIG. 4B

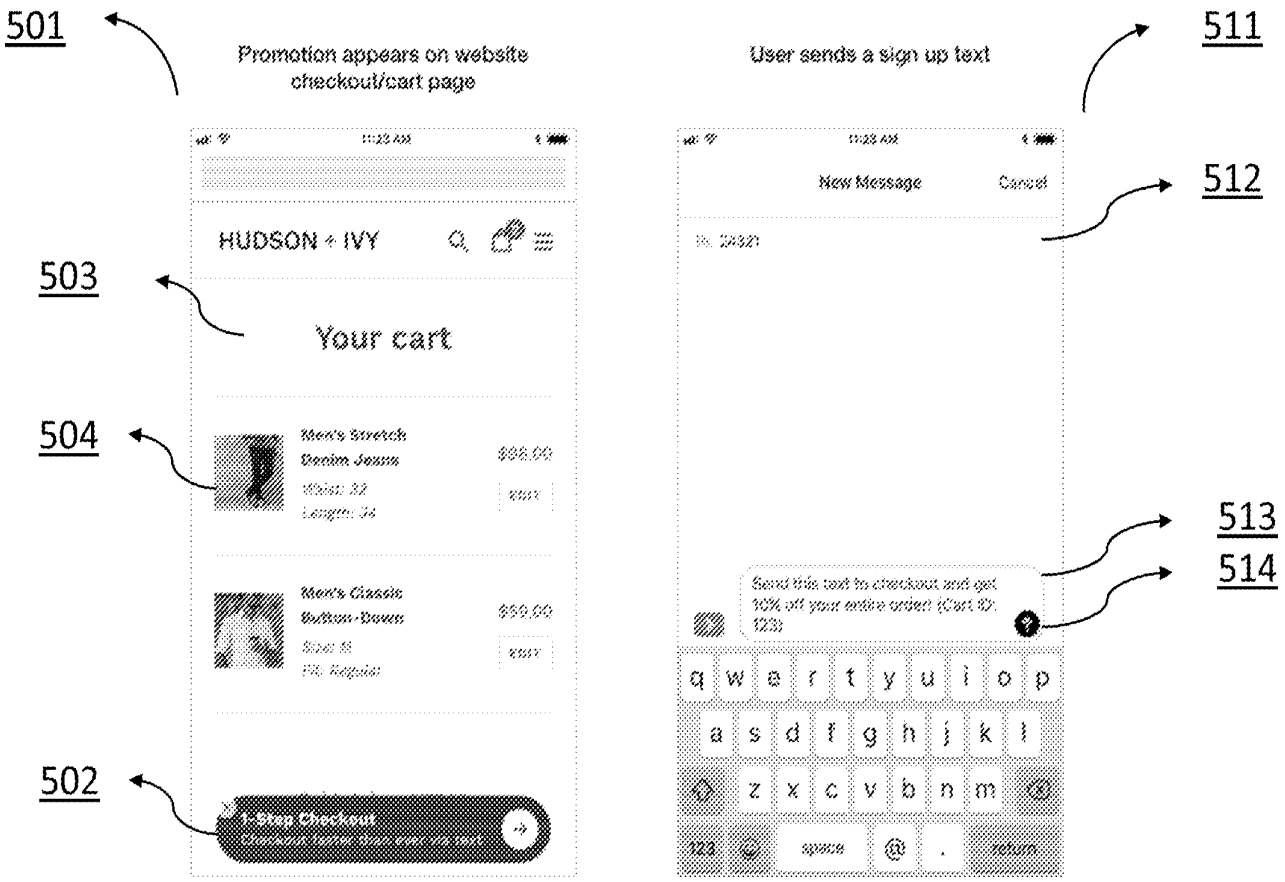

501
Promotion appears on website checkout/cart page
HUDSON + IVY
503
Your cart
504
502
511
User sends a sign up text
New Message
Cancel
512
513
514

