



# UNITED STATES PATENT AND TRADEMARK OFFICE

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Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
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| APPLICATION NUMBER | FILING OR 371(C) DATE | FIRST NAMED APPLICANT | ATTY. DOCKET NO./TITLE |
|--------------------|-----------------------|-----------------------|------------------------|
| 13/914,870         | 06/11/2013            | Jonathan S. Steuer    | 10004-2000103          |

**CONFIRMATION NO. 1217**

## ABANDONMENT/TERMINATION LETTER



51417  
Mauriel Kapouytian Woods LLP  
27 W. 24th Street  
Suite #302  
New York, NY 10010

Date Mailed: 02/18/2014

### NOTICE OF ABANDONMENT UNDER 37 CFR 1.53 (f) OR (g)

The above-identified application is abandoned for failure to timely or properly reply to the Notice to File Missing Parts (Notice) mailed on 07/10/2013.

- No reply was received.

If a complete reply to the notice was previously filed by applicant within the time period set forth in the notice, applicant may request for reconsideration of the holding of abandonment within 2 months from the mailing of this notice of abandonment by filing a petition to withdraw the holding of abandonment under 37 CFR 1.181(a). No petition fee is required. The petition must be accompanied by a true copy of the originally filed reply and the item(s) identified in one of the following:

1. A properly itemized date-stamped postcard receipt (see MPEP § 503);
2. If the originally filed reply included a certificate of mailing or transmission in compliance with 37 CFR 1.8(a), a copy of the certificate of mailing or transmission and a statement in compliance with 37 CFR 1.8(b) (see MPEP § 512); or
3. If the reply was filed via "Express Mail", (now "Priority Mail Express"), a submission satisfying the requirements of 37 CFR 1.10(e) including, for example, a copy of the "Express Mail" mailing label showing the "date-in" (or "date accepted") (see MPEP § 513).

A petition under 37 CFR 1.137 may be filed requesting that the application be revived.

Under 37 CFR 1.137, a petition requesting that the application be revived on the grounds of UNINTENTIONAL DELAY must be filed promptly after the applicant becomes aware of the abandonment and such petition must be accompanied by: (1) the reply required to the outstanding Office action or notice, unless previously filed; (2) the petition fee set forth in 37 CFR 1.17(m); (3) a terminal disclaimer (and fee set forth in 37 CFR 1.20(d)) if required by 37 CFR 1.137(d); and (4) a statement that the entire delay in filing the required reply from the due date for the reply until the filing of a grantable petition was unintentional. See MPEP 711.03(c) and Form PTO/SB/64.

Any questions concerning petitions to revive should be directed to the Office of Petitions at (571) 272-3282. Petitions should be mailed to Mail Stop Petitions, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

A copy of this notice MUST be returned with the reply.

/zretta/

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

|                                                                        |                                     |                                                  |
|------------------------------------------------------------------------|-------------------------------------|--------------------------------------------------|
| <b>PETITION FOR EXTENSION OF TIME UNDER 37 CFR 1.136(a)</b>            |                                     | Docket Number (Optional)<br><b>10004-2000103</b> |
| Application Number<br><b>13/914,870</b>                                | Filed<br><b>June 11, 2013</b>       |                                                  |
| For<br><b>MEDIA USAGE MONITORING AND MEASUREMENT SYSTEM AND METHOD</b> |                                     |                                                  |
| Art Unit<br><b>2447</b>                                                | Examiner<br><b>Not Yet Assigned</b> |                                                  |

This is a request under the provisions of 37 CFR 1.136(a) to extend the period for filing a reply in the above-identified application.

The requested extension and fee are as follows (check time period desired and enter the appropriate fee below):

|                                                                     | <u>Fee</u> | <u>Small Entity Fee</u> | <u>Micro Entity Fee</u> |                |
|---------------------------------------------------------------------|------------|-------------------------|-------------------------|----------------|
| <input type="checkbox"/> One month (37 CFR 1.17(a)(1))              | \$200      | \$100                   | \$50                    | \$ _____       |
| <input type="checkbox"/> Two months (37 CFR 1.17(a)(2))             | \$600      | \$300                   | \$150                   | \$ _____       |
| <input type="checkbox"/> Three months (37 CFR 1.17(a)(3))           | \$1,400    | \$700                   | \$350                   | \$ _____       |
| <input type="checkbox"/> Four months (37 CFR 1.17(a)(4))            | \$2,200    | \$1,100                 | \$550                   | \$ _____       |
| <input checked="" type="checkbox"/> Five months (37 CFR 1.17(a)(5)) | \$3,000    | \$1,500                 | \$750                   | \$ <b>1500</b> |

☒ Applicant asserts small entity status. See 37 CFR 1.27.  
☐ Applicant certifies micro entity status. See 37 CFR 1.29.  
     Form PTO/SB/15A or B or equivalent must either be enclosed or have been submitted previously.  
☐ A check in the amount of the fee is enclosed.  
☐ Payment by credit card. Form PTO-2038 is attached.  
☐ The Director has already been authorized to charge fees in this application to a Deposit Account.  
☒ The Director is hereby authorized to charge any fees which may be required, or credit any overpayment, to  
     Deposit Account Number 504242.  
☒ Payment made via EFS-Web.

**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.**

I am the

☐ applicant.  
☒ attorney or agent of record. Registration number 44,226.  
☐ attorney or agent acting under 37 CFR 1.34. Registration number \_\_\_\_\_.

/Michael Mauriel/ Reg. No. 44,226  
 Signature

February 7, 2014  
 Date

Michael Mauriel; Reg. No. 44,226  
 Typed or printed name

212-529-5131  
 Telephone Number

**NOTE:** This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications. Submit multiple forms if more than one signature is required, see below\*.

|                                                                              |
|------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> * Total of <u>1</u> forms are submitted. |
|------------------------------------------------------------------------------|

This collection of information is required by 37 CFR 1.136(a). The information is required to obtain or retain a benefit by the public, which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 6 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Mail Stop PCT, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

## Privacy Act Statement

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

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

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

| Electronic Patent Application Fee Transmittal  |                 |                                                          |               |                             |
|------------------------------------------------|-----------------|----------------------------------------------------------|---------------|-----------------------------|
| <b>Application Number:</b>                     |                 | 13914870                                                 |               |                             |
| <b>Filing Date:</b>                            |                 | 11-Jun-2013                                              |               |                             |
| <b>Title of Invention:</b>                     |                 | MEDIA USAGE MONITORING AND MEASUREMENT SYSTEM AND METHOD |               |                             |
| <b>First Named Inventor/Applicant Name:</b>    |                 | Jonathan S. Steuer                                       |               |                             |
| <b>Filer:</b>                                  |                 | Michael John Mauriel                                     |               |                             |
| <b>Attorney Docket Number:</b>                 |                 | 10004-2000103                                            |               |                             |
| Filed as Small Entity                          |                 |                                                          |               |                             |
| <b>Utility under 35 USC 111(a) Filing Fees</b> |                 |                                                          |               |                             |
| <b>Description</b>                             | <b>Fee Code</b> | <b>Quantity</b>                                          | <b>Amount</b> | <b>Sub-Total in USD(\$)</b> |
| <b>Basic Filing:</b>                           |                 |                                                          |               |                             |
| <b>Pages:</b>                                  |                 |                                                          |               |                             |
| <b>Claims:</b>                                 |                 |                                                          |               |                             |
| <b>Miscellaneous-Filing:</b>                   |                 |                                                          |               |                             |
| <b>Petition:</b>                               |                 |                                                          |               |                             |
| <b>Patent-Appeals-and-Interference:</b>        |                 |                                                          |               |                             |
| <b>Post-Allowance-and-Post-Issuance:</b>       |                 |                                                          |               |                             |
| <b>Extension-of-Time:</b>                      |                 |                                                          |               |                             |
| Extension - 5 months with \$0 paid             | 2255            | 1                                                        | 1500          | 1500                        |

| Description              | Fee Code | Quantity | Amount | Sub-Total in<br>USD(\$) |
|--------------------------|----------|----------|--------|-------------------------|
| <b>Miscellaneous:</b>    |          |          |        |                         |
| <b>Total in USD (\$)</b> |          |          |        | <b>1500</b>             |

| Electronic Acknowledgement Receipt          |                                                          |
|---------------------------------------------|----------------------------------------------------------|
| <b>EFS ID:</b>                              | 18151668                                                 |
| <b>Application Number:</b>                  | 13914870                                                 |
| <b>International Application Number:</b>    |                                                          |
| <b>Confirmation Number:</b>                 | 1217                                                     |
| <b>Title of Invention:</b>                  | MEDIA USAGE MONITORING AND MEASUREMENT SYSTEM AND METHOD |
| <b>First Named Inventor/Applicant Name:</b> | Jonathan S. Steuer                                       |
| <b>Customer Number:</b>                     | 51417                                                    |
| <b>Filer:</b>                               | Michael John Mauriel                                     |
| <b>Filer Authorized By:</b>                 |                                                          |
| <b>Attorney Docket Number:</b>              | 10004-2000103                                            |
| <b>Receipt Date:</b>                        | 07-FEB-2014                                              |
| <b>Filing Date:</b>                         | 11-JUN-2013                                              |
| <b>Time Stamp:</b>                          | 18:05:37                                                 |
| <b>Application Type:</b>                    | Utility under 35 USC 111(a)                              |

### Payment information:

|                                          |                           |
|------------------------------------------|---------------------------|
| Submitted with Payment                   | yes                       |
| Payment Type                             | Electronic Funds Transfer |
| Payment was successfully received in RAM | \$1500                    |
| RAM confirmation Number                  | 4891                      |
| Deposit Account                          |                           |
| Authorized User                          |                           |

### File Listing:

| Document Number | Document Description | File Name | File Size(Bytes)/ Message Digest | Multi Part /.zip | Pages (if appl.) |
|-----------------|----------------------|-----------|----------------------------------|------------------|------------------|
|-----------------|----------------------|-----------|----------------------------------|------------------|------------------|

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                      |                       |                                                   |    |   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------------------|---------------------------------------------------|----|---|
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Extension of Time    | 1000420000103_Ext.pdf | 501163<br>1b2342237efd6ce24b862cf2b12926c14578ee1 | no | 2 |
| <b>Warnings:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                       |                                                   |    |   |
| <b>Information:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                      |                       |                                                   |    |   |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Fee Worksheet (SB06) | fee-info.pdf          | 30030<br>e1b16afde4fe792f47c1abbdecf5507bad4e68bf | no | 2 |
| <b>Warnings:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                      |                       |                                                   |    |   |
| <b>Information:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                      |                       |                                                   |    |   |
| <b>Total Files Size (in bytes):</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                      |                       | 531193                                            |    |   |
| <p><b>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.</b></p> <p><b><u>New Applications Under 35 U.S.C. 111</u></b><br/> 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.</p> <p><b><u>National Stage of an International Application under 35 U.S.C. 371</u></b><br/> 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.</p> <p><b><u>New International Application Filed with the USPTO as a Receiving Office</u></b><br/> 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.</p> |                      |                       |                                                   |    |   |



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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 |
|--------------------|-----------------------|-----------------------|------------------------|
| 13/914,870         | 06/11/2013            | Jonathan S. Steuer    | 10004-2000103          |

**CONFIRMATION NO. 1217**

**POA ACCEPTANCE LETTER**

51417  
Mauriel Kapouytian & Treffert LLP  
27 W. 24th Street  
Suite #302  
New York, NY 10010



\*OC000000062361291\*

Date Mailed: 07/10/2013

## NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 06/11/2013.

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.

/dberios/

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



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| APPLICATION NUMBER | FILING OR 371(C) DATE | FIRST NAMED APPLICANT | ATTY. DOCKET NO./TITLE |
|--------------------|-----------------------|-----------------------|------------------------|
| 13/914,870         | 06/11/2013            | Jonathan S. Steuer    | 10004-2000103          |

**CONFIRMATION NO. 1217**

## FORMALITIES LETTER



\*OC000000062361647\*

51417

Mauriel Kapouytian & Treffert LLP  
27 W. 24th Street  
Suite #302  
New York, NY 10010

Date Mailed: 07/10/2013

## NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

*Filing Date Granted*

### Items Required To Avoid Abandonment:

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

- The statutory basic filing fee is missing.

*Applicant must submit \$70 to complete the basic filing fee for a small entity.*

The applicant needs to satisfy supplemental fees problems indicated below.

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

- Additional claim fees of \$ **2090** as a small entity, including any required multiple dependent claim fee, are required. Applicant must submit the additional claim fees or cancel the additional claims for which fees are due.
- A surcharge (for late submission of the basic filing fee, search fee, examination fee or inventor's oath or declaration) as set forth in 37 CFR 1.16(f) of \$ **70** for a small entity in compliance with 37 CFR 1.27, must be submitted.

### SUMMARY OF FEES DUE:

Total fee(s) required within **TWO MONTHS** from the date of this Notice is \$ **2890** for a small entity

- \$ **70** Statutory basic filing fee.
- \$ **70** Surcharge.
- The application search fee has not been paid. Applicant must submit \$ **300** to complete the search fee.
- The application examination fee has not been paid. Applicant must submit \$ **360** to complete the examination fee for a small entity in compliance with 37 CFR 1.27.
- Total additional claim fee(s) for this application is \$ **2090**
  - \$ **1890** for **9** independent claims over 3.
  - \$ **200** for **5** total claims over 20.

### Items Required To Avoid Processing Delays:

Applicant is notified that the above-identified application contains the deficiencies noted below. No period for reply is set forth in this notice for correction of these deficiencies. However, if a deficiency relates to the inventor's oath or declaration, the applicant must file an oath or declaration in compliance with 37 CFR 1.63, or a substitute statement in compliance with 37 CFR 1.64, executed by or with respect to each actual inventor no later than the expiration of the time period set in the "Notice of Allowability" to avoid abandonment. See 37 CFR 1.53(f).

- A properly executed inventor's oath or declaration has not been received for the following inventor(s):

Jonathan S. Steuer

Christopher W. Otto

Applicant may submit the inventor's oath or declaration at any time before the Notice of Allowance and Fee(s) Due, PTOL-85, is mailed.

Replies must be received in the USPTO within the set time period or must include a proper Certificate of Mailing or Transmission under 37 CFR 1.8 with a mailing or transmission date within the set time period. For more information and a suggested format, see Form PTO/SB/92 and MPEP 512.

Replies should be mailed to:

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

Registered users of EFS-Web may alternatively submit their reply to this notice via EFS-Web.

<https://sportal.uspto.gov/authenticate/AuthenticateUserLocalEPF.html>

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

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

/tnguyen/

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



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
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| APPLICATION<br>NUMBER | FILING or<br>371(c) DATE | GRP ART<br>UNIT | FIL FEE REC'D | ATTY. DOCKET NO | TOT CLAIMS | IND CLAIMS |
|-----------------------|--------------------------|-----------------|---------------|-----------------|------------|------------|
| 13/914,870            | 06/11/2013               | 2447            | 0.00          | 10004-2000103   | 25         | 12         |

CONFIRMATION NO. 1217

51417

Mauriel Kapouytian & Treffert LLP  
27 W. 24th Street  
Suite #302  
New York, NY 10010

FILING RECEIPT



Date Mailed: 07/10/2013

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)

Jonathan S. Steuer, New York, NY;  
Christopher W. Otto, Fremont, CA;

Applicant(s)

Anonymous Media Research, LLC, New York, NY

**Power of Attorney:** The patent practitioners associated with Customer Number 51417

**Domestic Priority data as claimed by applicant**

This application is a CON of 12/954,604 11/24/2010 ABN  
which is a DIV of 11/139,330 05/26/2005 ABN  
which claims benefit of 60/574,836 05/27/2004

**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.*

**If Required, Foreign Filing License Granted:** 07/03/2013

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 13/914,870**

**Projected Publication Date:** To Be Determined - pending completion of Missing Parts

**Non-Publication Request:** No

**Early Publication Request:** No

**\*\* SMALL ENTITY \*\***

**Title**

MEDIA USAGE MONITORING AND MEASUREMENT SYSTEM AND METHOD

**Preliminary Class**

709

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

**PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES**

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

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

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

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

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

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**Title 37, Code of Federal Regulations, 5.11 & 5.15**

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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 Assets Control, Department of Treasury (31 CFR Parts 500+) and the Department of Energy.

