PTO/AIA/80 (07-12)
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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(c).

I hereby appoint:

☒ Practitioners associated with Customer Number: 75120

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 assignments documents attached to this form in accordance with 37 CFR 3.73(c).

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

☒ The address associated with Customer Number: 75120

OR

☐	Firm or Individual Name			
	Address			
	City		State	Zip
	Country			
	Telephone		Email	

Assignee Name and Address: **DKR Consulting LLC**
1191 Granville Road
Charlotte, NC 28207

A copy of this form, together with a statement under 37 CFR 3.73(c) (Form PTO/AIA/96 or equivalent) is required to be Filed in each application in which this form is used. The statement under 37 CFR 3.73(c) may be completed by one of The practitioners appointed in this form, 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	DKRobb	Date	May 10, 2017
Name	David K. Robb	Telephone	704-906-0134
Title	**Owner, DKR Consulting, LLC**		

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.**

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

Application Number:	
Filing Date:	
Title of Invention:	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT
First Named Inventor/Applicant Name:	David Robb
Filer:	Maulin Shah
Attorney Docket Number:	DR-102

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
UTILITY FILING FEE (ELECTRONIC FILING)	4011	1	75	75
UTILITY SEARCH FEE	2111	1	330	330
UTILITY EXAMINATION FEE	2311	1	380	380
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
			Total in USD ($)	**785**

Electronic Acknowledgement Receipt

EFS ID:	36588521
Application Number:	16512018
International Application Number:	
Confirmation Number:	4924
Title of Invention:	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT
First Named Inventor/Applicant Name:	David Robb
Customer Number:	75120
Filer:	Maulin Shah
Filer Authorized By:	
Attorney Docket Number:	DR-102
Receipt Date:	15-JUL-2019
Filing Date:	
Time Stamp:	18:00:06
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	$785
RAM confirmation Number	071619INTEFSW18011000
Deposit Account	
Authorized User	

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

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Application Data Sheet	WebADS.pdf	175693 532068aadc3f3a505ea4811d9e5e6dbac8ca19f4	no	9
Warnings:					
Information:					
2		Specification.pdf	3510173 2d7d10da0bd8fd2a33677c8044d06e583da2b709	yes	36

Multipart Description/PDF files in .zip description

Document Description	Start	End
Abstract	36	36
Claims	34	35
Specification	1	33

Warnings:					
Information:					
3	Drawings-only black and white line drawings	Drawings.pdf	206720 4d5f8c3a0bed39a5265989b86ea736c30d53febd	no	16
Warnings:					
Information:					
4	Oath or Declaration filed	Oaths.pdf	619463 146d696ed5430c426910f75a2836223559bc6343	no	5
Warnings:					
Information:					
5	Power of Attorney	aia0080.pdf	1346765 b1fa1775009218d5f9f25d8d00196bf628bc18a6	no	2

Warnings:					
Information:					
6	Fee Worksheet (SB06)	fee-info.pdf	34737 e26aa730693df0c83f874d98f8d973b7486900e6	no	2
Warnings:					
Information:					
			Total Files Size (in bytes):	5893551	

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.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	DR-102
	Application Number	
Title of Invention	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT	

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

Secrecy Order 37 CFR 5.2:

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

Inventor Information:

Inventor 1

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	David		Robb	

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

City	Charlotte	State/Province	NC	Country of Residence i	US

Mailing Address of Inventor:

Address 1	1101 Granville Road		
Address 2			
City	Charlotte	State/Province	NC
Postal Code	28207	Country i	US

Inventor 2

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Grant		Neerings	

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

City	Charlotte	State/Province	NC	Country of Residence i	US

Mailing Address of Inventor:

Address 1	1411 Fourth Avenue		
Address 2	Suite 910		
City	Seattle	State/Province	WA
Postal Code	98101	Country i	US

Inventor 3

Legal Name

Prefix	Given Name	Middle Name	Family Name	Suffix
	Cameron		Patterson	

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	DR-102
	Application Number	
Title of Invention	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT	

Residence Information (Select One)	◉ US Residency	○ Non US Residency	○ Active US Military Service		
City	Seattle	State/Province	WA	Country of Residence i	US

Mailing Address of Inventor:			
Address 1	1411 Fourth Avenue		
Address 2	Suite 910		
City	Seattle	State/Province	WA
Postal Code	98101	Country i	US

Inventor 4

Legal Name				
Prefix	Given Name	Middle Name	Family Name	Suffix
	Joseph		Rodriguez	

Residence Information (Select One)	◉ US Residency	○ Non US Residency	○ Active US Military Service		
City	Seattle	State/Province	WA	Country of Residence i	US

Mailing Address of Inventor:			
Address 1	1411 Fourth Avenue		
Address 2	Suite 910		
City	Seattle	State/Province	WA
Postal Code	98101	Country i	US

Inventor 5

Legal Name				
Prefix	Given Name	Middle Name	Family Name	Suffix
	Quinton	Richard	Harris	

Residence Information (Select One)	◉ US Residency	○ Non US Residency	○ Active US Military Service		
City	Seattle	State/Province	WA	Country of Residence i	US

Mailing Address of Inventor:			
Address 1	1411 Fourth Avenue		
Address 2	Suite 910		
City	Seattle	State/Province	WA
Postal Code	98101	Country i	US

Inventor 6

Legal Name				
Prefix	Given Name	Middle Name	Family Name	Suffix
	Benjamin		Cook	

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	DR-102
	Application Number	
Title of Invention	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT	

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

City	Seattle	**State/Province**	WA	**Country of Residence** i	US

Mailing Address of Inventor:

Address 1	1411 Fourth Avenue		
Address 2	Suite 910		
City	Seattle	**State/Province**	WA
Postal Code	98101	**Country** i	US

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

Correspondence Information:

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

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

Customer Number	75120		
Email Address		[Add Email]	[Remove Email]

Application Information:

Title of the Invention	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT		
Attorney Docket Number	DR-102	**Small Entity Status Claimed**	☒
Application Type	Nonprovisional		
Subject Matter	Utility		
Total Number of Drawing Sheets (if any)	16	**Suggested Figure for Publication (if any)**	13

Filing By Reference:

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

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

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

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	DR-102
	Application Number	
Title of Invention	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT	

Publication Information:

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

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

Representative Information:

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

Please Select One:	◉ Customer Number	○ US Patent Practitioner	○ Limited Recognition (37 CFR 11.9)
Customer Number	75120		

Prefix	**Given Name**	Middle Name	**Family Name**	Suffix	Remove
Registration Number					
Prefix	**Given Name**	Middle Name	**Family Name**	Suffix	Remove
Registration Number					

Additional Representative Information blocks may be generated within this form by selecting the **Add** button.

Domestic Benefit/National Stage Information:

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

Prior Application Status	Pending		Remove
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)
	Continuation of	15591208	2017-05-10

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	DR-102
	Application Number	
Title of Invention	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT	

Prior Application Status	Patented	Remove			
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)	Patent Number	Issue Date (YYYY-MM-DD)
15591208	Continuation of	13571293	2012-08-09	9679298	2017-06-13

Prior Application Status	Abandoned	Remove	
Application Number	Continuity Type	Prior Application Number	Filing or 371(c) Date (YYYY-MM-DD)
13571293	Continuation in part of	12852090	2010-08-06

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

Foreign Priority Information:

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

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

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

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

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

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	DR-102
	Application Number	
Title of Invention	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT	

Authorization or Opt-Out of Authorization to Permit Access:

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

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

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

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

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

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

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

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

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

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

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

PTO/AIA/14 (08-15)
Approved for use through 04/30/2017. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	DR-102
	Application Number	
Title of Invention	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT	

Applicant Information:

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

Applicant 1

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

Clear

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

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

Name of the Deceased or Legally Incapacitated Inventor:	

If the Applicant is an Organization check here. ☒

Organization Name	DKR Consulting LLC

Mailing Address Information For Applicant:

Address 1	1101 Granville Road		
Address 2			
City	Charlotte	**State/Province**	NC
Country[i]	US	Postal Code	28207
Phone Number		Fax Number	
Email Address			

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

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	DR-102
	Application Number	
Title of Invention	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT	

Assignee Information including Non-Applicant Assignee Information:

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

Assignee 1

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

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

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

Mailing Address Information For Assignee including Non-Applicant Assignee:

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

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

Application Data Sheet 37 CFR 1.76	Attorney Docket Number	DR-102
	Application Number	
Title of Invention	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT	

Signature:

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

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

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

Signature	/Maulin Shah/			Date (YYYY-MM-DD)	
First Name	Maulin	Last Name	Shah	Registration Number	56587

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

ABSTRACT

A portable web widget for distribution of multimedia content over a computer communications network, the web widget adapted for viral distribution and execution in a web browser on a client device wherein the widget includes a content retrieval component communicatively coupled to an application server over the computer communications network, the content retrieval component configured to retrieve one or more multimedia display files and metadata into an embedded electronic commerce store in the web widget after it enters an active operational mode, the widget also including a content preview component configured to enable a streamed execution of a portion of the multimedia content files associated with each of the multimedia display files from a multimedia content distribution system executing on the application server, and a transaction processing component operative to execute and complete a commercial transaction in the embedded electronic commerce store pertaining to the multimedia content files.

What is claimed is:

1. A method for facilitating electronic commerce within a social network comprising:

transmitting a web widget from an application server to the social network;

embedding the web widget into a first web page by the social network;

retrieving multimedia content from the application server by the social network, wherein the multimedia content is related to an item for purchase;

displaying the multimedia content and a buy button within the web widget by the social network;

receiving a user selection of the buy button by the social network or by the application server; and

re-directing the user, by the social network or by the application server, to a second web page configured to display a checkout screen, wherein the checkout screen is configured to allow the user to purchase the item.

2. The method of Claim 1, wherein the web page is displayed on a client device selected from a group consisting of a laptop computer, a desktop computer, a personal digital assistant, and a smart phone.

3. The method of Claim 1, wherein the multimedia content is selected from a group consisting of an image file, a video file, and an audio file.

4. The method of Claim 1, wherein the web widget includes a share button configured to share the multimedia content via the social network upon the share button being selected by the user.

5. The method of Claim 1, further comprising collecting, by the application server or by the social network, statistics related to the multimedia content.

6. The method of Claim 1, wherein the item is selected from a group consisting of an e-book, a video, an audio-visual work, a musical selection, a video game file, a software application, electronic goods, and physical merchandise.

7. The method of Claim 1, wherein the checkout screen is configured to allow the user to purchase the item using a transaction processing service.

SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT

CROSS-REFERENCE TO RELATED APPLICATION

[Para 01] This application is a Continuation of U.S. Patent Application Ser. No. 13/571,293, filed August 9, 2012, which is a Continuation-In-Part of U.S. Patent Application Ser. No.12/852,090, filed August 6, 2010, which are hereby incorporated by reference in their entirety.

FIELD

[Para 02] The present disclosure relates generally to the field of e lectronic commerce, and in particular but not exclusively, relates to a system and method for the distribution of multimedia content and the consummation of transactions between content owners, content distributors and consumers.

BACKGROUND

[Para 03] Electronic commerce on the Internet has become commonplace. There are many merchants offering goods and services via web sites on the Internet, and an increasing number of consumers purchase goods and services on various Internet websites. In many cases, the electronic commerce transactions involve electronic content and physical goods. For example, many consumers purchase items such as books, compact disks (CDs) and digital video disks (DVDs) via the Internet. Increasingly, however, consumers are using the Internet to purchase electronic content such as information products, music or to gain access to web sites that provide news or entertainment stories.

[Para 04] More recently, the Internet is being used to engage in a wide variety of social networking between and among different individuals and online communities. When used by businesses to promote their goods and services to such individuals and online communities, this form of networking is called "social media marketing." In many of these online social relationships, users share and identify recommended content for use and consumption by other

users with similar interests, hobbies and/or backgrounds. It is this unique ability to share or "virally distribute" content with recommendations and referrals that now enables the Internet to be used as a highly social medium. Furthermore, this "viral" distribution capability can now be used advantageously by content promoters, such as performing artists, visual artists, video and film producers, and content distribution companies, to create creative works that can be circulated to a far greater number of prospects and partners than may have been possible previously with a distribution capability which was limited only to the content creator's current list of customers.

[**Para 05**] Current methods for achieving viral distribution of content focus on the use of electronic mail. However, a significant opportunity and need exists for enhanced capabilities to distribute content in a more immediate and engaging manner. One current approach that is used to distribute applications of limited functionality involves "web widgets." A web widget is portable software that can be installed and executed within a hypertext-markup-language web page by an end user that does not require additional compilation. The most commonly used web widgets are discrete applications of limited functionality that allow users to turn personal content into dynamic web applications which can be shared on virtually any website. Current web widgets are limited to executing certain discrete applications as on-screen tools. For example, they are currently used to display on-screen clocks, event countdowns, auction-tickers, stock market tickers, daily weather reports and flight arrival information.

[**Para 06**] Notwithstanding their useful role in these types of applications, current web widgets are not used as self-contained electronic commerce platforms. Yet, there is a significant and rapidly growing need for web widgets with enhanced capabilities that will enable content owners to more effectively use viral distribution of multimedia content and to exploit social

media marketing trends to engage in purchase transactions and other forms of electronic commerce directly with current and prospective customers from web widgets over the Internet and over the rapidly growing number of mobile networks and associated mobile devices.

BRIEF DESCRIPTION OF THE DRAWINGS

[**Para 07**] Non-limited and non-exhaustive embodiments are described with reference to the following figures, wherein like reference numerals refer to like parts throughout the various views unless otherwise specified.

[**Para 08**] FIG. 1A is a block diagram illustrating an operating environment for a multimedia content distribution system.

[**Para 09**] FIG. 1B is a block diagram illustrating an alternative operating environment for a multimedia content distribution system.

[**Para 10**] FIG. 2 is a block diagram illustrating the software components of a multimedia content distribution system in an embodiment.

[Para 11] FIG. 3 is a block diagram illustrating a widget builder resource component used in a multimedia content distribution system in an embodiment.

[Para 12] FIG. 4 is a block diagram illustrating a content management component used in a multimedia content distribution system in an embodiment.

[Para 13] FIG. 5 is a block diagram illustrating a market management component used in a multimedia content distribution system in an embodiment.

[**Para 14**] FIG. 6 is a flow chart illustrating a method for uploading and converting multimedia content used in a multimedia content distribution system in an embodiment.

[**Para 15**] FIG. 7A is a flow chart illustrating a method for creating marketable compilation of multimedia content in a multimedia content distribution system in an embodiment.

[**Para 16**] FIG. 7B is a flow chart illustrating a method for updating content inventories in a multimedia content distribution system in an embodiment.

[**Para 17**] FIG. 8 is a flow chart illustrating a method for distributing multimedia content using a web widget in an embodiment.

[**Para 18**] FIG. 9 is a block diagram illustrating a web widget for distribution of multimedia content in an embodiment.

[**Para 19**] FIG. 10 is a block diagram illustrating an active web widget for distribution of a single musical song in an embodiment.

[**Para 20**] FIG. 11 is a block diagram illustrating an active web widget for distribution of a musical album including a compilation of musical songs in an embodiment.

[**Para 21**] FIG. 12 is a block diagram illustrating an active web widget operative to receive a purchase request in an embodiment.

[**Para 22**] FIG. 13 is a block diagram illustrating a purchase request confirmation in an active web widget in an embodiment.

[**Para 23**] FIG. 14 is a block diagram illustrating user access to a transaction processing service in an active web widget in an embodiment.

[**Para 24**] FIG. 15 is a block diagram illustrating a graphical button for viral distribution that provides access to a web widget in an embodiment.

DETAILED DESCRIPTION

[Para 25] In the description to follow, various aspects of embodiments web widgets and the computing and communications system which supports their ability to perform electronic commerce transactions will be described, and specific configurations will be set forth. Numerous and specific details are given to provide an understanding of these embodiments. The

aspects disclosed herein can be practiced without one or more of the specific details, or with other methods, components, systems, services, etc. In other instances, structures or operations are not shown or described in detail to avoid obscuring relevant inventive aspects.

[Para 26] Reference throughout this specification to "one embodiment" or "an embodiment" means that a particular feature, structure, or characteristic described in connection with the embodiment is included in at least one embodiment. Thus, the appearances of the phrases "in one embodiment" or "in an embodiment" in various places throughout this specification are not necessarily all referring to the same embodiment. Furthermore, the particular features, structures, or characteristics may be combined in any suitable manner in one or more embodiments.

[Para 27] FIG. 1A is an illustration of an operating environment for a multimedia content distribution system in an embodiment. In this operating environment 100, one or more content distributor client devices 128, one or more content owner client devices 126, and one or more consumer client devices 130, 132, 134 are illustrated. Among the range of consumer client devices used for the distribution of multimedia content from the multimedia content distribution system are laptop computers 130, desktop computers 132 and various types of a mobile computing devices 134 such as personal digital assistants (i.e., PDAs). As used here, the term "personal digital assistant" means both phone-enabled PDAs (i.e., smart phones) and non-phone enabled PDAs. Each of these client devices is communicatively coupled to a network 102 which provides secure computing and communications access through a server 104 executing a firewall software to an application server 106, which in this embodiment acts as a centralized compute processing and transaction management resource. In the illustrated embodiment, the network 102 is the Internet. However, in other embodiments, the network 102 can be a private computer-

communications network, a wireless communications network, or other computer data communications network that can enable communications between and among computer devices, mobile devices, the multimedia content distribution system and its infrastructure resources for storage and transaction processing.

[Para 28] The application server 106 is communicatively coupled to a database server 110, a transaction processing service 112, an email server 108 and a file management server 114. The file management server is communicatively coupled to one or more computing resources that perform file virus scanning 116, file transcoding 116 and file compression 120 for files which are stored on a cloud-based storage resource 124. In an embodiment, the database server 110 is used to maintain a lookup table of all content files and related metadata which are stored on the cloud-based storage resource 124. The file management server 114 is used to control the file conversion process from a first format in a received file to one or more transcoded formats. In an embodiment, a select subset of the transcoded files will then be compressed into a single file using file compression 120 and then stored on the cloud-based storage resource 124 along with related metadata for each file. In one embodiment, the files are compressed into a WinZip file for storage on the cloud-based storage resource 124. The email server 108 is used in an embodiment to facilitate electronic mail communications between and among content owners and content distributors, as well as email broadcasts to groups of consumers and prospects. In addition to its role in managing the use of resources in the multimedia content distribution system, the application server 106 is also used for the creation of user account profiles, the execution of one or more web servers, and the execution of a content management system including a widget builder resource component and a market management component. The web

servers are used to receive and respond to content related requests received from consumer client devices 130, 132, 134.

[Para 29] In one embodiment, content owners using their client devices 126 upload, register in a lookup table stored on the database server 110, manage, package, price and create one or more compilations of stored and registered content for distribution to one or more consumer client devices 130, 132, 134 using compilation-specific web widgets that are created and capable of distribution from the application server 106. In creating web widgets, the application server 106 will check the lookup table stored on the database server 110 to confirm the availability and format of content files included in or associated with the web widgets. This process is also followed when new buttons, links or preview clips are created by content owners for subsequent distribution from the application server 106. The web servers executed on the application server 106 are used to respond to requests received from web widgets, buttons, links or preview clips executed or selected in browsers running on the consumer client devices 130, 132, 134

[Para 30] The content distributor client devices 128 are used by content distributors to provide content distribution feeds to update the content inventories of content owners with active accounts in the multimedia content distribution system on the application server 106. These inventories can be updated with content from distribution feeds upon request of the content owners or the operators of the multimedia content distribution system. In one embodiment, the distribution feeds provide content in bulk which is parsed by a content management system executed on the application server 106 to ensure that each content owner receives the content desired for inclusion in their respective content management systems. Each distribution feed is parsed and the content is allocated to each content owner's account as specified in the distribution feed. Once parsed, the content delivered in these distribution feeds is uploaded,

master content files are transcoded to one or more alternative file formats pre-selected by content owners, the content files and their transcoded variants are stored in the cloud-based storage resource 124, and references to the stored content files and transcoded variants are registered in one or more lookup tables maintained on the database server 110. Once uploaded and registered on the database server 110, the content included in these distribution feeds can be accessed and used by content owners to create new content compilations for association with web widgets using a widget builder resource component executed on the application server 106. In an embodiment, a content compilation is an aggregation of one or more multimedia content files and associated metadata. Once created and associated with specific multimedia content and related metadata, these web widgets are available for viral distribution by content owners to networks of current and potential consumers.

[Para 31] In one embodiment, the cloud-based storage resource 124 and the transaction processing service 112 are provided by the Amazon Web Services group at Amazon.com, Inc. More particularly, in the embodiment, the cloud-based storage resource is implemented using Amazon's "Simple Storage Service" (S3) which provides a data storage capacity that can be used to store and retrieve any amount of data, at any time, from anywhere on the World Wide Web. Likewise, in an embodiment, the transaction processing service 112 is implemented using Amazon's "Flexible Payments Service" (FPS) to facilitate the payment processing and checkout process once consumers decide to purchase and download content from virally distributed web widgets, buttons, links or preview clips. In this embodiment, the FPS is used to process payments from consumers who wish to purchase registered multimedia content promoted in virally distributed web widgets, buttons, links or preview clips using their credit cards, debit cards or bank account information. Furthermore, in an alternative embodiment, the file virus

scanning 116, file transcoding 118 and file compression 118 processes are implemented using Amazon's "Elastic Compute Cloud" (EC2) resources instead of dedicated, proprietary servers. The EC2 is a web service that provides resizable compute capacity in a cloud-based network that can be scaled to provide computing capacity for applications serving multiple client devices.

[Para 32] Consumers using browsers executing on their client devices 130, 132, 134 can activate web widgets directly or indirectly. A web widget can be activated indirectly if a consumer receives a button or link and then clicks on the button or link which results in the activation of a web widget. Likewise, a consumer can directly activate a web widget if it is received from the content owner or a third party who has opted to share or redistribute the web widget. Once activated, a consumer can opt to preview the content which has been packaged with the web widget, share the web widget with third parties or elect to purchase the multimedia content packaged with the web widget. If a consumer elects to purchase specific multimedia content files by clicking on an embedded buy button, then the web widget provides the consumer with a choice of format options and then redirects the consumer to the transaction processing service 112 for the provision of credit card, debit card or bank account information and completion of the purchase transaction. Once the purchase transaction is completed, the selected multimedia content files are downloaded by the web widget from the cloud-based storage resource 124 to the consumer's designated client device 130, 132, 134.

[Para 33] FIG. 1B is an alternative embodiment of the operating environment of the multimedia content distribution system 100. In this operating environment, one or more web servers have been added as independent computing resources for use in receiving and responding to content related requests from various client devices 130, 132, 134. This embodiment is computationally more efficient and enables the application server 106 to be dedicated to the

operation of a content management system and the control of processes on the other servers used in this operating environment. As discussed above, these servers include an email server 108, a database server 110, a file management server 114, and control over a transaction processing service 112 and content conversion services for file virus scanning 116, file transcoding 118, and file compression 120 for storage in the cloud-based storage resource 124.

[Para 34] Figure 2 is an illustration of an embodiment of a multimedia content distribution system 200. In this embodiment, the system 200 is comprised of a content management system 202, a data management service 208, an analytics and reporting service 210, a security service 212, a transaction payment processing service 214, a widget management service 216 and an accounting service 218. The content management system 202 is comprised of three components, a widget builder resource component 204, a content management component 220, and a market management component 206. The content management component 220 is used for the uploading of multimedia content, the editing of metadata related to the content and the creation of compilations of content into marketable packages that can be associated with one or more web widgets. In addition to controlling the uploading, editing and creation of content compilations through the content management component 220, the content management system 202 also controls the processes applied to uploaded content files for virus scanning, file transcoding and file compression for storage in the cloud-based storage resource 124. The widget builder resource component 204 is used to create various marketing resources including new web widgets, buy buttons, links and preview clips. In one embodiment, the buy buttons, links and preview clips are each communicatively coupled to a web widget so that the selection or clicking on a button, link or preview clip causes the activation of a web widget Once these marketing resources are created, content owners can use them in viral distribution marketing campaigns to

promote their content compilations. The market management component 206 is used by content owners to assign market rules and pricing terms to selected items included in a content compilation. In one embodiment, the items include individual songs, song releases, or entire song catalogues. In a different embodiment, the items include reports, physical merchandising paraphernalia (e.g., cups, t-shirts, hats, etc.), and other electronic goods.

[Para 35] The data management service 208 is used to maintain a lookup table for use in tracking the locations of stored multimedia content files in the cloud-based storage resource, transcoded variants of these files, compressed files including one or more copies of content files and transcoded files, and files storing usage statistics collected by one or more web servers from the web widgets, buy buttons, links, preview clips or other marketing resources which are created and distributed by content owners and third parties. The analytics and reporting service 210 in one embodiment is a subcomponent of the data management service 210 and is used to analyze compiled analytical data, transaction statistics and location statistics for the marketing resources used by content owners in promoting their multimedia contents over one or more networks. More specifically, the analytics and reporting service 210 compiles transaction statistics and location statistics arising from the viral distribution of web widgets and related purchase transactions initiated and completed over web widgets which have been distributed over such networks. In an alternative embodiment, the analytics and reporting service is a stand-alone service which independently interacts with the data management service 210 and the one or more web servers comprising the widget management service 216 which are used for the tracking of web widgets and other marketing resources and the collection of usage statistics from these resources..

[Para 36] The security software service 212 provides content owners, distributor clients and consumer clients with secured access to the multimedia content distribution system 200 and its operating infrastructure. In one embodiment, the security service 212 is implemented using firewall software to restrict access to the application server 106 and other computing resources used as part of the operating environment for the multimedia content distribution system 200. The payment processing service 214 provides direct access to transaction processing resources for the completion of purchase transactions initiated by consumers who use web widgets to preview, purchase and download multimedia content. In one embodiment, the payment processing service 214 is provided by the Flexible Payment Service (FPS) offered by Amazon.com, Inc. The payment processing service 214 is used for the facilitation and execution of payment transactions using credit cards, debit cards or other bank account information.

[Para 37] The widget management service 216 is implemented on one or more web servers and is used for the tracking of web widgets which have been distributed to and activated on Internet websites or on other accessible locations and resources over other networks. Once a web widget has been distributed or activated from a link, buy button or preview clip, it can be further distributed in a "viral" fashion to other online communities, websites, forums, etc. In one embodiment, the widget management service 216 is implemented on web servers which are co-hosted on the application server 106. In an alternative embodiment, the widget management service 216 is implemented on one or more independent web servers 136. In both embodiments, however, the widget management service is used for receiving and responding to requests for multimedia content received from web widgets. In addition, the web servers implementing the widget management service 216 also perform data collection and activity monitoring on deployed web widgets. The data collected by the web servers includes transaction statistics,

location statistics, usage statistics and other pertinent market statistics for each web widget which has been created, activated and distributed over the Internet, mobile networks or other computer communication networks by the content owner or third parties, such as consumers and members of their online social networks. Once a web widget is activated, the web servers implementing the widget management service 216 compile the data statistics into one or more files which are stored in the cloud-based storage resource 124 and a reference to the stored data collection files is created in the lookup table maintained by the data management service 208 and associated with the multimedia content files and any related transcoded files which have been packaged with each web widget for which the statistics have been collected. In an alternative embodiment, the one or more data collection files including the data statistics are stored on the database server 110 where the lookup table is maintained by the data management service 208.

[Para 38] The accounting service 218 provides account transaction reconciliation for each content owner having an active account on the content management system 202. By using the accounting service 218, content owners can track the number and type of available content in their inventories of content files, the number of transactions performed relative to the total number of available content files, the number of transactions which have been returned for credit to consumers, the number of completed transactions, and revenue earned from completed transactions.

[Para 39] FIG. 3 depicts an embodiment of a widget builder resource component. The widget builder resource component 300 is used to create an inventory of "web widgets" 316, buy buttons 310, buy links 312 and preview clips 314. In an embodiment, the web widget inventory 316 includes services for creating web widgets for packages of marketable multimedia content including, in one embodiment, full catalogs of digital music content, single releases of digital

music content and single song digital music content. The widget builder resource component 300 is also used to create a merchandising widget 308 to promote a content owner's physical goods and related materials as marketing merchandise. Examples of such physical goods are coffee mugs, t-shirts, hats, jackets, etc. In the present embodiment, the web widgets pertain to musical content which is often compiled in the form of musical catalogs, musical releases, and single songs. A full catalog widget 302 is used for the promotion of the full musical catalog of a content owner. In one embodiment, the full catalog widget 302 is used to execute a video clip that provides a preview of the content in a content owner's inventory in the multimedia content distribution system 200 that is packaged with the web widget. The web widgets 302, 304, 306, 308 are also used to facilitate electronic commerce transactions involving the purchase or licensing of multimedia content, such as musical selections as shown in this embodiment, in the specific groupings desired (i.e., catalog, release, or single song).

[Para 40] A single release widget 304 is used to promote a single musical release of a content owner from content stored in a content inventory of the multimedia content distribution system 200 in an embodiment. A single song widget 306 is used to promote a single song provided by a content owner in an embodiment. The merchandising widget 308 is used to promote the merchandise or physical goods that a content owner may choose to promote alone or in association with one or more multimedia content files in an embodiment. The merchandising widget 308 is used when a content owner seeks to create a fully custom content compilation which may include promoted merchandise or physical goods (e.g., cups, hats, t-shirts, etc.), a subset of content from specific releases as well as other content from the content owner's catalogue which is not included in any specific release. The buy buttons 310 are generated by content owners using the widget builder resource component 300 and linked to web widgets.

The buy buttons 310 can be customized and distributed to online resources on the Internet, on mobile communication networks or on other computer networks for use in promoting the various groupings of multimedia content available from a content owner. Once a buy button 310 is clicked or selected by a consumer, it will activate its linked web widget and take the consumer to a checkout screen in the web widget. The buy links 312 are Hypertext Transfer Protocol (HTTP) links that are created by content owners for widespread, viral distribution on the Internet, on mobile communications network or on other networks that enable consumers to click on such links to activate web widgets associated with these links that promote their multimedia content files and related merchandise. The preview clips 314 created in the widget builder resource component 300 are linked to web widgets but are designed to automatically execute video and audio clips in the browsers of consumer client devices 130, 132, 134 to enable those consumers to preview multimedia content and to make informed choices about the multimedia content they may elect to purchase and download to their client devices 130, 132, 134, or to further distribute to third parties in the social networks of these consumers or in other online communities. Upon completion of an executing video clip, the linked web widget which will have been activated at the start of execution of the preview video clip will be displayed in the browsers of the consumer client devices 130, 132, 134 to aid the consumer in making a purchase or distribute decision.

[Para 41] FIG. 4 illustrates an embodiment of a content management component 400. The content management component 400 is comprised of several services. The content distribution feed 402 is a service that enables content owners to request and receive distribution feeds from content distributors. The content provided by content distributors to content owners through such feeds is used to automatically update and supplement the content inventories of content owners in the content management system 202. The metadata editor 404 is a service that enables

content owners to edit the metadata associated with multimedia content files. In one embodiment, the type of metadata that can be edited includes information pertaining to the musical content of a content owner such as title, artist name, release date, genres, catalogue number and Universal Product Code. Image Content Uploader 406 is a service that uploads, store and registers image files provided by content owners for use in creating marketable compilations of content associated with web widgets. In one embodiment the types of image files which can be uploaded using the Image Content Uploader 406 are GIF files, JPEG files and TIF files. Audio Content Uploader 408 is used for uploading audio files. In an embodiment the audio file types that can be uploaded using the Audio Content Uploader 408 include WAV files and MP3 files. The compilation builder 410 is used by content owners to create custom compilations from the content available in the content inventories managed by the content management system 202. In an embodiment, each content compilation created using the compilation builder 410 is associated with a web widget that will be distributed using the web distribution service 216 to consumers on the Internet, mobile communications networks, or other computer communications. Lastly, the content downloader 412 is used for controlling the downloading of the custom content compilations created by content owners which are packaged with and promoted through web widgets. Upon receipt of a content download request from a web widget, the content downloader 412 initiates and controls the process of retrieving the packaged content compilations associated with and promoted through the web widget from the cloud-based storage resource 124 or other storage in the multimedia content distribution system 200, and it also controls the process of downloading the retrieved content compilations to a client device 130, 132, 134.

[**Para 42**] FIG. 5 illustrates the services provided in an embodiment of a market management component 500. As shown, one service is a territory manager 502 which is used by content owners to set the sales parameters and the timing of sales campaigns relating to specifically available content from a content owner in different geographic regions of the world. For example, a content owner may choose to provide a subset or only a particular release version of certain musical content for sales and marketing campaigns in Spain, Germany or France. While in other parts of the world, the content owner may choose to set different territorial restrictions on the availability of their content such as limiting the availability of musical content only to earlier releases rather than later releases in an entirely different part of the world, such as South America or in specific South American countries. The sales campaign manager 504 is another service provided in an embodiment of the market management component 500 that enables content owners to enable and disable sales campaigns by specified dates. The content pricing manager 506 is a service that allows content owners to set the pricing of particular files by file type. Although not limited only to musical content, in one embodiment the content pricing manager 506 is used to set pricing for MP3 file types and for WAV file types. Although the present embodiment is described with respect to the use of musical content stored in MP3 and .WAV file formats, the use of a content pricing manager 506 is not limited to the pricing of content for musical files or even to the pricing of files in these two types of file formats, but can be applied broadly to the pricing of content in image files, video files, audio book files, or video game files as well as in other file types and file formats of multimedia content generated by content owners.

[Para 43] Figure 6 is a flow chart illustrating an embodiment of a process for uploading and transcoding multimedia content files. The process commences at step 600 and begins with the

receipt of a content upload request 602 from one or more content owner client devices 126. Upon receipt of an upload request, the content management system 202 begins the uploading of multimedia content files and associated metadata, as shown at step 604. In one embodiment, associated metadata includes information about the multimedia content such as artist name, album title, song title release name or catalogue name. Continuing with this process, the content management system 202 will confirm whether each received content file is in a proper format for uploading to the multimedia content distribution system, as shown at step 606. If the file format is improper, such as when the integrity of the file has been compromised, the process returns to step 604 for the continued uploading of the next multimedia content file and associated metadata. If the content is in a proper format, the process continues with a placement of each newly received content file into a queue, as shown at step 608. After placement in the queue, the file will be scanned for viruses, as shown at step 610, and a test will be applied to confirm whether the virus scan was passed, as shown at step 612. If virus scanning is unsuccessful, the process will transmit a message to the content owner for display in the browser of a content owner client device 126 indicating that the virus scan failed, as shown at step 614, and that the process will then end, as shown at step 616. If the virus scan was passed, the process continues with the transcoding of the content file, as shown at step 618. In an embodiment, the content owner can select one or more file formats for transcoding of each uploaded multimedia content file, which file formats may include Windows Media Audio (WMA), Advanced Audio Coding (AAC), Apple Lossless Audio Codec (ALAC), Free Lossless Audio Codec (FLAC), WMA Lossless and MP3. After a file has been transcoded, the process continues with the storing of the originally uploaded content file, referred to as a "master content file," and each transcoded file specified by a content owner. The master content file and any transcoded files are stored in the cloud-based

storage resource 124, as shown at step 620. Upon completion of the storing of these files, the process updates a data base registration record, as shown at step 622. The database registration record is maintained in a lookup table on a database server 110. If multiple multimedia content files are uploaded, for example as part of an album upload or a catalogue upload, the process confirms whether the uploading has been completed, as shown at step 624. If the process has not been completed, then the uploading will continue with the uploading of additional multimedia content files and associated metadata, as shown at step 604. In one embodiment, if the upload process has been completed, the content owner can select a subset of the transcoded files of a given file type to be compressed into one file, as shown at decision step 626. For example, in an embodiment, when a master content file in the .WAV format is uploaded, the content owner can have multiple transcoded files (e.g., an MP3 format file, a WMA format file, an FLAC format file) created from the master content file during the transcoding process, shown at step 618. After selection of the desired files, the content management system 202 will compress the transcoded files (e.g., the WMA format files) into a single compressed file, as shown at step 628. In an embodiment, the selected subset of transcoded files is compressed into a Winzip file. Upon completion of the compression process, the compressed file is stored in the cloud-based storage resource 124, as shown at step 630, and the database registration record will be updated once again, as shown at step 632, to identify the storage location of the compression file and its logical relationship to the master content file and related transcoded files. The process then ends, as shown at step 632. Alternatively, if no files are selected for compression at decision step 626, then the uploading and transcoding process will end, as shown at step 634.

[Para 44] Figure 7A is an illustration of a process used by content owners to convert uploaded content files into marketable products for packaging with web widgets. In an

embodiment, each uploaded content file represents an item for promotion and distribution. Each "item" is made available as a "product" for marketing purposes after being associated with a web widget. The process of creating products starts at step 702 and begins with a content owner creating a content compilation from uploaded content files and metadata, as shown in set 704. Afterwards, the content owner assigns marketplace rules to the content compilation, as shown at step 706, and then generates one or more web widgets, links, buttons, or preview clips to promote the content compilation, as shown at step 708, and the process then ends, as shown at step 710. The content compilation is the "product" for marketing and promotion purposes and the compilation may be comprised of one item (e.g., a single song), multiple items (e.g., the items comprising a musical "release" or a musical "catalog," etc.), identifiers of physical goods or marketing merchandise (e.g., cups, t-shirts, hats, a book of thematic poetry, etc.), or any combination of these items and identifiers. In one embodiment, the identifiers of physical goods or marketing merchandise are either a Universal Product Code (UPC), a Stock Keeping Unit (SKU) number, or a Globally Unique Identifier (GUID). In a different embodiment, the marketplace rules assigned by a content owner at step 706 can include territorial rights and restrictions (e.g., album collection A only available for sale in Spain, UK and France, but not in Italy, Germany, etc.), gross pricing terms, volume pricing discounts, and the starting and ending dates of sales or other product specials.

[Para 45] Figure 7B is an illustration of a process for requesting and updating content inventories using distribution feeds. This process commences at step 712 and is initiated by the placement of a request for a distribution feed through the content management system 202 by a content owner, as shown step 714. In one embodiment, content owners may explicitly request or opt to receive distribution feeds from content distributors with whom they have existing business

relationships. In an alternative embodiment, the operators of the multimedia content distribution system 200 acting on behalf of one or more content owners can request distribution feeds for content owners to ensure that the content inventories maintained in the multimedia content distribution system 200 are updated and available for the creation of content compilations. As illustrated, once a distribution feed is received it is parsed for content and metadata, as shown at step 716, and the content inventory or inventories maintained by content owners are updated, as shown at step 718. Upon receipt and updating of one or more content inventories, the process ends, as shown at step 720. Content distribution feeds received from distributor clients in one embodiment contain content from multiple artists including multiple content items such as songs, album content and catalogue content. The parsing of the distribution feed, as shown at step 716, selectively parses this distribution feed according to content owner so that each content owner will have each of his or her content inventories automatically updated even though multiple content owners and multiple content files associated with each content owner may be included in a single distribution feed.

[Para 46] Figure 8 is an illustration of a process for generating web widgets and distributing them over networks to facilitate the promotion, distribution and execution of purchase transactions for multimedia content using web widgets. This process commences as shown at step 802 with the generation of a widget as shown at step 804. A content owner can generate one or more web widgets to promote different packages of multimedia content. In one embodiment in which the multimedia content consists of musical works, among the types of web widgets that can be generated are single song widgets, song release widgets, song catalogue widgets, and merchandising widgets. A single song widget is used to promote a single song of a content owner. A release widget is used to promote a compilation that includes multiple songs or

multiple forms of content created by a content owner (e.g., a combination of musical selections, t-shirt, cup, hat and a book of the content owner's writings, etc.). A catalogue widget is used to promote the entire catalogue of creative works of a content owner. A merchandising widget is used to promote physical goods such as t-shirts, cups, carrying case, etc. that may be associated with the theme set by a content owner for a song, a release of songs, or the content owner's catalogue.