FIG. 5A

FIG. 5B

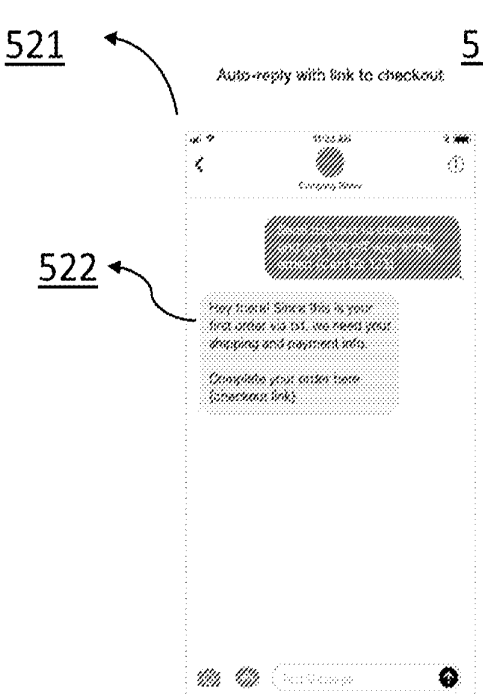


FIG. 5C

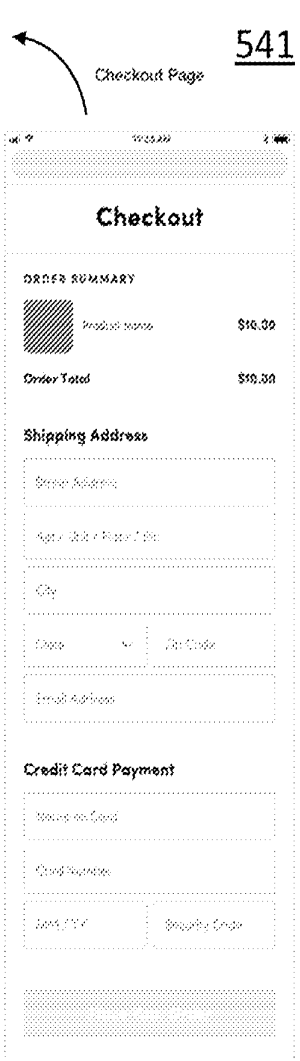


FIG. 5D

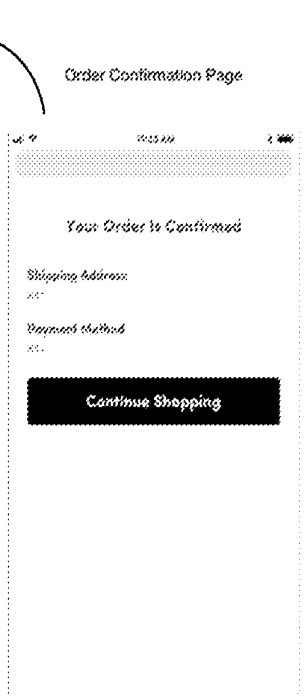


FIG. 5E

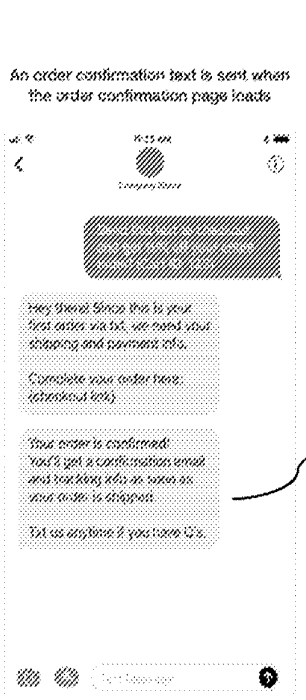


FIG. 5F

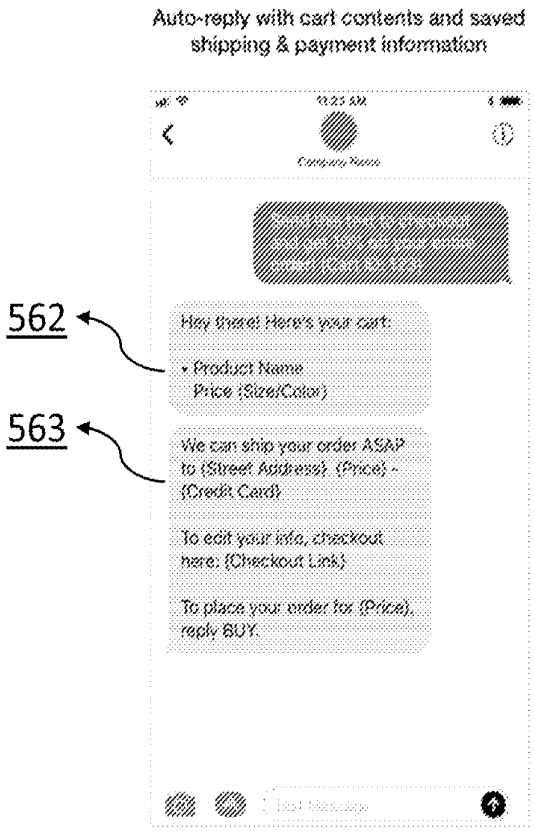


FIG. 5G

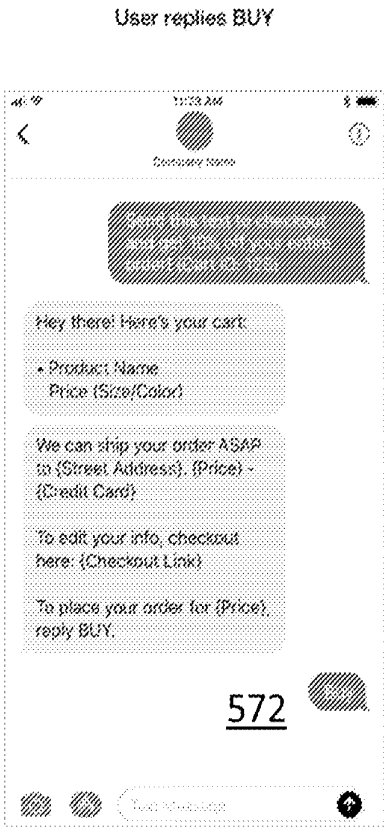


FIG. 5H

