NON-PROVISIONAL UTILITY PATENT
APPLICATION TRANSMITTAL – 37 CFR 1.53(b)

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

Attorney Docket No. RCL-005-7
First Named Inventor: Cona, Thomas.
Total Pages of Transmittal Form: 2

Transmitted herewith for filing is the non-provisional utility patent application entitled:
Targeted Advertising in a Situational Network
which is:

an ☒ Original; or

a ☐ Continuation, of prior Application No. ☐ Divisional, or filed ☐ Continuation-in-part (CIP)

☒ This non-provisional patent application is based on Provisional Patent Application No. 60/887,843, filed February 2, 2007.

Enclosed are:

☒ Specification (Including Abstract) and claims: 53 pages

☐ Application Data Sheet

☒ (Un)Executed Declaration and Power of Attorney

☐ Copy of Declaration from prior application.

☐ Separate Power of Attorney (including 37 CFR 3.73(b) statement, if applicable).

☒ 45 Sheets of drawings

☐ Transmittal Letter Accompanying Submission of Compact Disc in Accordance with 37CFR §1.52(e), plus two identical compact discs (for computer program Appendix)

☐ Under PTO-1595 Cover Sheet, an assignment of the invention

☒ Name of Assignee: Resource Consortium Limited

☐ Preliminary Amendment

☐ Information Disclosure statement, PTO/SB/08A and/or PTO/SB/S08B, and cited references.

☒ Request of Nonpublication of Application Under 35 USC §122(b)

☐ Other:

Meta EX1023
IPR2024-00530
U.S. Patent No. 9,877,345

The filing fee is calculated as follows:

			SMALL ENTITY		LARGE ENTITY	
CLAIMS	NO. FILED	NO. EXTRA	FILING FEE $150		FILING FEE $310	310.00
			SEARCH FEE $250		SEARCH FEE $510	510.00
			EXAM FEE $100		EXAM FEE $210	210.00
TOTAL	24 - 20 =	4	x 25.00		4 x 50.00	200.00
INDEP.	3 - 3 =	0	x 100.00		0 x 210.00	
☐ Multiple Dependent Claims Present			$180.00		$360.00	
			TOTAL		**TOTAL**	**1,230.00**

☒ The Commissioner is hereby authorized to charge and/or credit Deposit Account No. **503061** as noted below. A duplicate copy of this sheet is enclosed:

☒ Filing fee in the amount of **$1,230.00** as calculated above.

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☒ Any additional fees required under 37CFR§1.16 and §1.17.

☒ In the event that a Petition for Extension of Time is required during the prosecution of this application, but not submitted, please charge any extension fee under 37 CFR §1.13(a) to the Deposit Account noted above.

CORRESPONDENCE ADDRESS

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DECLARATION AND POWER OF ATTORNEY
(Original Application)

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled

Targeted Advertising in a Situational Network

the specification of which is attached hereto and/or was filed on _____ as Application No. _____ .

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

I acknowledge the duty to disclose information which is material to patentability in accordance with Title 37, Code of Federal Regulations, Section 1.56.

I hereby claim priority benefits under Title 35, United States Code, Section 119(a)-(d), of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

FOREIGN PRIORITY APPLICATION(S)

			Priority Claimed
(Number)	(Country)	(Day/Month/Year Filed)	[ ] Yes [ ] No

I hereby claim the benefit under Title 35, United States Code §119(e) of any United States provisional patent application(s) listed below and have also identified below any United States provisional patent application(s) having a filing date before that of the application on which priority is claimed:

PROVISIONAL PRIORITY PATENT APPLICATION(S)

		Priority Claimed
60/887,843	February 2, 2007	[X] Yes [ ] No
(Application No.)	(Filing Date)	

And I hereby appoint the registered attorneys and agents associated with **TECHNOLOGY, PATENTS & LICENSING, INC., Customer No. 27833**, as my attorneys or agents with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

Address all correspondence to **Customer No. 27833,** namely, **TECHNOLOGY, PATENTS & LICENSING, INC.,** 2003 South Easton Road, Suite 208, Doylestown, PA 18901. Please direct all communications and telephone calls to Andrew W. Spicer at 267-880-1720.

I hereby declare a 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 statement may jeopardize the validity of the application or any patent issuing thereon.

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

First Named Inventor	THOMAS CONA
Title	TARGETED ADVERTISING IN A SITUATIONAL NETWORK
Attorney Docket Number	RCL-005-7

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 agreement, that requires publication at eighteen months after filing.

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

Signature: [signature] Date: 10/26/07

Typed or printed name: Andrew W. Spicer Registration Number, if applicable: 57,420

Telephone Number: 267-880-1720

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

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

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

This collection of information is required by 37 CFR 1.213(a). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 6 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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TITLE

[0001] Targeted Advertising in a Situational Network

CROSS REFERENCE TO RELATED APPLICATIONS

[0002] This application claims the benefit of U.S. Provisional Patent Application No. 60/887,843, filed February 2, 2007, and entitled *Situational Network*, Attorney Docket No. RCL-005-PV, the entire disclosure of which is incorporated herein by reference.

[0003] This application is related to co-pending U.S. Patent Application No. 11/566,947, filed December 5, 2006, entitled *Aggregating Personal Information in a Personal Information Aggregator*, Attorney Docket No. RCL-003-1, the entire disclosure of which is incorporated herein by reference.

[0004] This application is also related to co-pending to U.S. Patent Application No. _____, filed October 26, 2007, entitled *Situational Network*, Attorney Docket No. RCL-005-1; U.S. Patent Application No. _____, filed October 26, 2007, entitled *Creating a Projection of a Situational Network*, Attorney Docket No. RCL-005-2; U.S. Patent Application No. _____, filed October 26, 2007, entitled *Location Based Services in a Situational Network*, Attorney Docket No. RCL-005-3; U.S. Patent Application No. _____, filed October 26, 2007, entitled *Use of a Situational Network for Navigation and Travel*, Attorney Docket No. RCL-005-4; U.S. Patent Application No. _____, filed October 26, 2007, entitled *Access of Information Using a Situational Network*, Attorney Docket No. RCL-005-5; and U.S. Patent Application No. _____, filed October 26, 2007, entitled *Searchable Message Board*, Attorney Docket No. RCL-005-6.

BRIEF DESCRIPTION OF THE DRAWINGS

[0005] The following detailed description will be better understood when read in conjunction with the appended drawings, in which there is shown one or more of the multiple embodiments of the present invention. It should be understood, however, that the various embodiments of the present invention are not limited to the precise arrangements and instrumentalities shown in the drawings.

[0006] In the Drawings:

[0007] Fig. 1 is a network diagram of an embodiment of a Situational Network (SitNet);

[0008] Fig. 2 is a use case diagram for the SitNet of Fig. 1;

[0009] Fig. 3 is a use case diagram for a personal information aggregator (PIA) used in accordance with the SitNet of Fig.1;

[0010] Fig. 4 is a class diagram for the structure of the personal information stored in the PIA used in accordance with the SitNet of Fig.1;

[0011] Fig. 5 is a sequence diagram for the interactions associated with a PIA single-use authorization request to receive data from the PIA used in accordance with the SitNet of Fig 1;

[0012] Fig. 6 is a sequence diagram for the interactions associated with a PIA ongoing-use authorization request to receive data from the PIA used in accordance with the SitNet of Fig 1;

[0013] Fig. 7 is a sequence diagram for the interactions associated with a PIA limited-use authorization request to receive data from the PIA used in accordance with the SitNet of Fig 1;

[0014] Fig. 8 is a sequence diagram for the interactions associated with a user-initiated PIA authorization to provide data from the PIA used in accordance with the SitNet of Fig 1;

[0015] Figs. 9 is an activity diagram for the steps performed by the PIA used in accordance with the SitNet of Fig 1;

[0016] Fig. 10 is a sequence diagram for the interactions associated with user-initiated receiving of data by the PIA used in accordance with the SitNet of Fig 1;

[0017] Fig. 11 is a sequence diagram for the interactions associated with an authorization request to provide data to the PIA used in accordance with the SitNet of Fig 1;

[0018] Fig. 12 is a network diagram of an N-Dimensional Social Network (NDSN) used in accordance with the SitNet of Fig 1;

[0019] Fig. 13 is a use case diagram for the NDSN of Fig. 12;

[0020] Fig. 14 is a sequence diagram for the interactions associated with a user discovering an NDSN used in accordance with the SitNet of Fig 1;

[0021] Fig. 15 is a sequence diagram for the interactions associated with a user connecting to other members of an NDSN used in accordance with the SitNet of Fig 1;

[0022] Fig. 16 is a sequence diagram for the interactions associated with a user inviting a new member to connect to the members of an NDSN used in accordance with the SitNet of Fig 1;

[0023] Fig. 17 is a sequence diagram for the interactions associated with a user disconnecting from other members of an NDSN used in accordance with the SitNet of Fig 1;

[0024] Fig. 18 is an example of nodes of the NDSN of Fig. 12;

[0025] Fig. 19 is an example of a projected NDSN used in accordance with the SitNet of Fig 1;

[0026] Fig. 20 is a sequence diagram for the interactions associated with creating a projection of the NDSN used in accordance with the SitNet of Fig 1;

[0027] Fig. 21 is a sequence diagram for the interactions associated with a user connecting to other members of an NDSN used in accordance with the SitNet of Fig 1;

[0028] Fig. 22 is a block diagram of a computer system for realization of the SitNet of Fig.1;

[0029] Fig. 23 is a block diagram of a computer system through which the implementation of the SitNet of Fig. 1 may be realized;

[0030] Fig. 24 is a user case diagram of an emergency event situational network in accordance with the SitNet of Fig. 1;

[0031] Fig. 25 is an example of a propagation of a notification using a PIA in accordance with the SitNet of Fig. 1;

[0032] Fig. 26 is an example of a method of connecting to a weather-dependent social network in accordance with the SitNet of Fig. 1;

[0033] Fig. 27 is an example of presenting targeted advertisements to different users in accordance with the SitNet of Fig. 1;

[0034] Fig. 28 is a use case diagram in accordance with the SitNet of Fig. 1;

[0035] Fig. 29 is an example of temporally limited links in accordance with the SitNet of Fig. 1;

[0036] Fig. 30 is an example of a geographic projection of nodes in accordance with the SitNet of Fig. 1;

[0037] Fig. 31 is an example of an event relative embodiment of a SitNet;

[0038] Fig. 32 is an example of presenting a roll call to a user in accordance with the SitNet of Fig. 1;

[0039] Fig. 33 is an example of a searchable message board that can be used in accordance with the SitNet of Fig. 1;

[0040] Fig. 34 is a sequence diagram in accordance with the SitNet of Fig. 1;

[0041] Fig. 35 is a sequence diagram in accordance with the SitNet of Fig. 1;

[0042] Fig. 36 is a sequence diagram in accordance with the SitNet of Fig. 1;

[0043] Fig. 37 is a sequence diagram in accordance with the SitNet of Fig. 1;

[0044] Fig. 38 is a sequence diagram in accordance with the SitNet of Fig. 1;

[0045] Fig. 39 is a sequence diagram in accordance with the SitNet of Fig. 1;

[0046] Fig. 40 is a sequence diagram in accordance with the SitNet of Fig. 1;

[0047] Fig. 41 is a flow diagram in accordance with the SitNet of Fig. 1;

[0048] Fig. 42 is a sequence diagram in accordance with the SitNet of Fig. 1;

[0049] Fig. 43 is a network diagram of an alternative embodiment of a SitNet;

[0050] Fig. 44 is a network diagram of an alternative embodiment of a SitNet; and

[0051] Fig. 45 is a network diagram of an alternative embodiment of a SitNet.

DETAILED DESCRIPTION

[0052] Certain terminology is used herein for convenience only and is not to be taken as a limitation on the embodiments of the present invention. In the drawings, the same reference letters are employed for designating the same elements throughout the several figures.

[0053] The words "right", "left", "lower" and "upper" designate directions in the drawings to which reference is made. The words "inwardly" and "outwardly" refer to directions toward and away from, respectively, the geometric center of the situational network and designated parts thereof. The terminology includes the words above specifically mentioned, derivatives thereof and words of similar import.

[0054] Unified Modeling Language ("UML") can be used to model and/or describe methods and systems and provide the basis for better understanding their functionality and internal operation as well as describing interfaces with external components, systems and people using standardized notation. When used herein, UML diagrams including, but not limited to, use case diagrams, class diagrams and activity diagrams, are meant to

serve as an aid in describing the embodiments of the present invention, but do not constrain implementation thereof to any particular hardware or software embodiments. Unless otherwise noted, the notation used with respect to the UML diagrams contained herein is consistent with the UML 2.0 specification or variants thereof and is understood by those skilled in the art.

[0055] Referring generally to Fig. 1, a situational network 3000 is created when an occurrence or expected occurrence of an event or situation 3005 causes connections, also referred to as links, to be established between, within or among a set of participants 250, 207. The situational network allows the participants 250, 207 to interact and exchange information over connections to or through a computer network 900 regarding the event or situation 3005. Some or all of the participants included in the situational network (SitNet) 3000 may have no prior knowledge of or connection or contact with each other or other participants of the situational network through any other type of social network or personal interactions.

[0056] In the context of the situational network 3000, the participants may include external entities 207, also called situation authorities, central authorities or trusted providers, that generally are able to aggregate and provide comprehensive information related to the situation. Situation authorities 207 include, but are not limited to news organizations, such as news agencies (e.g., CNN), weather agencies (e.g., The Weather Channel), traffic agencies (e.g., Traffic.com), emergency relief organizations (e.g., The American Red Cross), and government agencies (e.g., local fire departments, state Departments of Transportation, Federal Emergency Management Agency (FEMA)). There is a corresponding situation authority server 3011, also referred to as an event node server, for each situation authority 207. The situation authority server 3011 may be connected to a database 3020 for storing information related to the situation 3005, or data related to other participants in the SitNet 3000.

[0057] Participants in the SitNet 3000 also include users 250, which are alternately referred to as individuals or members. Users 250 are connected via the situational network 3000 using devices 402 such as cell phones, PDA's, personal computers, network servers, PVR's, in-vehicle and portable navigation systems, or other devices generally known to those skilled in the art that enable connection to, from and through

the computer network 900. There is at least one device 402 corresponding to each user 250, although a user 250 may use more than one device 402 to access and share information within the situational network 3000. The devices 402 may be connected into the situational network 3000 automatically, by requesting a connection, or by receiving an invitation to connect, each of which is described in greater detail below.

[0058] The connections, or links, established in forming and sustaining the situational network 3000 may be persistent or temporary. A persistent connection allows participants to exchange information without requiring the user to re-authenticate, re-authorize, or re-create the connection. Temporary connections require one or both sides of the link to re-authenticate or re-authorize the connection each time information is to be sent or received. Some temporary links may enable one-time use, such that a new connection, including authorization or authentication, is created each time information is passed between the participants.

[0059] Examples of events or situations 3005 that might initiate the formation of a situational network include weather phenomenon, such as hurricanes, tornadoes, severe thunderstorms, or winter storms; emergency situations, such as building fires, aircraft crashes, or toxic substance releases; natural disasters, such as earthquakes, tsunamis, or floods; weather related activities, such as skiing or surfing; navigation and/or travel incidents, such as road closures or construction, vehicle accidents, traffic congestion, roadway debris, or air turbulence; and public health crises, such as disease outbreak. Many of these event types are interrelated. For example, there a high correlation between vehicle accidents and freezing precipitation. Thus, it is possible to anticipate or pre-form a situational network based on an expected weather condition or forecast or anticipated road construction.

[0060] If the event or situation is not stationary or changes over time (e.g., in scope or location), such as a weather event with a time-dependent trajectory or size, the participants in the situational network may also change as the situation evolves over time. This embodiment is referred to as an event relative or dynamic SitNet. A change in the characteristics, either actual or forecast, associated with the situation are used to determine which users should be connected to or disconnected from the SitNet. Examples of characteristics for a weather phenomenon include location, size, shape, speed,

precipitation rate, wind velocity, and trajectory. Some examples of characteristics that may be associated with navigation situations include location, altitude, visibility, length of traffic backup, and road surface conditions. In one embodiment, the users are connected or disconnected to the SitNet based on their movement relative to the situation.

[0061] Referring to Fig. 31, an example of an event relative SitNet is shown for two different times T1 and T2. At time T1, participants B, D, E, and H are connected to a situation authority in SitNet 3001 that has been established for a cluster of severe thunderstorms 3003. At time T2, in response to the changes in the location and shape of the thunderstorm cluster 3003, participants A, C, F, and I have been added to the SitNet 3001, and participants B, D, and H have been disconnected. Participant E is included in the SitNet 3001 at both time T1 and T2.

[0062] Referring to Fig. 36, the event relative embodiment of the SitNet has a dynamic set of user connections in which links between the participants in the situational network are added or removed as the situation or event changes its geographic location or as the user changes his position relative to the situation. User devices 404, 406 are connected into the situational network when it is determined that users of the devices 404, 406 are affected by the event or situation. Similarly, users are disconnected from the situational network as the event or situation moves away, the users move away from the situation, or the users are no longer determined to be affected by the event or situation. For example, due to the uncertain nature of hurricane trajectory prediction, the list of users connected to the SitNet may change for each updated forecast of the hurricane, with users determined to be out of the projected hurricane path being disconnected from the SitNet while other users included in the projected hurricane path are added. As the hurricane passes, some users may be disconnected from the network if their area was not adversely affected, while those affected by the storm may remain connected to the SitNet or even be disconnected from the event relative SitNet and invited to connect to a different SitNet for those affected by the Hurricane, possibly requiring emergency assistance or aid by a relief agency.

[0063] A SitNet may be formed when users involved in a situation or event are determined to be in relatively close geographic positions. If the SitNet is not pre-formed or anticipated by the event or situation, but its formation is a result of the occurrence of

the event or situation causing the potential members of the SitNet to be within a relatively small geographic area, such embodiment of the SitNet may be referred to as a proximity based SitNet. A proximity based SitNet may be established without the involvement of a situation authority or the creation an event node, described in greater detail below. User devices, such as Personal Information Aggregators (PIAs), discussed in greater detail below, containing a GPS or other geographic positioning devices generally understood by those skilled in the art, can share location coordinates to determine if they are within a proximity limit that has either been preset within the device or predetermined by the user. In one embodiment, PIAs crawling a multi-dimensional personal information network (NDSN), discussed in greater detail below, can locate other PIAs with the same proximity if the PIAs are allowed to share their location coordinates. The users may have no previous interaction or knowledge of each other, but may be related thought their PIAs by a high order separation of nodes in the NDSN (i.e., their PIAs may have indirectly changed information as described below). For example, while traveling internationally, several people without any other prior personal connection or relationship are coincidentally delayed at the same airport. They are alerted to the proximity of the other users by their PIAs which have established that they share something in common, such as currently reside in the same town, state or county, or have attended the same school or university. A SitNet can be formed through connections established through the PIAs, possibly resulting in a personal meeting between the individuals.

[0064] A proximity based SitNet may be established in response to a request for goods or services (i.e. the need for goods or services is the situation) by an individual. A device associated with an individual broadcasts a message containing a request for goods and/or services. The message also includes positional coordinates. Other devices receiving the request within a close proximity to the requesting device may establish a connection with the requesting device to provide information about the rendering of the service or the availability of the goods. The devices may also be used to facilitate a personal meeting between the device users if the rendering of the service or procurement of goods requires such a meeting. The connections in the SitNet are maintained until the service has been completed by one user with a responding device, or until the goods have been obtained.

[0065] A variety of different architectures may be used to connect the devices of participants in the situational network. In one embodiment, a situational network may be formed using a centralized architecture. Referring to Fig. 43, in a centralized architecture embodiment, user devices 402 in the SitNet 3012 corresponding to users 250 are connected using centralized connections 3013 to a situation authority server 3011 associated with a situation authority 207. Information related to the situation 3005 is shared between the situation authority 207 and the users 250. Information originating from a user 250 in the SitNet 3012 and related to the situation 3005 may be shared with other users 250 in the SitNet 3012 via the situation authority 207. The situation authority 207 may distribute the information as received from the users 250 via the centralized connections 3013 between the situation authority server 3011 and the user devices 402 or perform a verification of the information before distributing the information to the users 250 of the SitNet 3012 through the centralized connections 3013.

[0066] Referring to Fig. 44, the situational network may also be formed using a decentralized architecture, such as a peer-to-peer network understood by one skilled in the art. In Fig. 44, user devices 402 of SitNet 3014 corresponding to users 250 are connected to each other through peer-to-peer connections 3015. The user device 402 may be connected at the same time to more than one other user device 402. Information related to the situation 3005 is shared using the user devices 402 directly between users 250 using the peer-to-peer connections 3015. Information can be distributed from a user 250 to all other users or a subset of the users in the SitNet 3014.

[0067] In one embodiment, the situation authority acts as a participant in the peer-to-peer network. While the situation authority may act as an important source of information, it does not act as the central authority or host, as would be found in the centralized architecture described above.

[0068] Referring to Fig. 45, both centralized and decentralized architectures may be utilized to form a combined architecture for the situational network. In Fig. 45, the user devices 402 in the SitNet 3016 are connected to the situation authority server 3011 using centralized connections 3013. The user devices 402 are also interconnected with each other using peer-to-peer connections 3015. In the event that the situation authority server 3011 becomes disabled or connectivity between the situation authority 207 and the users

250 is lost, the peer to peer connections 3015 that have been established between the users 250 or corresponding user devices 402 can still allow vital situation information to be exchange between users 250. In one embodiment, the situation authority 207 facilitates the formation of the peer-to-peer connections 3015 by providing users 250 with some type of indication of other users 250 also connected to the situational network 3016 through the situation authority server 3011. One such indication may be a projection of nodes of the SitNet 3016, described in greater detail below.

[0069] Regardless of the architecture used to form and sustain the situational network, the situational network is generally formed according to the process outlined in Fig. 41, which includes a recognition or identification of a situation 3100, a connection of participants 3110, and a sharing of information related to the situation 3120. This is also demonstrated in Fig. 39, where the situation is identified by situation authority 207. Users 256, 256 and situation authority 207 are all interconnected, and able to exchange information. Furthermore, those skilled in the art will recognize that any of the available architectures (e.g., centralized, peer-to-peer, or combination thereof) may be used to form and sustain the various embodiments of the situational network described above, including the event relative (dynamic) SitNet or the proximity based SitNet. Certain architectures may be more applicable to certain embodiments. For example, the peer-to-peer architecture may naturally be used to form a proximity based SitNet described previously due to the inherent nature of the proximity SitNet. Nonetheless, those skilled in the art will recognize that a centralized or combination architecture may also be used for the proximity based SitNet depending on the particular situation and/or connections available.

[0070] In one embodiment, the situational network may be established using the framework of an N-dimensional social network (NDSN), also referred to hereafter as a multi-dimensional personal information network, as described in detail below. In this embodiment, users are connected into the situational network through the NDSN using a PIA. In the context of the NDSN, a PIA associated with each user is or encompasses a node of the situational network. The situation or event itself may also be associated with a node on the SitNet, known as the event node for the SitNet. For example, an entity, such as a trusted provider of information (e.g., a news source such as CNN or

weather.com), establishes an event node in an NDSN that propagates up-to-date information on the situation to PIAs of the NDSN connected to that event node. In one embodiment, the SitNet may have more than one event node.

[0071] Referring to Fig. 2, user PIAs connected to an event node using the connect use case 972 in the SitNet 3000 may discover each other using the discover use case 971, described below. Personal or situation relevant information is shared between the users using the share use case 977. In addition, connections between PIAs, also called links, may be established where one or both of the PIAs are not linked directly to the event node, wherein a direct link to the event node is also referred to as a first order connection. In one embodiment, the SitNet can be formed in the absence of an event node, such as in a de-centralized (peer-to-peer) architecture as described above.

[0072] A Personal Information Aggregator (PIA) provides a user with the ability to store, organize and control personal information. The PIA obtains personal information that may be controlled by separate entities (e.g., credit reporting agencies, financial institutions and merchants), aggregates the information and organizes the information in manners that have been selected by the user. The user controls access to the personal information stored in the PIA by authorizing access by other entities to subsets of the personal information stored in the PIA. In many cases, the use of the authorized information is bound and restricted by legal contract, and therefore, the user has legal remedies available to enforce proper use of the information.

[0073] The user of a PIA can be any person, group or entity that wishes to manage and control his (or its) personal information. For example, a family can use a PIA to aggregate personal information that the family members have in common (place of residence, family vacations, etc.).

[0074] An entity that accesses the information stored in a PIA can be an individual person, a group, entity or equipment (e.g., digital video recorder) or software (e.g., web browser) that has been configured to access the PIA. The nature and composition of a group that accesses a PIA can encompass a broad range of organizations, e.g., a health clinic, an auto dealership, a coin collectors club, etc.

[0075] The personal information obtained by and/or stored in a PIA encompasses a broad array of types of information about a person's life, social interactions, health and healthcare, consumer behavior including consumer purchases, entertainment

consumption and habits, fitness activity, travel, financial, employment, education, hobbies and personal computing and/or other aspects of a person's world that can be reduced in any way to data. The personal information stored in the PIA is obtained from a variety of sources, including input data feeds that are generated by providers of goods and services, healthcare providers, organizations, clubs, social contacts and other persons and entities. In addition, personal information stored in the PIA may be entered directly by the user.

[0076] In some cases, there may be data regarding the user that is contained on the Internet, private networks, or in personal data storage. In one embodiment, the PIA "crawls" such networks or storage areas, searching for information to add to its store of personal information associated with the user.

[0077] A community information aggregator (CIA) performs functions that are similar to those of a PIA for a community of users (e.g., an association of architects or a chess club) A CIA provides a community with the ability to store, organize and control information associated with the community and personal information associated with members of the community. The CIA obtains, aggregates and organizes such information, and makes the information available to other authorized entities in a manner similar to that described herein with respect to PIAs.

[0078] A CIA may obtain data by searching other sources of information, e.g., web sites on the Internet. In one embodiment, a CIA gathers information about a user that is not published by that user's PIA by crawling public and/or private information sources. In one embodiment, a marketer's CIA uses a known piece of information about a user to search for and store additional information about the user. For example, a user's known e-mail address can be used to locate Internet postings of product reviews, blog postings and comments, listings in membership directories or other information associated with the user. This additional information could be used as input for recommendations targeted to the user.

[0079] A user controls the information coming in to the PIA by granting authorization to desired sources and denying authorization to unwanted sources. The source of the information may request authorization to provide information to the PIA. Alternatively, the user or the PIA may initiate the operation of receiving data from a source. The authorized information received by the PIA is organized and stored in the PIA. The PIA generates composite and derived output data feeds from the stored personal information.

These data feeds may be accessed by providers of goods and services, healthcare providers, communities (e.g., organizations and clubs), social contacts, CIAs, other PIAs and other persons and entities if authorized by the user In some embodiments, the PIA can be configured to notify the user or automatically reject requests from entities known to be invalid, such as spammers.

[0080] Referring to Fig. 3, an entity 207 requests authorization for access to a user's PIA 400 by using the Request Authorization use case 954. The user 250 can authorize the request using one of the access type use cases 957 (e.g., Allow Single-use Access, Allow Ongoing Access, Allow Limited Access) of the Authorize use case 950. If authorized, the entity 207 may access the requested output data feed of personal information if the request was for access by using the Access Information use case 956. Similarly, the entity 207 may provide information to the requested input data feed of the PIA if the request was to provide data by using the Provide information use case 955. It should be noted that an entity 207 is not limited to authorization for a single feed, nor is an entity 207 limited to an exclusively input or output role. Rather, an entity 207 may have authorization to concurrently access one or more input data feeds and provide data to one or more input data feeds.

[0081] The personal information stored by the PIA may reside in data structures that are implemented as tables in a relational database management system (DBMS) and that can be accessed by the PIA's application program. Fig. 4 illustrates an example of data structures used to store the personal information in a PIA. In Fig. 4, each data structure used to store information in the PIA is represented by a programming class in an object-oriented language (e.g., Java or C++), and the type of information stored in the PIA for each class of data is represented by the attributes of the class.

[0082] Those skilled in the art will recognize that there are many types of personal information that can be stored in the PIA 400. Similarly, the design of the data structures used to store the information can vary greatly, depending on various factors such as the design requirements for the PIA (e.g., response time) and the selected platforms used to implement the PIA (e.g., DBMS, operating system, etc.).

[0083] An Upload Data use case 960 (see Fig. 3) allows entities 207a to upload data to be stored in the PIA 400; the Review Data 961 use case allows the user 250 to review the uploaded data.

[0084] In one embodiment, the user 250 controls access to both the input and output data feeds of the PIA. Specific authorization must be granted to allow an input data feed to be accepted by the PIA 400. Similarly, specific authorization must be granted to allow access to an output data feed provided by the PIA. Authorization can be granted by various mechanisms. Those skilled in the art will recognize that an authorization request may be sent to the PIA using a wide variety of available hardware and technologies generally known in the art.

[0085] Authorization may be granted only for a "single use" of a data feed. For example, a user might grant authorization for an insurer to access a composite "Medical Record" output data feed for only a single use in order to process an insurance claim. Alternatively, the authorization might also be contingent upon the agreement that any data received from the output data feed is to be destroyed after the single use of the data.

[0086] The authorization request might also specify a "nature of use" for the requested data. For example, a healthcare provider might specify in an authorization request that the data will only be used by a specified doctor during a specified episode of care.

[0087] Authorization might be granted for only a portion of the requested data. This situation might be handled by creating one or more data feeds that contain only the authorized subset of the requested data.

[0088] Fig. 5 depicts the interactions associated with a PIA single-use authorization request in one embodiment of the invention. The External Entity 207 sends a requestInformationAccess message to the PIA 400, with arguments indicating the requested data feed (FeedID) and the nature of the request ("Single Use"). Upon receiving the request from the External Entity 207, the PIA 400 sends a UI message to the user 250. The arguments of the UI request provide the ID of the entity (EntityID), the nature of the request, the ID of the requested data, and the text to be displayed to the user ("requests ..."). The User 250 responds by sending an authorize message to the PIA 400, passing back in the message's arguments the entity's ID, the nature of the authorization ("Single Use"), and the data feed (FeedID) for which authorization is granted. The PIA 400 notifies the External Entity 207 that the authorization has been granted by sending it a grantAccess message with arguments indicating the nature of the authorization and the data feed for which authorization is granted.

[0089] After receiving notification of the authorization, the External Entity 207 sends the PIA 400 a requestData message with an argument specifying the data feed that is being

requested. If the feed ID matches that for which authorization has been granted, the PIA 400 responds by sending the requested data to the External Entity 207 in a provideData message. After receiving the requested data from the PIA 400, the External Entity 207 uses the data (useData). Since the authorization was for a single use, the External Entity 207 destroys the data (destroyData) after its use. To notify the PIA 400 of the data's destruction, the External Entity 207 sends a dataDestroyed message, which the PIA 400 passes on to the User 250. In one embodiment, the PIA 400 might utilize a timer to remind itself to check for notification that the data has been destroyed, and to send a message to the user 250 if not notified within a prescribed time period.

[0090] Fig. 6 depicts the interactions associated with an ongoing-use authorization request in one embodiment of the invention. The External Entity 207 sends a requestInformationAccess message to the PIA 400, with arguments indicating requested data feed (FeedID) and the nature of the request ("Ongoing"). Upon receiving the request from the External Entity 207, the PIA 400 sends a UI message to the user 250. The arguments of the UI request provide the ID of the entity (EntityID), the nature of the request, the requested data feed, and the text to be displayed to the user ("requests ..."). The User 250 responds by sending an authorize message to the PIA 400, passing back in the message's arguments the entity's ID, the nature of the authorization ("Ongoing"), and the data feed for which authorization is granted. The PIA 400 notifies the External Entity 207 that the authorization has been granted by sending it a grantAccess message with arguments indicating the nature of the authorization and the data feed for which authorization is granted.

[0091] After receiving notification of the authorization, the External Entity 207 sends the PIA 400 a requestData message with an argument specifying the data feed that is being requested. If the feed ID matches that for which authorization has been granted, the PIA 400 responds by sending the requested data to the External Entity 207 in a provideData message. After receiving the requested data from the PIA 400, the External Entity 207 uses the data (useData). Since the authorization is for ongoing access, this cycle of a requestData message followed by a provideData message continues indefinitely.

[0092] Fig. 7 depicts the interactions associated with a limited-use authorization request. In this example, authorization is granted for limited use of a data feed, and the authorization is revoked on a specific termination date or due to some other set of termination conditions. For example, the travel department at the user's employer might

be granted authorization to access a composite Travel Preferences input data feed so long as the user is still employed by the employer. The PIA 400 keeps a persistent record of the authorization, so that authorization needs only to be granted once, rather than repeatedly, and revokes the authorization if the employment is terminated.

[0093] The External Entity 207 sends a requestInformationAccess message to the PIA 400, with arguments indicating the requested data feed (FeedID) and the nature of the request ("Limited"). Upon receiving the request from the External Entity 207, the PIA 400 sends a UI message to the user 250. The arguments of the UI request provide the ID of the entity (EntityID), the nature of the request, the requested data feed, and the text to be displayed to the user ("requests ..."). The User 250 responds by sending an authorize message to the PIA 400, with arguments that specify the entity's ID, the nature of the authorization ("Limited"), the termination criteria (endCondition) and the data feed for which authorization is granted. The PIA 400 notifies the External Entity 207 that the authorization has been granted by sending it a grantAccess message with arguments indicating the nature of the authorization, the termination conditions and the data feed for which authorization is granted.

[0094] After receiving notification of the authorization, the External Entity 207 sends the PIA 400 a requestData message with an argument specifying the data feed that is being requested. If the feed ID matches that for which authorization has been granted, the PIA 400 responds by sending the requested data to the External Entity 207 in a provideData message.

[0095] After receiving the requested data from the PIA 400, the External Entity 207 uses the data (useData) and then, since the authorization was for limited use, checks for the existence of the termination conditions (checkCondition). If the termination conditions are met, the External Entity 207 destroys all of the data (destroyData) which it has received under this authorization. To notify the PIA 400 of the data's destruction, the External Entity 207 sends a "dataDestroyed" message, which the PIA 400 passes on to the User 250. In another embodiment, the PIA 400, instead of the external entity, might check for the termination conditions, and notify the external entity 207 when the conditions are met.

[0096] In an alternate embodiment, the user 250, instead of the external entity, might initiate the authorization. Fig. 8 depicts the interactions associated with a PIA authorization request for such a situation. Although an ongoing authorization request is

shown in the example of Fig. 8, it is understood that a user-initiated authorization request may also be for single or limited use. In Fig. 8, the User 250 initiates the authorization by sending an authorize message to the PIA 400, with arguments that specify the entity's ID (EntityID), the nature of the authorization (authorizationType), and the data feed (FeedID) for which authorization is granted. Upon receiving the authorization from the User 250, the PIA 400 notifies the External Entity 207 of the authorization by sending an accessGranted message with an argument specifying the nature of the authorization and identifying the authorized data feed.

[0097] After receiving notification of the authorization, the External Entity 207 sends the PIA 400 a requestData message with an argument specifying the data feed that is being requested. If the feed ID matches that for which authorization has been granted, the PIA 400 responds by sending the requested data to the External Entity 207 in a provideData message. After receiving the requested data from the PIA 400, the External Entity 207 uses the data (useData). Since the authorization is for ongoing access, this cycle of a requestData message followed by a provideData message continues indefinitely.

[0098] With regard to the receipt of input data feeds by the PIA 400, the user 250, in one embodiment, might request the PIA 400 to receive data from the external entity. Fig. 10 depicts the interactions associated with such a situation. The User 250 requests the PIA 400 to receive a data feed from the External Entity 207 by sending a receiveRequest message to the PIA 400. The PIA 400 requests the data feed from the External Entity 207 by sending a requestData message to the External Entity 207. The External Entity 207 provides the requested data feed to the PIA 400 by sending the provideData message to the PIA 400. After receiving the requested data from the External Entity 207, the PIA 400 stores the data.

[0099] It should be noted that in another embodiment, the External Entity 207 may be configured to provide data to the PIA 400 once the PIA has configured itself to accept the data feed from the External Entity 207, and thus, the requestData message would be eliminated from the interaction.

[00100] In an alternate embodiment, the External Entity 207 requests authorization to provide data feeds to the PIA 400. Fig. 11 depicts the interactions associated with such a situation. The External Entity 207 requests authorization to provide data to the PIA 400 by sending a requestInformationAccess message to the PIA 400. The PIA 400 notifies the User 250 of the authorization request by sending a UI message to the User 250. The User

250 approves the authorization request by sending an authorize message to the PIA 400. The PIA 400 notifies the External Entity 207 of the approval by sending a grantAccess message to the External Entity 207. The External Entity 207 provides the requested data feed to the PIA 400 by sending the provideData message to the PIA 400. After receiving the requested data from the External Entity 207, the PIA 400 stores the data.

[00101] In any interaction in which the PIA receives data from an external entity, an additional operation might be used to authenticate the source of the data, i.e., the external entity and the data feeds provided by that source. A person skilled in the art will recognize that there are various well-known technologies that might be used to provide this assurance; some examples are the use of public and private keys, digital signatures and hashcodes.

[00102] Fig. 9 is an activity diagram corresponding to an Authorize activity. In the depicted embodiment, the requesting entity has an associated security level. This security level is used as an additional condition for obtaining access to the PIA's data feeds. The PIA receives an authorization request and checks the requesting entity's security level. If the security level is allowable for the requested data feed based on the entity's security level and the nature of the authorization request (single-use, limited use or ongoing), then the PIA next determines if it will authorize the request based on factors independent of the entity's security level. In one example, the user may only allow a certain entity access during normal work day hours, and not during the evening or on weekends. In another example, an entity may only be allowed single-use access, and therefore the entity will be refused authorization if ongoing or limited use is requested.

[00103] A PIA, depending upon the particular embodiment, may present user interface displays to the user for managing the user's personal information. In one embodiment, the user interface (UI), which may be a GUI or a text-based interface, may be presented on a computer display screen. Alternatively, the user interface may be presented on the display of a PIA appliance, or on a smaller screen contained within a handheld device associated with the PIA.

[00104] The PIA 400 or CIA may be implemented on a variety of hardware and software platforms, e.g., a handheld device, a personal computer or a dedicated appliance. The latter is a device that provides a user with the functions of a PIA 400. In this example, the PIA 400, which is implemented as the appliance includes a display and a set of buttons which provide the user with a user interface. In addition, the PIA appliance in this

example has a port which may be used for connecting the PIA appliance to a network (e.g., Internet) for transmitting and receiving input and output data feeds as well as any configuration information or data used by the PIA 400. Those skilled in the art will recognize that the PIA 400 and the CIA may be implemented on a variety of hardware and software platforms.

[00105] Similarly, the type of hardware that is used by the PIA to store personal information can vary considerably, depending in part on such factors as user preferences and available technologies. In one embodiment, the personal information is stored in a device that is under the physical possession and control of the user, e.g., a small handheld portable device. The device may be dedicated solely to providing the functions of a PIA; alternatively, the device may also have other functions. For example, a mobile phone may be configured to provide the additional functions of a PIA. In such an embodiment, a database management system (DBMS) such as Microsoft SQL Server CE™ might be used for storing and managing the personal information.

[00106] In other embodiments, the personal information is stored in other types of devices that are under the physical possession and control of the user, e.g., the user's personal computer or a dedicated PIA appliance. In these embodiments, a database package such as Microsoft Access™ or a DBMS such as Microsoft SQL Server™, mySQL or postgreSQL might be used for storing the personal information.

[00107] The computer network 900 may be implemented with a variety of hardware platforms. For example, the computer network 900 may be implemented using the IEEE 802.3 (Ethernet) or IEEE 802.11 (wireless) networking technologies, either separately or in combination. In addition, the computer network 900 may be implemented with a variety of communication tools. For example, the computer network 900 may be implemented using the well-known TCP/IP suite of protocols. The Internet and some corporate intranets are examples of computer networks that use the technologies and standards described above.

[00108] In yet another embodiment, the personal information is stored in a remote server that is operated by a separate PIA provider and provides "virtual" PIA functions to one or more users. The PIA provider operating the remote computer ensures that the user has exclusive control over his personal information by providing one or more mechanisms for validating the user's identity before allowing the user to exercise control over his

personal information. In this embodiment, a DBMS such as IBM DB2™ or mySQL might be used for storing and managing the personal information

[00109] Those skilled in the art will recognize that there are a wide variety of choices other than the examples given above regarding the selection and arrangement of the equipment, technologies, platforms and systems used to store personal information in the PIA.

[00110] The technologies used by the PIA to send and receive its data feeds are varied and depend upon the specific embodiment. In one embodiment in which the PIA is implemented on a handheld device, the technologies include Bluetooth for local feeds and wireless short message service (SMS) for remote feeds. Bluetooth is used to establish a data connection between the PIA and a blood pressure monitor in a physician's office, and this data connection is used to send the blood pressure measurements taken by the monitor the PIA. SMS is used to send the latest healthcare information, which includes blood pressure measurements, to the PIA.

[00111] In an embodiment in which the PIA is implemented on a personal computer or a remote computer, Internet access through an Internet Service Provider (ISP) might be used for sending and receiving data. In this embodiment, the ISP might provide access to the Internet as a dial-up service, or through a higher-speed technology such as broadband or DSL. Since the Internet can expose the data being sent and received to unauthorized persons and systems, the data feeds, in this embodiment, might be encrypted, e.g., by using the HTTPS protocol, or by implementing a virtual private network (VPN) between the PIA and the sources and receivers of the data feeds.

[00112] An N-dimensional social network (NDSN), also called a multi-dimensional personal information network, captures and manages multi-dimensional relationships between persons and other entities that are users of the network. An NDSN may be used as a framework for establishing a Situational Network. A user (i.e., a member or participant) of the NDSN may be an individual (i.e., person), a group (e.g., healthcare clinic, law firm, supermarket chain, etc), or entity. The NDSN uses multiple dimensions of association to characterize the relationships between users or members. For example, while friendship is a dimension that might be used by the NDSN, the NDSN might also utilize other dimensions such as family, professional connection, consumer (e.g., consumer-to-merchant) relationship and healthcare-relation (e.g., providers, insurers, etc.) to characterize the relationship between two or more users. In addition, the NDSN

might utilize dimensions that link participants by preferences and behaviors, e.g., a preference for a type of product or service.

[00113] The NDSN permits the user to discover and utilize the indirect relationships to other users that are connected to him through first-degree users. The multiple dimensions of the NDSN 100 and the ability to discover and use indirect relationships are described in more detail below. The NDSN also provides a decentralized architecture outside the control of a single entity.

[00114] The NDSN can also provide a "projected" view of a subset of the members of the NDSN to the user based on a subset of the NDSN's multiple dimensions. Such a "projected" view allows the user to use and manage smaller portions of the entire social network. The projected social network is described in more detail below.

[00115] In one embodiment, the NDSN comprises interconnected nodes, where individual users, members, entities, communities, or other aggregations of entities within the NDSN are associated with the nodes. Each node provides an associated entity with the ability to store and manage his profile and relationships with other users of the NDSN. Nodes may connect via different dimensions. Sets of nodes may exhibit high interconnectedness along some dimensions and little or no interconnection along other dimensions.

[00116] Each node is capable of communicating in a peer-to-peer fashion with other nodes in the NDSN, and thus is a user's point of connection to the NDSN, providing a user with access to information that can be obtained from other users of the NDSN with whom the user has a relationship. Conversely, a node provides a user with the ability to selectively share (by providing access to) his personal information with other users of the NDSN. A node may be, or may encompass, a user's PIA or CIA.

[00117] Referring to Fig. 12, the NDSN 100 includes multiple users 250 and other entities associated therewith. Each of the users 250 or other entities of the NDSN 100 has an associated node which encompasses a PIA 400 or a CIA 220 or other device or software application (not shown). The PIAs 400 and CIAs 220 can be interconnected through the computer network 900.

[00118] Those skilled in the art will recognize that a node of the NDSN 100 may be implemented using a wide variety of available hardware and technologies generally known in the art, such as software on a personal computer or a handheld PDA. In addition, those skilled in the art will recognize that the nodes of the NDSN 100 may be

interconnected and may communicate with each other using a wide variety of available hardware and technologies generally known in the art, such as TCP/IP over an Ethernet or a wireless network. In one embodiment, some users may have their nodes hosted in a common location, e.g., on a local or remote server.

[00119] A user's PIA 400 provides various functions that permit the user to connect to and interact with other members of the NDSN 100. Referring to Fig. 13, a user 250 employs the Discover use case 971 to discover the existence of other members of the NDSN 100. The user 250 may or may not have prior knowledge of the existence of members of the NDSN 100, and therefore, may not need to discover the existence of the members of the NDSN 100. The user 250 employs the Connect use case 972 to connect to other members of the NDSN 100 and configures his user profile by utilizing the Configure 973 use case. Once connection to other members of the NDSN 100 is established for the user 250, the user 250 can invite a new member 251 to connect to members of the NDSN 100 by utilizing the Invite use case 974. The user 250 employs the Request Projection 975 use case to obtain a projection of the NDSN. If the user 250 decides to disconnect himself from the other members of the NDSN 100, he employs the Disconnect use case 976. The new member 251 can similarly employ the use cases (Discover 971, Connect 972, Configure 973, Invite 974, Request Projection 975 and Disconnect 976) as described above.

[00120] The NDSN 100 captures multiple various dimensions of the relationship between two users. The dimensions that are captured are wide-ranging and can cover many aspects of a user's life. Each relationship between two users in the NDSN 100 may have an attribute of affinity, i.e., trust or alignment. This permits the NDSN to characterize a relationship between users along a continuous range, rather than treating the relationships in a binary (i.e., true or false) fashion. For example, rather than characterizing another user as simply a friend (or not), the NDSN user can characterize the level of trust that he has in another user with whom he is related by friendship; in other words the NDSN can capture the level of friendship between two users.

[00121] In other embodiments, the multiple relationships between two users may have a single affinity attribute, as opposed to one affinity attribute per relationship. The value of the affinity attribute may be derived from the user attributes (which may be contained in the user profile) of one or both of the related nodes. For example, if both related users each have a user attribute that identifies them as basketball fans, then the derived affinity

attribute along a Sports dimension would have a value of 0.9. However, if only one of the users has a user attribute that identifies him as a basketball fan, then the derived affinity attribute might have a lower value of 0.6.

[00122] Those skilled in the art will recognize that there are numerous well-known software and hardware technologies that may be utilized to implement the attributes of the users of the NDSN 100 and the attributes of the associations between the users.

[00123] A node of the NDSN 100 is connected to another node by one or more degrees or separation. A connection from one node directly to another node is considered to be of first-degree separation; a connection that goes indirectly through one other node is of second-degree separation; a connection that goes indirectly through two other nodes is of third-degree separation, and so on. In the example of Fig. 18, nodes a_{11}, a_{12} and a_{13} have first-degree separation from node a_0; nodes a_{21}, a_{22} and a_{23} have second-degree separation from a_0; and nodes a_{31} and a_{32} have third-degree separation from a_0.

[00124] Two nodes that are separated by two or more degrees of separation are indirectly connected. Either of such indirectly connected nodes may attempt to establish a direct connection with the other node, thus reducing the degree of separation to one.

[00125] A user might desire to work with a "projected" view, i.e., a subset of the nodes, of the NDSN 100. Such a desire might be based, for example, on a need to increase processing speed and reduce resource requirements such as CPU speed and memory size. A user can obtain a "projected" view of the NDSN 100, by employing the Request Projection use case 975 (see Fig. 13). Referring to Fig. 19, Node A and Node B are connected to the user 250. The relationship between the user 250 and Node A has components in three dimensions: Music 106, Politics 107 and Cooking 105, while the relationship between the user 250 and Node B has components in the Music 106 and Politics 107 dimensions, but not the Cooking dimension 105. In Fig. 19, the projected view 101 of the NDSN 100 includes those nodes (i.e., Node A) of the NDSN 100 that reside along a selected projection of the Cooking dimension 105 (and not the Music or Politics dimensions 106, 107). Nodes that reside in the two-dimensional plane formed by the Music dimension 106 and the Politics dimension 107 (i.e., Node B) are thus not included in the projected view 101 of the NDSN 100, since they do not include a Cooking component. A projection of the NDSN 100 may also be obtained along multiple dimensions.

[00126] The affinity attributes between nodes of the NDSN 100 may also be used to determine the set of nodes that form a projection of the NDSN 100. For example, the set of nodes in a projection of the NDSN 100 might include those nodes that have a cooking dimension relationship with the user 250 and additionally have an affinity attribute along that dimension that exceeds a specified threshold.

[00127] Fig. 20 depicts an example of the interactions associated with creating a projection of the NDSN 100. In Fig. 20, the User 250 requests a projection by sending a requestProjection message to PIA1 211. PIA1 211 then requests a second projection by sending a requestProjection message to PIA2 212. PIA2 212 creates the second projection by sending itself a createProjection message, and provides the second projection by sending a projection message to PIA1 211 containing the argument projectionTree which holds the second projection. PIA1 creates the projection requested by the user by sending itself a createProjection message. The projection created by PIA1 211 is based on the second projection received from PIA2 212. In some embodiments, the projection created by PIA1 211 is further based on other projections requested and received from other PIAs (not shown).

[00128] In other embodiments, thresholds are employed to limit the extent of a requested projection. For example, a time limit may be imposed on the operation of creating a projection, i.e., the operation will terminate after a specified duration of time. As another example, a limit on the number of nodes contained in the projection may be used to place an upper bound on the size of the projection.

[00129] In some embodiments, a maximum measure of separation, which can be measured in various ways, may be used to limit the projection operation. In one embodiment, the User 250 specifies the maximum degree of separation, and the PIA1 211 requests a second projection from PIA2 212 with a maximum degree of separation that is one less than the degree specified by the User 250.

[00130] A user node in the NDSN 100 may contain the user's profile, which may include information regarding the user's basic personal information (e.g., name, home address, work address, e-mail addresses and date of birth), demographics (e.g., age, age group, gender, years of education, income, net worth, occupation, marital status, geographic region, religion, ethnicity, etc.), user attributes, interests, affiliations and other information that can be used in the NDSN to characterize the user. The user node, which in some embodiments is a PIA, may collect some of this information without requiring

direct entry by the user. Such information is extracted by monitoring, processing and analyzing data that enters the PIA through its input data feeds. The user also may have the option of directly entering, reviewing and modifying his user profile; these actions can be performed on a variety of types of devices or equipment that may provide the user with data connections to the other nodes of the NDSN, including, e.g., a PIA, a CIA, a personal computer, or a handheld device (e.g., a cell phone or personal digital assistant (PDA)).

[00131] As described above, a user 250 may have no prior knowledge of the existence of the members of the NDSN 100, and may choose to see if he can discover the existence of members of one or more NDSNs. Members of an NDSN may be discovered in various ways, including broadcasting a query, querying a CIA, querying neighboring nodes and querying other directories.

[00132] A node may be able to discover other nodes by broadcasting a message on the local network. Upon receipt of the broadcast message one or more of the other nodes may respond to the issuing node with, e.g., a list of available public feeds (if the node is a PIA), or other information.

[00133] A CIA may maintain a list of PIAs that can be accessed by another PIA such that direct connections to the member PIAs may be established. This would allow a member to easily find other members of a particular community. For example, a CIA associated with a chess club might have a list of its members, as well as lists of members of other chapters of the club, and thus would be able to provide a convenient way to find and connect with other chess players.

[00134] A node may also locate other nodes by querying known neighbor nodes and asking them for addresses of nodes of which they have knowledge that meet certain criteria. For instance, a node may ask its neighbors for addresses of their neighbors that are members of a certain demographic. The process could then be repeated with that new set of addresses obtained in the responses.

[00135] A user 250 may attempt to discover the existence of members of one or more NDSNs by employing the Discover use case 971 (see Fig. 13). Referring to Fig. 14, the User 250 requests PIA1 211 to attempt to discover the existence of members of an NDSN by sending a DiscoverNDSN message to PIA1 211. In order to satisfy this request, PIA1 211 utilizes a list (not shown) of candidate PIAs, i.e., those that may be members of an

NDSN. This list may be generated by various techniques (not shown), e.g., by crawling the Internet or by contacting a registry that stores the identities of PIAs.