[Para 47] Upon generation of a new web widget, it can be distributed over the Internet or other network, as shown at step 806, to a website where interested parties can activate it or further distribute it to third parties on a network. Once received within a browser on a client device, a web widget exists in an inactive mode but can be placed into an active mode when an end user clicks upon or makes a selection on the web widget, as shown at step 808. In the case of laptop computers 130 and desktop computers 132, the web widget can be executed in web browsers such as Internet Explorer, Firefox, Google Chrome, Safari, Opera and in other popular web browsers. On mobile client devices 134, such as personal digital assistants, the web widget can be executed in browsers such as Microsoft IE for Mobile devices, Google Android, Bolt, Teashark, Safari and Opera Mini. In one alternative embodiment, a web widget can be activated when an end user clicks on a buy button, HTTP link or preview clips that is communicatively coupled to the web widget. Upon activation of a web widget, it will retrieve multimedia display files and the metadata associated with the multimedia content that has been packaged and associated with it, as shown at step 810. Afterwards, the web widget will stream a portion of selected content, as shown at step 812, so that the content portion can be previewed by the end user or consumer who has activated the web widget, as shown at step 814. The selected content is determined from a selection request that includes one or more content selections made by the

consumer or end user on the web widget. The multimedia display files are used to display visual representations of the multimedia content which is available to be previewed and purchased from within the web widget. In generating a selection request, a consumer will click on a checkbox associated with content, or alternatively, click on one or more of the multimedia display files associated with each of the multimedia content files. In one embodiment of a web widget used for distribution of a musical catalogue, the multimedia display files include visual representations of the cover art used on each album in the musical catalogue. In other embodiments, the multimedia display files include visual representations of other types of works (e.g., book covers in a portfolio, artistic contributions in an art collection, etc.). With respect to content viewing, the segment of content used for streamed previewing and the duration of a streamed preview portion are pre-determined by the content owner or the content distributor. In one embodiment, the content previewed is a thirty second audio clip of a musical selection. In an alternative embodiment, the content previewed is a thirty second audio-visual clip of a multimedia content file. Once previewed, the consumer can elect to share the previewed content with third parties. In this case, if a share request has been received, as shown at step 824, the web widget can be further distributed to one or more third party recipients, as shown at step 826. In this manner the content of the artist associated with the web widget can be virally distributed to generate significant buzz or word of mouth marketing in online communities and in channels of prospective consumers whom the artist may have never considered for marketing purposes. Once distributed, the process ends as shown at step 822. If a share request is not received then the web widget will remain in a dormant state and the process will end as shown at step 822.

[Para 48] On the other hand, if after previewing the multimedia content, as shown at step 814, a consumer chooses to initiate a commercial transaction pertaining to the multimedia

content, such as a purchase or license of rights pertaining to the content, the web widget will confirm that a purchase or license request has been received, as shown at step 816, and will redirect the consumer to a web page to begin the purchase or license transaction for the selected multimedia content, as shown at step 818. This web page will be coupled to the transaction processing service 112 so that the purchase transaction can be properly completed. In an alternative embodiment, the consumer can specifically pre-designate the vendor operating the multimedia content distribution system 200 as an "approved vendor" with the banks, credit unions and other financial institutions with which it maintains credit cards, debit cards or other financial accounts (e.g., checking accounts, savings accounts, trading accounts, etc.), In this embodiment, the web widget will confirm that a purchase or license request has been received, as shown at step 816, and will automatically execute and complete the purchase or license transaction after receipt of an information signal generated from a single click of a mouse by the consumer on a client device 130, 132, 134 and generate a web page confirming the terms and conditions of the transaction. In an alternative embodiment, the web widget will automatically execute and complete the purchase or license transaction after a receipt of an information signal generated from the pressing of a key on the client device 130, 132, 134 or a gesture on a touchpad provided on the client device 130, 132, 134. All transactions completed through web widgets are tracked in the accounting service 218, data collection will be performed on the types of transactions and the locations of the transactions by the web servers implementing the widget management service 216, and an analysis of statistic trends will be performed and compiled by the analytics and reporting service 210. In one embodiment, the statistical analysis is performed in an autonomous manner. In an alternative embodiment, the analysis of statistical trends is performed upon request by content owners. Once the purchase transaction has been completed,

the multimedia content will be downloaded through the web widget to a consumer's client device 130, 132, 134, as shown at step 820, and the process then ends, as shown at step 822. Alternatively, if no purchase request is placed though a web widget, the web widget will remain in an inactivate state with no further processing, as shown at step 822.

[Para 49] Figure 9 is an illustration of a web widget in one embodiment. In this embodiment, the web widget 900 is shown in an inactive operational mode and includes an activation button 906 and the web widget 900 identifies the content owner name 902 (i.e., "Lenny White") and the name of the multimedia content file 904 (i.e., "Drum Boogie"). In the illustrated embodiment, clicking on the activation button 906 or on any location within the inactive web widget 900 will cause the retrieval of a multimedia display file and the metadata associated with the multimedia content file from the multimedia content distribution system 200 and start the preview of a pre-determined portion of the multimedia content file associated with the web widget. In an alternative embodiment, clicking on any location within the illustrated web widget 900 in an inactive operational mode will cause the web widget to enter an active operational mode. In one embodiment, the multimedia display file includes artwork or a graphic image which visually represents a cover for the content stored in the multimedia content file associated with the web widget 900. A web widget is received over a network such as the Internet and viewed in a consumer's web browser executing on mobile, laptop or desktop client devices 130, 132, 134 such as Internet Explorer, Firefox, Google Chrome, Safari, Opera or other popular web browsers. The content owner may also elect to create an outer package for a web widget with artistic or illustrative materials as is shown in this embodiment.

[New Para 50] Figure 10 is an illustration of a web widget 1000 after a consumer clicks on the activation button 906 or on any location within an inactive web widget to thereby cause

the web widget 1000 to enter an active operational mode. In this embodiment, the web widget 1000 includes a field for the content owner's name 1002 (i.e., Lenny White), the name of the musical selection or multimedia content file 1004, a buy button 1006 which will enable the purchase of the multimedia content, which in this embodiment is the musical selection called "Drum Boogie." The web widget 1000 also includes the name of the distributor and the year of distribution 2010 (i.e., Abstractlogix/2010) and provides a field for limited previewing capabilities 1008. As shown in this field 1008, there is a play, pause and end-play button. All functionality provided by the web widget 1000 is performed within the browser on a consumer's client device 130, 132, 134.

[Para 51] In the present embodiment, the web widget 1000 is comprised of a content retrieval component, a content preview component and a transaction processing component. Once the activation button 906 or any location in an inactive web widget is clicked on to thereby cause the web widget 1000 to enter the active operational mode, the content retrieval component will send a request to the widget management service 216 and commence with the retrieval of the multimedia display file and metadata for the multimedia content file which is associated with the web widget 1000 from the cloud-based storage resource 124, the database server 110 or other storage resources which are accessible from the application server 106. Once retrieved, a pre-determined portion of the multimedia content file will be automatically executed by the content preview component to enable the consumer to preview the content prior to making a purchase decision. In executing the pre-determined portion of the selected multimedia content file, the content preview component will enable the multimedia content distribution system to perform a streamed execution of the pre-determined portion in a web browser executing on a client device 130, 132, 134 used by the consumer. The duration and the specific segment of content included

in the pre-determined portion of the multimedia content file that is made available for streamed execution on the client device is determined by either the content owner or the content distributor who is responsible for updating the content inventories of content owners having active accounts in the multimedia content distribution system 200 on the application server 106. In one embodiment, the pre-determined portion is a thirty second audio clip of a musical selection. In an alternative embodiment, the pre-determined portion is a thirty second audio-visual clip of a multimedia content file. If the consumer elects to purchase the multimedia content file, in this embodiment the "Buy Song" button will be clicked on which will cause the execution of the transaction processing component. The transaction processing component will initiate, execute and complete a commercial transaction pertaining to the multimedia content file, which in the present embodiment will involve the licensing of the multimedia content file to the consumer. In an alternative embodiment, the commercial transaction is the purchase of rights to the multimedia content files. In both embodiments, however, the consummation of the commercial transaction will redirect a consumer to a third party web page shown within the web widget 1000 where the purchase or license transaction will be completed. In an alternative embodiment, the consumer can specifically pre-designate the vendor that operates the multimedia content distribution system 200 as an "approved vendor" with the banks and other financial institutions with which it maintains credit cards, debit cards or other financial accounts (e.g., checking accounts, savings accounts, trading accounts, etc.). In this embodiment, the web widget 1000 will confirm that a purchase or license request has been received and the web widget 1000 will automatically execute the purchase or license transaction after receipt of an information signal generated from a single click of a mouse by the consumer on a client device 130, 132, 134 and generate a web page confirming the terms and conditions of the transaction. In an alternative

embodiment, the web widget 1000 will automatically execute and complete the purchase or license transaction after receipt of an information signal generated from the pressing of a key on the client device 130, 132, 134 or a gesture on a touchpad provided on the client device 130, 132, 134. In each of these embodiments, once the commercial transaction is completed, all portions of the multimedia content file will be downloaded to the consumer client device 130, 132, 134 for full execution on the client device 130, 132, 134 by the consumer.

[Para 52] Figure 11 illustrates an embodiment of a web widget 1100 in an active operational mode for a release including multiple selections in an embodiment. All of the multimedia content files included in this embodiment of a web widget 1100 are illustrated and listed in region 1110 as an embedded electronic commerce store. Although the illustrated embodiment shows the multimedia content files as musical selections of an album, it should be apparent to those of ordinary skill in the art that the content of this embedded electronic store can include other types of works such as books, paintings, videos, e-books, audio-visual works, software applications, or other content or commercial products created for marketing and sampling purposes in this embedded store. Additional content files can be previewed using the vertical scroll bar shown on the right side of this illustrated web widget 1100. As shown, there are multiple musical selections by an artist named Lenny White included within the web widget 1100. This embodiment of the web widget 1100 also includes a play button 1104, for use in previewing content that has been packaged with the web widget 1100 for promotional purposes. In this embodiment, a consumer can select individual content files (i.e., musical selections) and click on the play button 1104 to preview the selected files, or click on any content file listed in region 1110 to preview only the selected content file. The buy album button 1108 is shown in the same row as the play button 1104 in this embodiment. In addition, the name of the album

1102 (i.e., **Anamoly**) is shown in the row above the buy button 1104 and buy album 1108 button. As discussed previously, web widgets can be virally distributed and shared with third parties which has the effect of increasing the marketing buzz and name recognition for a content owner. This viral distribution capability is enabled by the share link 1106, as illustrated in this embodiment, and it permits subsequent distribution of the web widget 1100 to other potential consumers in the current users online social networks or other online communities.

[Para 53] In this alternative embodiment, the web widget 1100 is comprised of a content search component, a content retrieval component, a content preview component and a transaction processing component. Once an activation button or any location in an inactive web widget is clicked on, the web widget 1100 will enter an active operational mode. After activation, the consumer is presented with the listing of multimedia content files included in the compilation associated with the active web widget 1100. In this illustrative example, the listing includes the songs provided on the **Anamoly** album by Lenny White. In reviewing the listing of the content files, a consumer can elect to preview one or more of the content files. If the consumer selects one or more of the listed multimedia content files associated with the web widget 1100 for previewing, the content search component will be activated and configured to search for the selected multimedia content files, which files are accessible from the application server 106. After the application server 106 locates the content files, the content retrieval component will send a retrieval request to the widget management service 216 and the widget management service 216 will generate and send a content download request to the application server 106 based on the received retrieval request. After receipt of the content download request from the widget management service 216, the application server 106 will commence the retrieval of multimedia display files and metadata which are associated with the selected multimedia content

files. In one embodiment, the multimedia display files include one or more graphic images of artwork which visually represent each song provided in an album widget (also referred to as a "single release widget" 304). In an alternative embodiment, the multimedia display files include one or more graphic images of the artwork used on the album covers for each album included in a full catalog widget 302. Once the multimedia display files and metadata are retrieved, a pre-determined portion of the selected multimedia content files will be automatically executed by the content preview component to enable the consumer to preview the content files prior to making a purchase decision. In executing the pre-determined portion of the selected multimedia content files, the content preview component will enable the multimedia content distribution system to perform a streamed execution of the pre-determined portion in a web browser executing on a client device 130, 132, 134 used by the consumer in selecting the multimedia content files. The pre-determined portion of each multimedia content file which is made available for streamed execution on a client device is determined by either the content owner or the content distributor who is responsible for updating the content inventories of content owners having active accounts in the multimedia content distribution system 200 on the application server 106. In one embodiment, the pre-determined portion is a thirty second audio clip of a musical selection. In an alternative embodiment, the pre-determined portion is a thirty second audio-visual clip of a multimedia content file. If the consumer elects to purchase or license the compilation of multimedia content files, which in this embodiment is an album containing multiple multimedia content files, the consumer will click on the "Buy Album" button 1108 which will result in the activation of the transaction processing component. In an embodiment, the transaction processing component will initiate, execute and complete a commercial transaction pertaining to the multimedia content files resulting in the payment of fees and, in this example, the licensing

of the compilation of multimedia content files to the consumer. Consummation of the commercial transaction occurs after the consumer is redirected to a third party web page which is shown within the web widget 1100 where the purchase or license transaction will be completed. In a different embodiment, the web widget 1100 will automatically execute and complete the purchase or license transaction after receipt of an information signal generated from the pressing of a key on the client device 130, 132, 134 or a gesture on a touchpad provided on the client device 130, 132, 134. Once the commercial transaction is complete, all portions of the content files in the compilation will be downloaded to the consumer client device 130, 132, 134 for full execution on the client device 130, 132, 134 by the consumer.

[Para 54] Figure 12 is an illustration of a web widget depicting the different format options for content that can be purchased through the web widget 1200. In this embodiment of the web widget 1200, there is an MP3 version of the content file available for $0.99 and a separate buy button 1206. There is also a .WAV format of the content file available for $0.99 and a separate buy button 1208 for that format file. The web widget 1200 also includes the name of the individual song 1204 (i.e., Drum Boogie) and the name of the artist 1202 (i.e., Lenny White).

[Para 55] Figure 13 is an illustration of the screen shown in a web widget after clicking on a buy button. In this embodiment of a web widget 1300, after a consumer selects the buy button 1206 to purchase the MP3 format file, a checkout screen appears within the web widget 1300 as shown in this figure. The checkout screen of this web widget 1300 includes the total cost of the content file and the number of files purchased, which items are shown in region 1304. The name of the selection (i.e., "Drum Boogie"), the artist name (i.e., Lenny White), the format type (i.e., MP3), the number of files (i.e., 2 files) and the combined file size (i.e., 8.24 MB) are shown in region 1302.

[Para 56] Figure 14 is an illustration of a web page for a transaction processing service 112 in one embodiment. In the illustrated embodiment, the transaction page for the Amazon Flexible Payment Service (i.e., the "Amazon FPS") is shown. In this embodiment, this web page 1400 is the location where the consumer would enter credit card, debit card or bank account information to complete the purchase of the multimedia content file that is stored and available for download from the cloud-based storage resource 124 used in the operating environment with the multimedia content distribution system 200. The Amazon FPS is only one of a number of third party transaction processing services that could be made compatible with the operating environment for the multimedia content distribution system 200. In one alternative embodiment, the alternative transaction processing service can be any one of Authorize.Net, Google Checkout, Storm Pay, PayPal, or other Internet service for transaction processing. In yet another alternative embodiment, the transaction processing service 112 is implemented with a wholly internal, proprietary service that is not generally accessible over the Internet or other public computer communications networks. Each of the foregoing embodiments, however, illustrate how a portable web widget enables commerce through an embedded electronic commerce store regardless of the means used to complete a commercial transaction (i.e., external service such as Authorized.Net, etc. or an internal proprietary service).

[Para 57] Figure 15 is an illustration of a buy button 1500 that can be distributed "virally" to consumers and third parties included in their online social networks. The buy button 1500 also identifies the file type (in this example it is an MP3 file type) and the price set by the content owner for the multimedia content file, as shown in field 1502. Upon clicking on the buy button, a web widget will be activated and a checkout screen such as the one illustrated in FIG. 13 in the

activated web widget will be displayed in the web browser on the consumer's client device 130, 132, 134.

[Para 58] Although specific embodiments have been illustrated and described herein, it will be appreciated by those of ordinary skill in the art that a wide variety of alternate and/or equivalent implementations may be substituted for the specific embodiments shown and described without departing from the scope of the present disclosure. This application is intended to cover any adaptations or variations of the embodiments discussed herein.

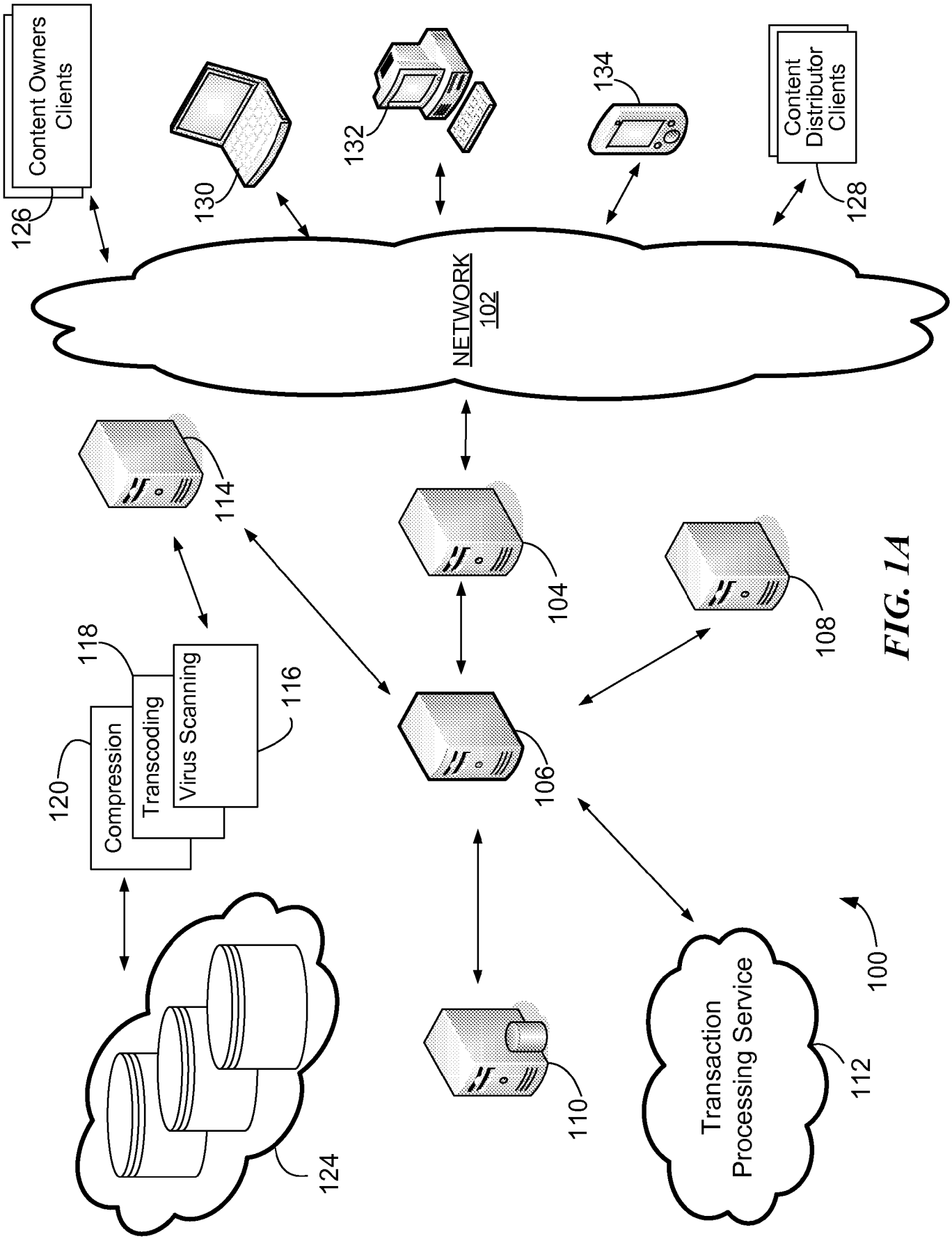

Content Owners Clients
126
130
132
134
Content Distributor Clients
128
NETWORK
102
114
104
108
118
Virus Scanning
Transcoding
Compression
116
120
106
124
110
Transaction Processing Service
112
100

FIG. 1A

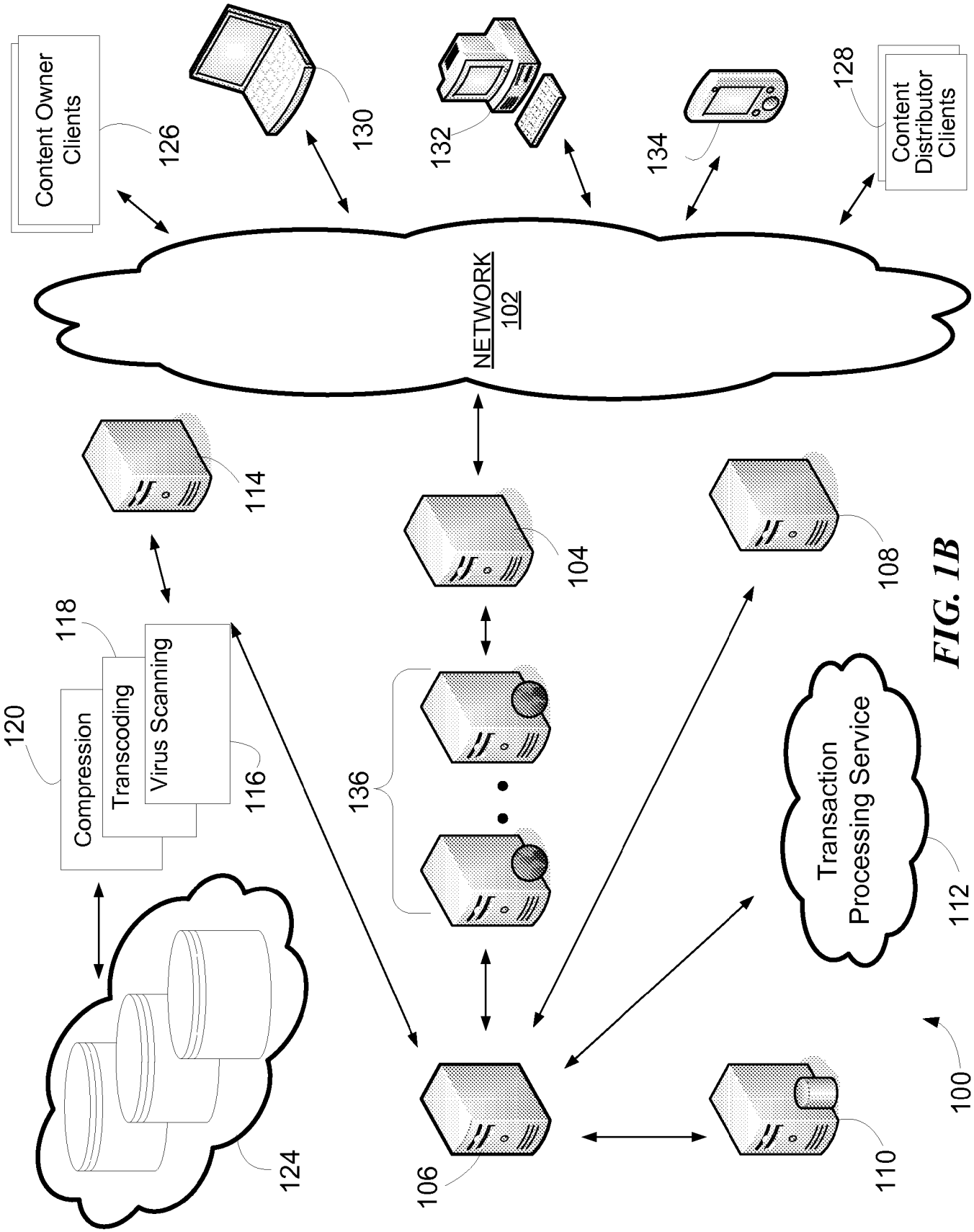

Content Owner Clients
126
130
132
134
128
Content Distributor Clients
NETWORK
102
114
104
108
118
120
Compression
Transcoding
Virus Scanning
116
136
Transaction Processing Service
112
124
106
110
100

FIG. 1B

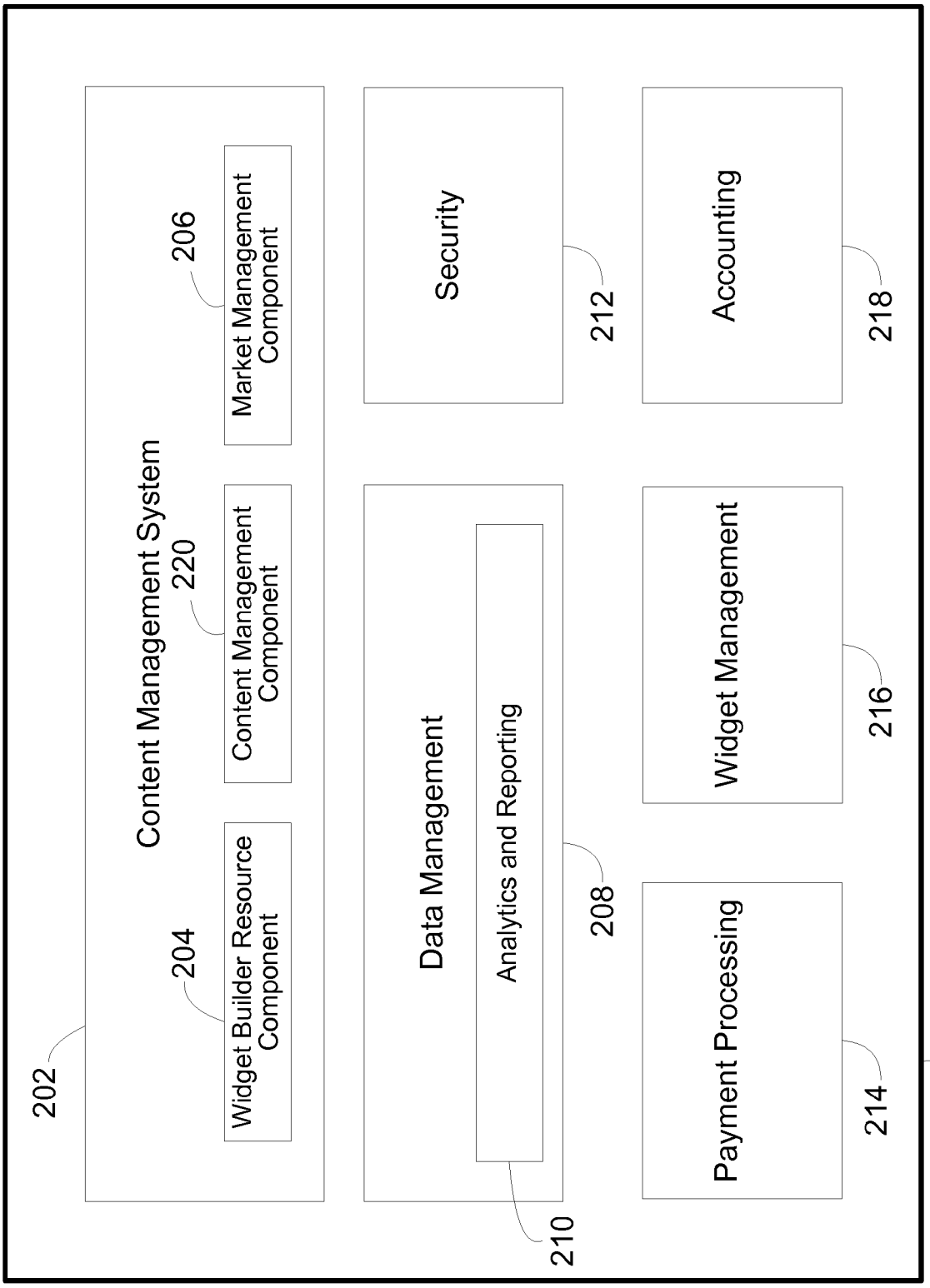

202
Content Management System
204
Widget Builder Resource Component
220
Content Management Component
206
Market Management Component
Data Management
Analytics and Reporting
208
210
Security
212
Widget Management
216
Payment Processing
214
Accounting
218
200

FIG. 2

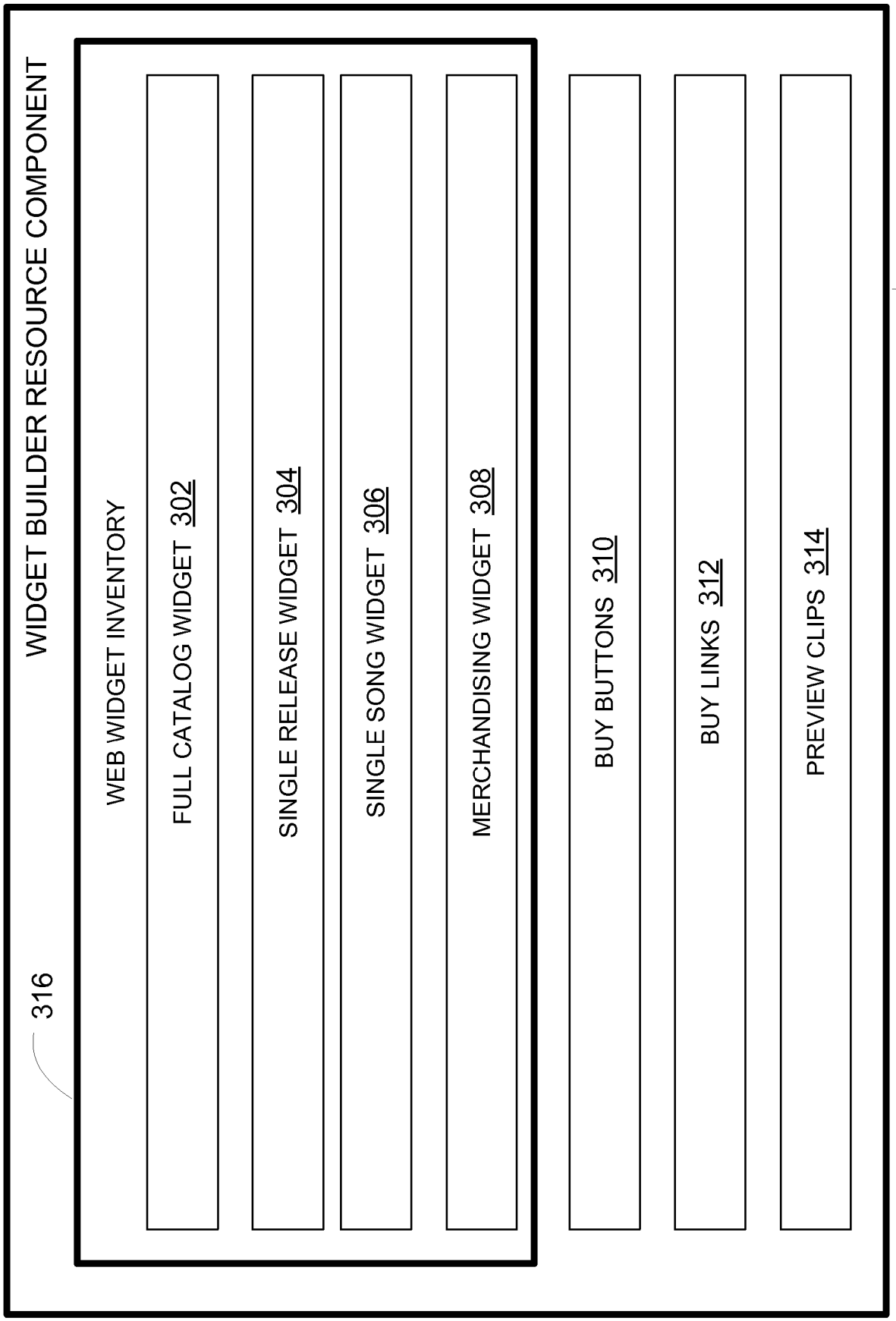

WIDGET BUILDER RESOURCE COMPONENT
316
WEB WIDGET INVENTORY
FULL CATALOG WIDGET 302
SINGLE RELEASE WIDGET 304
SINGLE SONG WIDGET 306
MERCHANDISING WIDGET 308
BUY BUTTONS 310
BUY LINKS 312
PREVIEW CLIPS 314
300

FIG. 3

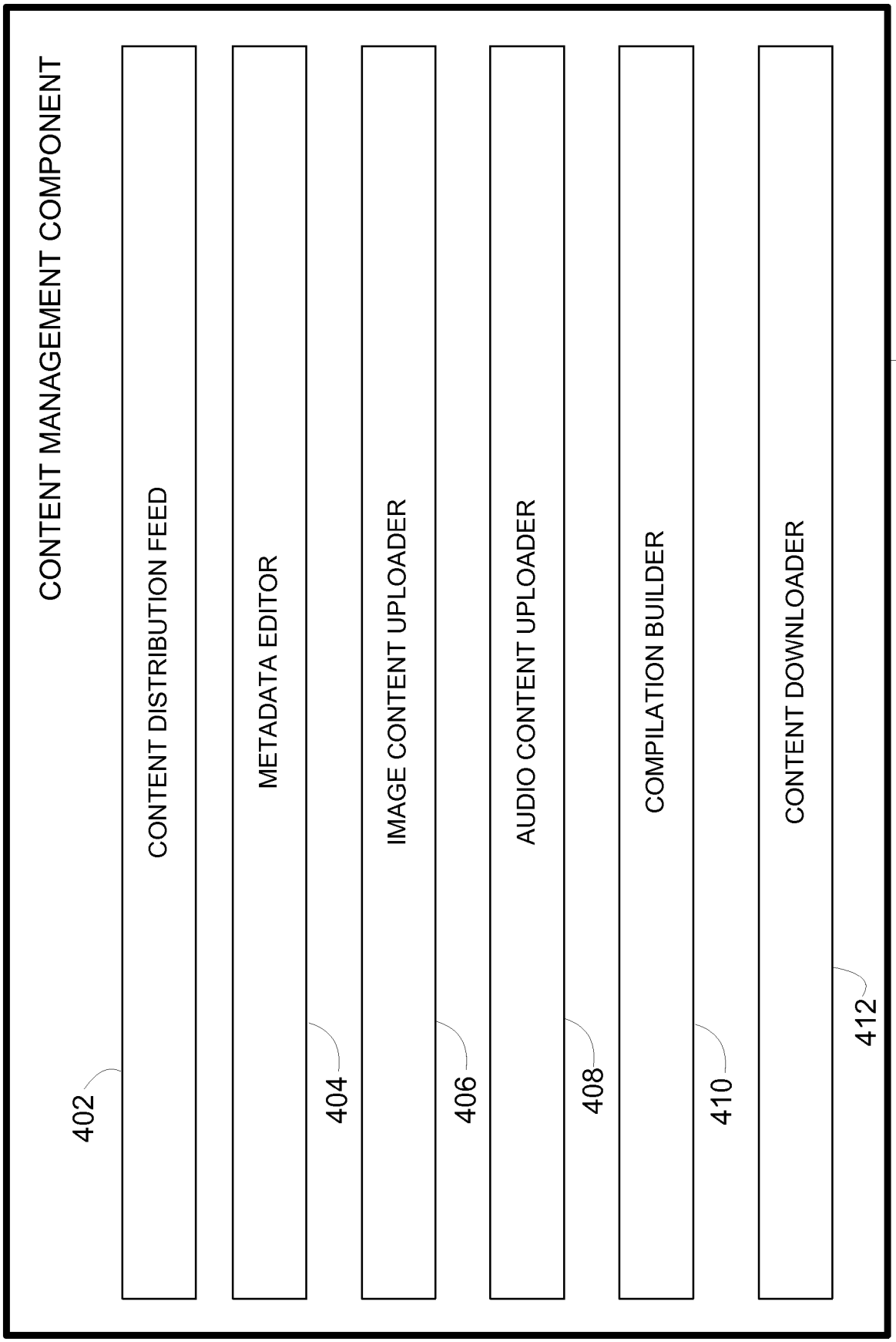

CONTENT MANAGEMENT COMPONENT
CONTENT DISTRIBUTION FEED
METADATA EDITOR
IMAGE CONTENT UPLOADER
AUDIO CONTENT UPLOADER
COMPILATION BUILDER
CONTENT DOWNLOADER
400
402
404
406
408
410
412

