PETITION TO ACCEPT UNINTENTIONALLY DELAYED PAYMENT OF MAINTENANCE FEE IN AN EXPIRED PATENT (37 CFR 1.378(b))

Patent Number	Issue Date	Application Number	Filing Date	Docket Number (if applicable)
9824074	21-Nov-2017	13731742	31-Dec-2012	

CAUTION: Maintenance fee (and surcharge, if any) payment must correctly identify: (1) the patent number and (2) the application number of the actual U.S. application leading to issuance of that patent to ensure the fee(s) is/are associated with the correct patent. 37 CFR 1.366(c) and (d).

Applicants claims the following fee status:

- (◉) Small Entity
- (◯) Micro Entity
- (◯) Regular Undiscounted

Applicants selects the following :

(◉) 3 1/2	(◯) 7 1/2	(◯) 11 1/2

PETITION FEE
The petition fee required by 37 CFR 1.17(m) (Fee Code 1558/2558) must be paid as a condition of accepting unintentionally delayed payment of the maintenance fee.

MAINTENANCE FEE (37 CFR 1.20(e)-(g))
The appropriate maintenance fee must be submitted with this petition.

STATEMENT

The delay in payment of the maintenance fee for this patent was unintentional.

Petitioner is reminded that a delay resulting from a deliberately chosen course of action or a change in circumstance is not an unintentional delay.

Petitioner is further reminded that a person seeking reinstatement of an expired patent should not make a statement that the delay in payment of the maintenance fee was unintentional unless the entire delay was unintentional, including the period from discovery that the maintenance fee was not timely paid until payment of the maintenance fee. For example, a statement that the delay in payment of the maintenance fee was unintentional would not be proper when the patentee becomes aware of an unintentional failure to timely pay the maintenance fee and then intentionally delays filing a petition for reinstatement of the patent under 37 CFR 1.378. See MPEP 2590.

NOTE: Where the petition under 37 CFR 1.378 is filed more than two years after the date the patent expired for nonpayment of the maintenance fee, the United States Patent and Trademark Office requires an additional explanation of the circumstances surrounding the delay that establishes the entire delay was unintentional. This requirement is in addition to the requirement to provide a statement that the entire delay was unintentional. See *Clarification of the Practice for Requiring Additional Information in Petitions Filed in Patent Applications and Patents Based on Unintentional Delay*, 85 FR 12222 (March 2, 2020). See MPEP 711.03(c)(II)(C)-(F) for additional guidance on the information required to establish that the entire delay was unintentional.

PETITIONER(S) REQUEST THAT THE DELAYED PAYMENT OF THE MAINTENANCE FEE BE ACCEPTED AND THE PATENT REINSTATED

THIS PORTION MUST BE COMPLETED BY THE SIGNATORY OR SIGNATORIES

37 CFR 1.378(c) states: "Any petition under this section must be signed in compliance with 37 CFR 1.33(b) ."

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 been given power of attorney in this application.
- ( ) An attorney or agent registered to practice before the Patent and Trademark Office
- ( ) A sole patentee
- ( ) A joint patentee; I certify that I am authorized to sign this submission on behalf of all the other patentees as evidenced by the power of attorney in the application
- ( ) A joint patentee; all of whom are signing this e-petition
- ( ) The assignee of record of the entire interest that qualifies as an authorized party under 37 CFR 1.33(b)

Attorney			
A signature of the applicant or representative is required in accordance with 37 CFR 1.33 and 10.18. Please see 37 CFR 1.4(d) for the form of the signature			
Signature	/Clark A. Jablon/		
Name	Clark A. Jablon	Registration Number	35039

Electronic Patent Application Fee Transmittal

Application Number:	13731742
Filing Date:	31-Dec-2012
Title of Invention:	Content Rendering Control System for a Pre-Defined Area of a Content Page
First Named Inventor/Applicant Name:	Brad Krassner
Filer:	Clark Alan Jablon/Donna Marks
Attorney Docket Number:	082097.0105

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
MAINTENANCE FEE DUE AT 3.5 YEARS	2551	1	1000	1000
PET. DELAY PYMT MAINTAIN PATENT IN FORCE	2558	1	1050	1050
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				

Duration Media Ex-1084

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**2050**

UNITED STATES PATENT AND TRADEMARK OFFICE

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

In re Patent No. 9824074
Issue Date: November 21,2017
Application No. 13731742
Filed: December 31,2012
Attorney Docket No. 082097.0105

:
:DECISION GRANTING PETITION
:UNDER 37 CFR 1.378(b)
:

This is a decision on the electronic petition, filed May 27,2022 ,under 37 CFR 1.378(b) to accept the unintentionally delayed payment of the 3.5 year maintenance fee for the above-identified patent.

The petition is **GRANTED**.

The maintenance fee is accepted, and the above-identified patent reinstated as of May 27,2022 . This decision also constitutes notice that the fee has been accepted. An electronic copy of the petition and this decision has been created as an entry in the Image File Wrapper. Nevertheless, petitioner should print and retain an independent copy.

Telephone inquiries related to this electronic decision should be directed to the Electronic Business Center at 1-866-217-9197.

Duration Media Ex-1084

Electronic Acknowledgement Receipt

EFS ID:	45821685
Application Number:	13731742
Patent Number:	9824074
Confirmation Number:	8146
Petition Issued Date:	May 27,2022
Title of Invention:	Content Rendering Control System for a Pre-Defined Area of a Content Page
First Named Inventor/Applicant Name:	Brad Krassner
Customer Number:	570
Filer:	Clark Alan Jablon/Donna Marks
Filer Authorized By:	Clark Alan Jablon
Attorney Docket Number:	082097.0105
Receipt Date:	27-MAY-2022
Filing Date:	31-DEC-2012
Time Stamp:	13:12:23
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	$2050
RAM confirmation Number	E20225QD12181400
Deposit Account	
Authorized User	
The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:	

Duration Media Ex-1084

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	ePetition Request Form	petition-request.pdf	47976 fc78663367e172dec17a47c0d9f068b74876a39a	no	2
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	40122 5f55541c7c4aee58ebc09f96b0aa901fa7b45b3b	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	88098		

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/731,742	12/31/2012	Brad Krassner	082097.0105

CONFIRMATION NO. 8146

570
PANITCH SCHWARZE BELISARIO & NADEL LLP
TWO COMMERCE SQUARE
2001 MARKET STREET, SUITE 2800
PHILADELPHIA, PA 19103

POA ACCEPTANCE LETTER

OC000000134043623

Date Mailed: 05/25/2022

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 05/17/2022.

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

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

/hteffera/

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

PTO/AIA/82B (07-13)
Approved for use through 03/31/2021. OMB 0651-0035
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

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	13/731,742
Filing Date	December 31, 2012
First Named Inventor	Brad KRASSNER
Title	CONTENT RENDERING CONTROL SYSTEM AND A PRE-DEFINED AREA OF A CONTENT PAGE
Art Unit	2176
Examiner Name	Tionna M. Burke
Attorney Docket Number	689752-14US

SIGNATURE of Applicant or Patent Practitioner

Signature	/Clark A. Jablon/	Date (Optional)	May 17, 2022
Name	Clark A. Jablon	Registration Number	35,039
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 1 forms are submitted.

Applicant: Rich Media Club, LLC

GENERAL POWER OF ATTORNEY BY PATENT APPLICANT (USPTO)

I hereby revoke all previous powers of attorney given in the patent application identified in the attached Transmittal Letter.

I hereby appoint the Practitioners associated with Customer No. 000570 as my/our attorneys/agents to transact all business in the U.S. Patent and Trademark Office in connection therewith.

I am the Applicant:

- ☐ Inventor or Joint Inventor
- ☐ Legal Representative of a Deceased or Legally Incapacitated Inventor
- ☒ Assignee or Person to Whom the Inventor is Under an Obligation to Assign
- ☐ 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 currently being filed in this document)

The undersigned Representative of Applicant states that he is authorized and empowered to sign this document on behalf of Applicant.

Please address all correspondence to Customer No. 000570, namely, **PANITCH SCHWARZE BELISARIO & NADEL LLP**, Two Commerce Square, 2001 Market Street, Suite 2800, Philadelphia, PA 19103, e-mail address: usptomail@panitchlaw.com. Please direct all communications and telephone calls to the attorney/agent identified in the attached Transmittal Letter.

Applicant: Rich Media Club, LLC

Name of Representative of Applicant: Brad Krassner

Title of Representative of Applicant: Principal

Signature: Brad Krassner Date: 12/21/2021

Electronic Acknowledgement Receipt

EFS ID:	45732234
Application Number:	13731742
International Application Number:	
Confirmation Number:	8146
Title of Invention:	Content Rendering Control System for a Pre-Defined Area of a Content Page
First Named Inventor/Applicant Name:	Brad Krassner
Customer Number:	5073
Filer:	Clark Alan Jablon/Melinda Ray
Filer Authorized By:	Clark Alan Jablon
Attorney Docket Number:	082097.0105
Receipt Date:	17-MAY-2022
Filing Date:	31-DEC-2012
Time Stamp:	12:45:37
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Assignee showing of ownership per 37 CFR 3.73	Statement_Under_37_CFR_3.PDF	225574 31aff44561f155a7f27b6fee942ad7ab524157e8	no	1

Warnings:

Duration Media Ex-1084

Information:					
2	Power of Attorney	Transmittal_GPOA.PDF	1288249 4a01476919ef45f59b3c7c6ce2e2eddfc5ebcaea	no	2
Warnings:					
Information:					
			Total Files Size (in bytes):	1513823	

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

PTO/SB/96 (11-18)
Approved for use through 11/30/2020. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: Brad KRASSNER et al.

Application No./Patent No.: 9,824,074 Filed/Issue Date: November 21, 2017

Titled: CONTENT RENDERING CONTROL SYSTEM AND METHOD

Rich Media Club, LLC (Name of Assignee) , a Limited Liability Corporation (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.

states that it is:

1. [x] the assignee of the entire right, title, and interest in;
2. [ ] an assignee of less than the entire right, title, and interest in
(The extent (by percentage) of its ownership interest is _____ %); or
3. [ ] the assignee of an undivided interest in the entirety of (a complete assignment from one of the joint inventors was made) the patent application/patent identified above, by virtue of either:

A. [ ] An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or a copy* is attached.

OR

B. [x] A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Brad Krassner, Nikolai Mentchoukov, Alan Edwards, Igor Tchibirev To: Rich Media Club, LLC
The document was recorded in the United States Patent and Trademark Office at
Reel 035554 , Frame 0444 , or a copy* is attached.

2. From: Rich Media Club LLC To: Realvu, LLC
The document was recorded in the United States Patent and Trademark Office at
Reel 035572 , Frame 0643 , or a copy* is attached.

3. From: Realvu, LCC To: Rich Media Club, LLC
The document was recorded in the United States Patent and Trademark Office at
Reel 035554 , Frame 0634 , or a copy* thereof is attached.

[ ] Additional documents in the chain of title are listed on a supplemental sheet(s).

[x] *As required by 37 CFR 3.73(b)(1)(i), if a copy/copies is/are attached, the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (*i.e.*, a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

/Clark A. Jablon/	May 17, 2022
Signature	Date
Clark A. Jablon	35,039
Printed or Typed Name	Title or Registration Number

CAJ/mlr

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/731,742	11/21/2017	9824074	082097.0105	8146

5073 7590 11/01/2017

BAKER BOTTS L.L.P.
2001 ROSS AVENUE
SUITE 700
DALLAS, TX 75201-2980

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):

Brad Krassner, Miami Beach, FL;
Nikolai Mentchoukov, Henderson, NV;
Alan Edwards, New York, NY;
Igor Tchibirev, Sea Cliff, NY;

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

PTO-1449

INFORMATION DISCLOSURE CITATION IN AN APPLICATION

Application No.	Applicant(s)
13/731,742	Brad Krassner et al.

Docket Number	Group Art Unit	Filing Date
082097.0105	2176 Confirmation No 8146	December 31, 2012

U.S. PATENT DOCUMENTS

		DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE
	AA	7120590	10/2006	Eisen et al.			
	BB	7143075	11/2006	Chickering et al.			
	CC	7146401	~~01/2003~~ 12/2006	Hansell et al.			
	DD	7155508	~~05/2002~~ 12/2006	~~Sank Uratripati et al~~ Sankuratripati et al.			
	EE	7310609	12/2007	Middleton, III, et al.			
	FF	7313590	~~06/2003~~ 12/2007	Mentchoukov			
	GG	7376722	~~02/2001~~ 05/2008	Sim et al.			
	HH	7376907	05/2008	Santoro et al.			
	II	7386473	~~04/2004~~ 06/2008	Blumenau			
	JJ	7613635	~~05/2007~~ 11/2009	Blumenau			
	KK	7716326	05/2007	Blumenau			
	LL	7756974	~~05/2007~~ 07/2010	Blumenau			
	MM	2001/0029585	10/2001	Simon et al.			
	NN	2001/0037232	11/2001	Miller			
	OO	2002/0002491	01/2002	Whitfield et al.			
	PP	2002/0010631	01/2002	Saito et al.			
	QQ	2002/0063714	05/2002	Haas et al.			
	RR	2002/0077891	06/2002	Castle et al.			
	SS	2002/0112005	08/2002	Namias			
	TT	2002/0120564	08/2002	Strietzel			
	UU	2002/0124246	09/2002	Kaminsky et al.			
	VV	2002/0141584	10/2002	Razdan et al.			
	WW	2002/0147634	10/2002	Jacoby et al.			
	XX	2003/0004804	01/2003	Landesman et al.			
	YY	2003/0005000	01/2003	Landsman et al.			
	ZZ	2003/0023488	01/2003	Landesman et al.			

Change(s) applied to document
/J.M./
10/12/2013

EXAMINER	DATE CONSIDERED

EXAMINER: Initial if citation 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 the applicant.

U.S. PATENT AND TRADEMARK OFFICE

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:	Brad Krassner et al.
Serial No.:	13/731,742
Filed:	December 31, 2012
Art Unit:	2176
Examiner:	Tionna M. Burke
Confirmation No.:	8146
Title:	*CONTENT RENDERING CONTROL SYSTEM AND METHOD*

Mail Stop ISSUE FEE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir:

NOTIFICATION OF PREVIOUS PAYMENT OF FEES

AS A SMALL ENTITY (37 CFR § 1.28(c))

On October 11, 2017, a small entity assertion was made in this application and the small entity issue fee was paid. The assertion of small entity status in this application and the payment of fees as a small entity were made in good faith.

Itemization of the Fees Paid as Small Entity

Issue Fee	$480.00
Total Filing Fee	**$480.00**

Applicant wishes to pay fees as a large entity in this application. Accordingly, Applicant wishes to pay the difference between the large entity issue fee and the small entity issue fee as indicated below:

Itemization of the Fees to be Paid as Large Entity

Issue Fee	$960.00
Total Filing Fee	**$960.00**
Fees Paid as Small Entity on October 11, 2017	- $480.00
Issue Fee Due as Large Entity	**$480.00**
Total Fees Due as Large Entity	**$480.00**

The Commissioner is hereby authorized to charge the above identified fees to Baker Botts Deposit Account No. 02-0384. The Commissioner is authorized to charge any additional fees or credit any overpayment to Baker Botts Deposit Account No. 02-0384.

Respectfully submitted,
BAKER BOTTS L.L.P.

Bradley J. Birchfield
Reg. No. 65,521
Attorneys for Applicant

Date: Oct. 19, 2017
Customer Number: **05073**

Duration Media Ex-1084

Electronic Acknowledgement Receipt

EFS ID:	30705654
Application Number:	13731742
International Application Number:	
Confirmation Number:	8146
Title of Invention:	Content Rendering Control System for a Pre-Defined Area of a Content Page
First Named Inventor/Applicant Name:	Brad Krassner
Customer Number:	5073
Filer:	Barton E. Showalter/Glenda Orrantia
Filer Authorized By:	Barton E. Showalter
Attorney Docket Number:	082097.0105
Receipt Date:	19-OCT-2017
Filing Date:	31-DEC-2012
Time Stamp:	15:34:15
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Notification of loss of entitlement to small entity status	0820970105IF.PDF	54570 c87f42855995c3475ab9708071e00362076 75812	no	2

Warnings:

Duration Media Ex-1084

Information:	
Total Files Size (in bytes):	54570

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

New Applications Under 35 U.S.C. 111

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New International Application Filed with the USPTO as a Receiving Office

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PART B - FEE(S) TRANSMITTAL

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

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

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

5073 7590 10/03/2017
BAKER BOTTS L.L.P.
2001 ROSS AVENUE
SUITE 700
DALLAS, TX 75201-2980

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

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

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/731,742	12/31/2012	Brad Krassner	082097.0105	8146

TITLE OF INVENTION: Content Rendering Control System and Method

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	UNDISCOUNTED	~~$960~~ $480	$0	$0	~~$960~~ $480	01/03/2018

EXAMINER	ART UNIT	CLASS-SUBCLASS
BURKE, TIONNA M	2176	715-243000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).
- ☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
- ☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

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

1 Baker Botts L.L.P.
2
3

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

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

(A) NAME OF ASSIGNEE: Rich Media Club, LLC

(B) RESIDENCE: (CITY and STATE OR COUNTRY): Miami Beach, Florida

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

4a. The following fee(s) are submitted:
- ☒ Issue Fee
- ☐ Publication Fee (No small entity discount permitted)
- ☐ Advance Order - # of Copies _____

4b. Payment of Fee(s): (**Please first reapply any previously paid issue fee shown above**)
- ☐ A check is enclosed.
- ☐ Payment by credit card. Form PTO-2038 is attached.
- ☒ The director is hereby authorized to charge the required fee(s), any deficiency, or credits any overpayment, to Deposit Account Number 02-0384 (enclose an extra copy of this form).

5. **Change in Entity Status** (from status indicated above)
- ☐ Applicant certifying micro entity status. See 37 CFR 1.29
- ☒ Applicant asserting small entity status. See 37 CFR 1.27
- ☐ Applicant changing to regular undiscounted fee status.

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

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

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

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

Authorized Signature _____ Date October 11, 2017

Typed or printed name Bradley J. Birchfield Registration No. 65,521

PTOL-85 Part B (10-13) Approved for use through 10/31/2013. OMB 0651-0033 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	Brad Krassner et al.
Serial No.:	13/731,742
Filed:	December 31, 2012
Group No.:	2176
Examiner:	Tionna M. Burke
Notice of Allowance Mailed:	October 3, 2017
Confirmation No.:	8146
Title:	*Content Rendering Control System and Method*

Mail Stop Issue Fee
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

RESPONSE TO REASONS FOR ALLOWANCE

Applicants appreciate the Examiner's allowance of Claims 73, 75, 77, 88, 90, 92, 95, 97, 100, 102, 103, 105-112, and 114-122. Pursuant to 37 C.F.R. § 1.104, Applicants respectfully issue a statement commenting on the Examiner's reasons for allowance. Applicants respectfully disagree with the Examiner's reasons for allowance to the extent that they are inconsistent with applicable case law, statutes, and regulations. Furthermore, Applicants do not admit to any characterization or limitation of the claims or to any characterization of a reference by the Examiner, particularly any that are inconsistent with the language of the claims considered in their entirety and including all of their constituent limitations.

Respectfully submitted,
BAKER BOTTS L.L.P.
Attorneys for Applicants



Bradley J. Birchfield
Registration No. 65,521

Date: October 11, 2017
CUSTOMER NO. 05073

Duration Media Ex-1084

Electronic Patent Application Fee Transmittal

Application Number:	13731742
Filing Date:	31-Dec-2012
Title of Invention:	Content Rendering Control System for a Pre-Defined Area of a Content Page
First Named Inventor/Applicant Name:	Brad Krassner
Filer:	Barton E. Showalter/Glenda Orrantia
Attorney Docket Number:	082097.0105

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
UTILITY APPL ISSUE FEE	2501	1	480	480

Duration Media Ex-1084

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**480**

Electronic Acknowledgement Receipt

EFS ID:	30625406
Application Number:	13731742
International Application Number:	
Confirmation Number:	8146
Title of Invention:	Content Rendering Control System for a Pre-Defined Area of a Content Page
First Named Inventor/Applicant Name:	Brad Krassner
Customer Number:	5073
Filer:	Barton E. Showalter/Glenda Orrantia
Filer Authorized By:	Barton E. Showalter
Attorney Docket Number:	082097.0105
Receipt Date:	11-OCT-2017
Filing Date:	31-DEC-2012
Time Stamp:	14:42:48
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$480
RAM confirmation Number	101217INTEFSW00001077020384
Deposit Account	
Authorized User	

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

Duration Media Ex-1084

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		0820970105IF.PDF	136075 779645b0ffd3332ce224ef30f7f0ec8865814e25	yes	2
	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Issue Fee Payment (PTO-85B)		1	1	
	Post Allowance Communication - Incoming		2	2	
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	30402 7480099bca2f6602c5ba7252c4ab0acd0448a89a	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	166477		

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY.DOCKET NO./TITLE	REQUEST ID
13/731,742	12/31/2012	Brad Krassner	082097.0105	48899

Acknowledgement of Change to Small Entity Status

The entity status change request below filed through Private PAIR on 10/11/2017 has been accepted.

CERTIFICATIONS:

Change of Entity Status:

X 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.

This portion must be completed by the signatory or signatories making the entity status change in accordance with 37 CFR 1.4(d)(4).

Signature:	/Barton E. Showalter/
Name:	Barton E. Showalter
Registration Number:	38302

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
13/731,742	12/31/2012	2176	2830	082097.0105	30	4

CONFIRMATION NO. 8146

CORRECTED FILING RECEIPT

5073
BAKER BOTTS L.L.P.
2001 ROSS AVENUE
SUITE 700
DALLAS, TX 75201-2980

OC000000094568396

Date Mailed: 10/06/2017

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)

Brad Krassner, Miami Beach, FL;
Nikolai Mentchoukov, Henderson, NV;
Alan Edwards, New York, NY;
Igor Tchibirev, Sea Cliff, NY;

Applicant(s)

Brad Krassner, Miami Beach, FL;
Nikolai Mentchoukov, Henderson, NV;
Alan Edwards, New York, NY;
Igor Tchibirev, Sea Cliff, NY;

Power of Attorney: None

Domestic Priority data as claimed by applicant

This application is a CON of 12/589,321 10/21/2009 PAT 8356247
which is a CIP of 12/316,781 12/16/2008

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

Permission to Access Application via Priority Document Exchange: No

Permission to Access Search Results: No

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

If Required, Foreign Filing License Granted: 02/22/2013

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 13/731,742**

Projected Publication Date: Not Applicable

Non-Publication Request: No

Early Publication Request: No

Title

Content Rendering Control System for a Pre-Defined Area of a Content Page

Preliminary Class

715

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

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

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

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

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

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

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, http://www.stopfakes.gov. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific

countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4258).

LICENSE FOR FOREIGN FILING UNDER

Title 35, United States Code, Section 184

Title 37, Code of Federal Regulations, 5.11 & 5.15

GRANTED

The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

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

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

NOT GRANTED

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

SelectUSA

The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The U.S. offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to promote and facilitate business investment. SelectUSA provides information assistance to the international investor community; serves as an ombudsman for existing and potential investors; advocates on behalf of U.S. cities, states, and regions competing for global investment; and counsels U.S. economic development organizations on investment attraction best practices. To learn more about why the United States is the best country in the world to develop

technology, manufacture products, deliver services, and grow your business, visit http://www.SelectUSA.gov or call +1-202-482-6800.

UNITED STATES PATENT AND TRADEMARK OFFICE

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

NOTICE OF ALLOWANCE AND FEE(S) DUE

5073 7590 10/03/2017

BAKER BOTTS L.L.P.
2001 ROSS AVENUE
SUITE 700
DALLAS, TX 75201-2980

EXAMINER	
BURKE, TIONNA M	
ART UNIT	PAPER NUMBER
2176	

DATE MAILED: 10/03/2017

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/731,742	12/31/2012	Brad Krassner	082097.0105	8146

TITLE OF INVENTION: Content Rendering Control System and Method

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	UNDISCOUNTED	$960	$0	$0	$960	01/03/2018

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.

PART B - FEE(S) TRANSMITTAL

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

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

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

5073 7590 10/03/2017

BAKER BOTTS L.L.P.
2001 ROSS AVENUE
SUITE 700
DALLAS, TX 75201-2980

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

Certificate of Mailing or Transmission

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

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/731,742	12/31/2012	Brad Krassner	082097.0105	8146

TITLE OF INVENTION: Content Rendering Control System and Method

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	UNDISCOUNTED	$960	$0	$0	$960	01/03/2018

EXAMINER	ART UNIT	CLASS-SUBCLASS
BURKE, TIONNA M	2176	715-243000

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

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

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

2. For printing on the patent front page, list

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

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

1 _____

2 _____

3 _____

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

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

(A) NAME OF ASSIGNEE

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

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

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

❑ Issue Fee

❑ Publication Fee (No small entity discount permitted)

❑ Advance Order - # of Copies _____

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

❑ A check is enclosed.

❑ Payment by credit card. Form PTO-2038 is attached.

❑ The director is hereby authorized to charge the required fee(s), any deficiency, or credits any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

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

❑ Applicant certifying micro entity status. See 37 CFR 1.29

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

❑ Applicant asserting small entity status. See 37 CFR 1.27

NOTE: If the application was previously under micro entity status, checking this box will be taken 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.

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. _____

Duration Media Ex-1084

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/731,742	12/31/2012	Brad Krassner	082097.0105	8146

5073 7590 10/03/2017

BAKER BOTTS L.L.P.
2001 ROSS AVENUE
SUITE 700
DALLAS, TX 75201-2980

EXAMINER	
BURKE, TIONNA M	
ART UNIT	PAPER NUMBER
2176	

DATE MAILED: 10/03/2017

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.

Duration Media Ex-1084

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

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

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

Privacy Act Statement

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

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

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

Notice of Allowability	Application No. 13/731,742	Applicant(s) KRASSNER ET AL.	
	Examiner TIONNA BURKE	Art Unit 2176	AIA (First Inventor to File) Status No

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

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

1. ☒ This communication is responsive to *7/10/17*.
   ☐ 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 *73,75,77,88,90,92,95,97,100,102,103,105-112,114-122 (renumbered 1-22)*. 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 8/9/17
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 _____.

/TIONNA BURKE/ Examiner, Art Unit 2176	/Kavita Padmanabhan/ Supervisory Patent Examiner, Art Unit 2176

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

Information Disclosure Statement

The information disclosure statement (IDS) submitted on 8/9/17 is in compliance with the provisions of 37 CFR 1.97. Accordingly, the information disclosure statement is being considered by the examiner.

EXAMINER'S AMENDMENT

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

Authorization for this examiner's amendment was given in an interview with Brad Birchfield on September 26, 2017.

Claim 103 has been amended as follows:

103. (**Currently Amended**) A method comprising:

determining, by code executed by a computing system, whether a pre-defined area on a content page in which content is to be rendered is at least partially within a visible area of an application window on a display device by comparing coordinates of the pre-defined area with coordinates of the application window, the pre-defined area comprising a placeholder location on the content page in which content is to be rendered;

determining, by the code executed by the computing system, whether the pre-defined area on the content page in which content is to be rendered is completely outside of the visible area of the application window and is also within a distance outside of the visible area of the application window by comparing the coordinates of the pre-defined area with the coordinates of the application window; ~~and~~

transmitting, by the code executed by the computing system, one or more indications selected from the group consisting of:

an indication that the pre-defined area is at least partially within the visible area of the application window;

an indication that the pre-defined area is outside the visible area of the application window; and

an indication that the pre-defined area is within the distance outside of the visible area of the application window**;**

in response to determining that the pre-defined area on the content page in which content is to be rendered is at least partially within the visible area of the browser window, provide instructions to:

retrieve one or more content files; and

render the one or more content files in the pre-defined area on the content page in which content is to be rendered; and

in response to determining that the pre-defined area on the content page in which content is to be rendered is completely outside of the visible area of the browser window and is also within the pre-defined distance outside of the visible area of the browser window, provide instructions to:

retrieve the one or more content files; and

render the one or more content files in the pre-defined area on the content page in which content is to be rendered.

ALLOWANCE

Claims 73, 75, 77, 88, 90, 92, 95, 97, 100, 102-103, 105-112 and 114-122 (Renumbered 1-28) are allowed.

REASONS FOR ALLOWANCE

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

Claims 73, 88, 95, 103 (Renumbered 1, 9, 12, 16)*:*

The present invention involves generating code for marking a predefined area on a content page, the code including a placeholder location in which the content is to be rendered. It is determined whether the predefined area in which content is to be rendered is within at least a portion of a visible area of a viewer's browser window, completely outside of the visible area of the browser window and is also within a pre-defined distance outside of the visible area of the browser window by comparing the coordinates of the pre-defined area with the coordinates of the browser window. Once a determination is made, retrieving one or more content files and render the one or more content files in the pre-defined area on the content page in which the content is to be rendered.

Although the prior art teaches rendering content in area that are partially in view of the visible area of a viewer's browser window by comparing coordinates of the pre-defined area and coordinates of the browser window, the prior art fails to teach the combination of limitations including determining when the pre-defined area in which content is to be render is completely outside of the visible area of the browser window is also within a pre-defined distance outside of the visible area of the browser window by comparing coordinates of the pre-defined area with the coordinates of the browser window, as recited in the claims.

Claims 75, 77, 90, 92, 97, 100, 102, 105-112, 114-122 (Renumbered 2-8, 10-11, 13-15, 17-28)*:*

These claims are dependent upon Claims 73, 88, 95, 103 (Renumbered 1, 9, 12, 16) and are thus allowable.

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

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to TIONNA BURKE whose telephone number is (571)270-7259. The examiner can normally be reached on Mon-Thur 8:00am - 5pm.

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

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kavita Padmanabhan can be reached on (571) 272-8352. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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

/TIONNA BURKE/
Examiner, Art Unit 2176
9/27/17

/Kavita Padmanabhan/

Supervisory Patent Examiner, Art Unit 2176

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BIB DATA SHEET

CONFIRMATION NO. 8146

SERIAL NUMBER	FILING or 371(c) DATE RULE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
13/731,742	12/31/2012	715	2176	082097.0105

APPLICANTS

INVENTORS

Brad Krassner, Miami Beach, FL;
Nikolai Mentchoukov, Henderson, NV;
Alan Edwards, New York, NY;
Igor Tchibirev, Sea Cliff, NY;

**** CONTINUING DATA ***************************

This application is a CON of 12/589,321 10/21/2009 PAT 8356247
which is a CIP of 12/316,781 12/16/2008

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

**** IF REQUIRED, FOREIGN FILING LICENSE GRANTED ****

02/22/2013

Foreign Priority claimed ☐ Yes ☑ No 35 USC 119(a-d) conditions met ☐ Yes ☑ No Verified and Acknowledged /TIONNA M BURKE/ Examiner's Signature	☐ Met after Allowance TB Initials	STATE OR COUNTRY	SHEETS DRAWINGS	TOTAL CLAIMS	INDEPENDENT CLAIMS
		FL	44	~~30~~ 28	4

ADDRESS

BAKER BOTTS L.L.P.
2001 ROSS AVENUE
SUITE 700
DALLAS, TX 75201-2980
UNITED STATES

TITLE

Content Rendering Control System and Method

FILING FEE RECEIVED		
2830	FEES: Authority has been given in Paper No._____ to charge/credit DEPOSIT ACCOUNT No._____ for following:	☐ All Fees ☐ 1.16 Fees (Filing) ☐ 1.17 Fees (Processing Ext. of time) ☐ 1.18 Fees (Issue) ☐ Other _____ ☐ Credit

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13731742	KRASSNER ET AL.
	Examiner	Art Unit
	TIONNA BURKE	2176

CPC- SEARCHED		
Symbol	Date	Examiner
G06f17/30	5/21/15	TB
G06F17/30	8/27/15	TB
G06F17/30	3/10/16	TB
G06F17/30	9/10/16	TB
G06F17/30	3/31/17	TB
G06F17/30	9/27/17	TB

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner
715	243	7/24/13	TS
715	243	11/4/13	TS
715	243	4/29/14	TB
715	243	5/21/15	TB
715	243	8/27/15	TB
715	243	3/10/16	TB
715	243	9/10/16	TB
715	243	3/31/17	TB
715	243	9/27/17	TB

* 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
see search history attached (see EAST Search History)	7/24/13	TS
see search history attached (see EAST Search History)	11/4/13	TS

/TIONNA BURKE/ Examiner.Art Unit 2176	

SEARCH NOTES		
Search Notes	**Date**	**Examiner**
see search history attached (see EAST Search History)	4/29/14	TB
see search history attached (see EAST Search History)	5/21/15	TB
see search history attached (see EAST Search History)	8/27/15	TB
see search history attached (see EAST Search History)	3/10/16	TB
see search history attached (see EAST Search History)	9/10/16	TB
see search history attached (see EAST Search History)	3/31/17	TB
see search history attached (see EAST Search History)	9/27/17	TB
Consulted with Andrew Dyer	9/27/17	TB
Double Patenting Search	9/27/17	

INTERFERENCE SEARCH			
US Class/ CPC Symbol	**US Subclass / CPC Group**	**Date**	**Examiner**
	Electronic Interference Search	9/27/17	TB

/TIONNA BURKE/ Examiner.Art Unit 2176	

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	TIONNA BURKE	2176

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

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

CLAIM		DATE								
Final	Original	07/24/2013	11/04/2013	04/29/2014	05/21/2015	08/27/2015	03/10/2016	09/10/2016	03/31/2017	09/27/2017
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	36	-	-	-	-	-	-	-	-	-

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	71	-	-	-	-	-	-	-	-	-
	72	-	-	-	-	-	-	-	-	-

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Final	Original	07/24/2013	11/04/2013	04/29/2014	05/21/2015	08/27/2015	03/10/2016	09/10/2016	03/31/2017	09/27/2017
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	75	✓	✓	✓	✓	✓	✓	✓	✓	=
	76	✓	✓	✓	✓	✓	✓	✓	-	-
	77	✓	✓	✓	✓	✓	✓	✓	✓	=
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	79	✓	✓	-	-	-	-	-	-	-
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	104	✓	✓	-	-	-	-	-	-	-
	105	✓	✓	✓	✓	✓	✓	✓	✓	=
	106	✓	✓	✓	✓	✓	✓	✓	✓	=
	107	✓	✓	✓	✓	✓	✓	✓	✓	=
	108	✓	✓	✓	✓	✓	✓	✓	✓	=

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13731742	KRASSNER ET AL.
	Examiner	**Art Unit**
	TIONNA BURKE	2176

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

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

CLAIM		DATE								
Final	Original	07/24/2013	11/04/2013	04/29/2014	05/21/2015	08/27/2015	03/10/2016	09/10/2016	03/31/2017	09/27/2017
	109	✓	✓	✓	✓	✓	✓	✓	✓	=
	110	✓	✓	✓	✓	✓	✓	✓	✓	=
	111			✓	✓	✓	✓	✓	✓	=
	112			✓	✓	✓	✓	✓	✓	=
	113			✓	✓	✓	-	-	-	-
	114			✓	✓	✓	✓	✓	✓	=
	115			✓	✓	✓	✓	✓	✓	=
	116				✓	✓	✓	✓	✓	=
	117					✓	✓	✓	✓	=
	118						✓	✓	✓	=
	119						✓	✓	✓	=
	120						✓	✓	✓	=
	121							✓	✓	=
	122							✓	✓	=

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	9174	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2017/09/27 23:17
L4	2235	G06f17/30.cpc.	USPAT	OR	OFF	2017/09/27 23:17
L5	20	($5render$5 or $4fetch$5) near2 (content or data) with ("near" or "close" or "proximat$5") with page and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2017/09/27 23:17
L7	17	((visible or viewable) with area) with content with (window or screen) and (@pd or @ptad or @prad or @ad or @rlad)< "20081216" and 705/14.$.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2017/09/27 23:18
L9	20	compar$6 near2 (coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) near3 (browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2017/09/27 23:19
L11	10	determin$5 with (area$2 or portion$2 or window$2) with unobstruct$4 and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2017/09/27 23:20
L13	219	((visible or viewable) with area) with content with (window or screen) and (@pd or @ptad or @prad or @ad or @rlad)< "20081216"	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2017/09/27 23:23
L20	7	compar$6 near2 (coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) near3 (browser or web$6 or window$2) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2017/09/27 23:31

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L2	4315	715/234.ccls.	USPAT	OR	OFF	2017/09/27 23:17
L3	2235	G06f17/30.cpc.	USPAT	OR	OFF	2017/09/27 23:17
L6	8	($5render$5 or $4fetch$5) near2 (content or data) with ("near" or "close" or "proximat$5") with page and "715".clas.	USPAT	OR	OFF	2017/09/27 23:18

L8	5	((visible or viewable) with area) with content with (window or screen) and (@pd or @ptad or @prad or @ad or @rlad)< "20081216" and 705/14.$.ccls.	USPAT	OR	OFF	2017/09/27 23:19
L10	10	compar$6 near2 (coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) near3 (browser or web$6 or window$2)	USPAT	OR	OFF	2017/09/27 23:19
L12	5	determin$5 with (area$2 or portion$2 or window$2) with unobstruct$4 and "715".clas.	USPAT	OR	OFF	2017/09/27 23:20
L14	88	((visible or viewable) with area) with content with (window or screen) and (@pd or @ptad or @prad or @ad or @rlad)< "20081216"	USPAT	OR	OFF	2017/09/27 23:23
L15	1	(rich media club).asnm.	USPAT	AND	OFF	2017/09/27 23:23
L16	1	(rich adj media adj club).asnm.	USPAT	AND	OFF	2017/09/27 23:25
L17	0	((visible or viewable) with area) with content with (window or screen or browser) and (@pd or @ptad or @prad or @ad or @rlad)< "20081216" and krassner.inv.	USPAT	OR	OFF	2017/09/27 23:25
L18	7	krassner.inv.	USPAT	OR	OFF	2017/09/27 23:27
L19	0	((visible or viewable) with area) with (content or data) with (window or screen or browser) with (krassner or edwards or mentchoukov or tchibirev).inv.	USPAT	OR	OFF	2017/09/27 23:31
L21	2	compar$6 near2 (coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) near3 (browser or web$6 or window$2) and "715".clas.	USPAT	OR	OFF	2017/09/27 23:31

9/ 27/ 2017 11:32:38 PM
C:\ Users\ tsmith\ Documents\ EAST\ Workspaces\ 13731742PreDefinedAdvertisement.wsp

PTO/SB/08 **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**	**Application Number:** 13/731,742		**First Named Inventor:** Brad Krassner
	Attorney Docket No: 082097.0105	**Art Unit:** 2176 **Conf.** 8146	**Filing Date:** December 31, 2012

ISSUED U.S. PATENTS AND PUBLISHED U.S. APPLICATIONS

Examiner Initials*	Document Number	Publication or Issue Date	First Named Inventor

UNPUBLISHED U.S. APPLICATIONS

Examiner Initials*	Document Number	Filing Date	First Named Inventor

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Document Number	Publication or Issue Date	Country	Translation (Yes or No)

NON-PATENT LITERATURE (NPL)

Examiner Initials*	DOCUMENT (Including Author (if any), Title, and Source)	DATE
	State Intellectual Property Office of the People's Republic of China, Notification of Second Office Action re: Patent Application No. 2014-10235959.3, with English translation (ref. 082097.0139)	July 11, 2017

35855789 EXAMINER	DATE CONSIDERED

*EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP § 609. Draw line through citation if not in conformance and not considered. Include REFERENCES th CONSIDERED t EXCEPT nt WHERE LINED THROUGH. /T.M.B/

U.S. PATENT AND TRADEMARK OFFICE

/TIONNA M BURKE/

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13731742	KRASSNER ET AL.
	Examiner	**Art Unit**
	TIONNA BURKE	2176

CPC						
Symbol					**Type**	**Version**
G06F		17	/	2247	F	2013-01-01
G06F		17	/	30905	I	2013-01-01
			/			
			/			
			/			
			/			
			/			
			/			
			/			
			/			
			/			
			/			
			/			
			/			

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

/TIONNA BURKE/ Examiner.Art Unit 2176	09/27/2017	**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	28	
/Kavita Padmanabhan/ Supervisory Patent Examiner, Art Unit 2176		O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	2

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13731742	KRASSNER ET AL.
	Examiner	**Art Unit**
	TIONNA BURKE	2176

US ORIGINAL CLASSIFICATION		INTERNATIONAL CLASSIFICATION										
CLASS	SUBCLASS	CLAIMED					NON-CLAIMED					
715	243	G	0	6	F	17 / 30 (2006.01.01)						
CROSS REFERENCE(S)												
CLASS	SUBCLASS (ONE SUBCLASS PER BLOCK)											

/TIONNA BURKE/ Examiner.Art Unit 2176	09/27/2017	**Total Claims Allowed:**	
(Assistant Examiner)	(Date)	28	
/Kavita Padmanabhan/ Supervisory Patent Examiner, Art Unit 2176		O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	2

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13731742	KRASSNER ET AL.
	Examiner	**Art Unit**
	TIONNA BURKE	2176

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

Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
1	73		89	17	105	8	121								
	74	10	90	18	106	28	122								
2	75		91	19	107										
	76	11	92	20	108										
3	77		93	21	109										
	78		94	22	110										
	79	12	95	23	111										
	80		96	24	112										
	81	13	97		113										
	82		98	25	114										
	83		99	26	115										
	84	14	100	27	116										
	85		101	4	117										
	86	15	102	5	118										
	87	16	103	6	119										
9	88		104	7	120										

/TIONNA BURKE/ Examiner.Art Unit 2176 (Assistant Examiner)	09/27/2017 (Date)	**Total Claims Allowed:** 28	
/Kavita Padmanabhan/ Supervisory Patent Examiner, Art Unit 2176 (Primary Examiner)	(Date)	O.G. Print Claim(s) 1	O.G. Print Figure 2

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/731,742	12/31/2012	Brad Krassner	082097.0105	8146

5073 7590 09/19/2017

BAKER BOTTS L.L.P.
2001 ROSS AVENUE
SUITE 700
DALLAS, TX 75201-2980

EXAMINER	
BURKE, TIONNA M	

ART UNIT	PAPER NUMBER
2176	

NOTIFICATION DATE	DELIVERY MODE
09/19/2017	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):

ptomail1@bakerbotts.com
ptomail2@bakerbotts.com

Examiner-Initiated Interview Summary	Application No.	Applicant(s)	
	13/731,742	KRASSNER ET AL.	
	Examiner	Art Unit	
	TIONNA BURKE	2176	

All participants (applicant, applicant's representative, PTO personnel):

(1) *TIONNA BURKE*. (3)_____.

(2) *Brad Birchfield*. (4)_____.

Date of Interview: *12 September 2017*.

Type: ☒ Telephonic ☐ Video Conference
☐ Personal [copy given to: ☐ applicant ☐ applicant's representative]

Exhibit shown or demonstration conducted: ☐ Yes ☒ No.
If Yes, brief description: _____.

Issues Discussed ☐101 ☐112 ☐102 ☒103 ☐Others
(For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: *1*.

Identification of prior art discussed: _____.

Substance of Interview
(For each issue discussed, provide a detailed description and indicate if agreement was reached. Some topics may include: identification or clarification of a reference or a portion thereof, claim interpretation, proposed amendments, arguments of any applied references etc...)

The Examiner contacted the Applicant for the support of the amendments in the Claims dated 7/10/17. Applicant provided paragraphs [0008], [0063]-[0068], fig 17 and description of fig 17 of the published version of the Application to be the support for the amended limitations .

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

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

☐ Attachment

/TIONNA BURKE/ Examiner, Art Unit 2176	

PTO/SB/08 **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**	**Application Number:** 13/731,742		**First Named Inventor:** Brad Krassner
	Attorney Docket No: 082097.0105	**Art Unit:** 2176 **Conf.** 8146	**Filing Date:** December 31, 2012

ISSUED U.S. PATENTS AND PUBLISHED U.S. APPLICATIONS

Examiner Initials*	Document Number	Publication or Issue Date	First Named Inventor

UNPUBLISHED U.S. APPLICATIONS

Examiner Initials*	Document Number	Filing Date	First Named Inventor

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Document Number	Publication or Issue Date	Country	Translation (Yes or No)

NON-PATENT LITERATURE (NPL)

Examiner Initials*	DOCUMENT (Including Author (if any), Title, and Source)	DATE
	State Intellectual Property Office of the People's Republic of China, Notification of Second Office Action re: Patent Application No. 2014-10235959.3, with English translation (ref. 082097.0139)	July 11, 2017

35855789 EXAMINER	DATE CONSIDERED

*EXAMINER: Initial if citation 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 the applicant.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	Brad Krassner et al.
Serial No.:	13/731,742
Filing Date:	December 31, 2012
Art Unit:	2176
Confirmation No.	8146
Examiner:	Tionna M. Burke
Title:	CONTENT RENDERING CONTROL SYSTEM AND METHOD

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

Supplemental Information Disclosure Statement (IDS)

Applicants respectfully request, pursuant to 37 C.F.R. §§ 1.56, 1.97 and 1.98, that the documents listed on the attached PTO SB/08 form be considered and cited in the examination of the above-identified patent application. Pursuant to 37 C.F.R. §§ 1.97 (g) and (h), Applicants make no representation that a search has been made, that these documents are material to patentability of the present application, or that these documents qualify as prior art.

Copies of U.S. patents and U.S. patent application publications have not been provided. To the extent applicable, documents other than the U.S. patents and U.S. patent application publications are enclosed for the convenience of the Examiner.

Each item contained in this Supplemental IDS was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Supplemental IDS.

Each item contained in this Supplemental IDS was first cited in any communication from or is a communication that was issued by a foreign patent office in a counterpart application, and this communication was not received by any individual designated in 37 C.F.R. § 1.56(c) more than thirty days prior to the filing of this IDS.

The attached Form PTO/SB/08 contains a foreign office communication (i.e., a Chinese Office Action and associated Search Report) which is not in the English language. Pursuant to M.P.E.P. § 609.04(a)(III), Applicant attaches what is believed to be a complete translation of the foreign office communication to satisfy the concise explanation of relevance requirement under 37 C.F.R. § 1.98(a)(3).

A non-final Office Action has been received by the Applicants in the above identified patent application. Therefore, pursuant to 37 CFR § 1.97(c) please charge the fee of $180.00 to Deposit Account No. 02-0384 of BAKER BOTTS L.L.P. The Commissioner is also authorized to charge any additional necessary fees and credit any overpayments to Deposit Account No. 02-0384 of BAKER BOTTS L.L.P.

Respectfully submitted,

BAKER BOTTS L.L.P.
Attorneys for Applicant



Bradley J. Birchfield
Reg. No. 65,521
Tel. 214-953-6570

Date: August 9, 2017

Correspondence Address:

Customer No. **05073**

Electronic Patent Application Fee Transmittal

Application Number:	13731742
Filing Date:	31-Dec-2012
Title of Invention:	Content Rendering Control System and Method
First Named Inventor/Applicant Name:	Brad Krassner
Filer:	Bradley Jay Birchfield/Esmarie Garland
Attorney Docket Number:	082097.0105

Filed as Large Entity

Filing Fees for Utility under 35 USC 111(a)

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

Duration Media Ex-1084

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
Submission- Information Disclosure Stmt	1806	1	180	180
		Total in USD ($)		**180**

Electronic Acknowledgement Receipt

EFS ID:	30032885
Application Number:	13731742
International Application Number:	
Confirmation Number:	8146
Title of Invention:	Content Rendering Control System and Method
First Named Inventor/Applicant Name:	Brad Krassner
Customer Number:	5073
Filer:	Bradley Jay Birchfield/Esmarie Garland
Filer Authorized By:	Bradley Jay Birchfield
Attorney Docket Number:	082097.0105
Receipt Date:	09-AUG-2017
Filing Date:	31-DEC-2012
Time Stamp:	16:00:15
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$180
RAM confirmation Number	081017INTEFSW00002728020384
Deposit Account	
Authorized User	

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

Duration Media Ex-1084

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		0820970105SuppIDS09Aug17.PDF	149616 808536b190ed55546164bccf249bf29d1da68486	yes	3

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Information Disclosure Statement (IDS) Form (SB08)	3	3
	Transmittal Letter	1	2

Warnings:

The page size in the PDF is too large. The pages should be 8.5 x 11 or A4. If this PDF is submitted, the pages will be resized upon entry into the Image File Wrapper and may affect subsequent processing

Information:

2	Other Reference-Patent/App/Search documents	0820970105_CNntc2ndOA.PDF	2488346 77adb9df8149a85c6805e98fa91002e1e8e855b6	no	16

Warnings:

Information:

3	Fee Worksheet (SB06)	fee-info.pdf	30277 150eba125f7918ecdec1d1b5361ab909ec5eadfc	no	2

Warnings:

Information:

Total Files Size (in bytes):	2668239

Duration Media Ex-1084

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/731,742	12/31/2012	Brad Krassner	082097.0105	8146

5073 7590 07/12/2017

BAKER BOTTS L.L.P.
2001 ROSS AVENUE
SUITE 700
DALLAS, TX 75201-2980

EXAMINER	
BURKE, TIONNA M	

ART UNIT	PAPER NUMBER
2176	

NOTIFICATION DATE	DELIVERY MODE
07/12/2017	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):

ptomail1@bakerbotts.com
ptomail2@bakerbotts.com

Applicant-Initiated Interview Summary	Application No.	Applicant(s)	
	13/731,742	KRASSNER ET AL.	
	Examiner	Art Unit	
	TIONNA BURKE	2176	

All participants (applicant, applicant's representative, PTO personnel):

(1) *TIONNA BURKE*.

(2) *Brad Birchfield*.

(3) *Andrew Dyer*.

(4) _____.

Date of Interview: *06 July 2017*.

Type: ☒ Telephonic ☐ Video Conference
☐ Personal [copy given to: ☐ applicant ☐ applicant's representative]

Exhibit shown or demonstration conducted: ☐ Yes ☒ No.
If Yes, brief description: _____.

Issues Discussed ☐101 ☐112 ☐102 ☒103 ☐Others
(For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: *73,102 and 121*.

Identification of prior art discussed: *Dutta, Koeppel, Donnelly*.

Substance of Interview
(For each issue discussed, provide a detailed description and indicate if agreement was reached. Some topics may include: identification or clarification of a reference or a portion thereof, claim interpretation, proposed amendments, arguments of any applied references etc...)

The Applicant and the Examiner discussed Claim 73 with proposed amendments in light of the cited prior art. An agreement was reached that the proposed amendments will overcome the cited prior art.

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

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

☒ Attachment

/TIONNA BURKE/ Examiner, Art Unit 2176	

Summary of Record of Interview Requirements

Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record
A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews
Paragraph (b)

In every instance where reconsideration is requested in view of an interview with an examiner, a complete written statement of the reasons presented at the interview as warranting favorable action must be filed by the applicant. An interview does not remove the necessity for reply to Office action as specified in §§ 1.111, 1.135. (35 U.S.C. 132)

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

The action of the Patent and Trademark Office cannot be based exclusively on the written record in the Office if that record is itself incomplete through the failure to record the substance of interviews.

It is the responsibility of the applicant or the attorney or agent to make the substance of an interview of record in the application file, unless the examiner indicates he or she will do so. It is the examiner's responsibility to see that such a record is made and to correct material inaccuracies which bear directly on the question of patentability.

Examiners must complete an Interview Summary Form for each interview held where a matter of substance has been discussed during the interview by checking the appropriate boxes and filling in the blanks. Discussions regarding only procedural matters, directed solely to restriction requirements for which interview recordation is otherwise provided for in Section 812.01 of the Manual of Patent Examining Procedure, or pointing out typographical errors or unreadable script in Office actions or the like, are excluded from the interview recordation procedures below. Where the substance of an interview is completely recorded in an Examiners Amendment, no separate Interview Summary Record is required.

The Interview Summary Form shall be given an appropriate Paper No., placed in the right hand portion of the file, and listed on the "Contents" section of the file wrapper. In a personal interview, a duplicate of the Form is given to the applicant (or attorney or agent) at the conclusion of the interview. In the case of a telephone or video-conference interview, the copy is mailed to the applicant's correspondence address either with or prior to the next official communication. If additional correspondence from the examiner is not likely before an allowance or if other circumstances dictate, the Form should be mailed promptly after the interview rather than with the next official communication.

The Form provides for recordation of the following information:
- Application Number (Series Code and Serial Number)
- Name of applicant
- Name of examiner
- Date of interview
- Type of interview (telephonic, video-conference, or personal)
- Name of participant(s) (applicant, attorney or agent, examiner, other PTO personnel, etc.)
- An indication whether or not an exhibit was shown or a demonstration conducted
- An identification of the specific prior art discussed
- An indication whether an agreement was reached and if so, a description of the general nature of the agreement (may be by attachment of a copy of amendments or claims agreed as being allowable). Note: Agreement as to allowability is tentative and does not restrict further action by the examiner to the contrary.
- The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.

A complete and proper recordation of the substance of any interview should include at least the following applicable items:
1) A brief description of the nature of any exhibit shown or any demonstration conducted,
2) an identification of the claims discussed,
3) an identification of the specific prior art discussed,
4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
5) a brief identification of the general thrust of the principal arguments presented to the examiner,
   (The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
6) a general indication of any other pertinent matters discussed, and
7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicant's record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiner's version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, "Interview Record OK" on the paper recording the substance of the interview along with the date and the examiner's initials.

Duration Media Ex-1084

Burke, Tionna

From: Brad.Birchfield@BakerBotts.com
Sent: Wednesday, July 05, 2017 5:01 PM
To: Burke, Tionna
Subject: interview agenda for Application No. 13/731,742

Follow Up Flag: Follow up
Flag Status: Flagged

Examiner Burke,

Below is the proposed agenda for our phone interview to discuss Application No. 13/731,742. I will call you tomorrow, July 6, 2017, at 1:30 PM Eastern for the interview. If this time no longer works for you, or if I have the incorrect time, please reply to this email or call me at 214-953-6570 to reschedule.

Proposed Agenda:

- Discussion of the objection and rejection of Claim 73. In particular, I would like to discuss the following limitations of Claim 73:

  in response to determining that the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the browser window, provide instructions to:

  retrieve the one or more content files; and

  render the one or more content files in the pre-defined area on the content page in which content is to be rendered
- Discussion of the rejections of dependent Claims 102 and 121.
- Discussion of any possible claim amendments to advance prosecution. In particular, I would like to discuss the following possible clarifying amendments (for discussion purposes only):

73. (**Currently Amended**) One or more computer-readable non-transitory storage media embodying software this is operable when executed by one or more computer systems to:

generate code for marking a pre-defined area on a content page in which content is to be rendered;

determine whether the pre-defined area of the content page in which content is to be rendered is within at least a portion of a visible area of a viewer's browser window on a display device by comparing coordinates of the pre-defined area with coordinates of the browser window;

determine whether the pre-defined area on the content page in which content is to be rendered is **completely outside of the visible area of the browser window but is** within a pre-defined distance ~~outside~~ **from** of the visible area of the browser window by comparing the coordinates of the pre-defined area with the coordinates of the browser window;

in response to determining that the pre-defined area on the content page in which content is to be rendered is at least partially within the visible area of the browser window, provide instructions to:

Duration Media Ex-1084

retrieve one or more content files; and

render the one or more content files in the pre-defined area on the content page in which content is to be rendered; and

in response to determining that the pre-defined area on the content page in which content is to be rendered is **completely outside of the visible area of the browser window but is** within the pre-defined distance ~~outside~~ **from** of the visible area of the browser window, provide instructions to:

retrieve the one or more content files; and

render the one or more content files in the pre-defined area on the content page in which content is to be rendered.

Thank you,

Brad Birchfield
Senior Associate

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	Brad Krassner et al.
Application No.:	13/731,742
Filing Date:	December 31, 2012
Group Art Unit:	2176
Confirmation No.:	8146
Examiner:	Tionna M. Burke
Title:	CONTENT RENDERING CONTROL SYSTEM AND METHOD

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

Dear Sir:

RESPONSE PURSUANT to 37 C.F.R. § 1.111

In response to the non-final Office Action dated April 10, 2017, Applicants respectfully request the Examiner to reconsider the rejections of the claims in view of the amendments and comments set forth below. Please amend the application as follows.

In the Claims:

1. – 72. (Canceled)

73. (**Currently Amended**) One or more computer-readable non-transitory storage media embodying software this is operable when executed by one or more computer systems to:

generate code for marking a pre-defined area on a content page in which content is to be rendered**, the pre-defined area comprising a placeholder location on the content page in which content is to be rendered**;

determine whether the pre-defined area of the content page in which content is to be rendered is within at least a portion of a visible area of a viewer's browser window on a display device by comparing coordinates of the pre-defined area with coordinates of the browser window;

determine whether the pre-defined area on the content page in which content is to be rendered is **completely outside of the visible area of the browser window and is also** within a pre-defined distance outside of the visible area of the browser window by comparing the coordinates of the pre-defined area with the coordinates of the browser window;

in response to determining that the pre-defined area on the content page in which content is to be rendered is at least partially within the visible area of the browser window, provide instructions to:

retrieve one or more content files; and

render the one or more content files in the pre-defined area on the content page in which content is to be rendered; and

in response to determining that the pre-defined area on the content page in which content is to be rendered is **completely outside of the visible area of the browser window and is also** within the pre-defined distance outside of the visible area of the browser window, provide instructions to:

retrieve the one or more content files; and

render the one or more content files in the pre-defined area on the content page in which content is to be rendered.

74. (Canceled)

75. (Previously Presented) The media of Claim 73, wherein:

the software is further operable to determine that the browser window is the primary window open on the display device; and

the instructions to retrieve one or more content files and render the one or more content files in the pre-defined area on the content page in which content is to be rendered are provided in response to the determination that the browser window is the primary window open on the display device.

76. (Canceled)

77. (Previously Presented) The media of Claim 73, the software further operable to transmit data comprising one or more of:

a time period in which the pre-defined area on the content page in which content is to be rendered is within the visible area of the browser window;

a time period in which the browser window is the primary window open on the display device;

a proportional extent to which the pre-defined area on the content page in which content is to be rendered is within the visible area of the browser window;

an indication of whether the browser window is obstructed from view on the display device by another application window;

an identification of the viewer;

a geographic location;

a type of the browser;

an identification of an operating system of the display device;

a view event duration;

a view event time;

a content rendering frequency;

a content rendering reach;

a viewer click-activity with respect to the one or more content files rendered in the pre-defined area on the content page in which content is to be rendered;

dimension of the visible area;

dimension of the browser window;

a scrolling position of the browser window; and

an in-focus status of the browser window.

78. – 87. (Canceled)

88. (**Currently Amended**) One or more computer-readable non-transitory storage media embodying software this is operable when executed by one or more computer systems to:

receive a communication sent from a content page displayed in a browser window of a display device, the communication comprising a unique identifier associated with a content record stored in a database;

access, from the database, the content record associated with the unique identifier;

generate correlator code according to the content record, the correlator code operable to:

generate code for marking a pre-defined area on the content page in which content is to be rendered**, the pre-defined area comprising a placeholder location on the content page in which content is to be rendered**;

determine whether the pre-defined area of the content page in which content is to be rendered is within at least a portion of a visible area of the browser window by comparing coordinates of the pre-defined area with coordinates of the browser window;

determine whether the pre-defined area on the content page in which content is to be rendered is **completely outside of the visible area of the browser window and is also** within a pre-defined distance outside of the visible area of the browser window by comparing the coordinates of the pre-defined area with the coordinates of the browser window;

in response to determining that the pre-defined area on the content page in which content is to be rendered is at least partially within the visible area of the browser window, provide instructions to:

retrieve one or more content files; and

render the one or more content files in the pre-defined area on the content page in which content is to be rendered;

in response to determining that the pre-defined area on the content page in which content is to be rendered is **completely outside of the visible area of the browser window and is also** within the pre-defined distance outside of the visible area of the browser window, provide instructions to:

retrieve the one or more content files; and

render the one or more content files in the pre-defined area on the content page in which content is to be rendered; and

provide instructions to embed the correlator code on the content page.

89. (Canceled)

90. (Previously Presented) The media of Claim 88, wherein:

the correlator code is further operable to determine that the browser window is the primary window open on the display device; and

the correlator code provides the instructions in response to determining that the browser window is the primary window open on the display device.

91. (Canceled)

92. (Previously Presented) The media of Claim 88, the correlator code further operable to transmit data comprising one or more of:

a time period in which the pre-defined area on the content page in which content is to be rendered is within the visible area of the browser window;

a time period in which the browser window is the primary window open on the display device;

a proportional extent to which the pre-defined area on the content page in which content is to be rendered is within the visible area of the browser window;

an indication of whether the browser window is obstructed from view on the display device by another application window;

an identification of the viewer;

a geographic location;

a type of the browser;

an identification of an operating system of the display device;

a view event duration;

a view event time;

a content rendering frequency;

a content rendering reach;

a viewer click-activity with respect to the one or more content files rendered in the pre-defined area on the content page in which content is to be rendered;

dimension of the visible area;

dimension of the browser window;

a scrolling position of the browser window; and

an in-focus status of the browser window.

93. (Canceled)

94. (Canceled)

95. **(Currently Amended)** A system, comprising:

one or more memory devices operable to store a plurality of content records, each content record associated with a content page and comprising:

a unique identifier; and

an indication of a pre-defined area on the associated content page in which to render content;

a processor communicatively coupled to the one or more memory devices and operable to:

access a particular content record associated with a particular content page;

generate, based on the particular content record, a tag for placement on the particular content page, the tag comprising the unique identifier of the particular content record;

receive a request generated when a viewer views the particular content page with the tag in a browser window displayed on a display device, the request comprising the unique identifier of the particular content record from the tag;

access, using the unique identifier of the particular content from the request, the particular content record;

generate correlator code according to the particular content record, the correlator code operable to:

generate code for marking the pre-defined area on the particular content page in which content is to be rendered**, the pre-defined area comprising a placeholder location on the particular content page in which content is to be rendered**;

determine whether the pre-defined area of the particular content page in which content is to be rendered is within at least a portion of a visible area of the browser window by comparing coordinates of the pre-defined area with coordinates of the browser window;

determine whether the pre-defined area of the particular content page in which content is to be rendered is **completely outside of the visible area of the browser window and is also** within a pre-defined distance outside of the visible area of the browser window by comparing the coordinates of the pre-defined area with the coordinates of the browser window;

in response to determining that the pre-defined area on the content page in which content is to be rendered is at least partially within the visible area of the browser window, provide instructions to:

retrieve one or more content files; and

render the one or more content files in the pre-defined area on the particular content page in which content is to be rendered;

in response to determining that the pre-defined area on the content page in which content is to be rendered is **completely outside of the visible area of the browser window and is also** within the pre-defined distance outside of the visible area of the browser window, provide instructions to:

retrieve the one or more content files; and

render the one or more content files in the pre-defined area on the content page in which content is to be rendered; and

provide instructions to embed the correlator code on the particular content page.

96. (Canceled)

97. (Previously Presented) The system of Claim 95, wherein determining whether the pre-defined area of the particular content page in which content is to be rendered is within at least a portion of the visible area of the browser window comprises:

determining page coordinates of the pre-defined area;

determining a scrolling position and coordinates of the browser window; and

determining whether the page coordinates of the pre-defined area are within the determined scrolling position and coordinates of the browser window.

98. (Canceled)

99. (Canceled)

100. (Previously Presented) The system of Claim 95, the correlator code further operable to collect data from the browser window comprising one or more of:

an operating system of a device displaying the browser window;

a type of the browser;

a version of the browser; and

a list of other content already rendered on the webpage.

101. (Canceled)

102. (Previously Presented) The system of Claim 95, wherein determining whether the pre-defined area on the particular content page in which content is to be rendered is within at least a portion of the visible area of the browser window occurs periodically as the viewer scrolls through the particular content page.

103. (**Currently Amended**) A method comprising:

determining, by code executed by a computing system, whether a pre-defined area on a content page in which content is to be rendered is at least partially within a visible area of an application window on a display device by comparing coordinates of the pre-defined area with coordinates of the application window**, the pre-defined area comprising a placeholder location on the content page in which content is to be rendered**;

determining, by the code executed by the computing system, whether the pre-defined area on the content page in which content is to be rendered is **completely outside of the visible area of the application window and is also** within a ~~pre-defined~~ distance outside of the visible area of the application window by comparing the coordinates of the pre-defined area with the coordinates of the application window; and

transmitting, by the code executed by the computing system, one or more indications selected from the group consisting of:

an indication that the pre-defined area is at least partially within the visible area of the application window;

an indication that the pre-defined area is outside the visible area of the application window; and

an indication that the pre-defined area is within the ~~pre-defined~~ distance outside of the visible area of the application window.

104. (Canceled)

105. (Previously Presented) The method of Claim 103, wherein the code comprises code embedded in the content page.

106. (Previously Presented) The method of Claim 103, wherein determining whether the pre-defined area on the content page in which content is to be rendered is at least partially within the visible area of the application window on the display device comprises determining, by the code, a scrolling position of the application window on the display device.

107. (Previously Presented) The method of Claim 103, further comprising determining, by the code, a percentage of the pre-defined area that is at least partially within the visible area of the application window.

108. (Previously Presented) The method of Claim 103, wherein determining whether the pre-defined area on the content page in which content is to be rendered is at least partially within the visible area of the application window comprises:

determining page coordinates of the pre-defined area;

determining a scrolling position and the coordinates of the application window; and

determining whether the page coordinates of the pre-defined area are at least partially within the determined scrolling position and the coordinates of the application window.

109. (Previously Presented) The method of Claim 103, further comprising retrieving, by the code, one or more content files and rendering the one or more content files in the pre-defined area on the content page.

110. (Previously Presented) The method of Claim 103, further comprising collecting, by the code, data from the application window, the data comprising one or more of:

an operating system running on the display device;

a type of a browser;

a version of a browser; and

a list of other content already rendered on the content page.

111. (Previously Presented) The method of Claim 103, wherein the code determines whether the pre-defined area on the content page in which content is to be rendered is at least partially within the visible area of the application window on the display device before any content is rendered within the pre-defined area on the content page.

112. (Previously presented) The method of Claim 103, wherein transmitting the one or more indications comprises one or more of:

transmitting the one or more indications to be stored in one or more cookies on the computing system; and

transmitting the one or more indications to another computing system.

113. (Canceled)

114. (Previously Presented) The method of Claim 109, wherein the one or more content files are operable, when rendered in the pre-defined area of the content page, to display one or more of:

one or more advertisements;

a video;

one or more images; and

text.

115. (Previously Presented) The method of Claim 103, wherein the application window is a browser window and coordinates of the application window comprise dimensional coordinates of the browser window and scrolling position coordinates of the browser window.

116. (Previously Presented) The method of Claim 103, further comprising:

dynamically generating, by the code executed by the computing system, additional code on the content page as a marker for an area to render one or more of the following:

an advertisement;

a video;

an image; and

text.

117. (Previously Presented) The media of Claim 73, wherein the software is further operable to determine an amount of time that the one or more rendered content files are at least partially visible in the viewer's browser window on the display device.

118. (Previously Presented) The media of Claim 73, wherein:

the coordinates of the browser window comprises:

dimensional coordinates of the browser window; and

scrolling coordinates of the browser window; and

comparing coordinates of the pre-defined area with coordinates of the browser window comprises:

determining a distance between the coordinates of the pre-defined area and the dimensional coordinates of the browser window; and

determining a distance between the coordinates of the pre-defined area and the scrolling coordinates of the browser window.

119. (Previously Presented) The media of Claim 118, wherein determining whether the pre-defined area on the content page in which content is to be rendered is within at least a portion of the visible area of the viewer's browser window on the display device further comprises:

determining that the content page is in focus on the display device; and

determining that the pre-defined area is unobstructed by another window or application.

120. (**Currently Amended**) The media of Claim 73, wherein:

the one or more content files are retrieved and rendered in the pre-defined area on the content page only after one or more of the following:

it is determined that at least a portion of the pre-defined area is within the visible area of the viewer's browser window on the display device; or

it is determined that the pre-defined area is **completely outside of the visible area of the browser window and is also** within ~~a pre-defined~~ **the** distance outside of the visible area of the viewer's browser window on the display device.

121. (**Currently Amended**) The media of Claim 73, the software further operable when executed by the one or more computer systems to:

periodically re-determine, after a pre-defined interval, whether the pre-defined area on the content page in which content is to be rendered is within at least a portion of the visible area of the browser window on the display device by comparing the coordinates of the pre-defined area with the coordinates of the browser window; and

periodically re-determine, after the pre-defined interval, whether the pre-defined area on the content page in which content is to be rendered is **completely outside of the visible area of the browser window and is also** within the ~~pre-defined~~ distance outside of the visible area of the application window by comparing the coordinates of the pre-defined area with the coordinates of the application window.

122. (**Currently Amended**) The method of Claim 103, wherein:

determining whether the pre-defined area on the content page in which content is to be rendered is at least partially within the visible area of the application window on the display device by comparing coordinates of the pre-defined area with coordinates of the application window is performed in real-time by the code while at least a portion of the content page is displayed on the display device; and

determining whether the pre-defined area on the content page in which content is to be rendered is **completely outside of the visible area of the application window and is also** within the ~~pre-defined~~ distance outside of the visible area of the application window by comparing the coordinates of the pre-defined area with the coordinates of the application window is performed in real-time by the code while at least a portion of the content page is displayed on the display device.

Remarks

This Application has been carefully reviewed in light of the non-final Office Action dated April 10, 2017 ("Office Action"). Claims 73, 75, 77, 88, 90, 92, 95, 97, 100, 102-103, 105-112, and 114-121 are currently pending and stand rejected. To advance prosecution of this application, Applicants amend Claims 73, 88, 95, 103, and 120-122. Applicants do not admit that the amendments are necessary due to the cited references or any of the Examiner's rejections. Applicants respectfully traverse the rejections and request reconsideration and allowance of all pending claims.

Request for Subsequent Interview

If, in response to Applicants' present submission, the Examiner intends to issue a new Office Action rejecting some or all of the pending claims, in the interest of compact and efficient prosecution, Applicants respectfully request that the Examiner contact Applicants' attorney prior to issuing the new Office Action to discuss a possible resolution to any outstanding issues.

Summary of Interview

Applicants, through its attorney, Bradley J. Birchfield (Reg. No. 65,521), interviewed Examiners Burke and Dyer on July 6, 2017 ("Examiner Interview"). Applicants appreciate the Examiners' time and professionalism during the Examiner Interview. During the Examiner Interview, the participants generally discussed the application, references, and potential amendments to the claims. The independent claims have been amended consistent with the language discussed in the interview. The examiners stated that such amendments would overcome the current rejections.

Claim Objections

The Office Action objects to Claims 73, 88, and 95 because of alleged informalities. Specifically, the Office Action states:

> Claims 73, 88 and 95 are objected to because the new limitations reciting "in response to determining that the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the browser window .. render the one or more content files in

> the pre-defined area on the content page" is directed to 1. rendering content in an area not in view or is prerendering content into an area not in view. This limitation should be further defined within the claim of how content is rendered in a predefined area that is not yet visible. 2. Are both "in response to determining ... " steps being performed? There is no statement that suggest once one determination is performed and true then stop. Appropriate correction is required.

Applicants respectfully submit that these claims are clear as written. For example, Claim 73 recites software operable to provide instructions to "render the one or more content files in the pre-defined area on the content page in which content is to be rendered" in response to both of the following situations: "in response to determining that the pre-defined area on the content page in which content is to be rendered is at least partially within the visible area of the browser window" and "in response to determining that the pre-defined area on the content page in which content is to be rendered is completely outside of the visible area of the browser window and is also within the pre-defined distance outside of the visible area of the browser window." Applicants respectfully request the Examiner to withdraw the objections.

The Claims are Allowable over the Proposed *Dutta-Koeppel-Donnelly* Combination

The Office Action rejects Claims 73, 75, 77, 88, 90-92, 103, 105-112, 114-118, 120, and 122 under § 103(a) as allegedly being unpatentable over U.S. Patent Publication No. 2004/0205651 ("*Dutta*") in view of U.S. Patent Publication No. 2005/0177401 ("*Koeppel*") and U.S. Patent No 7,256,779 ("*Donnelly*"). The Office Action rejects the remaining dependent claims under § 103(a) as being unpatentable over *Dutta* in view of *Koeppel* and other references. Applicants respectfully traverse these rejections and discuss amended independent Claim 73 below as an example.

Applicants respectfully submit that amended independent Claim 73 is allowable at least because the proposed *Dutta-Koeppel-Donnelly* combination fails to disclose, teach, or suggest, expressly or inherently, elements specifically recited in Applicants' claims. For example, the proposed *Dutta-Koeppel-Donnelly* combination fails to disclose at least the following limitations recited in amended Claim 73:

> ***determine whether the pre-defined area on the content page in which content is to be rendered is completely outside of the visible area of the browser window and is also within a pre-defined distance outside of the visible area of the browser window*** by comparing the coordinates of the pre-defined area with the coordinates of the browser window;

...

in response to determining that the pre-defined area on the content page in which content is to be rendered is completely outside of the visible area of the browser window and is also within the pre-defined distance outside of the visible area of the browser window, provide instructions to:

retrieve the one or more content files; and

render the one or more content files in the pre-defined area on the content page in which content is to be rendered.

The Office Action points to ¶¶ 84-85 of *Koeppel* as allegedly teaching a previous version this portion of Claim 73. (Office Action, pages 5-6.) Whether or not those rejections were appropriate (and Applicants make no admission that they were), the cited portions of *Koeppel* do not disclose software operable to "***determine whether the pre-defined area on the content page in which content is to be rendered is completely outside of the visible area of the browser window and is also within a pre-defined distance outside of the visible area of the browser window*** by comparing the coordinates of the pre-defined area with the coordinates of the browser window," as recited in amended Claim 73. According to cited portions of *Koeppel*:

> [0084] To monitor the in-view features of the present invention, the client side script uses the well known Web-based programming commands to collect coordinate and size information related to the browser window, the Web-page rendered within the browser window and components rendered within the Web page. This information is collected and stored in client side data store 160, along with the other event data. A plurality of user browsing activities affect how the client side script, or Web server 110, determines whether a target component is actually viewable by a user. The activities may include, but are not limited to, scrolling and resizing browser windows. Activities such as these affect the position of the components and Web page rendered in the browser window. The size of the browser window must be taken into account as well, because a user may adjust the size of browser window while viewing the Web page. FIGS. 9A-9C illustrate an exemplary client side display that includes a Web page rendered within a browser window.
>
> [0085] As shown in FIG. 9A, a client side computer display 970 presents a couple of windows 972 and 974, representing applications running on a client node 150. Window 974 represents a Web browser application being executed at the client node 150, while window 972 represents any other software application that may be executing while the browser software is currently running. Window 974 includes a Web-page 976 and a target component 978, which is located on Web page 976. Target component 978 may be associated

> with a number of different types of Web-page content as previously described. As can be seen in FIG. 9A, Web page 976 and target component 978 are partially in view.

(*Koeppel*, ¶¶ 84-85.) That is, while the cited portions of *Koeppel* may disclose monitoring in-view features of a web page, they do not disclose, teach, or suggest software operable to "***determine whether the pre-defined area on the content page in which content is to be rendered is completely outside of the visible area of the browser window and is also within a pre-defined distance outside of the visible area of the browser window*** by comparing the coordinates of the pre-defined area with the coordinates of the browser window," and certainly not software operable to provide instructions to "retrieve the one or more content files" and "render the one or more content files in the pre-defined area on the content page in which content is to be rendered" in response to "***determining that the pre-defined area on the content page in which content is to be rendered is completely outside of the visible area of the browser window and is also within the pre-defined distance outside of the visible area of the browser window***," as recited in amended Claim 73. The cited portions of *Dutta* and *Donnelly* do not cure these deficiencies of *Koeppel*. Consequently, the proposed *Dutta-Koeppel-Donnelly* combination fails to disclose, teach, or suggest each and every element of amended Claim 73. **The examiners indicated in the Examiner Interview that these amendments would overcome the current rejections.**

For at least these reasons, amended independent Claim 73 and its dependent claims are allowable. For at least certain analogous reasons, amended independent Claims 88, 95, and 103 and their dependent claims are also allowable. Accordingly, Applicants respectfully request reconsideration and allowance of all pending claims.

