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UTILITY PATENT APPLICATION TRANSMITTAL

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

Attorney Docket No.	14-TV1-CON5
First Named Inventor	Shkedi, Roy
Title	Targeted television advertisements based on online behavior
Express Mail Label No.	n/a - filed via EFS-Web

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

1. ☐ **Fee Transmittal Form** (PTO/SB/17 or equivalent)
2. ☐ **Applicant asserts small entity status.** See 37 CFR 1.27
3. ☐ **Applicant certifies micro entity status.** See 37 CFR 1.29. Applicant must attach form PTO/SB/15A or B or equivalent.
4. ☑ **Specification** [*Total Pages* 45] Both the claims and abstract must start on a new page. *(See MPEP § 608.01(a) for information on the preferred arrangement)*
5. ☑ **Drawing(s)** (35 U.S.C. 113) [*Total Sheets* 18]
6. **Inventor's Oath or Declaration** [*Total Pages* 1] *(including substitute statements under 37 CFR 1.64 and assignments serving as an oath or declaration under 37 CFR 1.63(e))*
   a. ☐ Newly executed (original or copy)
   b. ☑ A copy from a prior application (37 CFR 1.63(d))
7. ☑ **Application Data Sheet** ** See note below.* See 37 CFR 1.76 (PTO/AIA/14 or equivalent)
8. **CD-ROM or CD-R** in duplicate, large table, or Computer Program (*Appendix*)
   ☐ Landscape Table on CD
9. **Nucleotide and/or Amino Acid Sequence Submission** (*if applicable, items a. – c. are required*)
   a. ☐ Computer Readable Form (CRF)
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ACCOMPANYING APPLICATION PAPERS

10. ☑ **Assignment Papers** (cover sheet & document(s)) Name of Assignee INTENT IQ, LLC
11. ☐ **37 CFR 3.73(c) Statement** (*when there is an assignee*) ☑ **Power of Attorney**
12. ☐ **English Translation Document** (*if applicable*)
13. ☑ **Information Disclosure Statement** (PTO/SB/08 or PTO-1449)
    ☐ Copies of citations attached
14. ☑ **Preliminary Amendment**
15. ☐ **Return Receipt Postcard** (*MPEP § 503*) (*Should be specifically itemized*)
16. ☐ **Certified Copy of Priority Document(s)** (*if foreign priority is claimed*)
17. ☐ **Nonpublication Request** Under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or equivalent.
18. ☐ **Other:**

***Note:** (1) Benefit claims under 37 CFR 1.78 and foreign priority claims under 1.55 **must** be included in an Application Data Sheet (ADS).
(2) For applications filed under 35 U.S.C. 111, the application must contain an ADS specifying the applicant if the applicant is an assignee, person to whom the inventor is under an obligation to assign, or person who otherwise shows sufficient proprietary interest in the matter. See 37 CFR 1.46(b).

19. CORRESPONDENCE ADDRESS

☑ The address associated with Customer Number: 26362 **OR** ☐ Correspondence address below

Name					
Address					
City		State		Zip Code	
Country		Telephone		Email	

Signature	/Louis J. Hoffman/	Date	12/20/2018
Name (Print/Type)	Louis J. Hoffman	Registration No. (Attorney/Agent)	38,918

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ABSTRACT

In a method for delivering targeted television advertisements based on online behavior, IP addresses indicating online access devices and IP addresses indicating television set-top boxes are electronically associated for a multitude of users. Using user profile information derived from online activity from one of the online access IP addresses, a television advertisement is selected, such as by using behavioral targeting or demographic information, and automatically directed to the set-top box indicated by the set-top IP address associated with that online access IP address. Preferably neither the user profile information nor the electronic association of online access and set-top box IP addresses includes personally identifiable information.

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CLAIMS

What is claimed is:

1. A computer-implemented method comprising:
   (a) electronically associating online access IP addresses and received set-top box IP addresses for each of a multitude of users; and
   (b) using user profile information derived from online activity from a first one of the online access IP addresses to automatically cause a first television advertisement to be directed to the set-top box indicated by the set-top box IP address associated with the first online access IP address.

2. The method of Claim 1 wherein neither the user profile information in part (b) nor the association between the first online access IP address and its associated set-top box IP address includes personally identifiable information.

3. The method of Claim 1
   (i) further comprising using user profile information derived from online activity from a second one of the online access IP addresses to automatically cause a second television advertisement to be directed to the set-top box indicated by the set-top box IP address associated with the second online access IP address.
   (ii) wherein which television advertisement is delivered to which set-top box depends on differences between the online activities from the first and second online access IP addresses, respectively.

4. The method of Claim 3 wherein neither the user profile information in part (i) nor the association between the second online access IP address and its associated set-top box IP address includes personally identifiable information.

5. The method of Claim 1 further comprising storing electronic associations between the online access IP addresses and the received set-top box IP addresses.

6. The method of Claim 1 wherein the online activity comprises requesting a search.

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7. The method of Claim 1 wherein the first television advertisement is caused to be directed to the set-top box upon first being contacted by the set-top box after the user profile information is derived.

8. The method of Claim 1 wherein the first television advertisement is selected from among a plurality of possible television advertisements based on the user profile information derived from the online activity from the first online access IP address.

9. The method of Claim 8 wherein the first television advertisement is selected based at least partly on demographic or behavioral attributes included in the user profile information.

10. The method of Claim 1 wherein the first television advertisement is selected based at least partly on the basis of television content viewed at the time the first television advertisement is to be presented by the set-top box.

11. The method of Claim 1 wherein the online access and set-top box IP addresses are both received from a service provider that provides both online access and television service to each of the multitude of users.

12. The method of Claim 11 wherein the association of the online access and set-top box IP addresses of each user is based on at least a pseudonym assigned to the associated IP addresses of that user.

13. The method of Claim 11 wherein part (a) comprises the act of storing the online access IP addresses and the set-top box IP addresses, and further comprising updating at least one of the received online access IP addresses or at least one of the received set-top box addresses.

14. The method of Claim 1 wherein the association of the online access and set-top box IP addresses of each user is based on a common IP address to which network traffic is routed for both the online access device and set-top box of that user.

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15. The method of Claim 14 wherein the common IP address is an IP address dynamically assigned to a modem or router used by the user for online access and connected to the user's set-top box.

16. The method of Claim 14 further comprising:
    (i) receiving an identifier corresponding to the set-top box of the user; and
    (ii) causing the television advertisement to be transmitted only if directed to the set-top box corresponding to the identifier.

17. The method of Claim 14 wherein part (a) comprises the act of storing the common IP address, and further comprising updating the common IP address of the user.

18. The method of Claim 14 wherein part (a) comprises the act of storing the common IP address, and further comprising periodically updating the common online access and set-top box IP address of the user.

19. The method of Claim 14 wherein:
    (i) the user profile information in part (b) includes a list of online access IP addresses corresponding to specific online activities and times and dates corresponding to each of the online activities; and
    (ii) the television advertisement is caused to be directed to the set-top box of one of the users only if any of the listed online access IP addresses corresponding to the specific online activities and the corresponding dates and times of the online activities match the common IP address assigned to that user and the date and time corresponding thereto.

20. The method of Claim 19 wherein part (a) comprises the act of storing the common IP address and dates and times corresponding thereto, and further comprising periodically updating (i) the common IP address and times and dates corresponding thereto or (ii) the list of online access IP addresses corresponding to specific online activities and time and dates corresponding to each of the online activities.

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21. The method of Claim 1 wherein the first television advertisement is received at a central ad server and directed to the set-top box.

22. The method of Claim 1 wherein part (b) comprises directing instructions to a profile provider, to an online site, or to an ad server to direct the first television advertisement to the set-top box.

23. The method of Claim 1 wherein part (b) comprises directing instructions to the set-top box to retrieve the first television advertisement from a profile provider, from an online site, or from a central ad server.

24. The method of Claim 1 wherein the first television advertisement is caused to be directed only in response to a request for advertisements originating from the user's set-top box.

25. The method of Claim 1 wherein the first television advertisement can be directed without a request for advertisements originating from the user's set-top box.

26. The method of Claim 1 wherein the online access IP address of each user is an IP address associated with a modem or router used by that user for online access.

27. The method of Claim 1 wherein only advertisements satisfying criteria selected by each user are directed to the set-top box of that user.

28. The method of Claim 1 further comprising receiving a revenue amount as a result of directing the advertisement.

29. The method of Claim 1 further comprising paying a revenue amount to a profile provider as a result of using the user profile information in part (b).

30. A computer-implemented method comprising electronically delivering, to a server that electronically associates a multitude of online access IP addresses and IP addresses indicating corresponding television set-top boxes, user profile information derived from online activity from a first online access IP address, as a result of which a first selected television advertisement can be directed to the set-

top box indicated by the set-top box IP address associated with the first online access IP address.

31. The method of Claim 30 wherein neither the user profile information nor the association between the first online access IP address and its associated set-top box IP address includes personally identifiable information.

32. The method of Claim 30 further comprising electronically delivering, to the server, user profile information derived from online activity from a second one of the online access IP addresses, as a result of which a second television advertisement, different from the first television advertisement, can be directed to the set-top box indicated by the set-top box IP address associated with the second online access IP address, wherein which television advertisement is to be delivered to which set-top box depends on differences between the online activities from the first and second IP addresses, respectively.

33. The method of Claim 32 wherein neither the user profile information derived from the online activity from the second online access IP address nor the association between the second online access IP address and its associated set-top box IP address includes personally identifiable information.

34. The method of Claim 30 further comprising receiving a revenue amount from a proprietor of the server as a result of the electronic delivering act.

35. The method of claim 30 further comprising receiving a revenue amount as a result of the electronic delivering act, wherein the revenue amount is received in response to each instance in which revenue is generated as a result of displaying the selected television advertisement on the set-top box associated with the first online access IP address.

36. The method of Claim 30 further comprising electronically identifying the first television advertisement for subsequent direction to the set-top box.

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37. The method of Claim 36 wherein the first television advertisement is selected based at least partly on a specific search request, which request has originated from the online access IP address.

38. The method of Claim 36 wherein the first television advertisement is selected based at least partly on demographic or behavioral attributes included in the derived user profile information.

39. The method of Claim 36 further comprising receiving a revenue amount from a provider of the television advertisement as a result of electronically delivering the user profile information.

40. The method of claim 39 wherein the revenue amount is received from an advertiser that has contracted to display a TV ad to persons who have characteristics contained in the user profile information.

41. The method of Claim 30 further comprising electronically delivering the first television advertisement to the server for subsequent direction to the set-top box.

42. The method of Claim 30 further comprising directing the television advertisement to the set-top box in response to instructions received from the server.

43. The method of claim 30 wherein (i) the step of electronically delivering user profile information comprises delivering the first user online access IP address.

44. A computer-implemented method of operating an Internet site comprising electronically delivering user profile information derived from online activity on the Internet site from a first online access IP address, as a result of which: (a) a server, which electronically associates a multitude of online access IP addresses and IP addresses indicating corresponding television set-top boxes, causes direction of a select television advertisement to the set-top box indicated by the set-top box IP address associated with the first online access IP address, and (b) a revenue amount is received.

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45. The method of Claim 44 wherein the user profile information derived from the online activity from the first online access IP address does not include personally identifiable information.

46. The method of Claim 45 wherein the user profile information derived from the online activity comprises an indication of a search request originating from the first online access IP address.

47. The method of Claim 45 wherein the user profile information derived from the online activity comprises demographic attributes collected through the Internet site from the first online access IP address.

48. The method of claim 44 wherein (i) the step of electronically delivering user profile information derived from the online activity comprises delivering a first user online access IP address; (ii) the selection of a television advertisement to be delivered to the STB associated with the first user online access IP address is performed by the online site; and (iii) the selection of a television advertisement is based on user profile information not delivered by the site.

49. The method of claim 44 wherein the step of electronically delivering user profile information derived from the online activity comprises redirecting a user accessing the site from the first online access IP address.

50. The method of claim 44 wherein the revenue amount of part (b) is received from an advertiser that has contracted with the proprietor of the Internet site to display a TV ad to an audience of the Internet site.

51. The method of claim 44 wherein the revenue amount of part (b) is received in response to each instance in which revenue is generated as a result of displaying the select television advertisement on the set-top box associated with the first online access IP address.

TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR

Applicant: Roy Shkedi

BACKGROUND

[0001] The field of the present invention relates to online access and targeted delivery of advertisements. In particular, television advertisements are targeted based on observed online (i.e., Internet) behavior of a television viewer without employing personally identifiable information.

[0002] Some of the terms used in the present disclosure or appended claims are defined as follows.

[0003] Television provider (TVP) – an entity that provides television service to a subscriber or user via any suitable transmission medium, including but not limited to coaxial cable, fiber-optical cable, network cable, phone line, satellite transmission, or VHF or UHF transmission.

[0004] Internet service provider (ISP; equivalently, an online access provider) – an entity that provides online access to a subscriber or user via any suitable transmission medium, including but not limited to coaxial cable, fiber-optical cable, network cable, phone line, satellite transmission, wireless transmission (e.g., WiMax, WiFi, other IEEE 802 wireless protocols, etc.), or VHF or UHF transmission. The online access enables the subscriber to access the Internet and its myriad online sites, or to access any future network successor to the Internet.

[0005] Set-top box (STB) - a device that connects a television and a signal source. The STB receives an incoming signal, extracts content from the received signal, and transmits the extracted content to the television to be presented to a viewer. The signal source can be a computer network cable (e.g., an Ethernet or other transmission-speed cable), a satellite dish, a coaxial cable connected to a cable television system, a telephone line or digital subscriber line (DSL), a wireless network connection, an antenna (VHF, UHF, digital, or other), or another suitable signal source. The content can include, but is not limited to, video (which often can include an audio portion),

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audio, Internet web pages, interactive games, or other content. An STB may or may not include a dedicated television tuner. Despite its name, an STB need not be physically located on top of a television set literally. Under current technology, STBs often are located physically adjacent to the television set, such as in a media cabinet or the like, but it is not even necessary that the STB be located in proximity to the television. Nor is it necessary that the STB be a box, literally. Rather, a STB might be implemented, for example, as a circuit board, integrated circuit, set of integrated circuits, or software that is physically integrated with another "box," such as the television, a cable or other connection, a computer, or a building equipment or junction box, which also has other functions, or without being housed in any "box" at all.

[0006] Digital video recorder (DVR, alternatively personal video recorder or PVR) - a device that stores video content in a digitally encoded format on a digital storage medium, such as a hard drive, and enables playback of the stored content. A DVR can comprise a stand-alone unit connected to a television, an STB, or a signal source, or the DVR can comprise software that programs a computer to perform DVR storage and playback functions.

[0007] Video-on-Demand (VOD) - a system that allows users to select and view video content delivered from a signal source in response to a request from the user. Typically, the requested video content can be viewed at a time of the user's own choosing and can be paused, rewound, or fast-forwarded as desired by the user. A VOD system can "stream" the content (enabling viewing of portions of a requested item of video content while other portions are still being delivered from the signal source), or the VOD system can "download" the content and allow viewing only after a complete item is delivered from the signal source. Some VOD systems allow users to select and watch video content over a network as part of an interactive television system.

[0008] Interactive Television (interactive TV, iTV, idTV, or ITV) – any television system that enables a viewer to interact with video content delivered to a television. Interactive television can include, but is not limited to, access to Web sites through TV "crossover links," electronic mail and online chat, online commerce, or enhanced graphics (relative to standard television offerings).

[0009] Internet Protocol Television (IPTV) – a system wherein television content is delivered via a computer network using Internet Protocol (IP). For residential users, IPTV is often provided in conjunction with Video on Demand and can also be bundled with Internet services such as Internet access and Voice-over-IP (VoIP). Commercial bundling of IPTV, VoIP, and Internet access is sometimes referred to in the industry as a "triple play." Additional telecommunications services (e.g., mobile voice or data service) can be added, yielding a "quadruple play" and so forth. IPTV typically is supplied by a broadband service provider using a closed network infrastructure. IPTV also can be provided over the Internet or other publicly accessible computer network, in which case it might be referred to as Internet TV or TV-over-Internet. IPTV also can be used to deliver video or other content over a corporate LAN or other business network.

[0010] Online user interface device – any user interface device used to access a remote network such as the Internet, including but not limited to a cell phone or mobile handset, a personal digital assistant (PDA), or a networked computer (desktop, workstation, notebook, laptop, or other).

[0011] Online access device – any device used to connect an online user interface device to a remote network such as the Internet, including but not limited to a modem, a wired or wireless router, a wireless access point, a wired network adapter (e.g., Ethernet adapter), a wireless network adapter (e.g., IEEE 802.11, ED-VO, EDGE, HSPA, CDMA, GSM, or other), or an optical fiber based network adapter (e.g., a network interface unit or optical network terminal). Different types of online access devices can and sometimes are combined into a single unit (e.g., a modem that also functions as a router for a LAN). An online user interface device and an online access device can be, and sometimes are, combined into a single unit (e.g., a computer with a built-in Ethernet adapter, wireless adapter, or modem).

[0012] Router – any device that acts as a junction between networks, to buffer and transfer data between or among them. For example, a router can be employed to connect a local area network (LAN) to the Internet, thereby enabling online user interface devices connected to the LAN to share a connection to the Internet through the router. The router receives data from devices on the LAN and transmits them to the Internet directed to their corresponding destinations, and receives data from the Internet

Internet and directs them to the corresponding devices on the LAN.

[0013] Modem – a device that enables online access by a user by acting as an interface between the online access provider's network transmission system and the user's computer or other online user interface device. Modems vary according to the type of provider network transmission system. Unless a specific type of modem is specified, the term "modem" shall encompass telephone modems, cable modems, DSL modems, wireless modems, satellite modems, or modems for providing online access to any other suitable network transmission system.

[0014] Cable modem - a type of modem that enables digital data transmission over cable television infrastructure. Cable modems are primarily used to deliver broadband Internet access using modulation frequencies that are not used for traditional television transmission.

[0015] Asymmetric Digital Subscriber Line (ADSL, or often DSL) - a data communications technology that enables faster data transmission over a copper telephone line than a conventional modem can provide. ADSL data transmission employs frequencies that typically are not used for voice transmission, usually frequencies beyond the range of normal human hearing (higher than about 20kHz). Propagation of such high-frequency signals over standard copper telephone lines typically is poor, typically limiting the use of DSL to distances less than about 5 km. Once the signal reaches the telephone company's nearest central office (CO), the ADSL signal is stripped off and routed into a conventional data network, while any voice-frequency signal is routed into the conventional telephone network. That arrangement enables a single telephone line to be used for both data transmission and telephone calls simultaneously.

[0016] DSL modem – an ADSL transceiver, also known as an ADSL modem, used to connect one or more computers to a phone line to use an ADSL service. A DSL modem also can be referred to as a remote ADSL termination unit (ATU-R). An ADSL modem can also be configured to act as a router, managing the connection and sharing of the ADSL service with multiple computer or other networked devices. Such a combined device can be referred to as a DSL modem/router or similar terminology.

[0017] Digital Subscriber Line Access Multiplexer (DSLAM) – a device enabling high-speed connections between telephone lines and a computer network such as the Internet. Typically it is located at a telephone company central office (CO) and connects multiple Digital Subscriber Lines (DSLs) to a computer network, typically the Internet, using a suitable multiplexing technique.

[0018] Cable Modem Termination System (CMTS) – equipment typically found in a cable company's headend that is used to provide data communication over the cable television infrastructure, thereby enabling the cable company to offer services such as broadband Internet access or VoIP to its subscribers. To provide high-speed data services (i.e., broadband access), a cable company typically connects its headend to the Internet using high capacity data links, directly or through a network service provider. On the subscriber side of the headend, the CMTS enables data communication with each subscriber's cable modem. Various CMTSs are capable of serving different cable modem population sizes, which can range from 4,000 cable modems to 150,000 or more. A given cable company headend may have only a few CMTSs, or a dozen or more, depending on the size of the cable modem population serviced by that headend.

[0019] Dynamic Host Configuration Protocol (DHCP) – a system that automatically assigns Internet Protocol addresses (IP addresses), subnet masks, default routers, and other IP parameters, which are required for proper routing of data transmissions to or from a particular device connected to the network. The assignment usually occurs when a DHCP-configured computer, modem, router, or other device boots up or regains connectivity to the network. The DHCP client (i.e., DHCP software resident in the computer) sends out a query requesting a response from a DHCP server on the network. The query is typically initiated immediately after booting up and before the client initiates any IP-based communication with other hosts. The DHCP server then replies to the client with its assigned IP address, subnet mask, domain name server (DNS), and default gateway information (referred to as "stateful" assignment). The assignment of the IP address usually expires after a predetermined period of time, at which point the DHCP client and server renegotiate a new IP address from the DHCP server's predefined pool of IP addresses. Because, under DHCP, the IP address of a

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given computer varies over time, various network-related functions are more difficult. For example, configuring firewall rules to allow access to or from a machine that receives its IP address via DHCP is more complicated because the IP address varies from time to time. Network administrators typically must enable access to an entire remote DHCP subnet for a particular TCP/UDP port. Such complications arise in other instances as well. Many residential routers and firewalls are configured in the factory to act as DHCP servers for home networks. A computer can also be used as a DHCP server. Internet Service Providers (ISPs) generally use DHCP to assign individual IP addresses to subscribers. DHCPv6, which is the Dynamic Host Configuration Protocol for Internet Protocol Version 6 (IPv6), enables local generation of IP addresses (i.e., "stateless" assignment). Although such stateless address auto-configuration of IPv6 substantially eliminates a prime motivation for DHCP in IPv4, DHCPv6 can still be used to statefully assign addresses if needed or desired by a network administrator. DHCPv6 can also be used to distribute information that is not otherwise discoverable, e.g., the domain name server.

[0020] Behavioral targeting – the delivery of specific advertisements to a subscriber, the advertisements being selected on the basis of activity of the subscriber, typically recent activity, including but not limited to: online searches conducted by the subscriber; content accessed by the subscriber online or on television; online advertisements viewed, clicked on, or otherwise accessed by the subscriber; online shopping or purchases made by the subscriber; and any other form of previous subscriber activity.

[0021] Central Ad Server (CAS) – a computer server that manages delivery of online advertisements to visitors of online sites. A local ad server can be typically run by a single online publisher to serve ads to visitors of websites of that publisher's Internet domains, or by a single advertiser to serve ads into ad space acquired by the advertiser on various other websites. A third-party or remote ad server typically is remotely located and delivers advertisements of various advertisers to visitors of websites of multiple domains owned by multiple publishers. The remote ad server acts as a central conduit for delivering advertisements, enabling advertisers and publishers to track the distribution of their online advertisements and to control the rotation and distribution of their advertisements across the Internet from one location. The advertisements can be

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stored on the CAS for later delivery, can be transmitted to the CAS and then delivered from the CAS upon receiving an ad request, or can be delivered from another source in response to an ad request received and routed by the CAS. Examples of third-party ad servers include DoubleClick's DART for Publishers central ad server (also known as DFP) and DoubleClick's DART for Advertisers central ad server (also known as DFA).

[0022] Profile provider – An entity that collects profile information that is used to target advertisements. In the context here, the profile provider cooperates with a CAS, which receives all or part of the collected profile information from the profile provider for use in targeting TV advertisements. User profile information derived from online activity can include observed online behavior of a user accessing the Internet or demographic information collected from a user accessing the Internet. Examples of profile providers can include, but are not limited to, any entity that owns or uses: (1) a visited Internet site server; (2) a server delivering content, images, audio, video, text, or any combination directed to an online user interface device (such as a computer or other online interface device) via an online access device (such as a modem or router), either directly or indirectly (e.g., via a redirect); (3) a server delivering an ad to an online user interface device via an online access device on behalf of an advertiser or an ad network; (4) a server recording an activity conducted from an online user interface device such as a click on an ad or a link to an ad, a viewing of an ad, a click on a link to particular content, a search, a request for product information, receipt of particular content, a product purchase, a telephone call made, or any other selected and definable user activity; or (5) a server facilitating instant messages or any other kind of communication on behalf of the user. Another example of a profile provider is: (6) a company sponsoring and having access to a computer program located on the user's computer or other online user interface device that can observe the user's online activity (with the user's permission), such as a browser toolbar or desktop search software. A profile provider, broadly, can be: (7) any entity able to collect behavioral profiles (observed online activity) or demographic profiles (provided by the user), preferably for purposes here including the IP address used when the profile was observed or collected and the date and time the profile was observed or collected, regardless of whether or not the entity collected a given profile directly through contact with the user's computer or indirectly from another entity such as those listed in this paragraph. In some cases, a

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user's online activity will result in direct contact between the online user interface device via an online access device and the profile provider, e.g., if the profile provider is an online commerce site, the user makes a purchase at the site, and the online commerce site generates a profile for that user. In other instances there may be no direct contact between the profile provider and the user, e.g., if the user makes a purchase at an online commerce site that in turn reports information pertaining to the user to the profile provider. In some situations, also, a profile provider might also own or otherwise control a CAS, in which case user profiles can be immediately available to the CAS without need for transmission between separate entities.

[0023] Profiles or partial profiles provided by a profile provider to a CAS can contain any quantity of profile information, such as, in one example, just an online access IP address used by a person at the time his profile was collected and the identity of the profile provider. The IP address can be provided by the profile provider itself or might be obtained by the CAS when a user engages in any online activity or provides an item of demographic information and is redirected by a profile provider to the CAS. In another example, a profile can be more extensive and can include demographic or behavioral information, such as an extensive browsing history, shipping or purchase histories, content viewed, and other information concerning the user's characteristics or the user's activities. Although the profile provider is an entity, many or most of the actions attributed to the profile provider are actually performed by equipment under the administrative control of the profile provider, such as computers, servers, software running on those computers or servers, network connection hardware or software, or other equipment. Such actions may still be characterized as being performed "by the profile provider," whether performed automatically, semi-automatically, or manually.

[0024] Personally Identifiable Information (PII) – information that can be used to identify a specific person, including but not limited to: name, Social Security number (SSN), date of birth, street address, email address, static IP address (if any), phone number (home, work, wireless), financial account numbers (bank accounts, credit accounts, or any other financial data), driver's license number, vehicle registration number, vehicle license number, facial photographs, fingerprints, handwriting or signature, or any other information that can assist in identifying a specific person.

[0025] Non-Personally-Identifiable Information (non-PII) – information about a person that typically cannot be used to specifically identify that person, including but not limited to: city, state, or country of residence, age, gender, race, ethnicity, school or workplace (if sufficiently large), salary or income, hobbies, dynamically assigned IP addresses, online sites visited, online searches conducted, or other information that is useful to know about a person but done not by itself allow one knowing the information to identify the particular person.

[0026] Cookie – a text file placed on a user's computer by a server that also serves content to the user's computer using browser software. The cookie typically can be read or altered only by a server operating under the same Internet domain as the server that originally placed the cookie. The cookie file can be used to identify a computer that has already been in contact with the same domain and can also be used to store PII or non-PII pertaining to a user of that computer. In a first example, a cookie can store non-PII such as previous searches conducted at the site, or pages viewed or visited at the site, by the computer user. In a second example, a cookie can be used to store a username used by the user to access a site, customized preferences of the user, or various pieces of PII. It should be noted that a cookie file can also be created, altered, or deleted by software located on the user's computer.

[0027] Television advertisement (TV ad) – a full screen video ad, a partial screen video ad, a banner ad, a text ad, an audio ad, or any other form of advertisement suitable for delivery to and visual or audible presentation by a television set.

[0028] Various systems are used currently for targeting advertisements based on user/viewer/customer behavior. Many of these rely on the collection of personally identifiable information (PII) to enable correlation of the person exhibiting the behavior and advertisements targeted at that person. There are some examples wherein advertisements can be targeted without collecting PII, but in such examples it is typically the case that the medium of the behavior and that of the advertisement are the same. For example, many grocery stores hand out so-called "club cards" that need not be linked to PII. A shopper presents the card at checkout to receive various discounts, thereby allowing the store to link the list of purchased items to the card. As the system "learns" the shopper's purchasing habits, the system begins issuing coupons targeted at

at purchases that the shopper has made previously or that the system predicts the shopper may wish to make based on past purchases. In another example, online advertisements are readily targeted based on an Internet user's online activities without using PII. The use of cookies enables an ad server to recognize an Internet site visitor who has been previously presented with ads by the ad server or who has conducted searches or accessed content at sites linked to the ad server. The ad server can target future advertising to the site visitor based on that previous activity. A user who has searched for airline tickets to southern California on an online travel site, for instance, can later receive targeted online advertisements for Disneyland, delivered perhaps while visiting some other online site, to the user's computer from an ad server that collected the user's search information from the online travel site.

[0029] It becomes more difficult to avoid the use of PII when it is desired to target advertising in one medium based on activity in another. Various schemes currently are implemented, under development, or being considered wherein PII is used, e.g., to target television advertisements based on a viewer's online behavior. Some of those schemes involve agreements or alliances among television providers, online access providers, online search portals, or online sites. The PII has typically been required to make the connection between the different media, because different devices are typically employed to access each one.

[0030] A significant shortcoming of many such cross-media ad-targeting systems is the need to use PII to target advertisements delivered in one medium based on user behavior in another medium. Battelle (John Battelle, The Search, Portfolio, New York, 2005) describes the delivery of personalized ads to a DVR based on observed online behavior of the DVR user (conducted searches, sites visited, etc., including PII) when he or she was using a personal computer for online access and further describes financially rewarding the user for watching the ad (e.g., by reducing the fee for the TV service or by offering "free" TV service). However, many consumers object to the merging or correlation of personally identifiable information and online behavior. Financial incentives such as free or reduced-fee games, screen-savers, content, or Internet access in return for information useful for targeting ads requiring collection and use of PII and data pertaining to online behavior generally have not proven to be

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attractive to the public in the past. Such combining of PII with online behavior data has proven particularly unattractive to consumers having larger incomes, who advertisers are especially interested in reaching.

[0031] An example of a cross-media ad-targeting system, planned to be implemented as a result of an announced alliance between Google and BSkyB, is a system wherein BSkyB can use searches conducted by their subscribers on the BSkyB Internet search portal to deliver targeted ads to the DVR's of those same subscribers. BSkyB already has PII pertaining to its television subscribers, so linking search results from its own search portal site may not seem too alarming to its subscribers. Nevertheless, PII is still required to target the television advertisements. However, many and perhaps most search sites and content sites accessed online are not owned or controlled by television service providers. In addition, many and perhaps most search sites and content sites do not typically collect PII to identify those users who access them online.

[0032] It is therefore desirable to provide systems and methods for delivering targeted television advertisements to users or viewers based on their online behavior (searches performed, sites visited, online ads viewed, an so on), but without using PII to link the television viewer to his or her online activity.

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SUMMARY

[0033] In a method for delivering targeted television advertisements based on online behavior, IP addresses indicating online access devices and IP addresses indicating television set-top boxes are electronically associated, for a multitude of users. Using user profile information derived from online activity from one of the online access IP addresses, a television advertisement is selected, such as by using behavioral targeting or demographic information, and automatically directed to the set-top box indicated by the set-top IP address associated with that online access IP address. Preferably neither the user profile information nor the electronic association of online access and set-top box IP addresses includes personally identifiable information.

[0034] Objects and advantages pertaining to delivery of targeted television advertisements based on online behavior may become apparent upon referring to the exemplary embodiments illustrated in the drawings and disclosed in the following written description and/or claims.

BRIEF DESCRIPTION OF THE DRAWINGS

[0035] Figs. 1-5 and 6A-6C illustrate schematically a system for targeting television advertisements based on online behavior in which online access and television service are provided by a common provider.

[0036] Figs. 7-10, 11A-11C, and 12 illustrate schematically a system for targeting television advertisements based on online behavior in which online access and television service are provided by different providers.

[0037] Figs. 13 and 14 illustrate schematically a system for targeting television advertisements based on online behavior in which online access is provided by a mobile device.

[0038] The embodiments shown in the figures are exemplary and should not be construed as limiting the scope of the present disclosure and/or appended claims.

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DETAILED DESCRIPTION OF EXEMPLARY EMBODIMENTS

[0039] In the following disclosure and appended claims, the term "user" shall be construed as one or more persons receiving online access or television service at a delivery end-point within a household, office, business, or other site or establishment served by an online access provider or television service provider. Thus, delivery of a television ad to "the user" based on access of an online site by "the user" might involve a single person, or one person might access the online site while the corresponding television ad might be delivered to another person in the household, office, business, or other site or establishment. The delivery end-point may be one television set or multiple sets of a given user; likewise, online access may involve one or more computers or other online interface devices of a given user. In some instances, a business having multiple physical locations may be served by separate online or television services, but in other instances, a business may have an internal LAN or WAN that extends service provided to multiple physical locations. Also, some computers and televisions are portable, and can access the service provided from remote locations. Accordingly, the term "user" is intended to refer to that person or those persons who receive the provided services and does not require a fixed or single location in such instances.

[0040] In the disclosed exemplary systems and methods for delivering targeted television advertisements based on online behavior, IP addresses indicating online access devices and IP addresses indicating television set-top boxes are electronically associated, for a multitude of users. Using user profile information derived from online activity from one of the online access IP addresses, a television advertisement is selected, such as by using behavioral targeting or demographic information, and automatically directed to the set-top box indicated by the set-top IP address associated with that online access IP address. Preferably neither the user profile information nor the electronic association of online access and set-top box IP addresses includes personally identifiable information. The online access and set-top box IP addresses can be electronically associated for many or all of the users of the multitude before directing television ads to any of the multitude of users. Alternatively, online access and set-top box IP addresses can be electronically associated for one or a few of a

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multitude of users at any given time as needed for directing television ads to users, with additional IP addresses electronically associated at later times for directing other television ads to additional users.

[0041] In an exemplary system for serving targeted television advertisements based on a user's online behavior, the user receives both television service and Internet access from a common service provider that acts as both an internet service provider and a television provider. Accordingly, such a provider entity can be referred to as ISP/TVP. The basic layout of this scenario is illustrated schematically in Fig. 1, wherein online access device 32, online user interface device 34, set-top box 36, and television 38 are associated with a user 30. In some instances online access device 32 and online user interface device 34 are integrated in a single unit, while in other instances they comprise separate units. Likewise, in some instances set-top box 36 and television 38 are integrated in a single unit, while in other instances they comprise separate units. The common service provider 20 can offer Internet access via any suitable online access device 32 (a modem, router, or network adapter suitable for connecting to cable, DSL, wireless, satellite, Ethernet, or any other transmission system) along with the television service provided through set-top box 36 (STB 36). For purposes of the subsequent discussion, online access device 32 shall be described and shown in the figures as a modem and online user interface device 34 shall be described and shown in the figures as a computer separate from modem 32. These descriptions shall not be construed as limiting the scope of the present disclosure or appended claims.

[0042] Many users of online access service (i.e., subscribers) are not provided with a static IP address; instead a dynamic IP address (designated as IP_{modem} in the figures) is allocated to the user's modem 32 for online access, typically through DHCP. The online access IP address is allocated by the Cable Modem Termination System (CMTS) if ISP/TVP 20 is a cable company, whereas the online access IP address is allocated by the Digital Subscriber Line Access Multiplexer (DSLAM) if ISP/TVP 20 is a phone company. Other types of online access providers allocate dynamic IP addresses in a similar manner using analogous equipment. It is to the modem IP address (i.e., the online access IP address) that traffic from a remote network is routed to the modem 32

and hence to other devices sharing the modem connection to the remote network; the modem IP address is the only address "seen" by the remote network. The dynamically assigned online access IP address is replaced after some time interval by another IP address allocated to modem 32. ISP/TVP 20 transmits (as in Fig. 2) to a Central Ad Server (CAS 40), or perhaps to multiple CASs, the online access IP addresses of a multitude of users along with corresponding pseudonyms or aliases associated with the IP addresses, e.g., user XY123 is connected to the Internet through a modem 32 that is assigned IP address aaa.bbb.ccc.ddd. Each online access IP address and its associated pseudonym can be transmitted to the CAS 40 immediately upon its allocation or reallocation by ISP/TV 20, which could be advantageous in sending TV ads to the user's STB quickly. Alternatively, online access IP addresses and the corresponding pseudonyms can be transmitted periodically to CAS 40 at any necessary or desirable time interval. The pseudonyms and online access IP addresses are non-PII. The multitude of users can be any set made up of a large number of users and does not necessarily include every user having online access or television service through a particular company or provider. For example, the system described can operate only with respect to a subset of users, such as those users who have capabilities needed to implement this system (e.g., suitable hardware, software, operating system, etc.), those who have done some sort of subscription, or those selected based on criteria as to which operation of the system is considered desirable, less expensive to implement, or profitable. For example, those users might be chosen that have STBs with an operating system, software, or hardware capable of receiving the software required to accept TV ads from a CAS. In any event, the fact that other users may exist as to which the system does not operate is not intended to negate the advantages of the system as to those users for which the system does operate.

[0043] Because the user pseudonym and online access IP address are associated with the modem 32, multiple computers or other devices sharing the modem connection for online access will share the online access IP address and the user pseudonym. When the user's STB 36 is used to access a web-based server (for accessing an online programming guide, for example, through the cable television transmission system or through a connection to the Internet), ISP/TVP 20 additionally transmits (as in Fig. 2) to the CAS 40 the IP address allocated to the STB (designated as IP_{STB} in the figures) and

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associates it with the pseudonym previously associated with the user's modem 32, e.g., user XY123 has an STB at IP address eee.fff.ggg.hhh in addition to a modem for online access at IP address aaa.bbb.ccc.ddd. The association of the user's online access IP address (i.e., modem IP address) and the user's STB IP address at CAS 40 constitutes non-PII. ISP/TVP 20 knows the IP address of STB 36 because the web based server accessed by STB 36 is typically operated by ISP/TVP 20. If STB 36 has its own modem (an increasingly common scenario as the transition is made from IPv4 to IPv6), the IP address of STB 36 is allocated by ISP/TVP 20 via the CMTS or DSLAM or other similar system, typically using DHCP. Alternatively, in the event that STB 36 accesses the web-based server via a connection 35 to the same modem 32 that provides the user's online access (as in Fig. 3), STB 36 will have reported to CAS 40 the same IP address that was reported for the user's online access modem 32. In all of those cases, the CAS 40 can now associate the IP address for the user's online access (modem 32) with an IP address for the user's STB 36, and the association is not PII.

[0044] ISP/TVP 20 reports to CAS 40 that user XY123 is accessing the Internet using online access IP address aaa.bbb.ccc.ddd and has STB 36 using STB IP address eee.fff.ggg.hhh. These associations can be stored on CAS 40, or only by ISP/TVP 20, as desired. If user XY123 engages in online activity from IP address aaa.bbb.ccc.ddd (for example, accessing an online site 50, as in Fig. 4), then online site 50 can electronically communicate (as in Fig. 5) an indication of the user's online activity to CAS 40, which in turn can cause a television advertisement to be directed to the STB IP address that is associated with online IP address aaa.bbb.ccc.ddd. In this example the online site 50 acts as a profile provider. Without relying on PII, CAS 40 knows that IP address aaa.bbb.ccc.ddd is associated with user XY123 and that user XY123 has a set-top box with IP address eee.fff.ggg.hhh, and CAS 40 causes the television advertisement to be directed to IP address eee.fff.ggg.hhh that indicates STB 36 (as in Figs. 6A-6C). In some implementations, the television advertisements are delivered to STB 36 using an ad server controlled by ISP/TVP 20, using either an IP-based protocol (an example of which is shown in the referenced figures) or a television delivery system (e.g., a dedicated cable advertisement channel). In one such implementation, that ad server report to CAS 40 the user pseudonym (XY123) and CAS 40 provides that ad server with TV ads targeting user XY123 based on profile information collected from IP

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addresses reported by ISP/TVP 20 as belonging to XY123. In another such implementation, that ad server reports the IP addresses used by each of a multitude of users of Internet services provided by ISP/TVP 20 along with the times and dates that those addresses were used, and CAS 40 provides that ad server with TV ads targeting each of the multitude of Internet users based on profile information received from the reported IP addresses at the corresponding reported times and dates. Personal privacy is maintained in these implementations because (1) no PII is used by CAS 40 in these implementations, and (2) although ISP/TVP 20 has the capacity to identify the users, the ad server of ISP/TVP 20 does not learn the profile information collected for and received by CAS 40.

[0045] The particular television advertisement thus directed typically is selected for delivery to the user's STB 36 based on the user's online behavior (e.g., merely accessing the online site 50, viewing a particular web page, performing a particular search, clicking on a particular link or ad, online shopping or purchases, or other activity). Information about observed online behavior (i.e., indications of online activity) or collected demographic information can be used by the CAS or by the profile provider to direct a targeted TV ad. In the latter case, the CAS has just the IP address of the profiled user and the identity of the profile provider but not the observed online behavior or demographic information collected by the profile provider, so the CAS can direct a TV ad to the user merely by enabling the profile provider to arrange for the delivery of a targeted TV ad based on the observed online behavior or demographic information available to the profile provider. Examples of profile providers are given above.