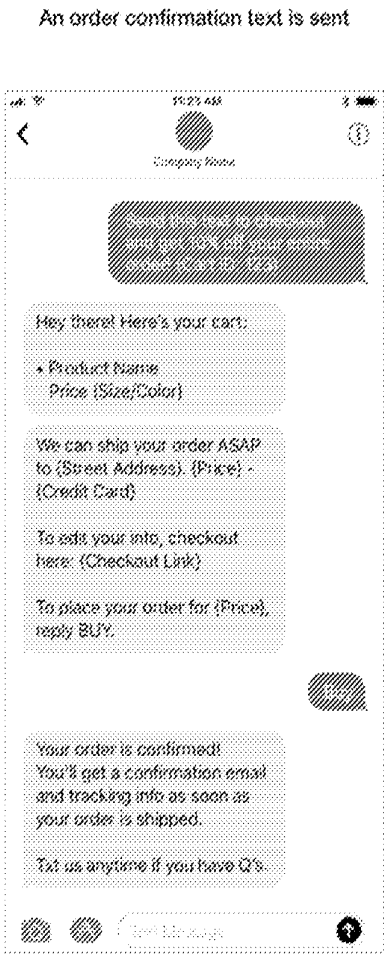


FIG. 5I

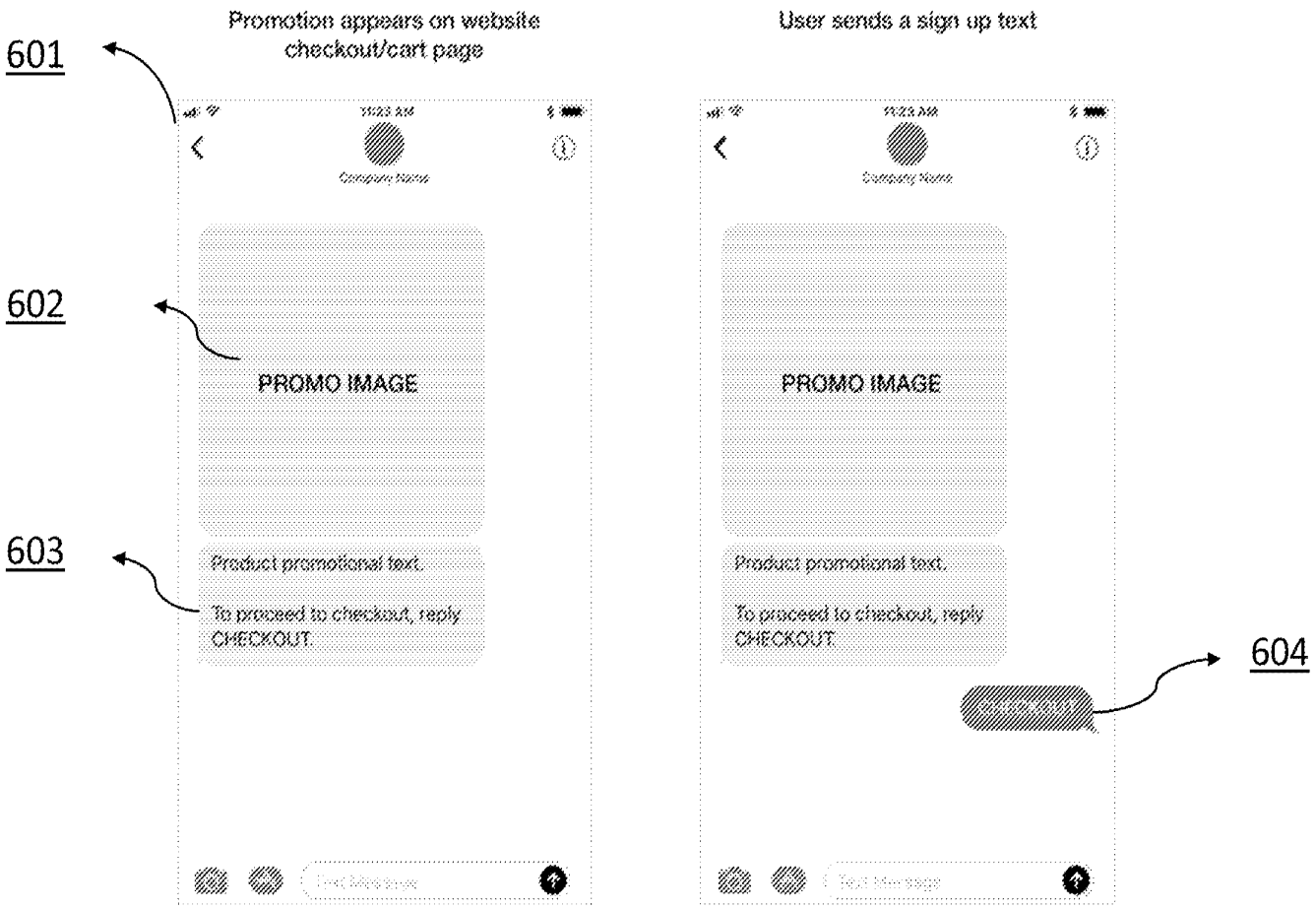

Promotion appears on website checkout/cart page
601
602
603
PROMO IMAGE
Product promotional text.
To proceed to checkout, reply CHECKOUT
User sends a sign up text
604
PROMO IMAGE
Product promotional text.
To proceed to checkout, reply CHECKOUT