**NOT GRANTED**

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| <b>PATENT APPLICATION FEE DETERMINATION RECORD</b><br>Substitute for Form PTO-875                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                               |                                    |               |                 |                    | Application or Docket Number<br>13/914,870 |          |                         |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|---------------|-----------------|--------------------|--------------------------------------------|----------|-------------------------|--|
| <b>APPLICATION AS FILED - PART I</b>                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                               |                                    |               |                 |                    |                                            |          |                         |  |
| (Column 1)                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                               | (Column 2)                         |               | SMALL ENTITY    |                    | OTHER THAN SMALL ENTITY                    |          |                         |  |
| FOR                                                                                                                                                                                                                                                                                                                                                                                                        | NUMBER FILED                                                                                                                                                                                                                  | NUMBER EXTRA                       | RATE(\$)      | FEE(\$)         |                    | RATE(\$)                                   | FEE(\$)  |                         |  |
| BASIC FEE<br><small>(37 CFR 1.16(a), (b), or (c))</small>                                                                                                                                                                                                                                                                                                                                                  | N/A                                                                                                                                                                                                                           | N/A                                | N/A           | 70              |                    | N/A                                        |          |                         |  |
| SEARCH FEE<br><small>(37 CFR 1.16(k), (l), or (m))</small>                                                                                                                                                                                                                                                                                                                                                 | N/A                                                                                                                                                                                                                           | N/A                                | N/A           | 300             |                    | N/A                                        |          |                         |  |
| EXAMINATION FEE<br><small>(37 CFR 1.16(o), (p), or (q))</small>                                                                                                                                                                                                                                                                                                                                            | N/A                                                                                                                                                                                                                           | N/A                                | N/A           | 360             |                    | N/A                                        |          |                         |  |
| TOTAL CLAIMS<br><small>(37 CFR 1.16(i))</small>                                                                                                                                                                                                                                                                                                                                                            | 25                                                                                                                                                                                                                            | minus 20 = *                       | 5             | x 40 =          | 200                |                                            |          |                         |  |
| INDEPENDENT CLAIMS<br><small>(37 CFR 1.16(h))</small>                                                                                                                                                                                                                                                                                                                                                      | 12                                                                                                                                                                                                                            | minus 3 = *                        | 9             | x 210 =         | 1890               |                                            |          |                         |  |
| APPLICATION SIZE FEE<br><small>(37 CFR 1.16(s))</small>                                                                                                                                                                                                                                                                                                                                                    | If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s). |                                    |               | 0.00            |                    |                                            |          |                         |  |
| MULTIPLE DEPENDENT CLAIM PRESENT <small>(37 CFR 1.16(j))</small>                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                               |                                    |               | 0.00            |                    |                                            |          |                         |  |
|                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                               |                                    |               | 0.00            |                    |                                            |          |                         |  |
|                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                               |                                    |               | TOTAL           | 2820               | TOTAL                                      |          |                         |  |
| * If the difference in column 1 is less than zero, enter "0" in column 2.                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                               |                                    |               |                 |                    |                                            |          |                         |  |
| <b>APPLICATION AS AMENDED - PART II</b>                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                               |                                    |               |                 |                    |                                            |          |                         |  |
| (Column 1)                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                               | (Column 2)                         |               | (Column 3)      |                    | SMALL ENTITY                               |          | OTHER THAN SMALL ENTITY |  |
| AMENDMENT A                                                                                                                                                                                                                                                                                                                                                                                                | CLAIMS REMAINING AFTER AMENDMENT                                                                                                                                                                                              | HIGHEST NUMBER PREVIOUSLY PAID FOR | PRESENT EXTRA | RATE(\$)        | ADDITIONAL FEE(\$) |                                            | RATE(\$) | ADDITIONAL FEE(\$)      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                            | Total<br><small>(37 CFR 1.16(i))</small>                                                                                                                                                                                      | *                                  | Minus **      | =               | x =                |                                            | x =      |                         |  |
|                                                                                                                                                                                                                                                                                                                                                                                                            | Independent<br><small>(37 CFR 1.16(h))</small>                                                                                                                                                                                | *                                  | Minus ***     | =               | x =                |                                            | x =      |                         |  |
|                                                                                                                                                                                                                                                                                                                                                                                                            | Application Size Fee <small>(37 CFR 1.16(s))</small>                                                                                                                                                                          |                                    |               |                 |                    |                                            |          |                         |  |
|                                                                                                                                                                                                                                                                                                                                                                                                            | FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM <small>(37 CFR 1.16(j))</small>                                                                                                                                                |                                    |               |                 |                    |                                            |          |                         |  |
|                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                               |                                    |               | TOTAL ADD'L FEE |                    | TOTAL ADD'L FEE                            |          |                         |  |
| AMENDMENT B                                                                                                                                                                                                                                                                                                                                                                                                | CLAIMS REMAINING AFTER AMENDMENT                                                                                                                                                                                              | HIGHEST NUMBER PREVIOUSLY PAID FOR | PRESENT EXTRA | RATE(\$)        | ADDITIONAL FEE(\$) |                                            | RATE(\$) | ADDITIONAL FEE(\$)      |  |
|                                                                                                                                                                                                                                                                                                                                                                                                            | Total<br><small>(37 CFR 1.16(i))</small>                                                                                                                                                                                      | *                                  | Minus **      | =               | x =                |                                            | x =      |                         |  |
|                                                                                                                                                                                                                                                                                                                                                                                                            | Independent<br><small>(37 CFR 1.16(h))</small>                                                                                                                                                                                | *                                  | Minus ***     | =               | x =                |                                            | x =      |                         |  |
|                                                                                                                                                                                                                                                                                                                                                                                                            | Application Size Fee <small>(37 CFR 1.16(s))</small>                                                                                                                                                                          |                                    |               |                 |                    |                                            |          |                         |  |
|                                                                                                                                                                                                                                                                                                                                                                                                            | FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM <small>(37 CFR 1.16(j))</small>                                                                                                                                                |                                    |               |                 |                    |                                            |          |                         |  |
|                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                               |                                    |               | TOTAL ADD'L FEE |                    | TOTAL ADD'L FEE                            |          |                         |  |
| * If the entry in column 1 is less than the entry in column 2, write "0" in column 3.<br>** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".<br>*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".<br>The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1. |                                                                                                                                                                                                                               |                                    |               |                 |                    |                                            |          |                         |  |

|                                                                                                                                     |  |                                                                       |  |
|-------------------------------------------------------------------------------------------------------------------------------------|--|-----------------------------------------------------------------------|--|
| <b>UTILITY<br/>PATENT APPLICATION<br/>TRANSMITTAL</b><br><br><i>(Only for new nonprovisional applications under 37 CFR 1.53(b))</i> |  | <b>Attorney Docket No.</b> 10004-2000103                              |  |
|                                                                                                                                     |  | <b>First Named Inventor</b> Jonathan S. Steuer                        |  |
|                                                                                                                                     |  | <b>Title</b> MEDIA USAGE MONITORING AND MEASUREMENT SYSTEM AND METHOD |  |
|                                                                                                                                     |  | <b>Express Mail Label No.</b>                                         |  |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>APPLICATION ELEMENTS</b><br><i>See MPEP chapter 600 concerning utility patent application contents.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Commissioner for Patents</b><br><b>P.O. Box 1450</b><br><b>Alexandria, VA 22313-1450</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <ol style="list-style-type: none"> <li>1. <input type="checkbox"/> <b>Fee Transmittal Form</b><br/>(PTO/SB/17 or equivalent)</li> <li>2. <input checked="" type="checkbox"/> <b>Applicant asserts small entity status.</b><br/>See 37 CFR 1.27</li> <li>3. <input type="checkbox"/> <b>Applicant certifies micro entity status.</b> See 37 CFR 1.29.<br/>Applicant must attach form PTO/SB/15A or B or equivalent.</li> <li>4. <input checked="" type="checkbox"/> <b>Specification</b> [Total Pages <u>36</u>]<br/>Both the claims and abstract must start on a new page.<br/>(See MPEP § 608.01(a) for information on the preferred arrangement)</li> <li>5. <input checked="" type="checkbox"/> <b>Drawing(s)</b> (35 U.S.C. 113) [Total Sheets <u>7</u>]</li> <li>6. <b>Inventor's Oath or Declaration</b> [Total Pages _____]<br/>(including substitute statements under 37 CFR 1.64 and assignments serving as an oath or declaration under 37 CFR 1.63(e))           <ol style="list-style-type: none"> <li>a. <input type="checkbox"/> Newly executed (original or copy)</li> <li>b. <input type="checkbox"/> A copy from a prior application (37 CFR 1.63(d))</li> </ol> </li> <li>7. <input checked="" type="checkbox"/> <b>Application Data Sheet</b> * See note below.<br/>See 37 CFR 1.76 (PTO/AIA/14 or equivalent)</li> <li>8. <b>CD-ROM or CD-R</b><br/>in duplicate, large table, or Computer Program (Appendix)           <div style="margin-left: 20px;"> <input type="checkbox"/> Landscape Table on CD           </div> </li> <li>9. <b>Nucleotide and/or Amino Acid Sequence Submission</b><br/>(if applicable, items a. – c. are required)           <ol style="list-style-type: none"> <li>a. <input type="checkbox"/> Computer Readable Form (CRF)</li> <li>b. <input type="checkbox"/> Specification Sequence Listing on:               <ol style="list-style-type: none"> <li>i. <input type="checkbox"/> CD-ROM or CD-R (2 copies); or</li> <li>ii. <input type="checkbox"/> Paper</li> </ol> </li> <li>c. <input type="checkbox"/> Statements verifying identity of above copies</li> </ol> </li> </ol> | <b>ACCOMPANYING APPLICATION PAPERS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <ol style="list-style-type: none"> <li>10. <input type="checkbox"/> <b>Assignment Papers</b><br/>(cover sheet &amp; document(s))<br/>Name of Assignee _____</li> <li>11. <input checked="" type="checkbox"/> <b>37 CFR 3.73(c) Statement</b> (when there is an assignee) <input checked="" type="checkbox"/> <b>Power of Attorney</b></li> <li>12. <input type="checkbox"/> <b>English Translation Document</b><br/>(if applicable)</li> <li>13. <input type="checkbox"/> <b>Information Disclosure Statement</b><br/>(PTO/SB/08 or PTO-1449)<br/><div style="margin-left: 20px;"><input type="checkbox"/> Copies of citations attached</div></li> <li>14. <input type="checkbox"/> <b>Preliminary Amendment</b></li> <li>15. <input type="checkbox"/> <b>Return Receipt Postcard</b><br/>(MPEP § 503) (Should be specifically itemized)</li> <li>16. <input type="checkbox"/> <b>Certified Copy of Priority Document(s)</b><br/>(if foreign priority is claimed)</li> <li>17. <input type="checkbox"/> <b>Nonpublication Request</b><br/>Under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or equivalent.</li> <li>18. <input checked="" type="checkbox"/> <b>Other:</b> Communication - 3 pages<br/>_____<br/>_____<br/>_____</li> </ol> |

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

|                                                                                                                                                        |  |                                   |  |                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|--|-----------------------------------|--|-----------------------------------|
| <b>19. CORRESPONDENCE ADDRESS</b>                                                                                                                      |  |                                   |  |                                   |
| <input checked="" type="checkbox"/> The address associated with Customer Number: <u>51417</u> OR <input type="checkbox"/> Correspondence address below |  |                                   |  |                                   |
| Name _____                                                                                                                                             |  |                                   |  |                                   |
| Address _____                                                                                                                                          |  |                                   |  |                                   |
| City _____                                                                                                                                             |  | State _____                       |  | Zip Code _____                    |
| Country _____                                                                                                                                          |  | Telephone _____                   |  | Email _____                       |
| Signature                                                                                                                                              |  | /Michael Mauriel/ Reg. No. 44,226 |  | Date                              |
|                                                                                                                                                        |  |                                   |  | June 11, 2013                     |
| Name (Print/Type)                                                                                                                                      |  | Michael Mauriel                   |  | Registration No. (Attorney/Agent) |
|                                                                                                                                                        |  |                                   |  | 44226                             |

This collection of information is required by 37 CFR 1.53(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

## Privacy Act Statement

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

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

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

Attorney Docket No.: 10004-2000103  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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First Named Inventor: Jonathan S. Steuer

Application No.: Not Yet Assigned

Group Art Unit: Not Yet Assigned

Filing Date: Concurrently Herewith

Examiner: Not Yet Assigned

Title: MEDIA USAGE MONITORING AND  
MEASUREMENT SYSTEM AND METHOD

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**COMMUNICATION**

**Mail Stop**

Commissioner for Patents

P.O. Box 1450

Alexandria, Virginia 22313-1450

Dear Sir:

Applicants respectfully submit this communication with the application for patent.

Remarks begin on page 2 of this paper.

**REMARKS**

In this continuation application, the Applicants have resubmitted claims 1-25 for consideration and examination that were originally filed in the parent application U.S. Ser. No. 12/954,604. Therefore, claims 1-25 are pending in this application. The Applicants want to advise the Examiner that claims 1-16 as submitted in the parent case (and resubmitted here) are identical to, and were copied from, claims 1-16 of U.S. Patent No. 7,623,823 to Zito et al.

The Applicants further want to advise the Examiner that claims 17-25 as submitted in the parent case (and resubmitted here) are substantially identical to, and were copied from, claims 1, 2, 3, 4, 12, 15, 16, 1, and 4 respectively, of U.S. Patent No. 7,623,823 to Zito et al., but with modifications to the claims so that the language more closely tracks the terminology used in the present specification.

Claims 1-25 were submitted in the parent case (and are resubmitted here) to avoid any question of compliance with 35 USC § 135(b) should it ultimately be determined that the subject claims are patentable and that an interference is appropriate. If a determination is ultimately made that an interference is appropriate, a further paper containing the information required by 37 CFR § 41.202 will be submitted. Should the Examiner reach this case for action prior to receiving such a paper of filing, the Applicants respectfully request the Examiner please contact the undersigned at the telephone number set forth below.

As indicated above, claims 1-25 were submitted in the parent application and are resubmitted here to preserve the right to request an interference, if appropriate. While having copied claims 1-16 of the 7,623,823 Zito et al. patent to comply with the requirements of 35 USC § 135(b), the Applicants are not making any assertions herein regarding the patentability of these claims.

Application Serial No.: Not Yet Assigned

Attorney Docket No.: 10004-2000103

In the unlikely event that the transmittal letter is separated from this document and the Patent Office determines that an extension and/or other relief is required, applicant petitions for any required relief including extensions of time.

Dated: June 11, 2013

Respectfully submitted,  
By: /Michael Mauriel/ Reg. No. 44,226

Michael Mauriel  
Registration No.: 44,226  
Mauriel Kapouytian & Treffert LLP  
27 West 24<sup>th</sup> Street, Suite 302  
New York, New York 10010  
(212) 529-5131  
Attorney(s) for Applicant

## **Media Usage Monitoring and Measurement System and Method**

### INVENTORS

Jonathan S. Steuer and Christopher W. Otto

### CROSS REFERENCE TO RELATED APPLICATIONS

**[0001]** This is a continuation of U.S. Patent Application No. 12/954,604, filed November 24, 2010, which is a divisional of U.S. Patent Application No. 11/139,330, entitled “Media Usage Monitoring and Measurement System and Method”, filed May 26, 2005, which claims priority to U.S. Provisional Patent Application No. 60/574,836, entitled “Open-Ended Device-Independent Media Usage Monitoring and Measurement System”, filed May 27, 2004. The contents of these applications is incorporated herein by reference.

### BACKGROUND OF THE INVENTION

**[0002]** Traditional media measurement systems have focused on directly monitoring channels being utilized by audience members. However, as media consumption patterns have become more complex, channel-centric media measurement is inadequate for many purposes. It may be desirable to track usage of particular media content independent of channel. Furthermore, although “channel” identification in a traditional media measurement system may sometimes be limited to radio or television broadcast station, it is increasingly desirable to track usage of media across several types of media delivery vehicles including radio, television, CD, DVD, computer download, portable media players (e.g. MP3 players, iPod), and other vehicles. Furthermore, with respect to tracking consumption of advertisements, it may be inadequate to simply track channel tuning, because, for example, an audience member may mute a broadcast during commercial periods. Thus simply identifying a broadcast channel does not adequately track whether the audience member listened to a particular advertisement.

**[0003]** Some media measurement systems have used codes to “tag” and track particular content. However, such systems are limited in that they can only track content that has been properly encoded.

**[0004]** With the development of more robust content recognition technologies, some content recognition systems have recently been deployed which do not rely on codes. For example, Philips, Shazam Entertainment, and others have marketed systems for identifying songs played into a mobile phone. Although such systems can be efficiently deployed in the context of song recognition, deploying such systems in the context of media measurement systems poses particular challenges. Continuous searching against a large database of media content can be computationally intensive. Furthermore, such systems, while increasingly robust, still return some erroneous results, particularly in high-noise environments.

**[0005]** At the same time, the media measurement context provides opportunities to utilize data exogenous to a particular audio or video data sample. Such opportunities have thus far been insufficiently exploited for the purpose of efficiently applying existing content recognition technologies in the media measurement context. Thus, an improved media measurement system and method is needed.