[0046] The profile provider (such as the proprietor of online site 50) can send an electronic communication to the CAS, preferably automatically such as by having the profile provider's server pre-programmed to send such electronic communication, which electronic communication contains information that the CAS will use in causing a selected TV ad to be transferred to the STB at the proper time. The electronic communication received by the CAS contains information derived from the interaction of the user with an online site (i.e., online activity), which can be online site 50 or another online site for which the profile provider has access to data about user interactions. The electronic communication can take a variety of forms, including: (1) an indicator of

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an indicator of the TV ad that should be shown, such as an URL or ad title given by the profile provider to retrieve the correct TV ad from the profile provider's ad server, or even the actual TV ad; (2) an indicator of information about the user (likely not PII), such as (a) an IP address pointing to the user, preferably with time and date of visits; (b) a description of profile information about the user, or (c) a code or keyword used by the profile provider to fetch a visitor's profile from a database; or (3) an indicator describing user activity, such as a code or keyword indicating (a) certain categories of users, such as users likely interested in mortgages or users likely interested in travel, etc., or (b) more simply, what the visitor searched for on the online site, such as "car insurance." The electronic communication can be sent for each instance of a user interacting with the online site, or a list can be created and transmitted containing information about a number of user contacts. The electronic communication can include any combination of items 1-3 above; for example, a list of visitor IP addresses (preferably with date/time of visits) can be usefully paired with an indicator, in the form of a URL or code, identifying specific TV ads that the profile provider would like to deliver to each of the listed visitors.

[0047] Once requested, the television advertisement can be transmitted to the user's STB in a variety of ways. The advertisement can be previously stored on the CAS and transmitted directly from the CAS to the user's STB (Fig. 6A). The advertisement stored on the CAS can be transmitted from the accessed online site, from another online site, or from another ad server and stored on the CAS as part of the transmission request from the accessed online site, and then transmitted to the user's STB. The advertisement can be transmitted directly to the user's STB from the accessed online site (Fig. 6B) or from another online site or ad server 60 (Fig. 6C). The user's STB can be instructed by the CAS to retrieve the advertisement directly from the accessed site, from the CAS, from another online site, or from another ad server, using for example the URL given to the CAS by the profile provider. In any of those alternatives, the television advertisement need not be transmitted directly to the STB; instead it can be transmitted through one or more intermediate servers (i.e., a server hosted by an ISP, cable company, or telecommunications company, for example). The television advertisement can be streamed or otherwise delivered in real time, or it can be delivered to the user's STB or an associated DVR for later viewing.

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[0048] As IP address are dynamically assigned and reassigned, ISP/TVP 20 reports updated online access and STB IP addresses to CAS 40 (as in Fig. 2). The IP addresses and their associated pseudonyms can be transmitted to the CAS 40 immediately upon allocation or reallocation by ISP/TV 20, or can be transmitted periodically to CAS 40 at any necessary or desirable time interval (fixed or variable). Although assignment of a pseudonym associated with both the online access IP address and the STB IP address can facilitate delivery of television ads to STB 36 based on the user's online behavior (via modem 32), it is not necessary. All that is required is an association between the online access IP address and the STB IP address to enable delivery of television ads based on the user's online activities without relying on PII.

[0049] In another exemplary system for serving targeted television advertisements based on a user's online behavior, the user need not receive both television service and Internet access from a common service provider. The basic layout for such a system is illustrated schematically in Fig. 7, with modem 32 connected to Internet service provider (ISP) 22 for providing online access, and STB 36 connected to television provider (TVP) 24 for providing television service. Again, modem 32 and computer 34 are described as examples of online access and interface devices, respectively; the use of these specific examples shall not be construed as limiting the scope of the present disclosure or appended claims. An online access IP address is assigned to modem 32 as described above. In cases where the user's STB 36 can also obtain online access via the same IP address as the user's online access (i.e., via modem 32), that common IP address comprises the electronic association that can be used to perform targeted television advertising without requiring PII. That case can occur by connecting STB 36 to the user's modem 32 via connection 35, in addition to connecting STB 36 to TVP 24. For example, STB 36 can be connected to a local area network (LAN) that shares device 32 for online access. In such an arrangement, network traffic is routed to a common IP address (i.e., the IP address of modem 32) for STB 36 and other devices connected to the LAN. The user can receive online access from any online service provider via any suitable modem 32 (for cable, DSL, wireless, satellite, or any other transmission system) or other suitable online access device and can receive television service from any suitable television service provider through STB 36. The term

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"common IP address" denotes the IP address of a modem or other online access device to which remote network traffic is routed for each of multiple devices sharing a common connection to the remote network through that modem, e.g., the IP address of a modem connecting to the Internet a router in a local area network (LAN) would constitute the common IP address for multiple devices connected to the LAN for online access, even though those multiple devices typically also have individual IP addresses assigned by the router for routing traffic within the LAN. An online site or server accessed by any one of the multiple devices only "sees" the common IP address (the modem IP address).

[0050] In an exemplary implementation, a user's STB 36 can periodically contact a CAS 40 (or multiple CASs) via the IP address of the user's modem 32 that is common to STB 36 (as in Fig. 8). The common IP address is dynamically assigned by ISP 22 to the user's modem 32 or other online access equipment. Modem 32 can include a router to route network traffic properly among the user's computer (or computers or other devices) 34 and the user's STB 36. Alternatively, a separate router can be employed, or computer 34 or STB 36 or television 38 can include routing functions, for properly routing network traffic passing through modem 32, with STB 36 providing routing functions or being connected to the separate router, to computer 34, or to television 38 as appropriate. STB 36 reports the common IP address to CAS 40 with which it is in contact. However, STB 36 itself might not know the common IP address it is using, because it communicates through modem 32. In such circumstances, STB 36 nevertheless can report the common IP address to CAS 40 simply by initiating communication through modem 32 to CAS 40, thereby enabling CAS 40 to extract the common IP address from the communication. The common IP address enables delivery of television ads to STB 36 based on access of an online site via the common IP address (or based on other user profile information derived from online activity observed as originating from the online access IP address of modem 32, i.e., from the common IP address). The existence of the common IP address associates the online access IP address and the set-top box IP address. Again, this does not constitute PII. The time interval for the periodic contact of the STB and the CAS can be set to any appropriate time period, e.g., every five minutes, every hour, or at some other necessary or desirable time interval. The time interval can be selected to be

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commensurate with a typical or average time interval for dynamic reassignment of the online access IP address by the user's Internet Service Provider. The selected time interval can be made adjustable if needed or desired. Alternatively or additionally, the contact between the STB and the CAS may not be set to occur at a fixed time interval but rather irregularly, such as instances where it is triggered by dynamic reassignment of the online access IP address by the ISP.

[0051] When a user engages in online activity (for example, accessing online site 50, as in Fig. 9), user profile information derived from the user's online activity from the online access IP address can be delivered electronically to CAS 40 (from the accessed site 50 as in Fig. 10, or from another profile provider), which in turn can cause a targeted television advertisement to be directed to the user's STB, if there is an STB IP address associated with the online access IP address. In the example shown in Fig. 9, online site 50 acts as a profile provider, and the user's online access IP address (the common IP address), from which the online site was accessed by the user, is included with the electronic delivery. CAS 40 causes the television advertisement to be directed to STB 36 at the common IP address (as in Figs. 11A-11C), in accordance with the alternative methods for delivery of the TV ad discussed herein in connection with Figs. 6A-6C. The particular television advertisement thus transmitted typically is selected for delivery to the user's STB 36 based on the user's online behavior (examples of various sorts of online behavior, or demographic information provided or determined online, are discussed above). The accessed online site 50 transmitting the electronic communication (examples of which are listed above) can be any profile provider, or any profile provider having access to information about user activity with respect to online site 50 can transmit the electronic communication (examples of alternative types of profile providers are also given above).

[0052] The television ad can be directed to the STB that most recently reported to CAS 40 as the common IP address the online access IP address from which online site 50 was accessed. In that case, the IP addresses can already be associated when the user profile information is used or the association can be created when the user profile is received or afterwards. Or the television ad can be directed to the STB that next reports that IP address to CAS 40 as the common IP address. In that case, the IP

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addresses might not be associated until the STB and CAS 40 are next in communication with each other and the STB IP address is received by CAS 40. Associations between STBs and online access IP addresses could be stored for future usage or could be created in real-time when a STB communicates with a CAS to receive TV ads and not stored for future usage (i.e., the association is dropped as soon as the TV ads are delivered to the STB). If the periodic contact interval is sufficiently small relative to the typical or average time interval between reallocation of IP addresses, then it is likely that those two IP addresses will be the same and that the television ad will be directed to the correct STB. There will be a small fraction of television ads that are misdirected, if the online access IP address is reassigned between the accessing of the online site (i.e., deriving the user profile information) and the relied-upon contact between the user's STB and the CAS (i.e., associating the IP addresses). That fraction can be reduced by reducing the periodic time interval between STB reports of its common IP address to the CAS or configuring the STB to report changes to the common IP address (i.e., to enable updating of the association between the IP addresses). Associations between online access and STB IP addresses can be stored for future use, or the IP addresses can be associated in real-time only when an STB communicates with a CAS to receive TV ads and not stored for future use (e.g, the association can be purged upon directing the TV ads to the STB).

[0053] Instead of relying on or waiting for contact from the STB reporting its common IP address to one or more CASs, the online site accessed by the user could instead query one or more CASs to find an STB with a common IP address matching the online access IP address from which the online site was accessed. If a matching STB IP address is found, a request is transmitted to the corresponding CAS to transmit a television advertisement to the STB. If the query, match, and request are completed sufficiently quickly, then the probability can be kept low that a television ad will be directed to the wrong STB.

[0054] In another exemplary implementation, the user's STB 36 can be assigned an identifier, which need not include PII. Such an identifier can be permanently or temporarily assigned to STB 36. Examples of such identifiers could include an equipment serial number or a portion thereof, a device MAC address or a portion

thereof, a username, a pseudonym, a confirmation number, a tag, or any other identifying code or data element. The CAS can place an identifier on the STB the first time it is in contact with the STB and read or amend the identifier every time afterwards the STB and the CAS are in contact. Such an identifier is an analogy of a "cookie" used by online servers to recognize visitors' computers. The identifier can include the IP address the STB is using when in contact with the CAS, so the next time the CAS and the STB are in contact, the CAS could compare the IP address then used by the STB with the previous IP address used by the STB without looking in a database. From a privacy perspective, there is an advantage to using an identifier placed by the CAS on the STB, because it enables the user to control the identifier from user's TV screen and set privacy settings to match user preference. A user may, for example, erase the identifier, alter the identifier to inform the CAS the next time it is in communication with the STB that the user is not interested in targeted ads, interested only in ads targeting online behavior from the last seven days, interested in ads in certain categories only, or interested in all types of ads except for certain excluded categories (e.g., adult content). In addition to reporting the common IP address to CAS 40, STB 36 can also report the identifier. When an online site 50 is accessed from the common IP address, online site 50 requests that a television advertisement be transmitted to the STB having the common IP address. The identifier of the STB most recently reporting the common IP address before the request is compared to the identifier of the STB that next reports that IP address to CAS 40 after the request. If the compared identifiers match, then it is nearly certain that the STB corresponds to the same user online access IP address from which online site 50 was accessed and the television advertisement is correctly directed. If a unique identifier is used (such as a complete MAC address or a complete device serial number) then misdirecting the television ad is virtually impossible. Even if the identifier is not unique (e.g., a partial MAC address or serial number, or a simple four-digit number), it is still highly unlikely that a given IP address would be reallocated between STB's that happen to have the same identifier. Use of an identifier can enable accurate directing of television ads to the correct STB while requiring the STB to report its IP address to the CAS less frequently, reducing network traffic and other resource requirements.

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[0055] In another exemplary implementation, instead of reporting the common IP address of STB 36 to CAS 40 relatively frequently, STB 36 can be configured to store its common IP addresses and corresponding times and dates that each of the addresses is assigned to modem 32 (and hence also to the LAN to which the STB 36 is connected). The common IP address can be periodically sampled and the sampling stored (e.g., every 1, 5, or 10 minutes, or some other suitable interval), or the specific times and dates of IP address reassignments can be stored with the corresponding IP addresses. STB 36 can be configured to periodically (e.g., every 4, 6, 12, or 24 hours, or some other suitable time interval) report to CAS 40 all of the common IP addresses assigned to modem 32 and the corresponding dates and times they were used for some preceding span of time (e.g., 1, 7, 14, 30, or 90 days, or some other suitable interval). Alternatively, the common IP address can be stored on the STB as part of a cookie or tag set and subsequently read or reset by CAS 40. CAS 40 also can be configured to receive IP addresses and corresponding access times and dates for all visitors to an online site 50 that wishes to deliver television advertisements based on online user behavior. Online site 50 periodically reports to CAS 40 (as in Fig. 10) all IP addresses from which the online site was accessed during some preceding period, along with the corresponding times and dates. The frequency and time periods of the online site's reporting can be similar to those of the STB reporting, or they can differ substantially, as needed or desired. The two lists (one from the online site, one from the STB) of IP addresses are compared, and delivery of a television advertisement is requested if any matches are found, i.e., whenever it is found that the STB was connected to a modem that was assigned an IP address at a time and date when the online site was accessed from that IP address. Such cross-matching ensures accurate delivery of the television advertisement and requires substantially less communication between the STB and the CAS.

[0056] The common IP addresses (and corresponding times and dates) can be stored on the CAS. Alternatively, privacy can be enhanced in this implementation by storing the common IP addresses (and corresponding times and dates) locally on the STB, instead of on the CAS, so the only device that monitors the different IP addresses assigned to the same access device is the STB. If stored, whether on the STB, on the CAS, or elsewhere, the list of common IP addresses can be purged. Purging of the IP

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addresses can be done periodically, at any suitable time interval, and can be manual or automated. Similarly, the list of online access IP address (and corresponding times and dates) from which an online site has been access can be purged. The STB can be employed to set privacy options, thereby enabling the user to control at least partly if and how TV advertisements are targeted. For example, the user might choose whether or not, or for how long, the CAS or STB will record and retain the IP addresses assigned to the user's modem, or can choose to erase all presently stored IP address data.

[0057] Typically a router does not provide the IP address of the cable, DSL, or other modem to the computer(s) or device(s) connected to it or to a LAN managed by it. STB 36 requires this information to store it for later reporting to CAS 40. One method for enabling this functionality includes providing an Internet server (perhaps as part of CAS 40, or perhaps an independent server) that receives periodic requests from STB 36 and replies to STB 36 with the common IP address (i.e., the IP address of modem 32, through which STB 36 is provided with online access). Any other method for monitoring the common IP address can be employed, including configuring the modem 32 to directly report its IP address to STB 36. STB 36 periodically monitors the IP address of the modem 32 at a selected time interval (described above), and stores the modem IP address (i.e., the common IP address) and the corresponding times and dates each common IP address was allocated to the user's modem.

[0058] In any embodiment or implementation in which STB 36 reports IP address data to CAS 40 (either stored on STB 36 or for storage at CAS 40), that communication can be achieved in several ways. STB 36 can report the common IP address through the online access modem 32. Alternatively, STB 36 can report to CAS 40 through a dedicated upstream data channel 37 that is part of the television system (as in Fig. 12). The reported IP address data need not be transmitted directly to CAS 40; instead it can be transmitted to an intermediate server (e.g., hosted by an ISP, cable company, or telecom company).

[0059] It should be noted that some STBs have a dedicated modem and typically would not need to obtain online access through the user's online access modem to deliver television service to the user. However, other functionality of an STB includes,

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or is expected to include, delivery of audio, video, images, and other content from a user's computer 34 or other networked devices to the user's television 38. To provide that functionality, STB 36 must be connected to the same LAN or router as the user's computer(s), even if the STB has its own modem. Although using its own modem for most of its functions, such an STB would still have additional online access through the user's online access modem 32, enabling the user's online access and STB to have a dynamically assigned common IP address (as described above). The STB can report the common online access IP address through the online access modem 32 at the common IP address or through the STB's dedicated modem at its own IP address. The television advertisement transmitted to the STB can be received through the online access modem 32 at the common IP address or can be received through the STB's dedicated modem at its own IP address (if, for example, the CAS is provided with the STB modem IP address along with the common IP address).

[0060] However the user's online access and STB IP addresses are electronically associated, the association can be maintained even if the online user interface device 34 is a mobile device (e.g., an Internet-enabled cell phone, handset, PDA, or laptop computer) that is intermittently disconnected from modem 32 and is connected to the Internet through another connection (e.g., another LAN, a wireless hotspot, or a cell phone network, as in Figs. 13 or 14). When connected to the Internet through modem 32 (as in Figs. 1 or 7), online sites visited using such a mobile device 34 can request delivery of television advertisements to STB 36 in any of the ways described above. Mobile device 34 can be programmed to store, in much the same manner as described above for STB 36, its online access IP addresses and the corresponding dates and times when disconnected from modem 32 and connected to the Internet by another connection (i.e., when "roaming"). When mobile device 34 is later reconnected to modem 32, those stored roaming online access IP addresses, along with the corresponding dates and times, can be transmitted to CAS 40 as described previously. Television advertisements can be directed to STB 36 based on matches found between the roaming online access IP addresses (and dates and times) from mobile device 34 and online access IP addresses (and dates and times) reported by online site 50 to CAS 40 for visits to online site 50.

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[0061] Furthermore, the selected television advertisements can be directed to STB 36 even after a mobile device 34 is disconnected from modem 32 and begins accessing the Internet through roaming online access IP addresses. A tag or cookie placed on mobile device 34 (or stored in a database elsewhere, such as on CAS 40, by CAS 40, or somewhere accessible on STB 36 or its associated LAN), which tag or cookie can include online access IP addresses (and corresponding dates and times) of modem 32 or STB 36. Those IP addresses (and dates and times) can be reported to CAS 40 by mobile device 34 while roaming (following a redirect from visited online site 50 for example), and a television advertisement can be directed to STB 36 (using the IP address reported by the roaming mobile device 34) at the request of online site 50. Because a new IP address might be assigned to modem 32 and STB 36 after roaming device 34 is disconnected from modem 32, an identifier for STB 36 (as described earlier) can be employed to verify that the television advertisement is directed to the correct STB. The identifier can be stored on mobile device 34 as part of the cookie or tag.

[0062] However the user's online access and STB IP addresses are electronically associated, the STB can be configured to filter the targeted television advertisements based on user preferences. For example, a user might program the STB to reject certain ad categories (e.g., women's clothing, or health ads) and accept certain other ad categories (e.g., automobile ads, electronic equipment ads, or travel ads). The filtering can be configured as "opt in" (i.e., receive ads only in selected categories) or "opt out" (i.e., receive ads in all but selected categories). In another example, a user might filter ads based on how long ago an online site was visited; e.g., the user might choose to accept ads only from Internet sites visited in the last seven days. Such filtering or preference data can be applied before or after an ad is selected to be transmitted. The STB can be configured to notify the CAS or the online site to prevent selection, or transmission, of the television advertisement, or the STB can accept the advertisement but then not display it to the user. In an exemplary implementation, such user preference or filtering information can be stored in the STB as part of a cookie or tag set and subsequently read or amended by the CAS. User preference or filtering information can be stored in any suitable location or format.

[0063] In another implementation, no software is required to be installed on the mobile device, only cookies are placed on the device, which makes implementation in the market much simpler. Once a STB is confirmed to have been using a certain IP address at a certain date and time (for example by having a uniquely tagged STB consecutively communicate with the CAS using the same IP address or by the STB reporting the common IP address recorded by it as used by the online access device), the CAS database can be searched to find all the computers, mobile devices, and other STBs that used the same IP address at the same date and time, and those will be assumed to be devices that are part of the same household and using the same LAN. Then, an association or link is created among the devices, by linking the device identifiers or tags with the STB's identifier in the CAS database or by placing linking codes or information identifying the linked devices within the identifiers (cookies) of each of the devices along with the date and time the association was created. The association is kept for no more then a pre-determined period of time (such as seven days), to ensure that the delivered TV ads will be based only on online activity of those people that live in the house and not on online activity of people that happened to use the house's LAN only once, such as houseguests.

[0064] Once the association is created, profile information (both behavioral and demographic) collected about the computers and mobile devices before and after the association was created could be used to target ads to the STB, regardless of the IP addresses used by the computers and mobile devices (such as cell phones) to access the web at the time the profiles were collected.

[0065] For example, consider a common scenario where a laptop, used both at home and in the office, is linked to a home STB as a result of it being used at home. The day after the association was created, the laptop is taken to work, where it is used to visit a home mortgage site (using a different LAN or online access device than the one used at home). The home mortgage site redirects the laptop to the CAS along with a request to transmit a mortgage-related TV ad from one of the site's advertisers to the laptop user. The CAS, reading its own cookie that was placed on the laptop, checks its database and finds that the laptop is linked to a certain STB. In the evening, when the laptop user returns home and turns on the TV, the user will see the mortgage-related TV ad, even if

TV ad, even if the user left the laptop at work that day.

[0066] In another example, suppose a laptop user using a laptop at work one morning views a home mortgage advertiser's ad, before any association between the laptop and a home STB is created. When the mortgage advertiser ad server redirects the laptop to the CAS with a request to transmit a TV advertisement to the user, the CAS places a cookie on the laptop, or reads its own cookie if it encountered the laptop before. The CAS, finding no association between the laptop and a STB, stores the IP address used to view the advertiser's online ad, the CAS cookie used to mark the laptop, the date and time the ad was viewed, and a link (e.g., a URL) to the advertiser's TV ad. In the afternoon, suppose the laptop user returns home with the laptop. When the user accesses the Internet via the home's LAN with the laptop, suppose the user visits a travel site interested in delivering travel-related TV ads to the user from the site's advertisers. When the travel site redirects the laptop to the CAS, the CAS reads its own cookie and records the IP address used by the laptop to access the travel site, the CAS cookie used to mark the laptop, the date and time the site was visited, and links to TV ads (sold by the site to its travel advertisers). Next, the home STB is in contact with the CAS in the evening to check whether there are any TV ads available for its user. The CAS then uniquely identifies the STB using a tag it previously placed on the STB and recognizes that the STB is using the same IP address as the STB did several days ago. The CAS checks which profile providers were visited by computers and mobile devices using the same IP address since the STB's last contact. The CAS finds the laptop visit to the travel site using the common IP address. The CAS further finds the laptop's view of the online mortgage advertiser's ad, using the cookie used by the CAS to mark the laptop. The CAS can then redirect the STB to fetch the mortgage TV ad, using the link provided by the mortgage advertiser (despite the fact that the online mortgage ad was viewed by the laptop before making the association with the home STB) and redirect the STB to fetch the travel TV ads from the links provided by the travel site.

[0067] An Internet site can determine in one of several ways which CAS to contact to arrange for targeted delivery of television advertisements to a visitor of the online site:

[0068] (i) Each ISP (or ISP/TVP) has a block of IP addresses from which it dynamically allocates IP addresses to users using DHCP. Based on the online access

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IP address of a visitor to the site, an Internet site can determine which ISP the visitor is using to access the site. The site can then transmit a request to the correct CAS for that ISP. The request could be transmitted by redirecting the user to the correct CAS, for example.

[0069] (ii) The CAS or the CAS owner can transmit to participating Internet sites a file that includes a list of online access IP addresses that the CAS currently recognizes. Updated files can be transmitted at suitable intervals. An Internet site can receive such files from multiple CASs, and according to the information in the files can determine the proper CAS from which to request that an ad be served to the Internet site visitor.

[0070] (iii) The Internet site can request ads from all or most major CASs, relying on the probability that at least one of them may have registered the IP address allocated to the site visitor by the ISP that provides the site visitor's online access. If that is the case, that CAS can transmit to the Internet site a confirmation that the CAS recognizes the site visitor's online access IP address. The Internet site can deliver its request by redirecting a visitor to all or most major ISPs that operate a CAS, for example, or by sending all or most of the major CAS servers a file with the IP addresses and corresponding times and dates of visitors to the site.

[0071] The CAS that receives a request to deliver a television ad to an Internet site visitor might already have electronically associated an STB IP address with the visitor's online access IP address. If not, the CAS can store the site visitor's online IP address, the identity of the requesting Internet site, and the time and date of the visit to the Internet site. If the site visitor's STB later accesses the Internet server and the ISP/TVP transmits the site visitor's STB IP address to the CAS, the CAS can then arrange delivery of requested television ads. Or if the site visitor's STB reports a common IP address that matches the site visitor's IP address, the CAS can then arrange delivery of requested television ads.

[0072] Although the CAS is described as an entity separate from the profile provider, it could well be owned by or otherwise controlled by the profile provider. For example, if a profile provider is an online site (a large site such as Google could be a good example), in that implementation no redirect (or other inter-party communication) to the CAS will be required because the CAS is the server collecting the profile on behalf of the online

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site. For example, Google's CAS could collect the IP addresses of users who search on Google, what those users search for, at what times and dates the searches took place, and possibly the Google cookies used to mark those users' computers. Due to the very large amount of profile information about so many people accumulated by Google, the Google CAS could be used to serve TV ads to STBs. An STB communicates with the Google CAS to check whether a STB user has used another computer or mobile device to search on Google (the Google CAS uses the STB's common IP address to find those other computers or mobile devices, as explained above), and if Google finds such searches were made, it arranges for delivery of targeted TV ads, sold by Google to its advertisers, to the STB of users who made such searches.

[0073] As a security precaution, many residential or home office network routers are set by default to block access from the Internet to devices connected to router. In this default mode, television advertisements can be transmitted to the STB through the modem/router only upon if an initiated request is transmitted by the STB. The STB can be configured to query the CAS periodically for television ads awaiting transmission to the STB, and in response the CAS can either transmit the ad or direct the STB to retrieve the ad from the accessed online site or from another online site or ad server. Alternatively, enabling "Port Forwarding" on the router would allow direct access from the Internet to a STB connected to the Internet through the modem/router, thereby enabling the CAS or online site to transmit, at its own initiative, an advertisement to the STB.

[0074] However the transmission of the advertisement is initiated, and whatever the source of the transmitted advertisement, the STB can save the advertisement (in its own memory or storage or in a DVR) for viewing at a later time by the user (perhaps repeatedly), or the advertisement can be presented in "real-time" or "streaming" format. The advertisement (stored or real-time) can be presented independently, or can be integrated into other television content. Any suitable procedures for transmitting the targeted television advertisement to the online user's STB can be employed.

[0075] An online site or other profile provider can provide to the CAS a profile of a visitor, in return for a fixed payment or a commission based on revenue generated by a

television advertisement transmitted to the profiled visitor. In such a case the transmission request received by the CAS from the profile provider includes the visitor's profile (searches performed, pages viewed, provided demographic attributes, etc.; typically not PII). The CAS can match the profile with one or more other television advertisements to be delivered to the visitor's STB (in addition to those requested by the online site). Such additional ads can be sold by the CAS or by another party, and can be transmitted directly from the CAS or pulled by the STB from another site or ad server to which the CAS redirects the STB.

[0076] As described previously herein, it is often the case that more than one computer or other online user interface device is connected to the Internet through a single modem or router, and all devices sharing that connection will appear to an online site to be connected through the same IP address at any given time. For example, in a home scenario, a parent and a child in the same household might each use their own computer to access the Internet, with the parent visiting sites pertaining to news or finance and the child visiting sites pertaining to pop music or television. (The same is true in a business setting, where many computers may access websites through a common modem or router.) Each such site visited by any person on the LAN reports to the CAS the IP addresses and corresponding times and dates of each of those visits (which are the same at any given time for both computers). The STB in the same household reports to the CAS the common IP address used for online access. The CAS can now match the STB to the various sites visited. Television advertisements can be selected based not only on requests made by the visited sites (as already described) but also on content being viewed on the television when the TV advertisement is delivered. For example, if programming is being viewed on the television that is typically targeted at adults (e.g., news, financial reports, or adult drama) then television advertisements requested by the news or finance online sites are presented. Alternatively, if programming is being viewed on the television that is more typically targeted at children or teenagers, then television advertisements requested by the pop music or fashion online sites are presented. Both types of ads can be directed to the STB and stored for later viewing (during viewing of suitable television content) or can be directed to the STB and viewed as the suitable television content is viewed. The same discrimination between types of sites visited using multiple online access

multiple online access devices can be employed regardless of whether the computers in the household are fixed or mobile devices, through the techniques discussed previously herein.

[0077] In another implementation, the CAS arranges for delivery of TV ads to the STB along with associated television program targeting criteria, such as targeted age (kid, teen, adult, or senior), targeted gender, or type of content (travel, finance, news, or other subjects). The STB chooses the TV program within which to serve each of the delivered ads based on comparing the television program targeting criteria to actual program characteristics. Program characteristics can be ascertained by virtue of their being included in the electronic TV guide available to the STB or sent with the program as accompanying embedded data, for example, using known or later-discovered techniques. In a variation, when the STB delivers a television program to the user, or when the television program is about ready to show an advertisement, the STB can connect with the CAS and report to the CAS the identity of the viewed program, and the CAS can respond with an instruction identifying which of the ads stored in the STB (previously delivered from the CAS to the STB) should be delivered during the viewed program, based on comparing the characteristics of the program being viewed with the targeting criteria.

[0078] The television advertisements directed to users' set-top boxes at the request of a profile provider can come from a variety of sources. In one example, a given profile provider can request that the CAS direct an advertisement to the user's STB from (or on behalf of) the profile provider itself (if, for example, the profile provider is an online advertiser site interested in delivering TV ads to people that visited its online site) or from (or on behalf of) a related site (perhaps a site in the same Internet domain as the given profile provider). In that example, the proprietor of the CAS, as the facilitator of the targeted TV ad delivery based on the online site visit, can receive a payment from the profile provider. The CAS proprietor can keep a share of revenue as a commission and pay the TVP for the ad space (except in the case where the CAS proprietor owns the ad space). The TVP can either retain the entire amount paid by the CAS proprietor, if the TVP owns the TV ad space within which the TV ad was delivered, or the TVP can pay some or all of the amount paid by the CAS proprietor to another entity such as a TV

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broadcasting network, if the TVP does not own the ad space. In the case where the STB is provided by a third party other than the TVP (such as a service provider like Tivo), the STB provider can arrange with content owners (such as a TV broadcasting network) to have the service provider's STBs replace broadcasted TV ads with targeted TV ads, where a targeted TV ad is available, and the service provider and the TV broadcasting network can share the revenue with the CAS proprietor as discussed above. In some cases, the CAS can be owned by a TVP, an ISP, an STB provider, an online site, a TV ad space owner, or a TV content provider, in which case the payments will be divided in accordance to the respective roles. In general, a payment from a TV advertiser is used to pay the TV ad space owner and the entities facilitating the delivery of the targeted TV ad.

[0079] In another example, the online site or other profile provider can request that an ad from another advertiser of its own choosing be directed to the user's STB to whom the online site has sold an amount of television advertising space. The online site generates a new revenue stream by selling TV ads to its advertisers, where the TV ads are delivered to members of the online site's audience while they watch TV. In that example the online site can collect a revenue amount from the site-chosen advertiser while paying the CAS, ISP, TVP, ISP/TVP, or TV ad space owner in return for assisting to facilitate delivery to the STB of the ad provided by the site-chosen advertiser.

[0080] In another example, the profile provider provides a profile to the CAS in return for a payment triggered (1) every time the provided profile (whether including behavioral or demographic data) is used to deliver a TV ad, (2) when a TV ad that has been delivered using the provided profile generates revenues, or (3) simply on account of delivery of the profile without regard to whether, how often, or how effectively it is used.

[0081] The TV advertisement itself can be sold by the CAS, ISP, TVP, ISP/TVP, STB provider, TV ad space owner, or any third party such as a re-seller or a firm that represents ad space owners or profile providers and sells to advertisers. In that example the profile provider can collect a revenue amount from any of the entities benefiting from the delivery of the TV ad based on the profile provided by the profile provider, including the TV ad space owner, STB provider, CAS, ISP, TVP, ISP/TVP, or a third party selling the targeted ad space. The profile provider, re-seller, or the other

advertisers can also pay a revenue amount to the CAS, ISP, TVP, or ISP/TVP in return for directing the ad to the STB.

[0082] The systems and methods disclosed herein can be used to generate revenue in a variety of ways for various of the involved entities, not limited to the examples given here, that fall within the scope of the present disclosure or appended claims. It should be noted that the terms "pay," "collect," "receive," and so forth, when referring to revenue amounts, can denote actual exchanges of funds or can denote credits or debits to electronic accounts, especially automatic payment implemented with computer tracking. The terms can apply whether the payments are characterized as commissions, royalties, referral fees, holdbacks, overrides, purchase-resales, or any other compensation arrangements giving net results of split advertising revenues as stated above. Payment can occur either immediately, such as through micro-payment transfers, periodically, such as daily, weekly, or monthly, or upon accumulation of payments from multiple events totaling above a threshold amount. The systems and methods disclosed herein can be implemented with any suitable accounting modules or subsystems for tracking such payments or receipts of funds.

[0083] The systems and methods disclosed herein can be implemented as general or special purpose computers or other programmable hardware devices programmed through software or as hardware or equipment "programmed" through hard wiring, or a combination of the two. Computer programs or other software, if used, can be implemented in temporary or permanent storage or in replaceable media, such as by including programming in microcode, object-oriented code, web-based or distributed software modules that operate together, RAM, ROM, CD-ROM, DVD-ROM, hard drives, thumb drives, flash memory, optical media, magnetic media, semiconductor media, or any future storage alternatives.

[0084] It is intended that equivalents of the disclosed exemplary embodiments and methods shall fall within the scope of the present disclosure and/or appended claims. It is intended that the disclosed exemplary embodiments and methods, and equivalents thereof, may be modified while remaining within the scope of the present disclosure or appended claims. For example, where the term "product" is used in connection with a

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shopping or purchase request, the product can be a physical product, intangible product, or a service.

[0085] For purposes of the present disclosure and appended claims, the conjunction "or" is to be construed inclusively (e.g., "a dog or a cat" would be interpreted as "a dog, or a cat, or both"; e.g., "a dog, a cat, or a mouse" would be interpreted as "a dog, or a cat, or a mouse, or any two, or all three"), unless: (i) it is explicitly stated otherwise, e.g., by use of "either…or," "only one of…," or similar language; or (ii) two or more of the listed alternatives are mutually exclusive within the particular context, in which case "or" would encompass only those combinations involving non-mutually-exclusive alternatives. For purposes of the present disclosure or appended claims, the words "comprising," "including," and "having," and variants thereof, shall be construed as open ended terminology, with the same meaning as if the phrase "at least" were appended after each instance thereof.

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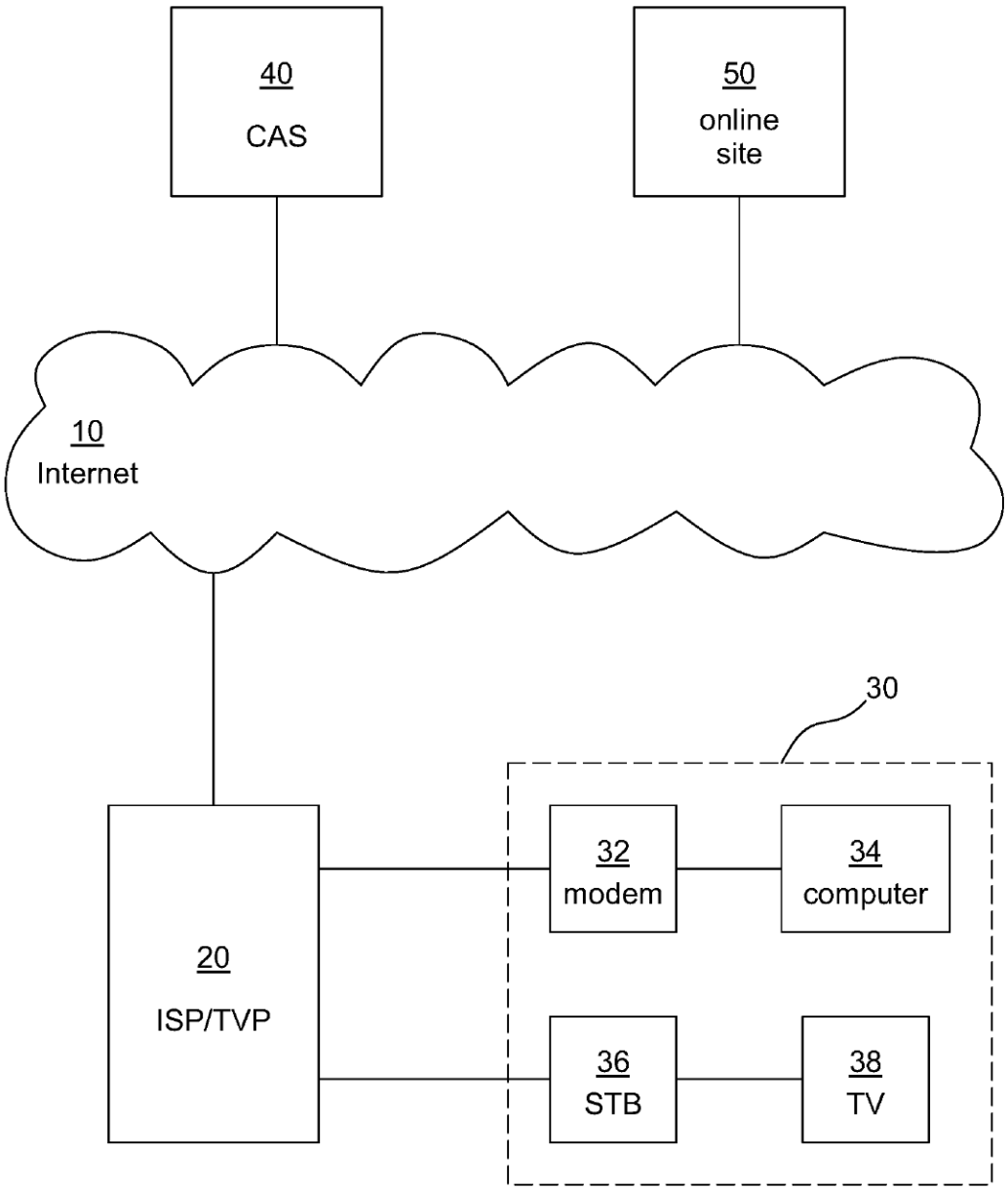

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CAS
50
online
site
10
Internet
30
20
ISP/TVP
32
modem
34
computer
36
STB
38
TV

FIG. 1

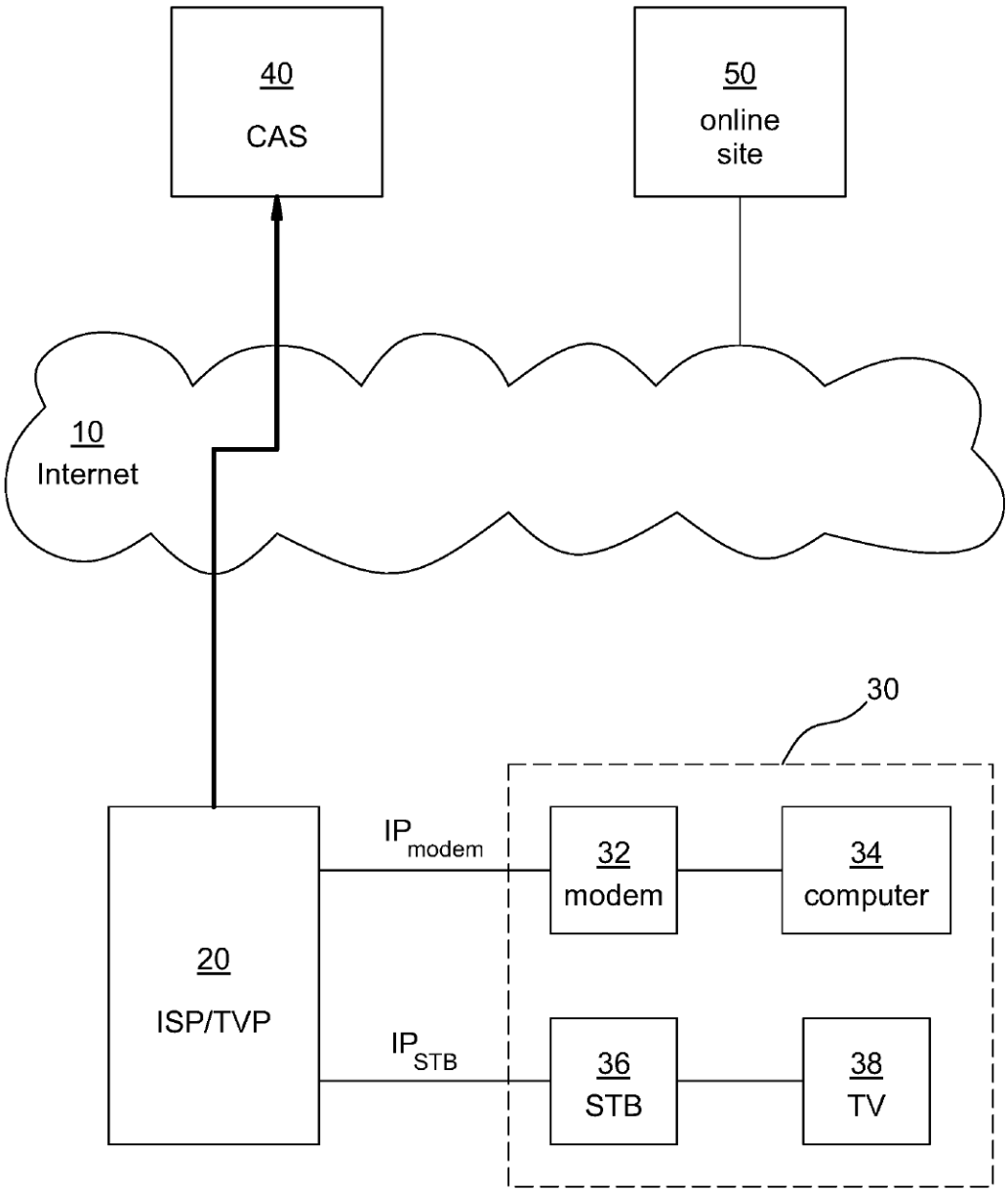

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CAS
50
online
site
10
Internet
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20
ISP/TVP
IP modem
IP STB
32
modem
34
computer
36
STB
38
TV