FIG. 4

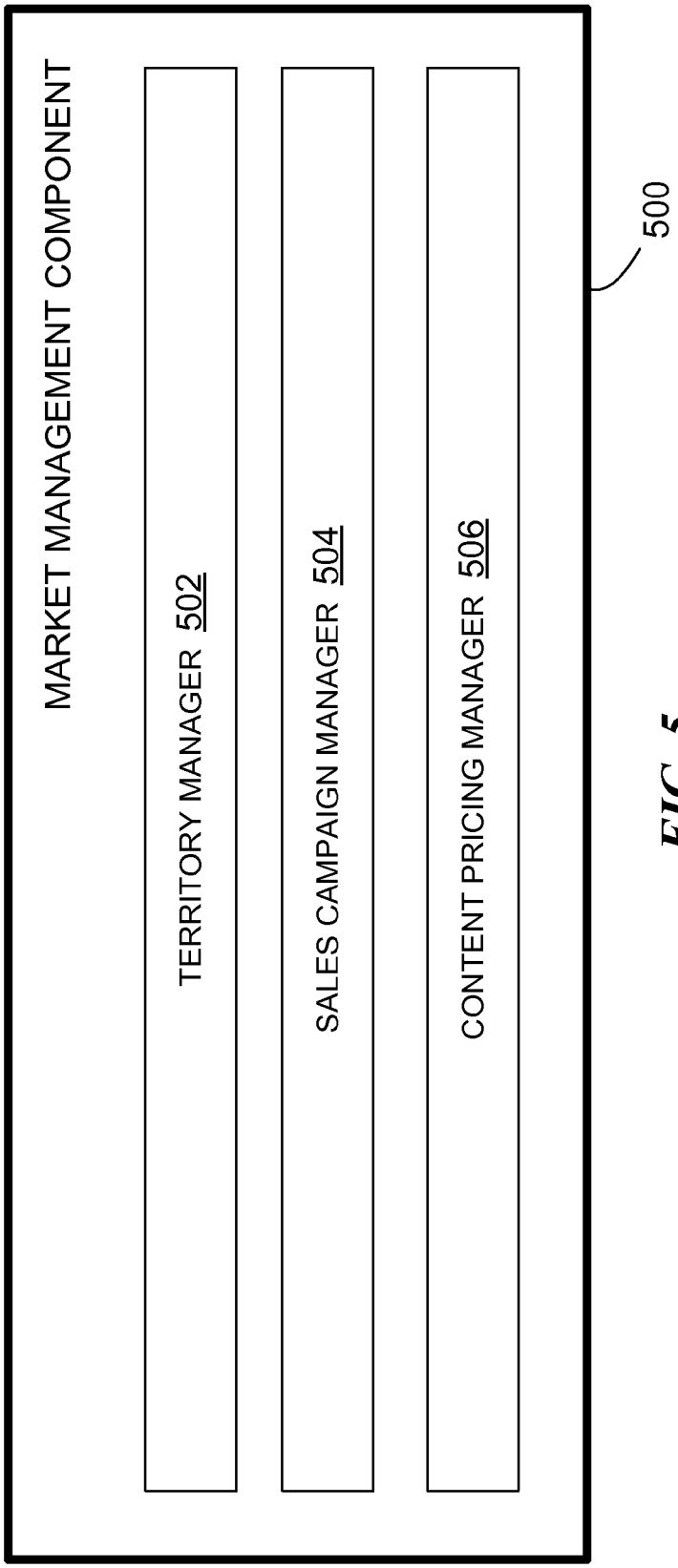

MARKET MANAGEMENT COMPONENT
TERRITORY MANAGER 502
SALES CAMPAIGN MANAGER 504
CONTENT PRICING MANAGER 506
500

FIG. 5

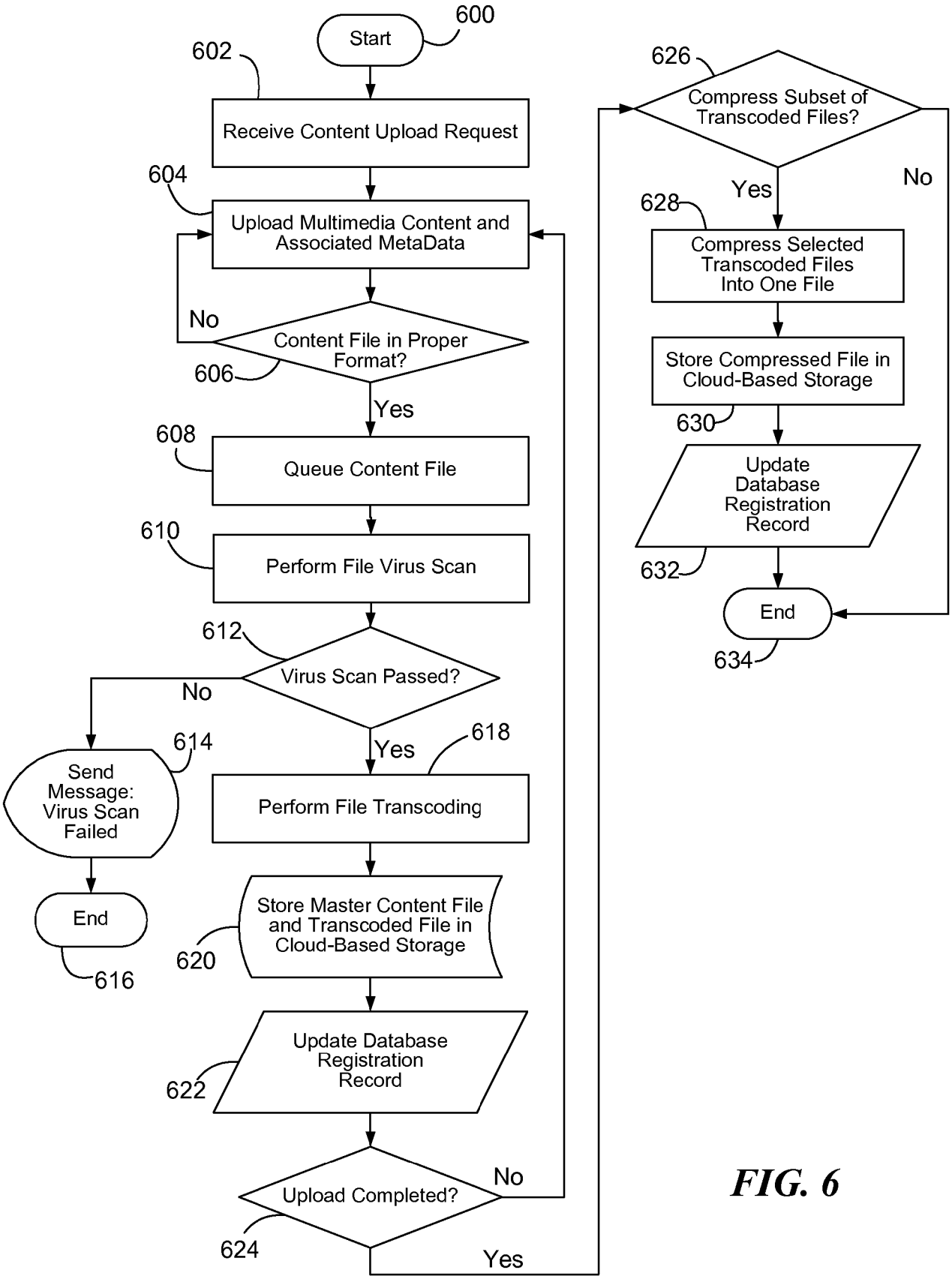

600
Start
602
Receive Content Upload Request
604
Upload Multimedia Content and Associated MetaData
No
Content File in Proper Format?
606
Yes
608
Queue Content File
610
Perform File Virus Scan
612
Virus Scan Passed?
No
614
Send Message: Virus Scan Failed
End
616
Yes
618
Perform File Transcoding
620
Store Master Content File and Transcoded File in Cloud-Based Storage
622
Update Database Registration Record
Upload Completed?
624
No
Yes
626
Compress Subset of Transcoded Files?
Yes
628
Compress Selected Transcoded Files Into One File
Store Compressed File in Cloud-Based Storage
630
Update Database Registration Record
632
End
634
No

FIG. 6

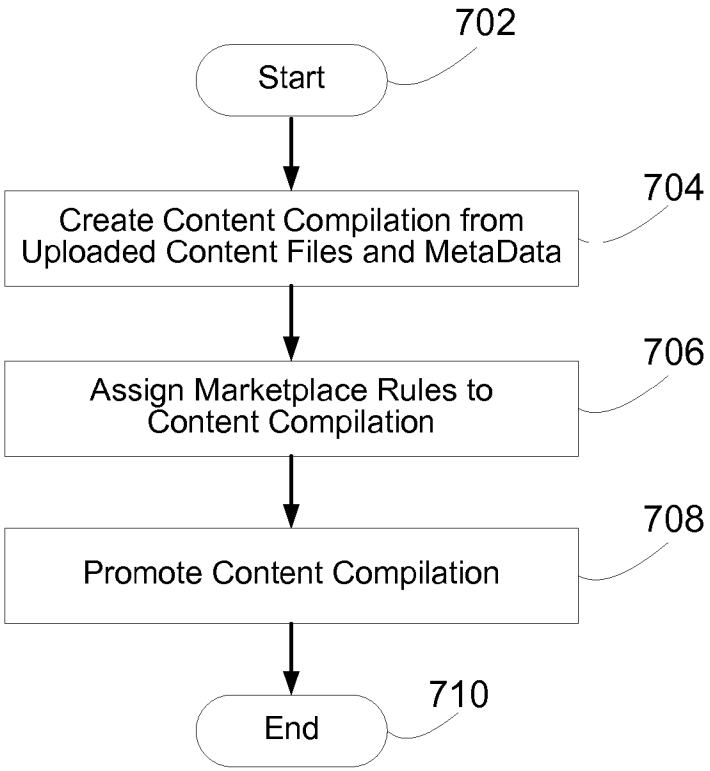

702
Start
704
Create Content Compilation from Uploaded Content Files and MetaData
706
Assign Marketplace Rules to Content Compilation
708
Promote Content Compilation
710
End

FIG. 7A

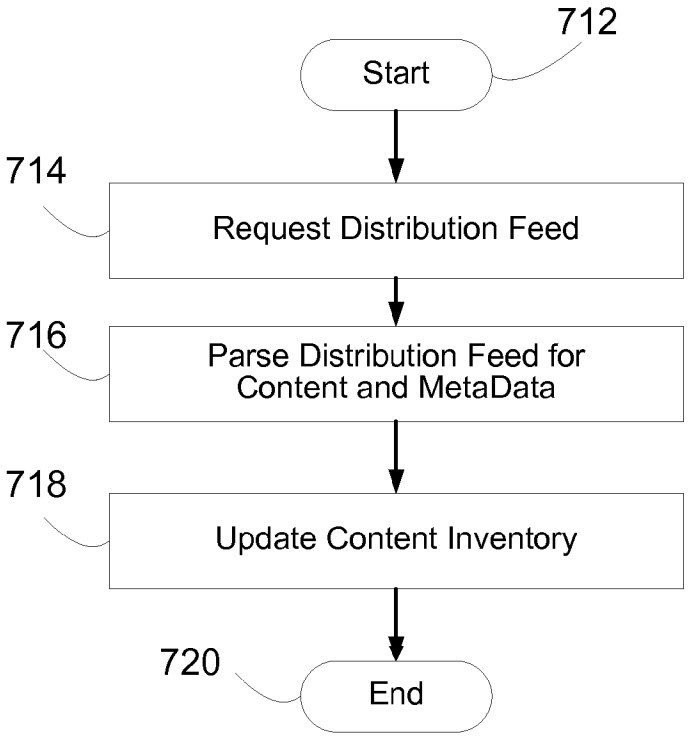

712
Start
714
Request Distribution Feed
716
Parse Distribution Feed for Content and MetaData
718
Update Content Inventory
720
End

FIG. 7B

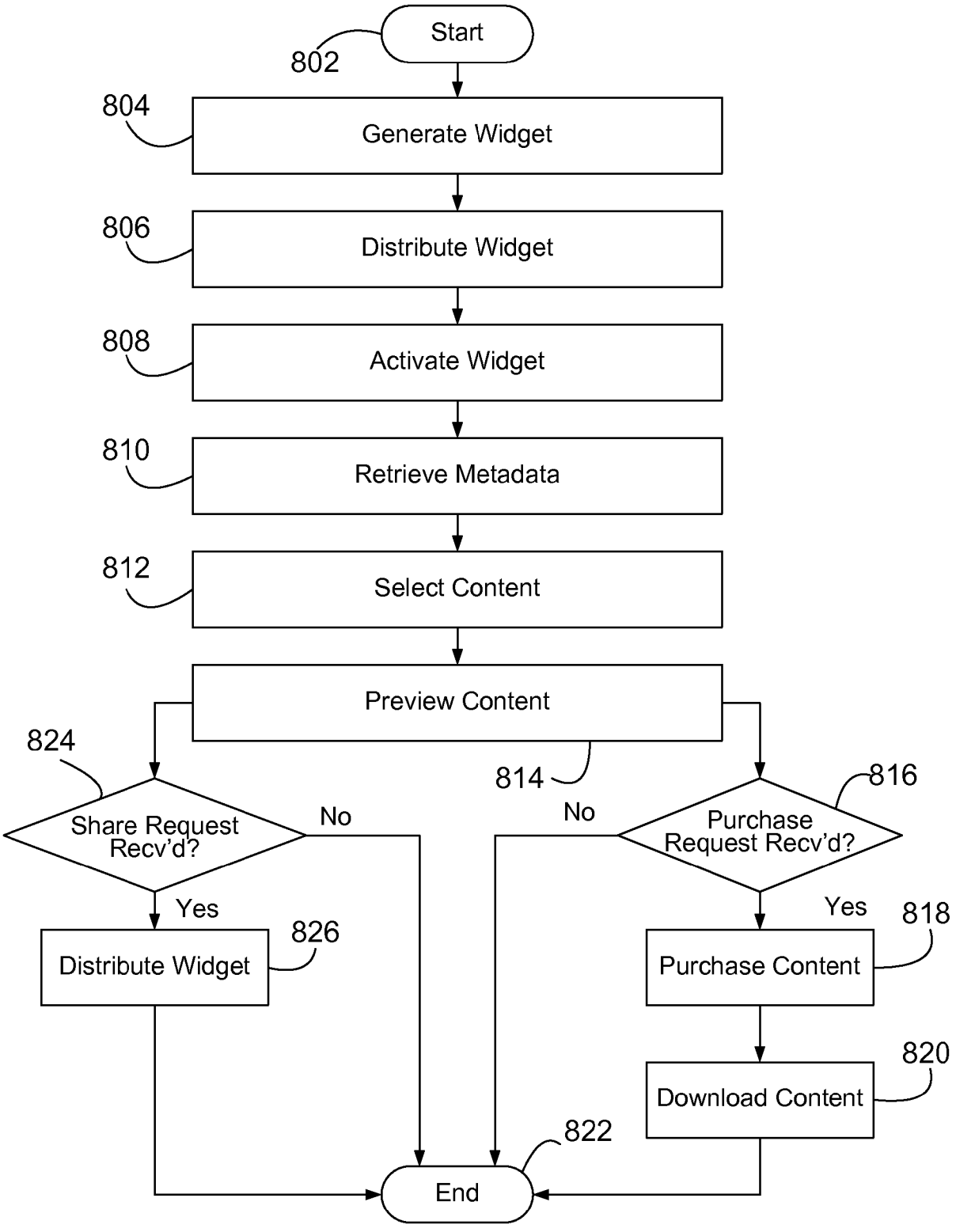

Start
802
804
Generate Widget
806
Distribute Widget
808
Activate Widget
810
Retrieve Metadata
812
Select Content
Preview Content
824
814
816
Share Request Recv'd?
No
No
Purchase Request Recv'd?
Yes
Yes
818
826
Distribute Widget
Purchase Content
820
Download Content
822
End

FIG. 8

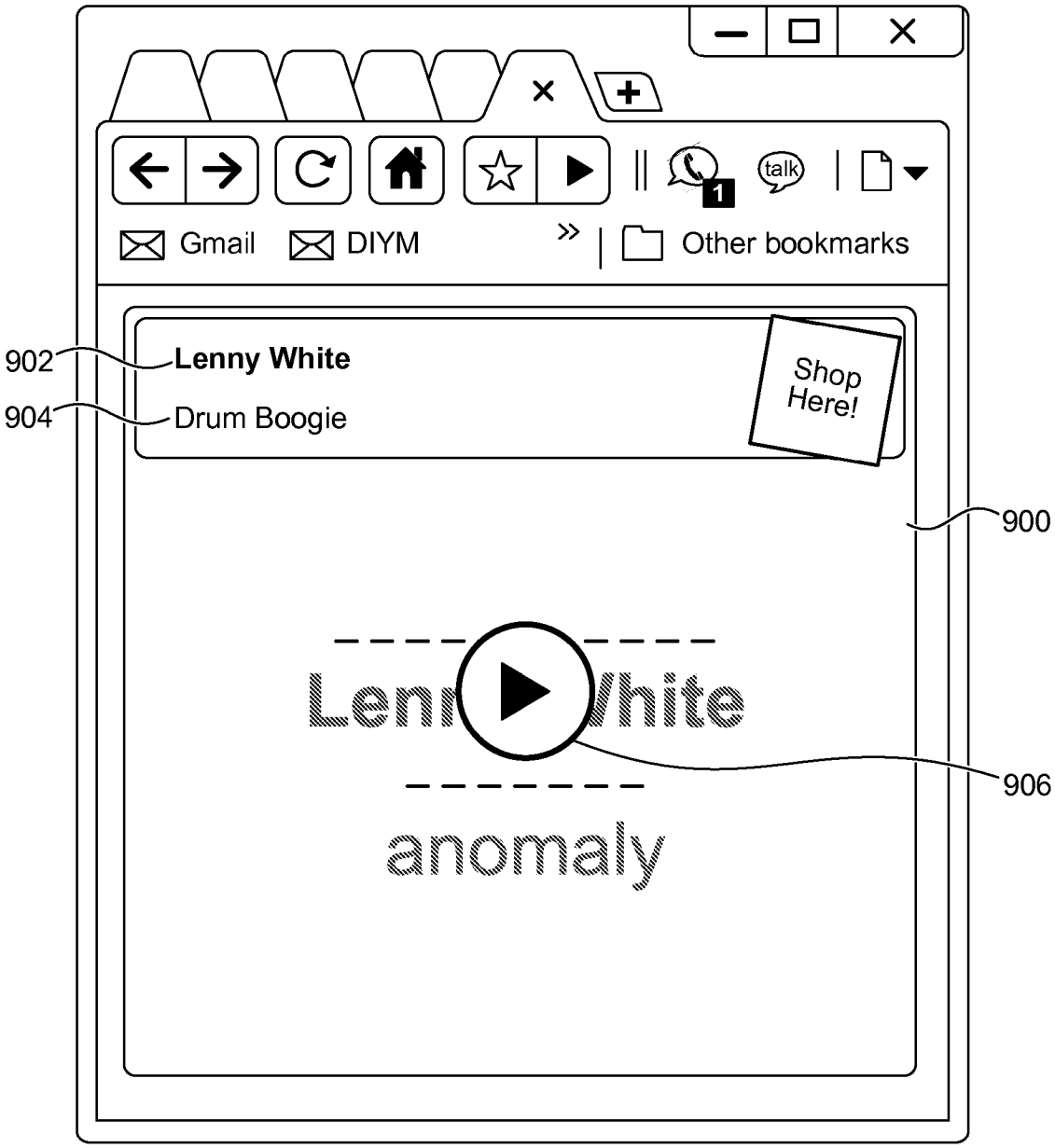

Gmail
DIYM
Other bookmarks
talk
902
Lenny White
904
Drum Boogie
Shop Here!
900
906
anomaly

FIG. 9

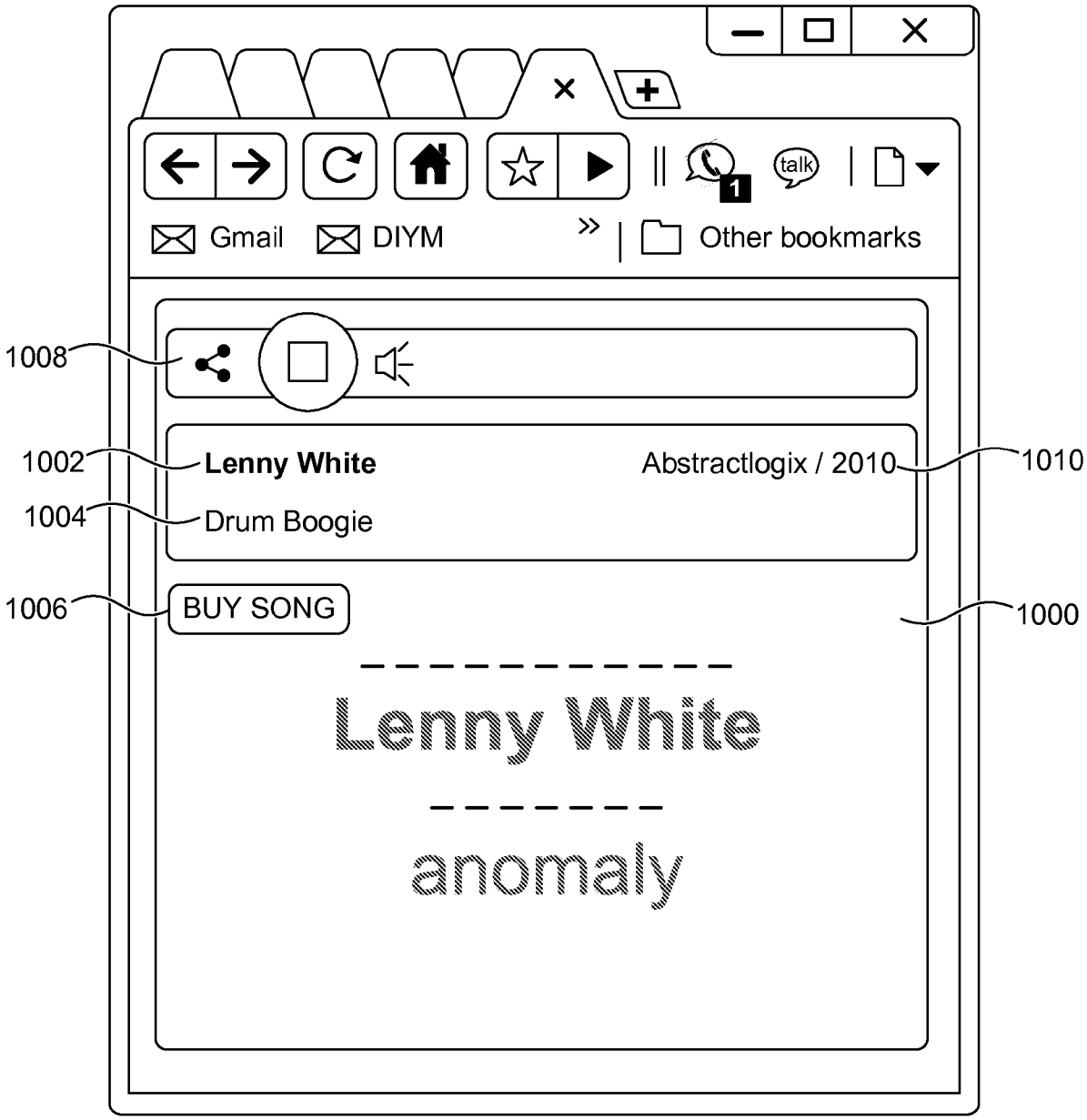

Gmail
DIYM
Other bookmarks
talk
1008
1002
Lenny White
Abstractlogix / 2010
1010
1004
Drum Boogie
1006
BUY SONG
1000
Lenny White
anomaly

FIG. 10

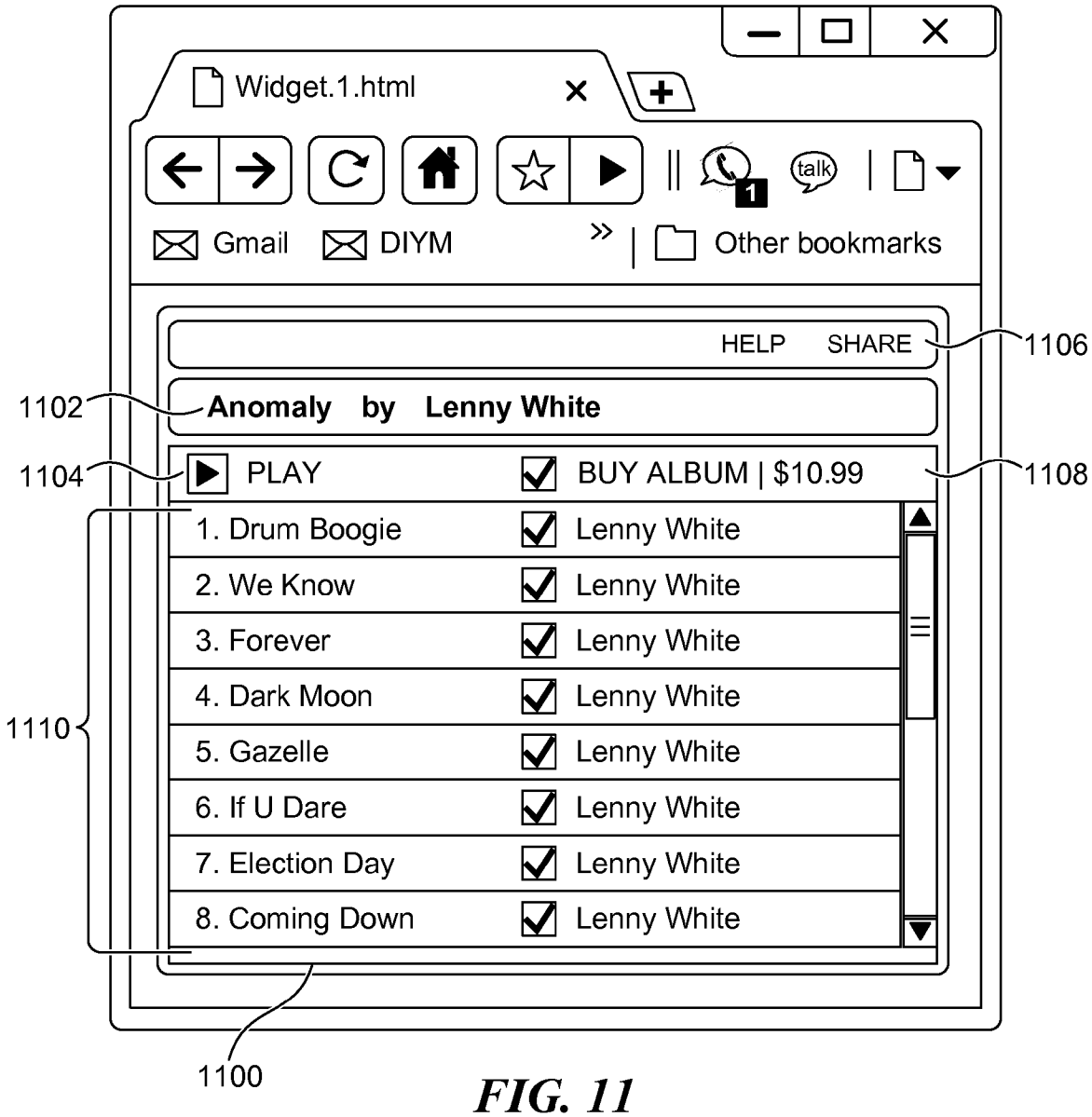

Widget.1.html
talk
Gmail
DIYM
Other bookmarks
HELP
SHARE
1106
1102
Anomaly by Lenny White
1104
PLAY
BUY ALBUM | $10.99
1108
1. Drum Boogie
Lenny White
2. We Know
Lenny White
3. Forever
Lenny White
4. Dark Moon
Lenny White
5. Gazelle
Lenny White
6. If U Dare
Lenny White
7. Election Day
Lenny White
8. Coming Down
Lenny White
1110
1100

FIG. 11

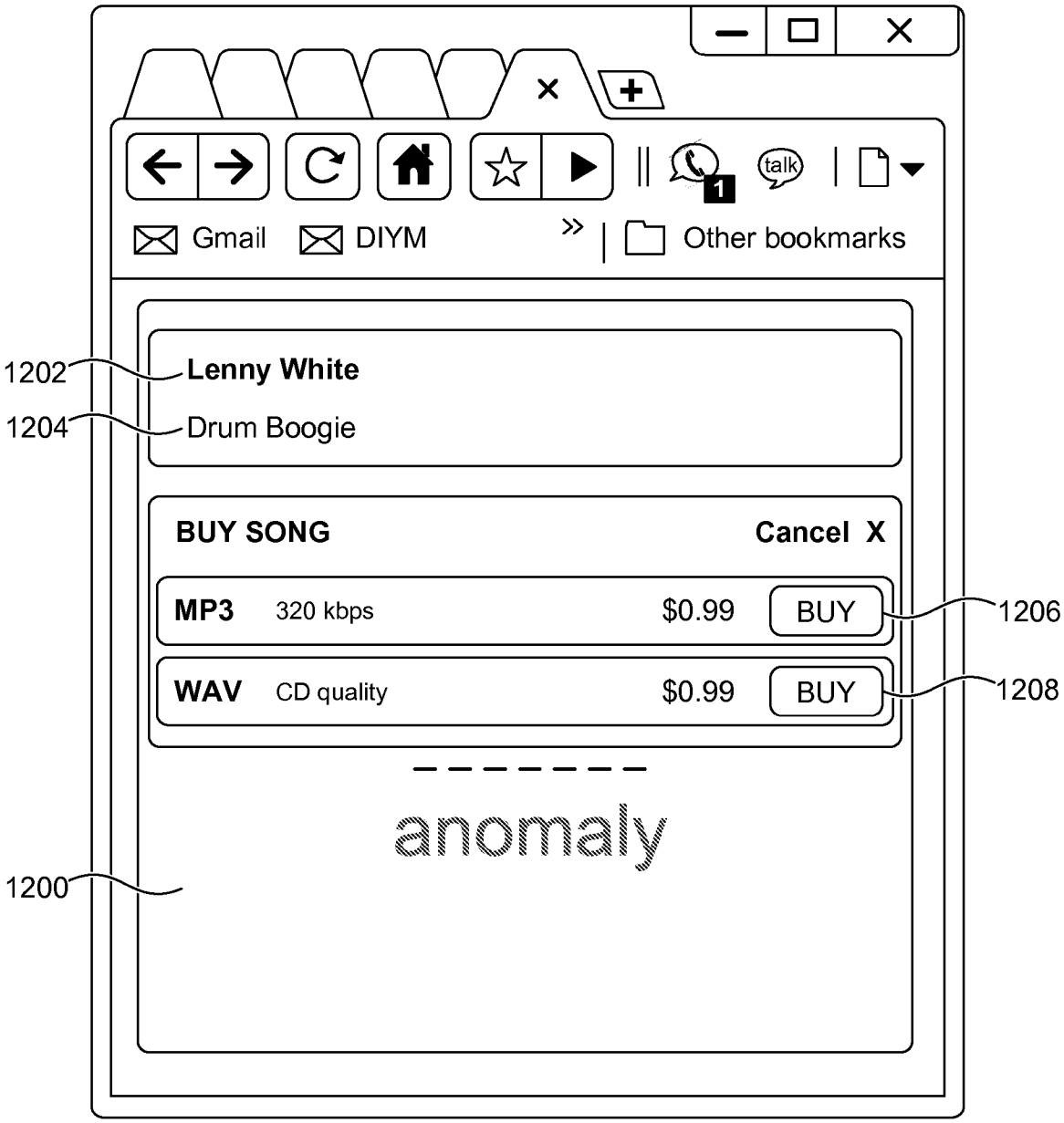

Gmail
DIYM
Other bookmarks
talk
1202
Lenny White
1204
Drum Boogie
BUY SONG
Cancel X
MP3
320 kbps
$0.99
BUY
1206
WAV
CD quality
$0.99
BUY
1208
anomaly
1200

FIG. 12

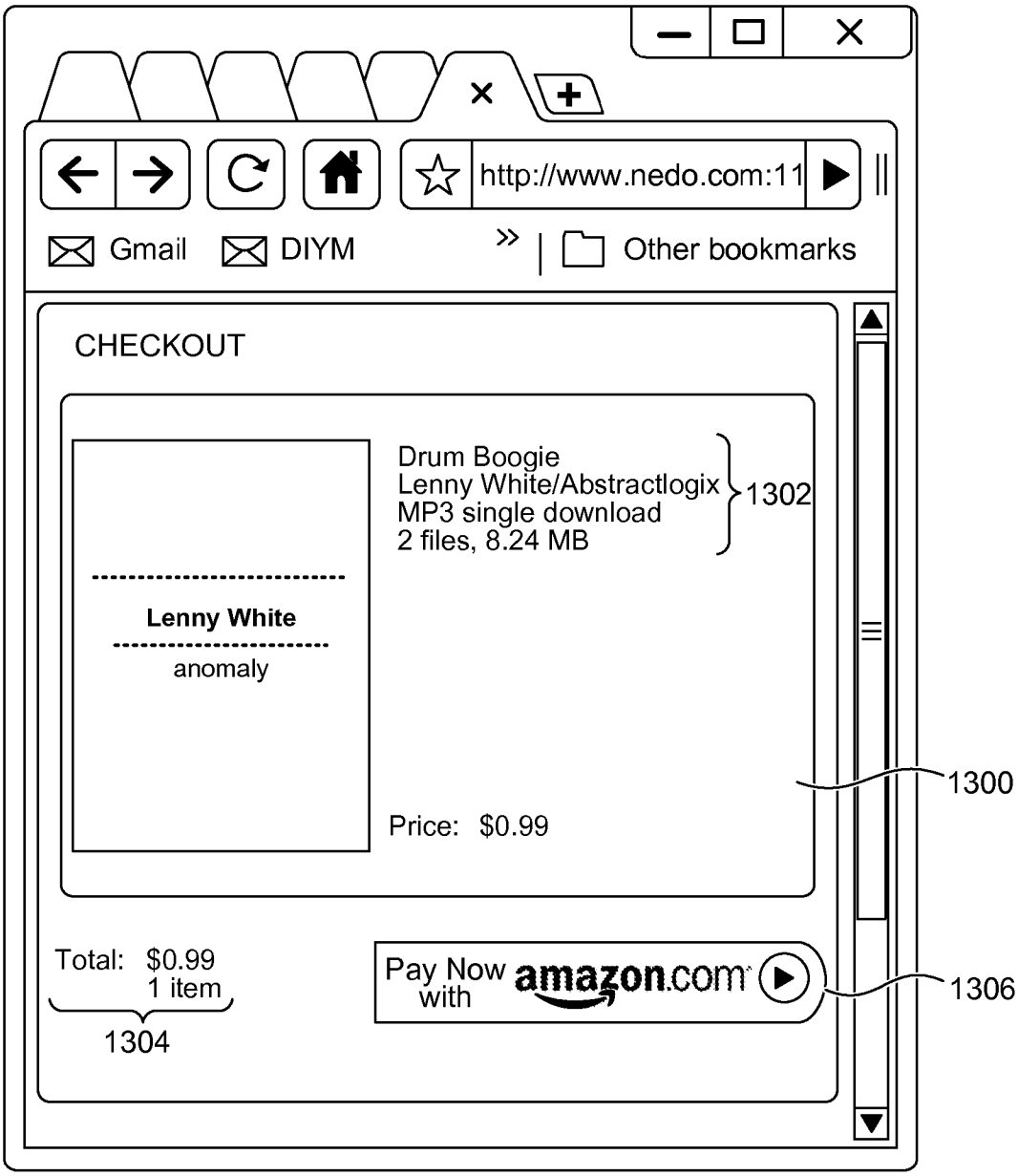

http://www.nedo.com:11
Gmail
DIYM
Other bookmarks
CHECKOUT
Drum Boogie
Lenny White/Abstractlogix
MP3 single download
2 files, 8.24 MB
1302
Lenny White
anomaly
Price: $0.99
1300
Total: $0.99
1 item
1304
Pay Now with amazon.com
1306

FIG. 13

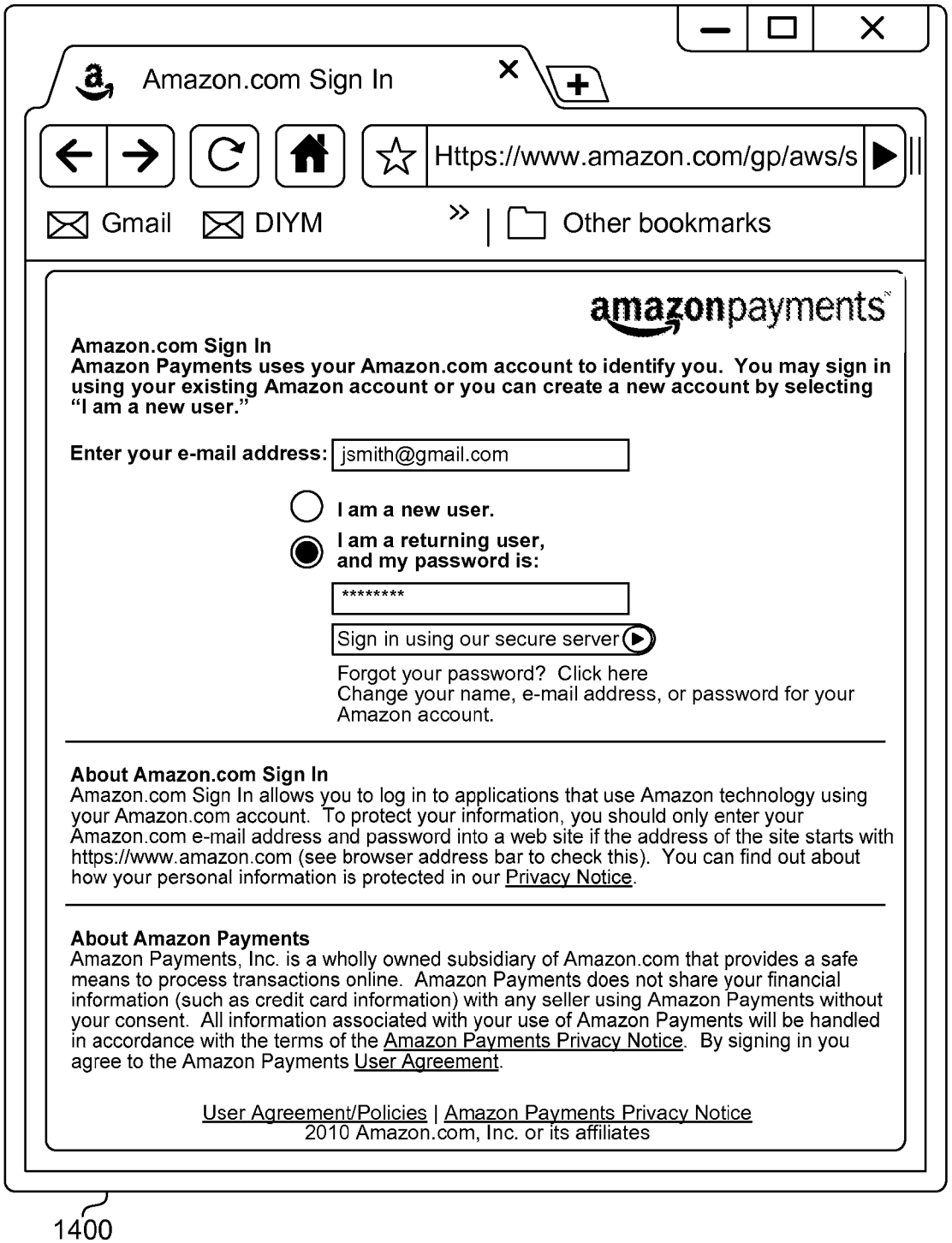

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Other bookmarks
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Amazon Payments uses your Amazon.com account to identify you. You may sign in using your existing Amazon account or you can create a new account by selecting "I am a new user."
Enter your e-mail address: jsmith@gmail.com
I am a new user.
I am a returning user, and my password is:
****
Sign in using our secure server
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1400

FIG. 14

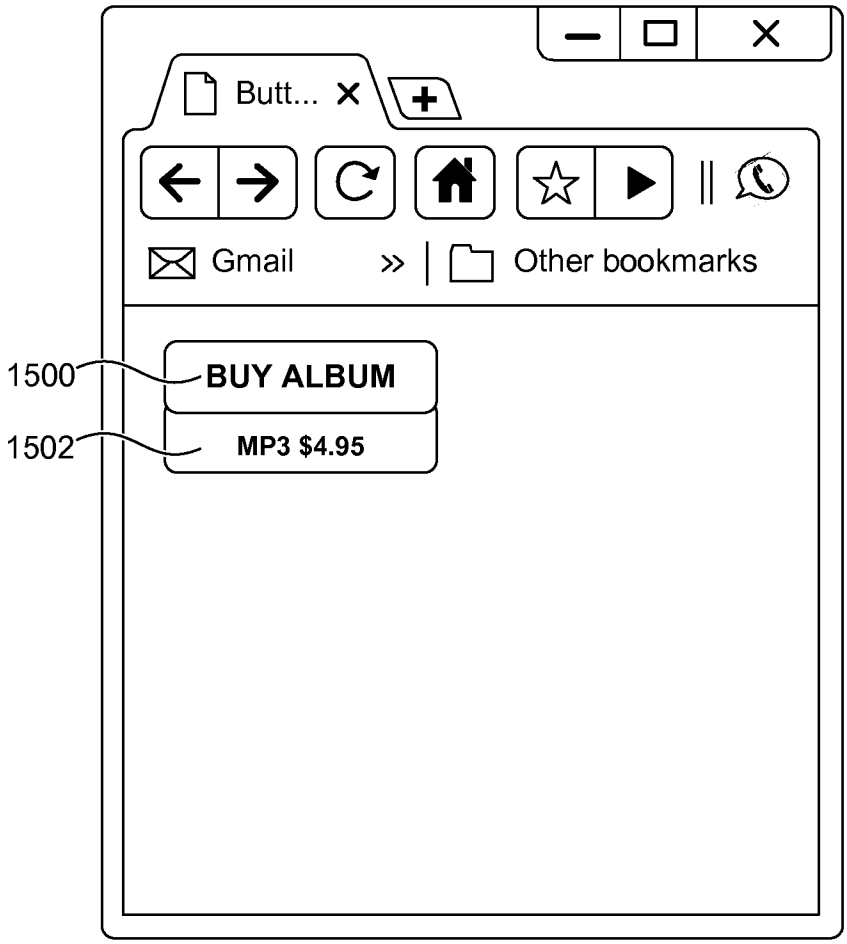


FIG. 15

PTO/SB/01 (04-09)
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DECLARATION FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63)

[X] Declaration Submitted With Initial Filing OR [ ] Declaration Submitted After Initial Filing (surcharge (37 CFR 1.16(f)) required)

Attorney Docket Number	DR-102
First Named Inventor	David Robb
COMPLETE IF KNOWN	
Application Number	
Filing Date	
Art Unit	
Examiner Name	

I hereby declare that: (1) Each inventor's residence, mailing address, and citizenship are as stated below next to their name; and (2) I believe the inventor(s) named below to be the original and first inventor(s) of the subject matter which is claimed and for which a patent is sought on the invention titled:

SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT

(Title of the Invention)

the application of which

[X] is attached hereto

OR

[ ] was filed on (MM/DD/YYYY) _____ as United States Application Number or PCT International Application Number _____ and was amended on (MM/DD/YYYY) _____ (if applicable).