No Waiver

Applicants' arguments and amendments are made without prejudice or disclaimer. By not responding to additional statements made by the Examiner, Applicants do not acquiesce to the additional statements. The distinctions between the applied references and the claims are provided as examples only and are sufficient to overcome the rejections. Applicants reserve the right to discuss additional or other distinctions in a later response or on appeal, if appropriate.

Request for Evidentiary Support

Should any of the above asserted rejections be maintained, Applicants respectfully request appropriate evidentiary support. Additionally, if the Examiner is relying upon "common knowledge" or "well known" principles to establish a rejection, Applicants request that a reference be provided in support of this position pursuant to M.P.E.P. § 2144.03. Furthermore, to the extent that the Examiner maintains any rejection based on an "Official Notice" or other information within the Examiner's personal knowledge, Applicants respectfully request that the Examiner cite a reference as documentary evidence in support of this position or provide an affidavit in accordance with M.P.E.P. § 2144.03 and 37 C.F.R. 1.104(d)(2).

CONCLUSION

Applicants have made an earnest attempt to place this case in condition for allowance. For the foregoing reasons and for other reasons clearly apparent, Applicants respectfully request reconsideration and full allowance of all pending claims.

If the Examiner feels that a telephone conference would advance prosecution of this application in any manner, the Examiner is invited to contact the Attorney for Applicants at the Examiner's convenience.

Applicants believe no fees are currently due for this submission. However, the Commissioner is hereby authorized to charge any necessary fees and credit any overpayments to Deposit Account No. 02-0384 of Baker Botts, L.L.P.

Respectfully submitted,

BAKER BOTTS L.L.P.
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Date: July 10, 2017

Correspondence Address:

Customer Number **05073**

Electronic Acknowledgement Receipt

EFS ID:	29728721
Application Number:	13731742
International Application Number:	
Confirmation Number:	8146
Title of Invention:	Content Rendering Control System and Method
First Named Inventor/Applicant Name:	Brad Krassner
Customer Number:	5073
Filer:	Chad D Terrell/Esmarie Garland
Filer Authorized By:	Chad D Terrell
Attorney Docket Number:	082097.0105
Receipt Date:	10-JUL-2017
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Application Type:	Utility under 35 USC 111(a)

Payment information:

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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		0820970105Amendment10July2017.PDF	1008595 97b1ad005203a407cd158fa1a8e38e8dfa86e5f6	yes	22

Duration Media Ex-1084

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Amendment/Req. Reconsideration-After Non-Final Reject	1	1
	Claims	2	16
	Applicant Arguments/Remarks Made in an Amendment	17	22

Warnings:

The page size in the PDF is too large. The pages should be 8.5 x 11 or A4. If this PDF is submitted, the pages will be resized upon entry into the Image File Wrapper and may affect subsequent processing

Information:

Total Files Size (in bytes):	1008595

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

PTO/SB/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 13/731,742	Filing Date 12/31/2012	☐ 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 $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT **07/10/2017**

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	* 28	Minus	** 31	= 0	X $80 =	0
Independent (37 CFR 1.16(h))	* 4	Minus	***4	= 0	X $420 =	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

AMENDMENT

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

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

LIE
GLORIA ANTHONY

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.

Duration Media Ex-1084

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/731,742	12/31/2012	Brad Krassner	082097.0105	8146

5073 7590 04/10/2017

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EXAMINER	
BURKE, TIONNA M	

ART UNIT	PAPER NUMBER
2176	

NOTIFICATION DATE	DELIVERY MODE
04/10/2017	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):

ptomail1@bakerbotts.com
ptomail2@bakerbotts.com

Office Action Summary	Application No. 13/731,742	Applicant(s) KRASSNER ET AL.	
	Examiner TIONNA BURKE	Art Unit 2176	AIA (First Inventor to File) Status No

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

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 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 *1/17/17*.

☐ 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) *73,75,77,88,90,92,95,97,100,102,103,105-112 and 114-122* is/are pending in the application.

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

6)☐ Claim(s) _____ is/are allowed.

7)☒ Claim(s) *73,75,77,88,90,92,95,97,100,102,103,105-112 and 114-122* 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 *12/31/12* 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 *12/1/16*.

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

4) ☐ Other: _____.

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

Applicant's Response

In the Applicant's Response dated 1/17/17, the Applicant amended claim 73, 74, 77, 88, 92, 95, 97, 102, 103, 106, 108, 109, 111, 119-122, canceled 76, 91, 96 and argued the claims previously rejected in the Office Action dated 9/15/16.

Continued Examination Under 37 CFR 1.114

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 1/17/17 has been entered.

Claim Objections

Claims 73, 88 and 95 are objected to because the new limitations reciting "in response to determining that the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the browser window..render the one or more content files in the pre-defined area on the content page" is directed to **1.** rendering content in an area not in view or is

prerendering content into an area not in view. This limitation should be further defined within the claim of how content is rendered in a predefined area that is not yet visible. **2.** Are both "in response to determining…" steps being performed? There is no statement that suggest once one determination is performed and true then stop. Appropriate correction is required.

Claim Rejections - 35 USC § 103

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

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

Claims 73, 75, 77, 88, 90-92, 103, 105-112, 114-118, 120 and 122 are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Dutta et al., United States Patent Publication 2004/0205651 (hereinafter "Dutta"), in view of Koeppel et al., United States Patent Publication 2005/0177401 (hereinafter "Koeppel"), in further view of Donnelly, United States Patent No. 7256779.

Claim 73:

Dutta discloses:

generate code for marking a pre-defined area on a content page in which content is to be rendered (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches the application configured to track the users focus on the web page and

transferring specific information related to the content of the user's focus via a network using the code embodied.

determine whether the pre-defined area of the content page in which content is to be rendered is within at least a portion of a visible area of a viewer's browser window on a display device and determine whether the pre-defined area of the content page in which content is to be rendered is within a pre-defined distance outside of the visible area of a viewer's browser window on a display device; (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches the application configured to track the users focus on the web page and transferring specific information related to the content of the user's focus via a network using the code embodied. The positions of the page are tracked and monitored. The focus of the user is constantly monitored to determine if the user is focused on a particular portion of the webpage that contains additional content or if the focus is within a pre-defined distance outside.

in response to determining that the pre-defined area on the content page in which content is to be rendered is at least partially within the visible area of the browser window, provide instructions to:

retrieve one or more content files (see figures 1-3 and paragraphs [0011], [0025], [0027], [0028]). Dutta teaches system servers, networks, content pages being remotely accessible, a browser application having a viewable window and area defined by the user focus on the screen*; and*

render the one or more content files in the marked area of the content page in which content is to be rendered (see paragraphs [0009], [0010, figures 1-3). Dutta teaches the

application may transmit a request to the server to transmit those particular files storing data specific for the client. The application may embody code to perform tracking based on the movement of the mouse or based on the area the user zoomed.

Dutta fails to expressly teach comparing coordinates of the pre-defined area with coordinates of the browser window and render content when the pre-defined area is within a pre-defined distance outside of the visible area.

Koeppel discloses:

determine that a pre-defined area of the content page is within at least a portion of the visible area of a viewer's browser window on a display device by comparing coordinates of the pre-defined area with coordinates of the browser window (see figure 9 and paragraph [0115]). Koeppel teaches comparing coordinates of the target component to the coordinates of the viewable web page rendered in the browser window to determine is the component was rendered in the user's browser and if it was visible.

determine whether the pre-defined area of the content page is within a pre-defined distance outside of the visible area of the browser window by comparing the coordinates of the pre-defined area with the coordinates of the browser window (see paragraph [0084] and [0085]). Koeppel teaches using Javascript to listen for triggering events. Koeppel determines when the pre-defined area is in-view as well as a pre-defined distance out of view. Javascript listens continuously, when the pre-defined area is in not

in visible area, the pre-defined area is outside the visible area. A pre-defined distance outside the visible area could 1 pixel or more.

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include comparing coordinates of the browser window and the pre-defined area for the purpose of an efficient billing method regarding in view content, as taught by Koeppel.

Donnelly discloses:

in response to determining that the pre-defined area on the content page in which content is to be rendered is within a pre-defined distance outside of the visible area of the browser window, provide instructions to:

retrieve one or more content files (see column 5 lines 29 – column 6 lines 31). Donnelly teaches retrieving content files in response to the depth map. Retrieving the one or more file to be rendered for the next cube view *; and*

render the one or more content files in the marked area of the content page in which content is to be rendered (see column 5 lines 29 – column 6 lines 31). Donnelly teaches prerendering the one or more content files retrieved in the game in which content is to be rendered.

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the method disclosed by Dutta and Koeppel to

include rendering content in an area that is within a pre-defined distance of being visible for the purpose of efficiently pre-rendering content for the user, as taught by Donnelly.

Claim 75:

Dutta discloses:

the software is further operable to determine that the browser window is the primary window open on the display device (see paragraphs [0035]-[0039]). Dutta teaches rendering the data in designated area when the browser is in the viewable area. The primary window is the window being focused on by the user*;*

the instructions to retrieve one or more content files and render the one or more content files in the pre-defined area on the content page in which content page in which content is to be rendered are provided in response to the determination that the browser window is the primary window open on the display device (see paragraphs [0035]-[0039]). Dutta teaches rendering the data in designated area when the browser is in the viewable area. The primary window is the window being focused on by the user.

Claim 77:

Dutta discloses:

a time period in which the pre-defined area on the content page in which content is to be rendered is within the visible area of the browser window; a time period in which the browser window is the primary window open on the display device; a proportional extent to which the pre-defined area on the content page in which content is to be rendered is

within the visible area of the browser window; an indication of whether the browser window is obstructed from view on the display device by another application window; an identification of the viewer; a geographic location; a type of the browser; an identification of an operating system of the display device; a view event duration; a view event duration; a view event time; a content rendering frequency; a content rendering read; a viewer click-activity with respect to the one or more content files rendered in the pre-defined area on the content page in which content is to be rendered; dimension of the visible area; dimension of the browser window; a scrolling position of the browser window; and an in-focus status of the browser window (see paragraph [0036]). Dutta teaches monitoring the time period spent on the page, it monitors the activity, the zoomed portion on the focused portion of the client on the main window being viewed.

Claim 88:

Dutta discloses the limitations of claim 88 in Claim 73 including:

Dutta discloses:

receive a communication sent from a content page displayed in a browser window of a display device, the communication comprising a unique identifier associated with a content record stored in a database (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches retrieving the associated data corresponding to the identification code referenced and writing the information to the page;

access, from the database, the content record associated with the unique identifier (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches retrieving the associated data corresponding to the identification code referenced and writing the information to the page.

generate correlator code according to the content record (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches retrieving the associated data corresponding to the identification code referenced and generating code to write the information to the page.

Claim 90, 92:

These claims are interpreted and rejected for the same reasons as Claims 75 and 77.

Claim 103:

Dutta discloses:

determining, by code executed by a computing system, whether a pre-defined area on a content page in which content is to be rendered is at least partially within a visible area of an application window on a display device; determining, by code executed by a computing system, whether the pre-defined area on the content page in which content is to be rendered is within a pre-defined distance outside of the visible area of the application by comparing coordinates of the pre-defined area with coordinates of the browser window (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]).

Dutta teaches the application configured to track the users focus on the web page and transferring specific information related to the content of the user's focus via a network using the code embodied. The positions of the page are tracked and monitored. The focus of the user is constantly monitored to determine if the user is focused on a particular portion of the webpage that contains additional content or if the focus is within a pre-defined distance outside.

transmitting, by the code executed by the computing system, one or more indications selected from the group consisting of: an indication that the pre-defined area is at least partially within the visible area of the application; an indication that the pre-defined area is outside the visible area of the application window; and an indication that the pre-defined area is within the pre-defined distance outside of the visible area of the application window (see paragraph [0038]). Dutta teaches determining the user is focused in the pre-defined area and transmitting an indication to the application to map the advertisement to the pre-defined area*;*

Dutta fails to expressly teach comparing coordinates of the pre-defined area with coordinates of the browser window.

Koeppel discloses:

determine that a pre-defined area of the content page is within at least a portion of the visible area of a viewer's browser window on a display device by comparing coordinates of the pre-defined area with coordinates of the browser window (see figure 9 and

paragraph [0115]). Koeppel teaches comparing coordinates of the target component to the coordinates of the viewable web page rendered in the browser window to determine is the component was rendered in the user's browser and if it was visible.

determine whether the pre-defined area of the content page is within a pre-defined distance outside of the visible area of the browser window by comparing the coordinates of the pre-defined area with the coordinates of the browser window (see paragraph [0084] and [0085]). Koeppel teaches using Javascript to listen for triggering events. Koeppel determines when the pre-defined area is in-view as well as a pre-defined distance out of view. Javascript listens continuously, when the pre-defined area is in not in visible area, the pre-defined area is outside the visible area. A pre-defined distance outside the visible area could 1 pixel or more.

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include comparing coordinates of the browser window and the pre-defined area for the purpose of efficient billing of in view content, as taught by Koeppel.

Claim 105:

Dutta fail to expressly disclose the code embedded in the webpage for the content monitoring.

Kofman discloses:

wherein the code comprises code embedded in the content page (see paragraphs [0064]-[0069]). Koeppel teaches code embedded in the webpage to perform the marketing analysis.

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include having embedded code to perform the analysis of information for the purpose of an efficient billing method regarding in view content, as taught by Koeppel.

Claim 106:

Dutta discloses:

determining, by the code, a scrolling position of the application window on the display device (see paragraph [0035]). Dutta teaches tracking the user's in focus status on content of the page*;*

Claim 107:

Dutta fails to teach determining a percentage of the area that is in the visible area.

Koeppel discloses:

determining, by the code, a percentage of the pre-defined area that is at least partially within the visible area of the browser window (see paragraph [0152]). Koeppel teaches

determining an in view percentage characteristic that determines a percentage of the target that is in view of the user's browser*;*

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include determining a percentage of the area that is in the visible area for the purpose of an efficient billing method regarding in view content, as taught by Koeppel.

Claim 108:

Dutta discloses:

determining page coordinates of the pre-defined area (see figures 1-3 and paragraphs [0011], [0025], [0027], [0028]). Dutta teaches a browser application having a viewable window and area defined by the user focus on the screen.

determining a scrolling position and coordinates of the application window (see paragraph [0035]). Dutta teaches tracking the user's in focus status on content of the page*; and*

determining whether page coordinates of the pre-defined area are at least partially within the determined scrolling position and coordinates of the application window (see paragraphs [0035] and [0036]). Dutta teaches monitoring the activity, the zoomed portion on the focused portion of the client on the main window being viewed.

Claim 109:

Dutta discloses:

retrieving, by the code, one or more content files and rendering the one or more content files in the pre-defined area on the content page (see paragraph [0036]). Dutta teaches determining if the user is focusing relatively close to a pre-defined area and if so transmitting advertisement or other content into the user's focus.

Claim 110:

Dutta discloses:

collecting, by the code, data from the application window, the data comprising one or more of: an operating system running on the display device; a type of a browser; a version of a browser; and a list of other content already rendered on the content page (see paragraph [0013]). Dutta teaches a list of other components on the page.

Claim 111:

Dutta discloses:

wherein the code determines whether the pre-defined area on the content page in which content is to be rendered is at least partially within the visible area of the application on the display device before application is rendered within the pre-defined area on the content page (see paragraphs [0036]-[0038]). Dutta teaches determining if the user is focusing relatively close to a pre-defined area and if so transmitting advertisements or other content into the user's focus.

Claim 112:

Dutta fails to expressly disclose using cookies to store data received from the user's browsing session.

Koeppel discloses:

wherein transmitting the one or more indications that the pre-defined area is at least partially within the visible area of the application window or is within the pre-defined distance outside of the visible area of the application window comprises one or more of: transmitting the one or more indications to be stored in one or more cookies on the computing system; *and transmitting the one or more indications to another computing system* (see paragraphs [0078] and [0154]). Koeppel teaches storing information about the in view data collected by the client such as if the content is actually viewable by the user, mouse movements, positions of the web page based on scrolling*;*

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include storing in view data collected during a browsing session for the purpose of an efficient billing method regarding in view content, as taught by Koeppel.

Claim 114:

Dutta discloses:

wherein the one or more content files are operable, when rendered in the pre-defined area of the content page, to display one or more of: one or more advertisements; a video; one or more image; and text (see abstract). Dutta teaches advertisement or other information.

Claim 115:

Dutta discloses:

wherein the application window is a browser window and coordinates of the application window comprise dimensional coordinates of the browser window and scrolling position coordinates of the browser window (see figures 1-3 and paragraphs [0011], [0025]-[0036]). Dutta teaches a browser application having a viewable window and area defined by the user focus on the screen. Dutta teaches tracking the user's in focus status on content of the page including the location. Dutta teaches monitoring the activity, the zoomed portion on the focused portion of the client on the main window being viewed.

Claim 116:

Dutta discloses:

wherein the one or more content files are operable, when rendered in the pre-defined area of the content page, to display one or more of: one or more advertisements; a video; one or more image; and text (see abstract). Dutta teaches advertisement or other information.

Claim 117:

Dutta discloses:

wherein the software is further operable to determine an amount of time that the one or more rendered content files are at least partially visible in the viewer's browser window on the display device (see paragraph [0036]). Dutta teaches monitoring the time period spent on the page, it monitors the activity, the zoomed portion on the focused portion of the client on the main window being viewed.

Claim 118:

Dutta fails to disclose comparing coordinates of the area with coordinates of the browser window and scrolling coordinates.

Koeppel discloses:

the coordinates of the browser window comprises:

dimension coordinates of the browser window (see paragraph [0084]). Koeppel teaches taking into account the dimension coordinates and size of the browser window*; and*

scrolling coordinates of the browser window (see paragraph [0084]). Koeppel teaches the scrolling coordinates of the browser because it will affect the position of components on the browser window*; and*

comparing coordinates of the pre-defined area with coordinates of the browser window comprises:

determining a distance between the coordinates of the predefined area and the dimensional coordinates of the browser window (see paragraphs [0087]-[0131]). Koeppel teaches determining a distance between the coordinates of the area and the coordinates of the browser window*; and*

determining a distance between the coordinates of the pre-defined area and the scrolling coordinates of the browser window (see paragraphs [0098]-[0154]). Koeppel teaches determining a distance between the coordinates of the area and the scrolling coordinates of the browser window.

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include comparing coordinates of the target with coordinates of the browser window and scrolling coordinates for the purpose of an efficient billing method regarding in view content, as taught by Koeppel.

Claim 120:

Dutta discloses:

the one or more content files are retrieved and rendered in the pre-defined area on the content page only after one or more of the following: it is determined that a least a portion of the pre-defined area is within the visible area of the viewer's browser window on the display device; or it is determined that the pre-defined area is within a pre-defined distance outside the visible area of the viewer's browser window on the display device (see figures 1-3 and paragraphs [0009], [0010], [0025], [0027], [0028], [0032]

and [0033]). Dutta teaches the application configured to track the users focus on the web page and transferring specific information related to the content of the user's focus via a network using the code embodied. The positions of the page are tracked and monitored. The focus of the user is constantly monitored to determine if the user is focused on a particular portion of the webpage that contains additional content. Dutta teaches the application may transmit a request to the server to transmit those particular files storing data specific for the client to be mapped and rendered in the area.

Claim 121:

Dutta fails to expressly disclose periodically re-determining if the pre-defined area is in view or within a pre-defined distance outside the view.

Koeppel discloses:

periodically re-determine, after a pre-defined interval, whether the pre-defined area on the content page in which content is to be rendered is within at least a portion of the visible area of the browser window on the display device by comparing the coordinates of the pre-defined area with the coordinates of the browser window; and periodically re-determine, after the pre-defined interval, whether the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the application window by comparing the coordinates of the pre-defined area with the coordinates of the application window (see paragraph [0084] and [0085]). Koeppel teaches using Javascript to periodically listen for triggering events. Koeppel

determines when the pre-defined area is in-view as well as a pre-defined distance out of view. Javascript listens very frequently, when the pre-defined area is in not in visible area, the pre-defined area is outside the visible area. A pre-defined distance outside the visible area could 1 pixel or more and a pre-defined interval could be the shortest amount of time between re-determining (eg < 1ms).*;*

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include periodically, re-determining the in-view status of content for the purpose of an efficient billing method regarding in view content, as taught by Koeppel.

Claim 122:

Dutta fails to expressly disclose determining if the pre-defined area is in view or within a pre-defined distance outside the view happens in real time.

Koeppel discloses:

determining whether the pre-defined area on the content page in which content is to be rendered is at least partially within the visible area of the application window on the display device by comparing coordinates of the pre-defined area with coordinates of the application window is performed in real-time by the code while at least a portion of the content page is displayed on the display device; and determining whether the pre-defined area on the content page in which content is to be rendered is within the pre-

defined distance outside of the visible area of the application window by comparing the coordinates of the pre-defined area with the coordinates of the application window is performed in realtime by the code while at least a portion of the content page is displayed on the display device (see paragraph [0021]). Koeppel teaches results of determining if the pre-defined area of the content is in partial view, full view or within a pre-defined distance outside of the content area is performed in real time and in response to the determining, the actions to render or not to render are also done in real time.

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include determining if the pre-defined area is in the user's view or not in view in real time for the purpose of an efficient billing method regarding in view content, as taught by Koeppel.

Claims 95-98, 100-102 and 105 are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Dutta and Koeppel, in view of Kofman, “Implementing Dynamic Scroll with Ajax, JavaScript, and XML,” June 6, 2007, (hereinafter, “Kofman”).

Claim 95:

Dutta and Koeppel discloses the limitations of claim 88 in Claim 73 including:

Dutta discloses:

one or more memory devices operable to store a plurality of content records, each content record associated with a content page (see paragraphs [0009], [0010] and [0024]). Dutta teaches an electronic database for storing records identifying the electronic pages and multiple rendering areas.

a unique identifier (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches retrieving the associated data corresponding to the identification code referenced and writing the information to the page.

an indication of a pre-defined area on the associated content page in which to render content (see paragraph [0009]). Dutta teaches indicating an area of interest to the user by the user focusing in on an area.

a processor communicatively coupled to the memory and operable to (see Claim 21)*:*

access a particular content record associated with a particular content page (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches retrieving the associated data corresponding to the identification code referenced and writing the information to the page.

access, using the unique identifier of the particular content from the request, the particular content record (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches retrieving the associated data corresponding to the identification code referenced and writing the information to the page.

Dutta and Koeppel fail to expressly disclose:

generate, based on the particular content record, a tag for placement on the particular content page, the tag comprising the unique identifier of the particular content record; receive a request generated when a viewer views the particular content page with the tag in a browser window displayed on a display device, the request comprising the unique identifier of the particular content record from the tag;

Kofman discloses:

generate, based on the particular content record, a tag for placement on the particular content page, the tag comprising the unique identifier of the particular content record (see page 8). Kofman teaches tags are inserts upon fetch of a function. The request is received and when the page is fetch, the tags are included to identify the content*; receive a request generated when a viewer views the particular content page with the tag in a browser window displayed on a display device, the request comprising the unique identifier of the particular content record from the tag* (see page 8). Kofman teaches tags are inserts upon fetch of a function. The request is received and when the page is fetch, the tags are included to identify the content.

Accordingly, it would have been obvious to one having ordinary skill in the art at the time of the invention was made to modify the method disclosed by Dutta and Koeppel to include:

generate, based on the particular content record, a tag for placement on the particular content page, the tag comprising the unique identifier of the particular content record;

receive a request generated when a viewer views the particular content page with the tag in a browser window displayed on a display device, the request comprising the unique identifier of the particular content record from the tag.

for the purpose of convenience in implementing pages with a plurality of content, as taught by Kofman.

Claim 97:

These claims are interpreted and rejected for the same reasons as Claim 74.

Claim 100:

Dutta discloses:

the correlator code to collect data from the browser window comprising one or more of: an operating system of a device displaying the browser window; a type of browser; a version of the browser; and a list of other content already rendered on the webpage (see paragraph [0013]). Dutta teaches a list of other components on the page.

Claim 102:

Dutta discloses:

determine whether pre-defined area on the particular content page in which content is to be rendered is within at least a portion of the visible area of the browser window occurs periodically as the viewer scrolls through the particular content page (see paragraph [0036] and [0084]). Dutta teaches periodically determining if the user is focusing

relatively close to a pre-defined area and if so transmitting advertisement or other content into the user's focus.

Claim 119 is rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Dutta and Koeppel, in view of Keereepart et al., United States Patent Publication 2007/0288864 (hereinafter "Keereepart").

Claim 119:

Dutta discloses:

determining whether the content page is in focus on the display device: and

Dutta and Koeppel fail to expressly disclose determining if the area is unobstructed by another window or application.

Keereepart discloses:

determining whether the pre-defined area is unobstructed by another window or application (see paragraph [0032]). Keerepart teaches determining if the content on the window is unobstructed by another window or application.

Accordingly it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the method disclosed by Dutta and Koeppel to include determined is area is unobstructed by another window or application for the purpose of determining is window is the primary window, as taught by Keereepart.

Response to Arguments

Applicant's arguments filed 1/17/17 have been fully considered but they are not persuasive.

Claim 73:

Applicant argues *the Dutta-Koeppel combination fails to disclose, teach, or suggest, expressly or inherently, elements specifically recited in Applicants' claim..including 'generate a code for marking a predefined area on a content page in which content is to be rendered, and render the one or more content files in the pre-defined area on the content page in which content in to be rendered.*

The Examiner disagrees.

Dutta teaches the application configured to track the users focus on the web page and transferring specific information related to the content of the user's focus via a network using the code embodied (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). The application generates code to focus on a particular area containing different components.

Dutta teaches the application may transmit a request to the server to transmit those particular files storing data specific for the client. The application may embody code to perform tracking based on the movement of the mouse or based on the area the user zoomed (see paragraphs [0009], [0010, figures 1-3). Once the user is focused on a particular area, the files associated with that area are retrieved and rendered.

Thus, the Dutta, Koeppel combination teaches recited limitations of Claims 73, 88 and 95.

EXAMINERS NOTE: Applicant should further explain what is being displayed to the user before the content files are rendered. Is it a placeholder until the user focuses on the pre-defined area? This will better describe and further define the claim to describe that the content is not already displayed.

Applicant's arguments with respect to claims 73, 88, 95 limitations *"in response to determining that the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the browser window…retrieve the one or more content files and render the one or more content files in the pre-defined area on the content page in which content is to be rendered*" have been considered but are moot because the arguments do not apply to the new reference being used in the current rejection.

Claim 121:

Applicant argues *the proposed Dutta-Koeppel combination fails to disclose, teach, or suggest each and every element of Claim 121.*

The Examiner disagrees.

Koeppel teaches using Javascript to periodically listen for triggering events. Koeppel determines when the pre-defined area is in-view as well as a pre-defined

distance out of view. Javascript listens very frequently, when the pre-defined area is in not in visible area, the pre-defined area is outside the visible area. A pre-defined distance outside the visible area could 1 pixel or more and a pre-defined interval could be the shortest amount of time between re-determining (eg < 1ms) (see paragraph [0084] and [0085]). Thus Koeppel teaches the disclosed limitations.

EXAMINERS NOTE: Defining a pre-defined interval could further limit the claim.

All Claims:

Applicant argues *the Examiner's analysis is insufficient to demonstrate any teaching, suggestion, or motivation in the prior art that would have led one of ordinary skill to combine Dutta with the teachings of Koeppel as the Examiner proposes to arrive at the limitations of the independent claims.*

The Examiner disagrees.

In response to applicant's argument that there is no teaching, suggestion, or motivation to combine the references, the examiner recognizes that obviousness may be established by combining or modifying the teachings of the prior art to produce the claimed invention where there is some teaching, suggestion, or motivation to do so found either in the references themselves or in the knowledge generally available to one of ordinary skill in the art. See *In re Fine*, 837 F.2d 1071, 5 USPQ2d 1596 (Fed. Cir. 1988), *In re Jones*, 958 F.2d 347, 21 USPQ2d 1941 (Fed. Cir. 1992), and *KSR International Co. v. Teleflex, Inc.*, 550 U.S. 398, 82 USPQ2d 1385 (2007). In this case,

Dutta teaches tracking a user's focus on particular components and accessing the files associated with the components when the user focuses on the component. Koeppel teaches comparing user coordinates and coordinates of the advertising and efficiently billing the user based on the in-view monitoring of the advertising. There is motivation to combine because in Dutta, it would be advantageous to including billing on the component since the user's focus is being track based on the components in view. Thus, there is motivation to combine Dutta and Koeppel.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to TIONNA BURKE whose telephone number is (571)270-7259. The examiner can normally be reached on Mon-Thur 8:00am - 5pm.

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

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kavita Padmanabhan can be reached on (571) 272-8352. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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

/TIONNA BURKE/
Examiner, Art Unit 2176
3/31/17

Notice of References Cited	Application/Control No. 13/731,742	Applicant(s)/Patent Under Reexamination KRASSNER ET AL.	
	Examiner TIONNA BURKE	Art Unit 2176	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
*	A	US-7,256,779 B2	08-2007	Donnelly; Paul	A63F13/10	345/421
	B	US-				
	C	US-				
	D	US-				
	E	US-				
	F	US-				
	G	US-				
	H	US-				
	I	US-				
	J	US-				
	K	US-				
	L	US-				
	M	US-				

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

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

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

PTO/SB/08 **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**	**Application Number:** 13/731,742		**First Named Inventor:** Brad Krassner
	Attorney Docket No: 082097.0105	**Art Unit:** 2176 **Conf.** 8146	**Filing Date:** December 31, 2012

ISSUED U.S. PATENTS AND PUBLISHED U.S. APPLICATIONS

Examiner Initials*	Document Number	Publication or Issue Date	First Named Inventor
	2008/0046562 A1	21 February 2008	John Butler

UNPUBLISHED U.S. APPLICATIONS

Examiner Initials*	Document Number	Filing Date	First Named Inventor

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Document Number	Publication or Issue Date	Country	Translation (Yes or No)
	CN 101167077 (A)	23 April 2008	CN	Yes; Abstract
	CN 101317176 (A)	03 Dec. 2008	CN	Yes; Abstract

NON-PATENT LITERATURE (NPL)

Examiner Initials*	DOCUMENT (Including Author (if any), Title, and Source)	DATE
	State Intellectual Property Office of the People's Republic of China, Notification of First Office Action re: Patent Application No. 2014-10235959.3, with English translation (ref. 082097.0139)	October 17, 2016

EXAMINER /TIONNA M BURKE/	DATE CONSIDERED 03/29/2017

*EXAMINER: Initial if citation 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 the applicant.

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U.S. PATENT AND TRADEMARK OFFICE

127 Duration Media Ex-1084

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /T.M.B/

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13731742	KRASSNER ET AL.
	Examiner	Art Unit
	TIONNA BURKE	2176

CPC- SEARCHED		
Symbol	Date	Examiner
G06f17/30	5/21/15	TB
G06F17/30	8/27/15	TB
G06F17/30	3/10/16	TB
G06F17/30	9/10/16	TB
G06F17/30	3/31/17	TB

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner
715	243	7/24/13	TS
715	243	11/4/13	TS
715	243	4/29/14	TB
715	243	5/21/15	TB
715	243	8/27/15	TB
715	243	3/10/16	TB
715	243	9/10/16	TB
715	243	3/31/17	TB

SEARCH NOTES		
Search Notes	Date	Examiner
see search history attached (see EAST Search History)	7/24/13	TS
see search history attached (see EAST Search History)	11/4/13	TS
see search history attached (see EAST Search History)	4/29/14	TB
see search history attached (see EAST Search History)	5/21/15	TB
see search history attached (see EAST Search History)	8/27/15	TB
see search history attached (see EAST Search History)	3/10/16	TB
see search history attached (see EAST Search History)	9/10/16	TB

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SEARCH NOTES		
Search Notes	**Date**	**Examiner**
see search history attached (see EAST Search History)	3/31/17	TB

INTERFERENCE SEARCH			
US Class/ CPC Symbol	**US Subclass / CPC Group**	**Date**	**Examiner**

/TIONNA BURKE/ Examiner.Art Unit 2176	

PTO/SB/08 **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**	**Application Number:** 13/731,742	**First Named Inventor:** Brad Krassner
	Attorney Docket No: 082097.0105	**Art Unit:** 2176 **confirm** 8146	**Filing Date:** **12/31/2012**

ISSUED U.S. PATENTS AND PUBLISHED U.S. APPLICATIONS				
		DOCUMENT NUMBER	**PUBLICATION OR ISSUE DATE**	**FIRST NAMED INVENTOR**
	A.			
	B.			
	C.			

UNPUBLISHED U.S. APPLICATIONS				
		DOCUMENT NUMBER	**FILING DATE**	**FIRST NAMED INVENTOR**
	D.			
	E.			

FOREIGN PATENT DOCUMENTS					
		DOCUMENT NUMBER	**PUBLICATION OR ISSUE DATE**	**COUNTRY**	**TRANSLATION (YES OR NO)**
	F.	JP 2005 165651	06/23/2005	Japan	Abstract
	G.	JP 2006 217654	08/17/2006	Japan	Abstract

NON-PATENT LITERATURE (NPL)			
		DOCUMENT (Including Author, Title, Source, and Pertinent Pages)	**DATE**
	H.	Japanese OA Communication re: Notification of Reasons for Refusal, dispatch date August 4, 2015 (drafting date: July 28, 2015) and English Translation, Patent Application No. 2014-172992 [docket no. 082097.0140]	August 4, 2015
	I.	Takeshi Konagaya, Transmission Reduction by Partial Display of Web Page, In the Proceedings of the Sixty seventh Annual Conference of Information Processing Society of Japan (IPSJ) (3), Database and Media Network Information Processing Society of Japan (IPSJ), March 2, 2005, pages 3-155 to 3-156 (no English translation available)	March 2, 2005
	J.		
	K.		
	L.		
	M.		

EXAMINER	DATE CONSIDERED
/TIONNA M BURKE/	12/15/2015

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

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

CLAIM		DATE								
Final	Original	07/24/2013	11/04/2013	04/29/2014	05/21/2015	08/27/2015	03/10/2016	09/10/2016	03/31/2017	
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	TIONNA BURKE	2176

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CLAIM		DATE								
Final	Original	07/24/2013	11/04/2013	04/29/2014	05/21/2015	08/27/2015	03/10/2016	09/10/2016	03/31/2017	
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	46	-	-	-	-	-	-	-	-	
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	70	-	-	-	-	-	-	-	-	
	71	-	-	-	-	-	-	-	-	
	72	-	-	-	-	-	-	-	-	

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13731742	KRASSNER ET AL.
	Examiner	**Art Unit**
	TIONNA BURKE	2176

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

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

CLAIM		DATE								
Final	Original	07/24/2013	11/04/2013	04/29/2014	05/21/2015	08/27/2015	03/10/2016	09/10/2016	03/31/2017	
	73	✓	✓	✓	✓	✓	✓	✓	✓	
	74	✓	✓	✓	✓	✓	-	-	-	
	75	✓	✓	✓	✓	✓	✓	✓	✓	
	76	✓	✓	✓	✓	✓	✓	✓	-	
	77	✓	✓	✓	✓	✓	✓	✓	✓	
	78	✓	✓	-	-	-	-	-	-	
	79	✓	✓	-	-	-	-	-	-	
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	86	-	-	-	-	-	-	-	-	
	87	-	-	-	-	-	-	-	-	
	88	✓	✓	✓	✓	✓	✓	✓	✓	
	89	✓	✓	✓	✓	✓	-	-	-	
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	91	✓	✓	✓	✓	✓	✓	✓	-	
	92	✓	✓	✓	✓	✓	✓	✓	✓	
	93	✓	✓	-	-	-	-	-	-	
	94	✓	✓	-	-	-	-	-	-	
	95	✓	✓	✓	✓	✓	✓	✓	✓	
	96	✓	✓	✓	✓	✓	✓	✓	-	
	97	✓	✓	✓	✓	✓	✓	✓	✓	
	98	✓	✓	✓	✓	✓	✓	-	-	
	99	✓	✓	✓	-	-	-	-	-	
	100	✓	✓	✓	✓	✓	✓	✓	✓	
	101	✓	✓	✓	✓	✓	✓	-	-	
	102	✓	✓	✓	✓	✓	✓	✓	✓	
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	104	✓	✓	-	-	-	-	-	-	
	105	✓	✓	✓	✓	✓	✓	✓	✓	
	106	✓	✓	✓	✓	✓	✓	✓	✓	
	107	✓	✓	✓	✓	✓	✓	✓	✓	
	108	✓	✓	✓	✓	✓	✓	✓	✓	

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

CLAIM		DATE								
Final	Original	07/24/2013	11/04/2013	04/29/2014	05/21/2015	08/27/2015	03/10/2016	09/10/2016	03/31/2017	
	109	✓	✓	✓	✓	✓	✓	✓	✓	
	110	✓	✓	✓	✓	✓	✓	✓	✓	
	111			✓	✓	✓	✓	✓	✓	
	112			✓	✓	✓	✓	✓	✓	
	113			✓	✓	✓	-	-	-	
	114			✓	✓	✓	✓	✓	✓	
	115			✓	✓	✓	✓	✓	✓	
	116				✓	✓	✓	✓	✓	
	117					✓	✓	✓	✓	
	118						✓	✓	✓	
	119						✓	✓	✓	
	120						✓	✓	✓	
	121							✓	✓	
	122							✓	✓	

PTO/SB/30 (07-09)
Approved for use through 07/31/2012. OMB 0651-0031
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Request for Continued Examination (RCE) Transmittal

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

Application Number	13/731,742
Filing Date	December 31, 2012
First Named Inventor	Brad Krassner
Art Unit	2176; confirm #8146
Examiner Name	Tionna M. Burke
Attorney Docket Number	082097.0105

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

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

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

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

      ii. ☐ Other _____

   b. ☑ Enclosed

      I. ☑ Amendment/Reply

      ii. ☐ Affidavit(s)/ Declaration(s)

      iii. ☐ Information Disclosure Statement (IDS)

      iv. ☐ Other _____

2. Miscellaneous

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

   b. ☐ Other _____

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

   a. ☑ The Director is hereby authorized to charge the following fees, any underpayment of fees, or credit any overpayments, to Deposit Account No. 02-0384.

      i. ☑ RCE fee required under 37 CFR 1.17(e)

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

      iii. ☐ Other _____

   b. ☐ Check in the amount of $ _____ enclosed

   c. ☐ Payment by credit card (Form PTO-2038 enclosed)

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

Signature	/Bradley J. Birchfield/	Date	January 17, 2017
Name (Print/Type)	Bradley J. Birchfield	Registration No.	65521

CERTIFICATE OF MAILING OR TRANSMISSION

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

Signature			
Name (Print/Type)		Date	

This collection of information is required by 37 CFR 1.114. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Mail Stop RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**
If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

Duration Media Ex-1084

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	Brad Krassner et al.
Application No.:	13/731,742
Filing Date:	December 31, 2012
Group Art Unit:	2176
Confirmation No.:	8146
Examiner:	Tionna M. Burke
Title:	CONTENT RENDERING CONTROL SYSTEM AND METHOD

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

Dear Sir:

RESPONSE ACCOMPANYING REQUEST FOR CONTINUED EXAMINATION

In response to the Final Office Action dated 15 September 2016 and the Advisory Action dated 8 December 2016, Applicants respectfully request the Examiner to reconsider the rejections of the claims in view of the amendments and comments set forth below. Please amend the application as follows.

In the Claims:

1. – 72. (Canceled)

73. (**Currently Amended**) One or more computer-readable non-transitory storage media embodying software this is operable when executed by one or more computer systems to:

generate code for marking ~~an~~ **a pre-defined** area on a content page in which content is to be rendered;

determine whether ~~a~~ **the** pre-defined area of the content page **in which content is to be rendered** is within at least a portion of a visible area of a viewer's browser window on a display device by comparing coordinates of the pre-defined area with coordinates of the browser window;

determine whether the pre-defined area ~~of~~ **on** the content page **in which content is to be rendered** is within a pre-defined distance outside of the visible area of the browser window by comparing the coordinates of the pre-defined area with the coordinates of the browser window; ~~and~~

in response to determining that the pre-defined area **on the content page in which content is to be rendered** is ~~either~~ at least partially within the visible area of the browser window ~~or is within the pre-defined distance outside of the visible area of the browser window~~, provide instructions to:

retrieve one or more content files; and

render the one or more content files in the ~~marked~~ **pre-defined** area ~~of~~ **on** the content page in which content is to be ~~rendered.~~**rendered; and**

in response to determining that the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the browser window, provide instructions to:

retrieve the one or more content files; and

render the one or more content files in the pre-defined area on the content page in which content is to be rendered.

74. (Canceled)

75. **(Currently Amended)** The media of Claim 73, wherein:

the software is further operable to determine that the browser window is the primary window open on the display device; and

the instructions to retrieve one or more content files and render the one or more content files in the ~~marked~~ **pre-defined** area ~~of~~ **on** the content page in which content is to be rendered are provided in response to the determination that the browser window is the primary window open on the display device.

76. **(Canceled)**

77. **(Currently Amended)** The media of Claim 73, the software further operable to transmit data comprising one or more of:

a time period in which the **pre-defined** area on the content page in which content is to be rendered is within the visible area of the browser window;

a time period in which the browser window is the primary window open on the display device;

a proportional extent to which the **pre-defined** area on the content page in which content is to be rendered is within the visible area of the browser window;

an indication of whether the browser window is obstructed from view on the display device by another application window;

an identification of the viewer;

a geographic location;

a type of the browser;

an identification of an operating system of the display device;

a view event duration;

a view event time;

a content rendering frequency;

a content rendering reach;

a viewer click-activity with respect to the one or more content files rendered in the ~~marked~~ **pre-defined** area ~~of~~ **on** the content page in which content is to be rendered;

dimension of the visible area;

dimension of the browser window;

a scrolling position of the browser window; and

an in-focus status of the browser window.

78. – 87. (Canceled)

88. **(Currently Amended)** One or more computer-readable non-transitory storage media embodying software this is operable when executed by one or more computer systems to:

receive a communication sent from a content page displayed in a browser window of a display device, the communication comprising a unique identifier associated with a content record stored in a database;

access, from the database, the content record associated with the unique identifier;

generate correlator code according to the content record, the correlator code operable to:

generate code for marking ~~an~~ **a pre-defined** area on the content page in which content is to be rendered;

determine whether ~~a~~ **the** pre-defined area of the content page **in which content is to be rendered** is within at least a portion of a visible area of the browser window by comparing coordinates of the pre-defined area with coordinates of the browser window;

determine whether the pre-defined area ~~of~~ **on** the content page **in which content is to be rendered** is within a pre-defined distance outside of the visible area of the browser window by comparing the coordinates of the pre-defined area with the coordinates of the browser window; ~~and~~

in response to determining that the pre-defined area **on the content page in which content is to be rendered** is ~~either~~ at least partially within the visible area of the browser window ~~or is within the pre-defined distance outside of the visible area of the browser window~~, provide instructions to:

retrieve one or more content files; and

render the one or more content files in the ~~marked~~ **pre-defined** area ~~of~~ **on** the content page in which content is to be rendered; ~~and~~

in response to determining that the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the browser window, provide instructions to:

retrieve the one or more content files; and

render the one or more content files in the pre-defined area on the content page in which content is to be rendered; and

provide instructions to embed the correlator code on the content page.

89. (Canceled)

90. (Previously Presented) The media of Claim 88, wherein:

the correlator code is further operable to determine that the browser window is the primary window open on the display device; and

the correlator code provides the instructions in response to determining that the browser window is the primary window open on the display device.

91. **(Canceled)**

92. **(Currently Amended)** The media of Claim 88, the correlator code further operable to transmit data comprising one or more of:

a time period in which the **pre-defined** area on the content page in which content is to be rendered is within the visible area of the browser window;

a time period in which the browser window is the primary window open on the display device;

a proportional extent to which the **pre-defined** area on the content page in which content is to be rendered is within the visible area of the browser window;

an indication of whether the browser window is obstructed from view on the display device by another application window;

an identification of the viewer;

a geographic location;

a type of the browser;

an identification of an operating system of the display device;

a view event duration;

a view event time;

a content rendering frequency;

a content rendering reach;

a viewer click-activity with respect to the one or more content files rendered in the ~~marked~~ **pre-defined** area ~~of~~ **on** the content page in which content is to be rendered;

dimension of the visible area;

dimension of the browser window;

a scrolling position of the browser window; and

an in-focus status of the browser window.

93. (Canceled)

94. (Canceled)

95. **(Currently Amended)** A system, comprising:

one or more memory devices operable to store a plurality of content records, each content record associated with a content page and comprising:

a unique identifier; **and**

an indication of ~~an~~ **a pre-defined** area on the associated content page in which to render content; ~~and~~

~~an indication of a pre-defined area of the associated content page; and~~

a processor communicatively coupled to the one or more memory devices and operable to:

access a particular content record associated with a particular content page;

generate, based on the particular content record, a tag for placement on the particular content page, the tag comprising the unique identifier of the particular content record;

receive a request generated when a viewer views the particular content page with the tag in a browser window displayed on a display device, the request comprising the unique identifier of the particular content record from the tag;

access, using the unique identifier of the particular content from the request, the particular content record;

generate correlator code according to the particular content record, the correlator code operable to:

generate code for marking the **pre-defined** area on the particular content page in which content is to be rendered;

determine whether the pre-defined area of the particular content page **in which content is to be rendered** is within at least a portion of a visible area of the browser window by comparing coordinates of the pre-defined area with coordinates of the browser window;

determine whether the pre-defined area of the particular content page **in which content is to be rendered** is within a pre-defined distance outside of the visible area of the browser window by comparing the coordinates of the pre-defined area with the coordinates of the browser window; ~~and~~

in response to determining that the pre-defined area **on the content page in which content is to be rendered** is ~~either~~ at least partially within the visible area of the browser window ~~or is within the pre-defined distance outside of the visible area of the browser window~~, provide instructions to:

retrieve one or more content files; and

render the one or more content files in the ~~marked~~ **pre-defined** area ~~of~~ **on** the particular content page in which content is to be rendered; ~~and~~

in response to determining that the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the browser window, provide instructions to:

retrieve the one or more content files; and

render the one or more content files in the pre-defined area on the content page in which content is to be rendered; and

provide instructions to embed the correlator code on the particular content page.

96. **(Canceled)**

97. **(Currently Amended)** The system of Claim 95, wherein determining whether the pre-defined area of the particular content page **in which content is to be rendered** is within at least a portion of the visible area of the browser window comprises:

determining page coordinates of the pre-defined area;

determining a scrolling position and coordinates of the browser window; and

determining whether the page coordinates of the pre-defined area are within the determined scrolling position and coordinates of the browser window.

98. (Canceled)

99. (Canceled)

100. (Previously Presented) The system of Claim 95, the correlator code further operable to collect data from the browser window comprising one or more of:

an operating system of a device displaying the browser window;

a type of the browser;

a version of the browser; and

a list of other content already rendered on the webpage.

101. (Canceled)

102. **(Currently Amended)** The system of Claim 95, wherein determining whether the pre-defined area ~~of~~ **on** the particular content page **in which content is to be rendered** is within at least a portion of the visible area of the browser window occurs periodically as the viewer scrolls through the particular content page.

103. **(Currently Amended)** A method comprising:

determining, by code executed by a computing system, whether a pre-defined area ~~of~~ **on** a content page **in which content is to be rendered** is at least partially within a visible area of an application window on a display device by comparing coordinates of the pre-defined area with coordinates of the application window;

determining, by the code executed by the computing system, whether the pre-defined area ~~of~~ **on** the content page **in which content is to be rendered** is within a pre-defined distance outside of the visible area of the application window by comparing the coordinates of the pre-defined area with the coordinates of the application window; and

transmitting, by the code executed by the computing system, one or more indications selected from the group consisting of:

an indication that the pre-defined area is at least partially within the visible area of the application window;

an indication that the pre-defined area is outside the visible area of the application window; and

an indication that the pre-defined area is within the pre-defined distance outside of the visible area of the application window.

104. (Canceled)

105. (Previously Presented) The method of Claim 103, wherein the code comprises code embedded in the content page.

106. (**Currently Amended**) The method of Claim 103, wherein determining whether the pre-defined area ~~of~~ **on** the content page **in which content is to be rendered** is at least partially within the visible area of the application window on the display device comprises determining, by the code, a scrolling position of the application window on the display device.

107. (Previously Presented) The method of Claim 103, further comprising determining, by the code, a percentage of the pre-defined area that is at least partially within the visible area of the application window.

108. (**Currently Amended**) The method of Claim 103, wherein determining whether the pre-defined area ~~of~~ **on** the content page **in which content is to be rendered** is at least partially within the visible area of the application window comprises:

determining page coordinates of the pre-defined area;

determining a scrolling position and the coordinates of the application window; and

determining whether the page coordinates of the pre-defined area are at least partially within the determined scrolling position and the coordinates of the application window.

109. (**Currently Amended**) The method of Claim 103, further comprising retrieving, by the code, one or more content files and rendering the one or more content files in the pre-defined area ~~of~~ **on** the content page.

110. (Previously Presented) The method of Claim 103, further comprising collecting, by the code, data from the application window, the data comprising one or more of:

an operating system running on the display device;

a type of a browser;

a version of a browser; and

a list of other content already rendered on the content page.

111. (**Currently Amended**) The method of Claim 103, wherein the code determines whether the pre-defined area ~~of~~ **on** the content page **in which content is to be rendered** is at least partially within the visible area of the application window on the display device before any content is rendered within the pre-defined area ~~of~~ **on** the content page.

112. (Previously presented) The method of Claim 103, wherein transmitting the one or more indications comprises one or more of:

transmitting the one or more indications to be stored in one or more cookies on the computing system; and

transmitting the one or more indications to another computing system.

113. (Canceled)

114. (Previously Presented) The method of Claim 109, wherein the one or more content files are operable, when rendered in the pre-defined area of the content page, to display one or more of:

one or more advertisements;

a video;

one or more images; and

text.

115. (Previously Presented) The method of Claim 103, wherein the application window is a browser window and coordinates of the application window comprise dimensional coordinates of the browser window and scrolling position coordinates of the browser window.

116. (Previously Presented) The method of Claim 103, further comprising:

dynamically generating, by the code executed by the computing system, additional code on the content page as a marker for an area to render one or more of the following:

an advertisement;

a video;

an image; and

text.

117. (Previously Presented) The media of Claim 73, wherein the software is further operable to determine an amount of time that the one or more rendered content files are at least partially visible in the viewer's browser window on the display device.

118. (Previously Presented) The media of Claim 73, wherein:

the coordinates of the browser window comprises:

dimensional coordinates of the browser window; and

scrolling coordinates of the browser window; and

comparing coordinates of the pre-defined area with coordinates of the browser window comprises:

determining a distance between the coordinates of the pre-defined area and the dimensional coordinates of the browser window; and

determining a distance between the coordinates of the pre-defined area and the scrolling coordinates of the browser window.

119. **(Currently Amended)** The media of Claim 118, wherein determining whether the pre-defined area ~~of~~ **on** the content page **in which content is to be rendered** is within at least a portion of the visible area of the viewer's browser window on the display device further comprises:

determining that the content page is in focus on the display device; and

determining that the pre-defined area is unobstructed by another window or application.

120. **(Currently Amended)** The media of Claim 73, wherein:

~~the pre-defined area is inside the content page; and~~

the one or more content files are retrieved and rendered in the ~~marked~~ **pre-defined** area ~~of~~ **on** the content page only after one or more of the following:

it is determined that at least a portion of the pre-defined area ~~inside the content page~~ is within the visible area of the viewer's browser window on the display device; or

it is determined that the pre-defined area ~~inside the content page~~ is within a pre-defined distance outside of the visible area of the viewer's browser window on the display device.

121. **(Currently Amended)** The media of Claim 73, the software further operable when executed by the one or more computer systems to:

periodically re-determine, after a pre-defined interval, whether the pre-defined area ~~of~~**on** the content page **in which content is to be rendered** is within at least a portion of the visible area of the browser window on the display device by comparing the coordinates of the pre-defined area with the coordinates of the browser window; and

periodically re-determine, after the pre-defined interval, whether the pre-defined area ~~of~~**on** the content page **in which content is to be rendered** is within the pre-defined distance outside of the visible area of the application window by comparing the coordinates of the pre-defined area with the coordinates of the application window.

122. **(Currently Amended)** The method of Claim 103, wherein:

determining whether the pre-defined area ~~of~~**on** the content page **in which content is to be rendered** is at least partially within the visible area of the application window on the display device by comparing coordinates of the pre-defined area with coordinates of the application window is performed in real-time by the code while at least a portion of the content page is displayed on the display device; and

determining whether the pre-defined area ~~of~~**on** the content page **in which content is to be rendered** is within the pre-defined distance outside of the visible area of the application window by comparing the coordinates of the pre-defined area with the coordinates of the application window is performed in real-time by the code while at least a portion of the content page is displayed on the display device.

REMARKS

This Application has been carefully reviewed in light of the final Office Action dated September 15, 2016 ("Office Action") and the Advisory Action dated 8 December 2016 ("Advisory Action"). Claims 73, 75-77, 88, 90-92, 95-97, 100, 102-103, 105-112, and 114-121 are currently pending and stand rejected. To advance prosecution of this application, Applicants amend Claims 73, 75, 77, 88, 92, 95, 97, 102-103, 106, 108-109, 111, and 119-122, and cancel Claims 76, 91, and 96. Applicants do not admit that the amendments are necessary due to the cited references or any of the Examiner's rejections. Applicants respectfully traverse the rejections and request reconsideration and allowance of all pending claims.

The Claims are Allowable over the Proposed *Dutta-Koeppel* Combination

The Office Action rejects Claims 73, 75-77, 88, 90-92, 103, 105-112, 114-118, 120, and 122 under pre-AIA U.S.C. § 103(a) as allegedly being unpatentable over U.S. Patent Publication No. 2004/0205651 ("*Dutta*") in view of U.S. Patent Publication No. 2005/0177401 ("*Koeppel*"). The Office Action rejects the remaining dependent claims under pre-AIA U.S.C. § 103(a) as being unpatentable over *Dutta* in view of *Koeppel* and other references. Applicants respectfully traverse these rejections and discuss amended independent Claim 73 below as an example.

Applicants respectfully submit that amended independent Claim 73 is allowable at least because the proposed *Dutta-Koeppel* combination fails to disclose, teach, or suggest, expressly or inherently, elements specifically recited in Applicants' claims. For example, the proposed *Dutta-Koeppel* combination fails to disclose at least the following limitations recited in amended Claim 73:

> generate code for marking ***a pre-defined area on a content page in which content is to be rendered***;
>
> . . .
>
> in response to determining that the pre-defined area on the content page in which content is to be rendered is at least partially within the visible area of the browser window, provide instructions to:

retrieve one or more content files; and

render the one or more content files in the pre-defined area on the content page in which content is to be rendered.

The Office Action points to figures 1-3 and ¶¶ 9-10 and 32-33 of *Dutta* as allegedly teaching a previous version of these portions of Claim 73. (Office Action, pages 2-5.) Specifically, the Office Action states that "Dutta teaches the application configured to track the users focus on the web page and transferring specific information related to the content of the user's focus via a network using the code embodied" and "Dutta teaches the application may transmit a request to the server to transmit those particular files storing data specific for the client." (Office Action, pages 3-4.) Whether or not those rejections and statements were appropriate (and Applicants make no admission that they were), the cited portions of *Dutta* do not disclose generating code for marking "***a pre-defined area on a content page in which content is to be rendered***" and providing instructions to "***render the one or more content files in the pre-defined area on the content page in which content is to be rendered***," as recited in amended Claim 73. According to cited portions of *Dutta*:

> [0009] The problems outlined above may at least in part be solved in some embodiments by a server transmitting an application that may comprise a Java applet to a client where the application may be configured to track and **detect the user of the client focusing on a portion, such as a particular area or particular word(s), in a document.** The application may then determine if there are any components, e.g., terms, in the portion of the document focused on by the user that are in a list of components that have an advertisement and/or specific information associated with the components. If there are any components in the list focused on by the user, then the application may map each of the identified components, e.g., terms, to a particular file storing an advertisement and/or specific information. The application may transmit a request to the server to transmit those particular file(s) identified to the user of the client. The server may be configured to transmit those particular file(s) storing selected contextual information such as advertisement(s) or other specific information to the client. **The particular file(s) may be parsed by the browser of the client in order to display the images and graphics on a display as well as generate audio, if any, through speakers. The images and graphics as well as any audio may include context related advertisement(s) or other information related to the content of the user's focus.**
>
> [0010] In one embodiment of the present invention, a method for transferring context related information related to the content of a user's focus may comprise the step of a server transmitting a file to a client. The file may then

be parsed by a browser of the client in order to display the images and graphics of a document, e.g., web page, picture, on a display of the client as well as generate any audio through speakers. The server may then transmit an application that may comprise a Java applet to the browser of the client. The application may be configured to provide functionality to the document viewed as well as store a list of one or more components, e.g., terms, in the document, e.g., web page, picture, displayed by the client related to an advertisement and/or specific information. The list of one or more components may be stored locally or remotely to the server.

[0032] FIG. 5 illustrates a flowchart of one embodiment of the present invention of a method 500 for transferring advertisements and/or specification information related to the content of user's focus. As stated in the Background Information section, a user upon reading information in a document, e.g., e-mail, web page, displayed on a computer screen may wish to obtain further information related to a particular word, e.g., soccer, read in the document. An application called QuickClick.TM. may provide the user with a link to web resources on selected words in the document, e.g., e-mail, web page, read by the user. The words with links to web resources may be indicated by a yellow underline beneath the word in the document. The user may then click on the yellow underline beneath the word of interest to receive a menu of links to web resources, e.g., advertisements. In an alternative embodiment, the user may press the ALT key while clicking on the word of interest if the word does not have a yellow underline beneath it in order to receive, if any, a menu of links to web resources, e.g., advertisements, related to the selected word. In order for the user to receive a menu of links to web resources, e.g., advertisements, the user must select the word or yellow underline beneath the word in the document read. However, the user may desire to receive advertisements and/or specific information related to the content of the user's focus, which may not be a particular word, but the content of a particular area within the document. Furthermore, the user may desire to receive advertisements and/or specific information related to the content of the user's focus without having to manually select a word of interest. It would therefore be desirable to transfer advertisements and/or specific information related to the content of a user's focus via a network without the user selecting a particular word of interest. Method 500 is a method for transferring advertisements and/or specific information related to the content of a user's focus via a network without the user selecting a particular word of interest.

[0033] In step 501, server 130 may transmit a file such as a markup language file, e.g., HyperText Mark-up Language (HTML) file, Extended Markup Language (XML) file, to a user of client 110. In the source code of a markup language, images, video and audio may be specified in various files of different formats. The file may then be parsed by web browser 111 (FIG. 1) in order to display the images and graphics on display 338 (FIG. 3) as well as generate audio through speakers 330 (FIG. 3) in step 502. In step 503, the document including text and/or images and/or graphics associated with the file received in step 501 may be displayed on display 338 and any audio, if any,

> associated with the file received in step 501 may be generated through speakers 330.

(*Dutta*, ¶¶ 9-10 and 32-33, emphasis added.) That is, while cited portions of *Dutta* may disclose detecting whether a user is focusing on particular a portion or object already displayed in a browser and then displaying content related to the user's focus, none of the cited portions disclose, teach, or suggest generating code for marking "***a pre-defined area on a content page in which content is to be rendered***" and providing instructions to "***render the one or more content files in the pre-defined area on the content page in which content is to be rendered***," as recited in amended Claim 73. The cited portions of *Koeppel* do not cure these deficiencies of *Dutta*. Consequently, the proposed *Dutta-Koeppel* combination fails to disclose, teach, or suggest each and every element of amended Claim 73.

For at least these reasons, amended independent Claim 73 and its dependent claims are allowable. For at least certain analogous reasons, amended independent Claims 88, 95, and 103 and their dependent claims are also allowable. Accordingly, Applicants respectfully request reconsideration and allowance of all pending claims.

Applicants respectfully submit that amended independent Claim 73 is additionally allowable at least because the proposed *Dutta-Koeppel* combination fails to disclose, teach, or suggest, expressly or inherently, at least the following limitations recited in amended Claim 73:

> in response to ***determining that the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the browser window***, provide instructions to:
>
> retrieve the one or more content files; and
>
> render the one or more content files in the pre-defined area on the content page in which content is to be rendered.

The Office Action points to ¶¶ 84-85 of *Koeppel* as allegedly teaching a previous version of these portions of Claim 73. (Office Action, pages 4-5.) However, this is incorrect. While the cited portions of *Koeppel* may disclose monitoring a web page, they do not disclose providing instructions to "retrieve the one or more content files" and "render the one or more

content files in the pre-defined area on the content page in which content is to be rendered" in response to "***determining that the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the browser window***," as recited in amended Claim 73. According to cited portions of *Koeppel*:

> [0084] To monitor the in-view features of the present invention, the client side script uses the well known Web-based programming commands to collect coordinate and size information related to the browser window, the Web-page rendered within the browser window and components rendered within the Web page. This information is collected and stored in client side data store 160, along with the other event data. A plurality of user browsing activities affect how the client side script, or Web server 110, determines whether a target component is actually viewable by a user. The activities may include, but are not limited to, scrolling and resizing browser windows. Activities such as these affect the position of the components and Web page rendered in the browser window. The size of the browser window must be taken into account as well, because a user may adjust the size of browser window while viewing the Web page. FIGS. 9A-9C illustrate an exemplary client side display that includes a Web page rendered within a browser window.
>
> [0085] As shown in FIG. 9A, a client side computer display 970 presents a couple of windows 972 and 974, representing applications running on a client node 150. Window 974 represents a Web browser application being executed at the client node 150, while window 972 represents any other software application that may be executing while the browser software is currently running. Window 974 includes a Web-page 976 and a target component 978, which is located on Web page 976. Target component 978 may be associated with a number of different types of Web-page content as previously described. As can be seen in FIG. 9A, Web page 976 and target component 978 are partially in view.

(*Koeppel*, ¶¶ 84-85.) That is, while the cited portions of *Koeppel* may disclose monitoring the in-view features of a web page, none of the cited portions disclose, teach, or suggest "***determining that the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the browser window***," and certainly not providing instructions to "retrieve the one or more content files" and "render the one or more content files in the pre-defined area on the content page in which content is to be rendered" in response to "***determining that the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the browser window***," as recited in amended Claim 73. Consequently,

the proposed *Dutta-Koeppel* combination fails to disclose, teach, or suggest each and every element of amended Claim 73.

For at least these additional reasons, amended independent Claim 73 and its dependent claims are allowable. For at least certain analogous reasons, amended independent Claims 88, 95, and 103 and their dependent claims are also allowable. Accordingly, Applicants respectfully request reconsideration and allowance of all pending claims.

Dependent Claim 121 is Allowable over the Proposed *Dutta-Koeppel* Combination

Dependent Claim 121 is additionally allowable at least because the proposed *Dutta-Koeppel* combination fails to disclose, teach, or suggest, expressly or inherently, at least the following limitations recited in Claim 121:

> ***periodically re-determine, after a pre-defined interval***, whether the pre-defined area on the content page in which content is to be rendered is within at least a portion of the visible area of the browser window on the display device by comparing the coordinates of the pre-defined area with the coordinates of the browser window; and
>
> ***periodically re-determine, after the pre-defined interval***, whether the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the application window by comparing the coordinates of the pre-defined area with the coordinates of the application window.

The Office Action admits that *Dutta* does not disclose this claim and instead points to ¶ 21 of *Koeppel*. (Office Action, pages 18-19.) However, this is incorrect. While the cited portions of *Koeppel* may disclose collecting activity on a web page, they do not disclose "***periodically re-determine, after a pre-defined interval***, whether the pre-defined area on the content page in which content is to be rendered is within at least a portion of the visible area of the browser window on the display device by comparing the coordinates of the pre-defined area with the coordinates of the browser window" or "***periodically re-determine, after the pre-defined interval***, whether the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the application window by comparing the coordinates of the pre-defined area with the coordinates of the application window," as recited in Claim 121. According to cited portion of *Koeppel*:

> [0021] In accordance with an embodiment of the invention, a Web server presents a Web page including content to a plurality of users, via a browser executing at each users' client site. While the users view the page, detailed activities performed by each user, such as "click-throughs", screen scrolling, and mouse movements are collected in a client side data store using client side scripting, applets or similar means. After an event occurs, such as the client side data store fills up, a new URL is selected, the browser is closed, or a new Web page is selected, the collected activity data is sent back to the Web server where its is stored in a server side data store. A program executed by the Web server retrieves the collected response data from the data store and perform market analysis and produces results that reflect the success of the content presented on the Web page displayed to the users. These results are used by a second program executing on the Web server to update the content presented to the user, on a "real-time" and automatic basis. A third program performs a billing analysis on the results from the first program to determine whether the content was actually in-view to the users browsing the Web page that included the content. Results of the billing analysis are subsequently sent to a third party entity for processing.

(*Koeppel*, ¶ 21.) That is, while the cited portion of *Koeppel* may disclose collecting activity on a web page such as "click-throughs" and mouse movements and then presenting results in real-time, **simply presenting information in real-time, as alleged by the Office Action, does not necessarily disclose, teach, or suggest** "***periodically re-determine, after a pre-defined interval***, whether the pre-defined area on the content page in which content is to be rendered is within at least a portion of the visible area of the browser window on the display device by comparing the coordinates of the pre-defined area with the coordinates of the browser window" or "***periodically re-determine, after the pre-defined interval***, whether the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the application window by comparing the coordinates of the pre-defined area with the coordinates of the application window," as recited in Claim 121. Consequently, the proposed *Dutta-Koeppel* combination fails to disclose, teach, or suggest each and every element of Claim 121. Accordingly, Applicants respectfully request reconsideration and allowance of this claim.

The Office Action Has Failed to Demonstrate the Requisite Prima Facie Showing of Obviousness as Required under 35 U.S.C. §103(A)

The Office Action has failed to establish a *prima facie* case of obviousness because the Office Action has failed to provide a clear articulation of the reasons why the proposed

Dutta-Koeppel combination would have been obvious to one of skill in the art. "The examiner bears the initial burden of factually supporting any *prima facie* conclusion of obviousness," and "[t]he key to supporting any rejection under 35 U.S.C. § 103 is the clear articulation of the reason(s) why the claimed invention would have been obvious." M.P.E.P. § 2142 (Rev. 6, Sept. 2007). "[T]he analysis supporting a rejection under 35 U.S.C. § 103 should be made explicit." *Id.* (citing *KSR Int'l Co. v. Teleflex Inc.*, 550 U.S. 398, 401 (2007)). "[R]ejections on obviousness ***cannot be sustained with mere conclusory statements***; instead, there must be some articulated reasoning with some rational underpinning to support the legal conclusion of obviousness." *Id.*, emphasis added (quoting *KSR*, 550 U.S. at 418 (quoting *In re Kahn*, 441 F.3d 977, 988 (Fed. Cir. 2006)). In addition, "[k]nowledge of applicant's disclosure must be put aside in reaching this determination" of obviousness. *Id.* While "[t]he tendency to resort to 'hindsight' based upon applicant's disclosure is often difficult to avoid due to the very nature of the examination process," "impermissible hindsight must be avoided and the legal conclusion must be reached on the basis of the facts gleaned from the prior art." *Id.*

Far from an explicit, articulated reasoning with some rational underpinning, **the Office Action merely offers the following conclusory statement**:

> Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include comparing coordinates of the browser window and the pre-defined area for the purpose of efficient billing of content, as taught by Koeppel.

(Office Action, page 5.) Here, the Office Action appears to be attempting to demonstrate some teaching, suggestion, or motivation in the prior art that would have led one of ordinary skill to modify the prior art reference or to combine prior art reference teachings to arrive at the claimed invention. *See* M.P.E.P. § 2143(G) (Rev. 6, Sept. 2007). However, to do so, the Examiner must articulate among other things "a finding that there was reasonable expectation of success." *Id.* The Examiner articulates no such finding. This amounts to nothing more than the Examiner resorting to hindsight based on the Applicants' disclosure, which is entirely impermissible.

Additionally, the Office Action must articulate "a finding that there was some teaching, suggestion, or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skill in the art, to modify the reference or to combine

reference teachings." *Id.* Again, the Office Action articulates no such adequate finding. With respect to the proposed *Dutta-Koeppel* combination, the Examiner merely speculates that the proposed *Dutta-Koeppel* combination would have provided a benefit of "efficient billing of content," and that therefore the proposed combination would have been obvious to a person who had ordinary skill in the art at the time of the invention. (Office Action, page 5.) However, the Examiner must show that "a person of ordinary skill in the art would have been motivated to combine the prior art to achieve the claimed invention." *DyStar Textilfarben GmbH & Co. Deutschland KG v. C.H. Patrick Co.,* 464 F.3d 1356, 1360 (Fed. Cir. 2006) (emphasis added); *see also* M.P.E.P. ch. 2143(I)(G). **Merely having efficient billing of content, as alleged here by the Examiner, is not the claimed invention, and thus even if one were motivated to modify *Dutta* with the teachings of *Koeppel* as the Examiner argues, that could not serve as a motivation to combine the prior art to achieve the claimed invention.** *DyStar*, 464 F.3d at 1360.

Consequently, the Examiner's analysis is insufficient to demonstrate any teaching, suggestion, or motivation in the prior art that would have led one of ordinary skill to combine *Dutta* with the teachings of *Koeppel* as the Examiner proposes to arrive at the limitations of the independent claims. Because the Examiner failed to articulate a finding that there was both a reasonable expectation of success and a motivation to combine the references, "this rationale cannot be used to support a conclusion that the claim would have been obvious to one of ordinary skill in the art." M.P.E.P. § 2143(G).

For at least these additional reasons, the proposed *Dutta-Koeppel* combination is improper. Accordingly, Appellant respectfully requests allowance of all pending claims.

Response to the Advisory Action

In response to Applicant's previous response dated 15 November 2016 ("Previous Response"), the Advisory Action states that the claim amendments in the Previous Response will not be entered and that "the proposed claim amendments are confusing and cause a 112 rejection." Applicant respectfully disagrees and respectfully submits that the claim amendments in the Previous Response (and submitted again with this response) are not confusing so as to cause a section 112 rejection. For example, Claim 1, which is a computer-readable media claim, recites software that is operable to provide instructions to "retrieve one

or more content files" and "render the one or more content files in the pre-defined area..." in response to two different determination steps: 1) "determining that the pre-defined area on the content page in which content is to be rendered is at least partially within the visible area of the browser window" and 2) "determining that the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the browser window." That is, the claimed software is operable to determine both of these conditions and then provide instructions to "retrieve one or more content files" and "render the one or more content files in the pre-defined area..." if either condition is met. Applicant respectfully submits that this language is not confusing so as to cause a section 112 rejection and disagrees with the statement in the Advisory Action that "[i]f the same operation is performed for both determining steps, then there is no need for the determining steps." In particular, this statement in the Advisory Action overlooks other conditions that are not addressed in these two steps, such as if the pre-defined area is not "at least partially within the visible area of the browser window" and is not "within the pre-defined distance outside of the visible area of the browser window." Applicant chooses not to claim other conditions such as these and are unaware of any requirement to do so. Accordingly, Appellant respectfully requests allowance of all pending claims.

No Waiver

Applicants' arguments and amendments are made without prejudice or disclaimer. By not responding to additional statements made by the Examiner, Applicants do not acquiesce to the additional statements. The distinctions between the applied references and the claims are provided as examples only and are sufficient to overcome the rejections. Applicants reserve the right to discuss additional or other distinctions in a later response or on appeal, if appropriate.

Request for Evidentiary Support

Should any of the above asserted rejections be maintained, Applicants respectfully request appropriate evidentiary support. Additionally, if the Examiner is relying upon "common knowledge" or "well known" principles to establish a rejection, Applicants request that a reference be provided in support of this position pursuant to M.P.E.P. § 2144.03. Furthermore, to the extent that the Examiner maintains any rejection based on an "Official

Notice" or other information within the Examiner's personal knowledge, Applicants respectfully request that the Examiner cite a reference as documentary evidence in support of this position or provide an affidavit in accordance with M.P.E.P. § 2144.03 and 37 C.F.R. 1.104(d)(2).

CONCLUSION

Applicants have made an earnest attempt to place this case in condition for allowance. For the foregoing reasons and for other reasons clearly apparent, Applicants respectfully request reconsideration and full allowance of all pending claims.

If the Examiner feels that a telephone conference would advance prosecution of this application in any manner, the Examiner is invited to contact the Attorney for Applicants at the Examiner's convenience.

The Commissioner is hereby authorized to charge $200.00 for a one month extension of time to Deposit Account No. 02-0384 of Baker Botts, L.L.P. No other fees are believed to be due; however, the Commissioner is hereby authorized to charge any necessary fees or credit any overpayments to Deposit Account No. 02-0384 of Baker Botts, L.L.P.

Respectfully submitted,

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Date: January 17, 2017

Correspondence Address:

Customer Number **05073**

Electronic Patent Application Fee Transmittal

Application Number:	13731742
Filing Date:	31-Dec-2012
Title of Invention:	Content Rendering Control System and Method
First Named Inventor/Applicant Name:	Brad Krassner
Filer:	Bradley P Williams/Sue LeRoy
Attorney Docket Number:	082097.0105

Filed as Large Entity

Filing Fees for Utility under 35 USC 111(a)

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

Duration Media Ex-1084

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension - 1 month with $0 paid	1251	1	200	200
Miscellaneous:				
RCE- 2ND AND SUBSEQUENT REQUEST	1820	1	1700	1700
		Total in USD ($)		**1900**

Electronic Acknowledgement Receipt

EFS ID:	28084733
Application Number:	13731742
International Application Number:	
Confirmation Number:	8146
Title of Invention:	Content Rendering Control System and Method
First Named Inventor/Applicant Name:	Brad Krassner
Customer Number:	5073
Filer:	Bradley P Williams/Sue LeRoy
Filer Authorized By:	Bradley P Williams
Attorney Docket Number:	082097.0105
Receipt Date:	17-JAN-2017
Filing Date:	31-DEC-2012
Time Stamp:	17:01:30
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$1900
RAM confirmation Number	011817INTEFSW00005029020384
Deposit Account	
Authorized User	

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

Duration Media Ex-1084

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Amendment Submitted/Entered with Filing of CPA/RCE	0105RCEtrans.PDF	88219 84ac841d1b344a46f9070e703341c0360a741a48	no	1
Warnings:					
Information:					
2		0105AmdRespRCE.pdf	271852 1a36c68d27033a078d7bf72bf4f26b557b13e34b	yes	27

Multipart Description/PDF files in .zip description

Document Description	Start	End
Amendment Submitted/Entered with Filing of CPA/RCE	1	1
Claims	2	15
Applicant Arguments/Remarks Made in an Amendment	16	27

Warnings:					
Information:					
3	Fee Worksheet (SB06)	fee-info.pdf	32379 c7ffc89e4c0fde2856078dba09ad3b09fc5709bb	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	392450		

Duration Media Ex-1084

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

PTO/SB/06 (09-11)
Approved for use through 1/31/2014. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 13/731,742	Filing Date 12/31/2012	☐ 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 $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT	01/17/2017	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 28	Minus	** 31	= 0	X $80 =	0
	Independent (37 CFR 1.16(h))	* 4	Minus	***4	= 0	X $420 =	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

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

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

LIE
BRENDA HARRISON

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**
If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/731,742	12/31/2012	Brad Krassner	082097.0105	8146

5073 7590 12/08/2016

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EXAMINER	
BURKE, TIONNA M	

ART UNIT	PAPER NUMBER
2176	

NOTIFICATION DATE	DELIVERY MODE
12/08/2016	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):

ptomail1@bakerbotts.com
ptomail2@bakerbotts.com

Advisory Action Before the Filing of an Appeal Brief	**Application No.** 13/731,742	**Applicant(s)** KRASSNER ET AL.	
	Examiner TIONNA BURKE	**Art Unit** 2176	**AIA (First Inventor to File) Status** No

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

THE REPLY FILED 15 November 2016 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE.