[00136] In the example of Fig. 14, the list of candidate PIAs used by PIA1 211 includes PIA2 212 and PIA3 213. PIA1 211 asks PIA2 212 if it is a member of an NDSN by sending a QueryNDSN message to PIA2 212. PIA2 212 responds that it is a member of an NDSN by sending an NDSNMember message to PIA1 211 containing the argument ndsn which identifies the particular NDSN of which PIA2 212 is a member. Similarly, PIA1 211 sends a QueryNDSN message to PIA3 213. PIA3 213 neither is a member of an NDSN nor understands the QueryNDSN message, and thus it does not respond to PIA1 211. After a timeout period has elapsed, PIA1 211 sends itself a timeout message to note that PIA3 213 has not responded. PIA1 211 satisfies the request from the User 250 to discover the existence of members of an NDSN by sending a ReportNDSN message to the User 250 with an argument ndsn that identifies the discovered NDSN.

[00137] Those skilled in the art will recognize that techniques of crawling the Internet and providing a registry are well-known in the art, and furthermore that a variety of other techniques may be utilized to generate the list of candidate PIAs.

[00138] To connect to members of the NDSN, a user employs the Connect use case 972 (see Fig. 13). In the example of Fig. 15, the User 250 asks PIA1 211 to connect to an NDSN by sending a ConnectNDSN message to PIA1 211 with arguments that contain his user profile (UserProfile) and identify the NDSN (ndsn). PIA1 211 utilizes a list (not shown) of PIAs that belong to the NDSN. This list may be generated by various techniques (not shown), e.g., by crawling the Internet or by storing the identities of the PIA that have been discovered by employing the Discover use case 971 (see Fig. 13).

[00139] In the example of Fig. 15, the list of PIAs used by PIA1 211 includes PIA2 212. PIA1 211 informs PIA2 212 that the User 250 is becoming a new member of, i.e., connecting to the NDSN, by sending a NewMember message to PIA2 212 with an argument ndsn identifying the NDSN, and an argument NewMember identifying the PIA (PIA1 211) owned by the new user (User 250). PIA2 212, as a PIA of an existing member of the NDSN, has a list of PIAs owned by other members of the NDSN, which are unknown to the new member, User 250. In the example of Fig. 15, this list includes PIA3 213. PIA2 212 sends a NewMember message to PIA3 213 and the other PIAs (not shown) on the list with an argument ndsn identifying the NDSN, and an argument NewMember identifying the PIA (PIA1 211) owned by the new user (User 250). Each

PIA on the list sends the NewMember message to other PIAs (not shown), thus propagating the news of the new member to other members of the NDSN.

[00140] PIAs that are thus informed of the existence of the new member, User 250, may decide to connect to PIA1 211. In the example of Fig. 15, PIA3 213 connects to PIA1 211 by sending a Connect message to PIA1 211 with arguments that contain a user profile corresponding to the owner of PIA3 213 (UserProfile) and identify the NDSN (ndsn).

[00141] Fig. 21 provides another example of a PIA connecting to the NDSN 100. The User 250 instructs PIA1 211 to connect to other nodes of the NDSN 100 along a specific dimension by sending a connectNodes message with an argument dimension identifying the specified dimension to PIA1 211. PIA1 211 searches the NDSN 100 for nodes along the specified dimension by sending itself a searchNodes message. In this example, PIA2 212 is included in the nodes found by PIA1 211. PIA1 211 then requests to connect to PIA2 212 by sending a requestConnect message to PIA2 212. PIA2 212 grants the connection request by sending a grantConnect message to PIA1 211. PIA1 211 then connects to PIA2 212 by sending a Connect message to PIA2 212. PIA1 211 informs the User 250 that the requested connections have been made by sending a connectedNodes message to the User 250.

[00142] To invite a new member to connect to the members of the NDSN 100, a user employs the Invite use case 974 (see Fig. 13). In the example of Fig. 16, the User 250 asks PIA1 211 to invite User2 252 to connect to the members of the NDSN by sending an InviteNewMember message to PIA1 211 with an argument ndsn identifying the NDSN, and an argument NewMember identifying the potential new user (User2 252). PIA1 211 sends an Invite message to PIA2 212 with an argument ndsn identifying the NDSN.

[00143] PIA2 212 might inform User2 252 by displaying a user interface prompt announcing the invitation (not shown). To accept the invitation, PIA2 212 responds by sending a Connect message to PIA1 211 with arguments that contain User2's user profile (UserProfile) and identify the NDSN (ndsn). If PIA2 212 were to decline the invitation, then PIA2 212 would respond by sending a Decline message (not shown) to PIA1 211.

[00144] PIA1 211 also sends a NewMember message to PIA3 213 and other members of the NDSN (not shown), with an argument ndsn identifying the NDSN, and an argument NewMember identifying the PIA (PIA2 212) owned by the new user (User2 252). As described in the example of Fig. 15, the news of the new member is thus propagated to other members of the NDSN. PIA1 211 sends an Accepted message to the User 250,

informing the User 250 that User2 252 has accepted the invitation to connect to members of the NDSN.

[00145] To disconnect from other members of the NDSN, the user may employ the Disconnect use case 976 (see Fig. 13). In some embodiments, a user's PIA stores the addresses of PIAs that belong to the members to whom the user is connected. In the example of Fig. 17, the User 250 asks PIA1 211 to disconnect from the members of the NDSN by sending a DisconnectNDSN message to PIA1 211 with arguments ndsn and Member identifying the NDSN and the member. PIA1 211 sends a Disconnect message to PIA2 212 and other PIAs (not shown) that it is connected to, with an argument ndsn that identifies the NDSN.

[00146] The user 250 may configure the PIA to permit a connection for one or more specific user attributes between him and other users. In this manner, users can easily connect with each other based on common interests, demographics or other factors. A user employs the Configure use case 973 (see Fig. 13) to configure his NDSN node. For example, a user may configure his PIA to allow connections to any PIA that belongs to a user who coaches volleyball.

[00147] As discussed above, an embodiment of a situational network may be formed using the framework of an NDSN. Within the framework of the NDSN, the event or situation becomes associated with a node of the NDSN, referred to as an event node 3010. Referring to Fig. 35, the event node corresponding to an event node server 3011 may be established, or hosted, by a situation authority 207 or trusted provider, such as news source (e.g., CNN or weather.com) or a government agency. The event node may be discovered by a user's PIA 404 corresponding to the user 250 based on the PIA 404 searching or crawling the network for information about the situation or event if the connection can not be automatically established based on the configurations of the PIA 404 and the event node server 3011. A user 250 can then request connection to the event node server 3011 through the PIA 404 in order to receive and share information about the situation with the situation authority 207. A user 250 may also share information related to the situation with another user in the NDSN using a connection established between the user's PIA 404 and another PIA 406. PIA 406 may or may not be connected to the event node server 3011. In one embodiment, the connection request may be denied based on available computer network resources and the users' perceived need to access or share information on the SitNet. Alternately, users may automatically be invited to connect to

the event node corresponding to the event as shown in Fig. 34. The automatic invitation may be based on a stored user profile accessible to a situation authority server 3011 associated with the event node may crawl the network for user PIAs 404, 406 that would likely be interested in the information about the event. The user 250 may accept or decline the invitation based on their interest in the event or situation. In one embodiment, the situation authority 207 may have the authority to override a decline by the user 250 in order to share vital information, as is described in more detail below.

[00148] A situation or event may be associated with more than one event node, hosted by the same or different trusted provider, within a SitNet. Each event node may provide a source of different information based on the specialty of the trusted provider. For example, a hurricane may be associated with a first event node by a provider of weather information, such as The Weather Channel, a second by a source of news information, such as CNN, and a third by a source of emergency management information, such as FEMA. Within the SitNet, users may be connected to some or all of the event nodes corresponding to the situation in order to obtain and share the most relevant information pertaining to them.

[00149] Links established between the nodes in situational network may be temporally limited. The temporal limit of the links may be established at the event node 3010 based on a predicted or known duration of the event or situation. The temporal limit of a link may also be determined by the user. Links established between PIAs of SitNet users may also be temporally limited. For example, users with a first order link to each other that resulted from their connection to the event node may only wish to share information for the duration of the event. The link between the two users can be disconnected when either is disconnected or disconnects from the event node, or the link may have a pre-determined connection time, established by one or both users at the time of creating the link. Referring to Fig. 29, PIAs at nodes corresponding to Ted 3042, Fred 3040, and Ed 3041 are all connected to the event node 3010 along storm dimensions 3046, 3048, and 3043, respectively. Ed 3041 discovers Fred 3040 and a link along the storm dimension 3045 is established until either link 3048 or 3043 is disconnected.

[00150] In one embodiment, the temporal limitation of a link may be based on geographic location or itinerary of the user. For example, a PIA is connected to the SitNet by invitation or request. The position of the user is monitored using a geographic positioning device, such as a GPS system, which may be included in the PIA. The

connection with the event node is maintained while the user is within a predetermined distance of the situation. This distance may be determined at the event node or by the user. Since the situation and the user may both be moving, it is possible that the user may be disconnected and reconnected to the SitNet over a period of time. If the position of the user exceeds the predetermined distance, the connection to the event node is terminated. For example, a user connecting to a SitNet related to a snow storm may be connected to the SitNet when his PIA determines he is in proximity of the snow storm based on current location coordinates of the user and the current location or forecast trajectory of the snow storm. The PIA may then disconnect or be disconnected from the SitNet when it has been determined that the user has a low probability of experiencing any further affects of the snowstorm. In an alternate embodiment, the user is invited to connect to an event node of a SitNet based on their predicted proximity to a situation. If the user accepts the invitation, the position of the user is monitored as described above, and the connection to the event node is established when the location of the user is within a pre-determined distance of the situation.

[00151] In order to maintain links between the nodes belonging to users in the SitNet during an unintentional disconnection of the user nodes with the event node, such as failure or destruction of the systems hosing the event node, the users may choose to extend or renew the temporally limited link that would be terminated due to the disconnection from the event node to remain connected to each other in order to share and exchange information regarding the situation.

[00152] Links may also be created in a SitNet between users or between a user and the event node with a temporally limited raised affinity. If there are multiple dimensions connecting the users, the dimension related to interests in the event or situation (e.g., travel) may have a temporally raised affinity or a new temporally limited dimension with a raised affinity may be established. During the situation or event, users may have a greater need for information about the event or situation and are more likely to share or provide information to other users in the SitNet. The other dimensions, such as music or art, may have less importance during the situation or event, such that the user's PIA will utilize most if its resource sharing or searching for information about the situation or event. The raised affinity between the user devices 404, 406 is maintained for the duration of the connection of the PIAs with the event node server is shown, for example, in Fig. 37. The level of affinity may be changed based on the geographic proximity of the

users. In an embodiment, the affinity is raised along the dimension for only some users in the SitNet, for example, users with PIA belonging to nodes of a particular projection of the SitNet.

[00153] A PIA connected to a SitNet may discover another PIA that it has previously established a connection with along one or several dimensions in an NDSN. The connection may be a first order connection, or the connection may be a higher order such that the two PIAs have never directly exchanged personal information. Based on the previous connection, the affinity along a dimension related to the situation may be elevated or raised for a period of time that the two PIAs are connected to the event node of the SitNet, or a new temporally limited dimension with an elevated affinity may be established. The degree of separation may also be decreased to a first order connection if the two PIAs have not previously communicated directly.

[00154] Referring again to Fig. 29, Ted 3042 and Fred 3040 have previous links (shown by the solid lines) along the dimensions of hobbies 3044 and travel 3047. Upon discovering that they are connected to the event node 3010 along the storm dimensions 3046 and 3048 (shown by the dashed lines), a new link between Ted 3042 and Fred 3040 along a storm dimension 3049 is established with an affinity higher than along either of hobbies 3044 or travel 3048 dimensions, as depicted with the thicker dashed line in Fig. 29. In one embodiment, the level of affinity is changed based on the proximity of the PIAs to each other, with a higher affinity being assigned as the proximity between the users decreases.

[00155] Users connected to an event node of a SitNet in an NDSN through a PIA may also request a "projected" view, also referred to as a projection, of the SitNet using procedures described above. The projected view may be created by a server 3011 at an event node as shown in Fig. 38. After receiving the projection from the event node server 3011, the PIA 404 may established connections with another PIA 406 included in the projection. Alternately, the PIA 404 of user 250 or a PIA 406 of a different user connected to the SitNet may create the projection. The projected view may be created along one or several dimensions of the NDSN. A user may want to share information with only a subset of the total number of users connected to the situational network, and thus may request or create a projection representing those other users that the user has the most interest in sharing information. For example, the user might request a projection for

a SitNet based on location, allowing or requesting a connection with only those users in a certain zip code. As another example, a traveler connected to an event node for accident may want a projected view of the SitNet based on final travel destination in order to share or solicit alternate travel routes around the accident. The user may also share the projection with other users connected to nodes contained in that projection. An example of a geographic projection 3050 of nodes of a SitNet 3000 is shown in Fig. 30. The SitNet 3000 includes the 10 nodes labeled (a) through (j). Nodes a, b, c, e, f, and i are included in geographic projection 3050 based on their location with respect to boundary 3052. An example of such a situation 3005 is a severe rain storm (the situation 3005) that poses a flood threat to persons located on one side of a river (the boundary 3052). A geographic projection 3050 is formed including only those nodes (labeled a, b, c, e, f, and i) where a user is threatened by flood waters. In one embodiment, a server at the event node of the SitNet creates a set of geographic projections of users connected to the SitNet 3000, and distributes those geographic projections to the appropriate PIAs of users in the corresponding locations based upon the node belong to the PIA being included in that projection. If a node of a PIA is included in more than one geographic projection (e.g., two different projections that include overlapping geographic areas), the PIA 400 may receive more than one geographic projection. This enables a targeted distribution of geographically relevant information, including advertisements, to the connected users by allowing critical information to be passed to users who will receive the most benefit from knowing that information. For example, during a severe winter blizzard, the local effects of the blizzard may vary considerably over the affected area. Some areas may be without power, while other areas may experience road closures. Information of each of these conditions can independently be reported to the relevant users, such as when power is expected to be restored or when the roads will be re-opened by creating projections of users for each of the affected areas.

[00156] A SitNet can be used to provide navigation information, such as potential navigation hazards, optimal routes, alternate routes, traffic conditions, or unexpected occurrences (i.e., a herd of cows blocking a country road). A navigator can create an event node corresponding to their probable itinerary, which includes start, intermediate, and ending locations, as well as travel routes. PIAs of other navigators can crawl the

network to discover event nodes corresponding to their own itineraries in order to determine if any relevant information has been reported. Each navigator may have requirements for the information most relevant to their travel. Requirements include estimated maximum time of travel, avoidance of hazards or detours, preferred itineraries or routes, avoidance of particular areas or routes, need for special services, or need for child or pet friendly establishments. Information that may be provided includes messages or other communications originating from the navigator, and data provided by the vehicle through on-board devices and sensors understood by one skilled in the art, such as vehicle speed, vehicle location, and travel itinerary and routes. The other navigators can then use this information in their navigation plans, such as estimating time of arrival, or adjusting the itinerary or route to avoid potential hazards or unexpected conditions. Navigation can include transportation by air, water, or land. As an example, a pilot in a small aircraft traveling from Philadelphia to Chicago creates an event node for his flight. The PIAs corresponding to pilots of several other aircraft connect to this node. Some are traveling nearly the same flight route as the pilot, others flying a reverse route from Chicago to Philadelphia, and some others having a route that will cross the first route at some time. The pilot who established the event node experiences severe turbulence at 20,000 ft over central Ohio and reports the turbulence to the SitNet through his PIA. The other pilots can make in-flight decisions to change their own attitude or heading based on this information. The other pilots also can share their information with other users of the SitNet that is not related to the turbulence over Ohio. For example, one pilot may report a strong northwestern headwind over Cincinnati, while another may report localized severe thunderstorm activity just north of Pittsburgh, allowing all the pilots of the SitNet to assess to their own flight routes in view of these potential reported hazards.

[00157] Another example of the SitNet 3000 in a travel related situation is shown in Fig. 28. Several travelers 3026, 3027, 3028, 3029 along a stretch of highway are sharing or probing for information related to a situation 3005, a snow storm, affecting travel along that highway using SitNet 3000. The situation authority 207 establishes an event node corresponding to the situation 3005 using the create use case. This event node may be identified with the highway number, a specific mile post along the highway, or even a specific exit along a highway. For example, the event node may correspond to Mile Marker 50 on Interstate 91 in Vermont, which may be particularly hazardous during a snow storm. Travelers may discover the event node server using the discover use case, or

alternately may be invited to participate in the SitNet 3000 by the event node server using the invite use case if they are within a pre-determined distance from the event node identifier. The connect use case is included in both the invite and discover use cases. The travelers 3026, 3027, 3028, 3029 and the situation authority 207 share information related to the situation using the share use case. In the example of Fig. 28, some travelers (3027, 3028) have been invited to join the SitNet 3000 by the situation authority 207, while other travelers (3026, 3029) have joined the SitNet 3000 based on a discovery of the event node by their own devices. The situation authority 207 may be a trusted provider of weather or traffic information, or a state or local DOT, who can also augment the information shared between the travelers with the latest information regarding weather updates or real-time road conditions. In an alternate embodiment, an event node corresponding to the situation may be established by one of the travelers 3026, 3027, 3028, 3029 along the highway.

[00158] A situational network may be established to provide traffic information to connected users. Event nodes for receiving traffic information may be established for the occurrence of an accident, road construction, police or other emergency activities, or even a stretch of highway or city or zip code. The PIA of a traveler might be constantly crawling the NDSN to discover information related traffic conditions is proximity to the vehicle or in intended route of the vehicle to its destination. The source of the traffic information may be other users' PIAs reporting traffic conditions or information from a traffic or other agency such as a state or local Department of Transportation (DOT) that might provide traffic information. When the PIA receives information concerning a potential travel delay it alerts the user so the user can evaluate if an alternate route should be taken. In one embodiment, the PIA suggests an alternate route.

[00159] A SitNet may be used to provide common travel routes to users. This is especially useful to users that are unfamiliar with the roadways in the area where they are traveling and a situation such as an accident or road construction is blocking their only known route through the area. By connecting to a SitNet with other users familiar with local roads, the user may learn of the most time efficient alternate routes around the situation. Users may also discover popular short cuts through a normal congested area. In one embodiment, a traffic accident or construction zone is associated with the event node of a SitNet. The event node is created by trusted provide, such as a traffic agency or state or local DOT. Pre-determined alternate routes may be stored in a database connected to a

server associated with the host of the event node. A user is connected to the event node may be presented with alternate routes based on their current location and destination.

[00160] A situational network can be established for users traveling to and/or from the same location. A PIA for one of the users may crawl the network looking for other PIAs that have information indicative of an expected travel to or from the same location on or around certain range of dates. The user may be offering a ride to the location or seeking a ride to the location. If the PIA discovers one or a set of other PIAs, it may invite the other users of other PIAs to connect to the network to determine the feasibility of sharing transportation, which may include all forms of air, water, or land transport. In one embodiment, the situational network is encompassed by a PIA associated with a shared vehicle, such a car shares that are popular in many urban areas. A user's PIA can determine availability of vehicles in the area parked in their home space, or they might be able to obtain availability of a vehicle that was signed out by someone else but it might be available for a short time from a different location while the users that checkout the vehicle are not using the car.

[00161] Users can access information regarding travel delays using a PIA connected to an event node of a SitNet. The event nodes can correspond to commercial transportation routes, such as a scheduled commercial airline flight, a specific commuter train or bus run, can be established by a transportation company, DOT, or traffic reporting agency. In an embodiment, the event node is created by a traveler. An event node can also be established for a highway accident or road construction event. A user can request a connection to a server corresponding to the event node in order to obtain most recent arrival time or delay time estimated for the situation corresponding to that event node. Alternatively, a user's PIA may automatically connect to the event node, such as the event node for a commuter train that the user's spouse likely uses everyday. The user's PIA would then alert the user if there is any expected delay in the arrival of the commuter train. Similarly, a user can request a connection to an event node established for a commercial airline flight. The connection would allow the user to be updated of most recent flight status for that particular airline flight. Travel delay notifications can also be reported for highway delays, such as those caused by accidents or road construction. A user expecting guests might request that her PIA crawl the network and seek event nodes related to expected travel routes for the guests and automatically notify her if there are any unexpected delays.

[00162] A situational network may be used to broadcast emergency information to users connected through into the situational network. In one embodiment, a user's home page is automatically re-directed to a website where most current information regarding the emergency event can be found. Similarly, emergency information can be directed to users' cell phones and PDA's. In an alternate embodiment, the emergency information provider establishes an event node of the situational network. A user is invited to connect to the event node to receive updated information. Once the user accepts the invitation, new updates are automatically delivered to the user as they are made available. In one embodiment, the server at the event node has the authority to override a declined invitation to connect to the event node. In order to protect personal privacy to the greatest extent possible, such an override utility might be limited to be activated by a very select few individuals or trusted providers and can be activated only in the direst of emergency situations, such as when imminent loss of life may be a probable result of the event or situation.

[00163] Referring to Fig. 24, a situational network may be formed for an emergency event or situation. The SitNet 3000 for the emergency event may have multiple tiers or access levels to allow for more effective sharing and propagation of information between users of the SitNet 3000. A first level of access (L1) 3034 is provided to L1 users 3030 such as emergency responders. Emergency responders include entities such as fire, police, EMT, and rescue personnel at or in transit to the location of an emergency. Emergency responders may also include government (e.g., FEMA) or other emergency management agencies that may be involved in crisis management during a disaster. A 911 dispatcher or medical personnel may also be granted L1 access to the SitNet 3000. A second level of access (L2) 3036 is provided for L2 users 3031, such as those individuals with a physical proximity to the emergency event. These individuals are also referred to as affected individuals. For example, those in the forecast track of a hurricane, those enveloped by the hurricane, and those in the wake of the hurricane are all classified as affected individuals and granted L2 access to the SitNet 3000. Similarly, those within a certain radius of the epicenter of an earthquake may be classified as affected individuals and granted L2 access to a SitNet 3000 established in response to the earthquake. A third level of access (L3) 3038 is provided to L3 users 3032, such as relief agencies and those materially affected by the disaster. Examples of organizations or individuals who might be granted level 3 access include The American Red Cross, insurance companies and

their adjustors, and those individuals with family or property in the affected location who do not reside in the affected area (those residing in the affected area have L2 access). The different levels of access allow for efficient sharing of the most relevant information between the different individuals directly and indirectly involved in the SitNet 3000. L1 access allows emergency responders to access to information shared between all members of the SitNet 3000, plus provides a trusted connection for emergency responders to share information that may be critical in providing emergency service to the L2 individuals. L2 individuals can provide location information that may be useful for a rescue or conditions inside the situation or event that may be invaluable or otherwise unknown to emergency responders. The different levels of access can also allow for the most effective use of limited network resources, such as bandwidth, that may result from situation or event, for example ensuring that L1 access has the greatest resource allocation so that emergency responders can exchange vital information regarding the situation. In an embodiment, information in the emergency event SitNet 3000 is exchanged using the PIAs corresponding to the different individuals participating in the event or situation. A PIA corresponding to a user with L1 access may a have a higher affinity along the dimension related to the emergency event to anther L1 access PIA that it would have with L2 or L3 access PIA, allowing the more efficient and trusted sharing of information among the emergency responders.

[00164] Information shared by the various individuals participating in the event or situation may include audio and video data. This audio and video data can be aggregated by a server, which in one embodiment may correspond to the event node of the SitNet, to provide a geographic "snapshot" of the situation. By tagging each piece of video or audio data with a location and time coordinates, it is possible to create a spatial map of the situation. The time evolution of the situation can be obtained by aggregating the geographic snapshots for different times. Access to the geographic snapshot data is unrestricted for emergency responders with L1 access to the SitNet. Limited access to the geographic snapshot data may be provided individuals with L2 or L3 access, depending on bandwidth available within the SitNet. An external portal, such as an Internet website, may be established by a situation authority for the emergency event where some or all of the geographic snapshot data is made available, if system and network resources permit, to persons not connected to the SitNet.

[00165] A "roll-call" or "check-in" feature can be included in a situational network for a disaster or emergency event to establish a list of persons that might be missing or need assistance. A server corresponding to the event node of the situational network may invite users determined to be physically threatened by a disaster or emergency event to check-in. The server or CIA of the event node 3010 may determine which user PIAs to contact through stored lists, such as apartment or office building occupancy record, or postal record for streets or zip codes. Those people identified with a PIA are sent an unsolicited message to reply if they are alright, also referred to a positive response. A user may also respond to the check-in that they need assistance and provide location information to emergency responders. Non-responding PIAs are reported to emergency management officials to decide what further actions may be required to locate those individuals. Referring to Fig. 32, a PIA 400 displays an alert warning 3070 requiring user input that they are either ok 3074 or need assistance 3072. The user may also be presented with an option to display the current status of the roll call list 3076 so the she may be able to provide information on users that have not responded to the roll call query. In the example of Fig. 32, "Building Property Management" has provided a list of building occupants for "1 Tower Place" to the trusted provider "Springfield Fire Company" which has established an event node and provided the roll call query to the PIA.

[00166] A situation authority or trusted provider establishing an event node 3010 for a server that hosts the roll call or check-in feature described above may provide a searchable message board to users connected to the SitNet as well visitors not connected to the SitNet that allows sharing of information about individuals in the SitNet 3000 with persons outside the SitNet. Referring to Fig. 40, Situation Authority 207, User 1 254, and User 2 256 are connected through a situational network. Visitor 3 258 is not connected to the situational network, but can access certain information made available by the situation authority via the message board, and post comments viewable by the participants of the situational network. The searchable message board may be used as in interface to gain access to information from one or more situational networks for different emergency events or disasters. Referring to Fig. 33, the message board 3080 may be accessible by a website on the internet (outside the SitNet). A visitor to the website can search 3082 the message board for information related to a specific situation or event. The information may be tagged with a location coordinate so that check-in and other information can be searched and obtained down to a zip code, street or even

individual household level 3084. The searchable message board also allows visitors not connected or unable to connect to the SitNet the opportunity to post 3088 or view 3086 messages that are relevant to a specific situation, such as searching for information on a missing family member or friend. Other visitors with information about the situation can respond to those messages with any information that they can share. In one embodiment, the most recent roll-call list for the search criteria entered by the visitor is available using a link 3089 on the webpage.

[00167] During a disaster or crisis, relief agencies may establish a node of a SitNet 3000 for rapid deployment of emergency information. The server of the relief agency obtains the list of users connected to the SitNet 3000 from the server encompassing the event node 3010 corresponding to the situation. From this list, the relief agency can determine which users are likely affected by the disaster and invite those users to establish a connection with a node associated with the relief agency. The relief agency may also be able to determine to what goods and services are most needed in different areas based on information about the users obtained from stored profiles. The relief agency may then provide information such as nearest shelter, location where emergency supplies are being distributed, or service or goods providers may still be in operation. The user may also be able to provide information to the relief agency such as what services or utilities are still available at their location, what type of relief supplies are most needed, the extent of damage, etc. In one embodiment, the relief agency may be an insurance company, which provides claims information to it affected clients or a schedule of when and where adjustors will be visiting.

[00168] Referring generally to Fig. 42, targeted advertisements from an advertising entity 208 may be delivered to devices of users 254, 256 connected through a SitNet using profile and location information relating to the users 254, 256 collected by the situation authority 207, and determining an ad opportunity based on an affiliation between the user and the situation. An affiliation that a user has with the situation is used as a basis for delivering the targeted advertisements. The affiliation between the user and the situation is determined from one or more factors, including but not limited to, proximity of the user to the situation, role of the user within the situation, affect of the situation on the user, affect of the situation on property of the user, and projection of the SitNet in which the user is included. In some cases, one of the preceding factors alone may not be sufficient to determine an affiliation of the user to the situation. Many users

within the same proximity of a situation may be affected very differently by the situation. For example, a homeowner and vacationer within the same city may have very different needs during a weather crisis such as a hurricane, even though their proximity to the situation is essentially the same. Affiliation information may be determined in part by analyzing personal data about the user, such as contained in a stored profile or found in a PIA. Information about a user's actual or predicted location may also be used in determining the affiliation. Once the advertisements are selected for a user, the targeted advertisements may be delivered to users of the SitNet using methods well understood by one skilled in the art.

[00169] By way of example, referring to Fig. 27, individuals participating in a SitNet for a hurricane event are directed to a source of information, which may be a web page. Based on the affiliation of the user with the situation, an advertising entity associated with the SitNet may deliver target advertisement to each user. A homeowner in the direct path of the hurricane may be shown ad for a hardware store that still has an ample supply of plywood 3080. The targeted ads may be location based (e.g., in a zip code) so that all SitNet users do not rush to the same store which quickly will be depleted of its plywood supply leaving latecomers to undertake a costly and time-consuming hunt for the plywood elsewhere. A user perceived to be a traveler in the area of the hurricane may be displayed an advertisement for the nearest hotel with vacancies 3082. Someone with an interest in the hurricane, maybe with family members or friends in the area, who is connected to the SitNet but is not in proximity to the hurricane, may be delivered a targeted ad to donate to a relief fund 3084. In one embodiment, targeted advertisements are delivered when a user connects to the SitNet using a PIA based on access to personal information or a user profile on the PIA accessible by the targeting ad server. If access to all personal information is restricted, the targeted ad service may display a default advertisement to the user. In an alternate embodiment, advertisements can be targeted for presentation to users connected through the SitNet using the projections of the SitNet. All users in one projection of the SitNet may receive different advertisements on their PIAs than users of a different projection of the SitNet based on targeted criteria specific for each of the projections. Targeting criteria may include, but are not limited to, type of situation, location of the situation, and aggregate projection user demographics, such as average age, median household income, an percentage of households with children.

[00170] A situational network may be used to effectively manage the distribution of information regarding availability of limited goods and services as a result of an event or situation, such as disruptive weather or natural disaster. Based on the locations of the users in the SitNet, goods and services can be offered to users participating in a SitNet. All the users within a certain nearby geographic proximity, such as a zip code, town, or street, to providers of the goods and services, may receive notifications regarding the availability of the goods or services at those locations. As a user changes position, updated information may be provided based on most recent location coordinates associated with the user. A change in availability of goods and services at different locations may also be provided to the users of the SitNet based on information provided by the providers of the goods and services themselves, or alternately, the users of the SitNet. As the supplies of the goods are depleted and services become unavailable, users of the SitNet are automatically notified of other nearby providers. Anticipated availability of good and services may also be distributed to the users of the SitNet in a similar manner. For example, in advance of a hurricane during a large scale evacuation, gasoline may be in short supply. To compound this difficulty people may waste both gasoline and time searching for a location that is selling gasoline. By connecting to SitNet associated with the hurricane, users may be presented with the location of the nearest provider with a supply of gasoline, or alternately several nearby locations. In addition, nearby users may be presented with different lists of available filling stations to help reduce a rush to a single location by all the users that will soon deplete its gasoline supply as a result. When a filling station no longer has a supply of gasoline, users in the vicinity may be notified based on information provided by the owner of the filling station, or by other users at that location who may have been waiting in line when the supply runs out.

[00171] In one embodiment, user profile information is used with the user location information to determine the nearest provider of goods and services that fulfill actual or perceived needs of the user. The user profile information can be stored on a user device, such as a cell phone or PIA, or at a central site, such as a server associated with a situation authority or communications provider. The user profile information may contain, but is not limited to, number and ages of individuals in the user's household, number and type of pets owned by the user, languages spoken, medical conditions of the user and his/her dependent (e.g., diabetes), and special services need by the user and his/her dependents (e.g., dialysis). Such information can be used in directing a user to a

provider of the nearest service that fulfills some or all the needs of the user during or as a result of the situation. For example, during a hurricane evacuation, a user with two dogs can be directed toward the nearest evacuation center that accepts pets, which may not be the nearest evacuation center to the user if other centers that are closer do not accept pets.

[00172] In addition to the location of the nearest provider of goods and services, situational dependent information, such related hazards, can be distributed to the user. The related hazards may impede the user from gaining access to the goods or services, such as flooded or otherwise impassable roads on the most probable route to a storm evacuation center. In one embodiment, alternate routes to the provider of the goods or services are suggested, minimizing the hazards that a user might encounter enroute to obtain the goods or services.

[00173] Location based goods and service notifications may be delivered to user devices in a language that is understood by the user. The selection of the language in which to deliver the notification may be based on information contained in the user profile. The user may have previously selected the delivery language which is then stored in the user profile, or the notification sender may automatically determine the delivery language based on the personal information contained in the user profile.

[00174] Notifications of the service may be delivered on GPS-enabled portable device, such as a cell phone or PDA, so that a traveling user can receive notifications of services most relevant to his current location. In one embodiment, the portable device, can notify the provider of the service that the user in enroute, including any special considerations, such as those included in the user profile. The user may also communicate additional special considerations, such as injuries or special needs, to the service provider.

[00175] In an alternate embodiment, location based services can be offered to users connected to an event node of a SitNet using a PIA. Using positional coordinates associated with the user of the PIA, a server located at the event node can create a set of projected views of the SitNet, such that the nodes in each of the projected views of the SitNet are within close geographic proximity, such as a zip code, town, or street. A distribution of providers of limited goods and services that might be available after the occurrence of a situation or event can then be delivered in a targeted manner to the users of the SitNet using the projected views. As the users' location changes, location coordinates are provide to the event node server so that the projected views are updated,

and user always receives the most up to date location based service information for their current location.

[00176] A situational network can be used to efficiently deliver and propagate a message or notification from a single user related to a situation or event to an expanded group of individuals who are directly or indirectly affected by the event or situation. The message may be created and distributed by a situation authority, or alternately created by an individual in response to receiving information about occurrence or expected occurrence of the situation. Each recipient of the message or notification may have pre-defined groupings of other users, such as family, friends, co-workers, neighbors, etc, so that an incoming notification can be forwarded to only to the selected groups of users. The groups that are displayed to the user for propagation of the notification may be dependent on the situation, with the displayed groups either being pre-selected by the user or determine automatically by the receiving device, which in one embodiment is a PIA and the groups correspond to users at nodes in an NDSN. For example, a user will likely need to notify one set of groups of users in their NDSN if school is being closed, and another set of groups of users if she is delayed by a traffic accident. Automatic determination of groups may be accomplished via creating projections of the PIA user's NDSN that are relevant to the situation of the incoming notification, for example, projections along the dimensions corresponding to family, friends, or business contacts.

[00177] A user can create separate notifications that are added to the message for each group before forwarding the message. The notifications for each group are separately composed on a device used to propagate the message before the message is forward to the different groups. The notifications are all preferably composed on a single screen of the device. The message and the corresponding notifications composed on the device are then all transmitted to the users of the selected groups at substantially the same time using a single action on the device such as actuating an actuator of the device. The single action on the device causes each notification composed on the device to be attached to the message, and subsequently transmitted to the appropriate users for each group. Examples of actuators include mechanical buttons or touch sensitive display panels. In an embodiment, the user may also reply to the sender of the message with a personal response. The reply may be transmitted using the same single action as described above, or transmitted at a separate time using a different action on the device.

[00178] Notifications may be distributed in the SitNet 300 using a peer to peer connections, or through connections to a centralize service, such as one that includes the situation authority.

[00179] Referring to Fig. 25, a school district superintendent creates a node in the situational network using a PIA 3060 to inform a group of users that school will be closed tomorrow. He creates a message 3066 that is propagated to a first set of users in selected groups (teachers, staff, parents, and snow removal). In this example, the groups are selectable by the superintendent, and different notifications are added to the message for each group, and propagated using the [NOTIFY] actuator 3068 on the PIA. The superintendent has chosen not to inform the superintendents of other school districts of his decision, overriding the automatic selection of that group by the PIA. Jane Doe, a parent who has a child in the Springfield School District receives the message from the superintendent on her PIA 3062, which is included in her cell phone. She propagates the message to her pre-defined group of users with additional notifications, also using the [NOTIFY] actuator 3068. Jane Doe's friend receives the original message 3066 propagated through Jane Doe's PIA 3063 on her PIA3064, which is included in her PDA with an additional notification 3069 added by Jane Doe. She replies 3067 to Jane Doe's notification using the [REPLY] actuator and notifies her friends using the [NOTIFY] actuator 3068 that she will be at Jane Doe's house tomorrow.

[00180] A situational network may be established where the situation is a social event, such as a concert or festival. Users attending the event are alerted when other members of the NDSN are also in attendance at the same event. In one embodiment, the situational network is a proximity based network. Users are alerted to the presence of other members included in their NDSN by their PIA when they are both in attendance at the same event based on the sharing of position coordinated between the PIAs. In one embodiment, the situational network is used to facilitate personal introductions. A user's NDSN may contain many contacts that are personally unknown to a user possible due to a higher order degree of separation in the NDSN or because of physical distance between the two users, but nonetheless the two users share an affinity along at least one dimension where they exchange personal information. When the two users are connected to the event node in the same situational network, and are or will soon be in close proximity, an alert may be presented by the users' PIAs so that the users may decide if they would like to meet in person. The PIAs may determine future proximity based on a common event scheduled in

both calendars of the users PIAs. Instantaneous proximity may be determined by sharing location coordinates obtained using a geographic location device, such as GPS, included in the PIA. In one embodiment, a user pre-selects other users in their social network that are personally unknown to them and that they would like to personally meet. When those pre-selected individual are in proximity, the user is notified of their location even in the absence of a connection to an event node. The connection between the two users creates a proximity situational network. For example, when two users' PIAs are crawling the NDSN and one discovers that the other is within a pre-determined range due to sharing of GPS position coordinates between the two PIAs, an alert can be sent to that user to facilitate a personal introduction between the two users.

[00181] Users interested in the same weather event may be connected in a situational network for social interaction. A user may be connected to this weather driven social network using a link on an internet site displaying information about that weather event. Other users can be connected to the same social network from different links on different websites also displaying information about the weather event. Referring to Fig 26, a user interested in a forecasted snow storm may visit a webpage 3070 of a weather website for weather information related to that event. When viewing the weather event details page 3072, the user interested in skiing at a popular ski destination may click on a link 3074 and be connected to a centralized social networking website 3076 related to the weather event. The social networking website allows users to share and exchange information for a number of topics including lodging, transportation, social events, or popular meeting locations. Alternately, the PIA may be used to connect to an event node server of the situational network for the weather event, or the PIA may create a node for the weather event. The user may invite other users with similar interests to join the SitNet using the PIA. Additionally, the user's PIA may also crawl the network along a dimension in its NDSN, such as outdoor activities, to discover other users interested in the weather event and request a connection. The SitNet established in the NDSN though the PIA may be used to share information similar to that obtained on the website discussed above, but the information is shared in a peer to peer manner instead of controlled by a centralize source.

[00182] Those skilled in the art will recognize that the interactions employed to perform the various functions associated with the SitNet 3000, PIA, CIA and the NDSN

(Discover, Connect, Invite, Configure, etc.) may be executed in a variety of ways not limited to the examples described herein.

[00183] Fig. 22 illustrates a block diagram of a computer system 1150 for realization of a computer-implemented apparatus that may form all or a part of one or more implementation(s) or embodiment(s) of the present invention. The computer system 1150 includes a computer 131, a keyboard 132, a mouse 133, and a monitor 134. The computer 131 has a network port 138 for connecting to the computer network 900 (not shown). The computer 131 is connected to a storage device 135 which contains the program instructions 136 for the software application that provides the logical functions of the computer-implemented apparatus. The storage device 135 also contains a database 137 for storing data.

[00184] Those skilled in the art will recognize that the program instructions 136 for software applications implementing all or a portion of one or more embodiment(s) of the present invention may be written in a programming language such as Java or C++, and that the database 137 may be implemented with a database package such as Microsoft Access™ or a database management system (DBMS) such as Microsoft SQL Server™, Microsoft SQL Server CE ™, IBM DB2™, mySQL or postgreSQL.

[00185] Fig. 23 illustrates a block diagram of the computer 131. A system bus 1002 transports data amongst the Central Processing Unit (CPU) 1004, RAM 1006, the Read Only Memory Basic Input Output System (ROM-BIOS) 1008 and other components. The CPU 1004 can contain a cache memory component 1024. The computer 131 may include one or more external storage ports 1017 for accessing a hard disk drive, optical storage drive (e.g., CD-ROM, DVD), flash memory, tape device or other storage device (not shown). The relevant storage device(s) are connected through the external storage port 1017 which is connected to the system bus 1002 via a disk controller 1022. The keyboard 132 and the mouse 133 can be connected to the keyboard port 1012 and mouse port 1013, respectively, which are connected to the system bus 1002 through the I/O controller 1010. The monitor 134 can be connected to a monitor port 1014 which is connected to the system bus 1002 through the video controller 1015. A network device (not shown), including but not limited to an Ethernet device or other device having networking capability, can be connected to the network port 138 which is connected through the network controller 1016 to the system bus 1002. Additional ports, such as parallel or serial ports (not shown), may be utilized through the I/O controller 1010. The

computer 131 may include one or more USB ports 1023. A USB device (not shown), including but not limited to a printer, scanner, keyboard, mouse, digital camera, storage device, PDA and webcam, can be connected to the USB port 1023 which is connected to the system bus 1002 through the USB controller 1011. Expansion slots 1018 can be comprised of Industry Standard Architecture (ISA) slots, Peripheral Component Interconnect (PCI) expansion slots, PCI Express expansion slots, Accelerated Graphics Port (AGP) slots or any other slot generally known in the art to allow additional cards to be placed into the computer 131. These slots can be used to connect network cards, video cards, sound cards, modems and any other peripheral devices generally used with a computer. Detailed descriptions of these devices have been omitted for convenience only and should not be considered limiting.

[00186] Those skilled in the art will recognize that a part of, or the entirety of, the embodiments of the present invention may be implemented as a web-based application that includes a web server and a browser application residing on a client computer.

[00187] The embodiments of the present invention may be implemented with any combination of hardware and software. If implemented as a computer-implemented apparatus, the present invention is implemented using means for performing all of the steps and functions described above.

[00188] The embodiments of the present invention can be included in an article of manufacture (e.g., one or more computer program products) having, for instance, computer useable media. The media has embodied therein, for instance, computer readable program code means for providing and facilitating the mechanisms of the present invention. The article of manufacture can be included as part of a computer system or sold separately.

[00189] While specific embodiments have been described in detail in the foregoing detailed description and illustrated in the accompanying drawings, it will be appreciated by those skilled in the art that various modifications and alternatives to those details could be developed in light of the overall teachings of the disclosure and the broad inventive concepts thereof. It is understood, therefore, that the scope of the present invention is not limited to the particular examples and implementations disclosed herein, but is intended to cover modifications within the spirit and scope thereof as defined by the appended claims and any and all equivalents thereof.

CLAIMS

1. A method of presenting targeted advertising in a situational network, the method comprising:

(a) receiving a plurality of advertisements from at least one advertising entity;

(b) obtaining an indication of an occurrence of a situation;

(c) automatically connecting devices corresponding to a plurality of individuals to the situational network established in response to the situation; and

(d) providing at least one of the advertisements to at least one of the individuals based on determining an affiliation of the individual to the situation.

2. The method of claim 1, wherein the affiliation is based at least in part on the location of the at least one individual.

3. The method of claim 2, wherein the location of the at least one individual is determined using positional coordinates obtained from the connected device.

4. The method of claim 1, wherein the affiliation is based at least in part on a profile for the at least one individual.

5. The method of claim 1, wherein the profile is stored on the connected device.

6. The method of claim 1, wherein the indication is obtained by a situation authority.

7. The method of claim 6, wherein the situation authority establishes an event node in a multi-dimensional personal information network corresponding to the situation.

8 The method of claim 1, wherein the situation is a weather phenomenon.

9, The method of claim 1, wherein the at least one advertisement provides information about services relevant to the situation.

10. The method of claim 1, wherein devices include personal information aggregators, each personal information aggregator corresponding to a node in a multi-dimensional personal information network.

11. The method of claim 1, wherein the affiliation is based at least in part on a projection of the situational network that includes the at least one individual, all individuals in the projection having the same affiliation with the situation.

12. The method of claim 11, wherein the projection is a geographic projection of nodes of the situational network.

13. A method of presenting targeted advertising in a situational network, the method comprising:

(a) obtaining an indication of an occurrence of a situation;

(b) establishing an event node for the situation in a multi-dimensional personal information network;

(c) automatically connecting personal information aggregators corresponding to a plurality of individuals to the event node, the personal information aggregators each corresponding to a different node in the multi-dimensional personal information network;

(d) creating two or more projections of the nodes of the multi-dimensional personal information network; and

(e) providing at least one of a plurality of advertisements to the connected personal information aggregators based on the two or more projections.

14. The method of claim 13, wherein the plurality of advertisements are received from at least one advertising entity.

15. The method of claim 13, wherein the two or more projections are based at least in part on a geographic proximity of the nodes of the situational network.

16. The method of claim 15, wherein the locations of the personal information aggregators corresponding to the nodes are determined using positional coordinates obtained from the personal information aggregators.

17. The method of claim 13, wherein different advertisements of the plurality of advertisements are provided to each of the two or more projections.

18. The method of claim 17, wherein the at least one advertisement is selected based on targeting criteria for each of the two or more projections.

19. The method of claim 18, wherein the targeting criteria is determined using aggregate user demographic information obtained from the personal information aggregators corresponding to each of the two or more projections.

20. The method of claim 13, wherein the event node is established by a situation authority using an event node server.

21 The method of claim 13, wherein the situation is a weather phenomenon.

22. The method of claim 13, wherein the connections established in step (c) include a dimension corresponding to the situation.

23. A system for presenting targeted advertising in a situational network, the system comprising:

a central server, corresponding to a situation authority, configured to receive a plurality of advertisements from at least one advertising entity, obtain an indication of an

occurrence of a situation, automatically connect devices corresponding to a plurality of individuals to the situational network established in response to the situation, and provide at least one of the advertisements to at least one of the individuals based on determining an affiliation of the individual to the situation;

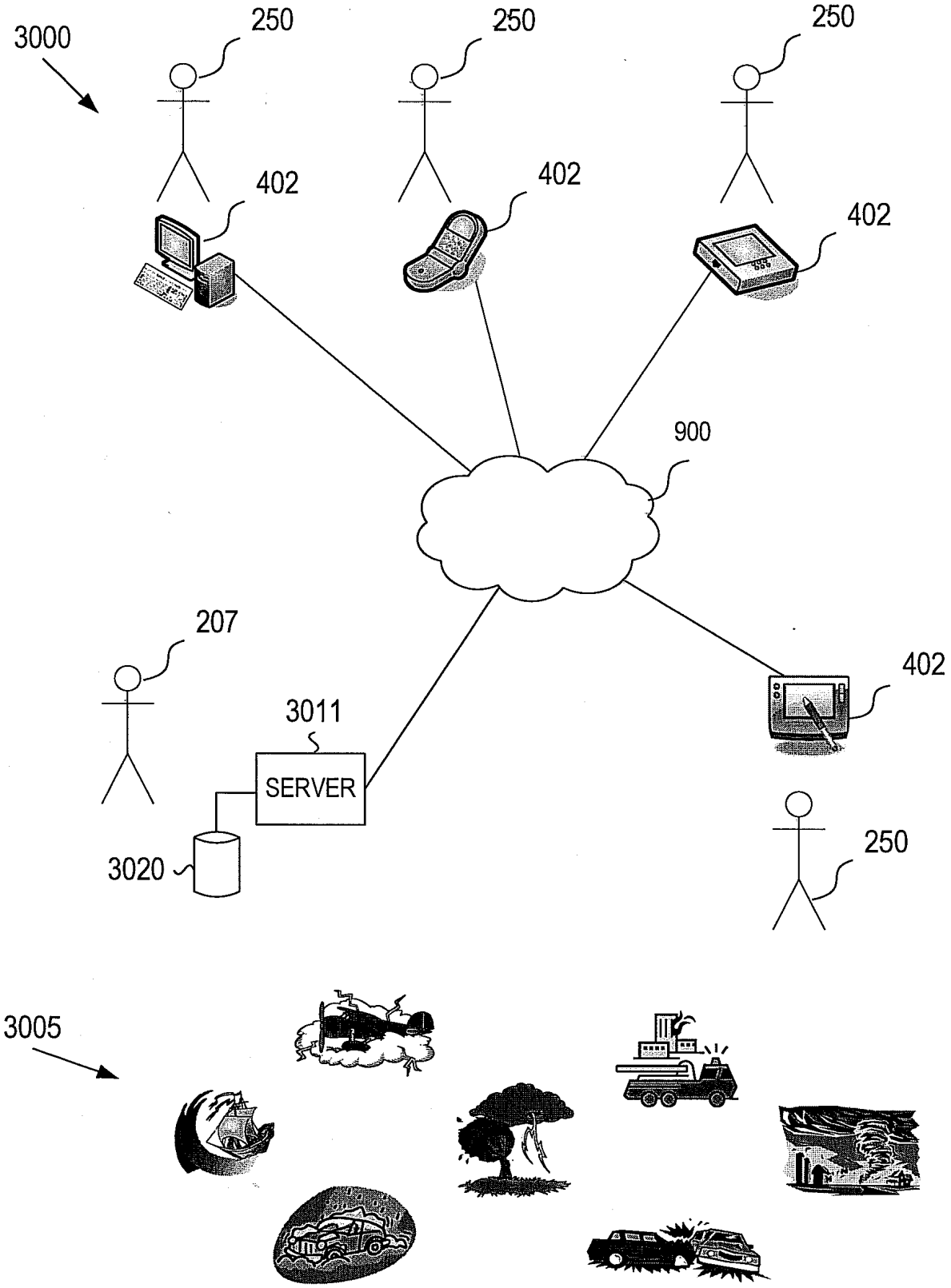
a database associated with the central server for storing information related to availability of a service at a plurality of service locations affected by the situation; and

a plurality of device, each device corresponding to an individual connected via the situational network, configured to connect to the central server, and receive at least one of the advertisements based on determining an affiliation of the respective individuals to the situation.

24. The systems of claim 23, wherein at least one device of the plurality of devices is a personal information aggregator.