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

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

Authorization To Permit Access To Application by Participating Offices

[✓] 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 above-identified patent application is filed access to the above-identified 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 above-identified patent application is filed to have access to the above-identified patent application.

In accordance with 37 CFR 1.14(h)(3), access will be provided to a copy of the above-identified patent application with respect to: 1) the above-identified patent application-as-filed; 2) any foreign application to which the above-identified 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 above-identified patent application; and 3) any U.S. application-as-filed from which benefit is sought in the above-identified patent application.

In accordance with 37 CFR 1.14(c), access may be provided to information concerning the date of filing the Authorization to Permit Access to Application by Participating Offices.

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

DECLARATION — Utility or Design Patent Application

Claim of Foreign Priority Benefits

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached? YES	NO
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐

☐ Additional foreign application number(s) are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

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DECLARATION — Utility or Design Patent Application

Direct all correspondence to: ☑ The address associated with Customer Number: 75120	OR	☐ Correspondence address below

Name		
Address		
City	State	Zip
Country	Telephone	Email

WARNING:

Petitioner/applicant is cautioned to avoid submitting personal information in documents filed in a patent application that may contribute to identity theft. Personal information such as social security numbers, bank account numbers, or credit card numbers (other than a check or credit card authorization form PTO-2038 submitted for payment purposes) is never required by the USPTO to support a petition or an application. If this type of personal information is included in documents submitted to the USPTO, petitioners/applicants should consider redacting such personal information from the documents before submitting them to the USPTO. Petitioner/applicant is advised that the record of a patent application is available to the public after publication of the application (unless a non-publication request in compliance with 37 CFR 1.213(a) is made in the application) or issuance of a patent. Furthermore, the record from an abandoned application may also be available to the public if the application is referenced in a published application or an issued patent (see 37 CFR 1.14). Checks and credit card authorization forms PTO-2038 submitted for payment purposes are not retained in the application file and therefore are not publicly available. Petitioner/applicant is advised that documents which form the record of a patent application (such as the PTO/SB/01) are placed into the Privacy Act system of records DEPARTMENT OF COMMERCE, COMMERCE-PAT-7, System name: *Patent Application Files*. Documents not retained in an application file (such as the PTO-2038) are placed into the Privacy Act system of COMMERCE/PAT-TM-10, System name: *Deposit Accounts and Electronic Funds Transfer Profiles*.

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

NAME OF SOLE OR FIRST INVENTOR:	☐ A petition has been filed for this unsigned inventor
Given Name (first and middle [if any]) David	Family Name or Surname Robb
Inventor's Signature	Date 8/9/2017

Residence: City	State	Country	Citizenship
Charlotte	North Carolina	US	US

Mailing Address			
1411 Fourth Avenue, Suite 910			
City	State	Zip	Country
Seattle	Washington	98101	US

☑ Additional inventors or a legal representative are being named on the 2 supplemental sheet(s) PTO/SB/02A or 02LR attached hereto

PTO/SB/02A (07-07)
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DECLARATION

ADDITIONAL INVENTOR(S)
Supplemental Sheet
Page 1 of 2

Name of Additional Joint Inventor, if any:		☐ A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))	Family Name or Surname		
Grant	**Neerings**		
Inventor's Signature			Date 5/17/2012
Charlotte Residence: City	North Carolina State	US Country	US Citizenship
1411 Fourth Avenue, Suite 918 Mailing Address			
Seattle City	Washington State	98101 Zip	US Country

Name of Additional Joint Inventor, if any:		☐ A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))	Family Name or Surname		
Cameron	**Patterson**		
Inventor's Signature			Date 5/18/12
Seattle Residence: City	Washington State	US Country	US Citizenship
1411 Fourth Avenue, Suite 918 Mailing Address			
Seattle City	Washington State	98101 Zip	US Country

Name of Additional Joint Inventor, if any:		☐ A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))	Family Name or Surname		
Joseph	**Rodriguez**		
Inventor's Signature			Date 5/18/12
Seattle Residence: City	Washington State	US Country	US Citizenship
1411 Fourth Avenue, Suite 918 Mailing Address			
Seattle City	Washington State	98101 Zip	US Country

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 21 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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DECLARATION

ADDITIONAL INVENTOR(S)
Supplemental Sheet
Page 2 of 2

Name of Additional Joint Inventor, if any:	☐ A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))	Family Name or Surname	
Quinton Richard	Harris	
Inventor's Signature		Date 7/16/12
Seattle / Residence: City	Washington / State	US / Country	US / Citizenship
1411 Fourth Avenue, Suite 910 / Mailing Address			
Seattle / City	Washington / State	98101 / Zip	US / Country

Name of Additional Joint Inventor, if any:	☐ A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))	Family Name or Surname	
Benjamin	Cook	
Inventor's Signature		Date 6/25/2012
Los Angeles / Residence: City	California / State	US / Country	US / Citizenship
1411 Fourth Avenue, Suite 910 / Mailing Address			
Seattle / City	Washington / State	98101 / Zip	US / Country

Name of Additional Joint Inventor, if any:	☐ A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))	Family Name or Surname	
Inventor's Signature		Date
Residence: City	State	Country	Citizenship
Mailing Address			
City	State	Zip	Country

This collection of information is required by 35 U.S.C. 115 and 37 CFR 1.63. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 21 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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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY.DOCKET.NO	TOT CLAIMS	IND CLAIMS
16/512,018	07/15/2019		785	DR-102	7	1

CONFIRMATION NO. 4924

FILING RECEIPT

75120
Maulin Shah
Envision IP
350 5th Avenue, 59th Floor
New York, NY 10118

OC000000109978894

Date Mailed: 07/30/2019

Receipt is acknowledged of this non-provisional utility patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF FIRST INVENTOR, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection.

Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please submit a written request for a corrected Filing Receipt, including a properly marked-up ADS showing the changes with strike-through for deletions and underlining for additions. If you received a "Notice to File Missing Parts" or other Notice requiring a response for this application, please submit any request for correction to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections provided that the request is grantable.

Inventor(s)

David Robb, Charlotte, NC;
Grant Neerings, Charlotte, NC;
Cameron Patterson, Seattle, WA;
Joseph Rodriguez, Seattle, WA;
Quinton Richard Harris, Seattle, WA;
Benjamin Cook, Seattle, WA;

Applicant(s)

DKR Consulting LLC, Charlotte, NC

Power of Attorney: The patent practitioners associated with Customer Number 75120

Domestic Priority data as claimed by applicant

This application is a CON of 15/591,208 05/10/2017
which is a CON of 13/571,293 08/09/2012 PAT 9679298
which is a CIP of 12/852,090 08/06/2010 ABN

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

Permission to Access Application via Priority Document Exchange: Yes

Permission to Access Search Results: Yes

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

If Required, Foreign Filing License Granted: 07/29/2019
The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 16/512,018**
Projected Publication Date: 11/07/2019
Non-Publication Request: No
Early Publication Request: No
**** SMALL ENTITY ****
Title

SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT

Preliminary Class

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

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.

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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

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Title 35, United States Code, Section 184

Title 37, Code of Federal Regulations, 5.11 & 5.15

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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
16/512,018	07/15/2019	David Robb	DR-102

CONFIRMATION NO. 4924

75120
Maulin Shah
Envision IP
350 5th Avenue, 59th Floor
New York, NY 10118

INFORMAL NOTICE

OC000000109978895

Date Mailed: 07/30/2019

INFORMATIONAL NOTICE TO APPLICANT

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

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

A new inventor's oath or declaration that identifies this application (e.g., by Application Number and filing date) is required. The inventor's oath or declaration does not comply with 37 CFR 1.63 in that it:

- does not state that the above-identified application was made or authorized to be made by the person executing the oath or declaration.

  David Robb
  Grant Neerings
  Cameron Patterson
  Joseph Rodriguez
  Quinton Richard Harris
  Benjamin Cook

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

/jmilani/

PATENT APPLICATION FEE DETERMINATION RECORD

Substitute for Form PTO-875

Application or Docket Number: 16/512,018

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA	SMALL ENTITY RATE($)	SMALL ENTITY FEE($)	OR	OTHER THAN SMALL ENTITY RATE($)	OTHER THAN SMALL ENTITY FEE($)
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	75		N/A	
SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	330		N/A	
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	380		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	7 minus 20 =	*	x 50 =	0.00	OR		
INDEPENDENT CLAIMS (37 CFR 1.16(h))	1 minus 3 =	*	x 230 =	0.00			
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			0.00			
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0.00			
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	785		TOTAL	

APPLICATION AS AMENDED - PART II

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

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

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

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

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	16512018
Filing Date	2019-07-15
First Named Inventor	Robb
Art Unit	4924
Examiner Name	Ethan D. Civan
Attorney Docket Number	DR-102

U.S.PATENTS

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

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

U.S.PATENT APPLICATION PUBLICATIONS

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

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

FOREIGN PATENT DOCUMENTS

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

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

NON-PATENT LITERATURE DOCUMENTS

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	16512018
	Filing Date	2019-07-15
	First Named Inventor	Robb
	Art Unit	4924
	Examiner Name	Ethan D. Civan
	Attorney Docket Number	DR-102

		AMAZON.COM, INC., "Build your Amazon Widgets", August 4, 2009, (https://web.archive.org/web/20090804034719/https://widgets.amazon.com/)	☐

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

EXAMINER SIGNATURE

Examiner Signature		Date Considered	

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

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

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	Examiner Name	Ethan D. Civan
	Attorney Docket Number	DR-102

CERTIFICATION STATEMENT

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

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

OR

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

☐ See attached certification statement.

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

☐ A certification statement is not submitted herewith.

SIGNATURE

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

Signature	/Maulin Shah/	Date (YYYY-MM-DD)	2019-09-30
Name/Print	Maulin Shah	Registration Number	56,587

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

Privacy Act Statement

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

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

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

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

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

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

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

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

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PTO/SB/08a (01-10)
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Filing Date	2019-07-15
First Named Inventor	Robb
Art Unit	4924
Examiner Name	Ethan D. Civan
Attorney Docket Number	DR-102

U.S.PATENTS

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

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

U.S.PATENT APPLICATION PUBLICATIONS

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

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

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NON-PATENT LITERATURE DOCUMENTS

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	16512018
	Filing Date	2019-07-15
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	Art Unit	4924
	Examiner Name	Ethan D. Civan
	Attorney Docket Number	DR-102

		AMAZON.COM, INC., "aStore", July 3, 2007 (https://web.archive.org/web/20070703030928/http://astore.amazon.com/)	☐

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EXAMINER SIGNATURE

Examiner Signature		Date Considered	

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Signature	/Maulin Shah/	Date (YYYY-MM-DD)	2019-09-30
Name/Print	Maulin Shah	Registration Number	56,587

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

Electronic Acknowledgement Receipt

EFS ID:	37312988
Application Number:	16512018
International Application Number:	
Confirmation Number:	4924
Title of Invention:	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT
First Named Inventor/Applicant Name:	David Robb
Customer Number:	75120
Filer:	Maulin Shah
Filer Authorized By:	
Attorney Docket Number:	DR-102
Receipt Date:	30-SEP-2019
Filing Date:	15-JUL-2019
Time Stamp:	11:27:59
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Non Patent Literature	AmazonWidgets.pdf	261500 913530635cde4f875ea41f3232d08150ff7a80b7	no	2

Warnings:

Information:					
2	Non Patent Literature	aStore.pdf	205605 de7c45c74a9961aa2eafafb6102cf352f3078861	no	2
Warnings:					
Information:					
3	Information Disclosure Statement (IDS) Form (SB08)	IDS1.pdf	160250 b1d725fa87119dd4a8c313a06a8dfa9c67f36ba7	no	4
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
4	Information Disclosure Statement (IDS) Form (SB08)	IDS2.pdf	185366 5bce50d81d5d5370170578036c38f734f89ad5eb	no	4
Warnings:					
Information:					
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			Total Files Size (in bytes):	812721	

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New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

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United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
16/512,018	07/15/2019	David Robb	DR-102

CONFIRMATION NO. 4924

75120
Maulin Shah
Envision IP
350 5th Avenue, 59th Floor
New York, NY 10118

PUBLICATION NOTICE

OC000000112484155

Title:SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT

Publication No.US-2019-0340678-A1
Publication Date:11/07/2019

NOTICE OF PUBLICATION OF APPLICATION

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

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

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

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

PTO/SB/06 (09-11)
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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 16/512,018	Filing Date 07/15/2019	☐ To be Mailed

ENTITY: ☐ LARGE ☑ SMALL ☐ MICRO

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		x $50 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $230 =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).				
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))					
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT	12/17/2019	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0		x $50 =	0
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0		x $230 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	0

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

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

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ENTITY: ☐ LARGE ☑ SMALL ☐ MICRO

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☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		x $50 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $230 =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).				
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))					
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT	12/17/2019	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0		x $50 =	0
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0		x $230 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	0

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

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

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

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 16/512,018	Filing Date 07/15/2019	☐ To be Mailed

ENTITY: ☐ LARGE ☑ SMALL ☐ MICRO

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		x $50 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $230 =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).				
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))					
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT	12/17/2019	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0		x $50 =	0
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0		x $230 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	0

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

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

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

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Electronic Acknowledgement Receipt

EFS ID:	38063307
Application Number:	16512018
International Application Number:	
Confirmation Number:	4924
Title of Invention:	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT
First Named Inventor/Applicant Name:	David Robb
Customer Number:	75120
Filer:	Maulin Shah
Filer Authorized By:	
Attorney Docket Number:	DR-102
Receipt Date:	17-DEC-2019
Filing Date:	15-JUL-2019
Time Stamp:	20:23:57
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Preliminary Amendment	Amendment.pdf	129360 58e1654bc8c449e3ff320181581895f1bc1815f8	no	6

Warnings:

Information:	
Total Files Size (in bytes):	129360

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New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

Applicant:	David Robb	Confirmation No.:	4924
Serial No.:	16/512,018	Group Art Unit:	3684
Filing Date:	July 15, 2019	Examiner:	Jason B. Dunham

PRELIMINARY AMENDMENT

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

Commissioner:

Prior to the first office action and the computation of claim fees, please amend the above-identified application as follows.

Amendments to the Claims begin on page **2** of this paper.

Remarks begin on page **6** of this paper.

AMENDMENTS TO THE CLAIMS

The following listing of the claims replaces all prior version, and listings, of the claims in the present application.

1.-7. (Canceled)

8. (New) A method to generate an embeddable buy button for an electronic commerce store, comprising:

receiving, by a server, a selection of an item from an item inventory;

generating, by the server, the embeddable buy button, wherein the embeddable buy button is configured to display an image of the item and a hyperlink; and

embedding, by the server, the embeddable buy button into a web page,

wherein a checkout screen is displayed upon selection of the hyperlink, the checkout screen configured to facilitate a purchase of the item.

9. (New) The method of claim 8, wherein the embeddable buy button is configured to be embedded into different web sites.

10. (New) The method of claim 8, wherein the checkout screen allows a purchase of the item using a transaction processing service.

11. (New) The method of claim 8, wherein the checkout screen allows a purchase of the item using a transaction processing service operated by the server.

12. (New) The method of claim 8, wherein the item is a physical good or service.

13. (New) The method of claim 8, wherein the image is selected from a group consisting of a static image, a video file, and a multimedia file.

14. (New) A system for generating an embeddable buy button for an electronic commerce store, comprising:

a server;

a database communicatively coupled to the server, the database configured to store an inventory list; and

a builder component communicatively coupled to the server, the builder component configured to receive a selection of an item from the inventory list, the builder component further configured to generate the embeddable buy button,

wherein the embeddable buy button is configured to be embedded into a web page by the server, and wherein the embeddable buy button is configured to display an image of the item and a hyperlink to a checkout screen.

15. (New) The system of claim 14, further comprising a transaction processing service configured to process a payment initiated via the checkout screen.

16. (New) The system of claim 14, further comprising a first computing device configured to transmit the selection of the item.

17. (New) The system of claim 14, wherein the embeddable buy button includes software that is executed by the server.

18. (New) The system of claim 14, wherein the image is selected form a group consisting of a static image, a video file, and a multimedia file.

19. (New) The system of claim 14, wherein the embeddable buy button is configured to be embedded into different web sites.

20. (New) The system of claim 16, wherein the checkout screen is configured to facilitate the purchase of the item.

21. (New) A method to generate an embeddable buy button for an electronic commerce store, comprising:

receiving, by a server, a selection of an item to sell on a web page;

generating, by a server, the embeddable buy button containing software executable by the server;

embedding, by the server, the embeddable buy button into the web page; and

executing, by the server, the software, wherein the embeddable buy button is configured to display an image of the item and a hyperlink when the software is executed,

wherein a checkout screen is displayed upon selection of the hyperlink.

22. (New) The method of claim 21, wherein the embeddable buy button is configured to be embedded into different web sites.

23. (New) The method of claim 21, wherein the checkout screen is operated by the server.

24. (New) The method of claim 21, wherein the image is selected from a group consisting of a static image, a video file, and a multimedia file.

25. (New) The method of claim 21, wherein the item is a physical good or a service.

26. (New) The method of claim 21, wherein the checkout screen is configured to facilitate the purchase of the item.

27. (New) The method of claim 21, wherein checkout screen allows a purchase of the item using at least one of a credit card, a debit card or bank account information.

REMARKS

Claims 1-7 have been canceled. Claims 8-27 have been newly added. Support for the newly added claims can be found in the application as originally filed, at least at **[0032]**, **[0035]**, **[0037], [0039]** – **[0040]**, **[0044]**, **[0055]**, and **[0057]**. Accordingly, no new matter has been added as a result of this Preliminary Amendment.

Respectfully submitted,

/Maulin V. Shah/

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Reg. # 56,587
350 5th Avenue, 59th Fl.
New York, NY 10118
(310) 499-8624 (phone)
(646) 200-5227 (fax)

December 17, 2019

PTO/SB/08a (01-10)
Approved for use through 07/31/2012. OMB 0651-0031
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT
(Not for submission under 37 CFR 1.99)

Application Number	16512018
Filing Date	2019-07-15
First Named Inventor	Robb
Art Unit	4924
Examiner Name	Jason B. Dunham
Attorney Docket Number	DR-102

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Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	10511580	B2	2019-12-16	MONTICELLO ENTERPRISES LLC	
	2	10497047	B2	2019-12-02	PAYPAL, INC.	
	3	10438249	B2	2019-10-07	AIBUY INC	
	4	10318941	B2	2019-06-10	VISA INT SERVICE ASSOCIATES CORP	
	5	10269053	B2	2019-04-22	AT & T INTELLECTUAL PROPERTY I LP	
	6	10248990	B2	2019-04-01	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO INC	
	7	10242398	B2	2019-03-25	PAYPAL INC	
	8	10102557	B1	2018-10-15	BROWN JOEL	

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
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	Filing Date	2019-07-15
	First Named Inventor	Robb
	Art Unit	4924
	Examiner Name	Jason B. Dunham
	Attorney Docket Number	DR-102

	9	9953378	B2	2018-04-23	VISA INT SERVICE ASSOCIATES CORP	
	10	9720554	B2	2017-07-31	FROHWEIN ROBERT J	
	11	9721290	B2	2017-07-31	GOOGLE INC	
	12	9613375	B2	2017-04-03	PAYPAL INC	
	13	9501750	B2	2016-11-21	MATTEL INC	
	14	9324098	B1	2016-04-25	AMAZON TECH INC	
	15	9311647	B2	2016-04-11	INMOBI PTE LTD	
	16	9129324	B2	2015-09-07	OKANJO CO LLC	
	17	8838484	B2	2014-09-15	BAY PHOTO INC	
	18	8589253	B2	2013-11-18	GLYDE CORP	
	19	8458055	B2	2013-06-03	IPF INC	

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	Filing Date	2019-07-15
	First Named Inventor	Robb
	Art Unit	4924
	Examiner Name	Jason B. Dunham
	Attorney Docket Number	DR-102

	20	8244597	B2	2012-08-13	PURE VERTICALS INC	
	21	7895080	B2	2011-02-21	OMNICOM HLDGS INC	
	22	7526545	B2	2009-04-27	RELEVANT MEDIA LLC	
	23	6073124	A	2000-06-05	SHOPNOW COM INC	
	24	5710887	A	1998-01-19	BROADVISION INC	

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	1	20170249680	A1	2017-08-30	DELL PROD LP	
	2	20160048895	A9	2016-02-17	MY WORLD INC	
	3	20150379601	A1	2015-12-30	MY WORLD INC	
	4	20140344080	A1	2014-11-19	GLYDE CORP	

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	Filing Date	2019-07-15
	First Named Inventor	Robb
	Art Unit	4924
	Examiner Name	Jason B. Dunham
	Attorney Docket Number	DR-102

	5	20140006069	A1	2014-01-01	GUGGENHEIM CHRIS	
	6	20130246179	A1	2013-09-18	DIY MEDIA INC	
	7	20130212177	A1	2013-08-14	FANPAGE TOOLKIT LLC	
	8	20130124337	A1	2013-05-15	XEROX CORP	
	9	20120295697	A1	2012-11-21	WMS GAMING INC	
	10	20120150666	A1	2012-06-13	SAVIC ALEKSANDAR	
	11	20120036042	A1	2012-02-08	ROAM DATA INC	
	12	20110307389	A1	2011-12-14	OPENSKY PROJECT INC	
	13	20100281357	A1	2010-11-03	INT BUSINESS MACHINES CORP	
	14	20100235766	A1	2010-09-15	FUJIOKA ROBB	
	15	20100153201	A1	2010-06-16	DE RUBERTIS CORBIN THOMAS KEVIN HANDLER JEFF	

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	16512018
	Filing Date	2019-07-15
	First Named Inventor	Robb
	Art Unit	4924
	Examiner Name	Jason B. Dunham
	Attorney Docket Number	DR-102

	16	20100114739	A1	2010-05-05	JOHNSTON DAVID	
	17	20100106565	A1	2010-04-28	FOTOMOTO INC	
	18	20090164315	A1	2009-06-24	GLYDE CORP	
	19	20090100329	A1	2009-04-15	ESPINOZA DANNY JAVIER	
	20	20090077480	A1	2009-03-18	CAUNTER MARK LESLIE JACKSON BRUCE KELLY GEACH STEV	
	21	20080255962	A1	2008-10-15	CHANG STEPHEN CHATWANI ROBERT BURKHART DANIEL	
	22	20080091606	A1	2008-04-16	GRECIA WILLIAM	
	23	20080092189	A1	2008-04-16	CLIPBLAST INC	

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1	1	2019043605	WO	A1	2019-03-06	MOA CAPITAL LTD		

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	16512018
	Filing Date	2019-07-15
	First Named Inventor	Robb
	Art Unit	4924
	Examiner Name	Jason B. Dunham
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Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]
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[1] See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. [2] Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). [3] For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [4] Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. [5] Applicant is to place a check mark here if English language translation is attached.

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	Application Number	16512018
	Filing Date	2019-07-15
	First Named Inventor	Robb
	Art Unit	4924
	Examiner Name	Jason B. Dunham
	Attorney Docket Number	DR-102

CERTIFICATION STATEMENT

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

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

OR

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

See attached certification statement.

The fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

A certification statement is not submitted herewith.

SIGNATURE

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

Signature	/Maulin Shah/	Date (YYYY-MM-DD)	2020-01-22
Name/Print	Maulin Shah	Registration Number	56587

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

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

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

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

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

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

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

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

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

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

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

Electronic Acknowledgement Receipt

EFS ID:	38363425
Application Number:	16512018
International Application Number:	
Confirmation Number:	4924
Title of Invention:	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT
First Named Inventor/Applicant Name:	David Robb
Customer Number:	75120
Filer:	Maulin Shah
Filer Authorized By:	
Attorney Docket Number:	DR-102
Receipt Date:	22-JAN-2020
Filing Date:	15-JUL-2019
Time Stamp:	12:17:21
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Form (SB08)	16512018-sb08.pdf	613847 ba341da8c4e08e3fea27e6f47adca38b5ff2a682	no	8

Warnings:

Information:	
Total Files Size (in bytes):	613847

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New Applications Under 35 U.S.C. 111

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

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

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

PTO/SB/06 (09-11)
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 16/512,018	Filing Date 07/15/2019	☐ To be Mailed

ENTITY: ☐ LARGE ☑ SMALL ☐ MICRO

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		x $50 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $230 =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).				
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))					
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL	

APPLICATION AS AMENDED - PART II

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

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT	06/08/2020	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 7	Minus	** 20	= 0		x $50 =	0
	Independent (37 CFR 1.16(h))	* 2	Minus	*** 3	= 0		x $230 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	0

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

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

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

UNITED STATES
PATENT AND TRADEMARK OFFICE

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

ELECTRONIC ACKNOWLEDGEMENT RECEIPT

APPLICATION #	RECEIPT DATE / TIME	ATTORNEY DOCKET #
16/512,018	06/08/2020 02:34:02 PM ET	DR-102

Title of Invention

SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT

Application Information

APPLICATION TYPE	Utility - Nonprovisional Application under 35 USC 111(a)	PATENT #	-
CONFIRMATION #	4924	FILED BY	Maulin Shah
PATENT CENTER #	60034623	FILING DATE	07/15/2019
CUSTOMER #	75120	FIRST NAMED INVENTOR	David Robb
CORRESPONDENCE ADDRESS	-	AUTHORIZED BY	-

Documents

TOTAL DOCUMENTS: 1

DOCUMENT	PAGES	DESCRIPTION	SIZE (KB)
Amendment.pdf	4	Preliminary Amendment	65 KB

Digest

DOCUMENT	MESSAGE DIGEST(SHA-512)
Amendment.pdf	3A07C92C15A54BCBB23CDC06FA1024C2D9CF348E7F5E80CF D8E5D3C46BFD3D2BA331BB3C7554E795BB76154AFB7FBDC5 F112612C596C48010709544434DAFE40

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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 filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application

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IN THE UNITED STATES PATENT & TRADEMARK OFFICE

Applicant:	David Robb	Confirmation No.:	4924
Serial No.:	16/512,018	Group Art Unit:	3684
Filing Date:	July 15, 2019	Examiner:	Jason B. Dunham

PRELIMINARY AMENDMENT

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

Commissioner:

Prior to the first office action and the computation of claim fees, please amend the above-identified application as follows.

Amendments to the Claims begin on page **2** of this paper.

Remarks begin on page **4** of this paper.

AMENDMENTS TO THE CLAIMS

The following listing of the claims replaces all prior version, and listings, of the claims in the present application.

1.-27. (Canceled)

28. (New) A method for facilitating electronic commerce within a social network comprising:

transmitting a widget from an application server to the social network, wherein the widget includes an image of a product and a hyperlink to an embedded electronic commerce store, wherein the product is offered for sale by a third-party merchant;

displaying the widget on a web page within the social network;

upon receiving a user selection of the hyperlink, displaying the embedded electronic commerce store within the social network, the store configured to allow a purchase of the product from within the social network, and

wherein the embeddable electronic commerce store is configured to be shared within the social network.

29. (New) The method of claim 28, wherein the social network is configured to process a payment for the purchase of the product.

30. (New) The method of claim 28, wherein the embeddable electronic commerce store is configured to be shared virally within the social network.

31. (New) A method for facilitating electronic commerce within a social network comprising:

transmitting a widget from an application server to the social network, wherein the widget includes an image of a product and a hyperlink to an embedded electronic commerce store, wherein the product is offered for sale by a third-party merchant;

displaying the widget on a web page within the social network;

upon receiving a selection from a user of the hyperlink, displaying the embedded electronic commerce store within the social network, the store configured to allow a purchase of the product from within the social network; and

generating, by the social network, a share link for the embedded electronic commerce store.

32. (New) The method of claim 31, wherein the social network is configured to maintain payment account details of the user.

33 (New) The method of claim 31, wherein the embeddable electronic commerce store is configured to be shared virally within the social network using the share link.

34. (New) The method of 31, wherein the user can selectively distribute the share link to designated contacts within the social network.

REMARKS

Claims 1-7 had been previously been canceled. Pursuant to this amendment, claims 8-27 have now been cancelled, and claims 28-34 have been newly added. Support for the newly added claims can be found in the application as originally filed, at least at **[0030]**, **[0036]** and **[0051].** Accordingly, no new matter has been added as a result of this Preliminary Amendment.

Respectfully submitted,

/Maulin V. Shah/

Maulin V. Shah, Esq.
Reg. # 56,587
14 Penn Plaza 225 West 34th Street
9th Floor New York, NY 10122
(310) 499-8624 (phone)
(646) 200-5227 (fax)

June 8, 2020

PTO/SB/08a (01-10)
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT
(Not for submission under 37 CFR 1.99)

Application Number	16512018
Filing Date	2020-11-25
First Named Inventor	Robb
Art Unit	3600
Examiner Name	
Attorney Docket Number	DR-102

U.S.PATENTS Remove

Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	10896452	B2	2021-01-19	VISA INTERNATIONAL SERVICE ASSOCIATION	
	2	10872343	B2	2020-12-22	CARDINALCOMMERCE CORPORATION	
	3	10853855	B2	2020-12-01	JOHN MICHAEL SASHA [US]	
	4	10825016	B2	2020-11-03		
	5	10572875	B2	2020-02-25	Visa International Service Association	
	6	10540732	B2	2020-01-21		
	7	10438242	B1	2019-10-08	AMAZON TECHNOLOGIES, INC.	
	8	10339505	B2	2019-07-02	PAYPAL, INC.	

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	Filing Date	2020-11-25
	First Named Inventor	Robb
	Art Unit	3600
	Examiner Name	
	Attorney Docket Number	DR-102

	9	10102521	B2	2018-10-16	Gula Consulting Limited Liability Company	
	10	10102525	B2	2018-10-16	United Parcel Service of America, Inc.	
	11	10096023	B2	2018-10-09	United Parcel Service of America, Inc.	
	12	10026080	B2	2018-07-17	United Parcel Service of America, Inc.	
	13	10026081	B2	2018-07-17	United Parcel Service of America, Inc.	
	14	9917827	B2	2018-03-13	SOVERAIN IP, LLC	
	15	9898740	B2	2018-02-20	Visa International Service Association VISA INT SE	
	16	9864958	B2	2018-01-09	GULA CONSULTING LIMITED LIABILITY COMPANY	
	17	9864993	B2	2018-01-09	VISA INTERNATIONAL SERVICE ASSOCIATION WELLER KEVI	
	18	9824391	B2	2017-11-21	III HOLDINGS 1, LLC	
	19	9818110	B2	2017-11-14	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	

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	Examiner Name	
	Attorney Docket Number	DR-102

	20	9769134	B2	2017-09-19	VISA INTERNATIONAL SERVICE ASSOCIATION DOMINGUEZ B	
	21	9600837	B2	2017-03-21	SONG YUH-SHEN [US] LEW CATHERINE [US] SONG ALEXAND	
	22	9361611	B2	2016-06-07	Collective Dynamics LLC	
	23	9208485	B2	2015-12-08	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	
	24	9123069	B1	2015-09-01	AMAZON TECHNOLOGIES, INC.	
	25	9038129	B2	2015-05-19	PROXICOM WIRELESS, LLC	
	26	8930236	B2	2015-01-06	TRANSACTIS, INC.	
	27	8924261	B2	2014-12-30	ETSY, INC.	
	28	8849850	B2	2014-09-30	ORACLE INTERNATIONAL CORPORATION	
	29	8843391	B2	2014-09-23	VISA U.S.A. INC.	
	30	8838484	B2	2014-09-16	Bay Photo, Inc.	

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
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	31	8825523	B2	2014-09-02	TRANSACTIS, INC.	
	32	8818845	B2	2014-08-26	ZYNGA INC.	
	33	8799060	B2	2014-08-05	Transactis, Inc	
	34	8775243	B2	2014-07-08	TRANSACTIS, INC.	
	35	8768838	B1	2014-07-01	Nexus Payments, LLC	
	36	8762279	B2	2014-06-24	VISA INTERNATIONAL SERVICE ASSOCIATION VISA INT SE	
	37	8762283	B2	2014-06-24	VISA INTERNATIONAL SERVICE ASSOCIATION, A DELAWARE	
	38	8751294	B2	2014-06-10	E2INTERACTIVE, INC.	
	39	8719106	B2	2014-05-06	KEMESA INC.	
	40	8712852	B2	2014-04-29	SHARECOMM LIMITED LIABILITY COMPANY	
	41	8706631	B2	2014-04-22	SOUND STARTS, INC.	

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	Attorney Docket Number	DR-102

	42	8700472	B2	2014-04-15	RETAIL ROYALTY COMPANY	
	43	8676694	B2	2014-03-18	CARDINALCOMMERCE CORPORATION	
	44	8626579	B2	2014-01-07	VISA U.S.A. INC.	
	45	8611919	B2	2013-12-17	WOUNDER GMBH., LLC	
	46	8595058	B2	2013-11-26	VISA U.S.A.	
	47	8577744	B2	2013-11-05	DATASCAPE, INC.	
	48	8566177	B2	2013-10-22	APPLE INC.	
	49	RE44542	E1	2013-10-15	PYFRM HOLDINGS LIMITED LIABILITY COMPANY	
	50	8538871	B2	2013-09-17	THE WESTERN UNION COMPANY	
	51	8533076	B2	2013-09-10	MICROSOFT CORPORATION	
	52	8533118	B2	2013-09-10	VISA INTERNATIONAL SERVICE ASSOCIATION WELLER KEVI	

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	Attorney Docket Number	DR-102

	53	8412627	B2	2013-04-02	THE WESTERN UNION COMPANY	
	54	8396747	B2	2013-03-12	KEMESA CORP KEMESA INC BACHENHEIMER STEVEN I [US]	
	55	8385913	B2	2013-02-26	PROXICOM WIRELESS, LLC	
	56	8370253	B1	2013-02-05	LAMKA F. NEIL GROSSMAN DAVID DANIEL [US] SEABURN M	
	57	8370955	B2	2013-02-05	PROXICOM WIRELESS, LLC	
	58	8355987	B2	2013-01-15	BOKU, INC.	
	59	8315929	B2	2012-11-20	FIRST DATA CORPORATION	
	60	8306870	B2	2012-11-06	EWINWIN, INC.	
	61	8306908	B1	2012-11-06	WEST CORPORATION	
	62	8275666	B2	2012-09-25	APPLE INC.	
	63	8271395	B2	2012-09-18	VISA INTERNATIONAL SERVICE ASSOCIATION A DELAWARE	

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	Attorney Docket Number	DR-102

	64	8261974	B2	2012-09-11	Hull	
	65	8260683	B2	2012-09-04	CARDS OFF S.A.	
	66	8249950	B2	2012-08-21	EBAY INC.	
	67	8140402	B1	2012-03-20	EWINWIN, INC.	
	68	8090359	B2	2012-01-03	PROCTOR, JR. JAMES ARTHUR PROCTOR, III JAMES ARTHU	
	69	8090618	B1	2012-01-03	MASSIVE INCORPORATED	
	70	8041606	B2	2011-10-18	THE WESTERN UNION COMPANY	
	71	7996280	B2	2011-08-09	EBAY INC.	
	72	7991701	B2	2011-08-02	VISA INTERNATIONAL SERVICE ASSOCIATION VISA INT SE	
	73	7983993	B2	2011-07-19	VERISIGN, INC	
	74	7966259	B1	2011-06-21	AMAZON.COM, INC.	

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	Attorney Docket Number	DR-102

	75	7900826	B2	2011-03-08	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	
	76	7895121	B2	2011-02-22	HEWLETT-PACKARD DEVELOPMENT COMPANY, L.P.	
	77	7865414	B2	2011-01-04	PASSGATE CORPORATION PASSGATE CORP [US]	
	78	7827115	B2	2010-11-02	VISA INTERNATIONAL SERVICE ASSOCIATION VISA INT SE	
	79	7780080	B2	2010-08-24	ENCRYPTAKEY, INC.	
	80	7783517	B2	2010-08-24	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	
	81	7778934	B2	2010-08-17	VERISIGN, INC	
	82	7742967	B1	2010-06-22	CARDINALCOMMERCE CORPORATION	
	83	7734527	B2	2010-06-08	UZO CHIJIOKE CHUKWUEMEKA	
	84	7717337	B2	2010-05-18	SONG YUH-SHEN SONG YUN-SHEN Song LEW CATHERINE Lew	
	85	7707120	B2	2010-04-27	VISA INTERNATIONAL SERVICE ASSOCIATION VISA INT SE	

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	Attorney Docket Number	DR-102

	86	7702578	B2	2010-04-20	PASSGATE CORPORATION	
	87	7693283	B2	2010-04-06	LIVESAY PAUL OWEN Livesay	
	88	7686210	B2	2010-03-30	FIRST DATA CORPORATION	
	89	7647247	B2	2010-01-12	INTERNATIONAL BUSINESS MACHINES CORPORATION	
	90	7636696	B1	2009-12-22	MEGASOFT CONSULTANTS, INC.	
	91	7599856	B2	2009-10-06	AMAZON TECHNOLOGIES, INC.	
	92	7590567	B2	2009-09-15	THE KROGER CO.	
	93	7509293	B2	2009-03-24	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	
	94	7505942	B2	2009-03-17	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	
	95	7496541	B2	2009-02-24	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	
	96	7496542	B2	2009-02-24	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	

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	97	7469233	B2	2008-12-23	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	
	98	7447661	B2	2008-11-04	RAJA AHSAN I	
	99	7431208	B2	2008-10-07	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	
	100	7430540	B1	2008-09-30	ASANI KARIM Asani	
	101	7424617	B2	2008-09-09	YAHOO! INC.	
	102	7376586	B1	2008-05-20	MICROSOFT CORPORATION	
	103	7308420	B1	2007-12-11	TARGET BRANDS, INC.	
	104	7225156	B2	2007-05-29	FISHER DOUGLAS C LO KENNY	
	105	7203315	B1	2007-04-10	LIVESAY PAUL OWEN Livesay	
	106	7184980	B2	2007-02-27	FIRST DATA CORPORATION THE WESTERN UNION COMPANY	
	107	7143058	B2	2006-11-28	FUJITSU LIMITED	

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	Attorney Docket Number	DR-102

	108	7136841	B2	2006-11-14	ZIX CORPORATION	
	109	7120592	B1	2006-10-10	LEWIS MORRIS EDWARD Lewis	
	110	7110984	B1	2006-09-19	INTERNATIONAL BUSINESS MACHINES CORPORATION	
	111	7069234	B1	2006-06-27	ACCENTURE LLP	
	112	7069250	B2	2006-06-27	PAYFORMANCE CORPORATION	
	113	7017175	B2	2006-03-21	OPENTV, INC.	
	114	7013286	B1	2006-03-14	INTERNATIONAL BUSINESS MACHINES CORPORATION	
	115	6970852	B1	2005-11-29	IMX SOLUTIONS, INC.	
	116	6968513	B1	2005-11-22	SHOPNTOWN.COM, INC.	
	117	6965868	B1	2005-11-15	BEDNAREK MICHAEL DAVID Bednarek	
	118	6904408	B1	2005-06-07	MCCARTHY JOHN MCCARTHY EILEEN	

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	119	6859791	B1	2005-02-22	INTERNATIONAL BUSINESS MACHINES CORPORATION	
	120	6853987	B1	2005-02-08	ZIXIT CORPORATION	
	121	6839692	B2	2005-01-04	BENEDOR CORPORATION	
	122	6648222	B2	2003-11-18	MCDONALD IAN SCHNEIDER YADA	
	123	6631356	B1	2003-10-07	VULCAN PORTALS, INC.	
	124	6625581	B1	2003-09-23	IPF, INC.	
	125	6611814	B1	2003-08-26	INTERNATIONAL BUSINESS MACHINES CORPORATION	
	126	6560709	B1	2003-05-06	3COM CORPORATION	
	127	6466918	B1	2002-10-15	AMAZON. COM, INC.	
	128	6411943	B1	2002-06-25	CRAWFORD CHRISTOPHER M	
	129	6373950	B1	2002-04-16	HEWLETT-PACKARD COMPANY	

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	130	6338050	B1	2002-01-08	TRADE ACCESS, INC.	
	131	6304915	B1	2001-10-16	HEWLETT-PACKARD COMPANY	
	132	6260019	B1	2001-07-10	PREDICT IT CORPORATION	
	133	6253027	B1	2001-06-26	HEWLETT-PACKARD COMPANY	
	134	6173269	B1	2001-01-09	ZOWI.COM, INC	
	135	6141653	A	2000-10-31	TRADEACCESS INC	
	136	6119105	A	2000-09-12	VERIFONE, INC.	
	137	6072870	A	2000-06-06	VERIFONE INC.	
	138	6014651	A	2000-01-11	CRAWFORD, CHRISTOPHER M	
	139	6002767	A	1999-12-14	VERIFONE, INC.	
	140	5987132	A	1999-11-16	VERIFONE, INC.	