NO NOTICE OF APPEAL FILED

1. ☒ The reply was filed after a final rejection. No Notice of Appeal has been filed. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance;

   (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.114 if this is a utility or plant application. Note that RCEs are not permitted in design applications. The reply must be filed within one of the following time periods:

   a) ☐ The period for reply expires _____months from the mailing date of the final rejection.

   b) ☒ The period for reply expires on: (1) the mailing date of this Advisory Action; or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.

   c) ☐ A prior Advisory Action was mailed more than 3 months after the mailing date of the final rejection in response to a first after-final reply filed within 2 months of the mailing date of the final rejection. The current period for reply expires months from the mailing date of *the prior Advisory Action* or SIX MONTHS from the mailing date of the final rejection, whichever is earlier.

   Examiner Note: If box 1 is checked, check either box (a), (b) or (c). ONLY CHECK BOX (b) WHEN THIS ADVISORY ACTION IS THE FIRST RESPONSE TO APPLICANT'S FIRST AFTER-FINAL REPLY WHICH WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. ONLY CHECK BOX (c) IN THE LIMITED SITUATION SET FORTH UNDER BOX (c). See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) or (c) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

NOTICE OF APPEAL

2. ☐ The Notice of Appeal was filed on _____. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37 CFR 41.37(a).

AMENDMENTS

3. ☒ The proposed amendments filed after a final rejection, but prior to the date of filing a brief, will not be entered because
   a) ☒ They raise new issues that would require further consideration and/or search (see NOTE below);
   b) ☐ They raise the issue of new matter (see NOTE below);
   c) ☐ They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
   d) ☐ They present additional claims without canceling a corresponding number of finally rejected claims.

   NOTE: *See Continuation Sheet*. (See 37 CFR 1.116 and 41.33(a)).

4. ☐ The amendments are not in compliance with 37 CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).

5. ☐ Applicant's reply has overcome the following rejection(s): _____.

6. ☐ Newly proposed or amended claim(s) _____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).

7. ☒ For purposes of appeal, the proposed amendment(s): (a) ☒ will not be entered, or (b) ☐ will be entered, and an explanation of how the new or amended claims would be rejected is provided below or appended.

AFFIDAVIT OR OTHER EVIDENCE

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

9. ☐ The affidavit or other evidence filed after final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).

10. ☐ The affidavit or other evidence filed after the date of filing the Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fails to provide a showing of good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).

11. ☐ The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

REQUEST FOR RECONSIDERATION/OTHER

12. ☒ The request for reconsideration has been considered but does NOT place the application in condition for allowance because: See Continuation Sheet.

13. ☐ Note the attached Information *Disclosure Statement*(s). (PTO/SB/08) Paper No(s). _____

14. ☒ Other: Attached: AFCP Decision Form .

STATUS OF CLAIMS

15. The status of the claim(s) is (or will be) as follows:

Claim(s) allowed: .
Claim(s) objected to: .
Claim(s) rejected: 73,75,77,88,90,92,95,97,100,102,103,105-112 and 114-122.
Claim(s) withdrawn from consideration: .

/Kavita Padmanabhan/ Supervisory Patent Examiner, Art Unit 2176	/TIONNA BURKE/ Examiner, Art Unit 2176

Continuation of 3. NOTE: The proposed amendments are confusing and cause a 112 rejection.

Continuation of 12. does NOT place the application in condition for allowance because: the proposed claim amendments are confusing. There is a determining step for if the predefined area is within the the visible area and determining if the predefined area is within a predefined distance outside the visible area and performing the same operations if either is true. If the same operation is performed for both determining steps, then there is no need for the determining steps or a third option is needed when neither is true.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	Brad Krassner et al.
Application No.:	13/731,742
Filing Date:	December 31, 2012
Group Art Unit:	2176
Confirmation No.:	8146
Examiner:	Tionna M. Burke
Title:	CONTENT RENDERING CONTROL SYSTEM AND METHOD

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

Dear Sir:

RESPONSE TO OFFICE ACTION PURSUANT TO 37 C.F.R. § 1.116

In response to the final Office Action dated 15 September 2016, Applicants respectfully requests the Examiner to reconsider the rejections of the claims in view of the amendments and comments as set forth below. **This response is submitted with a Certification and Request for Consideration under the After Final Consideration Pilot Program (AFCP) 2.0.** Please amend the Application as follows.

AFCP 2.0 Decision	Application No.	Applicant(s)
	13/731,742	KRASSNER ET AL.
	Examiner	Art Unit
	TIONNA BURKE	2176

This is in response to the After Final Consideration Pilot request filed 11/15/16.

1. **Improper Request** – The AFCP 2.0 request is improper for the following reason(s) and the after final amendment submitted with the request will be treated under pre-pilot procedure.

   ☐ An AFCP 2.0 request form PTO/SB/434 (or equivalent document) was not submitted.

   ☐ A non-broadening amendment to at least one independent claim was not submitted.

   ☐ A proper AFCP 2.0 request was submitted in response to the most recent final rejection.

   ☐ Other:

2. **Proper Request**

   A. After final amendment submitted with the request will not be treated under AFCP 2.0.
   The after final amendment cannot be reviewed and a search conducted within the guidelines of the pilot program.

   ☒ The after final amendment will be treated under pre-pilot procedure.

   B. Updated search and/or completed additional consideration.
   The examiner performed an updated search and/or completed additional consideration of the after final amendment within the time authorized for the pilot program. The result(s) of the updated search and/or completed additional consideration are:

   ☐ 1. All of the rejections in the most recent final Office action are overcome and a Notice of Allowance is issued herewith.

   ☐ 2. The after final amendment would not overcome all of the rejections in the most recent final Office action. See attached interview summary for further details.

   ☐ 3. The after final amendment was reviewed, and it raises a new issue(s). See attached interview summary for further details.

   ☐ 4. The after final amendment raises new issues, but would overcome all of the rejections in the most recent final Office action. A decision on determining allowability could not be made within the guidelines of the pilot. See attached interview summary for further details, including any newly discovered prior art.

   ☐ 5. Other:

   Examiner Note: Please attach an interview summary when necessary as described above.

PTO/SB/08 **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**	**Application Number:** 13/731,742		**First Named Inventor:** Brad Krassner
	Attorney Docket No: 082097.0105	**Art Unit:** 2176 **Conf.** 8146	**Filing Date:** December 31, 2012

ISSUED U.S. PATENTS AND PUBLISHED U.S. APPLICATIONS

Examiner Initials*	Document Number	Publication or Issue Date	First Named Inventor
	2008/0046562 A1	21 February 2008	John Butler

UNPUBLISHED U.S. APPLICATIONS

Examiner Initials*	Document Number	Filing Date	First Named Inventor

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Document Number	Publication or Issue Date	Country	Translation (Yes or No)
	CN 101167077 (A)	23 April 2008	CN	Yes; Abstract
	CN 101317176 (A)	03 Dec. 2008	CN	Yes; Abstract

NON-PATENT LITERATURE (NPL)

Examiner Initials*	DOCUMENT (Including Author (if any), Title, and Source)	DATE
	State Intellectual Property Office of the People's Republic of China, Notification of First Office Action re: Patent Application No. 2014-10235959.3, with English translation (ref. 082097.0139)	October 17, 2016

EXAMINER	DATE CONSIDERED

*EXAMINER: Initial if citation 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 the applicant.

Espacenet

Bibliographic data: CN101167077 (A) — 2008-04-23

Electronic communication analysis and visualization

Inventor(s): ANDREW BENSKY [US]; RICHARD LING [US]; ED MILLER [US]; ANESH MADAPOOSI [US]; FREDERICK MUELLER [US]; DREW STODDARD [US] ± (BENSKY ANDREW, ; LING RICHARD, ; MILLER ED, ; MADAPOOSI ANESH, ; MUELLER FREDERICK, ; STODDARD DREW)

Applicant(s): METALINCS CORP [US] ± (METALINCS CORP)

Classification: **- international:** ***G06F17/30***
- cooperative:

Application number: CN2006811400 20060130

Priority number(s): US20050649395P 20050201

Also published as: CN101208686 (A) CN101208686 (B)

Abstract not available for CN101167077 (A)
Abstract of corresponding document: CN101208686 (B)

Systems, methods and apparatuses for analyzing electronic messages and grouping them into threads are described. In addition, the present invention may classify threads based on their relationship to other threads.

[19] 中华人民共和国国家知识产权局

[51] Int. Cl.
G06F 17/30 (2006.01)

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[11] 公开号 CN 101167077A

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[86] 国际申请 PCT/US2006/003287 2006.1.30
[87] 国际公布 WO2006/083793 英 2006.8.10
[85] 进入国家阶段日期 2007.10.8
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[74] 专利代理机构 北京东方亿思知识产权代理有限责任公司
代理人 宋 鹤

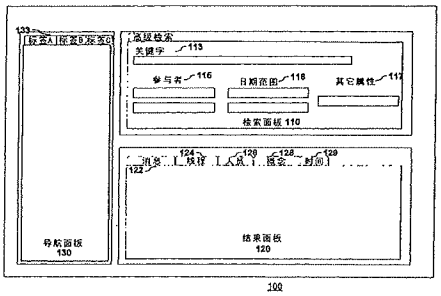
权利要求书 6 页 说明书 24 页 附图 19 页

[54] 发明名称

电子通信分析和可视化

[57] 摘要

一种电子通信分析和可视化工具用以提供显示电子通信的各种属性及其任何分析的用户界面。该工具包括电子消息、与电子通信相关联的人员、电子通信线程和与电子通信相关联的概念的可视化。该工具可以进一步集成和显示得自特定电子通信或第二源的电子通信属性。



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1. 一种与至少一个电子通信的分析相关的用户界面，所述用户界面包括：

与所述至少一个电子通信相关联的，得自所述至少一个电子通信的第一电子通信属性的第一表示；以及

与所述至少一个电子通信相关联的，得自第二源的第二电子通信属性的第二表示。

2. 如权利要求 1 所述的用户界面，其中，所述至少一个电子通信是从由电子邮件、短消息服务消息、即时消息、语音消息和视频消息组成的组中选择的。

3. 如权利要求 1 所述的用户界面，其中，所述第二通信属性得自公司雇员目录。

4. 如权利要求 1 所述的用户界面，其中，所述第一和第二电子通信属性被包含在同一个面板中。

5. 如权利要求 1 所述的用户界面，其中，所述第一和第二电子通信属性被包含在分别的面板中。

6. 如权利要求 1 所述的用户界面，还包括：

位于所述用户界面内的检索面板，所述检索面板提供用于对多个电子通信执行检索查询的界面；以及

位于所述用户界面内的结果面板，所述结果面板提供用于查看对所述多个电子通信执行的所述检索查询的结果的界面。

7. 如权利要求 6 所述的用户界面，其中，所述结果面板提供其中示出所述多个电子通信的至少一个属性的界面。

8. 如权利要求 7 所述的用户界面，其中，所述至少一个属性包括从由消息、线程、人员、概念和时间组成的组中选择的属性。

9. 如权利要求 1 所述的用户界面，还包括导航面板，所述导航面板提供其中可存储对所述至少一个电子通信属性的引用的体系结构。

10.如权利要求 9 所述的用户界面，其中，所述导航面板包含动态目

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录，在所述动态目录中对所述第一电子通信属性的引用被存储在与和所述第一电子通信属性相对应的数据类型具体相关的子目录中。

11.一种实现在计算机可读介质上用以显示至少一个电子通信的分析的计算机程序产品，所述计算机程序产品包含计算机指令用以：

显示与所述至少一个电子通信相关联的、直接得自所述至少一个电子通信的第一电子通信属性；以及

显示与所述至少一个电子通信相关联的、得自第二源的第二电子通信属性。

12.如权利要求 11 所述的计算机程序产品，其中，所述至少一个电子通信是从由电子邮件、短消息服务消息、即时消息、语音消息和视频消息组成的组中选择的。

13.如权利要求 11 所述的计算机程序产品，其中，所述第二电子通信属性得自公司雇员目录。

14.如权利要求 11 所述的计算机程序产品，还包含计算机指令用以：

显示检索面板，所述检索面板提供用于对多个电子通信执行检索查询的界面；以及

显示结果面板，所述结果面板提供用于查看在对所述多个电子通信执行的所述检索查询的结果的界面。

15.如权利要求 11 所述的计算机程序产品，还包含计算机指令用以：

显示导航面板，所述导航面板提供其中可存储对所述至少一个电子通信属性的引用的体系结构。

16.一种用以显示与至少一个电子通信消息有关的信息的方法，所述方法包括：

显示与至少一个电子通信相关联的、得自所述至少一个电子通信的第一电子通信属性的第一表示；以及

显示与所述至少一个电子通信相关联的、得自第二源的第二电子通信属性的第二表示。

17.如权利要求 16 所述的方法，其中，所述至少一个电子通信是从由电子邮件、短消息服务消息、即时消息、语音消息和视频消息组成的组中

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选择的。

18.如权利要求 16 所述的方法，其中，所述第二电子通信属性得自公司雇员目录。

19.如权利要求 16 所述的方法，其中，所述第一和第二电子通信属性在同一个框架中。

20.如权利要求 16 所述的方法，还包含以下步骤：

显示检索面板，所述检索面板提供用于对多个电子通信执行检索查询的界面；以及

显示结果面板，所述结果面板提供用于查看对所述多个电子通信执行的所述检索查询的结果的界面。

21.如权利要求 20 所述的方法，其中，所述结果面板显示从由时间、内容、参与者、线程和消息组成的组中选择的至少一个电子通信属性。

22.一种与电子通信消息的分析相关的用户界面，所述用户界面包括：

与所述电子通信消息相对应的至少一个属性的表示；

动态表示，所述动态表示位于相同的用户界面窗口内，允许查看所述至少一个属性的附加详情；以及

下拉目录，所述下拉目录位于相同的用户界面窗口内，提供与和所述第一电子通信消息相关的第二电子通信消息相对应的信息。

23.如权利要求 22 所述的用户界面，其中，所述至少一个属性包括得自第二源的属性。

24.如权利要求 22 所述的用户界面，还包括用于注释与所述电子通信消息对应的文本的界面。

25.如权利要求 22 所述的用户界面，其中，所述动态表示包括接收者可视化，所述接收者可视化提供与所述电子通信消息相关联的邮件列表中的接收者列表。

26.如权利要求 22 所述的用户界面，其中，所述动态表示包括附件可视化，所述附件可视化提供与所述电子通信消息相关联的附件列表。

27.一种与电子通信线程的分析相关的用户界面，所述用户界面包括：

与所述电子通信线程相对应的至少一个属性的表示；

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动态表示，所述动态表示位于相同的用户界面窗口内，允许查看所述至少一个属性的附加详情；以及

下拉目录，所述下拉目录位于相同的用户界面窗口内，提供与所述电子通信线程内的电子通信消息对应的信息。

28.如权利要求 27 所述的用户界面，还包含图表，所述图表使与时间相关的所述电子通信线程内的电子通信消息的量可视化。

29.如权利要求 28 所述的用户界面，其中，所述图表是柱状图。

30.如权利要求 27 所述的用户界面，其中，所述动态表示包括参与者可视化，所述参与者可视化提供所述电子通信线程内的参与者列表。

31.如权利要求 27 所述的用户界面，其中，所述动态表示包括附件可视化，所述附件可视化提供所述电子通信线程内的附件列表。

31.一种用以显示与电子通信线程的分析有关的信息的方法，所述方法包括：

显示与所述电子通信线程相对应的第一属性；

显示图表，所述图表在与所述第一属性相同的用户界面中，提供有关所述第一属性的附加信息；以及

显示与所述电子通信线程内的消息对应的第二属性。

32.如权利要求 31 所述的方法，其中，所述第二属性得自第二源。

33.如权利要求 31 所述的方法，其中，所述第二源是公司雇员目录。

34.一种与电子通信线程的分析相对应的线程分析图表，所述图表包括：

表示所述电子通信线程内的多个电子通信消息的多个图标；

所述多个图标之间的视觉连接；以及

动态弹出窗口，所述动态弹出窗口对应于所述多个图标中的至少一个图标，并且适合于提供与所述多个电子通信消息中的至少一个相关的信息。

35.如权利要求 34 所述的方法，其中，主要电子通信线程被表示，并且相关的电子通信线程被表示。

36.一种与和电子通信消息相关联的人员的分析相关的用户界面，所述

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用户界面包括：

与所述人员相对应的、得自所述电子通信消息的第一属性的表示；

与所述人员相对应的、得自第二源的第二属性的表示；以及

动态表示，所述动态表示位于相同的用户界面窗口内，允许查看所述第一或第二属性的附加详情。

37.如权利要求 36 所述的用户界面，其中，所述第二源是公司雇员目录。

38.如权利要求 36 所述的用户界面，还包括用于注释与所述人员对应的文本的界面。

39.如权利要求 36 所述的用户界面，其中，所述动态表示包括名字可视化，所述名字可视化提供所述人员的名字以及所述名字的至少一个置换。

40.如权利要求 36 所述的用户界面，其中，所述动态表示包括电子邮件地址可视化，所述电子邮件地址可视化提供所述人员的电子邮件地址以及相同人员的至少一个或多个替代电子邮件地址。

41.一种与和至少一个电子通信消息相关联的第一人员的分析相对应的人员分析图表，所述图表包含：

与第一人员相关联的第一图标，用以可视地表示所述至少一个电子通信消息的至少一个属性；以及

与第二人员相关联的第二图标，用以可视地表示所述至少一个电子通信消息的至少一个属性；并且

其中，所述第一或第二图标的属性与所述至少一个电子通信消息的所述至少一个属性的变化相应地而被修改。

42.如权利要求 41 所述的人员分析图表，其中，所述第一图标的尺寸表示与所述至少一个电子通信消息相关联的量。

43.如权利要求 41 所述的人员分析图表，还包括在所述第一和第二图标之间的视觉连接，且所述视觉连接的粗细表示与所述至少一个电子通信消息相关联的量。

44.如权利要求 41 所述的人员分析图表，还包括动态时间线，所述动

态时间线控制与所述人员分析图表相关联的时间段。

45.如权利要求 41 所述的人员分析图表，还包括与第三人员相关联的第三图标，所述第三图标可视地表示所述至少一个电子通信消息的至少一个属性。

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电子通信分析和可视化

技术领域

本发明一般涉及电子通信检索和分析工具的显示，更具体而言，本发明涉及与电子通信的检索查询相关的数据的用户控制显示，其被合并至一个允许与电子通信相关联的属性的各种视角层次的平台。

背景技术

电子通信在社会各方面的重要性是众所周知的。在过去的十年里，电子通信的使用已经融入(woven into)到了个人通信以及其它相互提供信息的方式中。诸如电子邮件平台之类的电子媒体的使用为人们提供了一种轻松的和众多个体分享大量数据的方法。此外，在电子邮件和其它类型的电子通信中附加大量文档的能力进一步提高了这些通信扩散(proliferate)大量数据的能力。

电子通信媒体的发展和使用对于企业单位(business entities)来说既是福音又是负担。现在，公司及其雇员通过使用各种形式的电子通信能够更有效地进行内部通信。而且，公司能有效地响应客户的请求并提供信息给各种外部企业单位。然而，电子通信的使用还提供了一种大量机密信息可在公司外部秘密传送的媒介。此外，由于雇员使用如即时消息和短消息服务应用之类的电子通信，来与熟人通信而不专心于对工作职责，雇员效率也会降低。而且，电子通信档案为一个公司提供了公司内部通信的历史记录并被认为是有价值的公司资产。

公司可尝试分析、或监控电子通信以试图阻止对这些电子媒体的不适当或非法使用。电子通信，尤其是电子邮件，提供重要的证据资料，并可能是在法律和非法律事务上的有效的研究工具。对电子通信的有效分析对于任何公司来说都会存在很多困难。首先，随着电子通信特征和效率的增加，个人对这些媒体的使用也在增加。因此，大公司在短时间内可能会传

输即使不是数十万也是上万的电子通信。其次，电子通信靠其自身可能不提供足够的信息来支持对通信的有效分析。例如，关于电子通信中参与者的信息可能不能完全从电子通信自身获得。此外，电子通信可能不提供足够的上下文来支持对其中内容的有效分析。

目前的分析工具不提供分析大量电子数据的有效方式。这些分析工具不能在其分析平台中集成电子通信的重要属性。电子通信的这些属性中的一部分可能不能直接从一段电子通信中获得而是需要使用其它源。而且，当大量电子通信需要被分析时，这些分析工具不能提供让用户在各种粒度层次上有效地研究大量电子通信的过滤功能。

目前分析工具的另一个缺点是为用户提供与电子通信相关联的属性的多层次显示。这个缺点导致分析与特定分析所必需的任何检索参数相关的特大量电子通信这一艰巨任务进一步复杂化。

发明内容

本发明电子通信的分析和可视化。所述电子通信可以包括电子邮件和消息、即时消息、SMS、语音和视频数据。根据本发明的一个实施例，获得的电子通信与从诸如公司用户目录之类的该通信以外的源中获取的信息相关联，并在显示中提供给用户。这种关联提供可视化，所述可视化允许用户更轻松地分析和查看描述与特定电子通信相关的线程（thread）、概念、时间、参与者及内容的信息。

对这些各种电子通信属性的这种分析和显示以允许对特定属性（一个或多个）的下查(drill-down)的结构化格式提供给用户。在本发明的一个实施例中，为用户提供与特定电子通信相关的信息和属性。用户能够通过点击图标或按钮获取附加信息或收到对特定通信属性的进一步分析。

在另一个实施例中，为用户提供与包含多个电子通信的线程（一个或多个）相关的信息和属性。用户可以下查线程以进一步分析与该线程或相关线程相关的属性。

在另一实施例中，为用户提供与和电子通信相关联的人员相关的信息和属性。用户可以下查所述人员以进一步分析与所述人员或与和所述人员

相关的电子通信相关的属性。

在又一实施例中，为用户提供与和电子通信（一个或多个）相关联的概念相关的信息和属性。用户可以下查所述概念以进一步分析与所述概念自身、与所述概念相关联的人员或与所述概念相关联的电子通信相关的属性。

本领域的技术人员将认识到许多不同类型的信息都可以与电子通信相关联并在电子通信的分析中被使用。

附图说明

参考本发明的实施例，其示例在附图中被示出。这些附图仅用作示意，而不是限制。尽管本发明大体上在这些实施例的上下文中被描述，但应该理解，不打算将本发明的范围限制至这些特定的实施例。

图 1 是根据本发明一个实施例的电子通信检索和分析显示输出的示意图。

图 2A 是根据本发明一个实施例的电子通信检索和分析书签体系结构示意图。

图 2B 是根据本发明一个实施例的电子通信检索和分析动态目录的示意图。

图 2C 是根据本发明一个实施例的电子通信检索和分析相关概念显示的示意图。

图 2D 是根据本发明一个实施例的电子通信检索和分析历史显示的示意图。

图 3 是根据本发明一个实施例的电子通信消息标签视图的示意图。

图 4 是根据本发明一个实施例的电子通信消息视图的示意图。

图 5 是根据本发明一个实施例的电子通信线程标签视图的示意图。

图 6 是根据本发明一个实施例的电子通信线程视图的示意图。

图 7A 是根据本发明一个实施例的第一电子通信线程分析显示的示意图。

图 7B 是根据本发明一个实施例的第二电子通信线程分析显示的示意

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图。

图 8 是根据本发明一个实施例的电子通信人员标签视图的示意图。

图 9 是根据本发明一个实施例的电子通信人员视图的示意图。

图 10 是根据本发明一个实施例的电子通信“已接收”标签显示的示意图。

图 11 是根据本发明一个实施例的电子通信“已发送”标签显示的示意图。

图 12 是根据本发明一个实施例的电子通信人员图表显示的示意图。

图 13 是根据本发明一个实施例的电子通信概念标签视图的示意图。

图 14A 是根据本发明一个实施例的第一电子通信概念分析显示的示意图。

图 14B 是根据本发明一个实施例的第二电子通信概念分析显示的示意图。

具体实施方式

描述了用以显示电子通信分析及其关联数据的装置和方法。本发明涉及有效地显示与电子通信相关联的数据的平台，所述数据包括与通信内容、通信中的参与者、与通信相关联的（一个或多个）线程、与通信相关联的（一个或多个）概念以及与通信相关的时间有关的数据。电子通信应该在最广泛的意义上加以解释并包含如电子邮件、即时消息、短消息服务(“SMS”)、语音和视频之类的通信。在本发明的一个实施例中，显示使用集成了直接从电子通信中获得的数据以及从诸如用户目录之类的第二个源中获取的数据的界面，来传送与电子通信相关联的数据。将这些不同的数据集和分析工具集成到单一平台可以让用户更有效地分析大量电子通信。

在下面的描述中，出于解释的目的，提出一些具体的细节以提供对本发明的理解。然而，对于本领域的技术人员而言很明显，不需要这些细节即可实施本发明。本领域的技术人员将认识到，下面将会部分描述的本发明的实施例可以被结合至许多不同设备包括计算机监视器、个人数字助理显示器、演示(presentation)显示器和其它相关显示器。本发明的实施例还

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可以出现在软件、硬件或固件中。下面所示的框图中的结构和设备用来说明本发明的实施例并意在避免对本发明的混淆。

说明书中对“一个实施例”或“实施例”的引用是指与这个实施例相关的特定特征、结构、属性或功能被包含在本发明至少一个实施例中。在说明书的各种地方出现的短语“在一个实施例中”不一定全部引用同一个实施例。

A.系统概述

图 1 说明根据本发明实施例的显示 100，所述显示支持与电子通信相关联的数据的导航和检索功能，以及提供这些功能的结果给用户的界面。该显示 100 包含三个独立显示面板：导航面板 130、检索面板 110 和结果面板 120。该显示 100 可以让用户执行检索查询、查看检索结果、激活各种分析工具，以及保存和组织检索查询、检索结果、数据分析和其它类型数据。显示 100 在单一平台上为用户提供这些功能，这允许用户更有效地分析和查看电子通信和与电子通信相关联的第二源数据。本发明不限于对显示 100 中的框架或窗口的这种特定使用，而是意在包含所有能将这种数据提供给用户的显示设备、系统和方法。

导航面板 130 可以包含多个标签 133，其中用户可以在诸如书签、目录、检索相关的概念、检索历史和其它类似功能之类的各种导航功能之间切换(toggle)。下面将更加详细地提供这些导航功能的示例。导航面板 130 可以让用户组织检索查询、检索结果、组相关的概念以及维护其它数据。导航面板 130 对结果进行分类和组织，为用户提供作为整体的结果集的总体概况，这可以包括自动标识结果集的子集的重要共享属性，并且还允许对这些相关子集的下查功能。

检索面板 110 可以包括关键字检索 113、电子通信参与者检索 115、电子通信日期范围检索 116 和与电子通信的属性相关的其它类型的检索 117 功能，所述电子通信包括的属性例如：对附件名称、内容、概念、加密消息、带有特定类型的附件的消息或数据、某组参与者集或某个概念的线程中的消息的检索。一般而言，从输入源(如，消息、人员目录等)收集的内容和上下文因素的任何组合都可以被检索。目录导出的元数据如邮件

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列表、部门、组织、公司、别名和电子邮件地址也可以被检索。用户通过使用这些检索或对预先存在的检索查询进行改进来检索电子通信及其相关联的数据。

结果面板 120 可以让用户查看检索查询的（一个或多个）结果并在检索结果上执行各种分析功能。结果面板 120 包括对应不同类型数据及其分析的显示的多个标签。例如，结果面板可以包括消息标签 122、线程标签 124、人员标签 126、概念标签 128、时间标签 129 或这些标签的组合。下面将会详细描述与这些标签中的每一个相关联的特征。结果面板 120 可以让用户在检索结果和在检索结果上执行的各种分析之间切换。

B.导航面板

根据本发明的一个实施例，导航面板 130 可以包括书签标签、目录标签、相关概念标签和历史标签。这些标签和与其相关联的功能可以让用户保存和组织检索结果、与检索结果(如具体查询)相关联的数据和在检索结果上执行的分析。

1.书签标签

图 2A 是根据本发明一个实施例的书签标签 205 的示意图。书签标签 205 可以包括诸如查询 210、人员 214、话题 218 之类的多个文件夹和可存储引用电子通信或相应分析的书签的其它类型文件夹 222。文件夹可以嵌套至其它文件夹以创建主题分层结构。如拖放之类的其它特性可以作为管理文件夹中的书签的简便方法而提供给用户。

可以提供查询文件夹 210 来使用户能够存储检索查询项和/或短语。在这个特定的示例中，查询文件夹 210 包含检索项 A 和检索项 B212。这个特征可以让用户保存用来生成想要的特定检索结果的特定检索项/短语。

可以提供人员文件夹 214 来使用户能够存储与人员相关的数据，如参与特定电子通信的个人。在这个特定的示例中，人员文件夹 214 包含三个人 C，D 和 E216。用户可以点击这些个人中的一个来获取与该特定个人相关的保存信息。

可以提供话题文件夹 218 来使用户能够存储与特定话题相关的信息。在这个特定的示例中，话题文件夹 218 包括与两个话题 X 和 Y220 相关的

信息。用户可以点击这些话题中的一个来获取与特定话题相关的保存信息，如在研究期间生成的各种检索结果或具有特定附件的电子通信。

导航面板 130 还可以包含其它类型的文件夹。例如，具有的消息可疑或重要并可能需要进一步回顾(review)的回顾文件夹和具有的消息和其它信息被发现与特定事件相关的事件文件夹可以被包括在导航面板中。一般而言，文件夹被用来作为组织助手从而用户可以组织来自于分析应用的其它特征的各种类型的结果，而这些结果可以包括与消息、线程、人员、查询和概念相关的数据。

2.目录标签

图 2B 说明根据本发明一个实施例的目录标签 230。目录可以包括应用到检索结果列表中的消息的多个不同分类。具体而言，目录标签 230 可以包括动态目录 235，其中检索结果被过滤到分类，并根据该过滤过程被存储到文件夹中。这个过滤过程可以让用户查看这些分类中的检索结果的分割视图(dissected view)。

动态目录 235 的使用会对在检索查询里面寻找具体信息或发现隐含检索结果的某个分类特别有帮助。用户可以通过点击特定分类来从检索结果中缩小结果并查看与该分类相关联的检索结果。分类中显示的信息可以在结构化的子目录中显示以使用户进一步缩小结果。例如，检索结果中具有附件的电子通信可以在附件类型 240 中查看。通过扩展该类型 240，具有附件的电子通信和附件的类型都可以被查看 241。在这个例子中，检索结果中 X%的电子通信包含有 MS Word 附件，检索结果中 Y%的电子通信包含有图像附件，并且检索结果中 Z%的电子通信包含有 ASCII 码文本附件。

在另一个例子中，检索结果中的电子通信被过滤到含有讨论货币数量的通信的货币分类 245。接着，根据与每个电子通信相关的货币数量通信被分入子类 246。如图 2B 所示，有三种货币数量子类：300 美元、1 亿 6 千万美元以及 25 亿美元。用户可以点击这些子类中的一个来查看过滤到子类的通信。

本领域的技术人员将认识到动态目录 235 可以包含各种类型的分类。

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图 2B 示出了示例性分类：年份 236、季度 237、邮件列表 238、公司 239、附件类型 240、统一资源定位器(URL)242、电话号码 243、电子邮件地址 244 和货币 245。本发明的其它实施例可以在动态目录 235 中包含其它分类。

3.相关概念标签

图 2C 说明根据本发明一个实施例的相关概念标签 250。这个标签可以对与电子通信的特定研究或查询相关的其它检索查询给出建议。在一个实施例中，分析了与电子通信的特定研究有关的检索查询，并且对其它检索查询给出建议。这些相关概念可以帮助用户改进检索或对用于检索的查询给出建议。相关概念还可以提供检索结果的缩略图(thumbnail sketch)，所述缩略图包括检索结果的任何多个消息中所讨论的话题的概述。

图 2C 示出相关概念的示例性列表，其中示出四个相关概念：相关概念 A-D，255-258。用户可以点击这些相关概念中的一个来生成一个新的检索查询或这改进先前查询的结果。

4.历史

图 2D 说明根据本发明一个实施例的历史标签 270。历史标签 270 可以包含用户提交给检索引擎的每一个查询的日志。所述日志可以包括传送检索执行的日期的数据栏 272 以及标识检索发生的时间的时间栏 274。日志还可以包含标识用于检索查询的检索项或短语的查询栏 276。用户可以点击这些日期、时间或查询中的一个并获得相应的检索结果。

C.结果面板

根据本发明的一个实施例，结果面板 120 按照关联度或其它用户指定的排序标准(例如，电子通信日期)的顺序以命中列表(hit list)的格式来显示检索查询的结果。如上所述，本发明提供可以用来生成检索结果的多个不同类型的检索标准。接着，检索结果可以通过工具被分析，所述工具允许用户改进检索、以各种格式查看检索结果、集成来自于第二源的数据和检索结果，以及集中注意力于检索结果中与（一个或多个）电子通信相关联的具体类型的数据。

结果面板 120 还可以让用户在检索结果的不同显示或视图中切换。例

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如，如果用户希望集中注意力于检索结果中（一个或多个）电子通信的线程分析，则用户可以快速地显示提供这种分析并显示其结果的屏幕。同样，如果用户希望集中注意力于作为（一个或多个）电子通信中的主体或参与者的（一个或多个）特定人员，则用户可以快速地显示用于这（一个或多个）人员的分析的相应屏幕。

1.消息标签显示

图 3 说明根据本发明一个实施例的消息标签显示 300。所述显示 300 可以用作执行电子通信上的检索后示出检索结果命中列表的默认显示。这个特定显示 300 包含示出与在检索中被标识的电子通信相关联的数据的多个栏目以及允许用户修改/变更显示视图的控制图标。值得注意的是，消息标签显示 300 可以包含与特定电子通信相关联且来自于第二源(例如，除了电子通信自身以外的源)的信息。例如，和下面将要讨论的一样，所述显示 300 可以包含来自公司目录的关于电子通信中的参与者的的信息。

消息标签显示 300 包含编号(#)栏 312、发送者栏 314、接收者栏 316、主题栏 318、日期栏 320、附件栏 322、部门栏 324、通信类型栏 326、关联度栏 328、标志栏 330 和注释栏 332。消息标签显示 300 还包括显示控制图标，如指示所选择的电子通信在检索结果命中列表中的位置并允许用户通过在框 374 输入通信编号来选择特定通信的条目框 374。显示 300 还包括可以让用户快速航行于检索结果命中列表的箭头图标 376。这些箭头图标 376 可以包括前进按钮、后退按钮、让用户返回至结果的第一页的开始按钮、或将用户带至结果的最后一页的结束按钮。

在检索被执行后，命中列表中的每个电子通信被指定编号。该编号可在编号栏 312 中显示。如果命中列表根据关联度来排序，则较低编号的电子消息被指定对检索查询而言较高的关联度。

每个电子通信的发送者可以被显示在发送者或来源栏 314 且电子通信中的每一个的（一个或多个）接收者可以被显示在接收者栏 316。此外，电子通信中的每一个的主题在可能时可以被显示在主题栏 318。根据本发明的一个实施例，主题来自与电子通信相关联的主题标题。而且，电子通信中的每一个的日期可以被显示在日期栏 320。

显示 300 还可以通过附件栏 322 的指示来显示电子通信中的每一个是否包含附件。这种指示可以通过使用如标准的附件回形针图标之类的图标，或通过用诸如“Y”的字母表示是来提供。而且，附件栏可以进一步指示特定附件是否包含与检索相关联的关键字匹配或命中。在一个实施例中，绿色回形针指示在特定附件中出现了这种匹配。显示 300 还可以标识包含在命中列表中的电子通信的具体类型，如电子邮件消息、即时消息、SMS 消息、语音消息或视频消息。这种消息类型包含在显示的类型栏 326。

显示 300 还可以在关联度栏 328 示出电子通信中的每一个的关联度值。这个关联度值由检索引擎生成并将特定电子通信与检索查询的关联度进行量化。可以提供电子消息的摘要 340 以让用户快速扫描命中列表。所述摘要 340 可以通过显示包含检索查询中的项的消息的一部分来生成，或可以解析电子消息来给用户提供其内容的快照。

其它不是得自电子通信但可能对用户特别有用的数据可以被显示在消息标签视图 300 中。例如，标志栏 330 可以示出用户或研究人员是否手动设置了任何标志以突出显示(highlight)特定电子通信。为了提供进一步的信息，用户可以对与命中列表中特定电子通信相对应的消息进行注释。注释栏 332 可以指示是否存在这样的注释且用户可以点击消息来查看注释。

来自诸如公司用户目录、竞争对手目录或客户目录之类的其它第二源的数据可以被显示以进一步补充显示在消息标签视图 300 中的信息。一个这种类型的第二源数据是与特定电子通信的发送者或接收者相关联的部门。所述部门数据可以从与电子通信的参与者相关联的、列举包括人员工作的部门在内的信息的内部公司目录中获取。此外，与域名相关联的公司的分析可以通过使用外部公司目录源标识与域相关联的具体公司来执行。而且，有关事件可以从日历系统以及类似系统中获得。这种第二源数据可以显示在消息标签视图 300 的相应栏。例如，与电子通信的每个发送者相关联的部门可以显示在部门栏 324。

消息标签视图 300 还可以包括各种功能按钮或图标，以让用户在检索查询命中列表中的一个或多个电子通信上执行某些操作。例如，分析消息

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按钮或图标 370 可以让用户对消息或检索结果列表执行各种分析操作。这些操作，和相应的显示，将在下面被详细描述。此外，书签按钮或图标 380 可以让用户对选定的（一个或多个）消息或整个命中列表保存书签。根据本发明的一个实施例，用户可以在显示在上述导航窗口中的文件夹中保存（一个或多个）书签。

2.消息视图显示

图 4 说明根据本发明一个实施例的消息视图显示 400。消息视图显示 400 是示出关于检索查询命中列表中的单个电子通信和/或其联系的信息的详细显示。

消息视图显示 400 可以包括允许用户在各种屏幕之间切换的（一个或多个）标签 417。消息视图 400 还可以包括允许用户点进(click through)检索结果列表中的前一个和下一个消息两者的控制按钮 445。

消息视图 400 显示与特定电子通信相关的各种数据，所述数据可以包括通信发送者 419、通信接收者 420、与通信相关联的主题 421、日期 422、部门 423、附件 424、通信类型 425、通信的关联度 426 以及标识号 427。这些数据类型中每一个的细节已经在上面结合消息标签视图 300 进行了描述并且仅仅作为可以用来描述电子通信的示例性数据类型。本领域的技术人员将认识到其它类型的数据可以用来为用户提供与特定电子通信有关的信息。

消息视图 400 还可以包括接收者 430、附件 435 或与电子通信相关联的其它相关数据类型的互动显示。这种互动显示可以让用户进一步细分(breakdown)与电子通信有关的信息。例如，接收者标签 430 为用户提供电子消息的所有接收者的完整列表。在另一示例中，附件标签 435 为用户提供与电子消息相关联的所有附件的完整列表。这种互动显示是本发明能够在各个细节层次上显示与其中检索查询命中列表或特定电子通信相关的信息的又一示例。该显示的这些变化的细节层次为用户提供了大量电子通信可以有效地被过滤和有效地被分析的平台。

消息视图 400 还可以包括可以让用户在不同类型的分析图表中切换的下拉菜单 440。在一个实施例中，下拉菜单可以让用户选择用以标识与显

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示在消息视图 400 中的特定电子通信相关的信息的图表。例如，下拉菜单 440 可以显示图表，该图表示出由特定通信的接收者所表示的部门，以及来自接收特定通信的部门的接收者的数目。下拉菜单 440 可以处理大量不同种类的包括通信发往或发自哪个公司的分析功能，或可提供域名地址的分析。一般而言，下拉菜单 440 可以包括任何与通信有关的信息包括描述通信如何涉及一个或多个线程的信息。本领域的技术人员将认识到很多不同类型的数据可以包含在下拉菜单 440 内并被分析。

消息视图 400 还可以包括电子通信自身的显示，所述电子通信包括消息 415 的消息标头(如果有一个)和主体。而且，特定电子通信 415 的这种显示可以仅仅显示消息主体和标头信息的摘要。消息视图 400 还可以提供注释框 429，其中用户可以提供文本来对特定消息进行评论。而且，在显示上可以有书签功能来允许用户对消息和任何相应的注释保存书签。这种书签功能可以在上述目录体系结构中保存该信息。

3.线程标签显示

图 5 说明根据本发明一个实施例的线程标签显示 500。所述线程标签显示 500 可以通过点击线程标签 510 而在结果面板 120 中查看。所述显示 500 示出一系列相互关联的称为线程的电子通信。线程经常由电子通信参与者之间的一系列回复消息来生成。线程通常以时间先后顺序被查看从而用户可以看出参与者之间的通信如何随着时间而发展。然而，线程可以以各种不同的格式来显示以突出线程内通信的某个（或某些）方面。

线程标签显示 500 可以包括各种控制特征如可以让用户根据编号手动选择特定线程的条目号 574 或通过使用前一个、下一个、结束和开始按钮 576 用户可以在检索查询命中列表中生成的线程中滚动。

显示 500 可以包含用以示出从检索查询中生成的线程的不同属性的多个栏目。这些栏目可包括线程编号栏 512、主题栏 518、发起者(started by)栏 520、日期栏 522、发布栏 526、人员栏 532 和部门栏 534。序号栏 512 包括指定给通过检索查询选择的每个线程的序号。通常，线程根据其与检索查询的关联度按有序编号在显示 500 中显示。

每一个线程的主题在主题栏 518 中描述。线程的主题可以从特定线程

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的一个或多个电子通信的主题标题中获得。通常通过发送第一次电子通信而启动线程的人和线程开始的日期显示于“发起者”栏 520 和日期栏 526。

通信或消息的数目在发布栏 526 示出，允许用户快速确定线程的长度。线程中参与者的数目在人员栏 532 示出。显示 500 还可以在部门栏 534 中包括与线程中的参与者相关联的部门列表。如上所述，将部门与线程参与者相关联的信息可以从很多不同的第二源中获得。显示 500 还可以包括与线程中包含的信息、线程中的电子通信相关，或来自与线程或线程中的通信相关联的第二源的其他栏目。

显示 500 可以包括可以启动对线程的各种分析操作的“分析线程”按钮 565；这些操作和其显示的示例将会在下面详细描述。显示 500 还可以包括书签按钮或图标 570 以使用户保存线程和任何相应的注释。这种保存功能可以在上述目录体系结构中保存该这种信息。

4.线程视图显示

图 6 说明根据本发明一个实施例的线程视图显示 600。这种线程视图显示可以通过点击上述的线程标签显示 500 中的“分析线程”按钮 565 来打开。

线程视图显示 600 可以包含特定线程的各种描述，包括线程主题 656、线程发起者 657、线程开始时间 658、线程最后一次更新的时间 659、线程中消息或发布的数目 660、线程中参与者的数目 661、线程标签显示 500 中所选线程的位置或排序 662、线程中附件的数目 663 和线程标识编号 664。这个列表不是为了穷举并且线程视图显示 600 可以包含这些信息的任何数目的组合。线程视图显示 600 还可以包含直接从线程或从第二源获取的描述线程的其它信息。

线程视图显示 600 还可以包括线程参与者 665、线程内的附件 668 或与线程相关联的其它相关类型数据的互动显示。这种互动显示可以让用户进一步细分与线程有关的信息并快速分析该信息。参与者标签 665 为用户提供线程中全部参与者和对应活动层次的完整列表。在另一个示例中，附件标签 668 为用户提供包含在线程中的全部附件的完整列表。互动显示中

可以有其它信息类型以使用户在更详细的层次上看到与线程相关联的信息。

线程视图显示 600 还可以包括（一个或多个）下拉菜单 672 以使用户在不同类型的分析图表中切换。在一个实施例中，下拉菜单可以让用户选择用以标识与特定线程中的电子通信有关的信息的图表。例如，下拉菜单 440 可以显示用以分析线程本身内的部门和各自消息数量的图表。这个特征可以让用户快速确定与公司的特定部门或工作组相关的线程。下拉菜单 440 可以处理大量不同种类的分析功能，包括与线程内的电子通信相关联的公司，与线程内的电子通信相关联的部门，或提供对线程内电子通信的域地址分析。下拉菜单 440 还可以用来关联与已经获得如时间范围、概念等的属性相关的信息。本领域的技术人员将认识到很多不同类型的数据可以包含在下拉菜单 440 内并被分析。

线程视图显示 600 还可以包括各种图表以为用户提供线程的特定视图。例如，可以包括显示线程发布的时间线(timeline)的活动图表 680。所述时间线为用户提供对与特定时间段相关的电子通信量(volume)的按时间顺序查看。这个特征可以帮助用户精确地找到保证对线程的进一步分析的特别重要的时间段。用户可以通过使用改变图表参数如“全部|周|日”操作之类的功能来放大和缩小从而改变显示在图表中的时间段。

也可以提供与这些图表相关的其它特征和信息。例如，可以提供具有最大活动量的时间段 682，或者也可以提供具有最小活动量的时间段。图表还可以包含如改变颜色之类的突出显示，用以标识与线程相关的重要的或用户选择的时间段。这些其它特征可以提供于线程视图显示 600 或通过选择线程分析 675 而提供于其它窗口。

线程视图显示 600 还可以包括注释框 684 以允许用户提供与线程相关的描述和注释。用户还可以使用标志以标识特定线程。例如，标志可以被颜色编码以传达与研究相关的线程的某种意义。这些标志和注释可以被保存以更好地组织研究以及被用户或其它人以后阅读。

通常含有相同或相似主题的(标签 685 所标识)线程内电子通信列表显示于线程视图显示 600。有关通信中每一个的通用信息显示于各种栏目

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688。所示的示例性栏目组包括根据与特定主题的关联度来对消息进行排序的消息序号栏，主题栏，日期栏，发送者或来源栏，公司栏，部门栏，接收者栏，附件栏。这些栏目中的每一个为用户提供线程内电子通信中每一个的快照。作为线程中的成员示出的的消息组可以根据任何可用的栏目排序。

a) 线程分析图表

图 7A 说明根据本发明一个实施例的线程分析图表。线程分析图表可以包含在具有用以标识被分析的线程的主题的标签 712 的线程分析窗口 710 中。在另一个实施例中，线程分析图表不在单独的窗口中出现而是在窗口的框、标签或其它区域内生成。

在本发明的一个实施例中，线程分析图表包含用以说明与时间相关的线程通信的线形图。启动线程的初始电子通信 720 在图表中被标识。在图表中绘出后续电子通信 并且使用线连接所绘通信。在图中，后续通信 725 被特定的图标或点所标识以清楚地说明主要线程中的消息。

从主要线程中分离(break-off)出来的相关线程也可以在线程分析图表中绘出。根据一个实施例，相关线程中的电子通信 730 用与主要线程中不同的图标或点所标识。这种图表不仅说明主要线程还可以说明任何相关线程，其包含每个相关线程从主要线程中分离的点以及分离发生的时间。用以连接主要线程和任何相关线程的线可以不同，如虚线，来在视觉上突出显示两个线程不同的事实。

用户可以通过在与特定通信相对应的图标或点上滑动指针 730 来查看特定于主要或相关线程内的电子通信的信息。根据一个实施例，当指针在表示通信 730 的图标上移动时，包含该特定通信的摘要信息的弹出窗口 735 出现。如示例所述，指针经过点 727，弹出窗口 735 出现，提供与点 727 相关的电子通信的摘要信息。本发明的另一个实施例中，用户可以点击特定点或图标，然后消息视图窗口 400 生成，提供与特定电子通信有关的信息并基于这个特定通信提供进一步的分析。

线程分析窗口 710 还可以包含关键字 715 用以标识在线程分析图表中使用的各种不同的图标、符号、点和线。图表还可以通过使用图表缩放

718 操作而被缩放。在一个实施例中，图表缩放 718 允许图表缩放至小时图表或日图表。这种缩放可以让用户根据图表的长度和其中的电子通信量来调整线程分析图表的视觉显示。

每个线程分析图表可以为了后面的引用而被标记书签。用户还可以为图表附加注释作为提示或为以后查看图表的同事提供输入。

图 7B 说明根据本发明一个实施例的线程分析图表。在该图中，事件覆盖在图表上来允许用户可视化与某些重要事件相关的线程进展(progression)。当线程在研究期间被分析时，这个特征在可能是有效的工具。例如，特别重要的会议日期 750 被覆盖在线程线形图表上。在另一个实施例中，股票下跌日期 755 被突出显示在线程线形图表上。这个特征可以让用户标识相对接近于重要事件而发生的电子通信。

本领域的技术人员将认识到各种特征可以包括在线程分析图表中以更好地可视化与时间、具体事件、主题或其它线程相关的线程进展。例如，可以为如下数据提供分析和可视化，所述数据涉及将参与者、增加或私有会话、联系改变到其它同时刻的线程或消息、消息内容中的话题改变等。

5.人员标签显示

图 8 说明根据本发明一个实施例的人员标签显示 800。人员标签显示 800 为用户提供与从检索查询中确定的电子通信或线程的参与者或被讨论者有关的信息。所述显示 800 可以让用户要么标识与特定检索相关的个人，要么通过集中注意力于（一个或多个）特定参与者或被讨论的个人而进一步改进检索。

人员标签显示 800 可以通过在执行检索后切换至人员标签 810 而在结果面板 120 中示出。人员标签显示 800 可以包括各种控制特征如可以让用户根据编号手动选择特定个人的条目号 874 或通过使用前一个、下一个、结束和开始按钮 876 用户可以在检索查询命中列表中被标识的人员中滚动。

显示 800 可以包含多个栏目，其中的信息与被确定与检索查询相关的人员有关。这些栏目可以包括描述性数据，例如人员编号栏 812、人员栏 818、公司栏 820、部门栏 822、来自（from）栏 826、接收者栏 832、转

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发栏 834 和唯一标识(unique id)栏。编号栏 812 包含被指定给被确定与检索查询相关的每个人的编号。人员栏 818 提供人员名字和/或人员的电子邮件地址。

如果可知的话，与每个人对应的公司被显示在公司栏 820 中。公司可以从电子通信中确定，如通过电子邮件的域地址，或通过诸如内部公司目录或竞争者列表之类的第二源。如果可知的话，人员视图显示 800 还可以在部门栏 822 中列出每一个人所工作的部门。这种部门信息从第二源中获得并与人员或电子邮件地址相关。

显示 800 可以标识通过检索确定的由人员或电子通信地址发送的电子通信的数目。这种信息可以在来源栏 826 中提供。此外，显示 800 可以示出通过检索确定的由人员或电子通信地址接收的电子通信的数目。接收者栏 832 向用户示出这个信息。

显示 800 还可以标识与通过检索确定的电子通信相关的人员的其它行为。例如，转发栏 834 可以标识人员在检索查询中转发电子通信的次数。显示 800 可以包括所知道的与人员有关的以及该人员如何与检索结果相关的任何信息，如提及该人员的消息的数目、该人员在公司的任期、关于该人员的公司记录的链接以及该人员与研究有关的人员状态或角色。

显示 800 可以包括可以启动对人员的各种分析操作的“分析人员”按钮 865；这些操作和其显示的示例将会在下面被详细描述。显示 800 还可以包含书签按钮或图标 870 以允许用户保存对人员和任何相应的注释的引用。这种书签功能可以在上述目录体系结构中保存这种信息。

a)人员视图显示

人员视图 900 是示出与单个人员或电子通信地址和/或其在检索查询命中列表中的联系有关的信息的详细显示。人员视图 900 可以包括可以让用户在各种屏幕之间切换的（一个或多个）标签 917。人员视图 900 还可以包括可以让用户点进与检索查询相关的前一个和下一个人员两者的控制按钮。

人员视图 900 显示与特定个人相关的各种数据，所述数据可以包括名字 919、公司 920、部门 921、电子邮件地址 922、邮件列表数目 923、附

件 924、通信类型 925、通信关联度 926 和标识号 927。这种信息为用户提供与研究和/或分析相关的信息。本领域的技术人员将认识到描述特定个人的其它类型数据可以被提供。

人员视图 900 还可以包括电子邮件地址 930、邮件列表 935、别名(“AKAs”，also known as)937、附件 940 或可与个人相关联的其它相关类型数据的互动显示。所述互动显示可以让用户进一步细分与人员有关的信息。例如，电子邮件地址标签 930 为用户提供该人员使用的替代电子邮件地址列表。在另一个示例中，邮件列表标签 935 为用户提供包含与个人相关联的电子邮件地址的邮件列表的完整列表。所述邮件列表的列表可以通过比较个人电子邮件地址和在公司目录、消息系统或其它源中确定的邮件列表中的地址来生成。在又一个示例中，AKAs 标签 937 可以显示可能与个人相关联的另一个电子邮件地址列表。这些电子邮件地址可以通过包含在电子邮件中的名字来确定，或通过识别个人名字的置换(permutation)以及将这些置换与已知的域电子邮件服务供应商相关联来生成。例如，电子邮件地址 firstname.lastname@hotmail.com 可以与具有电子邮件地址中的名和姓的个人相关联。在最后一个示例中，附件标签 940 可以显示与特定个人相关联的电子通信的附件列表。这种互动显示可以让用户在同一个窗口中获取与特定个人有关的更详细的信息。而且，这种信息可以从包括电子通信自身的多个不同源或从第二源中获取。

人员视图 900 还可以包括与特定个人相关联的电子通信地址列表以及与这些地址中的每一个相关的数据。包含描述通信的特定类型数据的示例性栏目 960 被提供，包括电子邮件地址数目栏、电子邮件地址栏(取决于该地址是发送或接收该通信，为“去往”或“来自”)、公司栏、部门栏、消息计数栏、附件数目栏、标志栏。所述通信地址列表可以根据该地址是接收还是发送通信来划分。根据一个实施例，“已接收”标签 955 用来示出特定个人接收通信的来源地址而“已发送”标签 957 用以示出特定个人发送通信的去往地址。

出于示例的目的，在图 9 中提供了两个这样的列表。第一个列表 962 标识具有与个人相关联的名字置换(“name1”)的电子邮件地址。简而言之，

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这是通过将个人的名字置换与检索查询生成的电子邮件相匹配而确定的用于个人的雅虎电子邮件账户。与这个电子邮件地址相关的其它数据在其它栏中提供。第二个列表 964 标识用于个人的 X 公司电子邮件地址。这个电子邮件地址可能因为个人名字包含在电子邮件中而被确定、该地址可能与名字置换相匹配，或该地址从如 X 公司的电子邮件目录之类的第二源中获取。同样，与这个电子邮件地址相关的其它数据在其它栏中提供。

人员视图 900 还可以提供一种方法以允许用户提供注释 956 来对特定个人进行注释。而且，显示 900 还可以有书签功能以允许用户保存对有关个人和任何相应的注释的信息的引用。这种书签功能可以在上述目录结构体系中保存这种信息。

特定个人还可以通过确定与这个人进行通信的人而被进一步分析。出于描述图 10 和图 11 的目的，这个被分析的特定个人将会被标识为“特定个人”而个人发送通信的接收人员将会被标识为“接收者”并且个人接收的通信的发起人员将会被标识为“发送者”。

b)“已发送”标签显示

图 10 说明根据本发明一个实施例的“已发送”标签显示 1000。所述显示 1000 为用户提供特定个人向其发送通信的被确定的接收者，以及与之相关联的数据的列表。所述显示包括描述这些接收者的多个栏目，包括接收者编号栏 1012、去往(to)栏 1015、公司栏 1017、部门栏 1020、消息栏 1022、附件栏 1025、标志栏 1027。

名字栏 1015 可以显示接收者的名字或电子邮件地址。接收者的公司和部门在对应的栏 1017 和 1020 中示出。该公司和部门信息可以直接从电子通信或从第二源中获取。消息栏 1022 示出从特定接收者那里接收的电子通信的数目而附件栏 1025 示出这些电子通信中的附件的数目。标志栏 1027 可以让用户为后面的使用或另一个用户标志某些接收者。

所述“已发送”标签显示 1000 可以让用户特别跟踪由特定个人发送的电子通信并分析这些通信。这个特征对于在大量电子通信上进行任何种类的研究工作特别有价值。

c)“已接收”标签显示

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图 11 说明根据本发明一个实施例的“已接收”标签显示 1100。所述显示 1100 为用户提供特定个人所接收的通信来自的被确定的发送者，以及与之相关联的数据的列表。所述显示包括描述这些发送者的多个栏目，包括发送者编号栏 1112、来自栏 1115、公司栏 1117、部门栏 1120、消息栏 1122、附件栏 1125、标志栏 1127 以及唯一标识栏。

名字栏 1115 可以显示发送者的名字或电子邮件地址。发送者的公司和部门在对应的栏 1117 和 1120 示出。与接收者通信的情况一样，该公司和部门信息可以直接从电子通信或从第二源中获取。消息栏 1122 示出由特定发送者发送的电子通信的数目而附件栏 1125 示出这些电子通信中附件的数目。标志栏 1127 可以让用户为后面的使用或另一个用户标志某些接收者。

d)人员分析图表

图 12 说明根据本发明一个实施例的人员分析图表 1200。所述图表 1200 为用户提供个人电子通信历史和习惯的有效可视化。所述图表 1200 在可以让用户查看与特定个人相关联的电子通信历史的总体情况(broad picture)的单一平台上图形化说明了与电子通信相关的特定方面。颜色、图案、尺寸、强度和其它视觉属性的使用被用来实现这种可视化。

人员分析图表 1200 包括可以显示与特定个人的电子通信历史和习惯相关的图形的图形窗口 1235。在这个特定的实施例中，示出包含与相应电子通信的参与者相关的多个圆圈的图表。第一个圆圈 1240 表示特定个人，Ms.A，而其余的圆圈表示与她电子通信的人员列表。所述列表包括 Mr.X 1245，MsY@yahoo.com 1250， Ms.Z 1255，和 ABC@hotmail.com 1260。这些圆圈的尺寸随着与 Ms.A 的通信量而变化。因此，如表示 Ms.Z 1255 的那一个圆圈之类的大圆圈指示大量通信的发生。与此相对，如表示 Mr.X 1245 的那一个圆圈之类的较小的圆圈指示相对较少量通信的发生。

图表 1200 中的人员可以根据他们的名字，如 Ms.A，Mr.X 或 Ms.Z，或电子通信地址，如电子邮件地址 MsY@yahoo.com 和 ABC@hotmail.com 来标识。与地址相关联的名字可以直接从通信自身或从第二源来确定。

可以提供其它图形化表示以可视化特定个人的电子通信历史的方面。

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例如，连接 Ms.A 1240 到与她通信的各个人员的线可以随通信量而在粗细上变化。根据该特定说明，位于 Ms.A 1240 和 Ms.Z 1255 之间的最粗的线 1253 指示相对大量通信的发生。与此相对，细线 1243 可指示较少量通信的发生。线的粗细上的这种变化仅仅是特定个人电子通信历史属性可以被可视化给用户的又一示例。

人员图表 1200 还可以包括让用户定义在人员图表上显示什么信息的各种控制特征。根据一个实施例，时间线 1215 被包含以定义电子通信被分析和显示的时间段。所述时间线 1215 可以被缩放并被分割为包含小时、日、月和年的各种片段。用户可以从定义特定图表的细节层次的控制特征 1230 中选择缩放因子。

根据本发明的另一个实施例，用户可以通过进一步定义日期范围的滑动工具 1220 来动态改变图表的日期范围。如示例所示，滑动工具的突出显示部分 1225 设置了特定人员图表 1200 的日期范围。因此，用户可以集中注意力于两个特定日期之间的分析以查看在这些日期之间的个人电子通信。

大量不同的视觉工具被集成在人员图表 1200 中以为用户提供有效的研究显示。此外，这些视觉工具能补充来自如电子通信和第二源二者的多个源的数据的集成，为用户展示个人电子通信历史和习惯的总体情况视图(big picture view)。例如，当用户鼠标在相应的圆圈或线上移动时，与人员和/或在两个人之间传输的消息有关的细节可以被显示。而且，支持下查特征从而当用户点击线或圆圈时，与人员相关联的消息或其它人员的集合的相应视图被示出。本领域的技术人员将认识到这些设施可以用来显示与人员和他们与其它实体(如，事件、概念等)的关系有关的很多其它种类的信息。

6.概念标签视图

图 13 说明根据本发明一个实施例的概念标签显示 1300。所述特定显示 1300 包含多个栏目，这些栏目包含与在检索期间被确定的电子通信的内容相关联的数据以及可以让用户修改/变更显示视图的控制图标。

概念标签显示 1300 包含包含(#)栏 1312、检索特定概念栏 1318、开始

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日期栏 1320、半程(half life)栏 1322、相关消息栏 1326、相关人员栏 1332。概念标签 1310 可以让用户在结果面板 120 中的各种显示之间切换。

编号栏 1312 示出与概念列表中的每个概念相关联的编号。检索特定概念栏 1318 提供在包含检索结果的电子通信中被标识为重要的项、短语或其它概念表示的列表。开始日期栏 1320 标识检索结果中的电子通信第一次使用概念的日期。半程栏 1322 标识概念的半程，即从概念第一次被使用至所有使用的一半发生时的时间段。这个半程特征是对组织或团体内概念的生存期的有用度量。

相关消息栏 1326 示出检索结果中提及概念的电子通信的数目。相关人员栏 1332 标识在检索结果中在其电子通信中使用了该概念的参与者的数目。

概念标签显示 1300 还包括诸如条目框 1374 之类的显示控制图标，所述条目框 1374 指示所选择的检索概念的位置并可以让用户选择与框 1374 内的数字相关联的特定概念。显示 1300 还可以包括可以让用户快速导航概念列表的箭头图标。

显示 1300 可以包括可以启动对人员的各种分析操作的“分析概念”按钮 1365；这些操作和其显示的示例将会在下面被详细描述。显示 1300 还可以包括可以让用户保存对这个概念和任何相应的注释的引用的书签按钮或图标 1370。这种书签功能可以在上述目录体系结构中保存这种信息。

a)概念分析图表

图 14A 说明根据本发明一个实施例的概念分析显示 1400。所述图表 1400 可以通过点击概念标签显示 1300 中描述的分析概念按钮 1365 来生成。图表 1400 以图形格式为用户示出与检索结果的电子通信中出现的概念相关的特定属性。

在这个特定实施例中，示出三维柱状图 1450 以表示检索结果中提及特定概念的电子邮件数量 1422 以及这些提及的数量随着时间 1455 如何变化。与特定概念有关的各种信息也可以在该图表 1400 中示出，包括概念自身 1420、检索结果中第一次提及概念的日期 1426、概念的半程 1432、

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检索结果中被确定的使用概念的消息总数 1434，以及在检索结果中的消息中使用概念的人员数目 1436。

概念分析图表 1400 还可以包括允许用户记录与概念 1400 有关的特定观察的注释框 1440。图表 1400 还可以包括书签特征以允许用户为了后面的使用而保存对图表以及任何与其相关的注释的引用。这种书签特征可以在上述目录体系结构中操作。

如前面的图表一样，概念图表为用户展示可能的大量相关电子通信的重要特征的总体情况视图。在这个特定的图表中，为用户图形化示出随着时间的推移与特定概念相关的电子通信数量。所述图表 1400 标识某些种类的电子通信中的数量峰值，来让用户更有效地改进与时间相关的研究。图表 1400 还可以包括示出来自特定人员的电子通信的三维面(three dimensional aspect)。在这个特定的说明中，为每个月提供两个柱，示出来自两个不同的个人的电子通信量并可能包括其它因素如在两个不同的检索结果列表中概念的使用。时间、概念、电子通信量和人员的合并为研究人员提供对大量信息的高层视角从而能够实现确定相应通信中更有效的改进过程。

图 14B 说明根据本发明一个实施例的概念分析显示。这个图示出可能用来提供与和（一个或多个）电子通信或线程相关的各种概念或话题有关的信息的又一显示。

如图 14A 中所示的与概念相关的相同类型的信息和属性被提供给用户，包括概念自身 1420、检索结果中第一次提及概念的日期 1426、概念的半程 1432、检索结果中被标识的使用概念的消息总数 1434，以及在检索结果中的消息中使用概念的人员数目 1436。

在这个特定实施例中，二维图形被用来提供与特定话题或概念相关的信息和属性的可视化。例如，表示时间点处或时间范围内用于特定概念的电子通信数量的柱被提供给用户。图 14B 是显示与内容、概念、时间、线程和人员相关的电子通信属性的图形化说明的又一个例子。

本领域的技术人员将认识到将时间、概念、消息量和消息参与者合并到单一平台的各种图表和显示都可以被提供。而且，从电子通信或如公司

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目录之类的第二源中获取的信息可以被合并以展示更全面的总体情况(even broader picture)和多层次的分析工具。