FIG. 6A

FIG. 6B

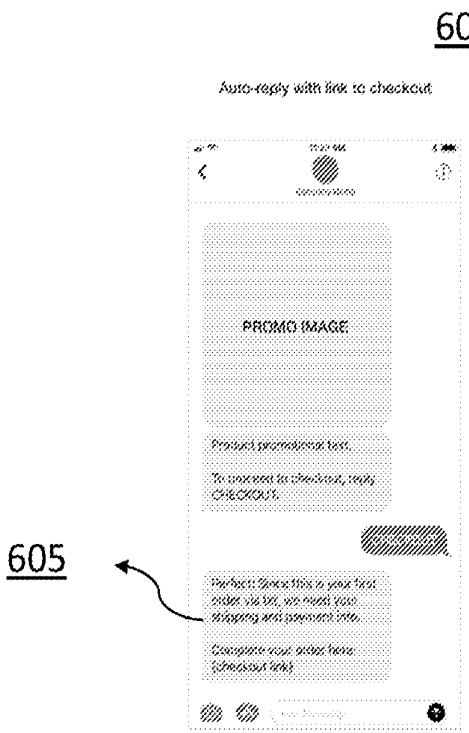


FIG. 6C

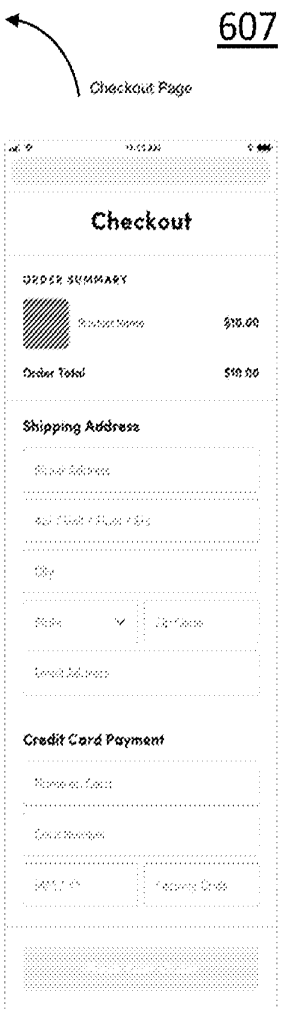


FIG. 6D

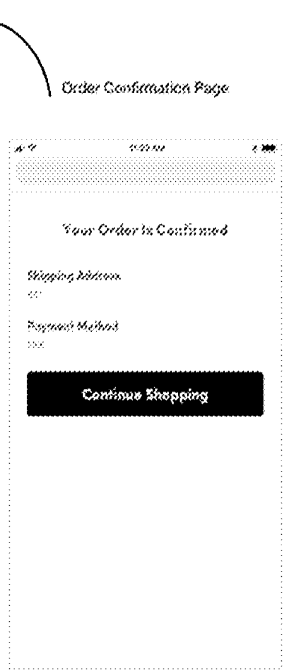


FIG. 6E

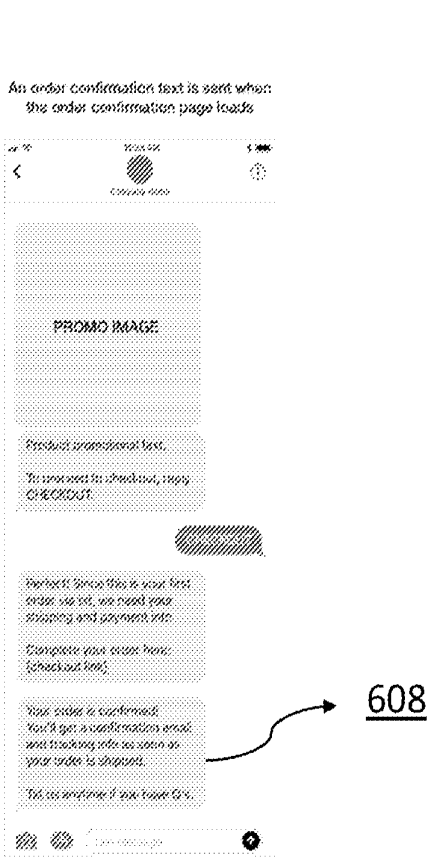


FIG. 6F

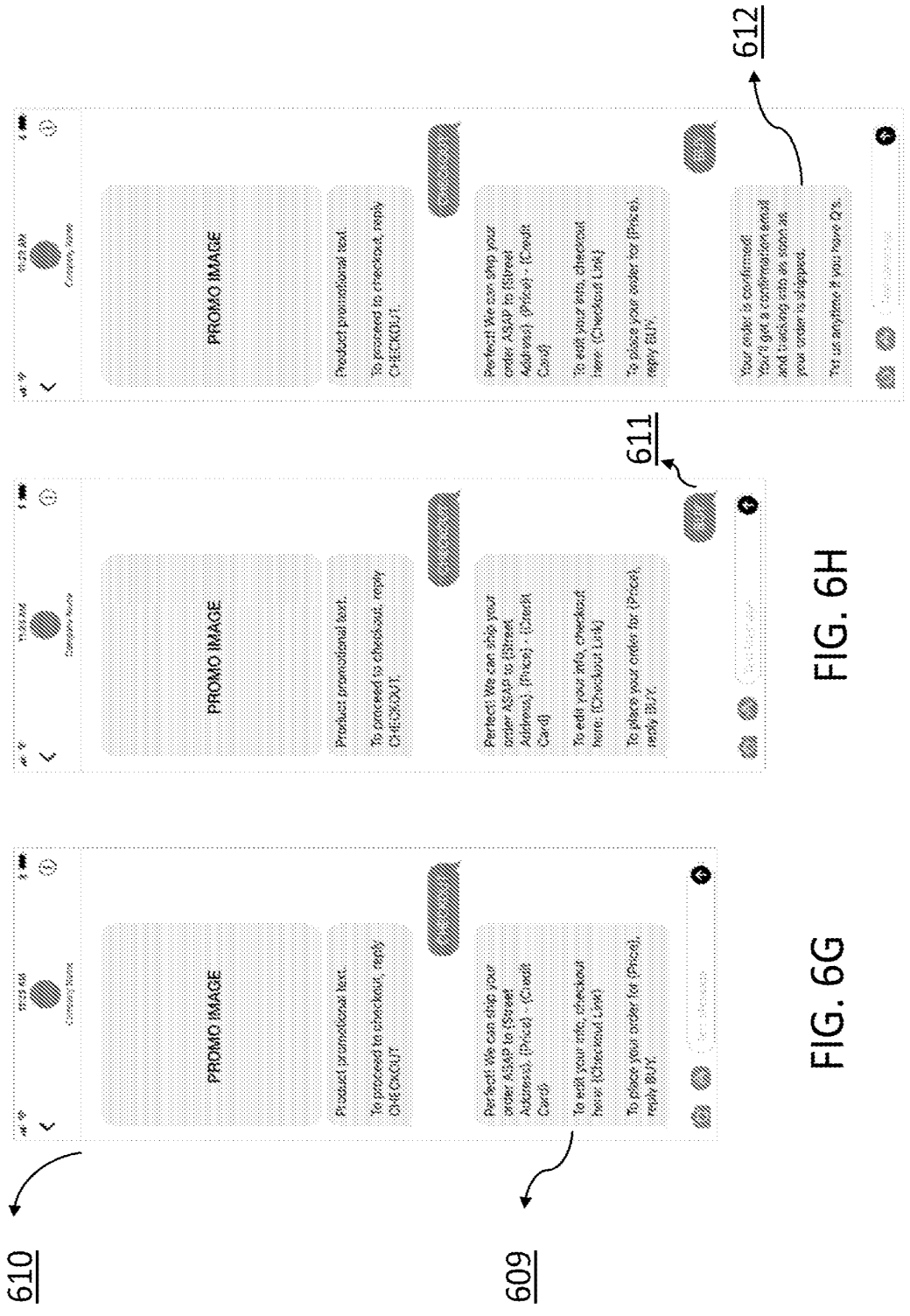


FIG. 6G

FIG. 6H

FIG. 6I

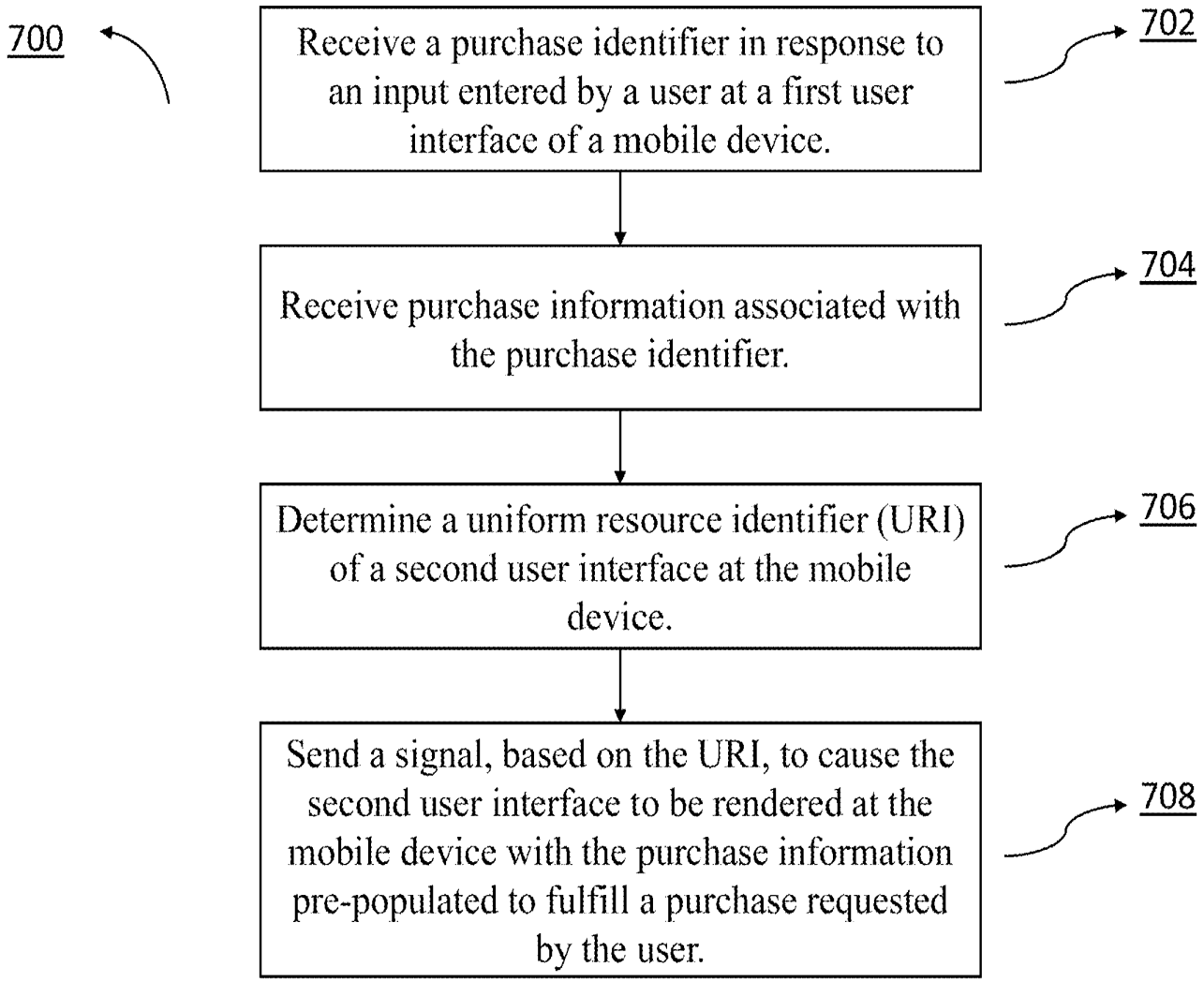

700
Receive a purchase identifier in response to an input entered by a user at a first user interface of a mobile device.
702
Receive purchase information associated with the purchase identifier.
704
Determine a uniform resource identifier (URI) of a second user interface at the mobile device.
706
Send 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

Electronic Patent Application Fee Transmittal

Application Number:	
Filing Date:	
Title of Invention:	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)
First Named Inventor/Applicant Name:	Brian LONG
Filer:	Anders E. Fernstrom/Jennifer Scott
Attorney Docket Number:	FRNK-001/04US 331846-2009

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:				
CLAIMS IN EXCESS OF 20	2202	10	50	500
INDEPENDENT CLAIMS IN EXCESS OF 3	2201	1	240	240

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous-Filing:				
PUBL. FEE- EARLY, VOLUNTARY, OR NORMAL	1504	1	0	0
PROCESSING FEE, EXCEPT PROV. APPLS.	2830	1	70	70
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
		Total in USD ($)		**3740**

Electronic Acknowledgement Receipt

EFS ID:	44676664
Application Number:	17569265
International Application Number:	
Confirmation Number:	2085
Title of Invention:	METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)
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-001/04US 331846-2009
Receipt Date:	05-JAN-2022
Filing Date:	
Time Stamp:	17:08:20
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$3740
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1		FRNK-001_04US_Specification.PDF	225334 d45767bc3fcb76082bc8e03368c611a855c1cd69	yes	37