#### SUMMARY OF THE INVENTION

**[0006]** Some embodiments of the present invention provide a media measurement system and method that enhances recognition (e.g. in terms of accuracy or efficiency) of the content of a media sample by analyzing information exogenous to the sample. Some embodiments of the present invention provide a media measurement system and method that utilizes audience data to enhance content identifications. Some embodiments analyze media player log data to enhance content identification. Other embodiments of the present invention analyze sample sequence data to enhance content identifications. Other embodiments analyze sequence data to enhance content identification and/or to establish channel identification. Yet other embodiments provide a system and method in which sample construction and selection parameters are adjusted based upon identification results. Yet other embodiments provide a method in which

play-altering activity of an audience member is deduced from content offset values of identifications corresponding to captured samples. Yet other embodiments provide a monitoring and measurement system in which a media monitoring device is adapted to receive a wireless or non-wireless audio signal from a media player, the audio signal also being received wirelessly by headphones of a user of the monitoring device.

#### BRIEF DESCRIPTION OF THE DRAWINGS

[0007] The novel features of the invention are set forth in the appended claims. However, for purpose of explanation, several aspects of particular embodiments of the invention are described by reference to the following figures.

[0008] **Figure 1** illustrates an exemplary media usage monitoring and measurement system in accordance with aspects of an embodiment of the present invention.

[0009] **Figure 2** illustrates a media measurement method in accordance with aspects of an embodiment of the present invention.

[0010] **Figure 3** illustrates a process for using and generating information such as that illustrated in **Figure 4** and **Figure 5** and **Figure 3** illustrates an embodiment consistent with aspects of the present invention.

[0011] **Figure 4** illustrates a raw play stream generated by a process such as step 207 of **Figure 2**; a clean play stream and clean play list generated by a scrubbing step such as step 209 of **Figure 2** or steps 301, 302, or 305 of **Figure 3**; and channel data associated with two channels.

[0012] **Figure 5** illustrates a clean play stream, clean play list, channel data, and a clean play list showing deduced play-altering actions. The illustrated data may be generated by systems and methods in accordance with an embodiment of

the present invention such as, for example, system 100 of **Figure 1** method 200 of **Figure 2**, and method 300 of **Figure 3**.

[0013] **Figure 6** illustrates timeline structure for data samples generated by system and methods such as module 121 of **Figure 1** and steps 201 and 206 of **Figure 2**.

[0014] **Figure 7** shows an example of a computer system that may be used to execute instruction code contained in a computer program product, the computer program product being in accordance with an embodiment of the present invention.

#### DETAILED DESCRIPTION OF THE EXEMPLARY EMBODIMENTS

[0015] The following description is presented to enable any person skilled in the art to make and use the invention, and is provided in the context of particular applications and their requirements. Various modifications to the exemplary embodiments will be readily apparent to those skilled in the art, and the generic principles defined herein may be applied to other embodiments and applications without departing from the spirit and scope of the invention. Thus, the present invention is not intended to be limited to the embodiments shown, but is to be accorded the widest scope consistent with the principles and features disclosed herein.

[0016] **Figure 1** illustrates an exemplary media usage monitoring and measurement system 1000. System 1000 includes media measurement system 100 and monitoring devices 101 in accordance with aspects of an embodiment of the present invention.

[0017] As illustrated, monitoring device 101a includes a microphone 105, a media player port 102, a headphone port 103, and a data upload port 104. A monitored audience member wears monitor 101a during a monitoring period. When the audience member is consuming media from media player 170a without the use of headphones 160a (i.e. if media player 170a has a speaker), monitor 101 captures audio energy acoustically through microphone 105. However, when the audience member desires to use headphones 160a to receive media content from

media player 170a (e.g. an MP3 player, iPod, CD player, DVD player, television, radio, computer, or other media player) he or she can plug headphones 160a into headphone port 103 and plug media player 170a into media player port 102. In that case, monitor 101a captures audio energy through media player port 102. Microphone 105 includes a microphone and associated microphone port. However, in alternatives, a monitor may simply have a microphone port into which a microphone may be plugged or linked via wireless connection. Thus the term “microphone port” will herein refer to any electronics capable of receiving energy captured through a microphone, whether or not a microphone is built into the monitoring device itself.

**[0018]** As another example, headphones 160b are adapted to receive a content signal 171 via wireless transmission 171 from media player 170b. Monitor 101b is adapted to receive the same content signal 171 from media player 170b. In some embodiments, a syncing process allows monitor 101b to adapt along with headphones 160b and media player 170b to changes in signal 171 so that monitor 101b continues to receive the same signal as headphones 160b. In some embodiments, syncing may be accomplished via a wireless and/or automatic process, such as providing a monitor that responsively changes tuning based on tuning changes between the media player and the headphones.

**[0019]** Audio data captured by monitors 101, along with associated monitor data (e.g. device ID) (collectively, “audio data /monitor data” 144) may be uploaded to system 100 through upload port 104, directly, via memory device transfer (e.g. flash memory card, floppy disk, CD, etc.) or through a network such as network 150. The audio data uploaded from a monitor 101 may be raw audio data, or may be audio data that has undergone one of a variety of levels of processing prior to upload. For example, the uploaded audio data may include parameters useable to calculate audio signatures (sometimes referred to as audio fingerprints) and landmarks or other values useful in the content recognition process. Alternatively, the audio data may comprise pre-calculated signatures, landmarks, or other data useful for content recognition. On the other hand, in some embodiments, the uploaded audio data may simply represent a raw signal corresponding to audio energy received at monitor 101.

**[0020]** System 100 is adapted to receive some audience data 143 externally. For example, audience data collected by systems and associated monitors other than those of system 1000 may be utilized by system 100; data based on externally collected and/or externally analyzed demographic, psychographic, or other audience related data might also be received as part of external audience data portion 143. Other audience data may be generated internally by audience data processing module 123 alone or in combination with measurement analysis module 129 and/or other system components.

**[0021]** Also, system 100 is adapted to receive media player log data 146. Media player log data 146 may be generated by a media player such as media player 170a or 170b and sent to system 100 through direct connection, memory device transfer or via network 150. Also, a third party might collect such log data which then may be made available through direct connection, memory device transfer, or via network 150. Media player log data 146 includes data logging content played on the media player from which the log data was generated. Although log data 146 does not necessarily reflect what content was actually heard, to the extent the media player generating the log data is used primarily by the audience member associated with the corresponding monitor 101, it can provide a useful basis for initial testing of captured content as will be described further below.

**[0022]** System 100 is also adapted to receive known content 141 and content meta data 142. Content 141 may include media files associated with a known piece of media content (e.g. a song, movie, commercial, television show, video game, etc.). However, it will be understood by those skilled in the art that “content” in the sense of the known content 141 received by system 100 may, in some embodiments, simply refer to data about signals representing the content and does not necessarily refer to a stored version of the media content itself; e.g. “content” may be stored signatures and landmarks derivable from a song’s audio, but not necessarily an audio file useable to play the song itself. On the other hand, in other embodiments, a system such as system 100 may be adapted to receive a useable audio file and then derive data from that file such as signatures, fingerprints, landmarks, etc. that may be readily searched during the content

recognition process. Content meta data 142 includes various data relating to content 141. For example, a portion of content 141 might include a particular song as recorded by a particular artist. Corresponding content meta data 142 for that song might include the various albums or other collections in which that song appears; various radio broadcasts (including station and broadcast times) playing the song; movies, advertisements or video games including the song; other songs that have sampled the song; and various other related information. In the context of a television program, meta data also might include, for example, segment identifications and corresponding time lengths. By distinguishing content data from content meta data in this manner, it is possible to store content data for a single content ID only once, and then add various pieces of meta data as appropriate. For example, a TV program, or program segment, might initially have meta data relating to particular broadcasts. However, at a later date, meta data might be added relating to, for example, a DVD version of the program, without needing to store the program content itself more than once.

**[0023]** Turning to the details of system 100, audio data and monitor data (e.g. device ID) is received at sample control processing module 121. Module 121 provides monitor data, portions of which might be audience data, to processing module 123. Module 121 also divides the audio data into samples and determines which samples should be submitted for further content recognition testing. In alternative embodiments, the audio data may already have been divided into samples prior to receipt by system 100 (e.g. at monitor 101). In such alternatives, a module such as module 121 might either use the provided divisions or combine the data and then re-divide it into samples as determined by the system. Module 121 may be used either to submit a sample to initial test and filtered search module 122 or to content recognition system 124.

**[0024]** Initial test and filtered search module 122 conducts one or more initial identification attempts. Several different types of initial identification attempts might be performed. Module 122 may test a captured sample against content associated with the most recently identified content. As another possible initial test, module 122 may test the sample against content identified from a media player log file. Another initial identification test may be carried out in a variety of

ways. For example, filtered search module 122 might use audience data from audience data processing module 123 to form parameters and then pass those parameters to content recognition system 124 which then uses the parameters to conduct a filtered search of its content. Alternatively, module 122 might be adapted to utilize an instance of content recognition system 124 that includes content pre-selected based upon relevant audience data. Some examples of relevant audience data that may be used either to form search parameters or to construct targeted content include:

- age, gender, and other demographic information about the audience member (using the corresponding monitoring device) along with media consumption patterns of other persons sharing similar demographic characteristics
- media consumption patterns of the audience member based on questionnaire input or based on past content identifications associated with that audience member
- media consumption patterns of other audience members who have consumed other media content that has also previously been consumed by the audience member using the corresponding monitoring device
- location of the audience member (alone and/or relative to other audience members)

Of course, the above are just some examples of audience data that may be utilized by system 100.

**[0025]** After completing the initial identification attempt, filtered search module 122 passes the identification result to ID result module 125. If an identification has been made, the result is passed to play stream generator 126 and to sample control processing module 121. If no identification has been made, then content recognition system 124 performs a search using a larger portion of its content to identify the data sample. The result is passed to ID result module 125 which in turn passes the result to play stream generator 126 and to sample control module 121. Content recognition system 124 is adapted to implement one or

more known content recognition methods that identify content by extracting parameters from a media signal and applying an algorithm to those parameters to search for a content match. Those skilled in the art will recognize that many such methods and algorithms exist. One such example is described in U.S. patent application 09/839,476 entitled “System and Methods for Recognizing Sound and Music Signals in High Noise and Distortion” by Wang et al. and published June 27, 2002 with publication number US2002/0083060. Aspects of other such examples are described in the following published PCT applications by Koninklijke Philips Electronics N.V.: “Fingerprinting Multimedia Contents” (WO2004/044820, published May 27, 2004), “Fingerprint Extraction” (WO2004/030341 published April 8, 2004), and “Improvements in and Relating to Fingerprint Searching” (WO2004/040475 published May 13, 2004). Such distinct methods and algorithms may have varying degrees of efficiency, accuracy, and applicability to certain types of content (or different settings of a particular algorithm might have different efficiency depending on content type). Thus, in some embodiments, a system such as system 100 may intelligently select among multiple such algorithms (or multiple settings of a single algorithm) based on expected content characteristics. For example, algorithm A might be faster and more accurate at identifying silence than algorithm B, and thus a system such as system 100 of **Figure 1** having a corresponding subsystem for content recognition (such as system 124) might achieve enhanced performance by submitting a sample for processing by algorithm A rather than algorithm B if recent identification results indicate silence. Other differences corresponding to content types (e.g. speaking audio versus music audio) might also be exploited based on prior content identification results to select a most efficient recognition algorithm from a plurality of algorithms. In such an alternative, if the algorithms required different audio data parameters, a monitor might send two sets of parameters for each sample corresponding to each algorithm and then the system would select between the two sets as needed. Alternatively, the two sets of parameters might be calculated by the system based on raw audio data received from a monitoring device.

**[0026]** Play stream generator 126 generates a raw play stream relating a sequence of samples to content identification results (for an example of a portion

of a raw play stream, see **Figure 3** and accompanying text). The raw play stream is then processed by play stream scrubber 127 which analyzes the sequence of sample identification results utilizing sequence data processing module 128. Based on analysis of sequence data and, where appropriate, analysis of audience data via interaction with audience data module 123, play stream scrubber 127 generates a clean play stream and clean play list (see **Figure 3** and accompanying text) which can then be used by measurement analysis module 129. Results of the media measurement analysis can be obtained via report generator 130.

**[0027]** In alternative embodiments, many of the system components and corresponding functions performed within a system such as system 100 might instead be implemented on the monitoring devices such as monitoring device 101. For example, many of the functions performed by sample control processing module 121 might instead be performed at a monitoring device. To cite but one example in more detail, if a monitoring device maintains an ongoing reciprocal connection to obtain sample identification results of a media measurement system, then the monitoring device can select which samples to send to the system for recognition analysis. The monitoring device might then also adjust parameters such as sample resolution, the length of a sample time window, and the recognition algorithm selected. This is just one example of how the illustrated embodiment might be modified to shift system components from a central system to a monitoring device. Many other such variations will be apparent to those skilled in the art.

**[0028]** Also, it will be understood that although **Figure 1** illustrates a particular exemplary division and relationship between “modules,” the division illustrated may be readily modified without departing from the spirit and scope of the present invention. For example, in various implementations, the illustrated modules may be combined into larger modules or the functions performed may be distributed across several modules. The term “module” and the associated illustrated division of system components is chosen for purposes of ease of description only and does not limit how particular systems consistent with the present invention might be constructed.

**[0029]**     **Figure 2** illustrates a media measurement method 200 in accordance with aspects of an embodiment of the present invention. One or more elements of method 200 may be carried out, for example, by system 100 of **Figure 1** or other similar systems. At step 201, method 200 receives audio data from a monitoring device. Step 201 caches a series of samples and determines the sample resolution with which samples are submitted for content identification. In particular, as described further below (see **Figure 4** and accompanying text), sample resolution refers to how many samples in a given sequence of samples are processed for content identification. Step 201 also determines length, or “time window” of each sample.

**[0030]**     At step 210, characteristics of the audio data are analyzed to attempt to identify the source of transmission or storage of the media played by an individual based on audio characteristics of that signal. For example, the process attempts to recognize particular types of encoding or compression, or identifies sound associated with screen refresh on a television or computer monitor, or recognizes compression or frequency range of FM or AM radio, or CD or DVD. If the storage or transmission medium is identified, the results of step 210 can be added to a play list and / or utilized in step 211 to identify channel (see below for further description of step 211).

**[0031]**     At step 202, identification of a sample in a series of samples is attempted via initial test methods. In particular, step 202 determines whether the audio data in the tested sample matches data associated with the content ID corresponding to the most recently identified sample. Step 202 may also or instead test the sample against content IDs obtained using data from a media player log file associated with the audience member using the corresponding media monitor. Step 203 determines whether successful identification occurred at step 202. If yes, then the identification result is provided to step 206 and 207. If no, then step 204 searches for a content match against targeted content selected based at least in part upon additional audience data. Step 205 determines whether step 204 obtained an identification. If yes, then the identification result is provided to steps 206 and 207. If no, then step 208 searches for a content match against a larger portion of the content. With respect to steps 202, 204, and 208,

there are two possible results: an identification has been made or no identification has been made. No identification at steps 202 and 204 leads to the further identification attempt at step 208. Whatever the result is at step 208 (identification or no identification) that result is passed to steps 207 and 206.

**[0032]** At step 206, an identification result is used to adjust sampling control and selection parameters for one or more subsequent samples. Parameters that might be adjusted include resolution, backtrack selection, sample time window, or recognition algorithm selected. For example, if a sample has been identified successfully, and the identification indicates a match with the prior sample, the sampling resolution might be decreased from 1/5 to 1/10, meaning that, in a sequence of samples, nine samples rather than four are skipped before selecting the next sample to analyze for identification. As another example, if an identification result does not match the result of the prior sample identified, then step 206 might initiate a back track analysis and select an intervening sample that has not yet been analyzed. Step 201 would then pass the sample selected from backtracking to step 202 for attempted identification. As another example, resolution might be increased when recent identification results suggest an extended period of silence or absence of known content.

**[0033]** As yet another example, once media content for a limited series of samples has been identified, the time window size for each sample might be decreased from, for example, 5 seconds to 3 seconds. This would mean that samples submitted for attempted identification would be shorter in length. This can create efficiencies because once the content is identified, the process needs only to detect a change in content, and this can, in some cases, be accomplished utilizing a smaller amount of audio data, thereby preserving system resources.

**[0034]** Adjustment of sampling parameters is described further below in the context of **Figure 5** and accompanying text.

**[0035]** Continuing with the description of **Figure 2**, step 207 generates a raw play stream indicating a series of samples and corresponding identification results. Step 209 scrubs the raw play stream based upon sample sequence data (described further below in the context of **Figures 3-4** and accompanying text) and based

upon audience data. The resulting clean play stream may be converted to a play list listing the content captured and indicating the order in which it was captured. Step 209 attempts to identify the channel by searching known channel data to find an apparent content sequence match to the play list. If the storage or transmission medium of the captured sample has been identified at step 210, that information may be made available for step 211 and allows step 211 to use that information to filter its search of channel data (e.g., only search channel data including CD channels, or only including radio broadcast channels, etc.). If step 211 successfully identifies the channel, information such as content sequence data for the identified channel may be used by step 212 to further scrub or rescrub the play stream, particularly with respect to any apparently incorrect content identifications that could not be corrected based upon sample sequence data as utilized in step 209.