尽管本发明通过参考某些实施例来描述，但本领域的技术人员将认识到各种修改可以被提供。因此，本发明的保护范围仅由后面的权利要求限定。

206 Duration Media Ex-1084

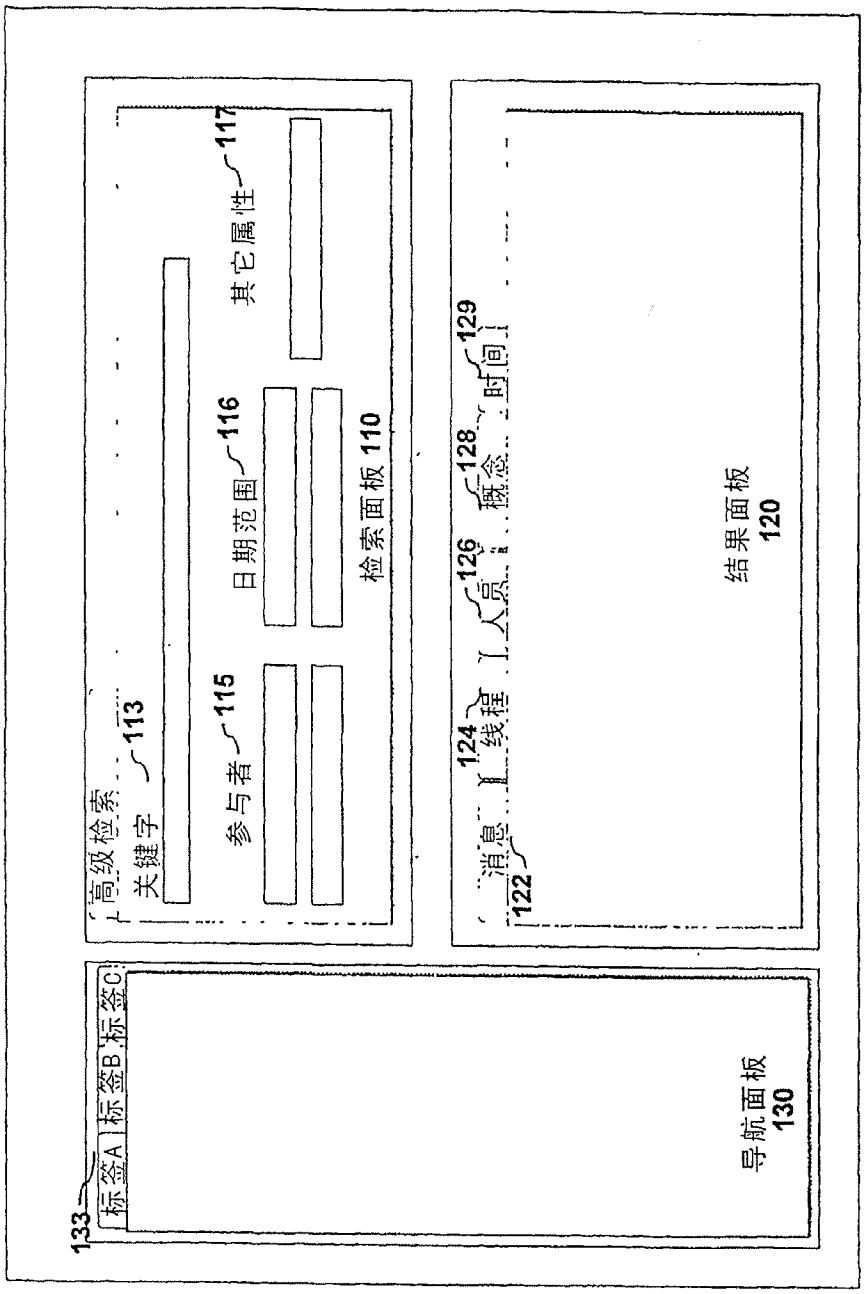


图1

207 Duration Media Ex-1084

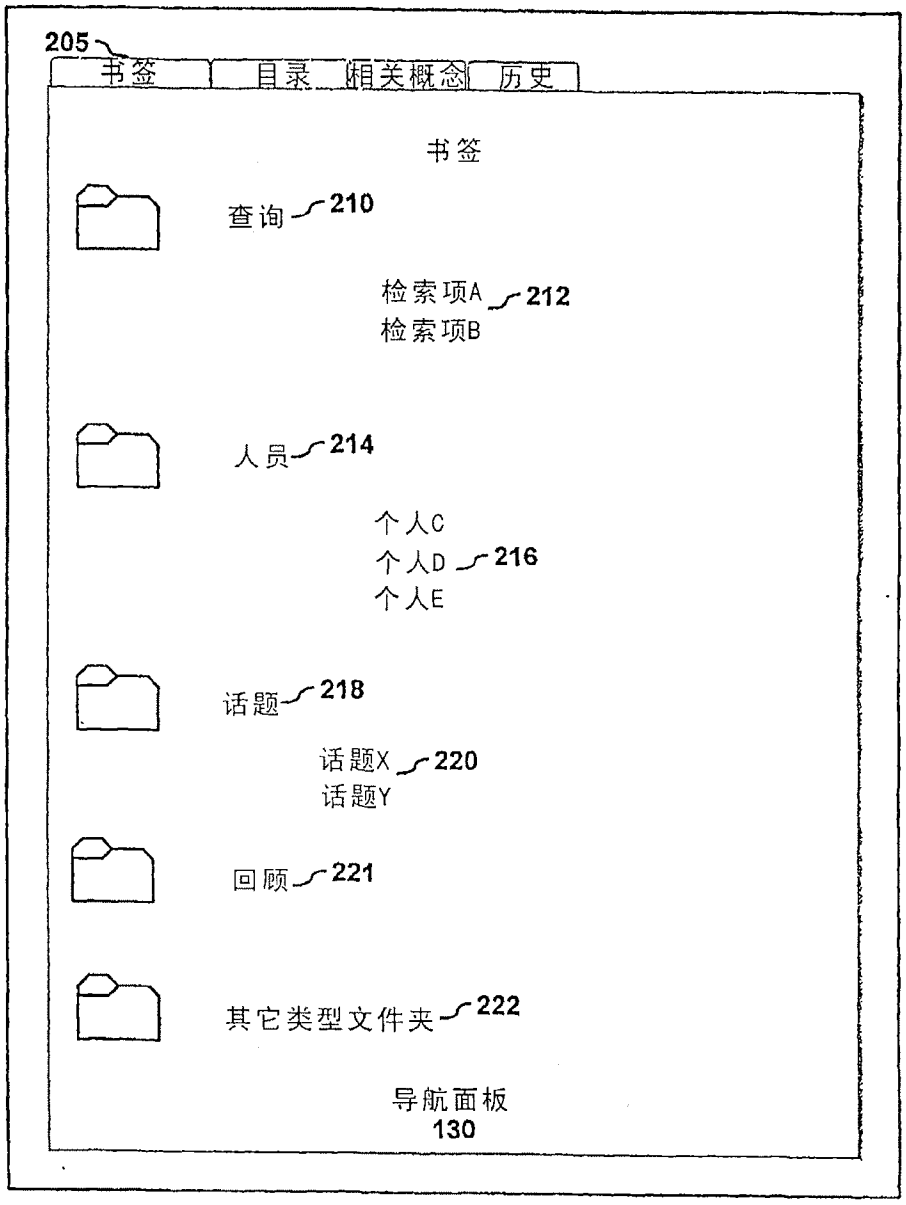


图2A

208 Duration Media Ex-1084

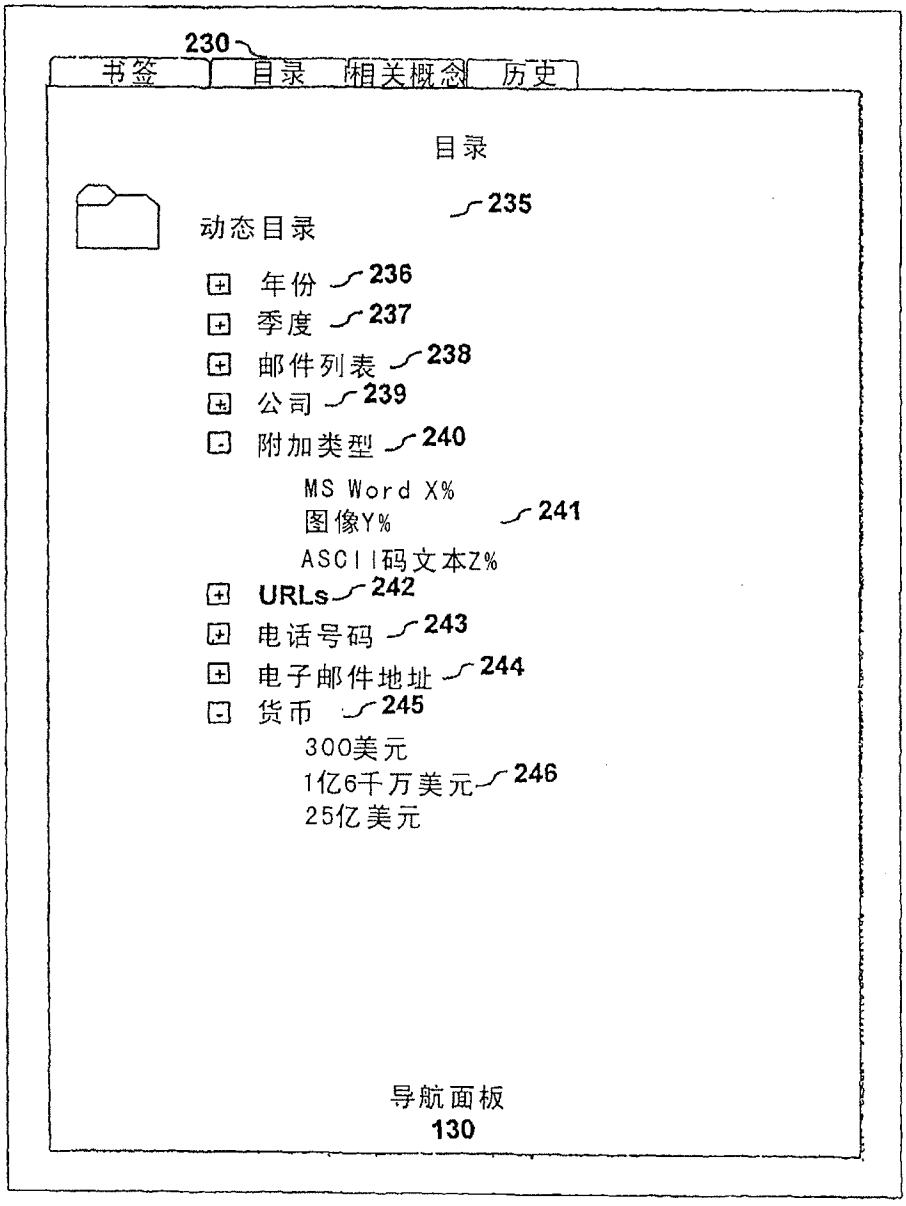


图2B

209 Duration Media Ex-1084

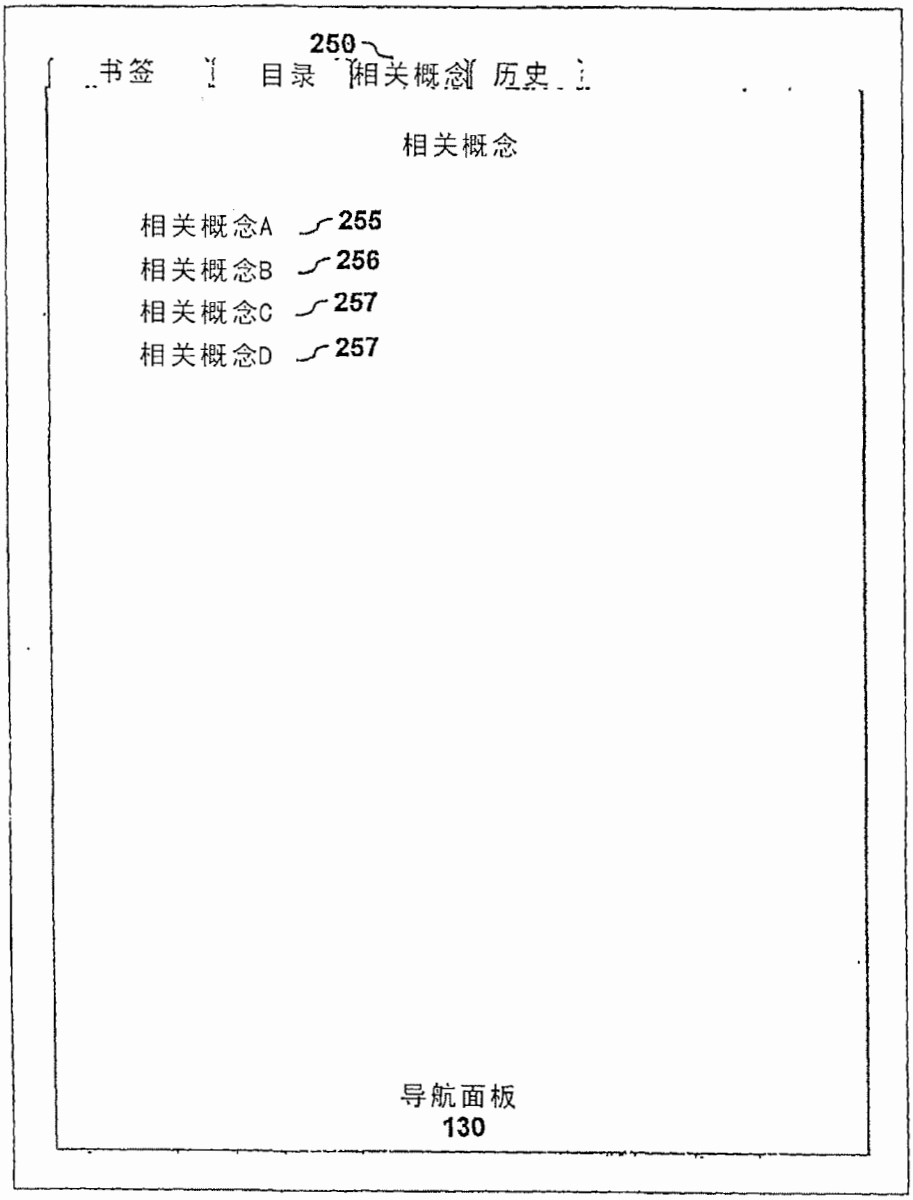


图2C

210 Duration Media Ex-1084

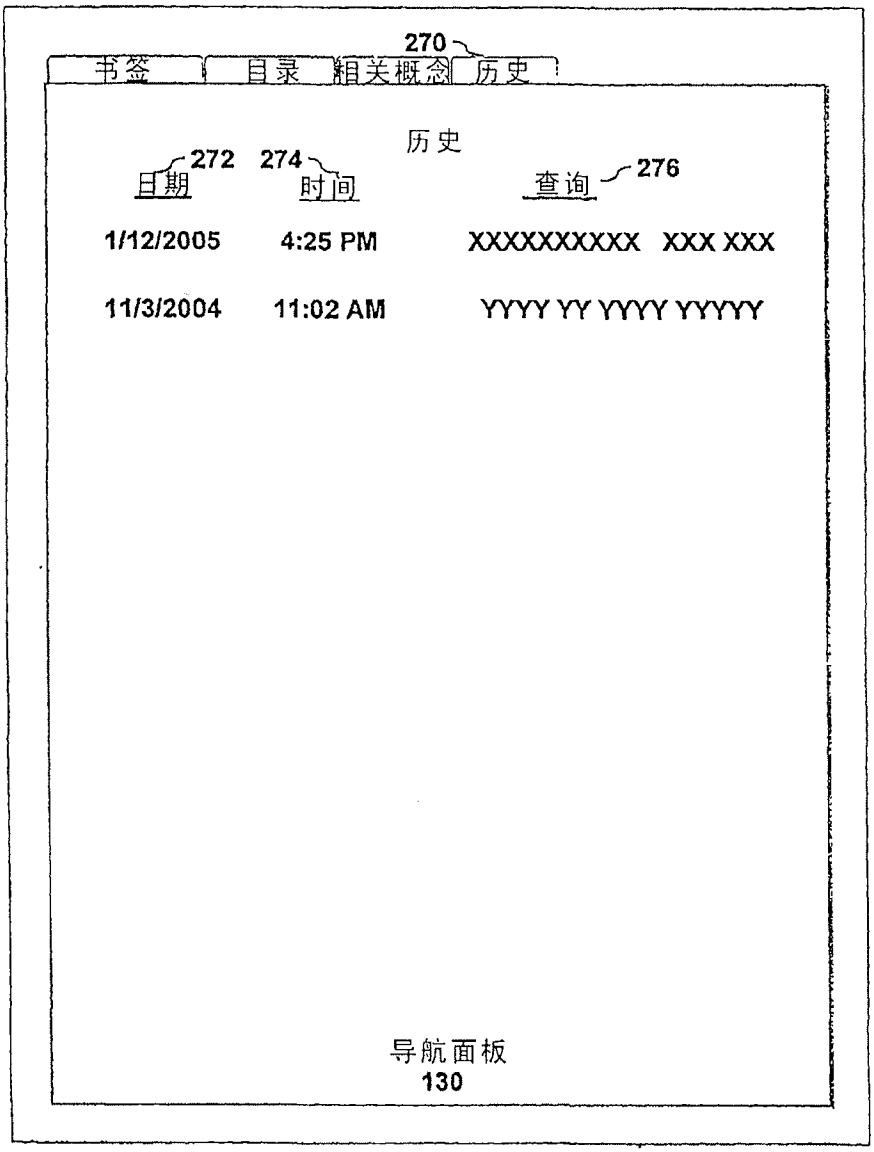


图2D

211 Duration Media Ex-1084

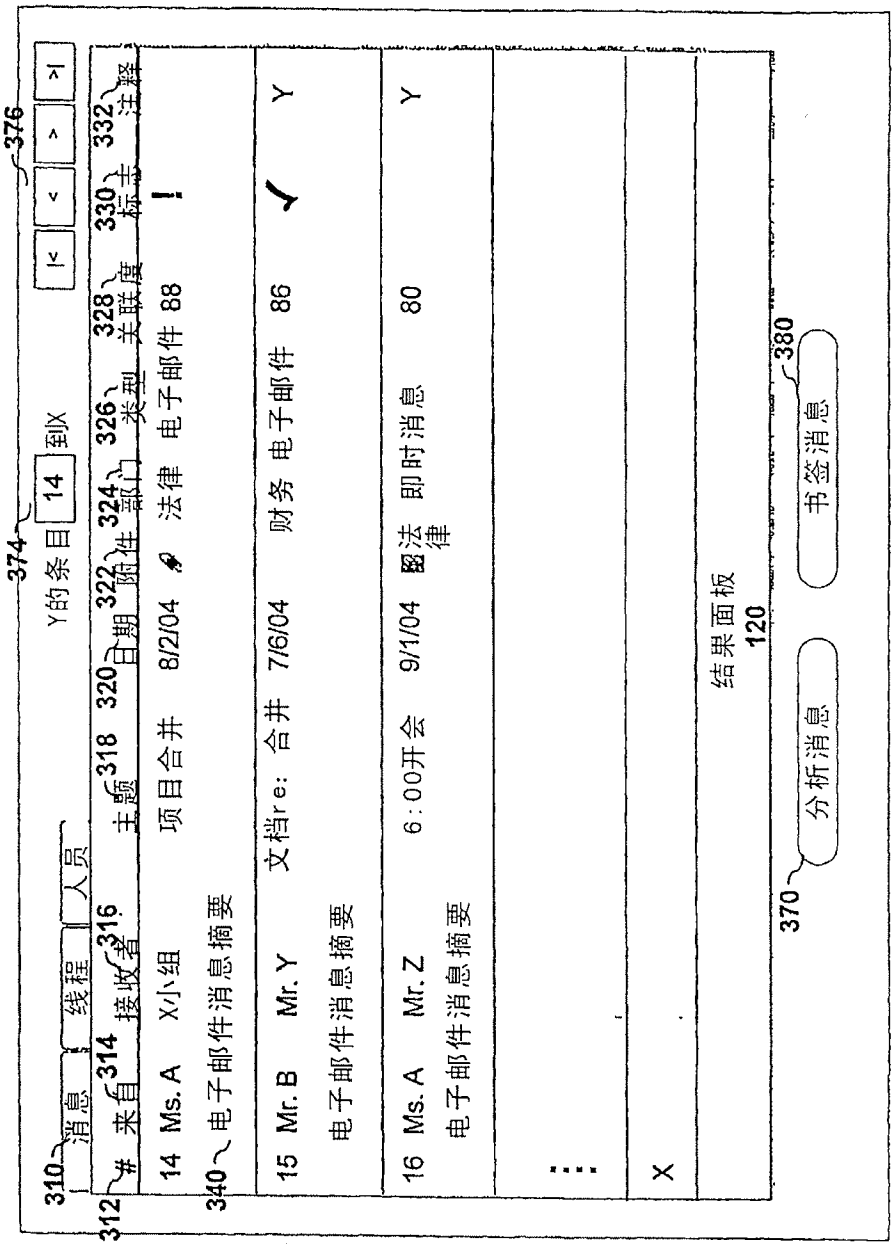


图3

212 Duration Media Ex-1084

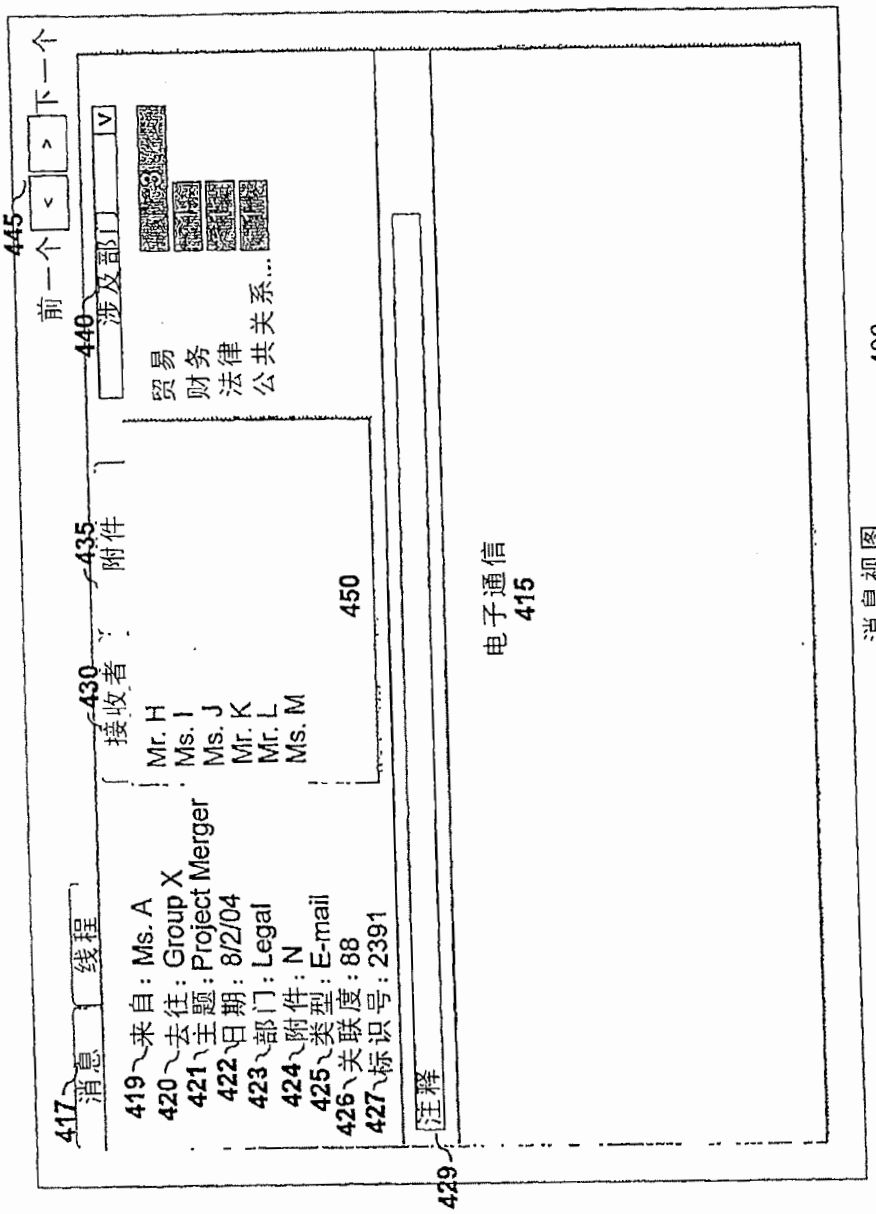


图4

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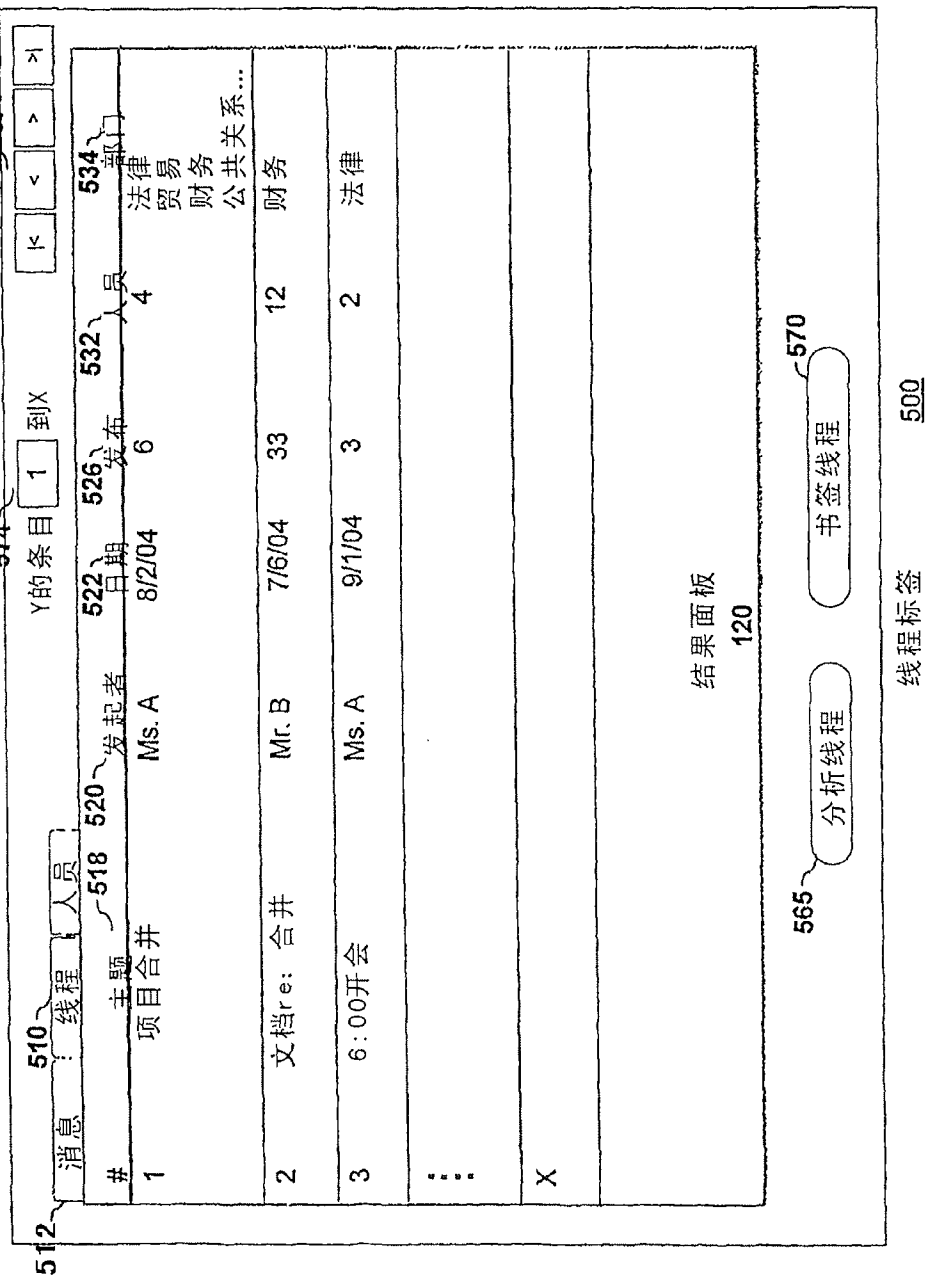


图5

214 Duration Media Ex-1084

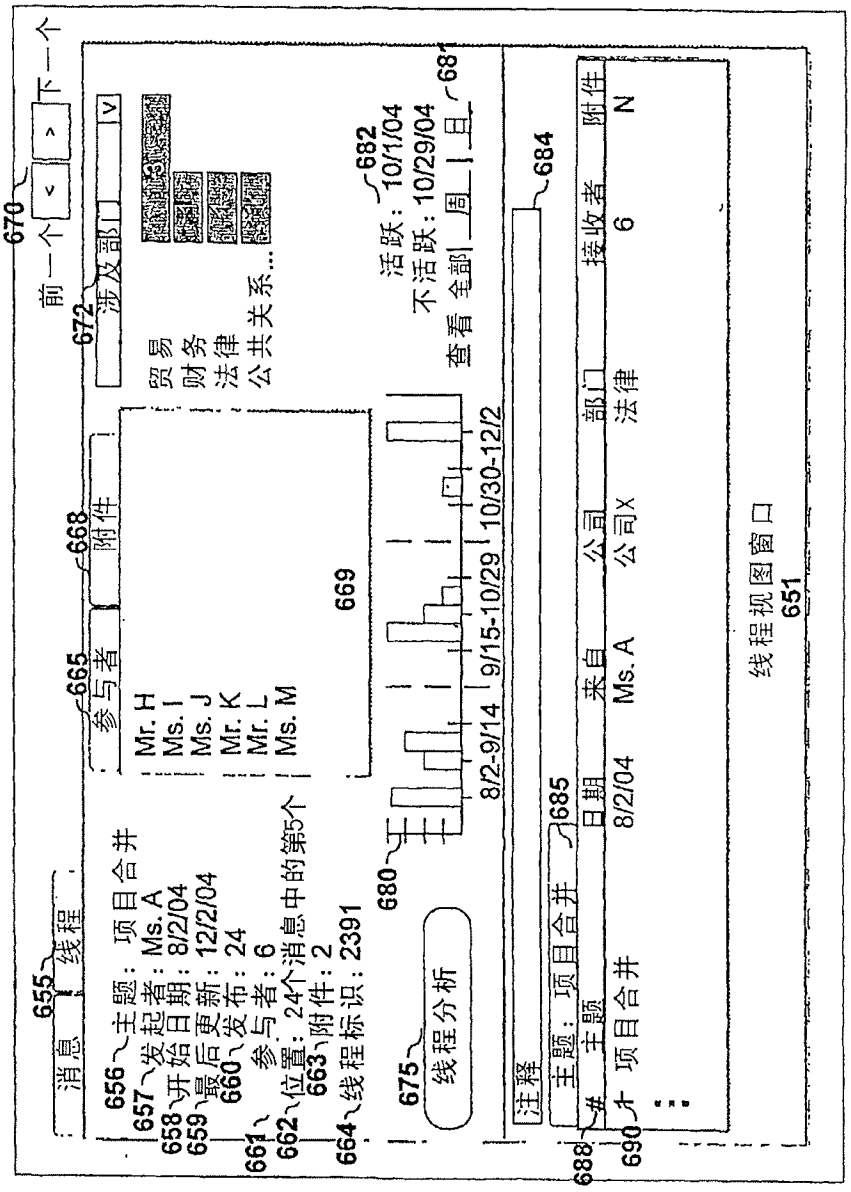


图6

215 Duration Media Ex-1084

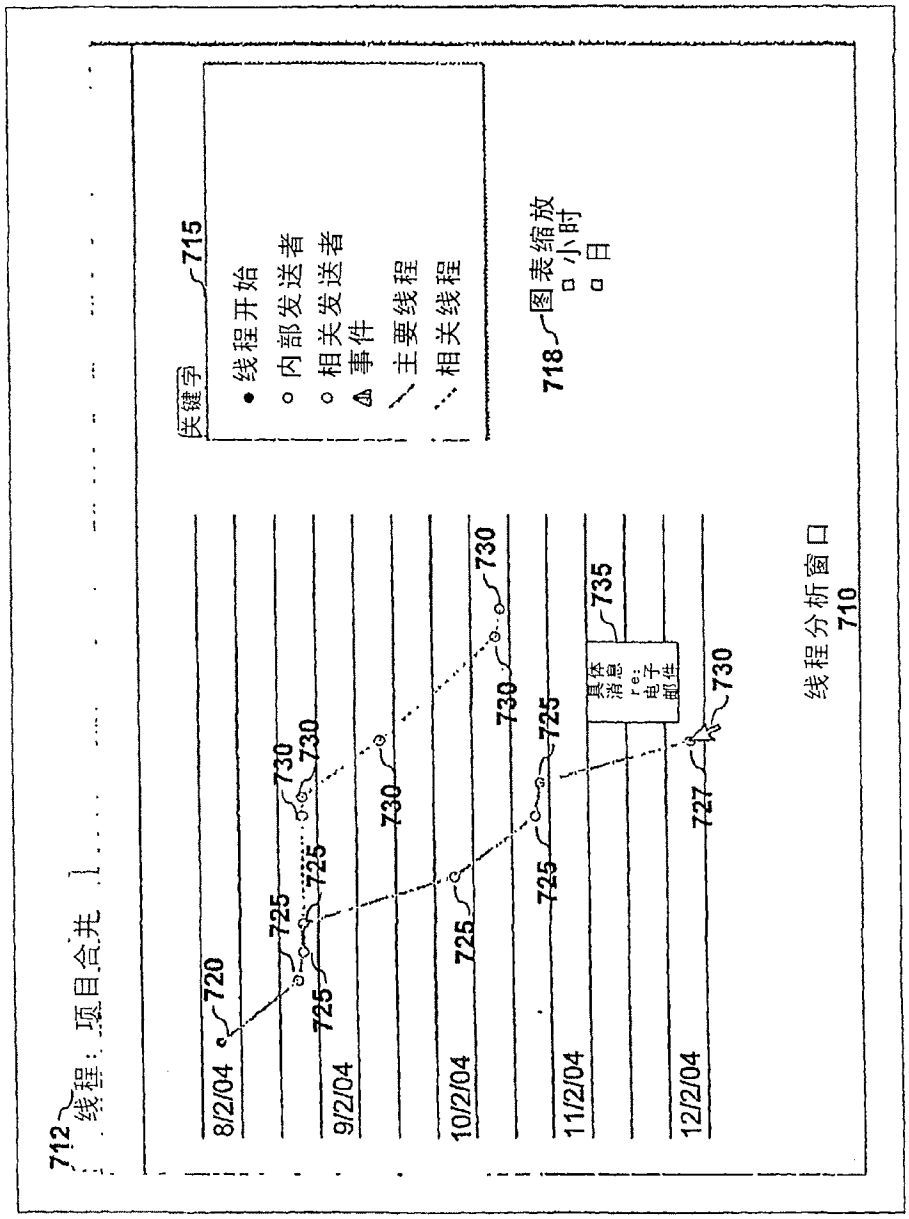


图7A

216 Duration Media Ex-1084

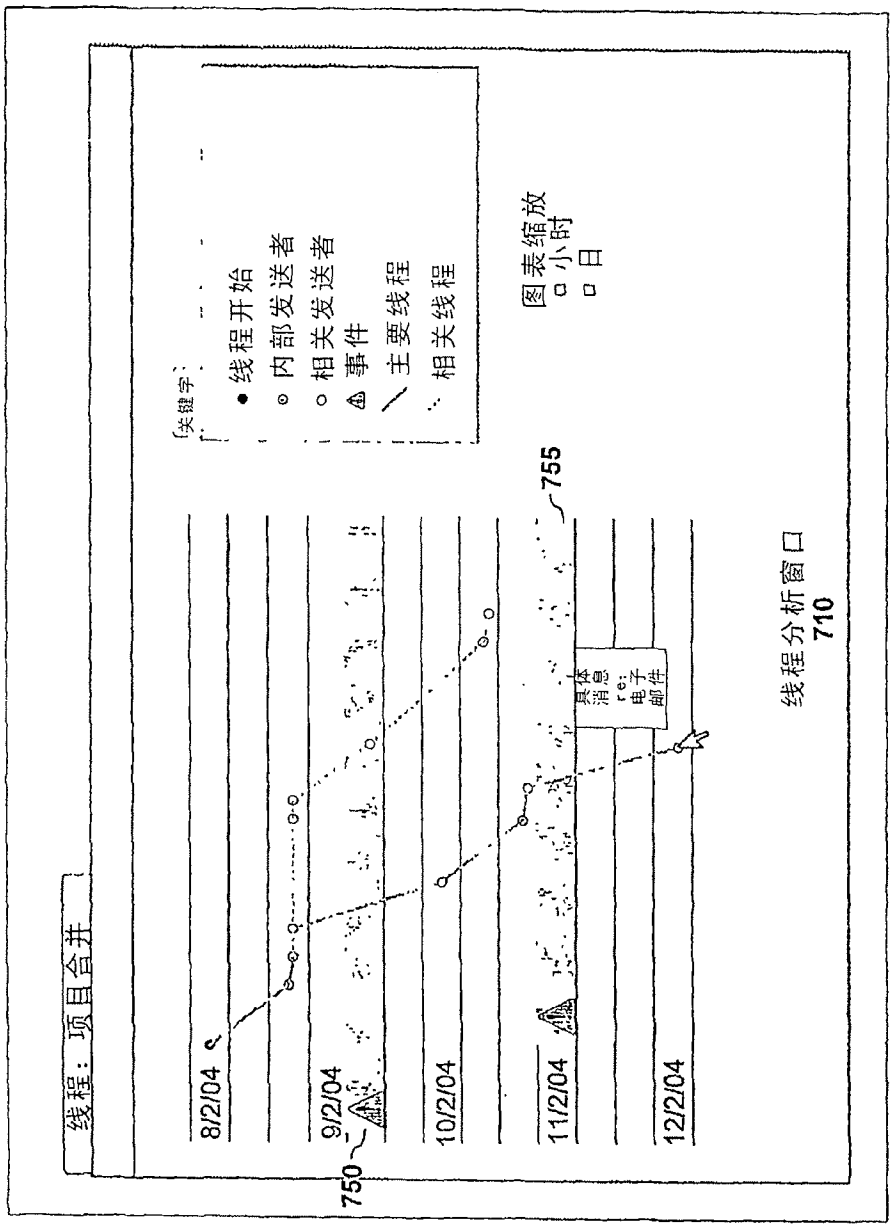


图7B

217 Duration Media Ex-1084

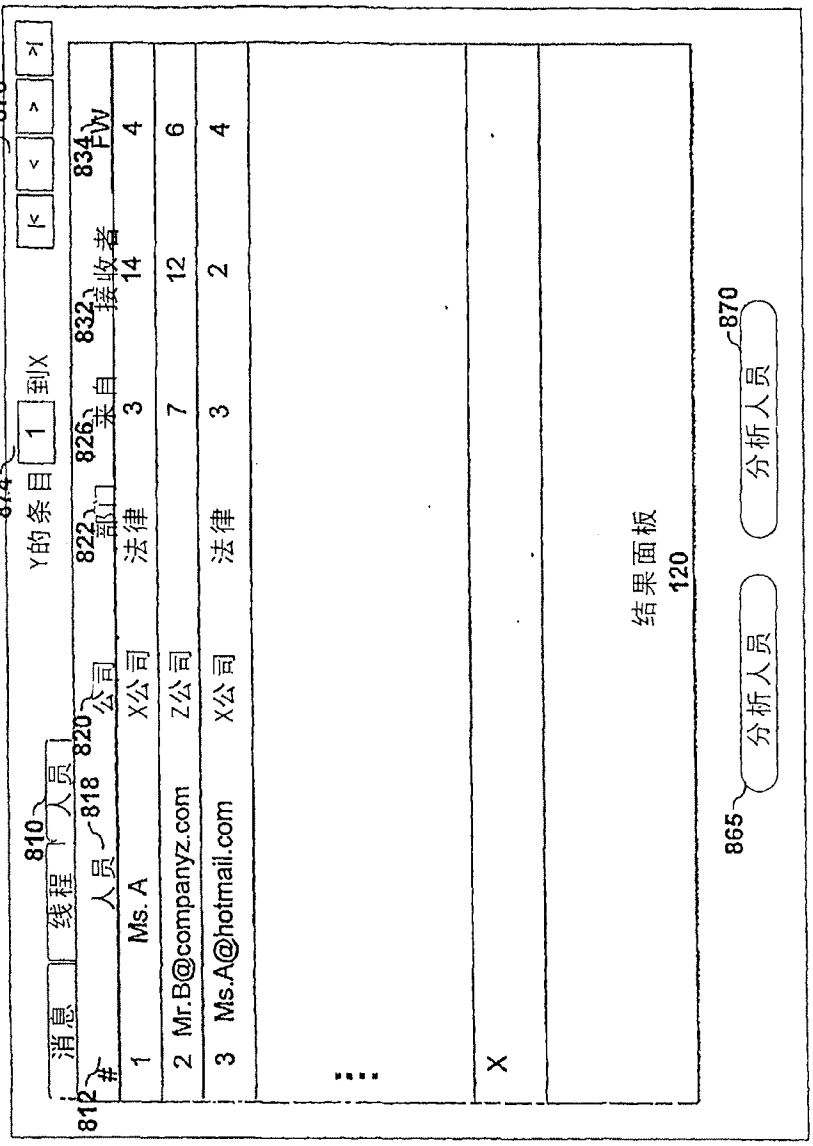


图8

218 Duration Media Ex-1084

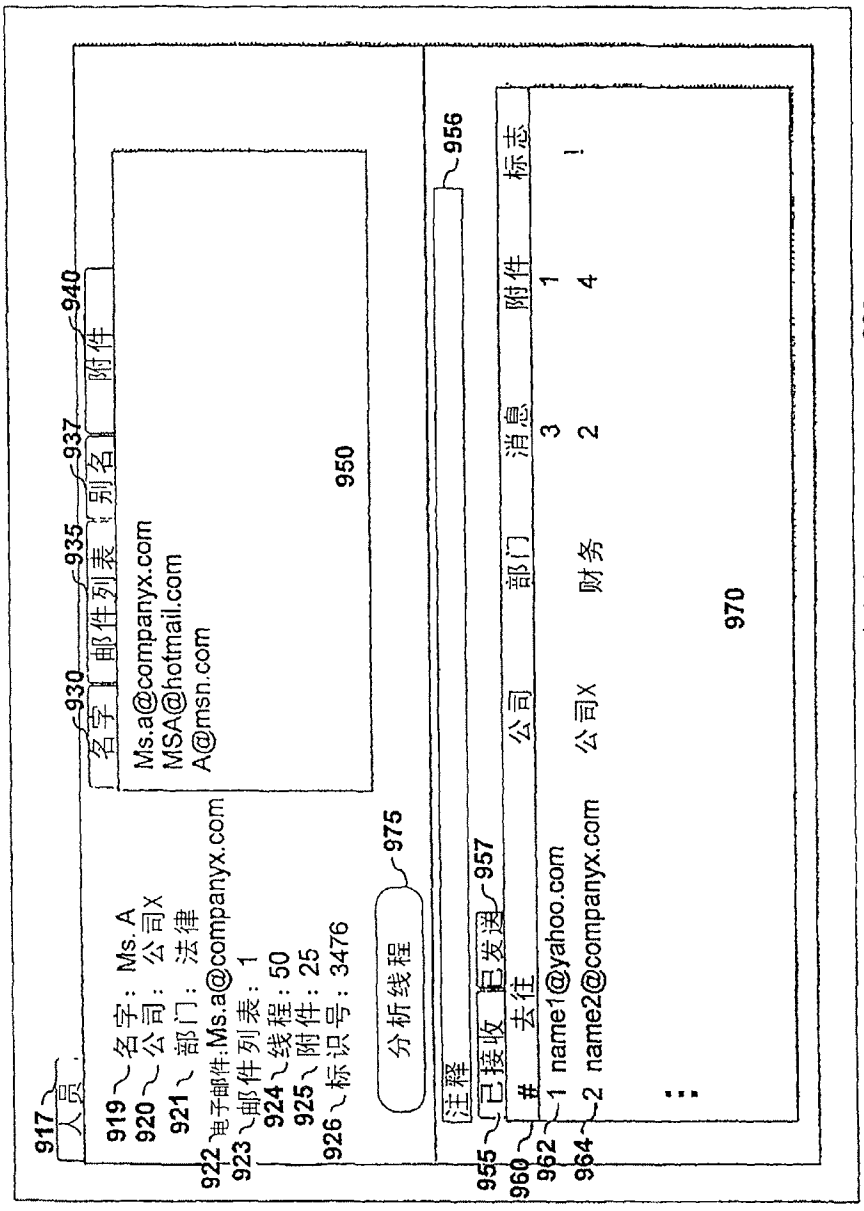


图9

219 Duration Media Ex-1084

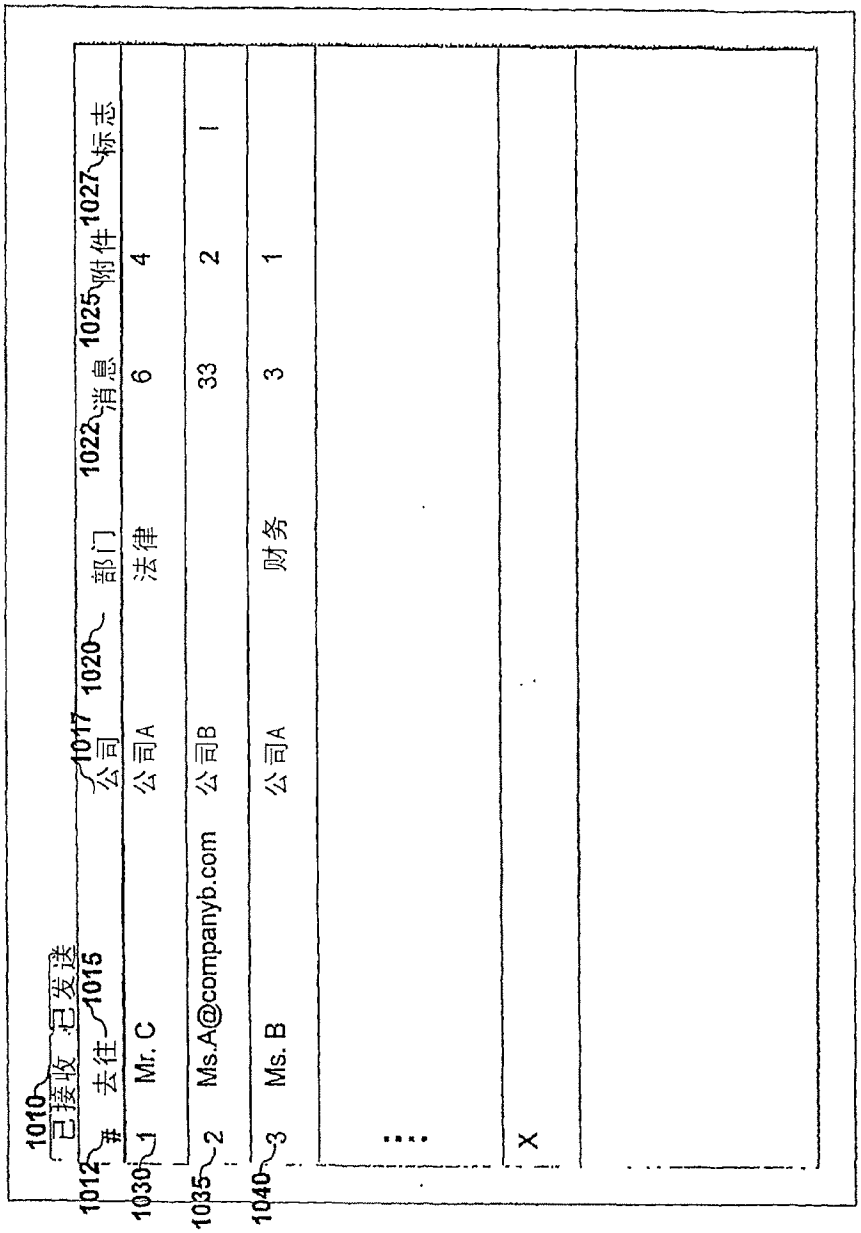


图10

220 Duration Media Ex-1084

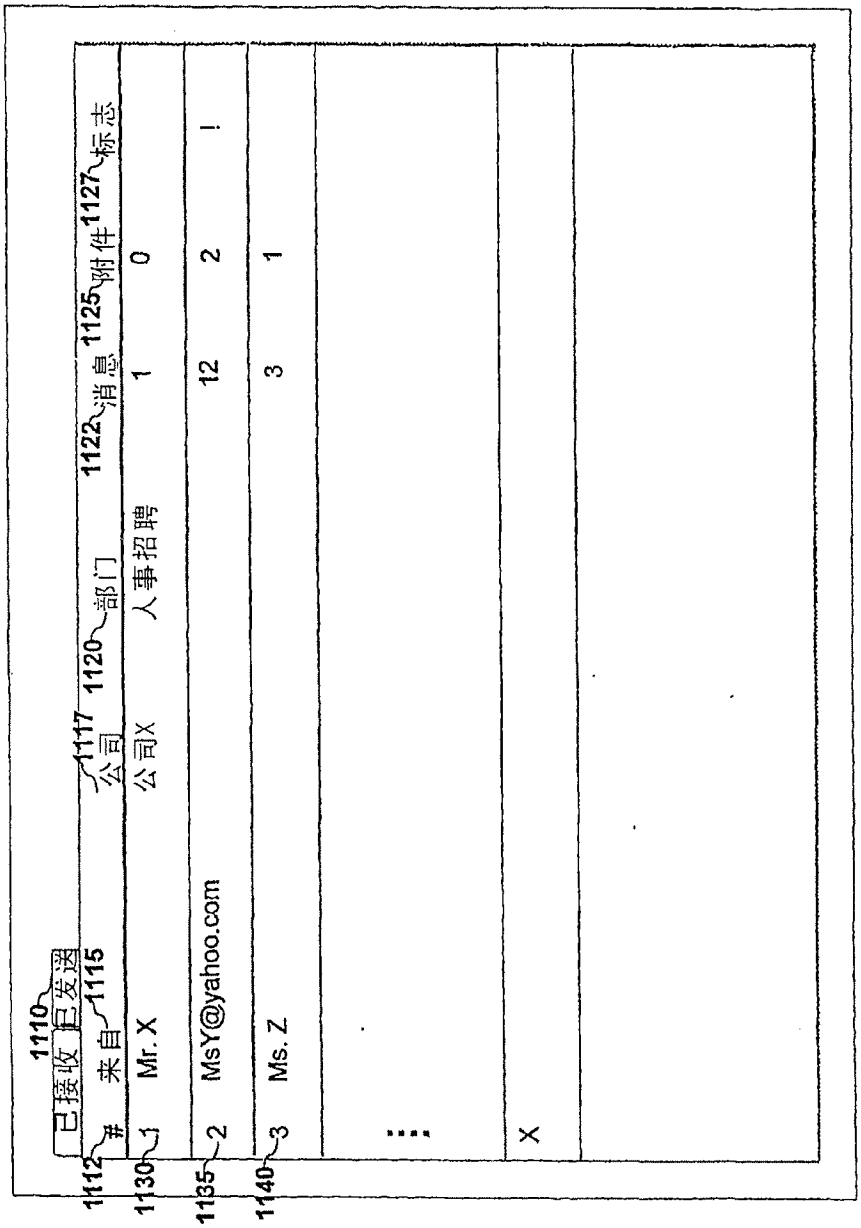


图11

221 Duration Media Ex-1084

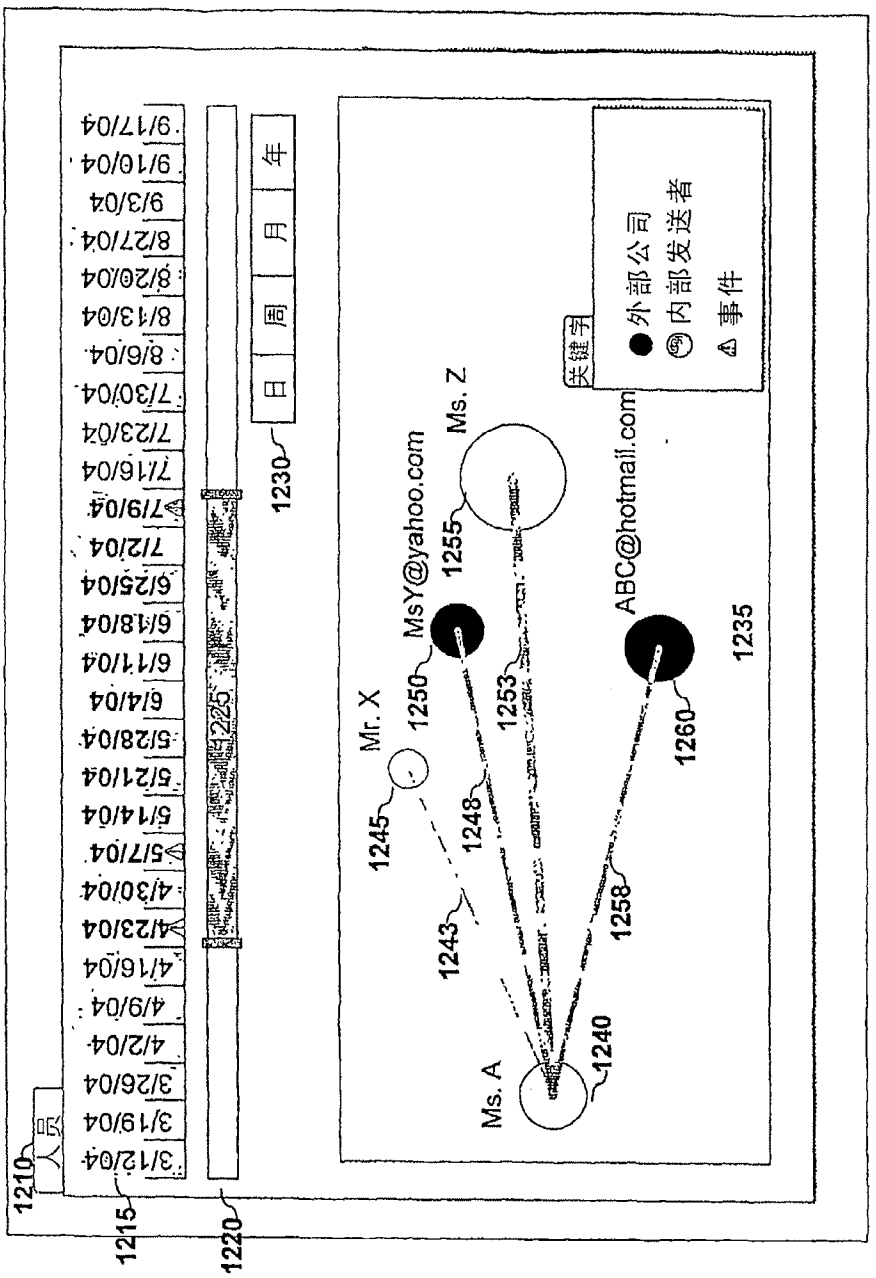


图12

222 Duration Media Ex-1084

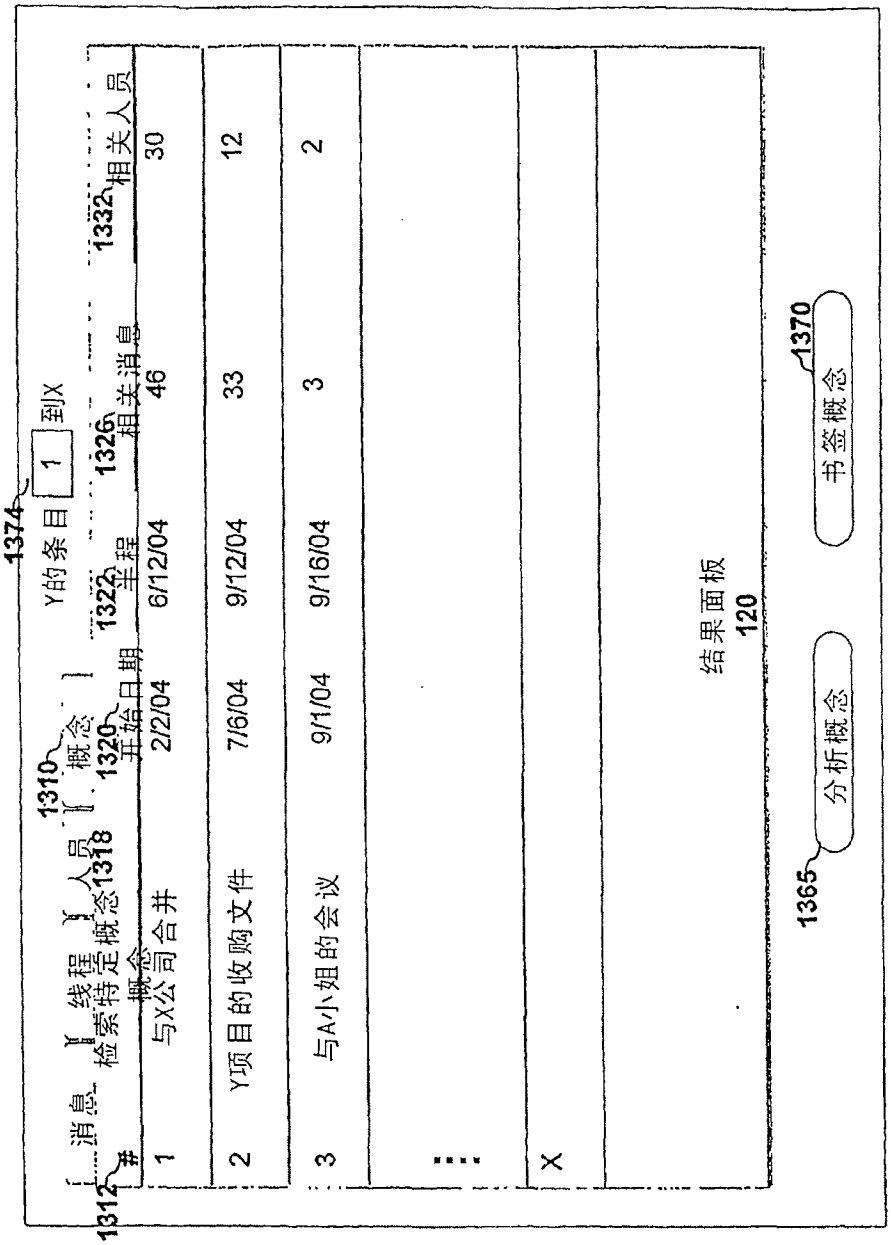


图13

223 Duration Media Ex-1084

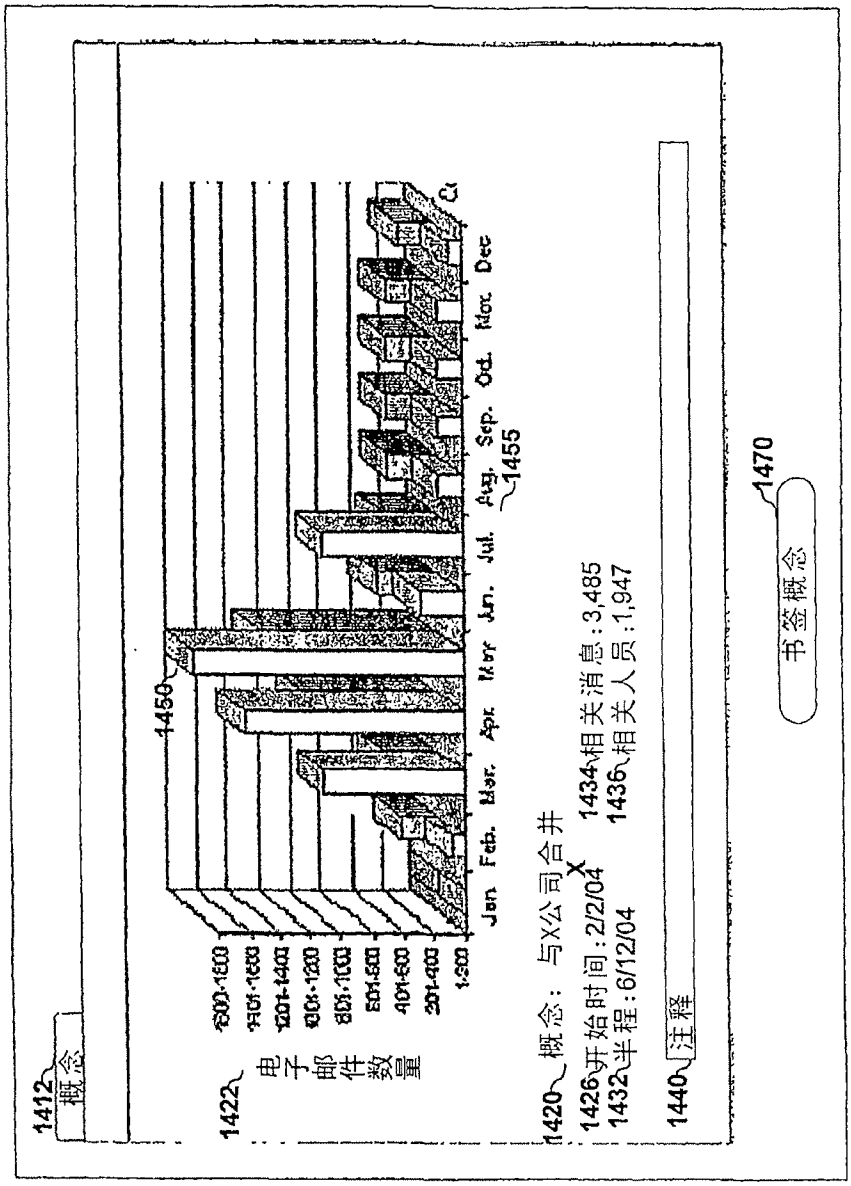


图14A

224 Duration Media Ex-1084

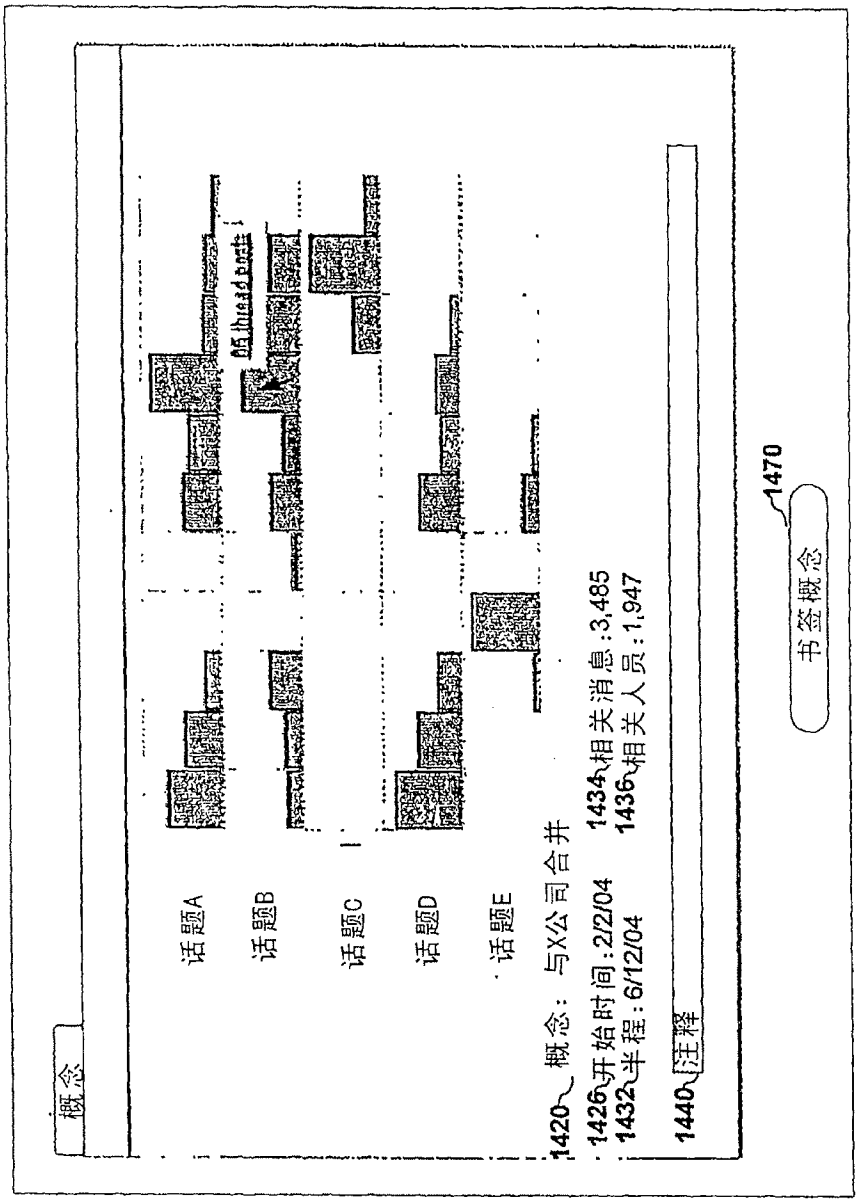


图14B

225 Duration Media Ex-1084

Espacenet

Bibliographic data: CN101317176 (A) — 2008-12-03

Display of search results on mobile device browser with background processing

Inventor(s): ROBERT IVES STEPHEN [GB] ± (IVES STEPHEN ROBERT)

Applicant(s): TAPTU LTD [GB] ± (TAPTU LTD)

Classification: - international: ***G06F17/30; G06Q30/00***
- cooperative: **G06F17/30864**; **G06F17/30902**; **G06F17/30905**; **G06Q30/02**

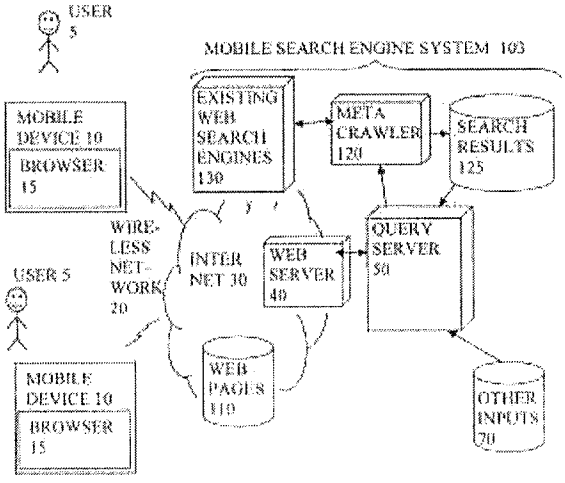
Application number: CN2006844624 20061114

Priority number(s): US20050289078 20051129

Also published as: US2007067305 (A1) WO2007063340 (A1) EP1955204 (A1)

Abstract of CN101317176 (A)

A query server of a mobile search engine system for searching content items accessible online, is arranged to send at least a first screenview of search results (63) to a browser of a mobile device (10), and send instructions (69, 74) in a scripting language to the browser for a background process to fetch further search results to the mobile device for presentation later. The further search results can then be viewed as desired without the need for a further round trip delay across the wireless network. The user can be presented with a simpler navigation model. The first screenview can be sent in the form of a page formatting template, and results data. The formatting information can be reused for other results, to reduce formatting overhead in the downloads. The instructions can also be used for showing information while waiting for downloads, or downloading information during entry of search queries.



226 Duration Media Ex-1084

[19] 中华人民共和国国家知识产权局

[51] Int. Cl.
G06F 17/30 (2006.01)

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[21] 申请号 200680044624.7

[43] 公开日 2008 年 12 月 3 日

[11] 公开号 CN 101317176A

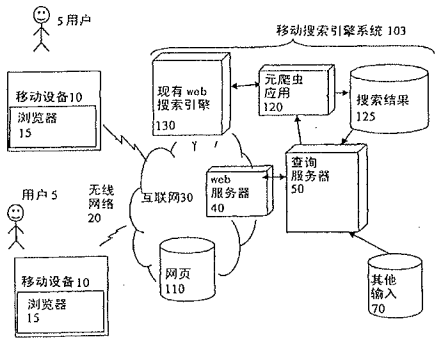
[22] 申请日 2006.11.14
[21] 申请号 200680044624.7
[30] 优先权
[32] 2005.11.29 [33] US [31] 11/289,078
[86] 国际申请 PCT/GB2006/050388 2006.11.14
[87] 国际公布 WO2007/063340 英 2007.6.7
[85] 进入国家阶段日期 2008.5.28
[71] 申请人 泰普有限公司
地址 英国剑桥郡
[72] 发明人 史蒂芬·罗伯特·艾夫斯
[74] 专利代理机构 中科专利商标代理有限责任公司
代理人 王波波
权利要求书 3 页 说明书 35 页 附图 13 页

[54] 发明名称

利用后台处理在移动设备浏览器上显示搜索结果

[57] 摘要

一种用于搜索可在线访问的内容项目的移动搜索引擎系统的查询服务器，该查询服务器设置为向移动设备(10)的浏览器至少发送第一屏幕视图的搜索结果(63)，并向浏览器发送以脚本语言编写的指令(69，74)，以使后台进程为移动设备获取将于稍后呈现的其他搜索结果。可以为用户程序更简单的导航模型。可以页面格式化模板和结果数据的形式发送第一屏幕视图。可以对其他结果重用格式化信息，以减少下载中的格式化开销。指令还可用于在等待下载时显示信息、或在输入搜索查询期间下载信息。



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1．一种移动搜索引擎系统的查询服务器，所述移动搜索引擎系统用于搜索可在线访问的内容项目，所述查询服务器被设置为响应于搜索查询，通过无线网络向移动设备发送搜索结果，以由移动设备上的浏览器呈现给用户，所述查询服务器还被设置为向浏览器至少发送搜索结果的第一屏幕视图，并向浏览器发送以脚本语言编写的指令，以由浏览器至少在向用户呈现第一屏幕视图时运行后台进程，所述查询服务器和所述后台进程被设置为相互协作来向移动设备发送与搜索结果有关的其他信息，以在脚本语言指令的控制下呈现给用户。

2．根据权利要求1所述的查询服务器，被设置为以页面格式化模板和结果数据的形式发送第一屏幕视图，所述结果数据适合用所述页面格式化模板来呈现，以及所述指令被设置为重新使用所述页面格式化模板来准备所述其他信息中的至少一些，以进行呈现。

3．根据权利要求2所述的查询服务器，被设置为发送针对所述搜索结果的不同类别的一个或更多个其他页面格式化模板和不同类别的其他结果数据，所述指令被设置为根据要呈现的其他结果数据的类别来选择所述页面格式化模板之一，以控制所述其他结果数据的呈现。

4．根据权利要求2或3所述的查询服务器，其中所述指令被设置为通过在当前使用的模板内交换数据，来改变浏览器正在显示的页面。

5．根据前述任一权利要求所述的查询服务器，其中所述后台进程被设置为在不等待用户输入的情况下从所述服务器获取与当前呈现的搜索结果有关的其他信息，并在用户选择不同搜索结果时取消该获取，所述其他信息包括如下中的一种或更多种：与当前显示的搜索结果类似的其他搜索结果、当前显示的搜索结果的更多细节、当前显示的搜索结果的更长概述或摘录以及其他信息。

6．根据前述任一权利要求所述的查询服务器，其中搜索结果具有原始内容项目的内容概述，以及所述查询服务器被设置为与内容概述器协作以产生内容概述，所述内容概述的格式是根据相应的原始内容的类别而设置的。

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7. 根据前述任一权利要求所述的查询服务器，其中搜索结果的第一屏幕视图具有搜索结果的分组总览。

8. 根据前述任一权利要求所述的查询服务器，被设置为执行用于发送搜索查询输入窗口以由浏览器显示的预备步骤，所述指令被设置为在查询完成之前向查询服务器发送用户输入的搜索查询的字符，查询服务器被设置为将所述字符和从先前搜索结果中得出的预定主题类别进行匹配，并向浏览器发送匹配的主题类别，以便将其在呈现查询完成所得到的搜索结果之前呈现给用户。

9. 根据前述任一权利要求所述的查询服务器，被设置为发送间隔信息，以在等待来自服务器的响应时的间隔期间，在所述指令的控制下，向用户呈现所述间隔信息，所述指令被设置为存储所述间隔信息，直到检测到适当间隔时才将所述间隔信息呈现给用户。

10. 根据权利要求9所述的查询服务器，其中所述间隔信息具有如下中的一种或更多种：广告信息、与正在执行的搜索有关的广告信息、新闻项目、关于所述搜索系统的信息、估计的剩余等待时间、已完成的进度百分比或部分、以及关于正在执行的搜索的其他信息。

11. 一种向移动设备的用户提供搜索服务的方法，所述搜索服务用于搜索可在线访问的内容项目，所述移动设备具有浏览器并通过无线网络连接，所述方法包括步骤：接收来自用户的搜索查询；获取搜索结果；向浏览器至少发送搜索结果的第一屏幕视图；向浏览器发送以脚本语言编写的指令，以由浏览器至少在向用户呈现第一屏幕视图时运行后台进程；以及与后台进程协作来向移动设备发送与搜索结果有关的其他信息，以在脚本语言指令的控制下呈现给移动设备用户。

12. 一种利用移动设备来使用搜索服务的方法，所述搜索服务用于搜索可在线访问的内容项目，所述移动设备具有浏览器并通过无线网络连接，所述方法包括步骤：向所述搜索服务发送搜索查询；从所述搜索服务至少接收搜索结果的第一屏幕视图，以由浏览器呈现；从所述搜索服务接收以脚本语言编写的指令，以由浏览器至少在向用户呈现第一屏幕视图时运行后台进程；从所述搜索服务接收与搜索结果有关的、由浏览器所运行的后台进程获取的其他信息；以及在脚本语

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言指令的控制下使移动设备呈现所述其他信息。

13. 一种用于搜索可在线访问的内容项目的搜索引擎系统的查询服务器，所述查询服务器被设置为响应于搜索查询，通过无线网络向移动设备上的浏览器至少发送搜索结果的第一屏幕视图，并发送以脚本语言编写的指令，第一屏幕视图是以页面格式化模板和结果数据的形式发送的，所述结果数据适合用所述页面格式化模板来呈现，所述指令被设置为重新使用所述页面格式化模板来准备由浏览器呈现的其他屏幕视图。

14. 一种用于搜索可在线访问的内容项目的搜索引擎系统的查询服务器，所述查询服务器设置为响应于搜索查询，通过无线网络向移动设备上的浏览器至少发送搜索结果的第一屏幕视图，并发送以脚本语言编写的指令，查询服务器还被设置为执行用于发送由浏览器显示的搜索查询输入窗口的预备步骤，所述指令被设置为在查询完成之前向查询服务器发送用户输入的搜索查询的字符，查询服务器被设置为将所述字符和从先前搜索结果得出的预定主题类别进行匹配，并向浏览器发送匹配的主题类别，以便将其在呈现查询完成所得到的搜索结果之前呈现给用户。

15. 根据权利要求14所述的查询服务器，其中所述指令被设置为利用搜索查询输入窗口来呈现匹配的主题类别。

16. 一种用于搜索移动设备的用户可在线访问的内容项目的搜索引擎系统的查询服务器，所述移动设备通过无线网络连接，所述查询服务器被设置为向移动设备上的浏览器发送指令，以由浏览器运行后台进程，所述查询服务器还被设置为发送间隔信息，以在等待来自所述查询服务器的响应时的间隔期间，在所述指令的控制下向用户呈现所述间隔信息，所述指令设置为存储所述间隔信息，并直到检测到适当间隔时才将所述间隔信息呈现给用户。

17. 根据权利要求16所述的查询服务器，其中所述间隔信息包括如下中的一种或更多种：广告信息、与正在执行的搜索有关的广告信息、新闻项目、关于所述搜索系统的信息、估计的剩余等待时间以及关于正在执行的搜索的其他信息。

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利用后台处理在移动设备浏览器上显示搜索结果

技术领域

本发明涉及搜索引擎系统的服务器、提供通过无线网络的搜索服务的方法、使用该搜索服务的方法以及相应装置或软件。

背景技术

万维网是存储着有用（和无用）信息的海量存储器。性能优良的搜索工具支持对该信息存储器的通用访问。当从台式个人计算机访问web时，搜索万维网的问题已得到了较好的解决（例如，Google、Yahoo等）。能够访问万维网上内容的移动设备日趋众多。然而，专门设计用于移动设备小屏幕尺寸的页面却数量极少。此外，只有少量非常简单的搜索服务对于移动设备可用。由于以下各种原因，这些搜索服务的性能较差。

－没有足够的可用来为大多数搜索查询提供相关页面的移动专用页面，

－无法方便地将台式机专用网页呈现（render）在移动设备有限的屏幕和有限的浏览器上。

－将台式机专用网页直接转化成大多数移动设备所支持的特定的标记语言（例如XHTML Basic和XHTML Mobile Profile）是一个难题，以及

－尽管可用带宽日益增长，然而网络请求等待时间还是很大，这意味着无论响应的大小，用户每点击一次链接都要花费几秒钟的时间等待响应。

因此，从移动设备，尤其是从小屏幕手机访问存储在万维网中的信息是十分困难的。

搜索结果通常是一页指向候选页面的链接。有时这些链接还伴随着若干候选页面中的文本片段，以帮助用户判断相关程度。因此，用

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户必须依次点击这些链接（可能跳过看似无关的链接）以测试或查看链接页面是否含有期望信息。

当使用以性能优良的拨号连接或宽带互联网连接连接着的台式个人计算机时，这个用于搜索的过程运行良好。对于移动设备，其表现要差许多。从移动设备使用搜索引擎可以设置为在移动设备上使用传统浏览器来显示网页（例如Google™ mobile），或者用户可以在其移动设备上安装自定义客户端应用程序，代替浏览器而运行（例如Nokia的"移动搜索应用程序"），从而不需要以网页格式发送搜索结果。基于浏览器的移动搜索引擎适用于种类更广泛的不同设备，但操作较慢。无线网络较低的网络带宽以及较长连接等待时间意味着每个下载页面的点击都要花费至少2－3秒钟（有时甚至若干秒钟）的时间。Google™ Mobile发送搜索结果中每个击中（hit）的相关信息少于其标准搜索，并对网页进行代码转换，以适应手持设备典型的小屏幕。虽然这种做法减少了通过无线网络发送的数据量，但只是部分成功，等待时间依旧很大。仍然将搜索结果作为单个页面予以发送，该页面具有结果列表，列表中的每个结果包含大约10至20个单词的概述。为了找到目标信息，通常需要对10至20个页面进行测试，因此需要花费若干分钟的时间。此外，结果列表以及各目标页面仍大于多数手持移动设备的小显示器，由于手持移动设备的小键盘通常没有上翻页或下翻页键，因此不得不逐行滚动（通常使用手持移动设备上浏览器的有限功能缓慢滚动）。在传统浏览器上，一旦将页面下载至浏览器以供显示，就结束同服务器的对话。为了改变或更新正在显示的页面，通常需要浏览器向服务器发出新页面请求，服务器将新页面作为HTML发送，浏览器对接收到的HTML进行翻译以显示页面。因此，用户体验十分糟糕，已投入市场的方案利用率很低。研究重点已转移至使每个屏幕视图（screenview）中的信息更加密集，以减少所需的页面重载次数。

这带来了基于自定义应用程序的移动搜索引擎的产生，以解决了下载速度慢的问题，并使用户体验得到改善。由于同基于浏览器的搜索所需的HTML页面相比几乎不需要发送页面格式化信息，因此，自定义应用程序能够实现比较快速的下载。与搜索结果的交互不再局限于

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滚动当前页面或下载新页面。由于用户不得不下载、安装并更新自定义应用程序，因此十分不便。由于需要为一系列不同移动设备提供这种自定义应用程序的不同版本，并管理多种版本的更新，因此搜索引擎供应商也十分不便。

另外，众所周知，还提供了试图在完整页面下载完之前呈现并显示网页某些部分的浏览器。这种技术，有时被称为渐进呈现（progressive rendering），具有各种不同的支持。某些浏览器虽然在完整页面下载完之前显示网页的某些部分，但不支持在页面完全下载之前进行用户交互。其他浏览器直至页面完全下载才能确定页面中所有项目的布局。这通常会导致用户开始看到的页面某些部分的形状和/或位置发生改变。所有这些效果都会导致糟糕的用户体验。

发明内容

本发明的一个目的是提供改进的装置或方法。依照第一方面，本发明提供：

一种移动搜索引擎系统的查询服务器，所述移动搜索引擎系统用于搜索可在线访问的内容项目，所述查询服务器设置为响应于搜索查询，通过无线网络向移动设备发送搜索结果，以由移动设备上的浏览器呈现给用户，所述查询服务器还设置为向浏览器至少发送搜索结果的第一屏幕视图，并向浏览器发送以脚本语言编写的指令，以由浏览器至少在向用户呈现第一屏幕视图时运行后台进程，所述查询服务器和所述后台进程设置为相互协作来向移动设备发送与搜索结果有关的其他信息，以在脚本语言指令的控制下呈现给用户。

这可以利用某些浏览器使用脚本语言运行后台进程的能力，提供一个崭新混合移动搜索系统。这可以结合某些通常与自定义客户应用程序相关的优点，同时保持基于浏览器的操作的某些优点。同上述现有浏览器方案相比，该查询服务器可以将搜索结果进行分割，使得用户能够在浏览第一屏幕视图的同时，用后台进程下载与搜索结果有关的其余信息。因此，由于减少了第一屏幕视图需要包含的信息，缩短了用户可以查看到首批结果之前的关键延迟。这样，无需等待通过无

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线网络的另一个往返延迟，就可以如愿查看到与搜索结果有关的其他信息。此外，使用指令控制其他信息的呈现是指能够向用户提供比可能受现有浏览器方案所需的滚动和或页面重载限制的导航模型更简单的导航模型。因此可以呈现多于以往的屏幕视图，搜索结果可以更有用，使用起来也更方便。

某些实施例的附加特征是：查询服务器设置为以页面格式化模板和结果数据的形式发送第一屏幕视图，结果数据适合用所述页面格式化模板来呈现，所述指令被设置为重新使用所述页面格式化模板来准备所述其他信息中的至少一些，以进行呈现。

将页面格式化信息作为用来显示搜索结果的模板来使用，能够通过将数据交换（swap）入或交换出页面模板，更简单地改变屏幕视图。然后，根据需要，利用指令控制向用户的呈现，比如将屏幕视图移动至下一结果项目的用户导航。这样做有助于实现更简单的用于在多个屏幕视图中进行选择的模型，而不是可能受现有浏览器方案所需的滚动和或页面重载限制的模型。

模板还具有的优势在于，和上述现有浏览器方案有所不同，其他信息不必具有自己的页面格式化信息。这意味着可以进一步减少具有其他信息的下载量，因而可以更快地下载或在相同的下载时间内得到更多的结果集合。这还有助于显示比以往更多的屏幕视图，因而搜索结果可以更加丰富，对用户而言搜索过程更加方便有效。

如果需要，可以在第一屏幕视图的结果数据之前发送页面格式化模板。例如，可以将页面格式化模板同初始搜索请求页面一起或同第一屏幕视图的结果数据一起发送，或利用两次发送机会部分地发送。

某些实施例的附加特征是：查询服务器设置为发送针对所述搜索结果的不同类别的一个或更多个其他页面格式化模板、以及不同类别的其他结果数据，所述指令设置为根据要呈现的其他结果数据的类别来选择所述页面格式化模板之一，以控制所述其他结果数据的呈现。

根据需要，可以将这些其他模板和其他结果数据同第一屏幕视图一起发送或作为后台请求的响应予以发送，以免增加等待第一屏幕视图所用的时间，或者还可以利用两次发送机会部分地发送。如上所述，

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至少可以在搜索之前发送其他模板。多个模板中的选择有助于根据内容制定页面格式，同时减少了通过无线网络发送的冗余页面格式信息量。

某些实施例的附加特征是：所述指令设置为通过在当前使用的模板内交换数据，改变浏览器正在显示的页面。

这可以在对部分或全部数据进行更新时，不受重载完整页面所引起的破坏或延迟的影响。

某些实施例的附加特征是：所述后台进程设置为在不等待用户输入的情况下从所述服务器获取与当前呈现的搜索结果有关的其他信息，并在用户选择不同搜索结果时取消该获取，所述其他信息包括如下中的一种或更多种：与当前显示的搜索结果类似的其他搜索结果、当前显示的搜索结果的更多细节、当前显示的搜索结果的更长概述或摘录以及其他信息。

这种前瞻(lookahead)功能还有助于缩短此类其他信息的等待时间，因而能够使搜索更加迅速，更加方便。

某些实施例的附加特征是：搜索结果具有原始内容项目的内容概述，所述查询服务器设置为与内容概述器协作以产生内容概述，所述内容概述的格式是根据相应的原始内容的类别而设置的。

这有助于实现一致的格式，从而有助于减少不同页面格式化模板的数量，减小开销量。

某些实施例的附加特征是：搜索结果的第一屏幕视图具有搜索结果的分组总览。

这可以帮助用户更方便地找到期望结果，也有助于限制第一屏幕视图的等待时间。

某些实施例的附加特征是：查询服务器设置为执行用于发送搜索查询输入窗口以由浏览器显示的预备步骤，所述指令设置为在查询完成之前向查询服务器发送用户输入的搜索查询的字符，查询服务器设置为将所述字符和从先前搜索结果中得出的预定主题类别进行匹配，并向浏览器发送匹配的主题类别，以便将其在呈现查询完成所得到的搜索结果之前呈现给用户。

这可以帮助用户利用等待时间审阅类别，或者可以帮助用户更加高效地完成或细化搜索查询。

某些实施例的附加特征是：查询服务器设置为发送间隔信息，以在等待来自服务器的响应时的间隔期间，在所述指令的控制下，向用户呈现所述间隔信息，所述指令设置为存储所述间隔信息，直到检测到适当间隔时才将所述间隔信息呈现给用户。

某些实施例的附加特征是：间隔信息具有如下中的一种或更多种：广告信息、与正在执行的搜索有关的广告信息、新闻项目、关于所述搜索系统的信息、估计的剩余等待时间、已完成的进程百分比或部分、以及关于正在执行的搜索的其他信息。

本发明的另一方面提供了：

一种向移动设备的用户提供搜索服务的方法，所述搜索服务用于搜索可在线访问的内容项目，所述移动设备具有浏览器并通过无线网络连接，所述方法包括步骤：接收来自用户的搜索查询；获取搜索结果；向浏览器至少发送搜索结果的第一屏幕视图；向浏览器发送以脚本语言编写的指令，以由浏览器至少在向用户呈现第一屏幕视图时运行后台进程；以及与后台进程协作来向移动设备发送与搜索结果有关的其他信息，以在脚本语言指令的控制下呈现给移动设备用户。

另一方面提供了：

一种利用移动设备来使用搜索服务的方法，所述搜索服务用于搜索可在线访问的内容项目，所述移动设备具有浏览器并通过无线网络连接，所述方法包括步骤：向所述搜索服务发送搜索查询；从所述搜索服务至少接收搜索结果的第一屏幕视图，以由浏览器呈现；从所述搜索服务接收以脚本语言编写的指令，以由浏览器至少在向用户呈现第一屏幕视图时运行后台进程；从所述搜索服务接收与搜索结果有关的、由浏览器所运行的后台进程获取的其他信息；以及在脚本语言指令的控制下使移动设备呈现所述其他信息。