ABSTRACT

A method of presenting targeted advertising in a situational network includes receiving a plurality of advertisements from at least one advertising entity. An indication of an occurrence of a situation is obtained. Devices corresponding to a plurality of individuals are automatically connected to a situational network established in response to the situation. At least one of the advertisements is provided to at least one of the individuals based on determining an affiliation of the individual to the situation.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3011
SERVER
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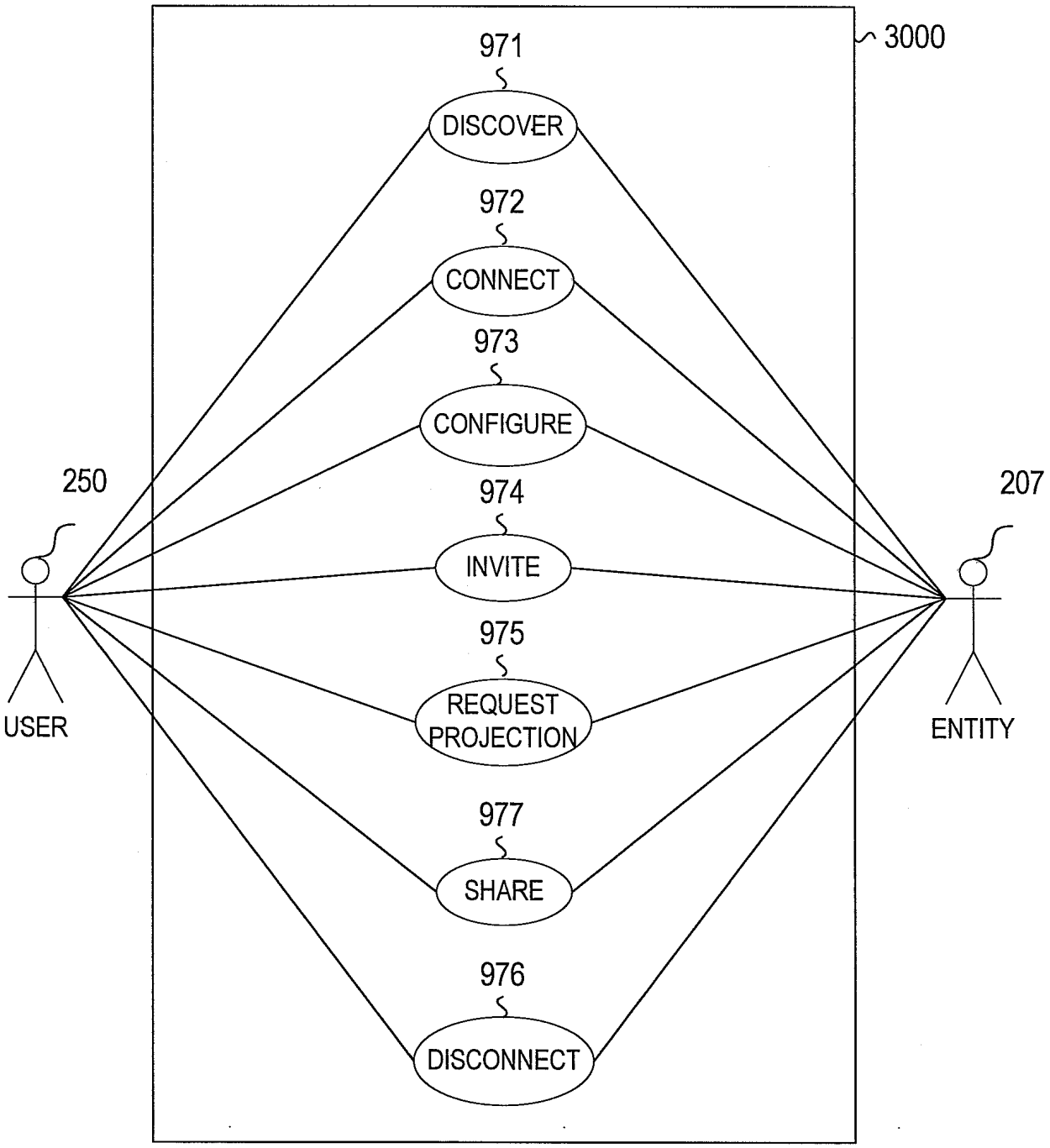
250
3005

Fig. 1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972
CONNECT
973
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974
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REQUEST PROJECTION
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SHARE
976
DISCONNECT
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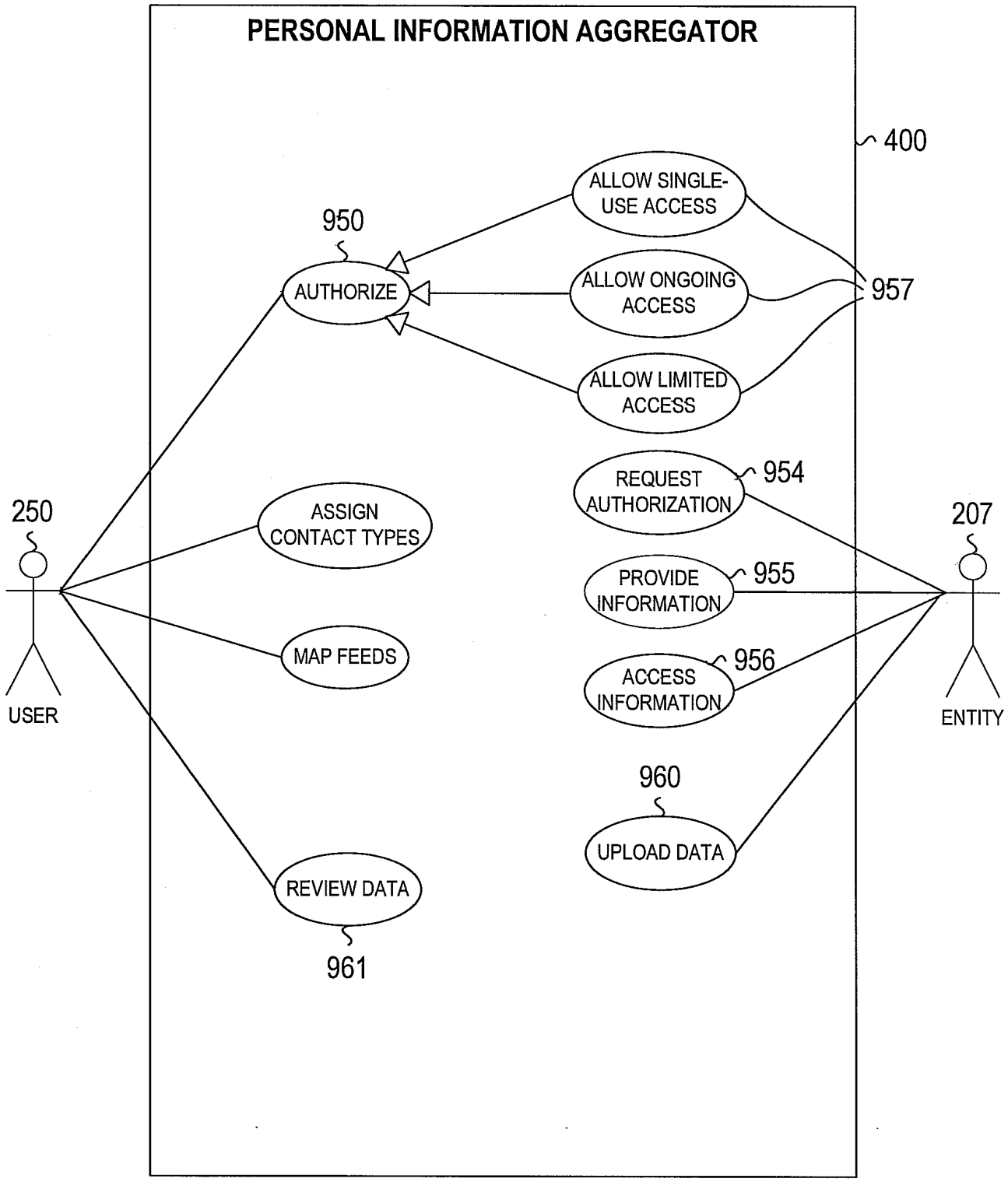
USER
207
ENTITY

Fig. 2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AUTHORIZE
ALLOW ONGOING ACCESS
957
ALLOW LIMITED ACCESS
REQUEST AUTHORIZATION
954
250
ASSIGN CONTACT TYPES
207
PROVIDE INFORMATION
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MAP FEEDS
ACCESS INFORMATION
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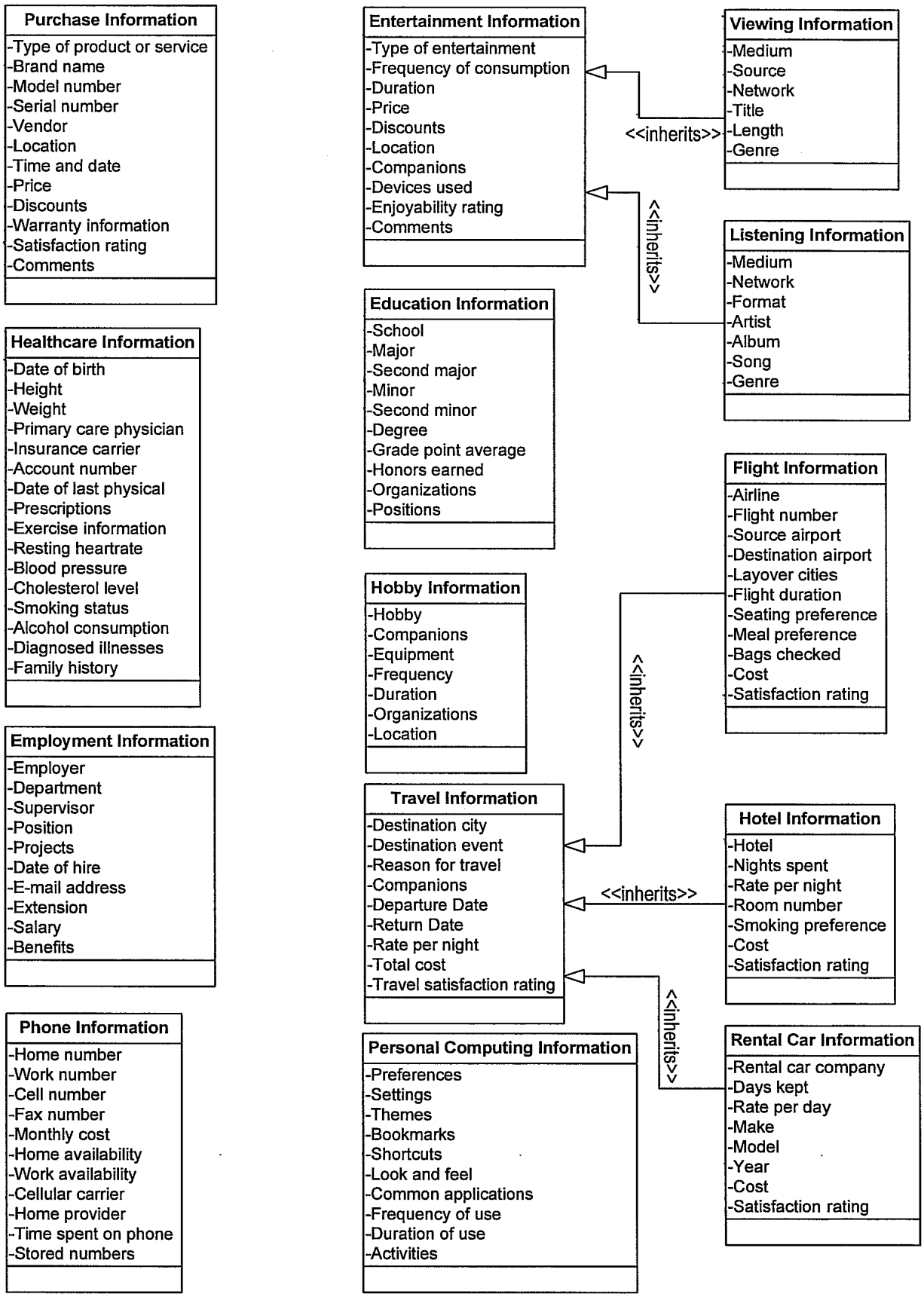
USER
ENTITY
960
UPLOAD DATA
REVIEW DATA
961

Fig. 3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-Brand name
-Model number
-Serial number
-Vendor
-Location
-Time and date
-Price
-Discounts
-Warranty information
-Satisfaction rating
-Comments
Healthcare Information
-Date of birth
-Height
-Weight
-Primary care physician
-Insurance carrier
-Account number
-Date of last physical
-Prescriptions
-Exercise information
-Resting heartrate
-Blood pressure
-Cholesterol level
-Smoking status
-Alcohol consumption
-Diagnosed illnesses
-Family history
Employment Information
-Employer
-Department
-Supervisor
-Position
-Projects
-Date of hire
-E-mail address
-Extension
-Salary
-Benefits
Phone Information
-Home number
-Work number
-Cell number
-Fax number
-Monthly cost
-Home availability
-Work availability
-Cellular carrier
-Home provider
-Time spent on phone
-Stored numbers
Entertainment Information
-Type of entertainment
-Frequency of consumption
-Duration
-Price
-Discounts
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-Companions
-Devices used
-Enjoyability rating
-Comments
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-Source
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-Genre
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-Degree
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-Honors earned
-Organizations
-Positions
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-Flight number
-Source airport
-Destination airport
-Layover cities
-Flight duration
-Seating preference
-Meal preference
-Bags checked
-Cost
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-Duration
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-Look and feel
-Common applications
-Frequency of use
-Duration of use
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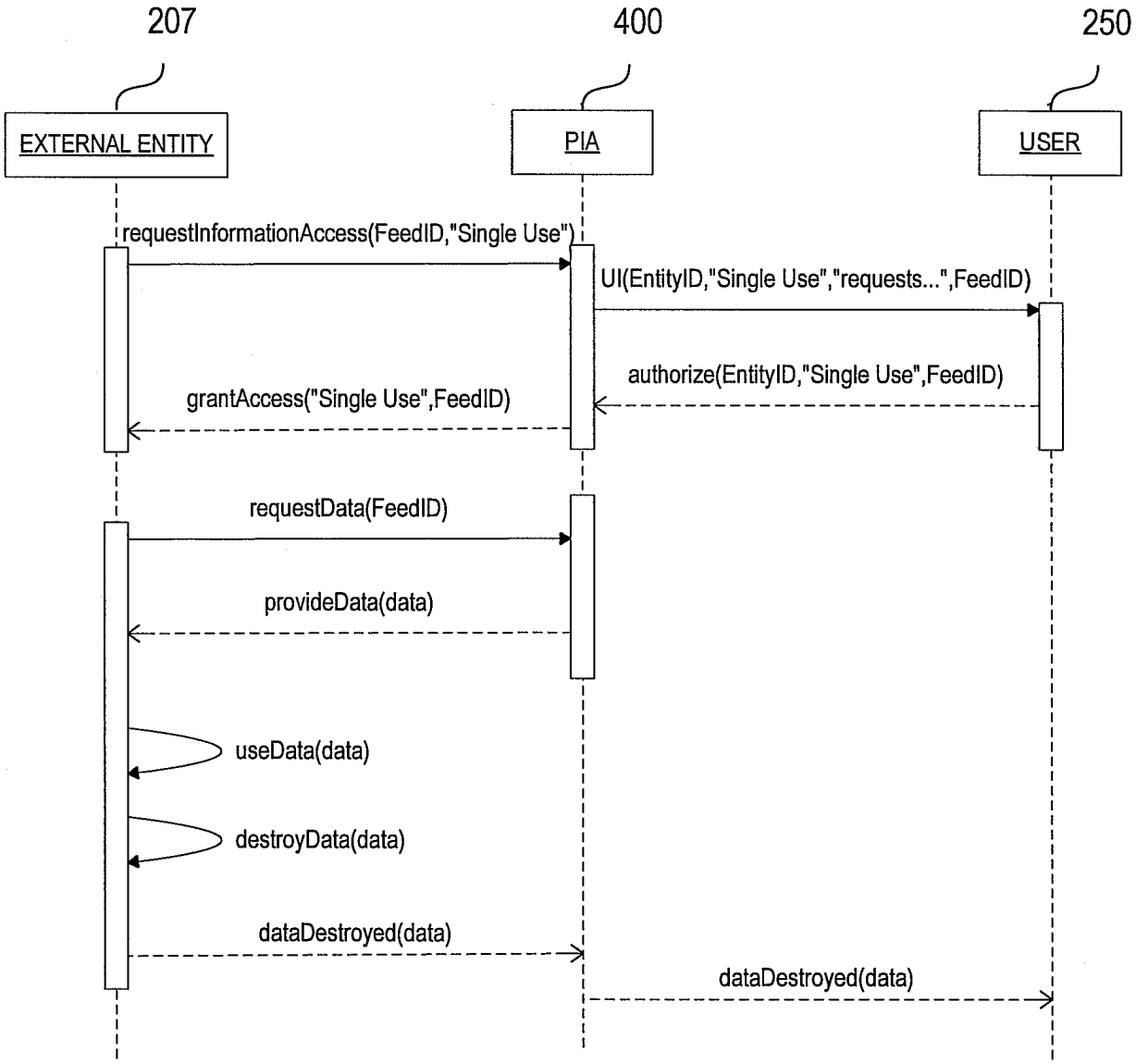
-Days kept
-Rate per day
-Make
-Model
-Year
-Cost
-Satisfaction rating

Fig. 4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provideData(data)
useData(data)
destroyData(data)
dataDestroyed(data)
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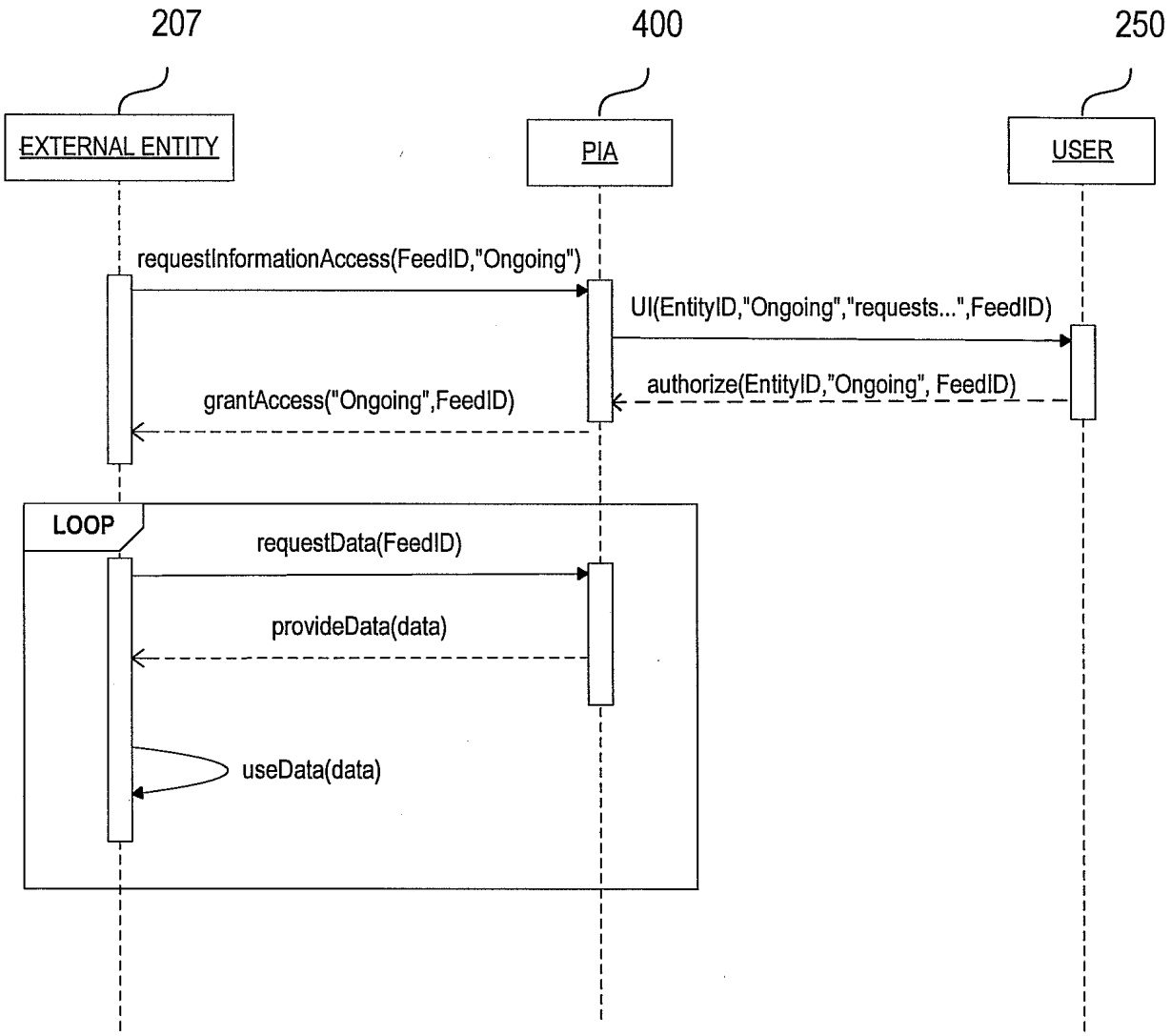
Fig. 5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250
EXTERNAL ENTITY
PIA
USER
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UI(EntityID,"Ongoing","requests...",FeedID)
authorize(EntityID,"Ongoing", FeedID)
grantAccess("Ongoing",FeedID)
LOOP
requestData(FeedID)
provideData(data)
useData(data)

Fig. 6

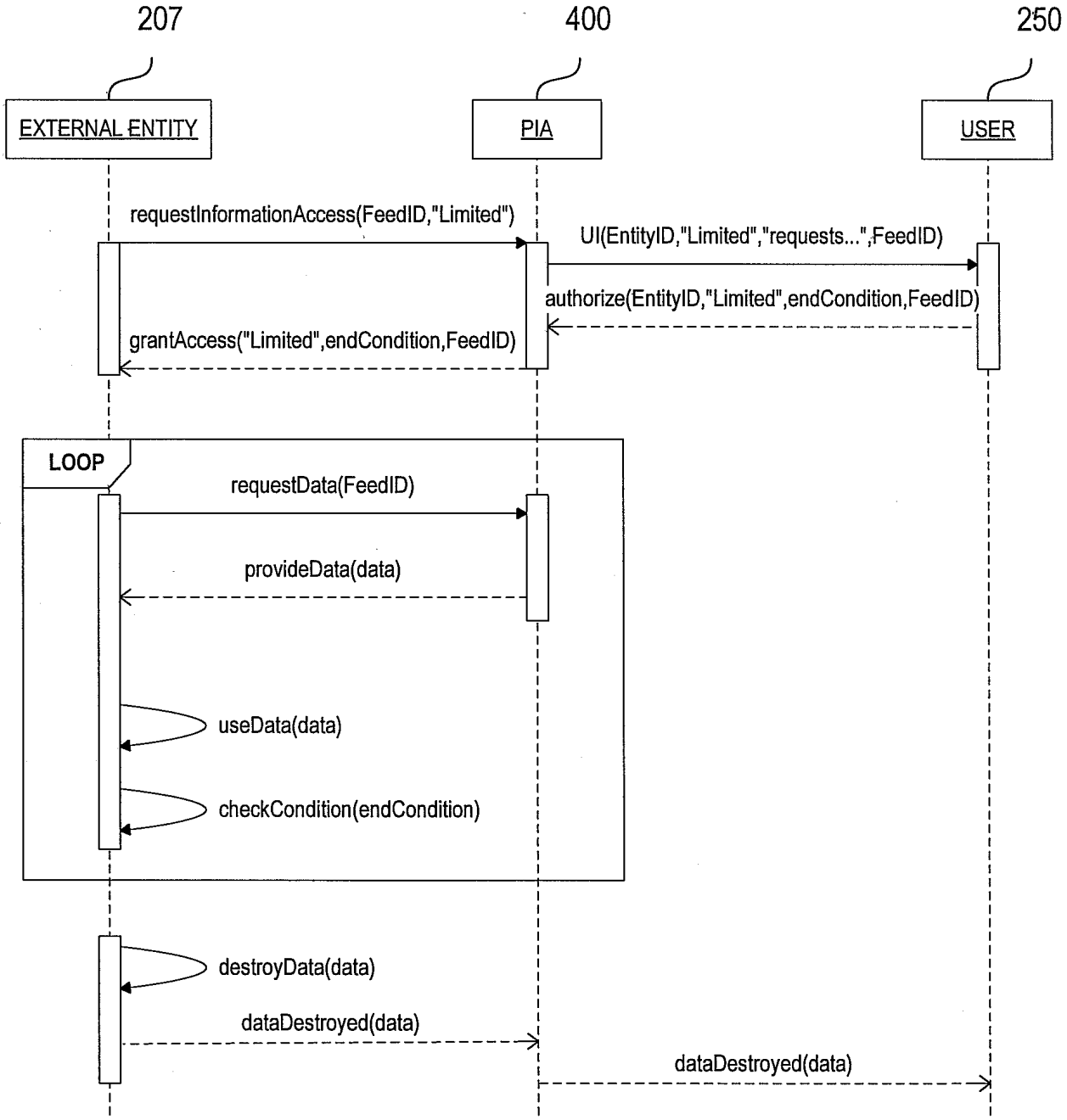

207
400
250
EXTERNAL ENTITY
PIA
USER
requestInformationAccess(FeedID,"Limited")
UI(EntityID,"Limited","requests...",FeedID)
authorize(EntityID,"Limited",endCondition,FeedID)
grantAccess("Limited",endCondition,FeedID)
LOOP
requestData(FeedID)
provideData(data)
useData(data)
checkCondition(endCondition)
destroyData(data)
dataDestroyed(data)
dataDestroyed(data)

Fig. 7

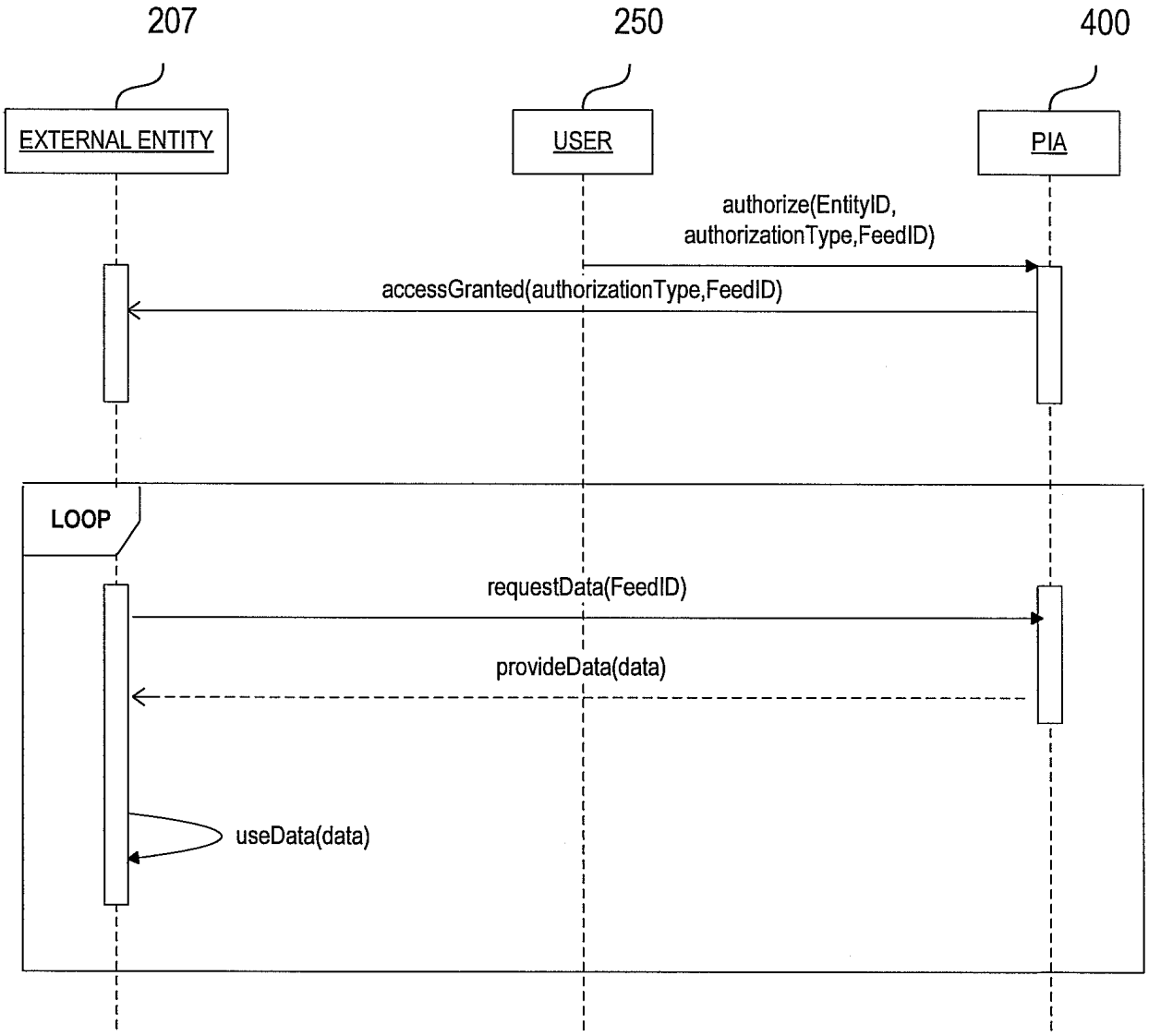

207
250
400
EXTERNAL ENTITY
USER
PIA
authorize(EntityID,
authorizationType,FeedID)
accessGranted(authorizationType,FeedID)
LOOP
requestData(FeedID)
provideData(data)
useData(data)

Fig. 8

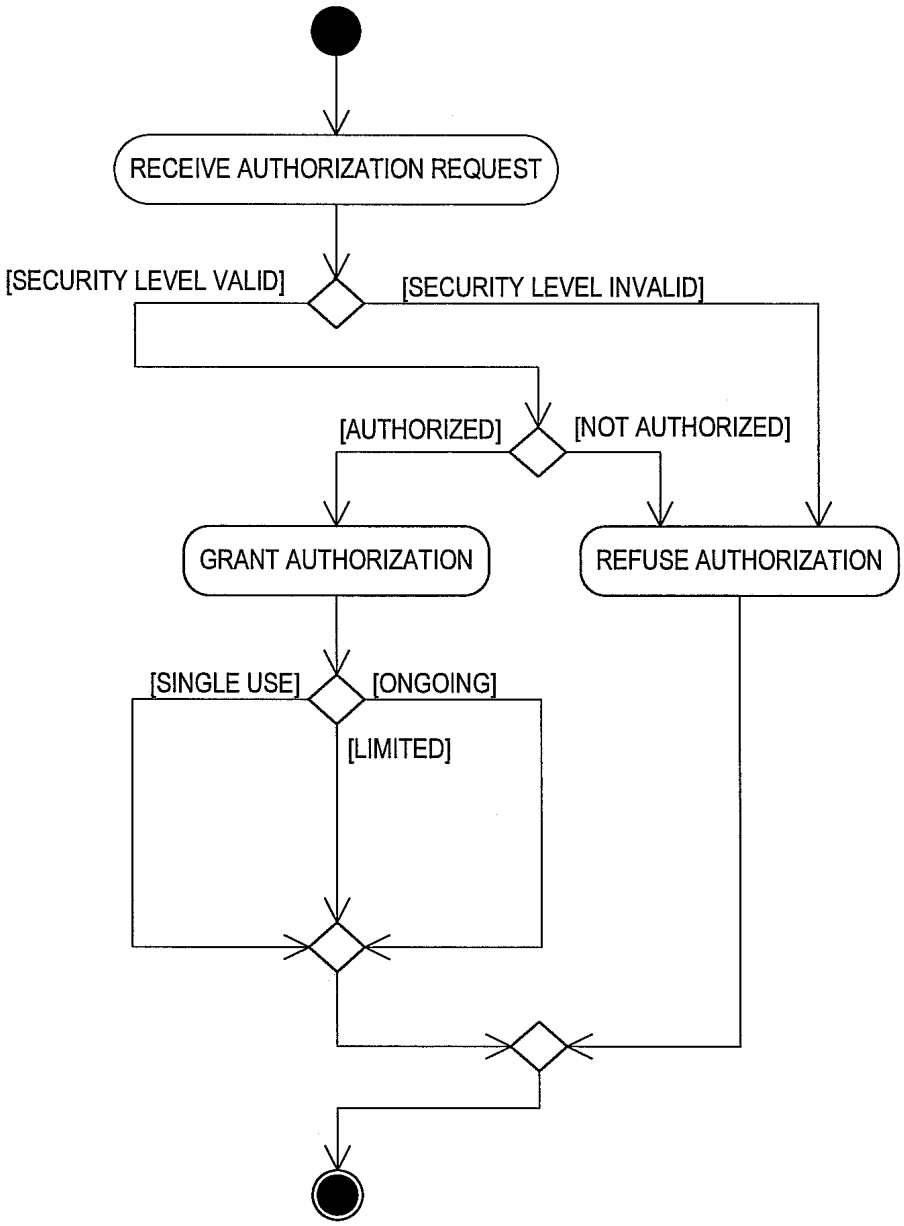

RECEIVE AUTHORIZATION REQUEST
[SECURITY LEVEL VALID]
[SECURITY LEVEL INVALID]
[AUTHORIZED]
[NOT AUTHORIZED]
GRANT AUTHORIZATION
REFUSE AUTHORIZATION
[SINGLE USE]
[ONGOING]
[LIMITED]

Fig. 9

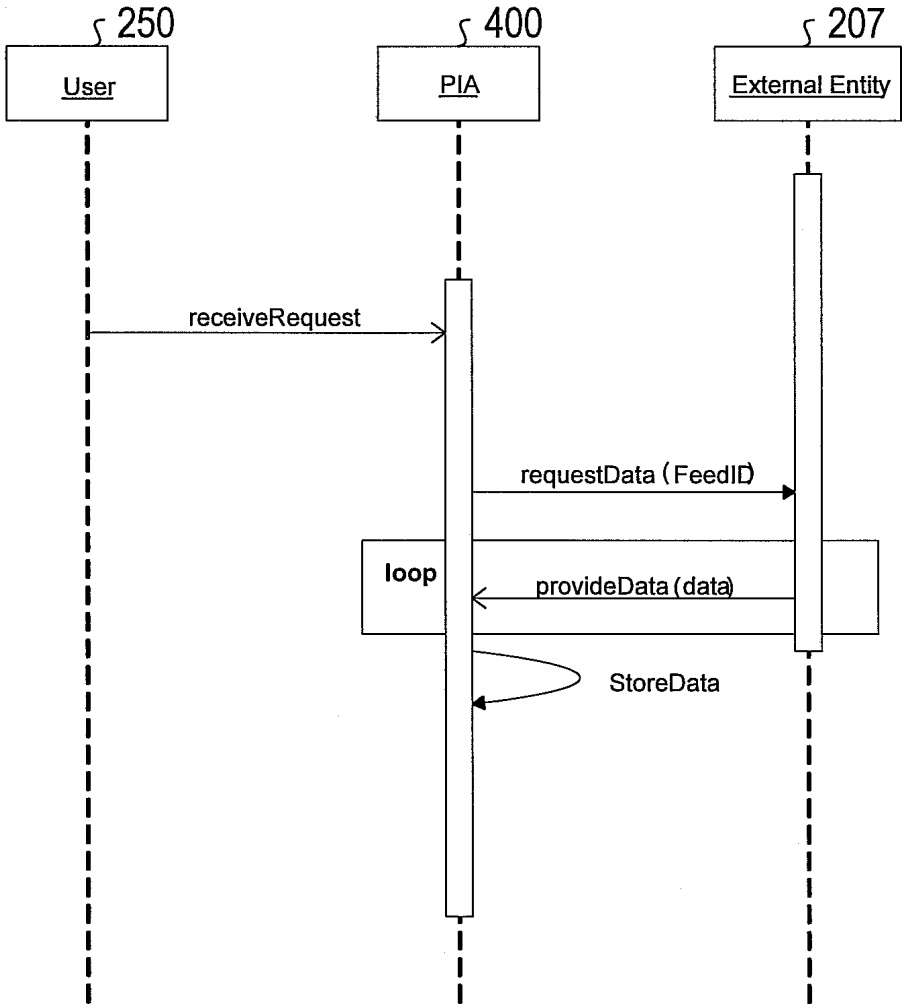

250
User
400
PIA
207
External Entity
receiveRequest
requestData (FeedID)
loop
provideData (data)
StoreData

Fig. 10

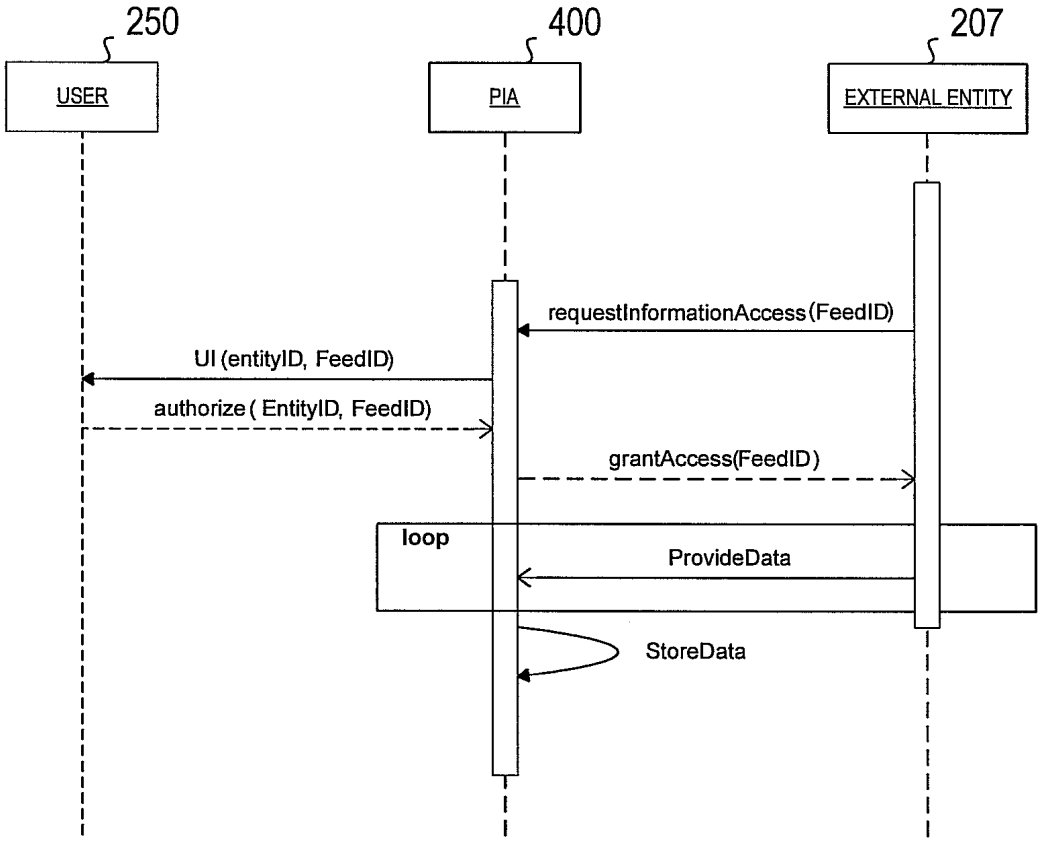

250
400
207
USER
PIA
EXTERNAL ENTITY
requestInformationAccess(FeedID)
UI (entityID, FeedID)
authorize(EntityID, FeedID)
grantAccess(FeedID)
loop
ProvideData
StoreData

Fig. 11

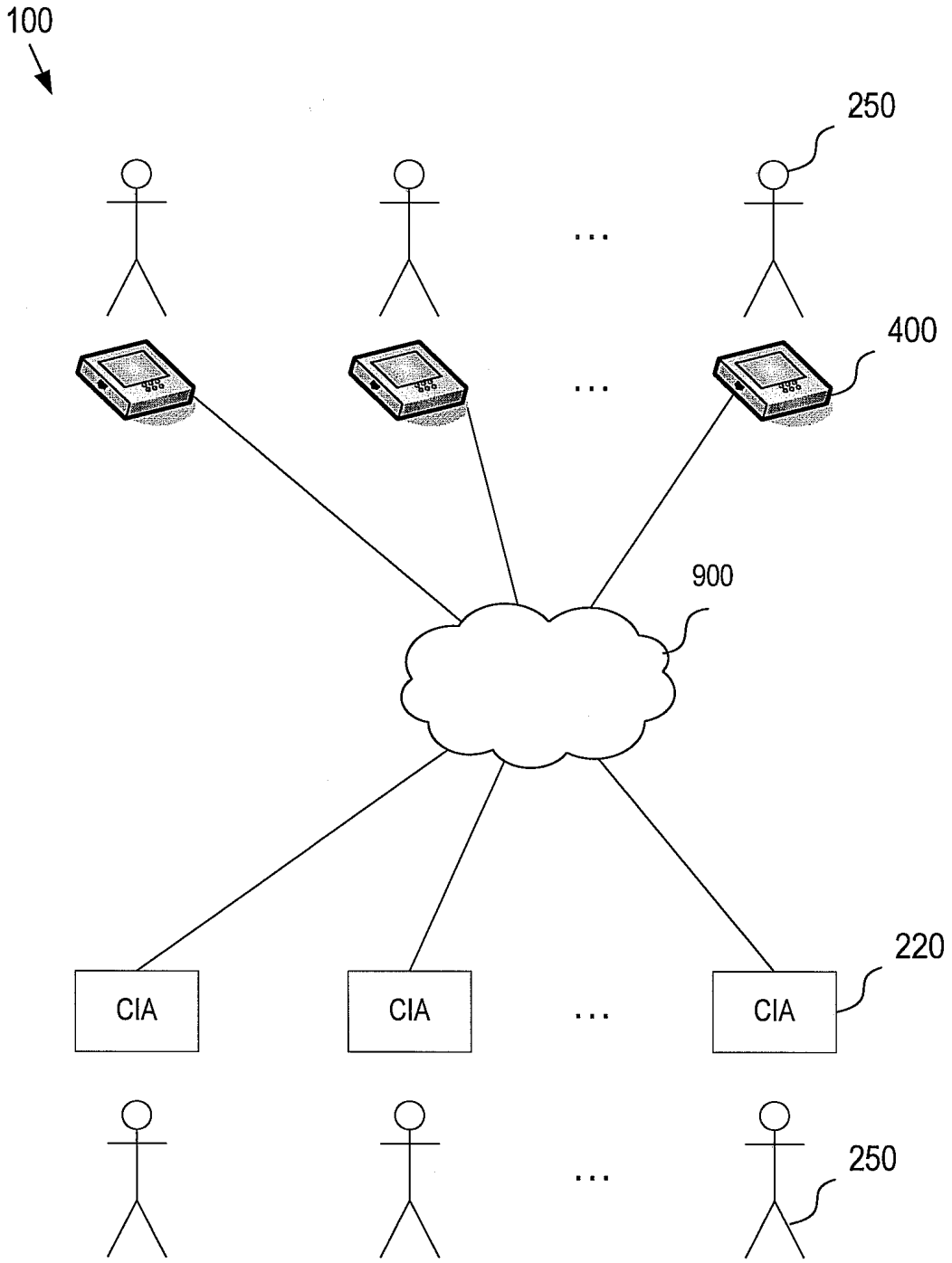


Fig. 12

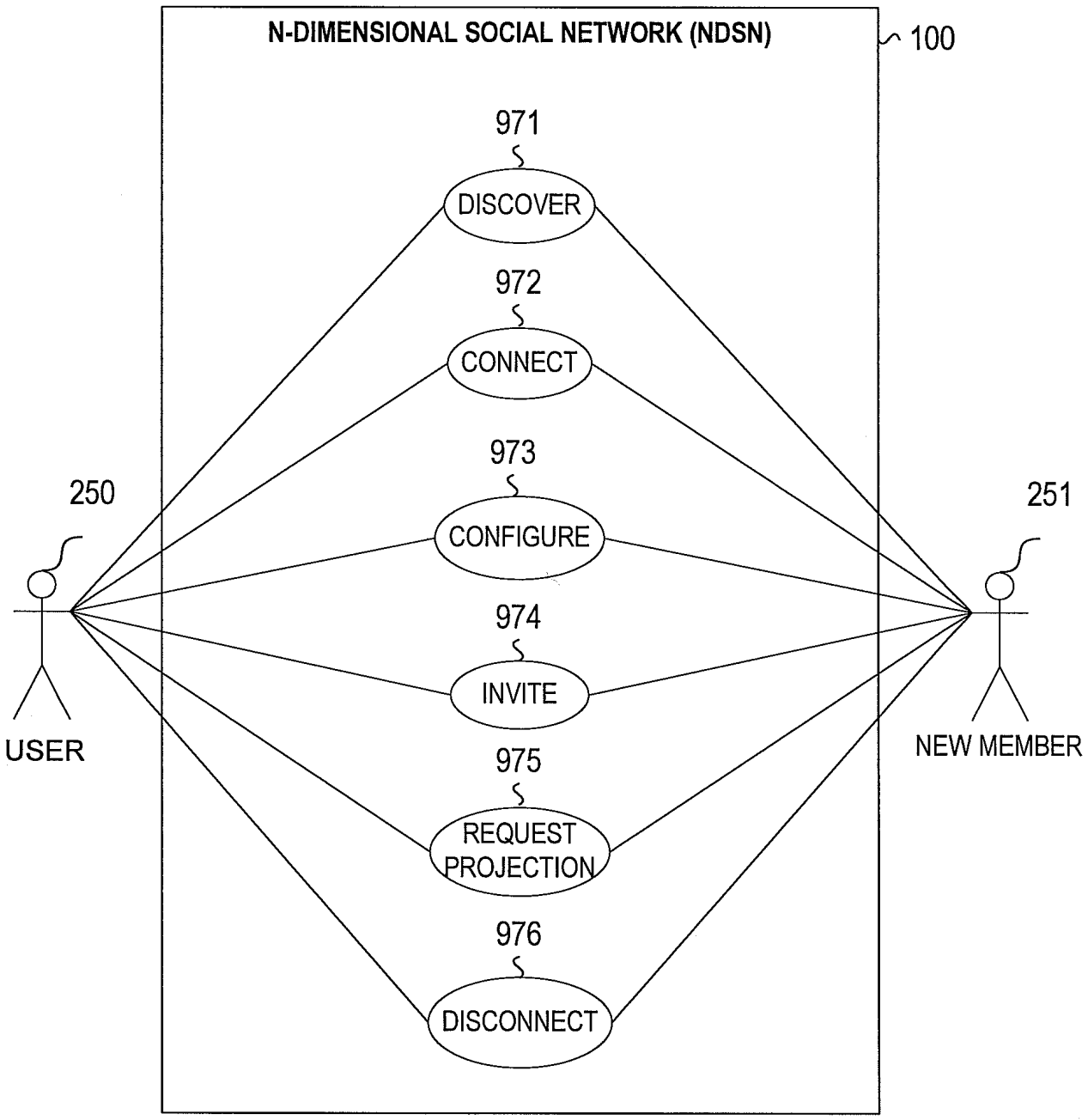

N-DIMENSIONAL SOCIAL NETWORK (NDSN)
100
971
DISCOVER
972
CONNECT
973
CONFIGURE
974
INVITE
975
REQUEST PROJECTION
976
DISCONNECT
250
USER
251
NEW MEMBER

Fig. 13

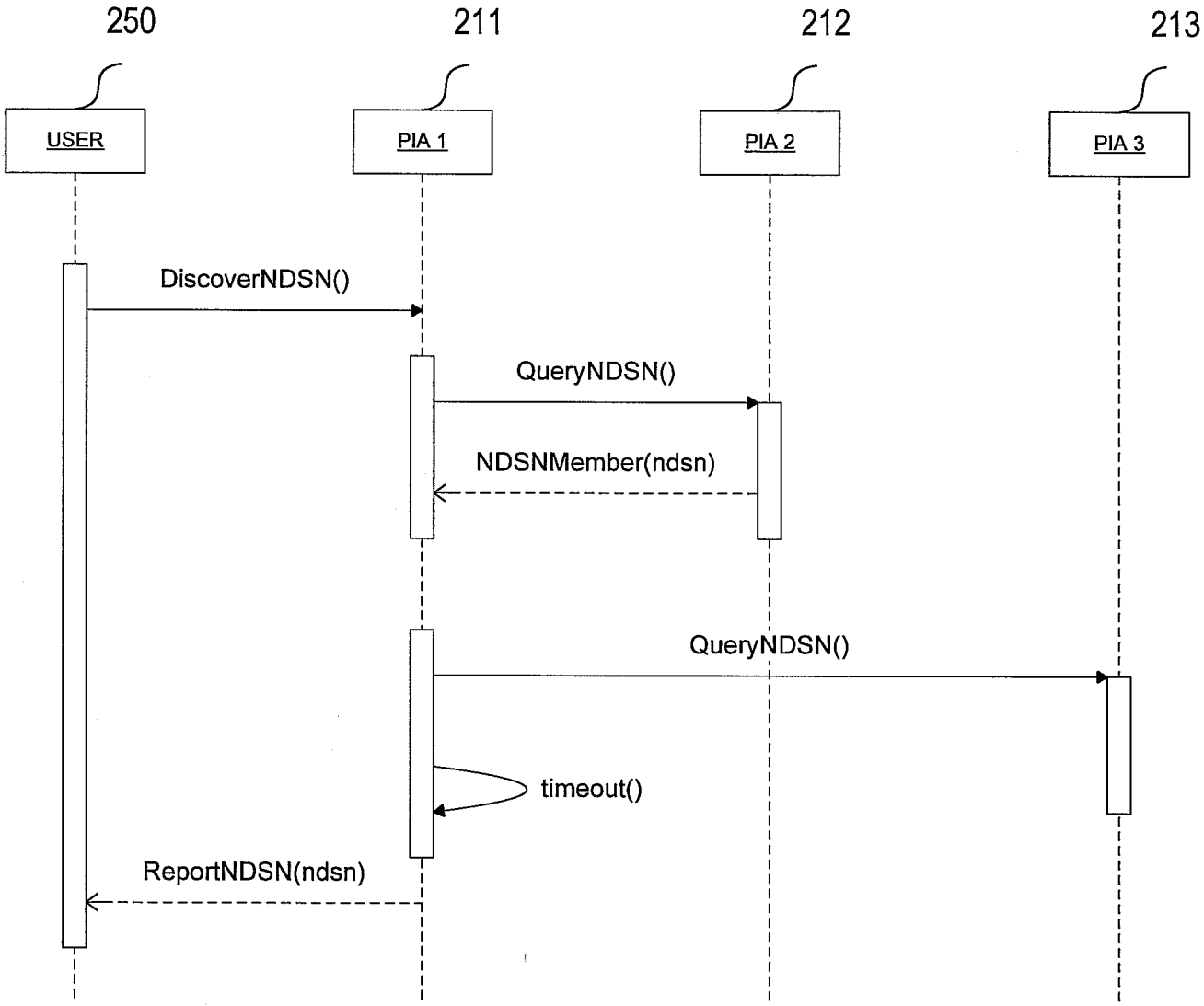

250
211
212
213
USER
PIA 1
PIA 2
PIA 3
DiscoverNDSN()
QueryNDSN()
NDSNMember(ndsn)
QueryNDSN()
timeout()
ReportNDSN(ndsn)

Fig. 14

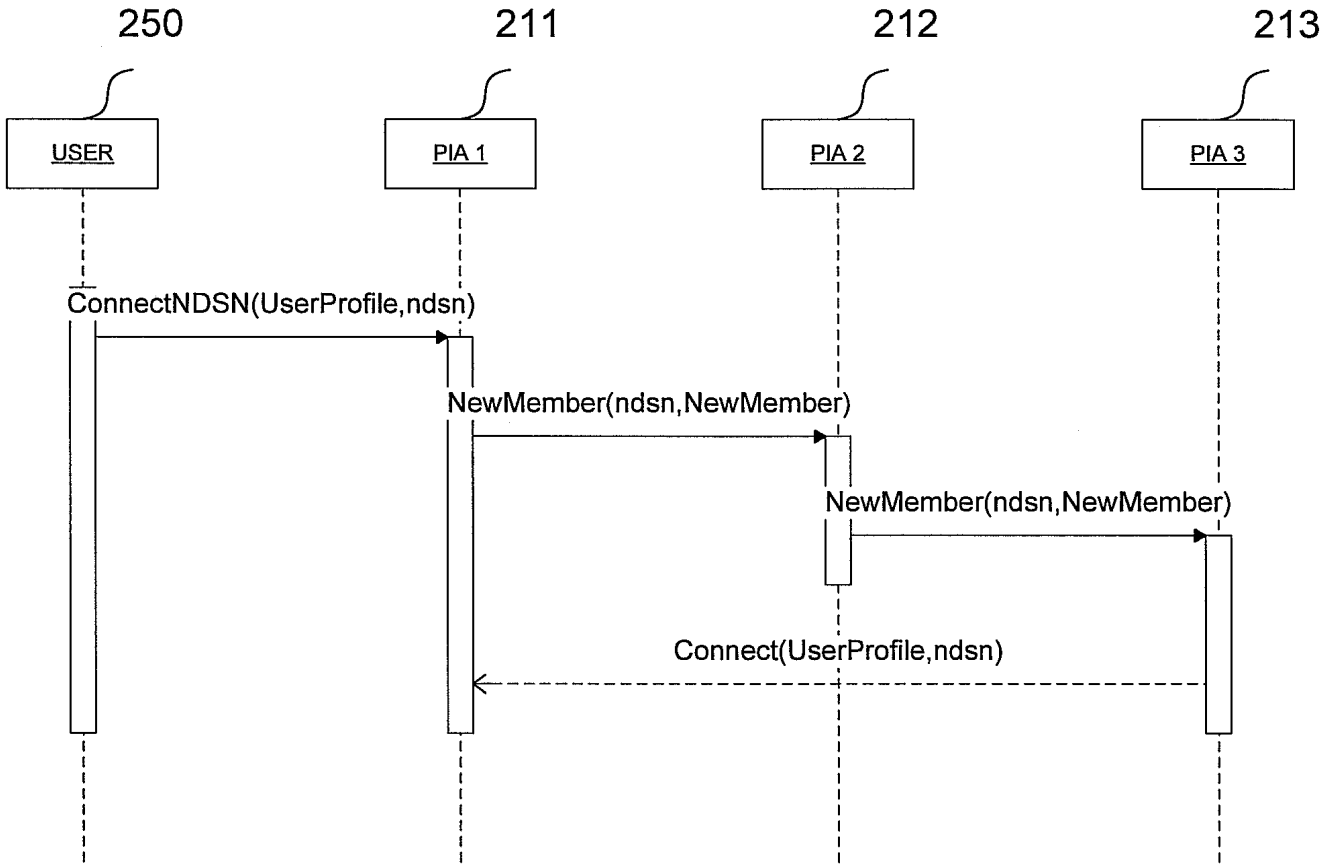

250
211
212
213
USER
PIA 1
PIA 2
PIA 3
ConnectNDSN(UserProfile,ndsn)
NewMember(ndsn,NewMember)
NewMember(ndsn,NewMember)
Connect(UserProfile,ndsn)