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	141	5983208	A	1999-11-09	VERIFONE, INC.	
	142	5978840	A	1999-11-02	VERIFONE, INC.	
	143	5963924	A	1999-10-05	VERIFONE, INC.	
	144	5931917	A	1999-08-03	VERIFONE, INC.	
	145	5901228	A	1999-05-04	CRAWFORD, CHRISTOPHER M	
	146	5889863	A	1999-03-30	VERIFONE, INC.	
	147	5862223	A	1999-01-19	WALKER ASSET MANAGEMENT LIMITED PARTNERSHIP	
	148	5850446	A	1998-12-15	VERIFONE, INC	
	149	5819092	A	1998-10-06	VERMEER TECHNOLOGIES, INC VERMEER TECH INC [US]	
	150	5671279	A	1997-09-23	NETSCAPE COMMUNICATIONS CORPORATION	
	151	8577804	B1	2013-11-05	COLLECTIVE DYNAMICS LLC BACASTOW STEVEN V [US]	

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	152	8666825	B2	undefined	FOTOMOTO, INC BAY PHOTO, INC	
	153	9159061	B2	undefined	COLLECTIVE DYNAMICS LLC BACASTOW STEVEN V [US]	
	154	9530125	B2	undefined	COLLECTIVE DYNAMICS LLC BACASTOW STEVEN V [US]	

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	6	20180075452	A1	2018-03-15	WELLER KEVIN D [US] RYAN STEPHEN W [US] HILL PETER	

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	7	20170366530	A1	2017-12-21	DOMINGUEZ BENEDICTO [US] MANESSIS THOMAS [US] ROTH	
	8	20170300981	A1	2017-10-19	BENEDOR LLC	
	9	20170109750	A1	2017-04-20	PayPal, Inc	
	10	20160358175	A1	2016-12-08	WELLER KEVIN D [US] RYAN STEPHEN W [US] HILL PETER	
	11	20160210602	A1	2016-07-21	DRESSBOT, INC	
	12	20160027008	A1	2016-01-28	JOHN MICHAEL SASHA [US]	
	13	20160012434	A1	2016-01-14	UNITED PARCEL SERVICE OF AMERICA, INC UNITED PARCE	
	14	20150278789	A1	2015-10-01	SHOPKEEP.COM, INC	
	15	20150178753	A1	2015-06-25	III HOLDINGS 1, LLC	
	16	20140351048	A1	2014-11-27	Visa U.S.A. Inc.	
	17	20140222689	A1	2014-08-07	CARDINALCOMMERCE CORPORATION	

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	18	20140188622	A1	2014-07-03	GOSSETT MIKE [US]	
	19	20140108248	A1	2014-04-17	THE WESTERN UNION COMPANY	
	20	20140058948	A1	2014-02-27	VISA INTERNATIONAL SERVICE ASSOCIATION DOMINGUEZ B	
	21	20130290172	A1	2013-10-31	MASHINSKY ALEX [US]	
	22	20130226807	A1	2013-08-29	THE WESTERN UNION COMPANY	
	23	20130215116	A1	2013-08-22	DRESSBOT, INC.	
	24	20130117083	A1	2013-05-09	GOSSETT, MIKE	
	25	20130054404	A1	2013-02-28	GARCIA DUNIEL [US]	
	26	20130054484	A1	2013-02-28	SHAREMEISTER, INC.	
	27	20130006811	A1	2013-01-03	THE WESTERN UNION COMPANY WESTERN UNION CO [US] MA	
	28	20120323733	A1	2012-12-20	HERNANDEZ BENEDICTO [US] MANESSIS THOMAS [US] RENO	

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	29	20120303469	A1	2012-11-29	DIY MEDIA, INC.	
	30	20120284747	A1	2012-11-08	JOAO RAYMOND ANTHONY [US]	
	31	20120265600	A1	2012-10-18	MESAROS GREGORY J [US]	
	32	20120253912	A1	2012-10-04	MESAROS GREGORY J [US]	
	33	20120245993	A1	2012-09-27	MESAROS GREGORY J [US]	
	34	20120226541	A1	2012-09-06	MESAROS GREGORY J [US]	
	35	20120209683	A1	2012-08-16	MESAROS GREGORY J [US]	
	36	20120203603	A1	2012-08-09	MESAROS GREGORY J [US]	
	37	20120203615	A1	2012-08-09	MESAROS GREGORY J [US]	
	38	20120166316	A1	2012-06-28	MESSINA RICHARD ANGELO [US] MESSINA ELIZABETH ANN	
	39	20120143705	A1	2012-06-07	BHATTACHARYA ASHMIT [US] BOWER BRUCE [US] BRIGGS G	

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	40	20120143722	A1	2012-06-07	JOHN MICHAEL SASHA [US]	
	41	20120124608	A1	2012-05-17	SIGNATURE SYSTEMS LLC	
	42	20120109709	A1	2012-05-03	VISA U.S.A. INC.	
	43	20120089481	A1	2012-04-12	CHAIN REACTION ECOMMERCE, INC.	
	44	20120059736	A1	2012-03-08	BHATTACHARYA ASHMIT [US] BOWER BRUCE [US] BRIGGS G	
	45	20120036031	A1	2012-02-09	EWINWIN, INC.	
	46	20110313898	A1	2011-12-22	EBAY INC.	
	47	20110276492	A1	2011-11-10	VERISIGN, INC	
	48	20110264499	A1	2011-10-27	ABENDROTH JOHN C Abendroth ABENDROTH MARC B	
	49	20110258086	A1	2011-10-20	Select2gether, Inc.	
	50	20110246294	A1	2011-10-06	Beet, Inc.	

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	51	20110246318	A1	2011-10-06	EBAY INC.	
	52	20110238474	A1	2011-09-29	AMAZON TECHNOLOGIES, INC	
	53	20110231224	A1	2011-09-22	VISA U.S.A. INC.	
	54	20110231305	A1	2011-09-22	VISA U.S.A. INC.	
	55	20110218872	A1	2011-09-08	SHOPKEEP LLC	
	56	20110213671	A1	2011-09-01		
	57	20110208641	A1	2011-08-25	Tilono Corporation, a Delaware Corporation	
	58	20110161150	A1	2011-06-30	STEFFENS MARC Steffens JAYARAMAN PRAVEEN K Jayaram	
	59	20110153362	A1	2011-06-23	Valin, David A. Socolof, Alex	
	60	20110137740	A1	2011-06-09	BHATTACHARYA ASHMIT Bhattacharya BOWER BRUCE Bower	
	61	20110125610	A1	2011-05-26	BOKU, INC.	

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	62	20110099088	A1	2011-04-28	ADGREGATE MARKETS, INC.	
	63	20110087519	A1	2011-04-14	VISA U.S.A. INC.	
	64	20110082792	A1	2011-04-07	DATA TREASURY CORPORATION	
	65	20110071890	A1	2011-03-24	HART RYAN ANDREW Hart ALMSAODI AMAD Almsaodi HART	
	66	20110035278	A1	2011-02-10	VISA U.S.A. INC.	
	67	20110022499	A1	2011-01-27	HOGAN SHAKIRA NIDA Hogan	
	68	20100265311	A1	2010-10-21	J. C. Penney Corporation, Inc.	
	69	20100228776	A1	2010-09-09	MELKOTE RAMASWAMY N Melkote VATANPARAST RAMIN Vata	
	70	20100223158	A1	2010-09-02	PLASTECH HOLDING CORP.	
	71	20100153278	A1	2010-06-17	FARSEDAKIS LEWIS E Farsedakis	
	72	20100114740	A1	2010-05-06	VISA INTERNATIONAL SERVICE ASSOCIATION	

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	73	20100100433	A1	2010-04-22	PENFIELD MICHAEL Penfield	
	74	20100082449	A1	2010-04-01	PLAUTZ HUGH Plautz	
	75	20100082456	A1	2010-04-01	Turbo Holdings	
	76	20100076863	A1	2010-03-25	GOLOMB VITALY M Golomb	
	77	20100036720	A1	2010-02-11	MICROSOFT CORPORATION MICROSOFT CORP [US]	
	78	20100030578	A1	2010-02-04	SIDDIQUE M A SAMI Siddique RAOUF ABIDA Raouf RAOUF	
	79	20100030691	A1	2010-02-04	INTERNATIONAL BUSINESS MACHINES CORPORATION	
	80	20100010906	A1	2010-01-14	Grecia	
	81	20090292595	A1	2009-11-26	Tonnison Wenxuan Tonnison James Ian	
	82	20090292617	A1	2009-11-26	GREENWORLD, LLC	
	83	20090271257	A1	2009-10-29	MICROSOFT CORPORATION MICROSOFT CORP [US]	

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	84	20090254484	A1	2009-10-08	FORERO JULIO C Forero FORERO ARACELLY	
	85	20090240624	A1	2009-09-24	MODASOLUTIONS CORPORATION MODASOLUTIONS CORP [CA]	
	86	20090234716	A1	2009-09-17	PHOTOMETRIA, INC.	
	87	20090198618	A1	2009-08-06	CHAN YUEN WAH EVA Chan FUNG HENRY Fung	
	88	20090192833	A1	2009-07-30	MERSKY RANDY Mersky	
	89	20090184162	A1	2009-07-23	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	
	90	20090182566	A1	2009-07-16	BHOGAL KULVIR SINGH Bhogal GRIGSBY TRAVIS M Grigsb	
	91	20090112648	A1	2009-04-30	MICROSOFT CORPORATION	
	92	20090070238	A1	2009-03-12	MORYTO WILLIAM Moryto	
	93	20090037527	A1	2009-02-05	HODGES DANIEL J Hodges SAKO YUSAKU Sako	
	94	20090030848	A1	2009-01-29	FIDIDEL, INC.	

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	95	20090018908	A1	2009-01-15	DERSOVITZ OKSANA Dersovitz	
	96	20080306877	A1	2008-12-11	MANDELES MEIR Mandeles MANDELES LILACH	
	97	20080307220	A1	2008-12-11	CAMPBELL TOM Campbell	
	98	20080301046	A1	2008-12-04	MARTINEZ CHRISTIAN JOHN Martinez BOUDIER JEAN-FRAN	
	99	20080301056	A1	2008-12-04	VISA INTERNATIONAL SERVICE ASSOCIATION VISA INT SE	
	100	20080265020	A1	2008-10-30	BUSINESS INTELLIGENT PROCESSING SYSTEMS PLC BUSINE	
	101	20080235121	A1	2008-09-25	YAHOO! INC	
	102	20080208718	A1	2008-08-28	HANSON KARL G Hanson	
	103	20080195507	A1	2008-08-14	Ratnakar	
	104	20080177641	A1	2008-07-24	HERNIAK EDWARD Herniak HERNIAK JULIA	
	105	20080120196	A1	2008-05-22	IOFY CORPORATION	

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	107	20080097842	A1	2008-04-24	TIRUMALA VENKATAKRISHNA TIRUMALA JAVANGULA PRADEEP	
	108	20080098450	A1	2008-04-24	TOPTREND GLOBAL TECHNOLOGIES, INC.	
	109	20080033857	A1	2008-02-07	MOSES MANUEL B Moses	
	110	20080016005	A1	2008-01-17	ENCRYPTAKEY, INC.	
	111	20070294134	A1	2007-12-20	YANG JUXING Yang	
	112	20070280509	A1	2007-12-06	ENCRYPTAKEY, INC.	
	113	20070280510	A1	2007-12-06	ENCRYPTAKEY, INC.	
	114	20070282754	A1	2007-12-06	ENCRYPTAKEY, INC.	
	115	20070257105	A1	2007-11-08	ENCRYPTAKEY, INC.	
	116	20070255663	A1	2007-11-01	JORDAN RANDY Jordan SAMKO RICHARD Samko	

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	118	20070192245	A1	2007-08-16	FISHER DOUGLAS C Fisher LO KENNY Lo	
	119	20070192784	A1	2007-08-16	SIGNATURE SYSTEMS LLC	
	120	20070185793	A1	2007-08-09	GEORGE CHRISTOPHER R George	
	121	20070179865	A1	2007-08-02	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	
	122	20070162348	A1	2007-07-12	LEWIS MORRIS E Lewis	
	123	20070150413	A1	2007-06-28	MORGENSTERN FREDERICK Morgenstern	
	124	20070083459	A1	2007-04-12	YEAR2PAY, INC.	
	125	20070078723	A1	2007-04-05	DOWNES JAMES J Downes JOHNSON MARK Johnson SZALEWI	
	126	20070050264	A1	2007-03-01	LEWIS MORRIS E Lewis	
	127	20060277116	A1	2006-12-07	LEWIS MORRIS E Lewis	

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	129	20060173776	A1	2006-08-03	Shalley	
	130	20060155603	A1	2006-07-13	ABENDROTH JOHN C Abendroth ABENDROTH MARC B	
	131	20060136308	A1	2006-06-22	RATCHFORD MIKE Ratchford	
	132	20060085275	A1	2006-04-20	STOKES PATRICIA L Stokes LEVINE ARTHUR P Levine	
	133	20060059006	A1	2006-03-16	LANDAU MICHAEL Landau HOROWITZ EVAN Horowitz	
	134	20060041517	A1	2006-02-23	MYDREW INC.	
	135	20060036484	A1	2006-02-16	VOTICKY, MICHAEL	
	136	20060015405	A1	2006-01-19	KNOWLEDGEFLOW, INC.	
	137	20050261987	A1	2005-11-24	AMAZON.COM, INC	
	138	20050229227	A1	2005-10-13	EVENHERE, INC.	

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	140	20050154649	A1	2005-07-14	PIXOMETRIX, INC.	
	141	20050136949	A1	2005-06-23	BARNES MELVIN L.JR	
	142	20050125308	A1	2005-06-09	PRICESTER.COM, INC.	
	143	20050116031	A1	2005-06-02	METROLOGIC INSTRUMENTS, INC.	
	144	20050120045	A1	2005-06-02	KLAWON KEVIN	
	145	20050055317	A1	2005-03-10	BENEDOR CORPORATION	
	146	20040267673	A1	2004-12-30	BALLARD CLAUDIO R DELUCIA KEITH	

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

OR

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

See attached certification statement.

☒ The fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

A certification statement is not submitted herewith.

SIGNATURE

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

Signature	/Maulin Shah/	Date (YYYY-MM-DD)	2021-02-23
Name/Print	Maulin Shah	Registration Number	56587

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

Privacy Act Statement

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

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

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

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

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

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

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

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

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

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

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

Electronic Acknowledgement Receipt

EFS ID:	41994227
Application Number:	16512018
International Application Number:	
Confirmation Number:	4924
Title of Invention:	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT
First Named Inventor/Applicant Name:	David Robb
Customer Number:	75120
Filer:	Maulin Shah
Filer Authorized By:	
Attorney Docket Number:	DR-102
Receipt Date:	23-FEB-2021
Filing Date:	15-JUL-2019
Time Stamp:	11:56:57
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Form (SB08)	IDS3.pdf	621817 8e30eeeb8409d2d671ef8360e5287a178e4229aa	no	31

Warnings:

Information:	
Total Files Size (in bytes):	621817

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New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

PTO/SB/06 (09-11)
Approved for use through 1/31/2014. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 16/512,018	Filing Date 07/15/2019	☐ To be Mailed

ENTITY: ☐ LARGE ☑ SMALL ☐ MICRO

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		x $50 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $230 =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).				
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))					
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT	04/05/2021	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 14	Minus	** 20	= 0		x $50 =	0
	Independent (37 CFR 1.16(h))	* 2	Minus	*** 3	= 0		x $240 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	0

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

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

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Electronic Acknowledgement Receipt

EFS ID:	42368126
Application Number:	16512018
International Application Number:	
Confirmation Number:	4924
Title of Invention:	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT
First Named Inventor/Applicant Name:	David Robb
Customer Number:	75120
Filer:	Maulin Shah
Filer Authorized By:	
Attorney Docket Number:	DR-102
Receipt Date:	05-APR-2021
Filing Date:	15-JUL-2019
Time Stamp:	16:01:02
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Form (SB08)	IDS.pdf	529085 670735dea3473b3f4821e67a452ae986ee86d9a2	no	4

Warnings:

Information:					
2	Non Patent Literature	DigitalRiverWebsite.pdf	978297 038e13163ffadc73118f83fa6246e56b7a8a1da8	no	8
Warnings:					
Information:					
3	Non Patent Literature	DigitalRiverWebsiteApril.pdf	847497 b29d4b1d0533a052b0a4c6b51a5f6ad3b41e7846	no	2
Warnings:					
Information:					
4	Non Patent Literature	DigitalRiverBrochure.pdf	1322868 0448a5051126222b2b1ec4761b7f008f42fbe5fa	no	4
Warnings:					
Information:					
5	Preliminary Amendment	Amendment.pdf	73075 d5d21b6d4a215d5766214543bb517b68c1dac592	no	5
Warnings:					
Information:					
			Total Files Size (in bytes):	3750822	

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New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	16512018
Filing Date	2019-07-15
First Named Inventor	Robb
Art Unit	3600
Examiner Name	DOCKET CENTRAL
Attorney Docket Number	DR-102

U.S.PATENTS Remove

Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	7818399	B1	2010-10-19	Ross, Jr. et al	
	2	6016504	A	2000-01-18	Arnold et al.	
	3	6330575	B1	2001-12-11	Moore et al.	
	4	6490567	B1	2002-12-03	Gregory	

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Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20090144176	A1	2009-06-04	Voorhees et al.	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	16512018
	Filing Date	2019-07-15
	First Named Inventor	Robb
	Art Unit	3600
	Examiner Name	DOCKET CENTRAL
	Attorney Docket Number	DR-102

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Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]
	1	Digital River Brochure (Brochure)	
	2	Digital River April 1997 Website (April 1997 Website)	
	3	Digital River December 1997 Website (December 1997 Website)	

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EXAMINER SIGNATURE

Examiner Signature		Date Considered	

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

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	16512018
	Filing Date	2019-07-15
	First Named Inventor	Robb
	Art Unit	3600
	Examiner Name	DOCKET CENTRAL
	Attorney Docket Number	DR-102

CERTIFICATION STATEMENT

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

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

OR

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

See attached certification statement.

The fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

A certification statement is not submitted herewith.

SIGNATURE

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

Signature		Date (YYYY-MM-DD)	
Name/Print		Registration Number	

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

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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).

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

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

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IN THE UNITED STATES PATENT & TRADEMARK OFFICE

Applicant:	David Robb	Confirmation No.:	4924
Serial No.:	16/512,018	Group Art Unit:	3600
Filing Date:	July 15, 2019	Examiner:	DOCKET CENTRAL

PRELIMINARY AMENDMENT

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

Commissioner:

Prior to the first office action and the computation of claim fees, please amend the above-identified application as follows.

Amendments to the Claims begin on page **2** of this paper.

Remarks begin on page **5** of this paper.

AMENDMENTS TO THE CLAIMS

The following listing of the claims replaces all prior version, and listings, of the claims in the present application.

1.-34. (Canceled)

35. (New) A system for distributing an electronic commerce store, the system comprising:

a storage resource storing at least one content file;

a builder resource configured to create a marketing resource for a product using the at least one content file; and

at least one application server coupled to the storage resource and the builder resource, said at least one application server programmed to distribute the marketing resource to (i) a website implemented on a web server hosted on the at least one application server, and (ii) an online community not operated by the at least one application server.

36. (New) The system of claim 35, wherein the at least one application server comprises a compute processing resource.

37. (New) The system of claim 35, wherein the at least one content file is an image of the product.

38. (New) The system of claim 35, wherein the at least one content file is a video of the product.

39. (New) The system of claim 35, wherein the online community is a social network.

40. (New) The system of claim 35, further comprising a transaction processing service coupled to the at least one application server.

41. (New) The system of claim 40, wherein the marketing resource provides an offer to purchase the product using the transaction processing service.

42. (New) A system for distributing an electronic commerce store, the system comprising:

a storage resource storing at least one content file;

a builder resource configured to create a marketing resource using the at least one content file;

a transaction processing service; and

at least one application server coupled to the storage resource, the builder resource, and the transaction processing service, said at least one application server programmed to distribute the marketing resource to (i) a first website implemented on a first web server hosted on the at least one application server and (ii) a second website implemented on a second web server not hosted on the at least one application server.

42. (New) The system of claim 41, wherein the second website is located within an online community.

43. (New) The system of claim 41, wherein the at least one content file is an image of the product.

44. (New) The system of claim 41, wherein the at least one content file is a video of the product.

45. (New) The system of claim 41, wherein the transaction processing service is a proprietary service internal to the system.

46. (New) The system of claim 41, wherein the marketing resource provides an offer to purchase the product using the transaction processing service.

47. (New) The system of claim 41, wherein the at least on application server comprises a compute processing resource.

REMARKS

Claims 1-27 had been previously been canceled. Pursuant to this amendment, claims 28-34 have now been cancelled, and claims 35-47 have been newly added. Support for the newly added claims can be found in the application as originally filed, at least at paragraphs **[0027-0039]**, **[0037]** and **[0056].** Accordingly, no new matter has been added as a result of this Preliminary Amendment.

Respectfully submitted,

/Maulin V. Shah/

Maulin V. Shah, Esq.
Reg. # 56,587
1345 Avenue of the Americas
2nd Floor
New York, NY 10105
(310) 499-8624 (phone)
(646) 200-5227 (fax)

April 5, 2021

Electronic Acknowledgement Receipt

EFS ID:	42368585
Application Number:	16512018
International Application Number:	
Confirmation Number:	4924
Title of Invention:	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT
First Named Inventor/Applicant Name:	David Robb
Customer Number:	75120
Filer:	Maulin Shah
Filer Authorized By:	
Attorney Docket Number:	DR-102
Receipt Date:	05-APR-2021
Filing Date:	15-JUL-2019
Time Stamp:	16:22:29
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Preliminary Amendment	Amendment.pdf	73620 7d0dc955910af1512c603d105540f5feab335641	no	5

Warnings:

Information:	
Total Files Size (in bytes):	73620

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New Applications Under 35 U.S.C. 111

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

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

New International Application Filed with the USPTO as a Receiving Office

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

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

Applicant:	David Robb	Confirmation No.:	4924
Serial No.:	16/512,018	Group Art Unit:	3600
Filing Date:	July 15, 2019	Examiner:	DOCKET CENTRAL

PRELIMINARY AMENDMENT

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

Commissioner:

Prior to the first office action and the computation of claim fees, please amend the above-identified application as follows.

Amendments to the Claims begin on page **2** of this paper.

Remarks begin on page **5** of this paper.

AMENDMENTS TO THE CLAIMS

The following listing of the claims replaces all prior version, and listings, of the claims in the present application.

1.-34. (Canceled)

35. (New) A system for distributing an electronic commerce store, the system comprising:

a storage resource storing at least one content file;

a builder resource configured to create a marketing resource for a product using the at least one content file; and

at least one application server coupled to the storage resource and the builder resource, said at least one application server programmed to distribute the marketing resource to (i) a website implemented on a web server hosted on the at least one application server, and (ii) an online community not operated by the at least one application server.

36. (New) The system of claim 35, wherein the at least one application server comprises a compute processing resource.

37. (New) The system of claim 35, wherein the at least one content file is an image of the product.

38. (New) The system of claim 35, wherein the at least one content file is a video of the product.

39. (New) The system of claim 35, wherein the online community is a social network.

40. (New) The system of claim 35, further comprising a transaction processing service coupled to the at least one application server.

41. (New) The system of claim 40, wherein the marketing resource provides an offer to purchase the product using the transaction processing service.

42. (New) A system for distributing an electronic commerce store, the system comprising:

a storage resource storing at least one content file;

a builder resource configured to create a marketing resource using the at least one content file;

a transaction processing service; and

at least one application server coupled to the storage resource, the builder resource, and the transaction processing service, said at least one application server programmed to distribute the marketing resource to (i) a first website implemented on a first web server hosted on the at least one application server and (ii) a second website implemented on a second web server not hosted on the at least one application server.

43. (New) The system of claim 42, wherein the second website is located within an online community.

44. (New) The system of claim 42, wherein the at least one content file is an image of the product.

45. (New) The system of claim 42, wherein the at least one content file is a video of the product.

46. (New) The system of claim 42, wherein the transaction processing service is a proprietary service internal to the system.

47. (New) The system of claim 42, wherein the marketing resource provides an offer to purchase the product using the transaction processing service.

48. (New) The system of claim 42, wherein the at least on application server comprises a compute processing resource.

REMARKS

Claims 1-27 had been previously been canceled. On April 5, 2021, Application submitted a preliminary amendment with the above claims, however, that preliminary amendment included a numbering error with two claims numbered as claim 42. Applicant submits herewith a correctly numbered Preliminary Amendment.

Pursuant to this amendment, claims 28-34 have now been cancelled, and claims 35-48 have been newly added. Support for the newly added claims can be found in the application as originally filed, at least at paragraphs **[0027-0039]**, **[0037]** and **[0056].** Accordingly, no new matter has been added as a result of this Preliminary Amendment.

Respectfully submitted,

/Maulin V. Shah/

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1345 Avenue of the Americas
2nd Floor
New York, NY 10105
(310) 499-8624 (phone)
(646) 200-5227 (fax)

April 5, 2021

PTO/SB/08a (01-10)
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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	16512018
Filing Date	2019-07-15
First Named Inventor	Robb
Art Unit	3600
Examiner Name	DOCKET CENTRAL
Attorney Docket Number	DR-102

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Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	7818399	B1	2010-10-19	Ross, Jr. et al	
	2	6016504	A	2000-01-18	Arnold et al.	
	3	6330575	B1	2001-12-11	Moore et al.	
	4	6490567	B1	2002-12-03	Gregory	

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Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20090144176	A1	2009-06-04	Voorhees et al.	

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	16512018
	Filing Date	2019-07-15
	First Named Inventor	Robb
	Art Unit	3600
	Examiner Name	DOCKET CENTRAL
	Attorney Docket Number	DR-102

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

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

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	16512018
	Filing Date	2019-07-15
	First Named Inventor	Robb
	Art Unit	3600
	Examiner Name	DOCKET CENTRAL
	Attorney Docket Number	DR-102

CERTIFICATION STATEMENT

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

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

OR

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

See attached certification statement.

The fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

A certification statement is not submitted herewith.

SIGNATURE

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

Signature	/Maulin Shah/	Date (YYYY-MM-DD)	2021-04-06
Name/Print	Maulin Shah	Registration Number	56587

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

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Electronic Acknowledgement Receipt

EFS ID:	42378549
Application Number:	16512018
International Application Number:	
Confirmation Number:	4924
Title of Invention:	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT
First Named Inventor/Applicant Name:	David Robb
Customer Number:	75120
Filer:	Maulin Shah
Filer Authorized By:	
Attorney Docket Number:	DR-102
Receipt Date:	06-APR-2021
Filing Date:	15-JUL-2019
Time Stamp:	14:20:32
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Form (SB08)	IDS.pdf	529165 7955b0ad7fc758501433398f88f2cb00f87b5244	no	4

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New Applications Under 35 U.S.C. 111

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New International Application Filed with the USPTO as a Receiving Office

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Electronic Acknowledgement Receipt

EFS ID:	43741503
Application Number:	16512018
International Application Number:	
Confirmation Number:	4924
Title of Invention:	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT
First Named Inventor/Applicant Name:	David Robb
Customer Number:	75120
Filer:	Maulin Shah
Filer Authorized By:	
Attorney Docket Number:	DR-102
Receipt Date:	12-SEP-2021
Filing Date:	15-JUL-2019
Time Stamp:	11:42:52
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Preliminary Amendment	Amendment.pdf	84534 da401efb1aad766db187419542ae8fd51d321a64	no	7

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New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

Applicant:	David Robb	Confirmation No.:	4924
Serial No.:	16/512,018	Group Art Unit:	3600
Filing Date:	July 15, 2019	Examiner:	DOCKET CENTRAL

PRELIMINARY AMENDMENT

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

Commissioner:

Prior to the first office action and the computation of claim fees, please amend the above-identified application as follows.

Amendments to the Claims begin on page **2** of this paper.

Amendments to the **Title** begin on page **6** of this paper.

Remarks begin on page 7 of this paper.

REMARKS

Claims 1-34 had been previously been canceled. Pursuant to this amendment, claims 35-48 have now been cancelled, and claims 49-68 have been newly added. Support for the newly added claims can be found in the application as originally filed, at least at paragraphs **[0029], [0048],** and **[0050-0052]**. Accordingly, no new matter has been added as a result of this Preliminary Amendment.

Respectfully submitted,

/Maulin V. Shah/

Maulin V. Shah, Esq.
Reg. # 56,587
1345 Avenue of the Americas
2nd Floor
New York, NY 10105
(310) 499-8624 (phone)
(646) 200-5227 (fax)

September 12, 2021

AMENDMENTS TO THE TITLE

Please amend the title as follows:

SYSTEM AND METHOD FOR DIGITAL MUSIC SALES ~~DISTRIBUTING MULTIMEDIA CONTENT~~

AMENDMENTS TO THE CLAIMS

The following listing of the claims replaces all prior version, and listings, of the claims in the present application.

1.-48. (Canceled)

49. (New) A system for generating an electronic commerce store for purchasing digital music, comprising:

an application server, the application server coupled to a transaction processing service;

a storage resource communicatively coupled to the application server, the storage resource storing an image, metadata and price data related to a song;

a widget builder resource executing on the application server, the widget builder resource programmed to:

(i) receive the image, metadata, and price data from the storage resource; and

(ii) generate a song listing, wherein the song listing includes the image, the metadata, and a buy button, wherein the buy button is a clickable link and displays the price data,

wherein the application server is programmed to embed the song listing into a page, and

wherein when the application server receives an indication that the clickable link has been activated by a client device in Internet communication with the page, the application server provides a checkout screen to the client device, and

wherein the transaction processing service processes a payment transaction for a purchase of the song initiated from the checkout screen using the client device.

50. (New) The system of claim 49, wherein the metadata includes at least one of a song title, an album title, or artist name.

51. (New) The system of claim 49, wherein the client device is a mobile device.

52. (New) The system of claim 51, wherein the page is displayed on the mobile device.

53. (New) The system of claim 49, wherein the song listing includes a share link.

54. (New) The system of claim 53, wherein when the application server receives an indication that the share link has been activated by the client device, the application server distributes the song listing to a social network.

55. (New) The system of claim 49, wherein when the transaction processing service processes the payment transaction for the purchase of the song, the song is downloaded to the client device.

56. (New) The system of claim 49, wherein the application server includes one or more servers.

57. (New) A system for generating an electronic commerce store for purchasing digital music, comprising:

an application server, the application server coupled to a transaction processing service;

a storage resource communicatively coupled to the application server, the storage resource storing an image, metadata and price data related to a musical album;

a widget builder resource executing on the application server, the widget builder resource programmed to:

(i) receive the image, metadata, and price data from the storage resource; and

(ii) generate a musical album listing, wherein the musical album listing includes the image, the metadata, and a buy button, wherein the buy button is a clickable link and displays the price data,

wherein the application server is programmed to embed the musical album listing into a page, and

wherein when the application server receives an indication that the clickable link has been activated by a client device in Internet communication with the page, the application server provides a checkout screen to the client device, and

wherein the transaction processing service processes a payment transaction for a purchase of the musical album initiated from the checkout screen using the client device.

58. (New) The system of claim 57, wherein the metadata includes at least one of a song title, an album title, or artist name.

59. (New) The system of claim 57, wherein the client device is a mobile device.

60. (New) The system of claim 59, wherein the page is displayed on the mobile device.

61. (New) The system of claim 57, wherein the musical album listing includes a share link.

62. (New) The system of claim 61, wherein when the application server receives an indication that the share link has been activated by the client device, the application server distributes the musical album listing to a social network.

63. (New) A system for generating an electronic commerce store for purchasing digital music, comprising:

an application server, the application server coupled to a transaction processing service;

a storage resource communicatively coupled to the application server, the storage resource storing an image, metadata and price data related to a musical album containing a plurality of songs;

a widget builder resource executing on the application server, the widget builder resource programmed to:

(i) receive the image, metadata, and price data from the storage resource; and

(ii) generate a musical album listing, wherein the musical album listing includes the image, the metadata, a musical album buy button, and at least one song buy button, wherein the musical album buy button and the song buy button are clickable links, wherein the musical album buy button displays a price for purchasing the musical album, and wherein the song buy button displays a price for purchasing a song from the plurality of songs,

wherein the application server is programmed to embed the musical album listing into a page, and

wherein when the application server receives an indication that the musical album buy button has been activated by a client device in Internet communication with the page, the application server provides a checkout screen to the client device for purchasing the musical album, and

wherein when the application server receives an indication that the song buy button has been activated by a client device in Internet communication with the page, the application server provides a checkout screen to the client device for purchasing the song, and

wherein transaction processing service processes a payment transaction for a purchase of the musical album or the song initiated from the checkout screen using the client device.

64. (New) The system of claim 63, wherein the metadata includes at least one of a song title, an album title, or artist name.

65. (New) The system of claim 63, wherein the client device is a mobile device.

66. (New) The system of claim 65, wherein the page is displayed on the mobile device.

67. (New) The system of claim 63, wherein the musical album listing includes a share link.

68. (New) The system of claim 67, wherein when the application server receives an indication that the share link has been activated by the client device, the application server distributes the musical album listing to a social network.

PTO/SB/08a (01-10)
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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	16512018
Filing Date	2019-07-15
First Named Inventor	Robb
Art Unit	3600
Examiner Name	DOCKET CENTRAL
Attorney Docket Number	DR-102

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Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
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	1	20110130194	A1	2013-03-26	Anderson et al.	

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	16512018
	Filing Date	2019-07-15
	First Named Inventor	Robb
	Art Unit	3600
	Examiner Name	DOCKET CENTRAL
	Attorney Docket Number	DR-102

	1	Apple Announces iTunes 8 (https://www.apple.com/newsroom/2008/09/09Apple-Announces-iTunes-8/) (Website dated September 9, 2008)	

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EXAMINER SIGNATURE

Examiner Signature		Date Considered	

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

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	16512018
	Filing Date	2019-07-15
	First Named Inventor	Robb
	Art Unit	3600
	Examiner Name	DOCKET CENTRAL
	Attorney Docket Number	DR-102

CERTIFICATION STATEMENT

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

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

OR

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

See attached certification statement.

The fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

A certification statement is not submitted herewith.

SIGNATURE

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

Signature	/Maulin Shah/	Date (YYYY-MM-DD)	2021-09-12
Name/Print	Maulin Shah	Registration Number	56587

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

Privacy Act Statement

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

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

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

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

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

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

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

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

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

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

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

Electronic Acknowledgement Receipt

EFS ID:	43741533
Application Number:	16512018
International Application Number:	
Confirmation Number:	4924
Title of Invention:	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT
First Named Inventor/Applicant Name:	David Robb
Customer Number:	75120
Filer:	Maulin Shah
Filer Authorized By:	
Attorney Docket Number:	DR-102
Receipt Date:	12-SEP-2021
Filing Date:	15-JUL-2019
Time Stamp:	12:31:57
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Form (SB08)	IDS.pdf	529037 6c16514d2eb8ea798dadd93726b2407e89ab52ec	no	4

Warnings:

Information:					
2	Non Patent Literature	iTunes8.pdf	125734 cce54a0b8984948a0d3be8c1f4d4cbda2a12e716	no	3
Warnings:					
Information:					
			Total Files Size (in bytes):	654771	

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New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

PTO/SB/06 (09-11)
Approved for use through 1/31/2014. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 16/512,018	Filing Date 07/15/2019	☐ To be Mailed

ENTITY: ☐ LARGE ☑ SMALL ☐ MICRO

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		x $50 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $230 =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).				
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))					
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT	09/12/2021	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0		x $50 =	0
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0		x $240 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	0

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

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

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

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

Electronic Acknowledgement Receipt

EFS ID:	43741689
Application Number:	16512018
International Application Number:	
Confirmation Number:	4924
Title of Invention:	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT
First Named Inventor/Applicant Name:	David Robb
Customer Number:	75120
Filer:	Maulin Shah
Filer Authorized By:	
Attorney Docket Number:	DR-102
Receipt Date:	12-SEP-2021
Filing Date:	15-JUL-2019
Time Stamp:	17:30:18
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Preliminary Amendment	Amendment.pdf	82704 a7d700f8af2701112ffdbc0df43f07a00d5d9aa5	no	6

Warnings:

Information:	
Total Files Size (in bytes):	82704

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New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

Applicant:	David Robb	Confirmation No.:	4924
Serial No.:	16/512,018	Group Art Unit:	3600
Filing Date:	July 15, 2019	Examiner:	DOCKET CENTRAL

PRELIMINARY AMENDMENT

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

Commissioner:

Prior to the first office action and the computation of claim fees, please amend the above-identified application as follows.

Amendments to the Claims begin on page **2** of this paper.

Remarks begin on page **6** of this paper.

AMENDMENTS TO THE CLAIMS

The following listing of the claims replaces all prior version, and listings, of the claims in the present application.

1.-48. (Canceled)

49. (Currently Amended) A system for generating an electronic commerce store for purchasing digital music, comprising:

an application server, the application server coupled to a transaction processing service;

a storage resource communicatively coupled to the application server, the storage resource storing an image, metadata and price data related to a song;

a widget builder resource executing on the application server, the widget builder resource programmed to:

(i) receive the image, metadata, and price data from the storage resource; and

(ii) generate a song listing, wherein the song listing includes the image, the metadata, and a buy button, wherein the buy button is a clickable link and displays the price data,

wherein the application server is programmed to embed the song listing into a page, and

wherein when the application server receives an indication that the clickable link has been activated by a client device in Internet communication with the page, the application server provides a checkout screen to the client device, [[and]]

wherein the transaction processing service processes a payment transaction for a purchase of the song initiated from the checkout screen using the client device, and

wherein the application server collects analytics related to the purchase of the song.

50. (Previously Presented) The system of claim 49, wherein the metadata includes at least one of a song title, an album title, or artist name.

51. (Previously Presented) The system of claim 49, wherein the client device is a mobile device.

52. (Previously Presented) The system of claim 51, wherein the page is displayed on the mobile device.

53. (Previously Presented) The system of claim 49, wherein the song listing includes a share link.

54. (Previously Presented) The system of claim 53, wherein when the application server receives an indication that the share link has been activated by the client device, the application server distributes the song listing to a social network.

55. (Previously Presented) The system of claim 49, wherein when the transaction processing service processes the payment transaction for the purchase of the song, the song is downloaded to the client device.

56. (Previously Presented) The system of claim 49, wherein the application server includes one or more servers.

57. (Currently Amended) A system for generating an electronic commerce store for purchasing digital music, comprising:

an application server, the application server coupled to a transaction processing service;

a storage resource communicatively coupled to the application server, the storage resource storing an image, metadata and price data related to a musical album;

a widget builder resource executing on the application server, the widget builder resource programmed to:

(i) receive the image, metadata, and price data from the storage resource; and

(ii) generate a musical album listing, wherein the musical album listing includes the image, the metadata, and a buy button, wherein the buy button is a clickable link and displays the price data,

wherein the application server is programmed to embed the musical album listing into a page, and

wherein when the application server receives an indication that the clickable link has been activated by a client device in Internet communication with the page, the application server provides a checkout screen to the client device, [[and]]

wherein the transaction processing service processes a payment transaction for a purchase of the musical album initiated from the checkout screen using the client device, and

wherein the application server collects analytics related to the purchase of the musical album.