本发明的另一方面提供了：

一种用于搜索可在线访问的内容项目的搜索引擎系统的查询服务器，所述查询服务器设置为响应于搜索查询，通过无线网络向移动

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设备上的浏览器至少发送搜索结果的第一屏幕视图，并发送以脚本语言编写的指令，第一屏幕视图是以页面格式化模板和结果数据的形式发送的，结果数据适合用所述页面格式化模板来呈现，所述指令设置为重新使用所述页面格式化模板来准备由浏览器呈现的其他屏幕视图。

该方面反映出，模板重用的优势不一定依赖于使用后台进程来获取要呈现的其他信息。

本发明的另一方面提供了：

一种用于搜索可在线访问的内容项目的搜索引擎系统的查询服务器，所述查询服务器设置为响应于搜索查询，通过无线网络向移动设备上的浏览器至少发送搜索结果的第一屏幕视图，并发送以脚本语言编写的指令，查询服务器还设置为执行用于发送由浏览器显示的搜索查询输入窗口的预备步骤，所述指令设置为在查询完成之前向查询服务器发送用户输入的搜索查询的字符，查询服务器设置为将所述字符和从先前搜索结果得出的预定主题类别进行匹配，并向浏览器发送匹配的主题类别，以便将其在呈现查询完成所得到的搜索结果之前呈现给用户。

同样，该方面反映出，在查询输入完成前呈现匹配主题类别的优势不一定依赖于在呈现结果的同时使用后台进程了获取其他信息。

某些实施例的附加特征是：所述指令设置为利用搜索查询输入窗口来呈现匹配的主题类别。

这使用户能够根据匹配的主题类别修改搜索查询，因此有助于用户更迅速地缩小搜索范围，并更好地利用等待时间。

本发明的另一方面提供了：

一种用于搜索移动设备的用户可在线访问的内容项目的搜索引擎系统的查询服务器，所述移动设备通过无线网络连接，所述查询服务器设置为向移动设备上的浏览器发送指令，以由浏览器运行后台进程，所述查询服务器还设置为发送间隔信息，以在等待来自所述查询服务器的响应时的间隔期间，在所述指令的控制下向用户呈现所述间隔信息，所述指令设置为存储所述间隔信息，并直到检测到适当间隔

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时才将所述间隔信息呈现给用户。

同样，该方面反映出，呈现间隔信息的优势不一定依赖于在呈现结果的同时使用后台进程来获取其他信息。

某些实施例的附加特征是：间隔信息包括如下中的一种或更多种：广告信息、与正在执行的搜索有关的广告信息、新闻项目、关于所述搜索系统的信息、估计的剩余等待时间以及关于正在执行的搜索的其他信息。

以下将说明本发明的附加特征及方面。

可以将任意附加特征相结合，并同任意方面结合。对所属领域技术人员而言，其他优点，特别是优于其他现有技术的优点，是显而易见的。可以在不背离本发明权利要求的前提下作大量修改和改进。因此，应当明确理解的是，本发明的形式仅仅是说明性的，而无意用来限制本发明的范围。

附图说明

下面将以示例的方式，参考附图对本发明的实现方式予以说明。附图中：

图1示出了搜索引擎系统的实施例及其应用环境的示意图，

图2示出了现有的搜索期间的事件序列，

图3示出了依照包括有后台获取的实施例的事件序列，

图4示出了依照包括有利用模板来降低格式化开销的后台进程的实施例的事件序列，

图5示出了依照包括有作为后台进程的格式化模板的实施例的、移动设备上的过程和实体的示意图，

图6示出了依照包括有后台前瞻获取的实施例的事件序列，

图7示出了依照包括有多后台进程的实施例的事件序列，

图8和9示出了搜索引擎系统的备选实施例，

图10示出了依照包括有在搜索查询完成前用匹配主题类别的选项目增补查询输入窗口的实施例的事件序列，

图11示出了依照包括有在等待间隔期间呈现信息的实施例的序

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列，

图12示出了作为实施例中使用的搜索结果的内容概述包（content summary packge），

图13示出了用于针对查询服务器而产生内容概述的设置，

图14和15示出了总览(overview)屏幕视图，以及

图16示出了内容概述屏幕视图。

具体实施方式

定义

内容项目可以包括，比如：网页、文本摘要、新闻项目、图像、声音或视频片段、诸如游戏之类的交互项目、或许多其他类型的内容。

“可在线访问”的项目定义为至少包括：万维网网站上页面中的项目、深层网（deep web）（例如通过网页查询而可访问的项目数据库）中的项目、公司内部内联网的可用项目、或包括有在线卖家和市场的任何在线数据库。

“关键字”可以包括：文本单词或短语、或包括声音或图像签名（signature）任何图案（pattern）。

超链接旨在包括：超文本、按钮、软键或菜单或导航条、或者可由用户选择用来呈现各种不同内容的任何显示的指示或可听提示。

术语浏览器旨在包括：用于检索和呈现可在线访问的项目（例如以标记语言编写的网页）的软件，并包括微型浏览器（microbrowser）应用程序。

术语“主题类别”旨在包括包括内容项目的主题类别，例如在查询术语（query term）具有许多含义或上下文、或查询术语会产生多组相关结果的情况下。

术语“包括”用作开放式术语，不排除此处列出项目以外的其他项目。

“搜索结果”旨在包括如下中的任何内容：文本或其他媒体格式的网站名称或标题列表、网站URL列表、多个网站内容项目概述，以及音频、图像、视频和其他媒体内容项目、或其组合。

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“呈现”旨在包括比如：显示文本或图像、播放音频或视频媒体以及播放文本的音频表示。

“脚本语言”旨在包括：诸如JavaScript、ASP（使用ActiveX脚本的Active Server Pages）以及Perl等高级编程语言，这些编程语言在运行时间由其他程序解译而不是编译。可以将用这类语言编写的指令嵌入如HTML文档等标记语言文档内，以对例如在浏览窗口中查看的数据进行处理。

图1，整体拓扑结构

图1示出了本发明第一实施例的整体拓扑结构。图1示出了互联网30以及终端用户5的两个移动设备10，移动设备10通过无线网络20连接至互联网，并具有浏览器15。原理上，移动设备可连接至其他应用，如具有语音接口以使用户能够在驾驶时从web搜索并获取信息的车载计算机。在图1中，圆柱状符号表示存储的信息，如数据库，其可实现在比如硬盘上或半导体存储器中，可以是分布式的或本地（local）的，还可以按照既定惯例，利用适当的备份和访问安全性对其加以管理。图中的立方体形状表示可作为在各自服务器上运行的应用软件的过程，或者是分布式的过程，或者可以例如共享服务器。

搜索查询通常是由浏览器将一个或更多个关键字发送至现有的查询服务器互联网地址（URL）。搜索查询是作为请求发送的，并且是经由移动设备中的传统协议栈发送的，以能够通过无线通信网络进行通信。该协议栈通常包括使移动设备能够同互联网主机进行通信的标准WAP或TCP/IP协议，以及使移动终端能够访问并通过无线通信网进行数据通信的传输和物理层协议（如GPRS或第三代UMTS协议）。移动终端建立至WAP网关或网络访问服务器（NAS）的通信链路，其中网络访问服务器将无线网络与互联网接口连接，并在互联网上对浏览器请求进行路由。查询服务器50通过web服务器40连接至互联网。查询服务器50通过元爬虫应用（meta crawler）120将查询传送至一个（或更多个）搜索引擎130。这以正常方式工作，响应于搜索查询，创建搜索结果列表125。可选地，查询服务器可以只作为前端进行操作，在这

种情况下，查询服务器可以选择远程位置处其他组织的搜索引擎，可以使用该其他组织或位置处的内容概述器和内容概述存储器。无论这些功能在何处执行或由哪些组织执行，这些功能都保持类似。可选地，查询服务器可位于无线网络和互联网间的接口处，并作为无线网络运营商提供的服务的一部分。将相关的内容概述返回给查询服务器，并形成适于在用户移动设备上浏览的包。其他输入70是从存储器馈送至查询服务器的，以在形成包时使用。这类其他输入可以包括：呈现给用户的广告或新闻材料、或者移动设备或其浏览器的特性、无线网络信道的特性、用户位置、用户偏好等等，以在确定发送多少和以什么格式发送数据等中使用。上述这些部分形成了移动搜索引擎系统103。查询服务器通过web服务器、互联网和无线网络向移动用户发送包。

该系统可由分布于网络中的多个服务器和数据库构成，或者原理上，也可以将它们合并在单个位置或机器上。术语搜索引擎可以指前端（在这种情况下就是查询服务器）、以及查询服务器所使用的一些、全部后端部分、或者可以没有后端部分。

通过移动设备10连接至互联网的用户5可以经由查询服务器进行搜索。在移动设备上执行搜索的用户（“移动用户”）连接至网络运营商管理的无线网络20，无线网络20通过WAP网关、IP路由器或其他类似设备连接至互联网（采用现有原理，因而此处不再对其进行更加详细的阐释）。可以构想出许多变体，例如内容项目可以位于除了万维网以外的其他位置，等等。

移动设备的描述

用户可以从包括膝上型和手持计算机在内的任何一种移动计算设备访问搜索引擎。移动用户可以使用移动设备，比如通过无线网络进行通信的类似电话的手机，或包括PDA、记事本（notepad）、销售点终端、膝上型计算机等在内的任何一种的无线连接的移动设备。每个设备通常包括一个或更多个的CPU、存储器、如小键盘、键盘、麦克风、触摸屏、显示器等I/O设备、以及无线网络无线电接口。

这些设备通常可以运行能够通过互联网访问网页的web浏览器或

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微型浏览器应用程序，如Openwave™、Access™、Opera™、Mozilla™浏览器。上述网页可以是标准的HTML网页、或者可以是使用HTML的各种子集以及变体专门针对移动设备而格式化的页面，HTML的各种子集以及变体包括cHTML、DHTML、XHTML、XHTML Basic以及XHTML Mobile Profile。浏览器使用户能够点击网页内的超链接，超链接包含指引浏览者获取新网页的URL（统一资源定位符）。

服务器的描述

虽然作为单个服务器予以说明，但是可以不同的方式对相同功能进行设置或划分，以在不同数量的服务器上运行、或作为不同数量的过程运行、或由不同的组织运行。

a） 查询服务器对来自台式PC和移动设备的查询进行处理，将它们传至其他服务器，并适当地将响应数据格式化为针对不同类型设备而定制的网页。可选地，查询服务器可以在至远程位置处的另一组织的搜索引擎的前端之后进行操作。可选地，查询服务器可以对搜索结果进行排序（rank），或者这也可以由独立的排序服务器执行。查询服务器通常连接至数据库，数据库存储着有关移动设备和台式设备的详细设备简档（profile）信息，包括关于设备屏幕大小、设备能力、特别是运行于该设备上的浏览器或微型浏览器的能力的信息。数据库还可以存储个人用户简档信息，以便可以根据个人用户的需要对服务进行个性化处理。这可以也可以不包括使用历史信息。

b） Web服务器程序可以与查询服务器和其他服务器相分离或集成。这可以通过运行Apache™或某些类似程序予以实现，上述程序可以处理同经过互联网连接的用户建立的多个同时的HTTP和FTP通信协议会话。

图2，常规序列

图2示出了各个实体的常规动作的序列图，图中时间沿向下的方

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向推移，该图用于同示出了本发明实施例的相应序列图的在后附图进行比较。在图2中，用户向移动设备输入查询（原理上可以在其他位置，如台式计算机上输入查询，以向移动设备发送结果）。移动设备使用比如WAP或TCP/IP协议同查询服务器建立查询和响应操作路径。这个过程通常涉及交换大量低层消息，增加了无线网络的延迟或等待时间。这能使关键字被发送至查询服务器，查询服务器同搜索引擎进行通信，返回以包括该关键字的标题、URL和文本摘要形式的结果。将注释列表形式的上述结果页面发送至移动设备。如点线箭头所示，这些跨无线网络的下载引起了极大的附加延迟。接着，移动设备显示结果页面。用户就可以选择结果之一，并点击它，使移动设备上的浏览器发送URL请求。这个请求被路由通过无线网络，到达代码转换引擎，代码转换引擎访问对应于该URL的原始网页，并将网页重新格式化成适于在该移动设备屏幕上显示的形式。如果该文档不是用户需要的文档，就重复执行请求和下载过程。

图3，用于获取更多结果的后台进程

本实施例涉及对上述一次一个结果的滚动＋加载＋浏览缓慢过程进行改进。某些实施例基于这种认识：如果将每个搜索结果作为XHTML或HTML格式化的概述发送，会存在大量重复的格式化信息。在典型示例中，如果概述占1k数据，并10个概述作为一个页面发送给用户浏览器，那么在结果页面中可能存在10-20k的格式化开销。由于许多手持移动设备处理速度有限，这可能导致整个网页的呈现速度特别缓慢。通过使用后台获取，就可以缩减第一页面，从而缩短结果页面的漫长加载时间。这可以避免或减少删减下载结果的数量的需要，或避免缩减结果中概述大小的需要。这与一个搜索结果页面包含不同类型搜索结果的情况兼容，从而暗示需要逐项的XHTML或HTML格式化。

图3所示的是事件序列，图中时间依然沿向下的方向推移。左手栏中是查询服务器侧的动作，右手栏示出了含有后台进程的移动设备上浏览器的动作。在步骤41中，用户通常通过向查询服务器所发送的搜

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索页面输入术语来发送搜索查询。在步骤42中，查询服务器根据该查询术语，获取搜索结果。可选地，可以用图1所示的搜索引擎系统或其他系统来实现这个步骤。在步骤43中，以一个或更多个屏幕视图的形式向移动设备下载第一（或前几个）结果项目，可以使这些屏幕视图可以适合现有屏幕大小或典型屏幕大小。下载的还有相应的（例如XHTML或HTML）格式化数据。可选地，查询服务器可以改变格式化以适应浏览器。查询服务器还下载用脚本语言编写的指令，使浏览器能够运行后台进程。可选地，可以较早将这些代码的部分或全部同搜索页面一起下载，或在发生任何其他预备下载时下载它们。在步骤44中浏览器显示结果页面，在步骤45中浏览器运行后台进程以获取其他结果或信息，同时用户可以滚动第一结果，或在步骤46中在结果中进行选择，使用超文本链接来触发进一步的下载。

可以将后台进程看作执行的后台线程（也称为异步请求，可以比如利用Javascript的XmlHttpRequest对象予以实现）。这可用于获取并存储其余的结果项目（如浏览器需要，还包括它们的格式化数据）。用户可以导航已传送至手机的结果（例如，通过使用导航键、小键盘按键、指轮、屏幕焦点选择、触摸屏等）滚动或翻页阅览这些内容。在步骤47中，查询服务器同后台进程协作，下载所请求的其他结果，而不让浏览器显示这些结果。为了在步骤49中能够根据用户输入使用这些结果，在步骤48中，后台进程将它们存储在移动设备中。例如，可以将后台进程所下载的其他结果作为新页面查看，或者像参考图4说明的那样，保持现有页面的现有页面格式，将旧数据交换出，并用新数据取代旧数据。

后台进程可以使用JavaScript和XMLHttpRequest对象。该对象首先由微软作为ActiveX对象实现，但目前也可以作为Mozilla和Apple的Safari浏览器等的浏览器内的本地对象，该对象使JavaScript能够向远程服务器提出HTTP请求，而无需重新下载页面。实质上，可以完全在后台提出HTTP请求并接收响应，用户无需经历页面重载的视觉中断。在新型移动电话（例如Nokia Series60上的Opera）中提供了对于XMLHttpRequest和DHTML的支持。

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图4使用模板的实施例

图4示出了依照实施例的另一序列。该实施例同样基于这种认识：如果将每个搜索结果作为XHTML或HTML格式化的概述发送，会存在大量重复的格式化信息。在本实施例中，发送用脚本语言编写的指令，使用该指令使第一结果的格式化数据能够作为其他结果的页面格式化的模板而得以重用，以减少要和其他结果一起发送的格式化数据。因而，可以缩短其他结果的下载时间。如图4所示，在步骤51中发送搜索查询，在步骤52中查询服务器获取搜索结果，在步骤53中将结果中的一些作为页面和该结果数据的格式化数据一同下载至浏览器。在步骤54中，浏览器使用格式化模板显示或以呈现结果数据。在步骤56中，如上面根据图3说明的一样，所下载的指令使后台进程运行来获取其他结果数据。在步骤57中，查询服务器通过发送其他结果数据并在需要时将任意附加格式化模板一同发送，来进行响应。在步骤58中，当用户导航给定结果时，指令使现有模板重用来呈现结果数据，或使与期望结果数据相关的另外格式化模板被使用。格式化模板的重用使浏览器可以不用重载完整页面，因此可以节省时间或使用户不用再缓慢费事地滚动。换句话说，将格式化数据作为模板同第一结果项目数据一起下载，使用模板来显示第一结果项目数据。浏览器运行后台线程，以仅仅获取数据项目的其余数据（不包含页面格式化内容）。用户可以通过滚动或翻页来导航结果，后台线程对其加以解译，并设置在格式化模板内用后一项目数据将前一项目数据交换出。

可以用JSON（Javascript data over-the-air）形式的Javascript指令和结果数据来实现示例，可由Javascript直接读取以形成Javascript数据对象。当Javascript想要呈现数据时，Javascript访问数据对象并将它们插入HTML，然后将这条HTML插入当前页面，以在不执行重载页面这一耗时过程的前提下改变显示。用户通过按键或指针动作导航到下一结果，其中按键或指针动作将由Javascript指令进行解译。Javascript指令将确定是否改变当前结果项目（屏幕视图）。

一如果改变屏幕视图，就读入新的结果数据。

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—新的结果数据中的类别字段确定了将哪个模板（所存储的HTML片段）交换入页面主区。

—将来自新结果项目的结果数据填入（populate）该模板（通过插入“标题”、“来源”、“主体”等的串）。

—将填好模板插入当前页面。

在发送HTML页时，典型情况下格式化开销占发送数据的50%，同此相比，这种重用有助于实现低得多的格式化开销百分比。

可以将这个序列同图3的序列相结合，从而，可以在无需等待用户输入的情况下，由后台进程获取其他结果或信息。使用脚本语言指令控制用户对结果导航，这意味着用户可以看到大量选项，比如获取更多的搜索结果、获取选中结果的原始内容、获取更多的类似选中结果的结果、编辑搜索查询、获取选中结果的较长概述或摘要。

图5 移动设备的示意图

图5示出了依照包括有格式化模板的实施例的移动设备上的过程和实体的示意图。移动设备10具有用户输入设备67以及浏览器62，浏览器62处理HTML或X-HTML＋脚本语言（如Javascript）文档61。浏览器62向浏览器的HTML或X-HTML呈现器（renderer）64输出HTML或X-HTML页面，浏览器的HTML或X-HTML呈现器64继而将显示像素输出至用于驱动移动设备显示器66的帧缓冲器65。用户输入设备可以包括众所周知的设备，如音频输入、硬或软按钮或指针，以通过控制帧缓冲器的输出或选择所显示的超链接来滚动。如图所示，已将结果数据1、2和N形式的多个屏幕视图和格式化模板一起载入板上存储器（board storage），此处，格式化模板是类型1的HTML或X-HTML格式化和类型2的HTML或X-HTML格式化。文档61结合有如Javascript等脚本语言的指令69，以根据用户输入，选择要格式化和呈现的结果，创建要输出至呈现器的当前HTML或X-HTML页面。该文档还包含针对后台进程的脚本语言指令74，以对比如用户输入、结果到达事件或定时器等作出响应，获取结果数据以及其他格式化模板。响应于如屏幕视图中的超链接等提示，用户作出选择，该选择被用户输入硬件检

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测到并馈送至后台进程，以触发对应于该选择的动作。

这种设置能实现针对不同类别结果的多个模板。例如，新闻项目结果可能具有一种页面格式，而图像或其他web文本结果可能具有不同的格式。换句话说，将第一结果项目同与第一结果项目的类别有关的特定模板一起下载。如前，发起后台线程以获取其余结果数据，而无需格式化。用户导航已到结果，使后台线程通过用后一项目数据将前一项目数据交换出来改变显示。如果后一项目类别与前一项目类别不同，还要用适合下一项目类别的模板交换出当前模板——该模板来源于初始下载或进一步下载。

图6 具有前瞻（lookahead）获取的实施例

当以上述方法（或传统方法）中的任意一种浏览结果集合时，可以用后台线程加载后续的搜索结果，以为用户想要浏览更多的同当前正在查看（聚焦）的搜索结果相类似的结果、执行与当前正在浏览（聚焦）的搜索结果有关的另一搜索、或仅仅想得到与当前正在浏览（聚焦）的搜索结果有关的更多信息的情况做好准备。在图6所示的示例中，在步骤43中，查询服务器发送结果页面和针对后台获取过程的脚本语言指令，其中结果页面至少具有结果数据的第一屏幕视图和格式化数据。如前，在步骤44中，浏览器显示结果的第一部分。在步骤45中，指令发起后台进程获取其他结果。在步骤46中，用户能够滚动/翻页/在显示结果中选择。在步骤32中，查询服务器发送在步骤33中保存的其他结果。在步骤34中，对用户输入（如滚动）予以响应，显示其他结果。在步骤35中，对用户选择进行预测，执行前瞻获取，获取同当前显示结果有关的信息。在步骤36中，下载该信息，如内容的更详细的概述，并在步骤37中存储该信息，为能够在步骤39中根据用户输入使用这些信息而做好准备。

可以在用户浏览至当前结果项目时马上触发发起该前瞻结果加载，或从该时刻起延迟一段时间以后再发起该前瞻结果加载。移动至下一项目就可以在开始获取下一项目的其他信息/后续后台搜索之前取消当前请求。可以根据手机资源限制（如RAM、网络连接数量限制）

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判断是否取消。

这种前瞻技术可用于以下的任何情况：

— 执行“更多类似结果”搜索，

— 获取更多关于当前搜索结果的信息，

— 获取更多相同主题类别的搜索结果。

图7 根据包括多个后台进程的实施例的事件序列

图7示出了使用多个后台进程的实施例的序列图。查询服务器发送搜索输入屏幕，并可选择发送针对后台进程的脚本语言指令。显示该屏幕，用户输入搜索查询术语，如关键字。浏览器将该查询发送至服务器，这包括通过无线网络建立至查询服务器的路径。在这种情况下，搜索引擎搜索编了索引的数据库，并向查询服务器返回有关结果。查询服务器准备这些结果，可选地，这些结果可以包括概述总览和/或概述包（以下所述示例）。通过无线网络，将第一部分下载至移动设备。该下载还包括还针对后台进程的指令。移动设备显示包的第一屏幕视图，在这种情况下，第一屏幕视图是总览屏幕视图。后台进程可以在显示第一部分时执行后台获取来获得更多搜索结果。用户可以选择另一屏幕视图，使一个或更多个的其他搜索结果或内容概述的屏幕视图呈现出来。如上所述，这可以包括重用同一格式化模板，以便可以发送其他结果而无格式化开销。可以重复浏览搜索结果的存储的屏幕视图，直到用户找到适合的期望或最优最佳结果为止，此时用户选择URL，请求完整的内容项目，如果移动设备屏幕尺寸较小，通常要通过代码转换引擎。或者，用户可以请求发送更多的内容概述，或可以用比如不同的关键字重试搜索。如果用XML格式化下载其他结果，则可以使用格式化模板形式的后台进程将其他结果转换成完全格式化的HTML或X-HTML页面。可以使用另一后台进程在下载内容网页的等待时间间隔内显示广告材料。

服务器可以在发送包括脚本语言指令在内的下载内容时监控浏览器如何响应。如果没有响应，服务器可以推断浏览器不支持这类指令或可以尝试用比如不同的脚本语言重新发送指令。在某些情况下，

服务器将查看从浏览器接收到的HTTP请求头部中的UserAgent字段。该字段标识了浏览器，通常还标识了手机型号。有时通过该字段可以查找设备浏览器的能力。

图8和9，搜索引擎系统的备选实施例

图8和9示出了使用查询服务器、具有某些同图1类似的特征的搜索引擎系统的备选设置，适当时使用了相应的附图标记。图8中提供了用于构建内容概述数据库60的内容概述器100。Web爬虫应用80经由互联网30搜索万维网，将网页的副本集合到web镜像（web mirror）90，供内容概述器100访问。查询服务器接收搜索查询，并将其传送至搜索引擎105，以在搜索引擎所管理的内容概述数据库60中搜索有关内容概述。搜索引擎可以具有索引服务器，用于为web镜像中所有网页创建可搜索索引，该索引包含相关度排序信息，以允许向用户发送搜索结果的相关度排序表。通常用内容ID或内容所含的关键字编索引。内容概述器创建概述的具体方法是：跟随结果列表中从URL指向网页的链接，加载这些网页，并对它们进行处理，提取出适当的概述信息。内容概述器可设置为读取收集在web镜像中的多媒体文件，根据类别对它们进行分类，并为每个类别得到概述。

如果查询服务器将查询传送至多个搜索引擎，它就相当于增强型元爬虫应用，同现有元爬虫应用相比，增强型元爬虫应用执行附加的内容概述步骤。

图9示出了另一具有某些同图1类似的特征的备选实施例，适当时使用了相应的附图标记。在本例中，经由在线商店或市场搜索销售项目（或者甚至传统商店或仓库中的项目，以向商店或仓库中的顾客或员工的移动设备提供有关货架上项目的更多信息）。内容概述是按需或离线、或以某些组合方式创建的。至商店或市场的在线前端160（如Ebay™或amazon™）接收对项目的搜索查询。这可能直接来自用户，也可能来自中间服务，中间服务搜索比如多个在线商店或市场。前端将搜索查询传送至查询服务器50。可以对查询服务器进行配置，以便可以用同一查询服务器处理全部搜索查询，或者前端可以区分出那些

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通过无线网络来自移动设备的搜索查询，仅仅将这类查询传送至查询服务器。查询服务器通过将查询传送至搜索引擎170对搜索进行管理，搜索引擎设置为搜索内容概述数据库60和销售项目信息数据库150之一或两者。在后一种情况下，和前面一样，将结果传送至内容概述器100，将内容概述存储在数据库60中。将有关内容概述从存储器馈送至查询服务器，以供打包并向移动设备发送。

图10 包括有用匹配主题类别的选择来增补查询输入窗口的实施例

图10示出了利用后台进程实现先占增补搜索查询输入的实施例的事件序列。当用户在初始搜索输入框中键入每个字符或单词时，后台线程/过程就将每个字符发送至服务器。服务器利用这种预先通知，用与到目前为止键入术语有关的、可供选择的类别改变用户屏幕的不同部分。用户可能已经完全习惯了移动无线设备极有可能具有的延迟，键入一个术语而不予提交，在发起成本更高（在时间方面）的结果载荷请求前等待细化选项出现——已事先缩小了结果“范围”。

在图10所示的示例中，在步骤405中，查询服务器以通常页面形式向浏览器发送查询输入窗口和针对后台进程的脚本语言指令。在步骤410中，将该页面在移动设备上显示。在步骤420中，检测用户输入的查询术语。在步骤430中，通过指令将输入的字符发送至服务器。在步骤450中，将字符和大量相关的结果类别或分组进行匹配，其中类别是根据先前的搜索结果而预先确定的。例如，如果单词具有大量不同含义，则结果可能包括多个可辨识的分组。查询术语如“皇后”可能产生与比如名为“皇后”的著名摇滚乐队、王室、或蜂后有关的结果。在步骤460中，下载最相关的类别，提供结果类别的选项。在步骤470中，后台进程显示结果类别的选项，可选地将其与查询输入窗口在同一屏幕视图中显示。此外，在步骤480中检测其他查询术语，这可能使过程返回步骤430。或者在步骤500中可以检测用户选择的类别，这能够警告查询服务器相应地对搜索结果加以限制。或者可以在步骤510中检测到查询完成，这可以被发送至查询服务器，以在步骤490中获取搜索结果。即使类别未能在用户完成搜索查询（这通常由用户选择“搜

索”按钮来指示）之前及时返回，仍可在等待搜索结果的过程中向用户呈现类别，以形成快速响应的印象，并使用户能在等待时选择类别。然后例如可以使用类别从已下载的搜索结果中去除无用的搜索结果，或者查询服务器可以在用户浏览例如第一屏幕视图时重复搜索。

图11，包括有在等待间隔内呈现信息的实施例

图11示出了使用后台进程在下载页面的等待间隔内显示诸如广告材料等信息的实施例的事件序列。不在显示结果项目的同时显示广告，可以减小每个结果项目所需的页面空间。取而代之，利用在用于发起页面改变的按键按下和期望页面做好显示准备之间的间隔来显示广告内容。如果目标页面做好准备的时间早于用户可能有空阅读它的时间，广告显示时间可以最短。即使已经可以在设备上使用目标页面，也可以显示广告。如果认为只用于无论如何确实存在延时的情况，并假设存在某些目标页下载进度指示时，这种机制对于用户而言是最友好的。

在图11的示例中，在步骤960中，将间隔广告材料以及用于呈现材料的脚本语言指令和搜索查询页面一起发送。在步骤965中，显示搜索查询页面，同时后台进程存储间隔广告（或在小窗口中呈现，或作为音频呈现以避免干扰查询输入）。在步骤975中，该指令发起后台获取过程，在步骤980中，显示广告材料，可选择将剩余等待时间的指示一同显示。服务器在步骤985中获取搜索结果，并选择另一与查询有关的间隔广告。在步骤990中将上述内容发送至浏览器。在步骤992中，显示搜索结果。在步骤994中，接收到用户选择的一个结果，并发送URL，以获取原始网页。如果用后台进程来实现这个步骤，那么在步骤996中浏览器可以在此间隔期间呈现相关广告。一旦下载了网页，就可以显示网页，而不再显示广告材料，或者如果浏览器和屏幕尺寸允许，还可以将广告材料缩到一个小窗口中显示。

图12－16 搜索结果：内容概述、总览和包

所述实施例包括通过在无线设备上接收结果来浏览搜索查询结

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果。可选择以包的形式浏览结果，该包可以包括各项搜索结果的内容概述，包括多媒体项目以及大量使浏览更加迅速或方便、特别是用于克服显示或滚动或选择能力有限的手持移动设备的物理限制和无线网络物理限制的其他特征。以下将其称为内容概述包CSP。可以将包配置成扩展过多个可浏览屏幕视图的页面。和传统搜索引擎提供的常规注释结果列表相比，CSP可以提供更多的信息和/或更便于浏览的设置。可以对每个内容项目的概述的数量和呈现进行剪裁，使设备能够以最佳方式利用移动设备的物理格式。例如，可以将每个内容概述设置为填充手持移动设备的小格式屏幕。所概述的内容可以是比如网页、新闻项目、声音或视频片段或大量其他类别的内容。由于提供了比现有移动搜索引擎更丰富的概述，用户能够更迅速地找到期望或最优页面。特别地，如果可以利用后台进程更迅速地浏览多个概述，移动搜索就能更加高效，并进一步提高用户满意度。

内容结果页面可以是XHTML（或其他）文档的实例，在某些实施例中这些文档可能远远大于移动设备的物理显示器，以致于在该页面中可视内容的宽度和物理显示器宽度相同，而高度却要高得多。这是一种支持下载大量结果，并在无需每次重新加载新页面的情况下，实现滚动浏览的方法。有时，可将其看作由垂直堆叠的相邻（或可选地，用空白区域隔开的）屏幕视图组成，以使每个页面区域能够同显示器匹配。还存在一种情况，在这种情况下，屏幕视图可以稍稍高于实际显示器尺寸，但依然远远小于整个内容页面，并且在屏幕视图内稍稍滚动就可以浏览到屏幕视图底部内的内容。

还存在水平堆叠的情况，在这种情况下，将内容页面定义为远远大于移动设备物理显示器的XHTML或其他文档的实例，以致于页面中可视内容的高度同物理显示器高度相同，而宽度远远大于物理显示器的宽度。因而，页面由水平堆叠的相邻（或可选地，用空白区域隔开的）屏幕视图组成，以使每个屏幕视图基本上同显示器匹配。页面可以具有垂直和水平堆叠屏幕视图的组合。另一种可能是时域堆叠，时域堆叠很像幻灯片或视频帧的定时呈现，同样可以将这种可能同水平或垂直堆叠结合。可以将上述任意方式同多媒体类型的呈现相结合。

页面是内容概述包的一种可能的呈现格式，对利用广泛使用的、用于读取以标记语言编写的超文本页面的浏览器软件（如许多移动设备中内置的标准XHTML微型浏览器）而言十分有用。如果这是选中的呈现格式，那么屏幕视图就是单独的内容概述的呈现格式。

还可能存在使用比如下载到设备上的自定义Java应用程序客户端的其他表示格式。在这种情况下，可以在XML文档内或者甚至二进制文件格式中形成内容概述包，还可以将单独的内容概述表示为（更小的）XML文档或二进制文件。

屏幕视图旨在包括适于由移动设备上的浏览器或等效软件显示的网页（或基于显示介质的其他页面）的一部分。可以通过发现正在使用的设备显示器的实际大小，或根据估计或常用典型设备获取缺省值的方法，动态确定屏幕视图大小。可以在屏幕视图四周提供边缘空白(margin)，以支持不同的实际显示器大小。可以选择内容概述大小，使其基本上填满移动设备的屏幕视图。用户可以通过滚动，或更方便地，在某些实施例中通过使用超链接选择显示下一屏幕视图。用户可以通过点击嵌在网页其他位置的按钮或超链接访问信息的起始点。通常这比滚动方便得多，这是由于例如如果需要滚动过多个屏幕视图，或者如果希望在总览和内容概述之间向后或向前翻动，滚动是非常耗时的。

可以用比如XHTML Basic编写的页面来实现屏幕视图包。如W3C网站所指，XHTML Basic是一系列XHTML规范中的第二项建议。XHTML Basic文档类型包括XHTML Host Language文档类型所需的最小模块集，此外，它还包括：图像、表格、基表(basic table)以及对象支持。XHTML Basic是为不支持完整XHTML特征集的Web客户端设计的；如移动电话、PDA、寻呼机以及机顶盒之类的Web客户端。文档类型十分丰富，足以用于创作内容。将XHTML Basic设计成公共基础（base），可以用XHTML模块化中的附加模块如脚本模块对其加以扩展。因此，它提供了可以被如浏览器等多种用户代理支持的公共语言。如果页面格式可以被大量不同版本的“传统”浏览器读取和呈现，使例如现有移动电话用户中的用户基础最大化，那么它是十分有用的。

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可以将搜索引擎活动的总览概述如下：

像传统搜索引擎那样结网（Spider the Web）。

根据在页面上找到的内容类别（例如，文本、图像、视频）从各网页中提取内容概述。

在编了索引的数据库中存储概述并为概述编索引。

接收查询，从编了索引的数据库获取搜索结果。

根据移动设备和/或其浏览器定制内容概述的显示，

将概述集合作为供浏览器呈现的包发送给用户，可选地包括广告材料和其他可能感兴趣的信息，以及针对后台进程的代码。

用移动设备上的浏览器，从结果中项目的简短总览开始显示，可选地包括广告材料输入，利用后台进程减小延迟。

接着，对用户做出的点击URL、点击按钮或滚动操作予以响应，显示各个更长的概述。

这有助于克服诸如移动设备屏幕尺寸小以及X-HTML能力有限等问题。无需将其局限于特定的移动设备特征或浏览器。这样做有助于克服网络获取时间开销大、以及即使较新较迅速的网络也将受高峰期拥塞影响并表现出延迟效应的问题。

可以离线或按需、或以这些选项的某种组合方式产生这些内容概述。如果离线进行，则可以将它们存储在集成于整个搜索引擎架构内的编了索引的数据库中，以便可以更迅速地对用户查询作出响应，取回内容概述。如果概述是按需产生的，就需要跟随从现有搜索引擎中获得的搜索结果中的链接来获取完整的内容项目，如网页。可选地，可以将系统配置为充当现有搜索引擎前端的元爬虫应用。然后，可以根据从多个搜索引擎获得的完整内容项目创建概述。

实施例可以提供简化了移动搜索过程的最小系统。可以将其作为现有搜索引擎（例如，Google™、Yahoo™、MSN™）前端的元爬虫应用或作为更紧密地集成于整个搜索引擎系统的子系统予以实现。除了如Google一类的搜索引擎所提供的常规注释结果列表以外，还可以创建原始内容项目（无论它们是网页、WAP页面、新闻项目、声音或视频片

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段还是诸如黄页或白页之类的本地信息）的附加级别的概述。对关键字引发的搜索作出响应，将这些内容项目概述作为单发(single-shot)包（CSP）发送给移动设备。

附加级别的内容概述为用户提供了充分的、有关他/她正在搜索的内容的信息，使得用户可以在高度确信的情况下，点击进入WWW上的底层内容项目。系统使移动用户能够迅速导航过高速缓存于本地设备浏览器中的内容概述集合，从而在不引起开销较大的、通过移动网络的点击的情况下，找出他们正在搜索的内容。这样，就可以极大地改善移动搜索的用户满意度。

CSP可以作为XHTML Mobile Profile或XHTML Basic网页予以实现，使用书签或多部分消息，允许将结果集设置成堆叠的链接的屏幕视图。

内容概述包

用户在经无线网络的单次查询和响应操作中，接收到搜索结果集以及（被称为内容概述的）相同项目的较长概述的附加集，以便用户可以在不得不通过网络发起后继查询和响应操作前更易于识别出他或她正在搜索的项目。

将在无线设备上显示给用户的搜索结果总览和内容概述包可以采用适于设备上本地浏览器的格式，或者可以使用或包含作为设备上用户应用程序而运行的独立软件程序。图12示意性地示出了内容概述包的示例。内容概述包包括：总览240、内容概述220、屏幕视图超链接245、广告屏幕视图230以及其他材料210。概要可以具有可选的注释，可以由显示不同总览的多个屏幕视图组成，可选地，可以具有到其他屏幕视图的超链接。有时，可以在独立帧（frame）中显示总览，以便可以在查看其他屏幕视图的同时查看总览。

图13示出了用于创建内容概述的配置的示例。将内容馈送至内容概述器300以概括不同类别或类型的内容。因此一个内容概述器产生文本内容概述，另一个产生图像内容概述，另一个产生视频内容概述，另一个产生音乐内容概述，另一个产生新闻内容概述。将上述内容概述作为内容概述对象（CSO）存储，并将其存储在编了索引的数据库中。

当查询服务器50搜索相关内容概述时，就查阅索引310。将找到的内容概述馈送至查询服务器，以合并成包。提供设备信息存储器330和用户历史存储器340，使查询服务器能够对包加以剪裁。查询服务器可以根据内容概述创建总览屏幕视图。

内容概述数据库或其索引可以存储有关其各内容项目或含有该项目的网页的如下元数据。此类元数据可以构成媒体项目的以下方面的一种、一些或全部：

- 大小
- 图像/帧尺寸
- 时长
- 部分或全部数据上的CRC（循环冗余校验）
- 嵌入式元数据，如：图像、视频等的头字段
- 媒体类型，或MIME类型

概要可以是传统注释列表，其中每项具有多达60词左右的、简洁的描述性信息，以及其他诸如来源网站、日期等描述性信息，或者还可以其他形式提供总览，如非注释列表、项目分组列表、能够或多或少显示有关各个项目或项目分组的信息的多级列表，或者缩略图阵列、或连续项目视图的滚动序列。

内容概述

内容摘要可以包括能够从（来自比如万维网或内联网或其他在线信息数据库的）网页中提取/摘录/分离出来作为离散的有用信息单元的、该网页的一方面。由于它是用户可以理解的原始信息的截短、缩略的版本，故而将其称为概述。

内容概述的示例类型包括（但不局限于）以下：

- 网页文本——其中内容概述可以是来自网页的、去删除了全部图形和导航元素的一段连续的、重要的、携带信息的文本。
- 新闻报导，包括网页和新闻馈送（feed）如RSS——其中内容概述就是来自原始新闻项目的文本摘要，再加上标题、日期和

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新闻来源。

- 图像——其中内容概述就是原始图像的小缩略图表示，再加上诸如文件名、创建日期和图像来源网站等元数据。
- 铃声——其中内容概述就是铃声音频文件的起始部分，再加上诸如铃声名称、格式类别、价格、创建日期和铃声来源卖家网站等元数据。
- 视频片段——其中内容概述就是提取自视频文件的、排列成动画序列的静止图像的小型集合（例如4幅）；再加上元数据。

可以通过扫描WWW获取概述结合，然后为其编写索引，使其可以为搜索服务所用。扫描项目可以包括深层网中的项目，即根据位于网页之后的实况（live）数据库产生的、动态生成网页，如气象预报、旅行时间表、股票报价等等。将相关内容概述集合中的搜索查询结果返回给用户。以内容概述而不是页面为单位获取、存储和发送结果的一个显著优点是，可以适应各种不同的屏幕大小，易于更好地利用典型手持移动设备有限的屏幕实际大小。此外，可以根据用户设备的特点（浏览器、屏幕色深和尺寸、视频性能、铃声性能等）剪裁内容概述的呈现，如大小、字体大小、颜色或所用媒体类型。还可以对包的大小进行剪裁，使其适合设备的浏览器，或无线信道特点，如带宽、等待时间或质量。例如，无线网络的运营商可能拥有具有关于各连接的当前可用带宽或其他信道特点的实况信息的网络管理系统。可以将实况信息传给查询服务器，使其能够动态决定该连接接下来可以承载多大的包，并进而决定在用户不通知过度延迟的条件下，内容概述的数量或各内容概述的大小。此外，可以调节屏幕视图的大小，以适应比如实际显示器的大小或其他因素。如果为便于使用，希望在各屏幕视图的同一位置呈现超链接，这样做可能会影响超链接在网页上的位置。

可以采用设备无关表示形式（可以是，但不必须是XML）存储内容概述，然后对它们进行转换（可以用XSLT）的方式实现上述剪裁，转换可以是即时（on the fly）（对于依据用户设备的每次请求）的，或者可以提前准备好转换的内容概述。

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内容概述的第二个优点是，可以将若干内容概述整理在一起，从而形成含有多个屏幕视图的网页（即，可以被更有效地发送至无线设备的单个CSP）。这意味着，可以将若干结果下载至一个设备，同时只引起网络等待时间的一个实例。用户可以迅速滚动或翻页阅览结果集。这同传统搜索结果截然相反，后者需要用户点击每项搜索结果，并在能够收集信息和判定结果无关之前等待下载搜索结果。可以将这些特征同应用如上所述的可重用格式化模板相结合，以提供通过将新数据交换入页面来改变屏幕视图的其他选项。

可以对内容概述加以归类，例如归为图像、web文本、铃声、视频片段、新闻项目、地址等类别。这些类别可以是基于内容类别或媒体类型的。类别可用于协助呈现搜索查询的结果集。可以先为用户提供结果类别选项，然后再向其呈现特定类别的结果。或者，用户可能已经表达了偏好（或利用其移动设备，或使用台式机访问其移动搜索帐户偏好），因此首先呈现用户偏好类别的结果。

可以从包含任意机器可读内容格式的网页中提取内容概述。任意机器可读内容格式包括HTML、JavaScript、FLASH、PDF、Microsoft Office文档等各种风格。如果网页很小并具有很高的信息密度，那么内容概述可以是整个页面，或者内容概述可以仅仅是页面内容的一小部分。

除了通过自动扫描（爬行（crawling））web的方式插入内容概述以外，还可以通过其他方式，比如，通过手动插入或第三方数据库自定义转换，插入内容概述。内容概述主要是一种存储可以在移动设备上方便地整理并显示的信息单元的方式。内容概述的良好应用是用于实现移动设备的web搜索服务，在这种应用中，缺少搜索和显示信息的备选手段。第二种应用是用于访问在线商店或市场（例如Ebay™），在这种应用中，移动用户希望搜寻大量竞标或购买的候选项目。

CSP

可以将从移动用户发起的搜索而得到的结果集设置成堆叠的、链接的内容概述，其中每个结果对应于单个内容项目。然后在向移动设

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备发送前，将这些概述合并成单个包（CSP）。

可以将此CSP格式化为网页，并可以包括用于实现上述一种或多种目的的脚本语言指令。可以在概述包中用页内超链接（在HTML、XHTML Basic和XHTML Mobile Profile中称作书签）对独立的内容概述进行链接。点击书签链接仅仅是当前页面视图内的跳转，而不涉及浏览器回到网络获取下一页面。用户在单个网络获取一响应周期中接收该概述包（实际上是堆叠的web屏幕视图），然后就能够通过快速点击页内链接来浏览所含结果了。

在XHTML Mobile Profile中，可以用href属性被设置为书签的锚标签（anchor tag）<a>实现这种方法。这种导航方法的效果是实现了逐页滚动而不是通常经由设备的上/下/左/右导航键提供的逐象素或逐行滚动。

书签是台式机网页中一种标准且被很好理解的技术，通常用于提供到大型文档特定部分的快速链接。然而，书签不常用于链接连续的满屏内容——这是在移动设备上非常有用，移动设备通常具有简化的键盘和小格式显示器，该键盘不具有上翻页或下翻页键。

内容概述是针对链接的、堆叠的搜索结果中各个屏幕视图的极其便利的单元。此时每个屏幕视图就是搜索查询的候选结果项目，并且可以通过每个结果的快速加载（由于只是移动），逐步通过结果集。只需将堆叠的内容概述（屏幕视图）设置为来自不同类别，该点击就可以简单地逐步通过不同类别的结果（例如诸如文本或图像等不同媒体类别）。

CSP可以结合与用于台式机搜索服务环境中的类似的赞助（sponsored）链接。如果广告者具有移动专用网页，这些赞助链接可以直接指向这些网页。然而，如果广告者没有移动专用网页，那么他们可以在提供可附属于搜索服务的广告。可以为每个内容概述项目提供具有URL的超链接，使用户能够点击访问在WWW上找到的底层内容项目。此系统中每个页面可以具有单个ADLink。当用户点击AdLink时，就呈现AdPage，AdPage是在搜索查询响应页面的有效载荷中携带的文本页面。在AdPage底部提供链接，以通过无线网络提出其他补充广告

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材料的请求。

总览示例

图14示出了总览页面的示例，图15示出了呈现出两层结构的另一示例。在图14中，总览包括用于提供快速扫描或新搜索的区域。下一行显示了关键字或词，接着是web文本、新闻和图像类别以及括号中的、找到的项目的数量。示例示出了搜索比如著名歌手“Beyonce”™。图15示出了多屏幕视图总览，以及可用于选择它们的超链接。屏幕A示出了两层结构的顶层，顶层示出了找到的不同类别的项目的数量。每个带有下划线的文本是指向另一屏幕视图的超链接。例如，可点击链接“Webtext”指向屏幕视图B。屏幕视图B示出了一些项目的注释列表。对于每个项目，带有下划线的文本链接至该项目的内容概述，还为每个项目显示了URL，使用户能够下载整个内容项目。

另一可选方式具有以下布局：

针对“beyonce”™的结果

请选择：

- Web（4）
- Wap（4）
- 新闻（12）
- 本地（3）
- 更多（54）

外加位于底部的单个可点击的AdLink

当用户点击Web、Wap、新闻或本地超链接中的任意一个时，就链接至该类别内的内容项目概述的顺序列表。

当用户点击其他时，就链接至第二结果列表，其结构如下，第二结果列表包含更大的多媒体概述：

针对“beyonce”™的结果

请选择：

- 图像（14）
- 铃声（15）

- 视频（15）
- 返回

当用户点击这些类别标题中的任意一个时，就可以通过无线网络进行获取，以显示这些项目的概述，这样在第一个发送的包中没有足够空间的情况下，可以不在其中包含这些项目的概述。正如下面将更加详尽地予以说明的那样，根据用户便利性或其他因素的选择，图像概述、铃声概述和视频概述的集合可以各自占存储器的大约20K字节。

在系统的3G版本中，虽然为便于呈现，仍将概述展开在两页中，然而这些较大的多媒体项目的概述是在单发（single shot）操作中和概述的其余部分一起预先获取的。应当理解的是，内容或上述总览屏幕视图的布局还可以具有大量不同的设置，这些示例仅仅是说明性的。

内容概述示例

图16示出了可以从可在线访问的网页上找到的、针对如上所述并显示于图14和15屏幕视图示例中的示例关键字“Beyonce”™ 的典型多媒体网站示例的内容屏幕视图的若干示例。尽管原理上，每个屏幕视图可以包含一个以上的内容概述，但此处每个屏幕视图只包含一个内容概述。每个屏幕视图可以基本上填充了屏幕，或者屏幕上还可以具有用于显示其他项目的空间，如用于显示当前视图在包中的相对位置的导航条的空间。或者，可以显示屏幕视图总览的一部分。在本例中，每个内容屏幕视图底部具有指向下一屏幕视图或返回至前一屏幕视图的超文本链接。屏幕视图A示出了web文本项目的摘要。屏幕视图C具有新闻标题和缩略图形式的总览。屏幕视图B示出了视频帧故事板（storyboard）形式的视频内容概述、以及铃声或其他音频的示例。对于视频片段，可以将所显示的帧呈现为比如每几秒钟就发生变化的定时的帧序列。提供超链接，以下载视频实时采样形式的较大概述，在本例中该概述持续5秒钟。还提供另一超链接，以下载整个视频片段，在本例中该视频片可持续若干分钟。对于铃声，提供了标记为“试听”的超链接，以收听铃声。还提供另一超链接，以购买该铃声。屏幕视图D示出了图像总览的示例，其中示出了多个缩略图。每幅缩略图可以

具有用于下载较大和分辨率较高的图像的超链接。虽然只示出了每个屏幕视图一个内容概述的情况，但毫无疑问内容概述还可以扩展至两个或更多个的屏幕视图，并且超链接可位于例如每个屏幕视图或每个内容概述上。

对于某些类别的内容，可以十分方便地在发送用于下载实际内容项目的请求之前为用户提供附加级别的内容概述。这些“较大的”概述可能大于标准内容概述，但仍远远小于万维网上的原始内容项目，因此下载速度更快。这可以包括只用一个较大的概述填充整个包。下面提供了两个示例，在这两个示例中这种方式是十分有用的。

示例1：搜索网页中的内容

当搜索网页中的信息时，为用户提供根据从来自源网站的多个网页钟提取出的文本部分而创建的较大概述是十分有用的，其中仍然使用类似于原始网站的超文本导航结构来链接这些文本部分。为了使用可点击超链接进行快速查看，而不需要经过移动网络的其他查询和响应操作，可将这些部分设置成较大页面中的屏幕视图来呈现。

示例2：搜索视频片段中的内容

当搜索视频片段时，这种较大的概述可以简单地是比显示在该片段的第一级内容概述中的视频片段更长的视频片段部分。如果用户根据第一级内容概述无法确定该视频片段就是他或她正在搜索的视频，就可以在决定花费大量时间下载完整视频片段之前下载这个较大的概述。

内容概述包的大小

根据移动网络，存在CSP的最佳大小，该最佳大小对提供更多概述的优势和同较小网页相比发送CSP所花费的附加开销和时间进行了折衷，下面是示例（可以根据经验加以改进以适应用户需要）。对于不同网络或不同条件、不同用户偏好、不同应用而言，这些值可能差异较大，此外，这些值可能还会根据比如网络状况发生动态改变。

a）网页文本概述：来自网页中心查看区域中的多达1K字节的主体文本（body text），外加标题、大小、日期、内容属性、搜索引擎

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属性。该主体文本内必须含有关键字。6个概述、总共6K字节，加上1.2K字节的AdLink＋AdPage（假设每个广告大约20或25个单词）

b）WAP概述：整个WAP页截短至0.4K字节。6个概述，总共2.4K字节，加上1.2K字节的AdLink＋AdPage

c）新闻概述：来自新闻项目的、包含关键字的多达1K字节的主体文本，外加标题、大小、日期、内容属性、搜索引擎属性。该主体文本中必须含有关键字。顺序集合中6个概述总共6K字节，加上1.2K字节的AdLink＋AdPage

d）本地概述：整个本地结果页面截短至0.4K字节，外加日期、内容属性（例如黄页）和搜索引擎属性（例如Google Local）。顺序集合中多达6个概述，总共2.4K字节，加上1.2K字节的AdLink＋AdPage

a）至d）中概述的总有效载荷=21.6K字节

e）图像概述：每屏4个图像缩略图，每屏1个AdLink，4个屏幕，总共16幅图像，每幅图像1K字节。点击图像时，获得单个图像缩略图和元数据，以及通向Web上底层源文档的URL链接。元数据包括图像标题、源网站、搜索引擎属性、日期。每个集合16K字节，再加上0.8K字节的AdLink＋AdPage

f）铃声概述：铃声预览集合，以及卖家名称，若可用再加上价格。每个集合多达16K字节再加上多达1.2K字节的AdLink＋AdPage

g）视频概述：每屏2个缩略图，每屏1个AdLink，2个屏幕，总共8个视频概述。每个缩略图位于包含4个帧的动画GIF的穿孔黑色帧（perforated black frame）内。当点击缩略图时，获得单个缩略图以及元数据，元数据包含图像标题、源网站、搜索引擎属性、日期。每个集合多达16K字节，再加上0.4K字节的AdLink＋AdPage

移动设备：无线设备可以是移动手机型设备，或任意类别的移动计算设备，比如，具有连接至无线网络的内置连接、或连接至外部无线设备（如移动手机）的膝上型PC。移动设备可以是任何适于工作于无线通信网络中，并通过无线通信网络接收数据的移动通信设备。还可以具有语音通信能力。可以是数据消息收发设备、双向寻呼机、具

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备数据消息收发功能的蜂窝电话、诸如膝上型计算机或PDA等（具备或不具备电话功能的）无线互联网设备或数据通信设备中的任意设备。为了能够用于蜂窝网络，设备可以结合有通用分组无线业务（GPRS）通信子系统或其他等效系统，或者可以利用语音电话信道，按照已定原理，以例如音调（tone）的形式传送数据。移动设备可以由多个设备构成，例如，它可以具有分别以有线或如蓝牙连接等无线连接而连接着的独立的显示器、独立的头戴式耳机或耳机、独立的键盘、独立的存储设备、独立的电源等。移动设备上的Web浏览器适于呈现以标记语言（如HTML及其变体）编写的文档，并且应当兼容HTTP。示例包括Netscape Navigator、Sun Hot Java Browser、Microsoft Internet Explorer或具有类似功能的微型浏览器软件。许多现有的具有浏览器的手持设备至少同XHTML Basic和XHTML Mobile Profile兼容。

移动网络可以是蜂窝网络，如GSM、UMTS或CDMA网络。还可以考虑使用其他类别的移动设备和具有相似延迟或等待时间的无线网络。在备选实施例中，搜索范围不是整个web，而是Web的一个有限部分，或给定的数据库。在另一备选实施例中，查询服务器还用作元搜索（metasearch）引擎，其委托其他搜索引擎（如Google™、Yahoo™、MSN™）搜索和提供结果，并对来自多个源的结果加以合并。

Web服务器可以是PC型计算机或能够运行任何已得到广泛应用的兼容HTTP（超文本传输协议）的服务器软件的其他传统型计算机。Web服务器具有至互联网30的连接。上述系统可以在多种硬件和软件平台上予以实现。

可以用标准硬件实现查询服务器、进行索引和爬行（crawling）或元爬行（metacrawling）的服务器。服务器的硬件组件通常包括：中央处理单元（CPU）、输入/输出（I/O）控制器、系统电源以及时钟源；显示驱动器；RAM；ROM；以及硬盘驱动。网络接口提供到计算机网络的连接，例如，以太网、TCP/IP或其他常用协议网络接口。可以用驻留于计算机可读介质（如硬盘、RAM或ROM）中的软件实现该功能。该系统的典型软件架构可以包括BIOS（基本输入输出系统），BIOS是通常存储于ROM中的、在操作系统、设备驱动程序和硬件间进行通信时所

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要用到的低级计算机硬件指令集。设备驱动程序是在操作系统和硬件外围设备之间进行通信时要用到的硬件专用代码。应用程序是通常以C/C++、Java、汇编程序或其等效物编写的，用于实现期望功能的、为了同其他软件代码和硬件进行交互而运行于操作系统之上并进而依赖于操作系统的软件应用程序。BIOS初始化后加载操作系统，操作系统控制并运行硬件。操作系统的示例包括Linux™、Solaris™、Unix™、OSX™、Windows XP™及其等效物。

特别是在计算机系统中，通常用计算机程序代码（例如具体实现在机器可读介质上的计算机程序代码）实现本发明的上述方面和实施例。

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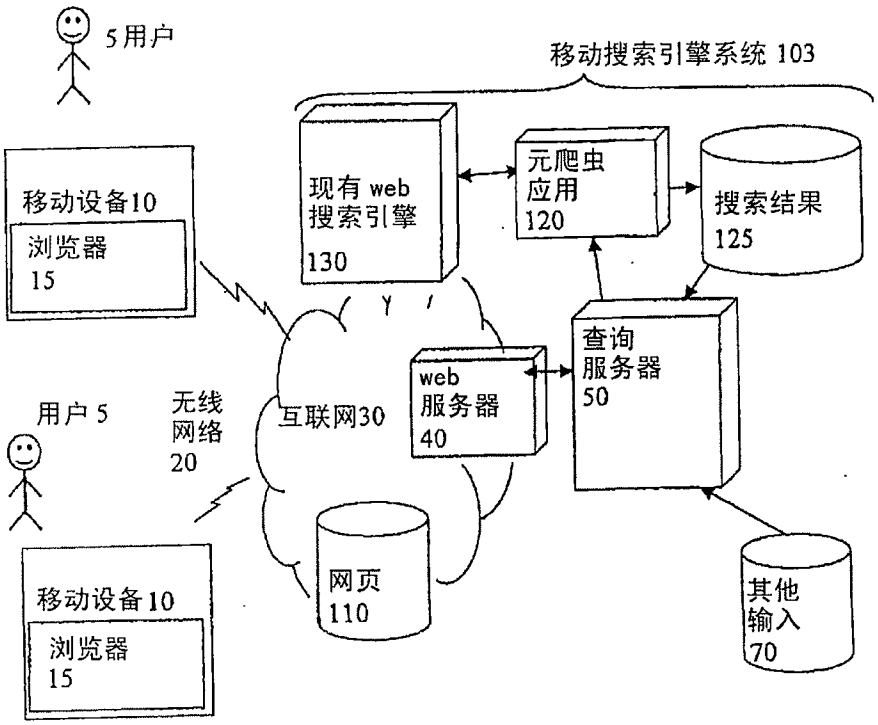

5用户
移动搜索引擎系统 103
现有 web
搜索引擎
130
元爬虫
应用
120
搜索结果
125
移动设备10
浏览器
15
查询
服务器
50
web
服务器
40
用户 5
无线
网络
20
互联网30
网页
110
其他
输入
70
移动设备10
浏览器
15

图 1

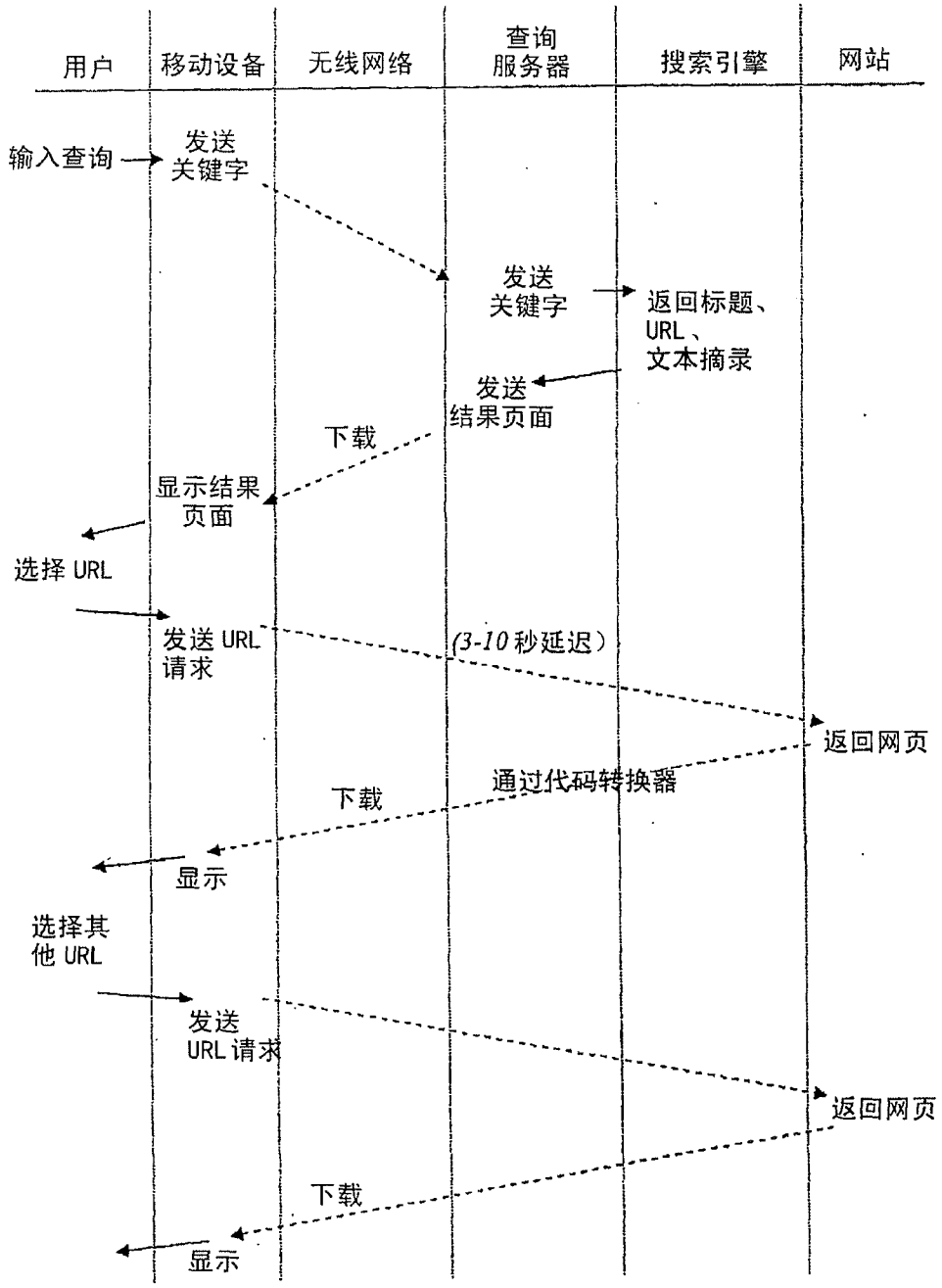


图 2

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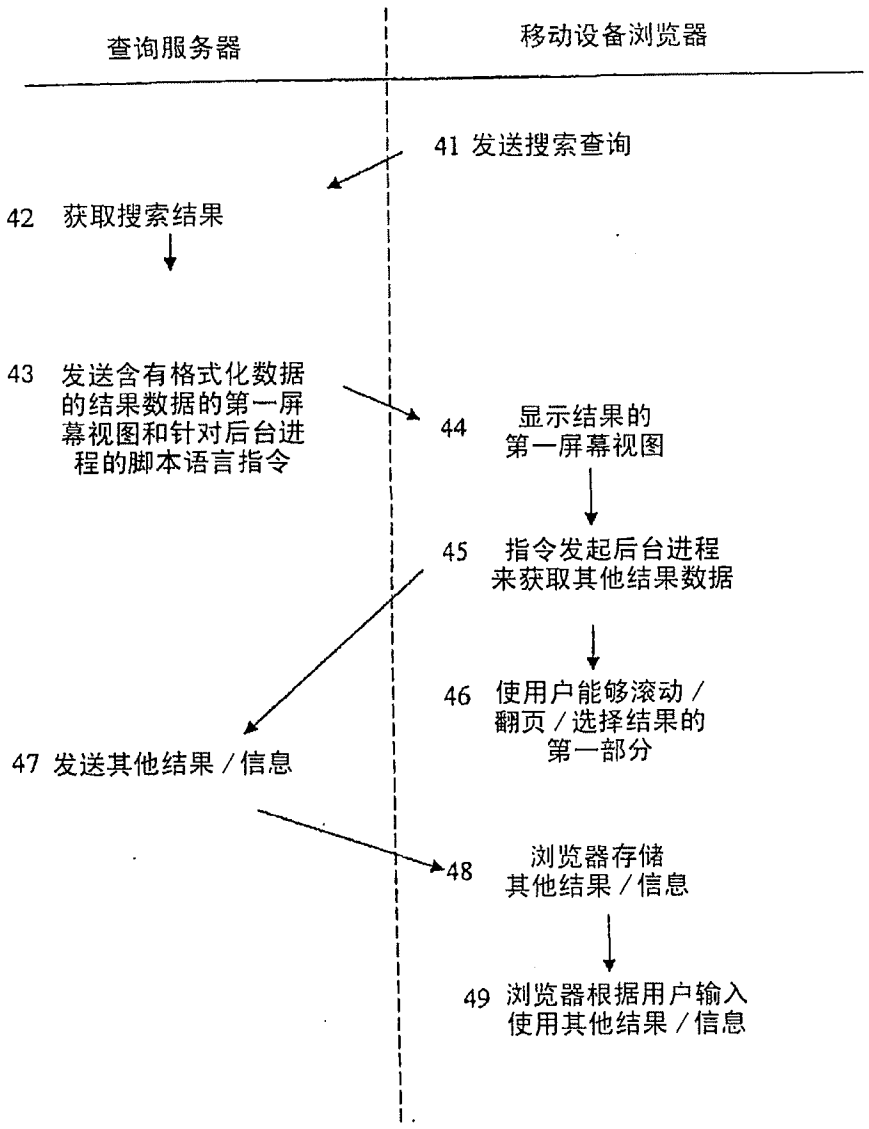