Fig. 15

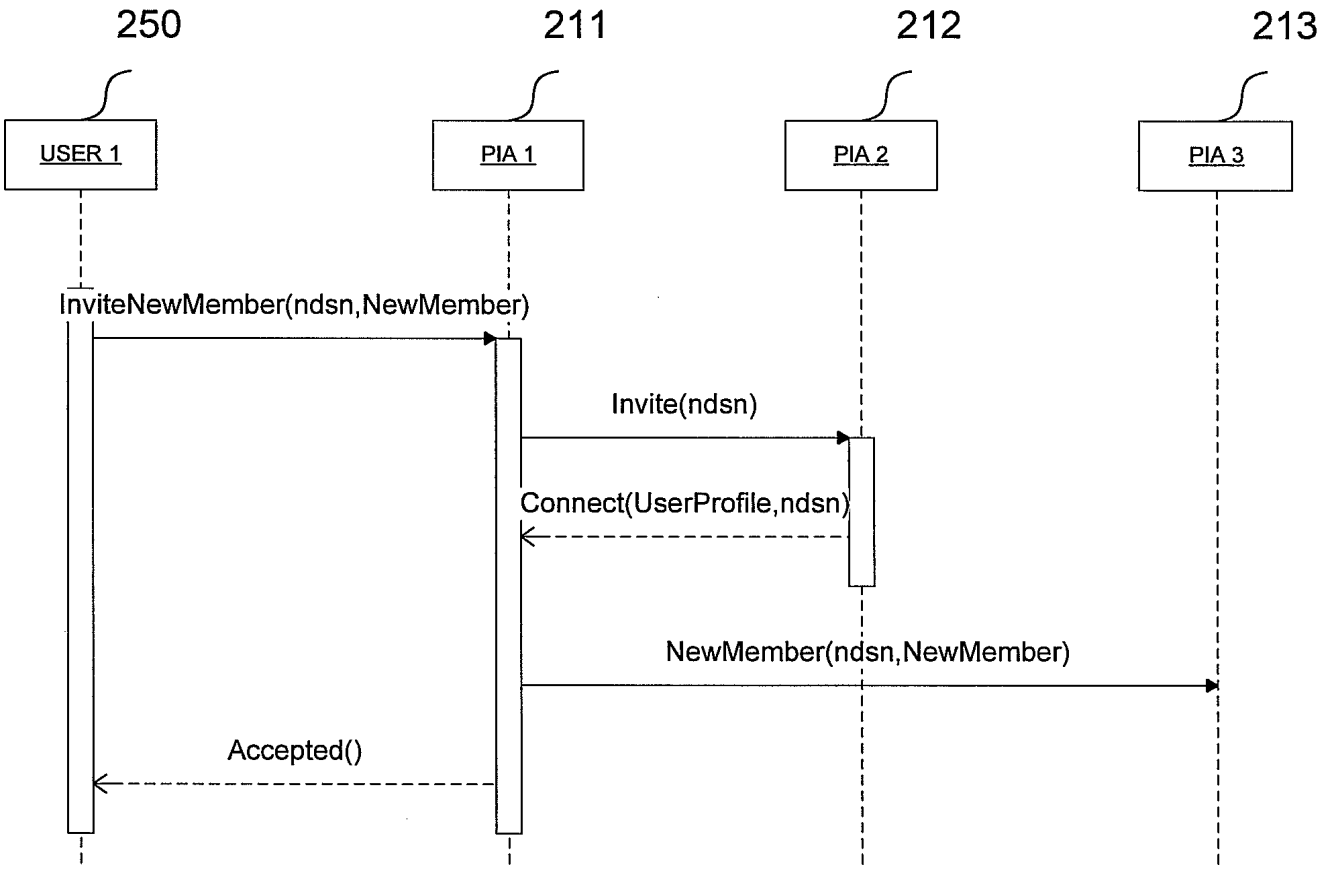

250
211
212
213
USER 1
PIA 1
PIA 2
PIA 3
InviteNewMember(ndsn,NewMember)
Invite(ndsn)
Connect(UserProfile,ndsn)
NewMember(ndsn,NewMember)
Accepted()

Fig. 16

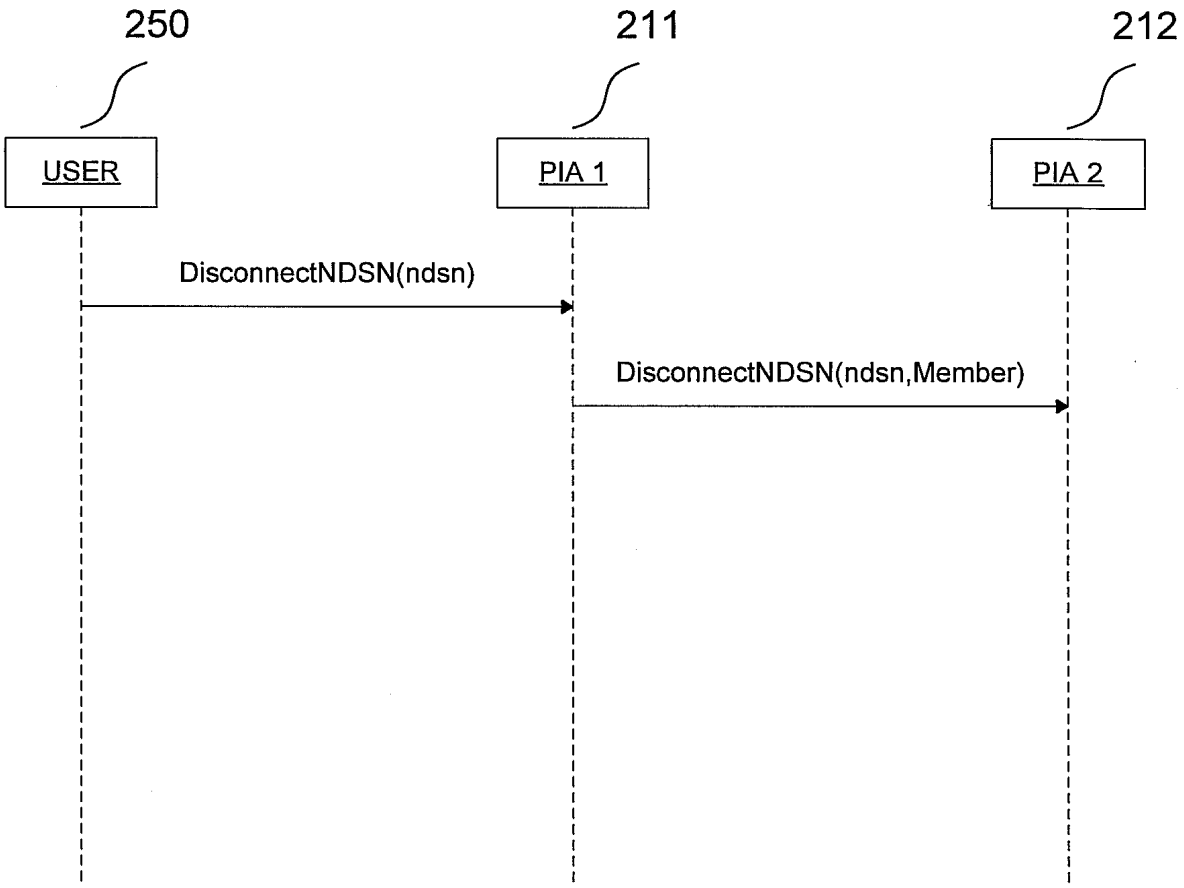

250
211
212
USER
PIA 1
PIA 2
DisconnectNDSN(ndsn)
DisconnectNDSN(ndsn,Member)

Fig. 17

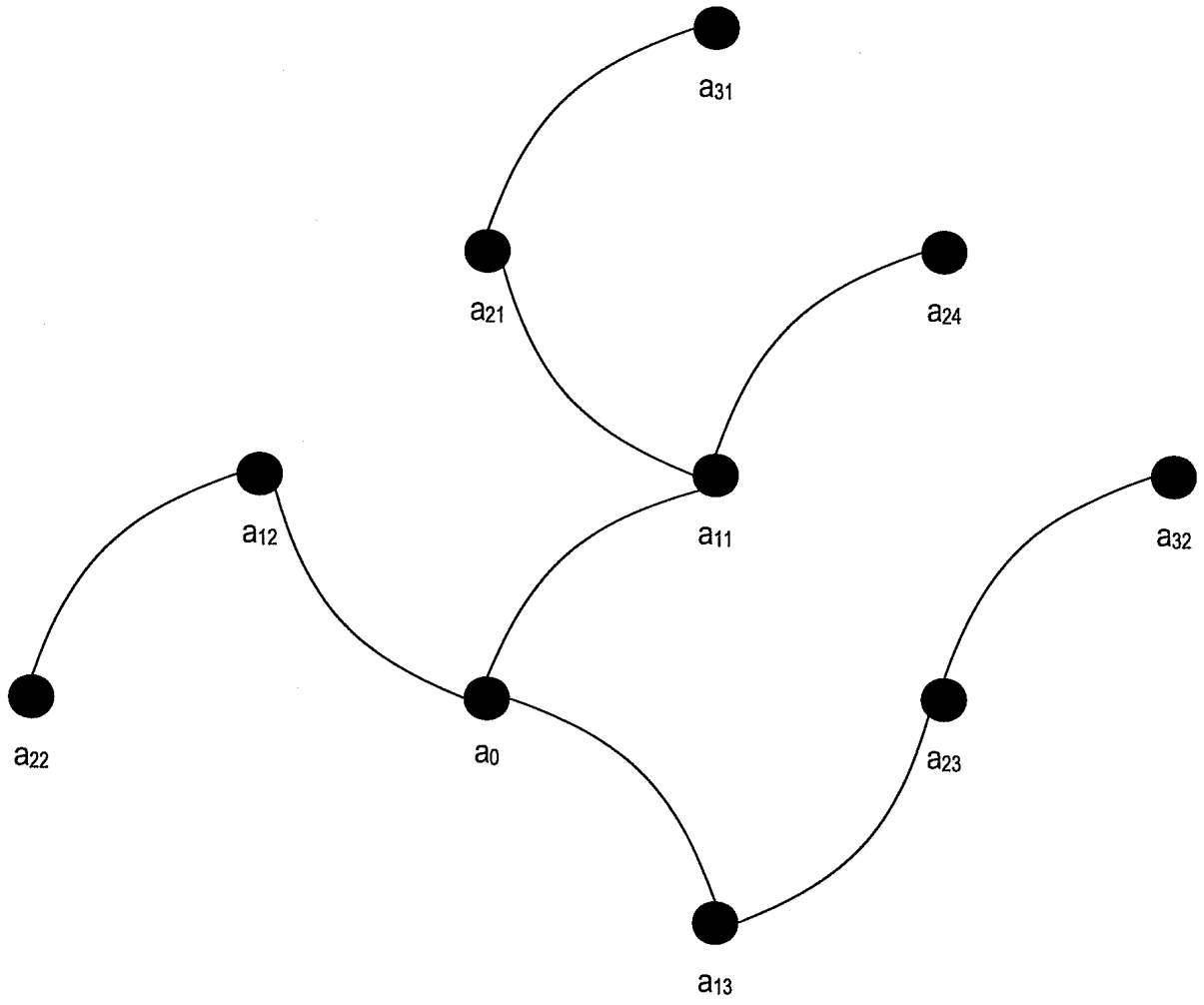


Fig. 18

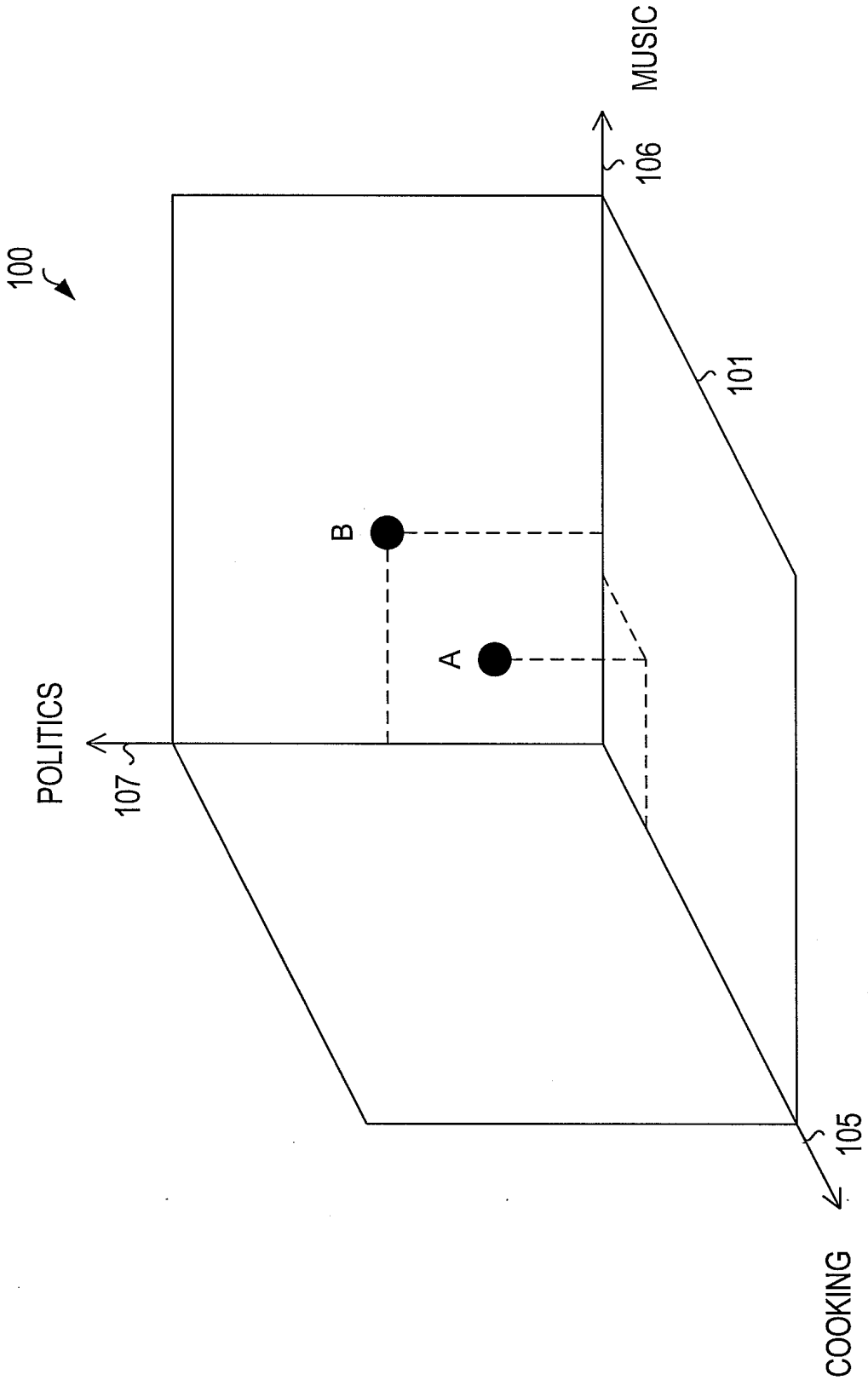


Fig. 19

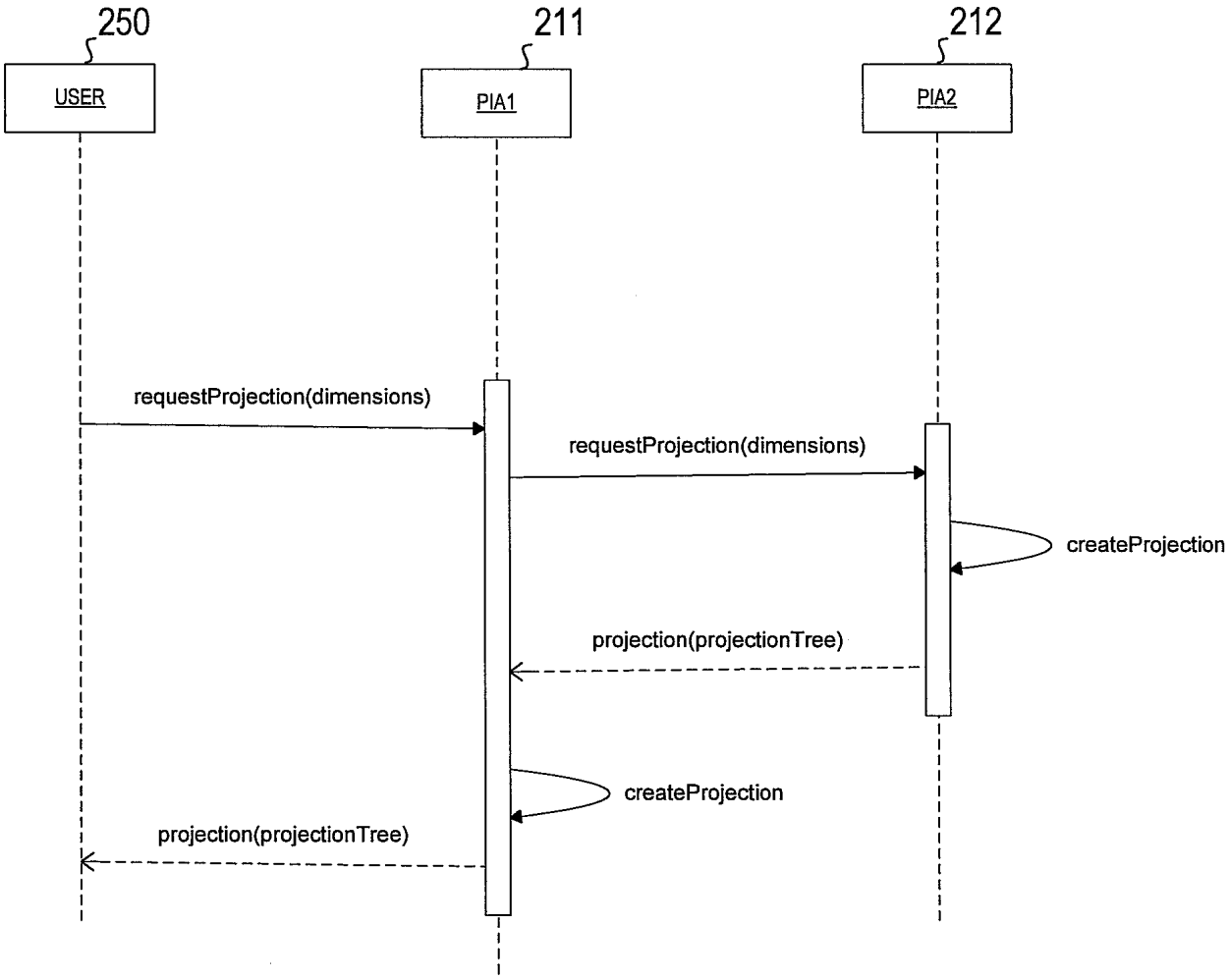

250
211
212
USER
PIA1
PIA2
requestProjection(dimensions)
requestProjection(dimensions)
createProjection
projection(projectionTree)
createProjection
projection(projectionTree)

Fig. 20

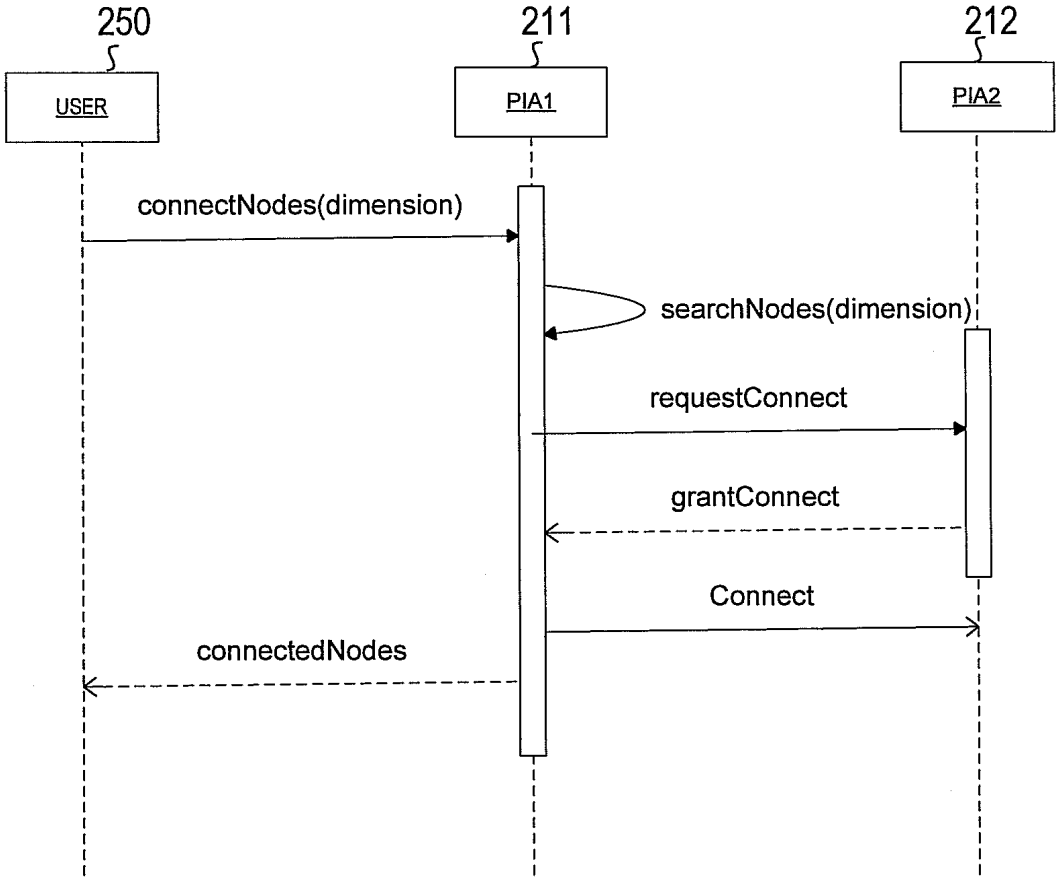

250
211
212
USER
PIA1
PIA2
connectNodes(dimension)
searchNodes(dimension)
requestConnect
grantConnect
Connect
connectedNodes

Fig. 21

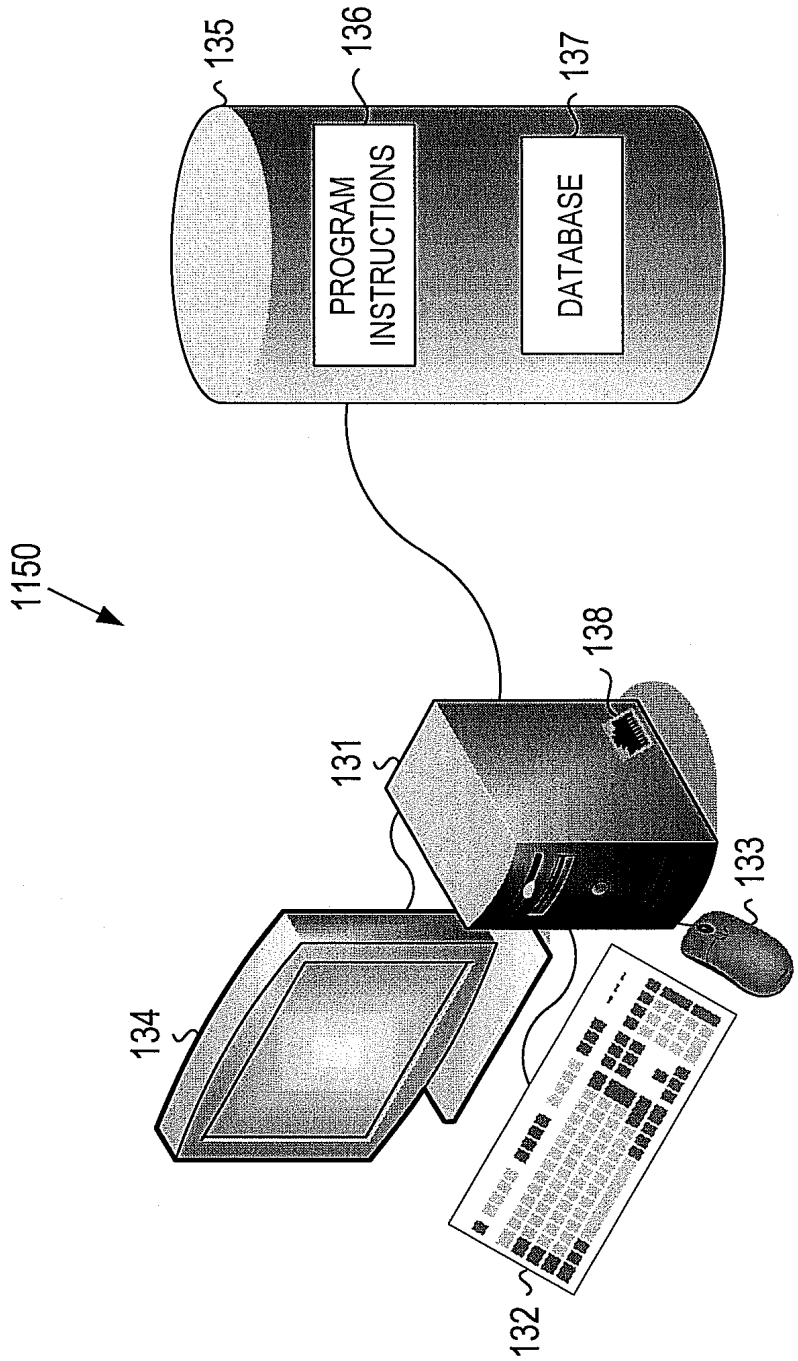

1150
135
136
PROGRAM INSTRUCTIONS
137
DATABASE
138
131
133
134
132

Fig. 22

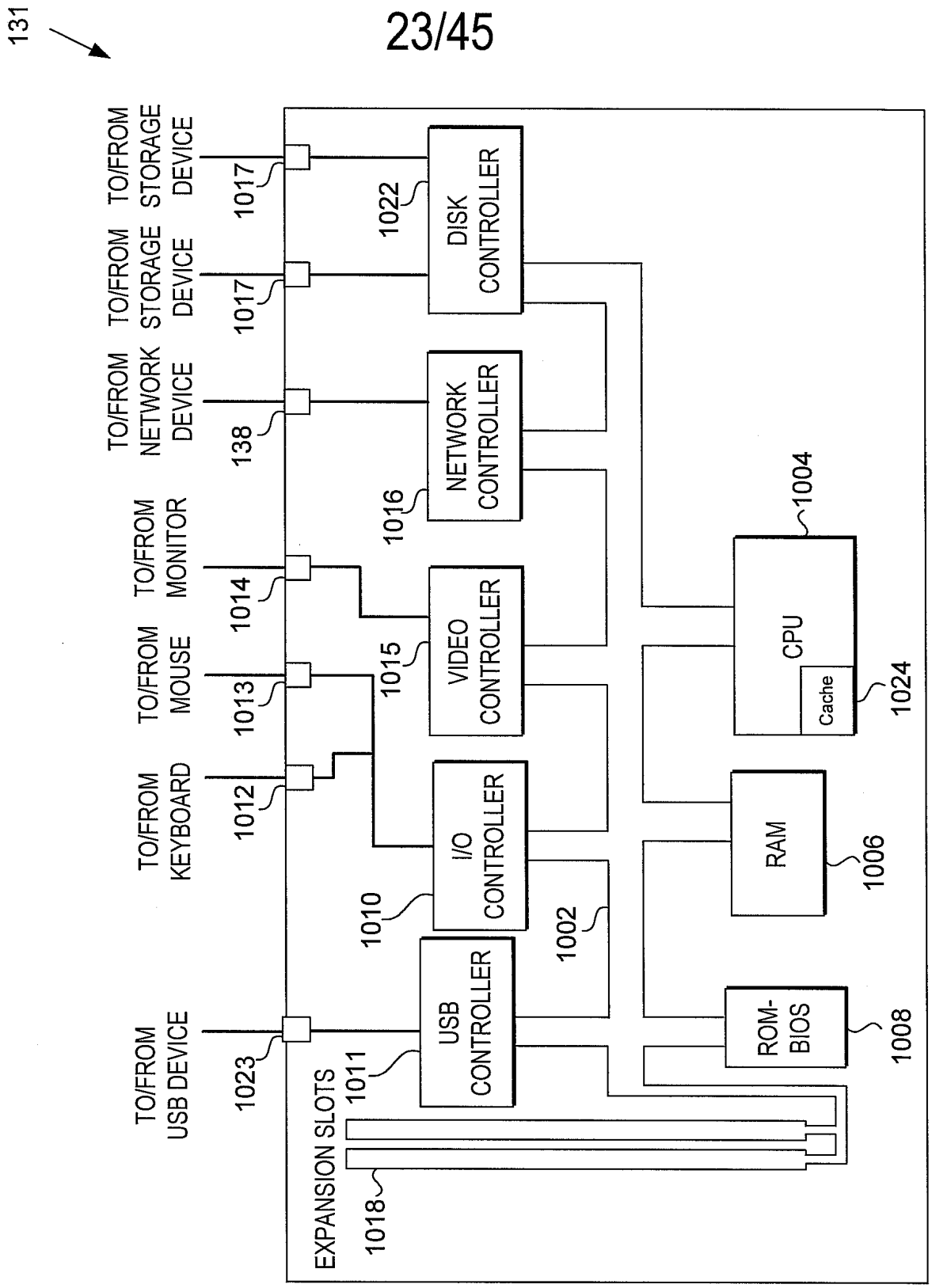

131
TO/FROM STORAGE DEVICE
TO/FROM STORAGE DEVICE
TO/FROM NETWORK DEVICE
TO/FROM MONITOR
TO/FROM MOUSE
TO/FROM KEYBOARD
TO/FROM USB DEVICE
1017
1017
138
1014
1013
1012
1023
1022
DISK CONTROLLER
NETWORK CONTROLLER
1016
VIDEO CONTROLLER
1015
I/O CONTROLLER
1010
USB CONTROLLER
1011
1002
EXPANSION SLOTS
1018
CPU
Cache
1004
1024
RAM
1006
ROM-BIOS
1008

Fig. 23

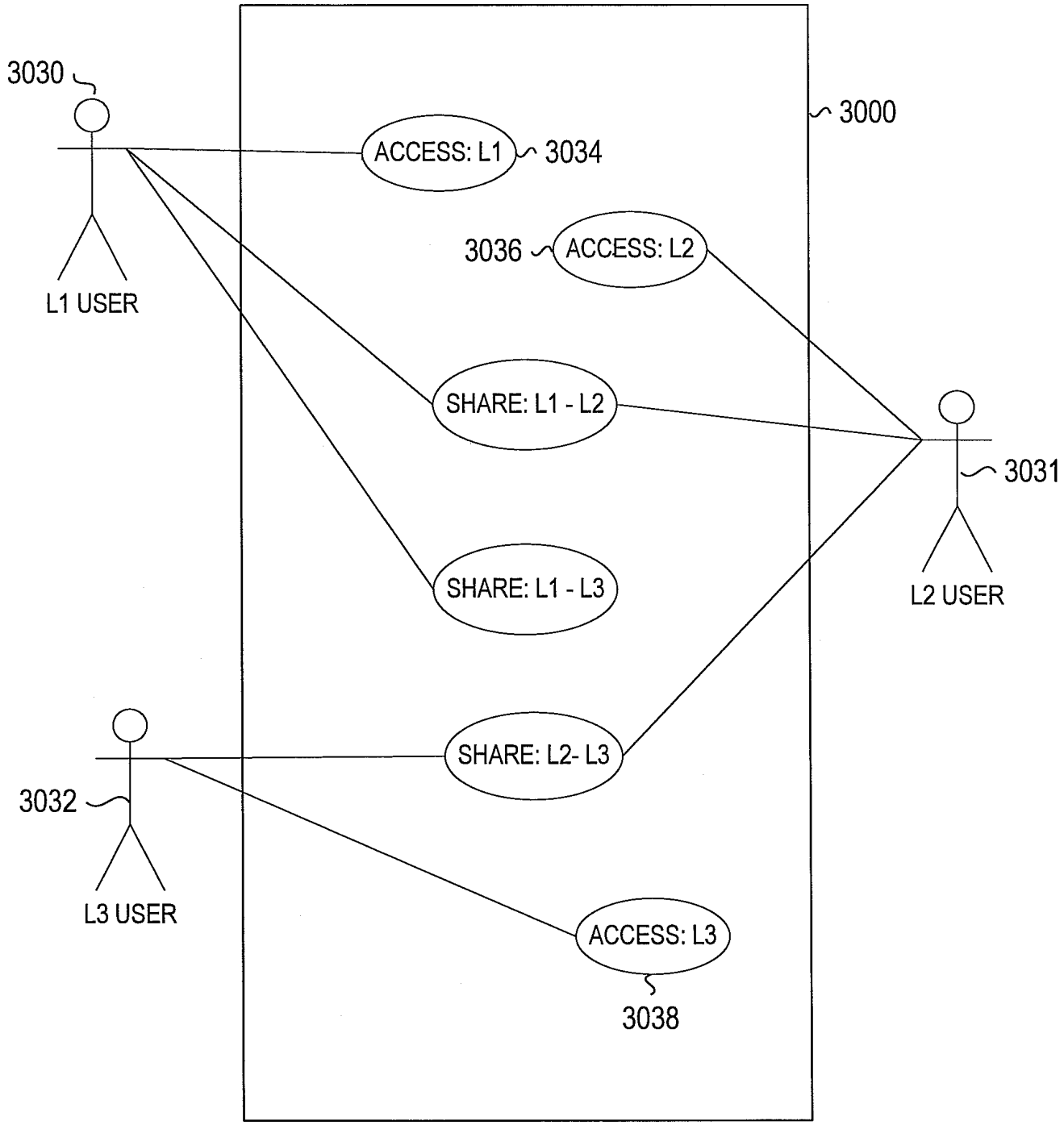
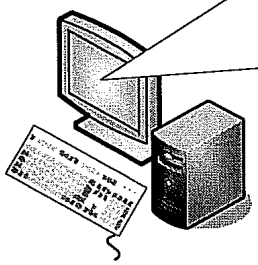

3030
L1 USER
ACCESS: L1
3034
3000
3036
ACCESS: L2
SHARE: L1 - L2
3031
L2 USER
SHARE: L1 - L3
SHARE: L2- L3
3032
L3 USER
ACCESS: L3
3038

Fig. 24

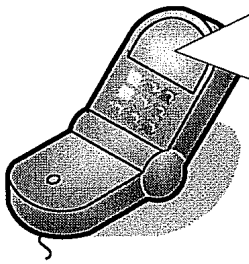


3060

>> ALL SCHOOLS IN SPRINGFIELD SCHOOL DISTRICT CLOSED TOMORROW 2-1-07 DUE TO PREDICTED 12" SNOWFALL TONIGHT. 3066

[X] TEACHERS >>
[X] STAFF: >>Emergency Staff Report at 8 AM.
[X] PARENTS >>
[ ] OTHER SD's >>
[X] SNOW REMOVAL: >> Can you have lots plowed by 3 PM.

[NOTIFY] 3068



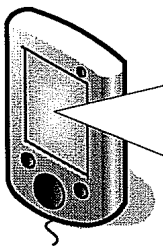
3062

(1-31-2007, 3:46 PM) MESSAGE FROM SPRINGFIELD SCHOOL DISTRICT:
ALL SCHOOLS IN SPRINGFIELD SCHOOL DISTRICT CLOSED TOMORROW 2-1-07 DUE TO PREDICTED 12" SNOWFALL TONIGHT. 3066

WORK >>Will be in late.
SITTERS >>Can anyone take the kids tomorrow?
FRIENDS >>Kids wanna meet at 10 at the Hill for sledding.
SNOW REMOVAL >>Please do our driveway tomorrow when you can.

[NOTIFY] 3068

[REPLY] >>



3064

(1-31-2007, 3:57 PM) MESSAGE FROM JANE DOE:
ALL SCHOOLS IN SPRINGFIELD SCHOOL DISTRICT CLOSED TOMORROW 2-1-07 DUE TO PREDICTED 12" SNOWFALL TONIGHT. 3066
CAN ANYONE TAKE THE KIDS TOMORROW? 3069

WORK >>
FRIENDS >>I will be at Jane's tomorrow.
FAMILY >>

[NOTIFY] 3068

[REPLY] >> I can come over by 8:30 AM. 3067

Fig. 25

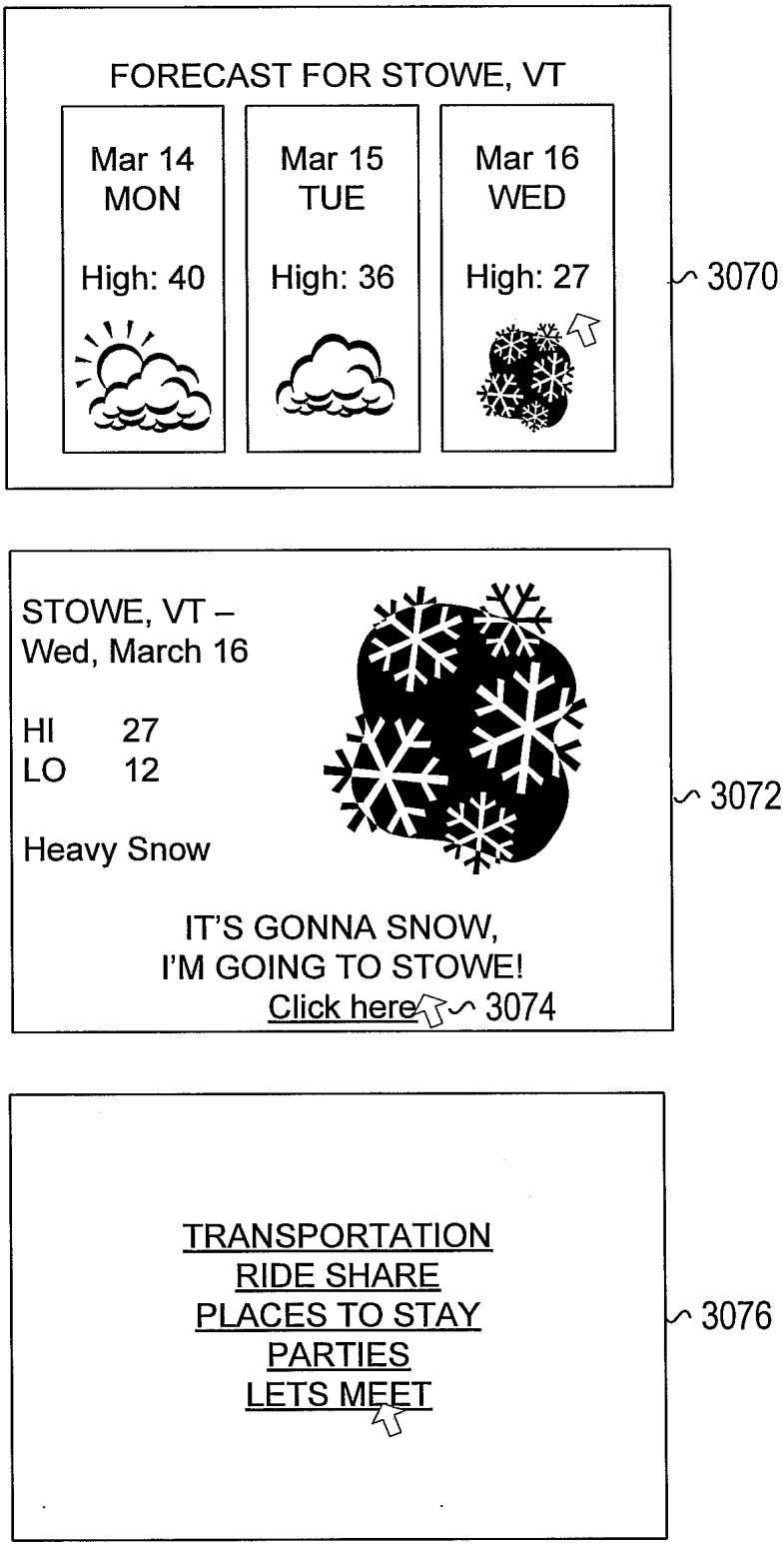
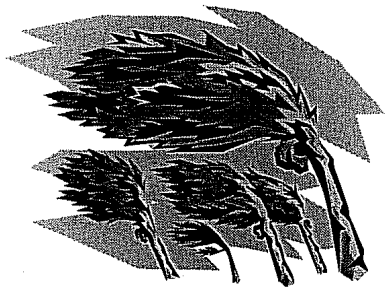

FORECAST FOR STOWE, VT
Mar 14
MON
High: 40
Mar 15
TUE
High: 36
Mar 16
WED
High: 27
3070
STOWE, VT –
Wed, March 16
HI 27
LO 12
Heavy Snow
3072
IT'S GONNA SNOW,
I'M GOING TO STOWE!
Click here
3074
TRANSPORTATION
RIDE SHARE
PLACES TO STAY
PARTIES
LETS MEET
3076

Fig. 26

HOMEOWNER

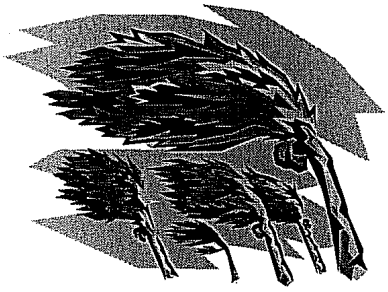


HURRICANE WILEY

FORECAST
EVACUATION
PREPAREDNESS
INFORMATION
CONTACTS

3080 — VISIT ACME HARDWARE – PLYWOOD STILL AVAILABLE

TRAVELER

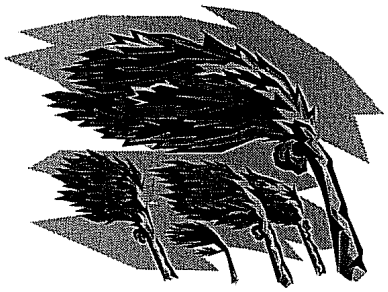


HURRICANE WILEY

FORECAST
EVACUATION
PREPAREDNESS
INFORMATION
CONTACTS

3082 — STAY AT SPRINGFIELD INN – ROOMS STILL AVAILABLE

INTERESTED PERSON



HURRICANE WILEY

FORECAST
EVACUATION
PREPAREDNESS
INFORMATION
CONTACTS

3084 — YOU CAN HELP – DONATE TO THE AMERICAN RED CROSS

Fig. 27

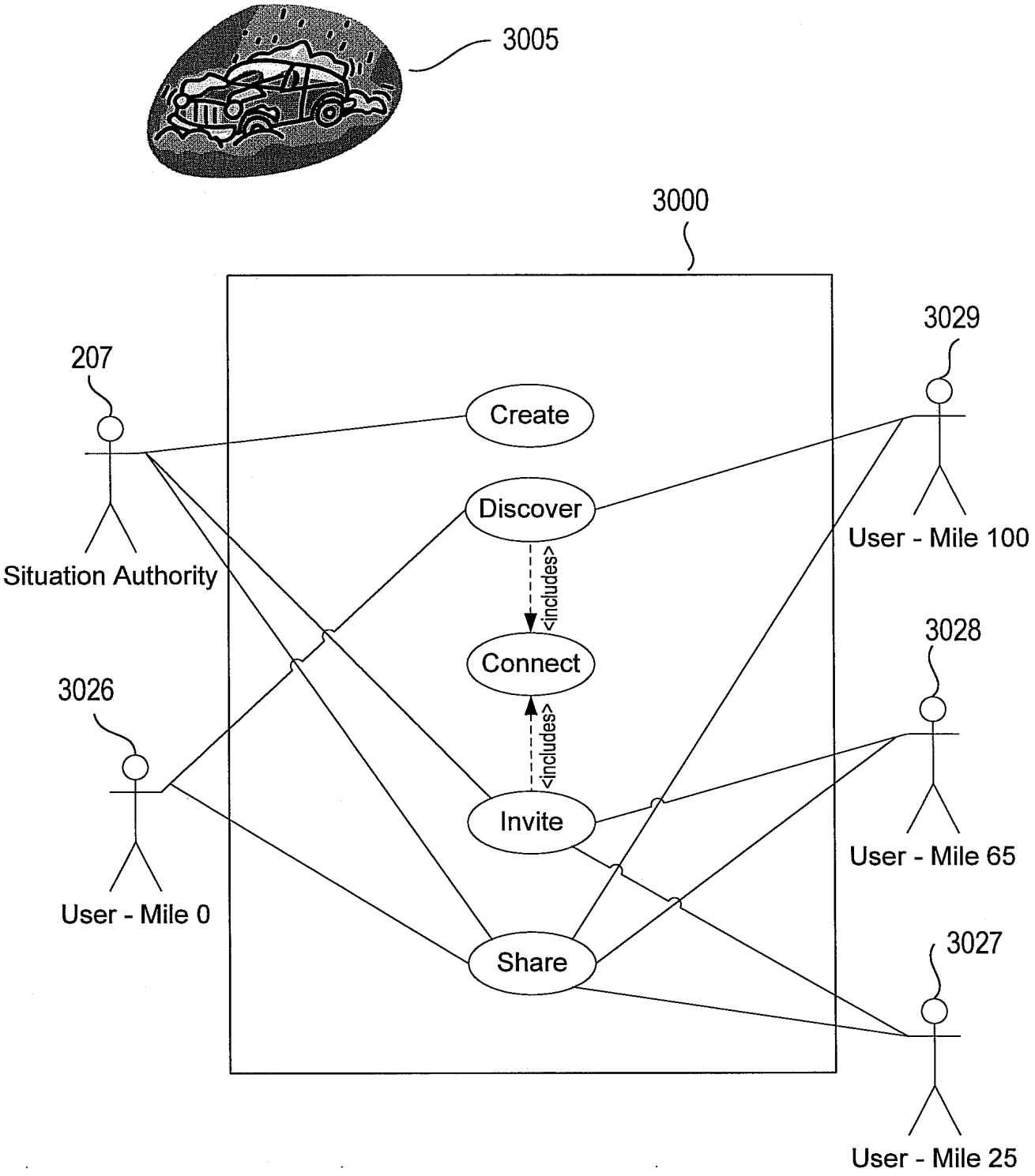

3005
3000
207
Situation Authority
Create
Discover
<includes>
Connect
<includes>
Invite
Share
3029
User - Mile 100
3028
User - Mile 65
3027
User - Mile 25
3026
User - Mile 0

Fig. 28

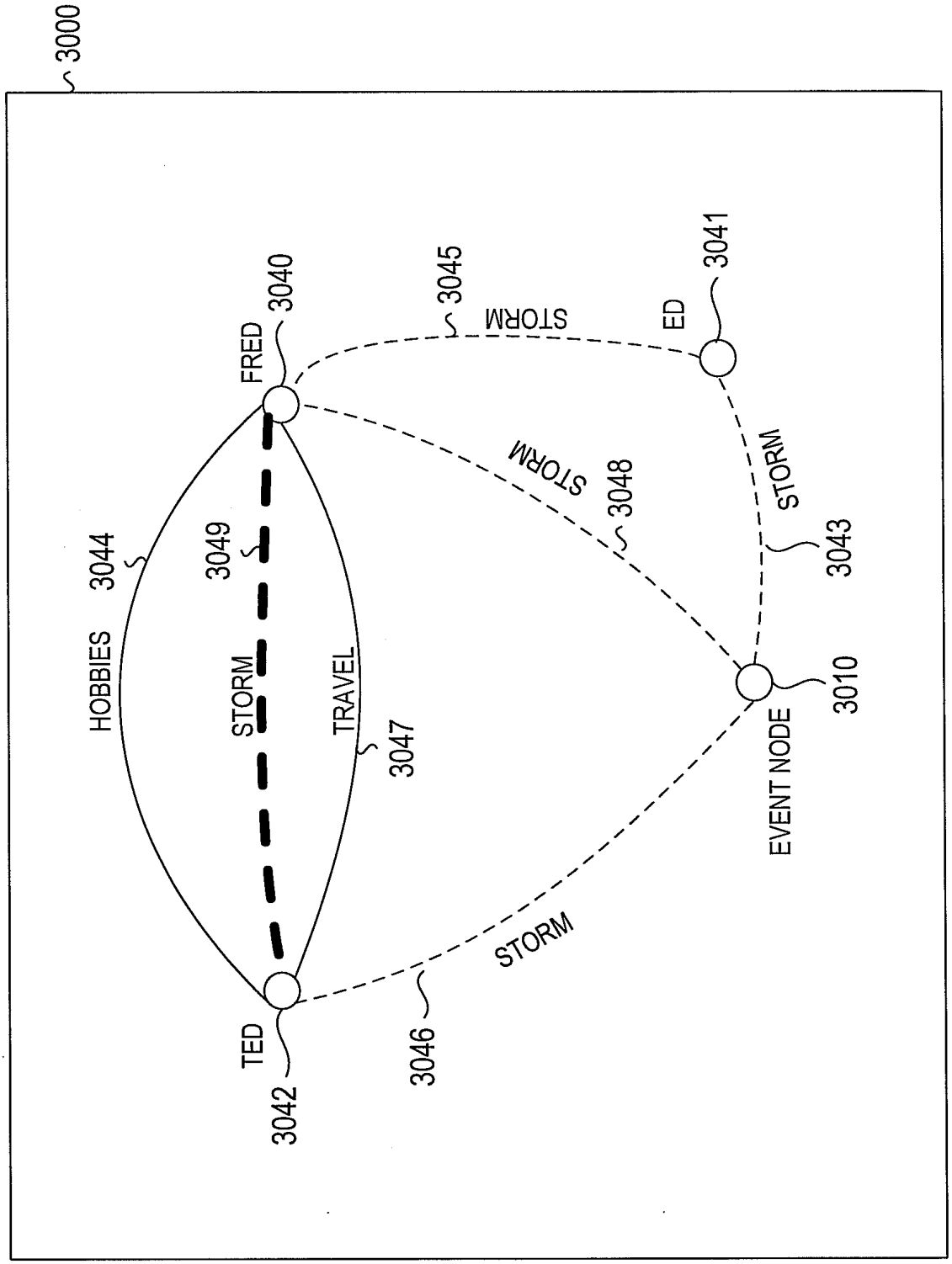

3000
FRED
3040
3045
STORM
ED
3041
STORM
3048
STORM
3043
HOBBIES
3044
3049
STORM
TRAVEL
3047
3010
EVENT NODE
STORM
TED
3042
3046