58. (Previously Presented) The system of claim 57, wherein the metadata includes at least one of a song title, an album title, or artist name.

59. (Previously Presented) The system of claim 57, wherein the client device is a mobile device.

60. (Previously Presented) The system of claim 59, wherein the page is displayed on the mobile device.

61. (Previously Presented) The system of claim 57, wherein the musical album listing includes a share link.

62. (Previously Presented) The system of claim 61, wherein when the application server receives an indication that the share link has been activated by the client device, the application server distributes the musical album listing to a social network.

63. (Currently Amended) A system for generating an electronic commerce store for purchasing digital music, comprising:

an application server, the application server coupled to a transaction processing service;

a storage resource communicatively coupled to the application server, the storage resource storing an image, metadata and price data related to a musical album containing a plurality of songs;

a widget builder resource executing on the application server, the widget builder resource programmed to:

(i) receive the image, metadata, and price data from the storage resource; and

(ii) generate a musical album listing, wherein the musical album listing includes the image, the metadata, a musical album buy button, and at least one song buy button, wherein the musical album buy button and the song buy button are clickable links, wherein the musical album buy button displays a price for purchasing the musical album, and wherein the song buy button displays a price for purchasing a song from the plurality of songs,

wherein the application server is programmed to embed the musical album listing into a page, and

wherein when the application server receives an indication that the musical album buy button has been activated by a client device in Internet communication with the page, the application server provides a checkout screen to the client device for purchasing the musical album, and

wherein when the application server receives an indication that the song buy button has been activated by a client device in Internet communication with the page, the application server provides a checkout screen to the client device for purchasing the song, [[and]]

wherein transaction processing service processes a payment transaction for a purchase of the musical album or the song initiated from the checkout screen using the client device, and

wherein the application server collects analytics related to the purchase.

64. (Previously Presented) The system of claim 63, wherein the metadata includes at least one of a song title, an album title, or artist name.

65. (Previously Presented) The system of claim 63, wherein the client device is a mobile device.

66. (Previously Presented) The system of claim 65, wherein the page is displayed on the mobile device.

67. (Previously Presented) The system of claim 63, wherein the musical album listing includes a share link.

68. (Previously Presented) The system of claim 67, wherein when the application server receives an indication that the share link has been activated by the client device, the application server distributes the musical album listing to a social network.

REMARKS

Claims 1-48 had previously been canceled. Pursuant to this amendment, claims 49, 57, and 63 have been amended. No new claims have been added. Support for the amended claims can be found in the application as originally filed, at least at paragraph **[0035]**. Accordingly, no new matter has been added as a result of this Preliminary Amendment.

Respectfully submitted,

/Maulin V. Shah/

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New York, NY 10105
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(646) 200-5227 (fax)

September 12, 2021

Electronic Acknowledgement Receipt

EFS ID:	43756381
Application Number:	16512018
International Application Number:	
Confirmation Number:	4924
Title of Invention:	SYSTEM AND METHOD FOR DISTRIBUTING MULTIMEDIA CONTENT
First Named Inventor/Applicant Name:	David Robb
Customer Number:	75120
Filer:	Maulin Shah
Filer Authorized By:	
Attorney Docket Number:	DR-102
Receipt Date:	14-SEP-2021
Filing Date:	15-JUL-2019
Time Stamp:	10:20:45
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Preliminary Amendment	Amendment.pdf	89567 33399004d497679c42b6c175914bd6f6363 1ed02	no	8

Warnings:

Information:	
Total Files Size (in bytes):	89567

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

Applicant:	David Robb	Confirmation No.:	4924
Serial No.:	16/512,018	Group Art Unit:	3600
Filing Date:	July 15, 2019	Examiner:	DOCKET CENTRAL

PRELIMINARY AMENDMENT

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

Commissioner:

Prior to the first office action and the computation of claim fees, please amend the above-identified application as follows.

Amendments to the Claims begin on page **2** of this paper.

Amendments to the Title begin on page **7** of this paper.

Remarks begin on page **8** of this paper.

AMENDMENTS TO THE CLAIMS

The following listing of the claims replaces all prior version, and listings, of the claims in the present application.

1.-48. (Canceled)

49. (Currently Amended) A system for generating an electronic commerce store ~~for purchasing digital music~~, comprising:

an application server, the application server coupled to a transaction processing service;

a storage resource communicatively coupled to the application server, the storage resource storing an image[[,]] and metadata ~~and price data~~ related to a product ~~song~~;

a widget builder resource executing on the application server, the widget builder resource programmed to:

(i) receive the image[[,]] and metadata~~, and price data~~ from the storage resource; and

(ii) generate a ~~song~~ product listing, wherein the ~~song~~ product listing includes the image, the metadata, and a buy button, wherein the product listing ~~buy button~~ is a clickable link and ~~displays~~ the image is a preview of the product ~~price data~~,

wherein the application server is programmed to embed the ~~song~~ product listing into a page and into a social media network, and

wherein when the application server receives an indication that the clickable link has been activated by a client device in Internet communication with the page, the application server provides a checkout screen to the client device,

wherein the transaction processing service processes a payment transaction for a purchase of the ~~song~~ product initiated from the checkout screen using the client device~~, and~~

~~wherein the application server collects analytics related to the purchase of the song~~.

50. (Currently Amended) The system of claim 49, wherein the metadata includes at least one of a ~~song~~ title, a description, or a price ~~an album title, or artist name~~.

51. (Previously Presented) The system of claim 49, wherein the client device is a mobile device.

52. (Previously Presented) The system of claim 51, wherein the page is displayed on the mobile device.

53. (Currently Amended) The system of claim 49, wherein the ~~song~~ product listing includes a share link.

54. (Currently Amended) The system of claim 53, wherein when the application server receives an indication that the share link has been activated by the client device, the application server distributes the ~~song~~ product listing to [[a]] the social media network.

55. (Currently Amended) The system of claim 49, wherein ~~when~~ the transaction processing service ~~processes the payment transaction for the purchase of the song, the song~~ is ~~downloaded to the client device~~ a proprietary service controlled by the application server.

56. (Previously Presented) The system of claim 49, wherein the application server includes one or more servers.

57. (Currently Amended) A system for generating an electronic commerce store ~~for purchasing digital music,~~ comprising:

an application server, the application server coupled to a transaction processing service;

a storage resource communicatively coupled to the application server, the storage resource storing an image[[,]] and metadata ~~and price data~~ related to a product ~~musical album~~;

a widget builder resource executing on the application server, the widget builder resource programmed to:

(i) receive the image[[,]] and metadata~~, and price data~~ from the storage resource; and

(ii) generate a ~~musical album~~ product listing, wherein the ~~musical album~~ product listing includes the image, the metadata, and a buy button, wherein the product listing and the buy button ~~is a~~ are both clickable links ~~link and displays the price data~~,

wherein the application server is programmed to embed the ~~musical album~~ product listing into a page not operated by the application server and into a social media network, and

wherein when the application server receives an indication that ~~the~~ at least one clickable link has been activated by a client device in Internet communication with the page, the application server provides a checkout screen to the client device,

wherein the transaction processing service processes a payment transaction for a purchase of the ~~musical album~~ product initiated from the checkout screen using the client device~~, and~~

~~wherein the application server collects analytics related to the purchase of the musical album~~.

58. (Currently Amended) The system of claim 57, wherein the metadata includes at least one of a ~~song~~ title, a description, or a price ~~an album title, or artist name~~.

59. (Previously Presented) The system of claim 57, wherein the client device is a mobile device.

60. (Previously Presented) The system of claim 59, wherein the page is displayed on the mobile device.

61. (Currently Amended) The system of claim 57, wherein the ~~musical album~~ product listing includes a share link.

62. (Currently Amended) The system of claim 61, wherein when the application server receives an indication that the share link has been activated by the client device, the application server distributes the ~~musical album~~ product listing to [[a]] the social media network.

63. (Currently Amended) A system for generating an electronic commerce store ~~for purchasing digital music~~, comprising:

an application server, the application server coupled to a transaction processing service;

a storage resource communicatively coupled to the application server, the storage resource storing an image[[,]] and metadata ~~and price data~~ related to a product ~~musical album containing a plurality of songs~~;

a widget builder resource executing on the application server, the widget builder resource programmed to:

(i) receive the image[[,]] and metadata~~, and price data~~ from the storage resource; and

(ii) generate a ~~musical album~~ product listing, wherein the ~~musical album~~ product listing includes the image, the metadata, and a ~~musical album~~ buy button, ~~and at least one song buy button,~~ wherein the product listing and the ~~musical album buy button and the song~~ buy button are both clickable links, ~~wherein the musical album buy button displays a price for purchasing the musical album, and wherein the song buy button displays a price for purchasing a song from the plurality of songs,~~

wherein the application server is programmed to embed the ~~musical album~~ product listing into a mobile page and into a social media network, and

wherein when the application server receives an indication that the ~~musical album buy button~~ at least one clickable link has been activated by a client device in Internet communication with the mobile page, the application server provides a checkout screen to the client device for purchasing the product ~~musical album, and~~

~~wherein when the application server receives an indication that the song buy button has been activated by a client device in Internet communication with the page, the application server provides a checkout screen to the client device for purchasing the song,~~

wherein transaction processing service processes a payment transaction for a purchase of the product ~~musical album or the song~~ initiated from the checkout screen using the client device~~, and~~

~~wherein the application server collects analytics related to the purchase~~.

64. (Currently Amended) The system of claim 63, wherein the metadata includes at least one of a ~~song~~ title, a description, or a price ~~an album title, or artist name~~.

65. (Previously Presented) The system of claim 63, wherein the client device is a mobile device.

66. (Currently Amended) The system of claim 65, wherein the mobile page is displayed on the mobile device.

67. (Currently Amended) The system of claim 63, wherein the ~~musical album~~ product listing includes a share link.

68. (Currently Amended) The system of claim 67, wherein when the application server receives an indication that the share link has been activated by the client device, the application server distributes the ~~musical album~~ product listing to [[a]] the social media network.

AMENDMENTS TO THE TITLE

Please amend the title as follows:

SYSTEM AND METHOD FOR DISTRIBUTABLE E-COMMERCE PRODUCT LISTINGS ~~DIGITAL MUSIC SALE~~S

REMARKS

Claims 1-48 had previously been canceled. Pursuant to this amendment, claims 49, 50, 53, 54, 55, 57, 58, 62, 63, 64, 66, 67 and 68 have been amended. No new claims have been added. Support for the amended claims can be found in the application as originally filed. Accordingly, no new matter has been added as a result of this Preliminary Amendment.

Respectfully submitted,

/Maulin V. Shah/

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New York, NY 10105
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(646) 200-5227 (fax)

September 14, 2021

PTO/SB/06 (09-11)
Approved for use through 1/31/2014. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 16/512,018	Filing Date 07/15/2019	☐ To be Mailed

ENTITY: ☐ LARGE ☑ SMALL ☐ MICRO

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		x $50 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $230 =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).				
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))					
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT	09/14/2021	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0		x $50 =	0
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0		x $240 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	0

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

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

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

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

Electronic Acknowledgement Receipt

EFS ID:	44070442
Application Number:	16512018
International Application Number:	
Confirmation Number:	4924
Title of Invention:	SYSTEM AND METHOD FOR DISTRIBUTABLE E-COMMERCE PRODUCT LISTINGS
First Named Inventor/Applicant Name:	David Robb
Customer Number:	75120
Filer:	Maulin Shah
Filer Authorized By:	
Attorney Docket Number:	DR-102
Receipt Date:	19-OCT-2021
Filing Date:	15-JUL-2019
Time Stamp:	18:16:47
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Preliminary Amendment	Amendment.pdf	90309 c5136f9f6959d870d5668e4b5d0e15832f9cec46	no	7

Warnings:

Information:	
Total Files Size (in bytes):	90309

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

Applicant:	David Robb	Confirmation No.:	4924
Serial No.:	16/512,018	Group Art Unit:	3600
Filing Date:	July 15, 2019	Examiner:	DOCKET CENTRAL

PRELIMINARY AMENDMENT

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

Commissioner:

Prior to the first office action and the computation of claim fees, please amend the above-identified application as follows.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 7 of this paper.

AMENDMENTS TO THE CLAIMS

The following listing of the claims replaces all prior version, and listings, of the claims in the present application.

1.-48. (Canceled)

49. (Currently Amended) A system for generating an electronic commerce store, comprising:

an application server configured to control~~, the application server coupled to~~ a transaction processing service; and

a storage resource communicatively coupled to the application server, the storage resource storing ~~an image and metadata~~ information related to a product, the information comprising: (i) multimedia content associated with the product and (ii) metadata associated with the product,[[;]]

~~a widget builder resource executing on~~ the application server~~, the widget builder resource programmed~~ configured to:

~~(i)~~ receive the information ~~image and met~~adata from the storage resource; ~~and~~

~~(ii)~~ execute a widget builder resource configured to generate a product listing, wherein the product listing includes: (i) a preview of the product based on the information from the storage resource ~~image, the metadata,~~ and (ii) ~~a buy button, wherein the product listing is~~ a clickable link, wherein the clickable link comprises ~~and the image is~~ a buy button ~~preview of the product,~~;

~~wherein the application server is programmed to~~ embed the product listing into a web site or a distributed application ~~page and into a social media network~~, wherein the embedded product listing is configured to be displayed on the web site or the distributed application; ~~and~~

~~wherein when the application server receives~~ receive an indication that the clickable link has been selected ~~activated~~ by a ~~client~~ remote computing device; and ~~in Internet communication with the page, the application server provides~~

provide a checkout screen to the ~~client~~ remote computing device, wherein the transaction processing service is configured to process ~~processes~~ a payment ~~transaction~~ for a purchase of the product initiated from the checkout screen using the ~~client~~ remote computing device.

50. (Previously Presented) The system of claim 49, wherein the metadata includes at least one of a title, a description, or a price.

51. (Previously Presented) The system of claim 49, wherein the ~~client~~ remote computing device is a mobile device.

52. (Currently Amended) The system of claim [[51]] 49, wherein the information is selected from a group consisting of an image, a video, and a multimedia file ~~page is displayed on the mobile device~~.

53. (Previously Presented) The system of claim 49, wherein the product listing includes a share link.

54. (Currently Amended) The system of claim 53, wherein when the application server receives an indication that the share link has been selected activated by the ~~client~~ remote computing device, the application server distributes the product listing to [[the]] a social media network.

55. (Currently Amended) The system of claim 49, wherein the transaction processing service is a proprietary service controlled by the application server.

56. (Previously Presented) The system of claim 49, wherein the application server includes one or more servers.

57. (Currently Amended) A system for generating an electronic commerce store, comprising:

an application server configured to control~~, the application server coupled to~~ a transaction processing service; and

a storage resource communicatively coupled to the application server, the storage resource storing ~~an image and metadata~~ information related to a product, the information comprising: (i) multimedia content associated with the product and (ii) metadata associated with the product,[[;]]

~~a widget builder resource executing on~~ the application server~~, the widget builder resource programmed~~ configured to:

~~(i)~~ receive the information ~~image and met~~adata from the storage resource; ~~and~~

~~(ii)~~ execute a widget builder resource configured to generate a product listing, wherein the product listing includes: (i) a preview of the product based on the information ~~image, the metadata,~~ and (ii) a ~~buy button, wherein the product listing and the buy button are both~~ clickable link ~~links~~, wherein the clickable link comprises a buy button;

~~wherein the application server is programmed to~~ embed the product listing into a web site ~~page~~ [[not]] operated by the application server or into a distributed application not operated by the application server; ~~and into a social media network, and~~

~~wherein when the application server receives~~ receive an indication that ~~at least one~~ the clickable link has been selected ~~activated~~ by a ~~client~~ remote computing device; and ~~in Internet communication with the page, the application server provides~~

provide a checkout screen to the ~~client~~ remote computing device, wherein the transaction processing service is configured to process ~~processes~~ a payment ~~transaction~~ for a purchase of the product initiated from the checkout screen using the ~~client~~ remote computing device.

58. (Previously Presented) The system of claim 57, wherein the metadata includes at least one of a title, a description, or a price.

59. (Currently Amended) The system of claim 57, wherein the ~~client~~ remote computing device is a mobile device.

60. (Currently Amended) The system of claim [[59]] 57, wherein the information is selected from a group consisting of an image, a video, and a multimedia file ~~page is displayed on the mobile device~~.

61. (Previously Presented) The system of claim 57, wherein the product listing includes a share link.

62. (Currently Amended) The system of claim 61, wherein when the application server receives an indication that the share link has been selected ~~activated~~ by the ~~client~~ remote computing device, the application server distributes the product listing to [[the]] a social media network.

63. (Currently Amended) A system for generating an electronic commerce store, comprising:

an application server configured to control~~, the application server coupled to~~ a transaction processing service; and

a storage resource communicatively coupled to the application server, the storage resource storing ~~an image and metadata~~ information related to a product, the information comprising: (i) multimedia content associated with the product and (ii) metadata associated with the product,[[;]]

~~a widget builder resource executing on~~ the application server~~, the widget builder resource programmed~~ configured to:

~~(i)~~ receive the information ~~image and met~~adata from the storage resource; ~~and~~

~~(ii)~~ execute a widget builder resource configured to generate a product listing, wherein the product listing includes: (i) a preview of the product based on the information from the storage resource ~~image, the metadata,~~ and (ii) a ~~buy button, wherein the product listing and the buy button are both~~ clickable link ~~links~~, wherein the clickable link comprises a buy button;

~~wherein the application server is programmed to~~ embed the product listing into a web site ~~mobile page and~~ or into a social media network;~~, and~~

~~wherein when the application server receives~~ receive an indication that the ~~at least one~~ clickable link has been selected ~~activated~~ by a ~~client~~ remote computing device; and ~~in Internet communication with the mobile page, the application server provides~~

provide a checkout screen to the ~~client~~ remote computing device for purchasing the product, wherein transaction processing service is configured to process ~~processes~~ a payment ~~transaction~~ for a purchase of the product initiated from the checkout screen using the ~~client~~ remote computing device.

64. (Previously Presented) The system of claim 63, wherein the metadata includes at least one of a title, a description, or a price.

65. (Currently Amended) The system of claim 63, wherein the ~~client~~ remote computing device is a mobile device.

66. (Currently Amended) The system of claim [[65]] 63, wherein the information is selected from a group consisting of an image, a video, and a multimedia file ~~mobile page is displayed on the mobile device~~.

67. (Previously Presented) The system of claim 63, wherein the product listing includes a share link.

68. (Currently Amended) The system of claim 67, wherein when the application server receives an indication that the share link has been selected ~~activated~~ by the ~~client~~ remote computing device, the application server distributes the product listing to a second remote computing device ~~the social media network~~.

REMARKS

Claims 1-48 had previously been canceled. Pursuant to this amendment, claims 49, 52, 54, 57, 59, 60, 62, 63, 65, 66 and 68 have been amended. No new claims have been added. Support for the amended claims can be found in the application as originally filed. Accordingly, no new matter has been added as a result of this Preliminary Amendment.

Respectfully submitted,

/Maulin V. Shah/

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October 19, 2021

Electronic Acknowledgement Receipt

EFS ID:	44374278
Application Number:	16512018
International Application Number:	
Confirmation Number:	4924
Title of Invention:	SYSTEM AND METHOD FOR DISTRIBUTABLE E-COMMERCE PRODUCT LISTINGS
First Named Inventor/Applicant Name:	David Robb
Customer Number:	75120
Filer:	Maulin Shah
Filer Authorized By:	
Attorney Docket Number:	DR-102
Receipt Date:	27-NOV-2021
Filing Date:	15-JUL-2019
Time Stamp:	13:29:56
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Preliminary Amendment	Amendment.pdf	81302 c6872c11535aa49a03aaa29b188f040f7447f0ca	no	6

Warnings:

Information:	
Total Files Size (in bytes):	81302

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

Applicant:	David Robb	Confirmation No.:	4924
Serial No.:	16/512,018	Group Art Unit:	3600
Filing Date:	July 15, 2019	Examiner:	DOCKET CENTRAL

PRELIMINARY AMENDMENT

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

Commissioner:

Prior to the first office action and the computation of claim fees, please amend the above-identified application as follows.

Amendments to the Claims begin on page **2** of this paper.

Remarks begin on page **6** of this paper.

AMENDMENTS TO THE CLAIMS

The following listing of the claims replaces all prior version, and listings, of the claims in the present application.

1.-48. (Canceled)

49. (Currently Amended) A system for generating an electronic commerce store, comprising:

an application server configured to control a transaction processing service; and

a storage resource communicatively coupled to the application server, the storage resource storing information related to a product, the information comprising: (i) multimedia content associated with the product and (ii) metadata associated with the product,

the application server configured to:

receive the information from the storage resource;

execute a widget builder resource configured to generate a product listing, wherein the product listing includes: (i) a preview of the product based on the information from the storage resource and (ii) a clickable link, wherein the clickable link comprises a buy button;

~~embed~~ distribute the product listing ~~into~~ to a web site or a distributed application, wherein the ~~embedded~~ product listing is configured to be displayed on the web site or the distributed application;

receive an indication that the clickable link has been selected by a remote computing device; and

provide a checkout screen to the remote computing device, wherein the transaction processing service is configured to process a payment for a purchase of the product initiated from the checkout screen using the remote computing device.

50. (Previously Presented) The system of claim 49, wherein the metadata includes at least one of a title, a description, or a price.

51. (Previously Presented) The system of claim 49, wherein the remote computing device is a mobile device.

52. (Previously Presented) The system of claim 49, wherein the information is selected from a group consisting of an image, a video, and a multimedia file.

53. (Previously Presented) The system of claim 49, wherein the product listing includes a share link.

54. (Previously Presented) The system of claim 53, wherein when the application server receives an indication that the share link has been selected activated by the remote computing device, the application server distributes the product listing to a social media network.

55. (Previously Presented) The system of claim 49, wherein the transaction processing service is a proprietary service controlled by the application server.

56. (Previously Presented) The system of claim 49, wherein the application server includes one or more servers.

57. (Currently Amended) A system for generating an electronic commerce store, comprising:

an application server configured to control a transaction processing service; and

a storage resource communicatively coupled to the application server, the storage resource storing information related to a product, the information comprising: (i) multimedia content associated with the product and (ii) metadata associated with the product,

the application server configured to:

receive the information from the storage resource;

execute a widget builder resource configured to generate a product listing, wherein the product listing includes: (i) a preview of the product based on the information and (ii) a clickable link, wherein the clickable link comprises a buy button;

~~embed~~ distribute the product listing ~~into~~ to a web site operated by the application server or ~~into~~ to a distributed application not operated by the application server;

receive an indication that the clickable link has been selected by a remote computing device; and

provide a checkout screen to the remote computing device, wherein the transaction processing service is configured to process a payment for a purchase of the product initiated from the checkout screen using the remote computing device.

58. (Previously Presented) The system of claim 57, wherein the metadata includes at least one of a title, a description, or a price.

59. (Previously Presented) The system of claim 57, wherein the remote computing device is a mobile device.

60. (Previously Presented) The system of claim 57, wherein the information is selected from a group consisting of an image, a video, and a multimedia file.

61. (Previously Presented) The system of claim 57, wherein the product listing includes a share link.

62. (Previously Presented) The system of claim 61, wherein when the application server receives an indication that the share link has been selected by the remote computing device, the application server distributes the product listing to a social media network.

63. (Currently Amended) A system for generating an electronic commerce store, comprising:

an application server configured to control a transaction processing service; and

a storage resource communicatively coupled to the application server, the storage resource storing information related to a product, the information comprising: (i) multimedia content associated with the product and (ii) metadata associated with the product,

the application server configured to:

receive the information from the storage resource;

execute a widget builder resource configured to generate a product listing, wherein the product listing includes: (i) a preview of the product based on the information from the storage resource and (ii) a clickable link, wherein the clickable link comprises a buy button;

~~embed~~ distribute the product listing ~~into~~ to a web site or ~~into~~ to a social media network;

receive an indication that the clickable link has been selected by a remote computing device; and

provide a checkout screen to the remote computing device for purchasing the product,

wherein transaction processing service is configured to process a payment for a purchase of the product initiated from the checkout screen using the remote computing device.

64. (Previously Presented) The system of claim 63, wherein the metadata includes at least one of a title, a description, or a price.

65. (Previously Presented) The system of claim 63, wherein the remote computing device is a mobile device.

66. (Previously Presented) The system of claim 63, wherein the information is selected from a group consisting of an image, a video, and a multimedia file.

67. (Previously Presented) The system of claim 63, wherein the product listing includes a share link.

68. (Previously Presented) The system of claim 67, wherein when the application server receives an indication that the share link has been selected by the remote computing device, the application server distributes the product listing to a second remote computing device.

REMARKS

Claims 1-48 had previously been canceled. Pursuant to this amendment, claims 49, 57, and 63 have been amended. No new claims have been added. Support for the amended claims can be found in the application as originally filed. Accordingly, no new matter has been added as a result of this Preliminary Amendment.

Respectfully submitted,

/Maulin V. Shah/

Maulin V. Shah, Esq.
Reg. # 56,587
1345 Avenue of the Americas
2nd Floor
New York, NY 10105
(310) 499-8624 (phone)
(646) 200-5227 (fax)

November 27, 2021

PTO/SB/06 (09-11)
Approved for use through 1/31/2014. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875	Application or Docket Number 16/512,018	Filing Date 07/15/2019	☐ To be Mailed

ENTITY: ☐ LARGE ☑ SMALL ☐ MICRO

APPLICATION AS FILED - PART I

FOR	(Column 1) NUMBER FILED	(Column 2) NUMBER EXTRA		RATE ($)	FEE ($)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A		N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A		N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A		N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*		x $50 =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*		x $230 =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is $310 ($155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).				
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))					
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL	

APPLICATION AS AMENDED - PART II

		(Column 1)		(Column 2)	(Column 3)			
AMENDMENT	11/27/2021	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA		RATE ($)	ADDITIONAL FEE ($)
	Total (37 CFR 1.16(i))	* 20	Minus	** 20	= 0		x $50 =	0
	Independent (37 CFR 1.16(h))	* 3	Minus	*** 3	= 0		x $240 =	0
	☐ Application Size Fee (37 CFR 1.16(s))							
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							
							TOTAL ADD'L FEE	0

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

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

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

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

Electronic Acknowledgement Receipt

EFS ID:	45954057
Application Number:	16512018
International Application Number:	
Confirmation Number:	4924
Title of Invention:	SYSTEM AND METHOD FOR DISTRIBUTABLE E-COMMERCE PRODUCT LISTINGS
First Named Inventor/Applicant Name:	David Robb
Customer Number:	75120
Filer:	Maulin Shah
Filer Authorized By:	
Attorney Docket Number:	DR-102
Receipt Date:	14-JUN-2022
Filing Date:	15-JUL-2019
Time Stamp:	16:18:48
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Preliminary Amendment	Amendment.pdf	87180 9dc79dc767e07f7b15d02d5722efb1d1ff22237d	no	6

Warnings:

Information:	
Total Files Size (in bytes):	87180

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

New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

Applicant:	David Robb	Confirmation No.:	4924
Serial No.:	16/512,018	Group Art Unit:	2143
Filing Date:	July 15, 2019	Examiner:	Phuong H. Nguyen

PRELIMINARY AMENDMENT

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

Commissioner:

Prior to the first office action and the computation of claim fees, please amend the above-identified application as follows.

Amendments to the Claims begin on page **2** of this paper.

Remarks begin on page **6** of this paper.

AMENDMENTS TO THE CLAIMS

The following listing of the claims replaces all prior version, and listings, of the claims in the present application.

1.-48. (Canceled)

49. (Currently Amended) A system for generating a commercial platform ~~an electronic commerce store~~, comprising:

~~an application~~ a server configured to control a transaction processing service; and

a storage resource communicatively coupled to the ~~application~~ server and configured to store an item, wherein the item comprises an identifier, ~~the storage resource storing information related to a product, the information comprising: (i)~~ multimedia content, ~~associated with the product~~ and ~~(ii)~~ metadata ~~associated with the product~~,

wherein the ~~application~~ server is configured to:

receive the item ~~information~~ from the storage resource;

execute a widget builder resource configured to generate a product listing, wherein the product listing includes: (i) a preview of the item, ~~product based on the information from the storage resource and~~ (ii) a marketplace rule ~~clickable link~~, and (iii) a ~~wherein the~~ clickable ~~link comprises a~~ buy button;

distribute the product listing to a web site or a distributed application, wherein the product listing is configured to be displayed on the web site or the distributed application based on the marketplace rule;

receive an indication that the clickable buy button ~~link~~ has been selected by a remote computing device; and

provide a checkout screen to the remote computing device, wherein the transaction processing service is configured to process a payment for a purchase of [[the]] a product initiated from the checkout screen using the remote computing device.

50. (Currently Amended) The system of claim 49, wherein the metadata includes ~~at least one of~~ a title[[,]] or textual [[a]] description~~, or a price~~.

51. (Currently Amended) The system of claim 49, wherein the remote computing device is a smartphone ~~mobile device~~.

52. (Currently Amended) The system of claim 49, wherein the marketplace rule comprises one or more of: a price, sales campaign date, or geographic availability ~~information is selected from a group consisting of an image, a video, and a multimedia file~~.

53. (Previously Presented) The system of claim 49, wherein the product listing includes a share link.

54. (Currently Amended) The system of claim 53, wherein when the ~~application~~ server receives an indication that the share link has been selected activated by the remote computing device, the ~~application~~ server distributes the product listing to a social media network.

55. (Currently Amended) The system of claim 49, wherein the transaction processing service comprises [[is]] a managed ~~proprietary~~ service in communication with ~~controlled by~~ the ~~application~~ server.

56. (Currently Amended) The system of claim 49, wherein the ~~application~~ server comprises ~~includes~~ one or more cloud-based servers.

57. (Currently Amended) A system for generating a commercial platform ~~an electronic commerce store~~, comprising:

~~an application~~ a server configured to control a transaction processing service; and

a storage resource communicatively coupled to the ~~application~~ server, and configured to store an item, wherein the item comprises an identifier, ~~the storage resource storing information related to a product, the information comprising: (i)~~ multimedia content, ~~associated with the product~~ and ~~(ii)~~ metadata ~~associated with the product~~,

wherein the ~~application~~ server is configured to:

receive the item ~~information~~ from the storage resource;

execute a widget builder resource configured to generate a product listing, wherein the product listing includes: (i) a preview of the item, ~~product based on the information and~~ (ii) a marketplace rule ~~clickable link~~, and (iii) a ~~wherein the~~ clickable ~~link comprises a~~ buy button;

distribute the product listing to a web site operated by the ~~application~~ server or to a distributed application not operated by the ~~application~~ server based on the marketplace rule;

receive an indication that the clickable buy button ~~link~~ has been selected by a remote computing device; and

provide a checkout screen to the remote computing device, wherein the transaction processing service is configured to process a payment for a purchase of [[the]] a product initiated from the checkout screen using the remote computing device.

58. (Currently Amended) The system of claim 57, wherein the metadata includes ~~at least one of~~ a title[[,]] or textual [[a]] description~~, or a price~~.

59. (Currently Amended) The system of claim 57, wherein the remote computing device is a smartphone ~~mobile device~~.

60. (Currently Amended) The system of claim 57, wherein the marketplace rule comprises one or more of: a price, sales campaign date, or geographic availability ~~information is selected from a group consisting of an image, a video, and a multimedia file~~.

61. (Previously Presented) The system of claim 57, wherein the product listing includes a share link.

62. (Currently Amended) The system of claim 61, wherein when the ~~application~~ server receives an indication that the share link has been selected by the remote computing device, the ~~application~~ server distributes the product listing to a social media network.

63. (Currently Amended) A system for generating a commercial platform ~~an electronic commerce store~~, comprising:

~~an application~~ a server configured to control a transaction processing service; and

a storage resource communicatively coupled to the ~~application~~ server and configured to store an item, wherein the item comprises an identifier, ~~the storage resource storing information related to a product, the information comprising: (i)~~ multimedia content, ~~associated with the product~~ and ~~(ii)~~ metadata ~~associated with the product~~,

wherein the ~~application~~ server is configured to:

receive the item ~~information~~ from the storage resource;

execute a widget builder resource configured to generate a product listing, wherein the product listing includes: (i) a preview of the item, ~~product based on the information from the storage resource and~~ (ii) a marketplace rule ~~clickable link~~, and (iii) a ~~wherein the~~ clickable ~~link comprises a~~ buy button;

distribute the product listing to a web site or to a social media network based on the marketplace rule;

receive an indication that the clickable buy button ~~link~~ has been selected by a remote computing device; and

provide a checkout screen to the remote computing device for purchasing [[the]] a product, wherein transaction processing service is configured to process a payment for a purchase of the product initiated from the checkout screen using the remote computing device.

64. (Currently Amended) The system of claim 63, wherein the metadata includes ~~at least one of~~ a title[[,]] or textual [[a]] description~~, or a price~~.

65. (Currently Amended) The system of claim 63, wherein the remote computing device is a smartphone ~~mobile device~~.

66. (Currently Amended) The system of claim 63, wherein the marketplace rule comprises one or more of: a price, sales campaign date, or geographic availability ~~information is selected from a group consisting of an image, a video, and a multimedia file~~.

67. (Previously Presented) The system of claim 63, wherein the product listing includes a share link.

68. (Currently Amended) The system of claim 67, wherein when the ~~application~~ server receives an indication that the share link has been selected by the remote computing device, the ~~application~~ server distributes the product listing to a second remote computing device.

REMARKS

Claims 1-48 had previously been canceled. Pursuant to this amendment, claims 49, 57, and 63 have been amended. No new claims have been added. Support for the amended claims can be found in the application as originally filed. Accordingly, no new matter has been added as a result of this Preliminary Amendment.

Respectfully submitted,

/Maulin V. Shah/

Maulin V. Shah, Esq.
Reg. # 56,587
1345 Avenue of the Americas
2nd Floor
New York, NY 10105
(310) 499-8624 (phone)
(646) 200-5227 (fax)

June 14, 2022

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

Electronic Petition Request	**TERMINAL DISCLAIMER TO OBVIATE A DOUBLE PATENTING REJECTION OVER A "PRIOR" PATENT**
Application Number	16512018
Filing Date	15-Jul-2019
First Named Inventor	David Robb
Attorney Docket Number	DR-102
Title of Invention	SYSTEM AND METHOD FOR DISTRIBUTABLE E-COMMERCE PRODUCT LISTINGS

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

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

Owner	Percent Interest
DKR CONSULTING LLC	100%

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

11157995

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

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

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

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

Applicant claims the following fee status:

- ◉ Small Entity
- ○ Micro Entity
- ○ Regular Undiscounted

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

THIS PORTION MUST BE COMPLETED BY THE SIGNATORY OR SIGNATORIES

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

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

  Registration Number 56587

- ○ A sole inventor
- ○ A joint inventor; I certify that I am authorized to sign this submission on behalf of all of the inventors as evidenced by the power of attorney in the application
- ○ A joint inventor; all of whom are signing this request

Signature	/Maulin Shah/
Name	Maulin Shah

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

Electronic Patent Application Fee Transmittal

Application Number:	16512018
Filing Date:	15-Jul-2019
Title of Invention:	SYSTEM AND METHOD FOR DISTRIBUTABLE E-COMMERCE PRODUCT LISTINGS
First Named Inventor/Applicant Name:	David Robb
Filer:	Maulin Shah
Attorney Docket Number:	DR-102

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

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

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

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

Application No.: 16512018

Filing Date: 15-Jul-2019

Applicant/Patent under Reexamination: Robb

Electronic Terminal Disclaimer filed on June 15, 2022

☒ APPROVED

This patent is subject to a terminal disclaimer

☐ DISAPPROVED

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

U.S. Patent and Trademark Office

Electronic Acknowledgement Receipt

EFS ID:	45965239
Application Number:	16512018
International Application Number:	
Confirmation Number:	4924
Title of Invention:	SYSTEM AND METHOD FOR DISTRIBUTABLE E-COMMERCE PRODUCT LISTINGS
First Named Inventor/Applicant Name:	David Robb
Customer Number:	75120
Filer:	Maulin Shah
Filer Authorized By:	
Attorney Docket Number:	DR-102
Receipt Date:	15-JUN-2022
Filing Date:	15-JUL-2019
Time Stamp:	15:47:36
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
Payment was successfully received in RAM	$170
RAM confirmation Number	E20226EF47300967
Deposit Account	
Authorized User	

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

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Terminal Disclaimer-Filed (Electronic)	eTerminal-Disclaimer.pdf	41185 49762dc25ed5fb39432764d9386d69e8f6d3c057	no	2
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	37746 ac8ae0edaa6b45c04cef819281197a0d637b390e	no	2
Warnings:					
Information:					
		Total Files Size (in bytes):	78931		

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New Applications Under 35 U.S.C. 111

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

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

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

New International Application Filed with the USPTO as a Receiving Office

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

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
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www.uspto.gov

NOTICE OF ALLOWANCE AND FEE(S) DUE

75120 7590 07/07/2022

Maulin Shah
Envision IP LLC
1345 Ave of the Americas
2nd Floor
New York, NY 10105

EXAMINER
NGUYEN, PHUONG H

ART UNIT	PAPER NUMBER
2143	

DATE MAILED: 07/07/2022

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/512,018	07/15/2019	David Robb	DR-102	4924

TITLE OF INVENTION: SYSTEM AND METHOD FOR DISTRIBUTABLE E-COMMERCE PRODUCT LISTINGS

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	$600	$0.00	$0.00	$600	10/07/2022

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

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

HOW TO REPLY TO THIS NOTICE:

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

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

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

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

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

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

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

PART B - FEE(S) TRANSMITTAL

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

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

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

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

75120 7590 07/07/2022

Maulin Shah
Envision IP LLC
1345 Ave of the Americas
2nd Floor
New York, NY 10105

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

Certificate of Mailing or Transmission

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

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

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/512,018	07/15/2019	David Robb	DR-102	4924

TITLE OF INVENTION: SYSTEM AND METHOD FOR DISTRIBUTABLE E-COMMERCE PRODUCT LISTINGS

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	$600	$0.00	$0.00	$600	10/07/2022

EXAMINER	ART UNIT	CLASS-SUBCLASS
NGUYEN, PHUONG H	2143	705-027100

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

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

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

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

1 _____
2 _____
3 _____

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

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

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

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

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

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

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

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

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

❑ Applicant certifying micro entity status. See 37 CFR 1.29

❑ Applicant asserting small entity status. See 37 CFR 1.27

❑ Applicant changing to regular undiscounted fee status.

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

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

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
16/512,018	07/15/2019	David Robb	DR-102	4924

75120 7590 07/07/2022

Maulin Shah
Envision IP LLC
1345 Ave of the Americas
2nd Floor
New York, NY 10105

EXAMINER	
NGUYEN, PHUONG H	
ART UNIT	PAPER NUMBER
2143	

DATE MAILED: 07/07/2022

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

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

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

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

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

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

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

Privacy Act Statement

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

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

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

Notice of Allowability	Application No. 16/512,018	Applicant(s) Robb et al.	
	Examiner PHUONG H NGUYEN	Art Unit 2143	AIA (FITF) Status Yes

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

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

1. ☑ This communication is responsive to Preliminary Amendment 6/14/2022 and interview held 6/24/2022.
   ☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.

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

3. ☑ The allowed claim(s) is/are 49-68 . As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see **http://www.uspto.gov/patents/init_events/pph/index.jsp** or send an inquiry to **PPHfeedback@uspto.gov.**

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

   Certified copies:

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

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

   * Certified copies not received: _____ .

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

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

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

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

Attachment(s)

1. ☑ Notice of References Cited (PTO-892)
2. ☑ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date See Continuation Sheet.
3. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material _____.
4. ☑ Interview Summary (PTO-413), Paper No./Mail Date. 6/24/2022.
5. ☑ Examiner's Amendment/Comment
6. ☑ Examiner's Statement of Reasons for Allowance
7. ☐ Other _____.