图 3

268 Duration Media Ex-1084

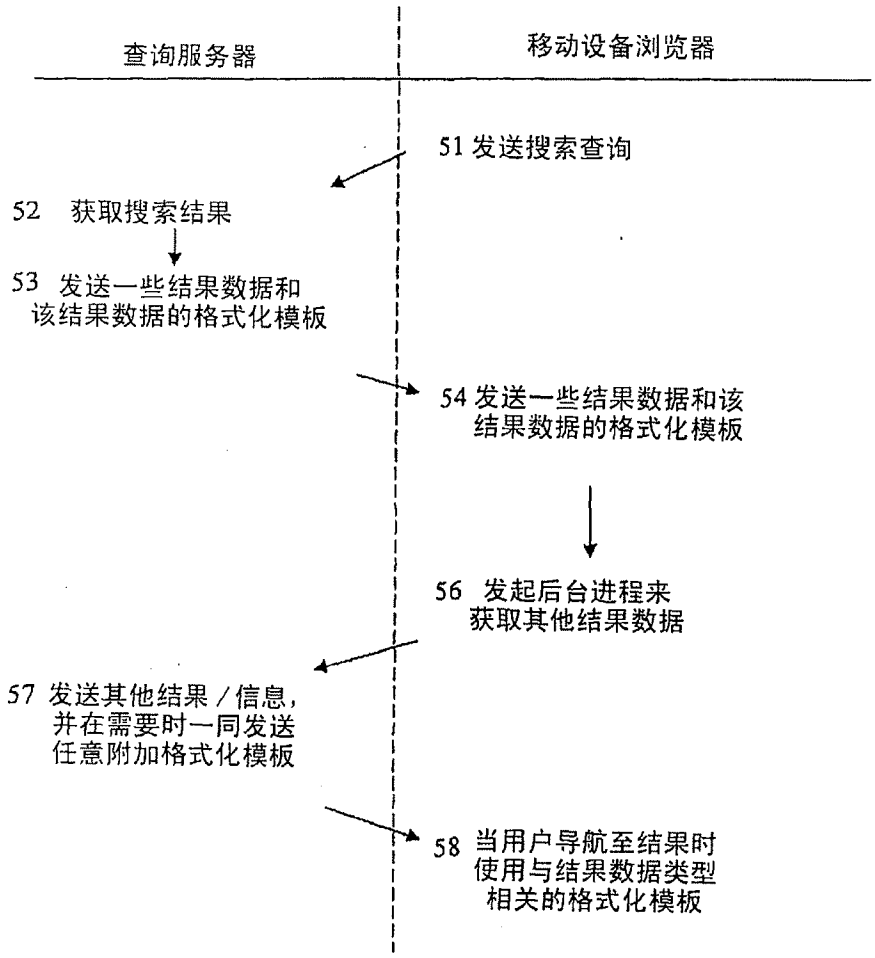


图 4

269 Duration Media Ex-1084

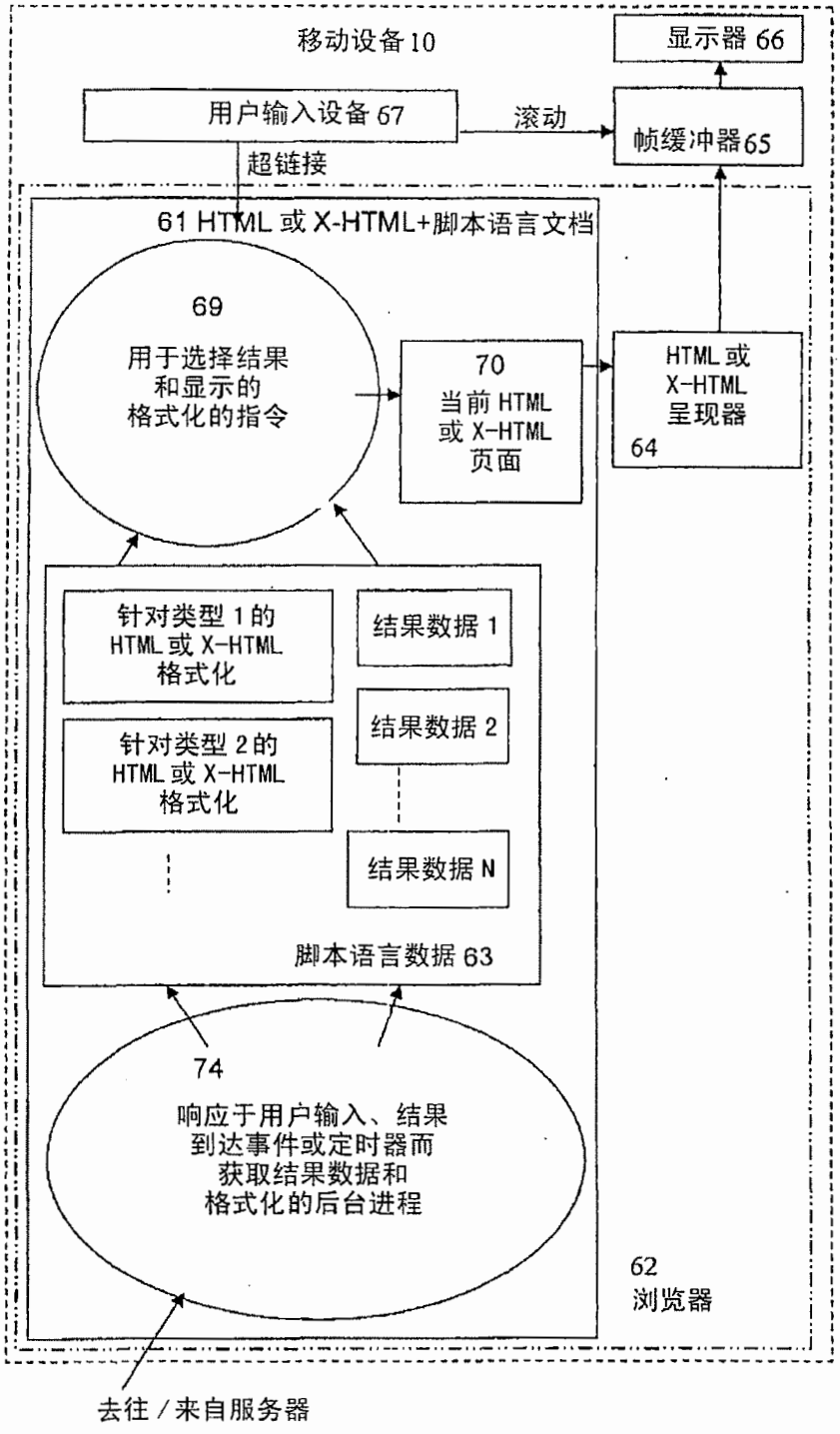


图 5

270 Duration Media Ex-1084

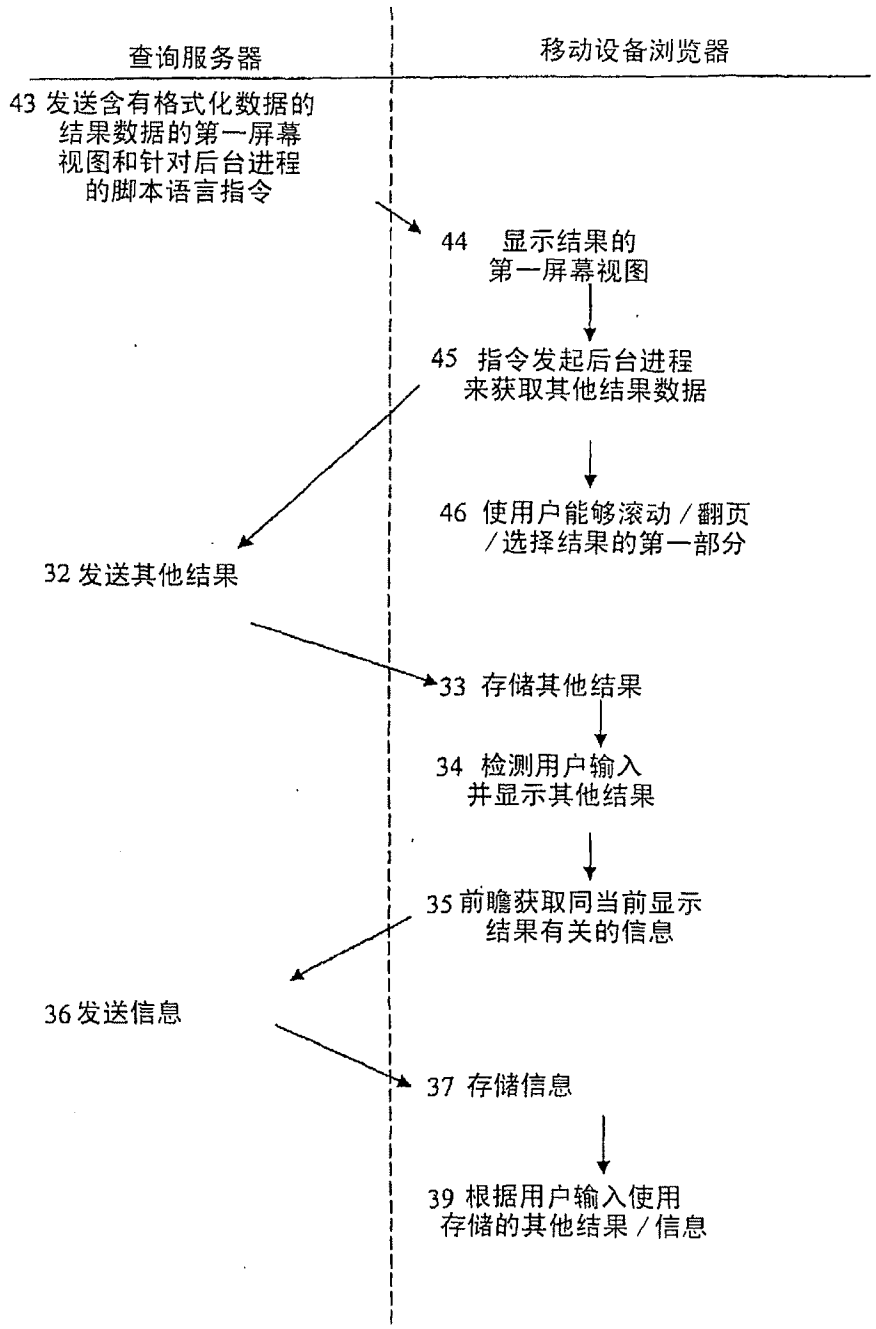


图 6

271 Duration Media Ex-1084

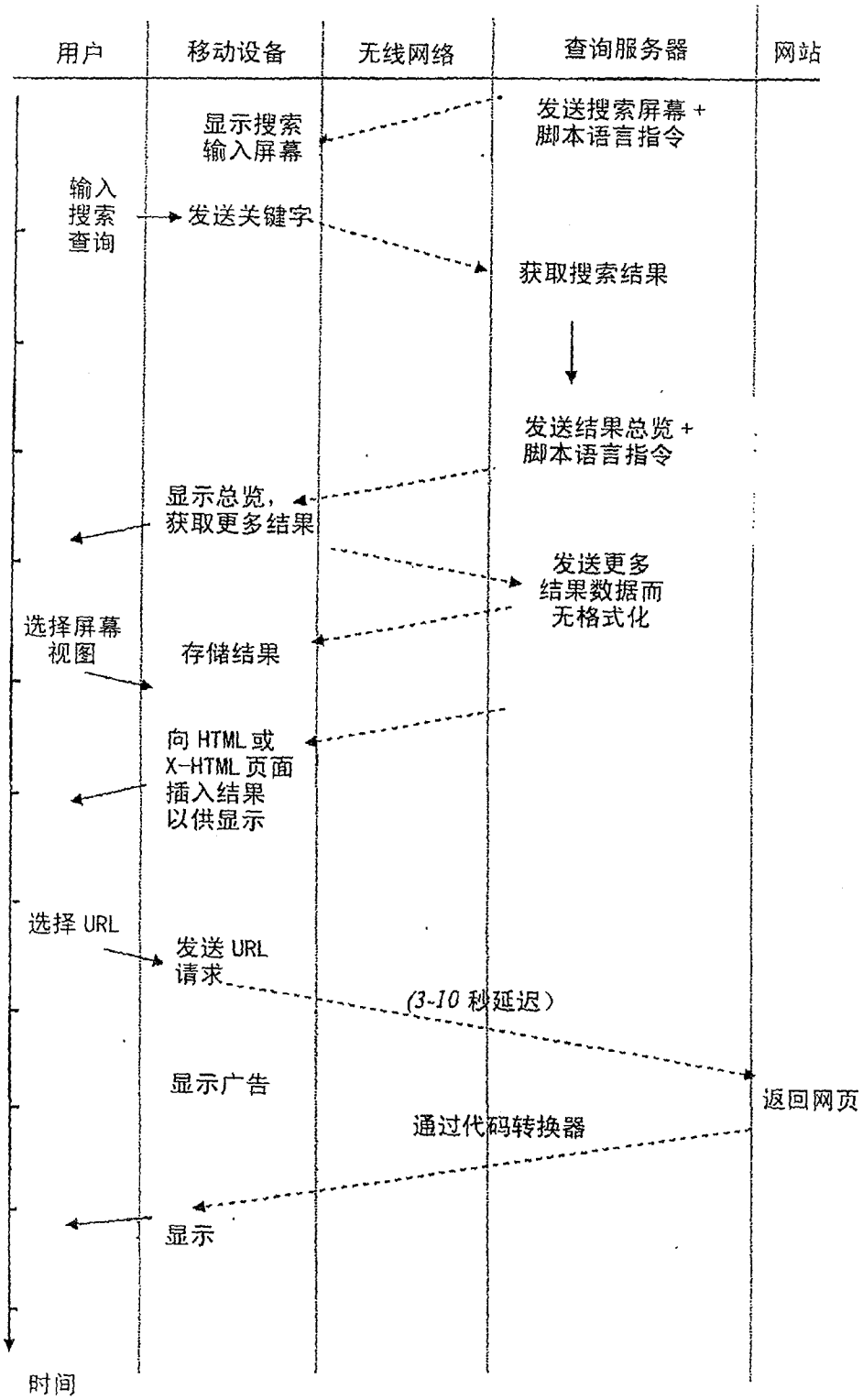


图 7

272 Duration Media Ex-1084

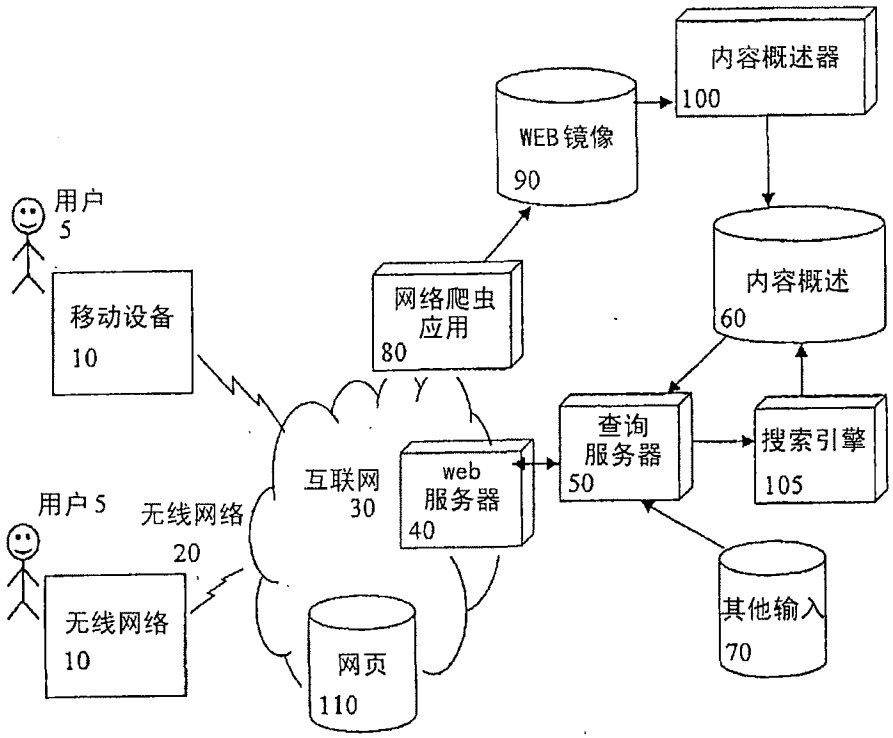


图 8

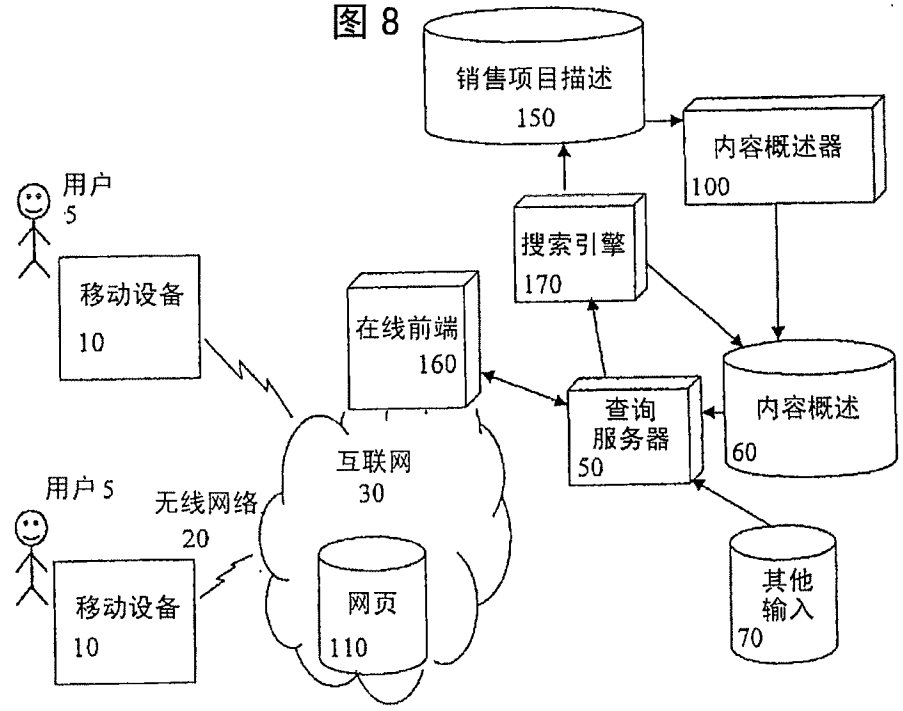


图 9

273 Duration Media Ex-1084

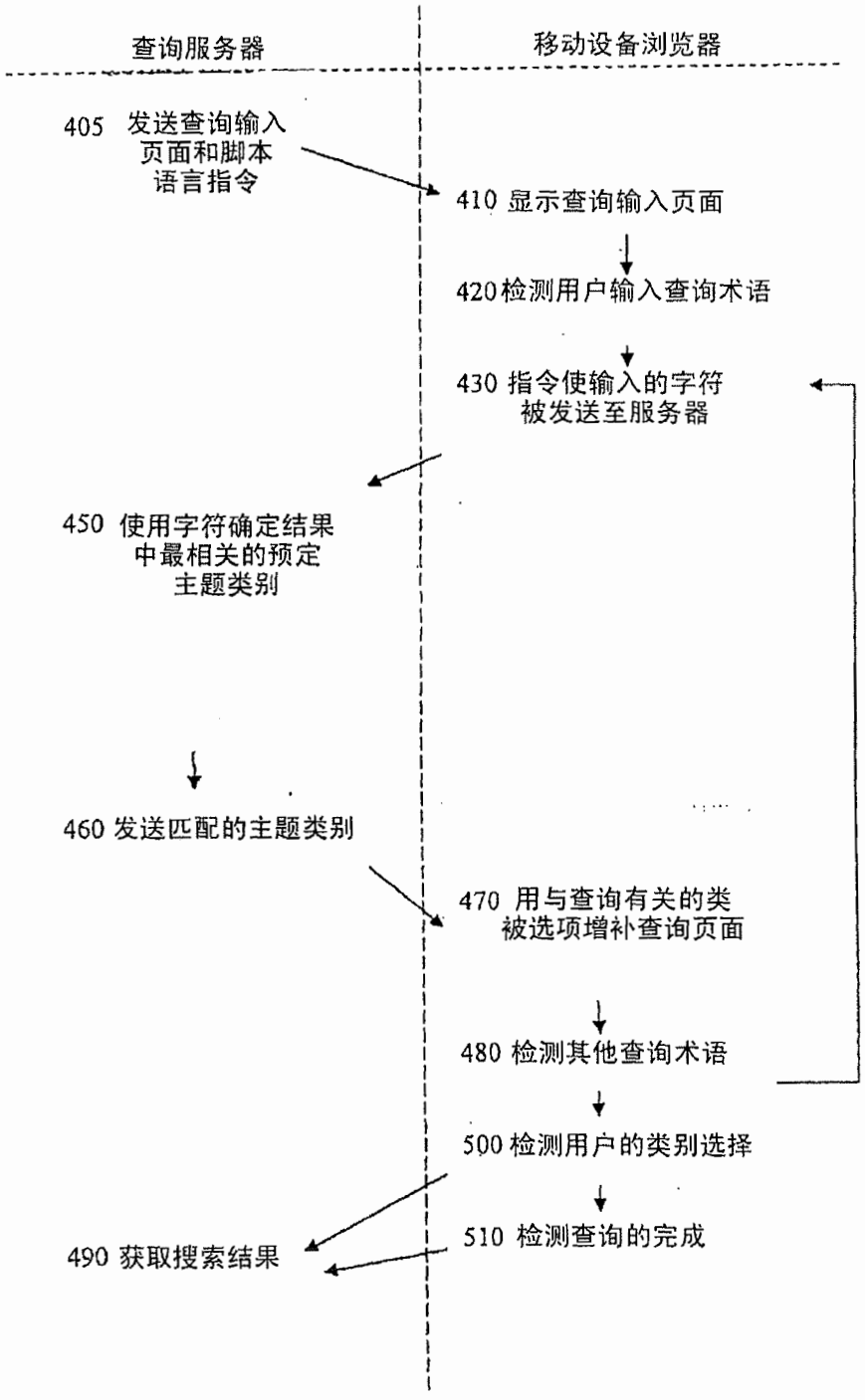


图 10

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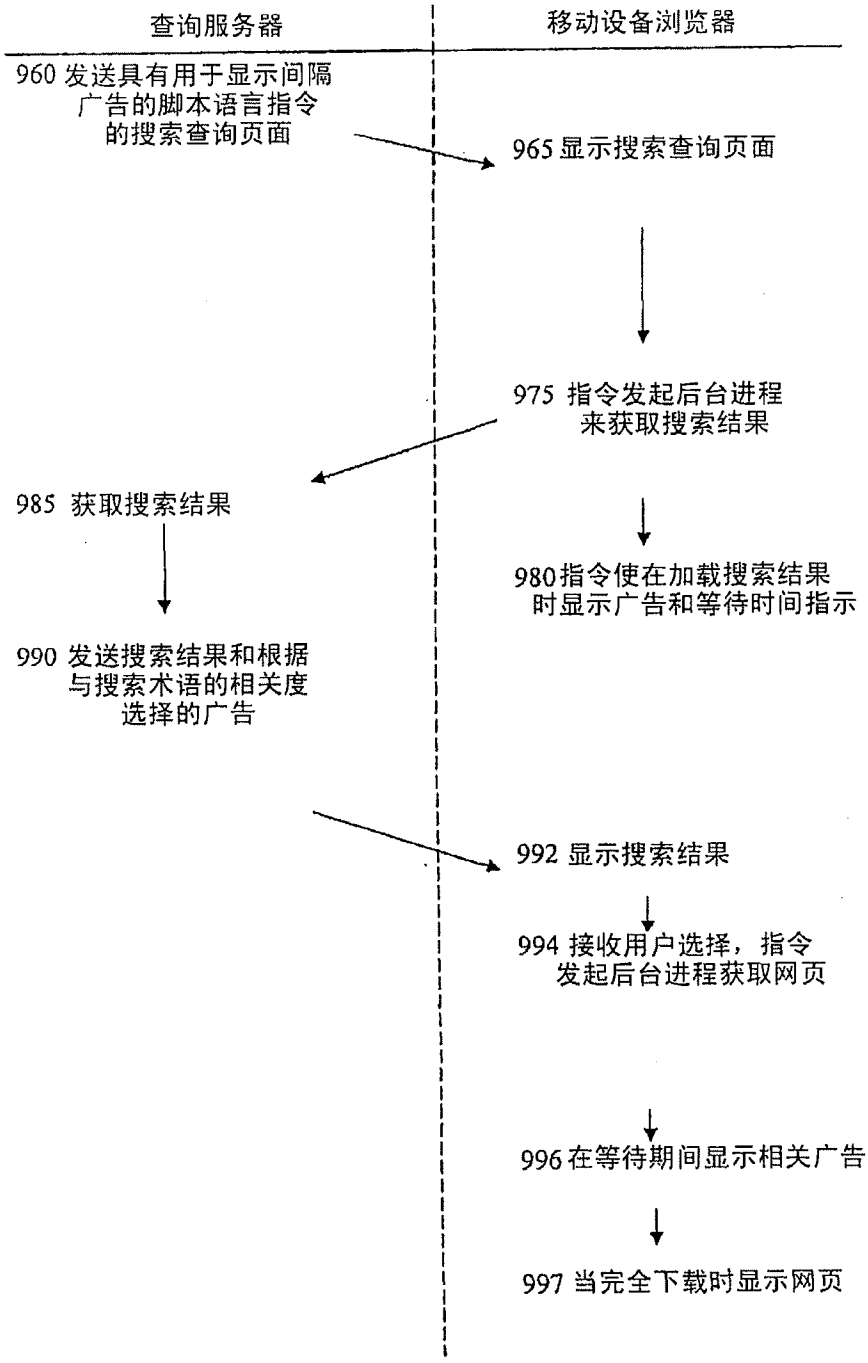


图 11

275 Duration Media Ex-1084

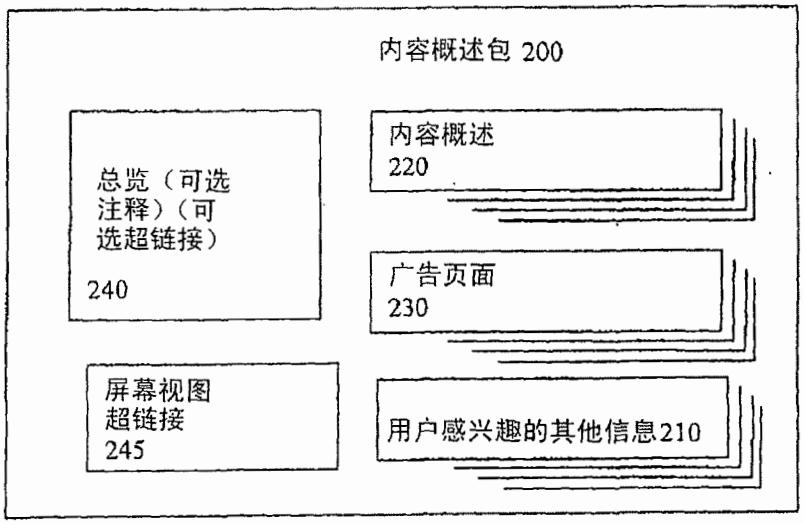


图 12

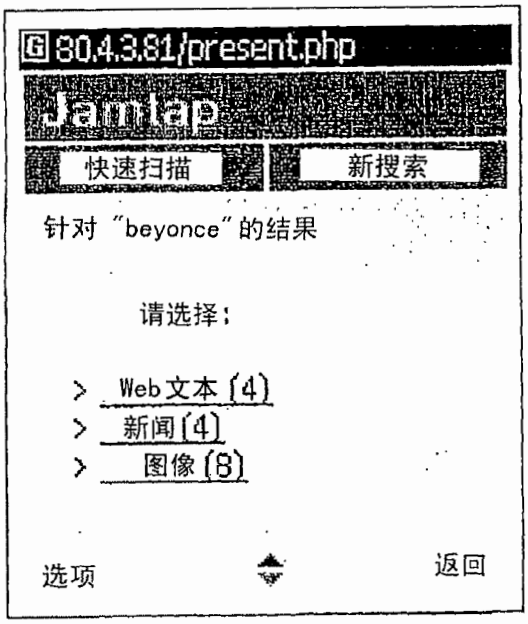


图 14

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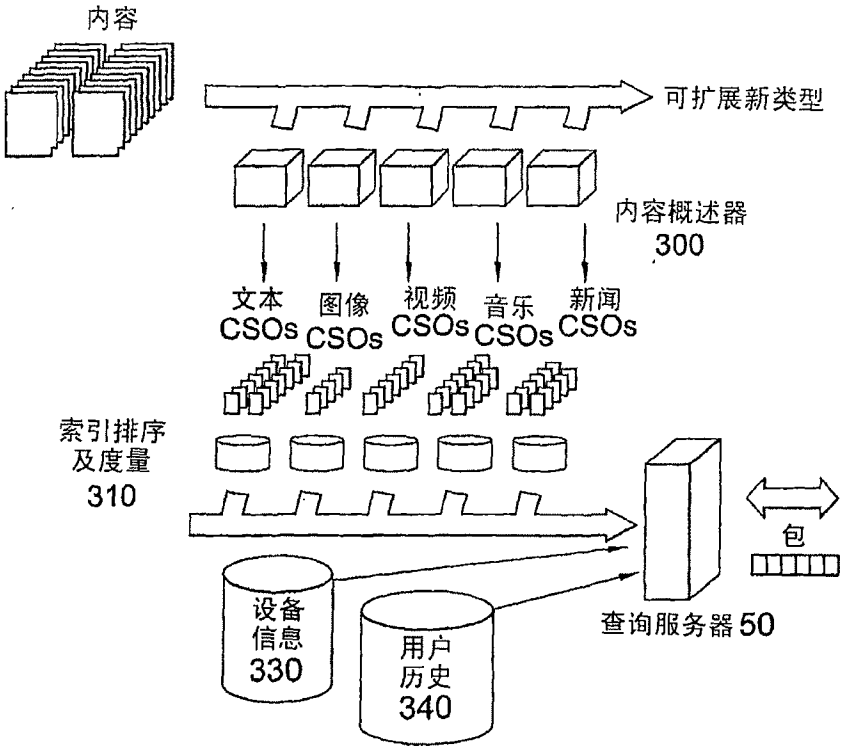


图 13

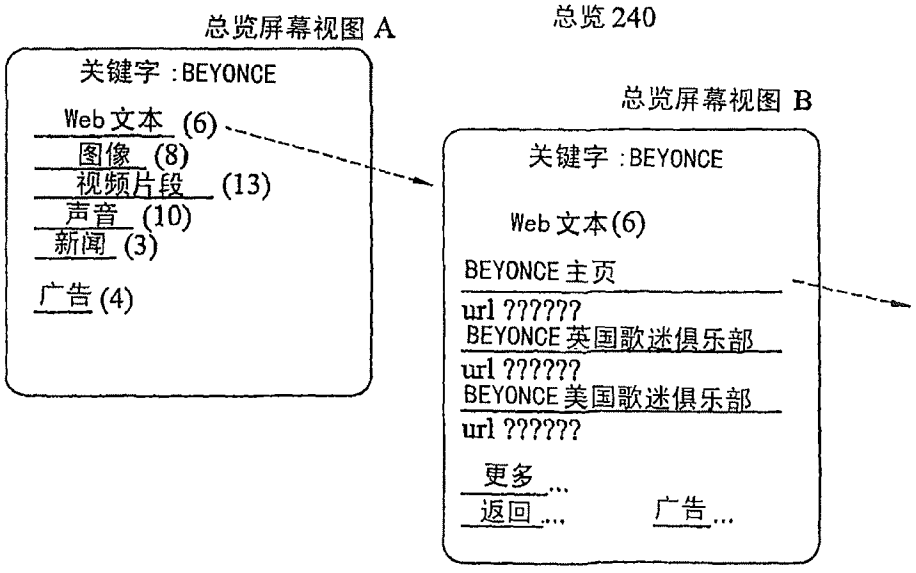


图 15

277 Duration Media Ex-1084



图 16

278 Duration Media Ex-1084

Electronic Patent Application Fee Transmittal

Application Number:	13731742
Filing Date:	31-Dec-2012
Title of Invention:	Content Rendering Control System and Method
First Named Inventor/Applicant Name:	Brad Krassner
Filer:	Bradley P Williams/Sue LeRoy
Attorney Docket Number:	082097.0105

Filed as Large Entity

Filing Fees for Utility under 35 USC 111(a)

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

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Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
Submission- Information Disclosure Stmt	1806	1	180	180
		Total in USD ($)		**180**

Electronic Acknowledgement Receipt

EFS ID:	27667742
Application Number:	13731742
International Application Number:	
Confirmation Number:	8146
Title of Invention:	Content Rendering Control System and Method
First Named Inventor/Applicant Name:	Brad Krassner
Customer Number:	5073
Filer:	Bradley P Williams/Sue LeRoy
Filer Authorized By:	Bradley P Williams
Attorney Docket Number:	082097.0105
Receipt Date:	01-DEC-2016
Filing Date:	31-DEC-2012
Time Stamp:	15:51:39
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$180
RAM confirmation Number	120216INTEFSW00002496020384
Deposit Account	
Authorized User	

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

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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		0105ids.PDF	154522 a0a9ca194887b507fc4c42d68e8aced2ef7a310c	yes	3
	Multipart Description/PDF files in .zip description				
	Document Description		**Start**	**End**	
	Transmittal Letter		1	2	
	Information Disclosure Statement (IDS) Form (SB08)		3	3	
Warnings:					
Information:					
2	Foreign Reference	CN101167077A.PDF	2390763 9f676ece10f1bc0cbde1a00c72e8c590cb8f4633	no	51
Warnings:					
Information:					
3	Foreign Reference	CN101317176A.pdf	3151803 f7e95c96395fc010cf635a4005d3f2088eac2dda	no	53
Warnings:					
Information:					
4	Non Patent Literature	2014102359593FirstOAChina.PDF	466335 d1e943aa2d503a6b792a3b9efd14d5d6e4055568	no	10
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Information:					
5	Fee Worksheet (SB06)	fee-info.pdf	30336 9fd6dd2f1c19094d1f79c209d4706d1cdc268cb8	no	2
Warnings:					
Information:					

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Total Files Size (in bytes):	6193759

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	Brad Krassner et al.
Serial No.:	13/731,742
Filing Date:	December 31, 2012
Art Unit:	2176
Confirmation No.	8146
Examiner:	Tionna M. Burke
Title:	CONTENT RENDERING CONTROL SYSTEM AND METHOD

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

Supplemental Information Disclosure Statement (IDS)

Applicants respectfully request, pursuant to 37 C.F.R. §§ 1.56, 1.97 and 1.98, that the documents listed on the attached PTO SB/08 form be considered and cited in the examination of the above-identified patent application. Pursuant to 37 C.F.R. §§ 1.97 (g) and (h), Applicants make no representation that a search has been made, that these documents are material to patentability of the present application, or that these documents qualify as prior art.

Copies of U.S. patents and U.S. patent application publications have not been provided. To the extent applicable, documents other than the U.S. patents and U.S. patent application publications are enclosed for the convenience of the Examiner.

Each item contained in this Supplemental IDS was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Supplemental IDS.

Each item contained in this Supplemental IDS was first cited in any communication from or is a communication that was issued by a foreign patent office in a counterpart application, and this communication was not received by any individual designated in 37 C.F.R. § 1.56(c) more than thirty days prior to the filing of this IDS.

The attached Form PTO/SB/08 contains a foreign office communication (i.e., a Chinese Office Action and associated Search Report) which is not in the English language. Pursuant to M.P.E.P. § 609.04(a)(III), Applicant attaches what is believed to be a complete translation of the foreign office communication to satisfy the concise explanation of relevance requirement under 37 C.F.R. § 1.98(a)(3). Also attached are two Chinese references which are not in the English language. Pursuant to M.P.E.P. § 609.04(a)(III), what is believed to be an English-language version of the Abstract for the Chinese references are attached herewith to satisfy the concise explanation of relevance requirement under 37 C.F. R. 1.98(a)(3). Furthermore, the above-discussed foreign office communication includes a Search Report providing a purported category for the references, also satisfying the concise explanation of relevance requirement under 37 C.F.R. § 1.98(a)(3). *See* M.P.E.P. § 609.04(a)(III).

A Final Office Action has been received by the Applicants in the above identified patent application. Therefore, pursuant to 37 CFR § 1.97(d) please charge the fee of $180.00 to Deposit Account No. 02-0384 of BAKER BOTTS L.L.P. The Commissioner is also authorized to charge any additional necessary fees and credit any overpayments to Deposit Account No. 02-0384 of BAKER BOTTS L.L.P.

Respectfully submitted,

BAKER BOTTS L.L.P.
Attorneys for Applicants

BRADLEY J. BIRCHFIELD
Registration No. 65,521

Date: Dec. 1, 2016

Correspondence Address:

Customer No. **05073**

Doc Code: A.NE.AFCP
Document Description: After Final Consideration Pilot Program Request

PTO/SB/434 (05-13)

CERTIFICATION AND REQUEST FOR CONSIDERATION UNDER THE AFTER FINAL CONSIDERATION PILOT PROGRAM 2.0

Practitioner Docket No.:	Application No.:	Filing Date:
082097.0105	13/731,742	December 31, 2012
First Named Inventor:	**Title:**	
Brad Krassner	Content Rendering Control System and Method	

APPLICANT HEREBY CERTIFIES THE FOLLOWING AND REQUESTS CONSIDERATION UNDER THE AFTER FINAL CONSIDERATION PILOT PROGRAM 2.0 (AFCP 2.0) OF THE ACCOMPANYING RESPONSE UNDER 37 CFR 1.116.

1. The above-identified application is (i) an original utility, plant, or design nonprovisional application filed under 35 U.S.C. 111(a) [a continuing application (*e.g.*, a continuation or divisional application) is filed under 35 U.S.C. 111(a) and is eligible under (i)], or (ii) an international application that has entered the national stage in compliance with 35 U.S.C. 371(c).
2. The above-identified application contains an outstanding final rejection.
3. Submitted herewith is a response under 37 CFR 1.116 to the outstanding final rejection. The response includes an amendment to at least one independent claim, and the amendment does not broaden the scope of the independent claim in any aspect.
4. This certification and request for consideration under AFCP 2.0 is the only AFCP 2.0 certification and request filed in response to the outstanding final rejection.
5. Applicant is willing and available to participate in any interview requested by the examiner concerning the present response.
6. This certification and request is being filed electronically using the Office's electronic filing system (EFS-Web).
7. Any fees that would be necessary consistent with current practice concerning responses after final rejection under 37 CFR 1.116, *e.g.*, extension of time fees, are being concurrently filed herewith. [There is no additional fee required to request consideration under AFCP 2.0.]
8. By filing this certification and request, applicant acknowledges the following:
   - Reissue applications and reexamination proceedings are not eligible to participate in AFCP 2.0.
   - The examiner will verify that the AFCP 2.0 submission is compliant, *i.e.*, that the requirements of the program have been met (see items 1 to 7 above). For compliant submissions:
     - The examiner will review the response under 37 CFR 1.116 to determine if additional search and/or consideration (i) is necessitated by the amendment and (ii) could be completed within the time allotted under AFCP 2.0. If additional search and/or consideration is required but cannot be completed within the allotted time, the examiner will process the submission consistent with current practice concerning responses after final rejection under 37 CFR 1.116, *e.g.*, by mailing an advisory action.
     - If the examiner determines that the amendment does not necessitate additional search and/or consideration, or if the examiner determines that additional search and/or consideration is required and could be completed within the allotted time, then the examiner will consider whether the amendment places the application in condition for allowance (after completing the additional search and/or consideration, if required). If the examiner determines that the amendment does not place the application in condition for allowance, then the examiner will contact the applicant and request an interview.
       - The interview will be conducted by the examiner, and if the examiner does not have negotiation authority, a primary examiner and/or supervisory patent examiner will also participate.
       - If the applicant declines the interview, or if the interview cannot be scheduled within ten (10) calendar days from the date that the examiner first contacts the applicant, then the examiner will proceed consistent with current practice concerning responses after final rejection under 37 CFR 1.116.

Signature	Date
/Bradley J. Birchfield/	November 15, 2016
Name (Print/Typed) Bradley J. Birchfield	Practitioner Registration No. 65521

***Note**: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4(d) for signature requirements and certifications. Submit multiple forms if more than one signature is required, see below*.*

☑ * Total of 1 forms are submitted.

Duration Media Ex-1084

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.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	Brad Krassner et al.
Application No.:	13/731,742
Filing Date:	December 31, 2012
Group Art Unit:	2176
Confirmation No.:	8146
Examiner:	Tionna M. Burke
Title:	CONTENT RENDERING CONTROL SYSTEM AND METHOD

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

Dear Sir:

RESPONSE TO OFFICE ACTION PURSUANT TO 37 C.F.R. § 1.116

In response to the final Office Action dated 15 September 2016, Applicants respectfully requests the Examiner to reconsider the rejections of the claims in view of the amendments and comments as set forth below. **This response is submitted with a Certification and Request for Consideration under the After Final Consideration Pilot Program (AFCP) 2.0.** Please amend the Application as follows.

In the Claims:

1. – 72. (Canceled)

73. (**Currently Amended**) One or more computer-readable non-transitory storage media embodying software this is operable when executed by one or more computer systems to:

generate code for marking ~~an~~ **a pre-defined** area on a content page in which content is to be rendered;

determine whether ~~a~~ **the** pre-defined area of the content page **in which content is to be rendered** is within at least a portion of a visible area of a viewer's browser window on a display device by comparing coordinates of the pre-defined area with coordinates of the browser window;

determine whether the pre-defined area ~~of~~ **on** the content page **in which content is to be rendered** is within a pre-defined distance outside of the visible area of the browser window by comparing the coordinates of the pre-defined area with the coordinates of the browser window; ~~and~~

in response to determining that the pre-defined area **on the content page in which content is to be rendered** is ~~either~~ at least partially within the visible area of the browser window ~~or is within the pre-defined distance outside of the visible area of the browser window~~, provide instructions to:

retrieve one or more content files; and

render the one or more content files in the ~~marked~~ **pre-defined** area ~~of~~ **on** the content page in which content is to be ~~rendered.~~**rendered; and**

in response to determining that the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the browser window, provide instructions to:

retrieve the one or more content files; and

render the one or more content files in the pre-defined area on the content page in which content is to be rendered.

74. (Canceled)

75. **(Currently Amended)** The media of Claim 73, wherein:

the software is further operable to determine that the browser window is the primary window open on the display device; and

the instructions to retrieve one or more content files and render the one or more content files in the ~~marked~~ **pre-defined** area ~~of~~ **on** the content page in which content is to be rendered are provided in response to the determination that the browser window is the primary window open on the display device.

76. **(Canceled)**

77. **(Currently Amended)** The media of Claim 73, the software further operable to transmit data comprising one or more of:

a time period in which the **pre-defined** area on the content page in which content is to be rendered is within the visible area of the browser window;

a time period in which the browser window is the primary window open on the display device;

a proportional extent to which the **pre-defined** area on the content page in which content is to be rendered is within the visible area of the browser window;

an indication of whether the browser window is obstructed from view on the display device by another application window;

an identification of the viewer;

a geographic location;

a type of the browser;

an identification of an operating system of the display device;

a view event duration;

a view event time;

a content rendering frequency;

a content rendering reach;

a viewer click-activity with respect to the one or more content files rendered in the ~~marked~~ **pre-defined** area ~~of~~ **on** the content page in which content is to be rendered;

dimension of the visible area;

dimension of the browser window;

a scrolling position of the browser window; and

an in-focus status of the browser window.

78. – 87. (Canceled)

88. **(Currently Amended)** One or more computer-readable non-transitory storage media embodying software this is operable when executed by one or more computer systems to:

receive a communication sent from a content page displayed in a browser window of a display device, the communication comprising a unique identifier associated with a content record stored in a database;

access, from the database, the content record associated with the unique identifier;

generate correlator code according to the content record, the correlator code operable to:

generate code for marking ~~an~~ **a pre-defined** area on the content page in which content is to be rendered;

determine whether ~~a~~ **the** pre-defined area of the content page **in which content is to be rendered** is within at least a portion of a visible area of the browser window by comparing coordinates of the pre-defined area with coordinates of the browser window;

determine whether the pre-defined area ~~of~~ **on** the content page **in which content is to be rendered** is within a pre-defined distance outside of the visible area of the browser window by comparing the coordinates of the pre-defined area with the coordinates of the browser window; ~~and~~

in response to determining that the pre-defined area **on the content page in which content is to be rendered** is ~~either~~ at least partially within the visible area of the browser window ~~or is within the pre-defined distance outside of the visible area of the browser window~~, provide instructions to:

retrieve one or more content files; and

render the one or more content files in the ~~marked~~ **pre-defined** area ~~of~~ **on** the content page in which content is to be rendered; ~~and~~

in response to determining that the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the browser window, provide instructions to:

retrieve the one or more content files; and

render the one or more content files in the pre-defined area on the content page in which content is to be rendered; and

provide instructions to embed the correlator code on the content page.

89. (Canceled)

90. (Previously Presented) The media of Claim 88, wherein:

the correlator code is further operable to determine that the browser window is the primary window open on the display device; and

the correlator code provides the instructions in response to determining that the browser window is the primary window open on the display device.

91. **(Canceled)**

92. **(Currently Amended)** The media of Claim 88, the correlator code further operable to transmit data comprising one or more of:

a time period in which the **pre-defined** area on the content page in which content is to be rendered is within the visible area of the browser window;

a time period in which the browser window is the primary window open on the display device;

a proportional extent to which the **pre-defined** area on the content page in which content is to be rendered is within the visible area of the browser window;

an indication of whether the browser window is obstructed from view on the display device by another application window;

an identification of the viewer;

a geographic location;

a type of the browser;

an identification of an operating system of the display device;

a view event duration;

a view event time;

a content rendering frequency;

a content rendering reach;

a viewer click-activity with respect to the one or more content files rendered in the ~~marked~~ **pre-defined** area ~~of~~ **on** the content page in which content is to be rendered;

dimension of the visible area;

dimension of the browser window;

a scrolling position of the browser window; and

an in-focus status of the browser window.

93. (Canceled)

94. (Canceled)

95. **(Currently Amended)** A system, comprising:

one or more memory devices operable to store a plurality of content records, each content record associated with a content page and comprising:

a unique identifier; **and**

an indication of ~~an~~ **a pre-defined** area on the associated content page in which to render content; ~~and~~

~~an indication of a pre-defined area of the associated content page; and~~

a processor communicatively coupled to the one or more memory devices and operable to:

access a particular content record associated with a particular content page;

generate, based on the particular content record, a tag for placement on the particular content page, the tag comprising the unique identifier of the particular content record;

receive a request generated when a viewer views the particular content page with the tag in a browser window displayed on a display device, the request comprising the unique identifier of the particular content record from the tag;

access, using the unique identifier of the particular content from the request, the particular content record;

generate correlator code according to the particular content record, the correlator code operable to:

generate code for marking the **pre-defined** area on the particular content page in which content is to be rendered;

determine whether the pre-defined area of the particular content page **in which content is to be rendered** is within at least a portion of a visible area of the browser window by comparing coordinates of the pre-defined area with coordinates of the browser window;

determine whether the pre-defined area of the particular content page **in which content is to be rendered** is within a pre-defined distance outside of the visible area of the browser window by comparing the coordinates of the pre-defined area with the coordinates of the browser window; ~~and~~

in response to determining that the pre-defined area **on the content page in which content is to be rendered** is ~~either~~ at least partially within the visible area of the browser window ~~or is within the pre-defined distance outside of the visible area of the browser window~~, provide instructions to:

retrieve one or more content files; and

render the one or more content files in the ~~marked~~ **pre-defined** area ~~of~~ **on** the particular content page in which content is to be rendered; ~~and~~

in response to determining that the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the browser window, provide instructions to:

retrieve the one or more content files; and

render the one or more content files in the pre-defined area on the content page in which content is to be rendered; and

provide instructions to embed the correlator code on the particular content page.

96. **(Canceled)**

97. **(Currently Amended)** The system of Claim 95, wherein determining whether the pre-defined area of the particular content page **in which content is to be rendered** is within at least a portion of the visible area of the browser window comprises:

determining page coordinates of the pre-defined area;

determining a scrolling position and coordinates of the browser window; and

determining whether the page coordinates of the pre-defined area are within the determined scrolling position and coordinates of the browser window.

98. (Canceled)

99. (Canceled)

100. (Previously Presented) The system of Claim 95, the correlator code further operable to collect data from the browser window comprising one or more of:

an operating system of a device displaying the browser window;

a type of the browser;

a version of the browser; and

a list of other content already rendered on the webpage.

101. (Canceled)

102. **(Currently Amended)** The system of Claim 95, wherein determining whether the pre-defined area ~~of~~ **on** the particular content page **in which content is to be rendered** is within at least a portion of the visible area of the browser window occurs periodically as the viewer scrolls through the particular content page.

103. **(Currently Amended)** A method comprising:

determining, by code executed by a computing system, whether a pre-defined area ~~of~~ **on** a content page **in which content is to be rendered** is at least partially within a visible area of an application window on a display device by comparing coordinates of the pre-defined area with coordinates of the application window;

determining, by the code executed by the computing system, whether the pre-defined area ~~of~~ **on** the content page **in which content is to be rendered** is within a pre-defined distance outside of the visible area of the application window by comparing the coordinates of the pre-defined area with the coordinates of the application window; and

transmitting, by the code executed by the computing system, one or more indications selected from the group consisting of:

an indication that the pre-defined area is at least partially within the visible area of the application window;

an indication that the pre-defined area is outside the visible area of the application window; and

an indication that the pre-defined area is within the pre-defined distance outside of the visible area of the application window.

104. (Canceled)

105. (Previously Presented) The method of Claim 103, wherein the code comprises code embedded in the content page.

106. (**Currently Amended**) The method of Claim 103, wherein determining whether the pre-defined area ~~of~~ **on** the content page **in which content is to be rendered** is at least partially within the visible area of the application window on the display device comprises determining, by the code, a scrolling position of the application window on the display device.

107. (Previously Presented) The method of Claim 103, further comprising determining, by the code, a percentage of the pre-defined area that is at least partially within the visible area of the application window.

108. (**Currently Amended**) The method of Claim 103, wherein determining whether the pre-defined area ~~of~~ **on** the content page **in which content is to be rendered** is at least partially within the visible area of the application window comprises:

determining page coordinates of the pre-defined area;

determining a scrolling position and the coordinates of the application window; and

determining whether the page coordinates of the pre-defined area are at least partially within the determined scrolling position and the coordinates of the application window.

109. (**Currently Amended**) The method of Claim 103, further comprising retrieving, by the code, one or more content files and rendering the one or more content files in the pre-defined area ~~of~~ **on** the content page.

110. (Previously Presented) The method of Claim 103, further comprising collecting, by the code, data from the application window, the data comprising one or more of:

an operating system running on the display device;

a type of a browser;

a version of a browser; and

a list of other content already rendered on the content page.

111. (**Currently Amended**) The method of Claim 103, wherein the code determines whether the pre-defined area ~~of~~ **on** the content page **in which content is to be rendered** is at least partially within the visible area of the application window on the display device before any content is rendered within the pre-defined area ~~of~~ **on** the content page.

112. (Previously presented) The method of Claim 103, wherein transmitting the one or more indications comprises one or more of:

transmitting the one or more indications to be stored in one or more cookies on the computing system; and

transmitting the one or more indications to another computing system.

113. (Canceled)

114. (Previously Presented) The method of Claim 109, wherein the one or more content files are operable, when rendered in the pre-defined area of the content page, to display one or more of:

one or more advertisements;

a video;

one or more images; and

text.

115. (Previously Presented) The method of Claim 103, wherein the application window is a browser window and coordinates of the application window comprise dimensional coordinates of the browser window and scrolling position coordinates of the browser window.

116. (Previously Presented) The method of Claim 103, further comprising:

dynamically generating, by the code executed by the computing system, additional code on the content page as a marker for an area to render one or more of the following:

an advertisement;

a video;

an image; and

text.

117. (Previously Presented) The media of Claim 73, wherein the software is further operable to determine an amount of time that the one or more rendered content files are at least partially visible in the viewer's browser window on the display device.

118. (Previously Presented) The media of Claim 73, wherein:

the coordinates of the browser window comprises:

dimensional coordinates of the browser window; and

scrolling coordinates of the browser window; and

comparing coordinates of the pre-defined area with coordinates of the browser window comprises:

determining a distance between the coordinates of the pre-defined area and the dimensional coordinates of the browser window; and

determining a distance between the coordinates of the pre-defined area and the scrolling coordinates of the browser window.

119. **(Currently Amended)** The media of Claim 118, wherein determining whether the pre-defined area ~~of~~ **on** the content page **in which content is to be rendered** is within at least a portion of the visible area of the viewer's browser window on the display device further comprises:

determining that the content page is in focus on the display device; and

determining that the pre-defined area is unobstructed by another window or application.

120. **(Currently Amended)** The media of Claim 73, wherein:

~~the pre-defined area is inside the content page; and~~

the one or more content files are retrieved and rendered in the ~~marked~~ **pre-defined** area ~~of~~ **on** the content page only after one or more of the following:

it is determined that at least a portion of the pre-defined area ~~inside the content page~~ is within the visible area of the viewer's browser window on the display device; or

it is determined that the pre-defined area ~~inside the content page~~ is within a pre-defined distance outside of the visible area of the viewer's browser window on the display device.

121. **(Currently Amended)** The media of Claim 73, the software further operable when executed by the one or more computer systems to:

periodically re-determine, after a pre-defined interval, whether the pre-defined area ~~of~~**on** the content page **in which content is to be rendered** is within at least a portion of the visible area of the browser window on the display device by comparing the coordinates of the pre-defined area with the coordinates of the browser window; and

periodically re-determine, after the pre-defined interval, whether the pre-defined area ~~of~~**on** the content page **in which content is to be rendered** is within the pre-defined distance outside of the visible area of the application window by comparing the coordinates of the pre-defined area with the coordinates of the application window.

122. **(Currently Amended)** The method of Claim 103, wherein:

determining whether the pre-defined area ~~of~~**on** the content page **in which content is to be rendered** is at least partially within the visible area of the application window on the display device by comparing coordinates of the pre-defined area with coordinates of the application window is performed in real-time by the code while at least a portion of the content page is displayed on the display device; and

determining whether the pre-defined area ~~of~~**on** the content page **in which content is to be rendered** is within the pre-defined distance outside of the visible area of the application window by comparing the coordinates of the pre-defined area with the coordinates of the application window is performed in real-time by the code while at least a portion of the content page is displayed on the display device.

REMARKS

This Application has been carefully reviewed in light of the final Office Action dated September 15, 2016 ("Office Action"). Claims 73, 75-77, 88, 90-92, 95-97, 100, 102-103, 105-112, and 114-121 are currently pending and stand rejected. To advance prosecution of this application, Applicants amend Claims 73, 75, 77, 88, 92, 95, 97, 102-103, 106, 108-109, 111, and 119-122, and cancel Claims 76, 91, and 96. Applicants do not admit that the amendments are necessary due to the cited references or any of the Examiner's rejections. Applicants respectfully traverse the rejections and request reconsideration and allowance of all pending claims.

Summary of Interview

Applicants, through its attorney, Bradley J. Birchfield (Reg. No. 65,521), interviewed Examiners Burke and Dyer on October 12, 2016. Applicants appreciate the Examiners' time and professionalism during the interview. During the interview, the participants generally discussed the application, references, and potential amendments to the claims. The independent claims have been amended consistent with language discussed in the interview. While no specific agreement was reached, the examiners seemed to indicate that such amendments would advance prosecution.

The Claims are Allowable over the Proposed *Dutta-Koeppel* Combination

The Office Action rejects Claims 73, 75-77, 88, 90-92, 103, 105-112, 114-118, 120, and 122 under pre-AIA U.S.C. § 103(a) as allegedly being unpatentable over U.S. Patent Publication No. 2004/0205651 ("*Dutta*") in view of U.S. Patent Publication No. 2005/0177401 ("*Koeppel*"). The Office Action rejects the remaining dependent claims under pre-AIA U.S.C. § 103(a) as being unpatentable over *Dutta* in view of *Koeppel* and other references. Applicants respectfully traverse these rejections and discuss amended independent Claim 73 below as an example.

Applicants respectfully submit that amended independent Claim 73 is allowable at least because the proposed *Dutta-Koeppel* combination fails to disclose, teach, or suggest, expressly or inherently, elements specifically recited in Applicants' claims. For example, the

proposed *Dutta-Koeppel* combination fails to disclose at least the following limitations recited in amended Claim 73:

> generate code for marking ***a pre-defined area on a content page in which content is to be rendered***;
>
> ...
>
> in response to determining that the pre-defined area on the content page in which content is to be rendered is at least partially within the visible area of the browser window, provide instructions to:
>
> retrieve one or more content files; and
>
> ***render the one or more content files in the pre-defined area on the content page in which content is to be rendered***.

The Office Action points to figures 1-3 and ¶¶ 9-10 and 32-33 of *Dutta* as allegedly teaching a previous version of these portions of Claim 73. (Office Action, pages 2-5.) Specifically, the Office Action states that "Dutta teaches the application configured to track the users focus on the web page and transferring specific information related to the content of the user's focus via a network using the code embodied" and "Dutta teaches the application may transmit a request to the server to transmit those particular files storing data specific for the client." (Office Action, pages 3-4.) Whether or not those rejections and statements were appropriate (and Applicants make no admission that they were), the cited portions of *Dutta* do not disclose generating code for marking "***a pre-defined area on a content page in which content is to be rendered***" and providing instructions to "***render the one or more content files <u>in the pre-defined area</u> on the content page in which content is to be rendered***," as recited in amended Claim 73. According to cited portions of *Dutta*:

> [0009] The problems outlined above may at least in part be solved in some embodiments by a server transmitting an application that may comprise a Java applet to a client where the application may be configured to track and **<u>detect the user of the client focusing on a portion, such as a particular area or particular word(s), in a document.</u>** The application may then determine if there are any components, e.g., terms, in the portion of the document focused on by the user that are in a list of components that have an advertisement and/or specific information associated with the components. If there are any components in the list focused on by the user, then the application may map each of the identified components, e.g., terms, to a particular file storing an advertisement and/or specific information. The application may transmit a request to the server to transmit those particular file(s) identified to the user of

the client. The server may be configured to transmit those particular file(s) storing selected contextual information such as advertisement(s) or other specific information to the client. **The particular file(s) may be parsed by the browser of the client in order to display the images and graphics on a display as well as generate audio, if any, through speakers. The images and graphics as well as any audio may include context related advertisement(s) or other information related to the content of the user's focus.**

[0010] In one embodiment of the present invention, a method for transferring context related information related to the content of a user's focus may comprise the step of a server transmitting a file to a client. The file may then be parsed by a browser of the client in order to display the images and graphics of a document, e.g., web page, picture, on a display of the client as well as generate any audio through speakers. The server may then transmit an application that may comprise a Java applet to the browser of the client. The application may be configured to provide functionality to the document viewed as well as store a list of one or more components, e.g., terms, in the document, e.g., web page, picture, displayed by the client related to an advertisement and/or specific information. The list of one or more components may be stored locally or remotely to the server.

[0032] FIG. 5 illustrates a flowchart of one embodiment of the present invention of a method 500 for transferring advertisements and/or specification information related to the content of user's focus. As stated in the Background Information section, a user upon reading information in a document, e.g., e-mail, web page, displayed on a computer screen may wish to obtain further information related to a particular word, e.g., soccer, read in the document. An application called QuickClick.TM. may provide the user with a link to web resources on selected words in the document, e.g., e-mail, web page, read by the user. The words with links to web resources may be indicated by a yellow underline beneath the word in the document. The user may then click on the yellow underline beneath the word of interest to receive a menu of links to web resources, e.g., advertisements. In an alternative embodiment, the user may press the ALT key while clicking on the word of interest if the word does not have a yellow underline beneath it in order to receive, if any, a menu of links to web resources, e.g., advertisements, related to the selected word. In order for the user to receive a menu of links to web resources, e.g., advertisements, the user must select the word or yellow underline beneath the word in the document read. However, the user may desire to receive advertisements and/or specific information related to the content of the user's focus, which may not be a particular word, but the content of a particular area within the document. Furthermore, the user may desire to receive advertisements and/or specific information related to the content of the user's focus without having to manually select a word of interest. It would therefore be desirable to transfer advertisements and/or specific information related to the content of a user's focus via a network without the user selecting a particular word of interest. Method 500 is a method for transferring

> advertisements and/or specific information related to the content of a user's focus via a network without the user selecting a particular word of interest.
>
> [0033] In step 501, server 130 may transmit a file such as a markup language file, e.g., HyperText Mark-up Language (HTML) file, Extended Markup Language (XML) file, to a user of client 110. In the source code of a markup language, images, video and audio may be specified in various files of different formats. The file may then be parsed by web browser 111 (FIG. 1) in order to display the images and graphics on display 338 (FIG. 3) as well as generate audio through speakers 330 (FIG. 3) in step 502. In step 503, the document including text and/or images and/or graphics associated with the file received in step 501 may be displayed on display 338 and any audio, if any, associated with the file received in step 501 may be generated through speakers 330.

(*Dutta*, ¶¶ 9-10 and 32-33, emphasis added.) That is, while cited portions of *Dutta* may disclose detecting whether a user is focusing on particular a portion or object already displayed in a browser and then displaying content related to the user's focus, none of the cited portions disclose, teach, or suggest generating code for marking "***a pre-defined area on a content page in which content is to be rendered***" and providing instructions to "***render the one or more content files in the pre-defined area on the content page in which content is to be rendered***," as recited in amended Claim 73. The cited portions of *Koeppel* do not cure these deficiencies of *Dutta*. Consequently, the proposed *Dutta-Koeppel* combination fails to disclose, teach, or suggest each and every element of amended Claim 73.

For at least these reasons, amended independent Claim 73 and its dependent claims are allowable. For at least certain analogous reasons, amended independent Claims 88, 95, and 103 and their dependent claims are also allowable. Accordingly, Applicants respectfully request reconsideration and allowance of all pending claims.

Applicants respectfully submit that amended independent Claim 73 is additionally allowable at least because the proposed *Dutta-Koeppel* combination fails to disclose, teach, or suggest, expressly or inherently, at least the following limitations recited in amended Claim 73:

> in response to ***determining that the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the browser window***, provide instructions to:
>
> retrieve the one or more content files; and
>
> render the one or more content files in the pre-defined area on the content page in which content is to be rendered.

The Office Action points to ¶¶ 84-85 of *Koeppel* as allegedly teaching a previous version of these portions of Claim 73. (Office Action, pages 4-5.) However, this is incorrect. While the cited portions of *Koeppel* may disclose monitoring a web page, they do not disclose providing instructions to "retrieve the one or more content files" and "render the one or more content files in the pre-defined area on the content page in which content is to be rendered" in response to "***determining that the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the browser window***," as recited in amended Claim 73. According to cited portions of *Koeppel*:

> [0084] To monitor the in-view features of the present invention, the client side script uses the well known Web-based programming commands to collect coordinate and size information related to the browser window, the Web-page rendered within the browser window and components rendered within the Web page. This information is collected and stored in client side data store 160, along with the other event data. A plurality of user browsing activities affect how the client side script, or Web server 110, determines whether a target component is actually viewable by a user. The activities may include, but are not limited to, scrolling and resizing browser windows. Activities such as these affect the position of the components and Web page rendered in the browser window. The size of the browser window must be taken into account as well, because a user may adjust the size of browser window while viewing the Web page. FIGS. 9A-9C illustrate an exemplary client side display that includes a Web page rendered within a browser window.
>
> [0085] As shown in FIG. 9A, a client side computer display 970 presents a couple of windows 972 and 974, representing applications running on a client node 150. Window 974 represents a Web browser application being executed at the client node 150, while window 972 represents any other software application that may be executing while the browser software is currently running. Window 974 includes a Web-page 976 and a target component 978, which is located on Web page 976. Target component 978 may be associated with a number of different types of Web-page content as previously described. As can be seen in FIG. 9A, Web page 976 and target component 978 are partially in view.

(*Koeppel*, ¶¶ 84-85.) That is, while the cited portions of *Koeppel* may disclose monitoring the in-view features of a web page, none of the cited portions disclose, teach, or suggest "***determining that the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the browser window***," and certainly not providing instructions to "retrieve the one or more content files" and "render the one or more content files in the pre-defined area on the content page in which content is to be rendered" in response to "***determining that the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the browser window***," as recited in amended Claim 73. Consequently, the proposed *Dutta-Koeppel* combination fails to disclose, teach, or suggest each and every element of amended Claim 73.

For at least these additional reasons, amended independent Claim 73 and its dependent claims are allowable. For at least certain analogous reasons, amended independent Claims 88, 95, and 103 and their dependent claims are also allowable. Accordingly, Applicants respectfully request reconsideration and allowance of all pending claims.

Dependent Claim 121 is Allowable over the Proposed *Dutta-Koeppel* Combination

Dependent Claim 121 is additionally allowable at least because the proposed *Dutta-Koeppel* combination fails to disclose, teach, or suggest, expressly or inherently, at least the following limitations recited in Claim 121:

> ***periodically re-determine, after a pre-defined interval***, whether the pre-defined area on the content page in which content is to be rendered is within at least a portion of the visible area of the browser window on the display device by comparing the coordinates of the pre-defined area with the coordinates of the browser window; and
>
> ***periodically re-determine, after the pre-defined interval***, whether the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the application window by comparing the coordinates of the pre-defined area with the coordinates of the application window.

The Office Action admits that *Dutta* does not disclose this claim and instead points to ¶ 21 of *Koeppel*. (Office Action, pages 18-19.) However, this is incorrect. While the cited portions of *Koeppel* may disclose collecting activity on a web page, they do not disclose "***periodically***

re-determine, after a pre-defined interval, whether the pre-defined area on the content page in which content is to be rendered is within at least a portion of the visible area of the browser window on the display device by comparing the coordinates of the pre-defined area with the coordinates of the browser window" or "***periodically re-determine, after the pre-defined interval***, whether the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the application window by comparing the coordinates of the pre-defined area with the coordinates of the application window," as recited in Claim 121. According to cited portion of *Koeppel*:

> [0021] In accordance with an embodiment of the invention, a Web server presents a Web page including content to a plurality of users, via a browser executing at each users' client site. While the users view the page, detailed activities performed by each user, such as "click-throughs", screen scrolling, and mouse movements are collected in a client side data store using client side scripting, applets or similar means. After an event occurs, such as the client side data store fills up, a new URL is selected, the browser is closed, or a new Web page is selected, the collected activity data is sent back to the Web server where its is stored in a server side data store. A program executed by the Web server retrieves the collected response data from the data store and perform market analysis and produces results that reflect the success of the content presented on the Web page displayed to the users. These results are used by a second program executing on the Web server to update the content presented to the user, on a "real-time" and automatic basis. A third program performs a billing analysis on the results from the first program to determine whether the content was actually in-view to the users browsing the Web page that included the content. Results of the billing analysis are subsequently sent to a third party entity for processing.

(*Koeppel*, ¶ 21.) That is, while the cited portion of *Koeppel* may disclose collecting activity on a web page such as "click-throughs" and mouse movements and then presenting results in real-time, **simply presenting information in real-time, as alleged by the Office Action, does not necessarily disclose, teach, or suggest** "***periodically re-determine, after a pre-defined interval***, whether the pre-defined area on the content page in which content is to be rendered is within at least a portion of the visible area of the browser window on the display device by comparing the coordinates of the pre-defined area with the coordinates of the browser window" or "***periodically re-determine, after the pre-defined interval***, whether the pre-defined area on the content page in which content is to be rendered is within the pre-defined distance outside of the visible area of the application window by comparing the coordinates of the pre-defined area with the coordinates of the application window," as

recited in Claim 121. Consequently, the proposed *Dutta-Koeppel* combination fails to disclose, teach, or suggest each and every element of Claim 121. Accordingly, Applicants respectfully request reconsideration and allowance of this claim.

The Office Action Has Failed to Demonstrate the Requisite Prima Facie Showing of Obviousness as Required under 35 U.S.C. §103(A)

The Office Action has failed to establish a *prima facie* case of obviousness because the Office Action has failed to provide a clear articulation of the reasons why the proposed *Dutta-Koeppel* combination would have been obvious to one of skill in the art. "The examiner bears the initial burden of factually supporting any *prima facie* conclusion of obviousness," and "[t]he key to supporting any rejection under 35 U.S.C. § 103 is the clear articulation of the reason(s) why the claimed invention would have been obvious." M.P.E.P. § 2142 (Rev. 6, Sept. 2007). "[T]he analysis supporting a rejection under 35 U.S.C. § 103 should be made explicit." *Id.* (citing *KSR Int'l Co. v. Teleflex Inc.*, 550 U.S. 398, 401 (2007)). "[R]ejections on obviousness ***cannot be sustained with mere conclusory statements***; instead, there must be some articulated reasoning with some rational underpinning to support the legal conclusion of obviousness." *Id.*, emphasis added (quoting *KSR*, 550 U.S. at 418 (quoting *In re Kahn*, 441 F.3d 977, 988 (Fed. Cir. 2006)). In addition, "[k]nowledge of applicant's disclosure must be put aside in reaching this determination" of obviousness. *Id.* While "[t]he tendency to resort to 'hindsight' based upon applicant's disclosure is often difficult to avoid due to the very nature of the examination process," "impermissible hindsight must be avoided and the legal conclusion must be reached on the basis of the facts gleaned from the prior art." *Id.*

Far from an explicit, articulated reasoning with some rational underpinning, **the Office Action merely offers the following conclusory statement**:

> Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include comparing coordinates of the browser window and the pre-defined area for the purpose of efficient billing of content, as taught by Koeppel.

(Office Action, page 5.) Here, the Office Action appears to be attempting to demonstrate some teaching, suggestion, or motivation in the prior art that would have led one of ordinary skill to modify the prior art reference or to combine prior art reference teachings to arrive at

the claimed invention. *See* M.P.E.P. § 2143(G) (Rev. 6, Sept. 2007). However, to do so, the Examiner must articulate among other things "a finding that there was reasonable expectation of success." *Id.* The Examiner articulates no such finding. This amounts to nothing more than the Examiner resorting to hindsight based on the Applicants' disclosure, which is entirely impermissible.

Additionally, the Office Action must articulate "a finding that there was some teaching, suggestion, or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skill in the art, to modify the reference or to combine reference teachings." *Id.* Again, the Office Action articulates no such adequate finding. With respect to the proposed *Dutta-Koeppel* combination, the Examiner merely speculates that the proposed *Dutta-Koeppel* combination would have provided a benefit of "efficient billing of content," and that therefore the proposed combination would have been obvious to a person who had ordinary skill in the art at the time of the invention. (Office Action, page 5.) However, the Examiner must show that "a person of ordinary skill in the art would have been motivated to combine the prior art to achieve the claimed invention." *DyStar Textilfarben GmbH & Co. Deutschland KG v. C.H. Patrick Co.,* 464 F.3d 1356, 1360 (Fed. Cir. 2006) (emphasis added); *see also* M.P.E.P. ch. 2143(I)(G). **Merely having efficient billing of content, as alleged here by the Examiner, is not the claimed invention, and thus even if one were motivated to modify *Dutta* with the teachings of *Koeppel* as the Examiner argues, that could not serve as a motivation to combine the prior art to achieve the claimed invention.** *DyStar*, 464 F.3d at 1360.

Consequently, the Examiner's analysis is insufficient to demonstrate any teaching, suggestion, or motivation in the prior art that would have led one of ordinary skill to combine *Dutta* with the teachings of *Koeppel* as the Examiner proposes to arrive at the limitations of the independent claims. Because the Examiner failed to articulate a finding that there was both a reasonable expectation of success and a motivation to combine the references, "this rationale cannot be used to support a conclusion that the claim would have been obvious to one of ordinary skill in the art." M.P.E.P. § 2143(G).

For at least these additional reasons, the proposed *Dutta-Koeppel* combination is improper. Accordingly, Appellant respectfully requests allowance of all pending claims.

No Waiver

Applicants' arguments and amendments are made without prejudice or disclaimer. By not responding to additional statements made by the Examiner, Applicants do not acquiesce to the additional statements. The distinctions between the applied references and the claims are provided as examples only and are sufficient to overcome the rejections. Applicants reserve the right to discuss additional or other distinctions in a later response or on appeal, if appropriate.

Request for Evidentiary Support

Should any of the above asserted rejections be maintained, Applicants respectfully request appropriate evidentiary support. Additionally, if the Examiner is relying upon "common knowledge" or "well known" principles to establish a rejection, Applicants request that a reference be provided in support of this position pursuant to M.P.E.P. § 2144.03. Furthermore, to the extent that the Examiner maintains any rejection based on an "Official Notice" or other information within the Examiner's personal knowledge, Applicants respectfully request that the Examiner cite a reference as documentary evidence in support of this position or provide an affidavit in accordance with M.P.E.P. § 2144.03 and 37 C.F.R. 1.104(d)(2).

CONCLUSION

Applicants have made an earnest attempt to place this case in condition for allowance. For the foregoing reasons and for other reasons clearly apparent, Applicants respectfully request reconsideration and full allowance of all pending claims.

If the Examiner feels that a telephone conference would advance prosecution of this application in any manner, the Examiner is invited to contact the Attorney for Applicants at the Examiner's convenience.

Although Applicants believe no fees are currently due for this submission, the Commissioner is hereby authorized to charge any necessary fees and credit any overpayments to Deposit Account No. 02-0384 of BAKER BOTTS L.L.P.

Respectfully submitted,

BAKER BOTTS L.L.P.
Attorneys for Applicant



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Date: November 15, 2016

Correspondence Address:

Customer Number **05073**

Electronic Acknowledgement Receipt

EFS ID:	27519667
Application Number:	13731742
International Application Number:	
Confirmation Number:	8146
Title of Invention:	Content Rendering Control System and Method
First Named Inventor/Applicant Name:	Brad Krassner
Customer Number:	5073
Filer:	Bradley P Williams/Sue LeRoy
Filer Authorized By:	Bradley P Williams
Attorney Docket Number:	082097.0105
Receipt Date:	15-NOV-2016
Filing Date:	31-DEC-2012
Time Stamp:	16:32:42
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	After Final Consideration Program Request	0105CertifAFPilotReqConsid.PDF	315013 93f4f2ae84463c6f0cecf0474f71d1aed13b9023	no	2

Warnings:

314 Duration Media Ex-1084

Information:					
2		0105RespAFpilot.pdf	269509 61927b44de467900a46771adc8d79eb372d63024	yes	26

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Response After Final Action	1	1
	Claims	2	15
	Applicant Arguments/Remarks Made in an Amendment	16	26

Warnings:	
Information:	
Total Files Size (in bytes):	584522

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

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

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

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

PTO/SB/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 13/731,742	Filing Date 12/31/2012	☐ 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 $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT **11/15/2016**

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	* 28	Minus	** 31	= 0	X $80 =	0
Independent (37 CFR 1.16(h))	* 4	Minus	***4	= 0	X $420 =	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

AMENDMENT

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

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

LIE
BRENDA HARRISON

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**
If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/731,742	12/31/2012	Brad Krassner	082097.0105	8146

5073 7590 10/18/2016

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EXAMINER	
BURKE, TIONNA M	

ART UNIT	PAPER NUMBER
2176	

NOTIFICATION DATE	DELIVERY MODE
10/18/2016	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):

ptomail1@bakerbotts.com
ptomail2@bakerbotts.com

Applicant-Initiated Interview Summary	Application No.	Applicant(s)	
	13/731,742	KRASSNER ET AL.	
	Examiner	Art Unit	
	TIONNA BURKE	2176	

All participants (applicant, applicant's representative, PTO personnel):

(1) *TIONNA BURKE*.

(2) *Brad Birchfield*.

(3) *Andrew Dyer*.

(4) _____.

Date of Interview: *12 October 2016*.

Type: ☒ Telephonic ☐ Video Conference
☐ Personal [copy given to: ☐ applicant ☐ applicant's representative]

Exhibit shown or demonstration conducted: ☐ Yes ☒ No.
If Yes, brief description: _____.

Issues Discussed ☐101 ☐112 ☐102 ☒103 ☐Others
(For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: *73,120 and 121*.

Identification of prior art discussed: *Dutta, Koeppel*.

Substance of Interview
(For each issue discussed, provide a detailed description and indicate if agreement was reached. Some topics may include: identification or clarification of a reference or a portion thereof, claim interpretation, proposed amendments, arguments of any applied references etc...)

The Applicant and the Examiners discussed the independent claims in light of the cited prior art. Suggestions were made to further define the predefined distanced outside of the predefined area and to further clarify the "marked area" and the "predefined area". No agreements were made.

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

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

☐ Attachment

/TIONNA BURKE/ Examiner, Art Unit 2176	

Summary of Record of Interview Requirements

Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record
A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews
Paragraph (b)

In every instance where reconsideration is requested in view of an interview with an examiner, a complete written statement of the reasons presented at the interview as warranting favorable action must be filed by the applicant. An interview does not remove the necessity for reply to Office action as specified in §§ 1.111, 1.135. (35 U.S.C. 132)

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

The action of the Patent and Trademark Office cannot be based exclusively on the written record in the Office if that record is itself incomplete through the failure to record the substance of interviews.

It is the responsibility of the applicant or the attorney or agent to make the substance of an interview of record in the application file, unless the examiner indicates he or she will do so. It is the examiner's responsibility to see that such a record is made and to correct material inaccuracies which bear directly on the question of patentability.

Examiners must complete an Interview Summary Form for each interview held where a matter of substance has been discussed during the interview by checking the appropriate boxes and filling in the blanks. Discussions regarding only procedural matters, directed solely to restriction requirements for which interview recordation is otherwise provided for in Section 812.01 of the Manual of Patent Examining Procedure, or pointing out typographical errors or unreadable script in Office actions or the like, are excluded from the interview recordation procedures below. Where the substance of an interview is completely recorded in an Examiners Amendment, no separate Interview Summary Record is required.

The Interview Summary Form shall be given an appropriate Paper No., placed in the right hand portion of the file, and listed on the "Contents" section of the file wrapper. In a personal interview, a duplicate of the Form is given to the applicant (or attorney or agent) at the conclusion of the interview. In the case of a telephone or video-conference interview, the copy is mailed to the applicant's correspondence address either with or prior to the next official communication. If additional correspondence from the examiner is not likely before an allowance or if other circumstances dictate, the Form should be mailed promptly after the interview rather than with the next official communication.

The Form provides for recordation of the following information:
- Application Number (Series Code and Serial Number)
- Name of applicant
- Name of examiner
- Date of interview
- Type of interview (telephonic, video-conference, or personal)
- Name of participant(s) (applicant, attorney or agent, examiner, other PTO personnel, etc.)
- An indication whether or not an exhibit was shown or a demonstration conducted
- An identification of the specific prior art discussed
- An indication whether an agreement was reached and if so, a description of the general nature of the agreement (may be by attachment of a copy of amendments or claims agreed as being allowable). Note: Agreement as to allowability is tentative and does not restrict further action by the examiner to the contrary.
- The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.

A complete and proper recordation of the substance of any interview should include at least the following applicable items:
1) A brief description of the nature of any exhibit shown or any demonstration conducted,
2) an identification of the claims discussed,
3) an identification of the specific prior art discussed,
4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
5) a brief identification of the general thrust of the principal arguments presented to the examiner,
   (The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
6) a general indication of any other pertinent matters discussed, and
7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicant's record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiner's version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, "Interview Record OK" on the paper recording the substance of the interview along with the date and the examiner's initials.

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EXAMINER	
BURKE, TIONNA M	

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2176	

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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):

ptomail1@bakerbotts.com
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Office Action Summary	Application No. 13/731,742	Applicant(s) KRASSNER ET AL.	
	Examiner TIONNA BURKE	Art Unit 2176	AIA (First Inventor to File) Status No

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

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 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 *6/17/16*.

☐ 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) *73,75-77,88,90-92,95-97,100,102,103,105-112 and 114-121* is/are pending in the application.

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

6)☐ Claim(s) _____ is/are allowed.

7)☒ Claim(s) *73,75-77,88,90-92,95-97,100,102,103,105-112 and 114-121* 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 *12/31/12* 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 *7/20/16 7/27/16*.

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

4) ☐ Other: _____.

Duration Media Ex-1084

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

Applicant's Response

In the Applicant's Response dated 6/17/16, the Applicant amended claim 73, 88, 95, 97, 102, 103, 106, 108, 111, 112, 119, canceled 98, 101, added claims 121, 122 and argued the claims previously rejected in the Office Action dated 3/17/16.

Claim Rejections - 35 USC § 103

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

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

Claims 73, 75-77, 88, 90-92, 103, 105-112, 114-118, 120 and 122 are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Dutta et al., United States Patent Publication 2004/0205651 (hereinafter "Dutta"), in view of Koeppel et al., United States Patent Publication 2005/0177401 (hereinafter "Koeppel").

Claim 73:

Dutta discloses:

- *generate code for marking an area on a content page in which content is to be rendered* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]).

Dutta teaches the application configured to track the users focus on the web page and transferring specific information related to the content of the user's focus via a network using the code embodied.

- *determine whether a pre-defined area of the content page is within at least a portion of a visible area of a viewer's browser window on a display device and determine whether a pre-defined area of the content page is within a pre-defined distance outside of the visible area of a viewer's browser window on a display device;* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches the application configured to track the users focus on the web page and transferring specific information related to the content of the user's focus via a network using the code embodied. The positions of the page are tracked and monitored. The focus of the user is constantly monitored to determine if the user is focused on a particular portion of the webpage that contains additional content or if the focus is within a pre-defined distance outside.
- *in response to determining that the pre-defined area is either at least partially within the visible area of the browser window or in within a pre-defined distance outside of the visible area of the browser window, provide instructions to:*
    - *retrieve one or more content files* (see figures 1-3 and paragraphs [0011], [0025], [0027], [0028]). Dutta teaches system servers, networks, content pages being remotely accessible, a browser application having a viewable window and area defined by the user focus on the screen*; and*

- *render the one or more content files in the marked area of the content page in which content is to be rendered* (see paragraphs [0009], [0010, figures 1-3). Dutta teaches the application may transmit a request to the server to transmit those particular files storing data specific for the client. The application may embody code to perform tracking based on the movement of the mouse or based on the area the user zoomed.

Dutta fails to expressly teach comparing coordinates of the pre-defined area with coordinates of the browser window.

Koeppel discloses:

- *determine that a pre-defined area of the content page is within at least a portion of the visible area of a viewer's browser window on a display device by comparing coordinates of the pre-defined area with coordinates of the browser window* (see figure 9 and paragraph [0115]). Koeppel teaches comparing coordinates of the target component to the coordinates of the viewable web page rendered in the browser window to determine is the component was rendered in the user's browser and if it was visible.
- *determine whether the pre-defined area of the content page is within a pre-defined distance outside of the visible area of the browser window by comparing the coordinates of the pre-defined area with the coordinates of the browser window* (see paragraph [0084] and [0085]). Koeppel teaches using Javascript to

listen for triggering events. Koeppel determines when the pre-defined area is in-view as well as a pre-defined distance out of view. Javascript listens continuously, when the pre-defined area is in not in visible area, the pre-defined area is outside the visible area. A pre-defined distance outside the visible area could 1 pixel or more.

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include comparing coordinates of the browser window and the pre-defined area for the purpose of efficient billing of content, as taught by Koeppel.

Claim 75:

Dutta discloses:

- *the software is further operable to determine that the browser window is the primary window open on the display device* (see paragraphs [0035]-[0039]). Dutta teaches rendering the data in designated area when the browser is in the viewable area. The primary window is the window being focused on by the user*;*
- *the instructions to retrieve one or more content files and render the one or more content files in the marked area of the content page in which content page in which content is to be rendered are provided in response to the determination that the browser window is the primary window open on the display device* (see paragraphs [0035]-[0039]). Dutta teaches rendering the data in designated area

when the browser is in the viewable area. The primary window is the window being focused on by the user.

Claim 76:

Dutta discloses:

- *wherein the pre-defined area is the same as the marked area on the content page in which content is to be rendered* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches the application configured to track the users focus on the web page and transferring specific information related to the content of the user's focus via a network using the code embodied.

Claim 77:

Dutta discloses:

- *a time period in which the area on the content page in which content is to be rendered is within the visible area of the browser window; a time period in which the browser window is the primary window open on the display device; a proportional extent to which the area on the content page in which content is to be rendered is within the visible area of the browser window; an indication of whether the browser window is obstructed from view on the display device by another application window; an identification of the viewer; a geographic location; a type of the browser; an identification of an operating system of the display device; a view event duration; a view event duration; a view event time; a content*

rendering frequency; a content rendering read; a viewer click-activity with respect to the one or more content files rendered in the marked area of the content page in which content is to be rendered; dimension of the visible area; dimension of the browser window; a scrolling position of the browser window; and an in-focus status of the browser window (see paragraph [0036]). Dutta teaches monitoring the time period spent on the page, it monitors the activity, the zoomed portion on the focused portion of the client on the main window being viewed.

Claim 88:

Dutta discloses the limitations of claim 88 in Claim 73 including:

Dutta discloses:

- *receive a communication sent from a content page displayed in a browser window of a display device, the communication comprising a unique identifier associated with a content record stored in a database* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches retrieving the associated data corresponding to the identification code referenced and writing the information to the page;
- *access, from the database, the content record associated with the unique identifier* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches retrieving the associated data corresponding to the identification code referenced and writing the information to the page.

- *generate correlator code according to the content record* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches retrieving the associated data corresponding to the identification code referenced and generating code to write the information to the page.

Claim 90-92:

These claims are interpreted and rejected for the same reasons as Claims 75-77.

Claim 103:

Dutta discloses:

- *determining, by code executed by a computing system, whether a pre-defined area of a content page is at least partially within a visible area of an application window on a display device; determining, by code executed by a computing system, whether the pre-defined area of the content page is within a pre-defined distance outside of the visible area of the application by comparing coordinates of the pre-defined area with coordinates of the browser window* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches the application configured to track the users focus on the web page and transferring specific information related to the content of the user's focus via a network using the code embodied. The positions of the page are tracked and monitored. The focus of the user is constantly monitored to determine if the user is focused on a particular

portion of the webpage that contains additional content or if the focus is within a pre-defined distance outside.