FIG. 2

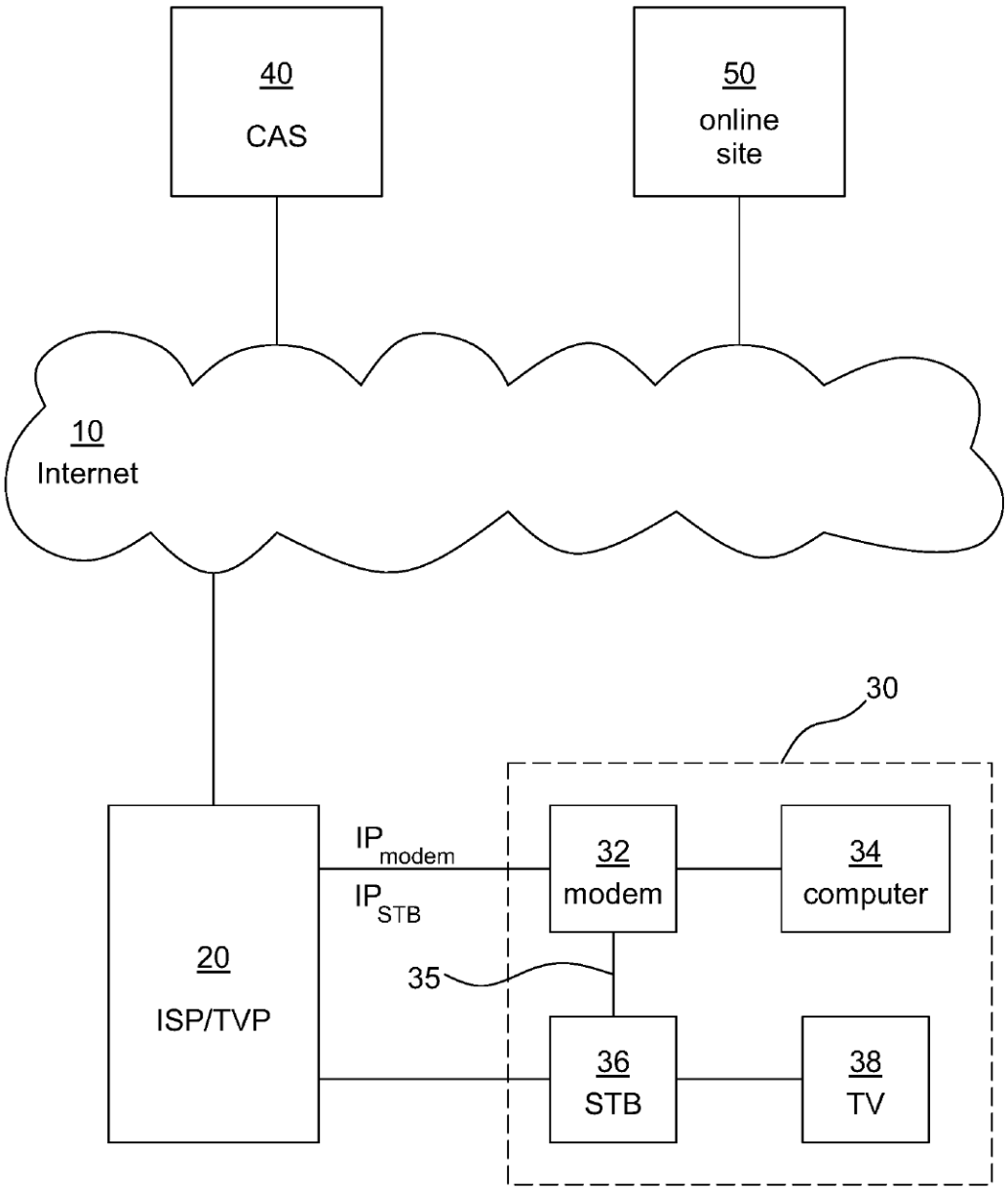

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CAS
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online
site
10
Internet
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ISP/TVP
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IP STB
32
modem
34
computer
35
36
STB
38
TV

FIG. 3

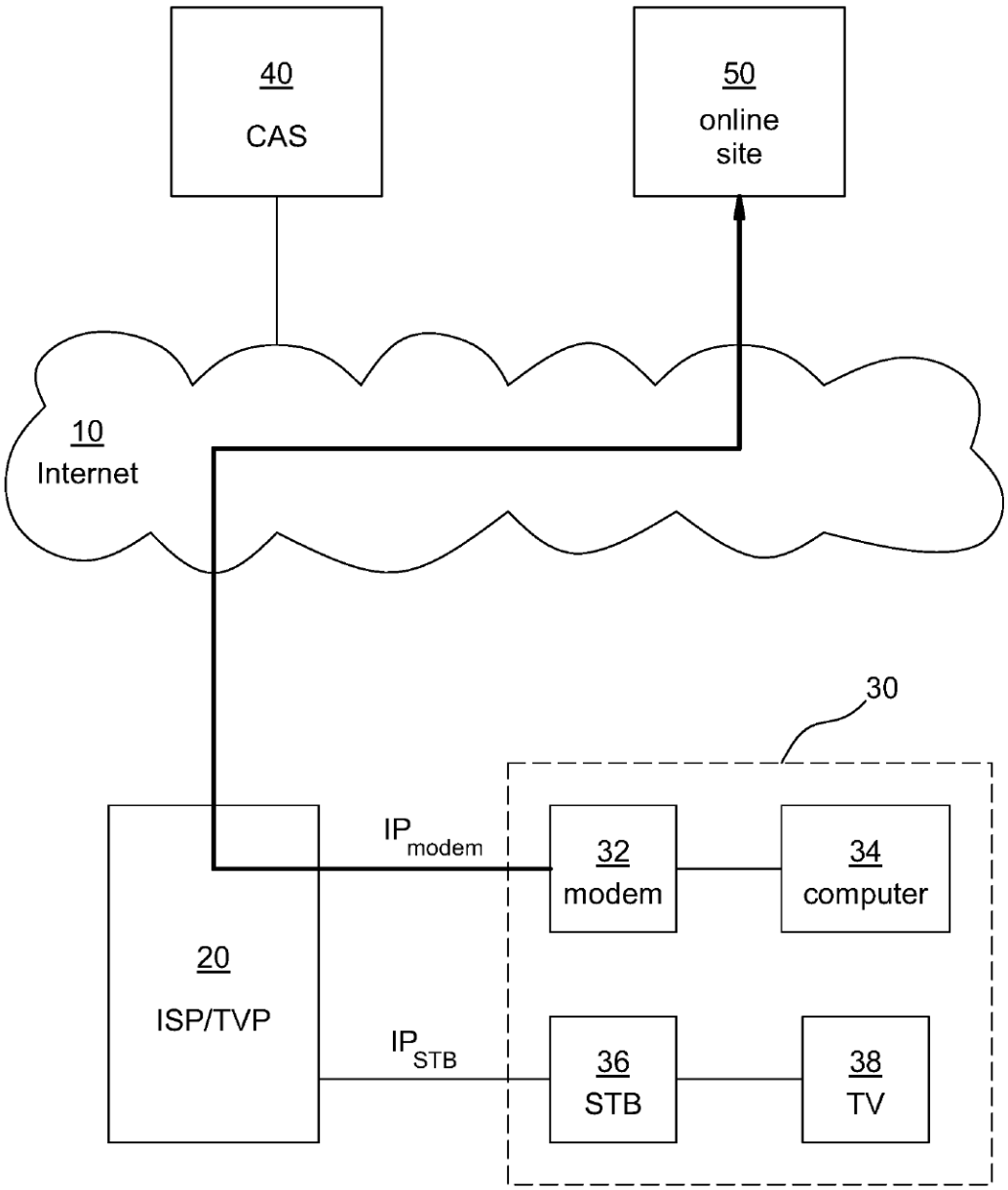

40
CAS
50
online
site
10
Internet
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IP modem
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modem
34
computer
20
ISP/TVP
IP STB
36
STB
38
TV

FIG. 4

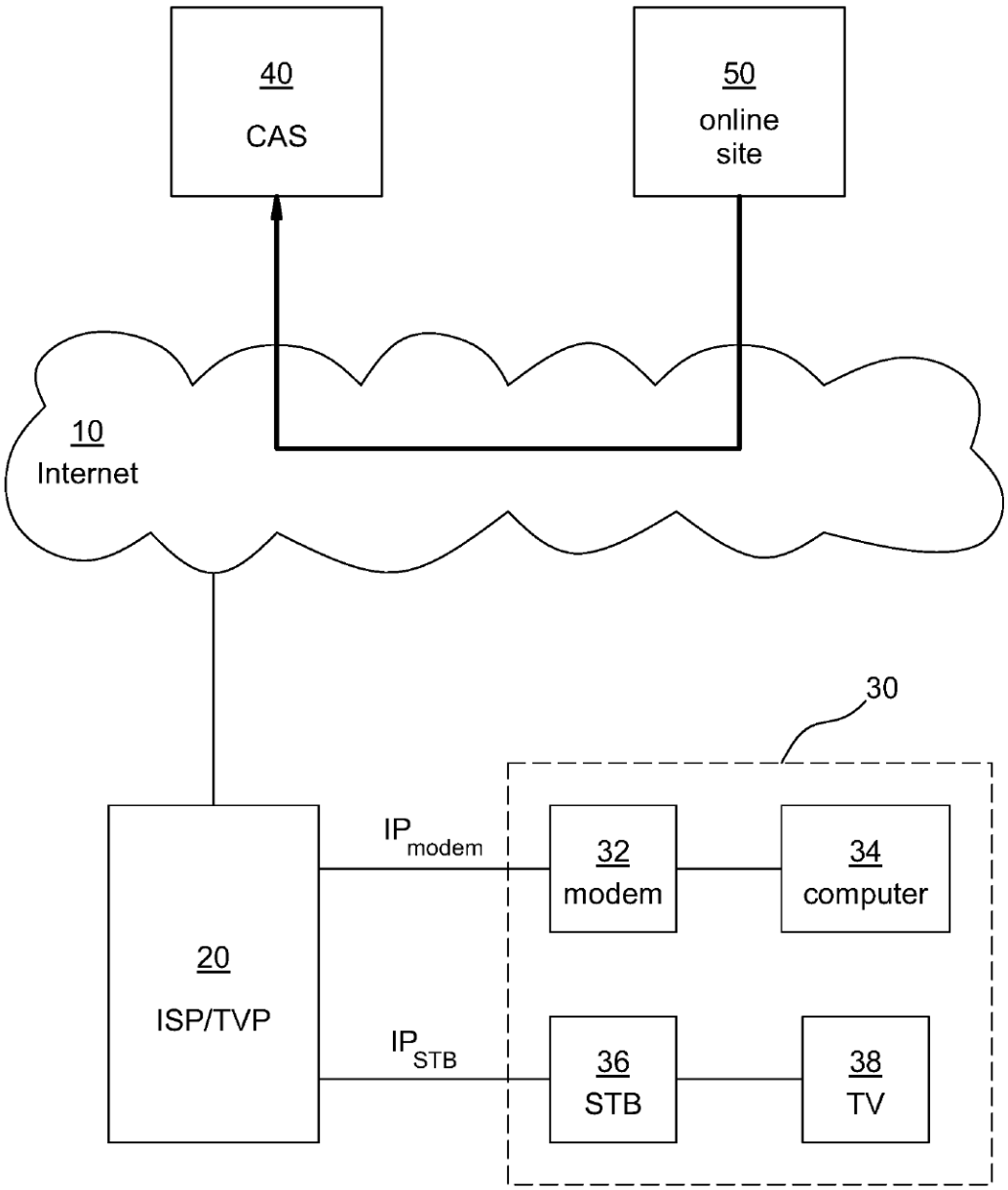

40
CAS
50
online
site
10
Internet
30
20
ISP/TVP
IP modem
IP STB
32
modem
34
computer
36
STB
38
TV

FIG. 5

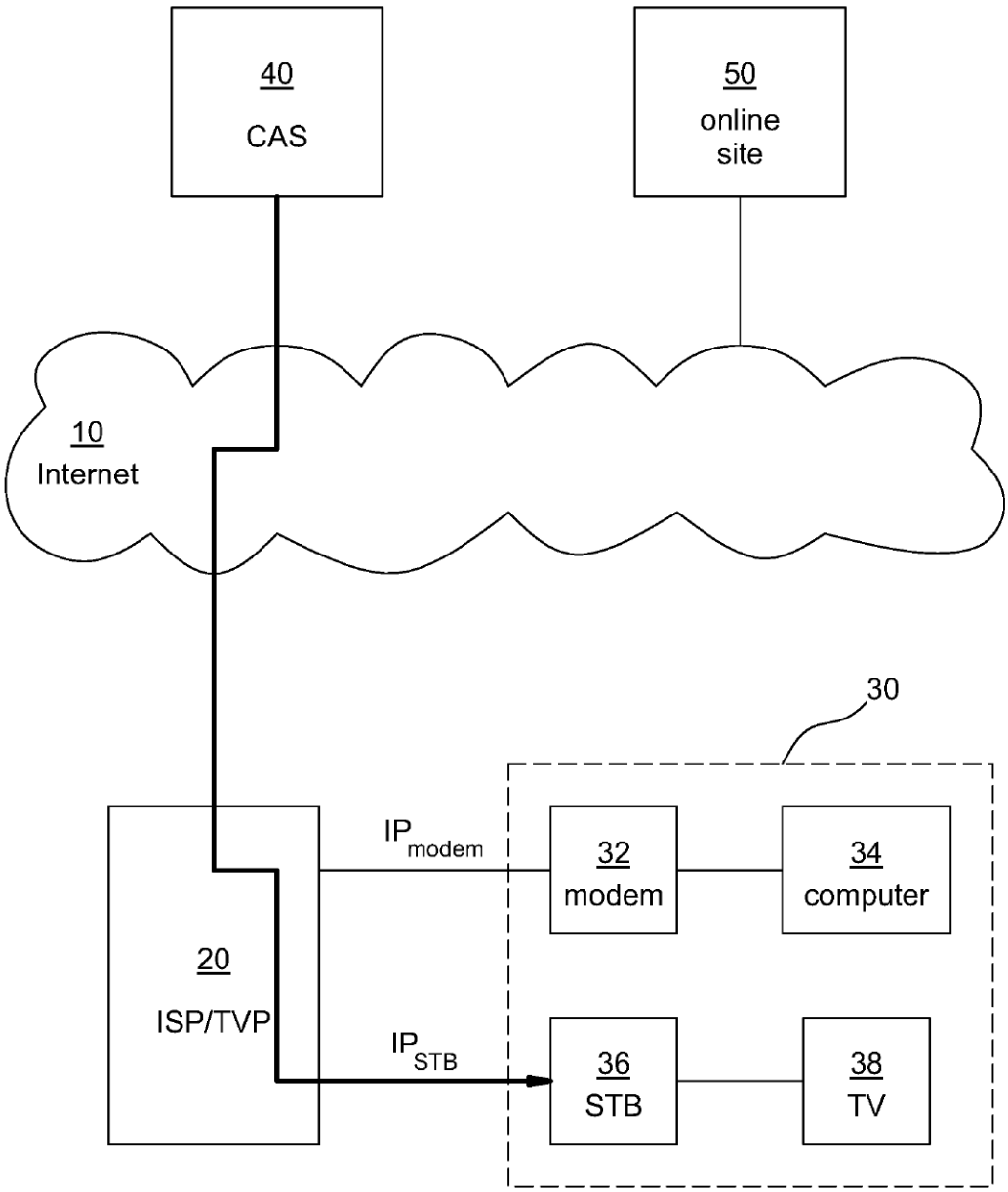

40
CAS
50
online
site
10
Internet
30
IP modem
32
modem
34
computer
20
ISP/TVP
IP STB
36
STB
38
TV

FIG. 6A

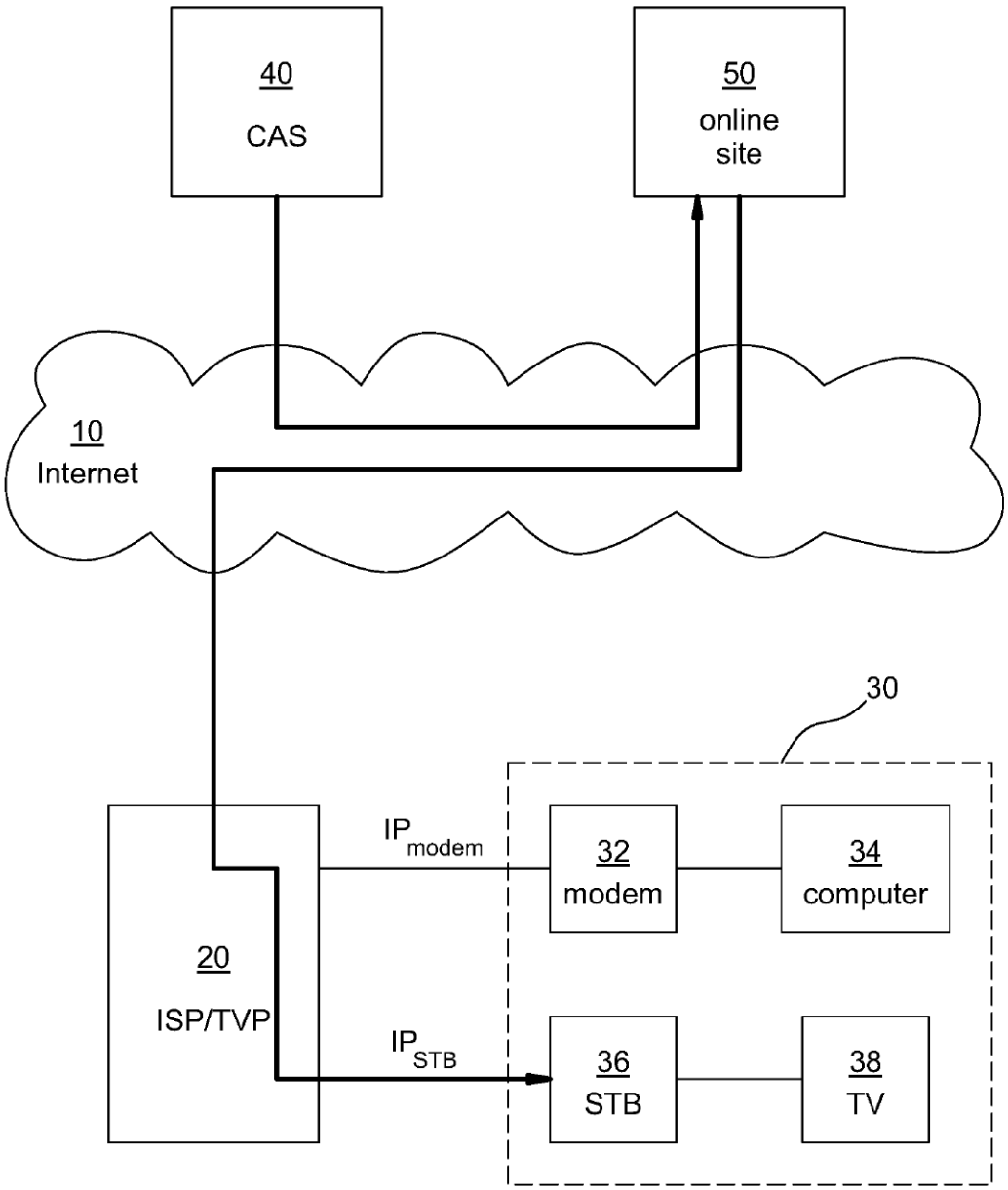

40
CAS
50
online
site
10
Internet
30
IP modem
32
modem
34
computer
20
ISP/TVP
IP STB
36
STB
38
TV

FIG. 6B

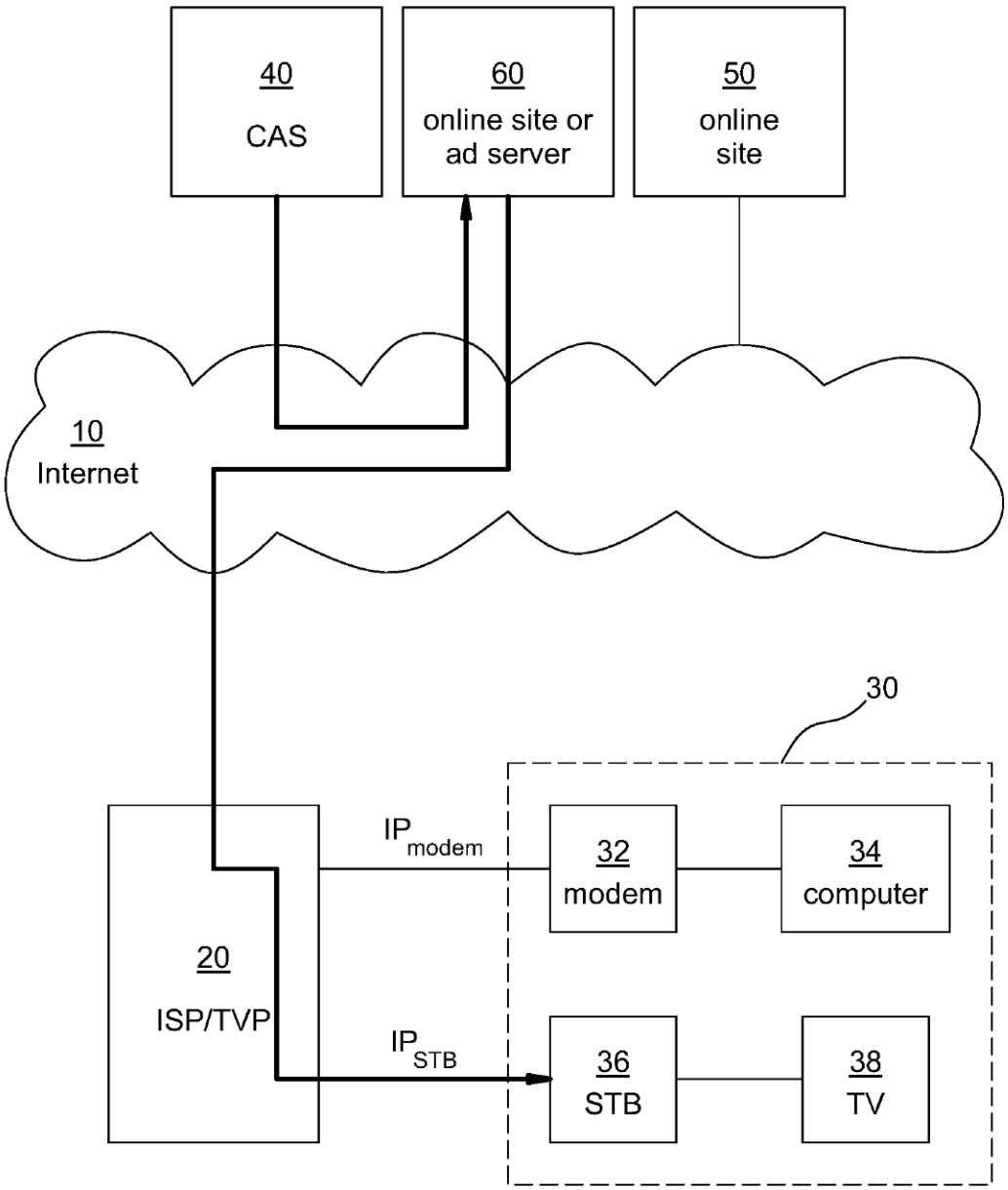

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online site or
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Internet
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FIG. 6C

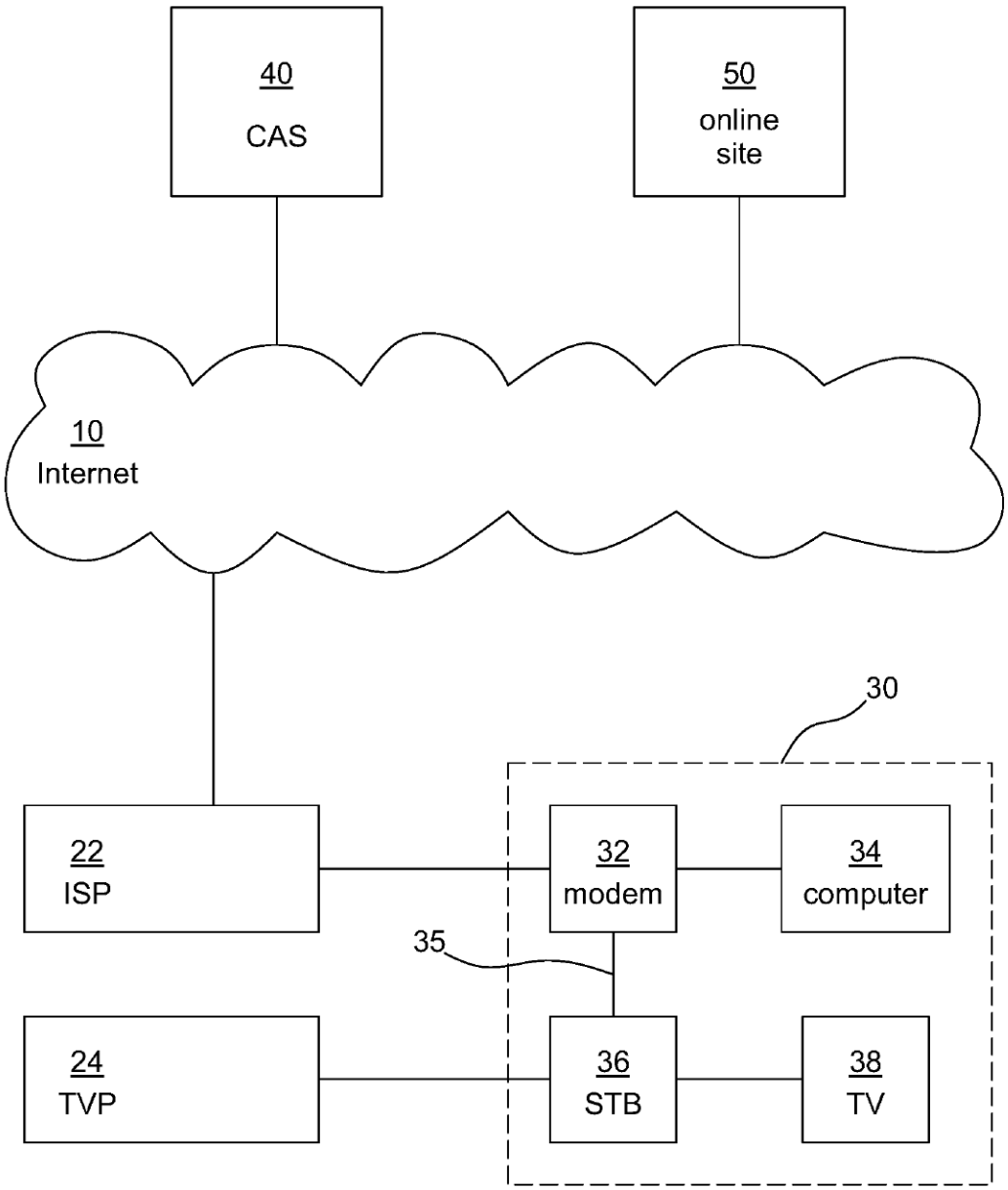

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FIG. 7

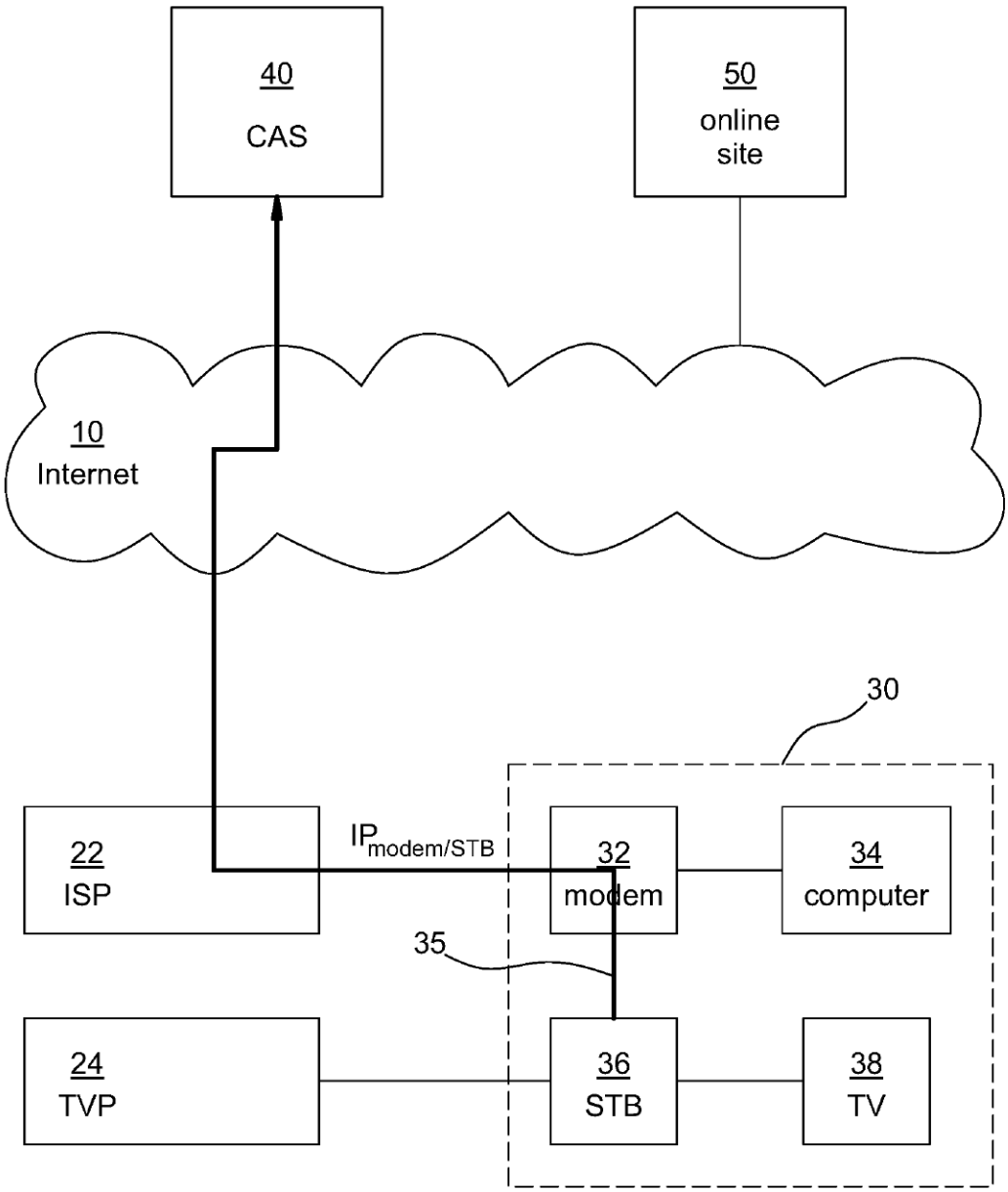

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FIG. 8

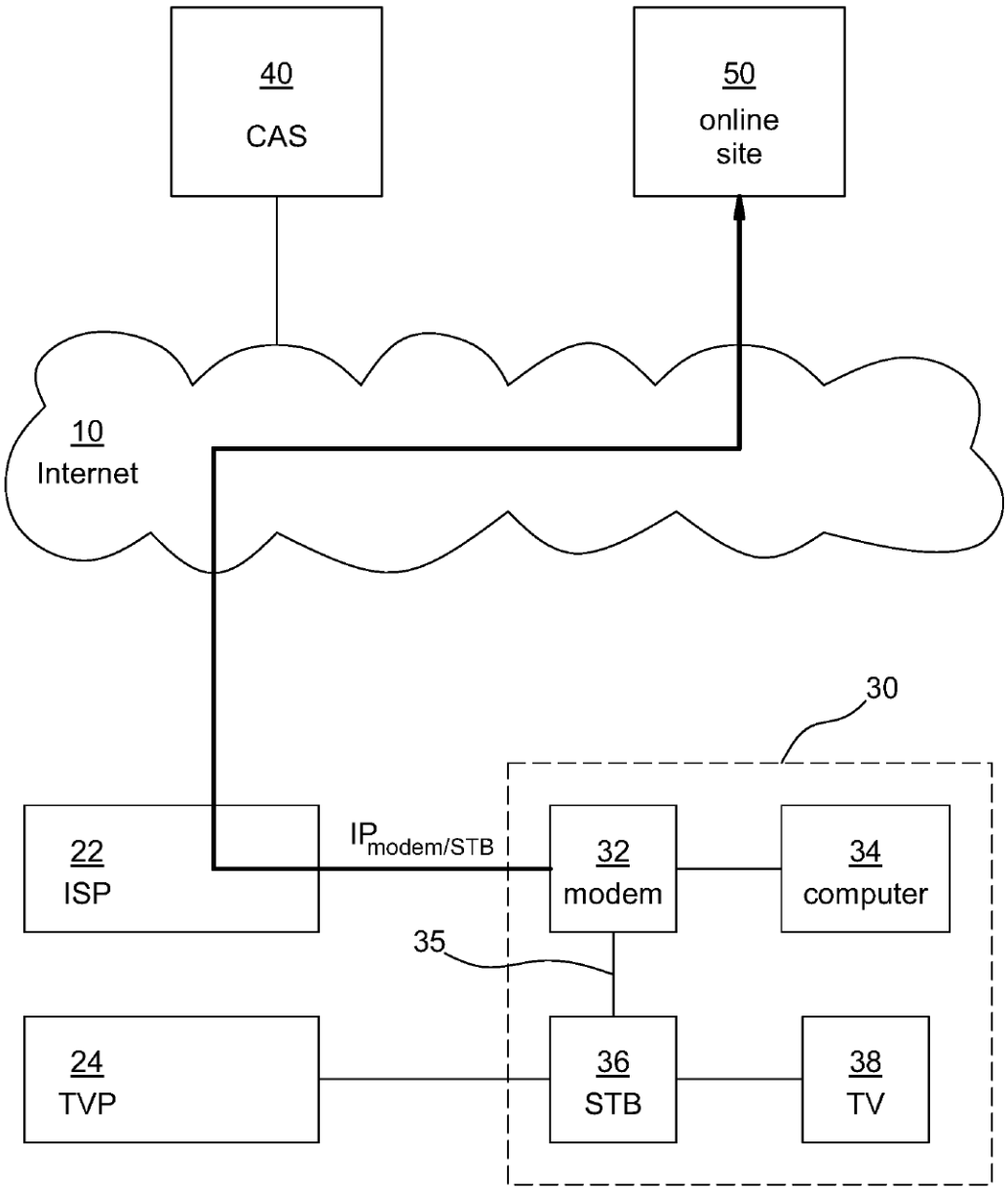

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TVP
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FIG. 9