**[0036]**     **Figure 3** illustrates a process 300 for using and generating information such as that illustrated in **Figure 4** and **Figure 5**. Some of the functions accomplished by process 300 are similar to functions accomplished by steps 207, 209, 211, and 212 of **Figure 2**. Process 300 illustrates a more detailed example of an embodiment consistent with aspects of the present invention.

**[0037]**     Referring to process 300, depending on available information, either a play stream is made available to step 301 or a play list is made available to step 302. Step 301 prepares a play stream for further processing necessary for channel matching by scrubbing (i.e. reviewing for missing or incorrect data) the play stream using non-channel data. Step 302 prepares a play list for further processing necessary for channel matching by scrubbing (i.e. reviewing for missing or incorrect data) the play list using non-channel data. With respect to steps 301 and 302, the non-channel data selected might be selected particularly for the purpose of better preparing the play stream or play list for a channel matching process. Step 303 receives either a raw (i.e. “not scrubbed”) play stream or play list directly or receives a scrubbed play stream or play list from step 301 or 302. If necessary, step 303 converts received data to a format useful in matching to a channel (e.g. converts a play stream to a play list where a play list format is useful

for channel matching, or converts a play stream or play list to a mathematical representation that is useful for channel matching).

**[0038]** Step 304 attempts to match the play stream or play list (or corresponding data format representing the play stream or play list) against known channel data to identify a channel (e.g., an album, samples of an album presented for marketing—e.g. on a web page—, radio broadcast, television broadcast, theater version of a movie, DVD version of a movie, etc.) associated with the elements of the play list or play stream. Step 306 determines whether a channel match was achieved. If yes, then step 305 uses channel data and non-channel data to scrub or further scrub the play stream or play list for purposes of creating a clean play list. If the play list or play stream has already been scrubbed with non-channel data in either step 301 and 302, then the play stream or play list may not need to be further scrubbed with non-channel data at step 305. In that case, step 305 just uses channel data to further scrub the play stream or play list. However, it is possible that scrubbing the play list or play stream with non-channel data for purposes of creating data useful for channel matching will be somewhat different than doing so for purposes of creating a clean play list, thus non-channel data is referenced again in the illustration of claim 305.

**[0039]** If step 306 determines that a channel match was not achieved at step 304, then step 307 scrubs the play stream or play list with non-channel data to create a clean play list. Step 309 determines whether including deduced user actions on the clean play list is desired. If yes, then step 308 creates a clean play list including deduced user actions. If no, then step 310 creates the clean play list without including deduced user actions.

**[0040]** **Figure 4** illustrates Raw Play Stream 410 generated by a process such as step 207 of **Figure 2**; Clean Play Stream 450 and Clean Play List 490 generated by a scrubbing step such as step 209 of **Figure 2** or steps 301, 302, or 305 of **Figure 3**; Channel Data 470 and Channel Data 490. Referring to **Figure 4**, Raw Play Stream 410 itemizes a sequence of analyzed samples and relates that sequence to corresponding identification results in the content ID column. The content ID result indicates either a reference corresponding to a particular piece of content or indicates that no identification was made. The example in **Figure 4**

assumes that no user play-altering activities took place and this example does not rely on content offset data in scrubbing the raw play stream to obtain a clean play list. However, note that in other examples, such as that of **Figure 5**, sample sequence data (“ssd”) includes content offset data. For purposes of presenting and analyzing sample sequence data as described herein, the times in list 410 may be relative to an arbitrary value (e.g. “t<sub>0</sub>”) rather than representing an absolute time; however, in many instances, a log time will in fact indicate the actual time the sample started to be captured.

**[0041]** Sample sequence data may be used to “scrub” Raw Play Stream 410. By analyzing the sequence of data on Raw Play Stream, it is possible to locate and correct any identifications that are likely to be incorrect or to supply missing identifications where the system has not otherwise been able to provide an identification.

**[0042]** Sample sequence data can be used to derive portions of Clean Play Stream 450 from raw play list 410 in the following manner: Referring to Raw Play Stream 410, the content IDs associated with samples 1, 3, 4, 6, and 7 all indicate the same media content referenced as “song51.” The content ID value associated with sample 2 indicates that no content has yet been successfully associated with that sample and the content ID value associated with sample 5 indicates “movie81.” Given this pattern of sample sequence data, it is reasonable to assume that the person using the corresponding monitor listened to song51 through the time period associated with the audio data of samples 1-7, and thus, the “scrubbed” version of the play stream, i.e. Clean Play Stream 450, indicates song51 for each of samples 1-7.

**[0043]** Information about the sequence of content in a play stream can be used to generate a play list and identify a channel, and the identified channel data can also potentially be used to help further “scrub” a play stream. For example, the sequence of consumed content represented on Play Stream 450 is searched against known channel data (e.g. particular CD albums, broadcasts, or other particular storage or transmission media carrying a particular sequence of content). In this example, simplified for illustrative purposes, known channel data includes channel data 470, associated with channel ID “radio 35,” and channel data 480,

associated with channel ID “album12.” Referring to channel data 470, each row relates a content ID to a start time and end time. In this example, start and end times are referenced with respect to an arbitrary start time value “C(0).” For some channels (e.g. CDs, DVDs, video games) only such arbitrary reference times will be available. For other channels (e.g. broadcasts, concerts, etc.), absolute time might be both available and useful. However, for the purpose of the analysis illustrated in this example, times that are relative only and not necessarily absolute are sufficient.

**[0044]** With respect to further “scrubbing” the Raw Play Stream 410, in this example, channel data may be used to correct the apparent misidentification of sample 29. Note that the sample sequence data alone in this example does not provide a clear basis for correcting sample 29. Sample 28 is identified as “ad49,” sample 29 as “song81,” and sample 30 as “song 35.” However, given the sequence “song21, ad49, and song35” is associated with a known sequence of the radio broadcast referenced as “radio 35,” there is a basis in channel data 470 for believing that the proper content ID for sample 29 is “song35” rather than “song81.” Thus, Clean Play Stream 450 indicates a change relative to Raw Play Stream 410 with respect to the content ID for sample 29. Note that a clean play stream and clean play list are not necessarily generated sequentially. For example, to the extent a channel identification and associated channel data are necessary to “scrub” a raw play stream, portions of a clean play list may be determined as part of obtaining data necessary to make channel selection. In the present example, “radio 35” is identified based on a particular content sequence, and that information helps populate Clean Play Stream 450 with a corrected content ID value for sample 29 relative to the sample 29 content ID value on Raw Play Stream 410.

**[0045]** Audience data may also be used in the “scrubbing” process. For example, if “song81” is radically different from the user’s known consumption habits and “song35” is within the user’s known consumption habits, another basis might be provided for suspecting that “song35” rather than “song81” is the correct content ID for sample 29 of Play Stream 410.

[0046] It will be understood by those skilled in the art that in the context of data sets that might, in alternative examples, make up a “raw play stream,” “a clean play stream,” or a “clean play list,” the particular organization, division, and content of the data may vary considerably from that illustrated in **Figure 4** (as well as that illustrated in **Figure 5** below) without departing from the spirit and scope of the present invention. To cite but one example, such play streams and/or play lists might include several data fields in addition to those illustrated. Moreover, the illustrated data sets might not be collected in the same table but, depending upon database architecture, might be spread out in different tables and/or relational structures. Furthermore, the data sets similar to those illustrated might not be stored at all in a database but rather might be generated on the fly and then discarded as mere intermediate steps to generating a particular report that the system is asked to produce. These and other variations will be readily apparent to those skilled in the art. The examples shown are chosen primarily for usefulness in illustrating aspects of a particular embodiment. While they are useful in illustrating certain underlying principles of certain aspects of the present invention, they should not be considered, in and of themselves, to limit the scope of the invention.

[0047] **Figure 5** illustrates Clean Play Stream 510, Clean Play List 560, Channel Data 570, and Clean Play List 590 showing deduced play-altering actions. The illustrated data may be generated by systems and methods in accordance with an embodiment of the present invention such as, for example, system 100 of **Figure 1** method 200 of **Figure 2**, and method 300 of **Figure 3**. Aside from the traditional time shifting activity of, for example, recording a television broadcast and playing it at a later time, various play-altering activities may be undertaken by an audience member. For example a media player may be paused, reversed, fast forwarded, and some media players have modes in which skipping back or forward in played content can occur almost instantly, including within the smallest time division useful for a particular data set (e.g., less than five seconds, less than one second, etc.). Generally, these activities of manipulating the pace and order in which media is consumed will be referenced as audience play-altering actions or activities. These activities may be deduced, for example,

during scrubbing step 209 of **Figure 2**, or, as illustrated more expressly, during step 308 of **Figure 3**.

**[0048]** Continuing with the description of **Figure 5**, Play Stream 510 presents a series of log times, content IDs, and content offsets. In the illustrated example, times given in the log time column begins with  $t_0$  and ends with  $t_0+19$ . Each log time indicates a time at which capture of the analyzed sample began, where  $t_0$  simply represents a beginning time for samples on Play Stream 510. Each content ID indicates an identifier of the content that has been identified as corresponding to the captured sample. In the example illustrated, “TV program 27” refers to a TV program segment and “TV program 28” refers to another program segment of the same program. “Ad23” and “ad25,” on the other hand, refer to separate advertisements. Each content offset value represents a time offset from the beginning of a particular piece of content. For example, row 8 of Play Stream 510 corresponds to a sample whose beginning is located 9 time units from the beginning of TV program 27, thus the content offset is referenced as (0)+9.

**[0049]** Play List 560 contains a row for each internally continuous media consumption event. The start log time and end log time for each such event are listed in each row. If an entire piece of content (e.g. a TV program segment, or an entire TV ad) is listened to without interruption, that would correspond to a row of Play List 560. On the other hand, if the data from Play Stream 510 suggests a discontinuity within consumption of a particular piece of content, such discontinuities form boundaries between consumption events that form rows of List 560. The meaning of these concepts may be clarified by discussing further details of the illustrated example.

**[0050]** Discontinuities in consumption of the identified media may be identified by comparing the progression of sample log times to progression of corresponding content offset times in Play Stream 510. For example, referring to rows 7 and 8 of play stream 510, log times progress from  $t_0+6$  to  $t_0+7$ ; however, the corresponding content offsets progress, with respect to the start of TV program 27, from (0)+3 to (0)+9. Had the media consumption from one sample to the next been continuous, one would expect that the second offset value (in row 8) would have been (0)+4 rather than (0)+9. Therefore, a boundary between media

consumption events can be deduced. Thus, rows 3 and 4 of List 560 indicate two consumption events with respect to the same piece of media content (TV program 27). By contrast, row 1 and row 2 of Play Stream 510 are, on Play List 560, collapsed into a single row (row 1) because the content offset progression from row 1 to row 2 of Play Stream 510 suggests continuous consumption of the same piece of media content.

**[0051]** Referring to Play List 560, the “end log time” of one event also defines the “start log time” of the next event. In other examples, particularly if continuous time is not assumed, a play list might be constructed using start log times that are different than the end log time of the previous consumption event.

**[0052]** Referring to Clean Play List With Deduced Actions 590, it can be seen that a play list can be constructed that supplements the information in Play List 560 with information about the apparent actions of the audience member. Rows 2, 4, 6, 8, and 11 of List 590 include such information about deduced actions.

**[0053]** To the extent such play-altering actions occur within the same piece of content, audience member actions may be deduced without content sequence data for a particular channel. For example, referring to rows 2, 3, 4, 5, and 6, of Play Stream 510, the content offset values of rows 2 and 6 indicate advancing for one time unit within TV program 27 while no content ID (or corresponding offset value) is available for rows 3-5. From this information, and the fact that log times of rows 3-5 together correspond to progression through three time units, it is reasonable to deduce that the audience member paused a media player for three time units from log time  $t_0+2$  to log time  $t_0+5$ . That deduced action is recorded in row 2 of Play List 590.

**[0054]** On the other hand, in other contexts, it may be necessary to refer to content sequence data for a particular channel to be sufficiently confident in deducing the details of an audience member’s play-altering activity. For example, referring to Play Stream 510, data in rows 15-17 indicate one or more consumption discontinuities in which a play-altering action appears to have crossed a content boundary. Row 15 indicates consumption of the beginning of ad23; row 16 indicates no identified content, and row 17 indicates consumption of

ad24 from a point two time units after the beginning of that ad. From this information alone, it is difficult or impossible to determine how much play-altering activity occurred and whether any content pieces were skipped altogether. However, content sequence data for an identified channel may be used to supplement the information gap. Data 570 lists content sequence data for a channel identified as “TV C4.” “TV C4” may be identified during a method portion such as step 211 of process 200 of **Figure 2** as previously described. Channel data may be searched that includes the content identified in Play Stream 510 or Play List 560. A channel whose content sequence matches or closely matches content on such a stream or play list may be identified as the channel that delivered the consumed content. In this case, Play Stream 510 and Play List 560 include content associated with the following IDs: TV program 27, ad23, ad25, and TV program 28. Because channel data for “TV C4” indicates a sequence of: TV program 27, ad23, ad24, ad25, and TV program 28, for purposes of this example, it can reasonably be assumed that the media depicted on Stream 510, List 560, and List 590 was originally delivered to the relevant media player by channel “TV C4.” In real world contexts, however, it is quite possible that more data would have to be obtained (e.g. a matching more entries on a play list entries against a longer series of content sequence data of a channel) in order to be reasonably confident that the channel has been correctly identified. The amount of data matched in the illustrated example has been chosen primarily for ease of illustration.

**[0055]** Sequence Data 570 for channel TV C4 indicates that ad23 as broadcast lasted three time units (see row 2), ad25 as broadcast lasted three time units (see row 4), and between ad23 and ad25, another ad, ad24, was broadcast and lasted three time units. From this information, and the information in either Play Stream 510 or Play list 560, it can be deduced that the audience member heard the very beginning of ad23, but then fast forwarded seven time units (during the span of 1 time unit based on the log time data) to just past the beginning of ad25. This deduced action is recorded in row 11 of List 590.

**[0056]** It should be noted that, to the extent actions take less than a single time unit, rows may be added to List 590 relative to List 560 to record such actions.

For example, referring to row 4 of List 590, because no log time elapsed between the end of the event in row 3 and the beginning of the event in row 5, row 4 has been added showing the “skip forward 5 units.” That the user “skipped” forward rather than “fast” forwarded can be deduced from the fact that while there is no content ID gap between rows 3 and 4 of List 560, there is a gap in the content offset times for those rows. Thus, though the log times and content ID alone suggest continuous consumption, the gap in offset times suggests a “skip” forward that took the same or less time than the length of a single time unit.

**[0057]** Those skilled in the art will recognize that the method aspects just described in the context of generating and using Stream 510, List 560, Data 570, and List With Deduced Actions 590 reflect just one example of how play-altering actions might be deduced using systems and methods consistent with those of the present invention. To cite but one example, rather than explicitly generate a play list, mathematical representations of play stream data and content sequence data may be used to identify discontinuities and deduce play-altering activities. To cite but one other example, play-altering might be deduced from a pre-generated play list including content offset data without needing to analyzing play stream data from which the play list was generated.

**[0058]** **Figure 6** illustrates timeline structure for data samples generated by system and methods such as module 121 of **Figure 1** and steps 201 and 206 of **Figure 2**.

**[0059]** As illustrated, sample set 600 reflects a division of audio data into sixteen samples, three of which are selected for analysis. The samples selected for recognition analysis are referenced generally as the “ $n_0^{\text{th}}$ ,” “ $n_1^{\text{th}}$ ,” and “ $n_2^{\text{th}}$ ” samples. Samples between the selected samples are not separately numbered, but are marked off between vertical lines along the horizontal length of timelines structure 600 as illustrated. Each sample has a sample time window length “ $i$ .” Furthermore, the sample set has varying “resolutions” including  $r_0=1/5$  between the  $n_0^{\text{th}}$  and  $n_1^{\text{th}}$  samples and  $r_1=1/10$  between the  $n_1^{\text{th}}$  and the  $n_2^{\text{th}}$  samples. In other words, “resolution” here refers to the portion of samples being selected during a period of time. In the present example, a process portion such as steps 201 and 206 of process 200 of **Figure 2** has, based on the identification results of

the  $n_0^{\text{th}}$  and  $n_1^{\text{th}}$  samples, adjusted the resolution from 1/5 to 1/10. This could occur, for example, as previously described, because the  $n_0^{\text{th}}$  and  $n_1^{\text{th}}$  samples match the same content ID and process 200 determines that the likelihood that the next selected sample using a resolution of 1/5 would also match justifies decreasing the resolution to 1/10 so that the next sample selected for analysis is the  $n_2^{\text{th}}$ . However, if the  $n_2^{\text{th}}$  sample does not match the  $n_1^{\text{th}}$  sample, then process 200 can make a backtrack decision and go back in the series of samples to select, for example, the  $(n_1 + 6)^{\text{th}}$  sample for content recognition analysis in order to pinpoint more closely where in the play stream the content change occurred. The order in which samples are selected for analysis in this example is illustrated by arrows 1, 2, and 3 in **Figure 6**.