/PHUONG H NGUYEN/
Primary Examiner, Art Unit 2143

Continuation of Attachment(s) 2. Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date: 9/12 /2021; 9/30/2019;1/22/2019;2/23/2021;4/5/2021;4/6/2021

Notice of Pre-AIA or AIA Status

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

EXAMINER'S AMENDMENT

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

Authorization for this examiner's amendment was given in an interview with Maulin Shah (Reg. No. 56587) on 6/24/2022.

3. The application has been amended as follows:

4. Please change **claim 49** to:

49. (Currently Amended) A system for ~~generating~~ distributing multimedia content over a network ~~commercial platform~~, comprising:

a server configured to control a transaction processing service; and

a storage resource communicatively coupled to the server and configured to store an item, wherein the item comprises an identifier, multimedia content, and metadata,

wherein the server is configured to:

receive the item from the storage resource;

execute a widget builder resource configured to generate a product listing, wherein the product listing includes: (i) ~~a preview of~~ information associated with the item, (ii) a marketplace rule, and (iii) a clickable buy button;

distribute the product listing to a web site or a distributed application, wherein the product listing is configured to be displayed on the web site or the distributed application based on the marketplace rule;

receive an indication that the clickable buy button has been selected by a remote computing device; and

provide a checkout screen to the remote computing device, wherein the transaction processing service is configured to process a payment for a purchase of a product associated with the product listing, the purchase initiated from the checkout screen using the remote computing device.

5. Please change **claim 57** to:

57. (Currently Amended) A system for ~~generating~~ distributing multimedia content over a network ~~commercial platform~~, comprising:

a server configured to control a transaction processing service; and

a storage resource communicatively coupled to the server, and configured to store an item, wherein the item comprises an identifier, multimedia content, and metadata,

wherein the server is configured to:

receive the item from the storage resource;

execute a widget builder resource configured to generate a product listing, wherein the product listing includes: (i) ~~a preview of~~ information associated with the item, (ii) a marketplace rule, and (iii) a clickable buy button;

distribute the product listing to a web site operated by the server or to a distributed application not operated by the server based on the marketplace rule;

receive an indication that the clickable buy button has been selected by a remote computing device; and

provide a checkout screen to the remote computing device, wherein the transaction processing service is configured to process a payment for a purchase of a product associated with the product listing, the purchase initiated from the checkout screen using the remote computing device.

6. Please change **claim 63** to:

63. (Currently Amended) A system for ~~generating~~ distributing multimedia content over a network ~~commercial platform~~, comprising:

a server configured to control a transaction processing service; and

a storage resource communicatively coupled to the server and configured to store an item, wherein the item comprises an identifier, multimedia content, and metadata,

wherein the server is configured to:

receive the item from the storage resource;

execute a widget builder resource configured to generate a product listing, wherein the product listing includes: (i) ~~a preview of~~ information associated with the item, (ii) a marketplace rule, and (iii) a clickable buy button;

distribute the product listing to a web site or to a social media network based on the marketplace rule;

receive an indication that the clickable buy button has been selected by a remote computing device; and

provide a checkout screen to the remote computing device for purchasing a product associated with the product listing,

wherein transaction processing service is configured to process a payment for a purchase of the product initiated from the checkout screen using the remote computing device.

Reasons for Allowance

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

8. The claims of the instant application have incorporated allowable subject matter from that was not fairly taught by prior art, either individually or in combination, and therefore is deemed allowable.

9. The closest prior art on record, Jerome (US 2004/0143667) teaches product configuration and content distribution system and method. However, Jerome does not disclose particularly an "application server controlling a transaction processing service". In addition, Jerome, Fujioka, and Anderson, alone and in combination, fail to disclose an application server with a widget builder resource that generates a product listing and which controls a transaction processing service configured to process a purchase transaction of the product.

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

Conclusion

11. Any inquiry concerning this communication or earlier communications from the examiner should be directed to PHUONG H NGUYEN whose telephone number is (571)270-1300. The examiner can normally be reached M-F 9:30-4:00 PM.

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

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jennifer Welch can be reached on 571-272-7212. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of published or unpublished applications may be obtained from Patent Center. Unpublished application information in Patent Center is available to registered users. To file and manage patent submissions in Patent Center, visit: https://patentcenter.uspto.gov. Visit https://www.uspto.gov/patents/apply/patent-center for more information about Patent Center and https://www.uspto.gov/patents/docx for information about filing in DOCX format. For additional questions, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/PHUONG H NGUYEN/
Primary Examiner, Art Unit 2143

Applicant-Initiated Interview Summary	**Application No.** 16/512,018	**Applicant(s)** Robb et al.		
	Examiner PHUONG H NGUYEN	**Art Unit** 2143	**AIA (First Inventor to File) Status** Yes	**Page** 1 of 1

All Participants (applicant, applicants representative, PTO personnel)	**Title**	**Type**
PHUONG H NGUYEN	Primary Examiner	Telephonic
Maulin Shah	Attorney of Record	

Date of Interview: 24 June 2022

Issues Discussed:

Proposed Amendment(s)

Applicant contacted the Examiner to discuss an Examiner's amendment for making changes to the claim languages. Applicant and the Examiner agreed with the changes to put the application in condition for allowance.

/PHUONG H NGUYEN/ Primary Examiner, Art Unit 2143	

Applicant is reminded that a complete written statement as to the substance of the interview must be made of record in the application file. It is the applicants responsibility to provide the written statement, unless the interview was initiated by the Examiner and the Examiner has indicated that a written summary will be provided. See MPEP 713.04
Please further see:
MPEP 713.04
Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews, paragraph (b)
37 CFR § 1.2 Business to be transacted in writing

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

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

Notice of References Cited	Application/Control No. 16/512,018	Applicant(s)/Patent Under Reexamination Robb et al.	
	Examiner PHUONG H NGUYEN	Art Unit 2143	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	CPC Classification	US Classification
*	A	US-20040143667-A1	07-2004	Jerome, Jason	G06Q30/02	709/228
*	B	US-20100235766-A1	09-2010	Fujioka; Robb	G06Q10/101	715/765
*	C	US-20120295697-A1	11-2012	Anderson; Peter R.	G07F17/3223	463/25
	D					
	E					
	F					
	G					
	H					
	I					
	J					
	K					
	L					
	M					

FOREIGN PATENT DOCUMENTS

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

NON-PATENT DOCUMENTS

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

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

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	16/512,018	Robb et al.
	Examiner	**Art Unit**
	PHUONG H NGUYEN	2143

CPC						
Symbol					**Type**	**Version**
G06Q	/	30	/	0641	F	2013-01-01
G06Q	/	30	/	0643	I	2013-01-01
G06Q	/	50	/	01	I	2013-01-01
G06Q	/	30	/	02	I	2013-01-01
G06F	/	3	/	04817	I	2013-01-01
G06F	/	3	/	04842	I	2013-01-01

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

NONE		Total Claims Allowed:	
(Assistant Examiner)	(Date)	20	
/PHUONG H NGUYEN/ Primary Examiner, Art Unit 2143	27 June 2022	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	49	1

U.S. Patent and Trademark Office — Part of Paper No.: 20220627

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	16/512,018	Robb et al.
	Examiner	Art Unit
	PHUONG H NGUYEN	2143

INTERNATIONAL CLASSIFICATION				
CLAIMED				
G06F	/	3	/	0481

NON-CLAIMED				
	/		/	

US ORIGINAL CLASSIFICATION	
CLASS	SUBCLASS

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

NONE (Assistant Examiner) (Date)	Total Claims Allowed: 20	
/PHUONG H NGUYEN/ Primary Examiner, Art Unit 2143 (Primary Examiner) 27 June 2022 (Date)	O.G. Print Claim(s) 49	O.G. Print Figure 1

Issue Classification	Application/Control No.	Applicant(s)/Patent Under Reexamination
	16/512,018	Robb et al.
	Examiner	Art Unit
	PHUONG H NGUYEN	2143

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

CLAIMS

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

NONE (Assistant Examiner)	(Date)	**Total Claims Allowed:** 20	
/PHUONG H NGUYEN/ Primary Examiner, Art Unit 2143 (Primary Examiner)	27 June 2022 (Date)	O.G. Print Claim(s) 49	O.G. Print Figure 1

U.S. Patent and Trademark Office

Part of Paper No.: 20220627

Search Notes	Application/Control No.	Applicant(s)/Patent Under Reexamination
	16/512,018	Robb et al.
	Examiner	Art Unit
	PHUONG H NGUYEN	2143

CPC - Searched*		
Symbol	Date	Examiner
G06Q30/0641 or G06F3/04817 or G06F3/04842 or G06Q30/02 or G06Q30/0643 or G06Q50/01	06/27/2022	PN

CPC Combination Sets - Searched*		
Symbol	Date	Examiner

US Classification - Searched*			
Class	Subclass	Date	Examiner

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

Search Notes		
Search Notes	Date	Examiner
Performed PE2E SEARCH	06/27/2022	PN
Performed Inventor/Assignee Names search: PALM, SEARCH	06/27/2022	PN
Performed NPL search: Google Patents, Scholar	06/27/2022	PN

Interference Search			
US Class/CPC Symbol	US Subclass/CPC Group	Date	Examiner
G06Q	30/0641; 30/02; 30/0643; 50/01	06/27/2022	PN
G06F	3/04817; 3/04842	06/27/2022	PN

/PHUONG H NGUYEN/ Primary Examiner, Art Unit 2143	

PE2E SEARCH - Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	British Equivalents	Time Stamp
L1	3	((("DKR") near3 ("CONSULTING") near3 ("LLC"))).AS,AANM.	(USPAT)	OR	ON	ON	2022/06/02 02:12 PM
L2	631	((("ROBB") near3 ("David")) OR (("NEERINGS") near3 ("Grant")) OR (("PATTERSON") near3 ("Cameron")) OR (("RODRIGUEZ") near3 ("Joseph")) OR (("HARRIS") near3 ("Quinton")) OR (("COOK") near3 ("Benjamin"))).INV.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2022/06/02 02:19 PM
L3	6	L2 AND ((checkout adj2 screen)).clm.	(US-PGPUB; USPAT)	OR	ON	ON	2022/06/02 02:35 PM
L4	631	((("ROBB") near3 ("David")) OR (("NEERINGS") near3 ("Grant")) OR (("PATTERSON") near3 ("Cameron")) OR (("RODRIGUEZ") near3 ("Joseph")) OR (("HARRIS") near3 ("Quinton")) OR (("COOK") near3 ("Benjamin"))).INV.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2022/06/02 02:37 PM
L5	631	((("ROBB") near3 ("David")) OR (("NEERINGS") near3 ("Grant")) OR (("PATTERSON") near3 ("Cameron")) OR (("RODRIGUEZ") near3 ("Joseph")) OR (("HARRIS") near3 ("Quinton")) OR (("COOK") near3 ("Benjamin"))).INV.	(US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT)	OR	ON	ON	2022/06/02 02:38 PM
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		"7895121" OR "7900826" OR "7966259" OR "7983993" OR "7991701" OR "7996280" OR "8041606" OR "8090359" OR "8090616" OR "8140402" OR "8249950" OR "8260683" OR "8261974" OR "8271395" OR "8275666" OR "8306870" OR "8306908" OR "8315929" OR "8355987" OR "8370253" OR "8370955" OR "8385913" OR "8390747" OR "8533076" OR "8533118" OR "8538871" OR "8577744" OR "8595058" OR "8611919" OR "8626579" OR "8676694" OR "8700472" OR "8706631" OR "8712852" OR "8719106" OR "8751294" OR "8762279" OR "8768838" OR "8775243" OR "8799060" OR "8818845" OR "8825523" OR "8838484" OR "8843391" OR "8849850" OR "8930236" OR "9038129" OR "92084859123069" OR "9361611" OR "9600837" OR "9769134" OR "9818110" OR "9824391" OR "9864958" OR "9864993" OR "9898740" OR "9917827" OR "H107287").pn.					

L16	73	((commerce ADJ store) shopping) AND (server WITH (transaction near2 processing)) SAME widget	(US-PGPUB; USPAT)	OR	ON	ON	2022/06/13 11:03 PM
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L29	1	L25 AND (G06Q30/0641 OR G06F3/04817 OR G06F3/04842 OR G06Q30/02 OR G06Q30/0643 OR G06Q50/01).cpc.	(USPAT)	OR	ON	ON	2022/06/27 10:03 PM

PE2E SEARCH - Search History (Interference)

Ref #	Hits	Search Query	DBs	Default	Plurals	British	Time Stamp

				Operator		Equivalents	
N1	147304	(G06Q30/0641 OR G06F3/04817 OR G06F3/04842 OR G06Q30/02 OR G06Q30/0643 OR G06Q50/01).cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/06/13 10:31 PM
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N3	32	L11 AND (@rlad<="20100806" @ad<="20100806")	(US-PGPUB; USPAT)	OR	ON	ON	2022/06/13 10:58 PM
N4	323	((commerce ADJ store) shopping) SAME (server WITH (transaction near2 processing))	(US-PGPUB; USPAT)	OR	ON	ON	2022/06/13 11:00 PM
N5	67	L20 AND (G06Q30/0641 OR G06F3/04817 OR G06F3/04842 OR G06Q30/02 OR G06Q30/0643 OR G06Q50/01).cpc.	(US-PGPUB; USPAT)	OR	ON	ON	2022/06/27 09:44 PM

Bibliographic Data

Application No: 16/512,018

Foreign Priority claimed: ○ Yes ◉ No

35 USC 119 (a-d) conditions met: ☐ Yes ☑ No ☐ Met After Allowance

Verified and Acknowledged: /PHUONG H NGUYEN/ (Examiner's Signature) | (Initials)

Title: SYSTEM AND METHOD FOR DISTRIBUTABLE E-COMMERCE PRODUCT LISTINGS

FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.
07/15/2019	705	2143	DR-102
RULE			

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Joseph Rodriguez, Seattle, WA, UNITED STATES

Quinton Richard Harris, Seattle, WA, UNITED STATES

Benjamin Cook, Seattle, WA, UNITED STATES

CONTINUING DATA

This application is a CON of 15591208 05/10/2017 PAT 10395304

15591208 is a CON of 13571293 08/09/2012 PAT 9679298

13571293 is a CIP of 12852090 08/06/2010ABN

FOREIGN APPLICATIONS

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New York, NY 10105
UNITED STATES

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Doc code: IDS
Doc description: Information Disclosure Statement (IDS) Filed

PTO/SB/08a (01-10)
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	16512018
Filing Date	2019-07-15
First Named Inventor	Robb
Art Unit	4924
Examiner Name	Ethan D. Civan
Attorney Docket Number	DR-102

U.S.PATENTS

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

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U.S.PATENT APPLICATION PUBLICATIONS

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

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NON-PATENT LITERATURE DOCUMENTS

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

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /P.H.N/

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	16512018
	Filing Date	2019-07-15
	First Named Inventor	Robb
	Art Unit	4924
	Examiner Name	Ethan D. Civan
	Attorney Docket Number	DR-102

		AMAZON.COM, INC., "aStore", July 3, 2007 (https://web.archive.org/web/20070703030928/http://astore.amazon.com/)	☐

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

EXAMINER SIGNATURE

Examiner Signature	/PHUONG H NGUYEN/	Date Considered	06/27/2022

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

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

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /P.H.N/

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	16512018
	Filing Date	2019-07-15
	First Named Inventor	Robb
	Art Unit	4924
	Examiner Name	Ethan D. Civan
	Attorney Docket Number	DR-102

CERTIFICATION STATEMENT

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

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

OR

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

☐ See attached certification statement.

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

☐ A certification statement is not submitted herewith.

SIGNATURE

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

Signature	/Maulin Shah/	Date (YYYY-MM-DD)	2019-09-30
Name/Print	Maulin Shah	Registration Number	56,587

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Doc code: IDS
Doc description: Information Disclosure Statement (IDS) Filed

PTO/SB/08a (01-10)
Approved for use through 07/31/2012. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	16512018
Filing Date	2019-07-15
First Named Inventor	Robb
Art Unit	3600
Examiner Name	DOCKET CENTRAL
Attorney Docket Number	DR-102

U.S.PATENTS Remove

Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	7818399	B1	2010-10-19	Ross, Jr. et al	
	2	6016504	A	2000-01-18	Arnold et al.	
	3	6330575	B1	2001-12-11	Moore et al.	
	4	6490567	B1	2002-12-03	Gregory	

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U.S.PATENT APPLICATION PUBLICATIONS Remove

Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20090144176	A1	2009-06-04	Voorhees et al.	

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FOREIGN PATENT DOCUMENTS Remove

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

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	16512018
	Filing Date	2019-07-15
	First Named Inventor	Robb
	Art Unit	3600
	Examiner Name	DOCKET CENTRAL
	Attorney Docket Number	DR-102

	1						

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NON-PATENT LITERATURE DOCUMENTS Remove

Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]
	1	Digital River Brochure (Brochure)	
	2	Digital River April 1997 Website (April 1997 Website)	
	3	Digital River December 1997 Website (December 1997 Website)	

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EXAMINER SIGNATURE

Examiner Signature	/PHUONG H NGUYEN/	Date Considered	06/27/2022

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

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

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	First Named Inventor	Robb
	Art Unit	3600
	Examiner Name	DOCKET CENTRAL
	Attorney Docket Number	DR-102

CERTIFICATION STATEMENT

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

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

OR

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

See attached certification statement.

The fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

A certification statement is not submitted herewith.

SIGNATURE

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

Signature		Date (YYYY-MM-DD)	
Name/Print		Registration Number	

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Web Search History

date, time	web site	search string
6/13/2022 11:08:20 PM	Google Scholar	application server control transaction service in commerce store
6/13/2022 11:08:20 PM	Google Patents	Keyword Group 1 [application server control transaction service in commerce store]
6/13/2022 11:11:18 PM	Google Scholar	application server execute widget buy button and content preview
6/13/2022 11:11:18 PM	Google Patents	Keyword Group 1 [application server execute widget buy button and content preview]

Doc code: IDS
Doc description: Information Disclosure Statement (IDS) Filed

PTO/SB/08a (01-10)
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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Application Number	16512018
Filing Date	2019-07-15
First Named Inventor	Robb
Art Unit	3600
Examiner Name	DOCKET CENTRAL
Attorney Docket Number	DR-102

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

Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20110130194	A1	2013-03-26	Anderson et al.	

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Examiner Initial*	Cite No	Foreign Document Number[3]	Country Code[2] i	Kind Code[4]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear	T[5]
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Examiner Initials*	Cite No	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, pages(s), volume-issue number(s), publisher, city and/or country where published.	T[5]

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	First Named Inventor	Robb
	Art Unit	3600
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	1	Apple Announces iTunes 8 (https://www.apple.com/newsroom/2008/09/09Apple-Announces-iTunes-8/) (Website dated September 9, 2008)	

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EXAMINER SIGNATURE

Examiner Signature	/PHUONG H NGUYEN/	Date Considered	06/27/2022

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	Examiner Name	DOCKET CENTRAL
	Attorney Docket Number	DR-102

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Signature	/Maulin Shah/	Date (YYYY-MM-DD)	2021-09-12
Name/Print	Maulin Shah	Registration Number	56587

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Doc code: IDS
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Application Number	16512018
Filing Date	2020-11-25
First Named Inventor	Robb
Art Unit	3600
Examiner Name	
Attorney Docket Number	DR-102

U.S.PATENTS Remove

Examiner Initial*	Cite No	Patent Number	Kind Code[1]	Issue Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	10896452	B2	2021-01-19	VISA INTERNATIONAL SERVICE ASSOCIATION	
	2	10872343	B2	2020-12-22	CARDINALCOMMERCE CORPORATION	
	3	10853855	B2	2020-12-01	JOHN MICHAEL SASHA [US]	
	4	10825016	B2	2020-11-03		
	5	10572875	B2	2020-02-25	Visa International Service Association	
	6	10540732	B2	2020-01-21		
	7	10438242	B1	2019-10-08	AMAZON TECHNOLOGIES, INC.	
	8	10339505	B2	2019-07-02	PAYPAL, INC.	

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /P.H.N/

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	Application Number	16512018
	Filing Date	2020-11-25
	First Named Inventor	Robb
	Art Unit	3600
	Examiner Name	
	Attorney Docket Number	DR-102

	9	10102521	B2	2018-10-16	Gula Consulting Limited Liability Company	
	10	10102525	B2	2018-10-16	United Parcel Service of America, Inc.	
	11	10096023	B2	2018-10-09	United Parcel Service of America, Inc.	
	12	10026080	B2	2018-07-17	United Parcel Service of America, Inc.	
	13	10026081	B2	2018-07-17	United Parcel Service of America, Inc.	
	14	9917827	B2	2018-03-13	SOVERAIN IP, LLC	
	15	9898740	B2	2018-02-20	Visa International Service Association VISA INT SE	
	16	9864958	B2	2018-01-09	GULA CONSULTING LIMITED LIABILITY COMPANY	
	17	9864993	B2	2018-01-09	VISA INTERNATIONAL SERVICE ASSOCIATION WELLER KEVI	
	18	9824391	B2	2017-11-21	III HOLDINGS 1, LLC	
	19	9818110	B2	2017-11-14	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	

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	20	9769134	B2	2017-09-19	VISA INTERNATIONAL SERVICE ASSOCIATION DOMINGUEZ B	
	21	9600837	B2	2017-03-21	SONG YUH-SHEN [US] LEW CATHERINE [US] SONG ALEXAND	
	22	9361611	B2	2016-06-07	Collective Dynamics LLC	
	23	9208485	B2	2015-12-08	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	
	24	9123069	B1	2015-09-01	AMAZON TECHNOLOGIES, INC.	
	25	9038129	B2	2015-05-19	PROXICOM WIRELESS, LLC	
	26	8930236	B2	2015-01-06	TRANSACTIS, INC.	
	27	8924261	B2	2014-12-30	ETSY, INC.	
	28	8849850	B2	2014-09-30	ORACLE INTERNATIONAL CORPORATION	
	29	8843391	B2	2014-09-23	VISA U.S.A. INC.	
	30	8838484	B2	2014-09-16	Bay Photo, Inc.	

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	31	8825523	B2	2014-09-02	TRANSACTIS, INC.	
	32	8818845	B2	2014-08-26	ZYNGA INC.	
	33	8799060	B2	2014-08-05	Transactis, Inc	
	34	8775243	B2	2014-07-08	TRANSACTIS, INC.	
	35	8768838	B1	2014-07-01	Nexus Payments, LLC	
	36	8762279	B2	2014-06-24	VISA INTERNATIONAL SERVICE ASSOCIATION VISA INT SE	
	37	8762283	B2	2014-06-24	VISA INTERNATIONAL SERVICE ASSOCIATION, A DELAWARE	
	38	8751294	B2	2014-06-10	E2INTERACTIVE, INC.	
	39	8719106	B2	2014-05-06	KEMESA INC.	
	40	8712852	B2	2014-04-29	SHARECOMM LIMITED LIABILITY COMPANY	
	41	8706631	B2	2014-04-22	SOUND STARTS, INC.	

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	42	8700472	B2	2014-04-15	RETAIL ROYALTY COMPANY	
	43	8676694	B2	2014-03-18	CARDINALCOMMERCE CORPORATION	
	44	8626579	B2	2014-01-07	VISA U.S.A. INC.	
	45	8611919	B2	2013-12-17	WOUNDER GMBH., LLC	
	46	8595058	B2	2013-11-26	VISA U.S.A.	
	47	8577744	B2	2013-11-05	DATASCAPE, INC.	
	48	8566177	B2	2013-10-22	APPLE INC.	
	49	RE44542	E1	2013-10-15	PYFRM HOLDINGS LIMITED LIABILITY COMPANY	
	50	8538871	B2	2013-09-17	THE WESTERN UNION COMPANY	
	51	8533076	B2	2013-09-10	MICROSOFT CORPORATION	
	52	8533118	B2	2013-09-10	VISA INTERNATIONAL SERVICE ASSOCIATION WELLER KEVI	

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	53	8412627	B2	2013-04-02	THE WESTERN UNION COMPANY	
	54	8396747	B2	2013-03-12	KEMESA CORP KEMESA INC BACHENHEIMER STEVEN I [US]	
	55	8385913	B2	2013-02-26	PROXICOM WIRELESS, LLC	
	56	8370253	B1	2013-02-05	LAMKA F. NEIL GROSSMAN DAVID DANIEL [US] SEABURN M	
	57	8370955	B2	2013-02-05	PROXICOM WIRELESS, LLC	
	58	8355987	B2	2013-01-15	BOKU, INC.	
	59	8315929	B2	2012-11-20	FIRST DATA CORPORATION	
	60	8306870	B2	2012-11-06	EWINWIN, INC.	
	61	8306908	B1	2012-11-06	WEST CORPORATION	
	62	8275666	B2	2012-09-25	APPLE INC.	
	63	8271395	B2	2012-09-18	VISA INTERNATIONAL SERVICE ASSOCIATION A DELAWARE	

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	64	8261974	B2	2012-09-11	Hull	
	65	8260683	B2	2012-09-04	CARDS OFF S.A.	
	66	8249950	B2	2012-08-21	EBAY INC.	
	67	8140402	B1	2012-03-20	EWINWIN, INC.	
	68	8090359	B2	2012-01-03	PROCTOR, JR. JAMES ARTHUR PROCTOR, III JAMES ARTHU	
	69	8090618	B1	2012-01-03	MASSIVE INCORPORATED	
	70	8041606	B2	2011-10-18	THE WESTERN UNION COMPANY	
	71	7996280	B2	2011-08-09	EBAY INC.	
	72	7991701	B2	2011-08-02	VISA INTERNATIONAL SERVICE ASSOCIATION VISA INT SE	
	73	7983993	B2	2011-07-19	VERISIGN, INC	
	74	7966259	B1	2011-06-21	AMAZON.COM, INC.	

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	75	7900826	B2	2011-03-08	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	
	76	7895121	B2	2011-02-22	HEWLETT-PACKARD DEVELOPMENT COMPANY, L.P.	
	77	7865414	B2	2011-01-04	PASSGATE CORPORATION PASSGATE CORP [US]	
	78	7827115	B2	2010-11-02	VISA INTERNATIONAL SERVICE ASSOCIATION VISA INT SE	
	79	7780080	B2	2010-08-24	ENCRYPTAKEY, INC.	
	80	7783517	B2	2010-08-24	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	
	81	7778934	B2	2010-08-17	VERISIGN, INC	
	82	7742967	B1	2010-06-22	CARDINALCOMMERCE CORPORATION	
	83	7734527	B2	2010-06-08	UZO CHIJIOKE CHUKWUEMEKA	
	84	7717337	B2	2010-05-18	SONG YUH-SHEN SONG YUN-SHEN Song LEW CATHERINE Lew	
	85	7707120	B2	2010-04-27	VISA INTERNATIONAL SERVICE ASSOCIATION VISA INT SE	

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	86	7702578	B2	2010-04-20	PASSGATE CORPORATION	
	87	7693283	B2	2010-04-06	LIVESAY PAUL OWEN Livesay	
	88	7686210	B2	2010-03-30	FIRST DATA CORPORATION	
	89	7647247	B2	2010-01-12	INTERNATIONAL BUSINESS MACHINES CORPORATION	
	90	7636696	B1	2009-12-22	MEGASOFT CONSULTANTS, INC.	
	91	7599856	B2	2009-10-06	AMAZON TECHNOLOGIES, INC.	
	92	7590567	B2	2009-09-15	THE KROGER CO.	
	93	7509293	B2	2009-03-24	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	
	94	7505942	B2	2009-03-17	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	
	95	7496541	B2	2009-02-24	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	
	96	7496542	B2	2009-02-24	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	

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	97	7469233	B2	2008-12-23	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	
	98	7447661	B2	2008-11-04	RAJA AHSAN I	
	99	7431208	B2	2008-10-07	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	
	100	7430540	B1	2008-09-30	ASANI KARIM Asani	
	101	7424617	B2	2008-09-09	YAHOO! INC.	
	102	7376586	B1	2008-05-20	MICROSOFT CORPORATION	
	103	7308420	B1	2007-12-11	TARGET BRANDS, INC.	
	104	7225156	B2	2007-05-29	FISHER DOUGLAS C LO KENNY	
	105	7203315	B1	2007-04-10	LIVESAY PAUL OWEN Livesay	
	106	7184980	B2	2007-02-27	FIRST DATA CORPORATION THE WESTERN UNION COMPANY	
	107	7143058	B2	2006-11-28	FUJITSU LIMITED	

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	108	7136841	B2	2006-11-14	ZIX CORPORATION	
	109	7120592	B1	2006-10-10	LEWIS MORRIS EDWARD Lewis	
	110	7110984	B1	2006-09-19	INTERNATIONAL BUSINESS MACHINES CORPORATION	
	111	7069234	B1	2006-06-27	ACCENTURE LLP	
	112	7069250	B2	2006-06-27	PAYFORMANCE CORPORATION	
	113	7017175	B2	2006-03-21	OPENTV, INC.	
	114	7013286	B1	2006-03-14	INTERNATIONAL BUSINESS MACHINES CORPORATION	
	115	6970852	B1	2005-11-29	IMX SOLUTIONS, INC.	
	116	6968513	B1	2005-11-22	SHOPNTOWN.COM, INC.	
	117	6965868	B1	2005-11-15	BEDNAREK MICHAEL DAVID Bednarek	
	118	6904408	B1	2005-06-07	MCCARTHY JOHN MCCARTHY EILEEN	

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	119	6859791	B1	2005-02-22	INTERNATIONAL BUSINESS MACHINES CORPORATION	
	120	6853987	B1	2005-02-08	ZIXIT CORPORATION	
	121	6839692	B2	2005-01-04	BENEDOR CORPORATION	
	122	6648222	B2	2003-11-18	MCDONALD IAN SCHNEIDER YADA	
	123	6631356	B1	2003-10-07	VULCAN PORTALS, INC.	
	124	6625581	B1	2003-09-23	IPF, INC.	
	125	6611814	B1	2003-08-26	INTERNATIONAL BUSINESS MACHINES CORPORATION	
	126	6560709	B1	2003-05-06	3COM CORPORATION	
	127	6466918	B1	2002-10-15	AMAZON. COM, INC.	
	128	6411943	B1	2002-06-25	CRAWFORD CHRISTOPHER M	
	129	6373950	B1	2002-04-16	HEWLETT-PACKARD COMPANY	

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	130	6338050	B1	2002-01-08	TRADE ACCESS, INC.	
	131	6304915	B1	2001-10-16	HEWLETT-PACKARD COMPANY	
	132	6260019	B1	2001-07-10	PREDICT IT CORPORATION	
	133	6253027	B1	2001-06-26	HEWLETT-PACKARD COMPANY	
	134	6173269	B1	2001-01-09	ZOWI.COM, INC	
	135	6141653	A	2000-10-31	TRADEACCESS INC	
	136	6119105	A	2000-09-12	VERIFONE, INC.	
	137	6072870	A	2000-06-06	VERIFONE INC.	
	138	6014651	A	2000-01-11	CRAWFORD, CHRISTOPHER M	
	139	6002767	A	1999-12-14	VERIFONE, INC.	
	140	5987132	A	1999-11-16	VERIFONE, INC.	

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	141	5983208	A	1999-11-09	VERIFONE, INC.	
	142	5978840	A	1999-11-02	VERIFONE, INC.	
	143	5963924	A	1999-10-05	VERIFONE, INC.	
	144	5931917	A	1999-08-03	VERIFONE, INC.	
	145	5901228	A	1999-05-04	CRAWFORD, CHRISTOPHER M	
	146	5889863	A	1999-03-30	VERIFONE, INC.	
	147	5862223	A	1999-01-19	WALKER ASSET MANAGEMENT LIMITED PARTNERSHIP	
	148	5850446	A	1998-12-15	VERIFONE, INC	
	149	5819092	A	1998-10-06	VERMEER TECHNOLOGIES, INC VERMEER TECH INC [US]	
	150	5671279	A	1997-09-23	NETSCAPE COMMUNICATIONS CORPORATION	
	151	8577804	B1	2013-11-05	COLLECTIVE DYNAMICS LLC BACASTOW STEVEN V [US]	

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	152	8666825	B2	undefined	FOTOMOTO, INC BAY PHOTO, INC	
	153	9159061	B2	undefined	COLLECTIVE DYNAMICS LLC BACASTOW STEVEN V [US]	
	154	9530125	B2	undefined	COLLECTIVE DYNAMICS LLC BACASTOW STEVEN V [US]	

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	1	20200286046	A1	2020-09-10	PAYPAL, INC.	
	2	20200104846	A1	2020-04-02	PayPal, Inc.	
	3	20190244224	A1	2019-08-08		
	4	20180211331	A1	2018-07-26	Visa U.S.A. Inc	
	5	20180137561	A1	2018-05-17	III Holdings 1, LLC	
	6	20180075452	A1	2018-03-15	WELLER KEVIN D [US] RYAN STEPHEN W [US] HILL PETER	

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	7	20170366530	A1	2017-12-21	DOMINGUEZ BENEDICTO [US] MANESSIS THOMAS [US] ROTH	
	8	20170300981	A1	2017-10-19	BENEDOR LLC	
	9	20170109750	A1	2017-04-20	PayPal, Inc	
	10	20160358175	A1	2016-12-08	WELLER KEVIN D [US] RYAN STEPHEN W [US] HILL PETER	
	11	20160210602	A1	2016-07-21	DRESSBOT, INC	
	12	20160027008	A1	2016-01-28	JOHN MICHAEL SASHA [US]	
	13	20160012434	A1	2016-01-14	UNITED PARCEL SERVICE OF AMERICA, INC UNITED PARCE	
	14	20150278789	A1	2015-10-01	SHOPKEEP.COM, INC	
	15	20150178753	A1	2015-06-25	III HOLDINGS 1, LLC	
	16	20140351048	A1	2014-11-27	Visa U.S.A. Inc.	
	17	20140222689	A1	2014-08-07	CARDINALCOMMERCE CORPORATION	

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	18	20140188622	A1	2014-07-03	GOSSETT MIKE [US]	
	19	20140108248	A1	2014-04-17	THE WESTERN UNION COMPANY	
	20	20140058948	A1	2014-02-27	VISA INTERNATIONAL SERVICE ASSOCIATION DOMINGUEZ B	
	21	20130290172	A1	2013-10-31	MASHINSKY ALEX [US]	
	22	20130226807	A1	2013-08-29	THE WESTERN UNION COMPANY	
	23	20130215116	A1	2013-08-22	DRESSBOT, INC.	
	24	20130117083	A1	2013-05-09	GOSSETT, MIKE	
	25	20130054404	A1	2013-02-28	GARCIA DUNIEL [US]	
	26	20130054484	A1	2013-02-28	SHAREMEISTER, INC.	
	27	20130006811	A1	2013-01-03	THE WESTERN UNION COMPANY WESTERN UNION CO [US] MA	
	28	20120323733	A1	2012-12-20	HERNANDEZ BENEDICTO [US] MANESSIS THOMAS [US] RENO	

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	29	20120303469	A1	2012-11-29	DIY MEDIA, INC.	
	30	20120284747	A1	2012-11-08	JOAO RAYMOND ANTHONY [US]	
	31	20120265600	A1	2012-10-18	MESAROS GREGORY J [US]	
	32	20120253912	A1	2012-10-04	MESAROS GREGORY J [US]	
	33	20120245993	A1	2012-09-27	MESAROS GREGORY J [US]	
	34	20120226541	A1	2012-09-06	MESAROS GREGORY J [US]	
	35	20120209683	A1	2012-08-16	MESAROS GREGORY J [US]	
	36	20120203603	A1	2012-08-09	MESAROS GREGORY J [US]	
	37	20120203615	A1	2012-08-09	MESAROS GREGORY J [US]	
	38	20120166316	A1	2012-06-28	MESSINA RICHARD ANGELO [US] MESSINA ELIZABETH ANN	
	39	20120143705	A1	2012-06-07	BHATTACHARYA ASHMIT [US] BOWER BRUCE [US] BRIGGS G	

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	40	20120143722	A1	2012-06-07	JOHN MICHAEL SASHA [US]	
	41	20120124608	A1	2012-05-17	SIGNATURE SYSTEMS LLC	
	42	20120109709	A1	2012-05-03	VISA U.S.A. INC.	
	43	20120089481	A1	2012-04-12	CHAIN REACTION ECOMMERCE, INC.	
	44	20120059736	A1	2012-03-08	BHATTACHARYA ASHMIT [US] BOWER BRUCE [US] BRIGGS G	
	45	20120036031	A1	2012-02-09	EWINWIN, INC.	
	46	20110313898	A1	2011-12-22	EBAY INC.	
	47	20110276492	A1	2011-11-10	VERISIGN, INC	
	48	20110264499	A1	2011-10-27	ABENDROTH JOHN C Abendroth ABENDROTH MARC B	
	49	20110258086	A1	2011-10-20	Select2gether, Inc.	
	50	20110246294	A1	2011-10-06	Beet, Inc.	

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	51	20110246318	A1	2011-10-06	EBAY INC.	
	52	20110238474	A1	2011-09-29	AMAZON TECHNOLOGIES, INC	
	53	20110231224	A1	2011-09-22	VISA U.S.A. INC.	
	54	20110231305	A1	2011-09-22	VISA U.S.A. INC.	
	55	20110218872	A1	2011-09-08	SHOPKEEP LLC	
	56	20110213671	A1	2011-09-01		
	57	20110208641	A1	2011-08-25	Tilono Corporation, a Delaware Corporation	
	58	20110161150	A1	2011-06-30	STEFFENS MARC Steffens JAYARAMAN PRAVEEN K Jayaram	
	59	20110153362	A1	2011-06-23	Valin, David A. Socolof, Alex	
	60	20110137740	A1	2011-06-09	BHATTACHARYA ASHMIT Bhattacharya BOWER BRUCE Bower	
	61	20110125610	A1	2011-05-26	BOKU, INC.	

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	62	20110099088	A1	2011-04-28	ADGREGATE MARKETS, INC.	
	63	20110087519	A1	2011-04-14	VISA U.S.A. INC.	
	64	20110082792	A1	2011-04-07	DATA TREASURY CORPORATION	
	65	20110071890	A1	2011-03-24	HART RYAN ANDREW Hart ALMSAODI AMAD Almsaodi HART	
	66	20110035278	A1	2011-02-10	VISA U.S.A. INC.	
	67	20110022499	A1	2011-01-27	HOGAN SHAKIRA NIDA Hogan	
	68	20100265311	A1	2010-10-21	J. C. Penney Corporation, Inc.	
	69	20100228776	A1	2010-09-09	MELKOTE RAMASWAMY N Melkote VATANPARAST RAMIN Vata	
	70	20100223158	A1	2010-09-02	PLASTECH HOLDING CORP.	
	71	20100153278	A1	2010-06-17	FARSEDAKIS LEWIS E Farsedakis	
	72	20100114740	A1	2010-05-06	VISA INTERNATIONAL SERVICE ASSOCIATION	

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	73	20100100433	A1	2010-04-22	PENFIELD MICHAEL Penfield	
	74	20100082449	A1	2010-04-01	PLAUTZ HUGH Plautz	
	75	20100082456	A1	2010-04-01	Turbo Holdings	
	76	20100076863	A1	2010-03-25	GOLOMB VITALY M Golomb	
	77	20100036720	A1	2010-02-11	MICROSOFT CORPORATION MICROSOFT CORP [US]	
	78	20100030578	A1	2010-02-04	SIDDIQUE M A SAMI Siddique RAOUF ABIDA Raouf RAOUF	
	79	20100030691	A1	2010-02-04	INTERNATIONAL BUSINESS MACHINES CORPORATION	
	80	20100010906	A1	2010-01-14	Grecia	
	81	20090292595	A1	2009-11-26	Tonnison Wenxuan Tonnison James Ian	
	82	20090292617	A1	2009-11-26	GREENWORLD, LLC	
	83	20090271257	A1	2009-10-29	MICROSOFT CORPORATION MICROSOFT CORP [US]	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	16512018
	Filing Date	2020-11-25
	First Named Inventor	Robb
	Art Unit	3600
	Examiner Name	
	Attorney Docket Number	DR-102

	84	20090254484	A1	2009-10-08	FORERO JULIO C Forero FORERO ARACELLY	
	85	20090240624	A1	2009-09-24	MODASOLUTIONS CORPORATION MODASOLUTIONS CORP [CA]	
	86	20090234716	A1	2009-09-17	PHOTOMETRIA, INC.	
	87	20090198618	A1	2009-08-06	CHAN YUEN WAH EVA Chan FUNG HENRY Fung	
	88	20090192833	A1	2009-07-30	MERSKY RANDY Mersky	
	89	20090184162	A1	2009-07-23	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	
	90	20090182566	A1	2009-07-16	BHOGAL KULVIR SINGH Bhogal GRIGSBY TRAVIS M Grigsb	
	91	20090112648	A1	2009-04-30	MICROSOFT CORPORATION	
	92	20090070238	A1	2009-03-12	MORYTO WILLIAM Moryto	
	93	20090037527	A1	2009-02-05	HODGES DANIEL J Hodges SAKO YUSAKU Sako	
	94	20090030848	A1	2009-01-29	FIDIDEL, INC.	