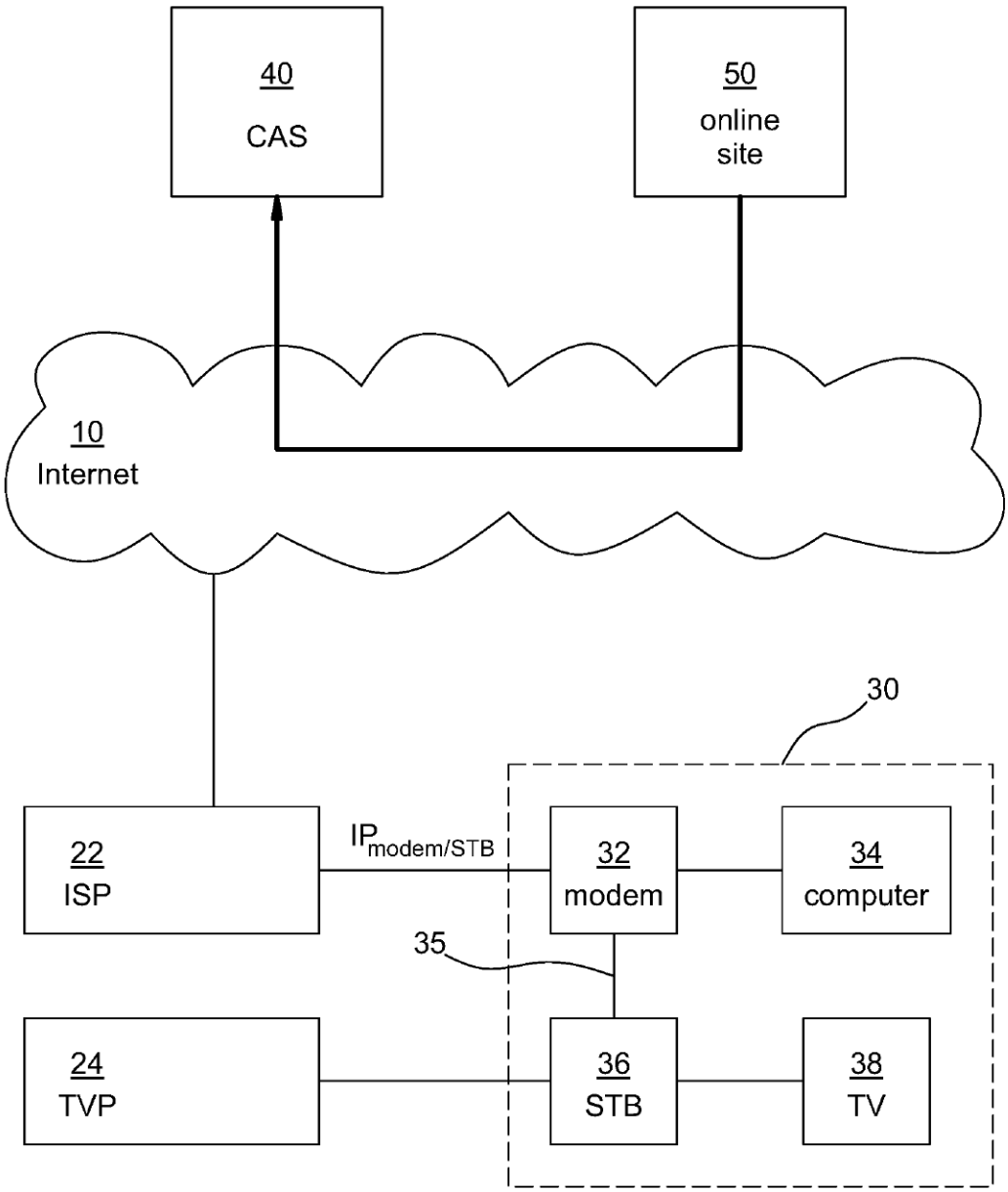

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TV

FIG. 10

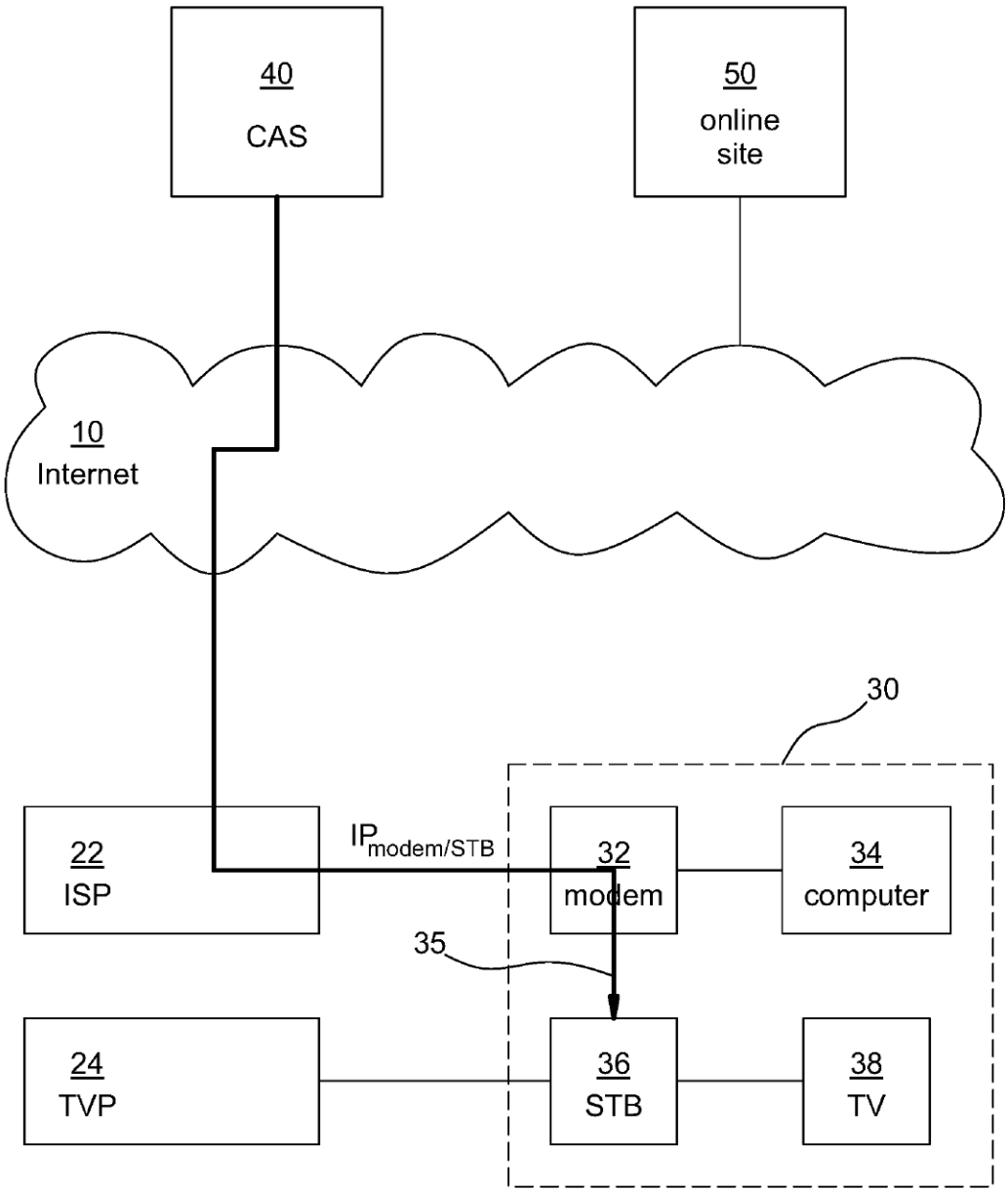

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FIG. 11A

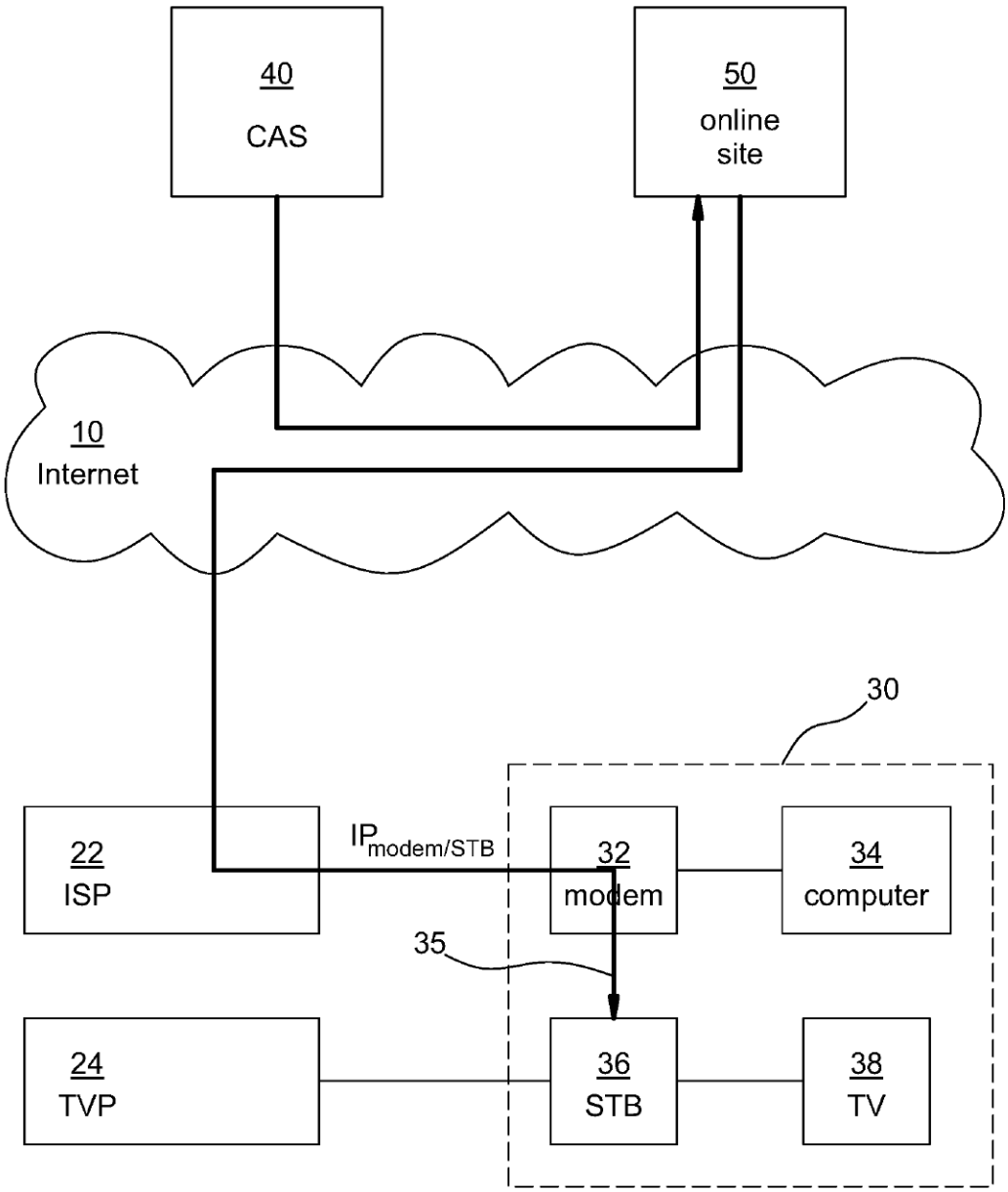

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FIG. 11B

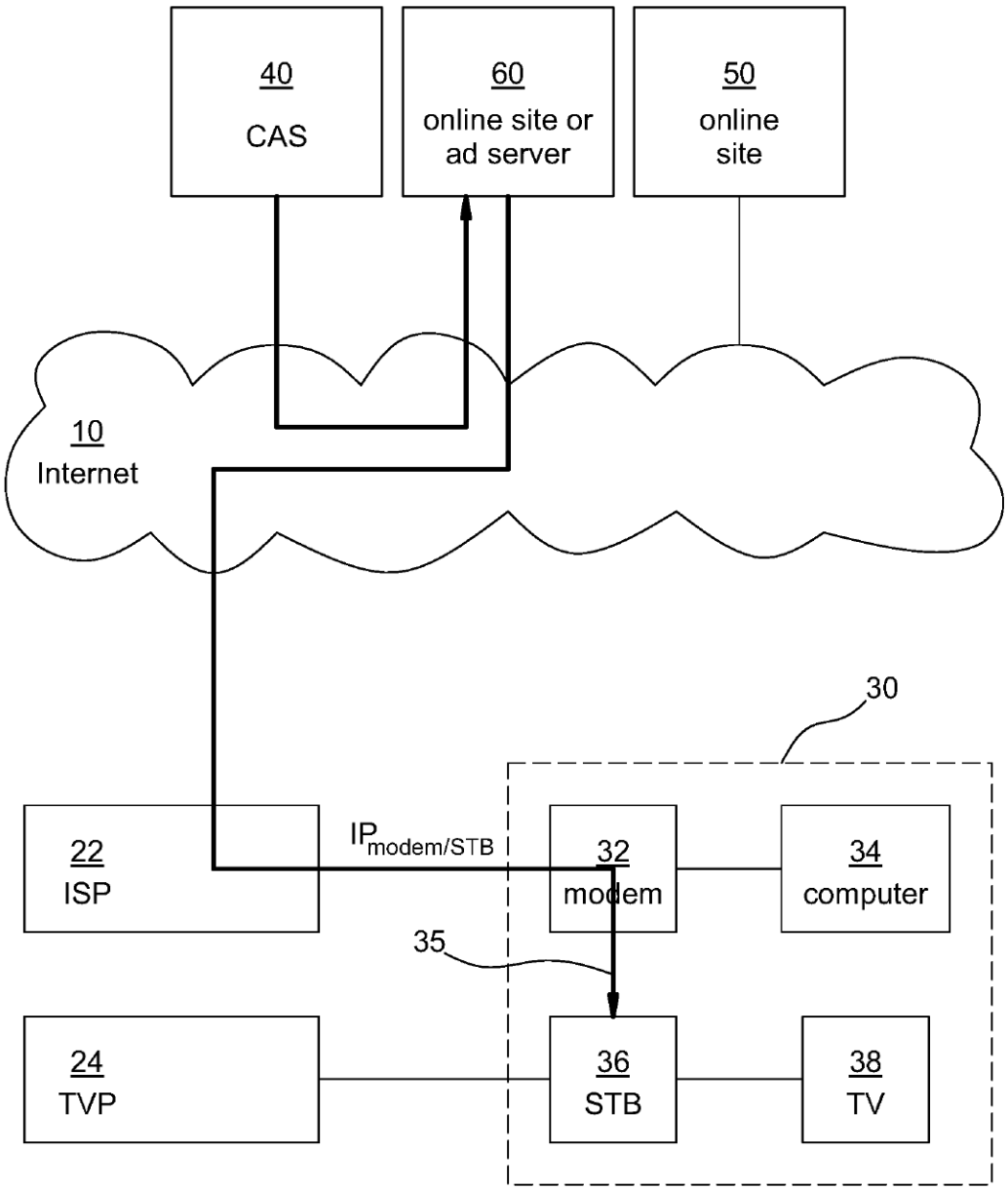

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FIG. 11C

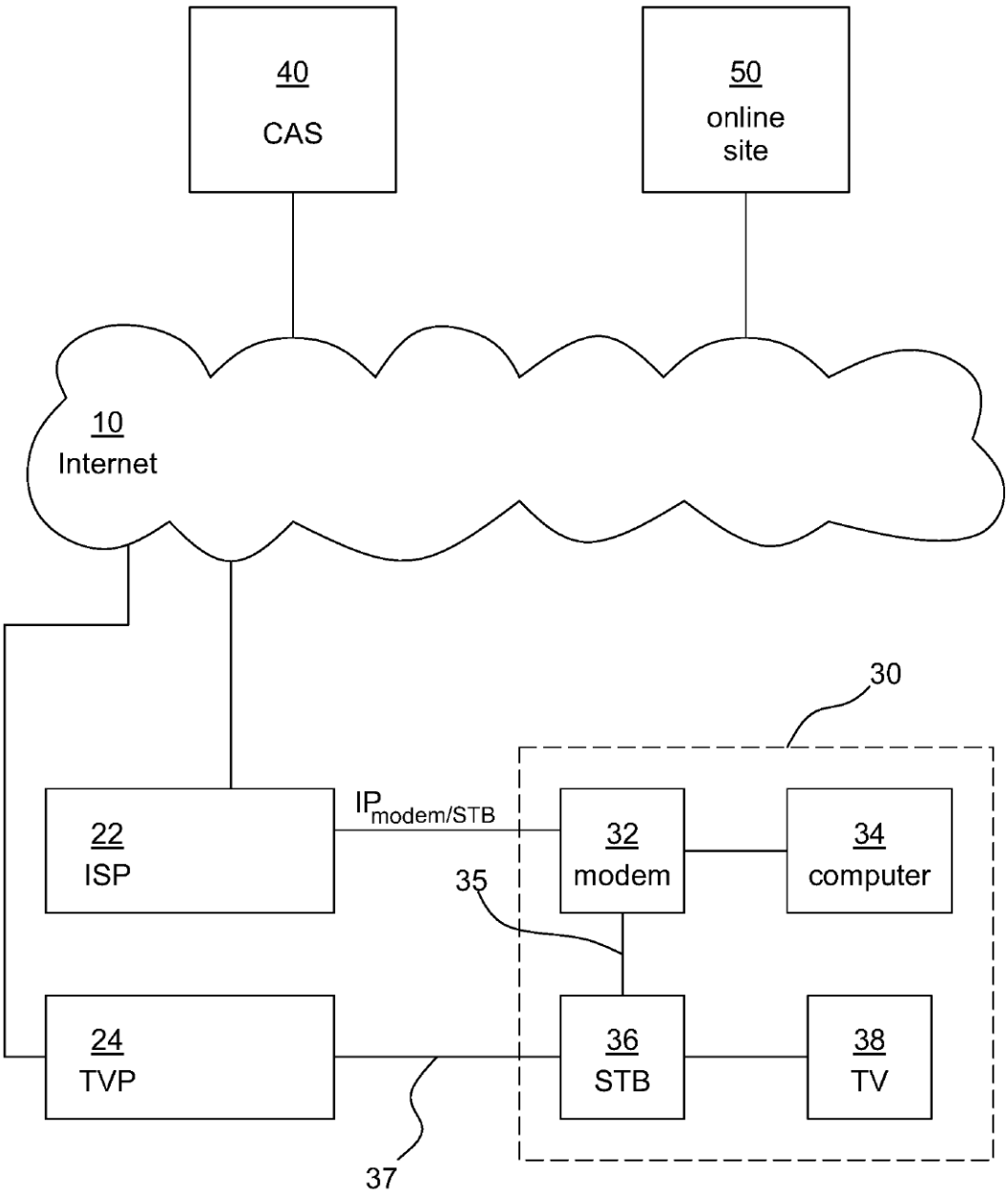

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FIG. 12

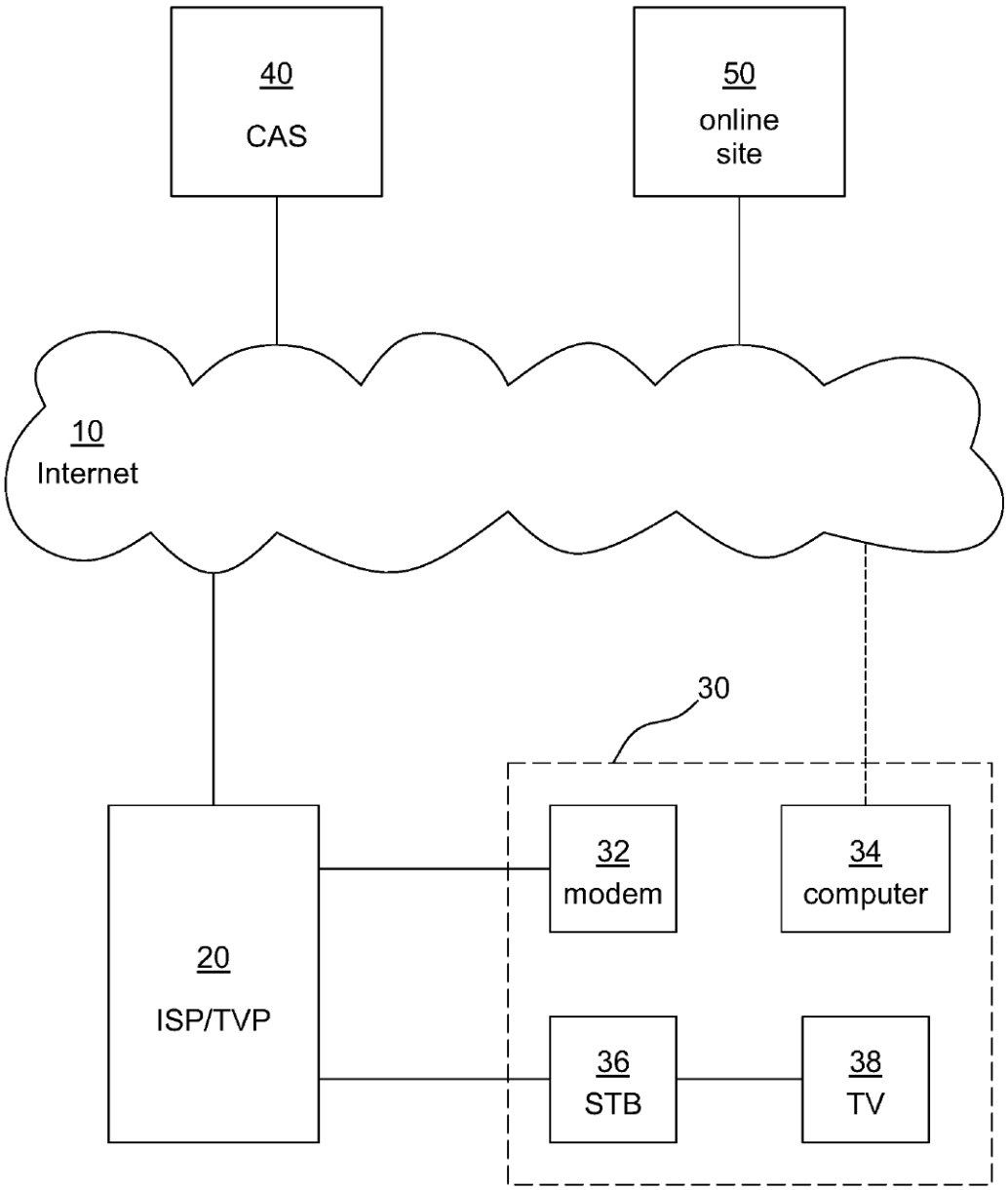

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FIG. 13

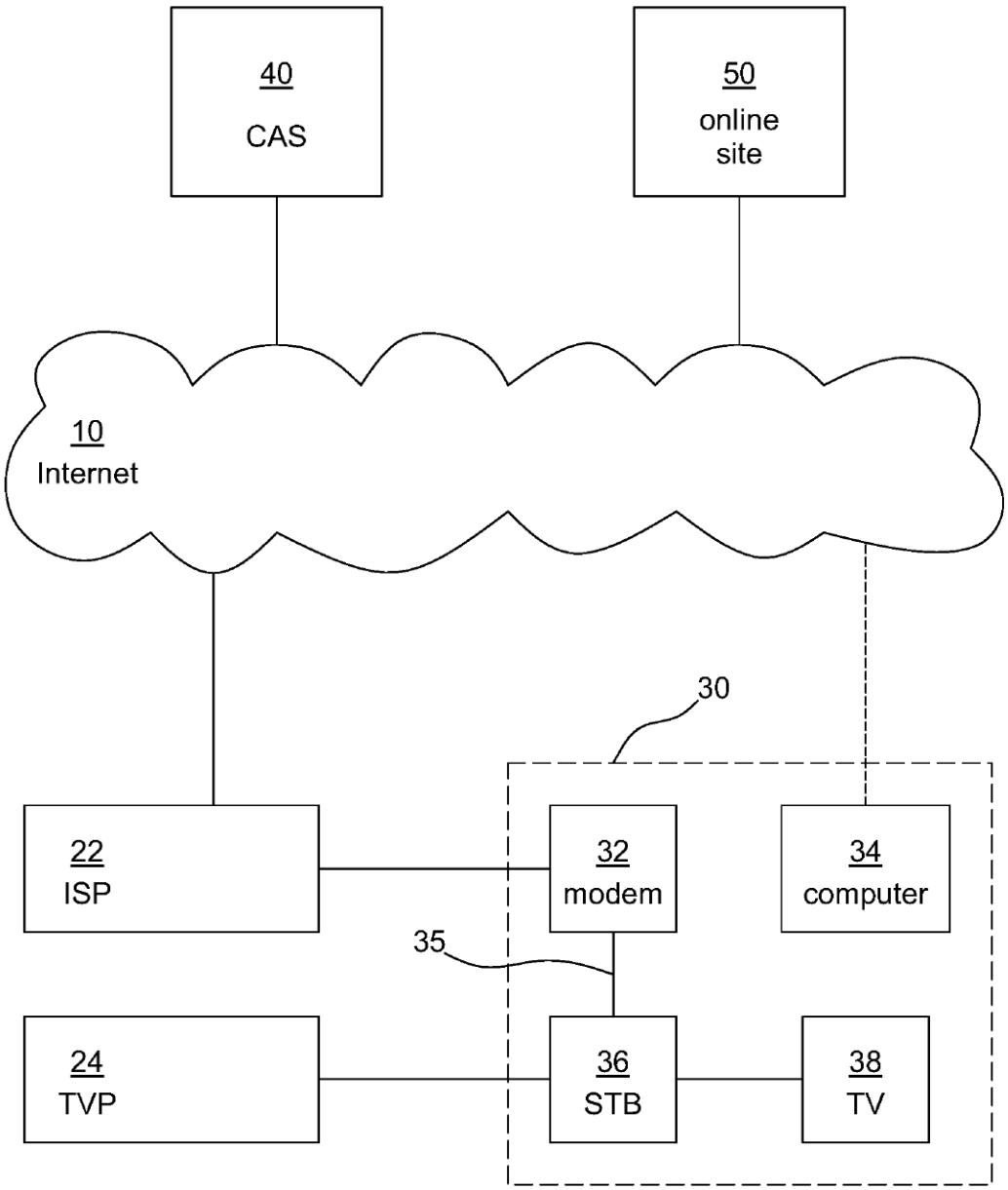

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FIG. 14

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DECLARATION (37 CFR 1.63) FOR UTILITY OR DESIGN APPLICATION USING AN APPLICATION DATA SHEET (37 CFR 1.76)

Title of Invention	Targeted television advertisements based on online behavior

As the below named inventor, I hereby declare that:

This declaration is directed to:

- [x] The attached application, or
- [ ] United States application or PCT international application number _____

filed on _____.

The above-identified application was made or authorized to be made by me.

I believe that I am the original inventor or an original joint inventor of a claimed invention in the application.

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

WARNING:

Petitioner/applicant is cautioned to avoid submitting personal information in documents filed in a patent application that may contribute to identity theft. Personal information such as social security numbers, bank account numbers, or credit card numbers (other than a check or credit card authorization form PTO-2038 submitted for payment purposes) is never required by the USPTO to support a petition or an application. If this type of personal information is included in documents submitted to the USPTO, petitioners/applicants should consider redacting such personal information from the documents before submitting them to the USPTO. Petitioner/applicant is advised that the record of a patent application is available to the public after publication of the application (unless a non-publication request in compliance with 37 CFR 1.213(a) is made in the application) or issuance of a patent. Furthermore, the record from an abandoned application may also be available to the public if the application is referenced in a published application or an issued patent (see 37 CFR 1.14). Checks and credit card authorization forms PTO-2038 submitted for payment purposes are not retained in the application file and therefore are not publicly available.

LEGAL NAME OF INVENTOR

Inventor: Roy Shkedi Date (Optional): 04-04-2014

Signature: Roy Shkedi

Note: An application data sheet (PTO/SB/14 or equivalent), including naming the entire inventive entity, must accompany this form or must have been previously filed. Use an additional PTO/AIA/01 form for each additional inventor.

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. 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 1 minute to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	14-TV1-CON5
	Application Number	
Title of Invention	Targeted television advertisements based on online behavior	

The application data sheet is part of the provisional or nonprovisional application for which it is being submitted. The following form contains the bibliographic data arranged in a format specified by the United States Patent and Trademark Office as outlined in 37 CFR 1.76.
This document may be completed electronically and submitted to the Office in electronic format using the Electronic Filing System (EFS) or the document may be printed and included in a paper filed application.

Secrecy Order 37 CFR 5.2:

☐ Portions or all of the application associated with this Application Data Sheet may fall under a Secrecy Order pursuant to 37 CFR 5.2 (Paper filers only. Applications that fall under Secrecy Order may not be filed electronically.)

Inventor Information:

Inventor 1 — Remove

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
Mr.	Roy		Shkedi	

Residence Information (Select One) • US Residency Non US Residency Active US Military Service

City	Forest Hills	State/Province	NY	Country of Residence	US

Mailing Address of Inventor:

Address 1	37-18 Northern Boulevard, Suite 404		
Address 2			
City	Long Island City	State/Province	NY
Postal Code	11101	Country	US

All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the **Add** button. Add

Correspondence Information:

Enter either Customer Number or complete the Correspondence Information section below.
For further information see 37 CFR 1.33(a).

☐ **An Address is being provided for the correspondence Information of this application.**

Customer Number	26362		
Email Address	louis@valuablepatents.com	Add Email	Remove Email
Email Address	donald@valuablepatents.com	Add Email	Remove Email

Application Information:

Title of the Invention	Targeted television advertisements based on online behavior		
Attorney Docket Number	14-TV1-CON5	Small Entity Status Claimed	☐
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	18	Suggested Figure for Publication (if any)	

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	14-TV1-CON5
	Application Number	
Title of Invention	Targeted television advertisements based on online behavior	

Filing By Reference:

Only complete this section when filing an application by reference under 35 U.S.C. 111(c) and 37 CFR 1.57(a). Do not complete this section if application papers including a specification and any drawings are being filed. Any domestic benefit or foreign priority information must be provided in the appropriate section(s) below (i.e., "Domestic Benefit/National Stage Information" and "Foreign Priority Information").

For the purposes of a filing date under 37 CFR 1.53(b), the description and any drawings of the present application are replaced by this reference to the previously filed application, subject to conditions and requirements of 37 CFR 1.57(a).

Application number of the previously filed application	Filing date (YYYY-MM-DD)	Intellectual Property Authority or Country

Publication Information:

☐ Request Early Publication (Fee required at time of Request 37 CFR 1.219)

☐ **Request Not to Publish.** I hereby request that the attached application not be published under 35 U.S.C. 122(b) and certify that the invention disclosed in the attached application **has not and will not** be the subject of an application filed in another country, or under a multilateral international agreement, that requires publication at eighteen months after filing.

Representative Information:

Representative information should be provided for all practitioners having a power of attorney in the application. Providing this information in the Application Data Sheet does not constitute a power of attorney in the application (see 37 CFR 1.32).
Either enter Customer Number or complete the Representative Name section below. If both sections are completed the customer Number will be used for the Representative Information during processing.

Please Select One:	● Customer Number	US Patent Practitioner	◯ Limited Recognition (37 CFR 11.9)
Customer Number	26362		

Domestic Benefit/National Stage Information:

This section allows for the applicant to either claim benefit under 35 U.S.C. 119(e), 120, 121, 365(c), or 386(c) or indicate National Stage entry from a PCT application. Providing benefit claim information in the Application Data Sheet constitutes the specific reference required by 35 U.S.C. 119(e) or 120, and 37 CFR 1.78.
When referring to the current application, please leave the "Application Number" field blank.

Prior Application Status: Patented — Remove

Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
	Continuation of	15803631	2017-11-03	10178442	2019-01-08

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	14-TV1-CON5
	Application Number	
Title of Invention	Targeted television advertisements based on online behavior	

Prior Application Status	Patented				Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
15803631	Continuation of	15179356	2016-06-10	9813778	2017-11-07
Prior Application Status	Patented				Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
15179356	Continuation of	14246525	2014-04-07	9369779	2016-06-14
Prior Application Status	Patented				Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
14246525	Division of	13097885	2011-04-29	8695032	2014-04-08
Prior Application Status	Patented				Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
13097885	Division of	12860666	2010-08-20	8281336	2010-12-28
Prior Application Status	Patented				Remove
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
12860666	Continuation of	11736544	2007-04-17	7861260	2010-12-28
Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the **Add** button.					Add

Foreign Priority Information:

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

			Remove
Application Number	Country[i]	Filing Date (YYYY-MM-DD)	Access Code[i] (if applicable)
Additional Foreign Priority Data may be generated within this form by selecting the **Add** button.			Add

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	14-TV1-CON5
	Application Number	
Title of Invention	Targeted television advertisements based on online behavior	

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

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

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	14-TV1-CON5
	Application Number	
Title of Invention	Targeted television advertisements based on online behavior	

Authorization or Opt-Out of Authorization to Permit Access:

When this Application Data Sheet is properly signed and filed with the application, applicant has provided written authority to permit a participating foreign intellectual property (IP) office access to the instant application-as-filed (see paragraph A in subsection 1 below) and the European Patent Office (EPO) access to any search results from the instant application (see paragraph B in subsection 1 below).

Should applicant choose not to provide an authorization identified in subsection 1 below, applicant **must opt-out** of the authorization by checking the corresponding box A or B or both in subsection 2 below.

NOTE: This section of the Application Data Sheet is **ONLY** reviewed and processed with the **INITIAL** filing of an application. After the initial filing of an application, an Application Data Sheet cannot be used to provide or rescind authorization for access by a foreign IP office(s). Instead, Form PTO/SB/39 or PTO/SB/69 must be used as appropriate.

1. Authorization to Permit Access by a Foreign Intellectual Property Office(s)

A. Priority Document Exchange (PDX) - Unless box A in subsection 2 (opt-out of authorization) is checked, the undersigned hereby **grants the USPTO authority** to provide the European Patent Office (EPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), the State Intellectual Property Office of the People's Republic of China (SIPO), the World Intellectual Property Organization (WIPO), and any other foreign intellectual property office participating with the USPTO in a bilateral or multilateral priority document exchange agreement in which a foreign application claiming priority to the instant patent application is filed, access to: (1) the instant patent application-as-filed and its related bibliographic data, (2) any foreign or domestic application to which priority or benefit is claimed by the instant application and its related bibliographic data, and (3) the date of filing of this Authorization. See 37 CFR 1.14(h)(1).

B. Search Results from U.S. Application to EPO - Unless box B in subsection 2 (opt-out of authorization) is checked, the undersigned hereby **grants the USPTO authority** to provide the EPO access to the bibliographic data and search results from the instant patent application when a European patent application claiming priority to the instant patent application is filed. See 37 CFR 1.14(h)(2).

The applicant is reminded that the EPO's Rule 141(1) EPC (European Patent Convention) requires applicants to submit a copy of search results from the instant application without delay in a European patent application that claims priority to the instant application.

2. Opt-Out of Authorizations to Permit Access by a Foreign Intellectual Property Office(s)

☐ A. Applicant **DOES NOT** authorize the USPTO to permit a participating foreign IP office access to the instant application-as-filed. If this box is checked, the USPTO will not be providing a participating foreign IP office with any documents and information identified in subsection 1A above.

☐ B. Applicant **DOES NOT** authorize the USPTO to transmit to the EPO any search results from the instant patent application. If this box is checked, the USPTO will not be providing the EPO with search results from the instant application.

NOTE: Once the application has published or is otherwise publicly available, the USPTO may provide access to the application in accordance with 37 CFR 1.14.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	14-TV1-CON5
	Application Number	
Title of Invention	Targeted television advertisements based on online behavior	

Applicant Information:

Providing assignment information in this section does not substitute for compliance with any requirement of part 3 of Title 37 of CFR to have an assignment recorded by the Office.

Applicant 1 Remove

If the applicant is the inventor (or the remaining joint inventor or inventors under 37 CFR 1.45), this section should not be completed. The information to be provided in this section is the name and address of the legal representative who is the applicant under 37 CFR 1.43; or the name and address of the assignee, person to whom the inventor is under an obligation to assign the invention, or person who otherwise shows sufficient proprietary interest in the matter who is the applicant under 37 CFR 1.46. If the applicant is an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest) together with one or more joint inventors, then the joint inventor or inventors who are also the applicant should be identified in this section.

Clear

● Assignee	Legal Representative under 35 U.S.C. 117	Joint Inventor
Person to whom the inventor is obligated to assign.	Person who shows sufficient proprietary interest	

If applicant is the legal representative, indicate the authority to file the patent application, the inventor is:

Name of the Deceased or Legally Incapacitated Inventor:

If the Applicant is an Organization check here. ☒

Organization Name	INTENT IQ, LLC		
Mailing Address Information For Applicant:			
Address 1	37-18 Northern Boulevard, Suite 404		
Address 2			
City	Long Island City	**State/Province**	NY
Country	US	Postal Code	11101
Phone Number	646-217-0930	Fax Number	
Email Address			

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

Assignee Information including Non-Applicant Assignee Information:

Providing assignment information in this section does not substitute for compliance with any requirement of part 3 of Title 37 of CFR to have an assignment recorded by the Office.

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	14-TV1-CON5
	Application Number	
Title of Invention	Targeted television advertisements based on online behavior	

Assignee 1

Complete this section if assignee information, including non-applicant assignee information, is desired to be included on the patent application publication. An assignee-applicant identified in the "Applicant Information" section will appear on the patent application publication as an applicant. For an assignee-applicant, complete this section only if identification as an assignee is also desired on the patent application publication.

Remove

If the Assignee or Non-Applicant Assignee is an Organization check here. ☐

Prefix	**Given Name**	Middle Name	**Family Name**	Suffix

Mailing Address Information For Assignee including Non-Applicant Assignee:

Address 1			
Address 2			
City		**State/Province**	
Country i		Postal Code	
Phone Number		Fax Number	
Email Address			

Additional Assignee or Non-Applicant Assignee Data may be generated within this form by selecting the Add button. Add

Signature:

Remove

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

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

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

Signature	/Louis J. Hoffman/			Date (YYYY-MM-DD)	2018-12-20
First Name	Louis	Last Name	Hoffman	Registration Number	38,918

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

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Application Data Sheet 37 CFR 1.76	Attorney Docket Number	14-TV1-CON5
	Application Number	
Title of Invention	Targeted television advertisements based on online behavior	

This collection of information is required by 37 CFR 1.76. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 23 minutes to complete, including gathering, preparing, and submitting the completed application data sheet form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

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

1 The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether the Freedom of Information Act requires disclosure of these records.

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

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

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

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

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

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

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

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

Electronic Patent Application Fee Transmittal	
Application Number:	
Filing Date:	
Title of Invention:	Targeted television advertisements based on online behavior
First Named Inventor/Applicant Name:	Roy Shkedi
Filer:	Louis J. Hoffman/Donald Hertz
Attorney Docket Number:	14-TV1-CON5
Filed as Large Entity	
Filing Fees for Utility under 35 USC 111(a)	

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
UTILITY APPLICATION FILING	1011	1	300	300
UTILITY SEARCH FEE	1111	1	660	660
UTILITY EXAMINATION FEE	1311	1	760	760
Pages:				
Claims:				
CLAIMS IN EXCESS OF 20	1202	3	100	300
Miscellaneous-Filing:				
Petition:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	2020

Electronic Acknowledgement Receipt	
EFS ID:	34663329
Application Number:	16228479
International Application Number:	
Confirmation Number:	5482
Title of Invention:	Targeted television advertisements based on online behavior
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-TV1-CON5
Receipt Date:	20-DEC-2018
Filing Date:	
Time Stamp:	19:07:27
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	$2020
RAM confirmation Number	122118INTEFSW19080400
Deposit Account	
Authorized User	
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Transmittal of New Application	18-12-20-IIQ-TV1_CON5-App_Trans.pdf	209482 2fbf5be186760721217b3af5bc37bd7ba2fcd2df	no	1
Warnings:					
Information:					
2		TV1-Specification.pdf	180494 dd8abb4fd52bcf428fdd44ad7ef1c2d392968bb1	yes	45

Multipart Description/PDF files in .zip description

Document Description	Start	End
Abstract	45	45
Claims	38	44
Specification	1	37

Warnings:					
Information:					
3	Drawings-only black and white line drawings	TV1-Figures.pdf	150919 95605322f3e2304a706627f2bc91532c14288037	no	18
Warnings:					
Information:					
4	Oath or Declaration filed	IIQ-TV1-Declaration-parent_copy.pdf	155643 d951993d4dd25f1e3fe6dc1a3ec01311def73c2a	no	1
Warnings:					
Information:					
5	Application Data Sheet	18-12-20-IIQ-TV1_CON5-ADS.pdf	1823606 1f57f96b4ae2d60d63ad1dfe205e462063656000	no	9

Warnings:					
Information:					
6	Fee Worksheet (SB06)	fee-info.pdf	36757 9ee7c9551892cf9c9bbc839875f821de1b720e59	no	2
Warnings:					
Information:					
			Total Files Size (in bytes):	2556901	

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

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

PTO/AIA/82A (07-13)
Approved for use through 11/30/2014. 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) to identify the application to which the Power of Attorney is directed, in accordance with 37 CFR 1.5, unless the application number and filing date are identified in the Power of Attorney by Applicant form. If neither form PTO/AIA/82A nor form PTO/AIA82B identifies the application to which the Power of Attorney is directed, the Power of Attorney will not be recognized in the application.

Application Number	16/228,479
Filing Date	12/20/2018
First Named Inventor	Shkedi, Roy
Title	Targeted television advertisements based on online behavior
Art Unit	2425 (in parent app.)
Examiner Name	Expo, Nnenna Ngozi (in parent app.)
Attorney Docket Number	14-TV1-CON5

SIGNATURE of Applicant or Patent Practitioner

Signature	/Louis J. Hoffman/	Date (Optional)	12/20/2018
Name	Louis J. Hoffman	Registration Number	38918
Title (if Applicant is a juristic entity)			
Applicant Name (if Applicant is a juristic entity)			

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

☐ *Total of _____ forms are submitted.

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

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

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

PTO/AIA/82B (07-13)
Approved for use through 11/30/2014. 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
14/246,525	04/07/2014

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

☑ I hereby appoint the Patent Practitioner(s) associated with the following Customer Number as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above: 26362

OR

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

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

☑ The address associated with the above-mentioned Customer Number

OR

☐ The address associated with Customer Number:

OR

Firm or Individual Name					
Address					
City		State		Zip	
Country					
Telephone		Email			

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

Intent IQ, LLC

☐ Inventor or Joint Inventor (title not required below)

☐ Legal Representative of a Deceased or Legally Incapacitated Inventor (title not required below)

☑ Assignee or Person to Whom the Inventor is Under an Obligation to Assign (provide signer's title if applicant is a juristic entity)

☐ Person Who Otherwise Shows Sufficient Proprietary Interest (e.g., a petition under 37 CFR 1.46(b)(2) was granted in the application or is concurrently being filed with this document) (provide signer's title if applicant is a juristic entity)

SIGNATURE of Applicant for Patent

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

Signature	Roy Shkedi	Date (Optional)	04-07-2014
Name	Roy Shkedi		
Title	Chairman		

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

☐ Total of forms are submitted.

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

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

Electronic Acknowledgement Receipt

EFS ID:	34663441
Application Number:	16228479
International Application Number:	
Confirmation Number:	5482
Title of Invention:	Targeted television advertisements based on online behavior
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-TV1-CON5
Receipt Date:	20-DEC-2018
Filing Date:	
Time Stamp:	19:16:04
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Transmittal Letter	18-12-20-IIQ-TV1_CON5-IDS_Cover.pdf	64456 3fdb58810d83f47c7386f9fb80d7dba3563430ed	no	2

Warnings:

Information:					
2	Information Disclosure Statement (IDS) Form (SB08)	18-12-20-IIQ-TV1_CON4-FORM_1449.pdf	242026 0f193eb6287bdefcabd4ae4cddfdf56c2f04855b	no	26
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
3	Preliminary Amendment	18-12-20-IIQ-TV1_CON5-Prelim_Amend.pdf	116677 105ce1426fa9e5480c67ece1c2fbe44592c95c2b	no	10
Warnings:					
Information:					
4	Power of Attorney	18-12-20-IIQ-TV1_CON4-POA.pdf	282694 e7f64e8297727d7f5f18d26c29fcdbf6ebb5e660	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	705853		

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

Inventor	:	Shkedi, Roy	Art Unit*	:	2425
Serial No.	:	16/228,479	Examiner*	:	Ekpo, Nnenna N.
Filing Date	:	12/20/2018	** In parent application S.N. 15/179,356*		
Title	:	Targeted television advertisements based on online behavior			

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

Filed via EFS-Web on December 20, 2018

INFORMATION DISCLOSURE STATEMENT

Dear Sir:

Assignee discloses the references listed on form PTO-1449 attached to this document. All references listed were cited in parent application Serial No. 15/803,631, except the reference at cite no. 133. As all foreign and non-patent literature references were cited in the parent application, copies are not included here.

Assignee also wishes to direct Examiner to the applications in the table below, which share the same first inventor, as well as the references cited therein:

Serial No.	Filing Date	Earliest Parent Filing Date
12/536,451	08/05/2009	
14/089,645	11/25/2013	12/31/2007
15/789,354	10/20/2017	06/02/2008
15/690,214	08/29/2017	06/02/2008
15/893,354	02/09/2018	06/19/2006 (prov.)
16/016,448	06/22/2018	01/30/2013
16/033,035	07/11/2018	11/28/2000
16/117,611	08/30/2018	08/03/2011 (prov.)
16/194,203	11/16/2018	06/16/2006 (prov.)

If the Office has any questions, please feel free to contact assignee's undersigned attorney of record.

Respectfully submitted,

INTENT IQ, LLC

by its attorney

Dated: December 20, 2018

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
Scottsdale, Arizona 85260
(480) 948-3295

Form PTO-1449 (Modified)
List of Patents and Publications For Information Disclosure Statement

Serial No.: 16/228,479
Applicant: Shkedi, Roy
Filed: 12/20/2018
Art Unit: 2425 (in parent)
Examiner: Ekpo, N.N. (in parent)
Conf. No.: 5482

U.S. PATENT DOCUMENTS

Examiner Initials	Cite No.	Document Number	Publication Date MM/DD/YYYY	Name of Patentee or Applicant of Cited Document
	1	5105184	04/14/1992	Pirani et al.
	2	5220655	06/15/1993	Tsutsui
	3	5359508	10/25/1994	Rossides
	4	5442633	08/15/1995	Perkins et al.
	5	5572643	11/05/1996	Judson
	6	5710884	01/20/1998	Dedrick
	7	5724424	03/03/1998	Gifford
	8	5724521	03/03/1998	Dedrick
	9	5751956	05/12/1998	Kirsch
	10	5774670	06/30/1998	Montulli
	11	5794210	08/11/1998	Goldhaber et al.
	12	5809242	09/15/1998	Shaw et al.
	13	5819092	10/06/1998	Ferguson et al.
	14	5819285	10/06/1998	Damico et al.
	15	5835718	11/10/1998	Blewett
	16	5838314	11/17/1998	Neel et al.
	17	5848396	12/08/1998	Gerace
	18	5855008	12/29/1998	Goldhaber et al.
	19	5870546	02/09/1999	Kirsch
	20	5870550	02/09/1999	Wesinger Jr. et al.
	21	5901287	05/04/1999	Bull et al.
	22	5918014	06/29/1999	Robinson
	23	5933811	08/03/1999	Angles et al.
	24	5937390	08/10/1999	Hyodo
	25	5937392	08/10/1999	Alberts
	26	5948061	09/07/1999	Merriman et al.
	27	5959623	09/28/1999	van Hoff et al.
	28	5963915	10/05/1999	Kirsch
	29	5978013	11/02/1999	Jones et al.