**[0060]** Although not illustrated in **Figure 6**, as previously described, steps 201 and 206 of method 200 can also determine based on identification results the time window length can be adjusted. In the context of Figure 6, this would correspond to changing the value of “i,” the time window length of a particular sample.

**[0061]** **Figure 7** shows an example of a computer system 700 that may be used to execute instruction code contained in a computer program product 760 in accordance with an embodiment of the present invention. Computer program product 760 comprises executable code in an electronically readable medium that may instruct one or more computers such as computer system 700 to perform processing that implements the system 100 of **Figure 1** and/or accomplishes the exemplary method 200 of **Figures 2**. The electronically readable medium may be any medium that either stores or carries electronic signals (including signals referred to as electrical signals and signals referred to as electromagnetic signals) and may be accessed locally or remotely, for example via a network connection. The executable instruction code in an electronically readable medium directs the illustrated computer system 700 to carry out various exemplary tasks described herein. The executable code for directing the carrying out of tasks described herein would be typically realized in software. However, it will be appreciated by those skilled in the art, that computers might utilize code realized in hardware to perform many or all of the identified tasks without departing from the present invention. Those skilled in the art will understand that many variations on

executable code may be found that implement exemplary methods within the spirit and the scope of the present invention.

**[0062]** The code or a copy of the code contained in computer program product 760 may be stored in memory 710 for execution by processor 720. Computer system 700 also includes I/O subsystem 730 and peripheral devices 740. I/O subsystem 730, peripheral devices 740, processor 720, and memory 710 are coupled via bus 750.

**[0063]** Those skilled in the art will appreciate computer system 700 illustrates just one example of a system in which a computer program product in accordance with an embodiment of the present invention may be implemented. To cite but one example of an alternative embodiment, execution of instructions contained in a computer program product in accordance with an embodiment of the present invention may be distributed over multiple computers, such as, for example, over the computers of a distributed computing network.

**[0064]** Although particular embodiments have been described in detail and certain variants have been noted, various other modifications to the embodiments described herein may be made without departing from the spirit and scope of the present invention. Thus, the invention is limited only by the appended claims.

## CLAIMS

What is claimed is:

1. A system for detecting user exposure to media items, comprising:
  - a server, for receiving a plurality of reference media items from at least one media receiver;
  - at least one stream collection server, for receiving a representation of at least one target media item from at least one client device;
  - a stream store, coupled to the server and to the at least one stream collection server, for storing a representation of at least a subset of the received reference media items and for storing a representation of the at least one target media item;
  - a correlator server, coupled to the stream store, for identifying one of the reference media items as corresponding to the target media item;
  - an output device, coupled to the correlator server, for generating output signaling user exposure to the identified reference media item; and
  - a location tracking server for detecting a location for the client device; wherein the correlator server correlates the detected location with a location of at least one geographically identifiable sponsor of a reference media item.

2. The system of claim 1, wherein the location tracking server detects the location via at least one selected from the group consisting of:
  - GPS tracking;
  - RFID tracking;

Bluetooth tracking.

3. A system for detecting user exposure to media items, comprising:
  - a server, for receiving a plurality of reference media items from at least one media receiver;
  - at least one stream collection server, for receiving a representation of at least one target media item from at least one client device;
  - a stream store, coupled to the server and to the at least one stream collection server, for storing a representation of at least a subset of the received reference media items and for storing a representation of the at least one target media item;
  - a correlator server, coupled to the stream store, for identifying one of the reference media items as corresponding to the target media item; and
  - an output device, coupled to the correlator server, for generating output signaling user exposure to the identified reference media item; wherein the plurality of reference media items comprises at least one broadcast, and
  - wherein the representation of at least one target media item indicates user exposure at a time other than the time of the broadcast.
4. A system for detecting user exposure to media items, comprising:
  - a server, for receiving a plurality of reference media items from at least one media receiver;
  - at least one stream collection server, for receiving a representation of at least one target media item from at least one client device;

a stream store, coupled to the server and to the at least one stream collection server, for storing a representation of at least a subset of the received reference media items and for storing a representation of the at least one target media item;

a correlator server, coupled to the stream store, for identifying one of the reference media items as corresponding to the target media item;

an output device, coupled to the correlator server, for generating output signaling user exposure to the identified reference media item; and

a purchasing tracking server, for receiving consumer purchasing information;

wherein the output device generates a report correlating user purchasing information with user exposure to the identified reference media item.

5. The system of claim 4, wherein the purchasing tracking server receives at least one indication of user use of a credit card.

6. A system for detecting user exposure to media items, comprising:

a server, for receiving a plurality of reference media items from at least one media receiver;

a plurality of stream collection servers for receiving a representation of at least one target media item from at least one client device;

a stream store, coupled to the server and to the stream collection servers, for storing a representation of at least a subset of the received reference media items and for storing a representation of the at least one target media item;

a correlator server, coupled to the stream store, for identifying one of the reference media items as corresponding to the target media item;

an output device, coupled to the correlator server, for generating output signaling user exposure to the identified reference media item; and

a stream collection server selector, for selecting, based on at least one of load and geographic proximity to the client device, one of the plurality of data signature stream collection servers to receive the representation of at least one target media item.

7. A method for detecting user exposure to media items, comprising:

receiving a plurality of reference media items from at least one media source;  
for at least one client device:

selecting, based on at least one of load and geographic proximity to the client device, one of a plurality of data signature stream collection servers; and

at the selected data signature stream collection server, receiving, from the client device:

a representation of at least one target media item; and

an indication as to whether the client device is in the physical possession of a person at a time of exposure to the target media item; and

responsive to an indication that the client device is in the physical possession of a person at the time of exposure to the target media item:

identifying one of the reference media items as corresponding to the target media item; and generating output signaling user exposure to the identified reference media item.

8. The method of claim 7, further comprising:

responsive to an indication that the client device is not in the physical possession of a person at the time of exposure to the target media item, ignoring the representation of the at least one target media item from the client device.

9. The method of claim 7, further comprising:

responsive to an indication that the client device is not in the physical possession of a person at the time of exposure to the target media item:

identifying one of the reference media items as corresponding to the target media item; and

generating output signaling user exposure to the identified reference media item, wherein the output is flagged as having reduced reliability.

10. The method of claim 7, wherein the indication as to whether the client device is in the physical possession of a person is provided based on output of at least one sensor associated with the client device.

11. The method of claim 10, wherein the at least one sensor detects at least one selected from the group consisting of:

vibration of the client device;

key presses on the client device;

temperature of the client device; and

movement of the client device.

12. A system for detecting user exposure to media items, comprising:

a server, for receiving a plurality of reference media items from at least one media receiver;

at least one stream collection server, for, receiving, from at least one client device:

a representation of at least one target media item from at least one client device;

an indication as to whether the client device is in the physical possession of a person at a time of exposure to the target media item; and

a stream store, coupled to the server and to the at least one stream collection server, for:

storing a representation of at least a subset of the received reference media items; and

responsive to an indication that the client device is in the physical possession of a person at the time of exposure to the target media item, storing a representation of the target media item;

a correlator server, coupled to the stream store, for, for each stored representation of a target media item, identifying one of the reference media items as corresponding to the target media item; and

an output device, coupled to the correlator server, for, for each identified reference media item, generating output signaling user exposure to the identified reference media item.

13. The system of claim 12, wherein the stream store:

responsive to an indication that the client device is not in the physical possession of a person at the time of exposure to the target media item, ignores the

representation of the target media item.

14. The system of claim 12, wherein, responsive to an indication that the client device is not in the physical possession of a person at the time of exposure to the target media item:

the stream store stores a representation of the target media item and an indication of reduced reliability of the stored representation;

the correlator server identifies one of the reference media items as corresponding to the target media item; and

the output device, generates output signaling user exposure to the identified reference media item and indicates reduced reliability of the indication of user exposure.

15. The system of claim 12, wherein the indication as to whether the client device is in the physical possession of a person is provided based on output of at least one sensor associated with the client device.

16. The system of claim 15, wherein the at least one sensor detects at least one selected from the group consisting of:

vibration of the client device;

key presses on the client device;

temperature of the client device; and

movement of the client device.

17. A system for measuring audience member exposure to media content, comprising:
- an interface for receiving a plurality of known media content from at least one media broadcast;
  - a sample control processor for receiving a representation of monitored media from at least one audience member monitoring device;
  - a content recognition system, coupled to the interface and to the sample control processor, for storing a representation of at least a subset of the known media content and for storing a representation of the monitored media;
  - wherein the content recognition system identifies one of the known media content as corresponding to the monitored media;
  - a report generator, coupled to the content recognition system, for generating output signaling audience member exposure to the identified known media content;
  - and
  - an audience data processor for detecting a location of the audience member monitoring device; wherein the audience data processor relates the detected location to retail traffic of an advertiser associated with the known media content.
18. The system of claim 17, wherein the audience data processor detects the location via GPS tracking.

19. A system for measuring audience member exposure to media content, comprising:
- an interface for receiving a plurality of known media content from at least one media broadcast;
  - a sample control processor for receiving a representation of monitored media from at least one audience member monitoring device;

a content recognition system, coupled to the interface and to the sample control processor, for storing a representation of at least a subset of the known media content and for storing a representation of the monitored media;

wherein the content recognition system identifies one of the known media content as corresponding to the monitored media; and

a report generator, coupled to the content recognition system, for generating output signaling audience member exposure to the identified known media content; wherein the plurality of known media content comprises at least one broadcast; and

wherein the representation of the monitored media indicates audience member exposure at a time other than the time of the broadcast.

20. A system for measuring audience member exposure to media content, comprising:

an interface for receiving a plurality of known media content from at least one media broadcast;

a sample control processor for receiving a representation of monitored media from at least one audience member monitoring device;

a content recognition system, coupled to the interface and to the sample control processor, for storing a representation of at least a subset of the known media content and for storing a representation of the monitored media;

wherein the content recognition system identifies one of the known media content as corresponding to the monitored media;

a report generator, coupled to the content recognition system, for generating output signaling audience member exposure to the identified known media content; and

a retail traffic data system; wherein the report generator generates a report matching retail traffic and audience member exposure to known media content.

21. A system for measuring audience member exposure to media content, comprising:

an interface for receiving a plurality of known media content from at least one media broadcast;

a sample control processor for receiving from at least one audience member monitoring device:

a representation of monitored media from at least one audience member monitoring device;

data indicating that the monitoring device is in possession of an audience member at a time of exposure to the monitored media; and

a content recognition system, coupled to the interface and to the sample control processor, for:

storing a representation of at least a subset of the received known media content; and

storing a representation of the monitored media based on the monitoring device being in the possession of an audience member at the time of exposure to the monitored media;

wherein the content recognition system, for each stored representation of monitored media, identifies one of the known media content as corresponding to the monitored media; and

a report generator, coupled to the content recognition system, for, for each identified known media content, generating output signaling audience member exposure to the identified known media content.

22. The system of claim 21, wherein the data indicating the monitoring device is in the possession of an audience member is provided based on output of at least one sensor associated with the monitoring device.

23. The system of claim 22, wherein the at least one sensor detects at least one selected from the group consisting of:

key presses on a media player device coupled to the monitoring device; and  
movement of the monitoring device.

24. A system for measuring audience member exposure to media content, comprising:

an interface for receiving a plurality of known media content from at least one media broadcast;

a sample control processor for receiving a representation of monitored media from at least one audience member monitoring device;

a content recognition system, coupled to the interface and to the sample control processor, for storing a representation of at least a subset of the known media content and for storing a representation of the monitored media;

wherein the content recognition system identifies one of the known media content as corresponding to the monitored media;

a report generator, coupled to the content recognition system, for generating output signaling audience member exposure to the identified known media content;  
and

an audience data processor for detecting a location of the audience member monitoring device and relating the detected location to content meta data associated with the known media content.

25. A system for measuring audience member exposure to media content, comprising:

- an interface for receiving a plurality of known media content from at least one media broadcast;
- a sample control processor for receiving a representation of monitored media from at least one audience member monitoring device;
- a content recognition system, coupled to the interface and to the sample control processor, for storing a representation of at least a subset of the known media content and for storing a representation of the monitored media;
- wherein the content recognition system identifies one of the known media content as corresponding to the monitored media;
- a report generator, coupled to the content recognition system, for generating output signaling audience member exposure to the identified known media content;
- and
- an audience data processor;
- wherein the report generator, coupled to the audience data processor, generates a report matching audience data to audience member exposure to known media content.

#### ABSTRACT OF THE DISCLOSURE

Media monitoring and measurement systems and methods are disclosed. Some embodiments of the present invention provide a media measurement system and method that utilizes audience data to enhance content identifications. Some embodiments analyze media player log data to enhance content identification. Other embodiments of the present invention analyze sample sequence data to enhance content identifications. Other embodiments analyze sequence data to enhance content identification and/or to establish channel identification. Yet other embodiments provide a system and method in which sample construction and selection parameters are adjusted based upon identification results. Yet other embodiments provide a method in which play-altering activity of an audience member is deduced from content offset values of identifications corresponding to captured samples. Yet other embodiments provide a monitoring and measurement system in which a media monitoring device is adapted to receive a wireless or non-wireless audio signal from a media player, the audio signal also being received wirelessly by headphones of a user of the monitoring device.