Fig. 29

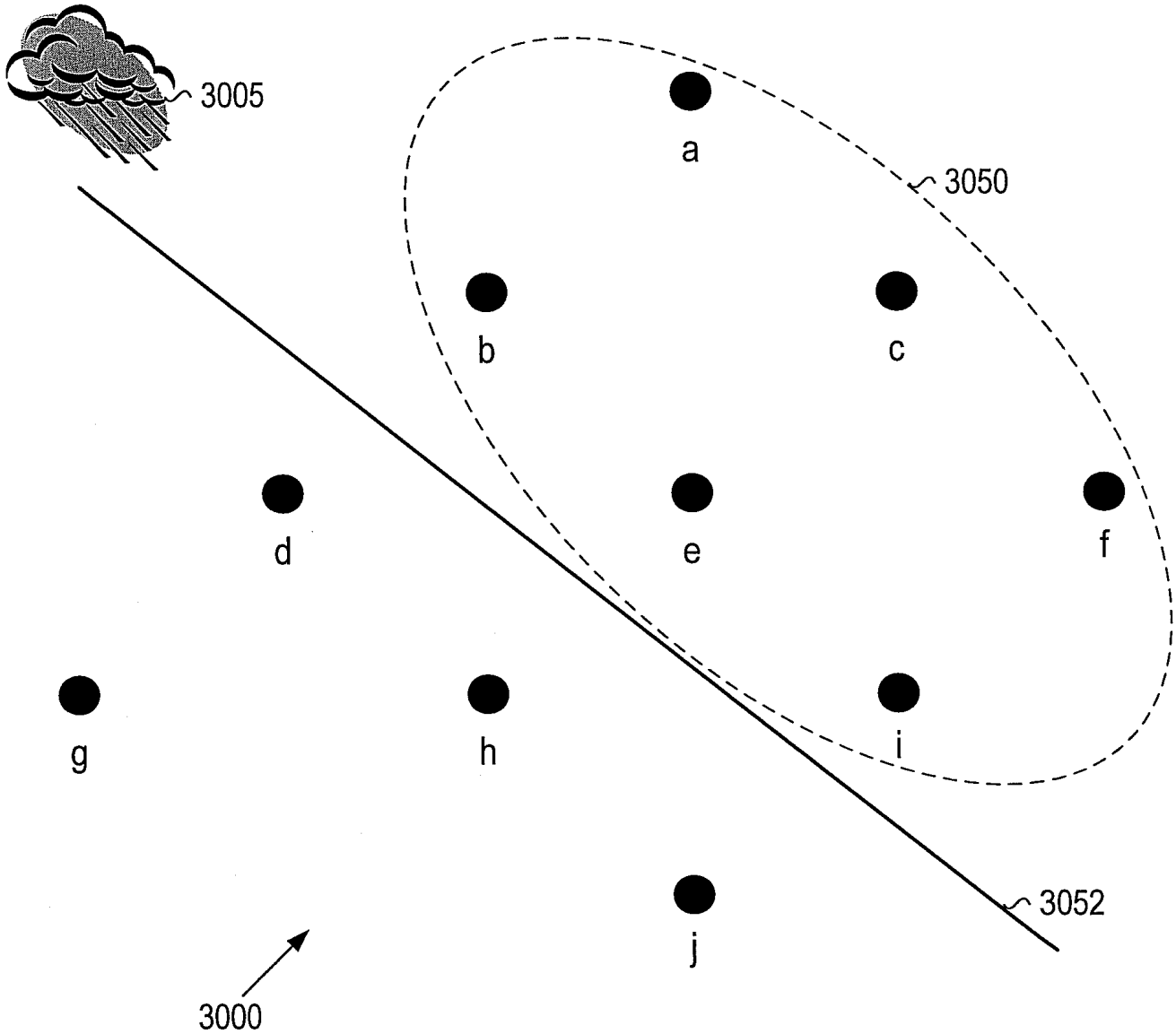
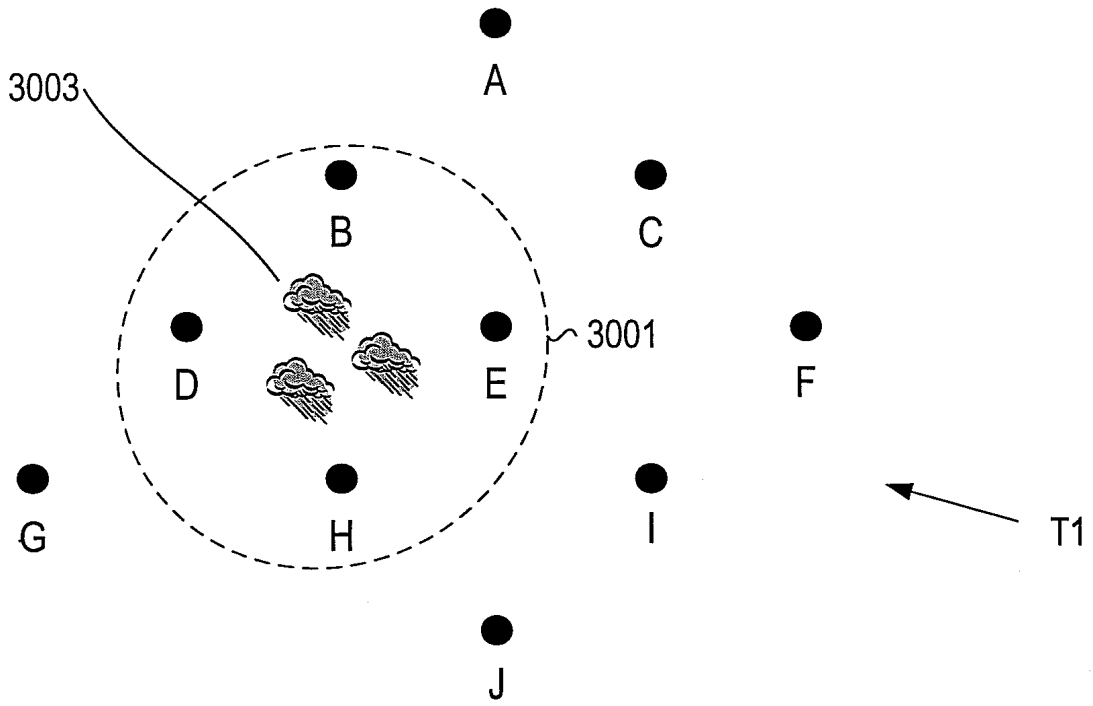


Fig. 30



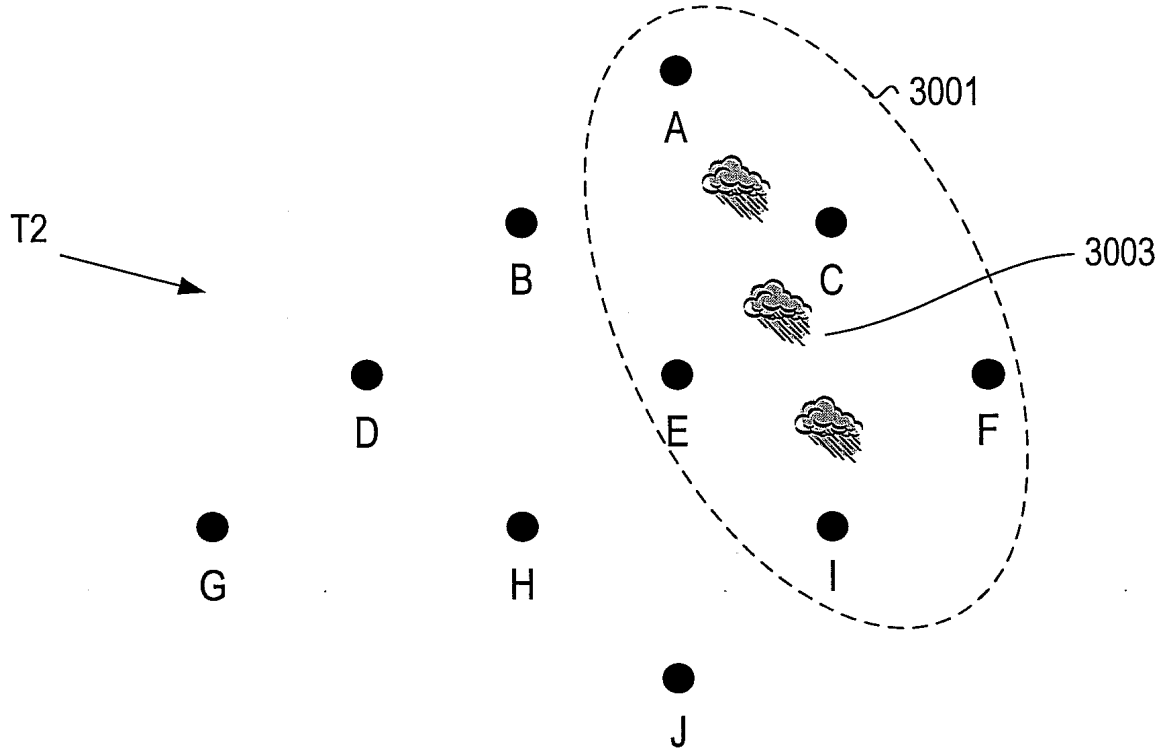


Fig. 31

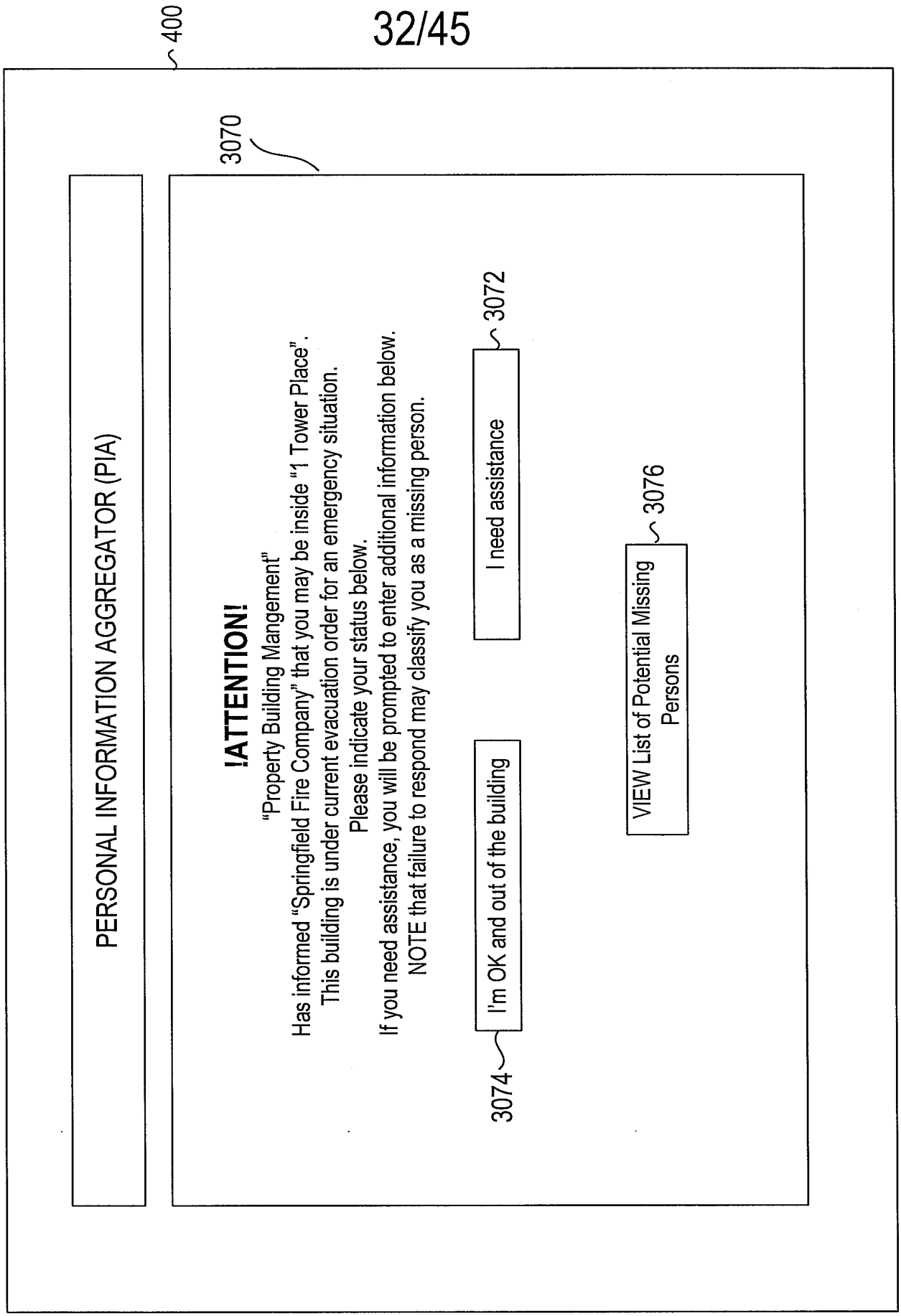

400
PERSONAL INFORMATION AGGREGATOR (PIA)
3070
!ATTENTION!
"Property Building Mangement"
Has informed "Springfield Fire Company" that you may be inside "1 Tower Place".
This building is under current evacuation order for an emergency situation.
Please indicate your status below.
If you need assistance, you will be prompted to enter additional information below.
NOTE that failure to respond may classify you as a missing person.
3074
I'm OK and out of the building
3072
I need assistance
3076
VIEW List of Potential Missing Persons

Fig. 32

SELECT EVENT:

- HURRICANE WILEY
- **TORNADO, SMALLTOWN**
- TORNADO, BIGTOWN
- FLOODING, MIDDLEVILLE

3082

SEARCH (Enter ZIP, Street, or Address)

Orchard Drive 3084

POSTS 3086

(8-10-06, 2:04 PM) Looking for a lost beagle. Her name is Lucy
(8-10-06, 2:15 PM) Has anyone heard from my Aunt Ethel at 521 Orchard Drive. Her phone is not working. She is 81. I'm worried
(8-10-06, 2:45 PM) Bob Smith is OK. I am travelling right now
(8-10-06, 4:17 PM) Jack, Jane, Jodie, and Jimmy at 432 Orchard are all OK.
(8-10-06, 4:23 PM) The Jackson's of 234 Orchard Drive are fine.
(8-10-06, 5:10 PM) I checked in on your Aunt Ethel, she's fine.
(8-11-06, 7:07 AM) I found Lucy! She was with a yellow lab, no tags, female, older. Call me at 555-1234.

TYPE NEW POSTS

3088 ADD POST

ROLL CALL LIST 3089

3080

Fig. 33

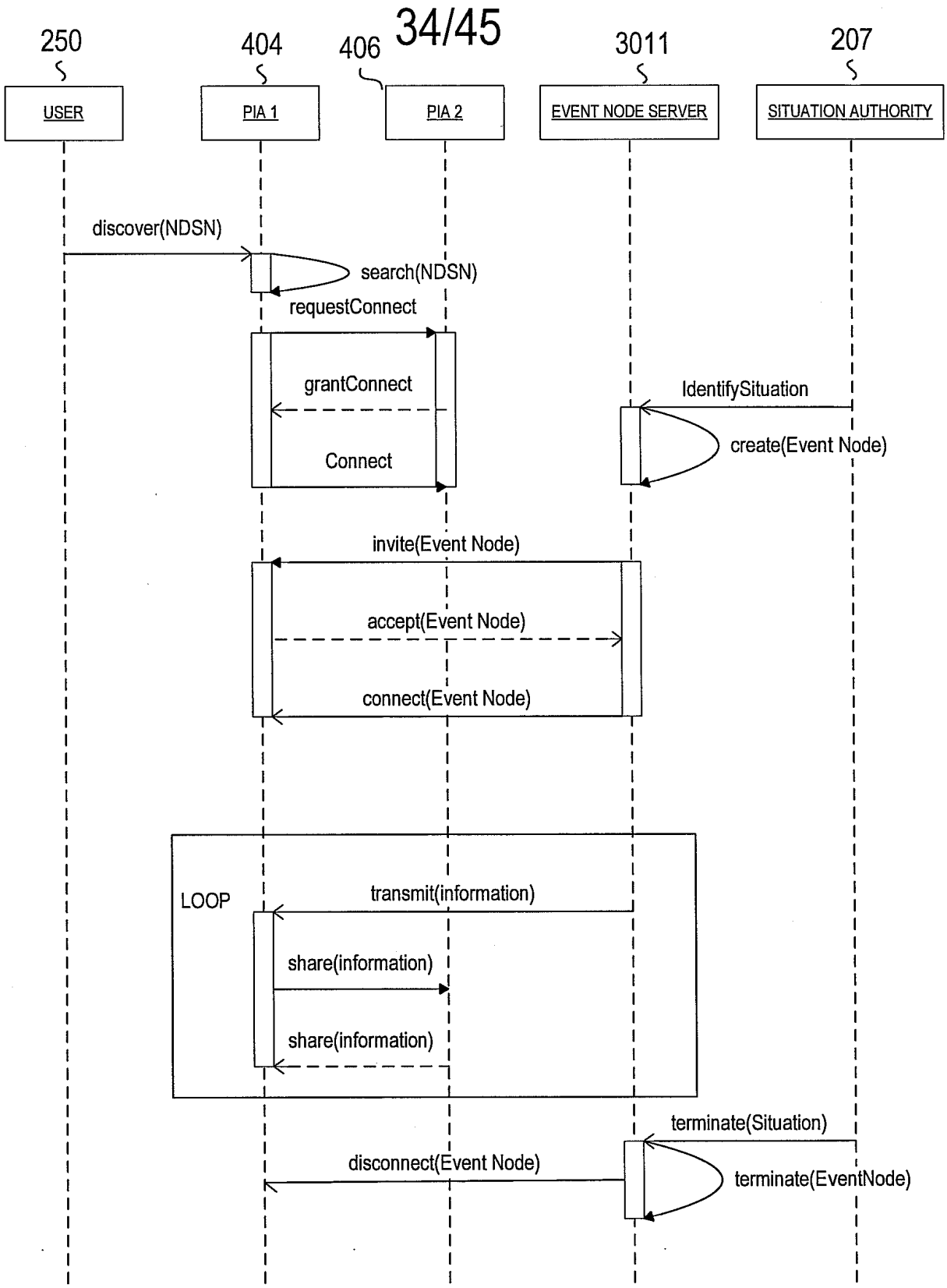

250
404
406
3011
207
USER
PIA 1
PIA 2
EVENT NODE SERVER
SITUATION AUTHORITY
discover(NDSN)
search(NDSN)
requestConnect
grantConnect
Connect
IdentifySituation
create(Event Node)
invite(Event Node)
accept(Event Node)
connect(Event Node)
LOOP
transmit(information)
share(information)
share(information)
terminate(Situation)
disconnect(Event Node)
terminate(EventNode)

Fig. 34

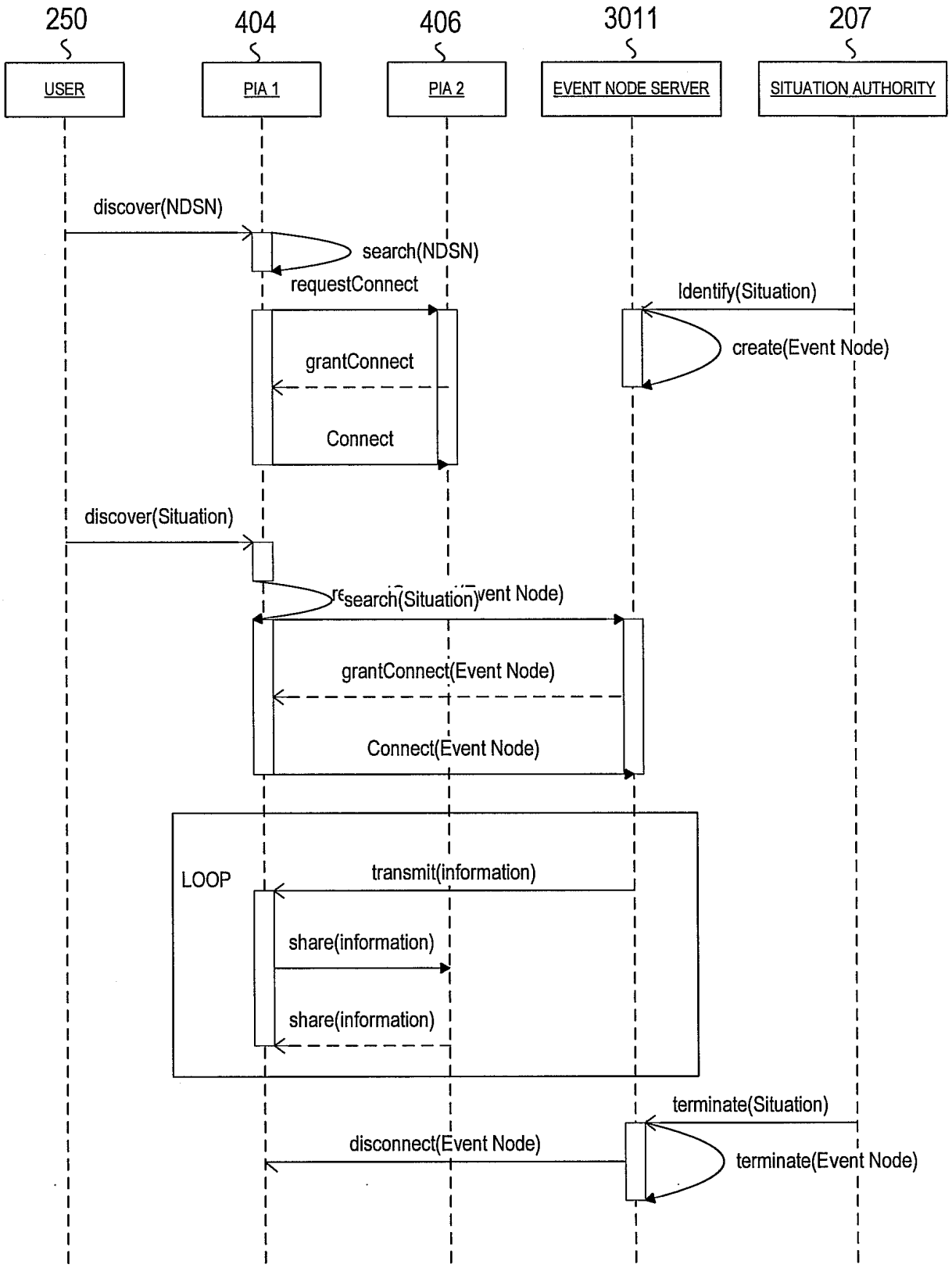

250
404
406
3011
207
USER
PIA 1
PIA 2
EVENT NODE SERVER
SITUATION AUTHORITY
discover(NDSN)
search(NDSN)
requestConnect
Identify(Situation)
create(Event Node)
grantConnect
Connect
discover(Situation)
research(Situation)
vent Node)
grantConnect(Event Node)
Connect(Event Node)
LOOP
transmit(information)
share(information)
share(information)
terminate(Situation)
disconnect(Event Node)
terminate(Event Node)

Fig. 35

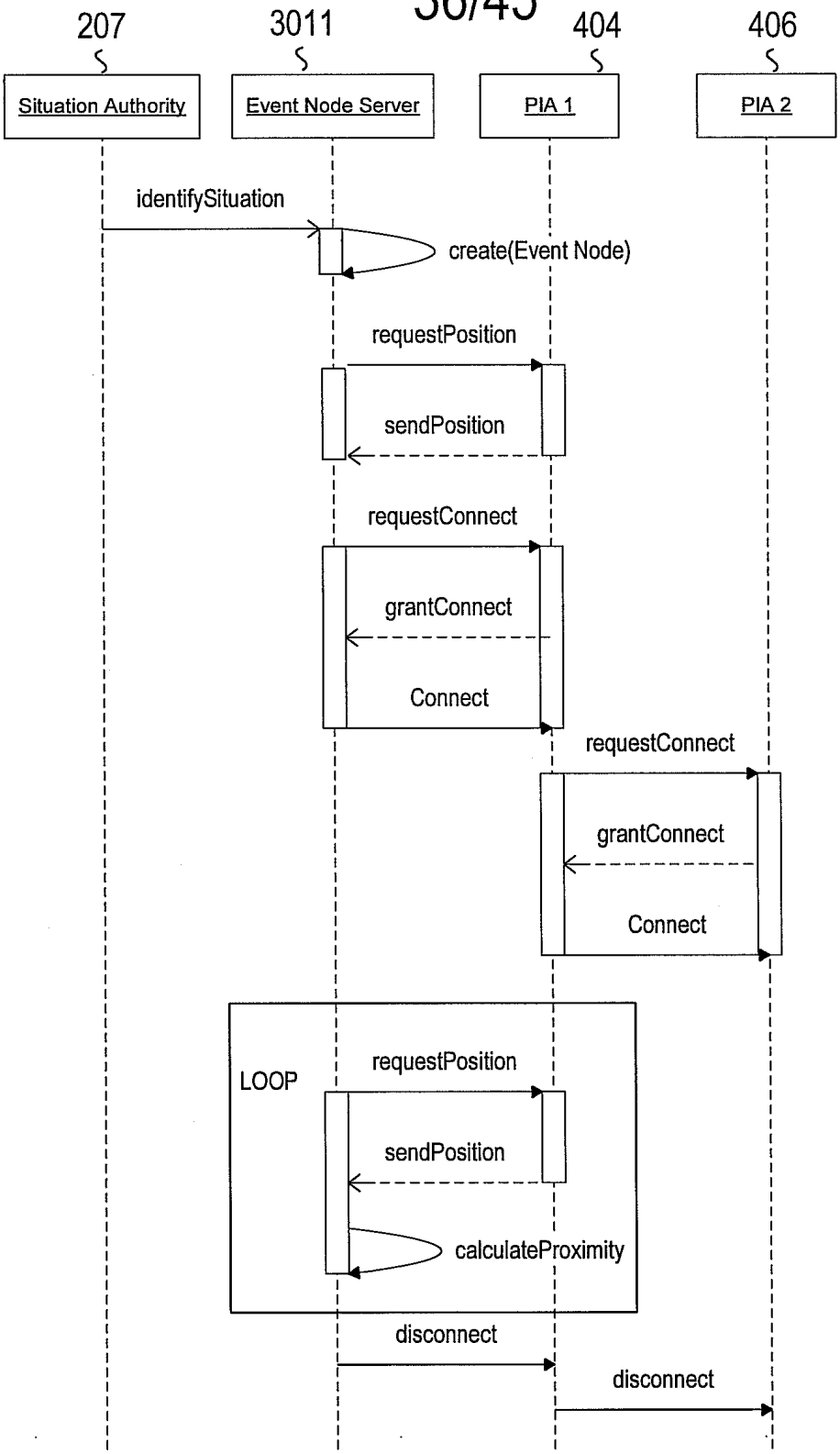

207
3011
404
406
Situation Authority
Event Node Server
PIA 1
PIA 2
identifySituation
create(Event Node)
requestPosition
sendPosition
requestConnect
grantConnect
Connect
requestConnect
grantConnect
Connect
LOOP
requestPosition
sendPosition
calculateProximity
disconnect
disconnect

Fig. 36

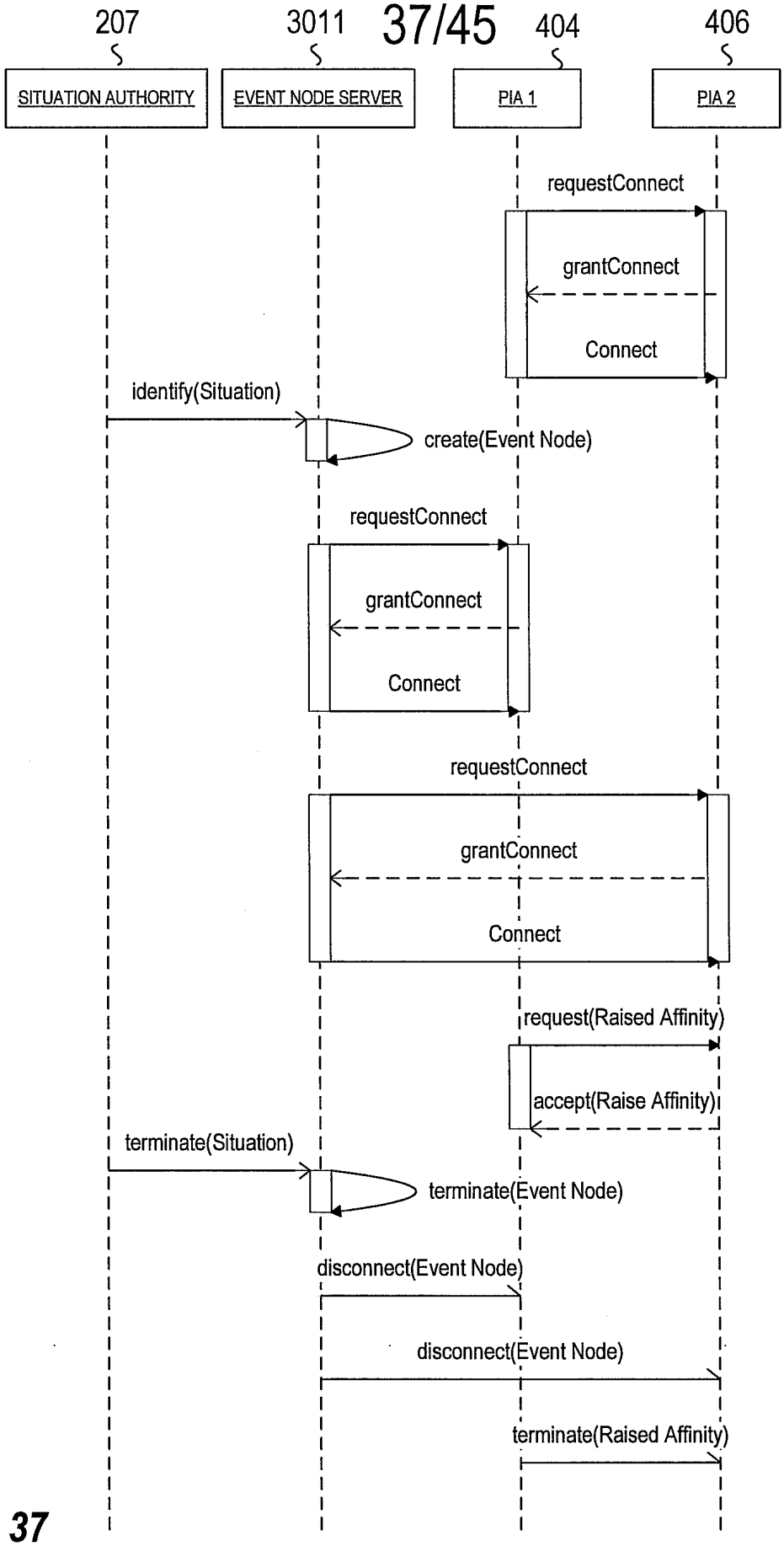

207
3011
404
406
SITUATION AUTHORITY
EVENT NODE SERVER
PIA 1
PIA 2
requestConnect
grantConnect
Connect
identify(Situation)
create(Event Node)
requestConnect
grantConnect
Connect
requestConnect
grantConnect
Connect
request(Raised Affinity)
accept(Raise Affinity)
terminate(Situation)
terminate(Event Node)
disconnect(Event Node)
disconnect(Event Node)
terminate(Raised Affinity)

Fig. 37

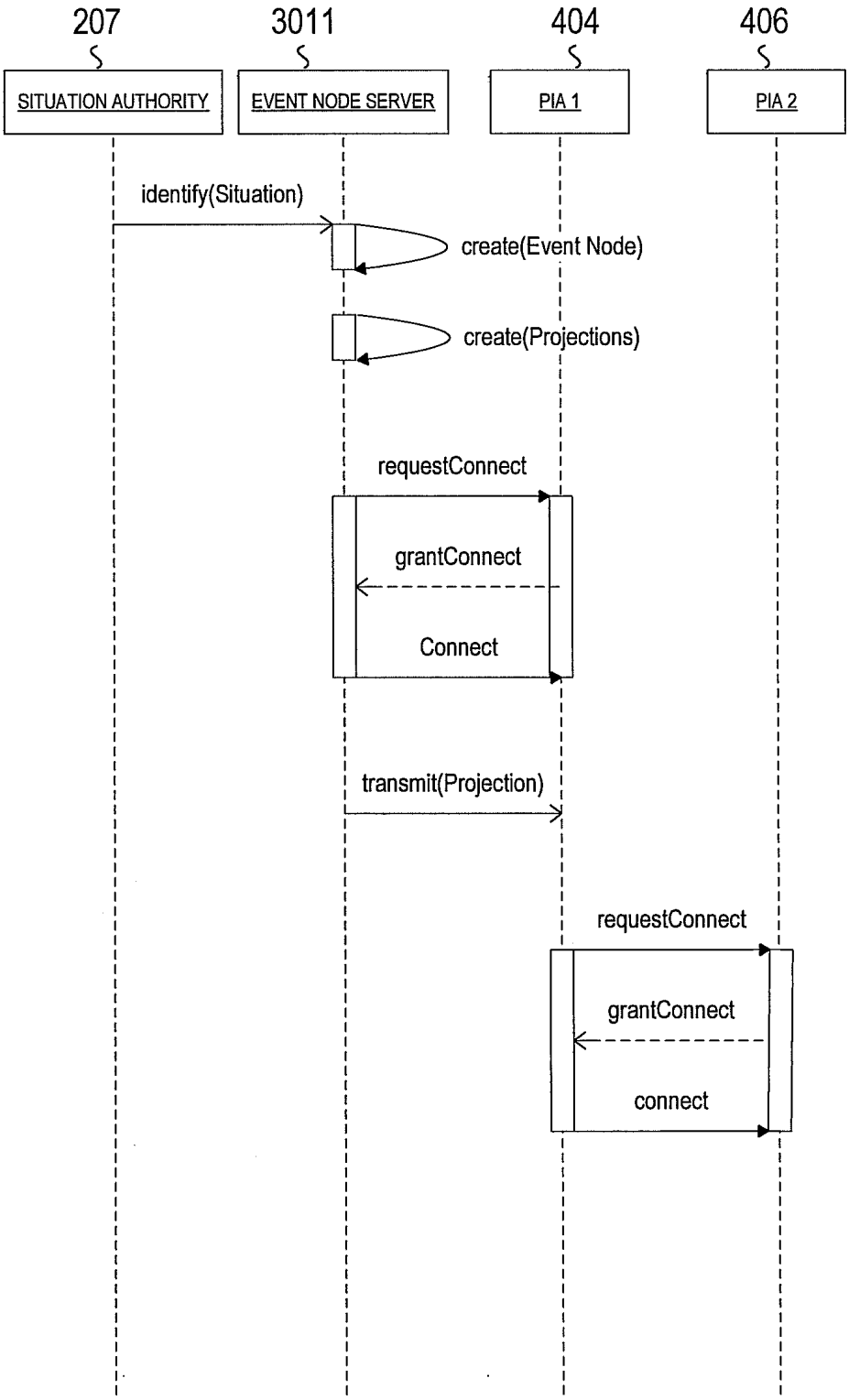

207
3011
404
406
SITUATION AUTHORITY
EVENT NODE SERVER
PIA 1
PIA 2
identify(Situation)
create(Event Node)
create(Projections)
requestConnect
grantConnect
Connect
transmit(Projection)
requestConnect
grantConnect
connect

Fig. 38

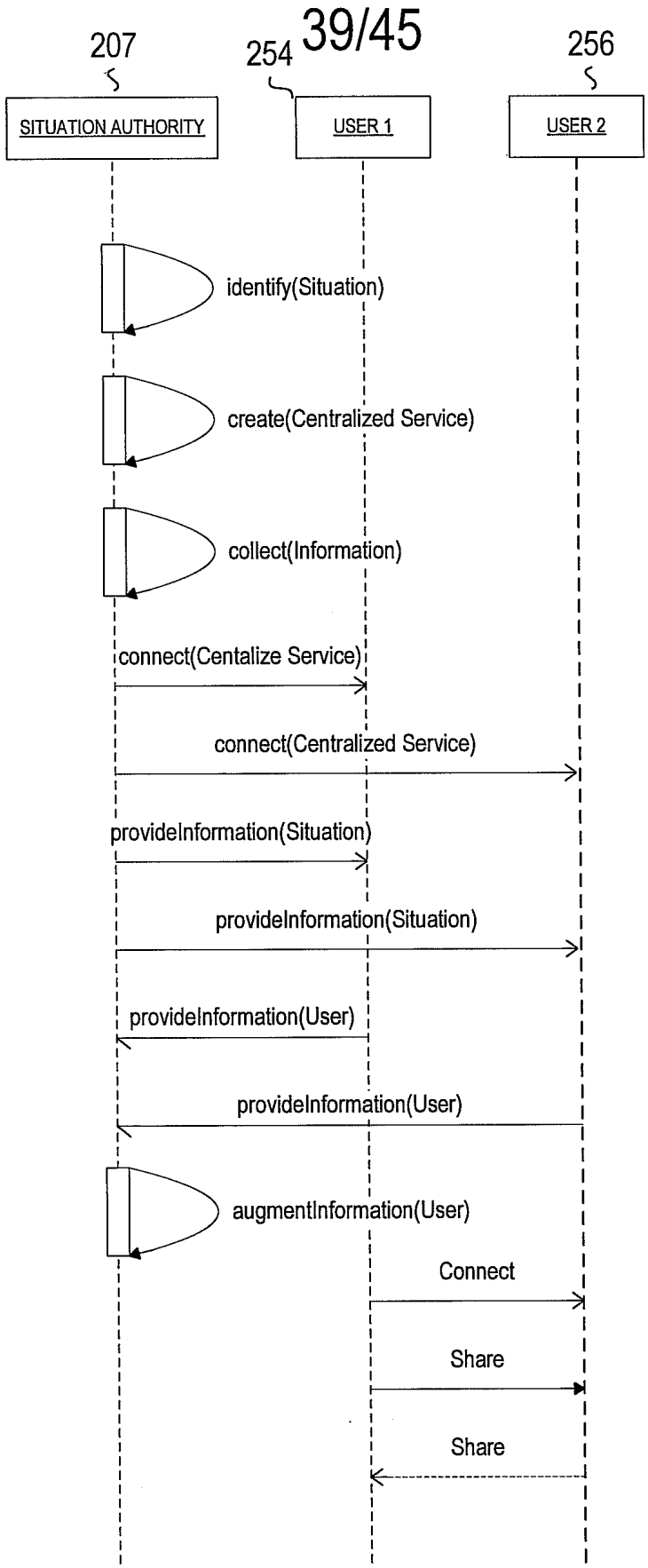

207
254
256
SITUATION AUTHORITY
USER 1
USER 2
identify(Situation)
create(Centralized Service)
collect(Information)
connect(Centalize Service)
connect(Centralized Service)
provideInformation(Situation)
provideInformation(Situation)
provideInformation(User)
provideInformation(User)
augmentInformation(User)
Connect
Share
Share

Fig. 39

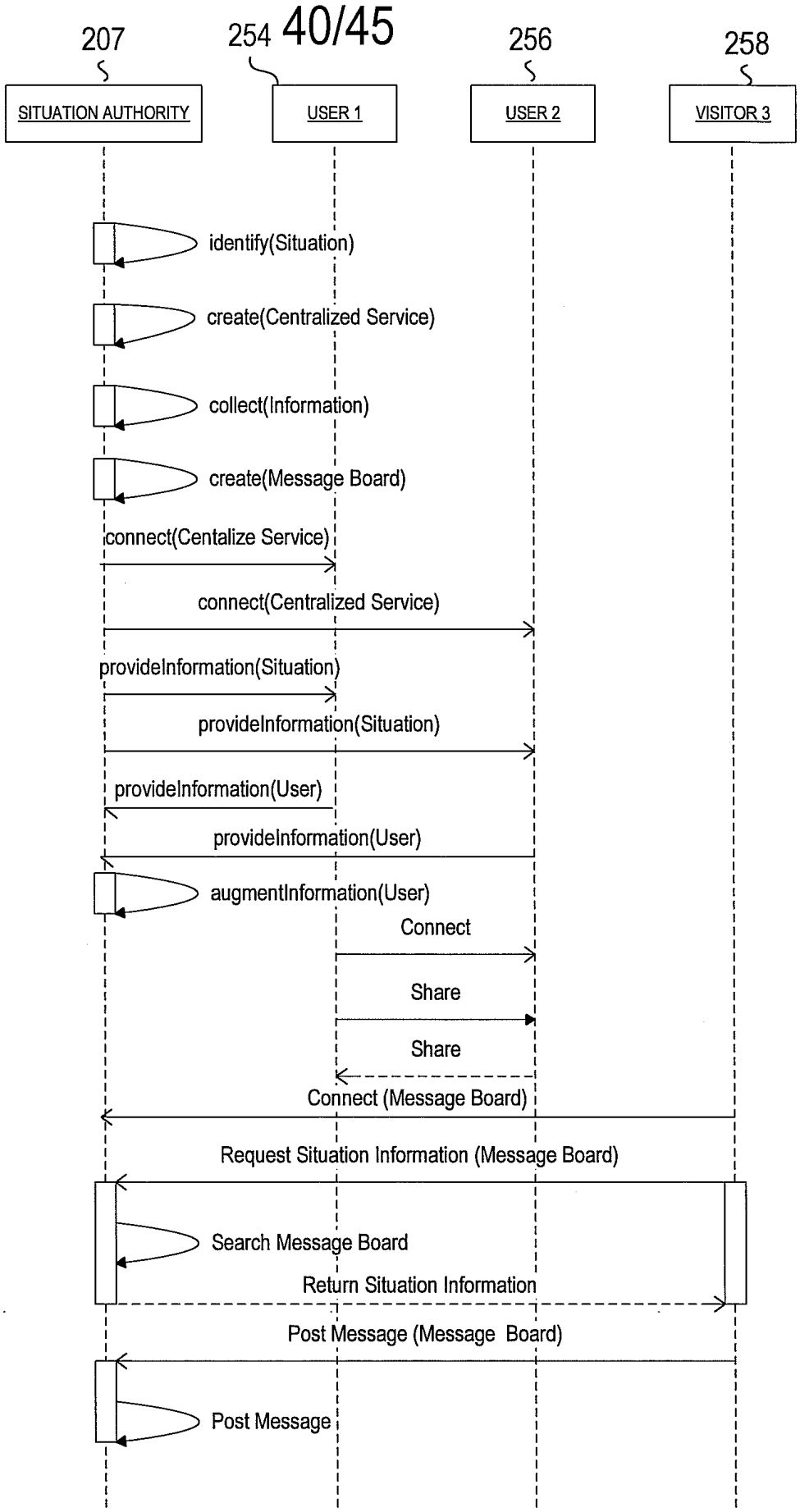

207
254
256
258
SITUATION AUTHORITY
USER 1
USER 2
VISITOR 3
identify(Situation)
create(Centralized Service)
collect(Information)
create(Message Board)
connect(Centalize Service)
connect(Centralized Service)
provideInformation(Situation)
provideInformation(Situation)
provideInformation(User)
provideInformation(User)
augmentInformation(User)
Connect
Share
Share
Connect (Message Board)
Request Situation Information (Message Board)
Search Message Board
Return Situation Information
Post Message (Message Board)
Post Message

Fig. 40

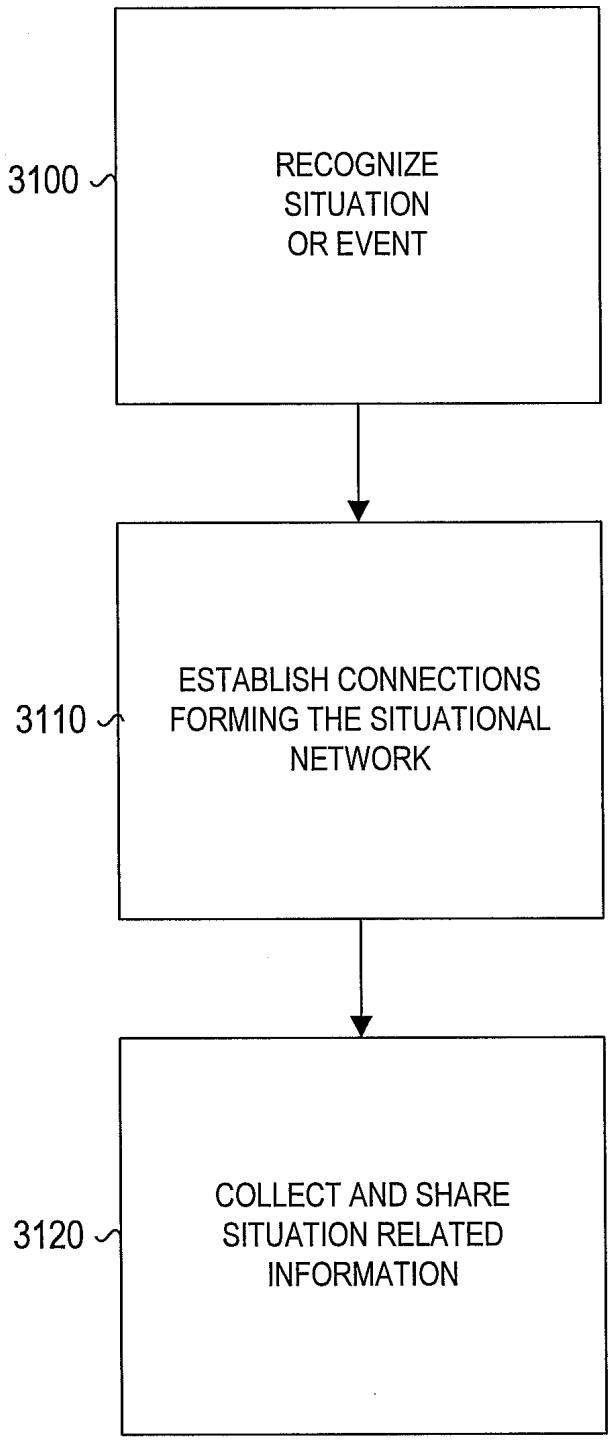

3100
RECOGNIZE SITUATION OR EVENT
3110
ESTABLISH CONNECTIONS FORMING THE SITUATIONAL NETWORK
3120
COLLECT AND SHARE SITUATION RELATED INFORMATION

Fig. 41

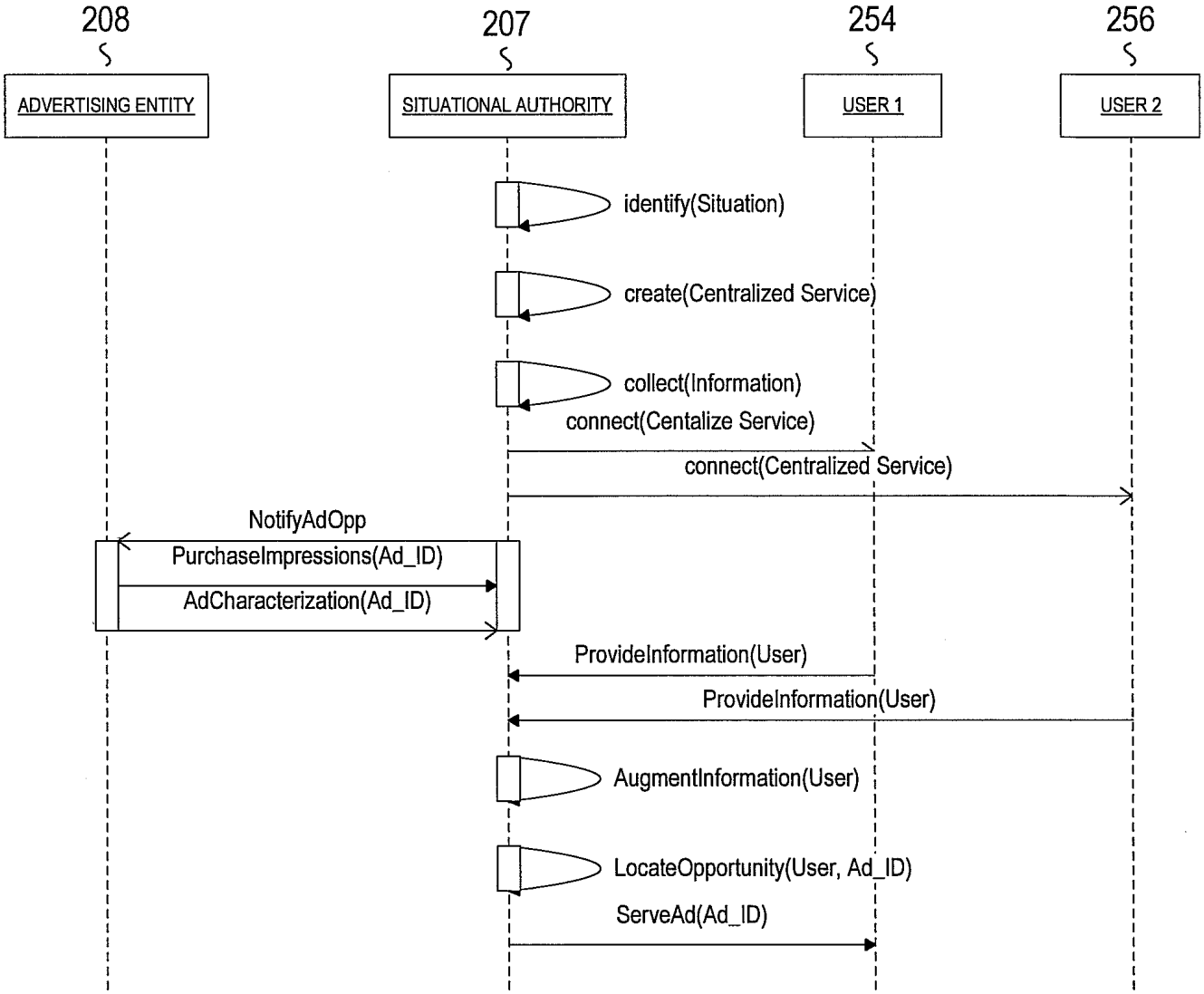

208
207
254
256
ADVERTISING ENTITY
SITUATIONAL AUTHORITY
USER 1
USER 2
identify(Situation)
create(Centralized Service)
collect(Information)
connect(Centalize Service)
connect(Centralized Service)
NotifyAdOpp
PurchaseImpressions(Ad_ID)
AdCharacterization(Ad_ID)
ProvideInformation(User)
ProvideInformation(User)
AugmentInformation(User)
LocateOpportunity(User, Ad_ID)
ServeAd(Ad_ID)