Examiner: Date Considered: _____

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

U.S. PATENT DOCUMENTS

Examiner Initials	Cite No.	Document Number	Publication Date MM/DD/YYYY	Name of Patentee or Applicant of Cited Document
_____	30	5995943	11/30/1999	Bull et al.
_____	31	5999912	12/07/1999	Wodarz et al.
_____	32	6002394	12/14/1999	Schein et al.
_____	33	6014638	01/11/2000	Burge et al.
_____	34	6016504	01/18/2000	Arnold et al.
_____	35	6018768	01/25/2000	Ullman et al.
_____	36	6026368	02/15/2000	Brown et al.
_____	37	6026369	02/15/2000	Capek
_____	38	6026374	02/15/2000	Chess
_____	39	6047310	04/04/2000	Kamakura et al.
_____	40	6049835	04/11/2000	Gagnon
_____	41	6055573	04/25/2000	Gardenswartz et al.
_____	42	6073241	06/06/2000	Rosenberg et al.
_____	43	6128663	10/03/2000	Thomas
_____	44	6133912	10/17/2000	Montero
_____	45	6134532	10/17/2000	Lazarus et al.
_____	46	6157946	12/05/2000	Itakura et al.
_____	47	6160989	12/12/2000	Hendricks et al.
_____	48	6177931	01/23/2001	Alexander et al.
_____	49	6188398	02/13/2001	Collins-Rector et al.
_____	50	6189008	02/13/2001	Easty et al.
_____	51	6205432	03/20/2001	Gabbard et al.
_____	52	6216112	04/10/2001	Fuller et al.
_____	53	6216129	04/10/2001	Eldering
_____	54	6285987	09/04/2001	Roth et al.
_____	55	6289318	09/11/2001	Barber
_____	56	6308202	10/23/2001	Cohn et al.
_____	57	6327574	12/04/2001	Kramer et al.
_____	58	6366298	04/02/2002	Haitsuka et al.

Examiner: Date Considered: _____

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

U.S. PATENT DOCUMENTS

Examiner Initials	Cite No.	Document Number	Publication Date MM/DD/YYYY	Name of Patentee or Applicant of Cited Document
_____	59	6377986	04/23/2002	Philyaw
_____	60	6385592	05/07/2002	Angles et al.
_____	61	6401075	06/04/2002	Mason et al.
_____	62	6408278	06/18/2002	Carney et al.
_____	63	6415270	07/02/2002	Rackson et al.
_____	64	6446261	09/03/2002	Rosser
_____	65	6449657	09/10/2002	Stanbach Jr. et al.
_____	66	6463533	10/08/2002	Calamera et al.
_____	67	6463585	10/08/2002	Hendricks et al.
_____	68	6490587	12/03/2002	Easty et al.
_____	69	6536041	03/18/2003	Knudson et al.
_____	70	6633850	10/14/2003	Gabbard et al.
_____	71	6654725	11/25/2003	Langheinrich et al.
_____	72	6684194	01/27/2004	Eldering et al.
_____	73	6718551	04/06/2004	Swix et al.
_____	74	6771290	08/03/2004	Hoyle
_____	75	6810527	10/26/2004	Conrad et al.
_____	76	6837436	01/04/2005	Swartz et al.
_____	77	6845396	01/18/2005	Kanojia et al.
_____	78	6847992	01/25/2005	Haitsuka et al.
_____	79	6868392	03/15/2005	Ogasawara
_____	80	6907566	06/14/2005	McElfresh et al.
_____	81	6985882	01/10/2006	Del Sesto
_____	82	7013290	03/14/2006	Ananian
_____	83	7038637	05/02/2006	Eller et al.
_____	84	7051351	05/23/2006	Goldman et al.
_____	85	7092926	08/15/2006	Cerrato
_____	86	7100183	08/29/2006	Kunkel et al.
_____	87	7146329	12/05/2006	Conkwright et al.

Examiner: Date Considered: _____

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

U.S. PATENT DOCUMENTS

Examiner Initials	Cite No.	Document Number	Publication Date MM/DD/YYYY	Name of Patentee or Applicant of Cited Document
	88	7152237	12/19/2006	Flickinger et al.
	89	7158943	01/02/2007	Van der Riet
	90	7188085	03/06/2007	Pelletier
	91	7260823	08/21/2007	Schlack et al.
	92	7272853	09/18/2007	Goodman et al.
	93	7299195	11/20/2007	Tawakol et al.
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Serial No.: 16/228,479
Applicant: Shkedi, Roy
Filed: 12/20/2018
Art Unit: 2425 (in parent)
Examiner: Ekpo, N.N. (in parent)
Conf. No.: 5482

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Serial No.:	16/228,479
Applicant:	Shkedi, Roy
Filed:	12/20/2018
Art Unit:	2425 (in parent)
Examiner:	Ekpo, N.N. (in parent)
Conf. No.:	5482

OTHER ART

Examiner Initials	Item	AUTHOR, Title, Date, Pertinent Pages, Etc.
_____	544	SPANGLER, William E. et al.; Exploring The Privacy Implications Of Addressable Advertising And Viewer Profiling; Communications of the ACM, Vol. 49, No. 5; May 2006
_____	545	Yahoo's Invalidity Contentions (pages related to parent patents in this family); AlmondNet, Inc. et al. v. Yahoo! Inc., Civil Action No. 16-cv-1557-ILG-SMG, U.S. District Court for the Eastern District of New York; June 30, 2017
_____	546	Exhibits E-1 through E-14 (as revised) of Yahoo's Invalidity Contentions cited above; June 30, 2017 and August 22, 2017

Examiner: Date Considered: _____

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor	:	Shkedi, Roy	Art Unit*	:	2425
Serial No.	:	16/228,479	Examiner*	:	Ekpo, Nnenna N.
Filing Date	:	12/20/2018	** In parent application S.N. 15/803,631*		
Title	:	Targeted television advertisements based on online behavior			

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

Filed via EFS-Web on December 20, 2018

PRELIMINARY AMENDMENT

Dear Sir:

Assignee requests entry of the following amendments and consideration of the following remarks in this continuation application.

Amendments to the Specification are on page 2.

Amendments to the Claims begin on page 3.

Remarks are on page 10.

The application as amended contains twenty-three (23) total claims, of which, three (3) are independent claims. Excess claims fees of $300 ($100/claim x 3 excess claims) are submitted concurrently.

Amendments

IN THE SPECIFICATION:

At page 1, before the "background" header, please add the following section:

CROSS-REFERENCE TO RELATED APPLICATIONS

This application is a continuation of application Serial No. 15/803,631, filed November 3, 2017, now U.S. Patent 10,178,442, which is a continuation of application Serial No. 15/179,356, filed June 10, 2016, now U.S. Patent 9,813,778, which is a continuation of application Serial No. 14/246,525, filed April 7, 2014, now U.S. Patent 9,369,779, which is a division of application Serial No. 13/097,885, filed April 29, 2011, now U.S. Patent 8,695,032, which is a division of application Serial No. 12/860,666, filed August 20, 2010, now U.S. Patent 8,281,336, which is a continuation of application Serial No. 11/736,544, filed April 17, 2007, now U.S. Patent 7,861,260.

IN THE CLAIMS:

Please amend the claims as follows:

Claims 1 – 51 (Canceled)

52. (New) A method for identifying an association among multiple electronic devices of a group of devices connected through a common local area network (LAN) and using the association for cross-device action, the method comprising:

(a) with a computer system, determining an association between device identifiers of two or more Internet-accessing electronic devices based on electronically stored association-detection information about a plurality of Internet-accessing electronic devices, wherein the stored association-detection information for each of the plurality of Internet-accessing electronic devices includes:

(i) a device identifier;

(ii) at least one dynamically assigned IP address assigned to a modem that connects a router of the LAN to the Internet; and

(iii) at least one timestamp specifying a time when the Internet-accessing electronic device accessed the Internet via the router of the LAN;

(b) wherein determining the association in part (a) is done by using the stored association-detection information to determine that the two or more Internet-accessing electronic devices have separately accessed the Internet through a router of the LAN during a predetermined period of time via a common IP address;

(c) wherein the computer system determining the association in part (a) is outside the LAN and is connected to the LAN through the Internet; and

(d) with the computer system, using the association determined in part (a) to utilize user profile information associated with the device identifier of a first of the associated Internet-accessing electronic devices, and comprising behavioral

or demographic data collected via the first of the associated Internet-accessing electronic devices, to take an automatic action with respect to a second of the associated Internet-accessing electronic devices using the device identifier of the second of the associated Internet-accessing electronic devices.

53. (New) The method of Claim 52 wherein the first device comprises a mobile device that is connected to the LAN only intermittently.

54. (New) The method of Claim 53 wherein the user profile information associated with the device identifier utilized in part (d) comprises behavioral data collected via the first device at a time when the first device is not connected to the LAN.

55. (New) The method of Claim 54 wherein the behavioral data collected via the first device is received at the computer system as a result of redirection of the first device from an online site visited by the first device while the first device is not connected to the LAN.

56. (New) The method of Claim 52 wherein the first device is an online user interface device and the second device is a television set-top box.

57. (New) The method of Claim 52 wherein the automatic action comprises selecting an advertisement, from among a plurality of possible advertisements, based at least in part on at least a portion of the user profile information associated with the device identifier of the first device.

58. (New) The method of Claim 57 wherein the automatic action comprises causing the selected advertisement to be directed to the second device.

59. (New) The method of Claim 52 wherein the device identifier of at least one of the first device and the second device is a cookie readable by the computer system.

60. (New) The method of Claim 59 further comprising, using the computer system, automatically storing, in a memory in the first device, the cookie.

61. (New) The method of Claim 52 wherein the device identifiers of the first device and the second device include no personally identifiable information pertaining to a user of the first device or the second device.

62. (New) The method of Claim 52 wherein (i) the first device comprises a mobile device that is connected to the LAN only intermittently, (ii) the user profile information associated with the device identifier utilized in part (d) comprises behavioral data collected via the first device at a time when the first device is not connected to the LAN, (iii) wherein the behavioral data collected via the first device is received at the computer system as a result of redirection of the first device from an online site visited by the first device while the first device is not connected to the LAN, and (iv) the automatic action comprises (A) selecting an advertisement, from among a plurality of possible advertisements, based at least in part on at least a portion of the user profile information associated with the device identifier of the first device, and (B) causing the selected advertisement to be directed to the second device.

63. (New) The method of Claim 62 wherein the device identifiers of the first device and the second device include no personally identifiable information pertaining to a user of the first device or the second device.

64. (New) A computer system comprising at least one hardware server computer, wherein the computer system is programmed and connected to perform a method of identifying an association among multiple electronic devices of a group of devices connected through a common local area network (LAN) and using the association for cross-device action, the method comprising:

(a) with the computer system, determining an association between device identifiers of two or more Internet-accessing electronic devices based on electronically stored association-detection information about a plurality of Internet-accessing electronic devices, wherein the stored association-detection

information for each of the plurality of Internet-accessing electronic devices includes:

(i) a device identifier;

(ii) at least one dynamically assigned IP address assigned to a modem that connects a router of the LAN to the Internet; and

(iii) at least one timestamp specifying a time when the Internet-accessing electronic device accessed the Internet via the router of the LAN;

(b) wherein determining the association in part (a) is done by using the stored association-detection information to determine that the two or more Internet-accessing electronic devices have separately accessed the Internet through a router of the LAN during a predetermined period of time via a common IP address;

(c) wherein the computer system determining the association in part (a) is outside the LAN and is connected to the LAN through the Internet; and

(d) with the computer system, using the association determined in part (a) to utilize user profile information associated with the device identifier of a first of the associated Internet-accessing electronic devices, and comprising behavioral or demographic data collected via the first of the associated Internet-accessing electronic devices, to take an automatic action with respect to a second of the associated Internet-accessing electronic devices using the device identifier of the second of the associated Internet-accessing electronic devices.

65. (New) The computer system of Claim 64 wherein the computer system is programmed to perform the method even when the first device comprises a mobile device that is connected to the LAN only intermittently.

66. (New) The computer system of Claim 65 wherein the computer system is programmed to utilize in part (d) of the method user profile information associated

with the device identifier that comprises behavioral data collected via the first device at a time when the first device is not connected to the LAN.

67. (New) The computer system of Claim 66 wherein the computer system is programmed to receive the behavioral data collected via the first device as a result of redirection of the first device from an online site visited by the first device while the first device is not connected to the LAN.

68. (New) The computer system of Claim 64 wherein the automatic action that the computer system is programmed to take comprises selecting an advertisement, from among a plurality of possible advertisements, based at least in part on at least a portion of the user profile information associated with the device identifier of the first device.

69. (New) The computer system of Claim 69 wherein the automatic action that the computer system is programmed to take comprises causing the selected advertisement to be directed to the second device.

70. (New) The computer system of Claim 64 wherein the computer system is programmed to perform the method even when the device identifiers of the first device and the second device include no personally identifiable information pertaining to a user of the first device or the second device.

71. (New) The computer system of Claim 64 (i) wherein the computer system is programmed to perform the method even when the first device comprises a mobile device that is connected to the LAN only intermittently; (ii) wherein the computer system is programmed to utilize in part (d) of the method user profile information associated with the device identifier that comprises behavioral data collected via the first device at a time when the first device is not connected to the LAN; (iii) wherein the computer system is programmed to receive the behavioral data collected via the first device as a result of redirection of the first device from an online site visited by the first device while the first device is not connected to the LAN; and (iv) wherein the automatic action that the computer system is programmed to take comprises (A)

selecting an advertisement, from among a plurality of possible advertisements, based at least in part on at least a portion of the user profile information associated with the device identifier of the first device, and (B) causing the selected advertisement to be directed to the second device.

72. (New) The computer system of Claim 71 wherein the computer system is programmed to perform the method even when the device identifiers of the first device and the second device include no personally identifiable information pertaining to a user of the first device or the second device.

73. (New) An article comprising a tangible data storage medium that is not a transitory propagating signal encoding computer-readable instructions that, when applied to a computer system comprising at least one hardware server computer, instruct the computer system to perform a method comprising:

(a) with the computer system, determining an association between device identifiers of two or more Internet-accessing electronic devices based on electronically stored association-detection information about a plurality of Internet-accessing electronic devices, wherein the stored association-detection information for each of the plurality of Internet-accessing electronic devices includes:

(i) a device identifier;

(ii) at least one dynamically assigned IP address assigned to a modem that connects a router of the LAN to the Internet; and

(iii) at least one timestamp specifying a time when the Internet-accessing electronic device accessed the Internet via the router of the LAN;

(b) wherein determining the association in part (a) is done by using the stored association-detection information to determine that the two or more Internet-accessing electronic devices have separately accessed the Internet through a

router of the LAN during a predetermined period of time via a common IP address;

(c) wherein the computer system determining the association in part (a) is outside the LAN and is connected to the LAN through the Internet; and

(d) with the computer system, using the association determined in part (a) to utilize user profile information associated with the device identifier of a first of the associated Internet-accessing electronic devices, and comprising behavioral or demographic data collected via the first of the associated Internet-accessing electronic devices, to take an automatic action with respect to a second of the associated Internet-accessing electronic devices using the device identifier of the second of the associated Internet-accessing electronic devices.

74. (New) The article of Claim 73 wherein the computer-readable instructions further cause the computer system (i) to perform the method even when the first device comprises a mobile device that is connected to the LAN only intermittently; (ii) to utilize in part (d) of the method user profile information associated with the device identifier that comprises behavioral data collected via the first device at a time when the first device is not connected to the LAN; (iii) to receive the behavioral data collected via the first device as a result of redirection of the first device from an online site visited by the first device while the first device is not connected to the LAN; and (iv) to take automatic action comprising (A) selecting an advertisement, from among a plurality of possible advertisements, based at least in part on at least a portion of the user profile information associated with the device identifier of the first device, and (B) causing the selected advertisement to be directed to the second device.

Remarks

Assignee presents new claims 52-74 for prosecution in this application. Claims 52, 64, and 73 are independent claims.

Please feel free to telephone the undersigned if it would in any way advance prosecution of this application.

Respectfully submitted,

INTENT IQ, LLC

by its attorney

Dated: December 20, 2018

/Louis J. Hoffman/
Louis J. Hoffman
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PTO/SB/06 (09-11)
Approved for use through 1/31/2014. OMB 0651-0032
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 16/228,479	Filing Date 12/20/2018	☐ To be Mailed

ENTITY: ☑ LARGE ☐ SMALL ☐ MICRO

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		x $100 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $460 =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).				
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))					
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT	01/17/2019	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 23	Minus	** 23	= 0		x $100 =	0
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0		x $460 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	0

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

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.	LIE
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".	/TRINA STEPTOE/
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This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 16/228,479

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	300
SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A			N/A	660
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	760
TOTAL CLAIMS (37 CFR 1.16(i))	23 minus 20 =	* 3			OR	x 100 =	300
INDEPENDENT CLAIMS (37 CFR 1.16(h))	3 minus 3 =	*				x 460 =	0.00
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).						0.00
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))							0.00
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL			TOTAL	2020

APPLICATION AS AMENDED - PART II

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

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

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** 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".
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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
16/228,479	12/20/2018	2425	2020	14-TV1-CON5	23	3

CONFIRMATION NO. 5482

26362
LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
Scottsdale, AZ 85260

FILING RECEIPT

OC000000105130517

Date Mailed: 01/17/2019

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**

Inventor(s)

Roy Shkedi, Forest Hills, NY;

Applicant(s)

INTENT IQ, LLC, Long Island City, NY;

Assignment For Published Patent Application

INTENT IQ, LLC

Power of Attorney: The patent practitioners associated with Customer Number 26362

Domestic Priority data as claimed by applicant

This application is a CON of 15/803,631 11/03/2017 PAT 10178442
which is a CON of 15/179,356 06/10/2016 PAT 9813778
which is a CON of 14/246,525 04/07/2014 PAT 9369779
which is a DIV of 13/097,885 04/29/2011 PAT 8695032
which is a DIV of 12/860,666 08/20/2010 PAT 8281336
which is a CON of 11/736,544 04/17/2007 PAT 7861260

Foreign Applications for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see http://www.uspto.gov for more information.) - None.
Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

Permission to Access Application via Priority Document Exchange: Yes

Permission to Access Search Results: Yes

Applicant may provide or rescind an authorization for access using Form PTO/SB/39 or Form PTO/SB/69 as appropriate.

If Required, Foreign Filing License Granted: 01/16/2019

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 16/228,479**

Projected Publication Date: 04/25/2019

Non-Publication Request: No

Early Publication Request: No

Title

Targeted television advertisements based on online behavior

Preliminary Class

725

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

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Electronic Acknowledgement Receipt

EFS ID:	34892227
Application Number:	16228479
International Application Number:	
Confirmation Number:	5482
Title of Invention:	Targeted television advertisements based on online behavior
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-TV1-CON5
Receipt Date:	17-JAN-2019
Filing Date:	20-DEC-2018
Time Stamp:	19:14:26
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	Preliminary Amendment	19-01-17-IIQ-TV1_CON4-Supp_Prelim_Amend.pdf	99826 4ad5c09d59b2fee4af3eac47e26ebedf6df59617	no	5

Warnings:

Information:	
Total Files Size (in bytes):	99826

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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.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor	:	Shkedi, Roy	Art Unit	:	2425
Serial No.	:	16/228,479	Examiner	:	Ekpo, N. (in parent)
Filing Date	:	12/20/2018	Conf. No.	:	5482
Title	:	Targeted television advertisements based on online behavior			

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

Filed via EFS-Web on January 17, 2019

SUPPLEMENTAL PRELIMINARY AMENDMENT

Dear Sir:

Assignee requests entry of the following amendments and consideration of the following remarks:

Amendments to the Specification begin on page 2.

Remarks are on page 5.

Amendments

IN THE SPECIFICATION:

Please amend the following paragraphs as indicated:

[0036] ~~Figs. 7-11 and 12A-C~~ Figs. 7-10, 11A-11C, and 12 illustrate schematically a system for targeting television advertisements based on online behavior in which online access and television service are provided by different providers.

[0044] ISP/TVP 20 reports to CAS 40 that user XY123 is accessing the Internet using online access IP address aaa.bbb.ccc.ddd and has STB 36 using STB IP address eee.fff.ggg.hhh. These associations can be stored on CAS 40, or only by ISP/TVP 20, as desired. If user XY123 engages in online activity from IP address aaa.bbb.ccc.ddd (for example, accessing an online site 50, as in Fig. 4), then online site 50 can electronically communicate (as in Fig. 5) an indication (electronic indicia) of the user's online activity to CAS 40, which in turn can cause a television advertisement to be directed to the STB IP address that is associated with online IP address aaa.bbb.ccc.ddd. In this example the online site 50 acts as a profile provider. Without relying on PII, CAS 40 knows that IP address aaa.bbb.ccc.ddd is associated with user XY123 and that user XY123 has a set-top box with IP address eee.fff.ggg.hhh, and CAS 40 causes the television advertisement to be directed to IP address eee.fff.ggg.hhh that indicates STB 36 (as in Figs. 6A-6C). In some implementations, the television advertisements are delivered to STB 36 using an ad server controlled by ISP/TVP 20, using either an IP-based protocol (an example of which is shown in the referenced figures) or a television delivery system (e.g., a dedicated cable advertisement channel). In one such implementation, that ad server report to CAS 40 the user pseudonym (XY123) and CAS 40 provides that ad server with TV ads targeting user XY123 based on profile information collected from IP addresses reported by ISP/TVP 20 as belonging to XY123. In another such implementation, that ad server reports the IP addresses used by each of a multitude of users of Internet services provided by ISP/TVP 20 along with the times and dates that those addresses

were used, and CAS 40 provides that ad server with TV ads targeting each of the multitude of Internet users based on profile information received from the reported IP addresses at the corresponding reported times and dates. Personal privacy is maintained in these implementations because (1) no PII is used by CAS 40 in these implementations, and (2) although ISP/TVP 20 has the capacity to identify the users, the ad server of ISP/TVP 20 does not learn the profile information collected for and received by CAS 40.

[0045] The particular television advertisement thus directed typically is selected for delivery to the user's STB 36 based on the user's online behavior (e.g., merely accessing the online site 50, viewing a particular web page, performing a particular search, clicking on a particular link or ad, online shopping or purchases, or other activity). Information about observed online behavior (i.e., indications or indicia of online activity) or collected demographic information can be used by the CAS or by the profile provider to direct a targeted TV ad. In the latter case, the CAS has just the IP address of the profiled user and the identity of the profile provider but not the observed online behavior or demographic information collected by the profile provider, so the CAS can direct a TV ad to the user merely by enabling the profile provider to arrange for the delivery of a targeted TV ad based on the observed online behavior or demographic information available to the profile provider. Examples of profile providers are given above.

[0046] The profile provider (such as the proprietor of online site 50) can send an electronic communication to the CAS, preferably automatically such as by having the profile provider's server pre-programmed to send such electronic communication, which electronic communication contains information that the CAS will use in causing a selected TV ad to be transferred to the STB at the proper time. The electronic communication received by the CAS contains information derived from the interaction

of the user with an online site (i.e., online activity), which can be online site 50 or another online site for which the profile provider has access to data about user interactions. The electronic communication can take a variety of forms, including: (1) an indicator of the TV ad that should be shown, such as an URL or ad title given by the profile provider to retrieve the correct TV ad from the profile provider's ad server, or even the actual TV ad; (2) an indicator (indicia) of information about the user (likely not PII), such as (a) an IP address pointing to the user, preferably with time and date of visits; (b) a description of profile information about the user, or (c) a code or keyword used by the profile provider to fetch a visitor's profile from a database; or (3) an indicator (indicia) describing user activity, such as a code or keyword indicating (a) certain categories of users, such as users likely interested in mortgages or users likely interested in travel, etc., or (b) more simply, what the visitor searched for on the online site, such as "car insurance." The electronic communication can be sent for each instance of a user interacting with the online site, or a list can be created and transmitted containing information about a number of user contacts. The electronic communication can include any combination of items 1-3 above; for example, a list of visitor IP addresses (preferably with date/time of visits) can be usefully paired with an indicator, in the form of a URL or code, identifying specific TV ads that the profile provider would like to deliver to each of the listed visitors.

Remarks

These amendments to the specification were entered in the parent application and approved as not containing any "new matter."

Please feel free to telephone the undersigned if it would in any way advance prosecution of this application.

Respectfully submitted,

INTENT IQ, LLC

by its attorney

Dated: January 17, 2019

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane, Suite 2
Scottsdale, Arizona 85260
(480) 948-3295

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
16/228,479	12/20/2018	Roy Shkedi	14-TV1-CON5

CONFIRMATION NO. 5482

26362
LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
Scottsdale, AZ 85260

PUBLICATION NOTICE



Title: Targeted television advertisements based on online behavior

Publication No.US-2019-0124412-A1
Publication Date:04/25/2019

NOTICE OF PUBLICATION OF APPLICATION

The above-identified application will be electronically published as a patent application publication pursuant to 37 CFR 1.211, et seq. The patent application publication number and publication date are set forth above.

The publication may be accessed through the USPTO's publically available Searchable Databases via the Internet at www.uspto.gov. The direct link to access the publication is currently http://www.uspto.gov/patft/.

The publication process established by the Office does not provide for mailing a copy of the publication to applicant. A copy of the publication may be obtained from the Office upon payment of the appropriate fee set forth in 37 CFR 1.19(a)(1). Orders for copies of patent application publications are handled by the USPTO's Public Records Division. The Public Records Division can be reached by telephone at (571) 272-3150 or (800) 972-6382, by facsimile at (571) 273-3250, by mail addressed to the United States Patent and Trademark Office, Public Records Division, Alexandria, VA 22313-1450 or via the Internet.

In addition, information on the status of the application, including the mailing date of Office actions and the dates of receipt of correspondence filed in the Office, may also be accessed via the Internet through the Patent Electronic Business Center at www.uspto.gov using the public side of the Patent Application Information and Retrieval (PAIR) system. The direct link to access this status information is currently https://portal.uspto.gov/pair/PublicPair. Prior to publication, such status information is confidential and may only be obtained by applicant using the private side of PAIR.

Further assistance in electronically accessing the publication, or about PAIR, is available by calling the Patent Electronic Business Center at 1-866-217-9197.

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

Electronic Acknowledgement Receipt

EFS ID:	38269041
Application Number:	16228479
International Application Number:	
Confirmation Number:	5482
Title of Invention:	Targeted television advertisements based on online behavior
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-TV1-CON5
Receipt Date:	10-JAN-2020
Filing Date:	20-DEC-2018
Time Stamp:	18:22:14
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	Preliminary Amendment	20-01-10-IIQ-TV1_CON5-Supp_Prelim_Amend2-spec_typos.pdf	97195 b0cd57dcf1dcd76c0716cf5b070f13570592141f	no	5
Warnings:					

Information:	
Total Files Size (in bytes):	97195

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

New Applications Under 35 U.S.C. 111

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New International Application Filed with the USPTO as a Receiving Office

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

Inventor	:	Shkedi, Roy	Art Unit	:	2425
Serial No.	:	16/228,479	Examiner	:	Ekpo, Nnenna N.
Filing Date	:	12/20/2018	Conf. No.	:	5482
Title	:	Targeted television advertisements based on online behavior			

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

Filed via EFS-Web on January 10, 2020

SUPPLEMENTAL PRELIMINARY AMENDMENT

Dear Sir:

Assignee requests entry of the following amendments and consideration of the following remarks:

Amendments to the Specification begin on page 2.

Remarks are on page 5.

Amendments

IN THE SPECIFICATION:

Please amend the following paragraphs as indicated:

[0012] Router – any device that acts as a junction between networks, to buffer and transfer data between or among them. For example, a router can be employed to connect a local area network (LAN) to the Internet, thereby enabling online user interface devices connected to the LAN to share a connection to the Internet through the router. The router receives data from devices on the LAN and transmits them to the Internet directed to their corresponding destinations, and receives data from the Internet ~~Internet~~ and directs them to the corresponding devices on the LAN.

[0028] Various systems are used currently for targeting advertisements based on user/viewer/customer behavior. Many of these rely on the collection of personally identifiable information (PII) to enable correlation of the person exhibiting the behavior and advertisements targeted at that person. There are some examples wherein advertisements can be targeted without collecting PII, but in such examples it is typically the case that the medium of the behavior and that of the advertisement are the same. For example, many grocery stores hand out so-called "club cards" that need not be linked to PII. A shopper presents the card at checkout to receive various discounts, thereby allowing the store to link the list of purchased items to the card. As the system "learns" the shopper's purchasing habits, the system begins issuing coupons targeted at [[at]] purchases that the shopper has made previously or that the system predicts the shopper may wish to make based on past purchases. In another example, online advertisements are readily targeted based on an Internet user's online activities without using PII. The use of cookies enables an ad server to recognize an Internet site visitor who has been previously presented with ads by the ad server or who has conducted searches or accessed content at sites linked to the ad server. The ad server can target future advertising to the site visitor based on that previous activity. A user who has

searched for airline tickets to southern California on an online travel site, for instance, can later receive targeted online advertisements for Disneyland, delivered perhaps while visiting some other online site, to the user's computer from an ad server that collected the user's search information from the online travel site.

[0065] For example, consider a common scenario where a laptop, used both at home and in the office, is linked to a home STB as a result of it being used at home. The day after the association was created, the laptop is taken to work, where it is used to visit a home mortgage site (using a different LAN or online access device than the one used at home). The home mortgage site redirects the laptop to the CAS along with a request to transmit a mortgage-related TV ad from one of the site's advertisers to the laptop user. The CAS, reading its own cookie that was placed on the laptop, checks its database and finds that the laptop is linked to a certain STB. In the evening, when the laptop user returns home and turns on the TV, the user will see the mortgage-related TV ad, even if ~~TV ad, even if~~ the user left the laptop at work that day.

[0076] As described previously herein, it is often the case that more than one computer or other online user interface device is connected to the Internet through a single modem or router, and all devices sharing that connection will appear to an online site to be connected through the same IP address at any given time. For example, in a home scenario, a parent and a child in the same household might each use their own computer to access the Internet, with the parent visiting sites pertaining to news or finance and the child visiting sites pertaining to pop music or television. (The same is true in a business setting, where many computers may access websites through a common modem or router.) Each such site visited by any person on the LAN reports to the CAS the IP addresses and corresponding times and dates of each of those visits (which are the same at any given time for both computers). The STB in the same household reports to the CAS the common IP address used for online access. The CAS can now match the STB to the various sites visited. Television advertisements can be selected based not only on requests made by the visited sites (as already described) but

also on content being viewed on the television when the TV advertisement is delivered. For example, if programming is being viewed on the television that is typically targeted at adults (e.g., news, financial reports, or adult drama) then television advertisements requested by the news or finance online sites are presented. Alternatively, if programming is being viewed on the television that is more typically targeted at children or teenagers, then television advertisements requested by the pop music or fashion online sites are presented. Both types of ads can be directed to the STB and stored for later viewing (during viewing of suitable television content) or can be directed to the STB and viewed as the suitable television content is viewed. The same discrimination between types of sites visited using multiple online access ~~multiple online access~~ devices can be employed regardless of whether the computers in the household are fixed or mobile devices, through the techniques discussed previously herein.

Ex.1018
LinkedIn Corporation / Page 141 of 326

Remarks

Assignee amends the specification to correct obvious typographical errors. These amendments do not introduce new matter.

Please feel free to telephone the undersigned if it would in any way advance prosecution of this application.

Respectfully submitted,

INTENT IQ, LLC

by its attorney

Dated: January 10, 2020

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane, Suite 2
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UNITED STATES PATENT AND TRADEMARK OFFICE

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/228,479	12/20/2018	Roy Shkedi	14-TV1-CON5	5482

26362 7590 01/15/2020

LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
Scottsdale, AZ 85260

EXAMINER
EKPO, NNENNA NGOZI

ART UNIT	PAPER NUMBER
2425	

NOTIFICATION DATE	DELIVERY MODE
01/15/2020	ELECTRONIC

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

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

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

Louis@valuablepatents.com
donald@valuablepatents.com

Office Action Summary	Application No. 16/228,479	Applicant(s) Shkedi, Roy	
	Examiner NNENNA N EKPO	Art Unit 2425	AIA (FITF) Status No

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

Period for Reply

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

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

Status

1)☐ Responsive to communication(s) filed on _____.

☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

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

3)☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

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

Disposition of Claims*

5) ☑ Claim(s) 52-74 is/are pending in the application.

5a) Of the above claim(s) 1-51 is/are withdrawn from consideration.

6) ☐ Claim(s) _____ is/are allowed.

7) ☑ Claim(s) 52-74 is/are rejected.

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

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

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

Application Papers

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

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

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

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

Priority under 35 U.S.C. § 119

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

Certified copies:

a)☐ All b)☐ Some** c)☐ None of the:

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

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

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

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

Attachment(s)

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

2) ☑ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b) Paper No(s)/Mail Date 12/20/2018.

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

4) ☐ Other: _____.

DETAILED ACTION

Notice of Pre-AIA or AIA Status

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

Information Disclosure Statement

2. The references listed in the Information Disclosure Statement filed on 20, 2018 have been considered by the examiner (see attached PTO-1449 form).

Claim Objections

3. Claim 69 is objected to because of the following informalities:

Claim 69 cannot depend on itself. Appropriate correction is required.

Double Patenting

4. The nonstatutory double patenting rejection is based on a judicially created doctrine grounded in public policy (a policy reflected in the statute) so as to prevent the unjustified or improper timewise extension of the "right to exclude" granted by a patent and to prevent possible harassment by multiple assignees. A nonstatutory double patenting rejection is appropriate where the conflicting claims are not identical, but at least one examined application claim is not patentably distinct from the reference

claim(s) because the examined application claim is either anticipated by, or would have been obvious over, the reference claim(s). See, e.g., *In re Berg*, 140 F.3d 1428, 46 USPQ2d 1226 (Fed. Cir. 1998); *In re Goodman*, 11 F.3d 1046, 29 USPQ2d 2010 (Fed. Cir. 1993); *In re Longi*, 759 F.2d 887, 225 USPQ 645 (Fed. Cir. 1985); *In re Van Ornum*, 686 F.2d 937, 214 USPQ 761 (CCPA 1982); *In re Vogel*, 422 F.2d 438, 164 USPQ 619 (CCPA 1970); *In re Thorington*, 418 F.2d 528, 163 USPQ 644 (CCPA 1969).

A timely filed terminal disclaimer in compliance with 37 CFR 1.321(c) or 1.321(d) may be used to overcome an actual or provisional rejection based on nonstatutory double patenting provided the reference application or patent either is shown to be commonly owned with the examined application, or claims an invention made as a result of activities undertaken within the scope of a joint research agreement. See MPEP § 717.02 for applications subject to examination under the first inventor to file provisions of the AIA as explained in MPEP § 2159. See MPEP §§ 706.02(l)(1) - 706.02(l)(3) for applications not subject to examination under the first inventor to file provisions of the AIA. A terminal disclaimer must be signed in compliance with 37 CFR 1.321(b).

The USPTO Internet website contains terminal disclaimer forms which may be used. Please visit www.uspto.gov/patent/patents-forms. The filing date of the application in which the form is filed determines what form (e.g., PTO/SB/25, PTO/SB/26, PTO/AIA/25, or PTO/AIA/26) should be used. A web-based eTerminal Disclaimer may be filled out completely online using web-screens. An eTerminal Disclaimer that meets all requirements is auto-processed and approved immediately upon submission. For

more information about eTerminal Disclaimers, refer to

www.uspto.gov/patents/process/file/efs/guidance/eTD-info-I.jsp.

Claims 52-74 are provisionally rejected on the ground of nonstatutory double patenting as being unpatentable over claims 1-29 of U.S. Patent No. 10,178,442, claims 1-24 of U.S. Patent No. 9,813,778, claims 1, 4, 7-9, 11-29 of Patent Application No. 9,369,779 and claims 1, 11-15, 22, 31, 39, 49-50, 55, 58, 59-61, 66, 70, 79, 105, 111-112, 122, 127, 138 147 of Patent Application No. 7,861,260. Although the claims at issue are not identical, they are not patentably distinct from each other because claims 1-29 of U.S. Patent No. 10,178,442, claims 1-24 of U.S. Patent No. 9,813,778, claims 1, 4, 7-9, 11-29 of Patent Application No. 9,369,779 and claims 1, 11-15, 22, 31, 39, 49-50, 55, 58, 59-61, 66, 70, 79, 105, 111-112, 122, 127, 138 147 of Patent Application No. 7,861,260 claims all the features of Claims 51-74 of the instant application in an explicit or inherent manner.

This is a provisional nonstatutory double patenting rejection because the patentably indistinct claims have not in fact been patented.

Instant Application 16/228,479	U.S. Patent #10,178,442	U.S. Patent # 9813778	U.S. Patent #9369779	U.S. Patent # 7861260
Claims 52, 61, 64, 73	Claims 1, 25	Claim 1	Claim 1	Claims 1, 59, 60, 61

Claims 58, 69	Claim 2	Claim 2	Claim 4	
Claims 57, 68	Claims 3, 26	Claim 3	Claim 7	Claims 31, 39, 58, 79, 122, 147
Claims 55, 67	Claim 4	Claim 4	Claim 8	Claims 55, 105, 127
Claim 56	Claim 5	Claim 5	Claim 9	Claim 61
	Claim 6	Claim 6	Claim 11	
	Claims 7, 27	Claim 7	Claim 12	
	Claims 8, 28	Claim 8	Claim 13	
	Claim 9	Claim 9	Claim 14	Claim 5
	Claims 10, 29	Claim 10	Claim 15	Claims 26, 38, 61
Claim 59	Claim 11	Claim 11	Claim 16	
	Claim 12	Claim 12	Claim 17	Claim 11
	Claim 13	Claim 13	Claim 18	Claim 12
	Claim 14	Claim 14	Claim 19	Claims 13, 138
	Claim 15	Claim 15	Claim 20	Claims 14, 93
	Claim 16	Claim 16	Claim 21	Claim 15
	Claim 17	Claim 17	Claim 22	
	Claim 18	Claim 18	Claim 23	
	Claim 19	Claim 19	Claim 24	
	Claim 20	Claim 20	Claim 25	
	Claim 21	Claim 21	Claim 26	

	Claim 22	Claim 22	Claim 27	
	Claim 23	Claim 23	Claim 28	Claim 22
	Claim 24	Claim 24	Claim 29	Claims 49, 50, 66, 70, 111 and 112

Conclusion

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to NNENNA NGOZI EKPO whose telephone number is (571)270-1663. The examiner can normally be reached on M-W 10:00am - 6:30pm, TH-F 8:00am - 4:30pm.

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

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Brian Pendleton can be reached on 571-272-7527. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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NNENNA EKPO
Primary Examiner
Art Unit 2425

/NNENNA N EKPO/
Primary Examiner, Art Unit 2425
January 8, 2020.