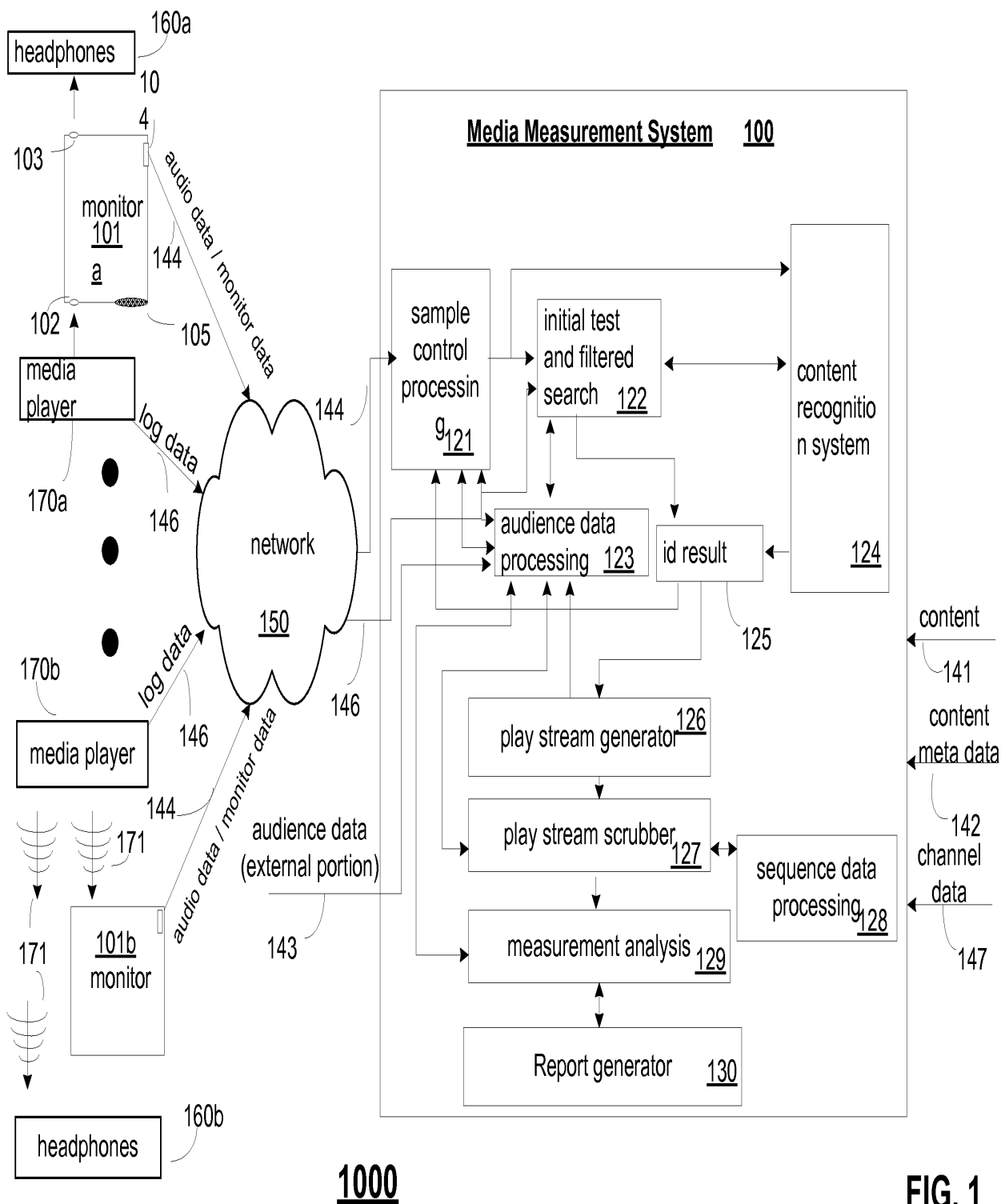


FIG. 1

1000



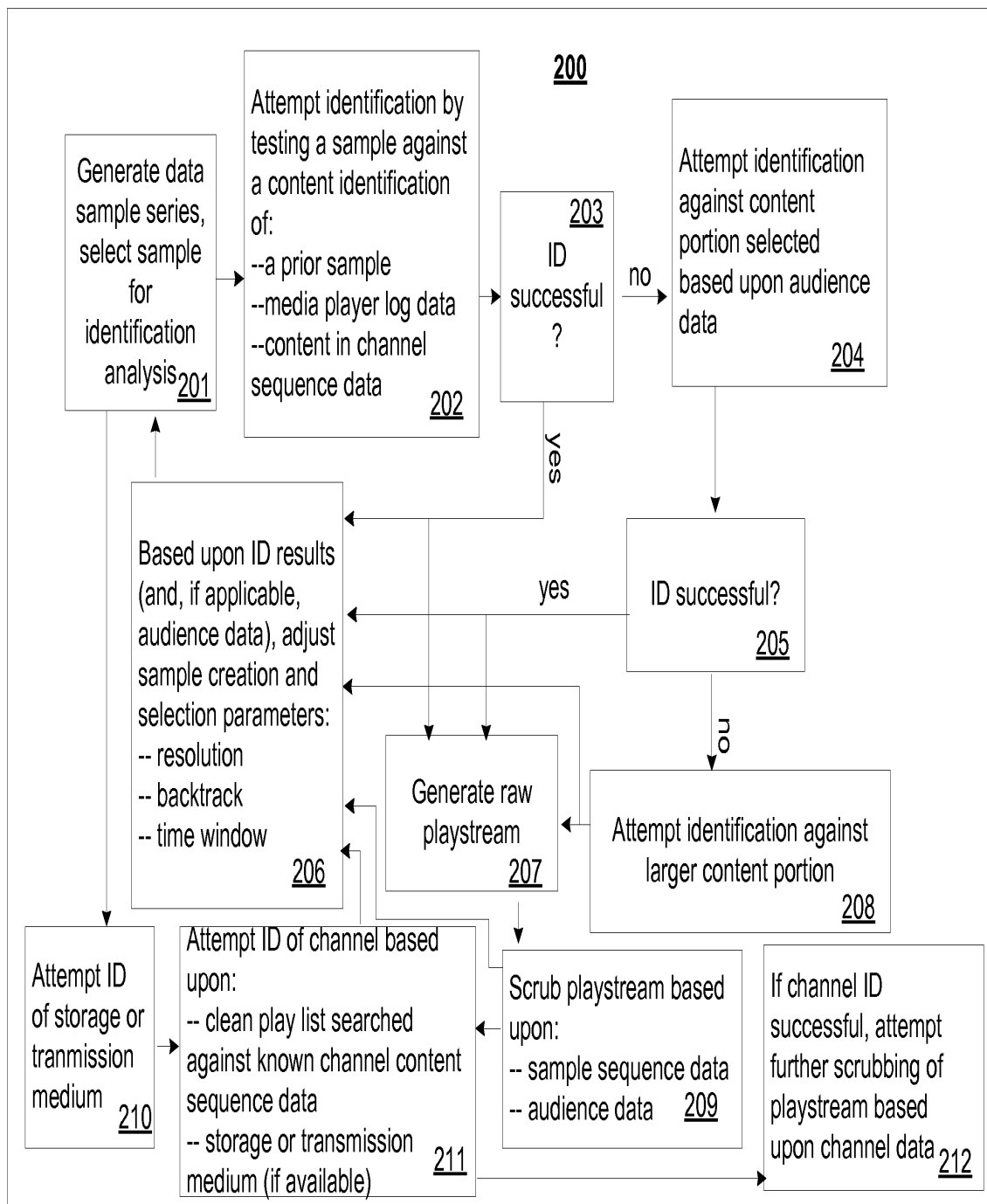


FIG. 2



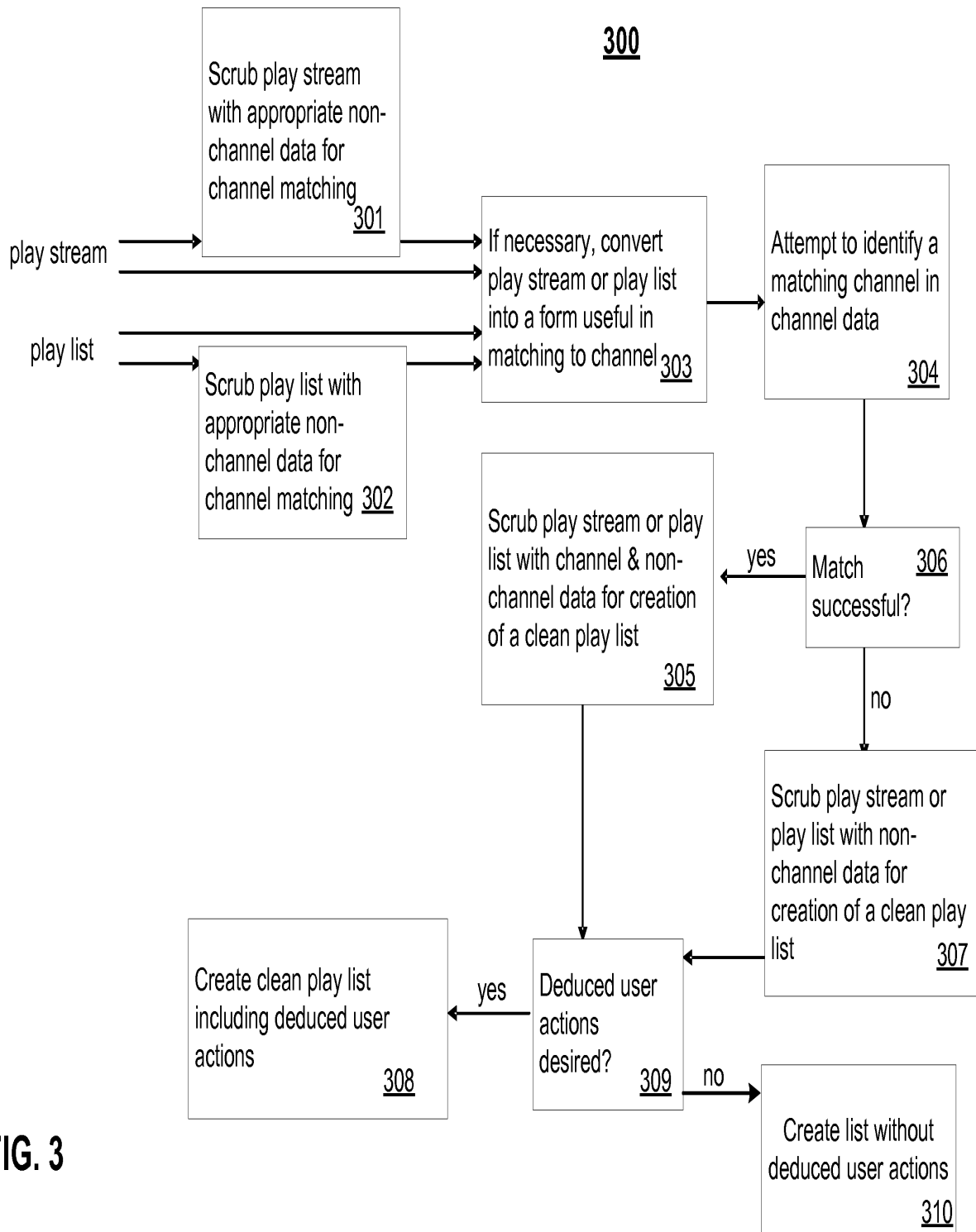


**FIG. 3**

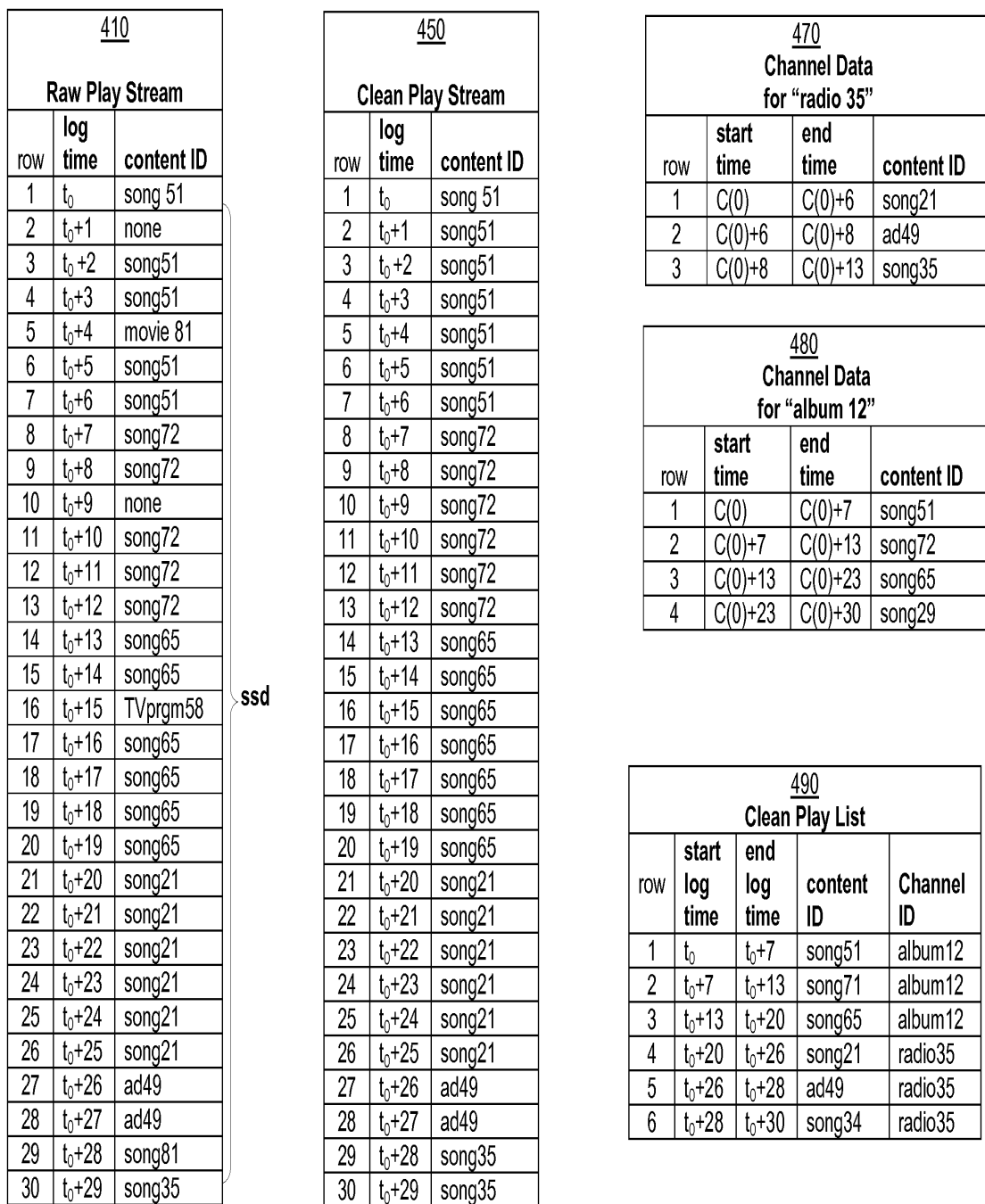


**FIG. 4**

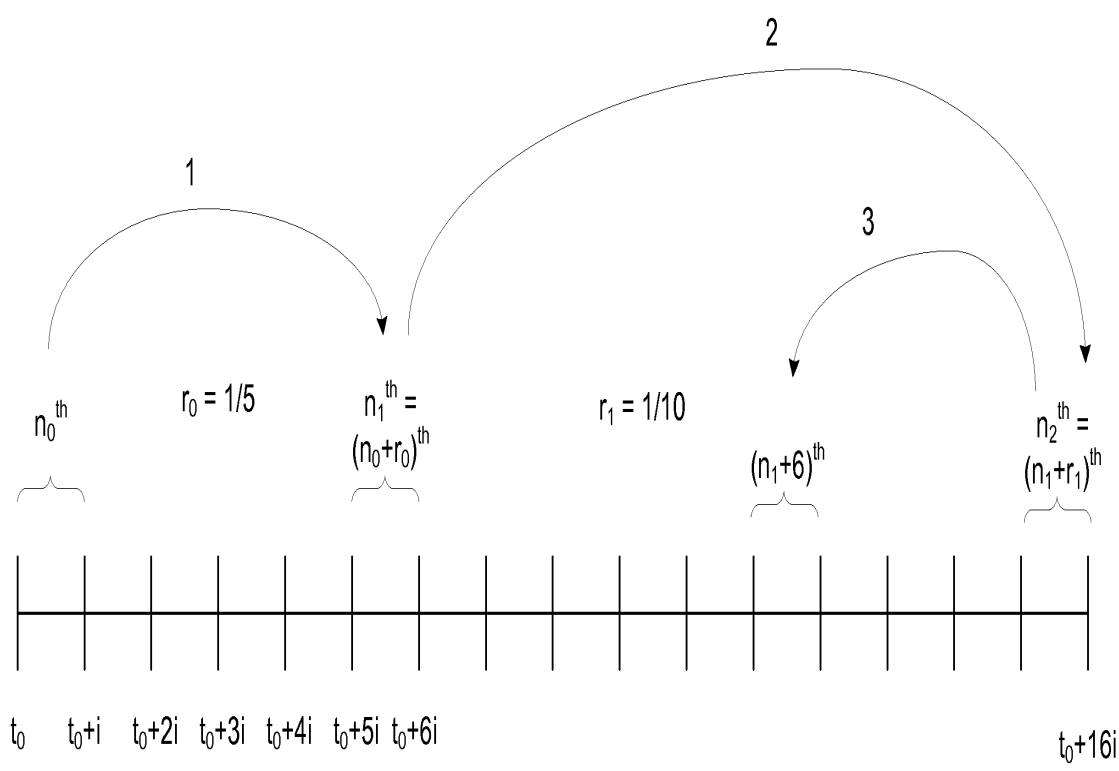
| 510              |                    |            |                |
|------------------|--------------------|------------|----------------|
| Clean Playstream |                    |            |                |
| row              | log time           | content ID | content offset |
| 1                | t <sub>0</sub>     | TVprgm 27  | (0)            |
| 2                | t <sub>0</sub> +1  | TVprgm 27  | (0)+1          |
| 3                | t <sub>0</sub> +2  | none       | n/a            |
| 4                | t <sub>0</sub> +3  | none       | n/a            |
| 5                | t <sub>0</sub> +4  | none       | n/a            |
| 6                | t <sub>0</sub> +5  | TVprgm 27  | (0)+2          |
| 7                | t <sub>0</sub> +6  | TVprgm 27  | (0)+3          |
| 8                | t <sub>0</sub> +7  | TVprgm27   | (0)+9          |
| 9                | t <sub>0</sub> +8  | TVprgm27   | (0)+10         |
| 10               | t <sub>0</sub> +9  | TVprgm27   | (0)+9          |
| 11               | t <sub>0</sub> +10 | TVprgm27   | (0)+10         |
| 12               | t <sub>0</sub> +11 | none       | n/a            |
| 13               | t <sub>0</sub> +12 | TVprgm27   | (0)+29         |
| 14               | t <sub>0</sub> +13 | TVprgm27   | (0)+30         |
| 15               | t <sub>0</sub> +14 | ad23       | (0)            |
| 16               | t <sub>0</sub> +15 | none       | n/a            |
| 17               | t <sub>0</sub> +16 | ad25       | (0)+2          |
| 18               | t <sub>0</sub> +17 | TVprgm28   | (0)            |
| 19               | t <sub>0</sub> +18 | TVprgm28   | (0)+1          |
| 20               | t <sub>0</sub> +19 | TVprgm28   | (0)+2          |