Fig. 42

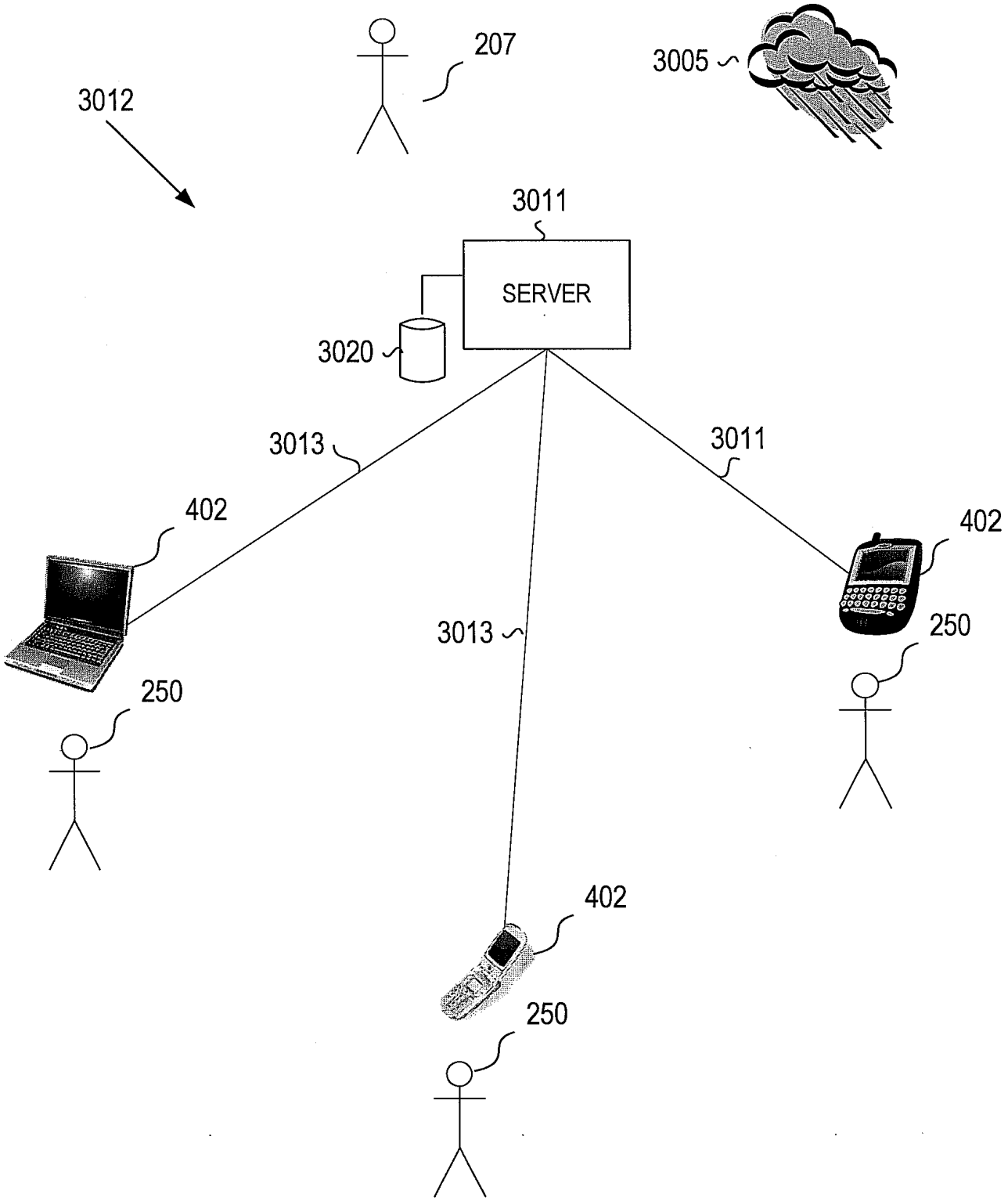

207
3005
3012
3011
SERVER
3020
3013
3011
402
402
3013
250
250
402
250

Fig. 43

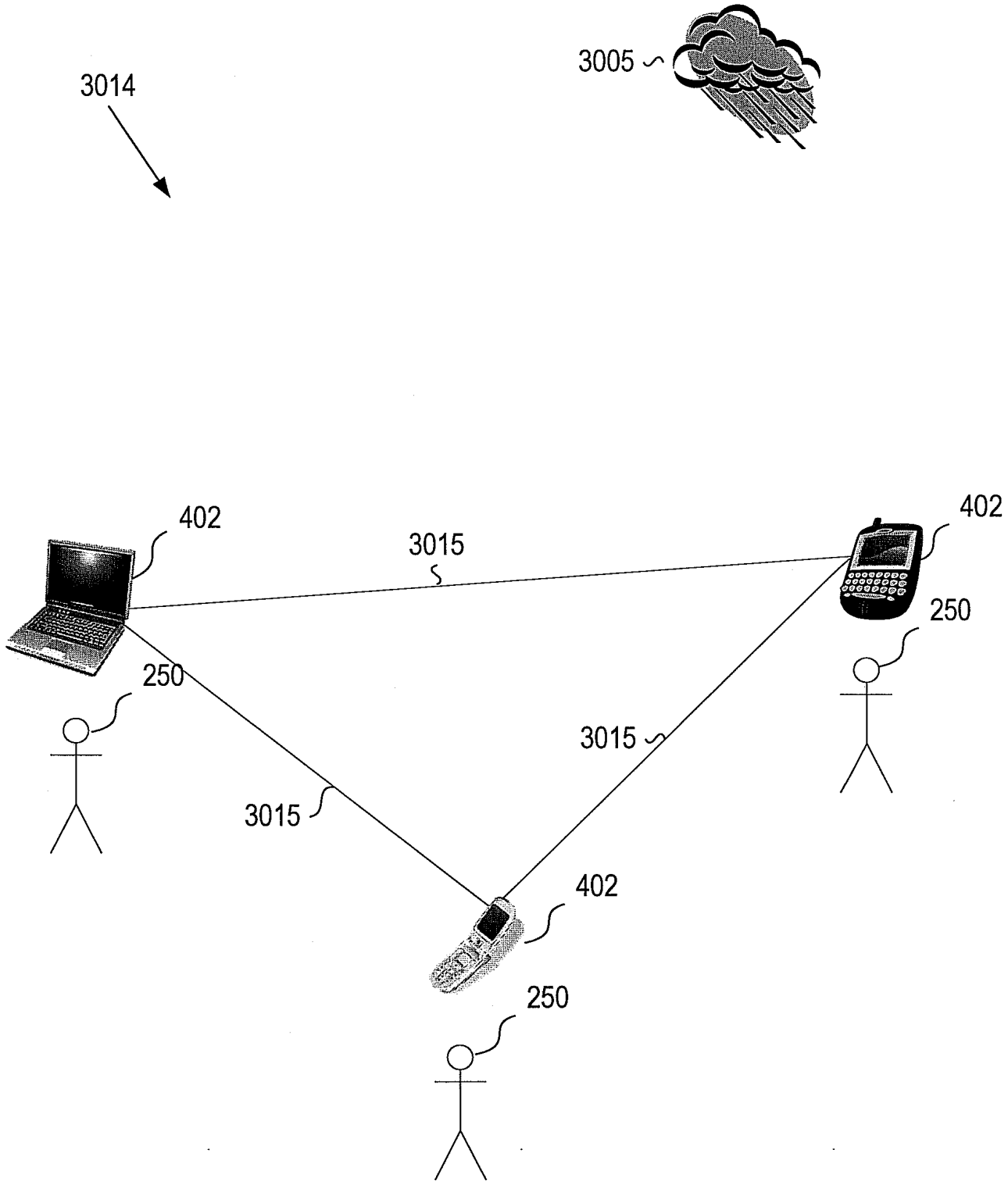


Fig. 44

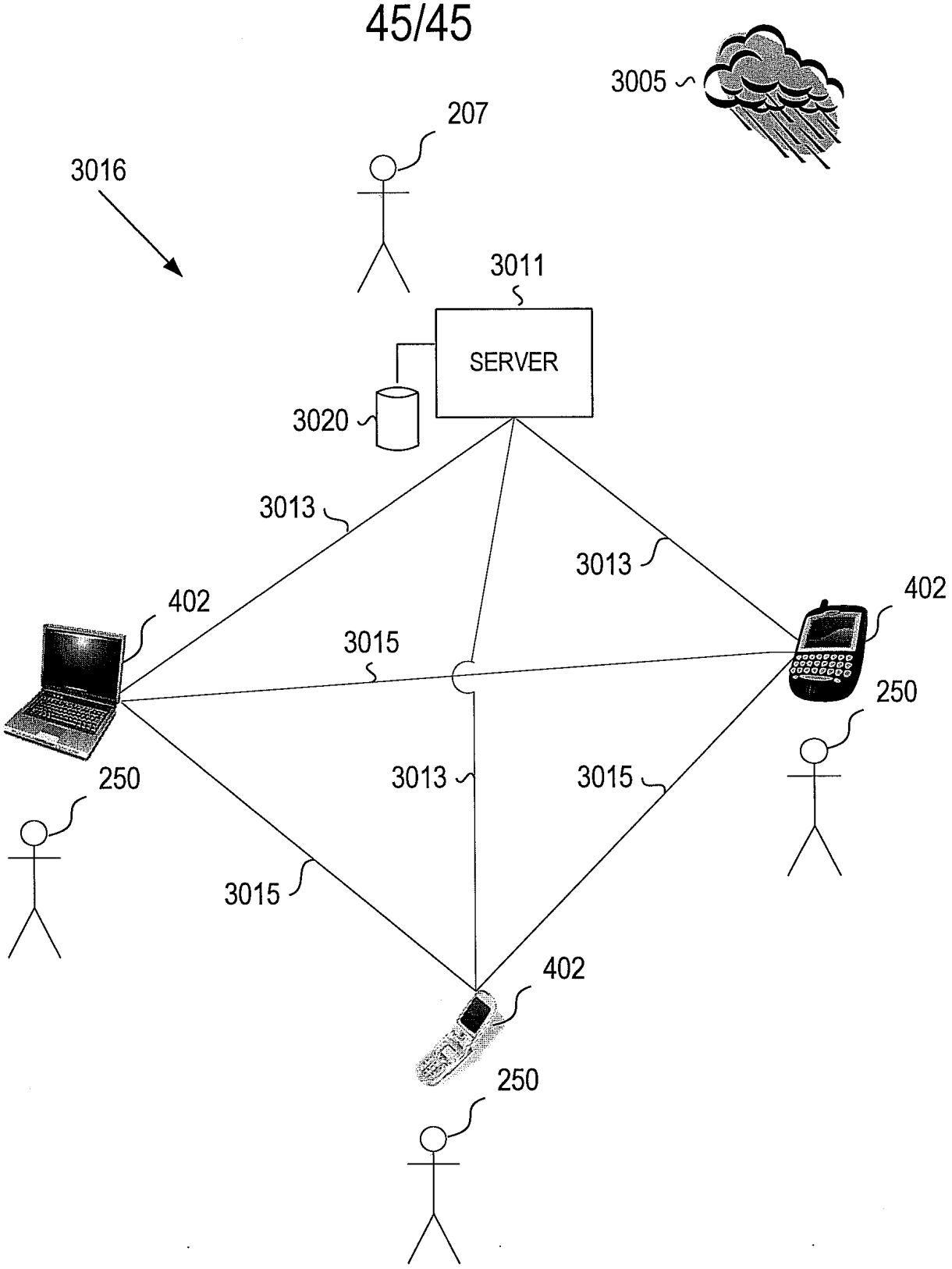

3005
207
3016
3011
SERVER
3020
3013
3013
402
402
3015
250
250
3013
3015
3015
402
250

Fig. 45

Electronic Acknowledgement Receipt

EFS ID:	2374470
Application Number:	11924748
International Application Number:	
Confirmation Number:	1801
Title of Invention:	Targeted Advertising in a Situational Network
First Named Inventor/Applicant Name:	Thomas Cona
Customer Number:	27833
Filer:	Andrew W. Spicer/Patti Hespell
Filer Authorized By:	Andrew W. Spicer
Attorney Docket Number:	RCL-005-7
Receipt Date:	26-OCT-2007
Filing Date:	
Time Stamp:	11:50:08
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		RCL-005-7_TRANS.pdf	220014 2e3138bb2a8252f91645dfaf724bce33650a7781	yes	6

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Transmittal of New Application	1	2
	Oath or Declaration filed	3	5
	Nonpublication request from applicant.	6	6

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2		RCL-005-7_APP.pdf	3124852 72e8e89ae8adfe7f83dd31bbe2416d1309f1a889	yes	53

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Specification	1	47
	Claims	48	52
	Abstract	53	53

Warnings:

Information:

3	Drawings-only black and white line drawings	RCL-005-7_FIGS.pdf	976353 189b36cffe1760fbc92dc8ae1244f74ba64dcebc	no	45

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Filing Date: 10/26/07

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PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 11/924,748

APPLICATION AS FILED – PART I

11933656

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY RATE ($)	SMALL ENTITY FEE ($)	OR	SMALL ENTITY RATE ($)	SMALL ENTITY FEE ($)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A	310
SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	510
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	210
TOTAL CLAIMS (37 CFR 1.16(i))	24 minus 20 =	4	X$ 25		OR	X$50	200
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3 minus 3 =	* 0	X$105			X$210	
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).						
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))			180			360	
			TOTAL			TOTAL	1230

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

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 ($)	SMALL ENTITY ADDI-TIONAL FEE ($)	OR	OTHER THAN SMALL ENTITY RATE ($)	OTHER THAN SMALL ENTITY ADDI-TIONAL FEE ($)
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))					N/A		OR	N/A	
						TOTAL ADD'T FEE		OR	TOTAL ADD'T FEE	

		(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDI-TIONAL FEE ($)	OR	RATE ($)	ADDI-TIONAL FEE ($)
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))					N/A		OR	N/A	
						TOTAL ADD'T FEE		OR	TOTAL ADD'T FEE	

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

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(Not for submission under 37 CFR 1.99)

Application Number	11924748
Filing Date	2007-10-26
First Named Inventor	Cona, Thomas
Art Unit	TBD
Examiner Name	Unknown
Attorney Docket Number	RCL-005-7

U.S.PATENTS Remove

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	2	6091956		2000-07-18	Hollenberg	
	3	6112074		2000-08-29	Pinder	
	4	6563910	B1	2003-05-13	Menard, et al	
	5	6600928	B1	2003-07-29	Ahya, et al	
	6	6785681	B2	2004-08-31	Keskar, et al	
	7	7058385	B2	2006-06-06	Lauper	
	8	7091829	B2	2006-08-15	Lee	

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	Cona, Thomas
	Art Unit	TBD
	Examiner Name	Unknown
	Attorney Docket Number	RCL-005-7

	9	7177398	B2	2007-02-13	Meer, et al	
	10	7181346	B1	2007-02-20	Kleist et al	
	11	7233974	B2	2007-06-19	Kawahara, et al	
	12	7239871	B2	2007-07-03	Shamp, et al	

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	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	Cona, Thomas
	Art Unit	TBD
	Examiner Name	Unknown
	Attorney Docket Number	RCL-005-7

	1	SYDELL, LAURA, "What are you doing? Twitter Offers a Megaphone", May 21, 2007, http://www.npr.org/templates/story, 1 pg.	☐
	2	Web Pages, Send Word Now; http://www.sendwordnow.com, July 19, 2007, 11 pgs.	☐
	3	SCHNEIDERMAN, Ben, PREECE, Jennifer; "911.gov", February 16, 2007, Science Magazine, Vol. 315, pg. 944, www.sciencemag.org, 1 pg.	☐
	4	"Notify!/Severe Weather Alerts" Web Pages; www.weather.com, July 12, 2007, 5 pgs.	☐
	5	BIEVER, Celeste; "My Space-style websites, perfect for disaster survival", NewScientistTech.com, February 15, 2007, 2 pgs.	☐
	6	JACKSON, Joab, "Disaster Prediction Social Networking Boosted by Geo-Data Feeds", http://news.nationalgeographic.com; October 19, 2006, 5 pgs.	☐
	7	KIM, Ryan, "Hey Baby, want a date?", www.sfgate.com, July 23, 2005, 3 pgs.	☐
	8	"Social Networking, What you need to know", INConnect Spring, 2007, www.ena.com, 8 pgs.	☐
	9	HALES, David, et al, "Friends for Free: Self Organizing Artificial Social Networks for Trust and Cooperation", University of Bologna, Italy, August 2005, 20 pgs.	☐
	10	Dane County Department of Emergency Management Warning System, October 23, 2006, www.countyofDane.com, 10 pgs.	☐
	11	"Share your world with ((Echo))MyPlace and CarbonCloud, July 15, 2007, www.thecarbonproject.com, 4 pgs.	☐

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	Cona, Thomas
	Art Unit	TBD
	Examiner Name	Unknown
	Attorney Docket Number	RCL-005-7

	12	HARRISON, Jeff, "Location Based Social Networking for Crisis Management", 2006, www.thecarbonproject.com, 24 pgs.	☐
	13	Press Release, "WeatherBug and SendWordNow Launch Smart Notification, Weather Service to Deliver Nation's First Location Based, 2-way Mobile Weather Alerts and Notifications Based on Live WeatherBug Network Data", June 12, 2006, www.aws.com, 6 pgs.	☐
	14	PHILLIPS, Brenda D. Ph.D, et al, "Social Science Research Needs: A Focus on Vulnerable Populations, Forecasting and Warnings", February 2006, Hurricane Forecast Socio-economic Workshop, Pomona, CA, 11 pgs.	☐

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Examiner Signature		Date Considered	

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[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	Cona, Thomas
	Art Unit	TBD
	Examiner Name	Unknown
	Attorney Docket Number	RCL-005-7

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

☐ That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

OR

☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(2).

☐ See attached certification statement.

☐ Fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☒ None

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/aws/	Date (YYYY-MM-DD)	2007-11-07
Name/Print	Andrew W. Spicer	Registration Number	57420

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EFS ID:	2437130
Application Number:	11924748
International Application Number:	
Confirmation Number:	1801
Title of Invention:	Targeted Advertising in a Situational Network
First Named Inventor/Applicant Name:	Thomas Cona
Customer Number:	27833
Filer:	Andrew W. Spicer/Patti Hespell
Filer Authorized By:	Andrew W. Spicer
Attorney Docket Number:	RCL-005-7
Receipt Date:	07-NOV-2007
Filing Date:	
Time Stamp:	15:28:45
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

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Document Number	Document Description	File Name	File Size(Bytes) /Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Filed	RCL-005-7_SB08A_11_07_07.pdf	852479 3c088c80e0f123039885292605dc683baa810531	no	6
Warnings:					

Information:					
2	NPL Documents	CarbonProject_e.pdf	2024844 5679c2d04ee9a4ce8d8fd54e682e3cad24c72015	no	4
Warnings:					
Information:					
3	NPL Documents	CarbonProject_Harrison_e.pdf	6130098 3d09f8177184378e4ab13eee9f96ee97fdaa7605	no	24
Warnings:					
Information:					
4	NPL Documents	Dane_County_2006-10-23_e.pdf	1303904 9024d1d1e50affaa266be99e90089d68bef26411	no	10
Warnings:					
Information:					
5	NPL Documents	FriendforFree-2005-August.pdf	289933 8da306e7645afa51c8177e833ac68f87f5dafb18	no	20
Warnings:					
Information:					
6	NPL Documents	INConnect_2007-Spring.pdf	2704589 eba7cdb22d8968fdcebff202ab24b1b354b57ac6	no	8
Warnings:					
Information:					
7	NPL Documents	Mobile_Dating_SFGate_2005_07_23_e.pdf	375542 9e814eb85e194f945cddbe1d5e48c3919a07d13b	no	3
Warnings:					
Information:					
8	NPL Documents	National_Geographic-2006-10-19_e.pdf	2737191 578eb32906d0a2a0c2fdad3959d76a182494b43e	no	5
Warnings:					
Information:					
9	NPL Documents	NewScientistTech-2007-02-15_e.pdf	200259 4ccbd24ab0e6ff6701c1e1df69394f27be413e9b	no	2
Warnings:					
Information:					
10	NPL Documents	Notify_TWC_20071207_e.pdf	1034707 514201240f4fe6c6ea255d22ef971f7812948a2d	no	5
Warnings:					

Information:					
11	NPL Documents	Science-2007-02-16-911gov_e.pdf	1040720 664ae8b7e89c711dd1af1921cdd87b07b36b1183	no	1
Warnings:					
Information:					
12	NPL Documents	SendWordNow_e.pdf	1487282 6df8e3a60afa90e9ec686a69281d2a38e2014ff6	no	11
Warnings:					
Information:					
13	NPL Documents	Twitter-NPR-052107_e.pdf	286000 ceafefa1423cc3f98c9c6765d0955c08a7c0035c	no	1
Warnings:					
Information:					
14	NPL Documents	VulnerablePopulations_2005-Feb_e.pdf	1598035 576bbf6db623a19633eb2ad1efe538eb47b28f44	no	11
Warnings:					
Information:					
15	NPL Documents	WeatherBug_SmartNotification_2006-06-12_e.pdf	1251374 f7fbaf82355eb560c03e684ccfd8e1f1eb25a6e2	no	6
Warnings:					
Information:					
			Total Files Size (in bytes):	23316957	

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

<u>New Applications Under 35 U.S.C. 111</u>
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

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

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

Electronic Acknowledgement Receipt

EFS ID:	2374470
Application Number:	11924748
International Application Number:	
Confirmation Number:	1801
11/15/2007 MTEKLEMI 00000004 503061 11924748 01 FC:1011 310.00 DA 02 FC:1111 510.00 DA 03 FC:1311 210.00 DA 04 FC:1202 200.00 DA **Title of Invention:**	Targeted Advertising in a Situational Network
First Named Inventor/Applicant Name:	Thomas Cona
Customer Number:	27833
Filer:	Andrew W. Spicer/Patti Hespell
Filer Authorized By:	Andrew W. Spicer
Attorney Docket Number:	RCL-005-7
Receipt Date:	26-OCT-2007
Filing Date:	
Time Stamp:	11:50:08
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		RCL-005-7_TRANS.pdf	220014 2e3138bb2a8252f91645dfaf724bce33650a7781	yes	6

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
11/924,748	10/26/2007	2616	1230	RCL-005-7	24	3

CONFIRMATION NO. 1801

27833
TECHNOLOGY, PATENTS AND LICENSING, INC.
2003 South EASTON ROAD
SUITE 208
DOYLESTOWN, PA 18901

FILING RECEIPT

OC000000026774900

Date Mailed: 11/20/2007

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

Applicant(s)

Thomas Cona, Athens, GA;
Patrick T. Igoe, Philadelphia, PA;
Leonid Kravets, Philadelphia, PA;

Assignment For Published Patent Application

Resource Consortium Limited

Power of Attorney: None

Domestic Priority data as claimed by applicant

This appln claims benefit of 60/887,843 02/02/2007

Foreign Applications

If Required, Foreign Filing License Granted: 11/09/2007

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 11/924,748**

Projected Publication Date: Request for Non-Publication Acknowledged

Non-Publication Request: Yes

Early Publication Request: No

Title

Targeted Advertising in a Situational Network

Preliminary Class

370

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

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

LICENSE FOR FOREIGN FILING UNDER

Title 35, United States Code, Section 184

Title 37, Code of Federal Regulations, 5.11 & 5.15

GRANTED

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

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

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

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

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
11/924,748	10/26/2007	Thomas Cona	RCL-005-7

CONFIRMATION NO. 1801

FORMALITIES LETTER

27833
TECHNOLOGY, PATENTS AND LICENSING, INC.
2003 South EASTON ROAD
SUITE 208
DOYLESTOWN, PA 18901

OC000000026774901

Date Mailed: 11/20/2007

NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

Filing Date Granted

Items Required To Avoid Abandonment:

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing. Applicant is given **TWO MONTHS** from the date of this Notice within which to file all required items and pay any fees required below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

- The oath or declaration is unsigned.

The applicant needs to satisfy supplemental fees problems indicated below.

The required item(s) identified below must be timely submitted to avoid abandonment:

- To avoid abandonment, a surcharge (for late submission of filing fee, search fee, examination fee or oath or declaration) as set forth in 37 CFR 1.16(f) of $**130** for a non-small entity, must be submitted with the missing items identified in this notice.

SUMMARY OF FEES DUE:

Total additional fee(s) required for this application is $**130** for a non-small entity
- $**130** Surcharge.

Replies should be mailed to:

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

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

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

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

/ldvan/

Office of Initial Patent Examination (571) 272-4000 or 1-800-PTO-9199

MAIL STOP MISSING PARTS

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Thomas Cona

Conf. No.:	1801	:	Group Art Unit: 2616
Appln. No.:	11/924,748	:	Examiner: TBD
Filing Date:	26 OCTOBER 2007	:	Attorney Docket No.: RCL-005-7

Title: Targeted Advertising in a Situational Network

PETITION TO PERMIT ACCEPTANCE OF A PATENT APPLICATION WHERE AN INVENTOR HAS REFUSED TO SIGN THE DECLARATION UNDER 37 C.F.R. 1.47

This paper is a Petition under 37 C.F.R. §1.47(a) to accept the above-identified patent application ("the Application").

Statement of Facts

1. The subject matter of the Application was jointly invented by Thomas Cona (Cona), Patrick T. Igoe (Igoe) and Leonid Kravets (Kravets).

2. At the time of the invention, both Igoe and Kravets were employees of Technology, Patents and Licensing, Inc. ("TPL"), and were under a duty to assign all rights, title and interest in the subject matter of the Application to TPL.

3. Kravets has been continuously employed by TPL from at least conception of the invention until present.

4. Cona, Igoe and Kravets were presented with application papers, including the specification, claims and drawings, prior to filing of the application and again prior to the filing of this Petition.

5. Pursuant to MPEP 409.03(d), the undersigned sent a complete copy of the application papers to Kravets at his presently known address, set forth below, via U.S. Postal Service, certified mail on February 4, 2008.

6. The undersigned sent a complete copy of the application papers to Kravets via e-mail on February 4, 2008.

7. Kravets has refused to join in execution of the Application, by expressly refusing to sign the Oath/Declaration.

8. The reasons for Kravets' refusal are set forth in the Declaration of Kravets, dated February 20, 2008, attached hereto as Exhibit A. Kravets also orally communicated to the undersigned his refusal to join in the Application.

9. The Oath/Declaration and Power of Attorney was executed by Cona on November 26, 2007, and Igoe on February 20, 2008, on behalf of themselves and Kravets. Pursuant to MPEP 409.03(a), the signature block of the nonsigning inventor, Kravets, has been left blank.

In view of the foregoing, Thomas Cona and Patrick T. Igoe, joint inventors of the subject matter of the Application, hereby petition for acceptance of the application on their behalf and that of the non-signing inventor, Kravets.

This petition filed under 37 C.F.R. §1.47(a), includes:

1. The Oath/Declaration and Power of Attorney, dated November 26, 2007 and February 20, 2008, executed by Cona and Igoe on behalf of themselves and the nonsigning inventor, Kravets;
2. The Declaration of Leonid Kravets, dated February 21, 2008, attached as Exhibit A, stating that he was presented with the application papers and that he expressly refused to sign;
3. The last known address of the non-signing inventor, Leonid Kravets, is: 2001 Hamilton Avenue, Unit 727, Philadelphia, PA 19130; and
4. The Petition fee as set forth in C.F.R. 1.17(g) in the amount of **$200.00**.

☒ The Commissioner is hereby authorized to charge Deposit Account No. **503061** as noted below. A duplicate copy is enclosed.

☒ Petition Fee in the amount of $200.00.

☒ Any deficiencies or overpayments in the above-calculated fee.

Respectfully submitted,

Date: 2/21/08

By: [signature]

Andrew W. Spicer
Registration No. 57,420
Technology, Patents & Licensing, Inc.
2003 South Easton Road, Suite 208
Doylestown, PA 18901
267-880-1720

Customer No.: 27833

EXHIBIT A

Mail Stop Missing Parts

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Thomas Cona

Conf. No.:	1801	:	Group Art Unit: 2616
Appln. No.:	11/924,748	:	Examiner: TBD
Filing Date:	26 OCTOBER 2007	:	Attorney Docket No.: RCL-005-7

Title: Targeted Advertising in a Situational Network

DECLARATION OF LEONID KRAVETS

I, Leonid Kravets, hereby declare that:

1. I, Leonid Kravets, am a citizen of the United States and reside at 2001 Hamilton Avenue, Unit 727, Philadelphia, PA 19130.

2. I am a joint inventor with Thomas Cona of Athens, GA and Patrick T. Igoe of Philadelphia, PA of the subject matter of U.S. Patent Application No. 11/924,748 entitled *Targeted Advertising in a Situational Network*, filed October 26, 2007 ("the Application").

3. The Application claims priority to U.S. Provisional Application No. 60/887,843, filed February 2, 2007.

4. I was employed as a Patent Examiner at the U.S. Patent and Trademark Office ("PTO") from June 27, 2005, until May 12, 2006.

5. I have been continuously employed by Technology, Patents & Licensing, Inc. ("TPL"), of Doylestown, PA, since May 18, 2006, until present.

6. I was an employee of TPL at the time of conception of the subject matter of the Application and was an employee of TPL at the time of filing the Application.

7. Pursuant to my employment agreement with TPL, I have a duty to assign all of my rights, title and interest in the subject matter of the Application to TPL.

8. I received, via U.S. certified mail on February 5, 2008, a copy of the Application, including a copy of the specification, claims and drawings, as

well as an Oath/Declaration and Power of Attorney form. I was also presented with such application papers by representatives of TPL prior to filing of the application.

9. Upon receipt of the application papers for the Application, I expressly refused to sign the Oath/Declaration. The reason(s) for this refusal include my understanding that, I am not permitted to and/or am incapable of executing an application for a United States patent that claims priority earlier than one year after termination of my employment with the PTO.

I hereby declare a 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 statement may jeopardize the validity of the application or any patent issuing thereon.

Executed this 21 day of February, 2008.

BY: L Kravets

LEONID KRAVETS

MAIL STOP MISSING PARTS

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Thomas Cona

Conf. No.:	1801	:	Group Art Unit: 2616
Appln. No.:	11/924,748	:	Examiner: TBD
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In view of the foregoing, Thomas Cona and Patrick T. Igoe, joint inventors of the subject matter of the Application, hereby petition for acceptance of the application on their behalf and that of the non-signing inventor, Kravets.

This petition filed under 37 C.F.R. §1.47(a), includes:

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☒ The Commissioner is hereby authorized to charge Deposit Account No. **503061** as noted below. A duplicate copy is enclosed.

☒ Petition Fee in the amount of $200.00.

☒ Any deficiencies or overpayments in the above-calculated fee.

Respectfully submitted,

Date: 2/21/08

By: Andrew W. Spicer

Andrew W. Spicer
Registration No. 57,420
Technology, Patents & Licensing, Inc.
2003 South Easton Road, Suite 208
Doylestown, PA 18901
267-880-1720

Customer No.: 27833

EXHIBIT A

Mail Stop Missing Parts

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Thomas Cona

Conf. No.:	1801	:	Group Art Unit: 2616
Appln. No.:	11/924,748	:	Examiner: TBD
Filing Date:	26 OCTOBER 2007	:	Attorney Docket No.: RCL-005-7

Title: Targeted Advertising in a Situational Network

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1. I, Leonid Kravets, am a citizen of the United States and reside at 2001 Hamilton Avenue, Unit 727, Philadelphia, PA 19130.

2. I am a joint inventor with Thomas Cona of Athens, GA and Patrick T. Igoe of Philadelphia, PA of the subject matter of U.S. Patent Application No. 11/924,748 entitled *Targeted Advertising in a Situational Network*, filed October 26, 2007 ("the Application").

3. The Application claims priority to U.S. Provisional Application No. 60/887,843, filed February 2, 2007.

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I hereby declare a 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 statement may jeopardize the validity of the application or any patent issuing thereon.

Executed this 21 day of February, 2008.

BY: L Kravets

LEONID KRAVETS

MAIL STOP MISSING PARTS

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Thomas Cona

Conf. No.:	1801	:	Group Art Unit: 2616
Appln. No.:	11/924,748	:	Examiner: TBD
Filing Date:	26 OCTOBER 2007	:	Attorney Docket No.: RCL-005-7

Title: Targeted Advertising in a Situational Network

PRELIMINARY AMENDMENT

This paper is being filed prior to the first Office Action on the merits of the above-identified patent application.

Please amend the above-identified patent application, without prejudice, as follows:

Specification Amendments:

Please replace Paragraph [0004] on of the Cross Reference to Related Applications section with the amended Paragraph [0004] as follows:

-- [0004] This application is also related to co-pending to U.S. Patent Application No. 11/924,706[[_____]], filed October 26, 2007, entitled *Situational Network*, Attorney Docket No. RCL-005-1; U.S. Patent Application No. 11/924,711[[_____]], filed October 26, 2007, entitled *Creating a Projection of a Situational Network*, Attorney Docket No. RCL-005-2; U.S. Patent Application No. 11/924,721[[_____]], filed October 26, 2007, entitled *Location Based Services in a Situational Network*, Attorney Docket No. RCL-005-3; U.S. Patent Application No. 11/924,727[[_____]], filed October 26, 2007, entitled *Use of a Situational Network for Navigation and Travel*, Attorney Docket No. RCL-005-4; U.S. Patent Application No. 11/924,731[[_____]], filed October 26, 2007, entitled *Access of Information Using a Situational Network*, Attorney Docket No. RCL-005-5; and U.S. Patent Application No. 11/924,741[[_____]], filed October 26, 2007, entitled *Searchable Message Board*, Attorney Docket No. RCL-005-6.--

Amendments to and Listing of the Claims:

Please cancel claim 10 and amend claims 1 and 11 as follows:

1. (currently amended) A method of presenting targeted advertising in a situational network, the method comprising:

(a) receiving a plurality of advertisements from at least one advertising entity;

(b) obtaining an indication of an occurrence of a situation;

(c) automatically connecting devices corresponding to a plurality of individuals to the situational network established in response to the situation, wherein devices include personal information aggregators, each personal information aggregator corresponding to a node in a multi-dimensional personal information network; and

(d) providing at least one of the advertisements to at least one of the individuals based on determining an affiliation of the individual to the situation, wherein the affiliation is based at least in part on a projection of the situational network that includes the at least one individual.

2. (original) The method of claim 1, wherein the affiliation is based at least in part on the location of the at least one individual.

3. (original) The method of claim 2, wherein the location of the at least one individual is determined using positional coordinates obtained from the connected device.

4. (original) The method of claim 1, wherein the affiliation is based at least in part on a profile for the at least one individual.

5. (original) The method of claim 1, wherein the profile is stored on the connected device.

6. (original) The method of claim 1, wherein the indication is obtained by a situation authority.

7. (original) The method of claim 6, wherein the situation authority establishes an event node in a multi-dimensional personal information network corresponding to the situation.

8. (original) The method of claim 1, wherein the situation is a weather phenomenon.

9. (original) The method of claim 1, wherein the at least one advertisement provides information about services relevant to the situation.

10. (cancelled)

11. (currently amended) The method of claim 1, wherein ~~the affiliation is based at least in part on a projection of the situational network that includes the at least one~~

~~individual, all~~ ~~individuals~~ each individual in the projection ~~having~~ has the same affiliation with the situation.

12. (original) The method of claim 11, wherein the projection is a geographic projection of nodes of the situational network.

13. (original) A method of presenting targeted advertising in a situational network, the method comprising:

(a) obtaining an indication of an occurrence of a situation;

(b) establishing an event node for the situation in a multi-dimensional personal information network;

(c) automatically connecting personal information aggregators corresponding to a plurality of individuals to the event node, the personal information aggregators each corresponding to a different node in the multi-dimensional personal information network;

(d) creating two or more projections of the nodes of the multi-dimensional personal information network; and

(e) providing at least one of a plurality of advertisements to the connected personal information aggregators based on the two or more projections.

14. (original) The method of claim 13, wherein the plurality of advertisements are received from at least one advertising entity.

15. (original) The method of claim 13, wherein the two or more projections are based at least in part on a geographic proximity of the nodes of the situational network.

16. (original) The method of claim 15, wherein the locations of the personal information aggregators corresponding to the nodes are determined using positional coordinates obtained from the personal information aggregators.

17. (original) The method of claim 13, wherein different advertisements of the plurality of advertisements are provided to each of the two or more projections.

18. (original) The method of claim 17, wherein the at least one advertisement is selected based on targeting criteria for each of the two or more projections.

19. (original) The method of claim 18, wherein the targeting criteria is determined using aggregate user demographic information obtained from the personal information aggregators corresponding to each of the two or more projections.

20. (original) The method of claim 13, wherein the event node is established by a situation authority using an event node server.

21. (original) The method of claim 13, wherein the situation is a weather phenomenon.

22. (original) The method of claim 13, wherein the connections established in step (c) include a dimension corresponding to the situation.

23. (original) A system for presenting targeted advertising in a situational network, the system comprising:

a central server, corresponding to a situation authority, configured to receive a plurality of advertisements from at least one advertising entity, obtain an indication of an occurrence of a situation, automatically connect devices corresponding to a plurality of individuals to the situational network established in response to the situation, and provide at least one of the advertisements to at least one of the individuals based on determining an affiliation of the individual to the situation;

a database associated with the central server for storing information related to availability of a service at a plurality of service locations affected by the situation; and

a plurality of device, each device corresponding to an individual connected via the situational network, configured to connect to the central server, and receive at least one of the advertisements based on determining an affiliation of the respective individuals to the situation.

24. (original) The systems of claim 23, wherein at least one device of the plurality of devices is a personal information aggregator.

REMARKS

Presently, claims 1 – 9 and 12 – 24 are pending in the application. The specification has been amended to include application numbers of related, co-pending applications, previously incorporated by reference. Claims 1 and 11 have been amended. Support for the amendments to claim 1 may be found, for example in cancelled claim 10 and original claim 11. No new matter has been added by the foregoing amendments.

Conclusion

In view of the foregoing amendments and remarks, Applicants respectfully submit that the application, is complete and in condition for allowance. Entry of the foregoing amendments, examination of the Application on the merits and an early Notice of Allowance are respectfully requested.

Respectfully submitted,

Date: 2/21/08

Andrew W. Spicer
Registration No. 57,420
Technology, Patents & Licensing, Inc.
2003 South Easton Road, Suite 208
Doylestown, PA 18901
267-880-1720
Customer No.: **27833**

Electronic Acknowledgement Receipt

EFS ID:	2892590
Application Number:	11924748
International Application Number:	
Confirmation Number:	1801
Title of Invention:	Targeted Advertising in a Situational Network
First Named Inventor/Applicant Name:	Thomas Cona
Customer Number:	27833
Filer:	Andrew W. Spicer/Patti Hespell
Filer Authorized By:	Andrew W. Spicer
Attorney Docket Number:	RCL-005-7
Receipt Date:	21-FEB-2008
Filing Date:	26-OCT-2007
Time Stamp:	15:50:48
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		RCL-005-7_NMP_RESP.pdf	743504 9018e6566af20c7f18ffaf33ebcb90a1b0309b17	yes	27

Multipart Description/PDF files in .zip description		
Document Description	**Start**	**End**
Extension of Time	1	2
Applicant Response to Pre-Exam Formalities Notice	3	6
Oath or Declaration filed	7	9
Petition for review by the Office of Petitions.	10	19
Preliminary Amendment	20	20
Specification	21	21
Claims	22	26
Applicant Arguments/Remarks Made in an Amendment	27	27

Warnings:

Information:

Total Files Size (in bytes):	743504

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.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Thomas Cona

Conf. No.:	1801	:	Group Art Unit: 2616
Appln. No.:	11/924,748	:	Examiner: TBD
Filing Date:	26 OCTOBER 2007	:	Attorney Docket No.: RCL-005-7

Title: Targeted Advertising in a Situational Network

PETITION FOR EXTENSION OF TIME UNDER 37 C.F.R. §1.136(a)

Applicant(s) in the above-identified application hereby petition(s) for a two-month extension of time to and including March 20, 2008, for responding to the Notice to File Missing Parts mailed November 20, 2007.

☒ The Commissioner is hereby authorized to charge Deposit Account No. **503061** as noted below. A duplicate copy is enclosed.

☒ Extension fee in the amount of $460.00.

☒ Any deficiencies or overpayments in the above-calculated fee.

Date: 2/21/08

Andrew W. Spicer
Registration No. 57,420
Technology, Patents & Licensing, Inc.
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267-880-1720
Customer No.: 27833

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Conf. No.:	1801	:	Group Art Unit: 2616
Appln. No.:	11/924,748	:	Examiner: TBD
Filing Date:	26 OCTOBER 2007	:	Attorney Docket No.: RCL-005-7

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267-880-1720
Customer No.: 27833

Mail Stop Missing Parts

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Thomas Cona

Conf. No.:	1801	:	Group Art Unit: 2616
Appln. No.:	11/924,748	:	Examiner: TBD
Filing Date:	26 OCTOBER 2007	:	Attorney Docket No.: RCL-005-7

Title: Targeted Advertising in a Situational Network

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

RESPONSE TO NOTICE TO FILE MISSING PARTS

Applicant(s) in the above-identified patent application hereby respond to the Notice to File Missing Parts mailed on November 20, 2007 ("Notice").

Enclosed are the following:

- ☐ Statutory basic filing fee of $_____;
- ☐ Search fee of $_____;
- ☐ Examination fee of $____;
- ☒ Executed Oath or Declaration and Power of Attorney;
- ☒ Preliminary Amendment;
- ☒ Executed Declaration of Leonid Kravets;
- ☒ Petition to Permit Acceptance of a Patent Application where an Inventor has Refused to Sign the Declaration;
- ☒ Petition for Extension of Time; and
- ☒ Late Oath or Declaration Surcharge of $130.00.

☒ The Commissioner is hereby authorized to charge Deposit Account No. **503061** as noted below. A duplicate copy is enclosed:

☒ Late Oath or Declaration Surcharge of **$130.00.**

☒ Any deficiencies or overpayments in the above-calculated fee.

Respectfully submitted,

Date: 2/21/08

Andrew W. Spicer
Registration No. 57,420
Technology, Patents & Licensing, Inc.
2003 South Easton Road, Suite 208
Doylestown, PA 18901
267-880-1720

Customer No.: 27833

Mail Stop Missing Parts

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Thomas Cona

Conf. No.:	1801	:	Group Art Unit: 2616
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☒ Late Oath or Declaration Surcharge of **$130.00.**

☒ Any deficiencies or overpayments in the above-calculated fee.

Respectfully submitted,

Date: 2/21/08

Andrew W. Spicer
Registration No. 57,420
Technology, Patents & Licensing, Inc.
2003 South Easton Road, Suite 208
Doylestown, PA 18901
267-880-1720

Customer No.: 27833

DECLARATION AND POWER OF ATTORNEY
(Original Application)

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled

Targeted Advertising in a Situational Network

the specification of which is attached hereto and/or was filed on October 26, 2007 as Application No. 11/924,748.

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

I acknowledge the duty to disclose information which is material to patentability in accordance with Title 37, Code of Federal Regulations, Section 1.56.

I hereby claim priority benefits under Title 35, United States Code, Section 119(a)-(d), of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

FOREIGN PRIORITY APPLICATION(S)

			Priority Claimed
(Number)	(Country)	(Day/Month/Year Filed)	[ ] Yes [ ] No

I hereby claim the benefit under Title 35, United States Code §119(e) of any United States provisional patent application(s) listed below and have also identified below any United States provisional patent application(s) having a filing date before that of the application on which priority is claimed:

PROVISIONAL PRIORITY PATENT APPLICATION(S)

60/887,843 (Application No.)	February 2, 2007 (Filing Date)	**Priority Claimed** [X] Yes [ ] No

And I hereby appoint the registered attorneys and agents associated with **TECHNOLOGY, PATENTS & LICENSING, INC., Customer No. 27833,** as my attorneys or agents with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

Address all correspondence to **Customer No. 27833,** namely, **TECHNOLOGY, PATENTS & LICENSING, INC.,** 2003 South Easton Road, Suite 208, Doylestown, PA 18901. Please direct all communications and telephone calls to Andrew W. Spicer at 267-880-1720.

I hereby declare a 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 statement may jeopardize the validity of the application or any patent issuing thereon.

Full Name of First or Sole Inventor(s) Thomas Cona

Inventor's Signature T. Cona

Date 26 nov 2007

Residence City/State Athens, GA

Citizenship US

Post Office Address 700 Riverview Road, Athens, GA 30606

Full Name of Joint Inventor(s) Patrick T. Igoe

Inventor's Signature

Date 2/20/2008

Residence City/State Philadelphia, PA

Citizenship US

Post Office Address 2032B Arch Street, Philadelphia, PA 19103

Full Name of Joint Inventor(s) Leonid Kravets

Inventor's Signature

Date

Residence City/State Philadelphia, PA

Citizenship US

Post Office Address 2001 Hamilton Avenue, Unit 727, Philadelphia, PA 19130

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

TECHNOLOGY, PATENTS
AND LICENSING, INC.
2003 South EASTON ROAD
SUITE 208
DOYLESTOWN PA 18901

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JUN 19 2008
OFFICE OF PETITIONS

In re Application of
Cona, et al.
Application No. 11/924,748
Filed: 26 October, 2007
Attorney Docket No.: RCL-005-7

DECISION ON PETITION

This is in response to the petition styled "Petition to Permit Acceptance ...," filed on 21 February, 2008, and considered under 37 C.F.R. §1.47(a).

The petition under 37 C.F.R. §1.47(a) is **GRANTED**.

A grantable petition under 37 CFR 1.47(a) requires: (1) petition and fee; (2) proof that the non-signing inventor cannot be reached or refuses to sign the oath or declaration after having been presented with the application papers (specification: description, claims and drawings); (3) an acceptable oath or declaration in compliance with 35 U.S.C. §§ 115 and 116; and (4) a statement of the last known address of the non-signing inventor(s).

Petitioner has shown that the non-signing inventor has failed and, thus, constructively refused to join in the filing of the above-identified application.

The application and papers have been reviewed and found in compliance with 37 CFR 1.47(a). This application is hereby accorded Rule 1.47(a) status.

The record reflects that: Petitioner demonstrates that the entire application—description, claims, abstract and drawings—was sent to and received at the last known residence address the non-signing inventor, and that the non-signing inventor has since expressly refused to join in the filing of the above-identified application.

The availability of applications and application papers online to applicants/practitioners who diligently associate their Customer Number with the respective application(s) now provides an applicant/practitioner on-demand information as to events/transactions in an application. Thus, now if one wishes to know the progress in and/or status of an application or the accuracy of the data therein, one need only look at the file online.

Out of an abundance of caution, Petitioners always are reminded that those registered to practice *and* all others who make representations before the Office must inquire into the underlying facts of representations made to the Office and support averments with the appropriate documentation–since all owe to the Office the continuing duty to disclose.[1]

CONCLUSION

The instant petition under 37 C.F.R. §1.47 is **granted**.

As provided in 37 CFR 1.47(c), this Office will forward notice of this application's filing to the non-signing inventor at the address given in the petition. Notice of the filing of this application will also be published in the Official Gazette.

The instant application is released to the Office of Patent Application Processing (OPAP) (formerly the Office of Initial Patent Examination (OIPE)) for further processing in due course.

While telephone inquiries regarding this decision may be directed to the undersigned at (571) 272-3214, it is noted that all practice before the Office is in writing (see: 37 C.F.R. §1.2[2]) and the proper authority for action on any matter in this regard are the statutes (35 U.S.C.), regulations (37 C.F.R.) and the commentary on policy (MPEP). Therefore, no telephone discussion may be controlling or considered authority for Petitioner's action(s).

/John J. Gillon, Jr./
John J. Gillon, Jr.
Senior Attorney
Office of Petitions

---

[1] See supplement of 17 June, 1999. The Patent and Trademark Office is relying on petitioner's duty of candor and good faith and accepting a statement made by Petitioner. See Changes to Patent Practice and Procedure, 62 Fed. Reg. at 53160 and 53178, 1203 Off. Gaz. Pat. Office at 88 and 103 (responses to comments 64 and 109)(applicant obligated under 37 C.F.R. §10.18 to inquire into the underlying facts and circumstances when providing statements to the Patent and Trademark Office). See specifically, the regulations at 37 C.F.R. §10.18.

[2] The regulations at 37 C.F.R. §1.2 provide:

§1.2 Business to be transacted in writing.
All business with the Patent and Trademark Office should be transacted in writing. The personal attendance of applicants or their attorneys or agents at the Patent and Trademark Office is unnecessary. The action of the Patent and Trademark Office will be based exclusively on the written record in the Office. No attention will be paid to any alleged oral promise, stipulation, or understanding in relation to which there is disagreement or doubt.

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

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JUN 19 2008

OFFICE OF PETITIONS

LEONID KRAVETS
2001 HAMILTON AVE./UNIT 727
PHILADELPHIA, PA 19130

In re Application of
Cona, et al.
Application No. 11/924,748
Filed: 26 October, 2007
Attorney Docket No.: RCL-005-7

COMMUNICATION

Dear Leonid Kravets:

You are named as an inventor in the above-identified United States patent application, filed under the provisions of 35 U.S.C. 116 (United States Code), and 37 CFR 1.47, Rules of Practice in Patent Cases. Should a patent be granted on the application you will be designated therein as an inventor.

As a named inventor you are entitled to inspect any paper in the file wrapper of the application, order copies of all or any part thereof (at a prepaid cost per 37 CFR 1.19) or make your position of record in the application. Alternatively, you may arrange to do any of the preceding through a registered patent attorney or agent presenting written authorization from you. If you care to join the application, counsel of record (see below) would presumably assist you. Joining the application would entail the filing of an appropriate oath or declaration by you pursuant to 37 CFR 1.63.

Should you elect to join in the application, the contact information for Counsel of Record is set forth at the end of this Communication.

Should you seek to identify independent Counsel, you may find the Patent Attorneys/Agents Search engine of assistance (https://oedci.uspto.gov/OEDCI/).

Requests for information regarding your application should be directed to the File Information Unit at (703) 308-2733. Information regarding how to pay for and order a copy of the application, or a specific paper in the application, should be directed to the Certification Division at (571) 272-3150 or 1 (800) 972-6382 (outside the Washington, DC area).

While telephone inquiries regarding this communication may be directed to the undersigned at (571) 272-3214, it is noted that all practice before the Office is in writing (see: 37 C.F.R. §1.2[1]) and the proper authority for action on any matter in this regard are the statutes (35 U.S.C.), regulations (37 C.F.R.) and the commentary on policy (MPEP). Therefore, no telephone discussion may be controlling or considered authority for Petitioner's action(s). Moreover, the Office cannot neither advise you nor recommend Counsel in this matter.

/John J. Gillon, Jr./
John J. Gillon, Jr.
Senior Attorney
Office of Petitions

Counsel of Record:
TECHNOLOGY, PATENTS
AND LICENSING, INC.
2003 South EASTON ROAD
SUITE 208
DOYLESTOWN PA 18901

[1] The regulations at 37 C.F.R. §1.2 provide:

§1.2 Business to be transacted in writing.
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Thomas Cona

Conf. No.:	1801	:	Group Art Unit: 2616
Appln. No.:	11/924,748	:	Examiner: TBD
Filing Date:	26 OCTOBER 2007	:	Attorney Docket No.: RCL-005-7

Title: Targeted Advertising in a Situational Network

PETITION FOR EXTENSION OF TIME UNDER 37 C.F.R. §1.136(a)

Applicant(s) in the above-identified application hereby petition(s) for a two-month extension of time to and including March 20, 2008, for responding to the Notice to File Missing Parts mailed November 20, 2007.

☒ The Commissioner is hereby authorized to charge Deposit Account No. **503061** as noted below. A duplicate copy is enclosed.

☒ Extension fee in the amount of $460.00.

☒ Any deficiencies or overpayments in the above-calculated fee.

Date: 2/21/08

07/10/2008 HMOHAMM1 00000020 503061 11924748

01 FC:1051 130.00 DA
02 FC:1252 460.00 DA

Andrew W. Spicer
Registration No. 57,420
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267-880-1720
Customer No.: 27833

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
11/924,748	10/26/2007	2616	1360	RCL-005-7	23	3

CONFIRMATION NO. 1801

UPDATED FILING RECEIPT

OC000000030914295

27833
TECHNOLOGY, PATENTS AND LICENSING, INC.
2003 South EASTON ROAD
SUITE 208
DOYLESTOWN, PA 18901

Date Mailed: 07/11/2008

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

Applicant(s)

Thomas Cona, Athens, GA;
Patrick T. Igoe, Philadelphia, PA;
Leonid Kravets, Philadelphia, PA;

Assignment For Published Patent Application

Resource Consortium Limited

Power of Attorney: The patent practitioners associated with Customer Number 27833

Domestic Priority data as claimed by applicant

This appln claims benefit of 60/887,843 02/02/2007

Foreign Applications

If Required, Foreign Filing License Granted: 11/09/2007

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 11/924,748**

Projected Publication Date: Request for Non-Publication Acknowledged

Non-Publication Request: Yes

Early Publication Request: No

Title

Targeted Advertising in a Situational Network

Preliminary Class

370

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

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

LICENSE FOR FOREIGN FILING UNDER

Title 35, United States Code, Section 184

Title 37, Code of Federal Regulations, 5.11 & 5.15

GRANTED

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

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

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

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

POWER OF ATTORNEY

I hereby revoke all previous powers of attorney given in the application(s) and patent(s) listed on Exhibit A, attached hereto.

I hereby appoint the registered attorneys and agents associated with **CARLINEO, SPICER & KEE, LLC, Customer No. 81712**, as my attorneys or agents with full power of substitution and revocation, to prosecute the application(s) and patent(s) listed on Exhibit A and any future applications related thereto and to transact all business in the Patent and Trademark Office connected therewith.

Please address all correspondence to **Customer No. 81712,** namely, **CARLINEO, SPICER & KEE, LLC,** 2003 South Easton Road, Suite 208, Doylestown, PA 18901. Please direct all communications and telephone calls to Andrew W. Spicer at 267-880-1720.

I am the assignee of record of the entire interest of the application(s) and patent(s) listed on Exhibit A. A statement under 37 C.F.R. 3.73(b) is enclosed herewith.

Executed this 9 day of August, 2008.