Notice of References Cited	Application/Control No. 16/228,479	Applicant(s)/Patent Under Reexamination Shkedi, Roy	
	Examiner NNENNA N EKPO	Art Unit 2425	Page 1 of 1

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
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*	B	US-9369779-B2	06-2016	Shkedi; Roy	G06Q30/0241	1/1
*	C	US-9813778-B2	11-2017	Shkedi; Roy	G06Q30/0241	1/1
*	D	US-10178442-B2	01-2019	Shkedi; Roy	G06Q30/0241	1/1
	E					
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	O					
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	S					
	T					

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

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

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	16/228,479	Shkedi, Roy
	Examiner	Art Unit
	NNENNA N EKPO	2425

CPC - Searched*		
Symbol	**Date**	**Examiner**
H04N21/812, 64322, 42684, 4532, 6125, 25891,4422	01/08/2020	Nnenna Ekpo
G06F16/248, 951	01/08/2020	Nnenna Ekpo
G06Q30/0241, 0269, 0256, 0255, 0251	01/08/2020	Nnenna Ekpo
H04L61/2007	01/08/2020	Nnenna Ekpo
H04L67/306	01/08/2020	Nnenna Ekpo
H04L12/66	01/08/2020	Nnenna Ekpo

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

US Classification - Searched*			
Class	**Subclass**	**Date**	**Examiner**
725	34		

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

Search Notes		
Search Notes	**Date**	**Examiner**
Inventor Name Search	01/08/2020	Nnenna Ekpo
NPL Search: Google	01/08/2020	Nnenna Ekpo
CPC Search	01/08/2020	Nnenna Ekpo
EAST Text Search	01/08/2020	Nnenna Ekpo

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
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Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner

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✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
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CLAIMS

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

CLAIM		DATE								
Final	Original	01/08/2020								
	1	-								
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Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
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CLAIM		DATE								
Final	Original	01/08/2020								
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List of Patents and Publications For Information Disclosure Statement

Serial No.: 16/228,479
Applicant: Shkedi, Roy
Filed: 12/20/2018
Art Unit: 2425 (in parent)
Examiner: Ekpo, N.N. (in parent)
Conf. No.: 5482

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EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	152	Shkedi-Roy$.in.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 09:30
S2	2	"20190124412"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 09:34
S3	21416	(H04N21/812, /64322, /42684, /4532, /6125, /25891, /44222$.CPC.)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:07
S4	12905	(G06F16/248$.CPC.)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:08
S5	13540	(G06Q30/0241, /0269, /0256, /0255, /0251$.CPC.)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:10
S8	15397	(H04L12/66$.CPC.)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:11
S7	34062	(H04L67/306$.CPC.)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:11
S6	8242	(H04L61/2007$.CPC.)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:11
S9	31332	(G06F16/951$.CPC.)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:12
S10	130454	S3 OR S4 OR S5 OR S6 OR S7 OR S8 OR S9	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:13

S11	6979	S10 and ((mobile cellular cell portable handheld) near2 (device)) same ("STB" settopbox$2 "STT" set$top$terminal or receiver)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:16
S12	6901	S11 and ("LAN" local area network)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:17
S14	366	S10 and ((mobile cellular cell portable handheld) near2 (device)) same ("STB" settopbox$2 "STT" set$top$terminal or receiver) same ("LAN" local$area$network)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:18
S13	4404	S11 and ("LAN" local$area$network)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:18
S15	2	"20090217319"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:50
S16	20	("2009/0217319").URPN.	USPAT	OR	OFF	2020/01/08 11:51
S17	35	("2008/0259906").URPN.	USPAT	OR	OFF	2020/01/08 13:07
S18	140	("20010003184" | "20020013943" | "20020032603" | "20020078444" | "20020082910" | "20020120933" | "20020123928" | "20020124249" | "20020124253" | "20020129368" | "20020194058" | "20020194604" | "20030051242" | "20030066078" | "20030135853" | "20030145323" | "20030149975" | "20030208756" | "20030208758" | "20030221191" | "20040003406" | "20040010546" | "20040073915" | "20040078809" | "20040107437" | "20040117827" | "20040163101" | "20040172650" | "20050165638" | "20050165644" | "20050246736" | "20050283796" | "20060116924" | "20060212900" | "20060248570" | "20060253323" | "20060271953" | "20060277569" | "20070022032" | "20070089127" | "20070100690" | "20070180469" | "20070204297" | "20070233571" | "20070244750" | "20070266400" | "20070266403" | "20070277220" | "20070283384" | "20070294721" | "20080016540" | "20080040742" | "20080243822" | "20080259906" | "20080313194" | "20090049468" | "20090094119" | "20090172723" | "20100192172" | "5848396" | "5855008" | "5933811" | "5948061" | "6160989" | "6216129" | "6366298" | "6385592" |	US-PGPUB; USPAT; USOCR	OR	OFF	2020/01/08 13:21

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S20	4	"10178442".pn.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	OFF	2020/01/08 17:55
S21	4039	725/34.ccls.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	OFF	2020/01/08 19:09
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L13	2	"20190124412"	US-PGPUB;	OR	ON	2020/01/09 11:25

			USPAT; EPO; JPO; DERWENT			

EAST Search History (Interference)

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1/ 9/ 2020 11:57:29 AM
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BIB DATA SHEET

CONFIRMATION NO. 5482

SERIAL NUMBER	FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
16/228,479	12/20/2018 RULE	725	2425	14-TV1-CON5

APPLICANTS
INTENT IQ, LLC, Long Island City, NY;

INVENTORS
Roy Shkedi, Forest Hills, NY;

**** CONTINUING DATA ***************************
This application is a CON of 15/803,631 11/03/2017 PAT 10178442
which is a CON of 15/179,356 06/10/2016 PAT 9813778
which is a CON of 14/246,525 04/07/2014 PAT 9369779
which is a DIV of 13/097,885 04/29/2011 PAT 8695032
which is a DIV of 12/860,666 08/20/2010 PAT 8281336
which is a CON of 11/736,544 04/17/2007 PAT 7861260

**** FOREIGN APPLICATIONS ***************************

**** IF REQUIRED, FOREIGN FILING LICENSE GRANTED ****
01/16/2019

Foreign Priority claimed ❑ Yes ☑ No 35 USC 119(a-d) conditions met ❑ Yes ☑ No Verified and Acknowledged /NNENNA NGOZI EKPO/ Examiner's Signature	❑ Met after Allowance Initials	STATE OR COUNTRY	SHEETS DRAWINGS	TOTAL CLAIMS	INDEPENDENT CLAIMS
		NY	18	23	3

ADDRESS
LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
Scottsdale, AZ 85260
UNITED STATES

TITLE
Targeted television advertisements based on online behavior

FILING FEE RECEIVED	FEES: Authority has been given in Paper	❑ All Fees
2020	No._____ to charge/credit DEPOSIT ACCOUNT	❑ 1.16 Fees (Filing)
	No._____ for following:	❑ 1.17 Fees (Processing Ext. of time)
		❑ 1.18 Fees (Issue)
		❑ Other _____
		❑ Credit

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

Electronic Petition Request	**TERMINAL DISCLAIMER TO OBVIATE A DOUBLE PATENTING REJECTION OVER A "PRIOR" PATENT**
Application Number	16228479
Filing Date	20-Dec-2018
First Named Inventor	Roy Shkedi
Attorney Docket Number	14-TV1-CON5
Title of Invention	Targeted television advertisements based on online behavior

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

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

Owner	Percent Interest
INTENT IQ, LLC	100%

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

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9813778

9369779

7861260

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

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

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

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

Applicant claims the following fee status:

( ) Small Entity

( ) Micro Entity

(●) Regular Undiscounted

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

THIS PORTION MUST BE COMPLETED BY THE SIGNATORY OR SIGNATORIES

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

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

Registration Number 38918

( ) A sole inventor

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

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

Signature	/Louis J. Hoffman/
Name	Louis J. Hoffman

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

Electronic Patent Application Fee Transmittal

Application Number:	16228479
Filing Date:	20-Dec-2018
Title of Invention:	Targeted television advertisements based on online behavior
First Named Inventor/Applicant Name:	Roy Shkedi
Filer:	Louis J. Hoffman/Donald Hertz
Attorney Docket Number:	14-TV1-CON5

Filed as Large Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
STATUTORY OR TERMINAL DISCLAIMER	1814	1	160	160
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**160**

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

Application No.: 16228479

Filing Date: 20-Dec-2018

Applicant/Patent under Reexamination: Shkedi

Electronic Terminal Disclaimer filed on April 14, 2020

☒ APPROVED

This patent is subject to a terminal disclaimer

☐ DISAPPROVED

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

U.S. Patent and Trademark Office

Electronic Acknowledgement Receipt	
EFS ID:	39152326
Application Number:	16228479
International Application Number:	
Confirmation Number:	5482
Title of Invention:	Targeted television advertisements based on online behavior
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-TV1-CON5
Receipt Date:	14-APR-2020
Filing Date:	20-DEC-2018
Time Stamp:	13:08:15
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	$160
RAM confirmation Number	E20204DD08129433
Deposit Account	
Authorized User	
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Terminal Disclaimer-Filed (Electronic)	eTerminal-Disclaimer.pdf	34936 aec2ff30cecf192d8bfeb8212fc3e2608a67db24	no	3
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30557 663135a85da159b979cadc35b99f2de1aaff0050	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	65493		

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.

Electronic Acknowledgement Receipt

EFS ID:	39152422
Application Number:	16228479
International Application Number:	
Confirmation Number:	5482
Title of Invention:	Targeted television advertisements based on online behavior
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-TV1-CON5
Receipt Date:	14-APR-2020
Filing Date:	20-DEC-2018
Time Stamp:	13:11:08
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	Amendment/Req. Reconsideration-After Non-Final Reject	20-04-14-IIQ-TV1_CON5-RTOA1.pdf	158101 6948eea1c1c6012ae89a18d84d249cd8efff0ab9	no	11

Warnings:

Information:	
Total Files Size (in bytes):	158101

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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.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor	:	Shkedi, Roy	Art Unit	:	2425
Serial No.	:	16/228,479	Examiner	:	Ekpo, Nnenna N.
Filing Date	:	12/20/2018	Conf. No.	:	5482
Title	:	Targeted television advertisements based on online behavior			

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

Filed via EFS-Web on April 14, 2020

RESPONSE TO OFFICE ACTION

Dear Sir:

In response to the Office Action dated January 15, 2020, Office Action, applicant requests reconsideration in view of the following amendments and remarks:

Amendments to the claims begin on page 2.

Remarks begin on page 10.

Applicant is filing a terminal disclaimer, with accompanying fee, concurrently with this response. No other fees are due.

Amendments

IN THE CLAIMS:

Please amend the claims as follows:

Claims 1 – 51 (Canceled)

52. (Previously presented) A method for identifying an association among multiple electronic devices of a group of devices connected through a common local area network (LAN) and using the association for cross-device action, the method comprising:

(a) with a computer system, determining an association between device identifiers of two or more Internet-accessing electronic devices based on electronically stored association-detection information about a plurality of Internet-accessing electronic devices, wherein the stored association-detection information for each of the plurality of Internet-accessing electronic devices includes:

(i) a device identifier;

(ii) at least one dynamically assigned IP address assigned to a modem that connects a router of the LAN to the Internet; and

(iii) at least one timestamp specifying a time when the Internet-accessing electronic device accessed the Internet via the router of the LAN;

(b) wherein determining the association in part (a) is done by using the stored association-detection information to determine that the two or more Internet-accessing electronic devices have separately accessed the Internet through a router of the LAN during a predetermined period of time via a common IP address;

(c) wherein the computer system determining the association in part (a) is outside the LAN and is connected to the LAN through the Internet; and

(d) with the computer system, using the association determined in part (a) to utilize user profile information associated with the device identifier of a first of the associated Internet-accessing electronic devices, and comprising behavioral or demographic data collected via the first of the associated Internet-accessing electronic devices, to take an automatic action with respect to a second of the associated Internet-accessing electronic devices using the device identifier of the second of the associated Internet-accessing electronic devices.

53. (Previously presented) The method of Claim 52 wherein the first device comprises a mobile device that is connected to the LAN only intermittently.

54. (Previously presented) The method of Claim 53 wherein the user profile information associated with the device identifier utilized in part (d) comprises behavioral data collected via the first device at a time when the first device is not connected to the LAN.

55. (Previously presented) The method of Claim 54 wherein the behavioral data collected via the first device is received at the computer system as a result of redirection of the first device from an online site visited by the first device while the first device is not connected to the LAN.

56. (Previously presented) The method of Claim 52 wherein the first device is an online user interface device and the second device is a television set-top box.

57. (Previously presented) The method of Claim 52 wherein the automatic action comprises selecting an advertisement, from among a plurality of possible advertisements, based at least in part on at least a portion of the user profile information associated with the device identifier of the first device.

58. (Previously presented) The method of Claim 57 wherein the automatic action comprises causing the selected advertisement to be directed to the second device.

59. (Previously presented) The method of Claim 52 wherein the device identifier of at least one of the first device and the second device is a cookie readable by the computer system.

60. (Previously presented) The method of Claim 59 further comprising, using the computer system, automatically storing, in a memory in the first device, the cookie.

61. (Previously presented) The method of Claim 52 wherein the device identifiers of the first device and the second device include no personally identifiable information pertaining to a user of the first device or the second device.

62. (Previously presented) The method of Claim 52 wherein (i) the first device comprises a mobile device that is connected to the LAN only intermittently, (ii) the user profile information associated with the device identifier utilized in part (d) comprises behavioral data collected via the first device at a time when the first device is not connected to the LAN, (iii) wherein the behavioral data collected via the first device is received at the computer system as a result of redirection of the first device from an online site visited by the first device while the first device is not connected to the LAN, and (iv) the automatic action comprises (A) selecting an advertisement, from among a plurality of possible advertisements, based at least in part on at least a portion of the user profile information associated with the device identifier of the first device, and (B) causing the selected advertisement to be directed to the second device.

63. (Previously presented) The method of Claim 62 wherein the device identifiers of the first device and the second device include no personally identifiable information pertaining to a user of the first device or the second device.

64. (Previously presented) A computer system comprising at least one hardware server computer, wherein the computer system is programmed and connected to perform a method of identifying an association among multiple electronic devices of a group of devices connected through a common local area network (LAN) and using the association for cross-device action, the method comprising:

(a) with the computer system, determining an association between device identifiers of two or more Internet-accessing electronic devices based on electronically stored association-detection information about a plurality of Internet-accessing electronic devices, wherein the stored association-detection information for each of the plurality of Internet-accessing electronic devices includes:

(i) a device identifier;

(ii) at least one dynamically assigned IP address assigned to a modem that connects a router of the LAN to the Internet; and

(iii) at least one timestamp specifying a time when the Internet-accessing electronic device accessed the Internet via the router of the LAN;

(b) wherein determining the association in part (a) is done by using the stored association-detection information to determine that the two or more Internet-accessing electronic devices have separately accessed the Internet through a router of the LAN during a predetermined period of time via a common IP address;

(c) wherein the computer system determining the association in part (a) is outside the LAN and is connected to the LAN through the Internet; and

(d) with the computer system, using the association determined in part (a) to utilize user profile information associated with the device identifier of a first of the associated Internet-accessing electronic devices, and comprising behavioral or demographic data collected via the first of the associated Internet-accessing electronic devices, to take an automatic action with respect to a second of the associated Internet-accessing electronic devices using the device identifier of the second of the associated Internet-accessing electronic devices.

65. (Previously presented) The computer system of Claim 64 wherein the computer system is programmed to perform the method even when the first device comprises a mobile device that is connected to the LAN only intermittently.

66. (Previously presented) The computer system of Claim 65 wherein the computer system is programmed to utilize in part (d) of the method user profile information associated with the device identifier that comprises behavioral data collected via the first device at a time when the first device is not connected to the LAN.

67. (Previously presented) The computer system of Claim 66 wherein the computer system is programmed to receive the behavioral data collected via the first device as a result of redirection of the first device from an online site visited by the first device while the first device is not connected to the LAN.

68. (Previously presented) The computer system of Claim 64 wherein the automatic action that the computer system is programmed to take comprises selecting an advertisement, from among a plurality of possible advertisements, based at least in part on at least a portion of the user profile information associated with the device identifier of the first device.

69. (Currently amended) The computer system of Claim [[69]]68 wherein the automatic action that the computer system is programmed to take comprises causing the selected advertisement to be directed to the second device.

70. (Previously presented) The computer system of Claim 64 wherein the computer system is programmed to perform the method even when the device identifiers of the first device and the second device include no personally identifiable information pertaining to a user of the first device or the second device.

71. (Previously presented) The computer system of Claim 64 (i) wherein the computer system is programmed to perform the method even when the first device comprises a mobile device that is connected to the LAN only intermittently; (ii) wherein the computer system is programmed to utilize in part (d) of the method user profile

information associated with the device identifier that comprises behavioral data collected via the first device at a time when the first device is not connected to the LAN; (iii) wherein the computer system is programmed to receive the behavioral data collected via the first device as a result of redirection of the first device from an online site visited by the first device while the first device is not connected to the LAN; and (iv) wherein the automatic action that the computer system is programmed to take comprises (A) selecting an advertisement, from among a plurality of possible advertisements, based at least in part on at least a portion of the user profile information associated with the device identifier of the first device, and (B) causing the selected advertisement to be directed to the second device.

72. (Previously presented) The computer system of Claim 71 wherein the computer system is programmed to perform the method even when the device identifiers of the first device and the second device include no personally identifiable information pertaining to a user of the first device or the second device.

73. (Previously presented) An article comprising a tangible data storage medium that is not a transitory propagating signal encoding computer-readable instructions that, when applied to a computer system comprising at least one hardware server computer, instruct the computer system to perform a method comprising:

(a) with the computer system, determining an association between device identifiers of two or more Internet-accessing electronic devices based on electronically stored association-detection information about a plurality of Internet-accessing electronic devices, wherein the stored association-detection information for each of the plurality of Internet-accessing electronic devices includes:

(i) a device identifier;

(ii) at least one dynamically assigned IP address assigned to a modem that connects a router of the LAN to the Internet; and

(iii) at least one timestamp specifying a time when the Internet-accessing electronic device accessed the Internet via the router of the LAN;

(b) wherein determining the association in part (a) is done by using the stored association-detection information to determine that the two or more Internet-accessing electronic devices have separately accessed the Internet through a router of the LAN during a predetermined period of time via a common IP address;

(c) wherein the computer system determining the association in part (a) is outside the LAN and is connected to the LAN through the Internet; and

(d) with the computer system, using the association determined in part (a) to utilize user profile information associated with the device identifier of a first of the associated Internet-accessing electronic devices, and comprising behavioral or demographic data collected via the first of the associated Internet-accessing electronic devices, to take an automatic action with respect to a second of the associated Internet-accessing electronic devices using the device identifier of the second of the associated Internet-accessing electronic devices.

74. (Previously presented) The article of Claim 73 wherein the computer-readable instructions further cause the computer system (i) to perform the method even when the first device comprises a mobile device that is connected to the LAN only intermittently; (ii) to utilize in part (d) of the method user profile information associated with the device identifier that comprises behavioral data collected via the first device at a time when the first device is not connected to the LAN; (iii) to receive the behavioral data collected via the first device as a result of redirection of the first device from an online site visited by the first device while the first device is not connected to the LAN; and (iv) to take automatic action comprising (A) selecting an advertisement, from among a plurality of possible advertisements, based at least in part on at least a portion

of the user profile information associated with the device identifier of the first device, and (B) causing the selected advertisement to be directed to the second device.

Remarks

Assignee thanks the examiner for the careful examination and consideration.

The Office Action rejects the claims for obviousness-type double-patenting over parent U.S. Patents 7,861,260, 9,369,779, 9,813,778, and 10,178,442. In response, assignee files concurrently an eTerminal Disclaimer, for automatic processing and immediate approval through EFS-Web, which should overcome the rejection. Therefore, assignee respectfully requests withdrawal of the double-patenting rejection.

By filing a terminal disclaimer to simplify and expedite allowance, assignee does not concede that the rejected claims are patentably indistinct from those of either parent patent or that they contain parallel, "inherent," or related limitations. *See* MPEP §804.02(II) ("The filing of a terminal disclaimer to obviate a rejection based on nonstatutory double patenting is not an admission of the propriety of the rejection.") (citing *Quad Envtl. Techs. Corp. v. Union Sanitary Dist.*, 946 F.2d 870, 874 (Fed. Cir. 1991) (the "filing of a terminal disclaimer simply serves the statutory function of removing the rejection of double patenting, and raises neither a presumption nor estoppel on the merits of the rejection.")). In particular, assignee advises that its representative has not reviewed, much less approved, the chart in the Office Action purporting to show similarities in claim language between certain claims of four reference patents on the one hand and the claims of this application on the other hand, i.e., that the previous patents contain the present limitations either "expressly or inherently."

The Office Action objects to claim 69 because it depends on itself. Applicant amends claim 69 to depend on claim 68, to cure this inadvertent error.

In view of the above explanations, which respond to and overcome the lone rejection (double patenting) and the lone objection (to claim 69) found in the Office Action, all claims should be in condition for allowance.

Please feel free to telephone the undersigned if it would in any way advance prosecution of this application.

Respectfully submitted,

INTENT IQ, LLC

by its attorney

Dated: April 14, 2020

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918

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PTO/SB/06 (09-11)
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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 16/228,479	Filing Date 12/20/2018	☐ To be Mailed

ENTITY: ☑ LARGE ☐ SMALL ☐ MICRO

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		x $100 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $460 =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).				
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))					
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT	04/14/2020	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 23	Minus	** 23	= 0		x $100 =	0
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0		x $460 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	0

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

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.	LIE
** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".	/ZETA T ADAMS/
*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".	

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

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

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

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NOTICE OF ALLOWANCE AND FEE(S) DUE

26362 7590 05/04/2020

LOUIS J. HOFFMAN, P.C.
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EXAMINER
EKPO, NNENNA NGOZI

ART UNIT	PAPER NUMBER
2425	

DATE MAILED: 05/04/2020

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/228,479	12/20/2018	Roy Shkedi	14-TV1-CON5	5482

TITLE OF INVENTION: TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	UNDISCOUNTED	$1000	$0.00	$0.00	$1000	08/04/2020

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

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

HOW TO REPLY TO THIS NOTICE:

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

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

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

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

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

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

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

PTOL-85 (Rev. 02/11)

PART B - FEE(S) TRANSMITTAL

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

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

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

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

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

26362 7590 05/04/2020

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Scottsdale, AZ 85260

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

Certificate of Mailing or Transmission

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

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/228,479	12/20/2018	Roy Shkedi	14-TV1-CON5	5482

TITLE OF INVENTION: TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	UNDISCOUNTED	$1000	$0.00	$0.00	$1000	08/04/2020

EXAMINER	ART UNIT	CLASS-SUBCLASS
EKPO, NNENNA NGOZI	2425	725-034000

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

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

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

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

1 _____
2 _____
3 _____

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

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

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

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

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

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

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

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

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

❑ Applicant certifying micro entity status. See 37 CFR 1.29

❑ Applicant asserting small entity status. See 37 CFR 1.27

❑ Applicant changing to regular undiscounted fee status.

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

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

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

Ex.1018
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/228,479	12/20/2018	Roy Shkedi	14-TV1-CON5	5482

26362 7590 05/04/2020

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EXAMINER	
EKPO, NNENNA NGOZI	
ART UNIT	**PAPER NUMBER**
2425	

DATE MAILED: 05/04/2020

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

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

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

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

PTOL-85 (Rev. 02/11)

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

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

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

Privacy Act Statement

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

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

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

Notice of Allowability	Application No. 16/228,479	Applicant(s) Shkedi, Roy	
	Examiner NNENNA N EKPO	Art Unit 2425	AIA (FITF) Status No

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

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

1. ☑ This communication is responsive to 04/14/2020.
   ☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

2. ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

3. ☑ The allowed claim(s) is/are 52-74 . As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see **http://www.uspto.gov/patents/init_events/pph/index.jsp** or send an inquiry to **PPHfeedback@uspto.gov.**

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

   Certified copies:

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

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

   * Certified copies not received: _____ .

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

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

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

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

Attachment(s)

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

/NNENNA N EKPO/
Primary Examiner, Art Unit 2425

DETAILED ACTION

Notice of Pre-AIA or AIA Status

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

Terminal Disclaimer

2. The terminal disclaimer filed on 04/14/2020 disclaiming the terminal portion of any patent granted on this application which would extend beyond the expiration date of **U.S. Patent No. 10,178,442, U.S. Patent No. 9,813,778, U.S. Patent No. 9,369,779 and U.S. Patent No. 7,861,260** has been reviewed and is accepted. The terminal disclaimer has been recorded.

Allowable Subject Matter

3. Claims 52-74 are allowed.

4. The following is an examiner's statement of reasons for allowance: Regarding claims 52, 64 and 73, the prior art of record fails to teach or fairly suggest a method wherein determining the association in part (a) is done by using the stored association-detection information to determine that the two or more Internet-accessing electronic devices have separately accessed the Internet through a router of the LAN during a predetermined period of time via a common IP address. Claims 1-20 are a unique

combination of elements that are not taught or suggested by the art of record when considering the claims as a whole.

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

Conclusion

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to NNENNA NGOZI EKPO whose telephone number is (571)270-1663. The examiner can normally be reached on M-W 10:00am - 6:30pm, TH-F 8:00am - 4:30pm.

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

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Brian Pendleton can be reached on 571-272-7527. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for

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

NNENNA EKPO
Primary Examiner
Art Unit 2425

/NNENNA N EKPO/
Primary Examiner, Art Unit 2425
April 27, 2020.

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	16/228,479	Shkedi, Roy
	Examiner	**Art Unit**
	NNENNA N EKPO	2425

CPC									
Symbol								**Type**	**Version**
H04N	/	21	/	812				F	2013-01-01
G06F	/	16	/	951				I	2019-01-01
G06Q	/	30	/	0241				I	2013-01-01
G06Q	/	30	/	0251				I	2013-01-01
G06Q	/	30	/	0255				I	2013-01-01
G06Q	/	30	/	0256				I	2013-01-01
G06Q	/	30	/	0269				I	2013-01-01
H04L	/	12	/	66				I	2013-01-01
H04L	/	67	/	306				I	2013-01-01
H04N	/	21	/	44222				I	2013-01-01
H04L	/	61	/	2007				I	2013-01-01
H04N	/	21	/	25891				I	2013-01-01
H04N	/	21	/	42684				I	2013-01-01
H04N	/	21	/	4532				I	2013-01-01
H04N	/	21	/	6125				I	2013-01-01
H04N	/	21	/	64322				I	2013-01-01
G06F	/	16	/	248				I	2019-01-01

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

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	22	
/NNENNA N EKPO/ Primary Examiner, Art Unit 2425	26 April 2020	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	6A

U.S. Patent and Trademark Office — Part of Paper No.: 20200426

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	16/228,479	Shkedi, Roy
	Examiner	**Art Unit**
	NNENNA N EKPO	2425

INTERNATIONAL CLASSIFICATION				
CLAIMED				
H04N	/	7	/	10
H04N	/	7	/	025

NON-CLAIMED				
	/		/	

US ORIGINAL CLASSIFICATION	
CLASS	**SUBCLASS**

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

NONE		**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	22	
/NNENNA N EKPO/ Primary Examiner, Art Unit 2425	26 April 2020	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	6A

U.S. Patent and Trademark Office — Part of Paper No.: 20200426

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	16/228,479	Shkedi, Roy
	Examiner	**Art Unit**
	NNENNA N EKPO	2425

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

CLAIMS

Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
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-	4	-	14	-	24	-	34	-	44	2	54	12	64	22	74
-	5	-	15	-	25	-	35	-	45	3	55	13	65		
-	6	-	16	-	26	-	36	-	46	4	56	14	66		
-	7	-	17	-	27	-	37	-	47	5	57	15	67		
-	8	-	18	-	28	-	38	-	48	6	58	16	68		
-	9	-	19	-	29	-	39	-	49	7	59	17	69		
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NONE		**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	22	
/NNENNA N EKPO/ Primary Examiner, Art Unit 2425	26 April 2020	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	6A

U.S. Patent and Trademark Office — Part of Paper No.: 20200426

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	16/228,479	Shkedi, Roy
	Examiner	Art Unit
	NNENNA N EKPO	2425

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

CLAIMS

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

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-	42	-	-							

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	16/228,479	Shkedi, Roy
	Examiner	**Art Unit**
	NNENNA N EKPO	2425

CLAIM		DATE								
Final	Original	01/08/2020	04/26/2020							
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20	72	✓	=							
21	73	✓	=							
22	74	✓	=							

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	16/228,479	Shkedi, Roy
	Examiner	Art Unit
	NNENNA N EKPO	2425

CPC - Searched*		
Symbol	**Date**	**Examiner**
H04N21/812, 64322, 42684, 4532, 6125, 25891,4422	01/08/2020	Nnenna Ekpo
G06F16/248, 951	01/08/2020	Nnenna Ekpo
G06Q30/0241, 0269, 0256, 0255, 0251	01/08/2020	Nnenna Ekpo
H04L61/2007	01/08/2020	Nnenna Ekpo
H04L67/306	01/08/2020	Nnenna Ekpo
H04L12/66	01/08/2020	Nnenna Ekpo

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

US Classification - Searched*			
Class	**Subclass**	**Date**	**Examiner**
725	34	04/27/2020	Nnenna Ekpo

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

Search Notes		
Search Notes	**Date**	**Examiner**
Inventor Name Search	01/08/2020	Nnenna Ekpo
NPL Search: Google	01/08/2020	Nnenna Ekpo
CPC Search	01/08/2020	Nnenna Ekpo
EAST Text Search	01/08/2020	Nnenna Ekpo
Updated EAST Text Search	04/27/2020	Nnenna Ekpo
Updated CPC Search - Text	04/27/2020	Nnenna Ekpo

/NNENNA N EKPO/ Primary Examiner, Art Unit 2425	

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	16/228,479	Shkedi, Roy
	Examiner	Art Unit
	NNENNA N EKPO	2425

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner
H04N21	812, 64322, 42684, 4532, 6125, 25891, 44222	04/27/2020	Nnenna Ekpo
G06Q30	0241, 0269, 0256, 0255, 0251	04/27/2020	Nnenna Ekpo

/NNENNA N EKPO/ Primary Examiner, Art Unit 2425	

UNITED STATES PATENT AND TRADEMARK OFFICE

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

BIB DATA SHEET

CONFIRMATION NO. 5482

SERIAL NUMBER	FILING or 371(c) DATE RULE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
16/228,479	12/20/2018	725	2425	14-TV1-CON5

APPLICANTS
INTENT IQ, LLC, Long Island City, NY;

INVENTORS
Roy Shkedi, Forest Hills, NY;

**** CONTINUING DATA ***************************
This application is a CON of 15/803,631 11/03/2017 PAT 10178442
which is a CON of 15/179,356 06/10/2016 PAT 9813778
which is a CON of 14/246,525 04/07/2014 PAT 9369779
which is a DIV of 13/097,885 04/29/2011 PAT 8695032
which is a DIV of 12/860,666 08/20/2010 PAT 8281336
which is a CON of 11/736,544 04/17/2007 PAT 7861260

**** FOREIGN APPLICATIONS ***************************

**** IF REQUIRED, FOREIGN FILING LICENSE GRANTED ****
01/16/2019

Foreign Priority claimed ❑ Yes ☑ No 35 USC 119(a-d) conditions met ❑ Yes ☑ No Verified and Acknowledged /NNENNA NGOZI EKPO/ Examiner's Signature	❑ Met after Allowance Initials	STATE OR COUNTRY	SHEETS DRAWINGS	TOTAL CLAIMS	INDEPENDENT CLAIMS
		NY	18	23	3

ADDRESS
LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
Scottsdale, AZ 85260
UNITED STATES

TITLE
Targeted television advertisements based on online behavior

FILING FEE RECEIVED	FEES: Authority has been given in Paper	❑ All Fees
2020	No._____ to charge/credit DEPOSIT ACCOUNT	❑ 1.16 Fees (Filing)
	No._____ for following:	❑ 1.17 Fees (Processing Ext. of time)
		❑ 1.18 Fees (Issue)
		❑ Other _____
		❑ Credit

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
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L1	1	"16228479"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/04/26 15:11
S34	2	"20190124412"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/09 11:25
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		8051444-$ | US-8200822-$ | US-8204783-$ | US-8204965-$ | US-8239264-$ | US-8244574-$ | US-8244582-$ | US-8244583-$ | US-8244586-$ | US-8280758-$ | US-8494904-$).DID.				
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S25	57	(US-7152237-$ | US-7158943-$ | US-7188085-$ | US-7260823-$ | US-7272853-$ | US-7299195-$ | US-7302419-$ | US-7305459-$ | US-7580855-$ | US-7640214-$ | US-7756744-$ | US-7805332-$ | US-7806329-$ | US-7856372-$ | US-7856373-$ | US-7913275-$ | US-7930252-$ | US-7937383-$ | US-7966647-$ | US-7971260-$ | US-8015184-$ | US-8015286-$ | US-8024765-$ | US-8079048-$ | US-8086491-$ | US-8180674-$ | US-8700464-$ | US-8725571-$ | US-8762201-$).DID.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/09 09:36
S24	59	(US-6377986-$ | US-6385592-$ | US-6401075-$ | US-6408278-$ | US-6415270-$ | US-6446261-$ | US-6449657-$ | US-6463533-$ | US-6463585-$ | US-6490587-$ | US-6536041-$ | US-6633850-$ | US-6654725-$ | US-6684194-$ | US-6718551-$ | US-6771290-$ | US-6810527-$ | US-6837436-$ | US-6845396-$ | US-6847992-$ | US-6868392-$ | US-6907566-$ | US-6985882-$ | US-7013290-$ | US-7038637-$ | US-7051351-$ | US-7092926-$ | US-7100183-$ | US-7146329-$).DID.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/09 09:35

S23	58	(US-5995943-$ | US-5999912-$ | US-6002394-$ | US-6014638-$ | US-6016504-$ | US-6018768-$ | US-6026368-$ | US-6026369-$ | US-6026374-$ | US-6047310-$ | US-6049835-$ | US-6055573-$ | US-6073241-$ | US-6128663-$ | US-6133912-$ | US-6134532-$ | US-6157946-$ | US-6160989-$ | US-6177931-$ | US-6188398-$ | US-6189008-$ | US-6205432-$ | US-6216112-$ | US-6216129-$ | US-6285987-$ | US-6289318-$ | US-6308202-$ | US-6327574-$ | US-6366298-$).DID.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/09 09:33
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S21	4039	725/34.ccls.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	OFF	2020/01/08 19:09
S20	4	"10178442".pn.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	OFF	2020/01/08 17:55
S19	1	"10178442".pn.	US-PGPUB; USPAT; USOCR	OR	OFF	2020/01/08 17:54
S18	140	("20010003184" | "20020013943" | "20020032603" | "20020078444" | "20020082910" | "20020120933" | "20020123928" | "20020124249" | "20020124253" | "20020129368" | "20020194058" | "20020194604" | "20030051242" | "20030066078" |	US-PGPUB; USPAT; USOCR	OR	OFF	2020/01/08 13:21

		"20030135853" | "20030145323" | "20030149975" | "20030208756" | "20030208758" | "20030221191" | "20040003406" | "20040010546" | "20040073915" | "20040078809" | "20040107437" | "20040117827" | "20040163101" | "20040172650" | "20050165638" | "20050165644" | "20050246736" | "20050283796" | "20060116924" | "20060212900" | "20060248570" | "20060253323" | "20060271953" | "20060277569" | "20070022032" | "20070089127" | "20070100690" | "20070180469" | "20070204297" | "20070233571" | "20070244750" | "20070266400" | "20070266403" | "20070277220" | "20070283384" | "20070294721" | "20080016540" | "20080040742" | "20080243822" | "20080259906" | "20080313194" | "20090049468" | "20090094119" | "20090172723" | "20100192172" | "5848396" | "5855008" | "5933811" | "5948061" | "6160989" | "6216129" | "6366298" | "6385592" | "6446261" | "6536041" | "6684194" | "6718551" | "6771290" | "6845396" | "6925440" | "6973436" | "7072853" | "7092926" | "7100183" | "7152237" | "7260823" | "7328448" | "7428493" | "7454364").PN. OR ("8051444").URPN.				
S17	35	("2008/0259906").URPN.	USPAT	OR	OFF	2020/01/08 13:07
S16	20	("2009/0217319").URPN.	USPAT	OR	OFF	2020/01/08 11:51
S15	2	"20090217319"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:50
S14	366	S10 and ((mobile cellular cell portable handheld) near2 (device)) same ("STB" settopbox$2 "STT" set$top$terminal or receiver) same ("LAN" local$area$network)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:18

S13	4404	S11 and ("LAN" local$area$network)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:18
S12	6901	S11 and ("LAN" local area network)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:17
S11	6979	S10 and ((mobile cellular cell portable handheld) near2 (device)) same ("STB" settopbox$2 "STT" set$top$terminal or receiver)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:16
S10	130454	S3 OR S4 OR S5 OR S6 OR S7 OR S8 OR S9	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:13
S9	31332	(G06F16/951$.CPC.)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:12
S8	15397	(H04L12/66$.CPC.)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:11
S7	34062	(H04L67/306$.CPC.)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:11
S6	8242	(H04L61/2007$.CPC.)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:11
S5	13540	(G06Q30/0241, /0269, /0256, /0255, /0251$.CPC.)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:10
S4	12905	(G06F16/248$.CPC.)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:08

S3	21416	(H04N21/812, /64322, /42684, /4532, /6125, /25891, /44222$.CPC.)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:07
S2	2	"20190124412"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 09:34
S1	152	Shkedi-Roy$.in.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 09:30

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L4	2854	(G06Q30/0241, /0269, /0256, /0255, /0251$.CPC.)	USPAT	OR	ON	2020/04/26 15:31
L3	7616	(H04N21/812, /64322, /42684, /4532, /6125, /25891, /44222$.CPC.)	USPAT	OR	ON	2020/04/26 15:27

4/26/2020 3:31:50 PM
C:\Users\nekpo\Documents\EAST\Workspaces\16228479.wsp

Doc Code: MFEE.C.AD
Document Description: Maintenance Fee Address Change

PTO/SB/47-EFS

FEE ADDRESS INDICATION FORM			
Application Number	16228479	Art Unit	2425
Filing Date	20-Dec-2018	Examiner Name	NNENNA EKPO
First Name Inventor	Roy Shkedi	Attorney Doc. Number	14-TV1-CON5

INSTRUCTIONS: In order for the fee address identified on this form to be effective, the issue fee must have been paid for the application listed on this form. Only an address represented by a customer number can be established as the fee address for maintenance fee purposes (hereafter, fee address). A fee address should be established when correspondence related to maintenance fees should be mailed to a different address than the correspondence address for the application. For more information on customer numbers, see the Manual of Patent Examining Procedure (MPEP) § 403.

Please recognize as the Fee Address under the provisions of 37 CFR 1.363 the address associated with:

Customer Number:	26362 LOUIS J. HOFFMAN, P.C. 7689 East Paradise Lane Suite 2 Scottsdale AZ 85260 UNITED STATES 480-948-3295 Louis@valuablepatents.com

Signature :

I certify, in accordance with 37 CFR 1.4(d)(4) that I am an attorney or agent registered to practice before the Patent and Trademark Office who has filed and has been granted power of attorney in this application.

Signature	/Louis J. Hoffman/	**Date**	06-01-2020
Name	Louis J. Hoffman	**Registration Number**	38918

Electronic Patent Application Fee Transmittal

Application Number:	16228479
Filing Date:	20-Dec-2018
Title of Invention:	TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR
First Named Inventor/Applicant Name:	Roy Shkedi
Filer:	Louis J. Hoffman/Donald Hertz
Attorney Docket Number:	14-TV1-CON5

Filed as Large Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
UTILITY APPL ISSUE FEE	1501	1	1000	1000
PUBL. FEE- EARLY, VOLUNTARY, OR NORMAL	1504	1	0	0
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
		Total in USD ($)		**1000**

Electronic Acknowledgement Receipt	
EFS ID:	39592213
Application Number:	16228479
International Application Number:	
Confirmation Number:	5482
Title of Invention:	TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-TV1-CON5
Receipt Date:	01-JUN-2020
Filing Date:	20-DEC-2018
Time Stamp:	20:49:21
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	$1000
RAM confirmation Number	E202061K49180027
Deposit Account	
Authorized User	
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Issue Fee Payment (PTO-85B)	Web85b.pdf	46269 4dad8cb5db4845ce200a37e0611cc0a58c604156	no	2
Warnings:					
Information:					
2	Maintenance Fee Address Change	web85feeaddress.pdf	32765 2c853d3f24f095708b7e7eb067ec20ac62c0cdc2	no	1
Warnings:					
Information:					
3	Fee Worksheet (SB06)	fee-info.pdf	32100 1bc4b50ddd3e91a1c2c6ef549713b6d1de5a8986	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	111134		

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.

Document Description: Issue Fee Payment (PTO-85B)

Issue Fee Transmittal Form

Application Number	Filing Date	First Named Inventor	Atty. Docket No.	Confirmation No.
16228479	20-Dec-2018	Roy Shkedi	14-TV1-CON5	5482

TITLE OF INVENTION :

TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR

Entity Status	Application Type	Art Unit	Class - Subclass	EXAMINER
Regular Undiscounted	Utility under 35 USC 111(a)	2425	034000	NNENNA EKPO

Issue Fee Due	Publication Due	Total Fee(s) Due	Date Due	Prev. Paid Fee
$1000	$0	$1000	04-Aug-2020	$0

1.Change of Correspondence Address and/or Indication Of Fee Address (37 CFR 1.33 & 1.363)

Current Correspondence Address:	Current Indicated Fee Address :
26362 LOUIS J. HOFFMAN, P.C. 7689 East Paradise Lane Suite 2 Scottsdale AZ 85260 UNITED STATES 480-948-3295 Louis@valuablepatents.com	
☐ Change of correspondence address requested, system generated AIA/122-EFS form attached	☒ Fee Address indication requested, system generated SB/47-EFS form attached

2.Entity Status

Change in Entity Status

○ Applicant certifying micro entity status; system generated Micro Entity certification form attached. See 37 CFR 1.29.
Note: Absent a valid certification of micro entity status, issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment. If this box is checked, you will be prompted to choose a micro entity status on the gross income basis (37 CFR 1.29(a)) or the institution of higher education basis (37 CFR 1.29(d)), and make the applicable certification online.