| 560             |                    |                    |            |                |
|-----------------|--------------------|--------------------|------------|----------------|
| Clean Play List |                    |                    |            |                |
| row             | start log time     | end log time       | content ID | content offset |
| 1               | t <sub>0</sub>     | t <sub>0</sub> +2  | TVprgm27   | (0)            |
| 2               | t <sub>0</sub> +2  | t <sub>0</sub> +5  | none       | n/a            |
| 3               | t <sub>0</sub> +5  | t <sub>0</sub> +7  | TVprgm27   | (0)+2          |
| 4               | t <sub>0</sub> +7  | t <sub>0</sub> +9  | TVprgm27   | (0)+9          |
| 5               | t <sub>0</sub> +9  | t <sub>0</sub> +11 | TVprgm27   | (0)+9          |
| 6               | t <sub>0</sub> +11 | t <sub>0</sub> +12 | none       | n/a            |
| 7               | t <sub>0</sub> +12 | t <sub>0</sub> +14 | TVprgm27   | (0)+29         |
| 8               | t <sub>0</sub> +14 | t <sub>0</sub> +15 | ad23       | (0)            |
| 9               | t <sub>0</sub> +15 | t <sub>0</sub> +16 | none       | n/a            |
| 10              | t <sub>0</sub> +16 | t <sub>0</sub> +17 | ad25       | (0)+2          |
| 11              | t <sub>0</sub> +17 | t <sub>0</sub> +20 | TVprgm28   | (0)            |

| 570                    |            |          |            |
|------------------------|------------|----------|------------|
| Channel Data for TV C4 |            |          |            |
| row                    | start time | end time | content ID |
| 1                      | C(0)       | C(0)+31  | TVprgm27   |
| 2                      | C(0)+31    | C(0)+34  | ad23       |
| 3                      | C(0)+34    | C(0)+37  | ad24       |
| 4                      | C(0)+37    | C(0)+40  | ad25       |
| 5                      | C(0)+40    | C(0)+50  | TVprgm28   |

| 590                                  |                    |                    |                                 |                |
|--------------------------------------|--------------------|--------------------|---------------------------------|----------------|
| Clean Play List with Deduced Actions |                    |                    |                                 |                |
| row                                  | log time           | end log time       | content ID and <deduced action> | content offset |
| 1                                    | t <sub>0</sub>     | t <sub>0</sub> +2  | TVprgm27                        | (0)            |
| 2                                    | t <sub>0</sub> +2  | t <sub>0</sub> +5  | <pause for 3 units>             | n/a            |
| 3                                    | t <sub>0</sub> +5  | t <sub>0</sub> +7  | TVprgm27                        | (0)+2          |
| 4                                    | t <sub>0</sub> +7  | t <sub>0</sub> +7  | <skip frwrd 5 units>            | n/a            |
| 5                                    | t <sub>0</sub> +7  | t <sub>0</sub> +9  | TVprgm27                        | (0)+9          |
| 6                                    | t <sub>0</sub> +9  | t <sub>0</sub> +9  | <skip bckwrd 2 units>           | n/a            |
| 7                                    | t <sub>0</sub> +9  | t <sub>0</sub> +11 | TVprgm27                        | (0)+9          |
| 8                                    | t <sub>0</sub> +11 | t <sub>0</sub> +12 | <fast frwrd 18 units>           | n/a            |
| 9                                    | t <sub>0</sub> +12 | t <sub>0</sub> +14 | TVprgm27                        | (0)+29         |
| 10                                   | t <sub>0</sub> +14 | t <sub>0</sub> +15 | ad23                            | (0)            |
| 11                                   | t <sub>0</sub> +15 | t <sub>0</sub> +16 | <fast frwrd 7 units>            | n/a            |
| 12                                   | t <sub>0</sub> +16 | t <sub>0</sub> +17 | ad25                            | (0)+2          |
| 13                                   | t <sub>0</sub> +17 | t <sub>0</sub> +20 | TVprgm28                        | (0)            |

FIG. 5



600

FIG. 6

Title: Media Usage Monitoring and Measurement System and Method  
Application No.: Not Yet Assigned  
Inventor: Jonathan S. STEUER et al.  
Attorney Docket No.: 10004-2000103  
Sheet 6 of 7



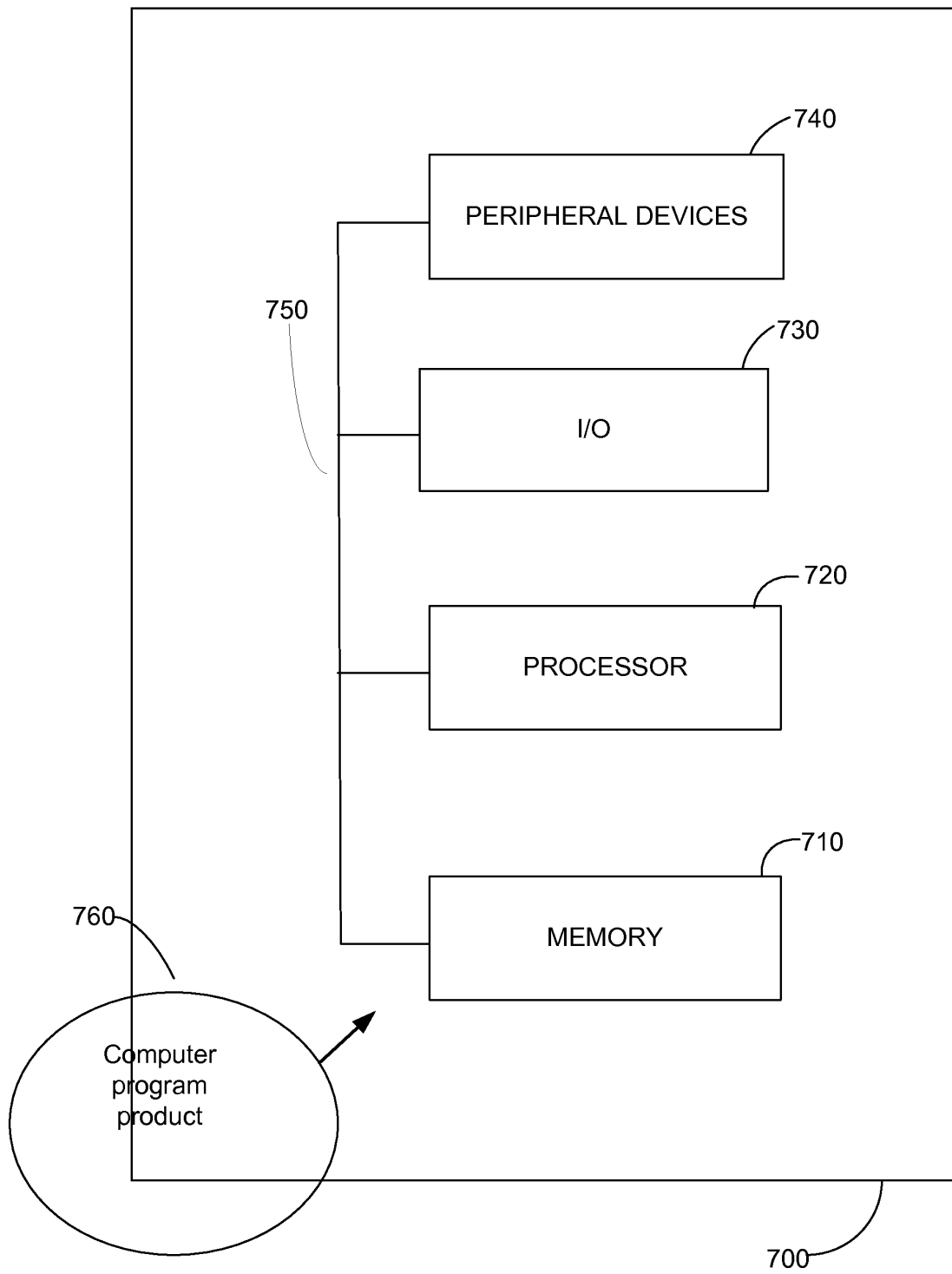


FIG. 7

**STATEMENT UNDER 37 CFR 3.73(c)**

Applicant/Patent Owner: Jonatan S. Steuer, Christopher W. Otto

Application No./Patent No.: Not Yet Assigned Filed/Issue Date: Concurrently Herewith

Titled: MEDIA USAGE MONITORING AND MESUREMENT SYSTEM AND METHOD

Anonymous Media Research, LLC, a limited liability company

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that, for the patent application/patent identified above, it is (choose **one** of options 1, 2, 3 or 4 below):

1. ☒ The assignee of the entire right, title, and interest.
2. ☐ An assignee of less than the entire right, title, and interest (check applicable box):
- ☐ The extent (by percentage) of its ownership interest is \_\_\_\_%. Additional Statement(s) by the owners holding the balance of the interest must be submitted to account for 100% of the ownership interest.
- ☐ There are unspecified percentages of ownership. The other parties, including inventors, who together own the entire right, title and interest are:

Additional Statement(s) by the owner(s) holding the balance of the interest must be submitted to account for the entire right, title, and interest.

3. ☐ The assignee of an undivided interest in the entirety (a complete assignment from one of the joint inventors was made). The other parties, including inventors, who together own the entire right, title, and interest are:

Additional Statement(s) by the owner(s) holding the balance of the interest must be submitted to account for the entire right, title, and interest.

4. ☐ The recipient, via a court proceeding or the like (e.g., bankruptcy, probate), of an undivided interest in the entirety (a complete transfer of ownership interest was made). The certified document(s) showing the transfer is attached.

The interest identified in option 1, 2 or 3 above (not option 4) is evidenced by either (choose **one** of options A or B below):

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.
- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Jonathan S. Steuer et al. To: Anonymous Media LLC

The document was recorded in the United States Patent and Trademark Office at  
Reel 016861, Frame 0088, or for which a copy thereof is attached.

2. From: Anonymous Media LLC To: Anonymous Media Research, LLC

The document was recorded in the United States Patent and Trademark Office at  
Reel 025531, Frame 0015, or for which a copy thereof is attached.

[Page 1 of 2]

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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

**STATEMENT UNDER 37 CFR 3.73(c)**

3. From: \_\_\_\_\_ To: \_\_\_\_\_

The document was recorded in the United States Patent and Trademark Office at  
 Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

4. From: \_\_\_\_\_ To: \_\_\_\_\_

The document was recorded in the United States Patent and Trademark Office at  
 Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

5. From: \_\_\_\_\_ To: \_\_\_\_\_

The document was recorded in the United States Patent and Trademark Office at  
 Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

6. From: \_\_\_\_\_ To: \_\_\_\_\_

The document was recorded in the United States Patent and Trademark Office at  
 Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

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

☒ As required by 37 CFR 3.73(c)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

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

/Michael Mauriel/ Reg. No. 44,226

June 11, 2013

Signature

Date

Michael Mauriel

Attorney for Applicant(s); Reg. No. 44,226

Printed or Typed Name

Title or Registration 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.

## POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

I hereby appoint:

☒ Practitioners associated with the Customer Number:

51417

OR

☐ Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

| Name | Registration Number | Name | Registration Number |
|------|---------------------|------|---------------------|
|      |                     |      |                     |
|      |                     |      |                     |
|      |                     |      |                     |
|      |                     |      |                     |
|      |                     |      |                     |

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(b) to:

☐ The address associated with Customer Number:

OR

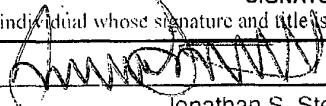
|                                                  |       |     |  |
|--------------------------------------------------|-------|-----|--|
| <input type="checkbox"/> Firm or Individual Name |       |     |  |
| Address                                          |       |     |  |
| City                                             | State | Zip |  |
| Country                                          |       |     |  |
| Telephone                                        | Email |     |  |

Assignee Name and Address:  
Anonymous Media Research, LLC  
72 E. 3rd St., Suite 1B, NY, NY 10003

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

### SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

|           |                                                                                     |           |              |
|-----------|-------------------------------------------------------------------------------------|-----------|--------------|
| Signature |  | Date      | 1 DEC 2010   |
| Name      | Jonathan S. Steuer                                                                  | Telephone | 866 295 2666 |
| Title     | MANAGER & CEO                                                                       |           |              |

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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| Electronic Acknowledgement Receipt          |                                                          |
|---------------------------------------------|----------------------------------------------------------|
| <b>EFS ID:</b>                              | 16004689                                                 |
| <b>Application Number:</b>                  | 13914870                                                 |
| <b>International Application Number:</b>    |                                                          |
| <b>Confirmation Number:</b>                 | 1217                                                     |
| <b>Title of Invention:</b>                  | MEDIA USAGE MONITORING AND MEASUREMENT SYSTEM AND METHOD |
| <b>First Named Inventor/Applicant Name:</b> | Jonathan S. Steuer                                       |
| <b>Customer Number:</b>                     | 51417                                                    |
| <b>Filer:</b>                               | Michael John Mauriel/Jasmine Habbas                      |
| <b>Filer Authorized By:</b>                 | Michael John Mauriel                                     |
| <b>Attorney Docket Number:</b>              | 10004-2000103                                            |
| <b>Receipt Date:</b>                        | 11-JUN-2013                                              |
| <b>Filing Date:</b>                         |                                                          |
| <b>Time Stamp:</b>                          | 13:46:36                                                 |
| <b>Application Type:</b>                    | Utility under 35 USC 111(a)                              |

### Payment information:

|                        |    |
|------------------------|----|
| Submitted with Payment | no |
|------------------------|----|

### File Listing:

| Document Number | Document Description   | File Name            | File Size(Bytes)/<br>Message Digest                | Multi Part /.zip | Pages (if appl.) |
|-----------------|------------------------|----------------------|----------------------------------------------------|------------------|------------------|
| 1               | Application Data Sheet | 100042000103_ADS.pdf | 1503513<br>0deec6d81e3d569eb9b4d2aedd319b93a40d9e2 | no               | 7                |

### Warnings:

### Information:

|                              |                                                     |                                       |                                          |     |    |
|------------------------------|-----------------------------------------------------|---------------------------------------|------------------------------------------|-----|----|
| 2                            | Transmittal of New Application                      | 100042000103_AppTrans.pdf             | 610989                                   | no  | 2  |
|                              |                                                     |                                       | 1a7db1bcd887e270c0acb3a1c34aff3bf60bec32 |     |    |
| Warnings:                    |                                                     |                                       |                                          |     |    |
| Information:                 |                                                     |                                       |                                          |     |    |
| 3                            | Miscellaneous Incoming Letter                       | 100042000103_RemarksCommunication.pdf | 458358                                   | no  | 3  |
|                              |                                                     |                                       | 4eb55af3ed41bbd66059a0ad9f44e842ec67ad33 |     |    |
| Warnings:                    |                                                     |                                       |                                          |     |    |
| Information:                 |                                                     |                                       |                                          |     |    |
| 4                            |                                                     | 100042000103_Spec.pdf                 | 588096                                   | yes | 36 |
|                              |                                                     |                                       | 3afcbd8ec95efd585933cc869022b9fac74fa855 |     |    |
|                              | Multipart Description/PDF files in .zip description |                                       |                                          |     |    |
|                              | Document Description                                |                                       | Start                                    | End |    |
|                              | Specification                                       |                                       | 1                                        | 23  |    |
|                              | Claims                                              |                                       | 24                                       | 35  |    |
|                              | Abstract                                            |                                       | 36                                       | 36  |    |
| Warnings:                    |                                                     |                                       |                                          |     |    |
| Information:                 |                                                     |                                       |                                          |     |    |
| 5                            | Drawings-only black and white line drawings         | 100042000103_Drawings.pdf             | 532203                                   | no  | 7  |
|                              |                                                     |                                       | c0d0a8ce6bea9098deaeaab7a6e320d21d4ebf4f |     |    |
| Warnings:                    |                                                     |                                       |                                          |     |    |
| Information:                 |                                                     |                                       |                                          |     |    |
| 6                            | Assignee showing of ownership per 37 CFR 3.73.      | 100042000103_POATrans.pdf             | 464621                                   | no  | 3  |
|                              |                                                     |                                       | dd3433b57314a726148641a9540ded43122ff0f9 |     |    |
| Warnings:                    |                                                     |                                       |                                          |     |    |
| Information:                 |                                                     |                                       |                                          |     |    |
| 7                            | Power of Attorney                                   | 100042000103_POA.pdf                  | 72489                                    | no  | 1  |
|                              |                                                     |                                       | 413a52344dbd41e953d67ea650c527aac62385ef |     |    |
| Warnings:                    |                                                     |                                       |                                          |     |    |
| Information:                 |                                                     |                                       |                                          |     |    |
| Total Files Size (in bytes): |                                                     |                                       | 4230269                                  |     |    |