BY: GORDON R. HERRING
Vice-President
Resource Consortium Limited

Gordon R Herring
Signature

EXHIBIT A

Application No.	Filing Date	Title	Inventor(s)	Attorney Docket No.
60/078,175	3/16/1998	Message content protection and conditional disclosures	Ogilvie, John W. L.	RCL-001-PV
09/184206	11/2/1998	Message content protection and conditional disclosures	Ogilvie, John W. L.	RCL-001-1
09/929420	8/14/2001	Message content protection and conditional disclosures	Ogilvie, John W. L.	RCL-001-2
WO 99/48238	11/11/1998	Message content protection and conditional disclosures	Ogilvie, John W. L.	RCL-001-WO
EP 1062762	11/11/1998	Message content protection and conditional disclosures	Ogilvie, John W. L.	RCL-001-EP
DE 69813305	11/11/1998	Message content protection and conditional disclosures	Ogilvie, John W. L.	RCL-001-DE
AU 1390599	11/11/1998	Message content protection and conditional disclosures	Ogilvie, John W. L.	RCL-001-AU
AT 0237206	11/11/1998	Message content protection and conditional disclosures	Ogilvie, John W. L.	RCL-001-AT
60/134,383	5/15/1999	Automatic broker tools and techniques	Ogilvie, John W. L.	RCL-002-PV
09/552341	4/18/2000	Automatic broker tools and techniques	Ogilvie, John W. L.	RCL-002-1
10/010941	12/05/2001	Automatic broker tools and techniques	Ogilvie, John W. L.	RCL-002-2
AU760713	4/18/2000	Automatic broker tools and techniques	Ogilvie, John W. L.	RCL-002-AU
WO 00/70516	4/18/2000	Automatic broker tools and techniques	Ogilvie, John W. L.	RCL-002-WO
EP 00926079	4/18/2000	Automatic broker tools and techniques	Ogilvie, John W. L.	RCL-002-EP

Application No.	Filing Date	Title	Inventor(s)	Attorney Docket No.
CA 2388385	4/18/2000	Automatic broker tools and techniques	Ogilvie, John W.L.	RCL-002-CA
11/566,947	12/5/2006	Aggregating Personal Information in a Personal Information Aggregator	Igoe, Patrick T.	RCL-003-1
11/567,168	12/5/2006	Aggregating Personal Information in a Personal Information Aggregator	Igoe, Patrick T.	RCL-003-2
11/567,169	12/5/2006	Aggregating Personal Information in a Personal Information Aggregator	Igoe, Patrick T.	RCL-003-3
11/567,170	12/5/2006	Aggregating Personal Information in a Personal Information Aggregator	Igoe, Patrick T.	RCL-003-4
11/567,172	12/5/2006	Providing Incentives based on Aggregated Purchases	Igoe, Patrick T.	RCL-003-5
11/567,174	12/5/2006	Aggregating Personal Information in a Personal Information Aggregator	Igoe, Patrick T.	RCL-003-6
11/567,175	12/5/2006	Receiving Incentives for Aggregated Purchase Information	Igoe, Patrick T.	RCL-003-7
11/567,179	12/5/2006	Obtaining Personal Information from a Personal Information Aggregator	Igoe, Patrick T.	RCL-003-8
11/567,200	12/5/2006	Targeting Advertisements to Groups using Aggregated Personal Information	Igoe, Patrick T. Eldering, Charles A.	RCL-003-9
11/567,183	12/5/2006	Determining the Effectiveness of Advertisements	Igoe, Patrick T. Eldering, Charles A.	RCL-003-10
11/567,184	12/5/2006	Determining Insurance Needs Using a Personal Information Aggregator	Igoe, Patrick T. Eldering, Charles A.	RCL-003-11
11/567,185	12/5/2006	Generating Financial Plans using a Personal Information Aggregator	Igoe, Patrick T. Eldering, Charles A.	RCL-003-12
11/567,187	12/5/2006	Generating Financial Plans using a Personal Information Aggregator	Igoe, Patrick T. Eldering, Charles A.	RCL-003-13
11/567,188	12/5/2006	Targeting Advertisements using Aggregated Personal Information	Igoe, Patrick T. Eldering, Charles A.	RCL-003-14

Application No.	Filing Date	Title	Inventor(s)	Attorney Docket No.
11/567,190	12/5/2006	Targeting Advertisements in a Multi-Dimensional Personal Information Network	Igoe, Patrick Eldering, Charles	RCL-003-15
11/567,192	12/5/2006	Targeting Advertisements in a Multi-Dimensional Personal Information Network	Igoe, Patrick Eldering, Charles	RCL-003-16
11/567,194	12/5/2006	Creating a Projection of a Multi-Dimensional Network	Eldering, Charles Igoe, Patrick	RCL-003-17
11/567,195	12/5/2006	Accessing Information in a Multi-Dimensional Network	Eldering, Charles Igoe, Patrick	RCL-003-18
11/567,197	12/5/2006	Creating a Projection of a Multi-Dimensional Personal Information Network	Eldering, Charles Igoe, Patrick	RCL-003-19
11/567,198	12/5/2006	Obtaining Lists of Nodes of a Multi-Dimensional Network	Eldering, Charles Igoe, Patrick	RCL-003-20
11/567,201	12/5/2006	Providing Notifications to an Individual in a Multi-Dimensional Personal Information Network	Cumberbatch, Bradlee Igoe, Patrick Eldering, Charles	RCL-003-21
11/567,202	12/5/2006	Sending Personal Information to a Personal Information Aggregator	Igoe, Patrick Kravets, Leonid	RCL-003-23
11/668,737	1/30/2007	Targeting Advertisements using Aggregated Personal Information	Igoe, Patrick Eldering, Charles	RCL-003-24
11/668,739	1/30/2007	Targeting Advertisements using Aggregated Personal Information	Igoe, Patrick Eldering, Charles	RCL-003-25
11/668,744	1/30/2007	Determining Contraindications using Aggregated Personal Information	Igoe, Patrick Eldering, Charles	RCL-003-26
11/668,751	1/30/2007	Determining Lifestyle Recommendations using Aggregated Personal Information	Igoe, Patrick Eldering, Charles	RCL-003-27
11/668,757	1/30/2007	Generating Recommendations in a Multi-Dimensional Personal Information Network	Eldering, Charles A. Igoe, Patrick T.	RCL-003-28
11/668,776	1/30/2007	Generating Recommendations in a Multi-Dimensional Personal Information Network	Eldering, Charles A. Igoe, Patrick T.	RCL-003-29
11/668,801	1/30/2007	Generating Recommendations in a Multi-Dimensional Personal Information Network	Eldering, Charles A. Igoe, Patrick T.	RCL-003-30

Application No.	Filing Date	Title	Inventor(s)	Attorney Docket No.
08/890,920	7/10/1997	Corona Detector with Narrow-Band Optical Filter	Forsyth, Keith W.	RCL-004-1
09/261,532	3/3/1999	Corona Detector with Narrow-Band Optical Filter	Forsyth, Keith W.	RCL-004-2
09/545,419	4/7/2000	Electro-Optical, Non-Contact Measurement of Electrical Discharges	Forsyth, Keith W.	RCL-004-3
60/887843	2/2/2007	Situational Network	Cona, Tom Igoe, Patrick T.	RCL-005-PV
11/924,706	10/26/2007	Situational Network	Cona, Thomas Rose, Bruce L.	RCL-005-1
11/924,711	10/26/2007	Creating a Projection of a Situational Network	Cona, Thomas Igoe, Patrick T. Kravets, Leonid	RCL-005-2
11/924,721	10/26/2007	Location Based Services in a Situational Network	Agronow, Daniel Cona, Thomas Wendkos, Eli L. Igoe, Patrick T. Pons, Miguel E.	RCL-005-3
11/924,727	10/26/2007	Use of a Situational Network for Navigation and Travel	Cona, Thomas Ehrlacher, Edward A.	RCL-005-4
11/924,731	10/26/2007	Access of Information using a Situational Network	Cona, Thomas Ehrlacher, Edward A. Kravets, Leonid	RCL-005-5
11/924,741	10/26/2007	Searchable Message Board	Wendkos, Eli L. Longacre, Monisha Cona, Thomas	RCL-005-6
11/924,748	10/26/2007	Targeted Advertising in a Situational Network	Cona, Thomas Igoe, Patrick T. Kravets, Leonid	RCL-005-7
09/588,953	6/7/2000	Method and System of Auxiliary Illumination for Enhancing a Scene During a Multimedia Presentation	Makar, Michael G. Mosley, Joseph M. Tindall, Tracy A.	RCL-006-1
PCT/US01/18431	6/7/2001	Method and System of Auxiliary Illumination for Enhancing a Scene During a Multimedia Presentation	Makar, Michael G. Mosley, Joseph M. Tindall, Tracy A.	RCL-006-WO
AU0175353	6/7/2001	Method and System of Auxiliary Illumination for Enhancing a Scene During a Multimedia Presentation	Makar, Michael G. Mosley, Joseph M. Tindall, Tracy A.	RCL-006-AU

Application No.	Filing Date	Title	Inventor(s)	Attorney Docket No.
09/113,453	7/10/1998	Method and System for Displaying and Interacting with an Information Message Based on an Information Processing System Event	Kreynin, Vadim Mosley, Joseph M. Makar, Michael G.	RCL-007-1
CA2306936	10/16/1998	Method and System for Displaying and Interacting with an Information Message Based on an Information Processing System Event	Kreynin, Vadim Mosley, Joseph M. Makar, Michael G.	RCL-007-CA
DE19882743	10/16/1998	Method and System for Displaying and Interacting with an Information Message Based on an Information Processing System Event	Kreynin, Vadim Mosley, Joseph M. Makar, Michael G.	RCL-007-DE
GB2346241	10/16/1998	Method and System for Displaying and Interacting with an Information Message Based on an Information Processing System Event	Kreynin, Vadim Mosley, Joseph M. Makar, Michael G.	RCL-007-GB
60/062,600	10/20/1997	Method and System for Displaying and Interacting with an Information Message Based on an Information Processing System Event	Kreynin, Vadim Mosley, Joseph M. Makar, Michael G.	RCL-007-PV
PCT/US98/21980	10/16/1998	Displaying and Interacting with an Information Message Based on an Information Processing System Event	Kreynin, Vadim Mosley, Joseph M. Makar, Michael G.	RCL-007-WO
60/384,942	5/31/2002	Method of and Apparatus for Displaying Information on a Wireless Communication Device	King, John J. King, Christina J.	RCL-009-PV
60/389,814	6/19/2002	Method of and Apparatus for Displaying Information on a Wireless Communication Device	King, John J. King, Christina J.	RCL-009-PV2
10/307,834	12/2/2002	Cellular Telephone Having a Touch Screen User Interface	King, John J. King, Christina J.	RCL-009-1
10/307,862	12/2/2002	Foldable Wireless Communication Device Functioning as a Cellular Telephone and a Personal Digital Assistant	King, John J. King, Christina J.	RCL-010-1
10/307,601	12/2/2002	User Interface for a Cellular Telephone Functioning as a Personal Digital Assistant	King, John J. King, Christina J.	RCL-009-X

Application No.	Filing Date	Title	Inventor(s)	Attorney Docket No.
10/449,211	5/30/2003	Foldable Cellular Telephone	King, John J. King, Christina J.	RCL-010-X
PCT/US01/17029	5/30/2003	Foldable Cellular Telephone	King, John J. King, Christina J.	RCL-010-WO
AU 3240951	5/30/2003	Foldable Cellular Telephone	King, John J. King, Christina J.	RCL-010-AU
PCT/US01/17101	10/16/1998	Method and System for Displaying and Interacting with an Information Message Based on an Information Processing System Event	King, John J. King, Christina J.	RCL-009-WO
AU 3245365	5/30/2003	A Cellular Telephone Having a Touch Screen User Interface	King, John J. King, Christina J.	RCL-009-AU
10/000,939	11/2/2001	Method of Downloading a Screen Saver to a Cellular Telephone	King, John J. King, Christina J.	RCL-011-X
10/002,799	11/2/2001	Method of Providing a Screen Saver on a Cellular Telephone	King, John J. King, Christina J.	RCL-011-1
60/246,773	11/8/2000	Method and Apparatus for Providing Content Relevant Information Associated with a Picture File	King, John J. King, Christina J.	RCL-012-PV
6/311,982	8/13/2001	Method and Apparatus for Providing Content Relevant Information Associated with a Picture File	King, John J. King, Christina J.	RCL-012-PV2
10/004,318	11/2/2001	Method of Displaying a Picture File on a Cellular Telephone	King, John J. King, Christina J.	RCL-012-1
10/307,066	11/29/2002	Method of Enabling the Display of a Picture File on a Cellular Telephone	King, John J. King, Christina J.	RCL-012-2
10/307,121	11/29/2002	Method of Editing Information Related to a Picture File Displayed on a Cellular Telephone	King, John J. King, Christina J.	RCL-012-3
PCT/US01/4345 7	11/6/2001	Method of Providing a Screen Saver on a Cellular Telephone	King, John J. King, Christina J.	RCL-011-WO
GB 2386810	11/6/2001	Method of Providing a Screen Saver on a Cellular Telephone	King, John J. King, Christina J.	RCL-011-GB

Application No.	Filing Date	Title	Inventor(s)	Attorney Docket No.
AU 0225673	11/6/2001	Method of Providing a Screen Saver on a Cellular Telephone	King, John J. King, Christina J.	RCL-011-AU
PCT/US-1/43430	11/6/2001	Method of Enabling the Display of a Picture File on a Cellular Telephone	King, John J. King, Christina J.	RCL-012-WO
GB 2393879	11/6/2001	Method of Enabling the Display of a Picture File on a Cellular Telephone	King, John J. King, Christina J.	RCL-012-GB
CA 2466917	11/6/2001	Method of Enabling the Display of a Picture File on a Cellular Telephone	King, John J. King, Christina J.	RCL-012-CA
AU 0226910	11/6/2001	Method of Enabling the Display of a Picture File on a Cellular Telephone	King, John J. King, Christina J.	RCL-012-AU
10/307,175	11/29/2002	Method of Enabling the Selection of A Picture File on a Cellular Telephone	King, John J. King, Christina J.	RCL-012-2X
10/307,096	11/29/2002	Method of Enabling the Display of a Plurality of Picture Files on a Cellular Telephone	King, John J. King, Christina J.	RCL-012-3X
PCT/US/43459	11/6/2001	Method of Downloading a Screen Saver to a Cellular Telephone	King, John J. King, Christina J.	RCL-011-WO2
EP 1410159	11/6/2001	Method of Downloading a Screen Saver to a Cellular Telephone	King, John J. King, Christina J.	RCL-011-EP
GB 2386798	11/6/2001	Method of Downloading a Screen Saver to a Cellular Telephone	King, John J. King, Christina J.	RCL-011-GB2
AU 0243222	11/6/2001	Method of Downloading a Screen Saver to a Cellular Telephone	King, John J. King, Christina J.	RCL-011-AU2
PCT/US01/4674 9	11/8/2001	A Cellular Telephone Capable of Displaying a Picture File	King, John J. King, Christina J.	RCL-012-WO2
EP 1410672	11/8/2001	A Cellular Telephone Capable of Displaying a Picture File	King, John J. King, Christina J.	RCL-012-EP
AU 0230625	11/8/2001	A Cellular Telephone Capable of Displaying a Picture File	King, John J. King, Christina J.	RCL-012-AU2
09/511,735	2/24/2000	Method and Application Programming Interface for Assigning Multiple Network Addresses	Borella, Michael S. Beser, Nurettin B.	RCL-013-1

Application No.	Filing Date	Title	Inventor(s)	Attorney Docket No.
10/156,739	5/28/2002	Extensible and Flexible Electronic Information Tracking Systems and Methods	Morgan, George J., III	RCL-014-1
11/486,909	7/14/2006	Extensible and Flexible Electronic Information Tracking Systems and Methods	Morgan, George J., III	RCL-014-2
60/293,659	5/25/2001	Extensible and Flexible Electronic Information Tracking Systems and Methods	Morgan, George J., III	RCL-014-PV
09/774,462	1/31/2001	Industrial Equipment Services Marketing and Sale System	Ifflander, Bernhard Jouffroy, Marion Honig, Nickolaus	RCL-015-1
EP2002203.4	1/29/2003	Industrial Equipment Services Marketing and Sale System	Ifflander, Bernhard Jouffroy, Marion Honig, Nickolaus	RCL-015-EP
09/390,363	9/07/1999	System and Method for Enabling the Originator of an Electronic Mail Message to Preset an Expiration Time, Date and/or Event, and to Control Processing or Handling by a Recipient	Leonard, Jon N.	RCL-016-1
09/475,112	12/30/1999	System and Method for Enabling the Originator of an Electronic Mail Message to Preset an Expiration Time, Date and/or Event, and to Control Processing or Handling by a Recipient	Leonard, Jon N. Bernstein, Michael	RCL-016-2
WO 01/50291	12/27/2000	System and Method for Electronic Mail Message Processing	Leonard, Jon N. Bernstein, Michael	RCL-016-WO
CA 2396415	12/27/2000	System and Method for Electronic Mail Message Processing	Leonard, Jon N. Bernstein, Michael	RCL-016-CA
AU 0125817	12/27/2000	System and Method for Electronic Mail Message Processing	Leonard, Jon N. Bernstein, Michael	RCL-016-AU
09/997,018	11/20/2001	Method for Grouping Computer Subscribers by Common Preferences to Establish Non Intimated Relationship	Wilens, Peter	RCL-017-1
09/591,526	6/9/2000	Network Probing Using Overlapping Probe Packets	Augart, Steven	RCL-018-1
09/590,960	6/9/2000	Determining the Geographic Location of a Network Device	Augart, Steven	RCL-019-1
11/678,581	2/24/2007	Determining the Geographic Location of a Network Device	Augart, Steven	RCL-019-2
09/591,288	6/9/2000	Creating a Geographic Database for Network Devices	Augart, Steven	RCL-020-1

Application No.	Filing Date	Title	Inventor(s)	Attorney Docket No.
10/290,085	11/6/2002	Method and System for Access to Automatically Synchronized Remote Files	Duncombe, Chris Jaffe, Norman Swain, Nicholas Mark	RCL-021-1
CA2411294	11/6/2002	Method and System for Access to Automatically Synchronized Remote Files	Duncombe, Chris Jaffe, Norman Swain, Nicholas Mark	RCL-021-CA
60/338,497	11/6/2001	Method and System for Access to Automatically Synchronized Remote Files	Duncombe, Chris Jaffe, Norman Swain, Nicholas Mark	RCL-021-PV
10/152,308	5/20/2002	System and Method for Detection and Analysis of Audio Recordings	Gordon, Goren	RCL-022-1
10/153,418	5/21/2002	System and Method for Message Insertion within Video Recordings	Gordon, Goren	RCL-023-1
10/152,309	5/20/2002	System and Method for Analyzing Aerial Photos	Gordon, Goren	RCL-024-1
10/393,860	3/21/2003	Portable Personal Security System	Lane, Jody D.	RCL-025-1
09/702,989	11/2/2000	Information Distribution Method and System	Hahn, Chris P. Gissel, Peter V.	RCL-026-1
10/801,572	3/17/2004	Information Distribution Method and System	Hahn, Chris P. Gissel, Peter V.	RCL-026-2
10/304,656	11/25/2002	Method and System for Providing Wireless Internet Protocol Access	Sharma, Abhishek Borella, Michael S. Bartucci, John T.	RCL-027-1
09/899,489	7/5/2001	System and Method for Anonymous Transaction in a Data Network and Classification of Individuals without Knowing their Real Identity	Mascarenhas, Desmond	RCL-028-1
60/216,42	7/6/2000	System and Method for Anonymous Transaction in a Data Network and Classification of Individuals without Knowing their Real Identity	Mascarenhas, Desmond	RCL-028-PV
WO 02/05196	7/5/2001	System and Method for Anonymous Transaction in a Data Network and Classification of Individuals without Knowing their Real Identity	Mascarenhas, Desmond	RCL-028-WO
AU181294	7/5/2001	System and Method for Anonymous Transaction in a Data Network and Classification of Individuals without Knowing their Real Identity	Mascarenhas, Desmond	RCL-028-AU

Application No.	Filing Date	Title	Inventor(s)	Attorney Docket No.
60/837,959	8/16/2006	Personal Information Aggregator	Igoe, Patrick T. Eldering, Charles A.	LCI-011-PV
60/839,987	8/23/2006	Personalized Recommendation System	Eldering, Charles A. Igoe, Patrick T.	LCI-012-PV
60/839,898	8/23/2006	N-Dimensional Social Network	Eldering, Charles A. Igoe, Patrick T.	LCI-013-PV
60/827,140	9/27/2006	Using Aggregated Personal Information to Determine the Effectiveness of Advertisements.	Igoe, Patrick T. Eldering, Charles A.	LCI-014-PV
60/827,143	9/27/2006	Using Aggregated Personal Information and Multidimensional Networks to Target Advertisements	Igoe, Patrick T. Eldering, Charles A.	LCI-015-PV

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Thomas Cona et al.

Conf. No.:	1801	:	Group Art Unit:	3623
Appln. No.:	11/924,748	:	Examiner: UNKNOWN	
Filing Date:	26 OCTOBER 2007	:	Attorney Docket No.:	RCL-005-7

Title: Targeted advertising in a situational network

STATEMENT UNDER 37 CFR §3.73(b)

Resource Consortium Limited, (a British Virgin Islands corporation) states that it is:

☒ the assignee of the entire right, title and interest;

by virtue of:

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

An assignment from **Thomas Cona, Patrick T. Igoe and Leonid Kravets** to **Resource Consortium Limited**. The document was recorded in the United States Patent and Trademark Office on March 4, 2008, at Reel 020595, Frame 0963.

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

November 24, 2008
Date

/aws/
Andrew W. Spicer
Registration No. 57,420
Carlineo, Spicer & Kee, LLC
2003 South Easton Road, Suite 208
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PTO/SB/122 (01-06)
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CHANGE OF CORRESPONDENCE ADDRESS
Application

Address to:
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Alexandria, VA 22313-1450

Application Number	11/924,748
Filing Date	26 OCTOBER 2007
First Named Inventor	CONA, Thomas
Art Unit	3623
Examiner Name	UNKNOWN
Attorney Docket Number	RCL-005-7

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I am the:

☐ Applicant/Inventor

☐ Assignee of record of the entire interest.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

☑ Attorney or agent of record. Registration Number 57,420.

☐ Registered practitioner named in the application transmittal letter in an application without an executed oath or declaration. See 37 CFR 1.33(a)(1). Registration Number_____.

Signature /aws/

Typed or Printed Name Andrew W. Spicer

Date November 24, 2008	Telephone 267-880-1720

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

☐ *Total of _____forms are submitted.

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

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

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.

Electronic Acknowledgement Receipt

EFS ID:	4445983
Application Number:	11924748
International Application Number:	
Confirmation Number:	1801
Title of Invention:	Targeted Advertising in a Situational Network
First Named Inventor/Applicant Name:	Thomas Cona
Customer Number:	27833
Filer:	Andrew W. Spicer/Patti Hespell
Filer Authorized By:	Andrew W. Spicer
Attorney Docket Number:	RCL-005-7
Receipt Date:	12-DEC-2008
Filing Date:	26-OCT-2007
Time Stamp:	14:24:25
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		RCL-005-7_POA_373_COCA_.pdf	1576191 c5d4d708fdc15a086e5044784e19e82db52a3f8a	yes	14

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Power of Attorney	1	11
	Assignee showing of ownership per 37 CFR 3.73(b).	12	12
	Change of Address	13	14
Warnings:			
Information:			
	Total Files Size (in bytes):	1576191	

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	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
11/924,748	10/26/2007	Thomas Cona	RCL-005-7

CONFIRMATION NO. 1801

POWER OF ATTORNEY NOTICE

27833
TECHNOLOGY, PATENTS AND LICENSING, INC.
2003 South EASTON ROAD
SUITE 208
DOYLESTOWN, PA 18901

OC000000033662588

Date Mailed: 12/30/2008

NOTICE REGARDING CHANGE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 12/12/2008.

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

/gbien-aime/

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

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
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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
11/924,748	10/26/2007	Thomas Cona	RCL-005-7

CONFIRMATION NO. 1801

POA ACCEPTANCE LETTER

81712
Carlineo, Spicer & Kee, LLC
2003 S. Easton Road, Suite 208
Doylestown, PA 18901

OC000000033662632

Date Mailed: 12/30/2008

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 12/12/2008.

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.

/gbien-aime/

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

PTO/SB/08a (01-10)
Approved for use through 07/31/2012. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	11924748
Filing Date	2007-10-26
First Named Inventor	CONA, Thomas
Art Unit	3622
Examiner Name	STAMBER, Eric W.
Attorney Docket Number	RCL-005-7

U.S.PATENTS Remove

Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1					

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U.S.PATENT APPLICATION PUBLICATIONS Remove

Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20050033511		2005-02-10	Pechatnikov et al.	
	2	20050096840		2005-05-05	Simske, Steven J.	

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

FOREIGN PATENT DOCUMENTS Remove

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

If you wish to add additional Foreign Patent Document citation information please click the Add button Add

NON-PATENT LITERATURE DOCUMENTS Remove

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	CONA, Thomas
	Art Unit	3622
	Examiner Name	STAMBER, Eric W.
	Attorney Docket Number	RCL-005-7

Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]
	1		☐

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EXAMINER SIGNATURE

Examiner Signature		Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	CONA, Thomas
	Art Unit	3622
	Examiner Name	STAMBER, Eric W.
	Attorney Docket Number	RCL-005-7

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

☐ That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

OR

☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(2).

☐ See attached certification statement.

☐ Fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☒ None

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/aws/	Date (YYYY-MM-DD)	2010-03-02
Name/Print	Andrew W. Spicer	Registration Number	57,420

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 hour to complete, including gathering, preparing and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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 record s.

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.

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5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.

6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).

7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.

8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspections or an issued patent.

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

Electronic Acknowledgement Receipt

EFS ID:	7121706
Application Number:	11924748
International Application Number:	
Confirmation Number:	1801
Title of Invention:	Targeted Advertising in a Situational Network
First Named Inventor/Applicant Name:	Thomas Cona
Customer Number:	81712
Filer:	Andrew W. Spicer/Elizabeth McGinty
Filer Authorized By:	Andrew W. Spicer
Attorney Docket Number:	RCL-005-7
Receipt Date:	02-MAR-2010
Filing Date:	26-OCT-2007
Time Stamp:	14:15:11
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	Information Disclosure Statement (IDS) Filed (SB/08)	RCL-005-7_IDS-3-2-10.pdf	611947 d2612aa8ebab0ac1649a86fac096160939c2cfdb	no	4

Warnings:

Information:

Total Files Size (in bytes):	611947

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 (01-10)
Approved for use through 07/31/2012. 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.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	11924748
Filing Date	2007-10-26
First Named Inventor	CONA, Thomas
Art Unit	3693
Examiner Name	SHUMATE, Paul W.
Attorney Docket Number	RCL-005-7

U.S.PATENTS Remove

Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	7266558		2007-09-04	Gray, Michael D.	
	2	7283045		2007-10-16	Manz, Paul C.	
	3	7672281		2010-03-02	Humphries et al.	
	4	7711475		2010-05-04	Cona et al.	

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

U.S.PATENT APPLICATION PUBLICATIONS Remove

Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20020107029		2002-08-08	Caughran et al.	
	2	20020161838		2002-10-31	Pickover et al.	

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	CONA, Thomas
	Art Unit	3693
	Examiner Name	SHUMATE, Paul W.
	Attorney Docket Number	RCL-005-7

	3	20020181684		2002-12-05	Logan, James D.	
	4	20030197615		2003-10-23	Loche et al.	
	5	20070161382		2007-07-12	Melinger et al.	
	6	20070192116		2007-08-16	Lovitt, John H.	
	7	20070255785		2007-11-01	Hayashi et al.	
	8	20080046511		2008-02-21	Skrenta, Richard	
	9	20090015467		2009-01-15	Kwon et al.	
	10	20090254944		2009-10-08	Watson et al.	

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

FOREIGN PATENT DOCUMENTS Remove

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

If you wish to add additional Foreign Patent Document citation information please click the Add button Add

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	CONA, Thomas
	Art Unit	3693
	Examiner Name	SHUMATE, Paul W.
	Attorney Docket Number	RCL-005-7

NON-PATENT LITERATURE DOCUMENTS			Remove
Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]
	1		☐

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

EXAMINER SIGNATURE			
Examiner Signature		Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	CONA, Thomas
	Art Unit	3693
	Examiner Name	SHUMATE, Paul W.
	Attorney Docket Number	RCL-005-7

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

☐ That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

OR

☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(2).

☐ See attached certification statement.

☐ Fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☒ None

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/aws/	Date (YYYY-MM-DD)	2010-08-17
Name/Print	Andrew W. Spicer	Registration Number	57,420

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 hour to complete, including gathering, preparing and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

Privacy Act Statement

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7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.

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Electronic Acknowledgement Receipt

EFS ID:	8234453
Application Number:	11924748
International Application Number:	
Confirmation Number:	1801
Title of Invention:	Targeted Advertising in a Situational Network
First Named Inventor/Applicant Name:	Thomas Cona
Customer Number:	81712
Filer:	Andrew W. Spicer/Elizabeth McGinty
Filer Authorized By:	Andrew W. Spicer
Attorney Docket Number:	RCL-005-7
Receipt Date:	17-AUG-2010
Filing Date:	26-OCT-2007
Time Stamp:	14:26:39
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	Information Disclosure Statement (IDS) Filed (SB/08)	RCL-005-7_IDS-8-17-10.pdf	612562 7a824dc237295977834c1f4c225d117ba40f9b92	no	5

Warnings:

Information:

Total Files Size (in bytes):	612562

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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

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New International Application Filed with the USPTO as a Receiving Office

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PTO/SB/08a (01-10)
Approved for use through 07/31/2012. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	11924748
Filing Date	2007-10-26
First Named Inventor	CONA, Thomas
Art Unit	3693
Examiner Name	SHUMATE, Paul W.
Attorney Docket Number	RCL-005-7

U.S.PATENTS Remove

Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
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U.S.PATENT APPLICATION PUBLICATIONS Remove

Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20010009857		2001-07-26	Vanttinen, Veijo	
	2	20040039807		2004-02-26	Boveda De Miguel, et al.	
	3	20050135428		2005-06-23	Hellgren, Vesa	
	4	20080139218		2008-06-12	Duan, Xiaoqin	
	5	20090024726		2009-01-22	Jeon et al.	

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	CONA, Thomas
	Art Unit	3693
	Examiner Name	SHUMATE, Paul W.
	Attorney Docket Number	RCL-005-7

	6	20090213001		2009-08-27	Appelman et al.		

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FOREIGN PATENT DOCUMENTS Remove

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

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NON-PATENT LITERATURE DOCUMENTS Remove

Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]
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EXAMINER SIGNATURE

Examiner Signature		Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	CONA, Thomas
	Art Unit	3693
	Examiner Name	SHUMATE, Paul W.
	Attorney Docket Number	RCL-005-7

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

☐ That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

OR

☒ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(2).

☐ See attached certification statement.

☐ Fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☐ None

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/aws/	Date (YYYY-MM-DD)	2010-11-18
Name/Print	Andrew W. Spicer	Registration Number	57,420

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 hour to complete, including gathering, preparing and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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 record s.

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)).

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Electronic Acknowledgement Receipt

EFS ID:	8866345
Application Number:	11924748
International Application Number:	
Confirmation Number:	1801
Title of Invention:	Targeted Advertising in a Situational Network
First Named Inventor/Applicant Name:	Thomas Cona
Customer Number:	81712
Filer:	Andrew W. Spicer/Elizabeth McGinty
Filer Authorized By:	Andrew W. Spicer
Attorney Docket Number:	RCL-005-7
Receipt Date:	18-NOV-2010
Filing Date:	26-OCT-2007
Time Stamp:	14:26:01
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	Information Disclosure Statement (IDS) Filed (SB/08)	RCL-005-7_IDS-11-18-10.pdf	612124 d8609ffdc6862d6a9167732e6d3c81caffb931fa	no	4

Warnings:

Information:

Total Files Size (in bytes):	612124

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New Applications Under 35 U.S.C. 111
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National Stage of an International Application under 35 U.S.C. 371
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New International Application Filed with the USPTO as a Receiving Office
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PTO/SB/08a (01-10)
Approved for use through 07/31/2012. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	11924748
Filing Date	2007-10-26
First Named Inventor	CONA, Thomas
Art Unit	1801
Examiner Name	SHUMATE, Paul W.
Attorney Docket Number	RCL-005-7

U.S.PATENTS Remove

Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
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U.S.PATENT APPLICATION PUBLICATIONS Remove

Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20060211404		2006-09-21	Cromp et al.	
	2	20070021981		2007-01-25	Cox, James	
	3	20070209054		2007-09-06	Cassanova, Jeffrey	
	4	20080086219		2008-04-10	Evans et al.	

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FOREIGN PATENT DOCUMENTS Remove

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	CONA, Thomas
	Art Unit	1801
	Examiner Name	SHUMATE, Paul W.
	Attorney Docket Number	RCL-005-7

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NON-PATENT LITERATURE DOCUMENTS Remove

Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]
	1		☐

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EXAMINER SIGNATURE

Examiner Signature		Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	CONA, Thomas
	Art Unit	1801
	Examiner Name	SHUMATE, Paul W.
	Attorney Docket Number	RCL-005-7

CERTIFICATION STATEMENT

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OR

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☐ See attached certification statement.

☐ Fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☒ None

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/aws/	Date (YYYY-MM-DD)	2010-12-22
Name/Print	Andrew W. Spicer	Registration Number	57,420

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 hour to complete, including gathering, preparing and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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Electronic Acknowledgement Receipt

EFS ID:	9100849
Application Number:	11924748
International Application Number:	
Confirmation Number:	1801
Title of Invention:	Targeted Advertising in a Situational Network
First Named Inventor/Applicant Name:	Thomas Cona
Customer Number:	81712
Filer:	Andrew W. Spicer/Elizabeth McGinty
Filer Authorized By:	Andrew W. Spicer
Attorney Docket Number:	RCL-005-7
Receipt Date:	22-DEC-2010
Filing Date:	26-OCT-2007
Time Stamp:	16:41:11
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	Information Disclosure Statement (IDS) Filed (SB/08)	RCL-005-7_IDS-12-22-10.pdf	612192 273ebbfc03cd06f495d2c0a7646ad71bf5dd3e04	no	4

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New Applications Under 35 U.S.C. 111
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PTO/SB/08a (01-10)
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	11924748
Filing Date	2007-10-26
First Named Inventor	CONA, Thomas
Art Unit	3693
Examiner Name	SHUMATE, Paul W.
Attorney Docket Number	RCL-005-7

U.S.PATENTS Remove

Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	6424840		2002-07-23	Fitch	
	2	6788766		2004-09-07	Logan, James D.	
	3	7523191		2009-04-21	Thomas et al.	

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Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20030148774		2003-08-07	Naghian et al.	
	2	20090030927		2009-01-29	Cases et al.	

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	CONA, Thomas
	Art Unit	3693
	Examiner Name	SHUMATE, Paul W.
	Attorney Docket Number	RCL-005-7

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Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.						T[5]
	1							☐
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EXAMINER SIGNATURE			
Examiner Signature		Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	CONA, Thomas
	Art Unit	3693
	Examiner Name	SHUMATE, Paul W.
	Attorney Docket Number	RCL-005-7

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

☐ That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

OR

☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(2).

☐ See attached certification statement.

☐ Fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☒ None

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/aws/	Date (YYYY-MM-DD)	2011-09-19
Name/Print	Andrew W. Spicer	Registration Number	57,420

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 hour to complete, including gathering, preparing and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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 record s.

2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.

3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.

4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).

5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.

6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).

7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.

8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspections or an issued patent.

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

Electronic Acknowledgement Receipt

EFS ID:	10975720
Application Number:	11924748
International Application Number:	
Confirmation Number:	1801
Title of Invention:	Targeted Advertising in a Situational Network
First Named Inventor/Applicant Name:	Thomas Cona
Customer Number:	81712
Filer:	Andrew W. Spicer/Elizabeth McGinty
Filer Authorized By:	Andrew W. Spicer
Attorney Docket Number:	RCL-005-7
Receipt Date:	19-SEP-2011
Filing Date:	26-OCT-2007
Time Stamp:	12:42:35
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Form (SB08)	RCL-005-7_IDS-9-19-11.pdf	612199 06a5f42d1fdbd02edc4d76898696b29b86cb8d3b	no	4

Warnings:

Information:

Total Files Size (in bytes):	612199

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

New Applications Under 35 U.S.C. 111
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

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

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

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/924,748	10/26/2007	Thomas Cona	RCL-005-7	1801

81712 7590 10/31/2011
Carlineo, Spicer & Kee, LLC
2003 S. Easton Road, Suite 208
Doylestown, PA 18901

EXAMINER
SHUMATE, PAUL W

ART UNIT	PAPER NUMBER
3693	

MAIL DATE	DELIVERY MODE
10/31/2011	PAPER

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

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

Office Action Summary	Application No.	Applicant(s)	
	11/924,748	CONA ET AL.	
	Examiner	Art Unit	
	PAUL SHUMATE	3693	

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

Period for Reply

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

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

Status

1)☒ Responsive to communication(s) filed on *21 February 2008*.

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) *1-24* 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) _____ is/are rejected.

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

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

Application Papers

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

11)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

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

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

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

Priority under 35 U.S.C. § 119

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

a)☐ All b)☐ Some * c)☐ None of:

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

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

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

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

Attachment(s)

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

2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) ☒ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date *11/07/2007, 03/02/2010, 08/17/2010, 11/18/2010, 12/22/2010, 09/19/2011*

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

5) ☐ Notice of Informal Patent Application

6) ☐ Other: _____.

DETAILED ACTION

Status of Claims

1. This action is in reply to the communication filed on 10/26/2007.

2. Claims 1-9, 11-24 have been examined and currently stand rejected.

Claim Rejections - 35 USC § 103

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

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

Claim(s) 1-9, 11-24 rejected under 35 U.S.C. 103(a) as being unpatentable over Shamp et al., U.S. Patent No.: 7239871, in view of Hollenberg, U.S. Patent No.: 6091956.

As per the independent claims Shamp teaches:

- (1a) receiving a plurality of advertisements from at least one advertising entity; (see at least col. 10 lines 1-19)

- (1b)(13a) obtaining an indication of an occurrence of a situation; (see at least col. 10 lines 1-19). The indication of an occurrence of a situation is CC Cookies & Company sending out a special opportunity to come in and buy their cookies which they baked too many of.
- (13b) Establishing an event node for the situation in a multi-dimensional personal information network (see at least col. 10 lines 1-19). Where the existence of CC Cookies' cookie sale is the established event node since it is an event that exists, interacts with, and is related in various ways to the other nodes (users, customers, sellers, shops) in the multi-dimensional (cloud) network as shown in Figure 2.
- (13d) Creating two or more projections of the nodes of the multi-dimensional personal information network (see at least col. 10 lines 1-19). In accordance with Applicant's specification, projections are simply limited views of the entire network according to relationships based on a single factor. In the case of CC Cookies', the system projects all the users related to the cookie sale based on *proximity/location*, and also on *food interest* based on user devices and their personal profiles.
- (1d)(13e) providing at least one of the advertisements to at least one of the individuals based on determining an affiliation of the individual to the situation, wherein the affiliation is based at least in part on a projection of the situational network that includes the at least one individual (see at least col. 10 lines 1-19). So any user's that are located near the cookie sale, and have a food

interest that indicates they like cookies will be notified of CC Cookies and Company's Cookie Sale.

Shamp does not teach specifically teach:

- (1c)(13c) automatically connecting devices corresponding to a plurality of individuals to the situational network established in response to the situation, wherein devices include personal information aggregators, each personal information aggregator corresponding to a node in a multi-dimensional personal information network.

Hollenberg, however, teaches a system and method for connecting devices to a network to share and receive situation information in response to the occurrence of events or to a devices relationship to a situation (see at least col. 4 lines 34-51, col. 9 lines 1-14 and Figures 1, 3, 5, 13. According to the specification, personal information aggregators are interpreted as the nodes/devices in the multi-dimensional network such as 18a, 18b, 18c, 14a, 14b, and 14c as shown in Figure 1 in Hollenberg which also correspond to the 222 devices in Figure 2 of Shamp. Therefore it would have been obvious to one of ordinary still in the art to incorporate the teachings of Shamp and Hollenberg to automatically connect user devices to relevant situational information networks so devices can receive more accurate and relevant situation information including advertisements, coupons, or promotional offers (see at least col. 7 lines 31-40, col. 9 lines 1-14 in Hollenberg) or so devices can receive relevant up-to-date local information about events such as weather and traffic congestion (see at least col. 24 lines 29-34 in Hollenberg).

Shamp in view of Hollenberg further teach:

- wherein the affiliation is based at least in part on the location of the at least one individual (see at least col 10 lines 1-19 and 54-67 in Shamp)
- wherein the location of the at least one individual is determined using positional coordinates obtained from the connected device. (see at least Figures 3, 5, 8 in Hollenberg)
- wherein the affiliation is based at least in part on a profile for the at least one individual (see at least col 10 lines 1-19 in Shamp)
- wherein the indication is obtained by a situation authority. (see at least col 2 lines 55-59 and col 11 lines 11-24 in Shamp)
- wherein the situation is a weather phenomenon. (see at least col 24 lines 29-31 in Hollenberg)
- wherein the at least one advertisement provides information about services relevant to the situation. (see at least col 10 lines 50-53 in Shamp)

4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to PAUL SHUMATE whose telephone number is (571)270-1830. The examiner can normally be reached on M-F 9:00 AM - 5:00 PM, EST alt Fridays off.

5. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, James Kramer can be reached on 571-272-6783. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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

Name: Paul W. Shumate
Title: Patent Examiner
Date: 10/03/2011
Signature: /Paul Shumate/
Examiner, Art Unit 3693

/JAMES KRAMER/

Supervisory Patent Examiner, Art Unit 3693

Notice of References Cited	Application/Control No. 11/924,748	Applicant(s)/Patent Under Reexamination CONA ET AL.	
	Examiner PAUL SHUMATE	Art Unit 3693	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-6,091,956 A	07-2000	Hollenberg, Dennis D.	455/456.5
*	B	US-7,239,871 B2	07-2007	Shamp et al.	455/422.1
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

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	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
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	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 (01-10)
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	11924748
Filing Date	2007-10-26
First Named Inventor	CONA, Thomas
Art Unit	3693
Examiner Name	SHUMATE, Paul W.
Attorney Docket Number	RCL-005-7

U.S.PATENTS Remove

Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
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Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20010009857		2001-07-26	Vanttinen, Veijo	
	2	20040039807		2004-02-26	Boveda De Miguel, et al.	
	3	20050135428		2005-06-23	Hellgren, Vesa	
	4	20080139218		2008-06-12	Duan, Xiaoqin	
	5	20090024726		2009-01-22	Jeon et al.	

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /P.S./

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
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	Examiner Name	SHUMATE, Paul W.
	Attorney Docket Number	RCL-005-7

	6	20090213001		2009-08-27	Appelman et al.		

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

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Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]
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EXAMINER SIGNATURE

Examiner Signature	/Paul Shumate/	Date Considered	10/03/2011

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PTO/SB/08a (01-10)
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Art Unit	3693
Examiner Name	SHUMATE, Paul W.
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U.S.PATENTS Remove

Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	6424840		2002-07-23	Fitch	
	2	6788766		2004-09-07	Logan, James D.	
	3	7523191		2009-04-21	Thomas et al.	

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

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Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20030148774		2003-08-07	Naghian et al.	
	2	20090030927		2009-01-29	Cases et al.	

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	1		☐

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OR

☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(2).

☐ See attached certification statement.

☐ Fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☒ None

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/aws/	Date (YYYY-MM-DD)	2011-09-19
Name/Print	Andrew W. Spicer	Registration Number	57,420

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 hour to complete, including gathering, preparing and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).

7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.

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.

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	11924748
Filing Date	2007-10-26
First Named Inventor	CONA, Thomas
Art Unit	3693
Examiner Name	SHUMATE, Paul W.
Attorney Docket Number	RCL-005-7

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Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	7266558		2007-09-04	Gray, Michael D.	
	2	7283045		2007-10-16	Manz, Paul C.	
	3	7672281		2010-03-02	Humphries et al.	
	4	7711475		2010-05-04	Cona et al.	

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Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20020107029		2002-08-08	Caughran et al.	
	2	20020161838		2002-10-31	Pickover et al.	

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	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	CONA, Thomas
	Art Unit	3693
	Examiner Name	SHUMATE, Paul W.
	Attorney Docket Number	RCL-005-7

	3	20020181684		2002-12-05	Logan, James D.	
	4	20030197615		2003-10-23	Loche et al.	
	5	20070161382		2007-07-12	Melinger et al.	
	6	20070192116		2007-08-16	Lovitt, John H.	
	7	20070255785		2007-11-01	Hayashi et al.	
	8	20080046511		2008-02-21	Skrenta, Richard	
	9	20090015467		2009-01-15	Kwon et al.	
	10	20090254944		2009-10-08	Watson et al.	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	CONA, Thomas
	Art Unit	3693
	Examiner Name	SHUMATE, Paul W.
	Attorney Docket Number	RCL-005-7

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Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]
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Examiner Signature	/Paul Shumate/	Date Considered	10/03/2011

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[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

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	Examiner Name	SHUMATE, Paul W.
	Attorney Docket Number	RCL-005-7

CERTIFICATION STATEMENT

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A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/aws/	Date (YYYY-MM-DD)	2010-08-17
Name/Print	Andrew W. Spicer	Registration Number	57,420

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	11924748
Filing Date	2007-10-26
First Named Inventor	CONA, Thomas
Art Unit	3622
Examiner Name	STAMBER, Eric W.
Attorney Docket Number	RCL-005-7

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Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
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Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20050033511		2005-02-10	Pechatnikov et al.	
	2	20050096840		2005-05-05	Simske, Steven J.	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	CONA, Thomas
	Art Unit	3622
	Examiner Name	STAMBER, Eric W.
	Attorney Docket Number	RCL-005-7

Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]
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(Not for submission under 37 CFR 1.99)

Application Number	11924748
Filing Date	2007-10-26
First Named Inventor	Cona, Thomas
Art Unit	TBD
Examiner Name	Unknown
Attorney Docket Number	RCL-005-7

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Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	5835907		1998-11-10	Newman	
	2	6091956		2000-07-18	Hollenberg	
	3	6112074		2000-08-29	Pinder	
	4	6563910	B1	2003-05-13	Menard, et al	
	5	6600928	B1	2003-07-29	Ahya, et al	
	6	6785681	B2	2004-08-31	Keskar, et al	
	7	7058385	B2	2006-06-06	Lauper	
	8	7091829	B2	2006-08-15	Lee	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
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	Filing Date	2007-10-26
	First Named Inventor	Cona, Thomas
	Art Unit	TBD
	Examiner Name	Unknown
	Attorney Docket Number	RCL-005-7

	9	7177398	B2	2007-02-13	Meer, et al	
	10	7181346	B1	2007-02-20	Kleist et al	
	11	7233974	B2	2007-06-19	Kawahara, et al	
	12	7239871	B2	2007-07-03	Shamp, et al	

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	1	20050132016		2005-06-16	Boone	

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	Filing Date	2007-10-26
	First Named Inventor	Cona, Thomas
	Art Unit	TBD
	Examiner Name	Unknown
	Attorney Docket Number	RCL-005-7

	1	SYDELL, LAURA, "What are you doing? Twitter Offers a Megaphone", May 21, 2007, http://www.npr.org/templates/story, 1 pg.	☐
	2	Web Pages, Send Word Now; http://www.sendwordnow.com, July 19, 2007, 11 pgs.	☐
	3	SCHNEIDERMAN, Ben, PREECE, Jennifer; "911.gov", February 16, 2007, Science Magazine, Vol. 315, pg. 944, www.sciencemag.org, 1 pg.	☐
	4	"Notify!/Severe Weather Alerts" Web Pages; www.weather.com, July 12, 2007, 5 pgs.	☐
	5	BIEVER, Celeste; "My Space-style websites, perfect for disaster survival", NewScientistTech.com, February 15, 2007, 2 pgs.	☐
	6	JACKSON, Joab, "Disaster Prediction Social Networking Boosted by Geo-Data Feeds", http://news.nationalgeographic.com; October 19, 2006, 5 pgs.	☐
	7	KIM, Ryan, "Hey Baby, want a date?", www.sfgate.com, July 23, 2005, 3 pgs.	☐
	8	"Social Networking, What you need to know", INConnect Spring, 2007, www.ena.com, 8 pgs.	☐
	9	HALES, David, et al, "Friends for Free: Self Organizing Artificial Social Networks for Trust and Cooperation", University of Bologna, Italy, August 2005, 20 pgs.	☐
	10	Dane County Department of Emergency Management Warning System, October 23, 2006, www.countyofDane.com, 10 pgs.	☐
	11	"Share your world with ((Echo))MyPlace and CarbonCloud, July 15, 2007, www.thecarbonproject.com, 4 pgs.	☐

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	First Named Inventor	Cona, Thomas
	Art Unit	TBD
	Examiner Name	Unknown
	Attorney Docket Number	RCL-005-7

	12	HARRISON, Jeff, "Location Based Social Networking for Crisis Management", 2006, www.thecarbonproject.com, 24 pgs.	☐
	13	Press Release, "WeatherBug and SendWordNow Launch Smart Notification, Weather Service to Deliver Nation's First Location Based, 2-way Mobile Weather Alerts and Notifications Based on Live WeatherBug Network Data", June 12, 2006, www.aws.com, 6 pgs.	☐
	14	PHILLIPS, Brenda D. Ph.D, et al, "Social Science Research Needs: A Focus on Vulnerable Populations, Forecasting and Warnings", February 2006, Hurricane Forecast Socio-economic Workshop, Pomona, CA, 11 pgs.	☐

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Examiner Signature	/Paul Shumate/	Date Considered	10/03/2011

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Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11924748	CONA ET AL.
	Examiner	**Art Unit**
	PAUL SHUMATE	3693

SEARCHED

Class	Subclass	Date	Examiner

SEARCH NOTES

Search Notes	Date	Examiner
EAST and Google Patents	9/13/2011	

INTERFERENCE SEARCH

Class	Subclass	Date	Examiner

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Application Number	11924748
Filing Date	2007-10-26
First Named Inventor	CONA, Thomas
Art Unit	1801
Examiner Name	SHUMATE, Paul W.
Attorney Docket Number	RCL-005-7

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	1	20060211404		2006-09-21	Cromp et al.	
	2	20070021981		2007-01-25	Cox, James	
	3	20070209054		2007-09-06	Cassanova, Jeffrey	
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	CONA, Thomas
	Art Unit	1801
	Examiner Name	SHUMATE, Paul W.
	Attorney Docket Number	RCL-005-7

	1							☐

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EXAMINER SIGNATURE

Examiner Signature	/Paul Shumate/	Date Considered	10/03/2011

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Thomas Cona et al.

Conf. No.:	1801	:	Group Art Unit:	3693
Appln. No.:	11/924,748	:	Examiner:	Shumate, Paul W
Filing Date:	26 October 2007	:	Attorney Docket No.:	RCL-005-7

Title: Targeted Advertising in a Situational Network

AMENDMENT

This paper is being timely filed in response to the Non-Final Office Action dated October 31, 2011.

Please amend the above-identified patent application, without prejudice, as follows:

Amendments to the Drawings:

The attached Replacement Sheet showing Fig. 35 replaces the original sheet labeled "35/45". Specifically:

Replacement Sheet "35/45" includes the original drawing, Fig. 35, with the position of the arrow and text designating the "search (Situation)" moved upwards to correctly identify and label the "search (Situation)". In addition, the text labeling the "requestConnect(Event Node)" is now clearly shown in Fig. 35. No new matter has been added by the corrections to this sheet.

Attachments: Replacement Sheet "35/45"

REMARKS

Presently, claims 1 – 9, and 11 – 24 are pending in the application. The specification has been amended to include previously unknown application numbers of corresponding applications. Claims 1, 7, 9, 11, 13, 22 and 23 have been amended. Support for the amendments to the claims may be found, for example, in paragraphs 162, 163, 168, and 169 of the specification. The drawings have been amended to correct a formal, typographical error noted by Applicants. No new matter has been added to the application by the foregoing amendments.

Drawings

In Replacement Sheet "35/45" submitted herewith, the drawings have been amended to correct typographical errors to Fig. 35. Specifically, Fig. 35 has been amended to correct the position of the arrow and text designating the "search(Situation)". Such arrow and accompanying text have been moved upwards to correctly identify and label the "search (Situation)". In addition, the text labeling the "requestConnect(Event Node)" is now clearly shown in Fig. 35.

No new matter has been added to the application by the amendments to the drawings, and entry of the amendments to the drawings is respectfully requested.

Claims Rejections - 35 U.S.C. §103(a)

The Examiner has rejected claims 1 – 9, and 11 – 24 under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 7,239,871 to Shamp ("Shamp") in view of U.S. Patent No. 6,091,956 to Hollenberg ("Hollenberg").

The Examiner contends that Shamp in combination with Hollenberg teaches all elements of these claims. In particular, the Examiner acknowledges that Shamp does not clearly disclose, "automatically connecting devices corresponding to a plurality of individuals to the situational network established in response to the situation, wherein devices include personal information aggregators, each persona information aggregator

corresponding to a node in a multi-dimensional personal information network," but contends that Hollenberg teach these missing elements, and concludes that it would have been obvious to modify Shamp with the teachings of Hollenberg to result in Applicants' claimed invention.

To establish a *prima facie* case of obviousness, the prior art references, when combined, must teach or suggest all elements of the claims. See MPEP 2143. However, even if one were to combine the teachings of Shamp and Hollenberg, the resulting combination – even if proper – would still not teach or suggest that which is claimed by Applicants.