	Multipart Description/PDF files in .zip description				
	Document Description		**Start**	**End**	
	Specification		1	29	
	Claims		30	36	
	Abstract		37	37	
Warnings:					
Information:					
2	TrackOne Request	FRNK-001_04US_Track_One_Request.PDF	129094 afd490621480c976aeae0cbe43d815e88fe55f56	no	2
Warnings:					
Information:					
3	Application Data Sheet	FRNK-001_04US_ADS.PDF	1256340 887b7dd874fbb7d336eed083b632118a3c186e9b	no	10
Warnings:					
Information:					
4	Nonpublication request from applicant	FRNK-001_04US_Non_Publication_Request.PDF	204186 994d01ff129cc896d6db23c290063c5b667e1271	no	2
Warnings:					
Information:					
5	Drawings-only black and white line drawings	FRNK-001-04US_Drawings.PDF	5236577 a4830d7b857a74fd853f8e2de4aa3853b32b97b9	no	12

Warnings:					
Information:					
6	Fee Worksheet (SB06)	fee-info.pdf	55253 ff7074a219d182b8577c25380880ddc01ee92011	no	2
Warnings:					
Information:					
			Total Files Size (in bytes):	7106784	

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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.

METHODS AND APPARATUS FOR MOBILE DEVICE MESSAGING-BASED COMMUNICATIONS USING CUSTOM-GENERATED DEEPLINKS AND BASED ON THE HYPER TEXT TRANSFER PROTOCOL (HTTP)

Background

[1001] 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 mobile device messaging-based communications using custom-generated deeplinks and based on the Hyper Text Transfer Protocol (HTTP).

[1002] 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.

[1003] 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

[1004] In some embodiments, a method includes, in response to an integration tag included in a webpage at a first user interface being executed at 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 the integration tag and a set of configurable settings associated with the integration tag. The method includes in response to a

loading status of the webpage including the integration tag satisfying a criteria, sending, from the processor to the mobile device and based on the mobile device identifier, a first signal causing a frame to be provided within the webpage at the first user interface of the mobile device and based on the set of configurable settings, the frame associated with the purchase identifier. The method includes in response to a first user input associated with the frame entered by a user via the mobile device, receiving, at the processor, a Hyper Text Transfer Protocol (HTTP) POST request from the mobile device. The method includes determining, at the processor and based on the HTTP POST request and the mobile device identifier, a uniform resource identifier (URI) defined to cause a second user interface at the mobile device to render at the mobile device. The URI of the second user interface is compatible with a first operating system and not a second operating system different from the first operating system. The mobile device is operable with the first operating system and not the second operating system. The second user interface is different from the first user interface. The method includes retrieving purchase information and sending a HTTP response message including the URI of the second user interface and the purchase information to deeplink to the second user interface and to cause the second user interface to be rendered at the mobile device with the purchase information pre-populated in an input field of a text message for the user to initiate a purchase via the text message. The method includes sending, from the processor to the mobile device, a second signal to initiate the purchase via the second user interface by causing the text message to be sent, upon receiving a second user input within the second user interface.