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

◉ Applicant changing to regular undiscounted fee status.
Note: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

Doc Code: IFEE PTOL/85B-EFS

Document Description: Issue Fee Payment (PTO-85B)

3.The Following Fee(s) Are Submitted:

☒ Issue Fee	☐ I authorize USPTO to apply my previously paid issue fee to the current fees due
☐ Publication Fee	☐ The Director is hereby authorized to apply my previously paid issue fee to the current fee due and to charge deficient fees to Deposit Account Number _____
☐ Advance Order - # of copies _____	☐ If **in addition to** the payment of the issue fee amount submitted with this form, there are any discrepancies in any amount(s) due, the Director is authorized to charge any deficiency, or credit any overpayment, to Deposit Account Number _____ . The **issue fee must be submitted** with this form. **If payment of the issue fee does not accompany this form, checking this box and providing a deposit account number will NOT be effective to satisfy full payment of the fee(s) due.**

4.Firm and/or Attorney Names To Be Printed

NOTE: If no name is listed, no name will be printed
For printing on the patent front page, list to be displayed as entered

1. LOUIS J. HOFFMAN
2. DAVID S. ALAVI
3.

5.Assignee Name(s) and Residence Data To Be Printed

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.

Name	City	State	Country	Category
INTENT IQ, LLC	Long Island City	NEW YORK	united states	other

6.Signature

I certify, in accordance with 37 CFR 1.4(d)(4) that I am an attorney or agent registered to practice before the Patent and Trademark Office who has filed and has been granted power of attorney in this application. I also certify that this Fee(s) Transmittal form is being transmitted to the USPTO via EFS-WEB on the date indicated below.

Signature	/Louis J. Hoffman/	**Date**	06-01-2020
Name	Louis J. Hoffman	**Registration Number**	38918

WEB IFEE 1.0

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/228,479	12/20/2018	Roy Shkedi	14-TV1-CON5	5482

26362 7590 06/12/2020

LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane
Suite 2
Scottsdale, AZ 85260

EXAMINER
EKPO, NNENNA NGOZI

ART UNIT	PAPER NUMBER
2425	

NOTIFICATION DATE	DELIVERY MODE
06/12/2020	ELECTRONIC

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

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

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

Louis@valuablepatents.com
donald@valuablepatents.com

Corrected ***Notice of Allowability***	**Application No.** 16/228,479	**Applicant(s)** Shkedi, Roy	
	Examiner NNENNA N EKPO	**Art Unit** 2425	**AIA (FITF) Status** No

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

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

1. ☑ This communication is responsive to 06/03/2020.
   ☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

2. ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.

3. ☑ The allowed claim(s) is/are 52-74 . As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see **http://www.uspto.gov/patents/init_events/pph/index.jsp** or send an inquiry to **PPHfeedback@uspto.gov.**

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

   Certified copies:

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

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

   * Certified copies not received: _____ .

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

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

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

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

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
2. ☑ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date 12/20/2018.
3. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material _____.
4. ☐ Interview Summary (PTO-413), Paper No./Mail Date. _____.
5. ☑ Examiner's Amendment/Comment
6. ☐ Examiner's Statement of Reasons for Allowance
7. ☐ Other _____.

/NNENNA N EKPO/
Primary Examiner, Art Unit 2425

DETAILED ACTION

Notice of Pre-AIA or AIA Status

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

Information Disclosure Statement

2. The references listed in the Information Disclosure Statement filed on December 20, 2018 have been considered by the examiner (see attached PTO-1449 form).

Allowable Subject Matter

3. Claims 52-74 are allowed.

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

Conclusion

4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to NNENNA NGOZI EKPO whose telephone number is (571)270-1663. The examiner can normally be reached on M-W 10:00am - 6:30pm, TH-F 8:00am - 4:30pm.

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

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Brian Pendleton can be reached on 571-272-7527. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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

NNENNA EKPO
Primary Examiner
Art Unit 2425

/NNENNA N EKPO/
Primary Examiner, Art Unit 2425
June 8, 2020.

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	16/228,479	Shkedi, Roy
	Examiner	**Art Unit**
	NNENNA N EKPO	2425

CPC									
Symbol								**Type**	**Version**
H04N	/	21	/	812				F	2013-01-01
G06F	/	16	/	951				I	2019-01-01
G06Q	/	30	/	0241				I	2013-01-01
G06Q	/	30	/	0251				I	2013-01-01
G06Q	/	30	/	0255				I	2013-01-01
G06Q	/	30	/	0256				I	2013-01-01
G06Q	/	30	/	0269				I	2013-01-01
H04L	/	12	/	66				I	2013-01-01
H04L	/	67	/	306				I	2013-01-01
H04N	/	21	/	44222				I	2013-01-01
H04L	/	61	/	2007				I	2013-01-01
H04N	/	21	/	25891				I	2013-01-01
H04N	/	21	/	42684				I	2013-01-01
H04N	/	21	/	4532				I	2013-01-01
H04N	/	21	/	6125				I	2013-01-01
H04N	/	21	/	64322				I	2013-01-01
G06F	/	16	/	248				I	2019-01-01

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

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	23	
/NNENNA N EKPO/ Primary Examiner, Art Unit 2425	08 June 2020	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	6A

U.S. Patent and Trademark Office — Part of Paper No.: 20200608

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	16/228,479	Shkedi, Roy
	Examiner	**Art Unit**
	NNENNA N EKPO	2425

INTERNATIONAL CLASSIFICATION				
CLAIMED				
H04N	/	7	/	10
H04N	/	7	/	025

NON-CLAIMED				
	/		/	

US ORIGINAL CLASSIFICATION	
CLASS	**SUBCLASS**

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

NONE		**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	23	
/NNENNA N EKPO/ Primary Examiner, Art Unit 2425	08 June 2020	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	6A

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Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	16/228,479	Shkedi, Roy
	Examiner	**Art Unit**
	NNENNA N EKPO	2425

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

CLAIMS

Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
-	1	-	11	-	21	-	31	-	41	-	51	10	61	20	71
-	2	-	12	-	22	-	32	-	42	1	52	11	62	21	72
-	3	-	13	-	23	-	33	-	43	2	53	12	63	22	73
-	4	-	14	-	24	-	34	-	44	3	54	13	64	23	74
-	5	-	15	-	25	-	35	-	45	4	55	14	65		
-	6	-	16	-	26	-	36	-	46	5	56	15	66		
-	7	-	17	-	27	-	37	-	47	6	57	16	67		
-	8	-	18	-	28	-	38	-	48	7	58	17	68		
-	9	-	19	-	29	-	39	-	49	8	59	18	69		
-	10	-	20	-	30	-	40	-	50	9	60	19	70		

NONE		**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	23	
/NNENNA N EKPO/ Primary Examiner, Art Unit 2425	08 June 2020	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	6A

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Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
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	Examiner	Art Unit
	NNENNA N EKPO	2425

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

CLAIMS

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

CLAIM		DATE								
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-	40	-	-							
-	41	-	-							
-	42	-	-							

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CLAIM		DATE								
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22	73	✓	=							
23	74	✓	=							

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List of Patents and Publications For
Information Disclosure Statement

Serial No.: 16/228,479
Applicant: Shkedi, Roy
Filed: 12/20/2018
Art Unit: 2425 (in parent)
Examiner: Ekpo, N.N. (in parent)
Conf. No.: 5482

U.S. PATENT DOCUMENTS

Examiner Initials	Cite No.	Document Number	Publication Date MM/DD/YYYY	Name of Patentee or Applicant of Cited Document
	1	5105184	04/14/1992	Pirani et al.
	2	5220655	06/15/1993	Tsutsui
	3	5359508	10/25/1994	Rossides
	4	5442633	08/15/1995	Perkins et al.
	5	5572643	11/05/1996	Judson
	6	5710884	01/20/1998	Dedrick
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	8	5724521	03/03/1998	Dedrick
	9	5751956	05/12/1998	Kirsch
	10	5774670	06/30/1998	Montulli
	11	5794210	08/11/1998	Goldhaber et al.
	12	5809242	09/15/1998	Shaw et al.
	13	5819092	10/06/1998	Ferguson et al.
	14	5819285	10/06/1998	Damico et al.
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	22	5918014	06/29/1999	Robinson
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	24	5937390	08/10/1999	Hyodo
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	26	5948061	09/07/1999	Merriman et al.
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	29	5978013	11/02/1999	Jones et al.

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	31	5999912	12/07/1999	Wodarz et al.
	32	6002394	12/14/1999	Schein et al.
	33	6014638	01/11/2000	Burge et al.
	34	6016504	01/18/2000	Arnold et al.
	35	6018768	01/25/2000	Ullman et al.
	36	6026368	02/15/2000	Brown et al.
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	39	6047310	04/04/2000	Kamakura et al.
	40	6049835	04/11/2000	Gagnon
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	42	6073241	06/06/2000	Rosenberg et al.
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	44	6133912	10/17/2000	Montero
	45	6134532	10/17/2000	Lazarus et al.
	46	6157946	12/05/2000	Itakura et al.
	47	6160989	12/12/2000	Hendricks et al.
	48	6177931	01/23/2001	Alexander et al.
	49	6188398	02/13/2001	Collins-Rector et al.
	50	6189008	02/13/2001	Easty et al.
	51	6205432	03/20/2001	Gabbard et al.
	52	6216112	04/10/2001	Fuller et al.
	53	6216129	04/10/2001	Eldering
	54	6285987	09/04/2001	Roth et al.
	55	6289318	09/11/2001	Barber
	56	6308202	10/23/2001	Cohn et al.
	57	6327574	12/04/2001	Kramer et al.
	58	6366298	04/02/2002	Haitsuka et al.

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Conf. No.: 5482

U.S. PATENT DOCUMENTS

Examiner Initials	Cite No.	Document Number	Publication Date MM/DD/YYYY	Name of Patentee or Applicant of Cited Document
	59	6377986	04/23/2002	Philyaw
	60	6385592	05/07/2002	Angles et al.
	61	6401075	06/04/2002	Mason et al.
	62	6408278	06/18/2002	Carney et al.
	63	6415270	07/02/2002	Rackson et al.
	64	6446261	09/03/2002	Rosser
	65	6449657	09/10/2002	Stanbach Jr. et al.
	66	6463533	10/08/2002	Calamera et al.
	67	6463585	10/08/2002	Hendricks et al.
	68	6490587	12/03/2002	Easty et al.
	69	6536041	03/18/2003	Knudson et al.
	70	6633850	10/14/2003	Gabbard et al.
	71	6654725	11/25/2003	Langheinrich et al.
	72	6684194	01/27/2004	Eldering et al.
	73	6718551	04/06/2004	Swix et al.
	74	6771290	08/03/2004	Hoyle
	75	6810527	10/26/2004	Conrad et al.
	76	6837436	01/04/2005	Swartz et al.
	77	6845396	01/18/2005	Kanojia et al.
	78	6847992	01/25/2005	Haitsuka et al.
	79	6868392	03/15/2005	Ogasawara
	80	6907566	06/14/2005	McElfresh et al.
	81	6985882	01/10/2006	Del Sesto
	82	7013290	03/14/2006	Ananian
	83	7038637	05/02/2006	Eller et al.
	84	7051351	05/23/2006	Goldman et al.
	85	7092926	08/15/2006	Cerrato
	86	7100183	08/29/2006	Kunkel et al.
	87	7146329	12/05/2006	Conkwright et al.

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U.S. PATENT DOCUMENTS

Examiner Initials	Cite No.	Document Number	Publication Date MM/DD/YYYY	Name of Patentee or Applicant of Cited Document
	88	7152237	12/19/2006	Flickinger et al.
	89	7158943	01/02/2007	Van der Riet
	90	7188085	03/06/2007	Pelletier
	91	7260823	08/21/2007	Schlack et al.
	92	7272853	09/18/2007	Goodman et al.
	93	7299195	11/20/2007	Tawakol et al.
	94	7302419	11/27/2007	Conkwright et al.
	95	7305459	12/04/2007	Klemba et al.
	96	7580855	08/25/2009	Fernandes
	97	7640214	12/29/2009	Black et al.
	98	7756744	07/13/2010	Schiff et al.
	99	7805332	09/28/2010	Wilson
	100	7806329	10/05/2010	Dmitriev et al.
	101	7856372	12/21/2010	Ullah
	102	7856373	12/21/2010	Ullah
	103	7913275	03/22/2011	Hendricks et al.
	104	7930252	04/19/2011	Bender et al.
	105	7937383	05/03/2011	Hintze et al.
	106	7966647	06/21/2011	Igoe et al.
	107	7971260	06/28/2011	Spalink et al.
	108	8015184	09/06/2011	Zito et al.
	109	8015286	09/06/2011	Jenkins
	110	8024765	09/20/2011	Ramanathan et al.
	111	8079048	12/13/2011	Howcroft
	112	8086491	12/27/2011	Matz et al.
	113	8180674	05/15/2012	Madhavan
	114	8700464	04/15/2014	McAllister et al.
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	116	8762201	06/24/2014	Noonan

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	117	8880677	11/04/2014	Julia et al.
	118	20010034646	10/25/2001	Hoyt et al.
	119	20010042002	11/15/2001	Koopersmitch
	120	20010049620	12/06/2001	Blasko
	121	20020010653	01/24/2002	Lee
	122	20020010928	01/24/2002	Sahota
	123	20020013943	01/31/2002	Haberman et al.
	124	20020019769	02/14/2002	Barrits et al.
	125	20020032603	03/14/2002	Yeiser
	126	20020046105	04/18/2002	Gardenswartz et al.
	127	20020059094	05/16/2002	Hosea et al.
	128	20020059602	05/16/2002	Macrae et al.
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	130	20020082910	06/27/2002	Kontogouris
	131	20020082923	06/27/2002	Merriman et al.
	132	20020083043	06/27/2002	Hoshi et al.
	133	20020103850	08/01/2002	Moyer et al.
	134	20020104086	08/01/2002	Tomsen et al.
	135	20020112013	08/15/2002	Walsh
	136	20020120933	08/29/2002	Knudson et al.
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	138	20020123928	09/05/2002	Eldering et al.
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Examiner Initials	Cite No.	Document Number	Publication Date MM/DD/YYYY	Name of Patentee or Applicant of Cited Document
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	147	20030051242	03/13/2003	Donnelly
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	149	20030093311	05/15/2003	Knowlson
	150	20030126597	07/03/2003	Darby et al.
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	155	20030187949	10/02/2003	Bhatt et al.
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	160	20030231207	12/18/2003	Huang
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	164	20040031058	02/12/2004	Reisman
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	166	20040078809	04/22/2004	Drazin
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	168	20040117827	06/17/2004	Karaoguz et al.
	169	20040123314	06/24/2004	Bova
	170	20040163101	08/19/2004	Swix et al.
	171	20040172650	09/02/2004	Hawkins et al.
	172	20050049957	03/03/2005	Vakili et al.
	173	20050076393	04/07/2005	Sussman
	174	20050125289	06/06/2005	Beyda et al.

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	176	20050132405	06/16/2005	AbiEzzi et al.
	177	20050165638	07/28/2005	Piller
	178	20050165643	07/28/2005	Wilson et al.
	179	20050165644	07/28/2005	Beyda et al.
	180	20050177420	08/11/2005	Tanahashi
	181	20050187823	08/25/2005	Howes
	182	20060018466	01/26/2006	Adelstein et al.
	183	20060116924	06/01/2006	Angles et al.
	184	20060137015	06/22/2006	Fahrny et al.
	185	20060184989	08/17/2006	Slothouber
	186	20060253323	11/09/2006	Phan et al.
	187	20060259357	11/16/2006	Chiu
	188	20060271690	11/30/2006	Banga et al.
	189	20060271953	11/30/2006	Jacoby et al.
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	191	20060287916	12/21/2006	Starr et al.
	192	20070027901	02/01/2007	Chan et al.
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	195	20070078774	04/05/2007	Brown
	196	20070088603	04/19/2007	Jouppi et al.
	197	20070089127	04/19/2007	Flickinger et al.
	198	20070100690	05/03/2007	Hopkins
	199	20070130015	06/07/2007	Starr et al.
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	202	20070208619	09/06/2007	Branam et al.
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	205	20070233571	10/04/2007	Eldering et al.
	206	20070244750	10/18/2007	Grannan et al.
	207	20070266403	11/15/2007	Ou et al.
	208	20070277220	11/29/2007	Shikuma et al.
	209	20070283384	12/06/2007	Haeuser et al.
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	211	20080016540	01/17/2008	Savoor et al.
	212	20080040742	02/14/2008	Howcroft et al.
	213	20080052392	02/28/2008	Webster et al.
	214	20080082413	04/03/2008	Madhavan
	215	20080109306	05/08/2008	Maigret et al.
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L13	57	(US-20050125290-$ | US-20050132405-$ | US-20050165638-$ | US-20050165643-$ | US-20050165644-$ | US-20050177420-$ | US-20050187823-$ | US-20060018466-$ | US-20060116924-$ | US-20060137015-$ | US-20060184989-$ | US-20060253323-$ | US-20060259357-$ | US-20060271690-$ | US-20060271953-$ | US-20060271959-$ | US-20060287916-$ | US-20070027901-$ | US-20070038516-$ | US-20070073585-$ | US-20070078774-$ | US-20070088603-$ | US-20070089127-$ | US-20070100690-$ | US-20070130015-$ | US-20070157228-$ | US-20070198327-$ | US-20070208619-$ | US-20070214048-$).DID.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	OFF	2020/06/08 13:37
L12	57	(US-20030041156-$ | US-20030051242-$ | US-20030066078-$ | US-20030093311-$ | US-20030126597-$ | US-20030131355-$ | US-20030145323-$ | US-20030149975-$ | US-20030187726-$ | US-20030187949-$ | US-20030208756-$ | US-20030208758-$ | US-20030226141-$ | US-20030229900-$ | US-20030231207-$ | US-20040002938-$ | US-20040003406-$ | US-20040010546-$ | US-20040031058-$ | US-20040073915-$ | US-20040078809-$ | US-20040107437-$ | US-20040117827-$ | US-20040123314-$ | US-20040163101-$ | US-20040172650-$ | US-20050049957-$ | US-20050076393-$ | US-20050125289-$).DID.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	OFF	2020/06/08 13:36
L11	58	(US-20010034646-$ | US-20010042002-$ | US-20010049620-$ | US-20020010653-$ | US-20020010928-$ | US-20020013943-$ | US-20020019769-$ | US-20020032603-$ | US-20020046105-$ | US-20020059094-$ | US-20020059602-$ | US-20020078444-$ | US-20020082910-$ | US-20020082923-$ | US-20020083043-$ | US-20020103850-$ | US-20020104086-$ | US-20020112013-$ | US-20020120933-$ |	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	OFF	2020/06/08 13:35

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L9	59	(US-6377986-$ | US-6385592-$ | US-6401075-$ | US-6408278-$ | US-6415270-$ | US-6446261-$ | US-6449657-$ | US-6463533-$ | US-6463585-$ | US-6490587-$ | US-6536041-$ | US-6633850-$ | US-6654725-$ | US-6684194-$ | US-6718551-$ | US-6771290-$ | US-6810527-$ | US-6837436-$ | US-6845396-$ | US-6847992-$ | US-6868392-$ | US-6907566-$ | US-6985882-$ | US-7013290-$ | US-7038637-$ | US-7051351-$ | US-7092926-$ | US-7100183-$ | US-7146329-$).DID.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	OFF	2020/06/08 13:32
L8	58	(US-5995943-$ | US-5999912-$ | US-6002394-$ | US-6014638-$ | US-6016504-$ | US-6018768-$ | US-6026368-$ | US-6026369-$ | US-6026374-$ | US-6047310-$ | US-6049835-$ | US-6055573-$ | US-6073241-$ | US-6128663-$ | US-6133912-$ | US-6134532-$ | US-6157946-$ | US-6160989-$ | US-6177931-$ | US-6188398-$ | US-6189008-$ | US-6205432-$ | US-6216112-$ | US-6216129-$ | US-6285987-$ | US-6289318-$ | US-6308202-$ | US-6327574-$ | US-6366298-$).DID.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	OFF	2020/06/08 13:31

L7	57	(US-5105184-$ | US-5220655-$ | US-5359508-$ | US-5442633-$ | US-5572643-$ | US-5710884-$ | US-5724424-$ | US-5724521-$ | US-5751956-$ | US-5774670-$ | US-5794210-$ | US-5809242-$ | US-5819092-$ | US-5819285-$ | US-5835718-$ | US-5838314-$ | US-5848396-$ | US-5855008-$ | US-5870546-$ | US-5870550-$ | US-5901287-$ | US-5918014-$ | US-5933811-$ | US-5937390-$ | US-5937392-$ | US-5948061-$ | US-5959623-$ | US-5963915-$ | US-5978013-$).DID.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	OFF	2020/06/08 13:29
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L5	3	"5572643".pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	OFF	2020/06/08 13:17
L4	3	"5442633".pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	OFF	2020/06/08 13:17
L3	3	"5359508".pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	OFF	2020/06/08 13:17
L2	3	"5220655".pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	OFF	2020/06/08 13:17
L1	3	"5105184".pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	OFF	2020/06/08 13:17
S36	2	"7861260".pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/04/26 15:14
S35	1	"16228479"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/04/26 15:11
S34	2	"20190124412"	US-PGPUB; USPAT;	OR	ON	2020/01/09 11:25

			EPO; JPO; DERWENT			
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S23	58	(US-5995943-$ | US-5999912-$ | US-6002394-$ | US-6014638-$ | US-6016504-$ | US-6018768-$ | US-6026368-$ | US-6026369-$ | US-6026374-$ | US-6047310-$ | US-6049835-$ | US-6055573-$ | US-6073241-$ | US-6128663-$ | US-6133912-$ | US-6134532-$ | US-6157946-$ | US-6160989-$ | US-6177931-$ | US-6188398-$ | US-6189008-$ | US-6205432-$ | US-6216112-$ | US-6216129-$ | US-6285987-$ | US-6289318-$ | US-6308202-$ | US-6327574-$ | US-6366298-$).DID.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/09 09:33
S22	57	(US-5105184-$ | US-5220655-$ | US-5359508-$ | US-5442633-$ | US-5572643-$ | US-5710884-$ | US-5724424-$ | US-5724521-$ | US-	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/09 09:32

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S20	4	"10178442".pn.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	OFF	2020/01/08 17:55
S19	1	"10178442".pn.	US-PGPUB; USPAT; USOCR	OR	OFF	2020/01/08 17:54
S18	140	("20010003184" | "20020013943" | "20020032603" | "20020078444" | "20020082910" | "20020120933" | "20020123928" | "20020124249" | "20020124253" | "20020129368" | "20020194058" | "20020194604" | "20030051242" | "20030066078" | "20030135853" | "20030145323" | "20030149975" | "20030208756" | "20030208758" | "20030221191" | "20040003406" | "20040010546" | "20040073915" | "20040078809" | "20040107437" | "20040117827" | "20040163101" | "20040172650" | "20050165638" | "20050165644" | "20050246736" | "20050283796" | "20060116924" | "20060212900" | "20060248570" | "20060253323" | "20060271953" | "20060277569" | "20070022032" | "20070089127" | "20070100690" | "20070180469" | "20070204297" | "20070233571" | "20070244750" | "20070266400" | "20070266403" | "20070277220" | "20070283384" | "20070294721" | "20080016540" | "20080040742" | "20080243822" | "20080259906" |	US-PGPUB; USPAT; USOCR	OR	OFF	2020/01/08 13:21

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S17	35	("2008/0259906").URPN.	USPAT	OR	OFF	2020/01/08 13:07
S16	20	("2009/0217319").URPN.	USPAT	OR	OFF	2020/01/08 11:51
S15	2	"20090217319"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:50
S14	366	S10 and ((mobile cellular cell portable handheld) near2 (device)) same ("STB" settopbox$2 "STT" set$top$terminal or receiver) same ("LAN" local$area$network)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:18
S13	4,404	S11 and ("LAN" local$area$network)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:18
S12	6,901	S11 and ("LAN" local area network)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:17
S11	6,979	S10 and ((mobile cellular cell portable handheld) near2 (device)) same ("STB" settopbox$2 "STT" set$top$terminal or receiver)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:16
S10	130,454	S3 OR S4 OR S5 OR S6 OR S7 OR S8 OR S9	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:13
S9	31,332	(G06F16/951$.CPC.)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:12
S8	15,397	(H04L12/66$.CPC.)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:11

S7	34,062	(H04L67/306$.CPC.)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:11
S6	8,242	(H04L61/2007$.CPC.)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:11
S5	13,540	(G06Q30/0241, /0269, /0256, /0255, /0251$.CPC.)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:10
S4	12,905	(G06F16/248$.CPC.)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:08
S3	21,416	(H04N21/812, /64322, /42684, /4532, /6125, /25891, /44222$.CPC.)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 11:07
S2	2	"20190124412"	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 09:34
S1	152	Shkedi-Roy$.in.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2020/01/08 09:30

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S38	2,854	(G06Q30/0241, /0269, /0256, /0255, /0251$.CPC.)	USPAT	OR	ON	2020/04/26 15:31
S37	7,616	(H04N21/812, /64322, /42684, /4532, /6125, /25891, /44222$.CPC.)	USPAT	OR	ON	2020/04/26 15:27

6/8/2020 1:54:35 PM
C:\Users\nekpo\Documents\EAST\Workspaces\16228479.wsp

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APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/228,479	07/14/2020	10715878	14-TV1-CON5	5482

26362 7590 06/24/2020

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ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

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

The Patent Term Adjustment is 0 day(s). Any patent to issue from the above-identified application will include an indication of the adjustment on the front page.

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

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

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Application Assistance Unit (AAU) of the Office of Data Management (ODM) at (571)-272-4200.

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

Roy Shkedi, Forest Hills, NY;
INTENT IQ, LLC, Long Island City, NY;

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Electronic Acknowledgement Receipt

EFS ID:	40960462
Application Number:	16228479
International Application Number:	
Confirmation Number:	5482
Title of Invention:	TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR
First Named Inventor/Applicant Name:	Roy Shkedi
Customer Number:	26362
Filer:	Louis J. Hoffman/Donald Hertz
Filer Authorized By:	Louis J. Hoffman
Attorney Docket Number:	14-TV1-CON5
Receipt Date:	27-OCT-2020
Filing Date:	20-DEC-2018
Time Stamp:	15:41:01
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	Request for Certificate of Correction	20-10-27-IIQ-TV1_CON5-Rqst_CofC.pdf	68326 bb574a60d2bb24a7cf563639a2c5be84491ca110	no	1

Warnings:

Information:					
2	Request for Certificate of Correction	20-10-27-IIQ-TV1_CON5-CofC.pdf	151333 6c94d9ead80c036f55d6aae520d8af4d5bc4666e	no	1
Warnings:					
Information:					
			Total Files Size (in bytes):	219659	

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

Inventor	:	Shkedi, Roy	Patent No.	:	10,715,878 B2
Serial No.	:	16/228,479	Issued	:	07/14/2020
Filing Date	:	12/20/2018	Conf. No.	:	5482
Title	:	Targeted television advertisements based on online behavior			

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

REQUEST FOR CERTIFICATE OF CORRECTION

Dear Sir:

Enclosed is a proposed Certificate of Correction, correcting errors made in the specification of this patent. [*See* 11/03/2017 specification as filed at paragraph 0019, lines 7 and 26; and 1/10/2020 Supplemental Preliminary Amendment, page 3.]

Because the errors for which this Certificate of Correction is sought are due to mistakes on the part of the Office, no fee is due with this request.

Please send the issued Certificate to assignee's attorney at the below address.

Respectfully submitted,

INTENT IQ, LLC

by its attorney

Dated: October 27, 2020

/Louis J. Hoffman/
Louis J. Hoffman
Reg. No. 38,918

LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane, Suite 2
Scottsdale, Arizona 85260
(480) 948-3295

PTO/SB/44 (09-07)
Approved for use through 01/31/2020. OMB 0651-0033
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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.
(Also Form PTO-1050)

UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION

PATENT NO. : 10,715,87 B2

APPLICATION NO.: 16/228,479

ISSUE DATE : 07/14/2020

INVENTOR(S) : Shkedi, Roy

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

At column 4, line 16, change "form" to --from--
At column 4, line 44, change "HCP" to --DHCP--
At column 19, line 31, delete the second instance of "TV ad, even if"

MAILING ADDRESS OF SENDER (Please do not use Customer Number below):

Louis J. Hoffman, P.C.
7689 East Paradise Lane, Suite 2
Scottsdale, AZ 85260

This collection of information is required by 37 CFR 1.322, 1.323, and 1.324. 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 1.0 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: Attention Certificate of Corrections Branch, 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.

UNITED STATES PATENT AND TRADEMARK OFFICE

CERTIFICATE OF CORRECTION

PATENT NO.	: 10,715,878 B2
APPLICATION NO.	: 16/228479
DATED	: July 14, 2020
INVENTOR(S)	: Roy Shkedi

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

In the Specification

At Column 4, Line 16, change "form" to --from--
At Column 4, Line 44, change "HCP" to --DHCP--
At Column 19, Line 31, delete the second instance of "TV ad, even if"

Signed and Sealed this
Eighth Day of December, 2020



Andrei Iancu
Director of the United States Patent and Trademark Office

AO 120 (Rev. 08/10)

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

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

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

DOCKET NO.	DATE FILED	U.S. DISTRICT COURT
	7/15/2021	Western District of Texas

PLAINTIFF	DEFENDANT
ALMONDNET, INC., and INTENT IQ, LLC	ROKU, INC.

	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1	8,244,586	8/14/2012	ALMONDNET, INC.
2	10,026,100	7/17/2018	ALMONDNET, INC.
3	8,677,398	3/18/2014	INTENTIQ, LLC
4	10,715,878	7/14/2020	INTENTIQ, LLC
5	8,566,164	10/22/2013	INTENTIQ, LLC

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

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading		
	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1	10,321,198	6/11/2019	INTENTIQ, LLC
2	10,628,857	4/21/2020	ALMONDNET, INC.
3	7,822,639	10/26/2010	ALMONDNET, INC.
4	8,595,069	11/26/2013	INTENTIQ, LLC
5			

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

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE

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

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AO 120 (Rev. 08/10)

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

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

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

DOCKET NO.	DATE FILED	U.S. DISTRICT COURT
	7/15/2021	for the District of Delaware

PLAINTIFF	DEFENDANT
ROKU, INC.	ALMONDNET, INC. and INTENT IQ, LLC

	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1	8,677,398 B2	3/18/2014	Intent IQ, LLC
2	10,715,878 B2	7/14/2020	Intent IQ, LLC
3	7,822,639 B2	10/26/2010	AlmondNet, Inc.
4	8,244,586 B2	8/14/2012	AlmondNet, Inc.
5	10,026,100 B2	7/17/2018	AlmondNet, Inc.

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

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

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

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE

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Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy

ADDENDUM TO AO 120 (ADDITIONAL PATENTS)

DOCKET NO.	DATE FILED	U.S. DISTRICT COURT
	7/15/2021	for the District of Delaware

PLAINTIFF	DEFENDANT
ROKU, INC.	ALMONDNET, INC. and INTENT IQ, LLC

	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
6	10,628,857 B2	4/21/2020	AlmondNet, Inc.
7	8,566,164 B2	10/22/2013	Intent IQ, LLC
8	8,595,069 B2	11/26/2013	Intent IQ, LLC
9	10,321,198 B2	6/11/2019	Intent IQ, LLC
10			
11			
12			
13			

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

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading

	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK

AO 120 (Rev. 08/10)

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

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

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

DOCKET NO.	DATE FILED	U.S. DISTRICT COURT
	8/26/2021	Western District of Texas

PLAINTIFF	DEFENDANT
ALMONDNET, INC., and INTENT IQ, LLC	SAMSUNG ELECTRONICS CO., LTD.; SAMSUNG ELECTRONICS AMERICA, INC.; ADGEAR TECHNOLOGIES INC.

	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1	7,979,307	7/12/2011	ALMONDNET, INC.
2	8,200,822	6/12/2012	ALMONDNET, INC.
3	8,244,582	8/14/2012	ALMONDNET, INC.
4	8,566,164	10/22/2013	INTENTIQ, LLC
5	8,671,139	3/11/2014	ALMONDNET, INC.

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

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading		
	PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1	8,677,398	3/18/2014	INTENTIQ, LLC
2	8,959,146	2/17/2015	ALMONDNET, INC.
3	10,321,198	6/11/2019	INTENTIQ, LLC
4	10,715,878	7/14/2020	INTENTIQ, LLC
5			

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

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE

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Copy 2—Upon filing document adding patent(s), mail this copy to Director **Copy 4—Case file copy**

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Trials@uspto.gov
571-272-7822

Paper 9
Entered: March 13, 2023

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

ROKU, INC.,
Petitioner,

v.

INTENT IQ, LLC,
Patent Owner.

IPR2022-01315
Patent 10,715,878 B2

Before KRISTEN L. DROESCH, STACEY G. WHITE, and SCOTT B. HOWARD, *Administrative Patent Judges.*

WHITE, *Administrative Patent Judge.*

DECISION
Denying Institution of *Inter Partes* Review
35 U.S.C. § 314

I. INTRODUCTION

Roku, Inc. ("Petitioner") filed a Petition requesting an *inter partes* review of claims 1–23 of U.S. Patent No. 10,715,878 B2 (Ex. 1001, "the '878 patent"). Paper 2 ("Pet."). Intent IQ, LLC ("Patent Owner") filed a Preliminary Response. Paper 6 ("Prelim. Resp.").

Under 35 U.S.C. § 314(a), an *inter partes* review may not be instituted unless the information presented in the petition "shows that there is a reasonable likelihood that the petitioner would prevail with respect to at least 1 of the claims challenged in the petition." The following findings of fact and conclusions of law are not final, but are made for the sole purpose of determining whether Petitioner meets the threshold for initiating review.

For the reasons stated below, we determine that Petitioner has not established a reasonable likelihood that it would prevail with respect to any claim challenged in the Petition. We, therefore, deny institution of *inter partes* review.

A. Related Matters

The parties identify the following related district court proceedings: *Roku, Inc. v. AlmondNet, Inc.*, No. 1-21-cv-01035 (D. Del.); *AlmondNet, Inc. v. Roku, Inc.*, No. 6-21-cv-00731 (W.D. Tex.); *AlmondNet, Inc. v. Samsung Elecs. Co.*, No. 6-21-cv-00891 (W.D. Tex.); *AlmondNet, Inc. v. Amazon.com, Inc.*, No. 6-22-cv-01204 (W.D. Tex.); *AlmondNet, Inc. v. Meta Platforms, Inc.*, No. 6-22-cv-01205 (W.D. Tex.); *AlmondNet, Inc. v. Microsoft Corp.*, No. 6-22-cv-01206 (W.D. Tex.); *AlmondNet, Inc. v. Samsung Elecs. Co.*, No. 3-22-cv-07515 (N.D. Cal.). Pet. 1–2; Paper 7, 1. Patent Owner further indicates that the '878 patent is at issue in *Samsung Electronics Co. v. AlmondNet, Inc.*, IPR2022-01505, which has a pending motion to join this proceeding. Paper 7, 1.

B. The '878 Patent

The '878 patent is titled "Targeted Television Advertisements Based on Online Behavior." Ex. 1001, code (54). The '878 patent describes delivering targeted television advertisements "based on observed online (i.e., Internet) behavior of a television viewer without employing personally identifiable information." *Id.* at 1:24–27.

Figure 7 of the '878 patent, showing an exemplary system for serving targeted television advertisements based on a user's online behavior (*id.* at 13:4–5), is reproduced below.

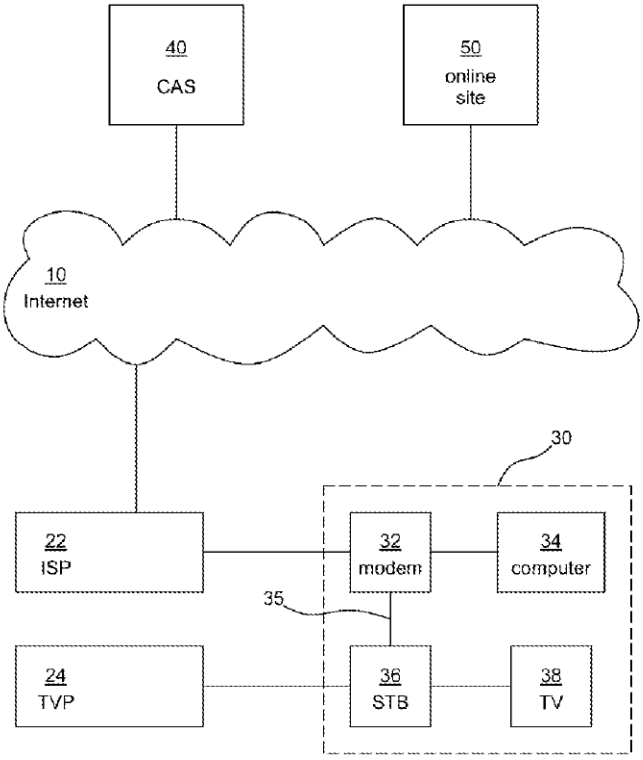


FIG. 7

Figure 7, reproduced above, illustrates modem 32, computer 34, set-top box (STB) 36, and television 38 associated with user 30. *Id.* at 9:38–40, 9:50–

54. Internet service provider (ISP) 22 assigns a dynamic IP address to modem 32. *Id.* at 9:57–61, 13:50–52. In Figure 7, STB 36 is connected to modem 32 via connection 35 to obtain online access via the same IP address at modem 32. *Id.* at 13:17–24. "For example, STB 36 can be connected to a local area network (LAN) that shares [modem] 32 for online access. In such an arrangement, network traffic is routed to a common IP address (i.e., the IP address of modem 32) for STB 36 and other devices [e.g., computer 34] connected to the LAN." *Id.* at 13:24–46, 13:52–60. "The term 'common IP address' denotes the IP address of a modem or other online access device to which remote network traffic is routed for each of multiple devices sharing a common connection." *Id.* at 13:34–37. "The common IP address is dynamically assigned by ISP 22 to the user's modem 32 or other online access equipment." *Id.* at 13:50–52. That common IP address comprises an electronic association between online access and STB IP addresses, which enables delivery of targeted television advertising to STB 36 based on online activity observed as originating from the common IP address of modem 32. *Id.* at 12:37–13:2, 13:17–22, 14:1–8.

C. Illustrative Claim

Claims 1, 13, and 22 are independent. Claim 1 is illustrative and reproduced below.

> 1. A method for identifying an association among multiple electronic devices of a group of devices connected through a common local area network (LAN) and using the association for cross-device action, the method comprising:
>
> (a) with a computer system, determining an association between device identifiers of two or more Internet-accessing electronic devices based on electronically stored association-detection information about a plurality of Internet-accessing electronic devices, wherein the stored association-detection

information for each of the plurality of Internet-accessing electronic devices includes:

(i) a device identifier;

(ii) at least one dynamically assigned IP address assigned to a modem that connects a router of the LAN to the Internet; and

(iii) at least one timestamp specifying a time when the Internet-accessing electronic device accessed the Internet via the router of the LAN;

(b) wherein determining the association in part (a) is done by using the stored association-detection information to determine that the two or more Internet-accessing electronic devices have separately accessed the Internet through a router of the LAN during a predetermined period of time via a common IP address;

(c) wherein the computer system determining the association in part (a) is outside the LAN and is connected to the LAN through the Internet; and

(d) with the computer system, using the association determined in part (a) to utilize user profile information associated with the device identifier of a first of the associated Internet-accessing electronic devices, and comprising behavioral or demographic data collected via the first of the associated Internet-accessing electronic devices, to take an automatic action with respect to a second of the associated Internet-accessing electronic devices using the device identifier of the second of the associated Internet-accessing electronic devices.

Ex. 1001, 24:25–62.

D. Asserted Grounds of Unpatentability

Petitioner, supported by the declaration of Dr. Samrat Bhattacharjee (Ex. 1003), asserts the following grounds of unpatentability (Pet. 8)[1]:

Claim(s) Challenged	35 U.S.C. §	Reference(s)/Basis
1, 2, 5–7, 10, 13, 14, 17–19, 22	103	Madhavan[2], Baum[3], Harrington[4], Damick[5]
3, 4, 11, 12, 15, 16, 20, 21, 23	103	Madhavan, Baum, Harrington, Damick, Rankin[6]
8, 9	103	Madhavan, Baum, Harrington, Damick, Varghese[7]

II. ANALYSIS[8]

A. Level of Ordinary Skill in the Art

In order to determine whether an invention would have been obvious, we consider the level of ordinary skill in the pertinent art at the critical time. *Graham v. John Deere Co.*, 383 U.S. 1, 17 (1966). The resolution of this question is important because it allows us to "maintain[] objectivity in the

---

[1] We apply the pre-AIA version of 35 U.S.C. § 103 because it appears the claims at issue have an effective filing date prior to March 16, 2013, the effective date of the Leahy-Smith America Invents Act, Pub. L. No. 112-29, 125 Stat. 284 (2011) ("AIA"). *See* Ex. 1001, code (60); Pet. 7.

[2] U.S. Pat. No. 8,180,674 B2, issued May 15, 2012 (Ex. 1008, "Madhavan").

[3] U.S. Pat. No. 7,843,923 B2, issued Nov. 30, 2010 (Ex. 1010, "Baum").

[4] U.S. Pat. No. 8,040,819 B2, issued Oct. 18, 2011 (Ex. 1069, "Harrington").

[5] U.S. Pat. Pub. 2006/0242294 A1, pub. Oct. 26, 2006 (Ex. 1031, "Damick").