Independent claim 1 recites (emphasis added):

> A method of presenting targeted advertising in a situational network, the method comprising:
>
> receiving a plurality of advertisements from at least one advertising entity;
>
> obtaining an indication of an occurrence of a situation;
>
> automatically connecting devices corresponding to a plurality of individuals to the situational network established in response to the situation;
>
> <u>causing an automatic redirection of a web browser application operating on each of the devices to a webpage containing information related to the situation</u>; and
>
> providing to each of the devices at least one of the plurality of advertisements for display on the webpage based on determining an affiliation of the corresponding individual to the situation, <u>wherein the affiliation is based at least in part on an effect of the situation on the corresponding individual or their property</u>.

With respect to independent claim 1, Applicants respectfully submit that neither of Shamp or Hollenberg discloses, "causing an <u>automatic redirection of a web browser application</u> operating on each of the devices to a <u>webpage containing information related</u>

to the situation." Both Shamp and Hollenberg are completely silent with respect to automatic redirection of a web browser application.

Furthermore, Applicants respectfully submit that neither of Shamp or Hollenberg teaches or suggests that (with emphasis added), "the affiliation is based at least in part on an effect of the situation on the corresponding individual or their property," as recited in independent claim 1. Hollenberg is silent with respect to this feature of Applicants' claim. With respect to Shamp, "local advertisers are able to reach people who are in the cloud's geographic area with a message" (Shamp, column 10, lines 10 – 11). As pointed out for example in paragraph 168 of the present application, "users in the same proximity of a situation may be affected very differently by the situation." Thus, Applicants respectfully submit that simple grouping of individuals based on their geographic proximity does not teach or suggest that, "the affiliation is based at least in part on an effect of the situation on the corresponding individual or their property," as recited in independent claim 1.

With respect to independent claim 13, Applicants respectfully submit that neither of Shamp or Hollenberg discloses personal information aggregators that are, "assigned an access level according to a role of the respective individual within the situational network," or, "creating two or more projections of the nodes of the multi-dimensional personal information network based at least in part on the access levels of the individuals." Hollenberg is silent with respect to these features of Applicants' claim. While Shamp discloses that a user may, "establish user-defined groups and provide certain access rights to the user's profile information to members of those groups" (Shamp, column 17, lines 1 – 3), Shamp does not teach or suggest that the access rights are in any way tied to a role of the individual in a situational network, or that the grouping of the individuals is based on their access level.

Since Shamp and Hollenberg, taken alone or in combination, do not teach or suggest all elements of independent claims 1 and 13, the combination of Shamp and Hollenberg cannot possibly teach these features. In addition, in view of the references individually lacking these teachings, it would not have been obvious for one skilled in the

art to modify Shamp as suggested by the Examiner to result in Applicants' claimed subject matter. Independent claim 23 recites features similar to independent claim 1 and is therefore believed to be allowable at least for the same reasons. Accordingly, independent claims 1, 13 and 23 are believed to be allowable over the proposed combination. Dependent claims 2 – 9, 11, 12, 14 – 22 and 24 are allowable at least by their dependencies on independent claims 1, 13 and 23, respectively.

Reconsideration and withdrawal of the Examiner's rejection of claims 1 – 9, and 11 – 24 are respectfully requested.

Conclusion

In view of the foregoing remarks, Applicants respectfully submit that the Examiner's rejections have been overcome, and that the application, including claims 1 – 9, and 11 – 24, is in condition for allowance. Entry of the foregoing amendments, reconsideration and withdrawal of the Examiner's rejection, and an early Notice of Allowance are respectfully requested.

Respectfully submitted,

Date: 1/30/12

By: [signature]

Andrew W. Spicer
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Replacement Sheet

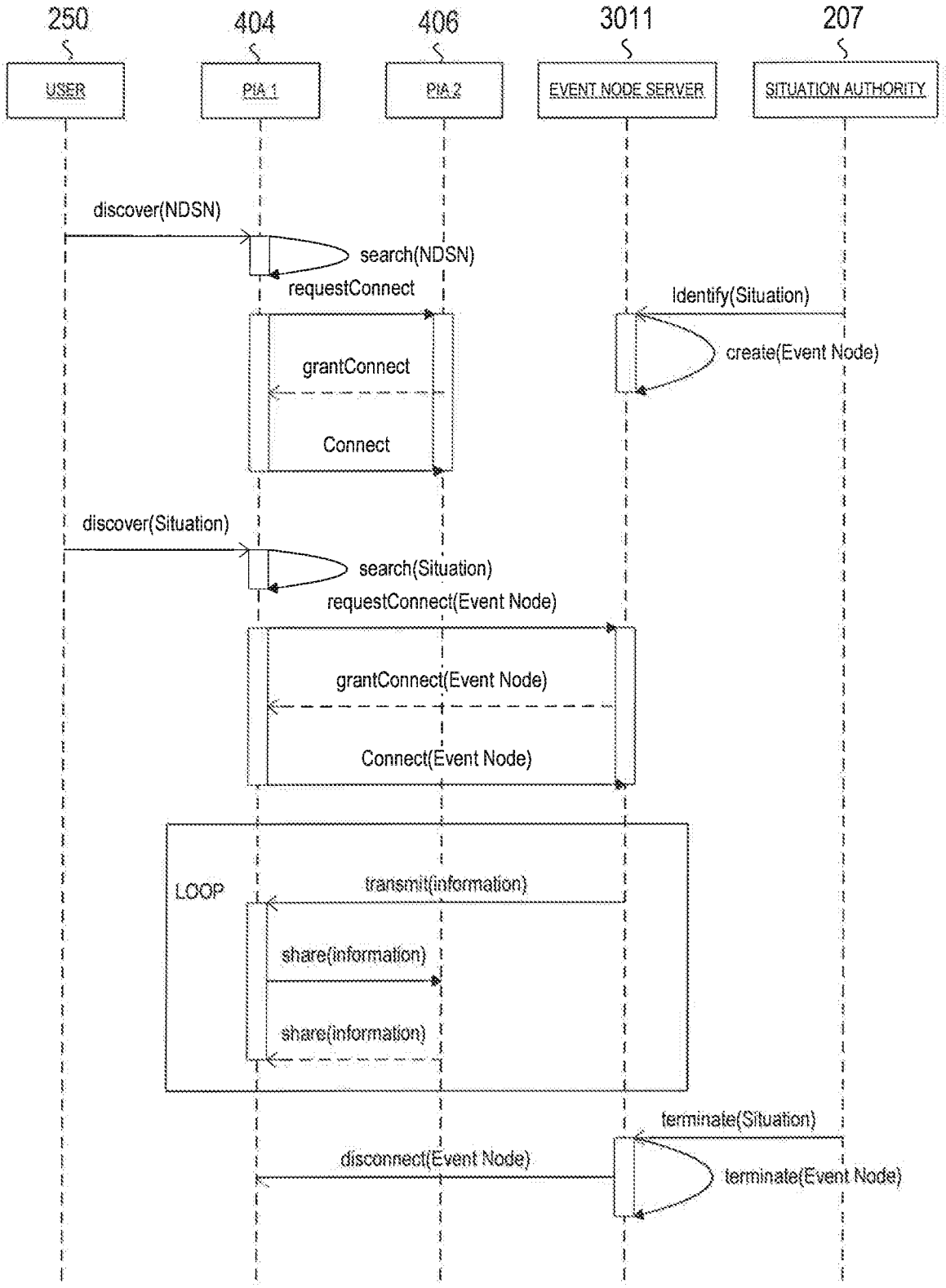

Fig. 35

Electronic Acknowledgement Receipt

EFS ID:	11952254
Application Number:	11924748
International Application Number:	
Confirmation Number:	1801
Title of Invention:	Targeted Advertising in a Situational Network
First Named Inventor/Applicant Name:	Thomas Cona
Customer Number:	81712
Filer:	Andrew W. Spicer/Patti Hespell
Filer Authorized By:	Andrew W. Spicer
Attorney Docket Number:	RCL-005-7
Receipt Date:	30-JAN-2012
Filing Date:	26-OCT-2007
Time Stamp:	15:22:03
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		RCL-005-7_AMEND.pdf	600003 db97ba2109452da4d5eec564e80fe3a4528ab116	yes	14

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Amendment/Req. Reconsideration-After Non-Final Reject	1	1
	Specification	2	2
	Claims	3	8
	Drawings-only black and white line drawings	9	9
	Applicant Arguments/Remarks Made in an Amendment	10	13
	Drawings-only black and white line drawings	14	14

Warnings:

Information:

Total Files Size (in bytes):	600003

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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.

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<u>New International Application Filed with the USPTO as a Receiving Office</u>
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Amendments to the Specification:

Please replace paragraph [0004] with the following amended paragraph:

-- This application is also related to U.S. Patent Application No. 11/924,706[[_____]], filed October 26, 2007, now U.S. Patent No. 7,812,717 and entitled *Situational Network*~~, Attorney Docket No. RCL-005-1~~; U.S. Patent Application No. 11/924,711[[_____]], filed October 26, 2007, now U.S. Patent No. 8,069,202 and entitled *Creating a Projection of a Situational Network*~~, Attorney Docket No. RCL-005-2~~; U.S. Patent Application No. 11,924,721[[_____]], filed October 26, 2007, now U.S. Patent No. 8,045,455 and entitled *Location Based Services in a Situational Network*~~, Attorney Docket No. RCL-005-3~~; U.S. Patent Application No. 11,924,727[[_____]], filed October 26, 2007, now U.S. Patent No. 7,711,475 and entitled *Use of a Situational Network for Navigation and Travel*~~, Attorney Docket No. RCL-005-4~~; U.S. Patent Application No. 11/924,731[[_____]], filed October 26, 2007, now U.S. Patent No. 8,036,632 and entitled *Access of Information Using a Situational Network*~~, Attorney Docket No. RCL-005-5~~; and U.S. Patent Application No. 11/924,741[[_____]], filed October 26, 2007, entitled *Searchable Message Board*~~, Attorney Docket No. RCL-005-6~~. --

Amendments to and Listing of the Claims:

Please amend claims 1, 7, 9, 11, 13, 22, and 23 as follows:

1. (currently amended) A method of presenting targeted advertising in a situational network, the method comprising:

[[(a)]] receiving a plurality of advertisements from at least one advertising entity;

[[(b)]] obtaining an indication of an occurrence of a situation;

[[(c)]] automatically connecting devices corresponding to a plurality of individuals to the situational network established in response to the situation~~, wherein devices include personal information aggregators, each personal information aggregator corresponding to a node in a multi-dimensional personal information network~~; ~~and~~

causing an automatic redirection of a web browser application operating on each of the devices to a webpage containing information related to the situation; and

[[(d)]] providing to each of the devices at least one of the plurality of advertisements for display on the webpage ~~to at least one of the individuals~~ based on determining an affiliation of the corresponding individual to the situation, wherein the affiliation is based at least in part on ~~a projection of the situational network that includes the at least one individual~~ an effect of the situation on the corresponding individual or their property.

2. (original) The method of claim 1, wherein the affiliation is based at least in part on the location of the at least one individual.

3. (original) The method of claim 2, wherein the location of the at least one individual is determined using positional coordinates obtained from the connected device.

4. (original) The method of claim 1, wherein the affiliation is based at least in part on a profile for the at least one individual.

5. (original) The method of claim 1, wherein the profile is stored on the connected device.

6. (original) The method of claim 1, wherein the indication is obtained by a situation authority.

7. (currently amended) The method of claim 6, wherein the situation authority establishes an event node in a multi-dimensional personal information network corresponding to the situation and the devices include personal information aggregators, each personal information aggregator corresponding to a node in the multi-dimensional personal information network.

8. (original) The method of claim 1, wherein the situation is a weather phenomenon.

9. (currently amended) The method of claim 1, wherein ~~the at least one advertisement provides information~~ some of the plurality of advertisements provide notifications about services relevant to the situation.

10. (cancelled)

11. (currently amended) The method of claim 1, wherein the affiliation is based in part on a projection of the situational network that includes the corresponding individual, each individual in the projection ~~has~~ having the same affiliation with the situation.

12. (original) The method of claim 11, wherein the projection is a geographic projection of nodes of the situational network.

13. (currently amended) A method of presenting targeted advertising in a situational network, the method comprising:

[[(a)]] obtaining an indication of an occurrence of a situation;

[[(b)]] establishing an event node for the situation in a multi-dimensional personal information network;

[[(c)]] automatically connecting personal information aggregators corresponding to a plurality of individuals to the event node, the personal information aggregators each corresponding to a different node in the multi-dimensional personal information network and assigned an access level according to a role of the respective individual within the situational network;

[[(d)]] creating two or more projections of the nodes of the multi-dimensional personal information network based at least in part on the access levels of the individuals corresponding to each of the personal information aggregators; ~~and~~

aggregating information related to the situation received from the personal information aggregators connected through the situational network; and

[[(e)]] providing the information and at least one of a plurality of advertisements to each of the ~~connected~~ personal information aggregators based on which of the two or more projections includes the respective personal information aggregator.

14. (original) The method of claim 13, wherein the plurality of advertisements are received from at least one advertising entity.

15. (original) The method of claim 13, wherein the two or more projections are based at least in part on a geographic proximity of the nodes of the situational network.

16. (original) The method of claim 15, wherein the locations of the personal information aggregators corresponding to the nodes are determined using positional coordinates obtained from the personal information aggregators.

17. (original) The method of claim 13, wherein different advertisements of the plurality of advertisements are provided to each of the two or more projections.

18. (original) The method of claim 17, wherein the at least one advertisement is selected based on targeting criteria for each of the two or more projections.

19. (original) The method of claim 18, wherein the targeting criteria is determined using aggregate user demographic information obtained from the personal information aggregators corresponding to each of the two or more projections.

20. (original) The method of claim 13, wherein the event node is established by a situation authority using an event node server.

21. (original) The method of claim 13, wherein the situation is a weather phenomenon.

22. (currently amended) The method of claim 13, wherein the connections ~~established in step (c) include~~ cause a raised affinity between each of the personal information aggregators and the event node along a dimension corresponding to the situation.

23. (currently amended) A system for presenting targeted advertising in a situational network, the system comprising:

a central server, corresponding to a situation authority, configured to receive a plurality of advertisements from at least one advertising entity, obtain an indication of an occurrence of a situation, automatically connect devices corresponding to a plurality of individuals to the situational network established in response to the situation, cause an automatic redirection of a web browser application operating on each of the devices to a webpage containing information related to the situation, and provide at least one of the plurality of advertisements to each of the devices for display on the webpage ~~to at least one of the individuals~~ based on determining an affiliation of the corresponding individual

to the situation, wherein the affiliation is based at least in part on an effect of the situation on the corresponding individual or their property; and

a database associated with the central server for storing information related to availability of a service at a plurality of service locations affected by the situation; and

a plurality of devices ~~device~~, each device corresponding to an individual connected via the situational network, configured to connect to the central server, and receive at least one of the advertisements based on ~~determining an~~ the affiliation of the respective ~~individuals~~ individual to the situation.

24. (original) The systems of claim 23, wherein at least one device of the plurality of devices is a personal information aggregator.

PTO/SB/06 (07-06)
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PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number	Filing Date	☐ To be Mailed
11/924,748	10/26/2007	

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			N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X $ =		OR	X $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =			X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $250 ($125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).						
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))							
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT 02/03/2012

	(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 ($)	OTHER THAN SMALL ENTITY ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	* 24	Minus	** 24	= 0	X $ =		OR	X $60=	0
Independent (37 CFR 1.16(h))	* 3	Minus	***3	= 0	X $ =		OR	X $250=	0
☐ 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	0

AMENDMENT

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)		RATE ($)	ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	*	Minus	**	=	X $ =		OR	X $ =	
Independent (37 CFR 1.16(h))	*	Minus	***	=	X $ =		OR	X $ =	
☐ Application Size Fee (37 CFR 1.16(s))									
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							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".
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The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

Legal Instrument Examiner:
/JAMES TUNSTALL/

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

81712 7590 04/23/2012
Carlineo, Spicer & Kee, LLC
2003 S. Easton Road, Suite 208
Doylestown, PA 18901

EXAMINER
VEZERIS, JAMES A

ART UNIT	PAPER NUMBER
3693	

DATE MAILED: 04/23/2012

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/924,748	10/26/2007	Thomas Cona	RCL-005-7	1801

TITLE OF INVENTION: TARGETED ADVERTISING IN A SITUATIONAL NETWORK

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	$1740	$0	$0	$1740	07/23/2012

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

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

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/924,748	10/26/2007	Thomas Cona	RCL-005-7	1801

TITLE OF INVENTION: TARGETED ADVERTISING IN A SITUATIONAL NETWORK

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	$1740	$0	$0	$1740	07/23/2012

EXAMINER	ART UNIT	CLASS-SUBCLASS
VEZERIS, JAMES A	3693	705-014000

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

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

1 _____
2 _____
3 _____

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

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

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

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

4a. The following fee(s) are submitted:
- ❑ Issue Fee
- ❑ Publication Fee (No small entity discount permitted)
- ❑ Advance Order - # of Copies _____

4b. Payment of Fee(s): (**Please first reapply any previously paid issue fee shown above**)
- ❑ A check is enclosed.
- ❑ Payment by credit card. Form PTO-2038 is attached.
- ❑ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

5. **Change in Entity Status** (from status indicated above)
- ❑ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27.
- ❑ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

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

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

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

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/924,748	10/26/2007	Thomas Cona	RCL-005-7	1801

81712 7590 04/23/2012
Carlineo, Spicer & Kee, LLC
2003 S. Easton Road, Suite 208
Doylestown, PA 18901

EXAMINER
VEZERIS, JAMES A

ART UNIT	PAPER NUMBER
3693	

DATE MAILED: 04/23/2012

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

The Patent Term Adjustment to date is 1038 day(s). If the issue fee is paid on the date that is three months after the mailing date of this notice and the patent issues on the Tuesday before the date that is 28 weeks (six and a half months) after the mailing date of this notice, the Patent Term Adjustment will be 1038 day(s).

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

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

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

Privacy Act Statement

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

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

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

Notice of Allowability	Application No.	Applicant(s)	
	11/924,748	CONA ET AL.	
	Examiner	Art Unit	
	JAMES VEZERIS	3693	

-- 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 *an amendment entered 1/30/2012*.

2. ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

3. ☒ The allowed claim(s) is/are *1-9 and 11-24*.

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

   * Certified copies not received: _____.

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

5. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.

6. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
   (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
      1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
   (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

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

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

Attachment(s)

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

/JAMES VEZERIS/ Examiner, Art Unit 3693	

Detailed Action

1. The following communication is in response to an amendment entered 1/30/2012.

2. The amendments to drawing 35 were received on 1/30/2012. These drawing amendments are acceptable.

Status of Claims

3. Claims 1, 7, 9, 11, 13, 22, and 23 were amended.

4. Claims 1-9 and 11-24 are currently pending.

Allowable Subject Matter

5. Claims 1-9 and 11-24 are allowed.

Reasons for Allowance

6. The closest prior art that the examiner has been able to locate is US PG-Pub 2003/0162557 A1 to Shida. (Hereinafter "Shida"). Shida teaches a method for processing information associated with disaster. By collecting information from information aggregators, terminals communicate through a server to keep users informed of emergency situations including how to deal with the emergency.

While Shida is similar in many respects to the current application, there are clear and patentable distinctions. Namely, Shida fails to show the redirection of a website to

a website containing information about a disaster and creating two or more projections of the nodes of the multi-dimensional personal information network based at least in part on the access levels of the individuals corresponding to each of the personal information aggregators. Further Shida fails to teach providing advertisements to each of the personal information aggregators based upon an affiliation of the user to the situation.

The following is a formal statement of reasons for allowance:

7. Claims 1, 13, and 23 are allowed because the best prior art of record, Shida, alone or in combination with other art, neither discloses nor fairly suggest the limitations, in a method or system, of:

obtaining an indication of an occurrence of a situation;

establishing an event node for the situation in a multi-dimensional personal information network;

automatically connecting personal information aggregators corresponding to a plurality of individuals to the event node, the personal information aggregators each corresponding to a different node in the multi-dimensional personal information network and assigned an access level according to a role of the respective individual within the situational network;

creating two or more projections of the nodes of the multi-dimensional personal information network based at least in part on the access levels of the individuals corresponding to each of the personal information aggregators;

aggregating information related to the situation received from the personal information aggregators connected through the situational network; and

providing the information and at least one of a plurality of advertisements to each of the personal information aggregators based on which of the two or more projections includes the respective personal information aggregator.

Claims 2-9, 11, 12, 14-22, and 24 are also allowable for the same reason discussed above, in that they are dependent on allowed Claims 1, 13, and 23. As a final matter 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 submission should be clearly labeled “Comments on Statement of Reasons for Allowance.”

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to JAMES VEZERIS whose telephone number is (571)270-1580. The examiner can normally be reached on Monday- Friday 8:30am-5:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Shahid Merchant can be reached on 574-270-1360. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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

/JAMES VEZERIS/
Examiner, Art Unit 3693

April 20, 2012

Notice of References Cited	Application/Control No. 11/924,748	Applicant(s)/Patent Under Reexamination CONA ET AL.	
	Examiner JAMES VEZERIS	Art Unit 3693	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2003/0162557	08-2003	Shida, Daiki	455/521
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

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

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

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11924748	CONA ET AL.
	Examiner	**Art Unit**
	JAMES VEZERIS	3693

ORIGINAL		INTERNATIONAL CLASSIFICATION										
CLASS	SUBCLASS	CLAIMED					NON-CLAIMED					
705	14.43	G	0	6	Q	30 / 02 (2012.01.01)						

CROSS REFERENCE(S)

CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)				
705	14.4				

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

Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
1	1	16	17												
2	2	17	18												
3	3	18	19												
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12	13														
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14	15														
15	16														

NONE (Assistant Examiner)	(Date)	**Total Claims Allowed:** 23	
/JAMES VEZERIS/ Examiner.Art Unit 3693 (Primary Examiner)	04/04/2012 (Date)	O.G. Print Claim(s) 1	O.G. Print Figure 27

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Search History Fri Apr 20 08:58:18 CDT 2012

Set #	Hits	Query	Databases(s)
L1	4,655	situation and network and advertisement	Core FT1 2,719 Core FT2 1,936
L2	1	l1 and (redirect near2 (webpage web$page website web$site))	Core FT1 1 Core FT2 0
L3	16,323	emergency near3 network	Core FT1 7,434 Core FT2 8,889
L4	18	l3 and information and advertisement	Core FT1 8 Core FT2 10

Legend

Core FT1

Business & Industry™, File 9 (1994 - present)
ABI/INFORM®, File 15 (1971 - present)
Gale Group PROMT®, File 16 (1990 - present)
Gale Group Trade & Industry Database™, File 148 (1976 - present)
Gale Group PROMT®, File 160 (1972-1989)
Gale Group Computer Database™, File 275 (full-text 1/1988 - present)
Business Wire, File 610 (Mar 1999 - present)
Business Wire, File 810 (1986 - February 1999)

Core FT2

Dialog Global Reporter, File 20 (May 1997 - present)
The McGraw-Hill Companies Publications Online, File 624 (1985 - present)
Gale Group New Product Announcements/Plus® (NPA/Plus, File 621 (1985 - present)
Gale Group Newsletter Database™, File 636 (1988 - present)
PR Newswire, File 613 (May 1999 - present)
San Jose Mercury News, File 634 (Jun 1985 - present)
PR Newswire, File 813 (May 1987 - May 1999)

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+ 2010-08-19
+ 2010-09-10
+ 2010-09-11
+ 2010-09-30
+ 2010-10-08
+ 2010-10-27
+ 2010-12-19
+ 2010-12-30
+ 2011-03-11
+ 2011-03-14
+ 2011-04-03
+ 2011-04-14
+ 2011-04-15
+ 2011-05-17
+ 2011-05-20
+ 2011-06-06
+ 2011-08-09
+ 2011-08-11
+ 2011-08-12
+ 2011-08-29
+ 2011-09-11

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2012-03-13	
2012-03-16	
2012-03-21	
2012-04-05	
2012-04-09	
2012-04-17	
2012-04-20	

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	11924748	CONA ET AL.
	Examiner	**Art Unit**
	PAUL SHUMATE	3693

SEARCHED

Class	Subclass	Date	Examiner
705	14	4/19/2012	JAV

SEARCH NOTES

Search Notes	Date	Examiner
EAST and Google Patents and DIALOG and Inventor Search	4/19/2012	JAV

INTERFERENCE SEARCH

Class	Subclass	Date	Examiner
705	14	4/19/2012	JAV

/JAMES VEZERIS/ Examiner.Art Unit 3693	

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	3	"7812717"	USPAT	OR	OFF	2012/04/20 09:39
L2	1	"8069202"	USPAT	OR	OFF	2012/04/20 09:39
L3	1	"8045455"	USPAT	OR	OFF	2012/04/20 09:39
L4	9	"7711475"	USPAT	OR	OFF	2012/04/20 09:39
L5	1	"8036632"	USPAT	OR	OFF	2012/04/20 09:39
S1	21798	advertise$5 and network and (event events situation situations)	USPAT	OR	OFF	2012/04/19 13:08
S2	2836	705/14.$.ccls.	USPAT	OR	OFF	2012/04/19 13:08
S3	0	705/14.ccls.	USPAT	OR	OFF	2012/04/19 13:09
S4	44	705/14.5.ccls.	USPAT	OR	OFF	2012/04/19 13:10
S5	26	S1 and S4	USPAT	OR	OFF	2012/04/19 13:10
S6	7969	situation and network and redirect$5	USPAT	OR	OFF	2012/04/19 22:37
S7	1407	S6 and advertise$5	USPAT	OR	OFF	2012/04/19 22:37
S8	511	S7 and (webpage website web$page)	USPAT	OR	OFF	2012/04/19 22:38
S9	3488	scenario and advertisement	USPAT	OR	OFF	2012/04/20 08:31

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L6	3658	advertisement$1 and (situation occurance) and (affiliation association)	USPAT; UPAD	OR	OFF	2012/04/20 09:45
L7	329	l6 and redirect	USPAT; UPAD	OR	OFF	2012/04/20 09:46
L8	3221	l6 and network	USPAT; UPAD	OR	OFF	2012/04/20 09:46

4/20/2012 9:47:25 AM
C:\Users\jvezeris\Documents\EAST\Workspaces\11924748.wsp

PTO/SB/08a (01-10)
Approved for use through 07/31/2012. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	11924748
Filing Date	2007-10-26
First Named Inventor	Cona, Thomas
Art Unit	3693
Examiner Name	VEZERIS, James A.
Attorney Docket Number	RCL-005-7

U.S.PATENTS Remove

Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	6542750		2003-04-01	Hendrey	
	2	6947754		2005-09-20	Ogasawara, Kiochi	
	3	6970871		2005-11-29	Rayburn, Terry	
	4	7027055		2006-04-11	Anderson	
	5	7151939		2006-12-19	Sheynblat, Leonid	
	6	7231220		2007-06-12	Reddy, et al	
	7	7242948		2007-07-10	Fleischer, et al	
	8	7254607		2007-08-07	Hubbard et al.	

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	11924748
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	First Named Inventor	Cona, Thomas
	Art Unit	3693
	Examiner Name	VEZERIS, James A.
	Attorney Docket Number	RCL-005-7

	9	7245925		2007-07-17	Zellner, Samuel N.	
	10	7317705		2008-01-08	Hanson, Joel	
	11	7532900		2009-05-12	Wilson et al	
	12	7557689		2009-07-07	Sedddigh, et al	
	13	7676233		2010-03-09	Rehkopf, Thomas W.	
	14	7812717		2010-10-12	Cona, et al	
	15	7860519		2010-12-28	Portman et al	
	16	8036632		2011-10-11	Cona, et al	

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Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20020177428		2002-11-28	Menard, et al	

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	Cona, Thomas
	Art Unit	3693
	Examiner Name	VEZERIS, James A.
	Attorney Docket Number	RCL-005-7

	2	20040023666		2004-02-05	Moon et al	
	3	20060031582		2006-02-09	Pugel et al	
	4	20060287872		2006-12-21	Simrell, Roy	
	5	20060274743		2006-12-07	Yegin et al	
	6	20070032247		2007-02-08	Shaffer et al	
	7	20070208837		2007-09-06	Tian et al	
	8	20090135758		2009-05-28	Alper et al	
	9	20090235305		2009-09-17	Pugal, Michael Anthony	

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

If you wish to add additional Foreign Patent Document citation information please click the Add button Add

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	Cona, Thomas
	Art Unit	3693
	Examiner Name	VEZERIS, James A.
	Attorney Docket Number	RCL-005-7

NON-PATENT LITERATURE DOCUMENTS			Remove
Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]
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If you wish to add additional non-patent literature document citation information please click the Add button			Add

EXAMINER SIGNATURE			
Examiner Signature		Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	Cona, Thomas
	Art Unit	3693
	Examiner Name	VEZERIS, James A.
	Attorney Docket Number	RCL-005-7

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

☐ That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

OR

☒ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(2).

☐ See attached certification statement.

☒ Fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☐ None

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/aws/	Date (YYYY-MM-DD)	2012-06-04
Name/Print	Andrew W. Spicer	Registration Number	57420

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 hour to complete, including gathering, preparing and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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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 record s.

2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.

3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.

4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).

5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.

6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).

7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.

8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspections or an issued patent.

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

Electronic Patent Application Fee Transmittal

Application Number:	11924748
Filing Date:	26-Oct-2007
Title of Invention:	TARGETED ADVERTISING IN A SITUATIONAL NETWORK
First Named Inventor/Applicant Name:	Thomas Cona
Filer:	Andrew W. Spicer/Patti Hespell
Attorney Docket Number:	RCL-005-7

Filed as Large Entity

Utility under 35 USC 111(a) Filing Fees

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

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
Submission- Information Disclosure Stmt	1806	1	180	180
		Total in USD ($)		**180**

Electronic Acknowledgement Receipt

EFS ID:	12927480
Application Number:	11924748
International Application Number:	
Confirmation Number:	1801
Title of Invention:	TARGETED ADVERTISING IN A SITUATIONAL NETWORK
First Named Inventor/Applicant Name:	Thomas Cona
Customer Number:	81712
Filer:	Andrew W. Spicer/Patti Hespell
Filer Authorized By:	Andrew W. Spicer
Attorney Docket Number:	RCL-005-7
Receipt Date:	04-JUN-2012
Filing Date:	26-OCT-2007
Time Stamp:	15:49:37
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	$180
RAM confirmation Number	2691
Deposit Account	504670
Authorized User	

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

Charge any Additional Fees required under 37 C.F.R. Section 1.21 (Miscellaneous fees and charges)

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Form (SB08)	RCL-005-7_IDS_06-04-2012.pdf	613189 bbbeb9b89c641065a969571f7593e9be3c889c38	no	6
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30463 d37a69432ce2f9d363cc55e2075aa2cef742a7ea	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	643652		

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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.

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

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

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	11924748
Filing Date	2007-10-26
First Named Inventor	Cona, Thomas
Art Unit	3693
Examiner Name	VEZERIS, James A.
Attorney Docket Number	RCL-005-7

U.S.PATENTS Remove

Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	6542750		2003-04-01	Hendrey	
	2	6947754		2005-09-20	Ogasawara, Kiochi	
	3	6970871		2005-11-29	Rayburn, Terry	
	4	7027055		2006-04-11	Anderson	
	5	7151939		2006-12-19	Sheynblat, Leonid	
	6	7231220		2007-06-12	Reddy, et al	
	7	7242948		2007-07-10	Fleischer, et al	
	8	7254607		2007-08-07	Hubbard et al.	

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /J.V./

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	Cona, Thomas
	Art Unit	3693
	Examiner Name	VEZERIS, James A.
	Attorney Docket Number	RCL-005-7

	9	7245925		2007-07-17	Zellner, Samuel N.	
	10	7317705		2008-01-08	Hanson, Joel	
	11	7532900		2009-05-12	Wilson et al	
	12	7557689		2009-07-07	Sedddigh, et al	
	13	7676233		2010-03-09	Rehkopf, Thomas W.	
	14	7812717		2010-10-12	Cona, et al	
	15	7860519		2010-12-28	Portman et al	
	16	8036632		2011-10-11	Cona, et al	

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U.S.PATENT APPLICATION PUBLICATIONS Remove

Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20020177428		2002-11-28	Menard, et al	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	Cona, Thomas
	Art Unit	3693
	Examiner Name	VEZERIS, James A.
	Attorney Docket Number	RCL-005-7

	2	20040023666		2004-02-05	Moon et al	
	3	20060031582		2006-02-09	Pugel et al	
	4	20060287872		2006-12-21	Simrell, Roy	
	5	20060274743		2006-12-07	Yegin et al	
	6	20070032247		2007-02-08	Shaffer et al	
	7	20070208837		2007-09-06	Tian et al	
	8	20090135758		2009-05-28	Alper et al	
	9	20090235305		2009-09-17	Pugal, Michael Anthony	

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Examiner Initial*	Cite No	Foreign Document Number[3]	Country Code[2] ¡	Kind Code[4]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear	T[5]
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)	Application Number	11924748
	Filing Date	2007-10-26
	First Named Inventor	Cona, Thomas
	Art Unit	3693
	Examiner Name	VEZERIS, James A.
	Attorney Docket Number	RCL-005-7

NON-PATENT LITERATURE DOCUMENTS			Remove
Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]
	1		☐

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EXAMINER SIGNATURE			
Examiner Signature	/James Vezeris/	Date Considered	06/12/2012

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[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

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	First Named Inventor	Cona, Thomas
	Art Unit	3693
	Examiner Name	VEZERIS, James A.
	Attorney Docket Number	RCL-005-7

CERTIFICATION STATEMENT

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☐ That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

OR

☒ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(2).

☐ See attached certification statement.

☒ Fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

☐ None

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/aws/	Date (YYYY-MM-DD)	2012-06-04
Name/Print	Andrew W. Spicer	Registration Number	57420

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1 hour to complete, including gathering, preparing and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /J.V./

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.
11/924,748	10/26/2007	Thomas Cona	RCL-005-7	1801

81712 7590 06/14/2012
Carlineo, Spicer & Kee, LLC
2003 S. Easton Road, Suite 208
Doylestown, PA 18901

EXAMINER
VEZERIS, JAMES A

ART UNIT	PAPER NUMBER
3693	

MAIL DATE	DELIVERY MODE
06/14/2012	PAPER

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

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

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

APPLICATION NO./ CONTROL NO.	FILING DATE	FIRST NAMED INVENTOR / PATENT IN REEXAMINATION	ATTORNEY DOCKET NO.
11/924,748	26 October, 2007	CONA ET AL.	RCL-005-7

		EXAMINER	
Carlineo, Spicer & Kee, LLC 2003 S. Easton Road, Suite 208 Doylestown, PA 18901		JAMES VEZERIS	
		ART UNIT	PAPER
		3693	20120612

DATE MAILED:

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

Commissioner for Patents

Examiner has considered the IDS from 6/4/2012.

/JAMES VEZERIS/
Examiner, Art Unit 3693

PTO-90C (Rev.04-03)

PART B - FEE(S) TRANSMITTAL

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

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

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

81712 7590 04/23/2012
Carlineo, Spicer & Kee, LLC
2003 S. Easton Road, Suite 208
Doylestown, PA 18901

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

Certificate of Mailing or Transmission

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

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/924,748	10/26/2007	Thomas Cona	RCL-005-7	1801

TITLE OF INVENTION: TARGETED ADVERTISING IN A SITUATIONAL NETWORK

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	$1740	$0	$0	$1740	07/23/2012

EXAMINER	ART UNIT	CLASS-SUBCLASS
VEZERIS, JAMES A	3693	705-014000

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

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

1 Carlineo, Spicer & Kee, LLC
2
3

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

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

(A) NAME OF ASSIGNEE: Resource Consortium Limited

(B) RESIDENCE: (CITY and STATE OR COUNTRY): British Virgin Islands

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

4a. The following fee(s) are submitted:
- ☑ Issue Fee
- ☐ Publication Fee (No small entity discount permitted)
- ☐ Advance Order - # of Copies _____

4b. Payment of Fee(s): **(Please first reapply any previously paid issue fee shown above)**
- ☐ A check is enclosed.
- ☐ Payment by credit card. Form PTO-2038 is attached.
- ☑ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number **504670** (enclose an extra copy of this form).

5. **Change in Entity Status** (from status indicated above)
- ☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27.
- ☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

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

Authorized Signature _____ Date 7/18/12

Typed or printed name Andrew W. Spicer Registration No. 57,420

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

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

Electronic Patent Application Fee Transmittal

Application Number:	11924748
Filing Date:	26-Oct-2007
Title of Invention:	TARGETED ADVERTISING IN A SITUATIONAL NETWORK
First Named Inventor/Applicant Name:	Thomas Cona
Filer:	Andrew W. Spicer/Patti Hespell
Attorney Docket Number:	RCL-005-7

Filed as Large Entity

Utility under 35 USC 111(a) Filing Fees

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Utility Appl issue fee	1501	1	1740	1740
Extension-of-Time:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
			Total in USD ($)	**1740**

Electronic Acknowledgement Receipt

EFS ID:	13281451
Application Number:	11924748
International Application Number:	
Confirmation Number:	1801
Title of Invention:	TARGETED ADVERTISING IN A SITUATIONAL NETWORK
First Named Inventor/Applicant Name:	Thomas Cona
Customer Number:	81712
Filer:	Andrew W. Spicer/Patti Hespell
Filer Authorized By:	Andrew W. Spicer
Attorney Docket Number:	RCL-005-7
Receipt Date:	18-JUL-2012
Filing Date:	26-OCT-2007
Time Stamp:	14:28:18
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	$1740
RAM confirmation Number	724
Deposit Account	504670
Authorized User	

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

Charge any Additional Fees required under 37 C.F.R. Section 1.20 (Post Issuance fees)

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		RCL-005-7_AA_COMMENTS_IF.pdf	1991467 1824522eb7cd5fe10dfee6c1b19e98ef70920833	yes	4
	Multipart Description/PDF files in .zip description				
	Document Description		**Start**	**End**	
	Post Allowance Communication - Incoming		1	3	
	Issue Fee Payment (PTO-85B)		4	4	
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30321 af658803c5f78b983ac6075e61d4a5452dd5c5ea	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	2021788		

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

<u>New Applications Under 35 U.S.C. 111</u>
If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

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

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Thomas Cona, et al.

Conf. No.:	1801	:	Group Art Unit:	3693
Appln. No.:	11/924,748	:	Examiner:	Vezeris, James A
Filing Date:	26 October 2007	:	Attorney Docket No.:	RCL-005-7

Title: Targeted Advertising in a Situational Network

APPLICANT'S COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE UNDER 37 CFR 1.104(e)

Responsive to the Examiner's Statement of Reasons for Allowance, included with the Notice of Allowance dated April 23, 2012, and concurrent with payment of the Issue Fee in the above-identified patent application, please consider the following remarks:

REMARKS

The following Remarks are made with respect to the Examiner's Statement of Reasons for Allowance ("Statement"), at pages 2 – 4 of the Notice of Allowability.

Rule 1.104(e) and MPEP 1302.14 permit the Examiner to set forth a written statement of reasons for allowance under certain circumstances. MPEP 1302.14 expressly provides that "(t)he statement is not intended to necessarily state all the reasons for allowance or all the details why claims are allowed and should not be written to specifically or impliedly state that all the reasons for allowance are set forth."

Applicants expressly reserve the right to assert in any future proceedings regarding this application or any patent(s) issuing directly or indirectly therefrom, the allowability and/or allowance of the claim(s) on the basis of any other reason(s) consistent with the prosecution history of the application. For example, although the Examiner's Statement sets forth at least one reason for allowance over U.S. Patent Application Publication No. 2003/0162557 to Shida ("Shida"), since Shida had not previously been cited by the Examiner in any Office Action prior to the Notice of Allowance, Applicants maintain that the claims in the present application are also allowable for other reasons set forth during prosecution of the application. More specifically, in previous Office Action responses in the present application, Applicants have identified for the Examiner several other features as distinguishing the claims over the prior art. Accordingly, although not specifically noted by the Examiner in the Statement, Applicants respectfully note that such features – either independently or in combination – also might form the basis for allowance of the present claims.

For the foregoing reasons, Applicants therefore deny acquiescence to the Statement and further deny being bound by any negative inferences that may flow therefrom in any future proceedings regarding this application or any patent(s) issuing directly or indirectly therefrom.

Respectfully submitted,

Date: 7/18/12 By: _____

Andrew W. Spicer
Registration No. 57,420
Carlineo, Spicer & Kee, LLC
2003 South Easton Road, Suite 208
Doylestown, PA 18901
267-880-1720

Customer No.: 81712

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
11/924,748	08/21/2012	8249932	RCL-005-7	1801

81712 7590 08/01/2012
Carlineo, Spicer & Kee, LLC
2003 S. Easton Road, Suite 208
Doylestown, PA 18901

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 1322 day(s). Any patent to issue from the above-identified application will include an indication of the adjustment on the front page.

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

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

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

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

Thomas Cona, Athens, GA;
Patrick T. Igoe, Philadelphia, PA;
Leonid Kravets, Philadelphia, PA;

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.

PTO/SB/81A (12-08)
Approved for use through 01/31/2018. OMB 0651-0035
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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PATENT - POWER OF ATTORNEY OR REVOCATION OF POWER OF ATTORNEY WITH A NEW POWER OF ATTORNEY AND CHANGE OF CORRESPONDENCE ADDRESS

Patent Number	See Schedule A attached
Issue Date	See Schedule A attached
First Named Inventor	See Schedule A attached
Title	See Schedule A attached
Attorney Docket No.	See Schedule A attached

I hereby revoke all previous powers of attorney given in the above-identified patent.

☐ A Power of Attorney is submitted herewith.

OR

☒ I hereby appoint Practitioner(s) associated with the Customer Number identified in the box at right as my/our attorney(s) or agent(s) with respect to the patent identified above, and to transact all business in the United States Patent and Trademark Office connected therewith:

01473

OR

☐ I hereby appoint Practitioner(s) named below as my/our attorney(s) or agent(s) with respect to the patent identified above, and to transact all business in the United States Patent and Trademark Office connected therewith:

Practitioner(s) Name	Registration Number

Please recognize or change the correspondence address for the above-identified patent to:

☒ The address associated with the above-identified Customer Number.

OR

☐ The address associated with the Customer Number identified in the box at right:

OR

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

I am the:

☐ Inventor, having ownership of the patent.

OR

☒ Patent owner.

Statement under 37 CFR 3.73(b) (Form PTO/SB/96) submitted herewith or filed on _____.

SIGNATURE of Inventor or Patent Owner

Signature		Date	9-28-18
Name	GUY R. FRIDDELL III	Telephone	757-351-8802
Title and Company	PRESIDENT, RESOURCE CONSORTIUM LIMITED		

NOTE: Signatures of all the inventors or patent owners of the entire interest or their representative(s) are required. If more than one signature is required, submit multiple forms, check the box below, and identify the total number of forms submitted in the blank below.

☒ A total of 1 forms are submitted.

This collection of information is required by 37 CFR 1.31, 1.32, and 1.33. The information is required to obtain or retain a benefit by the public, which is to update (and by the USPTO to process) the file of a patent or reexamination proceeding. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 15 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

SCHEDULE A

000137-0005-107

Total Assignments: 1

Application #:11924748 **Filing Dt:**10/26/2007 **Patent #:**8249932 **Issue Dt:**08/21/2012
PCT #:NONE **Intl Reg #:** **Publication #:**NONE **Pub Dt:**
Inventors: Thomas Cona, Patrick T. Igoe, Leonid Kravets
Title:TARGETED ADVERTISING IN A SITUATIONAL NETWORK

Assignment: 1

Reel/Frame:020595 / 0963 **Received:** 03/04/2008 **Recorded:** 03/04/2008 **Mailed:** 03/04/2008 **Pages:** 9
Conveyance:ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).
Assignors:CONA, THOMAS **Exec Dt:**11/26/2007
IGOE, PATRICK T. **Exec Dt:**02/20/2008
KRAVETS, LEONID **Exec Dt:**02/21/2008
Assignee:RESOURCE CONSORTIUM LIMITED
CRAIGMUIR CHAMBERS PO BOX 71
ROAD TOWN, TORTOLA, VIRGIN ISLANDS, BRITISH

PTO/SB/96 (07-09)
Approved for use through 07/31/2012. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: Resource Consortium Limited

Application No./Patent No.: See Attached Schedule A Filed/Issue Date: See Attached Schedule A

Titled: See Attached Schedule A

Resource Consortium Limited (Name of Assignee), a Corporation (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. [x] the assignee of the entire right, title, and interest in;

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

3. [ ] the assignee of an undivided interest in the entirety of (a complete assignment from one of the joint inventors was made) the patent application/patent identified above, by virtue of either:

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

OR

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

1. From: See Attached Schedule A To: See Attached Schedule A
The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

2. From: See Attached Schedule A To: See Attached Schedule A
The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

3. From: See Attached Schedule A To: See Attached Schedule A
The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

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

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

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

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Signature: [signature] Date: 9-28-18

Printed or Typed Name: GUY R. FRIDDELL, III, PRESIDENT Title: _____

452011_1

SCHEDULE A

000137-0005-107

Total Assignments: 1

Application #:11924748 **Filing Dt:**10/26/2007 **Patent #:**8249932 **Issue Dt:**08/21/2012
PCT #:NONE **Intl Reg #:** **Publication #:**NONE **Pub Dt:**
Inventors: Thomas Cona, Patrick T. Igoe, Leonid Kravets
Title:TARGETED ADVERTISING IN A SITUATIONAL NETWORK

Assignment: 1

Reel/Frame:020595 / 0963 **Received:** 03/04/2008 **Recorded:** 03/04/2008 **Mailed:** 03/04/2008 **Pages:** 9
Conveyance:ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).
Assignors:CONA, THOMAS **Exec Dt:**11/26/2007
IGOE, PATRICK T. **Exec Dt:**02/20/2008
KRAVETS, LEONID **Exec Dt:**02/21/2008
Assignee:RESOURCE CONSORTIUM LIMITED
CRAIGMUIR CHAMBERS PO BOX 71
ROAD TOWN, TORTOLA, VIRGIN ISLANDS, BRITISH

Electronic Acknowledgement Receipt

EFS ID:	33912367
Application Number:	11924748
International Application Number:	
Confirmation Number:	1801
Title of Invention:	TARGETED ADVERTISING IN A SITUATIONAL NETWORK
First Named Inventor/Applicant Name:	Thomas Cona
Customer Number:	81712
Filer:	Maxim Rapoport/Pamela Harrison
Filer Authorized By:	Maxim Rapoport
Attorney Docket Number:	RCL-005-7
Receipt Date:	04-OCT-2018
Filing Date:	26-OCT-2007
Time Stamp:	16:10:20
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	000137-0005-107_POA.pdf	85105 4111ede33f0a00f95081c050b440263a9fe611c4	no	2

Warnings:

Information:					
2	Assignee showing of ownership per 37 CFR 3.73	000137-0005-107_Statement.pdf	260445 831be7707bec5247e9d3acff3c433adca7255fa4	no	2
Warnings:					
Information:					
			Total Files Size (in bytes):	345550	

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	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
11/924,748	10/26/2007	Thomas Cona	

CONFIRMATION NO. 1801

POA ACCEPTANCE LETTER

1473
Haley Guiliano LLP
75 Broad Street
Suite 1000
NEW YORK, NY 10004

OC000000102883658

Date Mailed: 10/09/2018

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 10/04/2018.

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**.

/nrhayden/

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
11/924,748	10/26/2007	Thomas Cona	RCL-005-7

CONFIRMATION NO. 1801

POWER OF ATTORNEY NOTICE

81712
Carlineo, Spicer & Kee, LLC
5890 Potters Lane
Pipersville, PA 18947

OC000000102883657

Date Mailed: 10/09/2018

NOTICE REGARDING CHANGE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 10/04/2018.

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

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

/nrhayden/

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

PTO/AIA/82B (07-13)
Approved for use through 11/30/2020. OMB 0651-0051
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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TRANSMITTAL FOR POWER OF ATTORNEY TO ONE OR MORE REGISTERED PRACTITIONERS

NOTE: This form is to be submitted with the Power of Attorney by Applicant form (PTO/AIA/82B or equivalent) to identify the application to which the Power of Attorney is directed, in accordance with 37 CFR 1.5. If the Power of Attorney by Applicant form is not accompanied by this transmittal form or an equivalent, the Power of Attorney will not be recognized in the application.

Application Number	11/924,748 (Conf. No. 1801)
Filing Date	October 26, 2007
First Named Inventor	Thomas Cona
Title	TARGETED ADVERTISING IN A SITUATIONAL NETWORK
Art Unit	3693
Examiner Name	James A. Vezeris
Attorney Docket Number	000137-0005-107

SIGNATURE of Applicant or Patent Practitioner

Signature	/Maxim A. Rapoport/	Date	November 29, 2022
Name	Maxim A. Rapoport	Telephone	(646) 973-2500
Registration Number	67,675		

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

[x] *Total of 1 forms are submitted.

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

PTO/AIA/82B (07-13)
Approved for use through 01/30/2018. OMB 0651-0051
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

POWER OF ATTORNEY BY APPLICANT

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

Application Number	Filing Date

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

[x] 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: 1473

OR

[ ] I hereby appoint Practitioner(s) named in the attached list (form PT /AIA/82C) as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark ffice connected therewith for the patent application referenced in the attached transmittal letter (form PT /AIA/82A) or identified above. (Note: Complete form PT /AIA/82C.)

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

[X] The address associated with the above-mentioned Customer Number

OR

[ ] The address associated with Customer Number:

OR

Firm or Individual Name					
Address					
City		State		Zip	
Country					
Telephone		Email			

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

SITNET LLC

[ ] Inventor or Joint Inventor (title not required below)

[ ] Legal Representative of a Deceased or Legally Incapacitated Inventor (title not required below)

[x] 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	02NOV22
Name	Charles Eldering		
Title	Manager of SITNET LLC		

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.

[X] Total of 1 forms are submitted.

Error! Unknown document property name.

Electronic Acknowledgement Receipt

EFS ID:	47107516
Application Number:	11924748
International Application Number:	
Confirmation Number:	1801
Title of Invention:	TARGETED ADVERTISING IN A SITUATIONAL NETWORK
First Named Inventor/Applicant Name:	Thomas Cona
Customer Number:	1473
Filer:	Maxim Rapoport/Shari Jackson
Filer Authorized By:	Maxim Rapoport
Attorney Docket Number:	000137-0005-107
Receipt Date:	29-NOV-2022
Filing Date:	26-OCT-2007
Time Stamp:	16:39:29
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	Assignee showing of ownership per 37 CFR 3.73	000137-0005-107-373.pdf	167054 58c79653d012c533696e03c7dca5f47cfec6e084	no	2

Warnings:

Information:					
2	Power of Attorney	000137-0005-107-POA.pdf	163219 34c67c93642e62111faa5844e3cb0bd2c139353a	no	2
Warnings:					
Information:					
			Total Files Size (in bytes):	330273	

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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/SB/96 (11-18)
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STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: SitNet LLC

Application No./Patent No.: 8,249,932 Filed/Issue Date: August 21, 2012

Titled: TARGET ADVERTISING IN A SITUATIONAL NETWORK

SitNet LLC, a corporation
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.

states that it is:

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

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

3. ☐ the assignee of an undivided interest in the entirety of (a complete assignment from one of the joint inventors was made)

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

A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel_____, Frame_____, or a copy* is attached.

OR

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

1. From: Thomas Cona et al. To: Resource Consortium Limited
The document was recorded in the United States Patent and Trademark Office at
Reel 020595, Frame 0963, or a copy* is attached.

2. From: Resource Consortium Limited To: Resource Consortium Limited, LLC
The document was recorded in the United States Patent and Trademark Office at
Reel 050091, Frame 0297, or a copy* is attached.

3. From: Resource Consortium Limited, LLC To: SitNet, LLC
The document was recorded in the United States Patent and Trademark Office at
Reel 061630, Frame 0693, or a copy* is attached.

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

☒ *As required by 37 CFR 3.73(b)(1)(i), if a copy/copies is/are attached, the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (*i.e.*, a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

/Maxim Rapoport/ November 29, 2022
Signature Date

Maxim Rapoport 67,675
Printed or Typed Name Title or Registration Number

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

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

Privacy Act Statement

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

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

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

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
11/924,748	10/26/2007	Thomas Cona	000137-0005-107

CONFIRMATION NO. 1801

POA ACCEPTANCE LETTER

1473
Haley Guiliano LLP
75 Broad Street
Suite 1000
New York, NY 10004-3226

OC000000137062649

Date Mailed: 12/23/2022

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 11/29/2022.

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**.

/zabraha/