Brief Description of the Drawings

[1005] 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.

[1006] FIGS. 2A-2D illustrate screenshots of user interfaces at a user mobile device in a click-to-text subscription process, according to an embodiment.

[1007] FIGS. 3A-3E illustrate screenshots of user interfaces with a promotional message displayed at a user mobile device, according to an embodiment.

[1008] FIGS. 4A-4B illustrate screenshots of user interfaces with a promotional message displayed at a user mobile device, according to an embodiment.

[1009] FIGS. 5A-5I illustrate screenshots of user interfaces at a user mobile device in a click-to-text purchase process, according to an embodiment.

[1010] 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.

[1011] FIG. 7 is a flow chart illustrating a click-to-text process 700, according to an embodiment.

Detailed Description

[1012] 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).

[1013] 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.

[1014] 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.

[1015] 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.

[1016] 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.

[1017] 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.

[1018] 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.

[1019] 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.

[1020] 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.

[1021] 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.

[1022] 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.

[1023] 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.

[1024] 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.

[1025] 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.

[1026] 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.

[1027] In use, a user can provide a first input (a click, a screen tap, or a selection, etc.) to a web link on a mobile website or a mobile application displayed on 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).

[1028] 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.

[1029] 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 white 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).

[1030] 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).

[1031] 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.

[1032] 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>
```

[1033] 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;
    }
}
```

[1034] 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.

[1035] 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.

[1036] 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.

[1037] 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>

[1038] 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.)

[1039] 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.

[1040] 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.

[1041] 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.

[1042] 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.)

[1043] 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.

[1044] 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.

[1045] 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.

[1046] 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.

[1047] 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.

[1048] 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).

[1049] 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.

[1050] 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.

[1051] 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).

[1052] 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.

[1053] 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.

[1054] 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.

[1055] 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.

[1056] 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.

[1057] 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.

[1058] 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.

[1059] 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.

[1060] 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.

[1061] 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.

[1062] 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.

[1063] 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:

requesting a webpage via a web browser application executing on a mobile device;

receiving, at the mobile device and from at least one server, data associated with a promotional message displayed with the webpage;

detecting, at the mobile device, a user interaction with the promotional message; and

receiving, in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application, a uniform resource identifier (URI) that deeplinks to a messaging application different from the web browser application, the URI configured to, in response to the user interaction with the promotional message, (1) cause the mobile device to automatically transition from the web browser application displaying the promotional message to the messaging application and (2) cause the messaging application to automatically populate a text message with a destination address and a message body in response to the user interaction with the promotional message such that the message body can be sent to the destination address to request delivery of a promotion associated with the promotional message.

2. The method of claim 1, wherein the user interaction is a first user interaction, the method further comprising:

detecting, at the mobile device, a second user interaction with the text message; and

in response to the detecting a user interaction with the text message, sending the message body from the mobile device to the destination address to cause delivery of the promotion.

3. The method of claim 2, wherein the first user interaction and the second user interaction are the only user interactions detected by the mobile device between the promotional message displaying via the web browser application and the message body being sent to cause delivery of the promotion.

4. The method of claim 1, further comprising:

receiving an integration tag in response to requesting the webpage; and

sending user data to the at least one server in response to the integration tag executing.

5. The method of claim 1, further comprising:

sending user data to the at least one server; and

automatically populating the message body with a custom message based on the user data.

6. The method of claim 1, further comprising:

storing a cookie in a memory of the mobile device in response to code associated with at least one of the webpage or the promotional message being executed by the web browser application; and

executing the URI to cause the messaging application to automatically populate the message body with a custom message based on the cookie.

7. The method of claim 1, further comprising sending user data to the at least one server in response to the code associated with at least one of the webpage or the promotional message being executed by the web browser application.

8. The method of claim 1, further comprising:

sending user data to the at least one server in response to the code associated with at least one of the webpage or the promotional message being executed by the web browser application, the URI defined based in part on the user data; and

executing the URI to cause the messaging application to automatically populate the message body with a fingerprint based on the user data.

9. The method of claim 1, further comprising sending the text message to a promoter to cause delivery of the promotion to a user of the mobile device without the promoter charging the user a fee.

10. The method of claim 9, wherein the promotion is a subscription.

11. The method of claim 1, wherein the messaging application is not provided by an entity providing the promotion or facilitating delivery of the promotion.

12. The method of claim 1, further comprising:

sending a signal to the at least one server including an identification of an operating system of the mobile device, the URI being specific to the operating system of the mobile device.

13. A method, comprising:

receiving, at at least one server, user data in response to a first application executing on the mobile device requesting and/or loading a promotional message;

defining, at the at least one server and based on the user data, a uniform resource identifier (URI) that deeplinks to a second application, the second application being a messaging application that is different from the first application; and

sending the URI from the at least one server to the mobile device such that, when a user of the mobile device interacts with the promotional message via the first application, the URI causes the mobile device to (1) automatically render a user interface of the second application and (2) automatically populate a custom text message, the second application configured to send the custom text message upon detection of a user interaction with the second application to cause delivery of a promotion.

14. The method of claim 13, further comprising receiving, at the at least one server and from the mobile device, the custom text message.

15. The method of claim 13, further comprising facilitating delivery of a promotion associated with the promotional message to the user in response to the custom text message being sent.