- *transmitting, by the code executed by the computing system, one or more indications selected from the group consisting of: an indication that the pre-defined area is at least partially within the visible area of the application; an indication that the pre-defined area is outside the visible area of the application window; and an indication that the pre-defined area is within the pre-defined distance outside of the visible area of the application window* (see paragraph [0038]). Dutta teaches determining the user is focused in the pre-defined area and transmitting an indication to the application to map the advertisement to the pre-defined area*;*

Dutta fails to expressly teach comparing coordinates of the pre-defined area with coordinates of the browser window.

Koeppel discloses:

- *determine that a pre-defined area of the content page is within at least a portion of the visible area of a viewer's browser window on a display device by comparing coordinates of the pre-defined area with coordinates of the browser window* (see figure 9 and paragraph [0115]). Koeppel teaches comparing coordinates of the target component to the coordinates of the viewable web page

rendered in the browser window to determine is the component was rendered in the user's browser and if it was visible.

- *determine whether the pre-defined area of the content page is within a pre-defined distance outside of the visible area of the browser window by comparing the coordinates of the pre-defined area with the coordinates of the browser window* (see paragraph [0084] and [0085]). Koeppel teaches using Javascript to listen for triggering events. Koeppel determines when the pre-defined area is in-view as well as a pre-defined distance out of view. Javascript listens continuously, when the pre-defined area is in not in visible area, the pre-defined area is outside the visible area. A pre-defined distance outside the visible area could 1 pixel or more.

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include comparing coordinates of the browser window and the pre-defined area for the purpose of efficient billing of content, as taught by Koeppel.

Claim 105:

Dutta fail to expressly disclose the code embedded in the webpage for the content monitoring.

Kofman discloses:

- *wherein the code comprises code embedded in the content page* (see paragraphs [0064]-[0069]). Koeppel teaches code embedded in the webpage to perform the marketing analysis.

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include having embedded code to perform the analysis of information for the purpose of efficient billing of content, as taught by Koeppel.

Claim 106:

Dutta discloses:

- *determining, by the code, a scrolling position of the application window on the display device* (see paragraph [0035]). Dutta teaches tracking the user's in focus status on content of the page*;*

Claim 107:

Dutta fails to teach determining a percentage of the area that is in the visible area.

Koeppel discloses:

- *determining, by the code, a percentage of the pre-defined area that is at least partially within the visible area of the browser window* (see paragraph [0152]).

Koeppel teaches determining an in view percentage characteristic that determines a percentage of the target that is in view of the user's browser*;*

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include determining a percentage of the area that is in the visible area for the purpose of efficient billing of content, as taught by Koeppel.

Claim 108:

Dutta discloses:

- *determining page coordinates of the pre-defined area* (see figures 1-3 and paragraphs [0011], [0025], [0027], [0028]). Dutta teaches a browser application having a viewable window and area defined by the user focus on the screen.
- *determining a scrolling position and coordinates of the application window* (see paragraph [0035]). Dutta teaches tracking the user's in focus status on content of the page*; and*
- *determining whether page coordinates of the pre-defined area are at least partially within the determined scrolling position and coordinates of the application window* (see paragraphs [0035] and [0036]). Dutta teaches monitoring the activity, the zoomed portion on the focused portion of the client on the main window being viewed.

Claim 109:

Dutta discloses:

- *retrieving, by the code, one or more content files and rendering the one or more content files in the pre-defined area of the content page* (see paragraph [0036]). Dutta teaches determining if the user is focusing relatively close to a pre-defined area and if so transmitting advertisement or other content into the user's focus.

Claim 110:

Dutta discloses:

- *collecting, by the code, data from the application window, the data comprising one or more of: an operating system running on the display device; a type of a browser; a version of a browser; and a list of other content already rendered on the content page* (see paragraph [0013]). Dutta teaches a list of other components on the page.

Claim 111:

Dutta discloses:

- *wherein the code determines whether the pre-defined area of the content page is at least partially within the visible area of the application on the display device before application is rendered within the pre-defined area of the content page* (see paragraphs [0036]-[0038]). Dutta teaches determining if the user is focusing relatively close to a pre-defined area and if so transmitting advertisements or other content into the user's focus.

Claim 112:

Dutta fails to expressly disclose using cookies to store data received from the user's browsing session.

Koeppel discloses:

- *wherein transmitting the one or more indications that the pre-defined area is at least partially within the visible area of the application window or is within the pre-defined distance outside of the visible area of the application window comprises one or more of: transmitting the one or more indications to be stored in one or more cookies on the computing system*; *and transmitting the one or more indications to another computing system* (see paragraphs [0078] and [0154]). Koeppel teaches storing information about the in view data collected by the client such as if the content is actually viewable by the user, mouse movements, positions of the web page based on scrolling*;*

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include storing in view data collected during a browsing session for the purpose of efficient billing of content, as taught by Koeppel.

Claim 114:

Dutta discloses:

- *wherein the one or more content files are operable, when rendered in the pre-defined area of the content page, to display one or more of: one or more advertisements; a video; one or more image; and text* (see abstract). Dutta teaches advertisement or other information.

Claim 115:

Dutta discloses:

- *wherein the application window is a browser window and coordinates of the application window comprise dimensional coordinates of the browser window and scrolling position coordinates of the browser window* (see figures 1-3 and paragraphs [0011], [0025]-[0036]). Dutta teaches a browser application having a viewable window and area defined by the user focus on the screen. Dutta teaches tracking the user's in focus status on content of the page including the location. Dutta teaches monitoring the activity, the zoomed portion on the focused portion of the client on the main window being viewed.

Claim 116:

Dutta discloses:

- *wherein the one or more content files are operable, when rendered in the pre-defined area of the content page, to display one or more of: one or more advertisements; a video; one or more image; and text* (see abstract). Dutta teaches advertisement or other information.

Claim 117:

Dutta discloses:

- *wherein the software is further operable to determine an amount of time that the one or more rendered content files are at least partially visible in the viewer's browser window on the display device* (see paragraph [0036]). Dutta teaches monitoring the time period spent on the page, it monitors the activity, the zoomed portion on the focused portion of the client on the main window being viewed.

Claim 118:

Dutta fails to disclose comparing coordinates of the area with coordinates of the browser window and scrolling coordinates.

Koeppel discloses:

- *the coordinates of the browser window comprises:*
    - *dimension coordinates of the browser window* (see paragraph [0084]). Koeppel teaches taking into account the dimension coordinates and size of the browser window*; and*
    - *scrolling coordinates of the browser window* (see paragraph [0084]). Koeppel teaches the scrolling coordinates of the browser because it will affect the position of components on the browser window*; and*

- *comparing coordinates of the pre-defined area with coordinates of the browser window comprises:*
    - *determining a distance between the coordinates of the predefined area and the dimensional coordinates of the browser window* (see paragraphs [0087]-[0131]). Koeppel teaches determining a distance between the coordinates of the area and the coordinates of the browser window*; and*
    - *determining a distance between the coordinates of the pre-defined area and the scrolling coordinates of the browser window* (see paragraphs [0098]-[0154]). Koeppel teaches determining a distance between the coordinates of the area and the scrolling coordinates of the browser window*.*

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include comparing coordinates of the target with coordinates of the browser window and scrolling coordinates for the purpose of efficient billing of content, as taught by Koeppel.

Claim 120:

Dutta discloses:

- *the pre-defined area is inside the content page; and* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches the application configured to track the users focus on the web page and transferring specific

information related to the content of the user's focus via a network using the code embodied. The positions of the page are tracked and monitored. The focus of the user is constantly monitored to determine if the user is focused on a particular portion of the webpage that contains additional content.

- *the one or more content files are retrieved and rendered in the marked area of the content page only after one or more of the following: it is determined that a least a portion of the pre-defined area inside the content page is within the visible area of the viewer's browser window on the display device; or it is determined that the pre-defined area inside the content page is within a pre-defined distance outside the visible area of the viewer's browser window on the display device* (see figures 1-3 and paragraphs [0009], [0010], [0025], [0027], [0028], [0032] and [0033]). Dutta teaches the application configured to track the users focus on the web page and transferring specific information related to the content of the user's focus via a network using the code embodied. The positions of the page are tracked and monitored. The focus of the user is constantly monitored to determine if the user is focused on a particular portion of the webpage that contains additional content. Dutta teaches the application may transmit a request to the server to transmit those particular files storing data specific for the client to be mapped and rendered in the area.

Claim 121:

Dutta fails to expressly disclose determining if the pre-defined area is in view or within a pre-defined distance outside the view happens in real time.

Koeppel discloses:

- *determining whether the pre-defined area of the content page is at least partially within the visible area of the application window on the display device by comparing coordinates of the pre-defined area with coordinates of the application window is performed in real-time by the code while at least a portion of the content page is displayed on the display device; and determining whether the pre-defined area of the content page is within the pre-defined distance outside of the visible area of the application window by comparing the coordinates of the pre-defined area with the coordinates of the application window is performed in realtime by the code while at least a portion of the content page is displayed on the display device* (see paragraph [0021]). Koeppel teaches results of determining if the pre-defined area of the content is in partial view, full view or within a pre-defined distance outside of the content area is performed in real time and in response to the determining, the actions to render or not to render are also done in real time.

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include determining if the pre-defined area is in the

user's view or not in view in real time for the purpose of efficient billing of content, as taught by Koeppel.

Claim 122:

Dutta fails to expressly disclose periodically re-determining if the pre-defined area is in view or within a pre-defined distance outside the view.

Koeppel discloses:

- *periodically re-determine, after a pre-defined interval, whether the pre-defined area of the content page is within at least a portion of the visible area of the browser window on the display device by comparing the coordinates of the pre-defined area with the coordinates of the browser window; and periodically re-determine, after the pre-defined interval, whether the pre-defined area of the content page is within the pre-defined distance outside of the visible area of the application window by comparing the coordinates of the pre-defined area with the coordinates of the application window* (see paragraph [0084] and [0085]). Koeppel teaches using Javascript to periodically listen for triggering events. Koeppel determines when the pre-defined area is in-view as well as a pre-defined distance out of view. Javascript listens very frequently, when the pre-defined area is in not in visible area, the pre-defined area is outside the visible area. A pre-defined distance outside the visible area could 1 pixel or more and a

pre-defined interval could be the shortest amount of time between re-determining (eg < 1ms).*;*

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include periodically, re-determining the in-view status of content for the purpose of efficient billing of content, as taught by Koeppel.

Claims 95-98, 100-102 and 105 are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Dutta and Koeppel, in view of Kofman, "Implementing Dynamic Scroll with Ajax, JavaScript, and XML," June 6, 2007, (hereinafter, "Kofman").

Claim 95:

Dutta and Koeppel discloses the limitations of claim 88 in Claim 73 including:

Dutta discloses:

- *one or more memory devices operable to store a plurality of content records, each content record associated with a content page* (see paragraphs [0009], [0010] and [0024]). Dutta teaches an electronic database for storing records identifying the electronic pages and multiple rendering areas.
    - *a unique identifier* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches retrieving the associated data corresponding to the identification code referenced and writing the information to the page.

- *an indication of an area on the associated content page in which to render content* (see paragraph [0009]). Dutta teaches indicating an area of interest to the user by the user focusing in on an area.

- *a processor communicatively coupled to the memory and operable to* (see Claim 21)*:*
  - *access a particular content record associated with a particular content page* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches retrieving the associated data corresponding to the identification code referenced and writing the information to the page.
  - *access, using the unique identifier of the particular content from the request, the particular content record* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches retrieving the associated data corresponding to the identification code referenced and writing the information to the page.

Dutta and Koeppel fail to expressly disclose:

- *generate, based on the particular content record, a tag for placement on the particular content page, the tag comprising the unique identifier of the particular content record;*

- *receive a request generated when a viewer views the particular content page with the tag in a browser window displayed on a display device, the request comprising the unique identifier of the particular content record from the tag;*

Kofman discloses:

- *generate, based on the particular content record, a tag for placement on the particular content page, the tag comprising the unique identifier of the particular content record* (see page 8). Kofman teaches tags are inserts upon fetch of a function. The request is received and when the page is fetch, the tags are included to identify the content*;*
- *receive a request generated when a viewer views the particular content page with the tag in a browser window displayed on a display device, the request comprising the unique identifier of the particular content record from the tag* (see page 8). Kofman teaches tags are inserts upon fetch of a function. The request is received and when the page is fetch, the tags are included to identify the content.

Accordingly, it would have been obvious to one having ordinary skill in the art at the time of the invention was made to modify the method disclosed by Dutta and Koeppel to include:

- *generate, based on the particular content record, a tag for placement on the particular content page, the tag comprising the unique identifier of the particular content record;*

- *receive a request generated when a viewer views the particular content page with the tag in a browser window displayed on a display device, the request comprising the unique identifier of the particular content record from the tag.*

for the purpose of convenience in implementing pages with a plurality of content, as taught by Kofman.

Claim 96, 97:

These claims are interpreted and rejected for the same reasons as Claims 76 and 74, respectively.

Claim 100:

Dutta discloses:

- *the correlator code to collect data from the browser window comprising one or more of: an operating system of a device displaying the browser window; a type of browser; a version of the browser; and a list of other content already rendered on the webpage* (see paragraph [0013]). Dutta teaches a list of other components on the page.

Claim 102:

Dutta discloses:

- *determine whether pre-defined area of the particular content page is within at least a portion of the visible area of the browser window occurs periodically as*

the viewer scrolls through the particular content page (see paragraph [0036] and [0084]). Dutta teaches periodically determining if the user is focusing relatively close to a pre-defined area and if so transmitting advertisement or other content into the user's focus.

Claim 119 is rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Dutta and Koeppel, in view of Keereepart et al., United States Patent Publication 2007/0288864 (hereinafter "Keereepart").

Claim 119:

Dutta discloses:

- *determining whether the content page is in focus on the display device: and*

Dutta and Koeppel fail to expressly disclose determining if the area is unobstructed by another window or application.

Keereepart discloses:

- *determining whether the pre-defined area is unobstructed by another window or application* (see paragraph [0032]). Keerepart teaches determining if the content on the window is unobstructed by another window or application.

Accordingly it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the method disclosed by Dutta and Koeppel to

include determined is area is unobstructed by another window or application for the purpose of determining is window is the primary window, as taught by Keereepart.

Response to Arguments

Applicant's arguments filed 6/17/16 have been fully considered but they are not persuasive.

Claims 73, 88, 95, 103:

Applicant argues *Dutta and Koeppel do not disclose 'determine whether the pre-defined page is within a pre-defined distance outside of the visible area of the browser window by comparing the coordinates of the pre-defined area with the coordinates of the browser window' as recited in amended Claim 73.*

The Examiner disagrees.

Dutta teaches the application is configured to track the users focus on the web page and transferring specific information related to the content of the user's focus via a network using the code embodied. The positions and coordinates of the page are tracked and monitored to determine if the user is focused on a particular portion of the webpage that contains additional content or if the focus is not on a particular portion of the webpage that contains additional content to be rendered (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]).

Koeppel teaches using Javascript to listen for triggering events. Koeppel determines when the pre-defined area is in-view as well as a pre-defined distance out of

view. Javascript listens continuously, when the pre-defined area is in the visible area as well as when the pre-defined area is a pre-defined distance outside the visible area. A pre-defined distance outside the visible area could 1 pixel or more (see paragraph [0084] and [0085]). The Examiner suggests defining the predefined distance or explaining the process of determining the predefined distance or how it is defined.

"[I]n considering the disclosure of a reference, it is proper to take into account not only specific teachings of the reference but also the inferences which one skilled in the art would reasonably be expected to draw therefrom." *In re Preda,* 401 F.2d 825, 826, 159 USPQ 342, 344 (CCPA 1968). Thus, Dutta and Koeppel disclose the limitations of Claim 73.

Conclusion

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of

the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to TIONNA BURKE whose telephone number is (571)270-7259. The examiner can normally be reached on Mon-Thur 8:00am - 5pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kavita Padmanabhan can be reached on (571) 272-8352. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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

/TIONNA BURKE/
Examiner, Art Unit 2176
9/10/16

/Kavita Padmanabhan/
Supervisory Patent Examiner, Art Unit 2176

PTO/SB/08 **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**	**Application Number:** 13/731,742		**First Named Inventor:** Brad Krassner
	Attorney Docket No: 082097.0105	**Art Unit:** 2176 Conf. 8146	**Filing Date:** December 31, 2012

ISSUED U.S. PATENTS AND PUBLISHED U.S. APPLICATIONS

Examiner Initials*	Document Number	Publication or Issue Date	First Named Inventor
	6,983,331	01/03/2006	Mitchell
	2008/0306794	12/11/2008	Cohen

UNPUBLISHED U.S. APPLICATIONS

Examiner Initials*	Document Number	Filing Date	First Named Inventor

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Document Number	Publication or Issue Date	Country	Translation (Yes or No)

NON-PATENT LITERATURE (NPL)

Examiner Initials*	DOCUMENT (Including Author (if any), Title, and Source)	DATE
	EPO Germany - Communication re: Extended European Search Report for Application/Patent No. 09833768.6 - 1870 / 2377035 PCT/US 2009005733; Ref. JFW/63726EP1 (dated 23.10.15)	October 23, 2015

EXAMINER	DATE CONSIDERED
/TIONNA M BURKE/	09/10/2016

*EXAMINER: Initial if citation 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 the applicant.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /T.M.B/

Duration Media Ex-1084

PTO/SB/08 **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**	**Application Number:** 13/731,742		**First Named Inventor:** Brad Krassner
	Attorney Docket No: 082097.0105	**Art Unit:** 2176 **Conf.** 8146	**Filing Date:** December 31, 2012

ISSUED U.S. PATENTS AND PUBLISHED U.S. APPLICATIONS

Examiner Initials*	Document Number	Publication or Issue Date	First Named Inventor

UNPUBLISHED U.S. APPLICATIONS

Examiner Initials*	Document Number	Filing Date	First Named Inventor

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Document Number	Publication or Issue Date	Country	Translation (Yes or No)

NON-PATENT LITERATURE (NPL)

Examiner Initials*	DOCUMENT (Including Author (if any), Title, and Source)	DATE
	Japanese Patent Office Communication re: Patent Application No. 2014-172992 (with translation).	June 21, 2016

EXAMINER	DATE CONSIDERED
/TIONNA M BURKE/	09/10/2016

*EXAMINER: Initial if citation 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 the applicant.

26703095

U.S. PATENT AND TRADEMARK OFFICE

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /T.M.B/

350 Duration Media Ex-1084

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13731742	KRASSNER ET AL.
	Examiner	Art Unit
	TIONNA BURKE	2176

CPC- SEARCHED		
Symbol	Date	Examiner
G06f17/30	5/21/15	TB
G06F17/30	8/27/15	TB
G06F17/30	3/10/16	TB
G06F17/30	9/10/16	TB

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner
715	243	7/24/13	TS
715	243	11/4/13	TS
715	243	4/29/14	TB
715	243	5/21/15	TB
715	243	8/27/15	TB
715	243	3/10/16	TB
715	243	9/10/16	TB

SEARCH NOTES		
Search Notes	Date	Examiner
see search history attached (see EAST Search History)	7/24/13	TS
see search history attached (see EAST Search History)	11/4/13	TS
see search history attached (see EAST Search History)	4/29/14	TB
see search history attached (see EAST Search History)	5/21/15	TB
see search history attached (see EAST Search History)	8/27/15	TB
see search history attached (see EAST Search History)	3/10/16	TB
see search history attached (see EAST Search History)	9/10/16	TB

/TIONNA BURKE/ Examiner.Art Unit 2176	

INTERFERENCE SEARCH			
US Class/ CPC Symbol	US Subclass / CPC Group	Date	Examiner

/TIONNA BURKE/ Examiner.Art Unit 2176	

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	6279	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/05 11:49
S2	1	"12589321"	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/05 11:49
S3	1	2004/0205651	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/05 11:51
S4	1	"20040205651"	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/05 11:51
S5	1823	correlator near2 code	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/08 10:17
S6	3	correlator near2 code with browser	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/08 11:18
S7	3	correlator near2 code with display	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/08 11:18
S8	3	correlator near2 code with display$3	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/08 11:18
S9	2	generat$5 with correlator near2 code with display$3	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/08 11:40
S10	575	generat$5 with correlator near2 code	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/08 11:41

S11	56	div near2 layer$1	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/12 11:17
S12	2	div near2 layer$1 with placement$1	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/12 11:17
S13	0	div near2 layers with placement$1	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/12 11:18
S14	6	div near2 layers	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/12 11:18
S15	6467	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/06/19 09:29
S16	6486	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/07/03 16:03
S17	52	generat$5 with correlator near2 code with (monitor$5 or track$5)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/07/03 16:03
S18	1	generat$5 with correlator near2 code with (monitor$5 or track$5) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/07/03 16:04
S19	26	div near2 layer$1 and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/07/03 16:04
S20	3	generat$5 with correlator near2 code same render$5	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/07/03 16:05
S21	114	(multiple or plurality) near2 render$4 near2 area$1	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/08/20 15:37
S31	7237	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/07/24 11:40

S32	4	correlator near2 code with browser	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/07/24 11:40
S33	431	render$5 near2 (pre$4defin$3)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/07/24 11:42
S34	6	render$5 near2 (pre$4defin$3) near2 area$2 with web$5	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/07/24 11:42
S35	7476	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/11/04 13:42
S36	230	percent$6 with (pre$2defin$4 or mark$3) with (browser or web$7)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/11/04 13:43
S37	22	percent$6 with (pre$2defin$4 or mark$3) with (browser or web$7) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/11/04 13:43
S38	6	percent$6 near2 (pre$2defin$4 or mark$3) with (browser or web$7) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/11/04 13:52
S39	1	percent$6 near2 (pre$2defin$4 or mark$3) with (browser or web$7) with visibl$5	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/11/04 13:55
S40	6	percent$6 near2 (area$2 or fragment$2 or part$2) with (browser or web$7) with visibl$5	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/11/04 13:57
S41	7894	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/27 15:18
S42	154	("20030023488" | "20040103426" | "20050192871" | "20060224697" | "20110307329" | "6141010" | "6185586" | "6269361" | "6317761" | "6327619" | "6347398" | "6710790" | "6789108" | "7120590" | "7310609" | "7613635" | "7475404" | "7548915" | "7778869" | "7856445" | "20020002491" | "20050033641" | "20080086368" | "5710883" | "5732218" | "5999912" | "6167382" | "6275854" |	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/27 15:18

		"6418470" | "6654539" | "6791579" | "7756974" | "7958234" | "20030171985" | "6928419" | "20010037232" | "20020010631" | "20020112005" | "20020141584" | "20020147634" | "20030163372" | "20040168184" | "20050182677" | "20070150353" | "5708780" | "5717860" | "6243865" | "6268856" | "6310601" | "6449634" | "7376722" | "7376907" | "20090204485" | "7987194" | "20020016736" | "20070118640" | "6081829" | "6138115" | "8356247" | "20020063714" | "20030200145" | "5960409" | "6115680" | "6466967" | "6643696" | "6657647" | "6693649" | "7047294" | "7143075" | "20100145762" | "7373599" | "8108881" | "8121893" | "20060277481" | "20080059571" | "7155663" | "20030004804" | "20040059683" | "20050039130" | "20050091216" | "20050108095" | "20050204309" | "20060174199" | "20070033531" | "20070130602" | "20070282693" | "5572643" | "5937390" | "6011537" | "6041309" | "6108637" | "6317782" | "6393407" | "7155508" | "8135616" | "20100094881" | "6279036" | "20010029585" | "20030005000" | "20040030615" | "20040143667" | "20040186778" | "20040205651" | "20050055277" | "20060136839" | "5838790" | "5848396" | "6112246" | "6314451" | "6587837" | "6691281" | "6763386" | "6990630" | "7146401" | "20090234745" | "20050149396" | "6553417" | "20020077891" | "20020120564" | "20020124246" | "20030070182" | "20050038900" | "20070265923" | "20090265243" | "5737619" | "5740549" | "6119165" | "6205432" | "6516338" | "7313590" | "7386473" | "6445680" | "7979457" | "8027879" | "20020116494" | "20100153836" | "20030023489" | "20040039754" | "20040117259" | "20050021642" | "20050091160" | "20070185763" | "20100275221" | "5675510" | "5796952" | "6009411" | "6728753" | "7716326" | "20100070350" | "6907566" | "7100111" | "7809802" | "20030050833" | "20050289475").PN.				
S43	6	compar$6 near2 coordinat$4 near3 (area$2 or section$3 or region$2) near3 (browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/28 10:04
S44	14	compar$6 near2 (coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) near3 (browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/29 08:23
S45	7	compar$6 near2 (coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) near3 (browser or web$6 or window$2) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/29 08:23

S46	43	compar$6 near2 (coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) with(browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/29 08:24
S47	5321	(coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) with(browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/29 08:24
S48	5321	(coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) with (browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/29 08:24
S49	587	(coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) with(browser or web$6 or window$2) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/29 08:24
S50	7901	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/29 08:25
S51	8786	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 12:47
S52	3570	G06f17/30.cpc.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 12:59
S53	1442	(coordinat$4 or dimension$2 or distance or location) near3 (area$2 or section$3 or region$2) with(browser or web$6 or window$2) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 12:59
S54	20	(coordinat$4 or dimension$2 or distance or location) near3 (pre$2defin$4) near2 (area$2 or section$3 or region$2) with(browser or web$6 or window$2) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 13:02
S55	53	(coordinat$4 or dimension$2 or distance or location) near3 (pre$2defin$4 or pre$2determin$5) near2 (area$2 or section$3 or region$2) with(browser or web$6 or window$2) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 13:02
S56	0	(coordinat$4 or dimension$2 or distance or location) near3 (pre$2defin$4 or pre$2determin$5) near2 (area$2 or section$3 or region$2) with(browser or web$6 or window$2) same percent$5	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 13:03
S57	33	(coordinat$4 or dimension$2 or distance or location) near3 (pre$2defin$4 or pre$2determin$5) near2 (area$2 or section$3 or region$2) with(browser or web$6 or window$2) and percent$5	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 13:04

S58	10	(coordinat$4 or dimension$2 or distance or location) near3 (pre$2defin$4 or pre$2determin$5) near2 (area$2 or section$3 or region$2) with(browser or web$6 or window$2) and cookie$2	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 13:04
S59	8917	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/08/27 13:48
S60	3538	G06f17/30.cpc.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/08/27 13:48
S61	6	compar$6 near2 coordinat$4 near3 (area$2 or section$3 or region$2) near3 (browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/08/27 13:49
S62	14	compar$6 near2 (coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) near3 (browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/08/27 13:50
S63	144	compar$6 near2 (coordinat$4 or dimension$2) with (area$2 or section$3 or region$2) with (browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/08/27 13:51
S64	38	compar$6 near2 (coordinat$4 or dimension$2) with (area$2 or section$3 or region$2) with (browser or web$6 or window$2) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/08/27 13:51
S65	9083	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2016/03/09 14:18
S66	3839	G06f17/30.cpc.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2016/03/09 14:18
S67	11	(US-20050233287-$ or US-20060290680-$ or US-20050177401-$ or US-20090217158-$ or US-20130167005-$ or US-20080015929-$).did. or (US-8972860-$ or US-8266524-$ or US-7567916-$ or US-7970647-$ or US-7603189-$).did.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2016/03/09 14:18
S68	1	"20090244020"	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2016/03/09 14:18
S69	11	(US-20050233287-$ or US-20060290680-$ or US-20050177401-$ or US-20090217158-$ or US-20130167005-$ or US-20080015929-$).did. or (US-8972860-$ or US-8266524-$ or US-	US-PGPUB; USPAT; EPO;	OR	OFF	2016/03/09 14:42

		7567916-$ or US-7970647-$ or US-7603189-$).did. and coordinate$2	JPO			
S70	11	(US-20050233287-$ or US-20060290680-$ or US-20050177401-$ or US-20090217158-$ or US-20130167005-$ or US-20080015929-$).did. or (US-8972860-$ or US-8266524-$ or US-7567916-$ or US-7970647-$ or US-7603189-$) and coordinate$2	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2016/03/09 14:42
S71	272	determin$5 with (area$2 or portion$2 or window$2) with unobstruct$4	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2016/03/10 12:59
S72	9	determin$5 with (area$2 or portion$2 or window$2) with unobstruct$4 and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2016/03/10 13:00
S73	15	compar$6 near2 (coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) near3 (browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2016/03/10 13:00
S74	9165	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2016/08/20 07:41
S75	4188	G06f17/30.cpc.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2016/08/20 07:41
S76	6	("near" or proxim$5 or close or almost) near2 (area$2 or fragment$2 or part$2) with (browser or web$7) with visibl$5	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2016/08/20 07:49
S77	7	("near" or proxim$5 or close or almost) near2 (area$2 or fragment$2 or part$2) with (browser or web$7) with render$4	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2016/08/20 12:20
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Duration Media Ex-1084

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Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13731742	KRASSNER ET AL.
	Examiner	**Art Unit**
	TIONNA BURKE	2176

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

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

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Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13731742	KRASSNER ET AL.
	Examiner	**Art Unit**
	TIONNA BURKE	2176

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
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☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47

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Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13731742	KRASSNER ET AL.
	Examiner	**Art Unit**
	TIONNA BURKE	2176

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

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

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Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13731742	KRASSNER ET AL.
	Examiner	**Art Unit**
	TIONNA BURKE	2176

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

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

CLAIM		DATE								
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PTO/SB/08 **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**	**Application Number:** 13/731,742		**First Named Inventor:** Brad Krassner
	Attorney Docket No: 082097.0105	**Art Unit:** 2176 Conf. 8146	**Filing Date:** December 31, 2012

ISSUED U.S. PATENTS AND PUBLISHED U.S. APPLICATIONS

Examiner Initials*	Document Number	Publication or Issue Date	First Named Inventor
	6,983,331	01/03/2006	Mitchell
	2008/0306794	12/11/2008	Cohen

UNPUBLISHED U.S. APPLICATIONS

Examiner Initials*	Document Number	Filing Date	First Named Inventor

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Document Number	Publication or Issue Date	Country	Translation (Yes or No)

NON-PATENT LITERATURE (NPL)

Examiner Initials*	DOCUMENT (Including Author (if any), Title, and Source)	DATE
	EPO Germany - Communication re: Extended European Search Report for Application/Patent No. 09833768.6 - 1870 / 2377035 PCT/US 2009005733; Ref. JFW/63726EP1 (dated 23.10.15)	October 23, 2015

EXAMINER	DATE CONSIDERED

*EXAMINER: Initial if citation 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 the applicant.

Electronic Patent Application Fee Transmittal

Application Number:	13731742
Filing Date:	31-Dec-2012
Title of Invention:	Content Rendering Control System and Method
First Named Inventor/Applicant Name:	Brad Krassner
Filer:	Chad D Terrell/Sue LeRoy
Attorney Docket Number:	082097.0105

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

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

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Miscellaneous:				
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		Total in USD ($)		**90**

Electronic Acknowledgement Receipt

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Application Number:	13731742
International Application Number:	
Confirmation Number:	8146
Title of Invention:	Content Rendering Control System and Method
First Named Inventor/Applicant Name:	Brad Krassner
Customer Number:	5073
Filer:	Chad D Terrell/Sue LeRoy
Filer Authorized By:	Chad D Terrell
Attorney Docket Number:	082097.0105
Receipt Date:	27-JUL-2016
Filing Date:	31-DEC-2012
Time Stamp:	15:06:35
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$90
RAM confirmation Number	072816INTEFSW00001461020384
Deposit Account	020384
Authorized User	Sue LeRoy

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

Duration Media Ex-1084

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	Brad Krassner et al.
Serial No.:	13/731742
Filing Date:	December 31, 2012
Group Art Unit:	2176
Confirmation No.:	8146
Examiner:	Tionna M. Burke
Title:	***Content Rendering Control System and Method***

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

Dear Sir:

Supplemental Information Disclosure Statement (IDS)

Applicants respectfully request, pursuant to 37 C.F.R. §§ 1.56, 1.97 and 1.98, that the documents listed on the attached PTO SB/08 form be considered and cited in the examination of the above-identified patent application. Pursuant to 37 C.F.R. §§ 1.97 (g) and (h), Applicants make no representation that a search has been made, that these documents are material to patentability of the present application, or that these documents qualify as prior art.

Copies of U.S. patents and U.S. patent application publications have not been provided. To the extent applicable, references other than the U.S. patents and U.S. patent application publications are enclosed for the convenience of the Examiner.

REMARKS

This Supplemental IDS is being submitted after the mailing of an Office Action; therefore, the Commissioner is hereby authorized to charge the amount of $90.00 to Deposit Account No. 02-0384 of Baker Botts L.L.P. Although no additional fees are believed due, the Commissioner is authorized to charge any necessary fees and credit any overpayments to Deposit Account No. 02-0384 of Baker Botts L.L.P.

Respectfully submitted,

BAKER BOTTS L.L.P.
Attorneys for Applicants



Bradley J. Birchfield
Reg. No. 65,521
Tel. 214-953-6570

Date: July 27, 2016

Correspondence Address:
at Customer Number: **05073**

PTO/SB/08 **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**	**Application Number:** 13/731,742		**First Named Inventor:** Brad Krassner
	Attorney Docket No: 082097.0105	**Art Unit:** 2176 **Conf.** 8146	**Filing Date:** December 31, 2012

ISSUED U.S. PATENTS AND PUBLISHED U.S. APPLICATIONS

Examiner Initials*	Document Number	Publication or Issue Date	First Named Inventor

UNPUBLISHED U.S. APPLICATIONS

Examiner Initials*	Document Number	Filing Date	First Named Inventor

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Document Number	Publication or Issue Date	Country	Translation (Yes or No)

NON-PATENT LITERATURE (NPL)

Examiner Initials*	DOCUMENT (Including Author (if any), Title, and Source)	DATE
	Japanese Patent Office Communication re: Patent Application No. 2014-172992 (with translation).	June 21, 2016

EXAMINER	DATE CONSIDERED

*EXAMINER: Initial if citation 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 the applicant.

26703095

Duration Media Ex-1084

Electronic Patent Application Fee Transmittal

Application Number:	13731742
Filing Date:	31-Dec-2012
Title of Invention:	Content Rendering Control System and Method
First Named Inventor/Applicant Name:	Brad Krassner
Filer:	Chad D Terrell/Esmarie Garland
Attorney Docket Number:	082097.0105

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

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

Duration Media Ex-1084

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
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Electronic Acknowledgement Receipt

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Application Number:	13731742
International Application Number:	
Confirmation Number:	8146
Title of Invention:	Content Rendering Control System and Method
First Named Inventor/Applicant Name:	Brad Krassner
Customer Number:	5073
Filer:	Chad D Terrell/Esmarie Garland
Filer Authorized By:	Chad D Terrell
Attorney Docket Number:	082097.0105
Receipt Date:	20-JUL-2016
Filing Date:	31-DEC-2012
Time Stamp:	15:50:26
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	DA
Payment was successfully received in RAM	$90
RAM confirmation Number	072116INTEFSW00002336020384
Deposit Account	020384
Authorized User	Esmarie Garland

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

Duration Media Ex-1084

File Listing:

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Multipart Description/PDF files in .zip description

Document Description	Start	End
Transmittal Letter	1	2
Information Disclosure Statement (IDS) Form (SB08)	3	3

Warnings:

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Information:

2	Other Reference-Patent/App/Search documents	0820970140JapanOF21June16 WithTranslation.PDF	518256 63af42d8b4ceb4dfa2229064859779487942222c0	no	10

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Information:

3	Fee Worksheet (SB06)	fee-info.pdf	30220 d1dc05c08624d0e493e477c953a3ce5992bc79b9	no	2

Warnings:

Information:

Total Files Size (in bytes):	703357

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

First Named Inventor:	Brad Krassner et al.
Application No.:	13/731,742
Filing Date:	December 31, 2012
Art Unit:	2176
Confirmation No.:	8146
Examiner:	Tionna M. Burke
Title:	*Content Rendering Control System and Method*

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Supplemental Information Disclosure Statement (IDS)

Applicants respectfully request, pursuant to 37 C.F.R. §§ 1.56, 1.97, and 1.98, that the documents listed on the attached PTO/SB/08 Form be considered and cited in the examination of the above-identified patent application. Pursuant to 37 C.F.R. §§ 1.97(g) and (h), Applicants make no representation that a search has been made, that these documents are material to patentability of the present application, or that these documents qualify as prior art.

Copies of U.S. patents and U.S. patent application publications have not been provided. To the extent applicable, documents other than U.S. patents and U.S. patent application publications are enclosed for the convenience of the Examiner.

Each item contained in this Supplemental IDS was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Supplemental IDS.

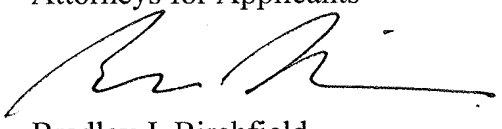
Each item contained in this Supplemental IDS was first cited in any communication from or is a communication that was issued by a foreign patent office in a counterpart application, and this communication was not received by any individual designated in 37 C.F.R. § 1.56(c) more than thirty days prior to the filing of this IDS.

The attached Form PTO/SB/08 contains a foreign office communication (i.e., a Japanese Office Action and associated Search Report) that is not in the English language. To satisfy the concise explanation of relevance requirement of 37 C.F.R. § 1.98(a)(3) and pursuant to M.P.E.P. § 609.04(a)(III), Applicants attach what is believed to be a complete translation of the Office Action and Search Report.

This Supplemental IDS is being submitted after the mailing of a non-final Office Action. Therefore, the Commissioner is authorized to charge the amount of $90.00 to Deposit Account No. 02-0384 of Baker Botts L.L.P. Applicants believe no other fees are due; however, the Commissioner is authorized to charge any necessary additional fees and credit any overpayments to Deposit Account No. 02-0384 of Baker Botts L.L.P.

Respectfully submitted,

BAKER BOTTS L.L.P.
Attorneys for Applicants



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Date: July 20, 2016

Correspondence Address:
at Customer No. **05073**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	Brad Krassner et al.
Application No.:	13/731,742
Filing Date:	December 31, 2012
Group Art Unit:	2176
Confirmation No.:	8146
Examiner:	Tionna M. Burke
Title:	CONTENT RENDERING CONTROL SYSTEM AND METHOD

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

Dear Sir:

RESPONSE PURSUANT to 37 C.F.R. § 1.111

In response to the non-final Office Action dated March 17, 2016, Applicants respectfully request the Examiner to reconsider the rejections of the claims in view of the amendments and comments set forth below. Please amend the application as follows.

In the Claims:

1. – 72. (Canceled)

73. (**Currently Amended**) One or more computer-readable non-transitory storage media embodying software this is operable when executed by one or more computer systems to:

generate code for marking an area on a content page in which content is to be rendered; ~~and~~

determine ~~that~~ **whether** a pre-defined area of the content page is within at least a portion of ~~the~~ **a** visible area of a viewer's browser window on a display device by comparing coordinates of the pre-defined area with coordinates of the browser window**;** ~~, and in response provide instructions to:~~

determine whether the pre-defined area of the content page is within a pre-defined distance outside of the visible area of the browser window by comparing the coordinates of the pre-defined area with the coordinates of the browser window; and

in response to determining that the pre-defined area is either at least partially within the visible area of the browser window or is within the pre-defined distance outside of the visible area of the browser window, provide instructions to:

retrieve one or more content files; and

render the one or more content files in the marked area of the content page in which content is to be rendered.

74. (Canceled)

75. (Previously Presented) The media of Claim 73, wherein:

the software is further operable to determine that the browser window is the primary window open on the display device; and

the instructions to retrieve one or more content files and render the one or more content files in the marked area of the content page in which content is to be rendered are provided in response to the determination that the browser window is the primary window open on the display device.

76. (Previously Presented) The media of Claim 73, wherein the pre-defined area is the same as the marked area on the content page in which content is to be rendered.

77. (Previously Presented) The media of Claim 73, the software further operable to transmit data comprising one or more of:

a time period in which the area on the content page in which content is to be rendered is within the visible area of the browser window;

a time period in which the browser window is the primary window open on the display device;

a proportional extent to which the area on the content page in which content is to be rendered is within the visible area of the browser window;

an indication of whether the browser window is obstructed from view on the display device by another application window;

an identification of the viewer;

a geographic location;

a type of the browser;

an identification of an operating system of the display device;

a view event duration;

a view event time;

a content rendering frequency;

a content rendering reach;

a viewer click-activity with respect to the one or more content files rendered in the marked area of the content page in which content is to be rendered;

dimension of the visible area;

dimension of the browser window;

a scrolling position of the browser window; and

an in-focus status of the browser window.

78. – 87. (Canceled)

88. **(Currently Amended)** One or more computer-readable non-transitory storage media embodying software this is operable when executed by one or more computer systems to:

receive a communication sent from a content page displayed in a browser window of a display device, the communication comprising a unique identifier associated with a content record stored in a database;

access, from the database, the content record associated with the unique identifier;

generate correlator code according to the content record, the correlator code operable to:

generate code for marking an area on the content page in which content is to be rendered; ~~and~~

determine ~~that~~ **whether** a pre-defined area of the content page is within at least a portion of ~~the~~ **a** visible area of the browser window by comparing coordinates of the pre-defined area with coordinates of the browser window**:**~~; and in response provide instructions to:~~

determine whether the pre-defined area of the content page is within a pre-defined distance outside of the visible area of the browser window by comparing the coordinates of the pre-defined area with the coordinates of the browser window; and

in response to determining that the pre-defined area is either at least partially within the visible area of the browser window or is within the pre-defined distance outside of the visible area of the browser window, provide instructions to:

retrieve one or more content files; and

render the one or more content files in the marked area of the content page in which content is to be rendered; and

provide instructions to embed the correlator code on the content page.

89. (Canceled)

90. (Previously Presented) The media of Claim 88, wherein:

the correlator code is further operable to determine that the browser window is the primary window open on the display device; and

the correlator code provides the instructions in response to determining that the browser window is the primary window open on the display device.

91. (Previously Presented) The media of Claim 88, wherein the pre-defined area is the same as the area on the content page in which content is to be rendered.

92. (Previously Presented) The media of Claim 88, the correlator code further operable to transmit data comprising one or more of:

a time period in which the area on the content page in which content is to be rendered is within the visible area of the browser window;

a time period in which the browser window is the primary window open on the display device;

a proportional extent to which the area on the content page in which content is to be rendered is within the visible area of the browser window;

an indication of whether the browser window is obstructed from view on the display device by another application window;

an identification of the viewer;

a geographic location;

a type of the browser;

an identification of an operating system of the display device;

a view event duration;

a view event time;

a content rendering frequency;

a content rendering reach;

a viewer click-activity with respect to the one or more content files rendered in the marked area of the content page in which content is to be rendered;

dimension of the visible area;

dimension of the browser window;

a scrolling position of the browser window; and

an in-focus status of the browser window.

93. (Canceled)

94. (Canceled)

95. **(Currently Amended)** A system, comprising:

one or more memory devices operable to store a plurality of content records, each content record associated with a content page and comprising:

a unique identifier;

an indication of an area on the associated content page in which to render content; and

an indication of a pre-defined area of the associated content page; and

a processor communicatively coupled to the one or more memory devices and operable to:

access a particular content record associated with a particular content page;

generate, based on the particular content record, a tag for placement on the particular content page, the tag comprising the unique identifier of the particular content record;

receive a request generated when a viewer views the particular content page with the tag in a browser window displayed on a display device, the request comprising the unique identifier of the particular content record from the tag;

access, using the unique identifier of the particular content from the request, the particular content record;

generate correlator code according to the particular content record, the correlator code operable to:

generate code for marking the area on the particular content page in which content is to be rendered; ~~and~~

determine ~~that~~ **whether** the pre-defined area of the particular content page is within at least a portion of ~~the~~ **a** visible area of the browser window by comparing coordinates of the pre-defined area with coordinates of the browser window**;** ~~, and in response provide instructions to:~~

determine whether the pre-defined area of the particular content page is within a pre-defined distance outside of the visible area of the browser window by comparing the coordinates of the pre-defined area with the coordinates of the browser window; and

in response to determining that the pre-defined area is either at least partially within the visible area of the browser window or is within the pre-defined distance outside of the visible area of the browser window, provide instructions to:

retrieve one or more content files; and

render the one or more content files in the marked area of the particular content page in which content is to be rendered; and

provide instructions to embed the correlator code on the particular content page.

96. (Previously Presented) The system of Claim 95, where the pre-defined area is the same as the marked area.

97. (**Currently Amended**) The system of Claim 95, wherein determining ~~that~~ **whether** the pre-defined area of the particular content page is within at least a portion of the visible area of the browser window comprises:

determining page coordinates of the pre-defined area;

determining a scrolling position and coordinates of the browser window; and

determining ~~that~~ **whether** the page coordinates of the pre-defined area are within the determined scrolling position and coordinates of the browser window.

98. (**Canceled**)

99. (Canceled)

100. (Previously Presented) The system of Claim 95, the correlator code further operable to collect data from the browser window comprising one or more of:

an operating system of a device displaying the browser window;

a type of the browser;

a version of the browser; and

a list of other content already rendered on the webpage.

101. **(Canceled)**

102. **(Currently Amended)** The system of Claim 95, wherein determining ~~that~~ **whether** the pre-defined area of the particular content page is within at least a portion of the visible area of the browser window occurs periodically as the viewer scrolls through the particular content page.

103. **(Currently Amended)** A method comprising:

determining, by code executed by a computing system, ~~that~~ **whether** a pre-defined area of a content page is ~~either~~ at least partially within a visible area of an application window on a display device **by comparing coordinates of the pre-defined area with coordinates of the application window;** ~~or~~

determining, by the code executed by the computing system, whether the pre-defined area of the content page is within a pre-defined distance outside of the visible area of the application window by comparing **the** coordinates of the pre-defined area with **the** coordinates of the application window; and

~~in response to determining that the pre-defined area is either at least partially within the visible area of the application window or is within the pre-defined distance outside of the visible area of the application window,~~ transmitting, by the code executed by the computing system, **one or more indications selected from the group consisting of:**

an indication that the pre-defined area is at least partially within the visible area of the application window ~~or~~**;**

an indication that the pre-defined area is outside the visible area of the application window; and

an indication that the pre-defined area is within the pre-defined distance outside of the visible area of the application window.

104. (Canceled)

105. (Previously Presented) The method of Claim 103, wherein the code comprises code embedded in the content page.

106. **(Currently Amended)** The method of Claim 103, wherein determining ~~that~~ **whether** the pre-defined area of the content page is ~~either~~ at least partially within ~~a~~ **the** visible area of ~~a~~ **the** application window on ~~a~~ **the** display device ~~or is within a pre-defined distance outside of the visible area of the application window~~ comprises determining, by the code, a scrolling position of the application window on the display device.

107. (Previously Presented) The method of Claim 103, further comprising determining, by the code, a percentage of the pre-defined area that is at least partially within the visible area of the application window.

108. **(Currently Amended)** The method of Claim 103, wherein determining ~~that~~ **whether** the pre-defined area of the content page is at least partially within the visible area of the application window comprises:

determining page coordinates of the pre-defined area;

determining a scrolling position and the coordinates of the application window; and

determining ~~that~~ **whether** the page coordinates of the pre-defined area are at least partially within the determined scrolling position and the coordinates of the application window.

109. (Previously Presented) The method of Claim 103, further comprising retrieving, by the code, one or more content files and rendering the one or more content files in the pre-defined area of the content page.

110. (Previously Presented) The method of Claim 103, further comprising collecting, by the code, data from the application window, the data comprising one or more of:

an operating system running on the display device;

a type of a browser;

a version of a browser; and

a list of other content already rendered on the content page.

111. (**Currently Amended**) The method of Claim 103, wherein the code determines ~~that~~ **whether** the pre-defined area of the content page is ~~either~~ at least partially within the visible area of the application window on the display device ~~or is within the pre-defined distance outside of the visible area of the application window~~ before any content is rendered within the pre-defined area of the content page.

112. (**Currently Amended**) The method of Claim 103, wherein transmitting the **one or more indications** ~~indication that the pre-defined area is at least partially within the visible area of the application window or is within the pre-defined distance outside of the visible area of the application window~~ comprises one or more of:

transmitting the **one or more indications**~~indication~~ to be stored in one or more cookies on the computing system; and

transmitting the **one or more indications**~~indication~~ to another computing system.

113. (Canceled)

114. (Previously Presented) The method of Claim 109, wherein the one or more content files are operable, when rendered in the pre-defined area of the content page, to display one or more of:

one or more advertisements;

a video;

one or more images; and

text.

115. (Previously Presented) The method of Claim 103, wherein the application window is a browser window and coordinates of the application window comprise dimensional coordinates of the browser window and scrolling position coordinates of the browser window.

116. (Previously Presented) The method of Claim 103, further comprising:

dynamically generating, by the code executed by the computing system, additional code on the content page as a marker for an area to render one or more of the following:

an advertisement;

a video;

an image; and

text.

117. (Previously Presented) The media of Claim 73, wherein the software is further operable to determine an amount of time that the one or more rendered content files are at least partially visible in the viewer's browser window on the display device.

118. (Previously Presented) The media of Claim 73, wherein:

the coordinates of the browser window comprises:

dimensional coordinates of the browser window; and

scrolling coordinates of the browser window; and

comparing coordinates of the pre-defined area with coordinates of the browser window comprises:

determining a distance between the coordinates of the pre-defined area and the dimensional coordinates of the browser window; and

determining a distance between the coordinates of the pre-defined area and the scrolling coordinates of the browser window.

119. (**Currently Amended**) The media of Claim 118, wherein determining ~~that~~ **whether** the pre-defined area of the content page is within at least a portion of the visible area of the viewer's browser window on the display device further comprises:

determining that the content page is in focus on the display device; and

determining that the pre-defined area is unobstructed by another window or application.

120. (Previously Presented) The media of Claim 73, wherein:

the pre-defined area is inside the content page; and

the one or more content files are retrieved and rendered in the marked area of the content page only after one or more of the following:

it is determined that at least a portion of the pre-defined area inside the content page is within the visible area of the viewer's browser window on the display device; or

it is determined that the pre-defined area inside the content page is within a pre-defined distance outside of the visible area of the viewer's browser window on the display device.

121. **(New)** The media of Claim 73, the software further operable when executed by the one or more computer systems to:

periodically re-determine, after a pre-defined interval, whether the pre-defined area of the content page is within at least a portion of the visible area of the browser window on the display device by comparing the coordinates of the pre-defined area with the coordinates of the browser window; and

periodically re-determine, after the pre-defined interval, whether the pre-defined area of the content page is within the pre-defined distance outside of the visible area of the application window by comparing the coordinates of the pre-defined area with the coordinates of the application window.

122. **(New)** The method of Claim 103, wherein:

determining whether the pre-defined area of the content page is at least partially within the visible area of the application window on the display device by comparing coordinates of the pre-defined area with coordinates of the application window is performed in real-time by the code while at least a portion of the content page is displayed on the display device; and

determining whether the pre-defined area of the content page is within the pre-defined distance outside of the visible area of the application window by comparing the coordinates of the pre-defined area with the coordinates of the application window is performed in real-time by the code while at least a portion of the content page is displayed on the display device.

REMARKS

This Application has been carefully reviewed in light of the non-final Office Action dated March 17, 2016 ("Office Action"). Claims 73, 75-77, 88, 90-92, 95-98, 100-103, 105-112 and 114-120 are currently pending and stand rejected. To advance prosecution of this application, Applicants amend Claims 73, 88, 95, 97, 102-103, 106, 108, 111-112, and 119, and cancel Claims 98 and 101. In addition, Applicants add new Claims 121-122, which do not add any new subject matter. Applicants do not admit that the amendments are necessary due to the cited references or any of the Examiner's rejections. Applicants respectfully traverse the rejections and request reconsideration and allowance of all pending claims and consideration and allowance of all new claims.

Request for Subsequent Interview

If, in response to Applicants' present submission, the Examiner intends to issue a new Office Action rejecting some or all of the pending claims, in the interest of compact and efficient prosecution, Applicants respectfully request that the Examiner contact Applicants' attorney prior to issuing the new Office Action to discuss a possible resolution to any outstanding issues.

Summary of Interview

Applicants, through its attorney, Bradley J. Birchfield (Reg. No. 65,521), interviewed Examiners Burke and Dyer on May 10, 2016. Applicants appreciate the Examiners' time and professionalism during the interview. During the interview, the participants generally discussed the application, references, and potential amendments to the claims. The independent claims have been amended consistent with the language discussed in the interview. The examiners stated that such amendments would overcome the current rejections.

The Claims Are Allowable Over the Proposed *Dutta-Koeppel* Combination

The Office Action rejects Claims 73, 75-77, 88, 90-92, 103, 105-112, 114-118, and 120 under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent Publication No. 2004/0205651 ("*Dutta*") in view of U.S. Patent Publication No. 2005/0177401 ("*Koeppel*"). The Office Action rejects the remaining dependent claims under § 103(a) as being

unpatentable over *Dutta* in view of *Koeppel* and other references. Applicants respectfully traverse these rejections and discuss amended independent Claim 73 below as an example.

Applicants respectfully submit that amended independent Claim 73 is allowable at least because the proposed *Dutta-Koeppel* combination fails to disclose, teach, or suggest, expressly or inherently, elements specifically recited in Applicants' claims. For example, the proposed *Dutta-Koeppel* combination fails to disclose at least the following limitations recited in amended Claim 73:

> ***determine whether the pre-defined area of the content page is within a pre-defined distance outside of the visible area of the browser window*** by comparing the coordinates of the pre-defined area with the coordinates of the browser window.

The Office Action points to various portions of *Dutta* and *Koeppel* as allegedly teaching a previous version of Claim 73. (Office Action, pages 2-4.) Whether or not those rejections were appropriate (and Applicants make no admission that they were), the cited portions of *Dutta* and *Koeppel* do not disclose "***determine whether the pre-defined area of the content page is within a pre-defined distance outside of the visible area of the browser window*** by comparing the coordinates of the pre-defined area with the coordinates of the browser window," as recited in amended Claim 73. According to cited portions of *Dutta* and *Koeppel*:

> [0009] The problems outlined above may at least in part be solved in some embodiments by a server transmitting an application that may comprise a Java applet to a client where the application may be configured to track and detect the user of the client focusing on a portion, such as a particular area or particular word(s), in a document. The application may then determine if there are any components, e.g., terms, in the portion of the document focused on by the user that are in a list of components that have an advertisement and/or specific information associated with the components. If there are any components in the list focused on by the user, then the application may map each of the identified components, e.g., terms, to a particular file storing an advertisement and/or specific information. The application may transmit a request to the server to transmit those particular file(s) identified to the user of the client. The server may be configured to transmit those particular file(s) storing selected contextual information such as advertisement(s) or other specific information to the client. The particular file(s) may be parsed by the browser of the client in order to display the images and graphics on a display as well as generate audio, if any, through speakers. The images and graphics

> as well as any audio may include context related advertisement(s) or other information related to the content of the user's focus.
>
> [0010] In one embodiment of the present invention, a method for transferring context related information related to the content of a user's focus may comprise the step of a server transmitting a file to a client. The file may then be parsed by a browser of the client in order to display the images and graphics of a document, e.g., web page, picture, on a display of the client as well as generate any audio through speakers. The server may then transmit an application that may comprise a Java applet to the browser of the client. The application may be configured to provide functionality to the document viewed as well as store a list of one or more components, e.g., terms, in the document, e.g., web page, picture, displayed by the client related to an advertisement and/or specific information. The list of one or more components may be stored locally or remotely to the server. (*Dutta*, ¶¶ [0009]-[0010].)
>
> [0115] Now that all of the coordinates shown in FIG. 9B are calculated, the coordinates of target component 978 are compared to the coordinates of the viewable Web page rendered in the browser window 974 to determine whether the target component is entirely positioned in browser window 974. This enables the client side script to determine whether the target component is in full view or not. This comparison process may be performed a variety of ways, including checking X and Y coordinates of both the Web page and component. (*Koeppel*, ¶ [0015].)

That is, while cited portions of *Dutta* may disclose detecting whether a user is focusing on particular a object, and cited portions of *Koeppel* may disclose coordinates, none of the cited portions disclose, teach, or suggest "***determine whether the pre-defined area of the content page is within a pre-defined distance outside of the visible area of the browser window*** by comparing the coordinates of the pre-defined area with the coordinates of the browser window," as recited in amended Claim 73. Consequently, the proposed *Dutta-Koeppel* combination fails to disclose, teach, or suggest each and every element of amended Claim 73.

For at least these reasons, amended independent Claim 73 and its dependent claims are allowable. For at least certain analogous reasons, amended independent Claims 88, 95, and 103 and their dependent claims are also allowable. Accordingly, Applicants respectfully request reconsideration and allowance of all pending claims.

New Claims 121-122 are Allowable

New dependent Claims 121-122 depend from independent Claims 73 and 103, respectively, which Applicants have shown above to be allowable. Additionally, new Claims

121-122 recite further patentable distinctions over the various references cited in the Office Action. However, to avoid burdening the record and in view of the clear allowability of independent Claims 73 and 103, Applicants do not discuss these distinctions in this Response. However, Applicants reserve the right to discuss these distinctions in a future Response or on Appeal, if appropriate.

No Waiver

Applicants' arguments and amendments are made without prejudice or disclaimer. By not responding to additional statements made by the Examiner, Applicants do not acquiesce to the additional statements. The distinctions between the applied references and the claims are provided as examples only and are sufficient to overcome the rejections. Applicants reserve the right to discuss additional or other distinctions in a later response or on appeal, if appropriate.

Request for Evidentiary Support

Should any of the above asserted rejections be maintained, Applicants respectfully request appropriate evidentiary support. Additionally, if the Examiner is relying upon "common knowledge" or "well known" principles to establish a rejection, Applicants request that a reference be provided in support of this position pursuant to M.P.E.P. § 2144.03. Furthermore, to the extent that the Examiner maintains any rejection based on an "Official Notice" or other information within the Examiner's personal knowledge, Applicants respectfully request that the Examiner cite a reference as documentary evidence in support of this position or provide an affidavit in accordance with M.P.E.P. § 2144.03 and 37 C.F.R. 1.104(d)(2).

CONCLUSION

Applicants have made an earnest attempt to place this case in condition for allowance. For the foregoing reasons and for other reasons clearly apparent, Applicants respectfully request reconsideration and full allowance of all pending claims.

If the Examiner feels that a telephone conference would advance prosecution of this application in any manner, the Examiner is invited to contact the Attorney for Applicants at the Examiner's convenience.

Although Applicants believe no fees are currently due for this submission, the Commissioner is hereby authorized to charge any necessary fees and credit any overpayments to Deposit Account No. 02-0384 of BAKER BOTTS L.L.P.

Respectfully submitted,

BAKER BOTTS L.L.P.
Attorneys for Applicant



Bradley J. Birchfield
Reg. No. 65,521
Tel. 214-953-6570

Date: June 17, 2016

Correspondence Address:
Customer Number **05073**

Electronic Acknowledgement Receipt

EFS ID:	26103152
Application Number:	13731742
International Application Number:	
Confirmation Number:	8146
Title of Invention:	Content Rendering Control System and Method
First Named Inventor/Applicant Name:	Brad Krassner
Customer Number:	5073
Filer:	David Gerald Wille/Sue LeRoy
Filer Authorized By:	David Gerald Wille
Attorney Docket Number:	082097.0105
Receipt Date:	17-JUN-2016
Filing Date:	31-DEC-2012
Time Stamp:	16:43:52
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		0105AmdResp.pdf	224376 acd2d98c0dc728a3022f90d8fad1601641fa8643	yes	20

Duration Media Ex-1084

	Multipart Description/PDF files in .zip description		
	Document Description	**Start**	**End**
	Amendment/Req. Reconsideration-After Non-Final Reject	1	1
	Claims	2	15
	Applicant Arguments/Remarks Made in an Amendment	16	20
Warnings:			
Information:			
	Total Files Size (in bytes):	224376	

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

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

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

PTO/SB/06 (09-11)
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 13/731,742	Filing Date 12/31/2012	☐ 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 $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT **06/17/2016**

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	* 31	Minus	** 31	= 0	X $80 =	0
Independent (37 CFR 1.16(h))	* 4	Minus	***4	= 0	X $420 =	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

AMENDMENT

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

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

LIE
/EFREM WARREN/

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.

Duration Media Ex-1084

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/731,742	12/31/2012	Brad Krassner	082097.0105	8146

5073 7590 05/17/2016

BAKER BOTTS L.L.P.
2001 ROSS AVENUE
SUITE 600
DALLAS, TX 75201-2980

EXAMINER	
BURKE, TIONNA M	

ART UNIT	PAPER NUMBER
2176	

NOTIFICATION DATE	DELIVERY MODE
05/17/2016	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):

ptomail1@bakerbotts.com
ptomail2@bakerbotts.com

Applicant-Initiated Interview Summary	Application No.	Applicant(s)	
	13/731,742	KRASSNER ET AL.	
	Examiner	Art Unit	
	TIONNA BURKE	2176	

All participants (applicant, applicant's representative, PTO personnel):

(1) *TIONNA BURKE*.

(2) *Brad Birchfield*.

(3) *Andrew Dyer*.

(4) _____.

Date of Interview: *5/10/16*.

Type: ☒ Telephonic ☐ Video Conference
☐ Personal [copy given to: ☐ applicant ☐ applicant's representative]

Exhibit shown or demonstration conducted: ☐ Yes ☒ No.
If Yes, brief description: _____.

Issues Discussed ☐101 ☐112 ☐102 ☒103 ☐Others
(For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: *73, 120*.

Identification of prior art discussed: *Dutta, Koeppel*.

Substance of Interview
(For each issue discussed, provide a detailed description and indicate if agreement was reached. Some topics may include: identification or clarification of a reference or a portion thereof, claim interpretation, proposed amendments, arguments of any applied references etc...)

The Applicant and the Examiners discussed Claim 73 and 120 in light of possible claim amendments to further clarify the claim limitations. No agreement was reached.

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

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

☐ Attachment

/TIONNA BURKE/ Examiner, Art Unit 2176	

Summary of Record of Interview Requirements

Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record
A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews
Paragraph (b)

In every instance where reconsideration is requested in view of an interview with an examiner, a complete written statement of the reasons presented at the interview as warranting favorable action must be filed by the applicant. An interview does not remove the necessity for reply to Office action as specified in §§ 1.111, 1.135. (35 U.S.C. 132)

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

The action of the Patent and Trademark Office cannot be based exclusively on the written record in the Office if that record is itself incomplete through the failure to record the substance of interviews.

It is the responsibility of the applicant or the attorney or agent to make the substance of an interview of record in the application file, unless the examiner indicates he or she will do so. It is the examiner's responsibility to see that such a record is made and to correct material inaccuracies which bear directly on the question of patentability.

Examiners must complete an Interview Summary Form for each interview held where a matter of substance has been discussed during the interview by checking the appropriate boxes and filling in the blanks. Discussions regarding only procedural matters, directed solely to restriction requirements for which interview recordation is otherwise provided for in Section 812.01 of the Manual of Patent Examining Procedure, or pointing out typographical errors or unreadable script in Office actions or the like, are excluded from the interview recordation procedures below. Where the substance of an interview is completely recorded in an Examiners Amendment, no separate Interview Summary Record is required.

The Interview Summary Form shall be given an appropriate Paper No., placed in the right hand portion of the file, and listed on the "Contents" section of the file wrapper. In a personal interview, a duplicate of the Form is given to the applicant (or attorney or agent) at the conclusion of the interview. In the case of a telephone or video-conference interview, the copy is mailed to the applicant's correspondence address either with or prior to the next official communication. If additional correspondence from the examiner is not likely before an allowance or if other circumstances dictate, the Form should be mailed promptly after the interview rather than with the next official communication.

The Form provides for recordation of the following information:
- Application Number (Series Code and Serial Number)
- Name of applicant
- Name of examiner
- Date of interview
- Type of interview (telephonic, video-conference, or personal)
- Name of participant(s) (applicant, attorney or agent, examiner, other PTO personnel, etc.)
- An indication whether or not an exhibit was shown or a demonstration conducted
- An identification of the specific prior art discussed
- An indication whether an agreement was reached and if so, a description of the general nature of the agreement (may be by attachment of a copy of amendments or claims agreed as being allowable). Note: Agreement as to allowability is tentative and does not restrict further action by the examiner to the contrary.
- The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.

A complete and proper recordation of the substance of any interview should include at least the following applicable items:

1) A brief description of the nature of any exhibit shown or any demonstration conducted,
2) an identification of the claims discussed,
3) an identification of the specific prior art discussed,
4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
5) a brief identification of the general thrust of the principal arguments presented to the examiner,
   (The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
6) a general indication of any other pertinent matters discussed, and
7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicant's record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiner's version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, "Interview Record OK" on the paper recording the substance of the interview along with the date and the examiner's initials.

Duration Media Ex-1084

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/731,742	12/31/2012	Brad Krassner	082097.0105	8146

5073 7590 03/17/2016

BAKER BOTTS L.L.P.
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EXAMINER	
BURKE, TIONNA M	

ART UNIT	PAPER NUMBER
2176	

NOTIFICATION DATE	DELIVERY MODE
03/17/2016	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):

ptomail1@bakerbotts.com
ptomail2@bakerbotts.com

Office Action Summary	Application No. 13/731,742	Applicant(s) KRASSNER ET AL.	
	Examiner TIONNA BURKE	Art Unit 2176	AIA (First Inventor to File) Status No

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

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 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 *1/4/16*.

☐ 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) *73,75-77,88,90-92,95-98,100-103,105-112 and 114-120* is/are pending in the application.

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

6)☐ Claim(s) _____ is/are allowed.

7)☒ Claim(s) *73,75-77,88,90-92,95-98,100-103,105-112 and 114-120* 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 *12/31/12* is/are: a)☒ accepted or b)☐ objected to by the Examiner.

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

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

Priority under 35 U.S.C. § 119

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

Certified copies:

a)☐ All b)☐ Some** c)☐ None of the:

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

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

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

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

Attachment(s)

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

2) ☐ Information Disclosure Statement(s) (PTO/SB/08a and/or PTO/SB/08b) Paper No(s)/Mail Date _____.

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

4) ☐ Other: _____.

Duration Media Ex-1084

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

Applicant's Response

In the Applicant's Response dated 1/4/15, the Applicant added claim 118-120, canceled claim 74, 89, 113 and argued the claims previously rejected in the Office Action dated 9/2/15.

In light of the Applicant's amendments and remarks, the claims rejected under 35 USC 102 Rejections have been withdrawn.

Claim Rejections - 35 USC § 103

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

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

Claims 73, 75-77, 88, 90-92, 103, 105-112, 114-118 and 120 are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Dutta et al., United States Patent Publication 2004/0205651 (hereinafter "Dutta"), in view of Koeppel et al., United States Patent Publication 2005/0177401 (hereinafter "Koeppel").

Claim 73:

Dutta discloses:

- *generate code for marking an area on a content page in which content is to be rendered* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches the application configured to track the users focus on the web page and transferring specific information related to the content of the user's focus via a network using the code embodied.
- *determine that a pre-defined area of the content page is within at least a portion of the visible area of a viewer's browser window on a display device by* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches the application configured to track the users focus on the web page and transferring specific information related to the content of the user's focus via a network using the code embodied. The positions of the page are tracked and monitored. The focus of the user is constantly monitored to determine if the user is focused on a particular portion of the webpage that contains additional content.
- *in response provide instructions to:*
    - *retrieve one or more content files* (see figures 1-3 and paragraphs [0011], [0025], [0027], [0028]). Dutta teaches system servers, networks, content pages being remotely accessible, a browser application having a viewable window and area defined by the user focus on the screen*; and*
    - *render the one or more content files in the marked area of the content page in which content is to be rendered* (see paragraphs [0009], [0010, figures 1-3). Dutta teaches the application may transmit a request to the server to transmit those particular files storing data specific for the client.

> The application may embody code to perform tracking based on the movement of the mouse or based on the area the user zoomed.

Dutta fails to expressly teach comparing coordinates of the pre-defined area with coordinates of the browser window.

Koeppel discloses:

- *determine that a pre-defined area of the content page is within at least a portion of the visible area of a viewer's browser window on a display device by comparing coordinates of the pre-defined area with coordinates of the browser window* (see figure 9 and paragraph [0115]). Koeppel teaches comparing coordinates of the target component to the coordinates of the viewable web page rendered in the browser window to determine is the component was rendered in the user's browser and if it was visible.

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include comparing coordinates of the browser window and the pre-defined area for the purpose of efficient billing of content, as taught by Koeppel.

Claim 75:

Dutta discloses:

- *the software is further operable to determine that the browser window is the primary window open on the display device* (see paragraphs [0035]-[0039]). Dutta teaches rendering the data in designated area when the browser is in the viewable area. The primary window is the window being focused on by the user*;*
- *the instructions to retrieve one or more content files and render the one or more content files in the marked area of the content page in which content page in which content is to be rendered are provided in response to the determination that the browser window is the primary window open on the display device* (see paragraphs [0035]-[0039]). Dutta teaches rendering the data in designated area when the browser is in the viewable area. The primary window is the window being focused on by the user.

Claim 76:

Dutta discloses:

- *wherein the pre-defined area is the same as the marked area on the content page in which content is to be rendered* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches the application configured to track the users focus on the web page and transferring specific information related to the content of the user's focus via a network using the code embodied.

Claim 77:

Dutta discloses:

- *a time period in which the area on the content page in which content is to be rendered is within the visible area of the browser window; a time period in which the browser window is the primary window open on the display device; a proportional extent to which the area on the content page in which content is to be rendered is within the visible area of the browser window; an indication of whether the browser window is obstructed from view on the display device by another application window; an identification of the viewer; a geographic location; a type of the browser; an identification of an operating system of the display device; a view event duration; a view event duration; a view event time; a content rendering frequency; a content rendering read; a viewer click-activity with respect to the one or more content files rendered in the marked area of the content page in which content is to be rendered; dimension of the visible area; dimension of the browser window; a scrolling position of the browser window; and an in-focus status of the browser window* (see paragraph [0036]). Dutta teaches monitoring the time period spent on the page, it monitors the activity, the zoomed portion on the focused portion of the client on the main window being viewed.

Claim 88:

Dutta discloses the limitations of claim 88 in Claim 73 including:

Dutta discloses:

- *receive a communication sent from a content page displayed in a browser window of a display device, the communication comprising a unique identifier associated with a content record stored in a database* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches retrieving the associated data corresponding to the identification code referenced and writing the information to the page;
- *access, from the database, the content record associated with the unique identifier* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches retrieving the associated data corresponding to the identification code referenced and writing the information to the page.
- *generate correlator code according to the content record* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches retrieving the associated data corresponding to the identification code referenced and generating code to write the information to the page.

Claim 90-92:

These claims are interpreted and rejected for the same reasons as Claims 75-77.

Claim 103:

Dutta discloses:

- *determining, by code executed by a computing system, that a pre-defined area of a content page is either at least partially within a visible area of an application*

window on a display device or is within a pre-defined distance outside of the visible area of the application by comparing coordinates of the pre-defined area with coordinates of the browser window (see paragraphs [0009]-[0010] and fig 5A and 5B). Dutta teaches tracking the focus of a user and if the user is focus on a particular portion of a webpage.

- *in response to determining that the pre-defined area is either at least partially within the visible area of the application or is within the pre-defined distance outside of the visible area of the application window, transmitting, by the code executed by the computing system, an indication that the pre-defined area is at least partially within the visible area of the application or is within the pre-defined distance outside of the visible area of the application window* (see paragraph [0038]). Dutta teaches determining the user is focused in the pre-defined area and transmitting an indication to the application to map the advertisement to the pre-defined area*;*

Claim 105:

Dutta fail to expressly disclose the code embedded in the webpage for the content monitoring.

Kofman discloses:

- *wherein the code comprises code embedded in the content page* (see paragraphs [0064]-[0069]). Koeppel teaches code embedded in the webpage to perform the marketing analysis.

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include having embedded code to perform the analysis of information for the purpose of efficient billing of content, as taught by Koeppel.

Claim 106:

Dutta discloses:

- *determining, by the code, a scrolling position of the application window on the display device* (see paragraph [0035]). Dutta teaches tracking the user's in focus status on content of the page*;*

Claim 107:

Dutta fails to teach determining a percentage of the area that is in the visible area.

Koeppel discloses:

- *determining, by the code, a percentage of the pre-defined area that is at least partially within the visible area of the browser window* (see paragraph [0152]).

Koeppel teaches determining an in view percentage characteristic that determines a percentage of the target that is in view of the user's browser*;*

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include determining a percentage of the area that is in the visible area for the purpose of efficient billing of content, as taught by Koeppel.

Claim 108:

Dutta discloses:

- *determining page coordinates of the pre-defined area* (see figures 1-3 and paragraphs [0011], [0025], [0027], [0028]). Dutta teaches a browser application having a viewable window and area defined by the user focus on the screen.
- *determining a scrolling position and coordinates of the application window* (see paragraph [0035]). Dutta teaches tracking the user's in focus status on content of the page*; and*
- *determining that the page coordinates of the pre-defined area are at least partially within the determined scrolling position and coordinates of the application window* (see paragraphs [0035] and [0036]). Dutta teaches monitoring the activity, the zoomed portion on the focused portion of the client on the main window being viewed.

Claim 109:

Dutta discloses:

- *retrieving, by the code, one or more content files and rendering the one or more content files in the pre-defined area of the content page* (see paragraph [0036]). Dutta teaches determining if the user is focusing relatively close to a pre-defined area and if so transmitting advertisement or other content into the user's focus.

Claim 110:

Dutta discloses:

- *collecting, by the code, data from the application window, the data comprising one or more of: an operating system running on the display device; a type of a browser; a version of a browser; and a list of other content already rendered on the content page* (see paragraph [0013]). Dutta teaches a list of other components on the page.

Claim 111:

Dutta discloses:

- *wherein the code determines that the pre-defined area of the content page is either at least partially within the visible area of the application on the display device or is within the pre-defined distance outside of the visible area of the application before application is rendered within the pre-defined area of the content page* (see paragraphs [0036]-[0038]). Dutta teaches determining if the

user is focusing relatively close to a pre-defined area and if so transmitting advertisements or other content into the user's focus.

Claim 112:

Dutta fails to expressly disclose using cookies to store data received from the user's browsing session.

Koeppel discloses:

- *wherein transmitting the indication that the pre-defined area is at least partially within the visible area of the application window or is within the pre-defined distance outside of the visible area of the application window comprises one or more of: transmitting the indication to be stored in one or more cookies on the computing system*; and transmitting the indication to another computing system (see paragraphs [0078] and [0154]). Koeppel teaches storing information about the in view data collected by the client such as if the content is actually viewable by the user, mouse movements, positions of the web page based on scrolling*;*

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include storing in view data collected during a browsing session for the purpose of efficient billing of content, as taught by Koeppel.

Claim 114:

Dutta discloses:

- *wherein the one or more content files are operable, when rendered in the pre-defined area of the content page, to display one or more of: one or more advertisements; a video; one or more image; and text* (see abstract). Dutta teaches advertisement or other information.

Claim 115:

Dutta discloses:

- *wherein the application window is a browser window and coordinates of the application window comprise dimensional coordinates of the browser window and scrolling position coordinates of the browser window* (see figures 1-3 and paragraphs [0011], [0025]-[0036]). Dutta teaches a browser application having a viewable window and area defined by the user focus on the screen. Dutta teaches tracking the user's in focus status on content of the page including the location. Dutta teaches monitoring the activity, the zoomed portion on the focused portion of the client on the main window being viewed.

Claim 116:

Dutta discloses:

- *wherein the one or more content files are operable, when rendered in the pre-defined area of the content page, to display one or more of: one or more*

advertisements; a video; one or more image; and text (see abstract). Dutta teaches advertisement or other information.

Claim 117:

Dutta discloses:

- *wherein the software is further operable to determine an amount of time that the one or more rendered content files are at least partially visible in the viewer's browser window on the display device* (see paragraph [0036]). Dutta teaches monitoring the time period spent on the page, it monitors the activity, the zoomed portion on the focused portion of the client on the main window being viewed.