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

**New Applications Under 35 U.S.C. 111**

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

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

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

**New International Application Filed with the USPTO as a Receiving Office**

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

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|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                          |                        |               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|------------------------|---------------|
| <b>Application Data Sheet 37 CFR 1.76</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                          | Attorney Docket Number | 10004-2000103 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                          | Application Number     |               |
| Title of Invention                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | MEDIA USAGE MONITORING AND MEASUREMENT SYSTEM AND METHOD |                        |               |
| <p>The application data sheet is part of the provisional or nonprovisional application for which it is being submitted. The following form contains the bibliographic data arranged in a format specified by the United States Patent and Trademark Office as outlined in 37 CFR 1.76.</p> <p>This document may be completed electronically and submitted to the Office in electronic format using the Electronic Filing System (EFS) or the document may be printed and included in a paper filed application.</p> |                                                          |                        |               |

**Secrecy Order 37 CFR 5.2**

|                                                                                                                                                                                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Portions or all of the application associated with this Application Data Sheet may fall under a Secrecy Order pursuant to 37 CFR 5.2 (Paper filers only. Applications that fall under Secrecy Order may not be filed electronically.) |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Inventor Information:**

|                                                                                                                                                                                              |                   |                                  |                    |                               |               |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|----------------------------------|--------------------|-------------------------------|---------------|--|
| <b>Inventor 1</b>                                                                                                                                                                            |                   |                                  |                    |                               | <b>Remove</b> |  |
| <b>Legal Name</b>                                                                                                                                                                            |                   |                                  |                    |                               |               |  |
| <b>Prefix</b>                                                                                                                                                                                | <b>Given Name</b> | <b>Middle Name</b>               | <b>Family Name</b> | <b>Suffix</b>                 |               |  |
|                                                                                                                                                                                              | Jonathan          | S.                               | Steuer             |                               |               |  |
| <b>Residence Information (Select One)</b> <input checked="" type="radio"/> US Residency <input type="radio"/> Non US Residency <input type="radio"/> Active US Military Service              |                   |                                  |                    |                               |               |  |
| <b>City</b>                                                                                                                                                                                  | New York          | <b>State/Province</b>            | NY                 | <b>Country of Residence i</b> | US            |  |
| <b>Mailing Address of Inventor:</b>                                                                                                                                                          |                   |                                  |                    |                               |               |  |
| <b>Address 1</b>                                                                                                                                                                             |                   | 72 East 3rd Street, Apartment 2B |                    |                               |               |  |
| <b>Address 2</b>                                                                                                                                                                             |                   |                                  |                    |                               |               |  |
| <b>City</b>                                                                                                                                                                                  | New York          | <b>State/Province</b>            | NY                 |                               |               |  |
| <b>Postal Code</b>                                                                                                                                                                           | 10003             | <b>Country i</b>                 | US                 |                               |               |  |
| <b>Inventor 2</b>                                                                                                                                                                            |                   |                                  |                    |                               | <b>Remove</b> |  |
| <b>Legal Name</b>                                                                                                                                                                            |                   |                                  |                    |                               |               |  |
| <b>Prefix</b>                                                                                                                                                                                | <b>Given Name</b> | <b>Middle Name</b>               | <b>Family Name</b> | <b>Suffix</b>                 |               |  |
|                                                                                                                                                                                              | Christopher       | W.                               | Otto               |                               |               |  |
| <b>Residence Information (Select One)</b> <input checked="" type="radio"/> US Residency <input type="radio"/> Non US Residency <input type="radio"/> Active US Military Service              |                   |                                  |                    |                               |               |  |
| <b>City</b>                                                                                                                                                                                  | Fremont           | <b>State/Province</b>            | CA                 | <b>Country of Residence i</b> | US            |  |
| <b>Mailing Address of Inventor:</b>                                                                                                                                                          |                   |                                  |                    |                               |               |  |
| <b>Address 1</b>                                                                                                                                                                             |                   | 68802 Lyra St.                   |                    |                               |               |  |
| <b>Address 2</b>                                                                                                                                                                             |                   |                                  |                    |                               |               |  |
| <b>City</b>                                                                                                                                                                                  | Fremont           | <b>State/Province</b>            | CA                 |                               |               |  |
| <b>Postal Code</b>                                                                                                                                                                           | 94539             | <b>Country i</b>                 | US                 |                               |               |  |
| All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the <b>Add</b> button. <div style="text-align: right;"><b>Add</b></div> |                   |                                  |                    |                               |               |  |

**Correspondence Information:**

|                                                                                                                                       |
|---------------------------------------------------------------------------------------------------------------------------------------|
| Enter either Customer Number or complete the Correspondence Information section below.<br>For further information see 37 CFR 1.33(a). |
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|                                           |                                                          |                        |               |
|-------------------------------------------|----------------------------------------------------------|------------------------|---------------|
| <b>Application Data Sheet 37 CFR 1.76</b> |                                                          | Attorney Docket Number | 10004-2000103 |
|                                           |                                                          | Application Number     |               |
| Title of Invention                        | MEDIA USAGE MONITORING AND MEASUREMENT SYSTEM AND METHOD |                        |               |

|                                                                                                               |       |                                          |                                             |
|---------------------------------------------------------------------------------------------------------------|-------|------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> An Address is being provided for the correspondence information of this application. |       |                                          |                                             |
| Customer Number                                                                                               | 51417 |                                          |                                             |
| Email Address                                                                                                 |       | <input type="button" value="Add Email"/> | <input type="button" value="Remove Email"/> |

**Application Information:**

|                                         |                                                          |                                           |                                     |
|-----------------------------------------|----------------------------------------------------------|-------------------------------------------|-------------------------------------|
| Title of the Invention                  | MEDIA USAGE MONITORING AND MEASUREMENT SYSTEM AND METHOD |                                           |                                     |
| Attorney Docket Number                  | 10004-2000103                                            | Small Entity Status Claimed               | <input checked="" type="checkbox"/> |
| Application Type                        | Nonprovisional                                           |                                           |                                     |
| Subject Matter                          | Utility                                                  |                                           |                                     |
| Total Number of Drawing Sheets (if any) | 7                                                        | Suggested Figure for Publication (if any) |                                     |

**Publication Information:**

|                                                                                                                                                                                                                                                                                                                                                                                                                        |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Request Early Publication (Fee required at time of Request 37 CFR 1.219)                                                                                                                                                                                                                                                                                                                      |
| <input type="checkbox"/> <b>Request Not to Publish.</b> I hereby request that the attached application not be published under 35 U.S.C. 122(b) and certify that the invention disclosed in the attached application <b>has not and will not</b> be the subject of an application filed in another country, or under a multilateral international agreement, that requires publication at eighteen months after filing. |

**Representative Information:**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |       |  |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--|--|
| Representative information should be provided for all practitioners having a power of attorney in the application. Providing this information in the Application Data Sheet does not constitute a power of attorney in the application (see 37 CFR 1.32). Either enter Customer Number or complete the Representative Name section below. If both sections are completed the customer Number will be used for the Representative Information during processing. |       |  |  |
| <div> <div>Please Select One:</div> <div> <input checked="" type="radio"/> Customer Number <input type="radio"/> US Patent Practitioner <input type="radio"/> Limited Recognition (37 CFR 11.9) </div> </div>                                                                                                                                                                                                                                                   |       |  |  |
| Customer Number                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 51417 |  |  |

**Domestic Benefit/National Stage Information:**

|                                                                                                                                                                                                                                                                                                                      |                 |                                       |                          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------------------------------|--------------------------|
| This section allows for the applicant to either claim benefit under 35 U.S.C. 119(e), 120, 121, or 365(c) or indicate National Stage entry from a PCT application. Providing this information in the application data sheet constitutes the specific reference required by 35 U.S.C. 119(e) or 120, and 37 CFR 1.78. |                 |                                       |                          |
| Prior Application Status                                                                                                                                                                                                                                                                                             | Pending         | <input type="button" value="Remove"/> |                          |
| Application Number                                                                                                                                                                                                                                                                                                   | Continuity Type | Prior Application Number              | Filing Date (YYYY-MM-DD) |
|                                                                                                                                                                                                                                                                                                                      | Continuation of | 12/954604                             | 2010-11-24               |
| Prior Application Status                                                                                                                                                                                                                                                                                             | Abandoned       | <input type="button" value="Remove"/> |                          |

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|-----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|--------------------------|--------------------------|
| <b>Application Data Sheet 37 CFR 1.76</b>                                                                             |                                                          | Attorney Docket Number   | 10004-2000103            |
|                                                                                                                       |                                                          | Application Number       |                          |
| Title of Invention                                                                                                    | MEDIA USAGE MONITORING AND MEASUREMENT SYSTEM AND METHOD |                          |                          |
| Application Number                                                                                                    | Continuity Type                                          | Prior Application Number | Filing Date (YYYY-MM-DD) |
| 12/954604                                                                                                             | Division of                                              | 11/139330                | 2005-05-26               |
| Prior Application Status                                                                                              | Pending                                                  | <a href="#">Remove</a>   |                          |
| Application Number                                                                                                    | Continuity Type                                          | Prior Application Number | Filing Date (YYYY-MM-DD) |
| 11/139330                                                                                                             | non provisional of                                       | 60/574836                | 2004-05-27               |
| Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the <b>Add</b> button. |                                                          |                          | <a href="#">Add</a>      |

**Foreign Priority Information:**

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

|                                                                                                        |                      |                          |                                          |
|--------------------------------------------------------------------------------------------------------|----------------------|--------------------------|------------------------------------------|
|                                                                                                        |                      |                          | <a href="#">Remove</a>                   |
| Application Number                                                                                     | Country <sup>i</sup> | Filing Date (YYYY-MM-DD) | Access Code <sup>j</sup> (if applicable) |
|                                                                                                        |                      |                          |                                          |
| Additional Foreign Priority Data may be generated within this form by selecting the <b>Add</b> button. |                      |                          | <a href="#">Add</a>                      |

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

☐ This application (1) claims priority to or the benefit of an application filed before March 16, 2013 and (2) also contains, or contained at any time, a claim to a claimed invention that has an effective filing date on or after March 16, 2013.

**Authorization to Permit Access:**

☐ Authorization to Permit Access to the Instant Application by the Participating Offices

|                                           |                                                          |                        |               |
|-------------------------------------------|----------------------------------------------------------|------------------------|---------------|
| <b>Application Data Sheet 37 CFR 1.76</b> |                                                          | Attorney Docket Number | 10004-2000103 |
|                                           |                                                          | Application Number     |               |
| Title of Invention                        | MEDIA USAGE MONITORING AND MEASUREMENT SYSTEM AND METHOD |                        |               |

If checked, the undersigned hereby grants the USPTO authority to provide the European Patent Office (EPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), the World Intellectual Property Office (WIPO), and any other intellectual property offices in which a foreign application claiming priority to the instant patent application is filed access to the instant patent application. See 37 CFR 1.14(c) and (h). This box should not be checked if the applicant does not wish the EPO, JPO, KIPO, WIPO, or other intellectual property office in which a foreign application claiming priority to the instant patent application is filed to have access to the instant patent application.

In accordance with 37 CFR 1.14(h)(3), access will be provided to a copy of the instant patent application with respect to: 1) the instant patent application-as-filed; 2) any foreign application to which the instant patent application claims priority under 35 U.S.C. 119(a)-(d) if a copy of the foreign application that satisfies the certified copy requirement of 37 CFR 1.55 has been filed in the instant patent application; and 3) any U.S. application-as-filed from which benefit is sought in the instant patent application.

In accordance with 37 CFR 1.14(c), access may be provided to information concerning the date of filing this Authorization.

## Applicant Information:

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                |                                                                        |               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|------------------------------------------------------------------------|---------------|
| Providing assignment information in this section does not substitute for compliance with any requirement of part 3 of Title 37 of CFR to have an assignment recorded by the Office.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                |                                                                        |               |
| <b>Applicant 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                |                                                                        | <b>Remove</b> |
| If the applicant is the inventor (or the remaining joint inventor or inventors under 37 CFR 1.45), this section should not be completed. The information to be provided in this section is the name and address of the legal representative who is the applicant under 37 CFR 1.43; or the name and address of the assignee, person to whom the inventor is under an obligation to assign the invention, or person who otherwise shows sufficient proprietary interest in the matter who is the applicant under 37 CFR 1.46. If the applicant is an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest) together with one or more joint inventors, then the joint inventor or inventors who are also the applicant should be identified in this section. |                                                                |                                                                        |               |
| <b>Clear</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                |                                                                        |               |
| <input checked="" type="radio"/> Assignee                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <input type="radio"/> Legal Representative under 35 U.S.C. 117 | <input type="radio"/> Joint Inventor                                   |               |
| <input type="radio"/> Person to whom the inventor is obligated to assign.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                | <input type="radio"/> Person who shows sufficient proprietary interest |               |
| If applicant is the legal representative, indicate the authority to file the patent application, the inventor is:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                |                                                                        |               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                |                                                                        |               |
| Name of the Deceased or Legally Incapacitated Inventor : <input type="text"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                |                                                                        |               |
| If the Applicant is an Organization check here. <input checked="" type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                |                                                                        |               |
| Organization Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Anonymous Media Research, LLC                                  |                                                                        |               |
| <b>Mailing Address Information:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                |                                                                        |               |
| Address 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 72 East 3rd Street, Apartment 2B                               |                                                                        |               |
| Address 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                |                                                                        |               |
| City                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | New York                                                       | State/Province                                                         | NY            |
| Country <sup>i</sup>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | US                                                             | Postal Code                                                            | 10003         |
| Phone Number                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                | Fax Number                                                             |               |

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|                                                                                          |                                                          |                        |                                    |
|------------------------------------------------------------------------------------------|----------------------------------------------------------|------------------------|------------------------------------|
| <b>Application Data Sheet 37 CFR 1.76</b>                                                |                                                          | Attorney Docket Number | 10004-2000103                      |
|                                                                                          |                                                          | Application Number     |                                    |
| Title of Invention                                                                       | MEDIA USAGE MONITORING AND MEASUREMENT SYSTEM AND METHOD |                        |                                    |
| Email Address                                                                            |                                                          |                        |                                    |
| Additional Applicant Data may be generated within this form by selecting the Add button. |                                                          |                        | <input type="button" value="Add"/> |

## Non-Applicant Assignee Information:

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

|                                                                                                                                                                                                                                                                                                                                                                                                                                                    |            |                |             |                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|----------------|-------------|---------------------------------------|
| <b>Assignee 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                  |            |                |             |                                       |
| Complete this section only if non-applicant assignee information is desired to be included on the patent application publication in accordance with 37 CFR 1.215(b). Do not include in this section an applicant under 37 CFR 1.46 (assignee, person to whom the inventor is obligated to assign, or person who otherwise shows sufficient proprietary interest), as the patent application publication will include the name of the applicant(s). |            |                |             |                                       |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                    |            |                |             | <input type="button" value="Remove"/> |
| If the Assignee is an Organization check here. <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                            |            |                |             |                                       |
| Prefix                                                                                                                                                                                                                                                                                                                                                                                                                                             | Given Name | Middle Name    | Family Name | Suffix                                |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                    |            |                |             |                                       |
| <b>Mailing Address Information:</b>                                                                                                                                                                                                                                                                                                                                                                                                                |            |                |             |                                       |
| Address 1                                                                                                                                                                                                                                                                                                                                                                                                                                          |            |                |             |                                       |
| Address 2                                                                                                                                                                                                                                                                                                                                                                                                                                          |            |                |             |                                       |
| City                                                                                                                                                                                                                                                                                                                                                                                                                                               |            | State/Province |             |                                       |
| Country i                                                                                                                                                                                                                                                                                                                                                                                                                                          |            | Postal Code    |             |                                       |
| Phone Number                                                                                                                                                                                                                                                                                                                                                                                                                                       |            | Fax Number     |             |                                       |
| Email Address                                                                                                                                                                                                                                                                                                                                                                                                                                      |            |                |             |                                       |
| Additional Assignee Data may be generated within this form by selecting the Add button.                                                                                                                                                                                                                                                                                                                                                            |            |                |             | <input type="button" value="Add"/>    |

## Signature:

|                                                                                                                             |                   |           |         |                     |                                    |
|-----------------------------------------------------------------------------------------------------------------------------|-------------------|-----------|---------|---------------------|------------------------------------|
| NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications |                   |           |         |                     |                                    |
| Signature                                                                                                                   | /Michael Mauriel/ |           |         | Date (YYYY-MM-DD)   | 2013-06-11                         |
| First Name                                                                                                                  | Michael           | Last Name | Mauriel | Registration Number | 44226                              |
| Additional Signature may be generated within this form by selecting the Add button.                                         |                   |           |         |                     | <input type="button" value="Add"/> |

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|-------------------------------------------|----------------------------------------------------------|------------------------|---------------|
| <b>Application Data Sheet 37 CFR 1.76</b> |                                                          | Attorney Docket Number | 10004-2000103 |
|                                           |                                                          | Application Number     |               |
| Title of Invention                        | MEDIA USAGE MONITORING AND MEASUREMENT SYSTEM AND METHOD |                        |               |

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

## Privacy Act Statement

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

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

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