16. The method of claim 13, wherein the URI is defined such that when the URI is initiated the custom text message is populated with an address associated with a promoter of the promotion.

17. The method of claim 13, wherein the URI is defined based on an identity of the at least one of the mobile device or the user ascertained from the user data.

18. The method of claim 13, further comprising:

sending, from the at least one server and to the mobile device, code to cause the mobile device to store a cookie in response to the first application executing on the mobile device requesting and/or loading the promotional message,

the user data including data associated with the cookie, and

a body of the custom text message including customized content that is associated with the cookie.

19. The method of claim 13, further comprising:

identifying at least one of the mobile device or the user based on the user data,

the URI defined based on an identity of the at least one of the mobile device or the user such that a message body of the customized text message is automatically populated with custom content based on the identity of the at least one of the mobile device or the user.

20. The method of claim 13, wherein the second application is a default messaging application installed on the mobile device.

21. The method of claim 13, wherein:

the custom text message is a short messaging service (SMS) message; and

the URI is defined such that when the URI is initiated the SMS message is populated with a phone number associated with a promoter of the promotion.

22. A non-transitory processor-readable medium storing code configured to be executed by a processor, the code including instructions configured to cause the processor to:

receive, at at least one server, user data associated with a mobile device in response to a web browser application executing on the mobile device requesting and/or loading a webpage containing a promotional message;

determine an identity of at least one of the mobile device or a user of the mobile device, based on the user data; and

send a uniform resource identifier (URI) from the at least one server to the mobile device based on the identity of the at least one of the mobile device or the user such that when the user of the mobile device interacts with the promotional message the URI causes the mobile device (1) to automatically switch from the web browser application to a messaging application and (2) to automatically populate a text message that is customized based on the identity of the at least one of the mobile device or the user.

23. The non-transitory processor-readable medium of claim 22, the code further comprising code to cause the processor to:

receive, at the at least one server and from the messaging application of the mobile device, the text message; and

facilitate delivery of a promotion associated with the promotional message in response to receiving the text message.

24. The non-transitory processor-readable medium of claim 22, the code further comprising code to cause the processor to:

send an integration tag to the mobile device in response to the web browser application requesting and/or loading the webpage, the user data received in response to the integration tag executing on the mobile device.

25. The non-transitory processor-readable medium of claim 22, the code further comprising code to cause the processor to:

send an integration tag to the mobile device in response to the web browser application requesting and/or loading the webpage, the user data received in response to the integration tag executing on the mobile device, the user data including information of an operating system of the mobile device; and

define the URI based on the operating system of the mobile device.

26. The non-transitory processor-readable medium of claim 22, wherein the promotional message is a second promotional message contained with a second webpage, the code further comprising code to cause the processor to:

send, from the at least one server and to the mobile device, a signal associated with a first webpage such that the mobile device renders the first webpage via the web browser application, the first webpage including a first promotional message;

receive, at the at least one server, an indication of user interaction with the first promotional message; and

send, from the at least one server and to the mobile device, a signal associated with the second webpage such that the mobile device renders the second webpage via the web browser application in response to the user interaction with the first promotional message.

27. The non-transitory processor-readable medium of claim 26, wherein the second webpage is an iframe.

28. The non-transitory processor-readable medium of claim 22, wherein the promotion is a free subscription.

29. A non-transitory processor-readable medium storing code configured to be executed by a processor, the code including instructions configured to cause the processor to:

send, from at least one server and to a mobile device requesting and/or loading internet content via a first application, means for receiving user data associated with the mobile device;

receive the user data from the mobile device in response to the first application of the mobile device executing the means for receiving;

send, from the at least one server and to the mobile device, means for causing (1) the mobile device to transition from the first application to a second application different from the first application, the second application being a messaging application, and (2) the second application to automatically populate a custom text message based on the user data;

receive, from the mobile device, the custom text message; and

facilitate delivery of a promotion associated with the promotional message in response to receiving the custom text message.

30. The non-transitory processor-readable medium of claim 29, wherein:
the means for receiving comprises an integration tag; and
the means for causing comprises a Uniform Resource Identifier (URI).

Abstract

In some embodiments, a method includes in response to an integration tag included in a webpage at a first user interface being executed at a mobile device, receiving a mobile device identifier and a request to retrieve a purchase identifier. The method includes sending a first signal causing a frame to be provided within the webpage at the first user interface. The method includes in response to a first user input, receiving a Hyper Text Transfer Protocol (HTTP) POST request and determining a uniform resource identifier (URI). The method includes retrieving purchase information and sending a HTTP response message including the URI of the second user interface and the purchase information to deeplink to the second user interface and to cause the second user interface to be rendered at the mobile device with the purchase information pre-populated in an input field of a text message.

SCORE Placeholder Sheet for IFW Content

Application Number: 17569265 Document Date: 01/05/2022

The presence of this form in the IFW record indicates that the following document type was received in electronic format on the date identified above. This content is stored in the SCORE database.

Since this was an electronic submission, there is no physical artifact folder, no artifact folder is recorded in PALM, and no paper documents or physical media exist. The TIFF images in the IFW record were created from the original documents that are stored in SCORE.

- Drawing

At the time of document entry (noted above):

- USPTO employees may access SCORE content via DAV or via the SCORE web page.
- External customers may access SCORE content via PAIR using the Supplemental Content tab.

Form Revision Date: March 1, 2019