Claim 118:

Dutta fails to disclose comparing coordinates of the area with coordinates of the browser window and scrolling coordinates.

Koeppel discloses:

- *the coordinates of the browser window comprises:*
    - *dimension coordinates of the browser window* (see paragraph [0084]). Koeppel teaches taking into account the dimension coordinates and size of the browser window*; and*

- *scrolling coordinates of the browser window* (see paragraph [0084]). Koeppel teaches the scrolling coordinates of the browser because it will affect the position of components on the browser window*; and*

- *comparing coordinates of the pre-defined area with coordinates of the browser window comprises:*
  - *determining a distance between the coordinates of the predefined area and the dimensional coordinates of the browser window* (see paragraphs [0087]-[0131]). Koeppel teaches determining a distance between the coordinates of the area and the coordinates of the browser window*; and*
  - *determining a distance between the coordinates of the pre-defined area and the scrolling coordinates of the browser window* (see paragraphs [0098]-[0154]). Koeppel teaches determining a distance between the coordinates of the area and the scrolling coordinates of the browser window.

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to include comparing coordinates of the target with coordinates of the browser window and scrolling coordinates for the purpose of efficient billing of content, as taught by Koeppel.

Claim 120:

Dutta discloses:

- *the pre-defined area is inside the content page; and* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches the application configured to track the users focus on the web page and transferring specific information related to the content of the user's focus via a network using the code embodied. The positions of the page are tracked and monitored. The focus of the user is constantly monitored to determine if the user is focused on a particular portion of the webpage that contains additional content.
- *the one or more content files are retrieved and rendered in the marked area of the content page only after one or more of the following: it is determined that a least a portion of the pre-defined area inside the content page is within the visible area of the viewer's browser window on the display device; or it is determined that the pre-defined area inside the content page is within a pre-defined distance outside the visible area of the viewer's browser window on the display device* (see figures 1-3 and paragraphs [0009], [0010], [0025], [0027], [0028], [0032] and [0033]). Dutta teaches the application configured to track the users focus on the web page and transferring specific information related to the content of the user's focus via a network using the code embodied. The positions of the page are tracked and monitored. The focus of the user is constantly monitored to determine if the user is focused on a particular portion of the webpage that contains additional content. Dutta teaches the application may transmit a request to the server to transmit those particular files storing data specific for the client to be mapped and rendered in the area.

•

Claims 95-98, 100-102 and 105 are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Dutta and Koeppel, in view of Kofman, "Implementing Dynamic Scroll with Ajax, JavaScript, and XML," June 6, 2007, (hereinafter, "Kofman").

Claim 95:

Dutta and Koeppel discloses the limitations of claim 88 in Claim 73 including:

Dutta discloses:

- *a database operable to store a plurality of content records, each content record associated with a content page* (see paragraphs [0009], [0010] and [0024]). Dutta teaches an electronic database for storing records identifying the electronic pages and multiple rendering areas.
    - *a unique identifier* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches retrieving the associated data corresponding to the identification code referenced and writing the information to the page.
    - *an indication of an area on the associated content page in which to render content* (see paragraph [0009]). Dutta teaches indicating an area of interest to the user by the user focusing in on an area.
- *a processor communicatively coupled to the memory and operable to* (see Claim 21)*:*
    - *access a particular content record associated with a particular content page* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]).

Dutta teaches retrieving the associated data corresponding to the identification code referenced and writing the information to the page.

- *access, using the unique identifier of the particular content from the request, the particular content record* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches retrieving the associated data corresponding to the identification code referenced and writing the information to the page.

Dutta and Koeppel fail to expressly disclose:

- *generate, based on the particular content record, a tag for placement on the particular content page, the tag comprising the unique identifier of the particular content record;*
- *receive a request generated when a viewer views the particular content page with the tag in a browser window displayed on a display device, the request comprising the unique identifier of the particular content record from the tag;*

Kofman discloses:

- *generate, based on the particular content record, a tag for placement on the particular content page, the tag comprising the unique identifier of the particular content record* (see page 8). Kofman teaches tags are inserts upon fetch of a

function. The request is received and when the page is fetch, the tags are included to identify the content*;*

- *receive a request generated when a viewer views the particular content page with the tag in a browser window displayed on a display device, the request comprising the unique identifier of the particular content record from the tag* (see page 8). Kofman teaches tags are inserts upon fetch of a function. The request is received and when the page is fetch, the tags are included to identify the content.

Accordingly, it would have been obvious to one having ordinary skill in the art at the time of the invention was made to modify the method disclosed by Dutta and Koeppel to include:

- *generate, based on the particular content record, a tag for placement on the particular content page, the tag comprising the unique identifier of the particular content record;*
- *receive a request generated when a viewer views the particular content page with the tag in a browser window displayed on a display device, the request comprising the unique identifier of the particular content record from the tag.*

for the purpose of convenience in implementing pages with a plurality of content, as taught by Kofman.

Claim 96, 97:

These claims are interpreted and rejected for the same reasons as Claims 76 and 74, respectively.

Claim 98, 102:

Dutta discloses:

- *determine that the pre-defined area is within a pre-defined distance of the visible area of the browser window, wherein the one or more instructions are provided in response to determining that the pre-defined area is within the pre-defined distance of the visible area of the browser window* (see paragraph [0036]). Dutta teaches determining if the user is focusing relatively close to a pre-defined area and if so transmitting advertisement or other content into the user's focus.

Claim 100:

Dutta discloses:

- *the correlator code to collect data from the browser window comprising one or more of: an operating system of a device displaying the browser window; a type of browser; a version of the browser; and a list of other content already rendered on the webpage* (see paragraph [0013]). Dutta teaches a list of other components on the page.

Claim 101:

Dutta discloses:

- *wherein the collected data is transmitted on a real-time basis* (see paragraph [0036]). Dutta teaches monitoring the time period spent on the page, it monitors the activity, the zoomed portion on the focused portion of the client on the main window being viewed.

Claim 119 is rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Dutta and Koeppel, in view of Keereepart et al., United States Patent Publication 2007/0288864 (hereinafter "Keereepart").

Claim 119:

Dutta discloses:

- *determining that the content page is in focus on the display device: and*

Dutta and Koeppel fail to expressly disclose determining if the area is unobstructed by another window or application.

Keereepart discloses:

- *determining that the pre-defined area is unobstructed by another window or application* (see paragraph [0032]). Keerepart teaches determining if the content on the window is unobstructed by another window or application.

Accordingly it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the method disclosed by Dutta and Koeppel to

include determined is area is unobstructed by another window or application for the purpose of determining is window is the primary window, as taught by Keereepart.

Response to Arguments

Applicant's arguments with respect to claims 73, 88, 95 and 103 have been considered but are moot because the arguments do not apply to any of the references being used in the current rejection.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to TIONNA BURKE whose telephone number is (571)270-7259. The examiner can normally be reached on Mon-Thur 8:00am - 5pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kavita Padmanabhan can be reached on (571) 272-8352. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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

/TIONNA BURKE/
Examiner, Art Unit 2176
3/10/16

Notice of References Cited	Application/Control No. 13/731,742	Applicant(s)/Patent Under Reexamination KRASSNER ET AL.	
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U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
*	A	US-2005/0177401 A1	08-2005	Koeppel, Arthur	G06Q30/02	705/4
*	B	US-2007/0288864 A1	12-2007	Keereepart; Thaniya	G06F17/30696	715/790
	C	US-				
	D	US-				
	E	US-				
	F	US-				
	G	US-				
	H	US-				
	I	US-				
	J	US-				
	K	US-				
	L	US-				
	M	US-				

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

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

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

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13731742	KRASSNER ET AL.
	Examiner	**Art Unit**
	TIONNA BURKE	2176

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

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

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

CLAIM		DATE								
Final	Original	07/24/2013	11/04/2013	04/29/2014	05/21/2015	08/27/2015	03/10/2016			
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	113			✓	✓	✓	-			
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	116				✓	✓	✓			
	117					✓	✓			
	118						✓			
	119						✓			
	120						✓			

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CPC- SEARCHED		
Symbol	Date	Examiner
G06f17/30	5/21/15	TB
G06F17/30	8/27/15	TB
G06F17/30	3/10/16	TB

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner
715	243	7/24/13	TS
715	243	11/4/13	TS
715	243	4/29/14	TB
715	243	5/21/15	TB
715	243	8/27/15	TB
715	243	3/10/16	TB

SEARCH NOTES		
Search Notes	Date	Examiner
see search history attached (see EAST Search History)	7/24/13	TS
see search history attached (see EAST Search History)	11/4/13	TS
see search history attached (see EAST Search History)	4/29/14	TB
see search history attached (see EAST Search History)	5/21/15	TB
see search history attached (see EAST Search History)	8/27/15	TB
see search history attached (see EAST Search History)	3/10/16	TB

INTERFERENCE SEARCH

/TIONNA BURKE/ Examiner.Art Unit 2176	

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

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EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	272	determin$5 with (area$2 or portion$2 or window$2) with unobstruct$4	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2016/03/10 12:59
L2	9	determin$5 with (area$2 or portion$2 or window$2) with unobstruct$4 and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2016/03/10 13:00
L3	15	compar$6 near2 (coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) near3 (browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2016/03/10 13:00
S1	6279	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/05 11:49
S2	1	"12589321"	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/05 11:49
S3	1	2004/0205651	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/05 11:51
S4	1	"20040205651"	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/05 11:51
S5	1823	correlator near2 code	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/08 10:17
S6	3	correlator near2 code with browser	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/08 11:18
S7	3	correlator near2 code with display	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/08 11:18

S8	3	correlator near2 code with display$3	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/08 11:18
S9	2	generat$5 with correlator near2 code with display$3	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/08 11:40
S10	575	generat$5 with correlator near2 code	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/08 11:41
S11	56	div near2 layer$1	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/12 11:17
S12	2	div near2 layer$1 with placement$1	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/12 11:17
S13	0	div near2 layers with placement$1	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/12 11:18
S14	6	div near2 layers	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/12 11:18
S15	6467	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/06/19 09:29
S16	6486	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/07/03 16:03
S17	52	generat$5 with correlator near2 code with (monitor$5 or track$5)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/07/03 16:03
S18	1	generat$5 with correlator near2 code with (monitor$5 or track$5) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/07/03 16:04
S19	26	div near2 layer$1 and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/07/03 16:04

S20	3	generat$5 with correlator near2 code same render$5	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/07/03 16:05
S21	114	(multiple or plurality) near2 render$4 near2 area$1	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/08/20 15:37
S31	7237	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/07/24 11:40
S32	4	correlator near2 code with browser	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/07/24 11:40
S33	431	render$5 near2 (pre$4defin$3)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/07/24 11:42
S34	6	render$5 near2 (pre$4defin$3) near2 area$2 with web$5	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/07/24 11:42
S35	7476	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/11/04 13:42
S36	230	percent$6 with (pre$2defin$4 or mark$3) with (browser or web$7)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/11/04 13:43
S37	22	percent$6 with (pre$2defin$4 or mark$3) with (browser or web$7) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/11/04 13:43
S38	6	percent$6 near2 (pre$2defin$4 or mark$3) with (browser or web$7) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/11/04 13:52
S39	1	percent$6 near2 (pre$2defin$4 or mark$3) with (browser or web$7) with visibl$5	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/11/04 13:55
S40	6	percent$6 near2 (area$2 or fragment$2 or part$2) with (browser or web$7) with visibl$5	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/11/04 13:57

S41	7894	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/27 15:18
S42	154	("20030023488" | "20040103426" | "20050192871" | "20060224697" | "20110307329" | "6141010" | "6185586" | "6269361" | "6317761" | "6327619" | "6347398" | "6710790" | "6789108" | "7120590" | "7310609" | "7613635" | "7475404" | "7548915" | "7778869" | "7856445" | "20020002491" | "20050033641" | "20080086368" | "5710883" | "5732218" | "5999912" | "6167382" | "6275854" | "6418470" | "6654539" | "6791579" | "7756974" | "7958234" | "20030171985" | "6928419" | "20010037232" | "20020010631" | "20020112005" | "20020141584" | "20020147634" | "20030163372" | "20040168184" | "20050182677" | "20070150353" | "5708780" | "5717860" | "6243865" | "6268856" | "6310601" | "6449634" | "7376722" | "7376907" | "20090204485" | "7987194" | "20020016736" | "20070118640" | "6081829" | "6138115" | "8356247" | "20020063714" | "20030200145" | "5960409" | "6115680" | "6466967" | "6643696" | "6657647" | "6693649" | "7047294" | "7143075" | "20100145762" | "7373599" | "8108881" | "8121893" | "20060277481" | "20080059571" | "7155663" | "20030004804" | "20040059683" | "20050039130" | "20050091216" | "20050108095" | "20050204309" | "20060174199" | "20070033531" | "20070130602" | "20070282693" | "5572643" | "5937390" | "6011537" | "6041309" | "6108637" | "6317782" | "6393407" | "7155508" | "8135616" | "20100094881" | "6279036" | "20010029585" | "20030005000" | "20040030615" | "20040143667" | "20040186778" | "20040205651" | "20050055277" | "20060136839" | "5838790" | "5848396" | "6112246" | "6314451" | "6587837" | "6691281" | "6763386" | "6990630" | "7146401" | "20090234745" | "20050149396" | "6553417" | "20020077891" | "20020120564" | "20020124246" | "20030070182" | "20050038900" | "20070265923" | "20090265243" | "5737619" | "5740549" | "6119165" | "6205432" | "6516338" | "7313590" | "7386473" | "6445680" | "7979457" | "8027879" | "20020116494" | "20100153836" | "20030023489" | "20040039754" | "20040117259" | "20050021642" | "20050091160" | "20070185763" | "20100275221" | "5675510" | "5796952" | "6009411" | "6728753" | "7716326" | "20100070350" | "6907566" | "7100111" | "7809802" | "20030050833" | "20050289475").PN.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/27 15:18

Duration Media Ex-1084

S43	6	compar$6 near2 coordinat$4 near3 (area$2 or section$3 or region$2) near3 (browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/28 10:04
S44	14	compar$6 near2 (coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) near3 (browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/29 08:23
S45	7	compar$6 near2 (coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) near3 (browser or web$6 or window$2) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/29 08:23
S46	43	compar$6 near2 (coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) with(browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/29 08:24
S47	5321	(coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) with(browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/29 08:24
S48	5321	(coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) with (browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/29 08:24
S49	587	(coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) with(browser or web$6 or window$2) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/29 08:24
S50	7901	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/29 08:25
S51	8786	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 12:47
S52	3570	G06f17/30.cpc.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 12:59
S53	1442	(coordinat$4 or dimension$2 or distance or location) near3 (area$2 or section$3 or region$2) with(browser or web$6 or window$2) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 12:59
S54	20	(coordinat$4 or dimension$2 or distance or location) near3 (pre$2defin$4) near2 (area$2 or section$3 or region$2) with(browser or web$6 or window$2) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 13:02

S55	53	(coordinat$4 or dimension$2 or distance or location) near3 (pre$2defin$4 or pre$2determin$5) near2 (area$2 or section$3 or region$2) with(browser or web$6 or window$2) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 13:02
S56	0	(coordinat$4 or dimension$2 or distance or location) near3 (pre$2defin$4 or pre$2determin$5) near2 (area$2 or section$3 or region$2) with(browser or web$6 or window$2) same percent$5	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 13:03
S57	33	(coordinat$4 or dimension$2 or distance or location) near3 (pre$2defin$4 or pre$2determin$5) near2 (area$2 or section$3 or region$2) with(browser or web$6 or window$2) and percent$5	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 13:04
S58	10	(coordinat$4 or dimension$2 or distance or location) near3 (pre$2defin$4 or pre$2determin$5) near2 (area$2 or section$3 or region$2) with(browser or web$6 or window$2) and cookie$2	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 13:04
S59	8917	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/08/27 13:48
S60	3538	G06f17/30.cpc.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/08/27 13:48
S61	6	compar$6 near2 coordinat$4 near3 (area$2 or section$3 or region$2) near3 (browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/08/27 13:49
S62	14	compar$6 near2 (coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) near3 (browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/08/27 13:50
S63	144	compar$6 near2 (coordinat$4 or dimension$2) with (area$2 or section$3 or region$2) with (browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/08/27 13:51
S64	38	compar$6 near2 (coordinat$4 or dimension$2) with (area$2 or section$3 or region$2) with (browser or web$6 or window$2) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/08/27 13:51
S65	9083	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2016/03/09 14:18
S66	3839	G06f17/30.cpc.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2016/03/09 14:18

S67	11	(US-20050233287-$ or US-20060290680-$ or US-20050177401-$ or US-20090217158-$ or US-20130167005-$ or US-20080015929-$).did. or (US-8972860-$ or US-8266524-$ or US-7567916-$ or US-7970647-$ or US-7603189-$).did.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2016/03/09 14:18
S68	1	"20090244020"	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2016/03/09 14:18
S69	11	(US-20050233287-$ or US-20060290680-$ or US-20050177401-$ or US-20090217158-$ or US-20130167005-$ or US-20080015929-$).did. or (US-8972860-$ or US-8266524-$ or US-7567916-$ or US-7970647-$ or US-7603189-$).did. and coordinate$2	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2016/03/09 14:42
S70	11	(US-20050233287-$ or US-20060290680-$ or US-20050177401-$ or US-20090217158-$ or US-20130167005-$ or US-20080015929-$).did. or (US-8972860-$ or US-8266524-$ or US-7567916-$ or US-7970647-$ or US-7603189-$) and coordinate$2	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2016/03/09 14:42

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S22	6606	715/234.ccls.	US-PGPUB; USPAT	OR	OFF	2012/08/20 15:37
S23	3	generat$5 with correlator near2 code same render$5	US-PGPUB; USPAT	OR	OFF	2012/08/20 15:37
S24	3	generat$5 with correlator near2 code same render$5	US-PGPUB; USPAT	OR	OFF	2012/08/20 15:41
S25	51	generat$5 with correlator near2 code with (monitor$5 or track$5)	US-PGPUB; USPAT	OR	OFF	2012/08/20 15:41
S26	2	generat$5 with correlator near2 code with display$3	US-PGPUB; USPAT	OR	OFF	2012/08/20 15:41
S27	1	generat$5 with correlator near2 code with (monitor$5 or track$5) and "715".clas.	US-PGPUB; USPAT	OR	OFF	2012/08/20 15:41
S28	26	div near2 layer$1 and "715".clas.	US-PGPUB; USPAT	OR	OFF	2012/08/20 15:42
S29	112	(multiple or plurality) near2 render$4 near2 area$1	US-PGPUB; USPAT	OR	OFF	2012/08/20 15:46
S30	21	(multiple or plurality) near2 render$4 near2 area$1 and "715".clas.	US-PGPUB; USPAT	OR	OFF	2012/08/20 15:46

3/10/2016 1:18:54 PM
C:\Users\tsmith\Documents\EAST\Workspaces\13731742PreDefinedAdvertisement.wsp

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	Brad Krassner et al.
Application No.:	13/731,742
Filing Date:	December 31, 2012
Group Art Unit:	2176
Confirmation No.:	8146
Examiner:	Tionna M. Burke
Title:	CONTENT RENDERING CONTROL SYSTEM AND METHOD

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

Dear Sir:

RESPONSE PURSUANT to 37 C.F.R. § 1.111

In response to the non-final Office Action dated September 2, 2015, Applicants respectfully request the Examiner to reconsider the rejections of the claims in view of the amendments and comments set forth below. Please amend the application as follows.

In the Claims:

1. – 72. (Canceled)

73. (Previously Presented) One or more computer-readable non-transitory storage media embodying software this is operable when executed by one or more computer systems to:

generate code for marking an area on a content page in which content is to be rendered; and

determine that a pre-defined area of the content page is within at least a portion of the visible area of a viewer's browser window on a display device by comparing coordinates of the pre-defined area with coordinates of the browser window, and in response provide instructions to:

retrieve one or more content files; and

render the one or more content files in the marked area of the content page in which content is to be rendered.

74. **(Canceled)**

75. (Previously Presented) The media of Claim 73, wherein:

the software is further operable to determine that the browser window is the primary window open on the display device; and

the instructions to retrieve one or more content files and render the one or more content files in the marked area of the content page in which content is to be rendered are provided in response to the determination that the browser window is the primary window open on the display device.

76. (Previously Presented) The media of Claim 73, wherein the pre-defined area is the same as the marked area on the content page in which content is to be rendered.

77. (Previously Presented) The media of Claim 73, the software further operable to transmit data comprising one or more of:

a time period in which the area on the content page in which content is to be rendered is within the visible area of the browser window;

a time period in which the browser window is the primary window open on the display device;

a proportional extent to which the area on the content page in which content is to be rendered is within the visible area of the browser window;

an indication of whether the browser window is obstructed from view on the display device by another application window;

an identification of the viewer;

a geographic location;

a type of the browser;

an identification of an operating system of the display device;

a view event duration;

a view event time;

a content rendering frequency;

a content rendering reach;

a viewer click-activity with respect to the one or more content files rendered in the marked area of the content page in which content is to be rendered;

dimension of the visible area;

dimension of the browser window;

a scrolling position of the browser window; and

an in-focus status of the browser window.

78. – 87. (Canceled)

88. (Previously Presented) One or more computer-readable non-transitory storage media embodying software this is operable when executed by one or more computer systems to:

receive a communication sent from a content page displayed in a browser window of a display device, the communication comprising a unique identifier associated with a content record stored in a database;

access, from the database, the content record associated with the unique identifier;

generate correlator code according to the content record, the correlator code operable to:

generate code for marking an area on the content page in which content is to be rendered; and

determine that a pre-defined area of the content page is within at least a portion of the visible area of the browser window by comparing coordinates of the pre-defined area with coordinates of the browser window, and in response provide instructions to:

retrieve one or more content files; and

render the one or more content files in the marked area of the content page in which content is to be rendered; and

provide instructions to embed the correlator code on the content page.

89. **(Canceled)**

90. (Previously Presented) The media of Claim 88, wherein:

the correlator code is further operable to determine that the browser window is the primary window open on the display device; and

the correlator code provides the instructions in response to determining that the browser window is the primary window open on the display device.

91. (Previously Presented) The media of Claim 88, wherein the pre-defined area is the same as the area on the content page in which content is to be rendered.

92. (Previously Presented) The media of Claim 88, the correlator code further operable to transmit data comprising one or more of:

a time period in which the area on the content page in which content is to be rendered is within the visible area of the browser window;

a time period in which the browser window is the primary window open on the display device;

a proportional extent to which the area on the content page in which content is to be rendered is within the visible area of the browser window;

an indication of whether the browser window is obstructed from view on the display device by another application window;

an identification of the viewer;

a geographic location;

a type of the browser;

an identification of an operating system of the display device;

a view event duration;

a view event time;

a content rendering frequency;

a content rendering reach;

a viewer click-activity with respect to the one or more content files rendered in the marked area of the content page in which content is to be rendered;

dimension of the visible area;

dimension of the browser window;

a scrolling position of the browser window; and

an in-focus status of the browser window.

93. (Canceled)

94. (Canceled)

95. (Previously Presented) A system, comprising:

one or more memory devices operable to store a plurality of content records, each content record associated with a content page and comprising:

a unique identifier;

an indication of an area on the associated content page in which to render content; and

an indication of a pre-defined area of the associated content page; and

a processor communicatively coupled to the one or more memory devices and operable to:

access a particular content record associated with a particular content page;

generate, based on the particular content record, a tag for placement on the particular content page, the tag comprising the unique identifier of the particular content record;

receive a request generated when a viewer views the particular content page with the tag in a browser window displayed on a display device, the request comprising the unique identifier of the particular content record from the tag;

access, using the unique identifier of the particular content from the request, the particular content record;

generate correlator code according to the particular content record, the correlator code operable to:

generate code for marking the area on the particular content page in which content is to be rendered; and

determine that the pre-defined area of the particular content page is within at least a portion of the visible area of the browser window by comparing coordinates of the pre-defined area with coordinates of the browser window, and in response provide instructions to:

retrieve one or more content files; and

render the one or more content files in the marked area of the particular content page in which content is to be rendered; and

provide instructions to embed the correlator code on the particular content page.

96. (Previously Presented) The system of Claim 95, where the pre-defined area is the same as the marked area.

97. (Previously Presented) The system of Claim 95, wherein determining that the pre-defined area of the particular content page is within at least a portion of the visible area of the browser window comprises:

determining page coordinates of the pre-defined area;

determining a scrolling position and coordinates of the browser window; and

determining that the page coordinates of the pre-defined area are within the determined scrolling position and coordinates of the browser window.

98. (Previously Presented) The system of Claim 95, the correlator code further operable to determine that the pre-defined area is within a pre-defined distance of the visible area of the browser window, wherein the one or more instructions are provided in response to determining that the pre-defined area is within the pre-defined distance of the visible area of the browser window.

99. (Canceled)

100. (Previously Presented) The system of Claim 95, the correlator code further operable to collect data from the browser window comprising one or more of:

an operating system of a device displaying the browser window;

a type of the browser;

a version of the browser; and

a list of other content already rendered on the webpage.

101. (Previously Presented) The system of Claim 100, wherein the collected data is transmitted on a real-time basis.

102. (Previously Presented) The system of Claim 95, wherein determining that the pre-defined area of the particular content page is within at least a portion of the visible area of the browser window occurs periodically as the viewer scrolls through the particular content page.

103. (Previously Presented) A method comprising:

determining, by code executed by a computing system, that a pre-defined area of a content page is either at least partially within a visible area of an application window on a display device or is within a pre-defined distance outside of the visible area of the application window by comparing coordinates of the pre-defined area with coordinates of the application window; and

in response to determining that the pre-defined area is either at least partially within the visible area of the application window or is within the pre-defined distance outside of the visible area of the application window, transmitting, by the code executed by the computing system, an indication that the pre-defined area is at least partially within the visible area of the application window or is within the pre-defined distance outside of the visible area of the application window.

104. (Canceled)

105. (Previously Presented) The method of Claim 103, wherein the code comprises code embedded in the content page.

106. (Previously Presented) The method of Claim 103, wherein determining that the pre-defined area of the content page is either at least partially within a visible area of a application window on a display device or is within a pre-defined distance outside of the visible area of the application window comprises determining, by the code, a scrolling position of the application window on the display device.

107. (Previously Presented) The method of Claim 103, further comprising determining, by the code, a percentage of the pre-defined area that is at least partially within the visible area of the application window.

108. (Previously Presented) The method of Claim 103, wherein determining that the pre-defined area of the content page is at least partially within the visible area of the application window comprises:

determining page coordinates of the pre-defined area;

determining a scrolling position and the coordinates of the application window; and

determining that the page coordinates of the pre-defined area are at least partially within the determined scrolling position and the coordinates of the application window.

109. (Previously Presented) The method of Claim 103, further comprising retrieving, by the code, one or more content files and rendering the one or more content files in the pre-defined area of the content page.

110. (Previously Presented) The method of Claim 103, further comprising collecting, by the code, data from the application window, the data comprising one or more of:

an operating system running on the display device;

a type of a browser;

a version of a browser; and

a list of other content already rendered on the content page.

111. (Previously Presented) The method of Claim 103, wherein the code determines that the pre-defined area of the content page is either at least partially within the visible area of the application window on the display device or is within the pre-defined distance outside of the visible area of the application window before any content is rendered within the pre-defined area of the content page.

112. (**Currently Amended**) The method of Claim 103, wherein transmitting the indication that the pre-defined area is at least partially within the visible area of the application window or is within the pre-defined distance outside of the visible area of the application window comprises **one or more of:**

transmitting the indication to be stored in one or more cookies on the computing ~~system.~~**system; and**

transmitting the indication to another computing system.

113. (**Canceled**)

114. (Previously Presented) The method of Claim 109, wherein the one or more content files are operable, when rendered in the pre-defined area of the content page, to display one or more of:

one or more advertisements;

a video;

one or more images; and

text.

115. (Previously Presented) The method of Claim 103, wherein the application window is a browser window and coordinates of the application window comprise dimensional coordinates of the browser window and scrolling position coordinates of the browser window.

116. (Previously Presented) The method of Claim 103, further comprising:

dynamically generating, by the code executed by the computing system, additional code on the content page as a marker for an area to render one or more of the following:

an advertisement;

a video;

an image; and

text.

117. (Previously Presented) The media of Claim 73, wherein the software is further operable to determine an amount of time that the one or more rendered content files are at least partially visible in the viewer's browser window on the display device.

118. (**New**) The media of Claim 73, wherein:

the coordinates of the browser window comprises:

dimensional coordinates of the browser window; and

scrolling coordinates of the browser window; and

comparing coordinates of the pre-defined area with coordinates of the browser window comprises:

determining a distance between the coordinates of the pre-defined area and the dimensional coordinates of the browser window; and

determining a distance between the coordinates of the pre-defined area and the scrolling coordinates of the browser window.

119. (**New**) The media of Claim 118, wherein determining that the pre-defined area of the content page is within at least a portion of the visible area of the viewer's browser window on the display device further comprises:

determining that the content page is in focus on the display device; and

determining that the pre-defined area is unobstructed by another window or application.

120. (**New**) The media of Claim 73, wherein:

the pre-defined area is inside the content page; and

the one or more content files are retrieved and rendered in the marked area of the content page only after one or more of the following:

it is determined that at least a portion of the pre-defined area inside the content page is within the visible area of the viewer's browser window on the display device; or

it is determined that the pre-defined area inside the content page is within a pre-defined distance outside of the visible area of the viewer's browser window on the display device.

REMARKS

This Application has been carefully reviewed in light of the non-final Office Action dated September 2, 2015 ("Office Action"). Claims 73-77, 88-92, 95-98, 100-103, and 105-117 are currently pending and stand rejected. To advance prosecution of this application, Applicants amend Claim 112 and cancel Claims 74, 89, and 113. In addition, Applicants add new Claims 118-120, which do not add any new subject matter. Applicants do not admit that the amendments are necessary due to the cited references or any of the Examiner's rejections. Applicants respectfully traverse the rejections and request reconsideration and allowance of all pending claims and consideration and allowance of all new claims.

Request for Subsequent Interview

If, in response to Applicants' present submission, the Examiner intends to issue a new Office Action rejecting some or all of the pending claims, in the interest of compact and efficient prosecution, Applicants respectfully request that the Examiner contact Applicants' attorney prior to issuing the new Office Action to discuss a possible resolution to any outstanding issues.

Summary of Interview

Applicants, through its attorney, Bradley J. Birchfield (Reg. No. 65,521), interviewed Examiner Burke on December 3, 2015 and Examiners Burke and Dyer on December 15, 2015. Applicants appreciate the Examiners' time. During the interviews, the participants generally discussed the application, references, and potential amendments to the claims. In particular, the participants discussed the section 102 rejections of Claim 73 based on *Dutta*. The Examiners admitted in the December 5, 2015 interview that the section 102 rejections based on *Dutta* were deficient and would be addressed in a future office action.

Section 102 and 103 Rejections

The Office Action rejects independent Claims 73-77, 88-92, 103, 106, 108-111 and 113-117 under 35 U.S.C. 102(b) as being anticipated over U.S. Patent Publication No. 2004/0205651 ("*Dutta*"). The Office Action rejects Claims 95-98, 100-102, and 105 under 35 U.S.C. 103(a) as being unpatentable over *Dutta* in view of "Implementing Dynamic Scroll with Ajax, JavaScript, and XML," June 6, 2007 (*"Kofman"*). The Office Action rejects the

remaining dependent claims under 35 U.S.C. 103(a) as being unpatentable over *Dutta* in view of other references. Applicants respectfully traverse these rejections and discuss independent Claim 73 below as an example.

At the outset, Applicants respectfully note that that the same section 102 rejection of Claim 73 (and other independent claims) using *Dutta* that appears in this Office Action was previously overcome by Applicants in the prosecution of this Application. The timeline below provides the relevant actions with respect to *Dutta*:

- Application filed as a Track 1 application on Dec. 31, 2012
- Office Action dated Nov. 25, 2013 rejected Independent Claims 73, 88, and 103 under section 102 as being anticipated by *Dutta*
- Applicants filed a response on Feb. 25, 2014 addressing the section 102 rejections over *Dutta*
- Office Action dated May 2, 2014 rejected Independent Claims 73, 88, and 103 under section 103 as being unpatentable over *Dutta* in view of *Callaghan* (this Office Action specifically stated that "**Dutta fails to expressly disclose: determine that a pre-defined area of the content page is within at least a portion of the visible area of a viewer's browser window on a display device by comparing coordinates of the pre-defined area with coordinates of the browser window**")
- Office Action dated May 27, 2015 rejected Independent Claims 73, 88, and 103 under section 103 as being unpatentable over *Dutta* in view of *Shrivathsan* (this Office Action again specifically stated that "**Dutta fails to expressly disclose: determine that a pre-defined area of the content page is within at least a portion of the visible area of a viewer's browser window on a display device by comparing coordinates of the pre-defined area with coordinates of the browser window**")
- Office Action dated Sept. 2, 2015 (the current Office Action) goes back to rejecting Independent Claims 73, 88, and 103 under section 102 **as being anticipated** by *Dutta*

That is, the current Office Action contradicts explicit statements in several previous Office Actions that *Dutta* fails to expressly disclose portions of Independent Claims 73, 88, and 103 by returning to rejecting these same claims under section 102 as being anticipated by *Dutta*. Applicants respectfully submit that significant time and resources have been expended to

advance prosecution in this case only to have prosecution seemingly return to square one. This conduct is improper and does not advance the principles of compact prosecution. Applicants respectfully request that the Examiner develop an eye towards resolution of the Application and immediately allow all pending claims.

Returning to the rejections, Applicants respectfully submit that independent Claim 73 is allowable at least because *Dutta* fails to disclose, teach, or suggest at least the following features recited in Claim 73:

> determine that a pre-defined area of the content page is within at least a portion of the visible area of a viewer's browser window on a display device ***by comparing coordinates of the pre-defined area with coordinates of the browser window.***

The Office Action points to figures 1-3 and ¶¶ 9-10 and 32-33 of *Dutta* as allegedly teaching this portion of Claim 1. (Office Action, page 3.) However, this is incorrect. While the cited portions of *Dutta* may disclose tracking a user's focus, they do not disclose "determin[ing] that a pre-defined area of the content page is within at least a portion of the visible area of a viewer's browser window on a display device ***by comparing coordinates of the pre-defined area with coordinates of the browser window***," as recited in Claim 73. According to cited portions of *Dutta*:

> [0009] The problems outlined above may at least in part be solved in some embodiments by a server transmitting an application that may comprise a Java applet to a client where the application may be configured to track and detect the user of the client focusing on a portion, such as a particular area or particular word(s), in a document. The application may then determine if there are any components, e.g., terms, in the portion of the document focused on by the user that are in a list of components that have an advertisement and/or specific information associated with the components. If there are any components in the list focused on by the user, then the application may map each of the identified components, e.g., terms, to a particular file storing an advertisement and/or specific information. The application may transmit a request to the server to transmit those particular file(s) identified to the user of the client. The server may be configured to transmit those particular file(s) storing selected contextual information such as advertisement(s) or other specific information to the client. The particular file(s) may be parsed by the browser of the client in order to display the images and graphics on a display as well as generate audio, if any, through speakers. The images and graphics as well as any audio may include context related advertisement(s) or other information related to the content of the user's focus.

[0010] In one embodiment of the present invention, a method for transferring context related information related to the content of a user's focus may comprise the step of a server transmitting a file to a client. The file may then be parsed by a browser of the client in order to display the images and graphics of a document, e.g., web page, picture, on a display of the client as well as generate any audio through speakers. The server may then transmit an application that may comprise a Java applet to the browser of the client. The application may be configured to provide functionality to the document viewed as well as store a list of one or more components, e.g., terms, in the document, e.g., web page, picture, displayed by the client related to an advertisement and/or specific information. The list of one or more components may be stored locally or remotely to the server.

[0032] FIG. 5 illustrates a flowchart of one embodiment of the present invention of a method 500 for transferring advertisements and/or specification information related to the content of user's focus. As stated in the Background Information section, a user upon reading information in a document, e.g., e-mail, web page, displayed on a computer screen may wish to obtain further information related to a particular word, e.g., soccer, read in the document. An application called QuickClick.TM. may provide the user with a link to web resources on selected words in the document, e.g., e-mail, web page, read by the user. The words with links to web resources may be indicated by a yellow underline beneath the word in the document. The user may then click on the yellow underline beneath the word of interest to receive a menu of links to web resources, e.g., advertisements. In an alternative embodiment, the user may press the ALT key while clicking on the word of interest if the word does not have a yellow underline beneath it in order to receive, if any, a menu of links to web resources, e.g., advertisements, related to the selected word. In order for the user to receive a menu of links to web resources, e.g., advertisements, the user must select the word or yellow underline beneath the word in the document read. However, the user may desire to receive advertisements and/or specific information related to the content of the user's focus, which may not be a particular word, but the content of a particular area within the document. Furthermore, the user may desire to receive advertisements and/or specific information related to the content of the user's focus without having to manually select a word of interest. It would therefore be desirable to transfer advertisements and/or specific information related to the content of a user's focus via a network without the user selecting a particular word of interest. Method 500 is a method for transferring advertisements and/or specific information related to the content of a user's focus via a network without the user selecting a particular word of interest.

[0033] In step 501, server 130 may transmit a file such as a markup language file, e.g., HyperText Mark-up Language (HTML) file, Extended Markup Language (XML) file, to a user of client 110. In the source code of a markup language, images, video and audio may be specified in various files of different formats. The file may then be parsed by web browser 111 (FIG. 1) in order to display the images and graphics on display 338 (FIG. 3) as well as

> generate audio through speakers 330 (FIG. 3) in step 502. In step 503, the document including text and/or images and/or graphics associated with the file received in step 501 may be displayed on display 338 and any audio, if any, associated with the file received in step 501 may be generated through speakers 330.

(*Dutta*, ¶¶ 9-10 and 32-33.) That is, while cited portions of *Dutta* may discloses detecting whether a user is focusing on particular a object in a document, they do not disclose, teach, or suggest "determin[ing] that a pre-defined area of the content page is within at least a portion of the visible area of a viewer's browser window on a display device ***by comparing coordinates of the pre-defined area with coordinates of the browser window***," as recited in Claim 73. Consequently, *Dutta* fails to disclose, teach, or suggest each and every element of Claim 73. The Examiners admitted in the December 5, 2015 interview that the section 102 rejection of this portion of the claim based on *Dutta* was deficient and would be addressed in a future office action.

For at least these reasons, independent Claim 73 and its dependent claims are allowable. For at least certain analogous reasons, independent Claims 88, 95, and 103 and their dependent claims are also allowable. Accordingly, Applicants respectfully request reconsideration and allowance of all pending claims.

New Claims 118-120 are Allowable

New dependent Claims 118-120 depend from independent Claim 73, which Applicants have shown above to be allowable over *Dutta*. Additionally, new Claims 118-120 recite further patentable distinctions over the various references cited in the Office Action. However, to avoid burdening the record and in view of the clear allowability of independent Claim 73, Applicants do not discuss these distinctions in this Response. However, Applicants reserve the right to discuss these distinctions in a future Response or on Appeal, if appropriate.

No Waiver

Applicants' arguments and amendments are made without prejudice or disclaimer. By not responding to additional statements made by the Examiner, Applicants do not acquiesce to the additional statements. The distinctions between the applied references and the claims are provided as examples only and are sufficient to overcome the rejections.

Applicants reserve the right to discuss additional or other distinctions in a later response or on appeal, if appropriate.

Request for Evidentiary Support

Should any of the above asserted rejections be maintained, Applicants respectfully request appropriate evidentiary support. Additionally, if the Examiner is relying upon "common knowledge" or "well known" principles to establish a rejection, Applicants request that a reference be provided in support of this position pursuant to M.P.E.P. § 2144.03. Furthermore, to the extent that the Examiner maintains any rejection based on an "Official Notice" or other information within the Examiner's personal knowledge, Applicants respectfully request that the Examiner cite a reference as documentary evidence in support of this position or provide an affidavit in accordance with M.P.E.P. § 2144.03 and 37 C.F.R. 1.104(d)(2).

CONCLUSION

Applicants have made an earnest attempt to place this case in condition for allowance. For the foregoing reasons and for other reasons clearly apparent, Applicants respectfully request reconsideration and full allowance of all pending claims.

If the Examiner feels that a telephone conference would advance prosecution of this application in any manner, the Examiner is invited to contact the Attorney for Applicants at the Examiner's convenience.

The Commissioner is hereby authorized to charge $100.00 for a one month extension of time to Deposit Account No. 02-0384 of Baker Botts, L.L.P. No other fees are believed to be due; however, the Commissioner is hereby authorized to charge any necessary fees or credit any overpayments to Deposit Account No. 02-0384 of Baker Botts, L.L.P.

Respectfully submitted,

BAKER BOTTS L.L.P.
Attorneys for Applicant



Bradley J. Birchfield
Reg. No. 65,521
Tel. 214-953-6570

Date: January 4, 2016

Correspondence Address:
Customer Number **05073**

Electronic Patent Application Fee Transmittal

Application Number:	13731742
Filing Date:	31-Dec-2012
Title of Invention:	Content Rendering Control System and Method
First Named Inventor/Applicant Name:	Brad Krassner
Filer:	David Gerald Wille/Sue LeRoy
Attorney Docket Number:	082097.0105

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

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

Duration Media Ex-1084

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Extension - 1 month with $0 paid	2251	1	100	100
Miscellaneous:				
			Total in USD ($)	**100**

Electronic Acknowledgement Receipt

EFS ID:	24520682
Application Number:	13731742
International Application Number:	
Confirmation Number:	8146
Title of Invention:	Content Rendering Control System and Method
First Named Inventor/Applicant Name:	Brad Krassner
Customer Number:	5073
Filer:	David Gerald Wille/Sue LeRoy
Filer Authorized By:	David Gerald Wille
Attorney Docket Number:	082097.0105
Receipt Date:	04-JAN-2016
Filing Date:	31-DEC-2012
Time Stamp:	18:20:52
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	$100
RAM confirmation Number	5570
Deposit Account	020384
Authorized User	BAKER & BOTTS, LLP

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

Charge any Additional Fees required under 37 CFR 1.16 (National application filing, search, and examination fees)

Charge any Additional Fees required under 37 CFR 1.17 (Patent application and reexamination processing fees)

Duration Media Ex-1084

Charge any Additional Fees required under 37 CFR 1.19 (Document supply fees)

Charge any Additional Fees required under 37 CFR 1.20 (Post Issuance fees)

Charge any Additional Fees required under 37 CFR 1.21 (Miscellaneous fees and charges)

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		0105AmdResp.PDF	818440 bba0d658dfd469a932c8e0de572e4fb80d6dd079	yes	20

Multipart Description/PDF files in .zip description		
Document Description	**Start**	**End**
Amendment/Req. Reconsideration-After Non-Final Reject	1	1
Claims	2	13
Applicant Arguments/Remarks Made in an Amendment	14	20

Warnings:

Information:

2	Fee Worksheet (SB06)	fee-info.pdf	30423 29360fa0c580516417e2ff7606168223e1971c3c	no	2

Warnings:

Information:

Total Files Size (in bytes):	848863

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

PTO/SB/06 (09-11)
Approved for use through 1/31/2014. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 13/731,742	Filing Date 12/31/2012	☐ 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 $ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X $ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT **01/04/2016**

	(Column 1) CLAIMS REMAINING AFTER AMENDMENT		(Column 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Column 3) PRESENT EXTRA	RATE ($)	ADDITIONAL FEE ($)
Total (37 CFR 1.16(i))	* 31	Minus	** 31	= 0	X $80 =	0
Independent (37 CFR 1.16(h))	* 4	Minus	***4	= 0	X $420 =	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

AMENDMENT

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

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

LIE
/DORRETTA BROOKS/

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.

UNITED STATES PATENT AND TRADEMARK OFFICE

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/731,742	12/31/2012	Brad Krassner	082097.0105	8146

5073 7590 12/09/2015

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2001 ROSS AVENUE
SUITE 600
DALLAS, TX 75201-2980

EXAMINER	
BURKE, TIONNA M	

ART UNIT	PAPER NUMBER
2176	

NOTIFICATION DATE	DELIVERY MODE
12/09/2015	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):

ptomail1@bakerbotts.com
ptomail2@bakerbotts.com

Applicant-Initiated Interview Summary	Application No.	Applicant(s)	
	13/731,742	KRASSNER ET AL.	
	Examiner	Art Unit	
	TIONNA BURKE	2176	

All participants (applicant, applicant's representative, PTO personnel):

(1) *TIONNA BURKE*. (3)_____.

(2) *Brad Birchfield*. (4)_____.

Date of Interview: *03 December 2015*.

Type: ☒ Telephonic ☐ Video Conference
☐ Personal [copy given to: ☐ applicant ☐ applicant's representative]

Exhibit shown or demonstration conducted: ☐ Yes ☒ No.
If Yes, brief description: _____.

Issues Discussed ☐101 ☐112 ☐102 ☒103 ☐Others
(For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: *73*.

Identification of prior art discussed: *Dutta*.

Substance of Interview
(For each issue discussed, provide a detailed description and indicate if agreement was reached. Some topics may include: identification or clarification of a reference or a portion thereof, claim interpretation, proposed amendments, arguments of any applied references etc...)

The Examiner and the Applicant discussed the prosecution history, the cited art and possible art such as 2009/0244020 to suggest comparing coordinates of the predefined area with browser coordinates. No agreement was reached.

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

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

☐ Attachment

/TIONNA BURKE/ Examiner, Art Unit 2176	

Summary of Record of Interview Requirements

Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record
A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews
Paragraph (b)

In every instance where reconsideration is requested in view of an interview with an examiner, a complete written statement of the reasons presented at the interview as warranting favorable action must be filed by the applicant. An interview does not remove the necessity for reply to Office action as specified in §§ 1.111, 1.135. (35 U.S.C. 132)

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

The action of the Patent and Trademark Office cannot be based exclusively on the written record in the Office if that record is itself incomplete through the failure to record the substance of interviews.

It is the responsibility of the applicant or the attorney or agent to make the substance of an interview of record in the application file, unless the examiner indicates he or she will do so. It is the examiner's responsibility to see that such a record is made and to correct material inaccuracies which bear directly on the question of patentability.

Examiners must complete an Interview Summary Form for each interview held where a matter of substance has been discussed during the interview by checking the appropriate boxes and filling in the blanks. Discussions regarding only procedural matters, directed solely to restriction requirements for which interview recordation is otherwise provided for in Section 812.01 of the Manual of Patent Examining Procedure, or pointing out typographical errors or unreadable script in Office actions or the like, are excluded from the interview recordation procedures below. Where the substance of an interview is completely recorded in an Examiners Amendment, no separate Interview Summary Record is required.

The Interview Summary Form shall be given an appropriate Paper No., placed in the right hand portion of the file, and listed on the "Contents" section of the file wrapper. In a personal interview, a duplicate of the Form is given to the applicant (or attorney or agent) at the conclusion of the interview. In the case of a telephone or video-conference interview, the copy is mailed to the applicant's correspondence address either with or prior to the next official communication. If additional correspondence from the examiner is not likely before an allowance or if other circumstances dictate, the Form should be mailed promptly after the interview rather than with the next official communication.

The Form provides for recordation of the following information:
- Application Number (Series Code and Serial Number)
- Name of applicant
- Name of examiner
- Date of interview
- Type of interview (telephonic, video-conference, or personal)
- Name of participant(s) (applicant, attorney or agent, examiner, other PTO personnel, etc.)
- An indication whether or not an exhibit was shown or a demonstration conducted
- An identification of the specific prior art discussed
- An indication whether an agreement was reached and if so, a description of the general nature of the agreement (may be by attachment of a copy of amendments or claims agreed as being allowable). Note: Agreement as to allowability is tentative and does not restrict further action by the examiner to the contrary.
- The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.

A complete and proper recordation of the substance of any interview should include at least the following applicable items:
1) A brief description of the nature of any exhibit shown or any demonstration conducted,
2) an identification of the claims discussed,
3) an identification of the specific prior art discussed,
4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
5) a brief identification of the general thrust of the principal arguments presented to the examiner,
   (The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
6) a general indication of any other pertinent matters discussed, and
7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicant's record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiner's version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, "Interview Record OK" on the paper recording the substance of the interview along with the date and the examiner's initials.

Duration Media Ex-1084

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/731,742	12/31/2012	Brad Krassner	082097.0105	8146

5073 7590 09/02/2015

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EXAMINER	
BURKE, TIONNA M	

ART UNIT	PAPER NUMBER
2176	

NOTIFICATION DATE	DELIVERY MODE
09/02/2015	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):

ptomail1@bakerbotts.com
ptomail2@bakerbotts.com

Office Action Summary	Application No. 13/731,742	Applicant(s) KRASSNER ET AL.	
	Examiner TIONNA BURKE	Art Unit 2176	AIA (First Inventor to File) Status No

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

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 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 *7/17/15*.

☐ 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) *73-77,88-92,95-98,100-103 and 105-117* is/are pending in the application.

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

6)☐ Claim(s) _____ is/are allowed.

7)☒ Claim(s) *73-77,88-92,95-98,100-103 and 105-117* 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 *12/31/12* 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 *7/17/15*.

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

4) ☐ Other: _____.

Duration Media Ex-1084

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

Applicant's Response

In the Applicant's Response dated 7/17/15, the Applicant added claim 117 and argued the claims previously rejected in the Office Action dated 5/27/15.

In light of the Applicant's amendments and remarks, the claims rejected under 35 USC 101 Rejections have been withdrawn.

Information Disclosure Statement

The information disclosure statement (IDS) submitted on 7/17/15 is in compliance with the provisions of 37 CFR 1.97. Accordingly, the information disclosure statement is being considered by the examiner.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of pre-AIA 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

Claims 73-77, 88-92, 103 and 106, 108-111 and 113-117 are rejected under pre-AIA 35 U.S.C. 102(b) as being anticipated by Dutta et al., United States Patent Publication 2004/0205651 (hereinafter "Dutta").

Claim 73:

Dutta discloses:

- *generate code for marking an area on a content page in which content is to be rendered* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches the application configured to track the users focus on the web page and transferring specific information related to the content of the user's focus via a network using the code embodied.
- *determine that a pre-defined area of the content page is within at least a portion of the visible area of a viewer's browser window on a display device by comparing coordinates of the pre-defined area with coordinates of the browser window* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches the application configured to track the users focus on the web page and transferring specific information related to the content of the user's focus via a network using the code embodied. The positions of the page are tracked and monitored. The focus of the user is constantly monitored to determine if the user is focused on a particular portion of the webpage that contains additional content.
- *in response provide instructions to:*
    - *retrieve one or more content files* (see figures 1-3 and paragraphs [0011], [0025], [0027], [0028]). Dutta teaches system servers, networks, content pages being remotely accessible, a browser application having a viewable window and area defined by the user focus on the screen*; and*

- *render the one or more content files in the marked area of the content page in which content is to be rendered* (see paragraphs [0009], [0010, figures 1-3). Dutta teaches the application may transmit a request to the server to transmit those particular files storing data specific for the client. The application may embody code to perform tracking based on the movement of the mouse or based on the area the user zoomed.

Claim 74:

Dutta discloses:

- *determining page coordinates of the pre-defined area* (see figures 1-3 and paragraphs [0011], [0025], [0027], [0028]). Dutta teaches a browser application having a viewable window and area defined by the user focus on the screen.
- *determining a scrolling position and coordinates of the browser window* (see paragraph [0035]). Dutta teaches tracking the user's in focus status on content of the page*; and*
- *determining that the page coordinates of the pre-defined area are within the determined scrolling position and coordinates of the browser window* (see paragraphs [0035] and [0036]). Dutta teaches monitoring the activity, the zoomed portion on the focused portion of the client on the main window being viewed.

Claim 75:

Dutta discloses:

- *the software is further operable to determine that the browser window is the primary window open on the display device* (see paragraphs [0035]-[0039]). Dutta teaches rendering the data in designated area when the browser is in the viewable area. The primary window is the window being focused on by the user*;*
- *the instructions to retrieve one or more content files and render the one or more content files in the marked area of the content page in which content page in which content is to be rendered are provided in response to the determination that the browser window is the primary window open on the display device* (see paragraphs [0035]-[0039]). Dutta teaches rendering the data in designated area when the browser is in the viewable area. The primary window is the window being focused on by the user.

Claim 76:

Dutta discloses:

- *wherein the pre-defined area is the same as the marked area on the content page in which content is to be rendered* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches the application configured to track the users focus on the web page and transferring specific information related to the content of the user's focus via a network using the code embodied.

Claim 77:

Dutta discloses:

- *a time period in which the area on the content page in which content is to be rendered is within the visible area of the browser window; a time period in which the browser window is the primary window open on the display device; a proportional extent to which the area on the content page in which content is to be rendered is within the visible area of the browser window; an indication of whether the browser window is obstructed from view on the display device by another application window; an identification of the viewer; a geographic location; a type of the browser; an identification of an operating system of the display device; a view event duration; a view event duration; a view event time; a content rendering frequency; a content rendering read; a viewer click-activity with respect to the one or more content files rendered in the marked area of the content page in which content is to be rendered; dimension of the visible area; dimension of the browser window; a scrolling position of the browser window; and an in-focus status of the browser window* (see paragraph [0036]). Dutta teaches monitoring the time period spent on the page, it monitors the activity, the zoomed portion on the focused portion of the client on the main window being viewed.

Claim 88:

Dutta discloses the limitations of claim 88 in Claim 73 including:

Dutta discloses:

- *receive a communication sent from a content page displayed in a browser window of a display device, the communication comprising a unique identifier associated with a content record stored in a database* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches retrieving the associated data corresponding to the identification code referenced and writing the information to the page;
- *access, from the database, the content record associated with the unique identifier* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches retrieving the associated data corresponding to the identification code referenced and writing the information to the page.
- *generate correlator code according to the content record* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches retrieving the associated data corresponding to the identification code referenced and generating code to write the information to the page.

Claim 89-92:

These claims are interpreted and rejected for the same reasons as Claims 74-77.

Claim 103:

Dutta discloses:

- *determining, by code executed by a computing system, that a pre-defined area of a content page is either at least partially within a visible area of an application*

window on a display device or is within a pre-defined distance outside of the visible area of the application by comparing coordinates of the pre-defined area with coordinates of the browser window (see paragraphs [0009]-[0010] and fig 5A and 5B). Dutta teaches tracking the focus of a user and if the user is focus on a particular portion of a webpage.

- *in response to determining that the pre-defined area is either at least partially within the visible area of the application or is within the pre-defined distance outside of the visible area of the application window, transmitting, by the code executed by the computing system, an indication that the pre-defined area is at least partially within the visible area of the application or is within the pre-defined distance outside of the visible area of the application window* (see paragraph [0038]). Dutta teaches determining the user is focused in the pre-defined area and transmitting an indication to the application to map the advertisement to the pre-defined area*;*

Claim 106:

Dutta discloses:

- *determining, by the code, a scrolling position of the application window on the display device* (see paragraph [0035]). Dutta teaches tracking the user's in focus status on content of the page*;*

Claim 108:

Dutta discloses:

- *determining page coordinates of the pre-defined area* (see figures 1-3 and paragraphs [0011], [0025], [0027], [0028]). Dutta teaches a browser application having a viewable window and area defined by the user focus on the screen.
- *determining a scrolling position and coordinates of the application window* (see paragraph [0035]). Dutta teaches tracking the user's in focus status on content of the page*; and*
- *determining that the page coordinates of the pre-defined area are at least partially within the determined scrolling position and coordinates of the application window* (see paragraphs [0035] and [0036]). Dutta teaches monitoring the activity, the zoomed portion on the focused portion of the client on the main window being viewed.

Claim 109:

Dutta discloses:

- *retrieving, by the code, one or more content files and rendering the one or more content files in the pre-defined area of the content page* (see paragraph [0036]). Dutta teaches determining if the user is focusing relatively close to a pre-defined area and if so transmitting advertisement or other content into the user's focus.

Claim 110:

Dutta discloses:

- *collecting, by the code, data from the application window, the data comprising one or more of: an operating system running on the display device; a type of a browser; a version of a browser; and a list of other content already rendered on the content page* (see paragraph [0013]). Dutta teaches a list of other components on the page.

Claim 111:

Dutta discloses:

- *wherein the code determines that the pre-defined area of the content page is either at least partially within the visible area of the application on the display device or is within the pre-defined distance outside of the visible area of the application before application is rendered within the pre-defined area of the content page* (see paragraphs [0036]-[0038]). Dutta teaches determining if the user is focusing relatively close to a pre-defined area and if so transmitting advertisements or other content into the user's focus.

Claim 113:

Dutta discloses:

- *wherein transmitting the indication that the pre-defined area is at least partially within the visible area of the application window or is within the pre-defined distance outside of the visible area of the application window comprises transmitting the indication to another computer system* (see paragraphs [0038]

and [0039]). Dutta teaches transmitting a request for information, in response to the user focusing on a particular portion, to render on the webpage for the user.

Claim 114:

Dutta discloses:

- *wherein the one or more content files are operable, when rendered in the pre-defined area of the content page, to display one or more of: one or more advertisements; a video; one or more image; and text* (see abstract). Dutta teaches advertisement or other information.

Claim 115:

Dutta discloses:

- *wherein the application window is a browser window and coordinates of the application window comprise dimensional coordinates of the browser window and scrolling position coordinates of the browser window* (see figures 1-3 and paragraphs [0011], [0025]-[0036]). Dutta teaches a browser application having a viewable window and area defined by the user focus on the screen. Dutta teaches tracking the user's in focus status on content of the page including the location. Dutta teaches monitoring the activity, the zoomed portion on the focused portion of the client on the main window being viewed.

Claim 116:

Dutta discloses:

- *wherein the one or more content files are operable, when rendered in the pre-defined area of the content page, to display one or more of: one or more advertisements; a video; one or more image; and text* (see abstract). Dutta teaches advertisement or other information.

Claim 117:

Dutta discloses:

- *wherein the software is further operable to determine an amount of time that the one or more rendered content files are at least partially visible in the viewer's browser window on the display device* (see paragraph [0036]). Dutta teaches monitoring the time period spent on the page, it monitors the activity, the zoomed portion on the focused portion of the client on the main window being viewed.

Claim Rejections - 35 USC § 103

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

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

Claims 95-98, 100-102 and 105 are rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Dutta, in view of Kofman, "Implementing Dynamic Scroll with Ajax, JavaScript, and XML," June 6, 2007, (hereinafter, "Kofman").

Claim 95:

Dutta discloses the limitations of claim 88 in Claim 73 including:

Dutta discloses:

- *a database operable to store a plurality of content records, each content record associated with a content page* (see paragraphs [0009], [0010] and [0024]). Dutta teaches an electronic database for storing records identifying the electronic pages and multiple rendering areas.
    - *a unique identifier* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches retrieving the associated data corresponding to the identification code referenced and writing the information to the page.
    - *an indication of an area on the associated content page in which to render content* (see paragraph [0009]). Dutta teaches indicating an area of interest to the user by the user focusing in on an area.
- *a processor communicatively coupled to the memory and operable to* (see Claim 21)*:*
    - *access a particular content record associated with a particular content page* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]).

Dutta teaches retrieving the associated data corresponding to the identification code referenced and writing the information to the page.

- *access, using the unique identifier of the particular content from the request, the particular content record* (see figures 1-3 and paragraphs [0009], [0010], [0032] and [0033]). Dutta teaches retrieving the associated data corresponding to the identification code referenced and writing the information to the page.

Dutta fails to expressly disclose:

- *generate, based on the particular content record, a tag for placement on the particular content page, the tag comprising the unique identifier of the particular content record;*
- *receive a request generated when a viewer views the particular content page with the tag in a browser window displayed on a display device, the request comprising the unique identifier of the particular content record from the tag;*

Kofman discloses:

- *generate, based on the particular content record, a tag for placement on the particular content page, the tag comprising the unique identifier of the particular content record* (see page 8). Kofman teaches tags are inserts upon fetch of a

function. The request is received and when the page is fetch, the tags are included to identify the content*;*

- *receive a request generated when a viewer views the particular content page with the tag in a browser window displayed on a display device, the request comprising the unique identifier of the particular content record from the tag* (see page 8). Kofman teaches tags are inserts upon fetch of a function. The request is received and when the page is fetch, the tags are included to identify the content.

Accordingly, it would have been obvious to one having ordinary skill in the art at the time of the invention was made to modify the method disclosed by Dutta to include:

- *generate, based on the particular content record, a tag for placement on the particular content page, the tag comprising the unique identifier of the particular content record;*
- *receive a request generated when a viewer views the particular content page with the tag in a browser window displayed on a display device, the request comprising the unique identifier of the particular content record from the tag.*

for the purpose of convenience in implementing pages with a plurality of content, as taught by Kofman.

Claim 96, 97, 101:

These claims are interpreted and rejected for the same reasons as Claims 76, 74 and 75, respectively.

Claim 98, 102:

Dutta discloses:

- *determine that the pre-defined area is within a pre-defined distance of the visible area of the browser window, wherein the one or more instructions are provided in response to determining that the pre-defined area is within the pre-defined distance of the visible area of the browser window* (see paragraph [0036]). Dutta teaches determining if the user is focusing relatively close to a pre-defined area and if so transmitting advertisement or other content into the user's focus.

Claim 100:

Dutta discloses:

- *the correlator code to collect data from the browser window comprising one or more of: an operating system of a device displaying the browser window; a type of browser; a version of the browser; and a list of other content already rendered on the webpage* (see paragraph [0013]). Dutta teaches a list of other components on the page.

Claim 101:

Dutta discloses:

- *wherein the collected data is transmitted on a real-time basis* (see paragraph [0036]). Dutta teaches monitoring the time period spent on the page, it monitors

the activity, the zoomed portion on the focused portion of the client on the main window being viewed.

Claim 105:

Dutta fails to expressly disclose:

- *wherein the code comprises code embedded in the content page;*

Kofman discloses:

- *wherein the code comprises code embedded in the content page* (see page 1). Kofman teaches the webpage using JavaScript and AJAX objects embedded in the webpage to perform functions.

Accordingly, it would have been obvious to one having ordinary skill in the art at the time of the invention was made to modify the method disclosed by Dutta to include:

- *wherein the code comprises code embedded in the content page.*

for the purpose of convenience in implementing pages with a plurality of content, as taught by Kofman.

Claim 107 is rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Dutta, in view of Meyers et al., United States Patent Publication 2002/0087403 (hereinafter “Meyers”).

Claim 107:

Dutta fail to expressly disclose:

- *determining, by the code, a percentage of the pre-defined area that is at least partially within the visible area of the browser window;*

Meyers discloses:

- *determining, by the code, a percentage of the pre-defined area that is at least partially within the visible area of the browser window* (see Abstract). Meyers teaches determining whether to charge for the advertisement based on the percentage of the advertisement is on visible area of the browser*;*

Accordingly, it would have been obvious to one having ordinary skill in the art at the time of the invention was made to modify the method disclosed by Dutta to include:

- *determining, by the code, a percentage of the pre-defined area that is at least partially within the visible area of the browser window.*

for the purpose of efficiently determining the percentage of advertisement visible, as taught by Meyers.

Claim 112 is rejected under pre-AIA 35 U.S.C. 103(a) as being unpatentable over Dutta, in view of Perlmutter, United States Patent Publication 2005/0108095.

Claim 112:

Dutta fails to expressly disclose:

- *wherein transmitting the indication that the pre-defined area is at least partially within the visible area of the application window or is within the pre-defined distance outside of the visible area of the application window comprises transmitting the indication to be stored in one or more cookies on the computing system*.

Perlmutter discloses:

- *wherein transmitting the indication that the pre-defined area is at least partially within the visible area of the application window or is within the pre-defined distance outside of the visible area of the application window comprises transmitting the indication to be stored in one or more cookies on the computing system* (see paragraph [0048]). Perlmutter teaches transmitting an indication in the advertisement was partially visible and played on the webpage*;*

Accordingly, it would have been obvious to one having ordinary skill in the art at the time of the invention was made to modify the method disclosed by Dutta to include:

- *wherein transmitting the indication that the pre-defined area is at least partially within the visible area of the application window or is within the pre-defined distance outside of the visible area of the application window comprises transmitting the indication to be stored in one or more cookies on the computing system.*

for the purpose of efficiently determining the metrics about content in viewable space, as taught by Perlmutter.

Response to Arguments

Applicant's arguments filed 7/17/15 have been fully considered but they are not persuasive.

Claims 73, 88, 95, 103:

Applicant argues *the proposed Dutta-Shrivathsan combination fails to disclose, teach, or suggest at least the following features recited in Claim 73.*

The Examiner disagrees.

Dutta teaches a typical hardware configuration having a computer processor, system servers, networks, content pages being remotely accessible, a browser application having a viewable window and area defined by the user focus on the screen. Dutta teaches the application may transmit a request to the server to transmit those particular files storing data specific for the client. The application may embody code to perform tracking based on the movement of the mouse or based on the area the user zoomed. Dutta teaches retrieving the associated data corresponding to the identification code referenced and writing the information to the page. The application configured to track the users focus on the web page and transferring specific information related to the content of the user's focus via a network using the code embodied. Dutta teaches retrieving information from said browser application and determining whether the rendering area is the focusing area of the client. The positions of the page are tracked

and monitored. The focus of the user is constantly monitored to determine if the user is focused on a particular portion of the webpage that contains additional content. Thus, Dutta discloses the limitation.

Claims 74, 89, 97, 108:

Applicant argues *the proposed Dutta-Shrivathsan combination fails to disclose, teach, or suggest at least the following features recited in Claim 74 "determining a scrolling position and coordinates of the browser window".*

The Examiner disagrees.

Dutta teaches a browser application having a viewable window and area defined by the user focus on the screen. Dutta teaches tracking the user's in focus status on content of the page. Dutta teaches monitoring the activity, the zoomed portion on the focused portion of the client on the main window being viewed (see figures 1-3 and paragraphs [0011], [0025], [0027], [0028], [0035], [0036]). The positions of the page are tracked and monitored. The focus of the user is constantly monitored to determine if the user is focused on a particular portion of the webpage that contains additional content. The user's position of focus is compared to the content on that position of the webpage. Thus, Dutta discloses the limitation.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to TIONNA BURKE whose telephone number is (571)270-7259. The examiner can normally be reached on Mon-Thur 8:00am - 5pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kavita Padmanabhan can be reached on (571) 272-8352. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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

/TIONNA BURKE/
Examiner, Art Unit 2176
8/27/15

PTO/SB/08 **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**	**Application Number:** 13/731,742		**First Named Inventor:** Brad Krassner
	Attorney Docket No: 082097.0105	**Art Unit:** 2176 **confirm** 8146	**Filing Date:** **12/31/2012**

ISSUED U.S. PATENTS AND PUBLISHED U.S. APPLICATIONS				
		DOCUMENT NUMBER	**PUBLICATION OR ISSUE DATE**	**FIRST NAMED INVENTOR**
	A.			
	B.			
	C.			

UNPUBLISHED U.S. APPLICATIONS				
		DOCUMENT NUMBER	**FILING DATE**	**FIRST NAMED INVENTOR**
	D.			
	E.			

FOREIGN PATENT DOCUMENTS					
		DOCUMENT NUMBER	**PUBLICATION OR ISSUE DATE**	**COUNTRY**	**TRANSLATION (YES OR NO)**
	F.				
	G.				

NON-PATENT LITERATURE (NPL)			
		DOCUMENT (Including Author, Title, Source, and Pertinent Pages)	**DATE**
	H.	"Endless Pageless: Keep scrolling for more content," November 9, 2006, available at: http://ajaxian.com/archives/endless-pageless-keep-scrolling-for-more-content	11/09/2006
	I.	PTO communication to Rule 312	12/12/2012
	J.	Notice of Non-Compliant Amendment	06/05/2014
	K.	Response to Notice of Non-Compliant Amendment	08/05/2014
	L.	USPTO Non-final Office Action	10/30/2014
	M.	Amendment Response to Non-Final OA	03/02/2015
	N.	USPTO Final Office Action	06/19/2015
	O.	Australian Government - IP Australia, OA dated 5 June 2015, re: Patent Examination Report No. 1, Application No. 2009327529, Ref. No. 99493 (from foreign 082097.0125)	06/05/2015

EXAMINER /Tionna Smith/	DATE CONSIDERED 08/12/2015

EXAMINER: Initial if citation 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 the applicant.

EAST Search History

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	8917	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/08/27 13:48
L2	3538	G06f17/30.cpc.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/08/27 13:48
L3	6	compar$6 near2 coordinat$4 near3 (area$2 or section$3 or region$2) near3 (browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/08/27 13:49
L4	14	compar$6 near2 (coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) near3 (browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/08/27 13:50
L5	144	compar$6 near2 (coordinat$4 or dimension$2) with (area$2 or section$3 or region$2) with (browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/08/27 13:51
L6	38	compar$6 near2 (coordinat$4 or dimension$2) with (area$2 or section$3 or region$2) with (browser or web$6 or window$2) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/08/27 13:51
S1	6279	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/05 11:49
S2	1	"12589321"	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/05 11:49
S3	1	2004/0205651	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/05 11:51
S4	1	"20040205651"	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/05 11:51

S5	1823	correlator near2 code	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/08 10:17
S6	3	correlator near2 code with browser	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/08 11:18
S7	3	correlator near2 code with display	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/08 11:18
S8	3	correlator near2 code with display$3	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/08 11:18
S9	2	generat$5 with correlator near2 code with display$3	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/08 11:40
S10	575	generat$5 with correlator near2 code	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/08 11:41
S11	56	div near2 layer$1	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/12 11:17
S12	2	div near2 layer$1 with placement$1	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/12 11:17
S13	0	div near2 layers with placement$1	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/12 11:18
S14	6	div near2 layers	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/03/12 11:18
S15	6467	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/06/19 09:29
S16	6486	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/07/03 16:03

Duration Media Ex-1084

S17	52	generat$5 with correlator near2 code with (monitor$5 or track$5)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/07/03 16:03
S18	1	generat$5 with correlator near2 code with (monitor$5 or track$5) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/07/03 16:04
S19	26	div near2 layer$1 and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/07/03 16:04
S20	3	generat$5 with correlator near2 code same render$5	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/07/03 16:05
S21	114	(multiple or plurality) near2 render$4 near2 area$1	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2012/08/20 15:37
S31	7237	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/07/24 11:40
S32	4	correlator near2 code with browser	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/07/24 11:40
S33	431	render$5 near2 (pre$4defin$3)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/07/24 11:42
S34	6	render$5 near2 (pre$4defin$3) near2 area$2 with web$5	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/07/24 11:42
S35	7476	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/11/04 13:42
S36	230	percent$6 with (pre$2defin$4 or mark$3) with (browser or web$7)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/11/04 13:43
S37	22	percent$6 with (pre$2defin$4 or mark$3) with (browser or web$7) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/11/04 13:43

S38	6	percent$6 near2 (pre$2defin$4 or mark$3) with (browser or web$7) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/11/04 13:52
S39	1	percent$6 near2 (pre$2defin$4 or mark$3) with (browser or web$7) with visibl$5	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/11/04 13:55
S40	6	percent$6 near2 (area$2 or fragment$2 or part$2) with (browser or web$7) with visibl$5	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2013/11/04 13:57
S41	7894	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/27 15:18
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S43	6	compar$6 near2 coordinat$4 near3 (area$2 or section$3 or region$2) near3 (browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/28 10:04
S44	14	compar$6 near2 (coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) near3 (browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/29 08:23
S45	7	compar$6 near2 (coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) near3 (browser or web$6 or window$2) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/29 08:23
S46	43	compar$6 near2 (coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) with(browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/29 08:24
S47	5321	(coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) with(browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/29 08:24
S48	5321	(coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) with (browser or web$6 or window$2)	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/29 08:24
S49	587	(coordinat$4 or dimension$2) near3 (area$2 or section$3 or region$2) with(browser or web$6 or window$2) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/29 08:24
S50	7901	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2014/04/29 08:25
S51	8786	715/234.ccls.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 12:47

S52	3570	G06f17/30.cpc.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 12:59
S53	1442	(coordinat$4 or dimension$2 or distance or location) near3 (area$2 or section$3 or region$2) with(browser or web$6 or window$2) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 12:59
S54	20	(coordinat$4 or dimension$2 or distance or location) near3 (pre$2defin$4) near2 (area$2 or section$3 or region$2) with(browser or web$6 or window$2) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 13:02
S55	53	(coordinat$4 or dimension$2 or distance or location) near3 (pre$2defin$4 or pre$2determin$5) near2 (area$2 or section$3 or region$2) with(browser or web$6 or window$2) and "715".clas.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 13:02
S56	0	(coordinat$4 or dimension$2 or distance or location) near3 (pre$2defin$4 or pre$2determin$5) near2 (area$2 or section$3 or region$2) with(browser or web$6 or window$2) same percent$5	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 13:03
S57	33	(coordinat$4 or dimension$2 or distance or location) near3 (pre$2defin$4 or pre$2determin$5) near2 (area$2 or section$3 or region$2) with(browser or web$6 or window$2) and percent$5	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 13:04
S58	10	(coordinat$4 or dimension$2 or distance or location) near3 (pre$2defin$4 or pre$2determin$5) near2 (area$2 or section$3 or region$2) with(browser or web$6 or window$2) and cookie$2	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2015/05/21 13:04

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S22	6606	715/234.ccls.	US-PGPUB; USPAT; UPAD	OR	OFF	2012/08/20 15:37
S23	3	generat$5 with correlator near2 code same render$5	US-PGPUB; USPAT; UPAD	OR	OFF	2012/08/20 15:37
S24	3	generat$5 with correlator near2 code same render$5	US-PGPUB; USPAT; UPAD	OR	OFF	2012/08/20 15:41
S25	51	generat$5 with correlator near2 code with (monitor$5 or track$5)	US-PGPUB; USPAT; UPAD	OR	OFF	2012/08/20 15:41
S26	2	generat$5 with correlator near2 code with display$3	US-PGPUB; USPAT; UPAD	OR	OFF	2012/08/20 15:41
S27	1	generat$5 with correlator near2 code with (monitor$5 or track$5) and "715".clas.	US-PGPUB; USPAT; UPAD	OR	OFF	2012/08/20 15:41
S28	26	div near2 layer$1 and "715".clas.	US-PGPUB;	OR	OFF	2012/08/20

			USPAT; UPAD			15:42
S29	112	(multiple or plurality) near2 render$4 near2 area$1	US-PGPUB; USPAT; UPAD	OR	OFF	2012/08/20 15:46
S30	21	(multiple or plurality) near2 render$4 near2 area$1 and "715".clas.	US-PGPUB; USPAT; UPAD	OR	OFF	2012/08/20 15:46

8/27/2015 1:52:27 PM
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Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13731742	KRASSNER ET AL.
	Examiner	Art Unit
	TIONNA BURKE	2176

CPC- SEARCHED		
Symbol	Date	Examiner
G06f17/30	5/21/15	TB
G06F17/30	8/27/15	TB

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner
715	243	7/24/13	TS
715	243	11/4/13	TS
715	243	4/29/14	TB
715	243	5/21/15	TB
715	243	8/27/15	TB

SEARCH NOTES		
Search Notes	Date	Examiner
see search history attached (see EAST Search History)	7/24/13	TS
see search history attached (see EAST Search History)	11/4/13	TS
see search history attached (see EAST Search History)	4/29/14	TB
see search history attached (see EAST Search History)	5/21/15	TB
see search history attached (see EAST Search History)	8/27/15	TB

INTERFERENCE SEARCH			
US Class/ CPC Symbol	US Subclass / CPC Group	Date	Examiner

/TIONNA BURKE/ Examiner.Art Unit 2176	

Index of Claims	Application/Control No.	Applicant(s)/Patent Under Reexamination
	13731742	KRASSNER ET AL.
	Examiner	**Art Unit**
	TIONNA BURKE	2176

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

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

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	13731742	KRASSNER ET AL.
	Examiner	**Art Unit**
	TIONNA BURKE	2176

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
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CLAIM		DATE								
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