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	First Named Inventor	Robb
	Art Unit	3600
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	Attorney Docket Number	DR-102

	95	20090018908	A1	2009-01-15	DERSOVITZ OKSANA Dersovitz	
	96	20080306877	A1	2008-12-11	MANDELES MEIR Mandeles MANDELES LILACH	
	97	20080307220	A1	2008-12-11	CAMPBELL TOM Campbell	
	98	20080301046	A1	2008-12-04	MARTINEZ CHRISTIAN JOHN Martinez BOUDIER JEAN-FRAN	
	99	20080301056	A1	2008-12-04	VISA INTERNATIONAL SERVICE ASSOCIATION VISA INT SE	
	100	20080265020	A1	2008-10-30	BUSINESS INTELLIGENT PROCESSING SYSTEMS PLC BUSINE	
	101	20080235121	A1	2008-09-25	YAHOO! INC	
	102	20080208718	A1	2008-08-28	HANSON KARL G Hanson	
	103	20080195507	A1	2008-08-14	Ratnakar	
	104	20080177641	A1	2008-07-24	HERNIAK EDWARD Herniak HERNIAK JULIA	
	105	20080120196	A1	2008-05-22	IOFY CORPORATION	

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	Art Unit	3600
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	Attorney Docket Number	DR-102

	106	20080109304	A1	2008-05-08	SARELSON SETH H Sarelson TREIBER JONATHAN A Treibe	
	107	20080097842	A1	2008-04-24	TIRUMALA VENKATAKRISHNA TIRUMALA JAVANGULA PRADEEP	
	108	20080098450	A1	2008-04-24	TOPTREND GLOBAL TECHNOLOGIES, INC.	
	109	20080033857	A1	2008-02-07	MOSES MANUEL B Moses	
	110	20080016005	A1	2008-01-17	ENCRYPTAKEY, INC.	
	111	20070294134	A1	2007-12-20	YANG JUXING Yang	
	112	20070280509	A1	2007-12-06	ENCRYPTAKEY, INC.	
	113	20070280510	A1	2007-12-06	ENCRYPTAKEY, INC.	
	114	20070282754	A1	2007-12-06	ENCRYPTAKEY, INC.	
	115	20070257105	A1	2007-11-08	ENCRYPTAKEY, INC.	
	116	20070255663	A1	2007-11-01	JORDAN RANDY Jordan SAMKO RICHARD Samko	

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	Examiner Name	
	Attorney Docket Number	DR-102

	117	20070198398	A1	2007-08-23	RIOS GERARDO Rios RIOS MANUEL A AAMIR YOUNAS Aamir	
	118	20070192245	A1	2007-08-16	FISHER DOUGLAS C Fisher LO KENNY Lo	
	119	20070192784	A1	2007-08-16	SIGNATURE SYSTEMS LLC	
	120	20070185793	A1	2007-08-09	GEORGE CHRISTOPHER R George	
	121	20070179865	A1	2007-08-02	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	
	122	20070162348	A1	2007-07-12	LEWIS MORRIS E Lewis	
	123	20070150413	A1	2007-06-28	MORGENSTERN FREDERICK Morgenstern	
	124	20070083459	A1	2007-04-12	YEAR2PAY, INC.	
	125	20070078723	A1	2007-04-05	DOWNES JAMES J Downes JOHNSON MARK Johnson SZALEWI	
	126	20070050264	A1	2007-03-01	LEWIS MORRIS E Lewis	
	127	20060277116	A1	2006-12-07	LEWIS MORRIS E Lewis	

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	First Named Inventor	Robb
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	Attorney Docket Number	DR-102

	128	20060277117	A1	2006-12-07	LEWIS MORRIS E Lewis	
	129	20060173776	A1	2006-08-03	Shalley	
	130	20060155603	A1	2006-07-13	ABENDROTH JOHN C Abendroth ABENDROTH MARC B	
	131	20060136308	A1	2006-06-22	RATCHFORD MIKE Ratchford	
	132	20060085275	A1	2006-04-20	STOKES PATRICIA L Stokes LEVINE ARTHUR P Levine	
	133	20060059006	A1	2006-03-16	LANDAU MICHAEL Landau HOROWITZ EVAN Horowitz	
	134	20060041517	A1	2006-02-23	MYDREW INC.	
	135	20060036484	A1	2006-02-16	VOTICKY, MICHAEL	
	136	20060015405	A1	2006-01-19	KNOWLEDGEFLOW, INC.	
	137	20050261987	A1	2005-11-24	AMAZON.COM, INC	
	138	20050229227	A1	2005-10-13	EVENHERE, INC.	

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	139	20050199706	A1	2005-09-15	AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,	
	140	20050154649	A1	2005-07-14	PIXOMETRIX, INC.	
	141	20050136949	A1	2005-06-23	BARNES MELVIN L.JR	
	142	20050125308	A1	2005-06-09	PRICESTER.COM, INC.	
	143	20050116031	A1	2005-06-02	METROLOGIC INSTRUMENTS, INC.	
	144	20050120045	A1	2005-06-02	KLAWON KEVIN	
	145	20050055317	A1	2005-03-10	BENEDOR CORPORATION	
	146	20040267673	A1	2004-12-30	BALLARD CLAUDIO R DELUCIA KEITH	

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	Art Unit	3600
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	Attorney Docket Number	DR-102

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	First Named Inventor	Robb
	Art Unit	3600
	Examiner Name	
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CERTIFICATION STATEMENT

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See attached certification statement.

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Signature	/Maulin Shah/	Date (YYYY-MM-DD)	2021-02-23
Name/Print	Maulin Shah	Registration Number	56587

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Application Number	16512018
Filing Date	2019-07-15
First Named Inventor	Robb
Art Unit	3600
Examiner Name	DOCKET CENTRAL
Attorney Docket Number	DR-102

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	2	6016504	A	2000-01-18	Arnold et al.	
	3	6330575	B1	2001-12-11	Moore et al.	
	4	6490567	B1	2002-12-03	Gregory	

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Application Number	16512018
Filing Date	2019-07-15
First Named Inventor	Robb
Art Unit	4924
Examiner Name	Jason B. Dunham
Attorney Docket Number	DR-102

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	1	10511580	B2	2019-12-16	MONTICELLO ENTERPRISES LLC	
	2	10497047	B2	2019-12-02	PAYPAL, INC.	
	3	10438249	B2	2019-10-07	AIBUY INC	
	4	10318941	B2	2019-06-10	VISA INT SERVICE ASSOCIATES CORP	
	5	10269053	B2	2019-04-22	AT & T INTELLECTUAL PROPERTY I LP	
	6	10248990	B2	2019-04-01	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO INC	
	7	10242398	B2	2019-03-25	PAYPAL INC	
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	First Named Inventor	Robb
	Art Unit	4924
	Examiner Name	Jason B. Dunham
	Attorney Docket Number	DR-102

	9	9953378	B2	2018-04-23	VISA INT SERVICE ASSOCIATES CORP	
	10	9720554	B2	2017-07-31	FROHWEIN ROBERT J	
	11	9721290	B2	2017-07-31	GOOGLE INC	
	12	9613375	B2	2017-04-03	PAYPAL INC	
	13	9501750	B2	2016-11-21	MATTEL INC	
	14	9324098	B1	2016-04-25	AMAZON TECH INC	
	15	9311647	B2	2016-04-11	INMOBI PTE LTD	
	16	9129324	B2	2015-09-07	OKANJO CO LLC	
	17	8838484	B2	2014-09-15	BAY PHOTO INC	
	18	8589253	B2	2013-11-18	GLYDE CORP	
	19	8458055	B2	2013-06-03	IPF INC	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	16512018
	Filing Date	2019-07-15
	First Named Inventor	Robb
	Art Unit	4924
	Examiner Name	Jason B. Dunham
	Attorney Docket Number	DR-102

	20	8244597	B2	2012-08-13	PURE VERTICALS INC	
	21	7895080	B2	2011-02-21	OMNICOM HLDGS INC	
	22	7526545	B2	2009-04-27	RELEVANT MEDIA LLC	
	23	6073124	A	2000-06-05	SHOPNOW COM INC	
	24	5710887	A	1998-01-19	BROADVISION INC	

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U.S.PATENT APPLICATION PUBLICATIONS Remove

Examiner Initial*	Cite No	Publication Number	Kind Code[1]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear
	1	20170249680	A1	2017-08-30	DELL PROD LP	
	2	20160048895	A9	2016-02-17	MY WORLD INC	
	3	20150379601	A1	2015-12-30	MY WORLD INC	
	4	20140344080	A1	2014-11-19	GLYDE CORP	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	16512018
	Filing Date	2019-07-15
	First Named Inventor	Robb
	Art Unit	4924
	Examiner Name	Jason B. Dunham
	Attorney Docket Number	DR-102

	5	20140006069	A1	2014-01-01	GUGGENHEIM CHRIS	
	6	20130246179	A1	2013-09-18	DIY MEDIA INC	
	7	20130212177	A1	2013-08-14	FANPAGE TOOLKIT LLC	
	8	20130124337	A1	2013-05-15	XEROX CORP	
	9	20120295697	A1	2012-11-21	WMS GAMING INC	
	10	20120150666	A1	2012-06-13	SAVIC ALEKSANDAR	
	11	20120036042	A1	2012-02-08	ROAM DATA INC	
	12	20110307389	A1	2011-12-14	OPENSKY PROJECT INC	
	13	20100281357	A1	2010-11-03	INT BUSINESS MACHINES CORP	
	14	20100235766	A1	2010-09-15	FUJIOKA ROBB	
	15	20100153201	A1	2010-06-16	DE RUBERTIS CORBIN THOMAS KEVIN HANDLER JEFF	

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	16512018
	Filing Date	2019-07-15
	First Named Inventor	Robb
	Art Unit	4924
	Examiner Name	Jason B. Dunham
	Attorney Docket Number	DR-102

	16	20100114739	A1	2010-05-05	JOHNSTON DAVID	
	17	20100106565	A1	2010-04-28	FOTOMOTO INC	
	18	20090164315	A1	2009-06-24	GLYDE CORP	
	19	20090100329	A1	2009-04-15	ESPINOZA DANNY JAVIER	
	20	20090077480	A1	2009-03-18	CAUNTER MARK LESLIE JACKSON BRUCE KELLY GEACH STEV	
	21	20080255962	A1	2008-10-15	CHANG STEPHEN CHATWANI ROBERT BURKHART DANIEL	
	22	20080091606	A1	2008-04-16	GRECIA WILLIAM	
	23	20080092189	A1	2008-04-16	CLIPBLAST INC	

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Examiner Initial*	Cite No	Foreign Document Number[3]	Country Code[2] i	Kind Code[4]	Publication Date	Name of Patentee or Applicant of cited Document	Pages,Columns,Lines where Relevant Passages or Relevant Figures Appear	T[5]
1	1	2019043605	WO	A1	2019-03-06	MOA CAPITAL LTD		

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	16512018
Filing Date	2019-07-15
First Named Inventor	Robb
Art Unit	4924
Examiner Name	Jason B. Dunham
Attorney Docket Number	DR-102

NON-PATENT LITERATURE DOCUMENTS Remove

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

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EXAMINER SIGNATURE

Examiner Signature	/PHUONG H NGUYEN/	Date Considered	06/27/2022

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

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

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	16512018
Filing Date	2019-07-15
First Named Inventor	Robb
Art Unit	4924
Examiner Name	Jason B. Dunham
Attorney Docket Number	DR-102

CERTIFICATION STATEMENT

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

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

OR

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

See attached certification statement.

The fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

A certification statement is not submitted herewith.

SIGNATURE

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

Signature	/Maulin Shah/	Date (YYYY-MM-DD)	2020-01-22
Name/Print	Maulin Shah	Registration Number	56587

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

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /P.H.N/

Privacy Act Statement

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

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

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

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

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

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

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

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

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

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

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

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /P.H.N/

Doc code: IDS
Doc description: Information Disclosure Statement (IDS) Filed

PTO/SB/08a (01-10)
Approved for use through 07/31/2012. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	16512018
Filing Date	2019-07-15
First Named Inventor	Robb
Art Unit	4924
Examiner Name	Ethan D. Civan
Attorney Docket Number	DR-102

U.S.PATENTS

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

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

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FOREIGN PATENT DOCUMENTS

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

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NON-PATENT LITERATURE DOCUMENTS

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

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	16512018
	Filing Date	2019-07-15
	First Named Inventor	Robb
	Art Unit	4924
	Examiner Name	Ethan D. Civan
	Attorney Docket Number	DR-102

		AMAZON.COM, INC., "Build your Amazon Widgets", August 4, 2009, (https://web.archive.org/web/20090804034719/https://widgets.amazon.com/)	☐

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Examiner Signature	/PHUONG H NGUYEN/	Date Considered	06/27/2022

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☐ See attached certification statement.

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

☐ A certification statement is not submitted herewith.

SIGNATURE

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Signature	/Maulin Shah/	Date (YYYY-MM-DD)	2019-09-30
Name/Print	Maulin Shah	Registration Number	56,587

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

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

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Maulin Shah
Envision IP LLC
1345 Ave of the Americas
2nd Floor
New York, NY 10105

Courtesy Reminder for
Application Serial No: 16/512,018

Attorney Docket No: DR-102
Customer Number: 75120
Date of Electronic Notification: 07/07/2022

This is a courtesy reminder that new correspondence is available for this application. If you have not done so already, please review the correspondence. The official date of notification of the outgoing correspondence will be indicated on the form PTOL-90 accompanying the correspondence.

An email notification regarding the correspondence was sent to the following email address(es) associated with your customer number:
maulin.shah@envisionip.com

To view your correspondence online or update your email addresses, please visit us anytime at **https://ppair-my.uspto.gov/pair/PrivatePair.**
If you have any questions, please email the Electronic Business Center (EBC) at EBC@uspto.gov or call 1-866-217-9197.

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

Issue Fee Transmittal Form

Application Number	Filing Date	First Named Inventor	Atty. Docket No.	Confirmation No.
16512018	15-Jul-2019	David Robb	DR-102	4924

TITLE OF INVENTION :

SYSTEM AND METHOD FOR DISTRIBUTABLE E-COMMERCE PRODUCT LISTINGS

Entity Status	Application Type	Art Unit	Class - Subclass	EXAMINER
Small	Utility under 35 USC 111(a)	2143	027100	PHUONG NGUYEN

Issue Fee Due	Publication Due	Total Fee(s) Due	Date Due	Prev. Paid Fee
$600	$0	$600	07-Oct-2022	$0

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

Current Correspondence Address:	Current Indicated Fee Address :
75120 Maulin Shah Envision IP LLC 1345 Ave of the Americas 2nd Floor New York NY 10105 UNITED STATES 310-499-8624 maulin.shah@envisionip.com	
☐ Change of correspondence address requested, system generated AIA/122-EFS form attached	☐ Fee Address indication requested, system generated SB/47-EFS form attached

2.Entity Status

Change in Entity Status

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

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

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

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

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☒ Issue Fee	☐ I authorize USPTO to apply my previously paid issue fee to the current fees due
☐ Publication Fee	☐ The Director is hereby authorized to apply my previously paid issue fee to the current fee due and to charge deficient fees to Deposit Account Number _____
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4.Firm and/or Attorney Names To Be Printed

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1.

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

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Name	City	State	Country	Category
DKR Consulting LLC	Charlotte	NORTH CAROLINA	UNITED STATES	corporation

6.Signature

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

Signature	/Maulin Shah/	**Date**	08-19-2022
Name	Maulin Shah	**Registration Number**	56587

Electronic Patent Application Fee Transmittal

Application Number:	16512018
Filing Date:	15-Jul-2019
Title of Invention:	SYSTEM AND METHOD FOR DISTRIBUTABLE E-COMMERCE PRODUCT LISTINGS
First Named Inventor/Applicant Name:	David Robb
Filer:	Maulin Shah
Attorney Docket Number:	DR-102

Filed as Small Entity

Filing Fees for Utility under 35 USC 111(a)

Description	Fee Code	Quantity	Amount	Sub-Total in USD($)
Basic Filing:				
UTILITY APPL ISSUE FEE	2501	1	600	600
PUBL. FEE- EARLY, VOLUNTARY, OR NORMAL	1504	1	0	0
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				

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

Electronic Acknowledgement Receipt

EFS ID:	46445608
Application Number:	16512018
International Application Number:	
Confirmation Number:	4924
Title of Invention:	SYSTEM AND METHOD FOR DISTRIBUTABLE E-COMMERCE PRODUCT LISTINGS
First Named Inventor/Applicant Name:	David Robb
Customer Number:	75120
Filer:	Maulin Shah
Filer Authorized By:	
Attorney Docket Number:	DR-102
Receipt Date:	19-AUG-2022
Filing Date:	15-JUL-2019
Time Stamp:	10:53:56
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	yes
Payment Type	CARD
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Warnings:					
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2	Fee Worksheet (SB06)	fee-info.pdf	40070 e31caf8da37ba82a61886a4e56064aedbddb9264	no	2
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National Stage of an International Application under 35 U.S.C. 371

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Change(s) applied to document, /M.A.P./ 7/9/2022	51	20110246318	A1	2011-10-06	~~EBAY INC.~~ Coulter, et al.	
	52	20110238474	A1	2011-09-29	~~AMAZON TECHNOLOGIES, INC~~ Carr, et al.	
	53	20110231224	A1	2011-09-22	~~VISA U.S.A. INC.~~ Winters	
	54	20110231305	A1	2011-09-22	~~VISA U.S.A. INC.~~ Winters	
	55	20110218872	A1	2011-09-08	~~SHOPKEEP LLC~~ Richelson, et al.	
	56	20110213671	A1	2011-09-01	Hirson, et al.	
	57	20110208641	A1	2011-08-25	~~Tilono Corporation, a Delaware Corporation~~ Shader, et al.	
	58	20110161150	A1	2011-06-30	STEFFENS MARC Steffens JAYARAMAN PRAVEEN K Jayaram	
	59	20110153362	A1	2011-06-23	Valin, David A. Socolof, Alex	
	60	20110137740	A1	2011-06-09	BHATTACHARYA ASHMIT Bhattacharya BOWER BRUCE Bower	
	61	20110125610	A1	2011-05-26	~~BOKU, INC.~~ Goodsall, et al.	

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	153	9159061	B2	~~undefined~~ 10/2015	COLLECTIVE DYNAMICS LLC BACASTOW STEVEN V [US]	
	154	9530125	B2	~~undefined~~ 12/2016	COLLECTIVE DYNAMICS LLC BACASTOW STEVEN V [US]	

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	1	20200286046	A1	2020-09-10	~~PAYPAL, INC.~~ Pasupulati, et al.	
	2	20200104846	A1	2020-04-02	~~PayPal, Inc.~~ Singhal, et al.	
	3	20190244224	A1	2019-08-08	Tonnison, et al.	
	4	20180211331	A1	2018-07-26	~~Visa U.S.A. Inc~~ Winters	
	5	20180137561	A1	2018-05-17	~~III Holdings 1, LLC~~ Glazer, et al.	
	6	20180075452	A1	2018-03-15	WELLER KEVIN D [US] RYAN STEPHEN W [US] HILL PETER	

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	2	10872343	B2	2020-12-22	~~CARDINALCOMMERCE CORPORATION~~ Keresman, III, et al.	
	3	10853855	B2	2020-12-01	JOHN MICHAEL SASHA [US]	
	4	10825016	B2	2020-11-03	Raja	
	5	10572875	B2	2020-02-25	~~Visa International Service Association~~ Dominguez, et al.	
	6	10540732	B2	2020-01-21	Song, et al.	
	7	10438242	B1	2019-10-08	~~AMAZON TECHNOLOGIES, INC.~~ Carr, et al.	
	8	10339505	B2	2019-07-02	~~PAYPAL, INC.~~ Pasupulati, et al.	

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	32	8818845	B2	2014-08-26	~~ZYNGA INC.~~ Mosites et al.	
	33	8799060	B2	2014-08-05	~~Transactis, Inc.~~ Gillenson et al.	
	34	8775243	B2	2014-07-08	~~TRANSACTIS, INC.~~ Gillenson et al.	
	35	8768838	B1	2014-07-01	~~Noxus Payments, LLC~~ Hoffman	
	36	8762279	B2	2014-06-24	~~VISA INTERNATIONAL SERVICE ASSOCIATION VISA INT SE~~ Weller et al.	
	37	8762283	B2	2014-06-24	~~VISA INTERNATIONAL SERVICE ASSOCIATION, A DELAWARE~~ Gerber et al.	
	38	8751294	B2	2014-06-10	~~E2INTERACTIVE, INC.~~ Bhattacharya et al.	
	39	8719106	B2	2014-05-06	~~KEMESA INC.~~ Bachenheimer	
	40	8712852	B2	2014-04-29	~~SHARECOMM LIMITED LIABILITY COMPANY~~ Feldman et al.	
	41	8706631	B2	2014-04-22	~~SOUND STARTS, INC.~~ Gupta	

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	43	8676694	B2	2014-03-18	~~CARDINALCOMMERCE CORPORATION~~ Keresman, III et al.	
	44	8626579	B2	2014-01-07	~~VISA U.S.A. INC.~~ Fordyce, III et al.	
	45	8611919	B2	2013-12-17	~~WOUNDER GMBH., LLC~~ Barnes, Jr.	
	46	8595058	B2	2013-11-26	~~VISA U.S.A.~~ Fordyce, III et al.	
	47	8577744	B2	2013-11-05	~~DATASCAPE, INC.~~ Wagner	
	48	8566177	B2	2013-10-22	~~APPLE INC.~~ Chang et al.	
	49	RE44542	E1	2013-10-15	~~PYFRM HOLDINGS LIMITED LIABILITY COMPANY~~ Meadow et al.	
	50	8538871	B2	2013-09-17	~~THE WESTERN UNION COMPANY~~ Portillo et al.	
	51	8533076	B2	2013-09-10	~~MICROSOFT CORPORATION~~ Chu	
	52	8533118	B2	2013-09-10	VISA INTERNATIONAL SERVICE ASSOCIATION WELLER KEVI	

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	53	8412627	B2	2013-04-02	~~THE WESTERN UNION COMPANY~~ Allen-Rouman et al.	
	54	8396747	B2	2013-03-12	KEMESA CORP KEMESA INC BACHENHEIMER STEVEN I [US]	
	55	8385913	B2	2013-02-26	~~PROXICOM WIRELESS, LLC~~ Proctor, Jr. et al.	
	56	8370253	B1	2013-02-05	LAMKA F. NEIL GROSSMAN DAVID DANIEL [US] SEABURN M	
	57	8370955	B2	2013-02-05	~~PROXICOM WIRELESS, LLC~~ Proctor, Jr. et al.	
	58	8355987	B2	2013-01-15	~~BOKU, INC.~~ Hirson et al.	
	59	8315929	B2	2012-11-20	~~FIRST DATA CORPORATION~~ Allen-Rouman et al.	
	60	8306870	B2	2012-11-06	~~EWINWIN, INC.~~ Mesaros	
	61	8306908	B1	2012-11-06	~~WEST CORPORATION~~ Barker et al.	
	62	8275666	B2	2012-09-25	~~APPLE INC.~~ Chang et al.	
	63	8271395	B2	2012-09-18	~~VISA INTERNATIONAL SERVICE ASSOCIATION A DELAWARE~~ Dominguez et al.	

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	120	6853987	B1	2005-02-08	~~ZIXIT CORPORATION~~ Cook	
	121	6839692	B2	2005-01-04	~~BENEDOR CORPORATION~~ Carrott et al.	
	122	6648222	B2	2003-11-18	MCDONALD IAN SCHNEIDER YADA	
	123	6631356	B1	2003-10-07	~~VULCAN PORTALS, INC~~. Van Horn et al.	
	124	6625581	B1	2003-09-23	~~IPF, INC.~~ Perkowski	
	125	6611814	B1	2003-08-26	~~INTERNATIONAL BUSINESS MACHINES CORPORATION~~ Lee et al.	
	126	6560709	B1	2003-05-06	~~3COM CORPORATION~~ Galovich	
	127	6466918	B1	2002-10-15	~~AMAZON.COM, INC.~~ Spiegel et al.	
	128	6411943	B1	2002-06-25	CRAWFORD CHRISTOPHER M	
	129	6373950	B1	2002-04-16	~~HEWLETT PACKARD COMPANY~~ Rowney	

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	86	7702578	B2	2010-04-20	~~PASSGATE CORPORATION~~ Fung et al.	
	87	7693283	B2	2010-04-06	LIVESAY PAUL OWEN Livesay	
	88	7686210	B2	2010-03-30	~~FIRST DATA CORPORATION~~ Bolle et al.	
	89	7647247	B2	2010-01-12	~~INTERNATIONAL BUSINESS MACHINES CORPORATION~~ Abraham et al.	
	90	7636696	B1	2009-12-22	~~MEGASOFT CONSULTANTS, INC.~~ Sigler, Jr. et al.	
	91	7599856	B2	2009-10-06	~~AMAZON TECHNOLOGIES, INC.~~ Agrawal et al.	
	92	7590567	B2	2009-09-15	~~THE KROGER CO.~~ Hopson et al.	
	93	7509293	B2	2009-03-24	~~AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,~~ Hibler et al.	
	94	7505942	B2	2009-03-17	~~AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,~~ Hibler et al.	
	95	7496541	B2	2009-02-24	~~AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,~~ Hibler et al.	
	96	7496542	B2	2009-02-24	~~AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,~~ Hibler et al.	

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	97	7469233	B2	2008-12-23	~~AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY~~, Shooks et al.	
	98	7447661	B2	2008-11-04	RAJA AHSAN I	
	99	7431208	B2	2008-10-07	~~AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY~~ Feldman et al.	
	100	7430540	B1	2008-09-30	ASANI KARIM Asani	
	101	7424617	B2	2008-09-09	~~YAHOO! INC.~~ Boyd et al.	
	102	7376586	B1	2008-05-20	~~MICROSOFT CORPORATION~~ Partovi et al.	
	103	7308420	B1	2007-12-11	~~TARGET BRANDS, INC.~~ Storch et al.	
	104	7225156	B2	2007-05-29	FISHER DOUGLAS C LO KENNY	
	105	7203315	B1	2007-04-10	LIVESAY PAUL OWEN Livesay	
	106	7184980	B2	2007-02-27	~~FIRST DATA CORPORATION~~ ~~THE WESTERN UNION COMPANY~~ Allen-Rouman et al.	
	107	7143058	B2	2006-11-28	~~FUJITSU LIMITED~~ Sugimoto et al.	

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	131	6304915	B1	2001-10-16	~~HEWLETT-PACKARD COMPANY~~ Nguyen et al.	
	132	6260019	B1	2001-07-10	~~PREDICT-IT CORPORATION~~ Courts	
	133	6253027	B1	2001-06-26	~~HEWLETT-PACKARD COMPANY~~ Weber et al.	
	134	6173269	B1	2001-01-09	~~ZOWI.COM, INC~~ Solokl et al.	
	135	6141653	A	2000-10-31	~~TRADEACCESS INC~~ Conklin et al.	
	136	6119105	A	2000-09-12	~~VERIFONE, INC.~~ Williams	
	137	6072870	A	2000-06-06	~~VERIFONE INC.~~ Nguyen et al.	
	138	6014651	A	2000-01-11	CRAWFORD, CHRISTOPHER M	
	139	6002767	A	1999-12-14	~~VERIFONE, INC.~~ Kramer	
	140	5987132	A	1999-11-16	~~VERIFONE, INC~~. Rowney	

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	18	20140188622	A1	2014-07-03	GOSSETT MIKE [US]	
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	20	20140058948	A1	2014-02-27	VISA INTERNATIONAL SERVICE ASSOCIATION DOMINGUEZ B	
	21	20130290172	A1	2013-10-31	MASHINSKY ALEX [US]	
	22	20130226807	A1	2013-08-29	~~THE WESTERN UNION COMPANY~~ Mascavage, III et al.	
	23	20130215116	A1	2013-08-22	~~DRESSBOT, INC.~~ Siddique et al.	
	24	20130117083	A1	2013-05-09	GOSSETT, MIKE	
	25	20130054404	A1	2013-02-28	GARCIA DUNIEL [US]	
	26	20130054484	A1	2013-02-28	~~SHAREMEISTER, INC.~~ Hoeflinger et al.	
	27	20130006811	A1	2013-01-03	THE WESTERN UNION COMPANY WESTERN UNION CO [US] ~~MA~~ Mascavage, III et al.	
	28	20120323733	A1	2012-12-20	HERNANDEZ BENEDICTO [US] MANESSIS THOMAS [US] RENO	

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	30	20120284747	A1	2012-11-08	JOAO RAYMOND ANTHONY [US]	
	31	20120265600	A1	2012-10-18	MESAROS GREGORY J [US]	
	32	20120253912	A1	2012-10-04	MESAROS GREGORY J [US]	
	33	20120245993	A1	2012-09-27	MESAROS GREGORY J [US]	
	34	20120226541	A1	2012-09-06	MESAROS GREGORY J [US]	
	35	20120209683	A1	2012-08-16	MESAROS GREGORY J [US]	
	36	20120203603	A1	2012-08-09	MESAROS GREGORY J [US]	
	37	20120203615	A1	2012-08-09	MESAROS GREGORY J [US]	
	38	20120166316	A1	2012-06-28	MESSINA RICHARD ANGELO [US] MESSINA ELIZABETH ANN	
	39	20120143705	A1	2012-06-07	BHATTACHARYA ASHMIT [US] BOWER BRUCE [US] BRIGGS G	

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	40	20120143722	A1	2012-06-07	JOHN MICHAEL SASHA [US]	
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	42	20120109709	A1	2012-05-03	~~VISA U.S.A. INC.~~ Fordyce, III et al.	
	43	20120089481	A1	2012-04-12	CHAIN REACTION ~~ECOMMERCE~~, INC. Iozzia et al.	
	44	20120059736	A1	2012-03-08	BHATTACHARYA ASHMIT [US] BOWER BRUCE [US] BRIGGS G	
	45	20120036031	A1	2012-02-09	~~EWINWIN, INC.~~ Mesaros	
	46	20110313898	A1	2011-12-22	~~EBAY INC.~~ Singhal et al.	
	47	20110276492	A1	2011-11-10	~~VERISIGN, INC~~ Graves et al.	
	48	20110264499	A1	2011-10-27	ABENDROTH JOHN C Abendroth ABENDROTH MARC B	
	49	20110258086	A1	2011-10-20	~~Select2gether, Inc.~~ Stein	
	50	20110246294	A1	2011-10-06	~~Beet, Inc.~~ Robb et al.	

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	63	20110087519	A1	2011-04-14	~~VISA U.S.A. INC.~~ Fordyce, III et al.	
	64	20110082792	A1	2011-04-07	DATA TREASURY ~~CORPORATION~~ Ballard et al.	
	65	20110071890	A1	2011-03-24	HART RYAN ANDREW Hart ALMSAODI AMAD Almsaodi HART	
	66	20110035278	A1	2011-02-10	~~VISA U.S.A. INC.~~ Fordyce, III et al.	
	67	20110022499	A1	2011-01-27	HOGAN SHAKIRA NIDA Hogan	
	68	20100265311	A1	2010-10-21	~~J. C. Penney Corporation, Inc.~~ Carpenter, Jr. et al.	
	69	20100228776	A1	2010-09-09	MELKOTE RAMASWAMY N Melkote VATANPARAST RAMIN Vata	
	70	20100223158	A1	2010-09-02	~~PLASTECH HOLDING CORP.~~ Brown et al.	
	71	20100153278	A1	2010-06-17	FARSEDAKIS LEWIS E Farsedakis	
	72	20100114740	A1	2010-05-06	VISA INTERNATIONAL SERVICE ~~ASSOCIATION~~ Dominguez et al.	

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	73	20100100433	A1	2010-04-22	PENFIELD MICHAEL Penfield	
	74	20100082449	A1	2010-04-01	PLAUTZ HUGH Plautz	
Change(s) applied to document, /C.S./ 7/12/2022	75	20100082456	A1	2010-04-01	~~Turbo Holdings~~ Chung	
	76	20100076863	A1	2010-03-25	GOLOMB VITALY M Golomb	
	77	20100036720	A1	2010-02-11	MICROSOFT CORPORATION ~~MICROSOFT CORP [US]~~ Jain et al.	
	78	20100030578	A1	2010-02-04	SIDDIQUE M A SAMI Siddique RAOUF ABIDA Raouf RAOUF	
	79	20100030691	A1	2010-02-04	INTERNATIONAL BUSINESS ~~MACHINES CORPORATION~~ Cannon et al.	
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	88	20090192833	A1	2009-07-30	MERSKY RANDY Mersky	
	89	20090184162	A1	2009-07-23	~~AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,~~ Beck et al.	
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	92	20090070238	A1	2009-03-12	MORYTO WILLIAM Moryto	
	93	20090037527	A1	2009-02-05	HODGES DANIEL J Hodges SAKO YUSAKU Sako	
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	96	20080306877	A1	2008-12-11	MANDELES MEIR Mandeles MANDELES LILACH	
	97	20080307220	A1	2008-12-11	CAMPBELL TOM Campbell	
	98	20080301046	A1	2008-12-04	MARTINEZ CHRISTIAN JOHN Martinez BOUDIER JEAN-FRAN	
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	100	20080265020	A1	2008-10-30	~~BUSINESS INTELLIGENT PROCESSING SYSTEMS PLC BUSINE~~ Copeland et al.	
	101	20080235121	A1	2008-09-25	~~YAHOO! INC~~ Gonen	
	102	20080208718	A1	2008-08-28	HANSON KARL G Hanson	
	103	20080195507	A1	2008-08-14	Ratnakar	
	104	20080177641	A1	2008-07-24	HERNIAK EDWARD Herniak HERNIAK JULIA	
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	107	20080097842	A1	2008-04-24	TIRUMALA VENKATAKRISHNA TIRUMALA JAVANGULA PRADEEP	
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	110	20080016005	A1	2008-01-17	~~ENCRYPTAKEY, INC.~~ Owen et al.	
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	118	20070192245	A1	2007-08-16	FISHER DOUGLAS C Fisher LO KENNY Lo	
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	120	20070185793	A1	2007-08-09	GEORGE CHRISTOPHER R George	
	121	20070179865	A1	2007-08-02	~~AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY,~~ Hibler et al.	
	122	20070162348	A1	2007-07-12	LEWIS MORRIS E Lewis	
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	124	20070083459	A1	2007-04-12	~~YEAR2PAY, INC.~~ Eubanks	
	125	20070078723	A1	2007-04-05	DOWNES JAMES J Downes JOHNSON MARK Johnson SZALEWI	
	126	20070050264	A1	2007-03-01	LEWIS MORRIS E Lewis	
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	129	20060173776	A1	2006-08-03	Shalley	
	130	20060155603	A1	2006-07-13	ABENDROTH JOHN C Abendroth ABENDROTH MARC B	
	131	20060136308	A1	2006-06-22	RATCHFORD MIKE Ratchford	
	132	20060085275	A1	2006-04-20	STOKES PATRICIA L Stokes LEVINE ARTHUR P Levine	
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	135	20060036484	A1	2006-02-16	VOTICKY, MICHAEL	
	136	20060015405	A1	2006-01-19	~~KNOWLEDGEFLOW, INC.~~ Bala et al.	
	137	20050261987	A1	2005-11-24	~~AMAZON.COM, INC~~ Bezos et al.	
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	141	20050136949	A1	2005-06-23	BARNES MELVIN L.JR	
	142	20050125308	A1	2005-06-09	~~PRICESTER.COM, INC.~~ Puentes et al.	
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	145	20050055317	A1	2005-03-10	~~BENEDOR CORPORATION~~ Carrott et al.	
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	2	10497047	B2	2019-12-02	~~PAYPAL, INC.~~ Stocker	
	3	10438249	B2	2019-10-07	~~AIBUY INC~~ Briggs et al.	
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	6	10248990	B2	2019-04-01	~~AMERICAN EXPRESS TRAVEL RELATED SERVICES CO INC~~ Hogg et al.	
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	144	5931917	A	1999-08-03	~~VERIFONE, INC.~~ Nguyen et al.	
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	146	5889863	A	1999-03-30	~~VERIFONE, INC.~~ Weber	
	147	5862223	A	1999-01-19	WALKER ASSET MANAGEMENT ~~LIMITED PARTNERSHIP~~ Walker et al.	
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	149	5819092	A	1998-10-06	VERMEER TECHNOLOGIES, INC ~~VERMEER TECH INC~~ [US] Ferguson et al.	
	150	5671279	A	1997-09-23	NETSCAPE COMMUNICATIONS ~~CORPORATION~~ Elgamal	
	151	8577804	B1	2013-11-05	COLLECTIVE DYNAMICS LLC BACASTOW STEVEN V [US]	

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	11	20160210602	A1	2016-07-21	~~DRESSBOT, INC~~ Siddique et al.	
	12	20160027008	A1	2016-01-28	JOHN MICHAEL SASHA [US]	
	13	20160012434	A1	2016-01-14	~~UNITED PARCEL SERVICE OF AMERICA, INC~~ ~~UNITED PARCE~~ Sahasranaman et al.	
	14	20150278789	A1	2015-10-01	~~SHOPKEEP.COM, INC~~ Richelson et al.	
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	16	20140351048	A1	2014-11-27	~~Visa U.S.A. Inc.~~ Fordyce et al.	
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	77	7865414	B2	2011-01-04	~~PASSGATE CORPORATION PASSGATE CORP [US]~~ Fung et al.	
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	82	7742967	B1	2010-06-22	~~CARDINALCOMMERCE CORPORATION~~ Keresman, III et al.	
	83	7734527	B2	2010-06-08	UZO CHIJIOKE CHUKWUEMEKA	
	84	7717337	B2	2010-05-18	SONG YUH-SHEN SONG YUN-SHEN Song LEW CATHERINE Lew	
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	69	8090618	B1	2012-01-03	~~MASSIVE INCORPORATED~~ Chu	
	70	8041606	B2	2011-10-18	~~THE WESTERN UNION COMPANY~~ Mascavage, III et al.	
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	116	6968513	B1	2005-11-22	~~SHOPNTOWN.COM, INC.~~ Rinebold et al.	
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Not for submission under 37 CFR 1.99)		
	Application Number	16512018
	Filing Date	2020-11-25
	First Named Inventor	Robb
	Art Unit	3600
	Examiner Name	
	Attorney Docket Number	DR-102

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ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

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

The Patent Term Adjustment is 734 day(s). Any patent to issue from the above-identified application will include an indication of the adjustment on the front page.

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (http://pair.uspto.gov).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Application Assistance Unit (AAU) of the Office of Patents Stakeholder Experience (OPSE), Stakeholder Support Division (SSD) at (571)-272-4200.

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