[6] U.S. Pat. Pub. 2003/0207685 A1, pub. Nov. 6, 2003 (Ex. 1049, "Rankin").

[7] U.S. Pat. No. 7,908,645 B2, issued Mar. 15, 2011 (Ex. 1016, "Varghese").

[8] Petitioner argues that discretionary denial is not warranted under 35 U.S.C. §§ 314(a) or 325(d). Pet. 9–13. Because Patent Owner does not argue for discretionary denial, we see no need to consider the issue further.

obviousness inquiry." *Ryko Mfg. Co. v. Nu–Star, Inc.*, 950 F.2d 714, 718 (Fed. Cir. 1991).

Petitioner asserts that a person of ordinary skill in the art "would have a bachelor's or equivalent degree in electrical and/or computer engineering or a related field and 2–3 years of experience in computer and networking systems including online content delivery such as targeted advertisements," and that "[a] person with less formal education but more experience, or more formal education but less experience, could have also met the relevant standard." Pet. 7 (citing Ex. 1003 ¶¶ 15–16). Patent Owner does not challenge Petitioner's description of the level of ordinary skill in the art. Prelim. Resp. 3. For purposes of this Decision, we adopt Petitioner's description.

B. Claim Construction

In an *inter partes* review proceeding, a patent claim shall be construed using the same claim construction standard that would be used to construe the claim in a civil action under 35 U.S.C. § 282(b). 37 C.F.R. 42.100(b) (2022). Our rule adopts the same claim construction standard used by Article III federal courts, which follow *Phillips v. AWH Corp.*, 415 F.3d 1303 (Fed. Cir. 2005) (en banc), and its progeny. Under this standard, the words of a claim are generally given their "ordinary and customary meaning," which is the meaning the term would have to a person of ordinary skill at the time of the invention, in the context of the entire patent including the specification. *See Phillips*, 415 F.3d at 1312–13.

Petitioner asserts that "[n]o claim term requires express construction" and that a person of ordinary skill in the art "would apply the ordinary and customary meaning to all claim terms." Pet. 7 (citing Ex. 1003 ¶ 31). Patent Owner "does not contend that any terms in the challenged claims require

express construction." Prelim. Resp. 4. We determine that no claim terms require express construction for purposes of this Decision.

C. Overview of the Asserted Prior Art

1. Madhavan (Exhibit 1008)

Madhavan relates to "facilitat[ing] targeting of advertisements based on mutual information sharing between devices over a network, such as the Internet." Ex. 1008, 1:7–11. Madhavan discloses "network-based content and advertising entity 100 enabling automatic matching of advertising information to events or actions and interests of users." *Id.* at 4:27–31.

Figure 2 of Madhavan illustrates an exemplary network-based content and advertising entity within a network architecture (*id.* at 4:43–45) and is reproduced below.

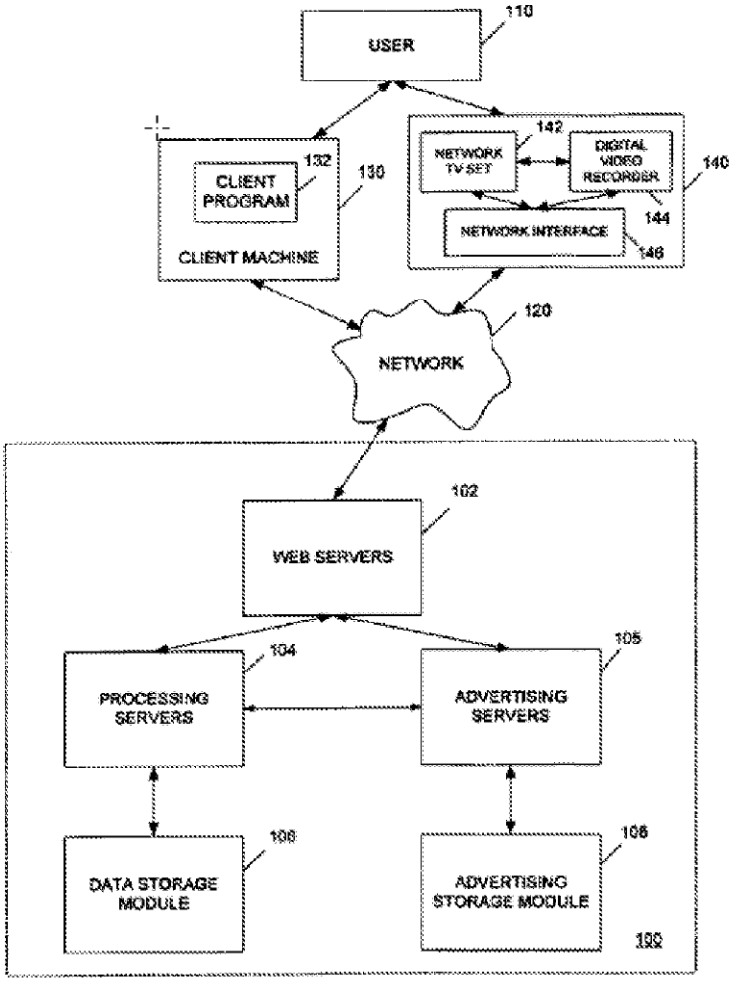


FIG. 2

Figure 2 shows content and advertising entity 100 coupled via network 120 (e.g., the Internet or a local area network (LAN)) to one or more users 110. *Id.* at 4:37–39, 5:10–14. Users 110 are coupled to network 120 through client machine 130 (e.g., a cellular phone) and/or media devices 140 (e.g., network-based television set 142 and/or digital video recording device 144). *Id.* at 4:39–41, 5:3–11, 5:28–36. Network-based advertising entity 100 "enable[s] automatic matching of advertising information to events or actions and interests of users." *Id.* at 4:28–31. Client machine 130 includes

client program 132, such as a browser, that allows user entity 110 to access advertisement entity 100 by way of network 120, such as for example, the Internet, wide area network (WAN), local area network (LAN), or wireless network. *See id.* at 5:3–15. Media device 140 can include "network-enabled television set 142, such as an Internet TV set" that may or may not be coupled to a digital video recording device, and that communicates with advertisement entity 100. *See id.* at 5:28–32. Alternatively, both the network-based television set 142 and digital video recording device 144 are coupled to network-based advertisement entity 100 via network 120 and a network interface module 146. *See id.* at 5:32–36. Advertisement entity 100 may communicate with other network entities via web server 102 and advertising server 105. *See id.* at 5:18–27, Fig. 2. Another back-end server within network-based advertisement entity 100 is processing server 104, which is coupled to data storage module 106 whereas advertising storage module 108 is coupled to advertising server 105 that stores advertisements to be transmitted and displayed for users over the network 120. *See id.* at 4:57–65. Data storage module 106 may be a database including user tables 210, categories tables 220, and activity tables 230 pertinent to stored data related to the user. *See id.* at 4:61–62, 5:37–40, 5:48–52, Fig. 3.

When a user connects to one or more media devices and performs specific actions, such as, "watch[ing] a broadcast television program on the network-enabled television set or watches a television program which has been previously recorded onto the digital video recording device," the actions are transmitted to and stored within the advertisement entity "along with respective categories associated with each user action." Ex. 1008, 1:55–63. Thereafter, when user 110 connects to advertisement entity 100 through client machine 130, advertisement entity 100 selects advertisements

from advertisement storage module 108 that are related to previously stored actions or categories from data storage module 106, for display on client machine 130. *See id.* at 1:64–2:3, 8:34–41, Fig. 6, step: 510. During the login process of user 110 onto client machine 130, processing server 104 of advertisement entity 100 receives "the user identification information such as, for example, the unique IP address and/or password information associated with the user 110," thereby allowing determination of "classification categories associated with each respective event or action input" by user 110. *Id.* at 8:43–48, 8:57–59. "[A]dvertisements related to the stored user actions or activities and their respective categories are transmitted to the user 110 to be displayed on one or more media devices 140 coupled to the user 110." *See id.* at 9:4–8, Fig. 6, step: 520.

2. Baum (Ex. 1010)

Baum relates to "providing location and other customer information corresponding to an IP address[], including [a] dynamically assigned IP address." Ex. 1010, code (57). Baum explains that dynamic allocation of IP addresses and re-use of IP addresses complicate correlation of a specific device or a physical location with an IP address. *See id.* at 4:26–32. Baum purports to resolve this problem by using an edge router associated with a table and a "simple look-up table operation." *See id.* at 5:51–6:9.

Figure 5 of Baum illustrates a communications system (*id.* at 11:42–43) and is reproduced below.

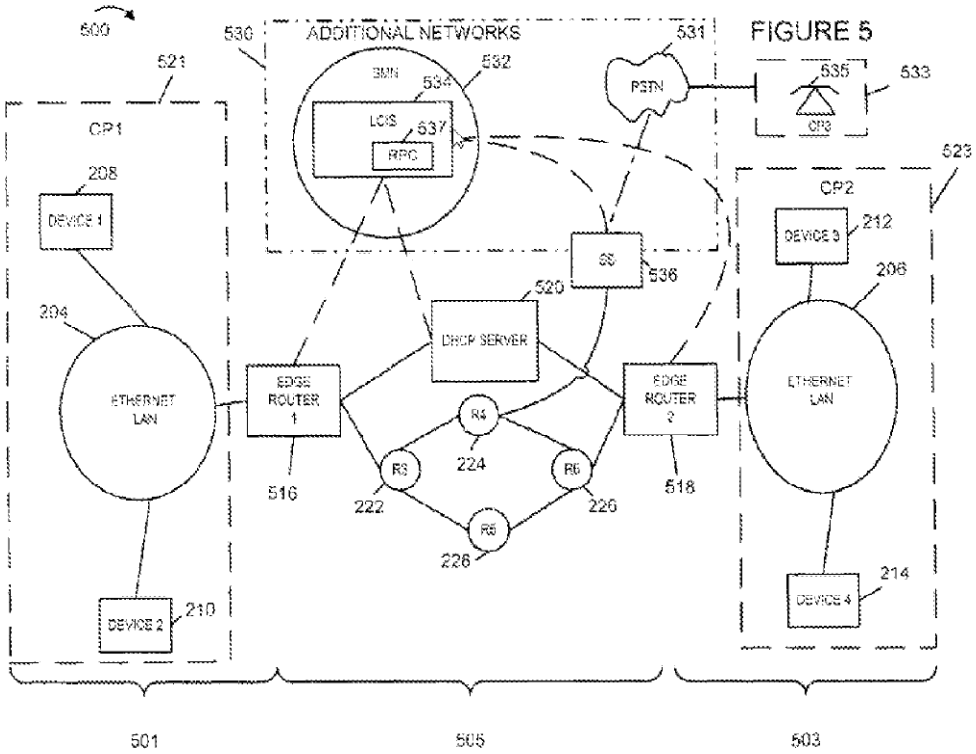


Figure 5 depicts communication system 500 including LAN 501 coupled to LAN 503 via IP-based network 505. *See* Ex. 1010, 12:4–5, 12:24–26. First LAN 501 is located at first customer premise ("CP") 521 and includes host devices 208, 210. *Id.* at 12:16–18. Second LAN 503 is located at second CP 523 and includes host devices 212, 214. *Id.* at 12:18–21. First and second edge routers 516, 518 serve as the interface between first and second LANs 501, 503, respectively, and IP based network 505. *Id.* at 12:29–31. Baum explains that "LANs tend to be relatively limited geographically, e.g., to a single office or floor of a building. The offices and/or buildings are sometimes referred to as customer premises since the office and/or building is the premise of a communications customer, e.g., an IP service subscriber." *Id.* at 6:23–27. Baum discloses

> A port of an edge router is assigned to serve as a customer's point of access to [the] IP based network. Customer information including the location of the customer premises from which the IP network is accessed through the assigned edge router port is stored in a database associating edge router and port information with customer information. When information about a customer using an IP address is desired a database associating IP addresses with edge routers … is consulted. The edge router corresponding to the IP address of interest is then contacted to determine the port number associated with the IP address. Recovered edge router and port number information is then used to access the customer information database.

Id. at code (57). Baum explains that "[i]ndividual customers and/or companies with multiple distinct locations e.g., different customer premises, are assigned different edge router ports for each distinct physical location. Thus, each edge router port assigned to a customer in accordance with the invention will correspond to a single physical location." *Id.* at 6:56–61.

Figure 6 of Baum is reproduced below:

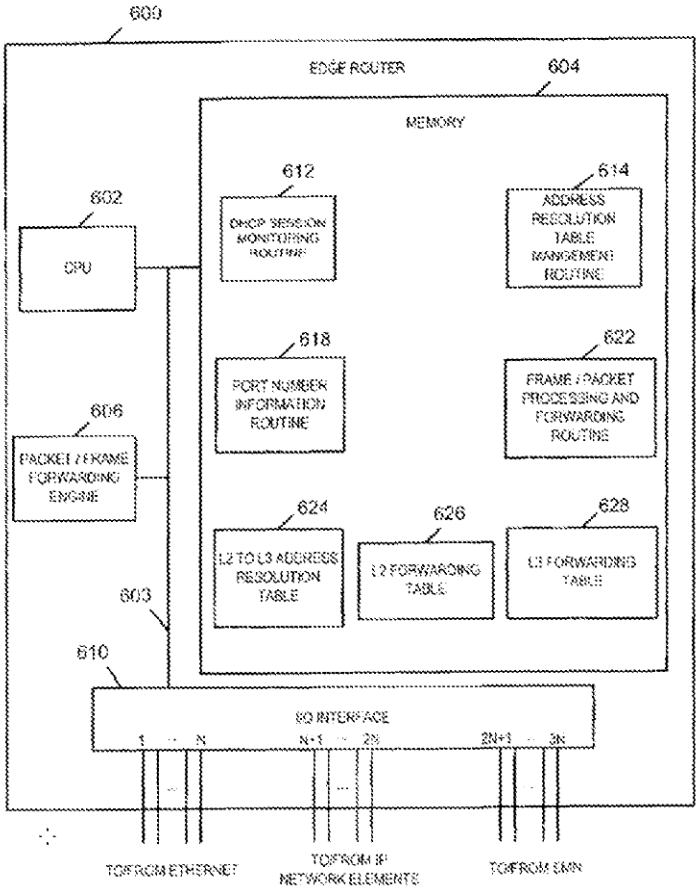


Figure 6 depicts edge router 600. *See* Ex. 1010, 11:44–45, 13:18. Edge router 600 may be used by any one of edge routers 516 or 518 of Figure 5. *See id.* at 13:18–20. Edge router 600 includes CPU 602, packet frame forwarding engine 606, memory 604, and I/O interface 610, which includes a plurality of ports used to connect edge router 600 to various networks. *See id.* at 13:20–24. Ports 1 through N are used to couple edge router 600 to one or more LANs, ports N_1 through 2N are used to connect to elements of IP network 505, and ports 2N+1 through 3N are uses to couple edge router 600 to SMN 532 and LCIS 534. *See id.* at 13:24–30. Memory 604 includes L2 forwarding table 626, L3 forwarding table 628, L2 to L3 address resolution

table 624, frame/packet processing forwarding routine 622, DHCP session monitoring routine 612, address resolution table management routine 614, and port number information routine 618. *See id.* at 13:31–36.

Figures 7–9 of Baum are reproduced below.

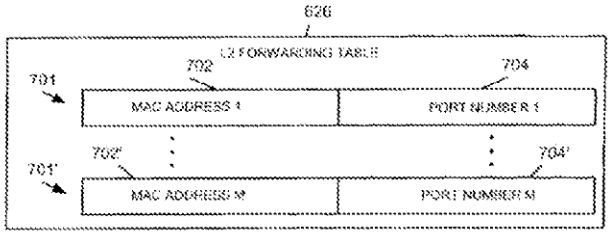


FIGURE 7

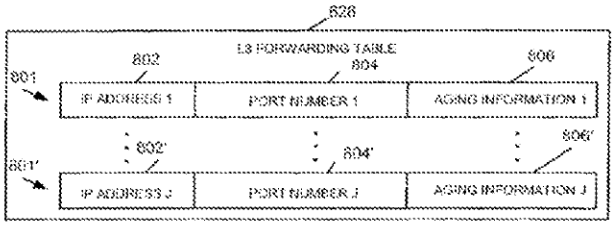


FIGURE 8

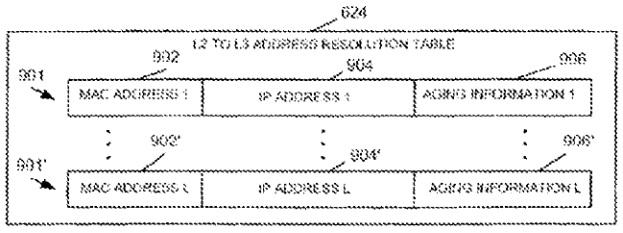


FIGURE 9

Figures 7–9 illustrate L2 forwarding table 626, L3 forwarding table 628, and L2 to L3 address resolution table 624, respectively. *See* Ex. 1010, 11:46–47, 13:40, 13:50–52, 13:62–64. Layer 2 forwarding table 626 includes information for forwarding received Ethernet frames according to the MAC destination address in the frame's header. *See id.* at 13:37–39. Table 626 includes a plurality of entries 701, 701' which includes MAC address 702, 702' and port numbers 704, 704'. *See id.* at 13:41–43. Under the direction of forwarding routine 622, frames received by the edge router

having a MAC address listed in L2 forwarding table 626 are output using the port 704, 704' corresponding to the destination MAC address 702, 702'. *See id.* at 13:43–46, 14:51–56. Layer 3 forwarding table 628 is used by an edge router "to forward IP packets in the IP domain." *See id.* at 13:49–50. Layer 3 forwarding table 628 includes entries 801, 801' which include IP addresses 802, 802', port numbers 804, 804', and aging information 806, 806', respectively. *See id.* at 13:51–53. Under the direction of a forwarding routine, IP packets received by the edge router having a MAC address listed in the L2 forwarding table 626 (Fig. 7) are output using port 804, 804' corresponding to the destination IP address. *See id.* at 13:56–60; *see also id.* at 14:46–56 (describing use of L2 forwarding table 626 in port number identification routine 618). L2 to L3 address resolution table 624, is used for converting between Layer 2 (e.g., MAC addresses) and Layer 3 (e.g., IP addresses) and includes a plurality of entries 901, 901', each including MAC address 902, 902', IP address 904, 904', and aging information 906, 906', respectively. *See id.* at 13:62–67; *see also id.* at 14:46–63 (describing use of L2 to L3 address resolution table 624 in port number identification routine 618). An address resolution table management routine 614 is used for deleting entries from L2 to L3 address resolution table 624 and L3 forwarding table 628 "after an entry has aged for a preselected period of time as indicated from the aging information stored for each entry." *Id.* at 14:31–35; *see id.* at 13:53–56, 13:67–14:2, 14:31–35.

3. Harrington (Ex. 1069)

Harrington relates to electronic communication over a network. Ex. 1069, 1:8–9. Figure 1 of Harrington is reproduced below.

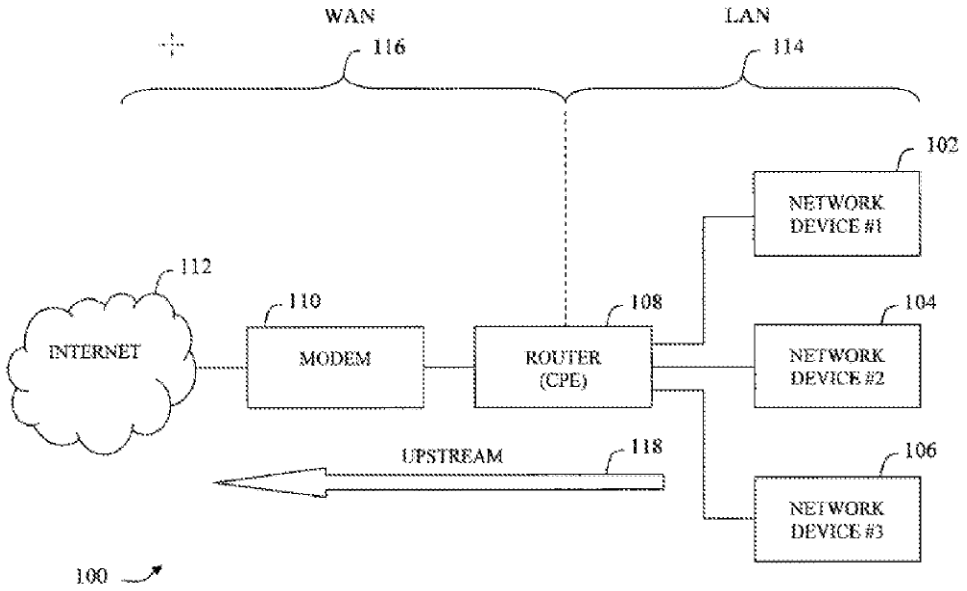


FIG. 1

As shown in Figure 1, Harrington discloses network 100 in which modem 110 is connected upstream of router 108 between Internet 112 and network devices 102, 104, 106. Ex. 1069, 3:6–39. Router 108 is a connection point between LAN 114 and WAN 116. *Id.* at 3:22–25.

4. Damick (Ex. 1031)

Damick discloses logging dates and times a computer has accessed a particular website. Ex. 1031 ¶¶ 21, 69.

5. Rankin (Ex. 1049)

Rankin discloses a server, which stores a user profile database, collecting a user's behavioral data from a portable communications device via a service provider and telecommunications network. Ex. 1049 ¶¶ 25–26.

6. Varghese (Ex. 1016)

Varghese discloses using cookies or IP addresses as device identifying information. Ex. 1016, 25:7–53, 32:36–42.

D. Obviousness Over Madhavan, Baum, Harrington, and Damick

Petitioner asserts that claims 1, 2, 5–7, 10, 13, 14, 17–19, and 22 are unpatentable under 35 U.S.C. § 103 as obvious over Madhavan, Baum, Harrington, and Damick, citing the Declaration of Dr. Samrat Bhattacharjee for support. Pet. 14–81 (citing Ex. 1003).

1. Independent Claims 1, 13, and 22

Petitioner asserts and we agree that independent claims 1, 13, and 22 recite "substantially identical" subject matter. Pet. 13. Petitioner provides a detailed analysis of its challenge to claim 1 as unpatentable over the cited references (*see id.* at 31–68) and relies on those same arguments and evidence in its challenge to claims 13 and 22 (*see id.* at 77–80). As such, we address the sufficiency of Petitioner's challenges to independent claims 1, 13, and 22 together.

Petitioner's challenges to these three claims all fail for the same reason, an insufficient factual showing to support its allegations regarding the recited common local area network ("LAN"). Claim 1's preamble states in relevant part "[a] method for identifying an association among multiple electronic devices of a group of devices connected through *a common local area network* (LAN)[9] and using the association for cross-device action." Ex. 1001, 24:25–28 (emphasis added). The preamble's common LAN

[9] Claim 13, like claim 1, recites a "common local area network" and substantially identical limitations to those discussed above in regards to claim 1. (Ex. 1001, 25:53, 26:6–9). Claim 22, however, does not use the term "common LAN." We are persuaded that claim 22's LAN is a common LAN because as with claims 1 and 13 the recited "two or more Internet-accessing electronic devices" each must access the Internet "through a router of *the LAN*." *Id.* at 27:34–28:2.

provides antecedent basis for all of the claim's other recitations of "the LAN." For example, the clause Petitioner labeled [1.2] (b) recites, in relevant part, "determine that the two or more Internet-accessing electronic devices have separately accessed the Internet through the router of *the LAN* during a predetermined period of time via a common IP address." *Id.* at 24:46–49 (emphasis added).

According to Petitioner, "Baum[10] discloses techniques for identifying devices within a common LAN (e.g., devices 208, 210 on LAN 501) with dynamically (DHCP) assigned IP addresses, as shown in FIG. 5." Pet. 38. Baum's Figure 5, depicts, in relevant part, Devices 1 and 2 (208, 210) that are connected to Ethernet LAN 204 and that Ethernet LAN 204 is connected to Edge Router 1 (516). *See* Ex. 1010, Fig. 5. Baum indicates that the LAN is located at single customer premises, which corresponds to a single location such as an office building or home. *Id.* at 12:20–24. Petitioner asserts that "Baum associates IP addresses of devices of a common LAN by automatically recognizing that the devices are coupled to a common edge router by means of the port number of that edge router, where the {edge router, port number} combination corresponds to a single LAN." Pet. 19.

We are not persuaded, however, that Baum's disclosures support Petitioner's assertions. Petitioner directs us to Baum's Figure 8, which is reproduced below. *Id.* at 20.

[10] Petitioner relies upon a combination of references to teach the totality of the claim limitations. Baum, however, is specifically relied upon to teach the common LAN. *See* Pet. 24–25.

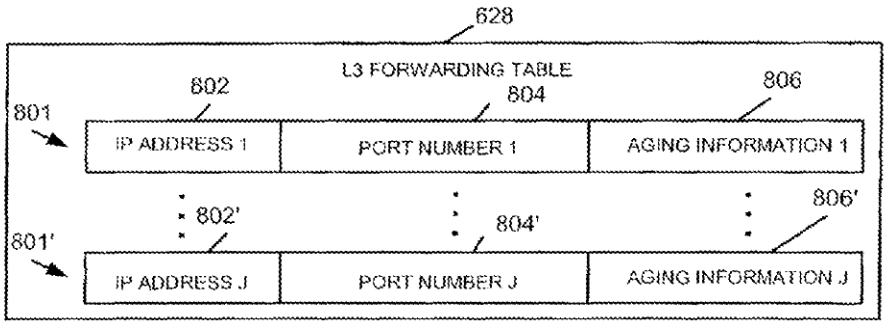


FIGURE 8

Figure 8 depicts Baum's L3 forwarding tables. Ex. 1010, 13:50–51. Baum uses L2 and L3 forwarding tables along with an L2 to L3 resolution table to assist with routing packets. *Id.* at 13:31–33, 14:3–20. Each L3 table entry "includes an IP address 802, 802', a port number 804, 804' and aging information 806, 806." *Id.* at 13:52–53. Figure 8, however, does not include any reference to multiple IP addresses being co-located at the same location or port number.

In the absence of evidence showing that Baum taught or suggested using the L3 tables to determine that two devices are co-located at a common LAN, Petitioner's declarant, Dr. Bhattacharjee created two additional rows for Figure 8 illustrating how table L3 could be used to indicate the co-location of devices on the same LAN. Dr. Bhattacharjee's annotated Figure 8 is reproduced below.

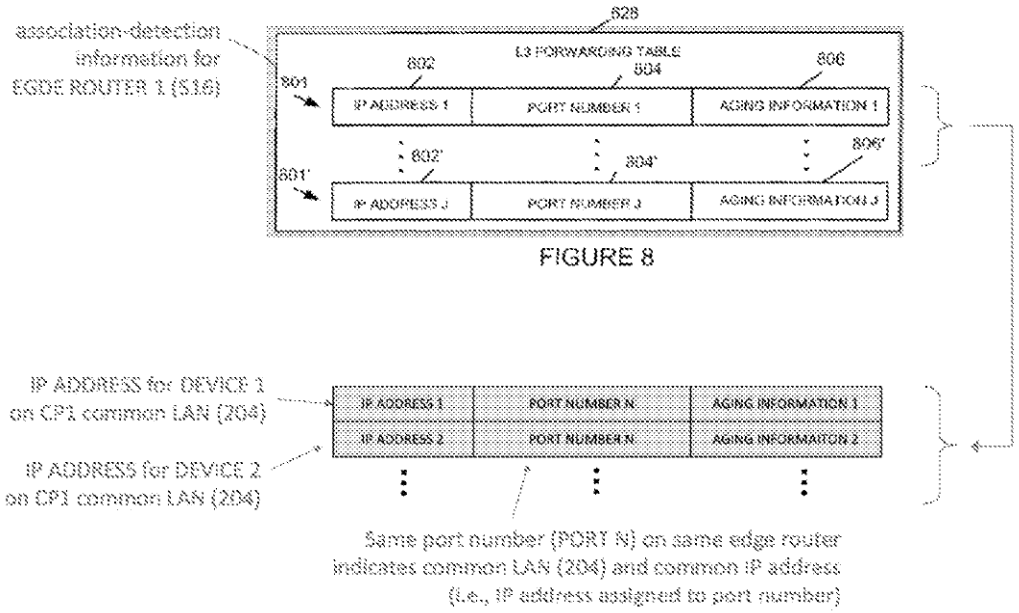


FIGURE 8

Dr. Bhattacharjee stated that the two additional rows shown above were added to depict "IP address 1 (e.g., address A.B.C.2) for device 1 (e.g., device 208) on CP1 common LAN 204 being associated with port number N of edge router 516, and IP address 2 (e.g., address A.B.C.3) for device 2 (e.g., device 210) on CP1 common LAN 204 also being associated with port number N of edge router 516." Ex. 1003 ¶ 46. These demonstrative rows were added by Dr. Bhattacharjee to Baum's Figure 8 in order to depict the L3 table as showing that device 1 and device 2 are associated with the same edge router and thus, connected to a common LAN. *Id.*

We, however, are not persuaded that one of ordinary skill in the art would have learned this from Baum's disclosures. As Patent Owner points out, nowhere does "Baum describe recognizing an ***association*** between ***two different*** IP addresses." Prelim. Resp. 17. Patent Owner goes on to correctly describe Baum as performing a series of look ups in order to associate a customer's IP address with the specific information about the

device using that IP address, such as its location, customer's name, or the device's MAC address. *Id.* at 19. Baum does not teach or suggest using any of its tables to determine whether any two devices share a connection with a common LAN. Petitioner has not provided evidence sufficient to persuade us that one of ordinary skill in the art would have read Baum disclosures to suggest using any of Baum's packet forwarding tables to identify other devices that are connected to the same LAN.

Petitioner relies upon several passages from Baum to support its arguments. *See* Pet. 57–58. We, however, are not persuaded that these passages are sufficient to show that one of ordinary skill in the art would have read Baum to suggest determining whether devices were on a common LAN. First, Petitioner directs us to Baum's teaching of correlating a LAN to a customer premises. *Id.* (citing Ex. 1010, 6:23–27). "LANs tend to be relatively limited geographically, e.g., to a single office or floor of a building. The offices and/or buildings are sometimes referred to a customer premises." Ex. 1010, 6:23–27. Second, Petitioner directs us to Baum's disclosure of correlating an edge router port number to a customer premise. *Id.* (citing Ex. 1010, 6:56–61). "Individual customers and/or companies with multiple distinct locations e.g., different customer premises, are assigned different edge router ports for each distinct physical location. Thus, each edge router port assigned to a customer in accordance with the invention will correspond to a single physical location." Ex. 1010, 6:56–61. In our view, these passages support the notion that each device may be mapped to location, but we are not persuaded that these passages to provide a teaching or suggestion to one of ordinary skill in the art to determine that any two devices are connected to a common LAN.

Finally, we are left with Dr. Bhattacharjee's testimony. Dr. Bhattacharjee repeats verbatim the assertion in the Petition that "Baum associates IP addresses of devices of a common LAN by automatically recognizing that the devices are coupled to a common edge router by means of the port number of that edge router, where the {edge router, port number} combination corresponds to a single LAN." Ex. 1003 ¶ 45 (citing Ex. 1010, 6:23–27, 6:56–61) *compare* Pet. 19 (citing Ex. 1010, 6:23–27, 6:56–61). Dr. Bhattacharjee annotates Baum Figure 8 in an effort to add rows that would show devices 1 and 2 "are both associated with the same edge router (e.g., LAN 204) and thus are connected to the same LAN because device 1 (IP address 1) and device 2 (IP address 2) are connected to the same edge router port number (Port N)." Ex. 1003 ¶ 46. Finally, Dr. Bhattacharjee concludes that

> Baum recognizes that particular device IP addresses connect to an IP-based network (the Internet) via a particular edge router (and particular port thereof) and thereby determines that multiple devices are connected to a common LAN and would access the Internet via a common IP address and edge router port via which devices of the common LAN connect to the Internet.

Id. ¶ 48 (citing Ex. 1010, 6:46–66).

The Supreme Court has cautioned that we "should be aware, of course, of the distortion caused by hindsight bias and must be cautious of arguments reliant upon *ex post* reasoning." *KSR Intern. Co. v. Teleflex Inc.*, 550 U.S. 398, 421 (2007) (citing *Graham*, 383 U.S. at 36 (warning against a "temptation to read into the prior art the teachings of the invention in issue" and instructing courts to "'guard against slipping into use of hindsight'" (quoting *Monroe Auto Equip. Co. v. Heckethorn Mfg. & Supply Co.*, 332 F.2d 406, 412 (6th Cir. 1964))). In addition, our precedent requires us to be

particularly cautious when conclusory expert testimony is being used to supply a limitation missing from the prior art. *Xerox Corp. v. Bytemark, Inc.*, IPR2022-00624, Paper 12 at 5(PTAB. Aug. 24, 2022) (precedential). We are not persuaded that Dr. Bhattacharjee's testimony is sufficient to show that Baum would have taught or suggested to one of ordinary skill in the art at the critical time the common LAN limitation. We have reviewed the specific passages undergirding Dr. Bhattacharjee's testimony and do not find them to be sufficient to establish that one of ordinary skill in the art would have had the understanding espoused by Dr. Bhattacharjee's testimony. As discussed above, the cited passages do not suggest using the forwarding tables in the manner discussed in Dr. Bhattacharjee's testimony.

Thus, we are not persuaded that Petitioner has established a reasonable likelihood of prevailing on its assertion that claims 1, 13, and 22 are unpatentable under § 103 as obvious over Madhavan, Baum, Harrington, and Damick.

2. Dependent Claims 2, 5–7, 10, 14, and 17–19

Petitioner accounts for the limitations recited in claims 2, 5–7, 10, 14, and 17–19. Pet. 68–81. Petitioner's allegations against these claims however all contain the same deficiency noted above for the independent claims from which these claims depend. As such, Petitioner's challenges to the dependent claims also are insufficient for the reasons noted above.

Thus, we are not persuaded that Petitioner has established a reasonable likelihood of prevailing on its assertion that claims 2, 5–7, 10, 14, and 17–19 are unpatentable under § 103 as obvious over Madhavan, Baum, Harrington, and Damick.

E. Obviousness Over Madhavan, Baum, Harrington, Damick, and Rankin

Petitioner asserts that claims 3, 4, 11, 12, 15, 16, 20, 21, and 23 are unpatentable under 35 U.S.C. § 103 as obvious over Madhavan, Baum, Harrington, Damick, and Rankin, citing the Declaration of Dr. Bhattacharjee for support. Pet. 81–89 (citing Ex. 1003). Petitioner's allegations against these claims however all contain the same deficiency noted above for the independent claims from which these claims depend. As such, Petitioner's challenges to the dependent claims also are insufficient for the reasons noted above.

Thus, we are not persuaded that Petitioner has established a reasonable likelihood of prevailing on its assertion that claims 3, 4, 11, 12, 15, 16, 20, 21, and 23 are unpatentable under 35 U.S.C. § 103 as obvious over Madhavan, Baum, Harrington, Damick, and Rankin

F. Obviousness Over Madhavan, Baum, Harrington, Damick, and Varghese

Petitioner asserts that claims 8 and 9 are unpatentable under 35 U.S.C. § 103 as obvious over Madhavan, Baum, Harrington, Damick, and Varghese, citing the Declaration of Dr. Bhattacharjee for support. Pet. 89–94 (citing Ex. 1003). Petitioner's allegations against these claims however all contain the same deficiency noted above for the independent claims from which these claims depend. As such, Petitioner's challenges to the dependent claims also are insufficient for the reasons noted above.

Thus, we are not persuaded that Petitioner has established a reasonable likelihood of prevailing on its assertion that claims 8 and 9 are unpatentable under 35 U.S.C. § 103 as obvious over Madhavan, Baum, Harrington, Damick, and Varghese.

III. CONCLUSION

For the foregoing reasons, we have determined that Petitioner has not established a reasonable likelihood of prevailing with respect to any claims. Thus, we do not institute an *inter partes* review.

IV. ORDER

In consideration of the foregoing, it is hereby:

ORDERED that, pursuant to 35 U.S.C. § 314(a), the Petition is denied, and no *inter partes* review is instituted.

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Paper 10
Entered: March 22, 2023

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

SAMSUNG ELECTRONICS CO., LTD.,
Petitioner,

v.

INTENT IQ, LLC,
Patent Owner.

IPR2022-01505
Patent 10,715,878 B2

Before KRISTEN L. DROESCH, STACEY G. WHITE, and SCOTT B. HOWARD, *Administrative Patent Judges.*

WHITE, *Administrative Patent Judge.*

DECISION
Denying Institution of *Inter Partes* Review
35 U.S.C. § 314
Denying Motion for Joinder
35 U.S.C. § 315

I. INTRODUCTION

Samsung Electronics Co. Ltd. ("Petitioner") sought to institute an *inter partes* review of claims 1–23 ("the challenged claims") of U.S. Patent No. 10,715,878 B2 (Ex. 1001, "the '878 patent") pursuant to 35 U.S.C. § 311 *et seq*. Paper 1 ("Petition" or "Pet."). Intent IQ, LLC ("Patent Owner") filed a Preliminary Response. Paper 7 ("Preliminary Response" or "Prelim. Resp.").

In the Petition, Petitioner indicated that the reasons for finding the challenged claims unpatentable were identical to the reasons set forth in the Petition in IPR2022-01315 ("the 1315 proceeding"). Pet. 1. The Petition in the 1315 proceeding sought an unpatentability finding for the same claims challenged in this proceeding on the same grounds asserted in this proceeding. *Compare* IPR2022-01315 Paper 1 (Petition), 8, *with* Pet. 7–8. In addition, the Patent Owner's Preliminary Response in the 1315 proceeding was substantially the same as its Preliminary Response in this proceeding. *Compare* IPR2022-01315 Paper 6 (Preliminary Response), *with* Prelim. Resp. The Board denied institution on the merits in the 1315 proceeding. *See* IPR2022-01315 Paper 9, 26.

Concurrently with the Petition, Petitioner filed a Motion for Joinder. Paper 3 ("Mot."). In the Motion for Joinder, Petitioner request that it be joined as a party in the 1315 proceeding. Mot. for Joinder 1. Patent Owner did not file an opposition to the Petitioner's Motion for Joinder.

For the reasons discussed below, we deny institution of *inter partes* review and deny the Motion for Joinder.

II. ANALYSIS

The denial of institution on the merits in the 1315 proceeding dictates that institution also be denied in this proceeding. Because we did not institute review in the proceeding that Petitioner seeks to join as a party, we also deny the Motion for Joinder.

A. Institution of Inter Parties Review

Petitioner repeatedly indicates that the Petition is substantively identical to the Petition in the 1315 proceeding. For example, in the "Introduction," the Petition states, "[t]his petition is substantively identical to the petition in the [1315] IPR; it challenges the same claims under the same grounds (same prior art combinations and supporting evidence)." Pet. 1. The Petitioner's Motion for Joinder states that "[t]he Samsung petition is substantively identical to the petition in the Roku IPR Proceeding. Samsung does not present any new grounds of unpatentability, as can be seen in the redline comparison between Samsung's petition and that in the Roku IPR Proceeding." Mot. 4 (citing Ex. 1071); *see also id.* at 4–5 (noting that identical arguments are raised for the same grounds in the 1315 IPR and noting that the same prior art and expert declaration are relied upon). Thus, Petitioner has indicated that the Petition in this proceeding includes identical grounds and arguments and relies on the same prior art and declaration and other evidence as in the 1315 proceeding. In addition, Patent Owner's preliminary response in the 1315 proceeding is substantively identical to the Preliminary Response in this proceeding. *Compare* IPR2022-01315 Paper 6 *with* Prelim. Resp.

After consideration of the arguments and evidence in the petition and preliminary response in the 1315 proceeding, we denied institution, because

petitioner in the 1315 proceeding made "an insufficient factual showing to support its allegations regarding the recited common local area network" that was found in all independent claims and, therefore, "[p]etitioner ha[d] not established a reasonable likelihood of prevailing with respect to any claims." IPR2022-01315 Paper 9, 18, 26. Because the arguments and the evidence in this proceeding are substantively identical to the arguments and evidence in the 1315 proceeding, we deny institution in this proceeding for the reasons set forth in the Decision Denying Institution (IPR2022-01315 Paper 9) in the 1315 proceeding.

B. Motion for Joinder

The Director may grant a motion for joinder and allow the movant to "join as a party" an existing proceeding only "[i]f the Director institutes an inter partes review" in the proceeding to which joinder as a party is sought. 35 U.S.C. § 315(c). Petitioner implicitly recognized this prerequisite to granting its Motion for Joinder when it stated: "Petitioner requests that . . . the motion be granted only if, an IPR is instituted in the IPR2022-01315 proceeding." Mot. for Joinder 1. Because we did not institute review in the 1315 proceeding, we deny the Motion for Joinder.

III. CONCLUSION

For the reasons stated above, we do not institute *inter partes* review on any claims or any challenge to the claims of the '878 patent and we deny the Motion for Joinder.

IV. ORDER

In consideration of the foregoing, it is hereby:

ORDERED that the Petition is *denied* and we do not institute *inter partes* review of any challenged claim of U.S. Patent No. 10,715,878 B2; and

FURTHER ORDERED that the Petitioner' Motion for Joinder is *denied.*

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